

Edition

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PUBNET

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EDI for the  
Publishing Industry

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## What is Pubnet?

*An overview of the Pubnet community and how it can benefit you*

**P**ubnet<sup>®</sup> is the book industry's core electronic ordering system serving the publishing and bookselling industry with streamlined and expanded direct ordering functionality.

As an electronic data interchange/ electronic commerce (EDI/EC) service designed and used by the book industry; Pubnet's purpose is to significantly reduce operating costs. Pubnet works with book buyers of all types, helping them develop systems to purchase electronically from publishers and other suppliers using industry-specific subsets of ANSI EDI standards; more specifically the X12 BISAC (**B**ook **I**ndustry **S**tandards **A**nd **C**ommunications) standard. This standard is used to send and receive purchase orders, purchase order acknowledgements, invoices, ASNs and other advanced document sets— electronically— in one standardized format.

Pubnet members from U.S. and Canada that utilize these types of standards to increase the book industry supply chain efficiency include: Internet bookstores, college stores, wholesalers, library jobbers, trade stores, international subsidiaries of publishers, exporters, elementary and high schools, book clubs, and more.

## Historical Background

The Association of American Publishers (AAP), the United States publishing industry's principal trade group, created Pubnet in 1987 through its Higher Education Division to provide college bookstores an inexpensive method of ordering books electronically. The Pubnet service was extended to general bookstores in 1989 and to library distributors and jobbers in 1991. Pubnet LLC became a separate division of the AAP in 1992. In 1996, Pubnet adopted an open network policy making the service available to all partners in the book trade. Most recently, Pubnet was selected by BookNet Canada in January 2004 to serve the Canadian EDI community.

RR Bowker now manages the day-to-day operations, sales and marketing, system upgrades and customer support duties of Pubnet. As the world's leading source for book, serial and publishing data and a peerless technological innovator, R.R. Bowker is one of the true giants in the information industry today adding tremendous added value to the Pubnet service offering.

## Why Pubnet?

1. Pubnet is an aggregator of purchase orders to vendors – we take orders from hundreds of bookstores and funnel them to publishers and suppliers in a standard format. Whether you are trading with one Pubnet member or all, you only have to deal with the mapping work on your system one time and you are ready to trade with everyone in the Pubnet community accepting your standard format.
2. Reduce high operational costs of order processing that traditional methods, i.e. phone and fax, cause. Business analysts estimate that traditional order processing ranges anywhere from \$10-50 per order/invoice. In addition, errors occur with manual processing adding hidden costs to that calculation. To address these costs, companies across all industries have implemented EDI solutions. Pubnet EDI provides the foundation for meeting the needs of today's demanding environment: faster turnaround, faster fulfillment, same-session acknowledgement of orders and access to interactive informational resources. This gives publishers, like you, the needed edge to aggressively meet demands in today's marketplace.
3. Top bookstores, libraries, wholesalers and schools buy books electronically through Pubnet, making it the premier electronic community for the publishing and book selling industries.
4. Pubnet retail trading partners are among the best-known names in the and US retail book trade and college store markets, including Borders Books and Music, Barnes & Noble college stores and Follett College Stores. Plus, Canada's Indigo Books & Music is now part of this premier list.
5. Order visibility, reporting and shipment tracking with Document Cycle Tracking System (DCTS). DCTS is a web-based order tracking and shipping management system. Users are able to view, link to and report on current and past orders, invoices and shipping information through the Pubnet website ([www.pubnet.org](http://www.pubnet.org)).
6. GXS Enterprise System Architecture supports the entire Pubnet system providing stability, reliability and expansive growth capabilities for all members.

## How Does Pubnet Work?

As a Pubnet member, you will receive an electronic mailbox on our private network that connects you to all associated Pubnet members. You will electronically receive Purchase Orders from your trading partners mailbox in X12 BISAC standard format. In turn, you will poll your Pubnet mailbox to retrieve orders, process them and return X12 BISAC purchase order acknowledgements electronically to the corresponding bookstore mailboxes.

