



## A Word From Our Sponsor

We are extraordinarily pleased to act as the inaugural sponsor of BISG's Business Solutions Committee conference series.

VISTA's expertise in the publishing industry is a result of working with a broad range of experts in book and journal publishing, and a long commitment to industry research. Since the beginning of the 1990s, VISTA has continued to aggressively study the present and future trends of the publishing industry.

VISTA launched the acclaimed *Publishing in the 21<sup>st</sup> Century* research program, from which much of our strategic direction has been shaped, in 1995. Through hundreds of interviews and questionnaires, and through analysis from a renowned think-tank of consultants and commentators on the publishing industry, a picture of the future of publishing emerged that has challenged the most fundamental of our assumptions about publishing systems support.

VISTA has continued to actively support industry research through sponsorship of key industry research efforts such as *Consumer Research Study on Book Purchasing*, *Who Owns Whom in British Publishing*, and *Publishing Perspectives 2001: Attitudes to Technological Change*.

Our research and learning program has led directly to the launch of solutions such as author2reader™, VISTA's applications framework for the support of book and journal publishing and i-connect, VISTA's library of publishing-specific web services.

For more information, or to access VISTA research, please visit us on the web at [www.vistacomp.com](http://www.vistacomp.com) and click on "Industry Research."

### Research and Presentations

- "Is IT Worth It?", Frankfurt Book Fair Supply Chain Seminar
- New Publishing Standards: The 13-Digit ISBN and Other Product Identifiers
- "New Technologies to Improve Supply Chain Performance", London Book Fair Supply Chain Seminar
- Profiting from Today's Customers: Examining CRM for Publishing

### Publishing Perspectives, Software Solutions

- Maximizing Return, Minimizing Risk: The Elusive ROI
- Customer Relationship Management: What Lies Beneath?
- Enterprise Resource Planning: Myth or Magic?

### VISTA's Strategic Briefings

- Executive Summary: Making It Happen with author2reader
- Executive Overview: A New Solution Set for Publishers

### Publishing in the 21<sup>st</sup> Century

- Blinded by the E-light
- Information in Action: Putting Knowledge to Work in the Publishing Industry
- Information in Action: Quantitative Survey Results
- Supporting Creativity: Bringing Technology to Front Office Operations
- From N to X: The Impact of Online Networks on the Publishing Value Chain

### Sponsorships

- Consumer Research Study on Book Purchasing
- Who Owns Whom in British Publishing
- Publishing Perspectives 2001: Attitudes to Technological Change