# Can Agility in Tools be Pretty?

Jo Burges, knk Publishing Software

# About knk

- Founded: August 4, 1988 (30 years)
- 180 employees in the Group
- Located in the US, UK, France and Germany
- 450 knk customers, 150 using knkPublishing
- Entirely focused on the Publishing and Media Industry
- Microsoft Dynamics NAV Partner since 1993
- Microsoft Gold Certified Partner since 2005
- **knkPublishing** is the only Microsoft-certified business software for publishers worldwide
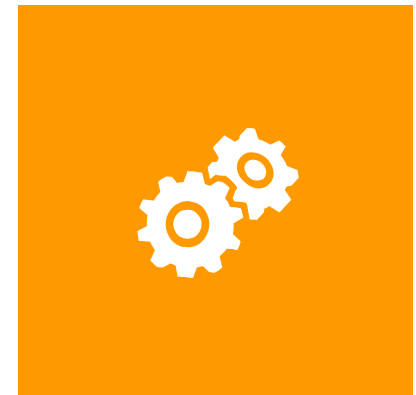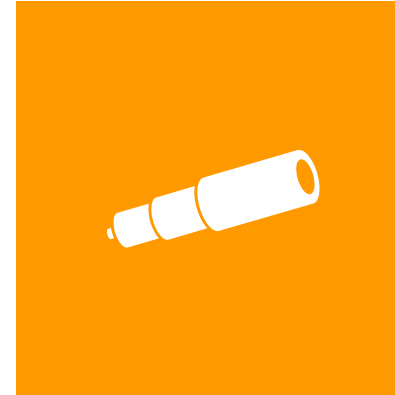
# Customers - International

# Customers - Germany

# Can Agility in Tools be Pretty?

# Information at your fingertips is now expected

- Apps for iPad, iPhone, Android and Windows
- Notifications for important updates
- Work and share with colleagues
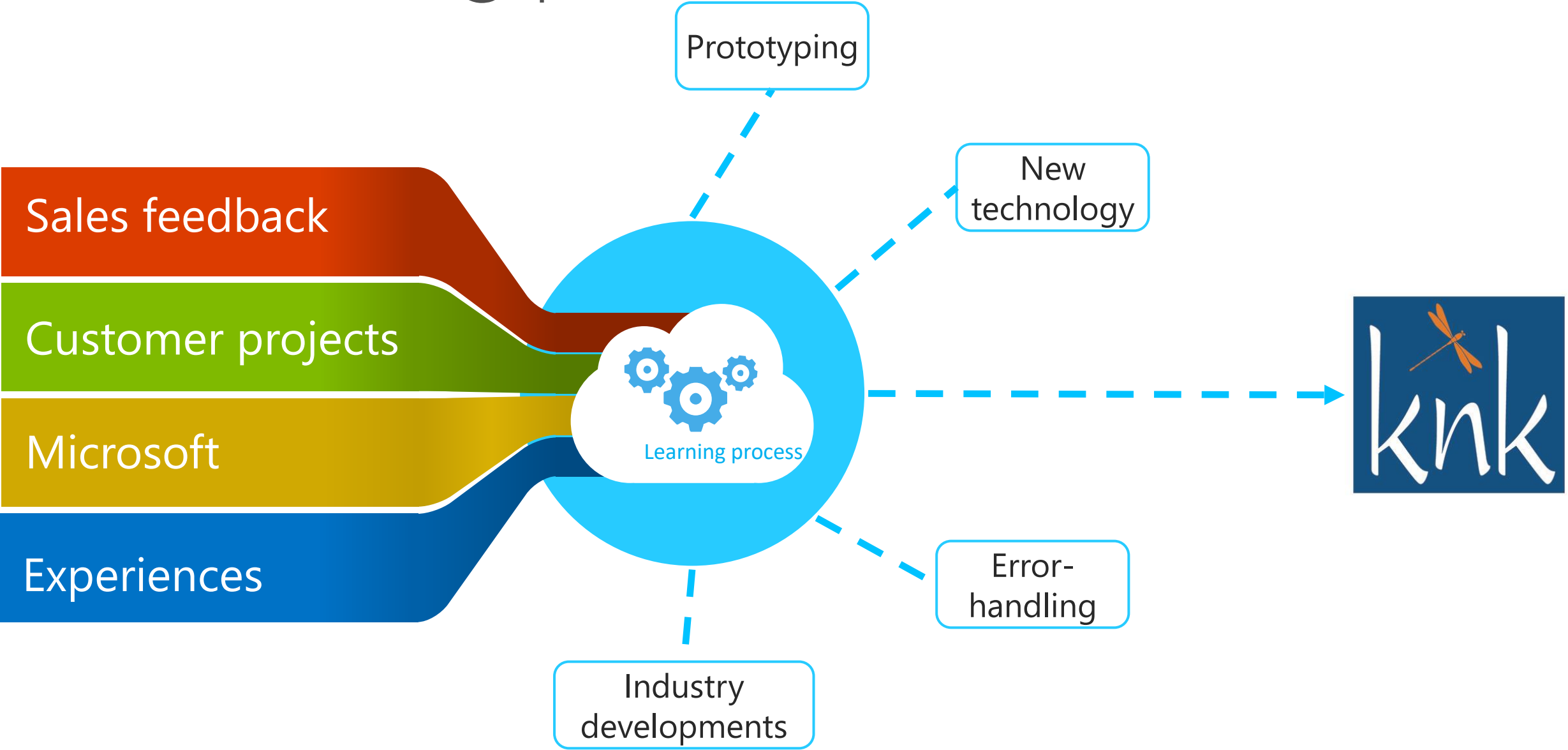
Windows    iOS    Android    HTML5

