



## Publisher Spotlight Sage Publications

*Editor's note: In an effort to improve Pubnet® trading relationships, a Publisher Spotlight will be included in this and future issues of Pubnet News. Each Publisher Spotlight will provide detailed information on Pubnet publishers, including new E-commerce initiatives, what documents they are trading and how to set up a relationship with these suppliers.*

Sage Publications, Inc. is a leading international publisher of academic books, journals and electronic media. It was founded in 1965 with a focus on the social sciences and has since expanded into dozens of other disciplines. Headquartered in Thousand Oaks, California, it employs more than 250 people. You may visit [www.sagepub.com](http://www.sagepub.com) for additional corporate information.

Sage has been a member of the Pubnet community since October of 1999. It currently receives 850 Purchase Orders and sends 855 Purchase Order Acknowledgements to customers. Efforts are underway to provide 832 New Title Updates to the Pubnet title database and 856 Advanced Shipment Notices to trading partners. Soon all Pubnet retailers that have been set up to place orders using the Web interface will be able to find Sage titles and place orders online through the Pubnet Ordering Wizard (POW) found at [www.pubnet.org](http://www.pubnet.org).

Sage recently began an initiative to encourage its customers to place orders electronically through the Pubnet system. Hector Perez, Customer Service Operations Manager for Sage, is leading the new initiative. "We are very excited about the reduction in order and delivery costs our retailers will receive through the Pubnet ordering system," said Perez.

"By utilizing Pubnet, the order cycle is decreased by two or three days, order accuracy is increased and paper purchase orders are eliminated." Perez may be reached at [hector.perez@sagepub.com](mailto:hector.perez@sagepub.com) or 805/499-0721 ext. 7104.

Sage imprints include Corwin Press, Pine Forge Press and Scolari Software. Orders are picked up twice daily, Monday through Friday, PST through SAN 2047217. Trading partner relationships with Sage Publications may be initiated by contacting MISG Client Services at 800/782-6381.

## UNC Press is a Pubnet Member

The University of North Carolina Press (UNC Press), located in Chapel Hill, N.C., recently joined the Pubnet community. It receives orders at SAN 2033151. The Pubnet contact is Teresa Shoffner, and she can be reached by phone at 800/848-6224, by fax at 800/272-6817 or by e-mail at [teresa\\_shoffner@unc.edu](mailto:teresa_shoffner@unc.edu). UNC Press orders are picked up at 8:30 a.m. and 4:00 p.m. Monday through Friday, EST.

## MISG Update

The Management Information Systems Group, Inc. (MISG), manager of the Pubnet system, recently promoted Gregg Peterson to Director of Client Services. Peterson previously served as MISG's client services manager. He directs technical support for Pubnet services.

## Maruzen

Maruzen International Company recently announced it will accept 810 invoices from publishers. Please contact Mr. Yuji Kasahara, General Manager, at 201/865-4400 for additional information on setting up a trading partner relationship.

## Phaidon Press, Inc. Joins Pubnet

Phaidon Press, Inc. is now a member of the Pubnet community. It is located at 7195 Grayson Road in Harrisburg, Pa., and receives orders at SAN 2533367. Ken Woidill is Phaidon's Pubnet contact and can be reached via fax at 717/558-7691 or at [kwoidill@phaidon.com](mailto:kwoidill@phaidon.com). Phaidon orders are picked up at 8:00 a.m. and 3:00 p.m. Monday through Friday, EST. Imprints include Phaidon, Mitchell Beazley and Millers.

## McGraw-Hill Acquires NTC

McGraw-Hill Companies recently acquired NTC. NTC titles are now available via Pubnet utilizing McGraw-Hill SAN 200254X. Please discontinue using the former NTC mailbox 1692208, which was disconnected May 31, 2001.

## Pubnet Vendor/Retailer List

A Pubnet Vendor/Retailer list is available in the "What's New" section of the Pubnet Web site, [www.pubnet.org](http://www.pubnet.org). To access the list, enter your SAN and password (your Pubnet ID).

### Client Service

800/782-6381  
[cservices@misg.com](mailto:cservices@misg.com)

### Sales

919/406-8829  
[sales@misg.com](mailto:sales@misg.com)

### Marketing

919/406-8846  
[info@misg.com](mailto:info@misg.com)

## Maximizing Your Pubnet Investment

By Rich Vettel, President Unitech EDI Systems

Whether you are a Publisher that has just joined Pubnet, are planning to join, or are already a long-time member, you should implement a Retailer Rollout Plan to maximize the benefits of your Pubnet membership. The following details the steps you can take if you have just joined or are planning to join Pubnet.

