

# Using iPublishCentral to deliver your eCommerce strategy

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## What I will cover

- The Internet
- Books On The Cloud
- Your Customers are Your Business
- E-book Delivery
- Mobile Device Strategy
- How Do You Get There?

# The Internet

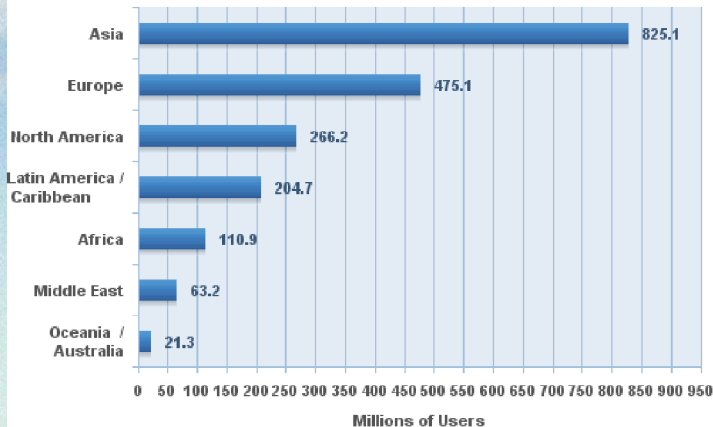
## Understand The Power Of The Internet

- Internet – Your most efficient medium
- Cuts down inefficiencies in distribution and delivery of content
- Enables direct interaction with and between customers
- Captures data about customer behavior and usage patterns
- The internet is powerful, but leveraging it is complex



# The Internet

## Internet Users in the World by Geographic Regions - 2010



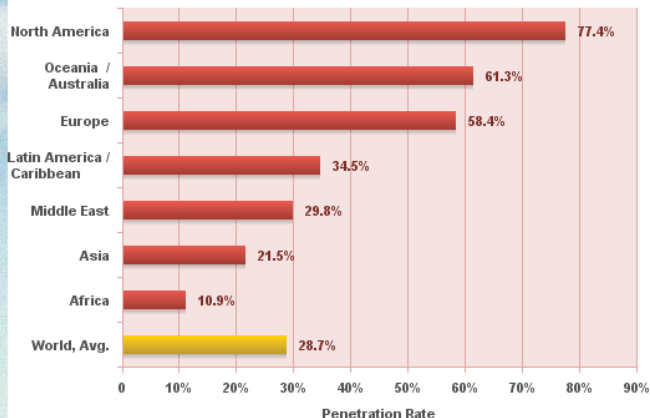
Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

Estimated Internet users are 1,966,514,816 on June 31, 2010

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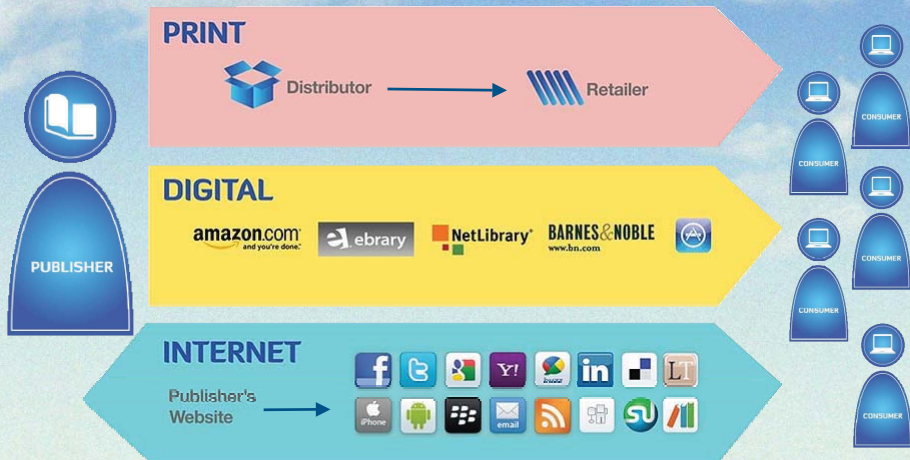
# The Internet

## World Internet Penetration Rates by Geographic Regions - 2010



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Penetration Rates are based on a world population of 6,845,609,960  
and 1,966,514,816 estimated Internet users on June 30, 2010.  
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# The Internet Enables You To Connect Directly





# Books On The Cloud

# Cloud Computing

- Technology that uses the internet to maintain data and applications
- Allows consumers and businesses to use applications without installation and access their personal files at any computer with internet access
- This allows for much more efficient computing by centralizing storage, memory, processing and bandwidth



