



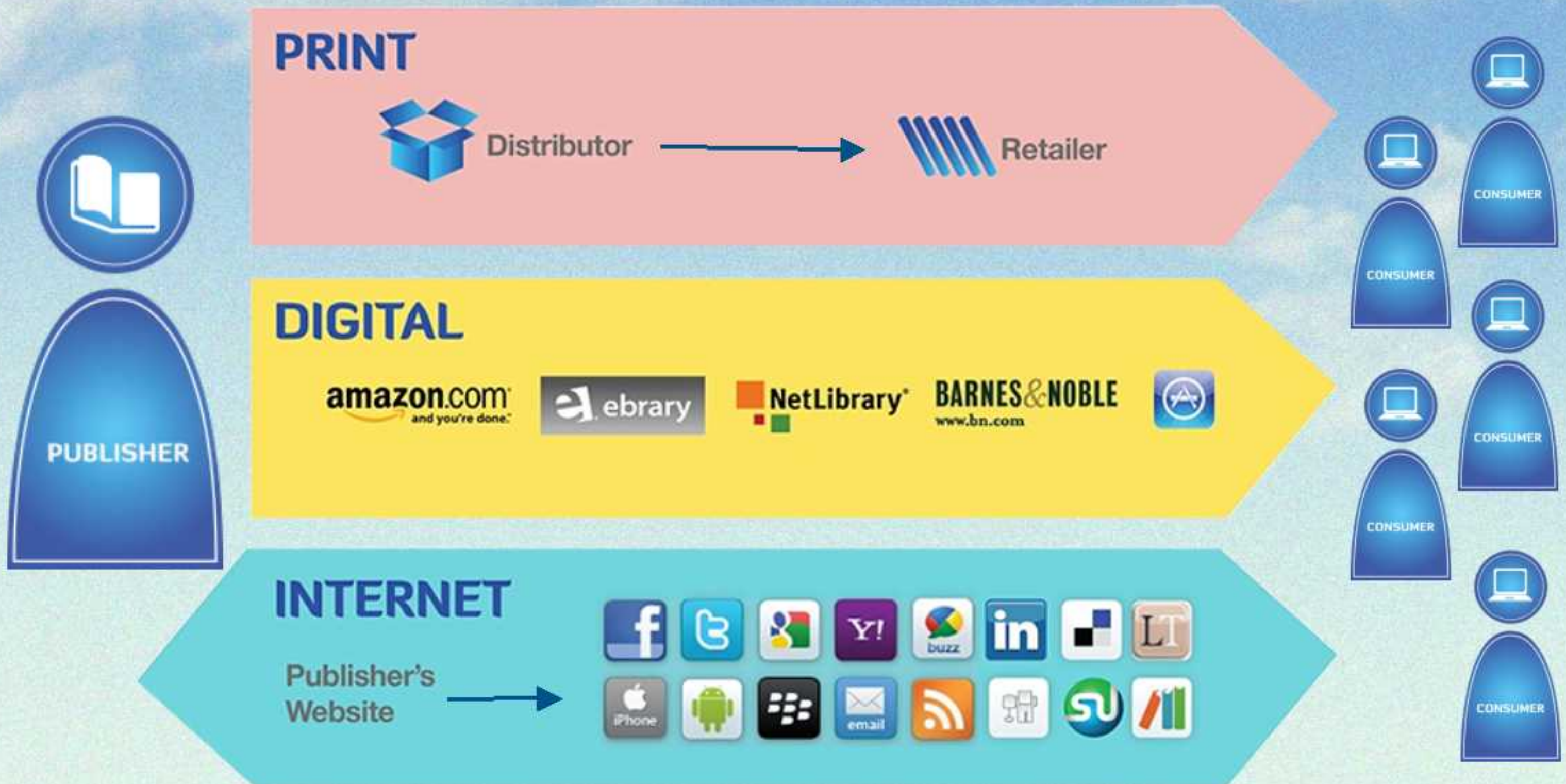
# Game Plans for Publishers to Build Direct Relationships with Customers

- Sameer Shariff, CEO, Impelsys Inc.



