



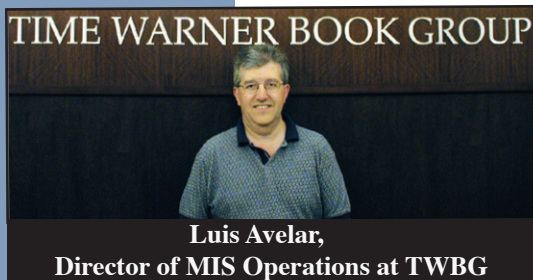
“Everyone that uses SMARTi is very happy with it.” Says Luis Avelar, Director of MIS Operations at TWBG. “There are more things that we can take advantage of with the SMARTi system.”

The first year that Time Warner Book Group used SMARTi they doubled their savings on microfiche. By 2000, they stopped using microfiche and had already received a return on their investment in SMARTi.

Time Warner Book Group Inc. goes by the book with SMARTi

Time Warner Book Group Inc (TWBG) is a major trade book publishing company. TWBG, a subsidiary of the media conglomerate Time Warner, is home to Warner Books and Little, Brown & Company. It’s imprints include Warner Books Adult, Warner Faith, Time Warner Audiobooks, Little, Brown Adult, Little, Brown for Young Readers and Bulfinch. TWBG publishes newsmakers (like Jack Welch and Andy Grove), leading theorists (such as Malcolm Gladwell, author of The Tipping Point), literary success stories (like Anita Shreve, Janet Fitch, David Sedaris and Billie Letts) and popular commercial writers (including Nicholas Sparks, James Patterson, David Baldacci, Nelson DeMille, Sandra Brown and Michael Connelly). Time Warner Book Group placed 56 titles on the New York

voice form in order to have more flexibility for their customers. TWBG created six new variations of the invoice. Originally, an invoice was created for each order a customer placed in one day and at times have ended up with numerous invoices. Now all orders from one day go on to one invoice. The printing room now gets PCL instead of ASCII characters. They get the print stream through PCL and create a correct invoice. Filemark created the PCL converter in order to do this. All the data is FTPed to SMARTi at the end of the day. As a result, all invoices, including EDI, are sent to SMARTi. “Everyone that uses SMARTi is very happy with it.” Says Luis Avelar, Director of MIS Operations at TWBG. “There are more things that we can take advantage of with the SMARTi system.”



Times bestseller list in 2002, including Alice Sebold’s The Lovely Bones, the biggest-selling novel of the year.

The Support Services and Accounts Receivable departments at TWBG in Boston use about 500

different reports on a daily, weekly, or monthly basis. These reports were printed out in multiple copies and distributed to both departments. A backup copy was also made and stored in a backroom. Two copies of invoices, credit forms, and account receivable statements were made on microfiche and stored in a backroom and in the appropriate department. TWBG wanted to replace the microfiche, reduce paper and copying costs, and also wanted easy online access to the reports.

After looking at and comparing multiple archival and storage vendors TWBG chose Filemark due to SMARTi™’s extensive search functionality and its easy usability as well as cost.

Since implementing SMARTi in 1998, TWBG is now down to one skid of paper reports (compared to 10 skids). The first year that they used SMARTi they doubled their savings on microfiche. By 2000, they stopped using microfiche and had already received a return on their investment in SMARTi. In 2000-2002, they saved in paper costs, as more and more people in the company were moving over to the SMARTi system.

In June 2001, TWBG improved their in-

voice form in order to have more flexibility for their customers. TWBG did do more things with SMARTi. The implementation of SMARTi was so successful in Boston, that the Indiana and New York offices also use SMARTi in their day-to-day operations. The TWBG distribution center is based in Indiana. All the returns from bookstores are sent to the center for inventory control. Filemark consultants installed a new computer and scanner in the Indiana facility in order to move the information from the distribution center to the Support Services department in Boston. Previously, all the reports were either faxed or mailed to the Boston office. TWBG received an immediate return on postage and on faxing costs. One report could be between 60-200 pages on an 11 x 17 sheet of paper. Consequently, the new server space required to store these images was also cut down from 30 mg to 3.4 mg due to newer scanner technology.

Another problem was surfacing in the New York office. The cost to continue remotely printing reports in the New York office was rising. TWBG wanted to cut these costs before they actually happened. Instead of copying and printing 1,000 page reports, these reports are now on SMARTi. As a result, potential copying and paper costs were saved before they actually happened.

SMARTi™ allowed TWBG to store printed reports electronically instead of using paper or microfiche. These reports are available on-line, thereby providing significant savings in distribution time and cost.

For more information on Filemark’s suite of solutions visit our website at www.filemark.com or send an email to sales@filemark.com.

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