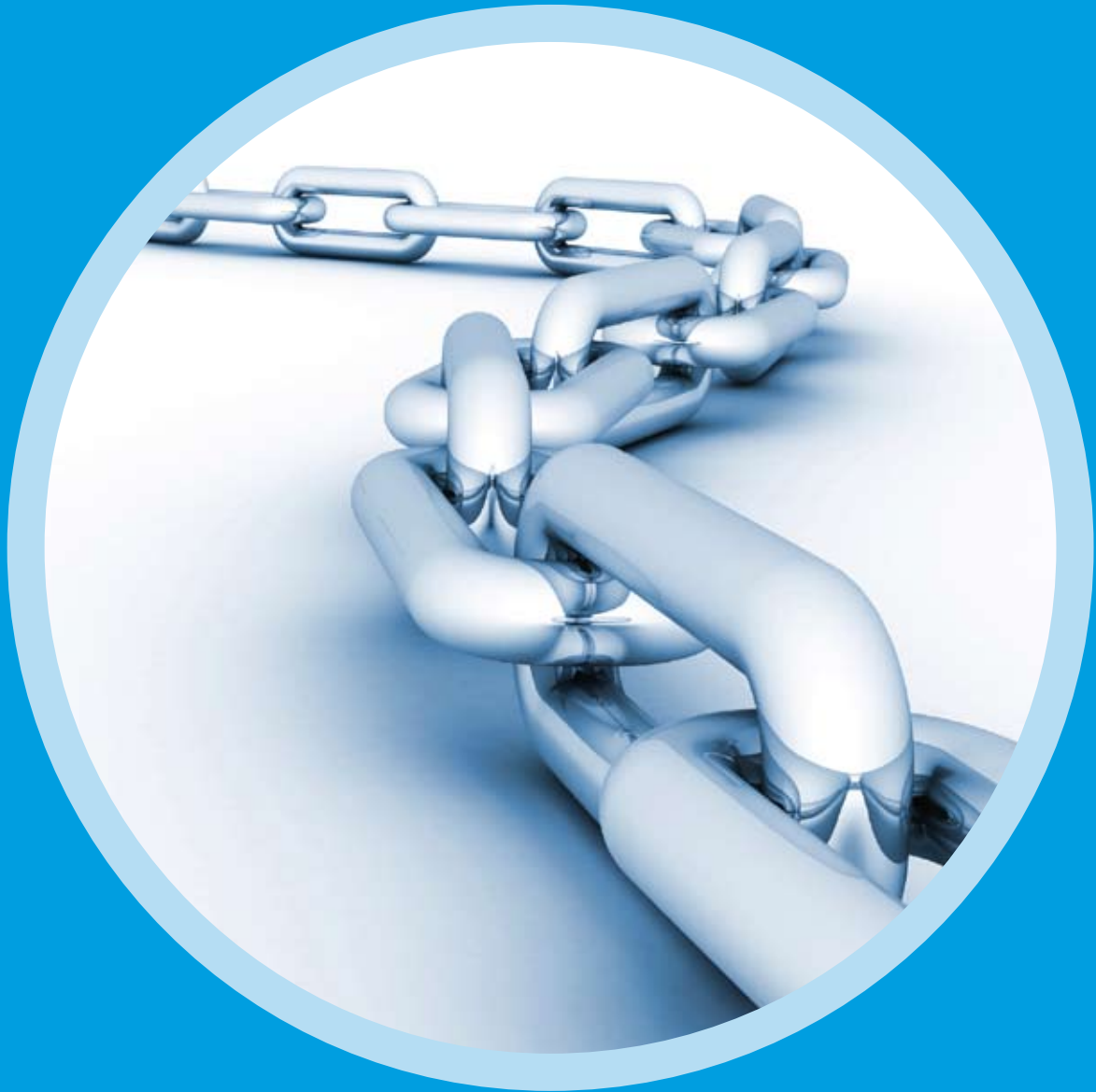


nielsen
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Nielsen BookNet

Linking the supply chain

www.nielsenbooknet.co.uk

Welcome to the Nielsen BookNet brochure. Discover the full range of BookNet services on offer and decide which one is right for you and your business.

