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Quercus Publishing selects AVATAR as its business management system

Quercus Publishing plc, winner of the 'PLUS New Company of the Year' award at the Fast Growth Business Awards 2007, has recently chosen AVATAR as its business management system going forward.

Both the company and its list have grown rapidly since Quercus started trading in 2004. In 2007 Quercus won its first major literary prize for Stef Penney's *The Tenderness of Wolves*, which won both the Costa Best First Novel Award and Book of the Year.

The company was looking to replace its existing separate processes with a fully integrated and scalable back office system to support its core growth strategy. The new AVATAR system will manage all its financial and stock information and process requirements, including integrating transactional data from its third party distributor.

Mike McGrath, Chief Operating Officer at Quercus, said: "Fundamentally we need an integrated system to support both our current and future business aspirations. On the one hand we need to minimize risk and cost by cutting out duplication and manual manipulation of data and, on the other, maximize our business opportunities by being able to forecast as effectively as possible. We were particularly impressed by AVATAR's reporting capabilities because, as a rapidly growing business it is absolutely essential for us to be able to extract the right information in the right format whenever we need it.

"Some of the key areas therefore where we are looking forward to achieving significant business benefits from using AVATAR are in project costing, stock control and valuation, sales analysis and the calculation and payment of advances and royalties to authors.

We were also impressed by the AVATAR team's understanding of publishing-specific processes, their broad experience and customer references."

Ian Singer, the IT partner at CLB Littlejohn Frazer who has overseen the development of the AVATAR system since its original conception as a generic distribution and financial management system, said: "I am delighted to be working with such a professional and progressive publisher. Quercus is clearly going places and AVATAR will provide a robust and powerful business management system that will enhance its ability to grow successfully and profitably. I look forward to a long, mutually-beneficial relationship."

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Notes to editors:

About Quercus Publishing (www.quercusbooks.co.uk)

Quercus Publishing plc is an independent publisher based in London. The company was founded by Mark Smith and Wayne Davies in May 2004. They both had successful careers in the publishing industry before forming the Company having held senior executive positions at the Orion Publishing Group Limited, one of the United Kingdom's leading publishing companies. Anthony Cheetham, one of the United Kingdom's most successful publishing entrepreneurs, was appointed Executive Chairman in March 2006.

About AVATAR (www.avatar-software.com)

AVATAR is a complete business management system for book and journal publishers, book packagers and distributors. Functionally rich, AVATAR's modules are seamlessly integrated yet flexible enough to meet publishers' individual business needs.

AVATAR is also able to integrate seamlessly with existing systems, and protects investment through the use of industry standards. Partnerships with leading technology providers such as Cognos, the world-leading specialists in Business Intelligence, ensure a 'best of breed' approach to all aspects of the software's design. The system has been used by publishers for more than 10 years and is constantly being refined and enhanced. It is currently used by publishers with between 4 and 400 users.

AVATAR is supported by CLB Littlejohn Frazer, one of the UK's top 30 firms of chartered accountants.

About CLB Littlejohn Frazer (www.clbhf.com)

CLB Littlejohn Frazer is an independent Top 30 UK firm of chartered accountants and business advisors based in London's Canary Wharf. It is an independent member of Polaris International, a worldwide association of accounting firms.