# Transitioning from B2B to B2C

# Manufacturing to Service Industry Shift

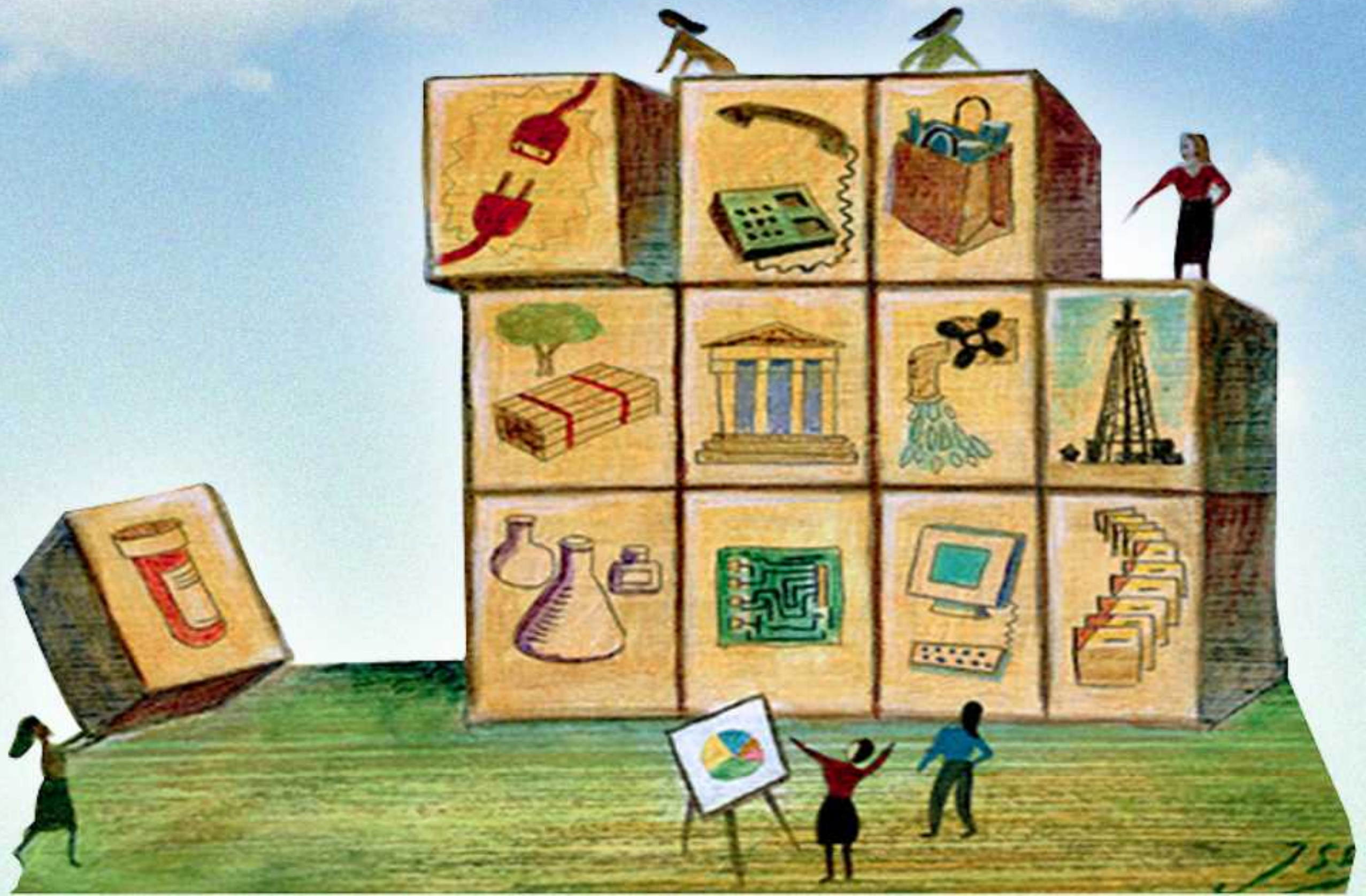




# Software and Hardware platform infrastructure



# Building a robust infrastructure





# Store and manage your digital files





**Deliver to all retailers**



# Marketing tools to help you get discovered and create a web audience



# Data collection tools to see what your customers are doing



# Make your books available on the cloud





# Multi Device availability

## Tablets



Apple iPad



Samsung Galaxy Tab



## eReading Devices

Amazon Kindle



Sony Reader



