

## Publisher Alley® Testimonials

"I cannot imagine anyone selling Baker and Taylor without using Pub Alley, (unless of course, I was trying to punish them). Pub Alley saves time, increases efficiency and continually improves its ease of use – what more could you want?"

Dave Thompson  
VP, Director of Sales Analysis  
**Random House**

"Pub Alley is an invaluable tool that lets me track "hot" title sales, watch inventory levels and break down sales units and dollars by market channel. This last feature is especially helpful when looking at trends within the retail and/or library channels. Everything about Pub Alley is a time-saver -- The Buy Report feature alone has saved me countless hours of searching for the best competitive titles for my presentations. "

Kimberly Sorrell  
Director National Accounts  
**Adams Media**

"Publisher Alley has been an invaluable sales tool for me for a variety of reasons. It allows me to do research on comparable books when reviewing proposals for editorial meetings. This information gives me a better handle on the rate of sales through libraries on similar books. In addition, I rely on Publisher Alley when making reprint decisions in that it provides inventory levels of our books at distribution centers for B&T/YBP. I can make better informed decisions and avoid ordering reprints when stock is still available. Publisher Alley also makes doing reports for my sales calls to Baker & Taylor much more streamlined. I can pull the information needed in a speedy and efficient manner. All in all, Publisher Alley is a database that I've come to rely on frequently. I can't recommend it enough to other sales and marketing managers for doing their jobs effectively."

Frederic Nachbaur  
Marketing and Sales Manager  
**New York University Press**



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"Well I absolutely do not know how I did my job before Pub Alley. The Buy Report analyses with actual sales are invaluable - no rep should be without Pub Alley. Also it is very user friendly. The amount of available data is also of great use - I don't see how any publisher could do without it."

Julie Hernandez  
National Accounts Manager  
**Hachette Book Group USA**  
**(Formerly Time Warner Book Group)**

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"Pub Alley has become one of our most critical tools for analyzing and managing our publishing program. In my opinion, Pub Alley is the most effective vendor tool available to identify sales opportunities and survey competitive positions on specific titles or subjects.

Ultimately Pub Alley allows us to both leverage sales opportunities and manage supply. As a result we have both increased our sales and become a more profitable publisher. This benefits both Baker & Taylor and our own bottom line."

Roger Williams  
Director of Sales & Marketing, Trade Group  
**Peterson's**

"In addition to making my planned presentations easier and more organized, Pub Alley has given us valuable insight into specific markets where our books have been successful. I don't know what I would do without it and I certainly don't want to remember what life was like before it existed."

Grant Kikkert  
National Accounts Manager  
**O'Reilly Media**

"Pub Alley is the tool for maximizing a publisher's reach into the library markets. The reporting features of Pub Alley allow for easy and effective management of titles for a variety of channels. The buy report function alone will save the sanity of sales reps everywhere!"

Nathan Henrion  
National Account Manager  
**Baker Publishing Group**

"What used to take hours to do, Pub Alley has not only turned into a matter of simple clicks, but managed to offer information beyond the general day-to-day uses. Not only can I compile pertinent data needed for sell-in in a very efficient and easy-to-manage format, but I can also generate quick reports to get a handle on business trends, channel trends, you name it. What's more, technical support is immediately available and the site continues to evolve as market demands change. I would highly recommend Pub Alley not only to make data management a cinch, but to give you the edge on your overall business."

Laura Crisp  
**Random House**



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"We have found Pub Alley to be a valuable tool. The graphical interface is clear and easy to use, and customer support is always very responsive. The ability to view sales data for competing titles has enabled us to make smarter publishing decisions. Pub Alley's channel sales breakdowns give us a clear picture as to who is buying our books."

Pascal Schwarzer  
Institutional Sales Manager  
**Springer**

"Publisher Alley has been a key reporting tool used throughout our organization. It has been utilized by many aspects of our company from Production to Marketing, Editorial to Sales. With Publisher Alley we are able to research information about our product, but also product from the publishing industry which helps us stay in tune with our Publishing partners and the customer demand."

