

## Case Study

### Leading publisher pockets business benefits.

When Management Pocketbooks, the UK's leading publisher of self help books for managers and teachers, was asked by one of their key customers to take part in an EDI pilot project, the benefits of electronic trading were clear for all to see.

Previously Pocketbooks staff had been manually keying in data to their Sage Line 50 accounting package.

To overcome this IT Director Adrian Hunt used Nielsen Booknet and Atlas Products International's e50 product. e50 is one of Atlas' fast, secure, efficient and cost effective Sage Series of EDI products that have been specifically designed to merge with and integrate seamlessly with Sage's accounting software.

According to Adrian the result is significant business benefits for Pocketbook's.

"API's e50 product is working really well and we are now fully integrated with a number of our customers.

"It is saving us a lot of staff time, approximately 10%, which has enabled us to delay employing another worker. This time has been put to good use elsewhere, we can respond more quickly to customer orders, the data is much more accurate and we have far fewer payment issues.

**"The whole process is faster and more efficient.**

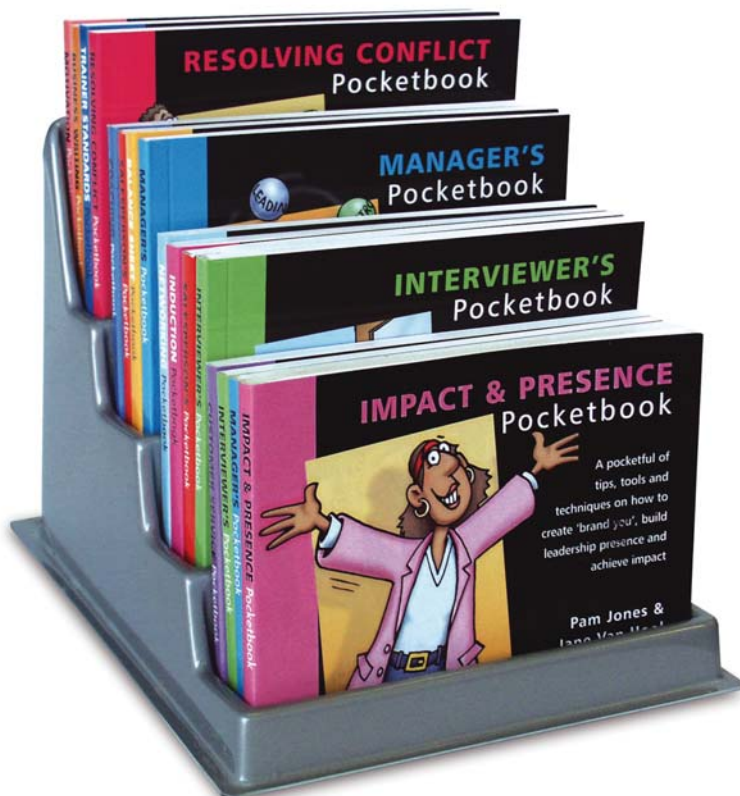
"Moreover, it has reduced the amount of paper and ink we use."

Said API Managing Director Allan Gray:

"This is a very good example of how our Sage Series products can really bring the benefits of electronic trading to reality by fully automating and integrating business systems and removing expensive, labour intensive tasks.

"With the Atlas e50 system, Pocketbooks achieved an extremely high level of accuracy, something normally only SAP users can achieve.

"This is an excellent outcome and the result of a very effective collaboration between ourselves, Management Pocketbooks and Nielsen Booknet."



For more details about Atlas products contact:

Atlas Products International Ltd, Atlas Suite, Greenbank House, Swan Lane, Hindley Green, Wigan, WN2 4AR.  
Tel: +44 (0)8700 501007 Fax: +44 (0)8700 501008 email: [sales@atlasproducts.com](mailto:sales@atlasproducts.com) [www.atlasproducts.com](http://www.atlasproducts.com)