



**For Immediate Release**  
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**future!publish Berlin 2017**

## **Smart Data Workshop at the future!publish 2017**

**COLOGNE – Transform data volume, variety, and velocity into sound business decisions and effective customer communication. NEWBOOKS Solutions is organizing a Smart Data workshop at the future!publish.**

Data is an increasingly important topic in the publishing business. In tough economic times, it's becoming clear that companies risk self-destruction if their data is not well maintained and more importantly if it can't be deployed in an aggregated form.

Until recently many publishing and media companies have been completely unaware of the body of data they have at their disposal, let alone of how such data can be merged or what they can actually do with it. Our analysis addresses the following key questions: Where are the white fields and problem areas? Where are resources being squandered? Which KPIs actually help publishers to move forward? And what is the technology that best supports the realization of data projects?

Klaus-Peter Stegen and Stefan Schwedt will address these questions in a workshop on 27th of January at the future!publish congress in Berlin from 9.30 to 11.00 am.

## 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.

### Contact:

Moritz Hodde, CEO

[mhodde@newbooks-solutions.com](mailto:mhodde@newbooks-solutions.com)

+49 221 2722991-10

NEWBOOKS Solutions GmbH

Am Malzbuechel 6-8, 50667 Cologne, Germany

Tel. +49 221 2722991-0

Fax +49 221 222991-99

[info@newbooks-solutions.com](mailto:info@newbooks-solutions.com)

Further information on NEWBOOKS Solutions is available at:

[www.newbooks-solutions.com](http://www.newbooks-solutions.com)