



tutis

Tutis Innovative E-Solutions Pte. Ltd.

Tutis Innovative E-Solutions

Services Presentation



Tutis Innovative E-Solutions Pte. Ltd.

Service Offerings

Printing Service

- **Transactional Digital Printing**
- **POD Books**
- **Offset Printing**
- **Envelopes**
- **Warehousing & Inventory Services**
- **Fulfillment Services**
- **Franking License**

www.tutissolutions.com

Tutis Innovative E-Solutions Pte. Ltd.

Data Security

- **Data Privacy**
 - NDAs with all employees & associates
 - Inspection by Security Marshals
 - Segregated LAN / Network / VPN for large customers

- **Data Security**
 - Multiple centers for fail-over continuity
 - Mirrored Servers
 - Fire-proof data storage

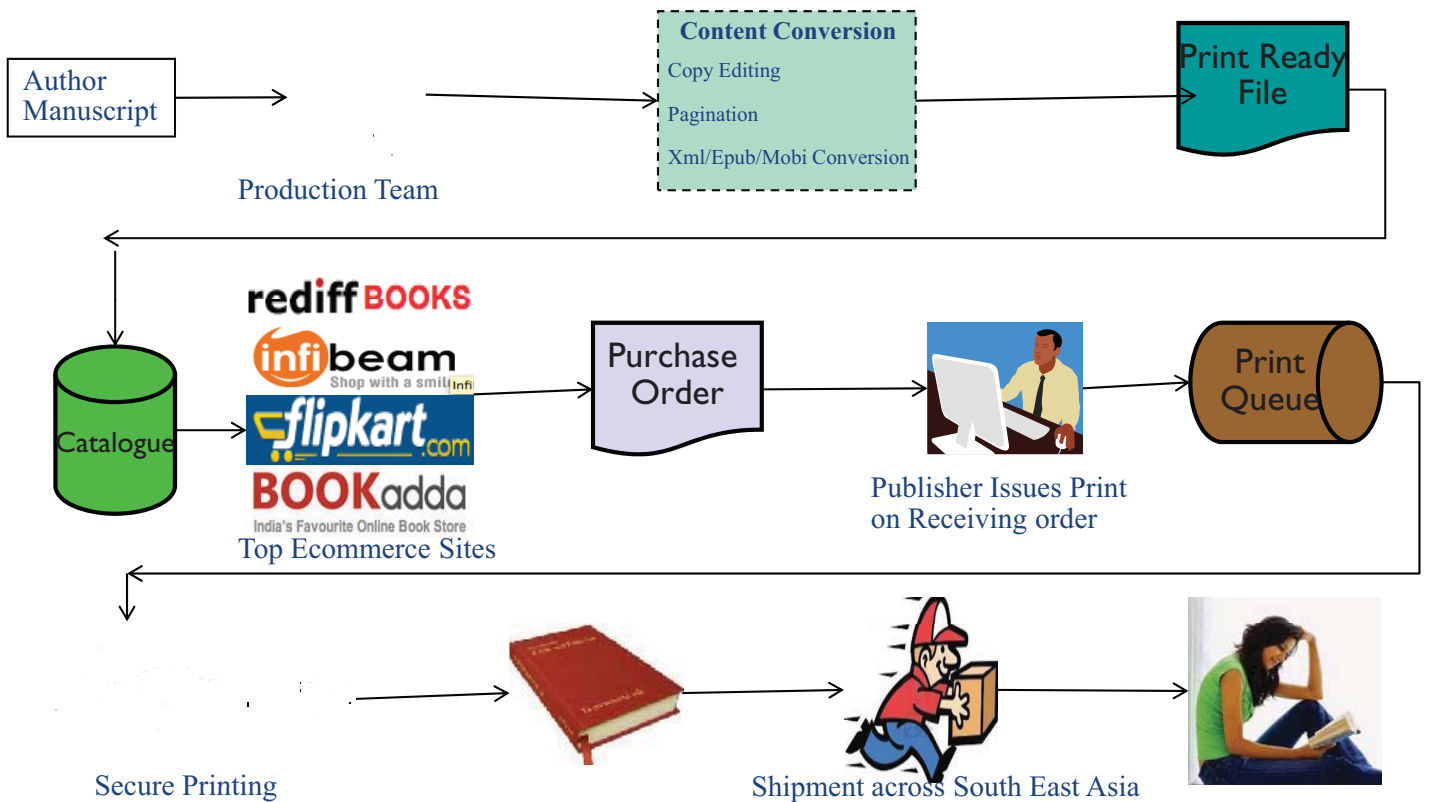
- **Network Security**
 - Firewalls & Anti-Virus Software
 - Data Encryption for Transfer Security

