



Unveiling Title Management 7.0

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Strategic Directions

- Major Expansion of Web Applications
- Revamped Architecture
 - Migrate to single database platform – MSSQL
 - Emphasis on server based processing
- Maximize use of innovative technology
 - MSSQL Capabilities
 - Desktop/Email Alerts via RSS
 - Ajax Controls for seamless experience

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Strategic Directions

- Personalized Experience for each user
 - Home Page
 - Multiple Saved Searches
 - Saved Lists of Titles/Projects/Contacts
- New Functionality
 - Title P&L
- Expansion beyond Titles
 - Manage Global Contacts
 - Authors
 - Freelancers
 - Peer Reviewers
 - Publicity Contacts

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Strategic Directions

- **Manage Projects**
 - Marketing Projects – Events, Exhibits, Ad Campaigns
 - Promotional Materials
 - University Courses for Marketing and Sales– wait and see
- **Journals Management**
 - Editorial Content Management
 - Production
 - Marketing

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The Sneak Preview

- A Brief Tour of Title Management 6.4
- 7.0 Real Software
- 7.0 – A bit of Vaporware

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Warm Up -Title Management 6.4

- Title Management Desktop
 - Title Verification
 - Eloquence Web Link
 - Contract Territories
 - Catalog Export Improvements
 - Indesign XML Import

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Title Management 7.0 Sneak Preview

- Home Page
 - Personalized Experience
 - Shows Recent Activities
 - Tasks at glance
- Acquisitions
 - Acquisition Status
 - Publication Plan
 - Peer Review
 - Title P&L
 - Assign ISBN's, Create Title Records

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Title Management 7.0 Sneak Preview

- **Titles**
 - Title windows have been evolving
 - In use now by many publishers-especially Eloquence customers
 - Improved performance and user experience
 - Ajax Controls for smooth operation
- **Global Contacts**
 - Authors, Contributors, Peer Reviewers, Freelancers,
- **Search Capabilities**
 - Multiple Saved Search Criteria
 - Capability to build working lists

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Title Management 7.0 Sneak Preview

- Marketing Projects
 - Highly Configurable
 - Exhibits, Events, Campaigns, Coop and more
 - Create links between Projects
 - i.e. Campaign has many projects
 - Extensive Scheduling Tools
 - Task Views
 - Schedule Tool
 - Basis for all Scheduling in 7.0 – Titles, Projects
 - Misc Items/Sections can be added
 - Highly configurable
 - Calculated Fields

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Title Management 7.0 Sneak Preview

- Journals Management
 - Strong relationship between:
 - Journal
 - Volume
 - Issue
 - Content Units
 - Maximizes use of Scheduling Tool
 - File Locations
 - Participants
 - Extensive Use of Global Contacts
 - Apply Rates to track costs
 - Summary Costs calculated- customizable

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Integrating Version 7.0

- Install the Title Management Apps on an IIS Web Server
- Migrate some of your user community to the web
 - Focus on those users that can perform all of their functions on the web
 - Target new areas to expand into – i.e. Marketing projects
 - Look for your champions

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Fear Not

- Title Management Desktop will be enhanced and supported for the foreseeable future.
- 7.0 In Depth Sessions
- Unconference Session Opportunities
- We are here to help.
 - Watch for 7.0 Integration Webinars and Workshops.

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Follow Up Sessions

- Title 7.0 – P&L In Depth
 - Tuesday - 11:15 - Room One
- Title Management Outside the Box
 - Tuesday - 1:30 – 2:20 - Firehouse
- Title Management 7.0 – Marketing In Depth
 - Wednesday – 8:30 – 9:20 - Room 1
- Title Management 7.0 – Contacts In Depth
 - Wednesday – 9:30 – 10:15 - Room 1

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