

**Bookit. Direct delivery
to your customers**

The Swiss Book Centre sets innovative standards as a provider of services and all-encompassing logistics for the Swiss book trade.

Buchzentrum AG (SBC) - profile

We find individual solutions thanks to people with distinction, efficient procedures, transparent structures, imagination and fitness, expertise and creativity.

We offer compact services.

Worth knowing

The Swiss Book Centre – founded in 1882 – is today the market leader in the Swiss wholesale book trade. With the largest publishers' delivery centre and the wholesale range we keep a stock of German, English and other language titles oriented towards the Swiss market.

The Swiss Book Centre in figures

- CHF 203 million turnover
- 330 employees
240 full-time equivalents
- 375,000 stock titles
- over 7 million copies in stock
- 14 million titles in the database
- 22,000 m² warehouse area
- 25-35 tonnes of incoming goods daily

Our customers

- more than 900 booksellers with branches, stationery shops, department stores
- more than 1,400 kiosks and filling stations
- 16,000 other retail book outlets

Innovations

- 1973 Delivery in returnable boxes
- 1986 Label print
- 1990 Catalogue expansion with Libri titles and 1st CD-ROM edition
- 1993 Shelf-ready delivery
- 1994 English wholesale range and special-order foreign-language items, multimedia range
- 1996 Book and media market as Internet shop
- 1997 Online availability enquiry service
- 1998 Bookit – direct customer deliveries on behalf of the seller
- 1999 sbzstatistik™ for publishers and representatives and sbzonline™ for bookshops
- 2000 www.buchzentrum.ch – updated daily
- 2001 Catalogue expansion with 1.5 million English titles
- 2002 Italian and French wholesale range
- 2003 www.buchzentrum.ch with webshop (B-2-B)
- 2006 Catalogue expansion with book trailer advertising films
- 2010 BZAlpha. The online statistics program
- 2012 Start Enlargement Building Swiss Book Centre
- 2014 Inauguration new Building

We constantly improve our services through our quality and process management.



Direct delivery – individual and quick

Bookit enables bookshops and publishers, irrespective of their size, to establish a presence in the direct delivery sector.

Time is money

Bookit is the high-speed delivery service for your customers. Orders received by 15.00 are despatched the same day by post.

Efficient

The Swiss Book Centre is a powerful partner for you, looking after the entire logistics for your private customer deliveries and streamlining your workflows.

Your logo

Bookit safeguards your corporate identity and produces the delivery note or invoice with your company logo.

Address data

Bookit private customer addresses are held in a secure database.

Synergies

Our strengths lie in the synergies that we exploit to the full and make available to you.

Cost-effective

Bookit is cost-effective because you reap the benefit of the Post Office bulk tariff, because we purchase packaging materials at bulk prices and because we keep our handling charges low.



Bookit – you profit from our progress

Bookit enables you to delegate the time-consuming mail order handling and create time for your strength – selling.

Our experience is already benefiting:

- 60 contract partners
- 300,000 orders annually

simple

Order processing via Bookit simplifies the delivery of goods to your customers. The book delivery is sent direct from the SBC warehouse to the private customer. Shipping and invoicing are carried out by the Swiss Book Centre.

select

Your customer can pick from 7 million titles in the SBC title database. Our sales warehouse holds 375,000 items. The range encompasses some 3000 publishers and a stock of English and other foreign-language titles oriented towards the Swiss market.

easy to use

Enter the order with the customer address and transmit it electronically, by fax or by e-mail and we will deal with the work for you. The transmission method is determined at the outset.

logical

Subject to availability, the titles ordered are sent direct to your customers. Bookit orders are handed over to the Post Office within 24 hours.

money collection

You also have the option to hand over money collection and accounts receivable management to Bookit.

economically priced

The entire process from receipt of order to shipping and invoicing is charged at favourable tariffs!

all accounted for

Once a month you will receive our statements concerning your SBC Bookit goods transactions and the Bookit service charges.

transparent

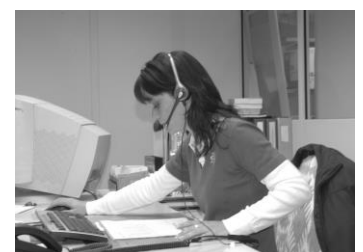
The specially developed online statistics tool BZAlpha provides a simple and clear picture of the sales and turnover via Bookit. Enabling you to retain the overview!

technical matters

You can transmit your orders using specific tools, namely sbzonlineAPI, by file via FTP server or Galileo (for the book trade).

successful

Bookit was developed by the Swiss Book Centre back in 1998 as a logistical and marketing instrument for the book trade and our distributing publishers. An easy entry to the private customer mail order business!



Bookit – runs like clockwork

Point by point

1 Conclusion of the contract

As a contract partner, you enter into a business relationship with us and receive your special Bookit SBC customer number.

Your purchase entitlements have been determined. All definitions relating to Bookit are set out in the contract and recorded in our ERP system.

