The Adoption of Data in the Supply Chain

Thema in the Netherlands

International Supply Chain Seminar 2019

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Agenda

- Introduction to CB
- Vision on digital services
- Thema: plan of action
- Current applications and results
- What’s next?
Introduction to CB
CB: Gateway to the Dutch book market

Direct and fast access to all Dutch and Belgium (online) bookstores

• Founded in 1871
• Owned by Dutch bookstores and publishers
• Distribution services for all Dutch publishers to both bookstores and consumers (e-commerce fulfillment)
• Services include:
  • Warehousing & integrated POD
  • Distribution
  • Ordering, financial services/factoring and reporting
  • Title information (BIP) and Dutch ISBN agency
• For both physical and digital bookas

Thema in the Netherlands
Enabling direct and fast access to all bookstores

Publishers: 1,000
Bookstores: 1,400
Webshops: 190

Thema in the Netherlands
In figures

Print on demand
26,000 titles
600,000 copies

Print books
115,000 titles
54 million copies
(of which 9 mln e-commerce)

E-books
50,000 titles
5.8 million copies
(of which 3 mln e-library lending)

Audio books
5000 titles
30k consumer worth

NEW!
Interfacing with CB

CB Online portal
Online (Dutch) interface for publishers to manage all title data, stock info, POD titles and commercial agreements for each individual (online) bookstore.

ONIX 3.0 feed
To manage title data.

Analytics
Online tool Analytics for Publishers gives publishers detailed information about their stock, performance of all (online) bookstores and distribution costs. Including benchmark functionality.

Thema in the Netherlands
Vision on digital services
With the digital services of CB, the entire supply chain is connected and directed within a network.
As a customer of CB, I want to have one central location where I can maintain all my interactions with the market as easily as possible based on insight to generate as much revenue as possible.
Introduction of Thema to the Dutch Book Market

Improve the interaction within the market using new product information

Thema in the Netherlands
Thema: plan of action
Challenges

• How to get the market involved
• Translation: branch associations, National Library?
• ‘Education’ in the sense of information
• Metadata workshops
• Infrastructure: business case
Why is there a need for another classification code for books internationally?

- Decreasing sales
- Decreasing number of readers
- Growing assortment (POD, international)
- Growing share in e-commerce

Publishers and booksellers worldwide are looking for a better way to offer exactly the right book to just the right customer.

Thema can do what NUR and BISAC cannot.
Experiment: numbers say more than words

April 2019

• Shelf History: 2.4 mio titles
• Shelf was refined to 47 sub-shelves using Thema-codes

• 37% of the customers lands directly on the sub-shelves after a Google search or searching within Bol.com.

• 7% More click throughs to a book from the sub-shelves

Next step:
• Bol.com increased from 297 shelves to 2271
• Titles without a Thema code have to stay on the main shelves.
Infrastructure: save, maintain and get suggestions

Algorithm that uses basic metadata

Search tool Editeur embedded
More experiments
Algorithms

Goal:

• Create as much volume as possible so that the market will embrace Thema
• Create data from data to enable innovation

• 50 publishers made use of the CB offer to have their complete catalogue provided with Thema codes using our first basic algorithm.
Thema in NL for available titles oktober 2019

Average per title: 2.3

- **with** THEMA: 44%
  - 33% without
  - 34,840 titles

- **without** THEMA: 56%
  - 78,890 titles

- **print**: 65% without, 35% with

- **e-books**: 67% with

- **e-books**: 35% with BISAC
  - 86% without BISAC

- **print**: 67% with, 34,840 titles

- **print**: 34% with BISAC

Thema in the Netherlands
Current applications and results
Wat doet een code met een boek?

Thema kan heel specifiek aangeven waar een boek over gaat. Op die manier kan bol.com op specifieke klantvragen een relevant aanbod tonen.

Voorbeeld

Het boek *Schilderslief* heeft de volgende codes:

- **FV** (Historische roman)
- **1DDN-NL-A** (Amsterdam)
- **3MGQM** (ca. 1650-1659)

- De subjectcode **FV** zorgt dat het boek op het schap 'Historische romans' staat. Het boek staat daarmee ook op de 'bovenliggende' schappen: Literatuur & Romans, en Boeken.
- Door qualifiercode **3MGQM** is het boek te vinden in het filter 'Perioden: ca. 1500-1800'.
- Qualifiercode **1DDN-NL-A** plaatst het boek in filter 'Land: Nederland'.
Wat is het effect van Thema?

Klanten kunnen beter vinden wat ze zoeken dankzij de specifieke schappen en betere filtermogelijkheden o.b.v. Thema.

De gemiddelde conversie van schappen o.b.v. Thema stijgt met 5% t.o.v. de oude situatie; in 2018 lag de conversie in deze periode lager dan in het voorjaar.
In practice

<table>
<thead>
<tr>
<th>ISBN</th>
<th>THEMA_CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9789057599804</td>
<td>DN</td>
</tr>
</tbody>
</table>

**Biografie en non-fictieproza**

- Sociale en ethische kwesties
- Populaire overtuigingen en controversiële kennis
- Onderwijsystemen en onderwijsstructuren
- Politieke ideologieën
- Theorie van oorlogvoering en militaire wetenschap
- Geschiedenis
- Algemene en wereldgeschiedenis
- Archeologie per periode
- Populaire wetenschappelijke filosofie
- Landbouw en teelt

**Nederland**

- Muziek
- Gewijde en religieuze muziek
- Fictie algemeen en literair
- Verhalend thema: liefde en relaties
- Interreligieuze relaties
- Protestantisme en Protestantse kerken

**Bol.com**

- JPSH: Spionage en geheime diensten

**NHB**

- Algemene en wereld geschiedenis

**FB**

- Fictie algemeen en literair

- The retailer can make a different choice than a publisher
- Can we have a ‘wikipedia’ for Thema-codes?
- By choosing only one code to fill a shelf, other options for use of the codes are not yet explored
What’s next?
Future: links and recommendations

• Thema codes can create automatic relationships between books, because, for example, they share the same codes.

• Recommendations thus become associative steps rather than difficult calculations.

• Trends in questions/search results and purchasing are easier to identify with combinations of Thema codes, to which new titles can be added.

• A Thema code is not a fixed fact in a book, new combinations can always be made where relevant.
As a customer of CB, I want to have **one central location** where I can maintain all my **interactions with the market** as easily as possible based on **insight** to generate as much **revenue** as possible.

…*Work to be done!*
The end

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