# Our learning process

# Pillars of knkPublishing Product Management

| Sales requirements (operational) | Customer project requirements | Strategic further development of knkPublishing |
|---|---|---|

## knk Conception Meeting

(Prioritisation of requirements and budgeting of internal developments, project management)

**knkPublishing Release Planning**

# Enhancements: Hotfix and Patch

Sales requirements (operational)

Customer project requirements

Strategic further development of knkPublishing

## knk Conception Meeting
(Prioritisation of requirements and budgeting of internal developments, project management)

**knkPublishing Release Planning**

**knkPublishing releases (previous)**

**knkPublishing releases (current)**

⚙ **Hotfix**

📄 Patch I/II

**knkPublishing releases (forthcoming)**

⚙ **Hotfix**

📄 Patch I/II

**......**

⚙ **Hotfix**

📄 Patch I/II

- Hotfix = urgent adjustment of the current knkPublishing release (as required)
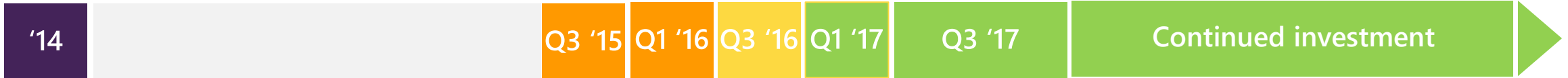
- Patch = regular stability improvements of the knkPublishing release (generally 2x per release)

# knkPublishing- Roadmap

| '14 | | Q3 '15 | Q1 '16 | Q3 '16 | Q1 '17 | Q3 '17 | Continued investment |
|-----|--|--------|--------|--------|--------|--------|----------------------|

| Brilliant Emerald | Crimson Glider | Desert Darter | Emperor Dragonfly | Flame Skimmer |
|-------------------|----------------|---------------|-------------------|---------------|
| Developments to contract management (Paid Content)<br><br>Enhanced milestone management<br><br>Inventory evaluation and value flow<br><br>Ad sales with multiple objects (combined advertisement) | ONIX 2.1 & 3.0 based on knk Integration Platform<br><br>Title management<br><br>Price management (country and webshop related)<br><br>Enhancement of deduplication<br><br>Support for negative royalties | ONIX enhancement<br><br>knkFilter Plus<br><br>Power BI connection<br><br>Magento connection<br><br>Extensive enhancements in the subscription module (premium articles, campaigns, shipment) | Upgrade to Dynamics 2017<br><br>Dashboards for contacts, projects and articles<br><br>General web/tablet/phone-client ability<br><br>Enhancement of knk Media Library<br><br>Author information for editors (phone) | Continued developments |

# What's New in knkPublishing 2017 R2

## Overview of the most important new features

As part of the knkPublishing product development program, knk provides its customers with new functions and extensions of the software twice a year. The choice of implementation is left to each customer. There is no obligation to use this offer.

knkPublishing 2017 R2 is the second knkPublishing release, which is based on Microsoft Dynamics 2017. Below you will find an overview of the most important knkPublishing 2017 R2 extensions (release date November 1st, 2017).

