



## EXTOL Authors Efficient New Partner Integration for John Wiley & Sons Publishing Company

With more than a century of experience distributing scientific publications to vendors in four continents, Hoboken, N.J.-based publisher John Wiley & Sons knows the importance of quick and efficient information exchange across the globe. To better meet its “Anything in – Anything out” requirements and reduce the strain on its EDI staff, Wiley required more inclusive tools to simplify integration for its newest partners.

### WILEY SEES THE WRITING ON THE WALL

Each year, Wiley’s publishing business produces nearly 3,000 peer-reviewed journals and books in print and online, with materials distributed to nearly 100 trading partners throughout North America, Europe, Asia and Australia. To manage its global network, Wiley required frequent communication with widespread partners to coordinate billing and invoicing, financial reporting, shipping and purchasing. Most interactions are dependent on XML and X12 EDI standards to structure data.

In 2009, Wiley’s staff of 45 full-time and 30 outsourced developers and consultants was being stretched to meet the communications needs of existing partners while successfully integrating new ones. The company’s existing EDI platforms were not keeping pace with its growing XML procedural needs, and Wiley decided to look for more flexible, non-platform specific business integration tools.

For the scientific publisher, the formula to fulfill its requirements turned out to be EXTOL’s Business Integrator (EBI) suite.

“At that time, we were not only looking for improved EDI tools, but we also wanted to find a partner who could relieve our internal EDI development burdens,” said Stephen Foster, director of Enterprise Development with John Wiley & Sons. “With its wide range of services that create and maintain automated business processes, EXTOL’s EBI was the clear choice to fit our application, trading partner and business data connectivity criteria. But what really set EXTOL apart was the technical expertise and general business understanding its staff demonstrated, creating a culture of success that is very similar to our own.”

Featuring all-inclusive Data Transformation services, EBI provides Wiley with rule-driven validation, transformation and routing for XML content without further programming. Additionally, EXTOL’s tools enable Wiley to outsource its EDI development without sacrificing quality or interrupting typical data flow with its trading partners.

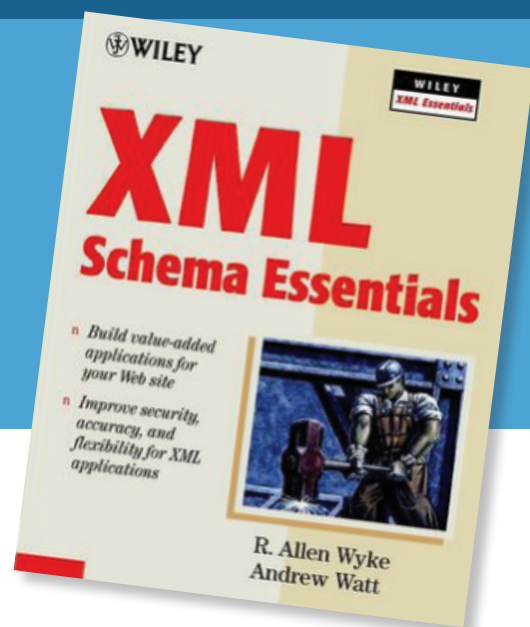
### TURNING THE PAGE

Immediately following the EBI implementation, Wiley noticed instant time

and resource savings. Neither the company nor its trading partners were hindered by the systems migration – in fact, Wiley soon discovered it could now integrate new customers in half the time it took with its previous platform.

“The speed and ease of being able to implement XML for our new customers and vendors greatly improved our productivity, and EBI provides us with everything we need to execute and manage our business integration,” said Foster. “In addition, EBI is designed to grow with us, and we are better able to work with new XML standards and spreadsheet capabilities.”

In addition to EXTOL’s physical EDI tools, Wiley has benefitted from the provider’s human resources. To better improve its internal workflow, Wiley began outsourcing EDI development tasks to EXTOL’s Managed Services. As a result, Wiley can turn to full-time EXTOL employees to help manage



partner integration while reducing the risk of false starts and delays.

By outsourcing its EDI development to EXTOL Managed Services, Wiley has improved its internal workflow and shifted staff members who were manually conducting the duties EBI now automates to other business development projects.

“Some of our customers send us orders in Excel, and we previously had to ask our customer service team to key in data as it was received,” added Foster. “Being able to rely on EXTOL’s Managed Services, along with its EBI’s spreadsheet upload capabilities, have greatly elevated our overall productivity and allowed our team to focus on other key areas, with full trust that EXTOL can support our data intake.”

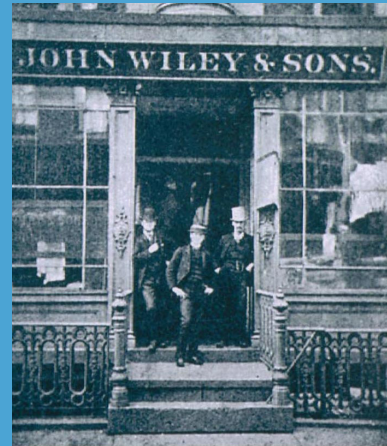
## EYES ON THE WORLD

With improved business integration procedures in place thanks to EBI, Wiley is now better prepared to expand its global reach and improve processes for customers in specific markets.

In particular, Wiley relied on EXTOL to successfully maneuver through partner communication complications in the U.K. By migrating to EXTOL, Wiley was able to establish communications on a tight timetable with a U.K. partner using the Tradacoms protocol, which its previous system was unable to register. The switch did not disrupt workflow, and according to Foster, “the backlog of customer requests was up and running faster than we anticipated.”

In 2009, publishing company John Wiley & Sons implemented EXTOL’s Business Integrator software suite to simplify integration for its newest partners and update its EDI platforms. As a result of switching to EXTOL’s tools and Managed Services, Wiley has:

- Outsourced EDI development without sacrificing quality or data flow for its partners
- Been able to integrate new partners in half the time required with previous EDI tools
- Established communications with partners around the world with ranging EDI standards and protocols
- Reduced the staff demands for partner integration and improved overall productivity



“Most of our worldwide customers currently operate without extensive EDI capabilities, and with the support of EXTOL’s tools, we can now reduce the resources required to work through the cross-system complications and communicate seamlessly,” added Foster. “EXTOL has given us the capabilities to take the lead in markets that have yet to experience the true benefits of EDI.”

Foster also added that Wiley had considered outsourcing some of its EDI work to India, but “it didn’t make sense once we found EXTOL.”

## WRITING THE NEXT CHAPTER

With improved new partner onboarding and communication standards in place, John Wiley & Sons continues to rely on EXTOL and

its tools to reduce the overall resource and labor costs of EDI for its worldwide network.

As business integration needs and requirements consistently change, Wiley and EXTOL are prepared to continue growing together.

“EXTOL feels more like a teammate than a vendor, and their attention to detail and recognition of how they can enhance their products to fit your needs continue to exceed our expectations,” said Foster. “The corporate culture and business mindset EXTOL operates behind ensures that they will do whatever it takes to get the job done, and we couldn’t be happier with what we have been able to accomplish so far.”

Learn more about EXTOL’s B2B Integration Solutions:  
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