

Publisher Alley

Treatment of Indianapolis Warehouse

August 27, 2010

Visibility of Sales and Demand from Indianapolis Warehouse

In the past, Baker & Taylor maintained a warehouse location in Texas. This facility closed in 2008; from about March 2008 onward, sales and demand were both zero in the TX column of Publisher Alley title information pages. Sales and demand recorded in Texas prior to 2008 was still relevant for comparable-title research, so we retained the TX column to display that.

The label for the TX column has now been changed to IN, to reflect the fact that we have a new warehouse online in Indianapolis and there is sales and demand data available for books selling through that warehouse. Both TX and IN data appear in this column, easily distinguished by the dates each warehouse became or ceased to be operational.

In the example below, the ISBN in question sold through the TX warehouse from 9/2007-4/2008. It did not have any activity through IN this year: if it had, the activity would be logged in the appropriate months of 2010.

Demand/Sales - Updated Daily.

Year	Totals		GA		IL		NV		NJ		TX	
	Total Demand	Total Sales	D	S	D	S	D	S	D	S	D	S
7/2010	3	-48	0	-20	2	-2	0	-23	1	-3	0	0
6/2010	4	-19	0	0	4	0	0	0	0	-19	0	0
5/2010	5	0	0	0	4	0	0	0	1	0	0	0
4/2010	6	-1	0	0	6	0	0	-1	0	0	0	0
3/2010	0	-3	0	0	0	0	0	0	0	-3	0	0
2/2010	3	0	0	0	2	0	0	0	1	0	0	0
1/2010	21	-2	0	0	21	0	0	-2	0	0	0	0
12/2009	22	-11	0	-11	17	0	0	0	5	0	0	0
11/2009	59	-23	0	-32	54	8	1	0	3	1	0	0
10/2009	71	-65	0	0	38	-72	15	9	18	-2	0	0
9/2009	471	124	0	-126	215	161	92	90	163	-2	0	0
10/2008	2108	2942	926	-93	599	1689	310	531	273	812	0	0
9/2008	7847	7092	550	412	3147	3100	2535	2536	1609	1038	0	0
8/2008	16510	14388	1417	330	8681	8106	4445	4143	1966	1808	0	0
7/2008	14965	14920	37	101	8294	8751	3759	3951	2874	2116	0	0
6/2008	7812	6599	1047	809	3227	2574	2792	2525	745	684	0	0
5/2008	6045	5982	1017	1137	3334	3008	1105	1261	581	571	0	0
4/2008	6757	5875	933	664	4405	4417	766	743	650	646	0	-600
3/2008	4083	3323	806	632	2235	2160	777	778	261	258	0	-512
2/2008	4909	4835	1016	625	2197	711	1268	1275	419	415	5	1806
1/2008	5396	5237	940	896	2266	967	772	761	1132	1126	285	1485
12/2007	3411	2848	940	882	444	238	571	638	149	166	1302	918
11/2007	10547	10396	345	233	4455	2947	3494	3507	1749	1744	502	1965
10/2007	5335	5176	90	-25	2134	631	1893	1893	316	462	902	2213
9/2007	10962	9522	1098	991	5393	5385	2146	790	1053	2113	1268	239

Label for this column was TX; Now IN

Changes for comparable-title display in the buy report are similar. The title shown below, published in 2006, realized initial sales and demand in Texas while that warehouse was open. This is reflected even though the column label is IN. If the title were very new and sold though IN upon publication, that sales and demand would be reflected in the same space.

				GA		IL		NV		NJ		IN		Total			Lifetime	
				D	S	D	S	D	S	D	S	D	S	D	S	Ret	S	Ret
9780781758062	Obstetrics And Gynecology																	
Beckmann	Paper	01/01/06	\$54.95	26	22	119	317	10	112	65	113	7	490	227	1054	0	5984	1740
Academic Medical (Reference)																		

Label was
TX; Now IN

Essentially, historical TX and current IN warehouse data is now reflected in the same column, labeled IN. In the Snapshot, which only reflects data from the past 14 days, there is no reference to TX. Sales associated with IN are reflected there, and they are labeled as IN.