



ENTERPRISE SOLUTIONS

With Firebrand Title Management Software, you have the publishing industry's most sophisticated and trustworthy software at your disposal. Based on decades of accumulated knowledge, configured and price structured to work from the smallest, one-title publisher to the largest houses in the world, Title Management puts you in control.

Acquisitions: From proposal, through peer review, due diligence and finally decision making, Title Management for Acquisitions will help uncover the answers. Acquiring editors can track the status of all submissions or proposals under review.

Editorial: Capture and manage title information efficiently and accurately in a single integrated database developed specifically for book publishers.

Contracts: Manage and maintain author-publisher contract specific details easier than ever—including multiple contracts for a title or group of titles, traditional royalty author contracts, Work-For-Hire fee based contracts, and other contracts for creative contributors.

Production: Develop publishing Project Plans easily using configurable and customizable schedule templates.

Manufacturing: Track manufacturing specifications, cost estimates, and purchase orders by title and printing; easily and quickly create reprints based on a title's printing history; create and maintain historical records for each component of a manufacturing process; and manage your company's resources by analyzing data to find strategic sourcing opportunities.

Paper Management: Track paper inventory, assign and reserve paper stocks for upcoming printing jobs.

Marketing: End the paper chase. Now you can gather and disseminate marketing content throughout the lifecycle of a title. Create Sales Catalogs and other promotional materials directly from Title Management. Send Onix via our Eloquence Metadata Solutions. Coordinate your marketing team across a wide range of activities by managing all of your Marketing Plans, Campaigns and Projects.

Sales: Support your sales department without the acrobatics typically expected prior to a sales conference.

Journal Management: Title Management Version 7.0 provides a comprehensive, full lifecycle tool to acquire journals, collect and edit content, produce and market periodicals.

Reporting: Any information captured in the Title Management database can be displayed and shared in reports.

LICENSING OVERVIEW

Firebrand's Solutions are licensed to meet the priorities of the smallest publisher to the largest houses in the world. Currently, we offer two models for licensing and hosting Title Management:

Hosted Enterprise

Firebrand offers Title Management solutions hosted in our monitored and secured datacenter. This model is ideal for companies that want to minimize up-front capital investment and still provide a predictable operating cost. Mac- and PC-compatible access to Title Management is provided through Remote Desktop for our Windows-based desktop applications, while any Internet browser can be used for our Title Management web-based applications.

Licensing for the Title Management Hosted is a per-user/per-month subscription fee. There are no up-front license costs, no up-front capital investment in server hardware and Microsoft SQLServer software. Maintenance/Support fees are included in the Monthly Subscription.

Installed Enterprise

Firebrand Title Management solutions can be installed in your IT department, on your servers and operating systems. Although this requires a larger up-front capital investment in servers and Firebrand licenses, it offers you the control you may need in more complex environments. Typically, this is installed as a two-tiered structure as a dedicated SQLServer database, and a dedicated Terminal Server/Web application server, although these two servers can be combined into one well-designed machine if properly configured. If installing an ecommerce website, this is typically accomplished on a dedicated web server in a different security zone.

Licensing for Title Management in an Installed model is based on a per-named user, up front license charge with an annual upgrade and support fee.



PUBLISHING IS CREATIVE. LET'S KEEP IT THAT WAY.

A FAMILY OF SOLUTIONS FOR PUBLISHING

Our Title Management also works seamlessly with other Firebrand solutions.

- With our Eloquence Metadata Solutions, you can effortlessly send your title information to all of your trading partners, including Amazon, Barnes & Noble, Baker & Taylor, Ingram, and Bowker—more than 100 in all. Now, it takes just one click to get the word out!
- Firebrand's Content Services helps you go digital earlier in the process and gets your e-books in more places, faster and with less hassle.
- Or imagine, with just one more click, publishing a complete, rich book detail page to your own website. Firebrand's Ecommerce Solution sets the pace for brisk online sales.
- NetGalley is a website where publishers can invite contacts to view their print or digital galleys, and readers can request galleys they want to review. Reviewers, media, journalists, bloggers, librarians, booksellers & educators can join and use NetGalley at no cost at www.netgalley.com.



