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UNIVERSITY OF WALES PRESS

## CASE STUDY UNIVERSITY OF WALES PRESS

The University of Wales Press (UWP) was founded in 1922 as the national academic Press of Wales. UWP publishes around 50 new books and seven journals a year across humanities and social studies subjects in English and Welsh languages. In its centenary year, UWP has launched a new non-fiction imprint called Calon, and published new educational resources.

UWP is our first UK cloud customer to fully move to our STREAM technology. In the summer of 2021, they went live with STREAM for CRR (Contracts, Rights, and Royalties) and will complete the first royalty run on STREAM in September/October 2022. The Sales Upload

Service was introduced, so the manual process of getting the sales data into the system is now fully automated. In the area of TEP (Title Management, Editorial, and Production), the go-live is scheduled to happen very soon after completing some small final projects.

Chris Richards, Journals and Assistant Commissioning Editor, was involved in the process of moving from the Klopotek Classic Line to the STREAM apps and, in a discussion with us, explains the reasons for this step forward and how it was achieved.

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Chris Richards, Journals and Assistant Commissioning Editor  
(Photo © Klopotek)

Chris, thanks for joining us today. The University of Wales Press is our first Cloud customer in the UK to move to STREAM, and we are very happy and proud about this. Could you tell us what the main reasons were for doing this step?

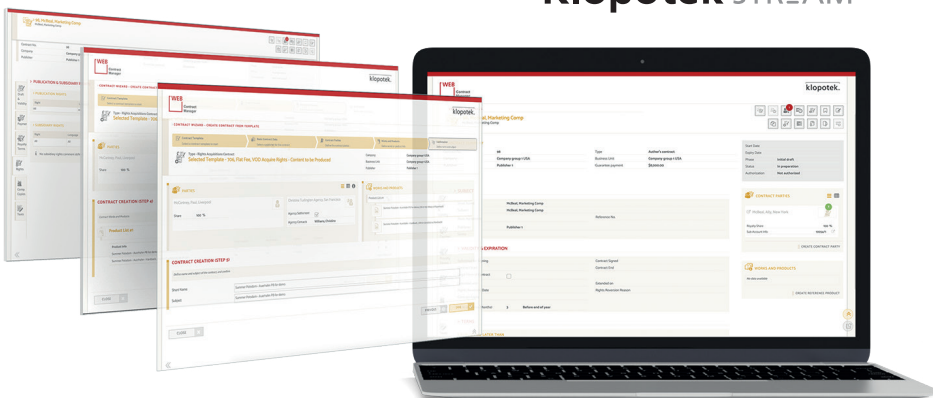
We have been using Klopotek for a number of our processes since 2014, mainly for storing metadata, managing ONIX feeds, and handling contracts, rights, and royalties – but we wanted to move to a place where we have a central system where all our information is stored: a 'one source' for all our metadata.

We also wanted a user-friendly interface which will give us visibility across more aspects of our work. This includes viewing, reporting on, and accessing our data.

The Classic Line version had a lot of functionality but was limited in some ways: it wasn't accessible for all our staff because of the software required to run it. STREAM will be a fresh start for us by moving all our data from 'Classic Klopotek' into a version that the whole team can access.

And it will be much more user-friendly for different members of staff, so they can focus on the processes they need to see by using different customizable templates and apps. We're really looking forward to getting it ready for use for the whole team.

### Klopotek STREAM



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In previous years, we've been having a lot of trouble with uploading sales data when it was time for our royalty run. We've been processing one big file with information from our distributors; and that's been quite late in recent years. So, we've been working with Klopotek to do monthly automated uploads of our sales data; this is going to be much more efficient because the information will be there on time for the royalty run now in October.

**How many users are we talking about?**

There'll be 12 users; this is the whole team.

**Could you name some specific elements you can now – or will soon be able to – achieve in terms of improving business processes that you could previously not cover by software support?**

Yes – there is, for example, the Royalties Upload. In previous years, we've been having a lot of trouble with uploading sales data when it was time for our royalty run. We've been processing one big file with information from our distributors; and that's been quite late in recent years. So, we've been working with Klopotek to do monthly automated uploads of

our sales data; this is going to be much more efficient because the information will be there on time for the royalty run now in October. Another improvement will be reporting, in particular sales reporting, so we can get all relevant data uploaded and don't have to work manually to identify trends.

The Marketing department will be able to develop many more templates for their flyers and different material they use. This works on 'Classic' as well, but it is so much easier on STREAM.

People in Production are going to be using it for their schedules and production information which they weren't doing on 'Classic'; STREAM will be much more user-friendly for everyone to use.

**What is your opinion about the concept behind STREAM – of creating browser-based software as a guide through completing processes?**

STREAM is very customizable, so different team members in different departments only get to see the parts of the overall process they want to see without having to deal with the clutter of everything else. They can even customize the apps to only see the different forms they want to use, so they don't have to fill our 100 fields, but 20 are sufficient – that'll be a lot easier.

It's actually easier as well to use the new technology on the Internet rather than launching an application on a dedicated device. In the past, we had to install specific software that didn't work on all of our machines for some reason. Now, with STREAM, we can just go on the Internet and use it, which is a lot easier and more accessible for us.

Klopotek for Title Management, Editorial, and Production:



**The switch to STREAM for CRR has already been completed. Could you tell us about your experiences with the new web apps in place for managing contracts, rights, and royalties, and how has your royalty run been improved?**

Our next royalty run will be in September or October. As I said before, the Sales Upload will make it much easier; we'll be ready in time instead of waiting for months for getting our data. It wasn't Klopotek's fault; our distributors were quite slow with the sales data. Now, thanks to Klopotek's work on this, we'll be able to start sooner.

