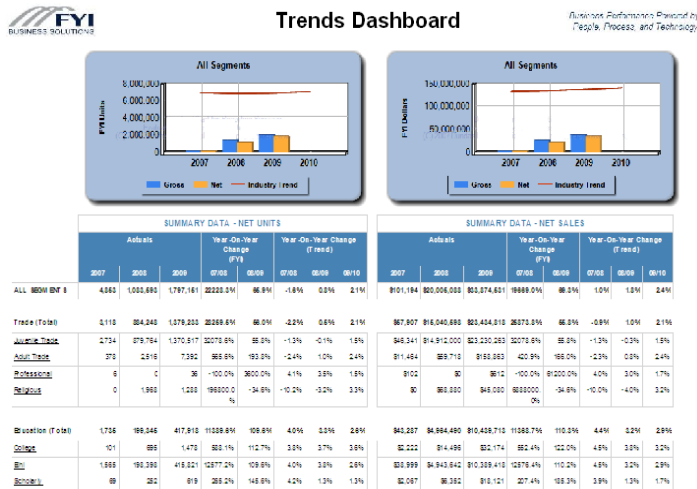
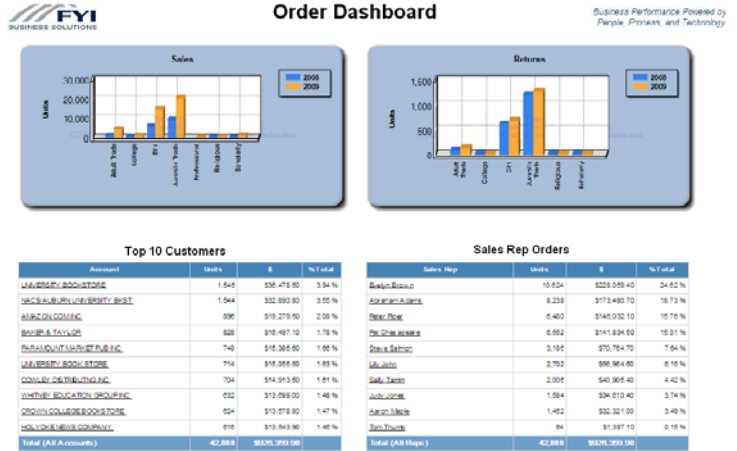


# PUBINSIGHT™ Business Intelligence for the Publishing Industry

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.

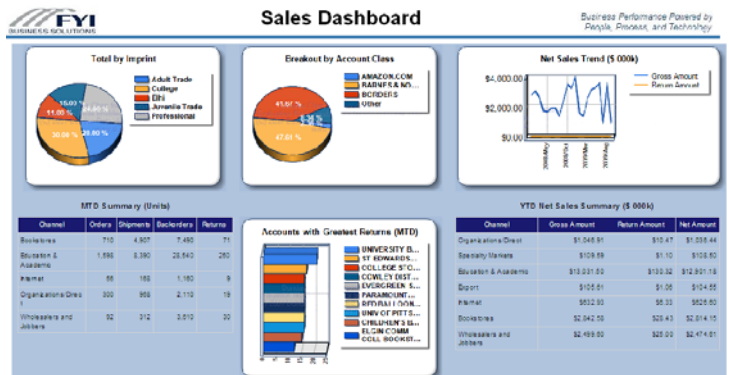


PUBINSIGHT™ provides Publishers with timely monitoring, response, and advanced reporting and analysis capabilities enabling executives, managers, or staff to respond instantly to business events by giving them all of the appropriate information required to make the right tactical and strategic decisions.

- **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.

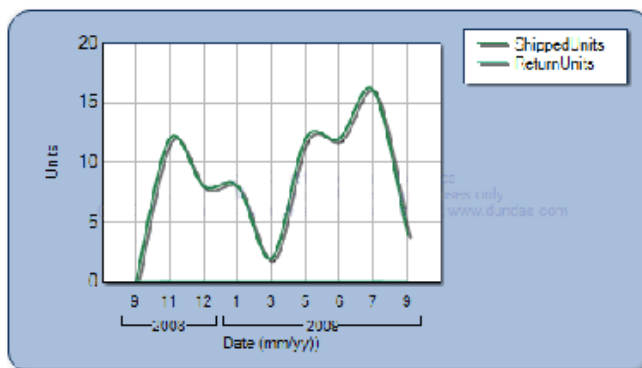


For ad-hoc reporting, PUBINSIGHT™ features a sophisticated yet easy-to-use report definition tool that enables the creation of custom reports based on process and line of business data stored in the PUBINSIGHT Data Warehouse.

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>		<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>90</b>	<b>1413.00</b>
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>		<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>220</b>	<b>3454.00</b>

**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** – For over 25 years, FYI has provided technology based business solutions to the Publishing Industry. FYI has increased performance at clients like John Wiley & Sons, Simon & Schuster, Pearson Education, Penguin, Thomson, and Macmillan. We bring experience in Order Management, Supply Chain, Sales Management, Customer Service, Inventory, Financial Accounting, and Royalties. FYI is known within the industry for its expertise in Business Intelligence and Performance Management.

FYI provides personalized business success programs based on your operational needs.

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