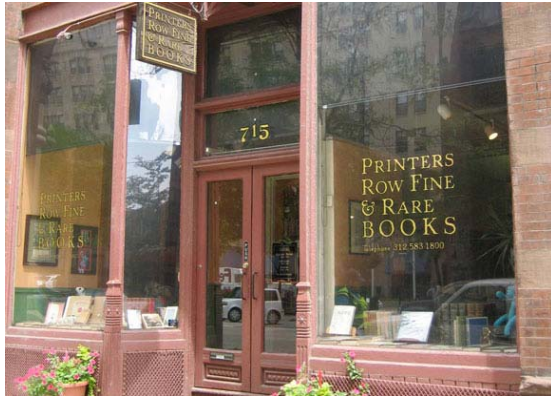


Printers Row Fine & Rare Books



Company Profile and Project Overview

PrintersRowBooks.com is the web presence for Printers Row Fine & Rare Books. Established in 2001 in the heart of Chicago's Historic Printers Row District, they have a beautiful storefront located in the South Loop section of Downtown on the ground floor of the Historic M. A. Donohue Publishing Building. Here they

have honed their expertise and sales of fine and rare books including first editions, signed books, and handwritten author correspondences. Printers Row Fine and Rare Books specializes in 16th through 20th Century British and American Literature, as well as Chicago History, Chicago Authors and Poets, Antiquarian Books, Exceptionally Rare Books, Incunabula, Rockwell Kent, Books on Books, Books on Printing, Typography and The Book Arts, Modern First Editions, Performing Arts, Cinema, Film and Hollywood, Author and Literary Ephemera, Children's Illustrated Books, Literary Autographs and Manuscripts, Fine Press Editions and Leatherbound Sets.

PrintersRowBooks.com is the online store which contains over 20,000 out-of-print books listed for sale. New books are cataloged daily and Printers Row Fine & Rare Books expect their product offering to reach 50,000 books by 2012. Books are cataloged by edition, author, illustrated, publisher, and signed editions making it easy for the avid bibliophile to find and add volumes to their collections.

Business Situation

Prior to the launch of PrintersRowBooks.com, Printers Row Fine & Rare Books had an outdated web site, which generated very little traffic, and generated little sales. They relied on their beautiful, well-placed

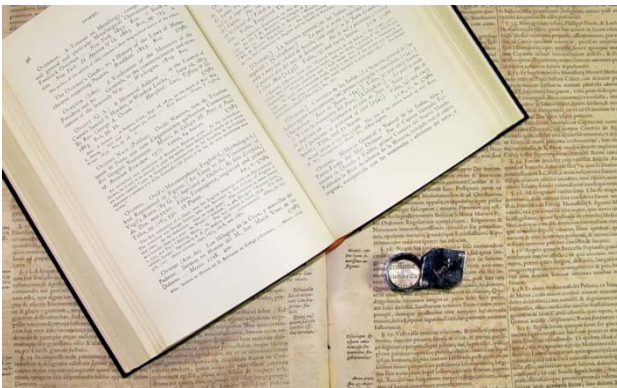
*The ECF "met and exceeded the client expectations for an online store."
-Frank Alonso, Glaser Technology*

storefront in the Printers Row neighborhood of Chicago to generate most sales. Any online sales that were made were done through ABE Books®, an online marketplace for books. Working with Mediachase Solutions Partner, Glaser Technology, an entirely new web platform solution was drawn up. Printers Row Fine & Rare Books desired a web presence and commerce platform that would fully integrate with Quickbooks® small business accounting software and ABE Books® online marketplace, enable effective online searches of inventory, and facilitate easy online purchases (small and large). Additionally, the platform aimed to have complete web visibility through search engine optimization (SEO) integration which would drive up traffic exponentially.

Lastly, a new solution would need to enable more efficient management of time and resources. With 20,000 products (growing to 50,000 in the very near future) a consolidated system to track inventory, organize it appropriately, and have complete search functions was a necessity to drive good business practices and improve efficient use of staff and time.

