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Book Industry
Communication
at
London Book Fair
2021



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Mitigating Risk in the Book-Content Supply Chain

Part of the London Book Fair Business of Books Track

1st July 2021

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#LBF21
#TheOnlineBookFair



About BIC



BIC (Book Industry Communication Ltd) is at the cornerstone of the book industry, creating standards, delivering best practice and improving margin.

If you are in the book industry supply chain you need to be a member of BIC.

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COVID-19 and the Supply Chain

“The pandemic is one of the most significant disruptions to ever hit global supply chains. It turned global trade on its head. It resulted in both supply shocks as governments, businesses and individuals struggled to procure basic products and materials; and demand shocks as people stayed home and curtailed their usual consumption patterns, which had a ripple effect on the supply side again.”

*Jean-Pierre Krause, Global Head of Risk Engineering, Zurich Insurance Group,
March 2021.*

Speakers

David Hetherington

Vice President - Global Business Development, Books International

Matthew Hogg

Director of Publisher & Customer Services, Macmillan Distribution

Stephen Long

Freelance Consultant, currently leading BIC's Ordering Best Practice Project

David Marlin

President, MetaComet Systems

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Books International

Managing the Post-Covid Supply Chain

July 1, 2021



Post Covid Challenges

- Despite hype around record 2020 - 2021 book sales. Few organizations spared by the pandemic
- Essential to avoid “irrational exuberance” about the road ahead as picture will change as we emerge from Covid.
- Consider what might happen to your business when readers have other spending options.
- Several sectors expecting sustained changes in their business with academic / education facing especially significant challenges

Immediate Opportunities & Challenges

Distribution	Manufacturing	Other Considerations
<ul style="list-style-type: none">E-commerce firmly established as dominant distribution channel	<ul style="list-style-type: none">Paper Price & Availability	<ul style="list-style-type: none">Sustainability & Green Supply Chain
<ul style="list-style-type: none">Publishers focusing on establishing D2C Channel	<ul style="list-style-type: none">Strained Mfg. Capacity & Rationalized Supply Base	<ul style="list-style-type: none">Freight Availability & Cost
<ul style="list-style-type: none">Permanent change in the place occupied by digital	<ul style="list-style-type: none">Digital Manufacturing Supports Alternative Inventory Models	<ul style="list-style-type: none">New demands on fulfillment infrastructure

- Eliminate fixation on UMC - focus on cash, speed & lowering total cost of ownership

Some Final Thoughts

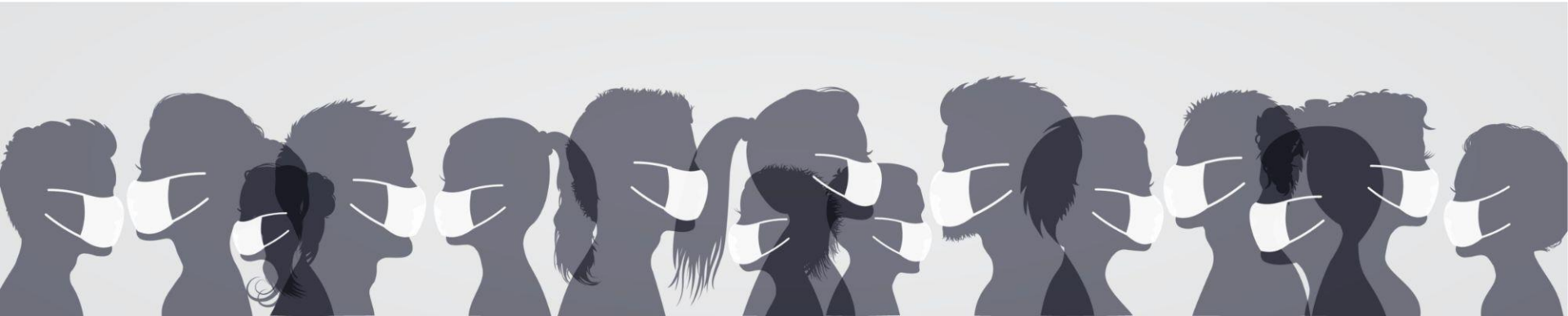
- Move quickly – these issues demand attention. The pandemic has proven that the unthinkable is a possibility.
- Set a sector specific strategy – ignore hype about industry performance. Enlist C- Level support participation!
- The longer your supply chain – the higher the risk. Shortening the chain reduces safety stock and offers better customer service
- Build your supply chain knowledge. Webinars a great source of new ideas.
- Participate in industry organizations like BISG / BIC

