

P&L Unconference

(I didn't know who the speakers were, so there are a bunch of "he" and "she" references.)

P&L not brought into 7.0 yet.

P&L database can handle multiple formats, but screen is not set to yet.

Can link back to acquisition projects, can see P&L from there.

Once title sent to TMM, will bibliographic data flow back from acquisition project.

Want title to be historical in acquisition, new request to have it flow back. Both ways are requested.

Lippincott allows changes to flow back and forth until launch. Then it is locked.

At acquisition model, don't need an ISBN, create a pub plan with date. Date not in TMM yet. Can either assign ISBN later or delete the item if cancelled.

Can't see it in web until title is set up on client version. Org levels must be set up in TMM, can't apply template in web.

Pub plan template?

Editor control – don't want acquisitions pushing titles into TMM for original customer. Sounds like people do it both ways – acquisitions pushes the title or editors control. Possible option by client?

Pub plan going out 5 years.

Add title info to pub plan with actual season next to forecasted season. Actual retail price. Or add "proposed" to all fields originally there.

All section headers can be renamed at the database.

Projects have multiple formats. Must be able to link formats together to a work.

7.0 – journals - click on title, then go right into acquisition tab.

Acquisitions & projects are only on web version.

More robust functionality in desktop version

Put link in desktop right into acquisitions web page.

We support internet explorer and firefox. Html editor has issues with Safari right now.

Clients thinking of whole life cycle of products. Want to change price, etc. Season may be driver. Key to include options. Move price to the year level. New printing,

new price. Make it a client option. Put it on production spec window. Put it on first one and show it on spec. what about discounts? Discounts change year to year. A title may move from professional to text book after first year, so discounts change by year. Take it out of sales channel? Discount should be at sales channel and year level. What about return percent stay where it is. Price by year. If something publishes fall 08 – 9/15/08. Year 1 = 9/15/08-9/14/09. Year can mean whatever you want it to mean. It can be fiscal. But would need 12 templates if done fiscally, 1 for each month. They want to do anniversary date. This isn't for sales forecasting. Take #s projected for year 1 then pass into spreadsheet for front list.

P&L Templates:

Look almost identical to actual screens.

Show percentages. For hardcover. Can flip formats and see totals by formats. 35% hardcover, 65% paperback, for example. Can also do by units. He doesn't look at it by year. He would include just up to year 1. Hardcoded with 4 years. Include up to drop down.

On summary page

Can use %s on actual P&Ls also.

Difference in production specs between template & actual. Percentages can spread out quantities over years and formats across paperback/hardcover & years.

Charge codes can all be manually defined. Goal is to match up with how actuals will come in. are they going to pull in actual sales.

Project # vs ISBN and cost tracking.

ID # on project details that can be entered.

Use P&L but don't separate marketing by title. Just marketing budget per season. One person tries that. If \$5k marketing for a title, book it to the title. If flyer or mailing with multiple titles, book that cost into the front list at the end of the year. Weight trade titles more than academic. Have marketing and production sign off on how this is split. Put shared marketing costs divided by # of front list titles into P&L. or add marketing as a percentage. Fulfillment costs come in as a % of net sales \$. Can't be entered by title. Can make more of these summary items. Can define total marketing cost divided by titles plus a %age for marketing and then add specific marketing costs per title.

On marketing window add general % of net sales to apply to general marketing and also have specific costs applied. Go to 1 account code or a break out? For hardcover, general marketing % = this, paperback = this. Grant funded direct mail as a separate cost code. Add grant in as income – Production Subsidy income. Would need another summary – “marketing subsidy income” to know where it came

from so they can balance themselves out and not affect unit cost. They can add it to the drop down but we have to add it to the summary field.