

Publisher information system

Book publishers are facing the challenge of digitalization for some time now. A (analogue) book is now the product of a series of digital processes. Beside the mere printed products (books, catalogues, newspapers, magazines, etc.), digital and mobile formats, as eBooks, iPad and EPUB, have become more popular recently. This makes a change in thinking necessary, regarding production, as well as output and distribution channels. This digital change requires a publishing house software that supports and optimizes the workflow of the product chain. The overall solution for this is the content management system InterRed.

The optimization and automation of (book) publisher departments, as editing, production, distribution, design and marketing, which were working separately before, is increasingly moving into the focus. Concretely, this means that the entire internal value chain starts by the time of conception, or rather the acquisition of (book) rights. Initiated by the recording in the master data system, respectively in the content management system InterRed, the key data are passed on to the responsible departments. The essential productive utilization and processing is then completely carried out in the content management and publisher information system InterRed. This enables all publisher departments to access the same database. Thereby, publisher and book projects can be managed and optimized from a single source, including the recording of authors and their manuscripts and the edition and output control, as well as the marketing and publication of the publisher information, printed and online. The basis of this is again the unique, media-neutral storage of data in the content management system InterRed.

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