## Mobile Devices



## B & N Nook



# Buy once, read everywhere



Kindle for PC



Kindle for Android



Kindle for BlackBerry



Kindle for iPad



Kindle for iPhone



Kindle for Mac



Kindle for Windows Phone 7



For Android

iPhone, iPad, iPod touch



For iPhone, iPad, iPod touch



For the Web

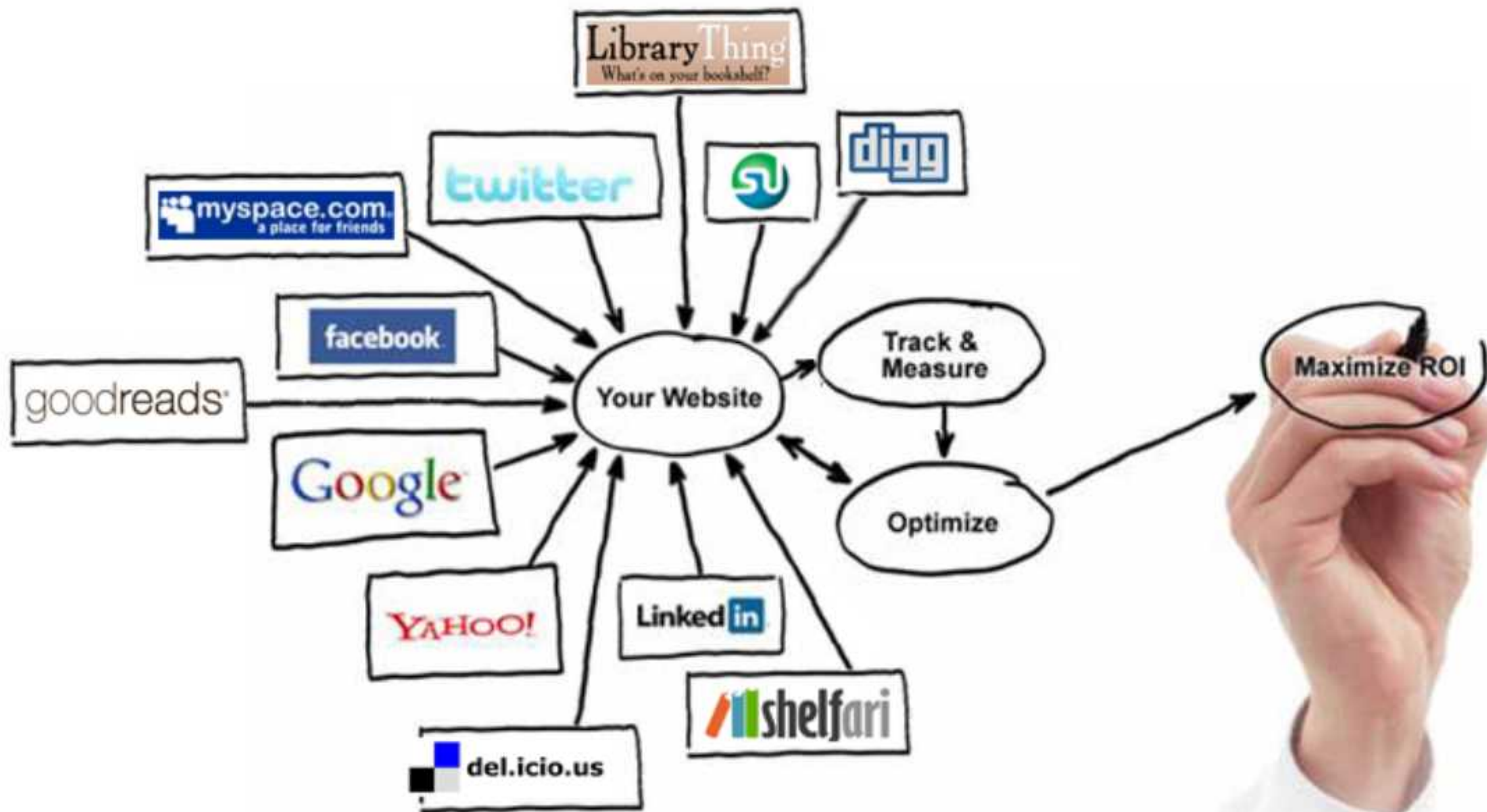


For Nook & Sony



# Customer Management and Customer marketing

# Audience Development



Connecting directly with your audience

# Reporting tools and web analytics

**Widget** **ViewInside**

Showing summary from **Mar 07, 2010** to **Apr 06, 2010**

Total Number of Widget(s): 1059 [See more](#)

