

For Immediate Release
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Complete Service for Publishers

Metadata Services and Software: Visibility, Automated Marketing, Broad coverage

COLOGNE – By merging the development and management of data optimization, IT processes, and marketing you'll be working efficiently and achieving a high level of visibility for your products.

Best possible coverage of the book trade and direct customers.

Which measures are most likely to encourage automated provision first class metadata as well as a data-driven marketing model based on optimized data management?

We provide publishers with consultation and support on all aspects of metadata management – on the data enrichment side through our classification service, title indexing and VLB Gold status management and on the software side with well-proven and popular tools for managing ONIX data exchange and monitoring key book trade platforms, as well automated newsletter- based marketing and first class website solutions.

1. Classification and indexing, VLB Gold-Status
2. Inclusion of titles in the NEWBOOKS database
3. Automated VLB title announcements and monitoring
4. Automated marketing through publisher newsletters and websites
5. ONIX tools for professional metadata management
6. IT consulting, metadata and ONIX training

Read more about efficient metadata management, precise classification, automated ONIX data exchange for versions 2.1 and 3.0 and targeted publisher newsletters and websites.

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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