### The three customer groups to target are:

- 1) Existing customers on Pubnet – Goal: to persuade all of your existing customers that are Pubnet retailers to place their orders through Pubnet
- 2) Existing customers not on Pubnet – Goal: to persuade your existing customers that are not on Pubnet to join and start placing orders through Pubnet
- 3) New customers on Pubnet – Goal: to persuade new customers, not currently buying from you to place orders with you through Pubnet

### To accomplish the first goal there are five steps:

- 1) Identify which of your existing customers are Pubnet retailers.
- 2) Set up those customers on your system using the SAN codes provided.
- 3) Prioritize the customer list targeting those you want most to order through Pubnet.
- 4) Contact target customers directly.
- 5) Track the results and follow up as needed with those customers.

### Step 1 – Identify which of your existing customers are Pubnet retailers

Extract an ASCII text file from your order fulfillment system with the following fields: customer code, SAN code, name, address, city, state, zip and annual gross sales dollars. The SAN code will probably be blank at this point. Merge this file with the file available from Pubnet containing a list of its retailers, then sort by zip and name. You can do this with Access, Excel or any other convenient means. This will reveal the customers that are already Pubnet retailers.

### Step 2 – Set up those customers on your system using the SAN codes provided

Enter the retailer's SAN code into the customer record of your order fulfillment system.

### Step 3 – Prioritize the customer list targeting those you want most to order through Pubnet

Create a report or extract another ASCII text file from your order fulfillment system of all customers with SAN codes, sorted by annual gross sales dollars. This will identify the Pubnet retailers that are already customers and how much they have ordered in the past. Based on this analysis you can choose which customers to target for personal contact. The 80/20 rule states that 80 percent of your sales often come from 20 percent of your customers, so this should not be a time-consuming task. This analysis also should let you predict what percentage of your total sales may come through Pubnet. Many publishers receive more than 60 percent of their orders from EDI.

### Step 4 – Contact those target customers directly

Contact the person responsible for setting you up as a Pubnet vendor on their computer system by phone, e-mail, or direct mail. Don't assume the information has reached the correct person until you can verify they received the message and agree on the date you can start expecting Pubnet orders. Work with MISG to announce this initiative through the Pubnet Web site, press releases and *Pubnet News*.

### Step 5 – Track the results and follow up as needed with the customers

You can't just announce your intention and forget until your goal is reached! You need to track results to identify how many retailers capable of ordering through Pubnet actually are ordering through Pubnet and follow up with the ones that are not. If your staff receives a phone or fax order and the customer has a SAN code listed on your system, the customer should be contacted to determine why the order was not placed through Pubnet and encouraged to send all orders through Pubnet in the future. If there is a reason why the retailer is not using Pubnet – for instance, the POA information received is not accurate – be sure to inform MISG so it can investigate and resolve the issue.

Having your sales, customer service and order entry personnel on board and supportive of your plan is critical to a successful Retailer Rollout. Some may fear job loss if order entry is automated. You will need to explain how Pubnet ordering will benefit them directly as well as how it will benefit the Press and the Retailer.

Unitech EDI Systems can help you formulate and implement this rollout plan. For more information call (617) 846-9790 or visit [www.unitechedi.com](http://www.unitechedi.com).

In the next issue of *Pubnet News*, we will explore how to accomplish goal two, getting your existing customers not on Pubnet to order through Pubnet and goal three, getting new customers to order through Pubnet.

## MacMillan Acquired by Pearson

MacMillan recently was acquired by Pearson. Titles are now available through Pearson SAN 2002175. Please discontinue using the former MacMillan mailbox 2196298, which was disconnected May 31, 2001.

## Johns Hopkins University Press

Johns Hopkins University Press, located in Baltimore, Md., recently joined the Pubnet Community. Its SAN is 2027348. Imprints include Johns Hopkins University Press, Resources for the Future, Inter-American Development Bank, Woodrow Wilson Center Press, World Bank and New York Academy of Sciences.

Stacey Armstead is the Pubnet contact at John Hopkins. He may be reached at [sarmstead@mail.press.jhu.edu](mailto:sarmstead@mail.press.jhu.edu) or 410/516-6979. He also may be faxed at 410/516-6979. Orders are picked up at 4 p.m. Monday through Friday, EST.