







Publishing Industry Solutions

Business Intelligence for the Publishing Industry



About FYI

-  Established in **1984** with 125+ business professionals
-  NJ-based **Publishing Solutions** Firm
-  Extensive list of Successful **Publishing Client** Engagements
-  **Business Intelligence** Specialist to Publishing Industry





Business Intelligence Specialists

- **12+ years** of delivering Enterprise Data Warehousing and Business Intelligence solutions
- Recipient of the 2004 **Cognos Partner of the Year Award**
- Business Partner with **top BI Vendors**





Convergence of Business Intelligence with Publishing

PUBINSIGHT™

- ✓ **Pre-Built** Publishing Performance Management Solution
- ✓ **Publishing Industry** Specific
 - *Data Feeds*
 - *Flexible Data Model*
 - *Pre-Built Reports and Dashboards*



PUBINSIGHT™ Features

- ✓ Built by and for **Publishing Industry** Professionals
- ✓ Optimized **Data Architecture** for Reporting, Analysis and Ad-Hoc Query
- ✓ Highly Configurable, **Intuitive** Interface
- ✓ **'Best of Breed'** Business Intelligence Tools



PUBINSIGHTtm Benefits

- ✓ **Rapid deployment** with reduced costs
- ✓ Improve **Sales Performance**
- ✓ Drive **increased** sales and greater account **visibility**
- ✓ Rapid Results and **ROI**

Performance Management Dashboards

Cognos Viewer - Order Summary

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MTD Order Summary

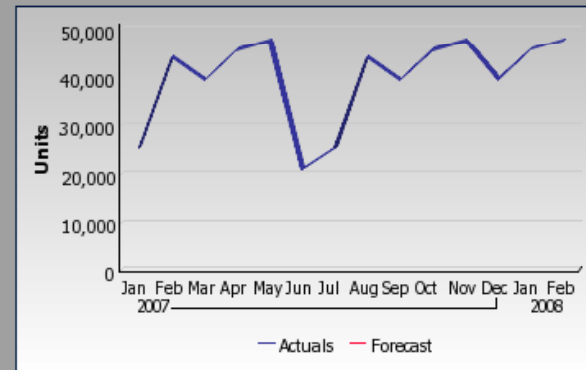
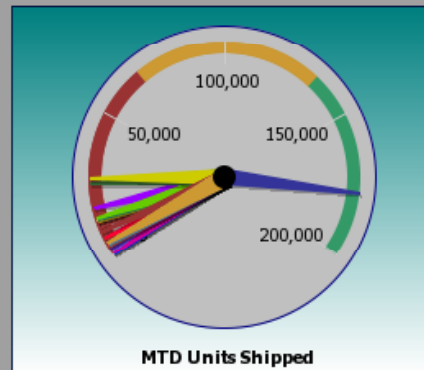
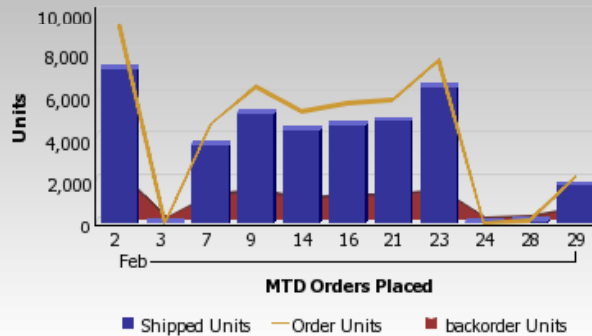
Apr 2, 2008

Business Performance Powered by People, Process, and Technology

MTD

YTD

Prior Year

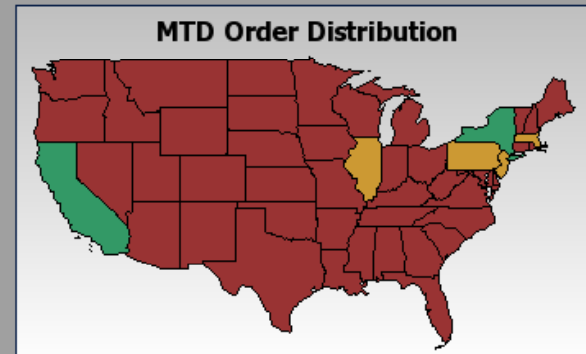


MTD Top 10 Ordering Customer (\$)

Account	Units	\$	% Total
UNIVERSITY BOOKSTORE	592	\$14,164	1.33%
LITTLE BOOKWORMS INC	326	\$8,300	0.78%
BOOKWORM LTD-IDOWU AKINLADE	302	\$7,823	0.74%
PAPER STORES INC	326	\$7,486	0.70%
TIGER BOOK STORE INC	294	\$7,439	0.70%
PENDRAGON TRADING COMPANY	320	\$6,887	0.65%
HOLYOKE NEWS COMPANY	316	\$6,802	0.64%
BOOK SHOPPE	250	\$6,013	0.57%
MIDWEST LIB SERV INTL	220	\$5,689	0.54%
HORIZON BOOKS INC	248	\$5,512	0.52%
Total (All Accounts)	47,496	\$1,062,096	100.00%

MTD Rep Orders

Rep	Units	\$	% Total
PC	11,868	\$271,197	25.53%
EB	8,680	\$191,853	18.06%
AA	7,708	\$172,264	16.22%
PP	7,212	\$161,194	15.18%
ST	5,076	\$111,863	10.53%
SS	3,678	\$81,993	7.72%
LJ	1,880	\$40,110	3.78%
AM	1,088	\$25,131	2.37%
JJ	236	\$5,098	0.48%
TT	48	\$944	0.09%
SE	22	\$449	0.04%
Total	47,496	\$1,062,096	100.00%





Thank you!

Richard Zaziski, CEO

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