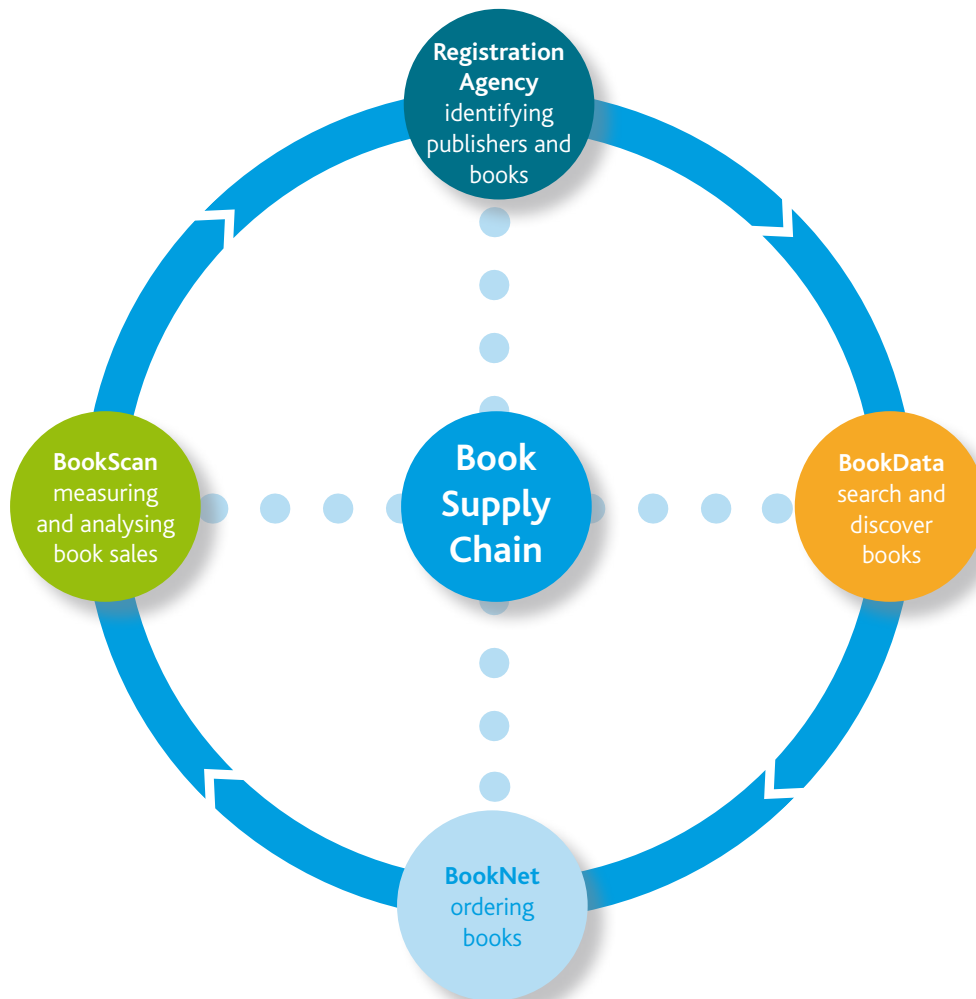
Nielsen Book has played a central role in providing services to the book industry for 150 years and still holds a unique position within the trade. We help booksellers, wholesalers, library suppliers, libraries, publishers, distributors and system suppliers provide an efficient and comprehensive service to their customers.

The Registration Agencies supply unique product identifiers (ISBNs) for books as well as geographical identifiers (SANS & GLNs) and International Standard Text Codes (ISTCs) used by publishers, booksellers and libraries to identify textual works.