We look forward to receiving your orders!

2 IT interfaces

You transmit your orders electronically in the defined sbzonlineAPI format or via the Begasoft FTP server (*.txt file). Identification by means of EAIN enables automatic processing.

3 Order entry

A Bookit order is opened in the ERP system for the electronically received or manually recorded order.

4 Order processing

The contract partner is the debtor.

The terms as recorded in our system are applied to the order.

The private customer's address is entered on the order.

Selling prices are taken from the Swiss Book Centre article data. You can also transmit your desired terms and conditions such as price, sales discount, mode of delivery.

5 Processing and delivery

The order items are picked from the warehouse, the private customer invoice is produced and everything is handed over to the Post Office ready for delivery.

6 Order invoicing

The sale is invoiced using the standard invoice for goods purchased by the bookshop.

If the contract partner is a commission publisher, the sales are shown on the commission statement as a Bookit transfer by quantity.

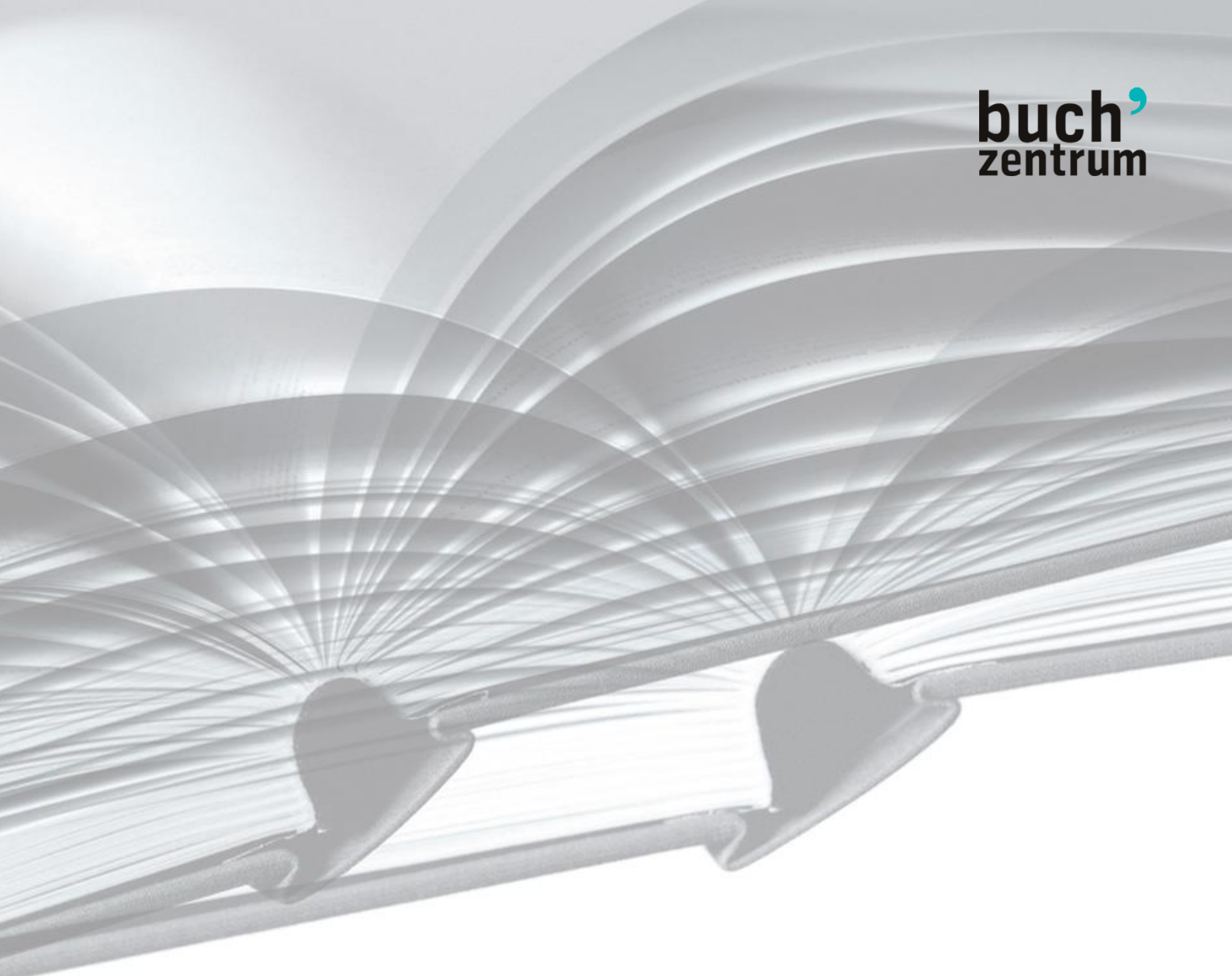
7 Settlement

You will receive a monthly fee statement against which any monies collected will be offset.

8 Cancellations

Cancellations and changes are permitted subject to certain restrictions.





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