Technical Situation

Preceding their new solution, Printers Row Fine & Rare Books tracked its inventory in a Microsoft Excel spreadsheet and had three disjointed systems: Quickbooks® small business accounting software, ABE Books® online book sales inventory, and their web site inventory. The only online sales were done through the ABE Books® online inventory and this inventory contained significantly fewer items. Upon creating the new site, Printers Row Fine & Rare Books wanted to continue to use ABE and required its integration into the solution. This requirement of integration



with all of the third party systems and data migration was a focal point of the project. The process of entering and managing 20,000 SKUs in three systems would require many hours of manual work, and was subject to significant error. A more advanced e-commerce and payment acceptance solution was also needed, which could handle larger and a wider variety of transactions.

With their old site getting little traffic and virtually no sales, the new site needed to be able to create an online presence to get people to their site and generate sales. Improved use and

implementation of SEOs were absolutely needed to get Printers Row Fine & Rare Books to the avid book collectors in the market.

Solution and Integration

Creating a consolidated system utilizing the Mediachase ECF that incorporated all of the necessary systems for inventory and purchase management was paramount. Integrations with Quickbooks®, ABE Books® online inventory, and the ECF were done with the APIs provided in the ECF. The ABE Inventory Update XML API was used to communicate inventory updates between the ECF and ABE Books®. The ABE Order Update XML API was used to update any orders placed within the ABE Books® or ECF. Changes made in the ECF are instantly updated to ABE Books® through these APIs. Changes made in ABE Books® are updated daily to the ECF. Finally the Quickbooks® API allowed integration with Quickbooks® to create real invoices and maintaining accurate accounting information between ECF and Printers Row Fine & Rare Books. All sales are integrated directly into their accounting package and the integration between Quickbooks® and the ECF is able to track discounts, shipping, sales tax, and any other sales related info.

“The ECF framework provided comprehensive CSV import utilities that made moving the 20,000 book collection a snap!”
-Frank Alonso, Glaser Technology

Glaser Technology utilized all of the strong subsystems of the ECF, sans the Asset Management System. The catalog management, content management, order management, marketing, and reporting systems were all quickly customized to the requirements of Printers Row Fine & Rare Books.

The key point of integration for the Printers Row Fine & Rare Books solution was having the inventory list from ECF authoritative on current inventory levels. With over 20,000 products in their inventory and rapid continued growth, the need for a streamlined system had never been greater. Inventory is tracked based on its location, either at the physical storefront or the warehouse location.

Integrating the large inventory with the Mediachase ECF was simple, easy, and offered numerous choices. According to project manager Frank Alonso of Glaser Technology “The ECF framework

provided comprehensive CSV import utilities that made moving the 20,000 book collection a snap. Using the extensible architecture we were able to quickly create node and entry template that met and exceeded the client expectations for an online store.”

Benefits

Printers Row Fine & Rare Books now has a brand new website and commerce platform with greatly enhanced inventory management, search capabilities, easy checkout, order updates, and much greater visibility. This new system will allow them to reach their business goals of growing its inventory by 150% from 20,000 products to 50,000 products in less than two year.

Overall sales have increased over 300% in just a few months!

After only a few months of the new site being launched the quantifiable benefits are already impressive. Monthly viewership has increased from a mere 200 visitors to over 3,500 and growing. With this increased traffic to PrintersRowBooks.com, overall sales have increased over 300%. These results are expected to grow even more as Printers Row Fine & Rare Books extends its catalog and offerings and creates an ever growing presence in the rare book collectors’ market not only in Chicago, but also worldwide.

“These kinds of leaps and bounds in productivity and sales show exactly what the ECF is capable of” says Peter Yeung, VP of Marketing and Sales for Mediachase. “We are extremely pleased to have been key to Printers Row Fine & Rare Books’ eCommerce success, and appreciate the hard work, dedication, and professionalism of our premier Midwest partner, Glaser Technology.”

Contact Information:

Mediachase:

Joe Grause

202-355-7125

Joseph.grause@mediachase.com

www.mediachase.com

Glaser Technology:

Frank Alonso

(312) 578-0377

Frank@glasertechnology.com

www.GlaserTechnology.com