

**For Immediate Release**  
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## **More Sales and New Customers in the Book Trade: With the New Journal Database from NEWBOOKS Solutions**

**COLOGNE – Available now are editorially maintained product data for journals as catalogue data exports or as licensed data within the NEWBOOKS' eProcurement system 'Newbooks.biz'.**

They regularly order, are reliable clients and, for many booksellers, the target group with the biggest sales potential: business customers. Whether corporations, libraries or public authorities: they value their trading partners—if offer and service are right.

In order to enable booksellers to offer their corporate and library clients not only books in print but also journals, NEWBOOKS Solutions developed a high-quality metadata feed which is now available for corporate booksellers, library suppliers as well as library service providers.

The Cologne-based software and consulting company offers two models: a catalogue raw data export service and a license of the journal metadata within NEWBOOKS cloud services, especially the eProcurement system 'Newbooks.biz'. Both services are based on a new database that is not only of high quality, but also more extensive than any solutions previously available in the book trade. The bibliographic metadata for journals, as with books in print and online databases, is also editorially enriched, classified according to a highly differentiated subject classification scheme, and timely sent to metadata recipients on a regular basis. This also means that booksellers can present their customers in unified search all relevant media formats, book titles, journals and online databases alike in one

search result. Product relations between different media formats are also editorially maintained.

For a trouble-free data transfer, the catalogue data is available in ONIX-format and in other proprietary export formats for seamless integration into booksellers' own database infrastructures. The accuracy of the price information is also secured – a crucial basis for fast and reliable customer information. Additionally, those who wish to offer a special service for larger customers can use the eProcurement system 'Newbooks.biz' for corporate customers and public authorities or an Approval Plan System for library customers provided by NEWBOOKS Solutions.

“Metadata quality is an issue of high strategic priority for us. In this context, the way in which NEWBOOKS enriches metadata for books, journals and online databases as well as prepares it for a consistent and unified search adds significant value to our customer information and thus a sales relevant added value to us as a company,” explains Eckart Schlapp, Managing Director of Hugendubel Fachinformationen.

And Moritz Hodde, CEO of NEWBOOKS Solutions, adds: "With our journal program, all relevant academic and specialist areas are covered. By developing your own catalogues and online offerings such as web shops or eProcurement platforms, a homogeneous, cross-product search is made possible. At the same time, this creates the basis for the organisation of an intelligent shopping cart, within which additional products—which are subject-controlled - can be proposed to customers. Furthermore, the journal database is not only an important new product, but also a consciously set strategic signal that NEWBOOKS Solutions invests in the future of the book trade".

## **About NEWBOOKS Solutions**

NEWBOOKS Solutions GmbH (Cologne) is one of the German publishing industries' 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. It 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 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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