**2569**

Total Widget Loads

**1701**

Total Unique Visits

**0**

Total Clicks on Buy Button

**0**

Total Clicks on Share Button

**0**

Total Clicks on Email Button

## Most Visited Widgets

**Widget Title**

**Widget Loads**

[Watercolor Painting Outside Th...](#)

**764**

[Mastercrafts](#)

**737**

[Light Up Your Watercolors Laye...](#)

**694**

[Jelly Roll Inspirations \(UK\)](#)

**61**

[\(UK\) Charles Reid's Watercolor...](#)

**39**

## Widget Loads By Geography



# Delivery Infrastructure



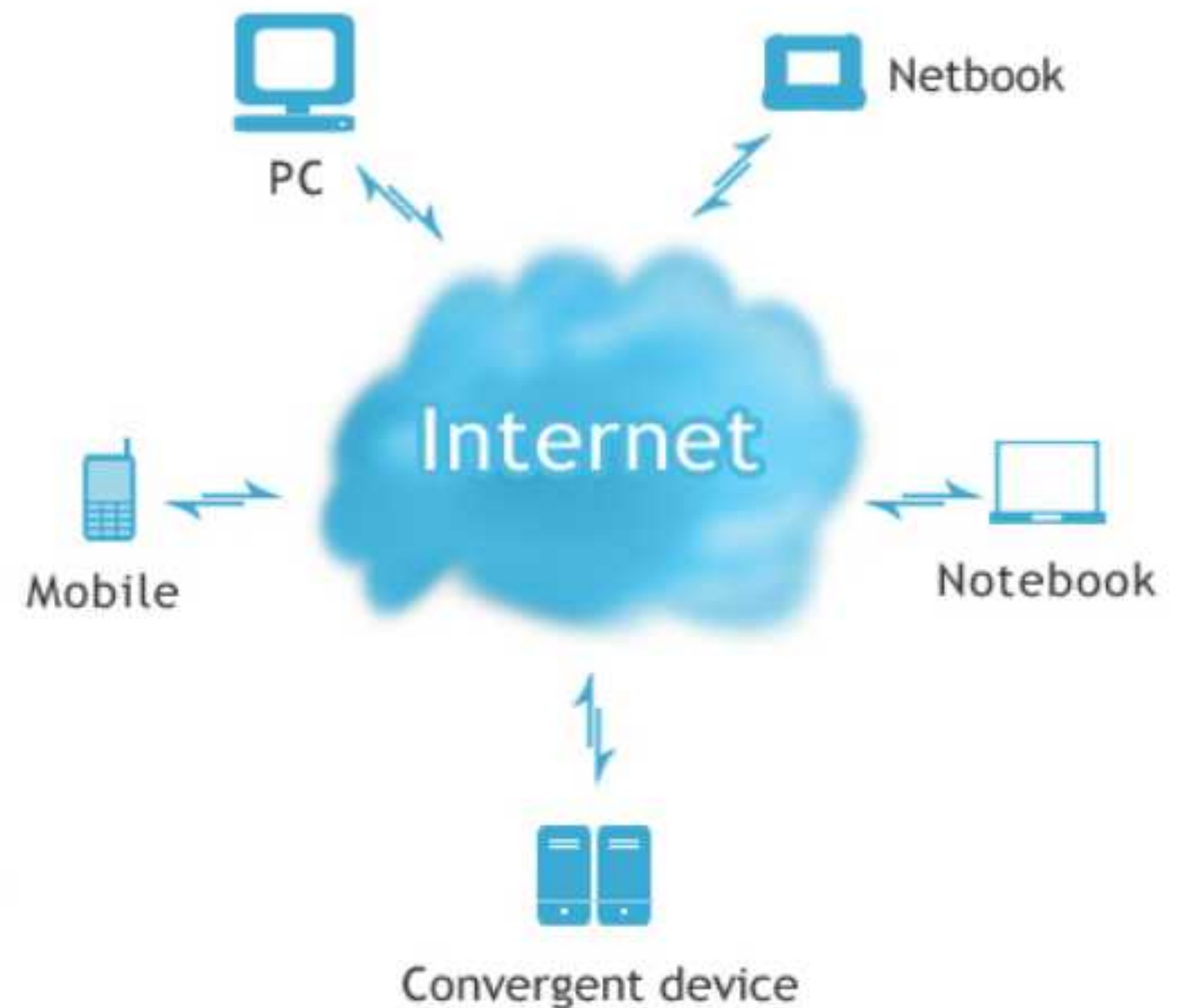
## Internet – Your Most Efficient Medium

