



**For Immediate Release**  
**Press Information – 10 January 2017**

### **New Title Service for Publishers**

**Send new title alerts to customers using automatically generated newsletters**

**COLOGNE – Based on regularly updated NEWBOOKS title data, benefit now from the NEWBOOKS new title service for publishers, including full newsletter functionality!**

#### **Benefits**

- Automatic delivery of new title data in your own corporate design
- Targeted title announcements – based on thema or NEWBOOKS classification.
- Additional filter options: availability, language of publication, imprint, media type
- Tailored to your publishing programme: create topic zones using the online admin tool.
- Straightforward and seamless integration into your own website (newsletter delivery possible even if you have no online presence!)

#### **Additional features**

- Easy-to-use customer administration tool - including an online reporting function
- Add your own promotional texts and images - incl. scheduling feature
- Emailing campaigns feature: allows for the creation of standard templates and also includes an upload option for promoting individual titles
- Admin by customer group: update customers according to target groups.
- Build your own website: it's even possible to adapt the new title service in order to create your own company website!

Interested? We'd be happy to make you an individual offer.

## About NEWBOOKS Solutions

NEWBOOKS Solutions GmbH (Cologne) is one of the German publishing industry's leading software providers, developing solutions for all sectors of the publishing industry at a time of rapid transformation driven by digitization. The company is focused on developing and administering systems for publishers, booksellers, wholesalers and library suppliers in both the German and international markets.

The company was founded by Moritz Hodde in 2003 and quickly developed into one of the industry's leading providers of high-quality metadata and software solutions. Collaboration with the software provider iucon quickly led to development of a range of new title alerting services based on the NEWBOOKS Catalogue containing both German and English bibliographic data, an approval plan system for library suppliers, an industry-wide solution for the ONIX 3.0 import of title data and the new title announcement and ordering system «SARA» for Springer Nature.

In 2013 Moritz Hodde and Amr Osman founded NEWBOOKS Solutions together with Stefan Schwedt and Björn Stude. Since then the company has developed ground-breaking solutions for the industry such as VLB-TIX, the standard new title announcement service for the German-speaking publishing industry. With its ONIX 3.0 import and export systems NEWBOOKS Solutions has become one of the pioneers in the introduction and implementation of the book industry standard.

In June 2016 NEWBOOKS Solutions received the «MarkLogic Partner Excellence Award» in London. New services and products, e.g. Smart Data projects, Virtual Reality application development, and the new tool «Library Monitoring», complete NEWBOOKS' product range.

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