To learn more about how Title Management can streamline and enhance your publishing process, visit us online at www.firebrandtech.com. Or contact Doug Lessing at doug@firebrandtech.com or 516.356.6633.

Title Management is the integrated solution that will enable you to track projects from pre-acquisition through publication, capturing and maintaining accurate title and author information, production schedules, contracts, enriched marketing content and more. As a result, you'll reduce costs by eliminating duplicate data entry, redundant databases, obsolete data, and errors.

More importantly, you'll free up your staff to focus on what they do best—create great content.

The problem: multiple sources, inaccurate information, and wasted time.

How many sources of title information do you have? 10? 25? 75? Maybe more? Now, take the number in your head and triple it. If you take a deep look, you'll find staff members maintaining title information in more places than you think. In fact, it could be all over the place—in FileMaker files, Microsoft Word documents, Excel spreadsheets, Access databases, web databases, and other applications designed for everyone else but publishers.

Now, ask yourself the really important questions. Which source is accurate? And how much time do you waste broadcasting changes so everyone in your organization can update their personal sources? Every price change. Every copyright update. Every blip. Every edit.

The solution: one integrated system.

Firebrand's Title Management Enterprise Software offers publishers one version of the truth—software-based on a centralized database with the capabilities to manage publishing from acquisition through reprints (with marketing and sales in between).

You can timely and accurately collect title information and collateral in one central place. And as a result, you can leverage this valuable asset—the truth—to create production schedules, tip sheets, catalogs, B&N Title Cards, websites, and more.

Title Management is directly integrated with Firebrands services including Eloquence Metadata, Content Services and Ecommerce, incorporating key activities directly into your day-to-day workflow, within the tool that publishers know so well.

HIGHLIGHTS OF TITLE MANAGEMENT ENTERPRISE

1. Major Expansion of Web Applications

2. Maximize use of innovative technology

- Microsoft SQL Server Capabilities
- Desktop Alerts via RSS
- Email Alerts
- Web Browser Ajax controls for seamless experience

3. Personalized Experience for each user

- Home Page with Recent Activities and Overdue Tasks
- Multiple Saved Searches
- Saved Lists of Titles/Projects/Contacts

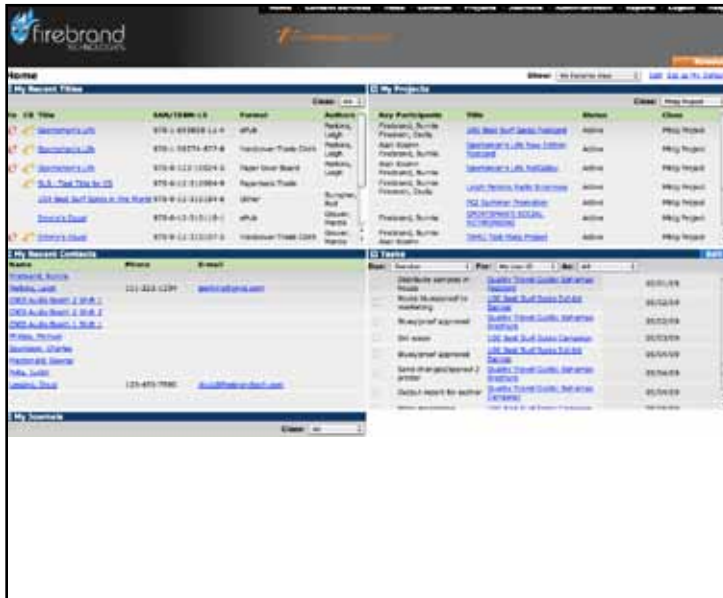
4. Title Management Pages

- Expansion of web based title management capabilities
- Improved performance for smoother page responses
- Verification feature to audit and compare the quality of title information to various standards including Barnes & Noble EDRP, BISG Data Certification and more

5. Title Profit & Loss

- Integrated with Acquisition projects
- Extensive Project-based P&L based on your pre-defined models
- Create P&L for each stage in lifecycle of the project i.e. Acquisitions, Manuscript Transmittal, Print Decision, Actual from ERP
- Multiple versions for each stage
- Sales, royalties, expenses across multiple editions, multiple years