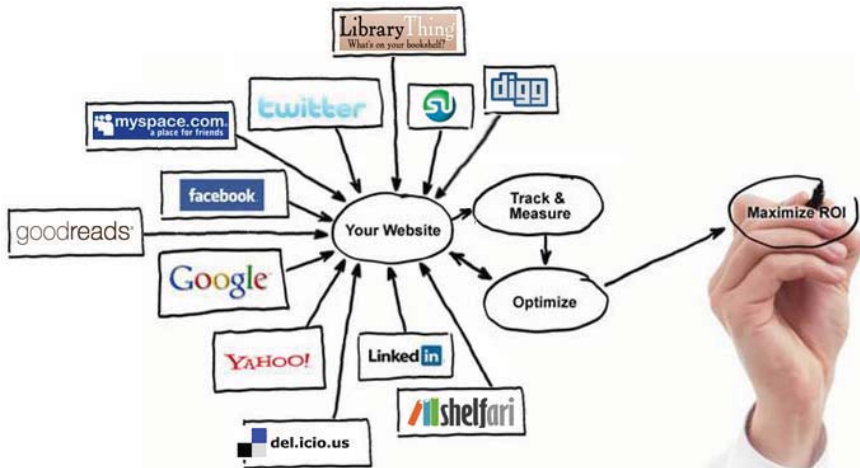


## Books On The Cloud – Why?

- Books are streamed in the cloud eliminating downloading
- Users can access on multiple devices
- Users still keep their library
- Enables social networking
- Enable to leverage global networks



# Audience Development

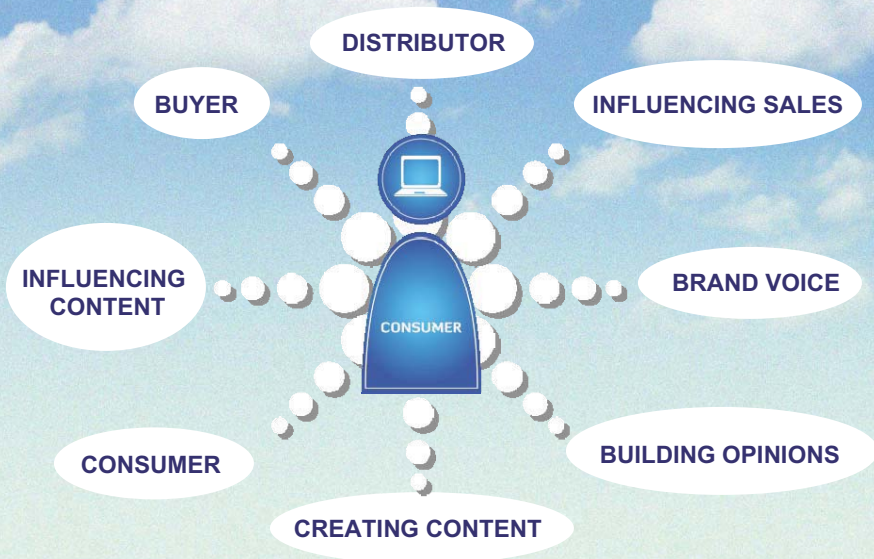


Connecting directly with your audience



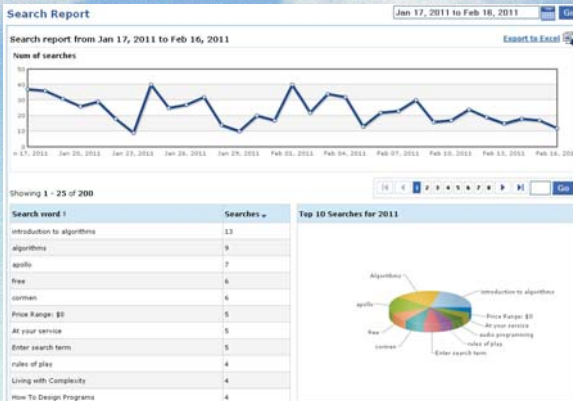
**Your Customers are your Business**

# Your customer becomes your....



# Data Analytics

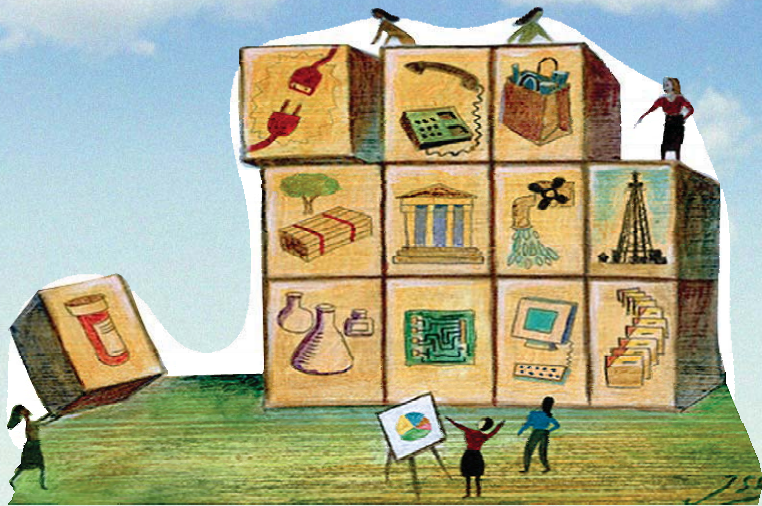
- Usage data can provide valuable insights into consumer behaviour – marketing database
- This is vital for establishing relationships
- Analytical data informs your content strategies



