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PUBEASY: NEW PLATFORM LAUNCH FOR GLOBAL ORDERING SYSTEM

Successful migration to new version of platform for publishers, booksellers, and distributors | Connection to international ONIX standard | Optimised processes and simplified handling

London, 6 April 2021—German technology and information provider MVB and the British company Nielsen Book went live on schedule in March with the completely redeveloped Pubeasy service for booksellers. The launch followed an intensive test phase involving customers from all user groups and a two day downtime while the service was switched over. The new interface architecture for product uploads supports the ONIX format for data exchange, but is also compatible with legacy interfaces so that a changeover to the international standard can take place gradually for publishers, booksellers, and distributors who use Pubeasy. The system upgrade ensures the electronic ordering and customer self-service platform is even more powerful and reliable. An improved search function, cover images, and new features like the ability to create and store draft orders will make it easier for booksellers to work within the platform.

“When designing the new technology infrastructure, we focused on three goals: creating an alternative to the previous proprietary metadata format, optimising the user experience, and ensuring the smoothest possible transition for our users. There were two major challenges: the age of the previous system and the fact that everyone was working remotely due to the pandemic. We focused on solving a number of issues during the development process and it is thanks to the intensive cooperation of our customers over the past two years that we have succeeded in bringing our dinosaur into the technological modern age,” says Anjo Schwarz, who managed the relaunch project as Product Manager at MVB.

Jo Shaw, Sales Director of Nielsen Book’s Discovery & Commerce Solutions, went on to say: “For many Pubeasy is the backbone of our industry, allowing retailers to easily place and manage orders with their suppliers. Crucially, it gives access to real-time supplier information that has become an absolute necessity to respond to the needs of the modern consumer. We are delighted to have worked so closely with our partners MVB to breathe new life into the service. We would like to thank our customers for being so patient, not only during the last few weeks, but also over the last two years whilst this project has been in development. We have received some very positive feedback from our clients about the revamped service and we’re looking forward to continuing to collaborate with them to ensure Pubeasy continues to fulfil their needs and support their businesses.”

Jonathan Clarke, Director of Customer Services at Hachette UK Distribution, confirms: “Pubeasy is a great self-service tool for customer’s ordering products from Hachette UK Distribution. The new version makes navigating the site and finding products much easier, as well as having real time availability lookups and personal pricing all in one place. We’ll certainly be recommending customers to consider Pubeasy for managing their orders and product queries.”

The new platform was developed by MVB's IT development team in collaboration with the team from Nielsen Book, which offers Pubeasy in the UK market and will also use the new platform technology in the future. MVB acquired Pubeasy for the North American market and the Pubnet service in July 2017. Both companies are working closely together to ensure a smooth transition to the new Pubeasy for all customers.

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About Pubeasy

Pubeasy is a web-based ordering system that is used worldwide, requires only minimal technical requirements on the customer's side and can also be used without a sophisticated point of sales (POS) system. Bookstores can use the application to check individual book prices and availability on a daily basis and manage their orders – including order confirmations as well as order history and status. The service is completely free for bookstores; publishers pay an annual fixed price based on the previous year's usage. www.pubeasy.com | info.pubeasy.com

About Nielsen Book

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About MVB

Technology and information provider MVB makes books visible. Major platforms, based on international metadata standards, enable publishers and bookstores to promote their products successfully and efficiently in their home markets and abroad. Editorial and advertising formats as well as face-to-face networking give orientation in different book markets. In close cooperation with customers and market players from all areas of the book industry, the teams located in Frankfurt am Main, Mexico City, New York and São Paulo continuously work on innovative Infrastructure solutions for the book trade of the future. www.mvb-online.com