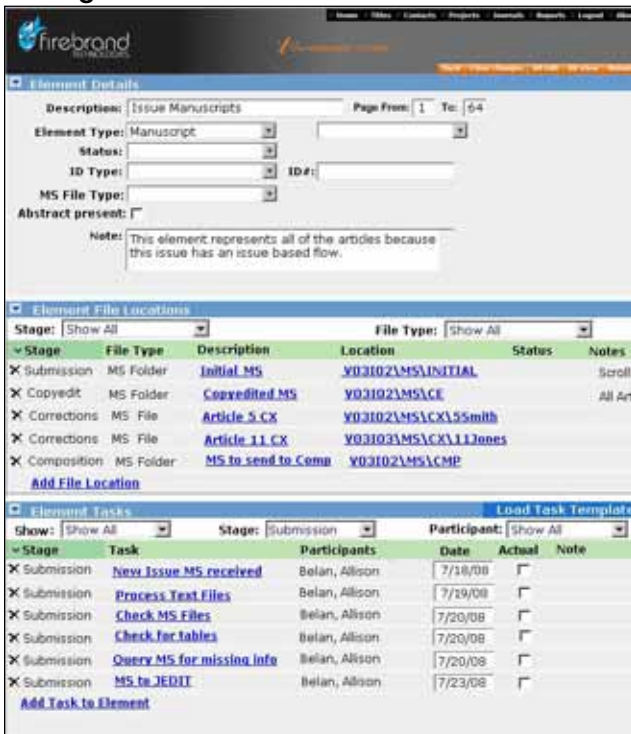
Personalized Experience for each user



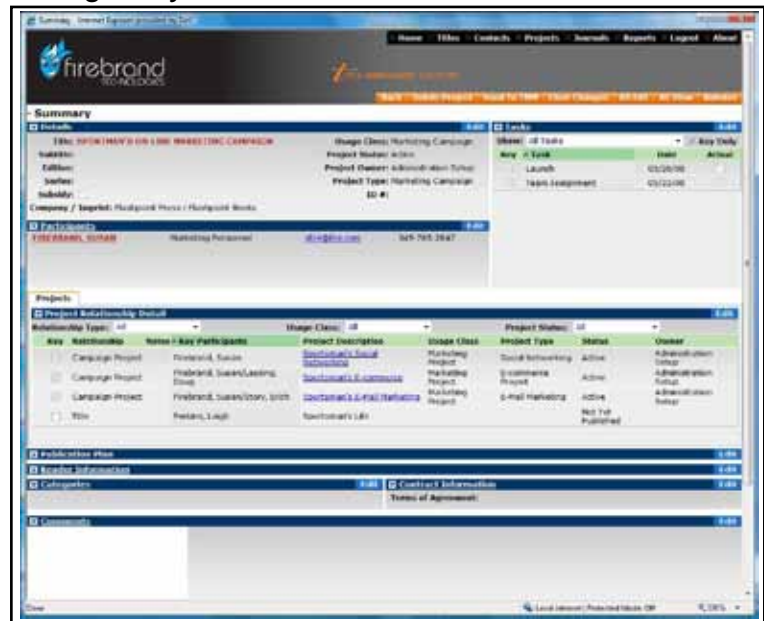
Title Management Pages



Manage Content Units and Files



Manage Projects



TITLE MANAGEMENT

6. Manage Global Contacts

- Manage complete contacts for ALL of the people you work with: Authors, Freelancers, Peer Reviewers, Publicity Contacts, Professors/Universities

7. Manage Content Units and Files

- Includes detailed task and file management for various iterations of manuscripts and other materials
- Build schedules from pre-defined templates
- Track tasks and generate desktop and email alerts

8. Manage Projects

- Marketing Projects – Events, Exhibits, Ad Campaigns
- Promotional Materials
- Marketing and Sales for Text Book Course Adoption

9. Content Services Integration

- Digital Asset Management
- File Conversion through eBook Architects and Digital Divide Data
- Digital Asset Distribution

10. XML Integration with Indesign

- New Catalog export in XML specifically designed for Indesign
- Use Indesign Templates and Snippets for faster page layout and import of Title Information
- Ideal for catalogs with varying page designs