### OVERVIEW OF THE MOST IMPORTANT IMPROVEMENTS:

+ Refactoring of the knk Integration Platform (knk IP)

  + Separation of file import and export for easier extension and more flexible use of the knk IP

  + Support of XML namespaces & export of individual files per data record

+ knkPublishing Bookwire interface for the knk IP
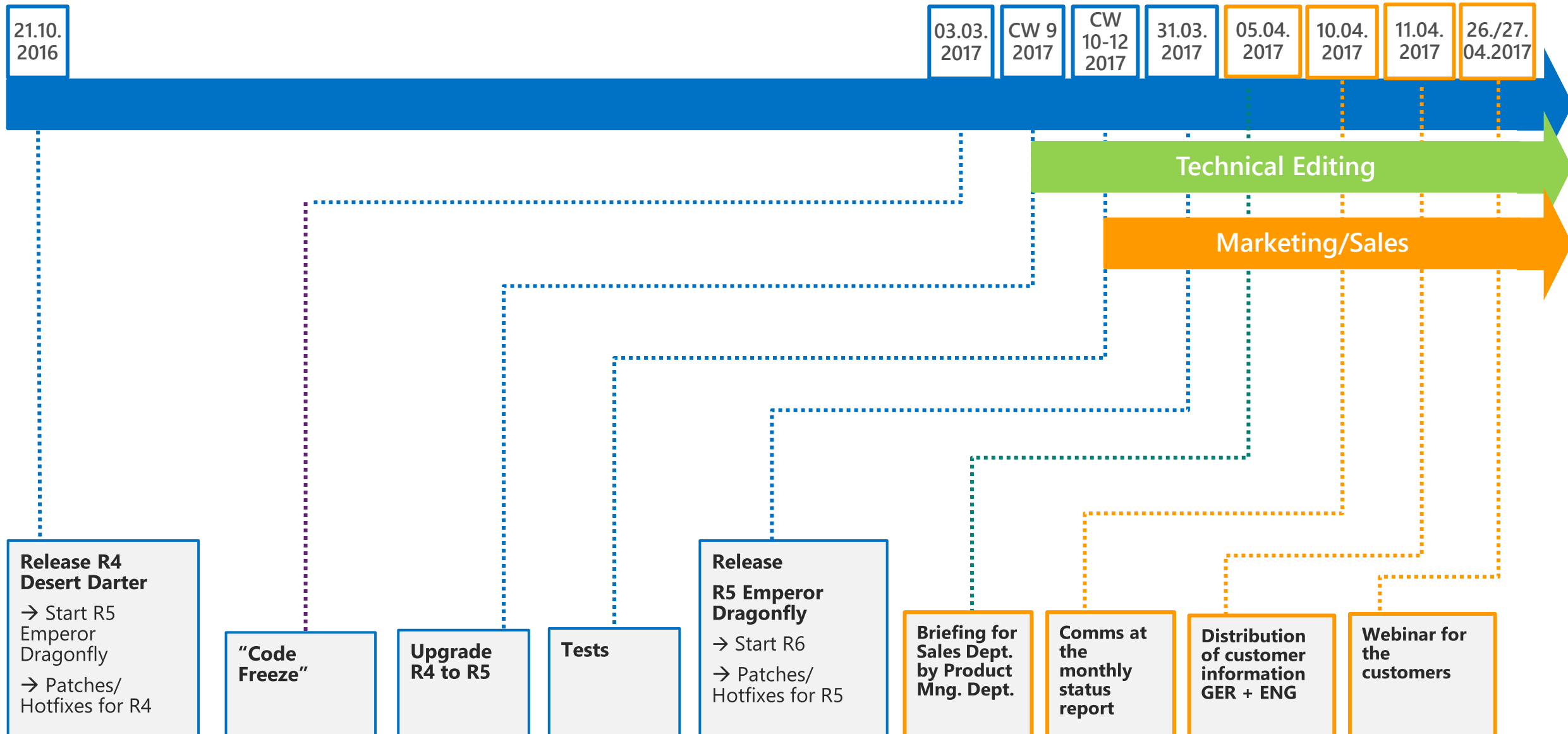
  + Standardized import of sales data based on consolidated monthly billing

