

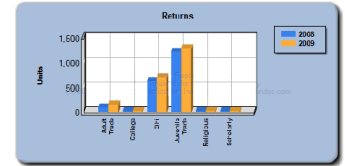
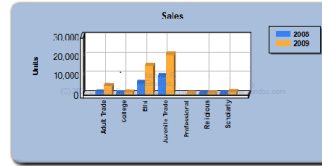
# PUBINSIGHT™ Business Intelligence for the Publishing Industry

Knowing your business, market, customers, and competition is a challenge facing every organization. Business managers throughout the organization need to make decisions based on information that is comprehensive, current, and accurate. However, the majority of Publishers acknowledge that they do not have access to all the information they need, when they need it, and how they need it. Over the past two decades, companies have made huge IT investments to improve the situation, yet still do not have the information and tools to excel in performance management and business intelligence.



## Order Dashboard

Business Performance Powered by People, Process, and Technology



### Top 10 Customers

Account	Units	\$	% Total
UNIVERSITY BOOKSTORE	1,548	\$98,478.00	3.94%
MCGRAW-HILL/UNIVERSITY BIST	1,544	\$32,880.00	3.95%
ALVAREZ COLLEGE	896	\$19,279.50	2.08%
BAKER & TAYLOR	828	\$18,497.10	1.79%
REALMOUNT MARKET PUBL INC	748	\$15,368.00	1.66%
UNIVERSITY BOOKSTORE	714	\$15,065.00	1.63%
COWLEY DISTRIBUTING INC	704	\$14,913.00	1.61%
WHITNEY EDUCATION GROUP INC	652	\$13,899.00	1.48%
CRONIN COLLEGE BOOKSTORE	624	\$13,578.00	1.47%
HOLYFATHERS COURTESY	610	\$13,543.90	1.46%
<b>Total (All Accounts)</b>	<b>42,888</b>	<b>\$806,399.90</b>	

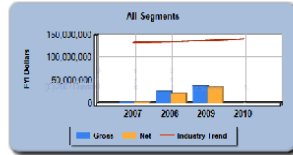
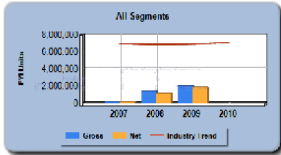
### Sales Rep Orders

Sales Rep	Units	\$	% Total
Blanco, Brian	10,624	\$239,099.40	24.65%
Albright, Adam	8,238	\$173,480.70	18.73%
Peter, Roger	6,480	\$148,032.10	15.76%
Pat, Christopher	6,862	\$141,834.60	15.31%
Steve, Salton	3,188	\$70,784.70	7.04%
Jim, John	2,702	\$66,964.60	6.16%
Salv, Terry	2,008	\$40,905.40	4.42%
Andy, James	1,584	\$34,810.40	3.74%
Aaron, James	1,462	\$32,321.00	3.48%
Tom, Thomas	64	\$1,387.10	0.15%
<b>Total (All Reps)</b>	<b>42,888</b>	<b>\$806,399.90</b>	



