

Climb to new heights
with e-commerce
book purchasing from
barnesandnoble.com



The unique e-commerce source for superior business book purchasing



E-commerce: The Business Model for the Future

E-commerce as a management and business building tool is well known. Already, many organizations are using e-commerce to improve efficiency and productivity. It is clearly the “new way” to gain a competitive advantage. Well known business purchases moving to e-commerce include:

- Computing and electronics - \$19.7 billion (1998)
- Chemicals - \$4.7 billion (1998)
- Paper and office supplies - \$1.3 billion (1998)

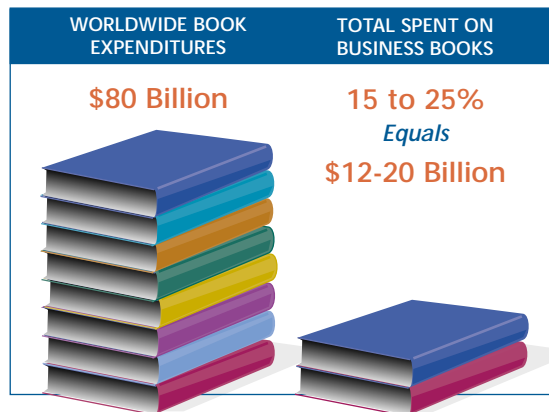
Source: Forrester Research

Why? Because it makes business and economic sense.

Yet, with all its advantages, not every appropriate business purchase has moved to e-commerce. Some business purchase expenses are “hidden”. They are not as clearly evident or obvious to busy managers. So they continue to be purchased the old fashioned way. As a result, managers of these hidden expenses have not yet pursued the “better way”, using e-commerce, to improve efficiency and productivity. One of these hidden expenses is business book purchasing.

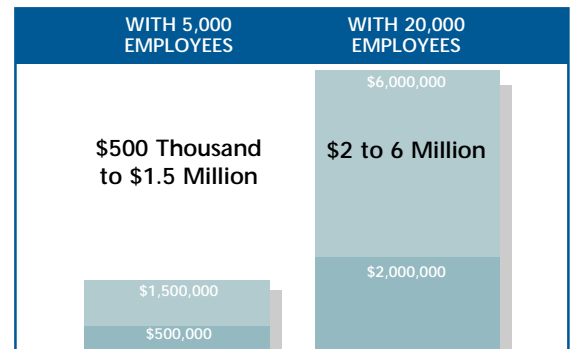
Book Purchasing, the “Hidden” Business Expense

Business book buying is a large expenditure within organizations. According to the Book Industry Study Group estimates, Euromonitor & Jupiter, total expenditure for books in the U.S. is \$28 billion, and worldwide is \$80 billion. Of that total amount, it is estimated that 15% to 25% is specifically spent on business books. That means that American organizations are spending between \$12 billion and \$20 billion on business related book purchases worldwide. A major expense item that can impact your bottom line.



What Are These Hidden Purchases?

These hidden purchases include books associated with computers and technology, purchasing, law books and references, technical and scientific journals and references, employee education, training, human resources, sales and marketing, and general business books. These books are used for training, motivating, business gifts, reference, general education and much more. Virtually every area of your organization is buying books. To put this in more individual terms, it is estimated that expenditures for books, on average, can amount to between \$100 and \$300 per employee per year. That means that for every 5,000 employees, your organization can spend between \$500 thousand and \$1.5 million on business books... and for every 20,000 employees, you can spend between \$2 million and \$6 million every year. This represents a significant expense. Unfortunately, this very large expenditure on business books is often “hidden” and difficult to capture because it is buried in expense reports, as part of other invoices, or in miscellaneous budgets.



How Business Books are Purchased Today

Because of the diverse number of users of business books in your organization, there are many ways books are purchased and paid for, all resulting in a potentially “hidden” expense. Business books are generally purchased through:

- individual purchases at bookstores
- online services
- publishers
- catalogs
- trade shows and seminars

And these purchases are usually paid by:

- adding to expense reports
- paper checks
- credit cards
- other invoices

In all cases, the cost is generally “hidden”, so that management can not track expenses, nor track the type of purchase and who is making it. And, in addition to costs for the books there are other “hidden” costs associated with wasted employee time going to the stores or making phone calls, or processing paperwork. Without e-commerce, this book buying process is generally unmanageable. With e-commerce, things can be different.

How Much Do You Spend on Business Books?

If you are one of the many busy managers who is keenly interested in managing/controlling business book expenses and improving productivity, help is here. If you would like to use business book buying as a business building tool, help is here!

“This program enables our company to recommend books that benefit our employees and our business”

Yoshio Ishizaka
President and CEO
Toyota Motor Sales, USA, INC.

barnesandnoble.com Business Solutions —the superior, flexible and simple way to turn business book purchasing into a business building tool

barnesandnoble.com Business Solutions is a high quality e-commerce resource that provides your organization with a simple and easy-to-use way to educate and train employees as well as improve productivity and efficiency, while at the same time helping to save money, control costs and provide actionable data/management reports.

