If you can not find it
Create it

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Tools of Change for Publishing conference
EDItEUR Supply Chain Track
Frankfurt  9 October 2012
Name: Elkotob.com Ltd
Year of Birth: 2007
Place of Birth: Egypt
Parent: The Book Depository Ltd – UK
Profession: Arabic Book Standards Specialist and Systems Developer

The Book Depository is a global bookseller
“All Books to All”
The book industry in the Arab world faces:

- Bureaucracy
- Low volume of creative work
- Piracy
- Censorship
- Poverty
- Limited use of technology
- Lack of statistics
- Copyrights infringement.
- Poor logistics
- A degree of political instability
- Lack of support from upstream industries.
- Illiteracy
- Poor purchase power
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Every publisher does it all
No wholesalers
No use of data standards
Or using outdated standards
No comprehensive catalogue
Fragile metadata creation processes
No data sharing
No proper use of identifiers

Supply Chain in the **Arab World**
Core issues to solve

1) Lack of standards rather than lack of data
2) Quality of the standards

What Are the Core Issues?
**Similarities**

Discovery
Speed
Cost

**Differences**

Multi creators of the metadata
Large scale
Lack of direct physical experience
Truly a global market
Solution

1) Identify set of satisfying standards
2) Make them accessible
   Translate
   Explain
   Localize
   Develop tools

3) Promote them
The standard should support:

1) Local culture as well as international global concepts
2) Territory rights
3) Availability and Marketing information support
4) Supply chain data such as pricing, suppliers, tax, etc
5) Large scale to accommodate growing needs
6) New emerging technologies
7) Great granularity level
8) Interpretable, transformable
9) Well maintained
10) Rich content
**BIC Arabic**
Enriching the standard
Translating and Codes Mapping
Publicly available
Browsing tool
Available in Arabic and English

**ONIX 3.0 Arabic**
Enriching the main standard
Identify a strict subset
Translation
Documentation
Tools
Available in Arabic and English
Comprehensive Catalogue Management System

- Enforces the use of ONIX and BIC behind user friendly forms
- A tool to convert any delimited format product files into ONIX
- Data validation and auditing
- Automated reports
- Multilingual search
- Web service smiller to AWS

Users: 2 Publishers
Count: 2000 Products.
Find out more at
https://standards.elkotob.com/
Or
https://maeyeer.elkotob.com/

BIC Arabic Standard
https://standards.elkotob.com/bic.shtml

ONIX 3.0 Arabic
https://standards.elkotob.com/onix.shtml

Catalogue System
https://cat.elkotob.com/
Or
http://elmanhal.elkotob.com/

Thanks
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