

CITINET SOLUTIONS | CUSTOMER SUCCESS STORY



LOCATION:
New York, NY

BUSINESS:
Represents the English language rights to a highly selective yet widely diverse list of books from France.

CLIENTS:
American publishers, at an average of 80 titles each year.

BOOK IT: FILEMAKER UPGRADES IMPROVE PUBLISHER'S EFFICIENCY

SUMMARY

Citinet Solution's streamlined automation and enhanced dashboards help a print publishing business capitalize on digital technology.

CHALLENGE

Improve process automation to handle new technology and a burgeoning number of data points.

SOLUTION

FileMaker upgrade that included enhanced dashboard functionality.

RESULTS

- Improved cash flow
- Enriched sales reports
- Better contract monitoring

 www.frenchrights.com

 212.254.4540

TRACKING CONTRACTS, ROYALTIES IS EASIER NOW FOR THIS FRENCH PUBLISHER

The French Publishers' Agency was a longtime FileMaker user, but its iteration was aging and the business wasn't getting the most out of its platform.

FPA sells the English-language rights to titles from France that include fiction, humanities, science and occasionally graphic novels and children's books. It negotiates publishing rights for American translation, print versions, ebooks and audio books.

With more than 150 American publishers to engage, and an average 50 new titles per year added to a 10,000-title catalog, with tasks for tracking contracts, revenue, royalties, sales reports from publishers and special promotions, FPA's venerable FileMaker needed an upgrade.

Citinet Solutions added more process automation and improved the user experience by enhancing dashboards, resulting in more efficient information use and increased cash flow.

"I can go from one information source to another much more easily now," says FPA Director Alice Tassel. "I can look at sales and royalties statements and see the performance of a title or publisher and determine whether we want to renew expiring contracts."

The enhanced automation improved processes overall, updated dashboards with more versatility and plugged gaps in revenue stream tracking.

"It's much more interactive now," Alice says.

That's especially important in spring and fall when publishers are supposed to submit sales statements and make royalty payments.

With the Citinet implementation, collections are timelier because missed deadlines for statements or royalty payments automatically trigger notifications.

"I don't waste time now chasing down publishers for statements," Alice says. "Citinet gave us the tools to become better."




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– Alice Tassel, FPA Director



ABOUT CITINET SOLUTIONS:

We strengthen technology, relationships, and inspire businesses with best-in-class solutions. Citinet provides support capabilities: from production, design and data analytics to infrastructure, cyber security, automation and much more. We are hands on; no outsourcing. We have been that way since our founding in 2004 as New York City's second Apple Computer authorized business agent. We deliver the right solution at the right time for clients big or small. Citinet is a member of the Westchester Business Council and the FileMaker Business Alliance.

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**I WANT TO IMPROVE
MY BUSINESS**