- **Physical Security**
 - Our office premises is completely secured with Access controls and CCTV cameras and security personal round the clock.

Tutis Advantage In India

- Tutis is truly a one stop service provider for all Publisher needs big or small.
- India is a huge market for publishers selling books in English.
- Tie ups with more than 200 educational institutions and more than 400 professor and library tie-ups help us in selling educational books as references.
- Tutis can help create a print ready book from the manuscript received by an author through its expert Digital Composition team. Tutis has a pool of Expert Copy Editors from various domains.
- Tie-ups with leading e-commerce sites in India helps Tutis catalogue all titles for a publisher and assist in promoting sales.
- Tutis can manage production to sale of titles without having to stock with the POD (Print on Demand) facility.

Market Books in India with the Tutis End- End Service Advantage



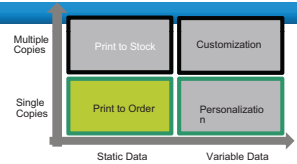
Market Books in India with the Tutis End- End Service Advantage

- Tutis represents a publisher in India to market their books at no additional cost.
- Improve financial performance of your backlist titles by printing in smaller runs.
- Tutis helps in promoting books in all domains at no additional fee.
- Shipment of titles in India within 5 working days.
- The existing network of ecommerce sites can help reach a target audience of 300 million customers.
- Software that allows a publisher to control printing of titles when a purchase order arrives.
- Complete audit trail is provided to the publisher.

Sell First, Print Later

Print to Order – Benefits to Publisher

- Meet ongoing low-level demand by printing to order and delivering direct to store or customer
- Though authors demand that copies be maintained of their books atleast they would be content that their book written a decade ago is still up for sale.



Incremental Revenue



Author Satisfaction



Copyright Retention



No title should EVER go Out Of Print !!!

Every Publisher should have a PTO programme. They have an asset, so long as they can make a profit from it, should continue to use it.

(i.e. maximize the value of the long-tail). Letting a book go OOP is just throwing money away.

Business model is requests via book stores, web orders etc. i.e. sell first, print later.

80% of books in a publishers catalogue are out of print!

Copyright retention even more critical in an era of Self-Publishing where Authors are increasing looking to reclaim their copyright and publish the books themselves (if they can make a profit from self-publishing their works, then why can't publishers from an Print To Order model!).

Print to Order – Publisher Model ‘Pick n Pack’

- This Pick ‘n’ Model is a downsized print to stock model wherein the publisher and Tutis decide on regularly moving titles and print and keep a minimum stock level i.e. 4 books.
- In this model though similar to print to order the only difference being there will always be in stock of say 4 books once the order is received (i.e. if the order is below the minimal stock in hand) the order will be fulfilled and the stock level replenished.
- This ensures the book is dispatched the same day and the speed to market is immediate.
- This model could be typically followed for 10 months and then be brought to a close so that all pick ‘n’ pack stock is exhausted and move to the print to order model.

Print to Order – Publisher Model ‘Pick n Pack’

- Single books can be printed
- Tutis has the experience expertise and know-how to deal with any types of books in this model.
- Print facilities in Chennai, Mumbai and Faridabad
- Speed to Market
- Just –in-time Principle
- Transportation Cost Reduction:
 - North Supply - Print in Faridabad
 - South Supply - Print in Chennai
 - Integral warehousing system if required.

Thank you!