

BDS **live** FOR PUBLISHERS

ISSUE 1
SPRING 2017

The new magazine linking publishers to services from BDS

SERVICES TO PUBLISHERS



DATA SUPPLY & DETAIL

ENRICHED CONTENT

BDS: EXPERTISE & EXPERIENCE

WEBSITES & HOSTING

BOOKSELLERS & RETAILERS

UPLOAD YOUR DATA

publishers.bdslive.com – Connect with BDS

BDS has created a new web page for publishers. Go to publishers.bdslive.com to find all the ways you can interact with BDS. This includes how to get your titles seen by bookshops and online retailers, as well as accessing the valuable library market.

Over the coming months BDS will be adding new features to the service, including **BDSConnect**, a publishers portal offering a host of services to publishers and booksellers. Bookmark this page and check back often to discover how BDS can help you.

You can also click through to the full BDS website to find out all the information you need about BDS, its Data and Digital divisions, read full length articles in our **BDSGlobal** magazine and find a complete list of contacts.

Come and Meet BDS

EVENTS FOR YOUR DIARY

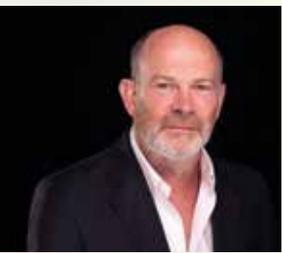
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|---------------|--|
| 8-10 February | The IPG Spring Conference |
| 22 February | Scottish Book Trade Conference |
| 3 March | Irish Book Trade Conference |
| 14-16 March | London Book Fair |
| 18-19 May | Academic Booksellers Conference |

To set up a meeting at any of these events, contact Simon:
email: simon.skinner@bdslive.com mobile: 07789 276815



Simon Skinner,
Director of Business
Development at BDS.

Read Simon's editorial
on page 2.



Information Beautifully Presented

Welcome to BDS and welcome to **BDSLlife**, a new newsletter for publishers and booksellers introducing a company you may know but about which there is so much more to learn. In these pages, you can find out what BDS already offers and discover what BDS can do for your business.

NEW FACE, FAMILIAR FACE

You may know me, Simon Skinner. I am the Director of Business Development at BDS and I recently joined this dynamic company which has so much to offer the book trade, both in the UK and internationally. I look forward to raising the profile of BDS in this rapidly changing and dynamic market. **BDSLlife for Publishers** newsletter is just one of the many steps I will be taking to achieve this.

QUALITY AND EXPERIENCE

Anyone who works within the library sector will know that BDS offers the best metadata available. But BDS offers so much more: metadata, industry-leading websites and web services built on over twenty years' experience, and top-quality design.

You probably already send your metadata to BDS for processing into the British Library CIP Programme. This also allows you to achieve sales into the UK library sector. However, in a digital world where metadata is the key to discovery, BDS also offers access to booksellers and library suppliers in the UK and overseas; exposure of your title information on clients' websites, both instore and on library catalogues; sophisticated search technology

that allows customers to find your titles and order them; enriched content such as images, descriptions, reviews and biographies, as well as web links, audio, video and look inside to aid the purchasing decision.

Moreover, BDS's editorial team ensures your title information meets the end-user's requirements for quality and standards.

DATA FEEDS, WEBSITE DEVELOPMENT AND DESIGN

Alongside our leading data offering access to over 25 million content-rich, high quality data records on English-language titles from nearly five thousand publishers, we offer supplier, price and availability data, updated daily. All records adhere to industry standards including BIC and Thema and BDS data delivery is designed to integrate easily with your systems.

Meanwhile, you gain access to over 22 years of book trade web development expertise – professionals who understand publishers' needs from the front-end user experience to back-end functionality. BDS can build, design and host your web site. Just look at the publishers and booksellers we already work with that are featured in this issue of **BDSLlife for Publishers**.

ALREADY WORKING WITH BDS

Some of the successful businesses that use BDS services



"BDS provides a unique and vital service to Scottish publishers. BDS ensures that data on Scottish books is efficiently distributed to all those potential customers, library services and others who need it and use it. That means - simply - for publishers, that if you send BDS your data, they will help to increase your sales. They are also always unfailingly nice and efficient to work with - it's always a pleasure to be in touch with a lovely team. We are very grateful to BDS for helping us to grow our business. Thank you very much!"