- Cuts down inefficiencies in distribution and delivery of content
- Captures data about customer behavior and usage patterns
- Enables direct interaction with and between customers
- Allows access to content from anywhere



## Books On The Cloud

- Why have books on the cloud?
  - Because your consumer expects it
  - Multi-device accessibility
  - Follow the leaders – Amazon, Google



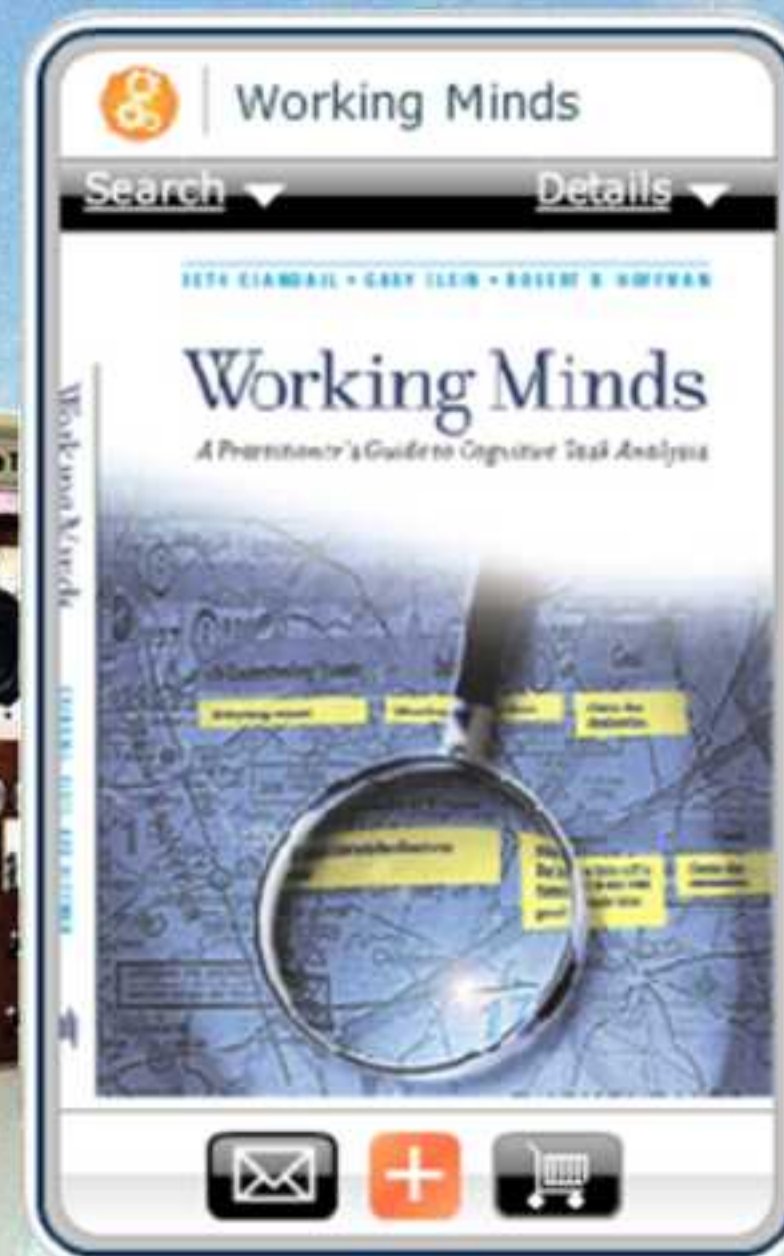


# Discoverability & Viral Marketing

# Your customers become your retailers



Buy this book!!! Late monk's poems  
recall Khmer Rouge horrors  
[http://m.apnews.com/ap/db\\_15996/contentdetail.htm?contentguid=10TLC14Y](http://m.apnews.com/ap/db_15996/contentdetail.htm?contentguid=10TLC14Y)