## Your Benefits at Glance:

+ Functional enhancements, improved usability

+ Latest Microsoft technology (continuous advancement of the technological base)

+ Bookwire interface for the knk Integration Platform

Save the Date

**knk Round Table 2016**

Wednesday, 14th of September 2016

# Release of work packages



| 21.10. 2016 | | | | | | | 03.03. 2017 | CW 9 2017 | CW 10-12 2017 | 31.03. 2017 | 05.04. 2017 | 10.04. 2017 | 11.04. 2017 | 26./27. 04.2017 |

**Technical Editing**

**Marketing/Sales**

**Release R4 Desert Darter**
→ Start R5 Emperor Dragonfly
→ Patches/Hotfixes for R4

**"Code Freeze"**

**Upgrade R4 to R5**

**Tests**

**Release R5 Emperor Dragonfly**
→ Start R6
→ Patches/Hotfixes for R5

**Briefing for Sales Dept. by Product Mng. Dept.**

**Comms at the monthly status report**

**Distribution of customer information GER + ENG**
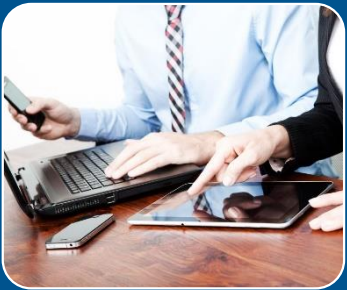
**Webinar for the customers**