BookData provides timely, accurate and comprehensive bibliographic data on English language books to booksellers and libraries worldwide.

BookNet is an integrated trading service for electronic ordering and business messaging.

BookScan tracks, measures and analyses retail sales around the world supplying detailed market information for business critical decisions.



BookNet Overview

BookNet services facilitate the electronic exchange of messages between businesses of varying size and complexity in the UK and internationally. Whether you simply want to send and receive orders, provide other business critical messages or fully integrate your back office system, BookNet can help you trade more efficiently.

Key benefits of using our service include the ability to trade with partners regardless of location, time zone or language.

BookNet Services

The benefits of electronic trading:

- Save time – eliminate errors
- Save money – reduce costs
- Environmentally friendly – less paper
- Enhance customer service – fulfill orders more quickly
- Improve efficiency – provide accurate order status information
- Increase sales.

Our services allow you to reduce the time spent on unprofitable tasks whilst allowing you to improve your purchasing decisions, stock turn and customer service.

BookNet Services include:

TeleOrdering - Order Routing

Our unique and powerful electronic order routing service allows book buyers to order from 60,000 suppliers worldwide.

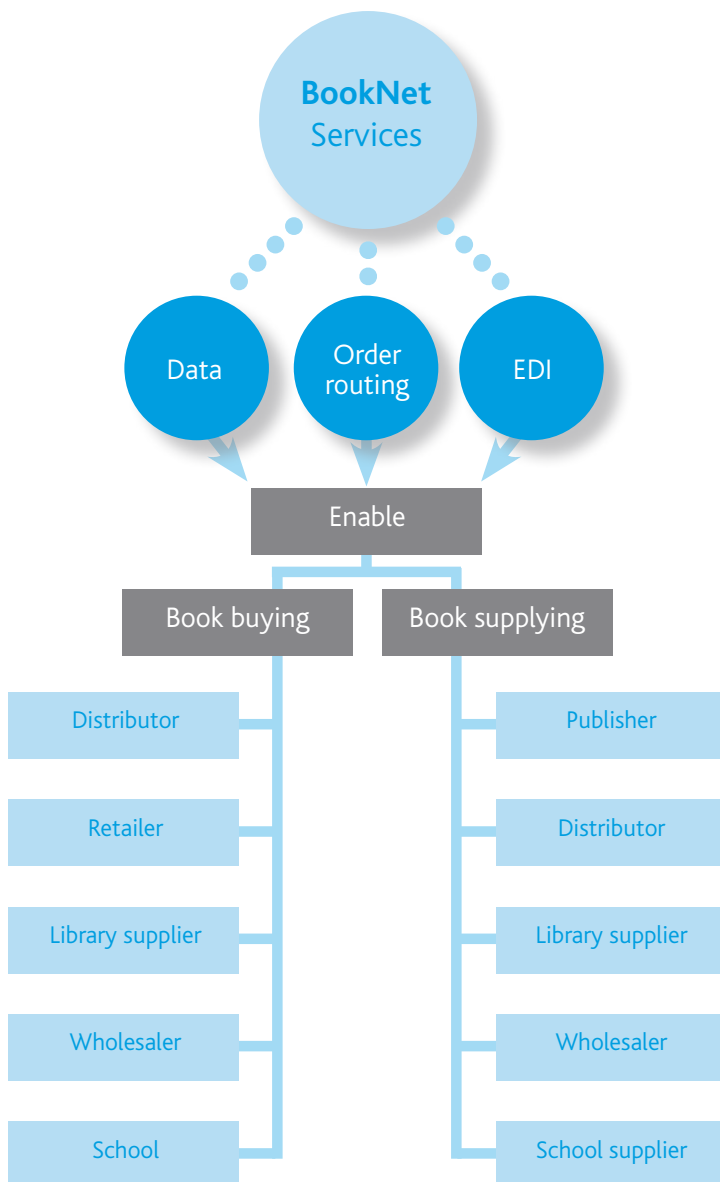
BookNet Ordering via BookData Online

An online electronic trading service for all in the book trade.