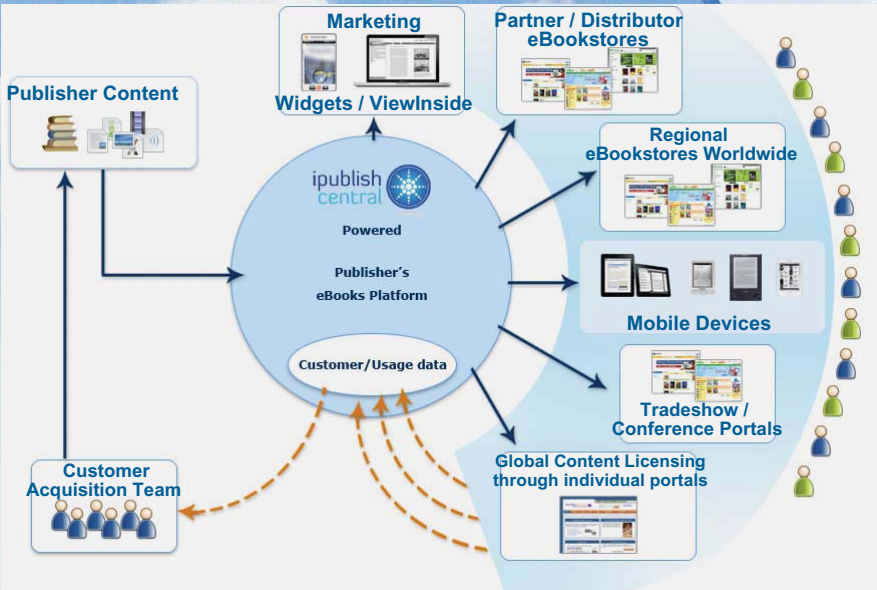
# eBook Delivery



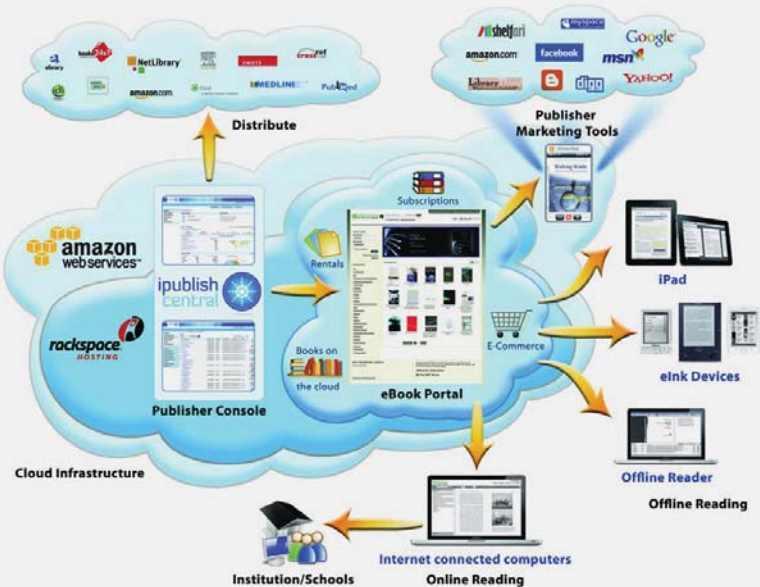
# Use infrastructure that ties all the pieces together



# Digital Infrastructure



# iPublishCentral Infrastructure



# Buy once, read everywhere



Kindle  
for PC



Kindle  
for Android



Kindle  
for BlackBerry



Kindle  
for iPad



Kindle  
for iPhone



Kindle  
for Mac



Kindle  
for Windows Phone 7



For Android

iPhone, iPad, iPod touch



For iPhone, iPad, iPod touch



For the Web



For Nook & Sony

# Mobile Device Strategy

## Tablets



Apple iPad



Samsung  
Galaxy Tab



## eReading Devices

Amazon Kindle



Sony Reader



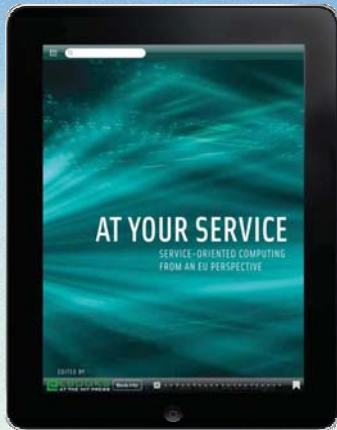
## Mobile Devices





## What Should Your App Strategy Be?

- The App becomes your greatest direct to consumer connector
- Are your Apps individual shells that are not providing you all the customer data needed?
- Do you have a plan to leverage a server-to-app strategy?





# Build Frameworks For Your App Strategy

- Provides a set of base features
- Enabling faster Time-to-Market
- Cost benefits over a bespoke solution
- Promises stability and QA
- Customizable and extensible to support additional modules

## Platform to Leverage All Your Distribution Points



# How Do You Get There



# How Do You Get There?

- Strategic partners, not vendors or alone

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- Partner with companies that understand publishing and technology

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- Companies that can help plan and implement comprehensive e-strategies

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- Long term not short term





## Allowing You To...

- Focus on your core competence – content

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- Connect directly to your readers

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- Develop lasting customer relationships





# Thank you

Gary Rodrigues

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