# The added value of how knk works

### Marketing and customer information

- Transparent communication with customers
- Continuously providing factsheets, newsletters and further product documentation
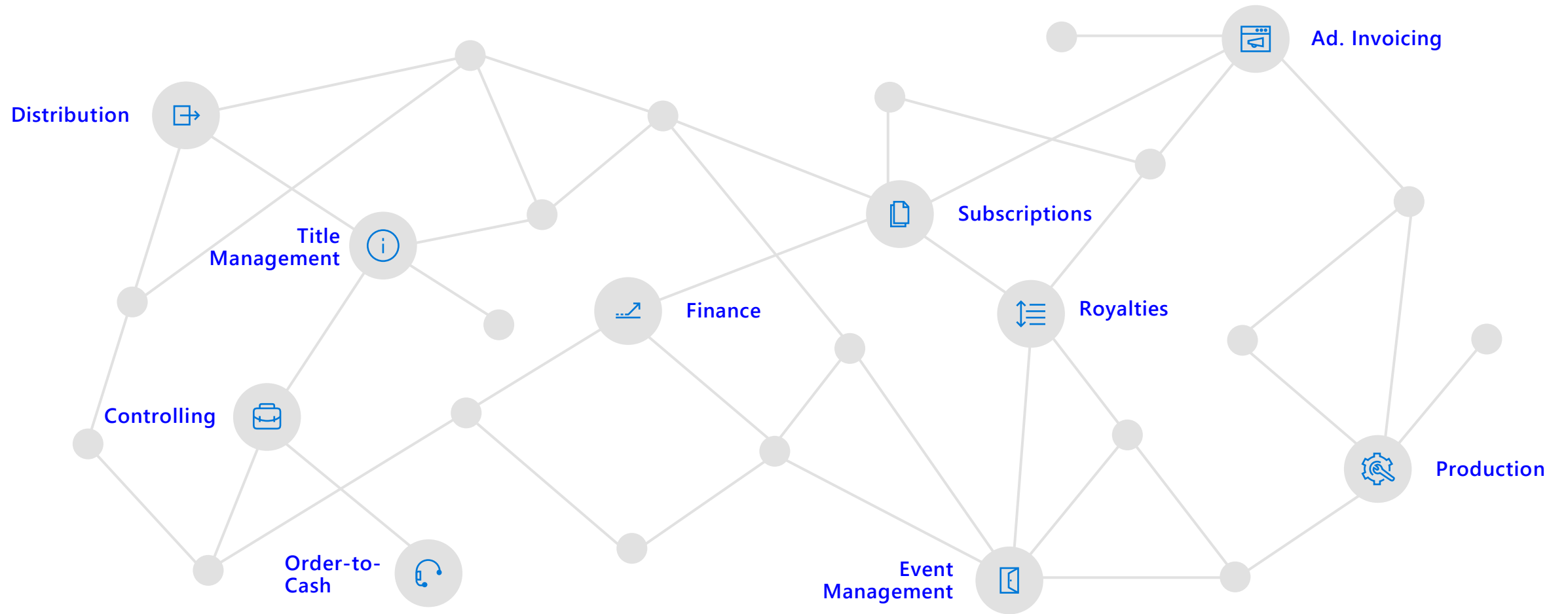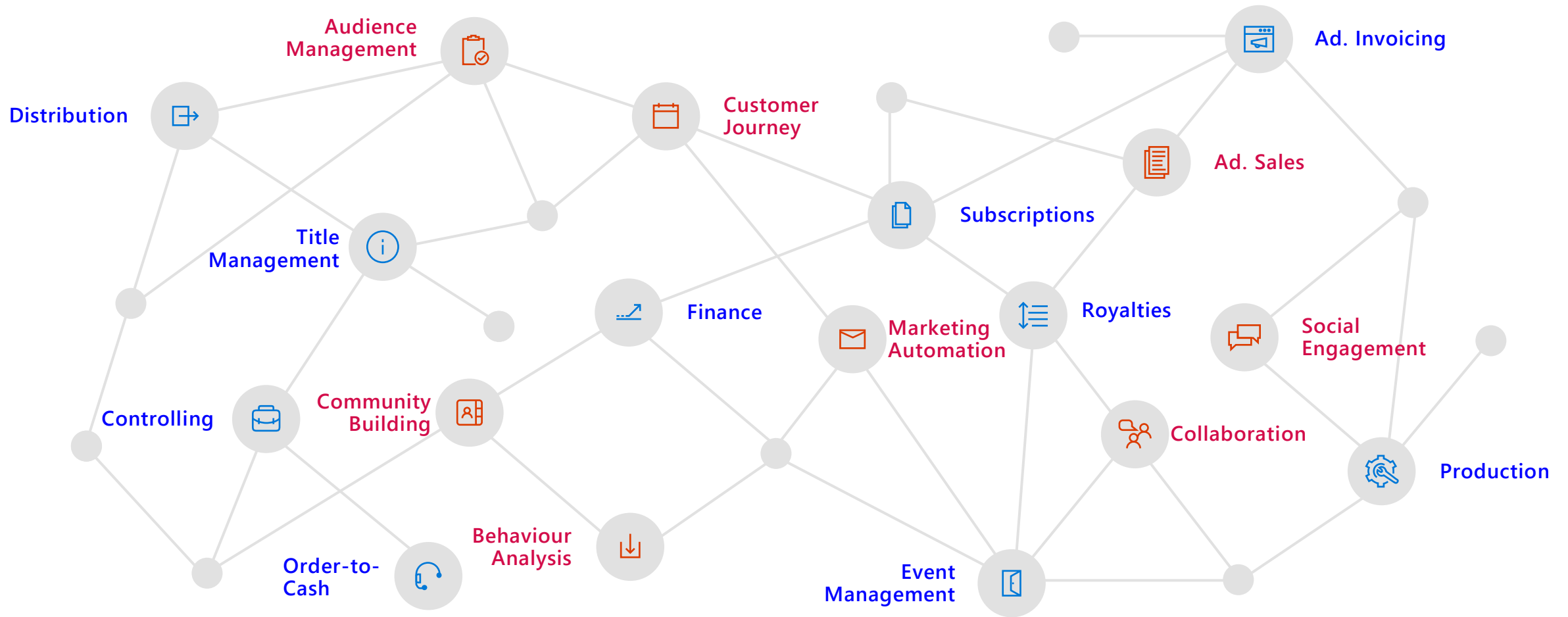- Regularly performed webinars