Making the contracts is easier in STREAM, as the process goes through different steps rather than presenting you with a lot of information at once that you have to fill out. I've been using Klopotek for five years, so I'm used to the way the Classic Line works, but it's basically a lot on that you don't need all to use all the time, and on STREAM, you can customize it down to the way that you want to use it.

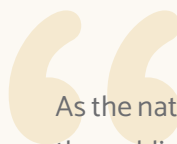
Royalty accounts are customizable in STREAM to only see the parts you want; that's useful. I think that's the big improvement mainly: the customization you can use on STREAM.

**After having switched to STREAM for TEP, the University of Wales Press will start working with the Title Life Cycle Manager, Product 360°, Classification Manager, Blurb Manager, and Sales Price Manager apps, plus an export functionality, including a new export feature for Ingram. How will employing these apps be beneficial?**

I can only really speak about the ones that I use.

Title Life Cycle Manager is much more useful than the Products Module of the 'Classic' version, mainly because it breaks processes down into steps – what you enter at the start, then the next part, and the next part ... you can customize it to see the different parts that you want to see using customizable templates.

Natalie Williams, Director,  
University of Wales Press  
(Photo © UWP)



As the national academic Press of Wales, we are the vehicle for the publication and dissemination of Wales Studies research, as well as many humanities and social studies subjects. We also have our new non-fiction imprint, Calon, and educational resources which we launched this year. With a team of 12, it's critical that our processes and the software that we use are as efficient and effective as possible to enable the energies we put into this work to reach as far as possible – and this is worldwide. We're delighted with the improvements that have been made so far through our collaboration with Klopotek and we're continuing to work together to introduce more automation, easier access to data and reporting, to ultimately ensure that we're doing the very best by our authors, readers and partners.

To see data, you can go to Product 360°, which is basically a read-only version of that, for example, for getting a quick view on the metadata. Again, here, you can say: which is the most useful data that you want to see? – and adapt the app according to your needs.

For me personally, a big improvement is the Classification Manager, which allows you to search for the codes instead of going through a long list in the old version, which sometimes took a long time. Now you just search for the classification codes that you want; this saves a lot of time.

Sales Price Manager allows the Sales Department to concentrate on the sales price rather than having to go into the whole Title Life Cycle Manager, so they can be much more focused.

The Export Feature for Ingram is mainly a new ONIX script that is going to be able to align with the new Ingram system, which is very useful for us.

**We understand that you are also now in a process of adding the Klopotek DAM and migrating all cover images. Why is a digital asset management system relevant for modern publishing?**

Well, we've been uploading all our cover images to the Klopotek DAM now; this is something we didn't do before. As a result, our ONIX feeds will be more complete with the covers in them, and a lot of the manual work we had to do has been removed: previously, we had to select each one individually. This allows to have more frequent ONIX feeds which will be

entirely automated. Getting the right information out is important, and we can now do it while saving time. It is not something I do myself, but I know that it's going to be a big time-saver.

**Are you happy with the project work done by Klopotek so far? What is your opinion about the communication and project management processes?**

We've been having weekly meetings: that has been very helpful in keeping us updated on what's going on regarding the STREAM implementation. We also had Q&A sessions to answer any questions we had. This was also very useful, because STREAM is, to a large extent, the same as the 'Classic Line' as regards functionality, but it is also different; there is more functionality, and the way that information is presented differs. Those Q&As were important to help us finding our way around.

We've also been in constant contact with some of your team members about the Sales

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Our plan is to really get the whole team using Klopotek, so it can be that one source for all our data. At the moment, it's mainly metadata and royalties – so we want to get the Production department using it and Finance. Then it will be once 'source of truth' basically rather than data being in different places. This is going to be our aim for STREAM.

Upload side and the ONIX improvements I've just mentioned, so it's not just those meetings; it's all been very hands-on and helpful and very organized and friendly ... so, no problems from me on that side.

**Once the step to STREAM will have been fully completed, is there anything else on the horizon that the University of Wales Press would like to do with Klopotek?**

Completing this step is a big step for us. Our plan is to really get the whole team using

Klopotek, so it can be that one source for all our data. At the moment, it's mainly metadata and royalties – so we want to get the Production department using it and Finance. Then it will be once 'source of truth' basically rather than data being in different places. This is going to be our aim for STREAM.

**Chris, many thanks for this positive feedback and for taking the time to discuss these many aspects of introducing STREAM with us.**

Klopotek for Contracts, Rights, and Royalties:

### Contract Management

All contract information is available at one glance

Be in control of all terms & conditions – no matter how complex – with our easy-to-use templates for creating contracts

Handle all negotiation processes with your authors in a smooth way

- Contract 360°
- Contract Manager
- Contract Workflow Manager

### Royalty Accounting

Dive into all account details, sales, and earnings with our royalty accounting dashboards

Integrated contract management tools enable you to run your business centrally across company & currency borders

Get accurate royalty forecasts based on contracts, forecast sales & currency exchange rates

- Royalty Accounting Manager
- Royalty Sales Data Editor
- Royalty Forecast Manager
- Royalty Recipient Manager

### Rights Management

Smart, efficient, flexible: handle your rights sales processes with ease

Know about all information and contractual agreements for managing your sold rights

Benefit from support for all processes from managing sub right claims to handling incoming rights payments and generating the payment shares for authors

- Rights Sales Manager
- Rights Sales Contract Manager
- Rights Accounting Manager

Your tools for ensuring positive and professional relationships with authors

- Author 360°
- Authors Online

