

NEWBOOKS SOLUTIONS
MarkLogic Partner Excellence Award
Winner 2016



ONIX Tools

ONIX 3.0 Key Features • Industry Standard ONIX Import System • ONIX Export System • Individual ONIX Interfaces • Format Converter • MARC 21, MARCXML • EDI, EditX • Library Monitoring

ONIX Tools

Industry standard import and export system for ONIX versions 2.1 and 3.0. Optional: import and export of Marc21, MAB and Excel/CSV formats.

ONIX has become the industry standard communications format for publishers and the book trade and its creators are continuing to focus strongly on innovation. The international development group, Editeur has stopped supporting version 2.1. - since the end of 2014 there have been no new updates. That means it's high time for users to switch their in-house systems to ONIX 3.0 - not only with a view to future updates but also for an additional reason. Since the standard in the new version has been completely revamped, ONIX 3.0 has no backward compatibility - in other words, efficient data exchange will sooner or later call for the use of ONIX 3.0. What may initially seem an unavoidable requirement could actually represent a great opportunity, especially when viewed in the context of future business processes. The fact that the standard has been completely revised, means that it provides outstanding opportunities for tailored communication both for and with your products, which will certainly justify the conversion costs. Here's a first look at some of the features.



NEWBOOKS Solutions GmbH
www.newbooks-solutions.com

An overview of the key features of ONIX 3.0

1. Improved marketing of digital products

ONIX 3.0 finally offers an up to date solution for digital rights management (DRM). DRM relevant information is broadly defined in the new format and is transmitted along with other product data. In ONIX 3.0 DRM has been assigned dedicated codes, thereby eliminating the stopgaps and text inserts etc. which were unavoidable in ONIX 2.1. As a result, misunderstandings between senders and recipients of data have been virtually eliminated.

Another major plus with regard to the marketing of digital products is that ONIX 3.0 features an controllable online display. Furthermore, supplementary content and additional marketing materials, such as online resources can be directly linked to products using flexible containers. As part of this process rights holders always retain full control of access and usage - ONIX 3.0 allows for differentiated rights management, e.g. through the use of individual territorial restrictions.

2. A powerful tool for improving data quality

Today more than ever the success of a product depends on the quality of the data deployed when placing it in the relevant channels. In ONIX 3.0 opportunities for gaining competitive advantage through the use of accurate and comprehensive data have again increased significantly. For example, multi-volume works and multi-element products can now be easily presented. This is particularly beneficial in the case of online stores, where the need to make subsequent readjustments to entries for more complex products has now been eliminated.

What goes for the marketing of digital products, also applies across the board:

The flexible integration of content and marketing materials directly in the product record provides for improved visibility and eliminates the considerable additional effort of having to transmit such data via email or in Excel spreadsheets.

And last but not least - the International Standard Text Code (ISTC) which can be mapped in ONIX 3.0 provides for direct links between identical texts in different publishing formats. This allows for straightforward linking, e.g. of the print edition to the e-book - in itself an important contribution to data quality on a structural level!

3. International marketing from a single source

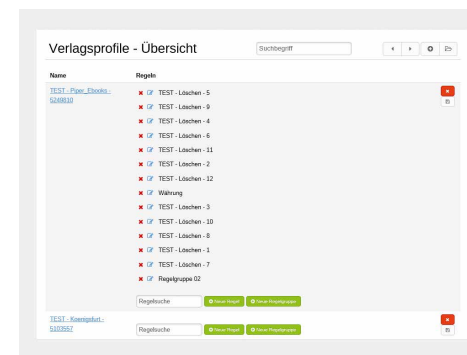
International communication is also greatly improved using ONIX 3.0. In ONIX 2.1 separate files had to be created for individual markets, countries and target groups, whereas in ONIX 3.0 this information is bundled in a main file. Individual elements such as brief or long title descriptions can

be assigned internationally relevant Thema codes. Furthermore, the most important text fields can be saved as localized versions of a record, which international recipients can then use straight away.

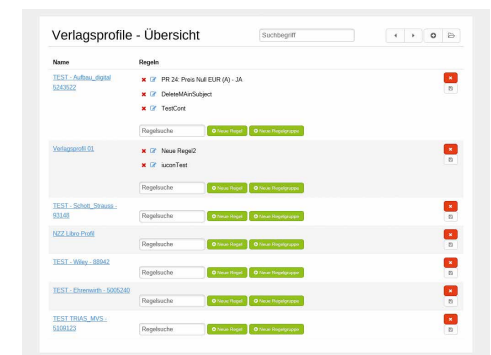
The "availability status", a key factor in driving sales, also gets an upgrade in ONIX 3.0. Thanks to finely calibrated descriptions it can be communicated clearly and precisely according to different markets.

A major and long overdue improvement has been made in the field of new announcements and updates. New block updates no longer have to be sent as part of the entire data record, but can instead be precisely transmitted with reference only to the elements that need to be changed.

We recommend that you switch to ONIX 3.0 as soon as possible. The new industry standard is not just another update but will continue to form the basis for the first class communication of your products in the future!



Administration of ONIX Import System via Browser



Synopsis of all import routines for administrators

ONIX Import System

ONIX 3.0 – making the most of the standard

As a permanent member of the Germany, Austria, Switzerland ONIX working group we're operating right at the heart of the new standard. As a consequence our system can import all of the fields in the current ONIX 3.0 standard, including DRM relevant information and ISTC classification. We use all of the new features to maximum effect - especially block updates, in which updates and amendments are converted into partial amendments to data records, thus reducing the amount of data that needs to be exchanged and further accelerating the import process. Data from the older ONIX 2.1 standard can also be imported if required.

