



*"Firebrand Technologies' Eloquence Metadata service facilitates the delivery of accurate, timely product data from publishers to downstream users. I have long admired Firebrand Technologies' contribution to data integrity. I can give you no better testimony than to tell you our two publishing divisions, Sterling Publishing and Barnes & Noble Proprietary Publishing, are both Firebrand Technologies shops."*

**~JOE GONNELLA**  
Vice President of Inventory Management & Vendor Relations  
Barnes & Noble

#### LICENSING OVERVIEW

Eloquence services both small and big publishers—from one title to 64,000 titles. Monthly subscription service charges are based on number of active titles and a service plan to meet the needs of publishers and distributors of any size.

The Eloquence Metadata Solution includes access to Title Management For Eloquence — a web based version of Title Management, targeted for the functions needed to meet the requirements of ONIX and other sales support needs.



To learn more about how Eloquence Metadata Solutions can streamline and enhance your publishing process, visit us online at [www.firebrandtech.com](http://www.firebrandtech.com). Or contact Doug Lessing at [doug@firebrandtech.com](mailto:doug@firebrandtech.com) or 516.356.6633.

**ASK YOURSELF:  
DO YOUR CUSTOMERS FIND  
YOUR TITLE *EVERY TIME?***  
(Check 'Yes' if you use Eloquence)

**Manage your message across all channels. And seamlessly send rich bibliographic records to all your trading partners, publishers, and distributors.**

#### **The problem: Complex challenging systems have become the standard.**

Online Information Exchange (ONIX) is complex, challenging, and constantly changing. Development is very time-consuming; and if you develop it yourself, be prepared to start over when you're finished. Still, for publishers who rely on online sales (and who doesn't?), ONIX is also the standard—even though each publisher and trading partner seems to implement it differently.

Additionally, title information is increasingly complex. In today's online environment, transmitting the correct information is more important than ever.

#### **The solution: a technology fluent with the needs of publishers.**

Eloquence provides book publishers with the power to electronically disseminate and control the title information and jacket images that are being used in the sale of their products. Clients using Eloquence are able to leverage marketing information typically printed in catalogs, title information sheets, tip sheets, sell sheets, internal databases, and publishers' corporate websites to greatly increase sales.

Now, it's easier than ever to transmit rich formatted bibliographic metadata to distributors and online retailers such as Amazon, Barnes & Noble, Borders, Baker & Taylor, Ingram, Bowker, Muze, and others. (Currently, there are more than 150 Trading Partners currently available.) Eloquence supports the ONIX format, as well as the specific format requirements of the trading partners listed. It also has the capacity to support much more expansive types of content and data transmission standards.

#### **The fastest, easiest, and most accurate way to implement ONIX is also the most cost-effective.**

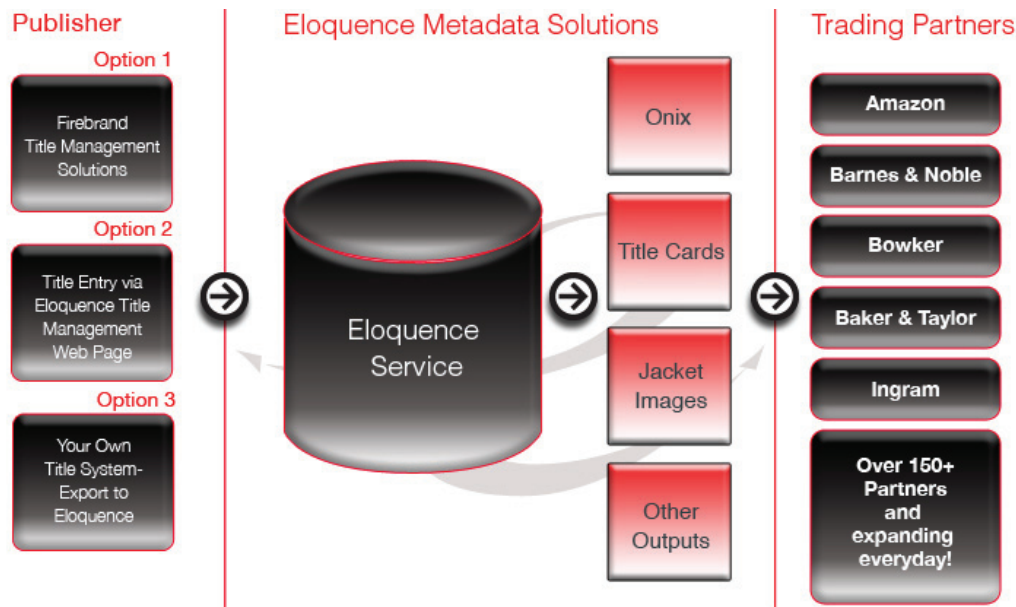
For clients using our Title Management Solution, implementing ONIX standards is as easy as a click of the button. At Firebrand, we have extensive experience working with a vast variety of trading partners. Eloquence knows who to talk to. And as a result, you can decrease costs by reducing manual labor data entry.

But Eloquence does more than transmit electronic data. It gives you the tools to create those critical resources needed for sales. Imagine printing a complete set of B&N Title Cards for an entire season with just one click! No more cutting and pasting. No more mind-numbing menial labor. The Eloquence service includes the capability to print Tip Sheets, B&N Title Cards, Borders/Walden Title Cards and more.



## The benefits of fluency:

- Integration with Title Management Solutions. The functions to release titles, copy and jacket images to Eloquence are built into our Title Management Solutions to give you the control and security you need to submit information.
- Increased staff productivity. Sending title information to Eloquence becomes a logical step in the publishing process, rather than an arduous task to collect and enter title information spreadsheets each season.
- Better relationships. Eloquence helps publishers and their trading partners manage their relationships better by improving the flow of critical title information throughout the industry.
- Quality assurance. Eloquence doesn't just pass through data to partners. It runs extensive analysis on the quantity and quality and provides sophisticated feedback reports so you can constantly improve and enhance your title information.
- Growing sales channels. With 150+ partners, our network is growing all of the time. This opens up potential new sales channels and relationships for publishers, which leads to increased sales.
- Better product lifecycle management. Eloquence has carefully timed feeds to trading partners based on their schedules. This provides our publishers the best possible turnaround on your data.



## WITH ELOQUENCE, YOU HAVE THREE CHOICES FOR SENDING YOUR TITLE INFORMATION:

Title Management integration. Title Management offers a direct—but secure—link between your title and the Eloquence website, [www.eloquenceweb.com](http://www.eloquenceweb.com), so you can easily see what data has been made available to the Trade. And you can view and release titles, copy and images with a simple click.

Direct entry via Eloquence Title Management web application. Enter and maintain your enriched title information and marketing copy in the state-of-the-art Eloquence Title Management web application. It's a performance-enhanced, Internet browser-based application that creates direct access on your Macs and PCs.

Direct from your system to ours. If you have your own title information system, together we can develop an import to upload and update title information directly on Eloquence.

*"Even in the midst of a weakening economy, when we've had a down year in sales, our revenue from Amazon has increased by 37% over last year, which works out to more than \$80,000. We believe that this is, in large part, a direct result of our old and new book information being sent to them in weekly Eloquence feeds."*

~DENNIS LLOYD  
Associate Director  
Director of Sales and Marketing  
University Press of Florida