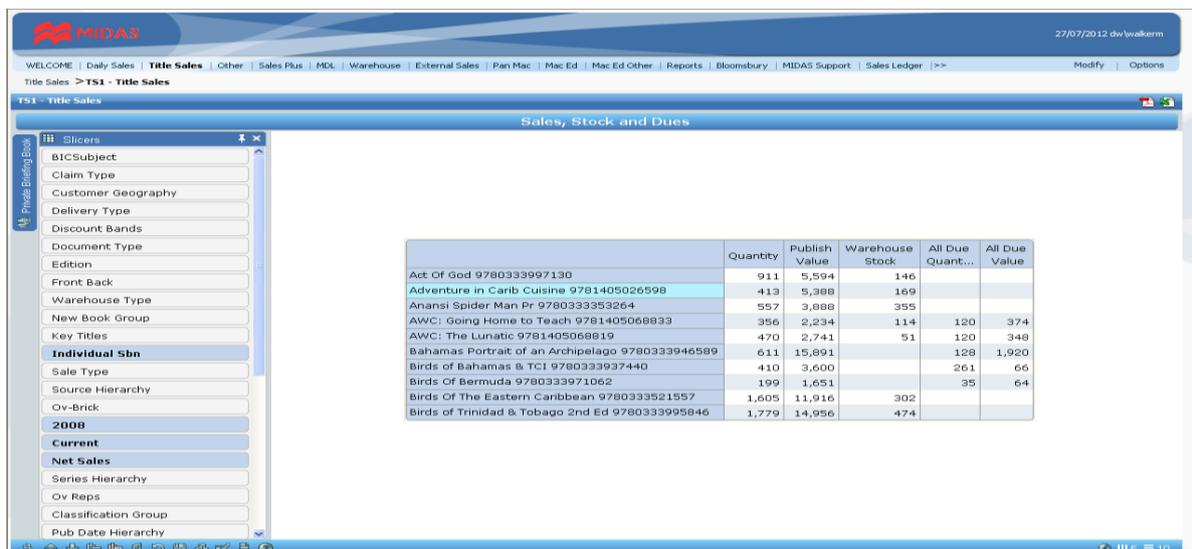


MIDAS UPDATE – August 2012 Hidden treasures in MIDAS

MIDAS (Macmillan Information Delivery & Analysis System) recently celebrated its fifth birthday. MIDAS continues to go from strength to strength, but were you aware of the depth and scope of some of the data and features now available in MIDAS? Much functionality has been added since the first release. Keeping up with all the new options can be a challenge. Which of the following did you know about?

1. Ability to combine stock, sales and dues
 2. Analysing trends made easier using chart functions
 3. Opportunity to show and manipulate data on stock held outside MDL
 4. Increased options for analysing product
 5. Greater clarity for cash collection and bad debt provision
 6. Analysis of sales by country of destination of sales
 7. Digital Sales analysis
 8. Selecting extra dimensions
1. **Combining Stock, Sales and dues Information** has never been so easy – Showing more than just sales you can get a more complete picture of how your products are performing.



2. Using some of the chart functions you can start to **analyse trends**. For example, analysing this year against last year enables you to spot gaps and indentify opportunities.



3. Identifying where you have **stock held outside MDL** can also be made available with the right help. This example shows stock held on Consignment by Customer. If we have the information presented to us we can give you a much wider appreciation of your stock holding.

CS2 - Customer Stock Report Customer Stock Quantity, Individual Sbn, Non Pack, 23/07/2012

	Sub Total	Paper Back	Hard Back	Compact Disc	Flashcards (Ch)	Packs	Stationery	Cloth Books	Wiro Spiral	Address Book	Trade PB
W H SMITH LTD (CONSIGNMENT A/C:SWINDON 10943000X	449,980	286,592	129,332	9,468	8,858	6,714	5,874	1,646	804	656	46
AMAZON EU SARL (CONSIGNMENT):SLOUGH 063510005	220,416	141,683	74,670	534	54	1,460	1,362	37	-754	5	
ASSOCIATED PUBLISHERS GROUP:ENGLAND 520610008	174,925	169,595	4,725			98					
STYLUS PUBLISHING:USA 588320005	72,197	58,776	21,360	9							
FOOTPRINT BOOKS:AUSTRALIA 000806323	65,771	58,396	5,431	1,174	474						26

4. There are now more options about products and if you want to analyse by Author, Price or Pub date then those options too are now available. In fact there are over 30 ways of analysing titles and 20 ways of slicing customers.