Imports are runs as bulk operations with parallel processing. This allows for the system to scale according to actual demand and use mechanisms for load sharing. The system's high speed also comes from using standardized technology. .NET Framework and SQL Server Integration Services (SSIS) are being constantly improved by developer Microsoft, ensuring that the system is remains reliable and up to date with respect to future upgrades.

Optimal data quality - on the fly

The fact that both data quality and speed are provided in equal measure is due to the automated improvement of data quality – a further key feature of our system. Clusters of characters, line breaks or incorrect codification of special characters and umlauts are all examples of typical formatting errors. The import system corrects these by automatically adjusting long texts and by normalizing characters. The improvement in data quality pays for itself, because the quality of both display and readability are also immediately enhanced. The system also blocks the import of incorrect information by specifically ignoring correspondingly defined data fields.

Publisher filter

Many publishers use internal conventions for data management which diverge from the ONIX standard. In order to prevent this leading to the transmission of incorrect data the ONIX system corrects such exceptions using publisher filters, which can be easily adapted and updated using an intuitive graphic user interface. An additional benefit is that these changes can also be automatically applied to previously imported data records!

Quick and tailor-made implementation

Broadly speaking our ONIX import system can be easily integrated into an existing database. During the process the active database structure remains and only the previous import process is replaced by the ONIX import system.

- ✓ Imports all formats, including ONIX 2.1, MARC 21 und Excel/CSV
- ✓ Accelerated import of data improves efficiency
- ✓ Automatic data correction and error reports
- ✓ Integration into any existing database system
- ✓ NEWBOOKS Solutions is a permanent member of the Germany, Austria, Switzerland ONIX working group

ONIX Export System

Regardless of whether it's a new title announcement, an update or a deletion, when partners in the book business exchange title information ONIX has become the definitive standard. In the new ONIX 3.0 format data relating to DRM, bundles and supplementary marketing material can be easily integrated into the process. There's one requirement, however: such data has to be transformed in compliance with the standard. That's where our ONIX 3.0 export system comes in. It ensures that your data always fulfills the requirements.

Export system or interface – it's up to you!

As with all our solutions, it's important that our ONIX export system precisely fits your requirements. The system can be quickly and easily implemented and is undoubtedly suited to publishers who are already using a database system. It's also possible for us to install a dedicated ONIX 3.0 interface which will, for example, facilitate trouble free data exchange with existing publisher software.

ONIX 3.0 – precisely implemented

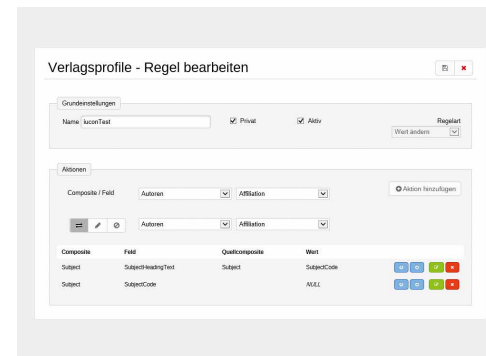
Our ONIX 3.0 export system converts existing

data records to conform to the standard, and then validates and exports them. As part of the process it uses the block updates newly introduced in ONIX 3.0, in which data fields relevant for new title announcements and updates are isolated by the system, so that the size of the data record to be transmitted is considerably reduced. Individual adjustments to the export process are also possible, meaning that users can transform data according to their needs, e.g. if they wish to alter the convention for entering a date.

Standard technology with the advantage of speed

It's precisely because it's innovative that our ONIX 3.0 export system has been built using tried and tested technological standards. During programming we used T-SQL upgrades and consistently applied XML processing functions in Microsoft-SQL-Servers. As a result the export process doesn't operate via a third party programme but takes place within the database itself, thus increasing processing speed and saving time – time that can be more effectively invested in manual tasks than in data exports.

- ✓ Any number of data transformations during the export process
- ✓ Data export according to best practice guidelines
- ✓ Seamless integration into any database system
- ✓ NEWBOOKS Solutions is a permanent member of the Germany, Austria, Switzerland ONIX working group



Configuration of routines for better data quality

We're a team of experts. Our process works and is informed by experience.



Moritz Hodde
CEO

+49 221 2722991-10
mhodde@
newbooks-solutions.com



Amr Osman
CEO

+49 221 2722991-60
aosman@
newbooks-solutions.com



Klaus-Peter Stegen
Partner &
Senior Adviser

+49 175 4330159
kpstegen@
newbooks-solutions.com



Andreas Jacobi
Director Operations /
Project Management

+49 221 2722991-20
ajacobi@
newbooks-solutions.com



Kathrin Gering
Sales Director

+49 221 2722991-70
kgering@
newbooks-solutions.com



Michael Lechler
Sales Manager

+49 1520 4301604
mlechler@
newbooks-solutions.com



Björn Stude
CIO /
Database Development

+49 2324 919210-10
bstude@
newbooks-solutions.com



Stefan Schwedt
CIO /
Web Engineering

+49 2324 919210-20
sschwedt@
newbooks-solutions.com



Paul Osborn
International
Client Relations

+49 170 3229373
posborn@
newbooks-solutions.com



Elke Röhle
Key Account
Management

+49 221 2722991-30
eroehle@
newbooks-solutions.com



Benjamin Bell
Head of
Editorial Office

+49 221 2722991-40
bbell@
newbooks-solutions.com



Oliver Haase-Lobinger
Creative Director /
Web Engineering

+49 171 5366911
ohl@
newbooks-solutions.com