### Software development

- Streamlining of product development
- Avoid parallel development in different projects
- Provide product documentation (e.g. user manuals, setup guide lines, …)
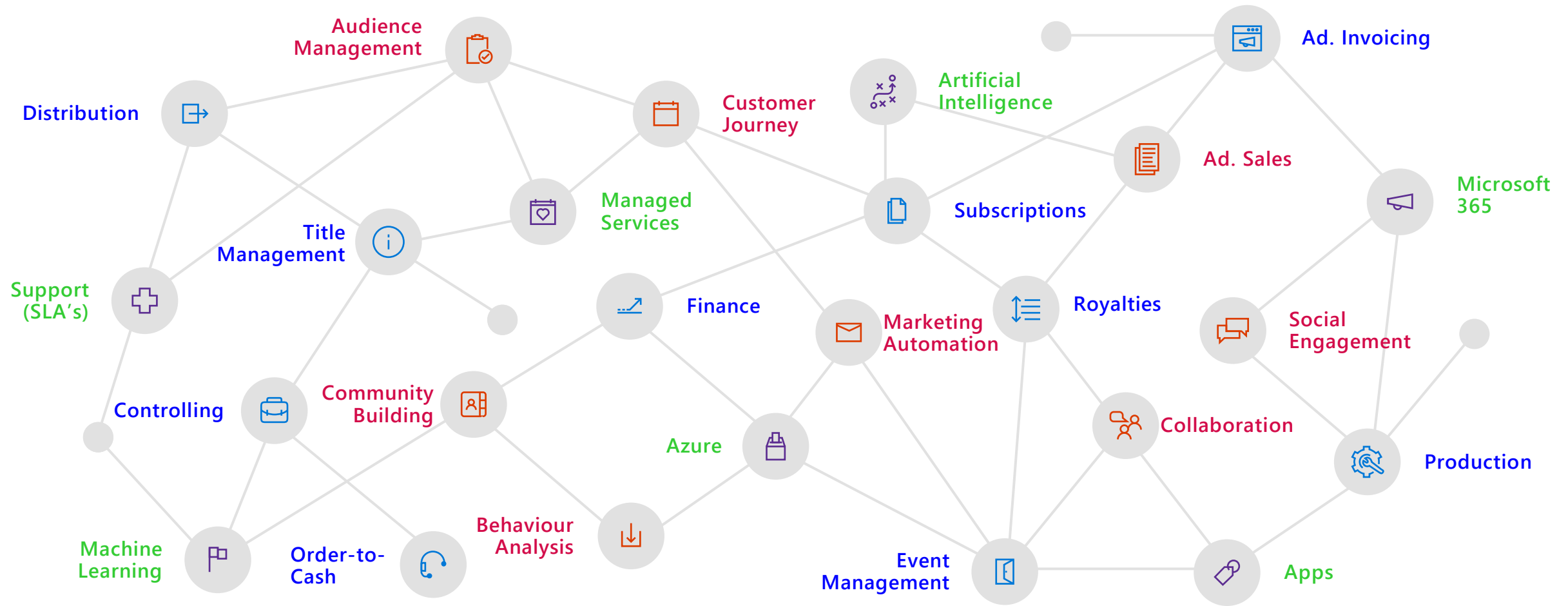
### Existing customer management

- Efficient and transparent creation of solution suggestions
- Optimized consulting for introducing new modules and functionality

The knk Universe: knkPublishing + Customer Engagement

The knk Universe: knkPublishing + Customer Engagement + Cloud Solutions

Audience Management
Ad. Invoicing
Distribution
Customer Journey
Artificial Intelligence
Ad. Sales
Managed Services
Microsoft 365
Title Management
Subscriptions
Support (SLA's)
Finance
Royalties
Marketing Automation
Social Engagement
Controlling
Community Building
Azure
Collaboration
Production
Machine Learning
Order-to-Cash
Behaviour Analysis
Event Management
Apps

... the journey never ends!

knk | **Microsoft**

## Thank you for listening

Jo Burges
jo.burges@knk.com
www.knkpublishingsoftware.com

Microsoft Dynamics