TSI - Individual Sbn, 2012, Current, Net Sales

Author	Product	Pub Date	Pub Pr.	Pack Size
Berryman J.	Bahamas Social Studies 2e 9780333461204	24-05-1988	9.50	50
N/A	Baba & Mr Big 9780333583173	08-09-1992	7.15	100
	Backfire 9780333152195	01-01-1973	7.15	50
	Big Doc Bitterroot 9780333583166	08-09-1992	7.15	80
Palmer C.	A Time to Say Goodbye 9781405075398	17-11-2006	6.95	100
	A Cow Called Boy 2E 9780230733435	20-09-2011	6.45	120
Saunders D.; Bain G.	Bahamian History Bk 2 978033339701	16-12-1982	8.00	50
Sealey N.	Bahamas Today 2e 9781405003773	28-04-2005	11.35	40
	Bahamian Landscapes 9781405064064	08-09-2006	10.00	30
Waterman I.	Barbados Our Environment 2nd Edn 9780333957998	06-11-2003	7.95	50

5. Want to see how cash collection is progressing or where you might be exposed to the risk of bad debt? This information too is now available in MIDAS. The Sales Ledger reports lets you see current balances, information to assess bad debt provision and easy ways to analyse stopped accounts

		Ledger Value	DSO	Overdue Ledger Value	Due Ledger Value
01 United Kingdom	GARDNERS BOOKS	23,291.45	91.82	3,675	9,260
	DAWSON UK LTD	12,672.99	62.92		7,336
	BERTRAMS WHOLESALERS	12,489.35	116.41		2,963
	AMAZON	10,980.54	17.99	-6	10,987
	DIRECT SALES	10,034.99	31.46	383	10,211
	OTHER NON-CHAIN	8,222.21	71.05	4,107	3,625
	W H SMITH TRAVEL	8,143.01	178.01		8,143
	COUTTS	7,583.89	61.85	-245	4,196
	BLACKWELLS	4,113.63	196.29	-69	556
	YANKEE BOOK PEDDLER	3,259.21	131.43	2,615	497
	WATERSTONES	2,785.94	91.43		205
	IRELAND	1,277.07	60.47	259	38
	BOOK DEPOSITORY	1,200.37	14.32		1,200
	APHROHEAD	678.35	30.00		678
	FOYLES	174.44	33.93	32	142
	IE HUGHES BOOK SERVICE	99.91	244.25	100	
	SCHOOLS	88.04	61.54	74	14
	IE EASONS DUBLIN	33.99	104.36		34
	IE ARGOSY.	31.48	90.03		14
	IE DUBRAY BOOKS	19.43	90.03		10
	W H SMITH (RETAIL)	10.42	154.57		10
	JOHN SMITH	-33.41			202

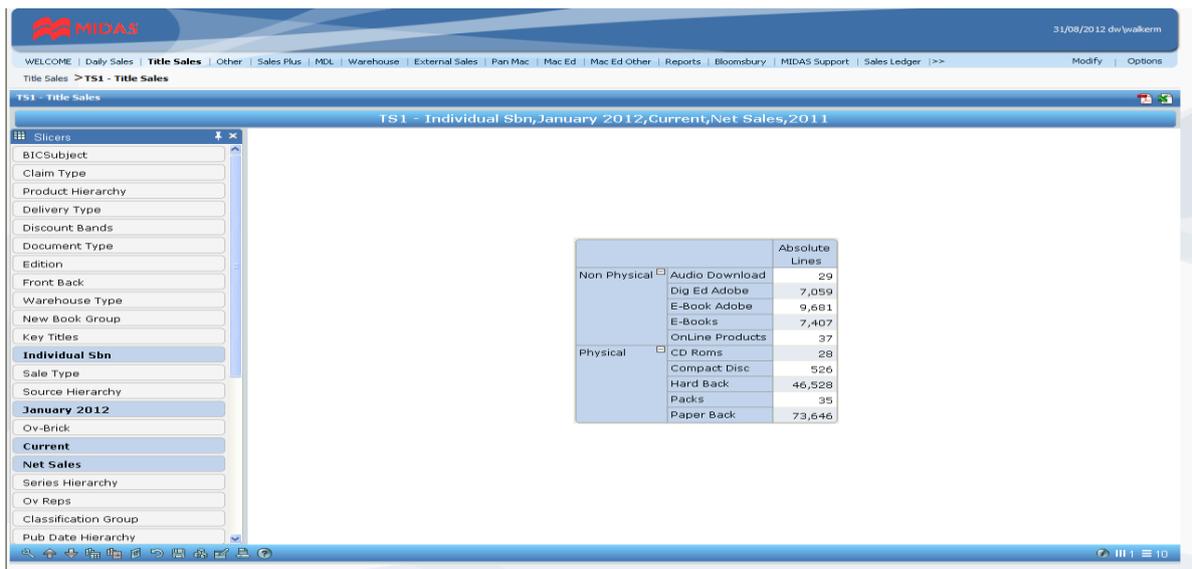
6. When analysing sales through exporters it is sometimes important to see the final country of destination of the product. Through use of the OV-BRICK slicer it is possible to analyse sales in this way. For example, with British Exporters you can slice by the country of destination to see against which country those sales have been allocated. This same process can be useful when looking at web site or other direct to consumer sales or digital sales.