## Trends Dashboard

Business Performance Powered by People, Process, and Technology



	SUMMARY DATA - NET UNITS					SUMMARY DATA - NET SALES										
	2007	2008	2009	07/08	08/09	09/10	2007	2008	2009	07/08	08/09	09/10	08/10			
<b>ALL BOOK IMP \$</b>	4,685	1,051,693	1,797,161	3222.2%	66.9%	-1.6%	0.3%	21%	\$61,184	\$6,046,063	\$3,874,851	6669.0%	66.3%	1.0%	1.3%	24%
<b>Trade (Total)</b>	1,113	854,343	1,378,333	2268.6%	66.0%	-2.3%	0.6%	21%	\$67,867	\$6,046,688	\$3,454,918	2673.2%	66.3%	-0.8%	1.0%	21%
<b>Adult Trade</b>	2,724	879,784	1,370,917	2075.6%	68.3%	-1.3%	-0.1%	15%	\$46,341	\$14,912,000	\$3,330,263	2075.6%	68.3%	-1.3%	-0.2%	15%
<b>Adult Trade</b>	373	2516	7,350	665.6%	193.0%	-2.4%	10%	24%	\$11,484	\$9,710	\$169,063	420.9%	168.0%	-2.2%	0.0%	24%
<b>Professional</b>	6	0	36	-100.0%	3600.0%	4.1%	26%	15%	\$102	\$0	\$612	-100.0%	4.0%	30%	17%	
<b>Religious</b>	0	1,992	1,203	199200.0%	-34.6%	-10.2%	-32%	32%	\$0	\$62,000	\$48,000	93000.0%	-34.6%	-10.0%	-40%	32%
<b>Education (Total)</b>	1,736	189,548	417,818	11038.6%	109.8%	4.0%	0.3%	26%	\$43,207	\$4,864,480	\$10,428,712	11038.7%	110.3%	4.4%	0.2%	26%
<b>College</b>	101	898	1,472	823.1%	112.7%	3.5%	3.7%	36%	\$2,222	\$14,498	\$22,174	822.4%	122.0%	4.8%	3.6%	32%
<b>High</b>	1,635	188,380	416,321	12877.2%	159.8%	4.0%	3.6%	26%	\$23,985	\$4,843,842	\$10,398,418	12878.4%	110.2%	4.8%	3.2%	26%
<b>Specialty</b>	69	282	819	288.2%	148.6%	4.2%	1.3%	13%	\$2,087	\$8,382	\$16,121	227.4%	188.3%	3.9%	1.3%	17%

PUBINSIGHT™ provides Publishers with timely monitoring, response, and advanced reporting and analysis capabilities enabling executives, managers, or staff to respond instantly to business events by giving them all of the appropriate information required to make the right tactical and strategic decisions.

- **Deliver personalized and targeted information**  
Deliver higher-value information to improve decision-making and increase user productivity.
- **Reach a broad range of user communities**  
Targeted capabilities let users see more data in fewer clicks to work more effectively.
- **Easy to manage & modify**  
Expanded administration and ad-hoc capabilities make your deployment easier to support and enhance.

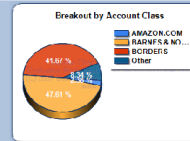
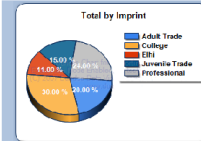
## Business Intelligence and Reporting

PUBINSIGHT™ reporting and analysis capabilities enable Publishers to meet key business analysis and reporting needs. PUBINSIGHT™ offers both scheduled and ad-hoc reporting. Users can run and view reports via the web browser as well as export reports to a PDF or Microsoft Excel file. The administrative control of access security function ensures that sensitive information is not compromised. Reports may be delivered automatically by email on a schedule set-up by the administrator.



## Sales Dashboard

Business Performance Powered by People, Process, and Technology



### MTD Summary (Units)

Channel	Order	Shipped	Backorders	Returns
Bookstore	710	4,927	3,480	71
Education & Academic	1,686	6,390	28,740	250
Market	55	155	1,160	9
Organization Direct	300	955	2,110	19
Wholesale and Jobs	92	312	3,010	33

### Accounts with Greatest Returns (MTD)

Account	Returns
UNIVERSITY B...	1,548
ST EDWARDS...	1,544
COLLEGE ST...	896
UNIVERSITY B...	828
PARSONS...	748
UNIV OF PITT...	714
CHRISTIAN B...	704
ELGIN COMM	652
COLL BOOKST...	624

### YTD Net Sales Summary (\$ 000k)

Channel	Gross Amount	Return Amount	Net Amount
Organization Direct	\$1,045.91	\$10.47	\$1,035.44
Specialty Markets	\$109.58	\$1.10	\$108.48
Education & Academic	\$13,031.92	\$150.32	\$12,881.60
Market	\$105.51	\$1.06	\$104.45
Market	\$632.93	\$9.33	\$623.60
Bookstore	\$2,842.56	\$23.43	\$2,819.13
Wholesale and Jobs	\$2,489.00	\$23.00	\$2,466.00

For ad-hoc reporting, PUBINSIGHT™ features a sophisticated yet easy-to-use report definition tool that enables the creation of custom reports based on process and line of business data stored in the PUBINSIGHT Data Warehouse.

