MY PUBLISHING HOUSE IS RULED BY BOTS

Gregorio Pellegrino

W www.effata.it
F facebook.com/EffataEditrice
T twitter.com/EffataEditrice
Robot
Love is forever.
WHY
WHAT
T

THEM
Hi folks!
How are you?
Hope you’re well because you have a new heavy order that has to be sent to our distributor!
Thanks, Arturo
LET ME INTRODUCE YOU TO LELLO

TINY.CC/ROBOT-EFFATA
MY PUBLISHING HOUSE IS RULED BY BOTS
ERP
AmicoWin

- stock level
- books moved
- editorial agreements
- receipts and invoices sent
Metadata manager
ONIXsuite

- bibliographic information
- title statuses
Digital distributor
Edigita

- bibliographic information
- title statuses
- statistics on sales
Website
Woocommerce

- ecommerce
- catalog of the publishing house
- title statuses
Google
Schema.org

- bibliographic information
- title statuses
MY PUBLISHING HOUSE IS RULED BY BOTS
Paper books distributor
Proliber

- title statuses
- replenishment orders
- statistics about distributed, returned and invoiced
Amazon

- catalog
- title statuses
- replenishment orders
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Reports

- report on single product
- financial report
- report on reprint
- report on POD
Authors

- reports about printed, distributed, returned and invoiced books
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RESULTS
wooocommerce is able to import ONIX 3.0 from two different sources using the same task

- I used simple dictionaries to translate the ONIX 3.0 values into the proprietary values of other partners
  - I implemented schema.org on my website very quickly
- no one of our partners uses ONIX 3.0
- the available and documented APIs (application programming interfaces to communicate between different systems) are very few
- schema.org doesn’t allow to tag a book with different formats (paperback and ebook) on the same webpage
- everyone fears computers that make decisions
to import every day daily data of book sales

to implement a sales forecast (based on Amazon, distributor and bookstores data) in order to minimize unsold books
THANK YOU
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