***Pubnet will support other formats, such as XML in the near future.***

At a minimum, Pubnet publishers and suppliers are required to return an electronic purchase order acknowledgement within 24 hours from receipt of an order. Rapid Response publishers and suppliers deliver POAs (purchase order acknowledgements) within 15 minutes of order receipt. Those publishers wishing to participate in this value added service should contact technical support to receive details and minimum requirements for the service.

In addition to POs and POAs, publishers and suppliers may transmit EDI standard invoices, advance ship notices and other documents to trading partners. For more information about advanced document sets please enquire with Pubnet Technical Support for details.

On the bookstore side, the Pubnet software module integrates with all major Point-of-Sale (POS) vendors and offers a web-based application is available for those without POS capabilities. With Pubnet, bookstores don't have to search for each individual publisher website or, phone or fax orders to individual customer service department. Everything can be found in one easy to use module.

As for publishers and suppliers, Pubnet has the capability of interfacing with in-house management systems or may be accessed via a web-based application for those without deep electronic management system integration capabilities. And this includes the Documents Cycle Tracking System (DCTS) to manage and report on all your orders, instantly. It saves publishers of all sizes and types time and money to use the technology at their fingertips.

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## How to Implement Pubnet

Getting started is easy. Whether you are a publisher, distributor or wholesaler the Pubnet Technical Support Group can establish a new account for you and assist you with transmitting test documents to check that your communications work properly in less than a week. By providing the technical services group with information such as trading partners you currently conduct business with and your SAN -- you could be testing Pubnet on your system in just a few days!

***Testing does not include any fees and no contract has to be signed for the testing process to begin.***

There are 3 methods to transmit documents through the Pubnet system:

[FTP](#)

[Dial-up](#)

[Web-base interface, using the Pubnet Ordering Wizard \(POW\)](#)

### Access to Pubnet via FTP

FTP is recommended for its ease of use and high-speed connection. FTP connects you to the private network, so you are still protected by advanced security.

Two levels of id/password are required. The first allows access to the private network while the second allows access to your private mailbox. In addition, your outgoing EDI documents must contain your mailbox password in the ISA04. This data guarantees that no one else may send documents through your mailbox. The password is verified by the Pubnet system (GXS' Enterprise System) and immediately stripped from your document. It is recommended that you incorporate error checking into your FTP scripts. The level of error checking you incorporate is up to you; current users have implemented a wide range of error checking from very basic to very complex. A sample FTP script can be obtained by calling your inventory management system provider or Pubnet Technical Support.

### Access to Pubnet via Dial-up

Dial-up users connection process to Pubnet is relatively simple. The full set of instructions can be obtained by calling your inventory management system provider or Pubnet Technical Support.

## Access to Pubnet via POW (Publisher Order Wizard)

The Publisher Order Wizard or POW is the easiest way to implement EDI in the without a lot of effort or programming. POW, in the simplest of terms, is a portal through which you received and return EDI orders placed by bookstores. To use this service you simply login at [www.pubnet.org](http://www.pubnet.org) and click, point and type your way to acknowledging orders.

*Currently, POW is in final stages of beta-testing and will be made available to publishers shortly with full documentation of the services it offers.*

## Document Cycle Tracking System (DCTS)

DCTS is a web-based order visibility and shipping management system. It provides bookstores with the ability to track orders, invoices and shipment information through the Pubnet website any time, any day.

Another component of DCTS is Compliance Checking. Compliance Checking will ensure that documents being passed through Pubnet are BISAC compliant. Each document is interrogated and any documents that are not compliant are flagged. Then both the user and supplier are notified by email, and Pubnet Technical Support will intervene working with both parties to resolve the issue.

For a detailed overview of DCTS please review the Interactive User's Guide located at <http://www.pubnet.org/dcts.pdf>

## How Do I Begin?

If you are new with Pubnet, here are your steps for testing.

1. Contact Sales to obtain an Agreement and full information about the testing process by emailing [dan.fuson@pubnet.org](mailto:dan.fuson@pubnet.org).
2. Prepare you system for testing by contacting Pubnet Technical Support via phone at 1-800-PUBNET-1 or email [support@pubnet.org](mailto:support@pubnet.org). Please have your SAN number available.

**For more information about Pubnet,  
[view an online presentation.](#)**

## Pubnet Contacts

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