Eric Helus  
ABA Key Accounts Manager  
**NavPress Publishing**

"Using Publisher Alley is like having access to your own private market-research firm available 24 hours a day. It is one of the most comprehensive and easy-to-use sources available for the kinds of information I need to know to assess the market more effectively. I especially appreciate the concrete comparison data that Pub Alley can provide when we are researching new projects or setting prices and print runs. "

Amy Hirschfeld  
Marketing Manager, North America  
**Walter de Gruyter/Mouton de Gruyter**

"We have found Pub Alley to be a very useful tool. Using it has streamlined our title presentation preparation by more than 40%. We also find that our suggestions have been quickly implemented."

Elenita Chmilowski  
National Accounts Manager  
**Perseus Books Group**



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"Harcourt, Inc. began its subscription to Pub Alley on September [of 2005]. Since then, we have made much use of it as an informational and organizational tool. As can be expected, it is the sales staff that has utilized Pub Alley the most. We are now able to generate and tailor sales reports as needed. Navigating through reporting features did not take long to learn and finished reports are emailed to users in a matter of minutes. Staff who were not able to attend scheduled Pub Alley training sessions were directed to the tutorials which were clear, self-explanatory, and very user-friendly. We have found that specific sales data on other publishers' titles to be especially useful, and are especially pleased to be able to see the market breakdown of a particular title's sales. The Buy Report feature is immensely useful. It has helped reduce preparation time for appointments drastically, and buyers are very pleased to see actual sales and returns of comparison titles instead of just demand. The Pub Alley staff is quick to respond to any suggestions or queries. We look forward to a continued solid relationship in the coming months."

Melinda Hung  
**Harcourt Trade Publishers**

"I'm a very happy Pub Alley user. It has helped me in too many ways to count. Most importantly, though, is the fact that I can build a buy report within Pub Alley. This has cut my work by two thirds. When I'm finished I just e-mail the report directly to the buyer. There's no confusion about format or how I did something because the form is B&T's. The second most important change for me is the ease with which I can analyze titles, categories, and publishers. I can't tell you how many times I've been able to provide important publishing information to key members in my company. If the head of sales needs to know how a series of books from another publisher have performed it takes me five minutes to grab the information. Pub Alley has truly made my job...I don't dare say easier...more efficient!"

Chris Austin  
**Harlequin Enterprises Ltd.**

"Without a doubt, Pub Alley has proven itself to be one of my favorite resources. It is very easy to look at our pre-publication demand and post-publication sales, spot category trends, review which markets find certain categories appealing, and check returns and inventory levels. The Saved Searches and Watch Lists are definite assets in allowing users to quickly run regular reports without having to start from scratch each time. I also love the fact that their customer service is always friendly and timely in responding; and that the staff seems to welcome feedback and ideas on how to improve this application further.

I recommend Pub Alley, as it is far more efficient and flexible in compiling information than some of its competitors. You will be surprised at how much information you get, and how much time you save, by using this application. "

Erica Hamm  
Key Accounts Manager  
**F+W Publications**



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“We have been using Pub Alley at IPG for less than a year and it has already made an enormous difference in the efficiencies and effectiveness of working with Baker & Taylor. IPG works with 7 buyers at B&T and presents more than 1400 titles seasonally. Without Pub Alley and the buy recommendation feature, meetings with individual buyers often lasted a full day or more, exhausting the buyer. The last thing a book seller wants is an exhausted buyer! By prepping new titles in Pub Alley, we have reduced our buyer presentations times by more than 50% and made ordering much more efficient for B&T, making our buyers much happier. Additionally, since the buy recommendation reports in Pub Alley account for pre-pub demand and sales, initial buys tend to be very accurate, reducing the returns exposure for our publishers clients.

Pub Alley has many report features that help clients keep abreast of demand, sales, inventory, and market segmentation by title. We have made great use of these features, especially for alerting our buyers to titles that are showing increasing demand but have little on hand or on order. Though the B&T inventory systems alert buyers to titles that are low in stock but have increasing demand, buyers juggle dozens of publishers and thousands of titles. They have a lot to manage and this Pub Alley feature provides a great tool for helping our buyers do their job more efficiently and helps to ensure that B&T has the inventory to capture more sales.

Finally, I can not say enough about the Pub Alley support team in NH. They are some of the most responsive and helpful people in the industry. They are truly committed to making sure clients know how to effectively use Pub Alley. Their Web seminars and one-on-one phone help has been invaluable for IPG.”

Jeff Tegge  
Vice President of Sales  
***Independent Publishers Group***



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