Working Minds

Search

Details

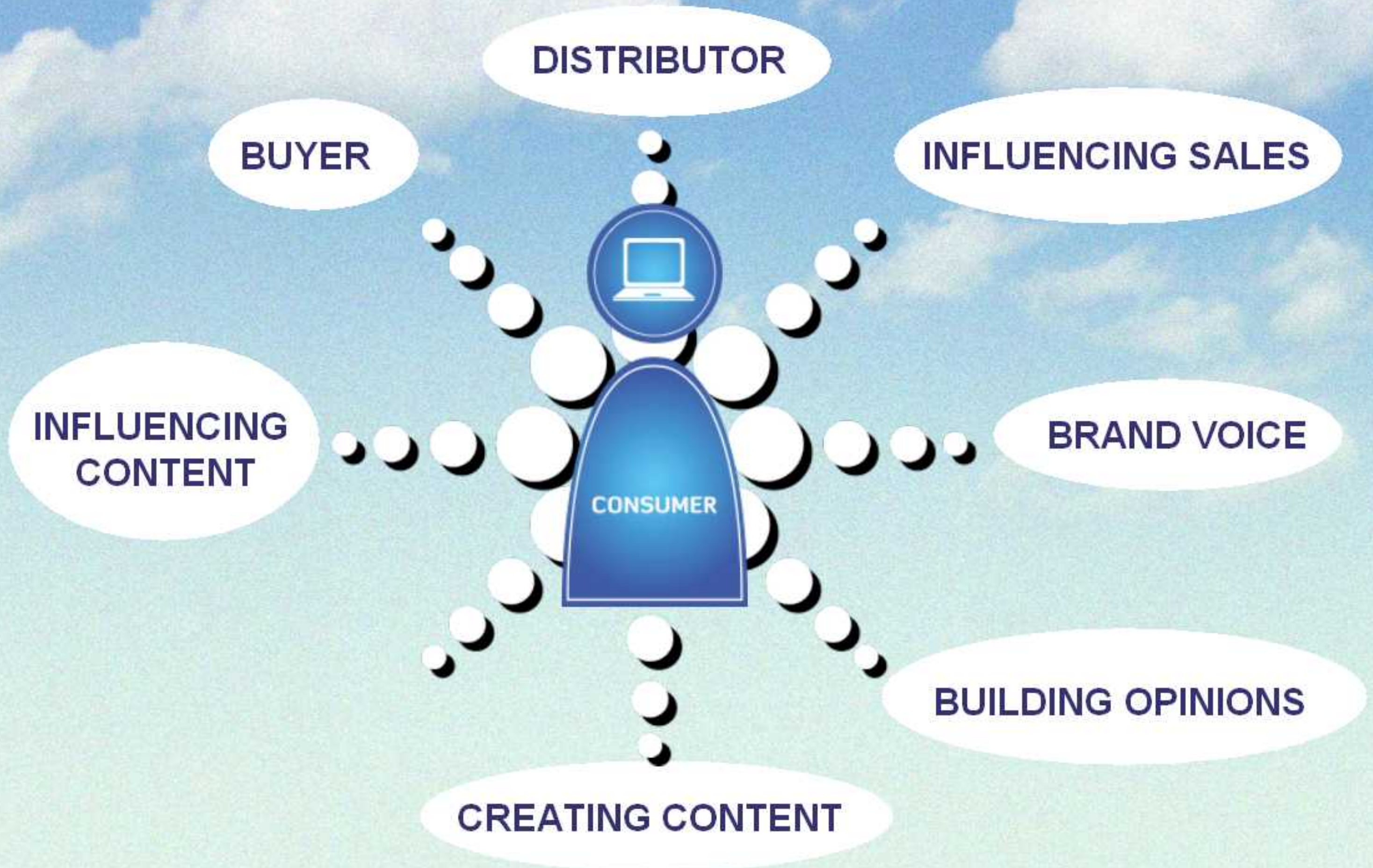
BETH A. KIRSH • GARY KLEIN • ROBERT M. HOFFMAN