Title Profit & Loss

Category	Low Cost	Medium Cost	High Cost
SALES			
Net Sales - Hardcover	3,990	4,890	7,980
Net Sales - Paperback	5,180	6,470	10,360
Net Sales - eBook	0	0	0
TOTAL	9,170	11,360	18,340
EXPENSES			
Production Outside Income	\$82,000	\$100,000	\$180,000
Production Outside Expense	\$2,200	\$2,200	\$2,200
Subsidiary Rights Income	\$2,500	\$2,500	\$2,500
Net Sales	\$91,870	\$97,140	\$183,640
TOTAL	\$101,840	\$126,940	\$196,840
PROFIT			
Profit Margin	\$10,000	\$10,000	\$10,000
Profit Margin %	46.20%	46.20%	46.20%

Manage Global Contacts

Contact Summary

Name: **LEIGH PERKINS**
 Title: **Author**
 Internal ID 1: **1000000001**
 Internal ID 2: **1000000002**

CONTACT CLASSIFICATION

Key	Relationship	Name/Description
Author	Author	Leigh Perkins

CONTACT INFORMATION

Primary	Type/Description	Address
Home	Home	1000000001
Work	Work	1000000002

CONTACT HISTORY

Date	Event
2008-08-01	Contact Leigh Perkins Home Set 1 - August 01

Content Services Integration

Author	Title	Asset Type	Status	Date Updated	By
Author	Title	Asset Type	Status	Date Updated	By
Author	Title	Asset Type	Status	Date Updated	By
Author	Title	Asset Type	Status	Date Updated	By
Author	Title	Asset Type	Status	Date Updated	By

XML Integration with Indesign

Adobe InDesign (CS5)

Layout: **Book** | **Layout** | **Type** | **Color** | **Object** | **View** | **Window** | **Help**

Book Structure

- Book 1 - Main Page Left
- Chapter 1 - Leigh Perkins
- Chapter 2 - Leigh Perkins
- Chapter 3 - Leigh Perkins
- Chapter 4 - Leigh Perkins
- Chapter 5 - Leigh Perkins
- Chapter 6 - Leigh Perkins
- Chapter 7 - Leigh Perkins
- Chapter 8 - Leigh Perkins
- Chapter 9 - Leigh Perkins
- Chapter 10 - Leigh Perkins
- Chapter 11 - Leigh Perkins
- Chapter 12 - Leigh Perkins
- Chapter 13 - Leigh Perkins
- Chapter 14 - Leigh Perkins
- Chapter 15 - Leigh Perkins
- Chapter 16 - Leigh Perkins
- Chapter 17 - Leigh Perkins
- Chapter 18 - Leigh Perkins
- Chapter 19 - Leigh Perkins
- Chapter 20 - Leigh Perkins
- Chapter 21 - Leigh Perkins
- Chapter 22 - Leigh Perkins
- Chapter 23 - Leigh Perkins
- Chapter 24 - Leigh Perkins
- Chapter 25 - Leigh Perkins
- Chapter 26 - Leigh Perkins
- Chapter 27 - Leigh Perkins
- Chapter 28 - Leigh Perkins
- Chapter 29 - Leigh Perkins
- Chapter 30 - Leigh Perkins
- Chapter 31 - Leigh Perkins
- Chapter 32 - Leigh Perkins
- Chapter 33 - Leigh Perkins
- Chapter 34 - Leigh Perkins
- Chapter 35 - Leigh Perkins
- Chapter 36 - Leigh Perkins
- Chapter 37 - Leigh Perkins
- Chapter 38 - Leigh Perkins
- Chapter 39 - Leigh Perkins
- Chapter 40 - Leigh Perkins
- Chapter 41 - Leigh Perkins
- Chapter 42 - Leigh Perkins
- Chapter 43 - Leigh Perkins
- Chapter 44 - Leigh Perkins
- Chapter 45 - Leigh Perkins
- Chapter 46 - Leigh Perkins
- Chapter 47 - Leigh Perkins
- Chapter 48 - Leigh Perkins
- Chapter 49 - Leigh Perkins
- Chapter 50 - Leigh Perkins

Book Content

Chapter 1: Leigh Perkins and Geoffrey Norman

Book Properties

Title: **Leigh Perkins and Geoffrey Norman**
 Author: **Leigh Perkins**
 Subject: **Leigh Perkins**