

2016 Storage Plan

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November 20, 2015

**Company Background Information**

Founded in 2010, TBA Publishing is committed to bringing the best of middle grade and young adult fiction and memoir to as many readers as possible. We strive to publish the most diverse, high-quality books in both print and digital formats that appeal to many different readers and to reflect the uncertainty, struggles, and triumphs of middle grade and young adult readers. TBA only works on four books a season in order to ensure that each individual title gets as much attention as possible to produce the best books, the books our readers deserve. TBA is proud to boast of many critically and commercially successful books written by celebrated authors, many of which have gone on to be reprinted and enjoyed by even more readers throughout the country and even the world.

Our books have found success in both print and digital editions. Being a publisher founded in the age of ebooks, TBA has always offered ebook editions of all titles, meaning that digital books have always been in our blood. We have never had to navigate any potentially messy transitions to digital, and we pride ourselves on our commitment to embracing new technology in the publishing industry. Our ebooks are seen in all major ebook marketplaces and can be bought on all major ereaders and ereader mobile and desktop applications.

Our print books are also easily accessible to consumers. They are sold online on popular book retailer websites, and in stores at independent and chain bookstores throughout the United States. Print editions of our books have always generated a profit, much like their digital counterparts.

Advanced reader copies of major titles are distributed by our publicity department, adding to the number of products TBA Publishing produces.

**Statement of Issue**

In order to maintain our frontlist and backlist, TBA Publishing needs to be able to archive our products in a way that is easily accessed and updated, while also ensuring that an investment into a storage option will pay off by being high-quality and long-lasting.

All titles have print and digital editions. Most titles have paperback formats in addition to jacketed hardcover ones. Therefore, each title has at least jacket proofs, jacket art, case specs, interior proofs, interior art if applicable, and ebook files—usually ePub and Mobi files. Many also have paperback cover proofs, cover art, paperback interior proofs, and—if applicable—interior art. Consequently, TBA Publishing requires a storage system that can house a myriad of files.

Our titles are all 1C, and so they are not too complex. The most complex aspects of our products are jacket and cover art and chapter header art. Files are repurposed for reprint purposes, or if a series style needs specific sets of art from earlier books in the series. Right now we will have sixty books archived by the end of 2015. Currently, we will archive twelve books a year, four for each season.

Because TBA is still young, we want to keep all titles we now have, rather than purging anything.

**Research of Solutions**

The first possible solution that was researched was North Plains’ Telescope. It is not meant for publishers exclusively, but it can be used by book publishers. For example, HarperCollins is a client.

Telescope appears to be made for larger organizations. However, this might work as an advantage given that we want TBA to grow. We can grow into Telescope. That being said, such a big solution may lead to big costs that can more easily be covered by bigger presses. As for the product itself, Telescope categorizes files by type, which is useful for the plethora of files we often have for each title. North Plains emphasizes the use of advanced metadata for this product, which will lead to easier searches. It has an open architecture for easy integration into current existing systems, and it offers the option of on-site or cloud storage. Cloud storage will probably lead to lower maintenance costs as opposed to buying and then using in-house servers. Telescope’s possible high costs may balance out with fewer servers needed to run TBA.

BiblioDAM by Virtusales is another possibility. It is made specifically for book publishers, so we would be working with a company which knows our industry. They take consultations for specific needs, which means they can take TBA’s smaller scale into account. As for BibliDAM itself, it is possible to share assets with others, such as manufacturers. Digital rights can also be managed with BiblioDAM, and Virtusales mentions social media specifically when explaining what can be stored in this DAM system. It can also be integrated into existing networks, even if said network is not using BiblioSuite, Virtusales’ full system for book publishers to manager content and workflow. However, it is unclear where assets are being stored. It is not stated on the website if assets are stored on-site, in a Virtusales facility, or in cloud storage.

We also looked at Klopotek’s Software as a Service. Klopotek listed this service as ideal for smaller publishers and no on-site servers are needed. Instead, this software is Internet-based and on demand. This means that once the software is downloaded and the account set up, TBA could start using the system immediately. A monthly, fixed price is charger per user and assets are stored in Klopotek servers in New Jersey and Berlin. Security and back-up recovery plans are emphasized. Because it is an easy download, the transition would be seamless, and paying by user would help us grow with the software. Like the other possible solutions, Software as a Service provides ways to share assets with others.

**Conclusion/ Recommended Course of Action**

All three products have their pros and cons, but the best one for TBA’s needs is Klopotek’s Software as a Service. We would not need to store anything on-site, yet we could still access everything easily. The transition would be effortless, and it is suggested for our size specifically, though it is flexible enough to grow with us. Because it is an Internet-based software, updates are administered by Klopotek easily, meaning that our work would not get interrupted by server updates or the like and our storage would have a longer shelf life.

Overall, Klopotek allows TBA Publishing to store our wonderful products with little or no obstacles.

**Sources**

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