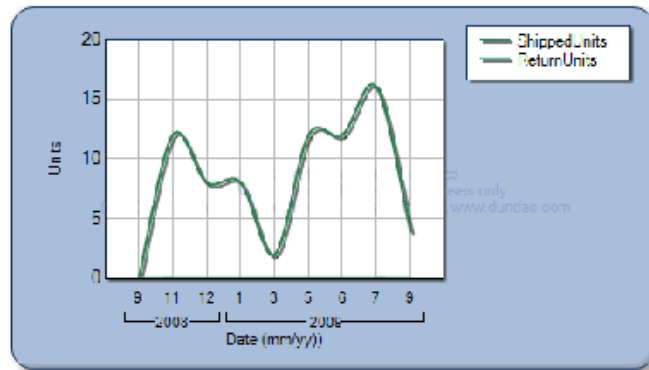
## Title Report

Business Performance Powered by  
People, Process, and Technology

ISBN: 0101052333	Title: Geometry	Inventory: 10
ISBN13: 9780101052335	Author: Cara Williams	Ordered: 210
	Imprint: Elhi	Shipped: 90
	Division: Education	Back Order: 120

### Sales Last 12 Months

Month Ending	Shipped Units	Sample Units	Return Units
12/2008	8	0	0
11/2008	12	0	0
9/2009	4	0	0
9/2008	0	0	0
7/2009	16	0	0
6/2009	12	0	0
5/2009	12	0	0
3/2009	2	0	0
1/2009	8	0	0
	74	0	0



### POS Sales

Type	Account	Current Units	Current Amt	Units 1 Week Ago	Amt 1 Week Ago	Units 2 Weeks Ago	Amt 2 Weeks Ago	Units 3 Weeks Ago	Amt 3 Weeks Ago	LTD Units	LTD Amt
Retail	AMAZON.COM	0	0.00	0	0.00	0	0.00	0	0.00	70	1099.00
	BARNES & NOBLE	0	0.00	0	0.00	0	0.00	0	0.00	20	314.00
<b>Retail Total</b>		0	0.00	0	0.00	0	0.00	0	0.00	90	1413.00
Wholesale	BAKER & TAYLOR	0	0.00	0	0.00	0	0.00	0	0.00	70	1099.00
	INGRAM	0	0.00	0	0.00	0	0.00	0	0.00	150	2355.00
<b>Wholesale Total</b>		0	0.00	0	0.00	0	0.00	0	0.00	220	3454.00

**Order Dashboard** – Provides a high-level and detailed breakdown by division of sales, returns, Top 10 Customers and Top selling sales reps.

**Sales Dashboard** – Provides a Pie Chart of total imprints sold with drill down capabilities, a breakdown of Sales by Account Class, Net Sales Trends, Accounts with greatest Returns (MTD), MTD Sales Summary by Channel, and YTD Net Sales Summary by Channel.

**Trends Dashboard** - Presents company actual data against industry data for both Net units sold and sales dollars. This dashboard will show year over year of unit sold and sales(\$) along with the percent change against industry trends.

**Title Report** – Search and view specific title information along its monthly Sales & Returns along with Supply chain data by sales channel.

## About FYI Solutions

At FYI Solutions, we have a mission: to unlock the power of your business intelligence investment. By studying your business environment—from processes to information flow to data architecture—we identify and strengthen weak links throughout your entire reporting ecosystem in order to boost the productivity of your information delivery system. In the end, you'll access the data you need more easily, efficiently, and powerfully. Simply put, you'll have increased your ROI—that is, your return on intelligence.

To learn more call 973.331.9050 or visit us at [www.FYIsolutions.com/PUBinsight](http://www.FYIsolutions.com/PUBinsight)