Working Minds

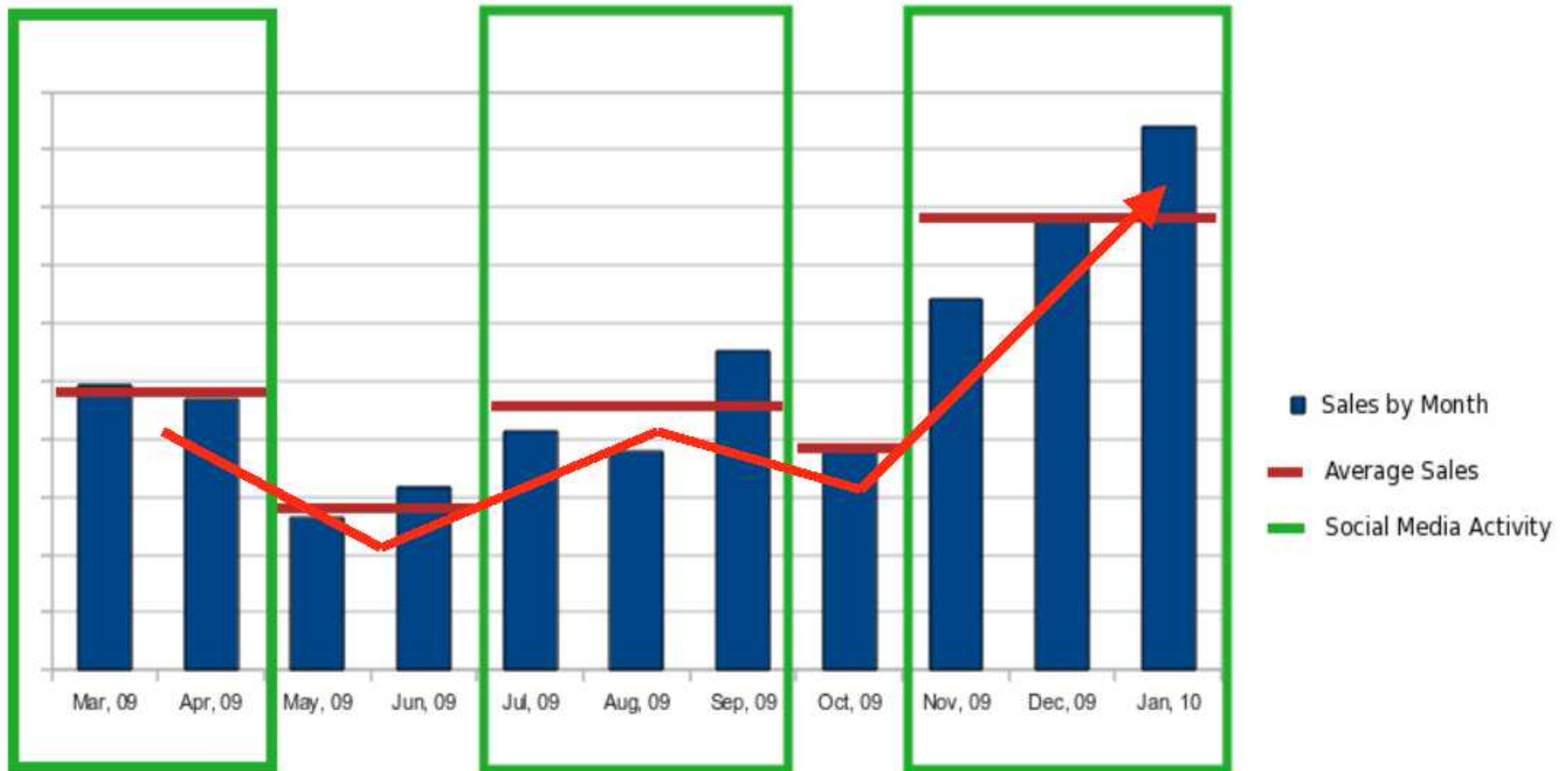
A Practitioner's Guide to Cognitive Task Analysis



# Your consumer becomes your distributor



# Results From Experimentation





# Thank you

Sameer Shariff

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