To summarise, the standard CUSTOMER GEOGRAPHY shows the country of the customer account, whereas the OV-BRICK shows the country of the final sale.

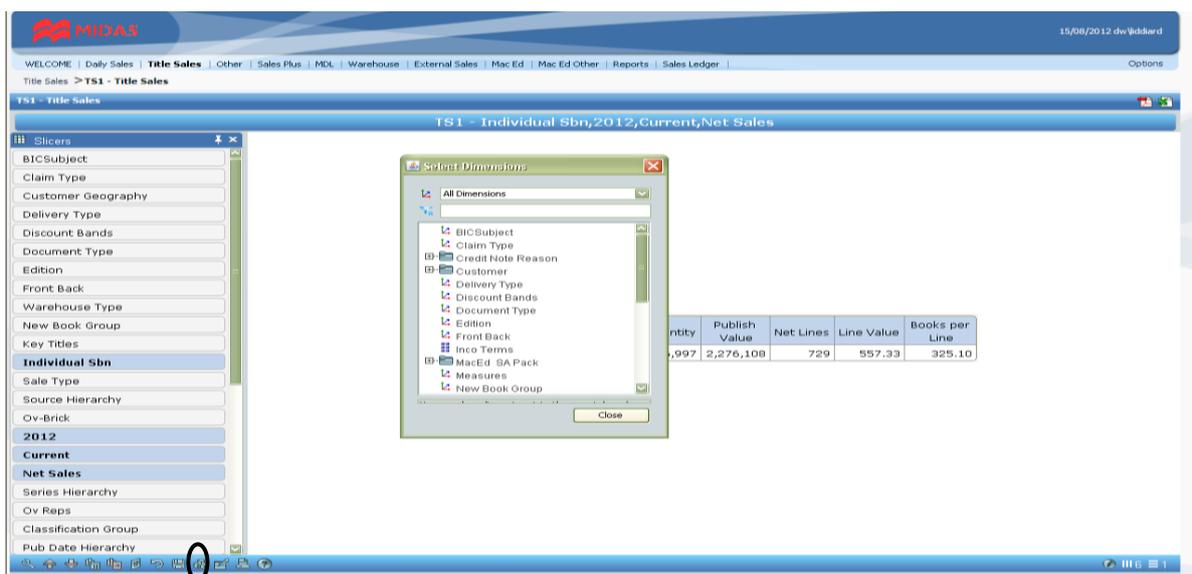
Market	Geographical Region	Customer Group	Exporter
Export	03 W & C EUROPE	0310 AUSTRIA	184.81
		0320 BELGIUM	1,091.83
		0330 GERMANY	1,531.10
		0340 HOLLAND	1,874.92
		0360 LUXEMBOURG	303.31
		0370 SWITZERLAND	2,356.47
		03L1 LIBRI OV BRICK	64.77
	04 S. EUROPE	0410 CYPRUS	112.42
		0420 FRANCE	1,554.08
		0430 GIBRALTAR	8.03
		0440 GREECE	553.28
		0450 ISRAEL	7.73
		0460 ITALY	437.64
		0470 MALTA	179.36
		0481 PORTUGAL	517.42
		0482 SPAIN	697.12
		0484 CANARY ISLANDS	6.87
		0490 TURKEY	146.48
	05 E. Europe	0520 BULGARIA	50.09
		0530 SLOVAKIA	6.19
		0531 CZECH REPUBLIC	243.21
		0550 HUNGARY	30.73
		0560 POLAND	189.41

7. Digital sales are making all the headlines in Publishing at the moment. MIDAS gives you the ability to easily split out and report these sales (provided the information is being passed to MDL to be processed).

The product Type hierarchy is split into Physical and non-Physical products and enables easy analysis of any impact of Digital sales by format.



8. Lastly, it is possible to introduce slicers that do not currently show in your main slicer toolbar by clicking on the “Select Dimensions” button (bottom left of screen icon ). Double click on any new dimensions you would like to introduce to your slicer toolbar. Please note that those dimensions with coloured arrows to the left are already present for you to use.



And this is just a sub set of some of the multitude of features of MIDAS. Other areas that could be of interest:-

- Point of sale information using data from Nielsen Bookscan¹
- Separate analysis of physical and digital sales
- Analysis by realised Discount
- Analysis by BIC 2 subject codes
- Top titles by customer, region or country
- Stock turn ratios by title, classification, publisher or format
- Analysis by series

If there is a question you have, then MIDAS can probably help you find the answer. MIDAS gives you the power to know.

¹ Requires separate agreement with Nielsen to licence the data