



Successful selling is no longer a closed book



BI MediaPlus

BI MediaPlus is an indispensable tool for the highly competitive publishing market because it keeps a constant eye on sales results. It provides a standardised, consistent database with a clearly structured data model and analytical functionality.



Sales representatives have online access to data, wherever they are. Its special features include the rapid assessment of up-to-the-minute data for daily reporting by book title as well as periodical turnover reporting according to individual distribution channels. The reports are accessible to all departments, allowing for market and turnover comparisons of different outlets or the analysis of alternative marketing campaigns. Even historical analyses are possible.

BI MediaPlus not only provides for significantly more dynamic sales operations, but also lower organisational costs. This tool reduces the time needed for preparing reports by 80 percent. Processes are quicker because BI MediaPlus is easy to use and there is less need for IT support.

In addition, BI MediaPlus does not put pressure on your investment budget because the system can be leased for as little as a few hundred euros per month. Thanks to its modular structure, BI MediaPlus can be extended at any time to meet changing needs. Another advantage of this solution: It can be implemented rapidly without having to deploy internal IT resources.



CASE
STUDIES



PRACTICE
TIPPS

Five reasons to choose

BI MediaPlus

- Transparent figures, presented on a day-by-day basis
- Recognise weaknesses more easily, capitalise on strengths
- Easy-to-use, intelligent system
- Quicker reports, but less effort
- Innovation without risk: lease instead of buying

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