Mitigating Risk in the Book/Content Supply Chain

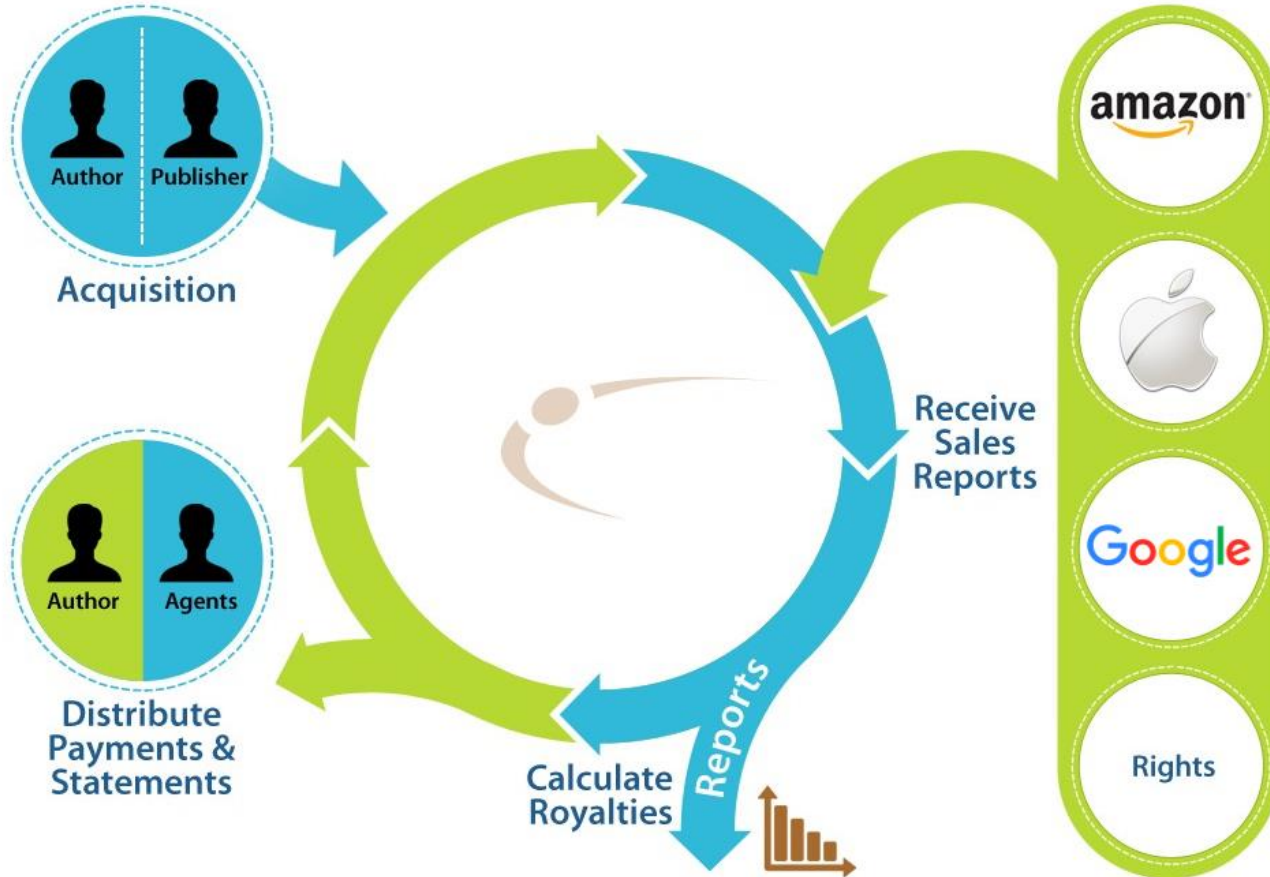
Thursday, 1st July

Perspective on the impacts of Covid-19 from a UK distributor

- Technology was in place and highly supportive of the challenges we faced
- People are more resilient and adaptable in a crisis than you might think
- Relationships were never more important



THE ROYALTY MANAGEMENT LIFE CYCLE



BIC's ORDERING BEST PRACTICE PROJECT

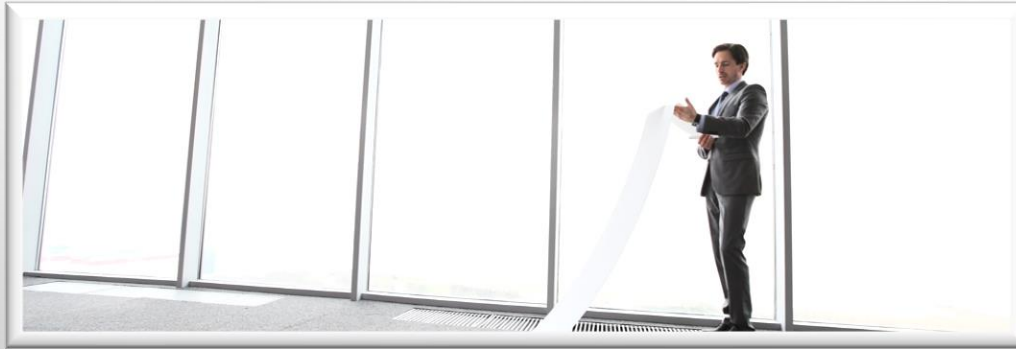


“... THERE IS NO SENSE IN
AUTOMATING A PROCESS THAT
DOESN'T WORK... PROCESS
IMPROVEMENT OR RE-
ENGINEERING MUST COME
FIRST”

THOMAS H. DAVENPORT AND
THOMAS C. REDMAN

HARVARD BUSINESS REVIEW, MAY
2021

TOP RANKED ISSUES



- OVERALL ACCURACY, EFFICIENCY AND SPEED
- ORDER VISIBILITY AND SELF-SERVICE CAPABILITIES
- METADATA ACCURACY AND COMPLETENESS
- PROCESS AND MESSAGE STANDARDISATION
- ORDER CANCELLATIONS AND UNNECESSARY RETURNS



“... ONLY ONE IN FIVE U. S. CONSUMERS SAY THEY ARE FORGIVING RETAILERS AND BRANDS FOR SERVICE DISRUPTIONS DUE TO COVID-19... THE PANDEMIC IS NO LONGER A REASONABLE EXCUSE FOR NOT DELIVERING ORDERS ON TIME”

KATHY GRAMLING

HARVARD BUSINESS REVIEW, MAY 2021

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Thank you for your time

Presentation slides will be available on
the BIC website shortly.

A recording of this event will be posted to
BIC's YouTube channel

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