Electronic Data Interchange (EDI)

Transmit documents securely and quickly from one computer to another to allow full electronic trading with your customers.

How BookNet connects the supply chain



TeleOrdering – Order Routing

For the buyer

- BookNet TeleOrdering will automatically route your orders to the correct distributor or publisher allowing you to send all your orders to one place
- Each year we route tens of millions of order lines from hundreds of retailers to over 60,000 suppliers across the world
- Paperless trading relationships with your suppliers.

For the book supplier

- Global retailer coverage – receive orders from any participating retailer regardless of geographical location
- Electronic orders routed and available to you within minutes of being received from booksellers
- Simple Online Order Collection service for smaller suppliers
- Electronic order delivery allows auto import into your computer - no re-keying of faxes and emails (dependent on product/service).

BookNet Ordering via BookData Online

For the buyer

- Online bibliographic searching for over 9 million records
- Online orders can be automatically sent to over 60,000 distributors, publishers and wholesalers
- Real Time Supplier Data (plus order acknowledgements and delivery notes) from participating distributors and publishers
- Order acknowledgements from over 18,000 suppliers
- Order tracking and history look up for up to 6 months.

If you run a back-office or EPOS system

- Advanced software tools integrate directly with your system and you can import a structured order file directly into our service.

Our BookNet electronic trading service is available via BookData Online. In addition our BookData Web Service allows easy integration of data into in-house systems. The service can be delivered in the following formats: ONIX, XML, CSV, MARC or API.

For more information on our services or to register for a free trial of BookData Online go to:
www.nielsenbookdataonline.com

For the supplier

- Collect orders online in one place in your own time
- 6 months order history available
- Acknowledge orders back to booksellers
- Produce electronic invoices and delivery notes dependent on the product or service.

Service available 24/7

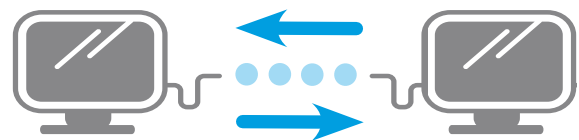
Electronic Data Interchange

For both the buyer and supplier

Our BookNet EDI service has been the market leader for 20 years.

- EDI enables the exchange of data direct between computers with little or no human intervention
- EDI is the accepted way of communicating routine commercial messages from business to business in standard formats
- Send and receive quote, order, order response, order fulfillment, order acknowledgement, invoice, delivery note, credit note and returns note messages across our networks
- Secure and auditable.

BookNet EDI Network



Send messages in a file from computer to computer

Did you know...?

...that sending 500 documents manually can average a total annual cost of £13,750.00, spending 2.5 minutes per document? Receiving 500 documents manually costs on average £14,583.00 per year. EDI costs a fraction of this.

Do I need extra software?

Ordering via BookData Online could not be easier! All you need is an internet connection. You will not need to worry about extra software or browser compatibility.

www.nielsenbooknet.co.uk

BookNet Services

The benefits of electronic trading:

- Save time
- Save money
- Environmentally friendly
- Enhance customer service
- Improve efficiency
- Increase sales.



Buyer
places order
electronically

Supplier
receives order,
acknowledges
order, sends
books to buyer

**BookNet
TeleOrdering**
receives order,
routes electronically
to correct
supplier

Comprehensive coverage

Please contact us for more information

Efficient supply chain

Timely transactions

**Enquiries for BookNet services
and price list:**

Over 30 years of experience

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Email: Stephen.Long@nielsen.com

International market

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Mobile: +44 (0)7815 879 144

Email: Joanna.Decourville@nielsen.com

Technical queries and support

**Our staff are knowledgeable.
We can offer you tailored
services to meet your
business needs.**

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