

# E-day arrives!

**Back in 2004**, we set a target date was set for the UK book trade to move to a fully electronic supply chain. That target date, or 'e-Day' as it was named, was 1st May 2008. Now, as e-Day finally arrives, the e4books campaign has announced the remarkable results of four years' hard work.

The last four years have seen spectacular growth in e-trading (the electronic delivery of orders, invoices, returns and similar business messages). Figures made available today show that booksellers, distributors, publishers and wholesalers have all adopted e-trading in an extraordinary shift never before seen in the book industry.

Among the successes of the campaign have been Penguin's initiative to encourage booksellers to order and secure returns authorisations electronically, and Nielsen's revolutionary development of a web-based reinvention of Teleordering, which has already signed up more than 10,000 publishers who previously received orders by fax or post. But behind the scenes there has been a huge increase in the use of electronic services such as Batch, PubEasy or BookNet by booksellers, as well as of Nielsen's PubWeb and Bowkerlink by publishers to supply product information and speed that information to booksellers and consumers. All of the major distributors have also seen substantial increases in volumes of electronic trading, with significant advances in bringing e-commerce to the international trading arena.

## About e4books

**E4books is an** industry-wide campaign aimed at ensuring that all participants in the book industry supply chain in the UK are capable of exchanging basic e-commerce messages with their trading partners.

- ❖ For **booksellers**, this means sending orders, processing order acknowledgments and invoices, and sending returns requests electronically.
- ❖ For **distributors** (including publishers who handle their own distribution), it means processing orders, sending order acknowledgments and invoices and processing returns requests under the terms of the industry returns initiative.
- ❖ For **publishers** (who use third party distributors), it means providing product information to data aggregators in a structured electronic way.

## Don't forget...

**Have you looked** at the e4books web site? It's smart, accessible and full of useful information about e-commerce and how you can do it most effectively. It can be found at [www.e4books.org](http://www.e4books.org).

You can participate directly in the project and share your own problems and experiences by joining our special email discussion group (email [e4books-subscribe @yahoogroups.com](mailto:e4books-subscribe@yahoogroups.com) or go to <http://groups.yahoo.com/group/e4books/>).

## Accreditation



**Just in time** for e-Day a further nine companies have been successfully accredited, making a total of 80 in all, including 14 with special Commended status. They are: Cambridge University Press, NBN International, Pan

Macmillan, Freeway Commerce, Summersdale Publishers and four independent booksellers: Applebys Bookshop in Morpeth; J. L. Nobbs in Haslemere; Palas Print in Caernarfon and Pengwern Books in Shrewsbury. The full list of accredited companies is available on the e4books website.

The accreditation scheme will continue after e-Day and we hope to attract an ever-growing number of applications from all parts of the industry from companies anxious to show their customers and trading partners their commitment to e-commerce: the scheme is open to booksellers, wholesalers, distributors, self-distributing publishers, publishers outsourcing distribution to an accredited company, and service providers; and application forms can be found at <http://www.bic.org.uk/e4books/accreditation.html>. You can apply now in complete confidence: if you aren't successful at the first attempt, we shall be happy to advise you on what you need to do to comply.

**E-day has arrived!**

## Saving the planet

**Our recent seminar** at the London Book Fair, kindly sponsored by the BA's Small Business Forum, was entitled **E-commerce: Saving Time, Money and the Planet**; and provided a timely reminder that e-commerce is not just about making your business systems more efficient and cost-effective: it is also good for the environment, saving paper and reducing your carbon footprint. Fraser Tanner of Batch.co.uk in his presentation coined the slogan 'No paper except the book'!

## New guide for booksellers

**We have recently** published a new addition to our Simple Guides series for booksellers keen to gain the benefit of integrating the various systems and services available to them. **How to get the Best out of Systems and E-commerce** has been circulated in hard copy form to all BA members but is also available free from the e4books web site.

Also available there are the first two Simple Guides, one for publishers and one for booksellers. These are intended to provide basic background information about what e-commerce is and the obstacles you may encounter, and include contact and resource listings. They can all be found at <http://www.bic.org.uk/e4books/ecommerce-resources.html>.

## Out and about with e4books

**E4books has been** active in all parts of the country this spring. We held another successful forum in February, in conjunction with the IPG and the SBF, in Bristol, well attended by publishers and booksellers from Wales and the West. We have presented at a Nielsen seminar for Publishing Scotland in Edinburgh, attended the Irish BA Conference in Galway and the IPG conference in Brighton and the London Book Fair. We shall also be at the BA Conference in Brighton; and will continue to seek opportunities to spread the word wherever and whenever we can.

E4books is an initiative of Book Industry Communication (BIC) which was set up by the PA, BA, CILIP and the British Library to promote efficiency in the book industry through the adoption of standard solutions. The original 2004 e4books report by Simon Edwards is freely available at <http://www.bic.org.uk/e4books/pdf/report-final-sep-04.pdf>.

The project is generously sponsored by the BA, PA, Nielsen BookNet, PubEasy, VISTA International and Waterstone's and managed by a steering committee comprising representatives of the sponsors and of the Independent Publishers Guild, Macmillan Distribution, Random House Group and John Wiley & Sons. It has the full endorsement of the BA/PA Liaison Group.

For more information about e-commerce, e4books, e-Day or BIC please go to [www.bic.org.uk](http://www.bic.org.uk) or email [info@bic.org.uk](mailto:info@bic.org.uk)

## Grateful thanks

**As e-Day arrives** the formal part of the e4books project is concluded; and it is timely to record our enormous gratitude to the six organisations which have, with BIC, funded our project. They are the Booksellers Association (and Batch.co.uk), Publishers Association, Nielsen BookNet, PubEasy, VISTA International and Waterstone's. We also thank the members of the steering committee, including representatives of the sponsors and of the Independent Publishers Guild, Macmillan Distribution, Random House Group and John Wiley & Sons, and its chairman Roger Woodham for their valuable time, advice and support – and also to that influential but anonymous group of individuals who have reviewed applications for accreditation.

We should also thank Simon Edwards, whose proposals in the original e4books report have guided the way the project has progressed in many ways, and whose advice to publishers and booksellers starting on the path to e-commerce has been so valuable. We are delighted that Simon will be continuing to work with BIC on this and other projects in the future.