Liz Small, Waverley Books www.waverley-books.co.uk

"Faber & Faber have been supplying ONIX to BDS for many years and we have successfully upgraded to an ONIX 3.0 feed with no disruption. We generally have few queries, but those that do arise are dealt with promptly."

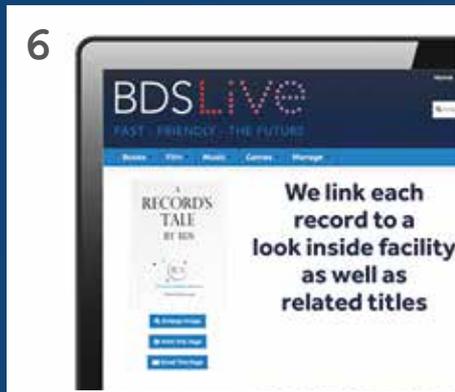
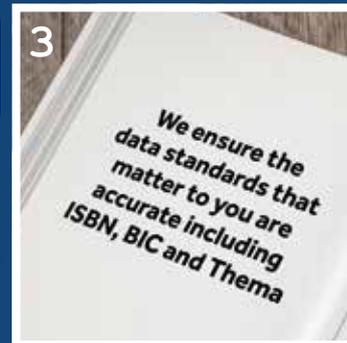
Azar Hussain, Head of Data, Faber & Faber www.faber.co.uk

"We have worked with BDS for twenty-two years and, in that time, we have always found the staff very friendly and very helpful. BDS are very efficient and pay a great attention to detail – this is so important when dealing with publishers' bibliographic data."

Julie Sankey, Sales Office Manager, The Crowood Press www.crowood.com

A Record's Tale

The story of a book-in-hand record, one of the thousands of records from diverse sources that BDS processes each day



IN THE NEXT ISSUE OF BDSLIFE FOR PUBLISHERS...

We will tell the story of the creation of a publishers' website: A Website's Tale.

BDS Leading on E-Book Metadata

BDS has a long-standing relationship with leading audiobook, digital services and large print publisher, W F Howes Limited. This successful relationship expanded when W F Howes launched a major eBook initiative to libraries on their proprietary platform, OneClickdigital. In response to their specification, BDS invested considerable time and resources into the creation of data enhancements to meet the demands of the fast-growing e-book market.

The creation of e-book records is an exacting process that aims to mirror the high quality of existing BDS data as efficiently as possible for a large number of titles. Moreover, e-books and e-lending are fast becoming an important part of the library landscape and BDS is ready to meet the exacting demands that this new media makes on the library catalogue alongside meeting the requirements of the retail sector.

BDS supplies W F Howes with data for audiobooks, e-audio titles and e-books ordered via W F Howes' OneClickdigital e-lending download platform.

"At W F Howes we believe in the importance of efficiently providing new popular titles in up-to-date media formats, with accurate data" says Dominic White, Head of Publishing and Commerce, W F Howes. "Our deal with BDS allows us to extend and enhance our offering into the field of e-books while maintaining these publishing values."

To find out more about W F Howes visit www.wfhowes.co.uk



 **W. F. HOWES LTD**

Maintaining Excellent Relations

Since its foundation by Lesley Whyte and Eric Green in 1995, BDS has built a reputation for quality and excellence combined with first class customer relations. The flexibility of its services to customers, whether as tailored data feeds, varied delivery mechanisms, striking graphic design or state-of-the-art website provision, is matched by its unrivalled and personal support offered to customers.



Inset: Matthew George who personally oversees all customer queries at BDS

As the company has grown over the past twenty-two years, the personal attention to detail hasn't changed with regard to addressing customer queries and resolving issues.

"Obviously, our offering to customers has grown considerably over time and in response to the success of BDS," says Matthew George, who addresses all help requests that come into BDS.

"A few years ago, we introduced a ticket system that ascribes a job number and a member of staff relevant to the query to everything that comes in. I manage this process personally. The customer is guaranteed that a named person is dealing with his or

her query and the ticket can only be signed off once the customer is satisfied."

The system ensures all customer queries are dealt with quickly and efficiently. This and the personal approach to sales and services, have resulted in BDS's impressive client base and retained business, including the British Library since 1995 and today 100% of public library services in the UK.

"When we set up BDS, I wanted our customers to receive the same kind of service that I expect wherever I do business," says Lesley Whyte, Managing Director at BDS. "I set demanding standards but the policy of excellent customer service operates across all the divisions in BDS."

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