

Good Product Information Improves Sales!

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Origins

- Somewhere around the turn of the century, Wiley and other publishers were delivering metadata and rich content via Excel and a variety of proprietary software files

The Result...

- A lot of wasted time due to having to sort out lots of data

Finally...

- Publishers, distributors, wholesalers and retailers realized that they needed a standardized file format to deliver this data efficiently
- ONIX was born

What is ONIX?

ONline Information eXchange

Benefits of ONIX

- Enables publishers to supply not only bibliographic data but also “rich” product information to
 - Booksellers
 - Wholesalers
 - Data Aggregators

Challenges of ONIX

- Large numbers of fields included
- Which fields should be the primary focus?

Best Practices document

- BISG has developed a best practices document for product metadata
- Focus is on 31 core metadata elements

Benefits of Good Product Information

- Good, timely data optimizes the return on our publishing assets
- Maximizes the revenue of our copyrighted digital content
- Increases profitability by ultimately allowing us to optimize inventory in the channel

Benefits of Good Product Information

- Discoverability
 - Search engines and book searches can find products more quickly using elements such as “keywords” that we provide
 - Helps to market new mediums such as e-books

Benefits of Good Product Information

- Customer satisfaction
- Creates the ability to generate statistics and reporting

What does Wiley provide?

- We provide both ONIX and Excel formatted files to our trading partners
- We have a catalog page on our website that includes:
 - Full file (ONIX and Excel)
 - Weekly Change file (ONIX only)
- Advance title information files
 - 6 months prior to pub date
- OP title information files

What happens then?

- Trading partners get the benefits of the timely, updated information
- Wiley (or the publisher in general) subsequently benefits
 - Ordering
 - Revenue
 - Tracking

It doesn't stop there...

- Some trading partners attempt to enrich metadata by adding to it in order to sell more product
 - More categories or subject areas

Overall...

- On the positive side, this all allows for even more discoverability of our books
- However, the “enrichment” process can morph our original metadata into something that leads to inconsistency for a product across the different trading partners

Our focus

- Continue to develop our data in order make sure we are
 - Efficient
 - Comprehensive
 - Timely
- Focus on usage
- Feedback
 - Benefits to trading partners
 - Benefits to consumers
- Getting “Certified”

Conclusions

- We have invested heavily in making sure that our product information is as good as possible
- Investment has yielded great benefits with our customers
- We believe, as a “long tail” publisher, the focus has yielded in a big way at online accounts

**Good Product Information
Improves Sales!**

Questions?

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