The barnesandnoble.com Business Solutions program was created to help your organization reduce costs and streamline book purchasing. Employees simply link through your corporate Intranet, or through the Internet to the unique barnesandnoble.com Business Solutions home page which features an expansive selection of business and professional reference books.

barnesandnoble.com Business Solutions has it all — here are the benefits for you

To help you turn business book buying into a business building tool, we offer many unique benefits and features to your organization.

- **Convenient and Easy-To-Use**

The barnesandnoble.com Business Solutions program is simply the easiest, most cost effective book purchasing option you can use. With just a single click of the mouse from anywhere in the world, you have access to our business home page with all the information you need to order. And it's available 24 hours a day, 7 days a week. Plus our advanced search and browse feature allows employees to search by key word, author or title. And, customer service representatives are available for special questions and needs. We have developed our program to make it convenient and easy for you. And, once you've ordered a book, many of our titles are quickly shipped within 24 hours.

- **Easy to Implement on your Intranet**

Getting started is easy. In just a few hours, with the expert guidance and assistance of your barnesandnoble.com

representative, you can set up Business Solutions on your organization's Intranet using tools already available on our extranet. No special software is needed. And, our easy-to-use tools allow you to recommend specific books and topics that you want your employees to see. Plus with us, you can create a virtual library or reference area in specific categories like computers, education, etc. (or, if you choose you can access us through the Internet).

- **Cost Savings and Cost Control**

This effective, efficient and easy book purchasing system saves you money. barnesandnoble.com is focused on superior products and services, plus low prices. Our discounts can range up to 90%.

And when you implement barnesandnoble.com Business Solutions, your organization may be eligible for extra savings depending on volume. And in many cases, we offer reduced pricing on orders of 100 or more copies of the same title.

Your barnesandnoble.com representative will outline your organization's savings.

Importantly for you, there is no cost to participate in our program. We provide the tools and assistance you need to get started free of charge.

- **Vast Selection**

Quick, easy access to a vast database. Your employees will be able to choose from more than 8 million books on subjects that include computer, technical, scientific, and general business books. We also maintain the most comprehensive database of rare and out-of-print books. There are several ways to use our unique selection to suit your needs:

- For regular organization book purchasing
- To feature selected titles
- To provide education material
- For general employee use/benefit

- **Greater Flexibility**

At barnesandnoble.com, we don't think you should have to “fit in” with the way our process is set up. We are a flexible resource. We want to do business the way it best suits your needs. Your barnesandnoble.com representative will work with you to ensure that you set up the program that best fits your needs.



No one can give you the flexibility and customization options we can. Just ask your representative and let us show you how different, and how much better we are.

• **Unique Customization Options Available**

barnesandnoble.com has the unique ability to allow companies to recommend specific business titles that fit your own needs and include them on your own Intranet. And because we are committed to being the best e-commerce book purchasing source in the industry, we also have special customization options for you that no one else can offer! We can tailor your site to include specific titles (has your management written a book?), customized screens, logos, and much much more.

We offer more than 150 different ways to link to our site. **No other e-commerce book purchasing source offers this special service.**



• **The Best Information Management Available**

Knowledge and information are the keys to optimizing spending. To help you control and manage spending, Business Solutions offers many reporting options so you can assess how your organization is spending. Categories that can be captured in reporting include quantity and selection, daily or weekly purchases, type of product activity and much more.

We can customize additional reports to meet your specific information objectives. For example, we can provide you with a Savings Report to highlight your purchases and savings. Your account executive will work closely with you to define information that best meets your needs.

• **Customer Friendly and Proven Over Time**

At barnesandnoble.com, we focus on your needs and your results. We have developed our Business Solutions program to be user-friendly and flexible to your needs. We have developed what we believe is the most efficient and easiest to use system to help make your book purchasing simple and effective. We have a proven track record, and a long heritage of providing book purchasers the best in products and services. Our experience and proven track record enables us to give you better products... better service... and better results.

**barnesandnoble.com:
Better than the competition**

We know you have options for your book purchasing, which is why we have developed our Business Solutions program to be better than the rest. Your barnesandnoble.com representative can give you additional details on our many advantages including:

- Unique implementation on your Intranet/the Internet
- Best in stock position
- Business to business focus
- Long and proven heritage in book selling
- State of the art technology

GSA Schedule

barnesandnoble.com is the first online bookseller to be awarded a GSA Schedule. Our contract number GS02F0025J was awarded in June of 1999. We are accessible through a link on the GSA Advantage web site and purchases can be made using a Government Purchasing Card.



Additional Valuable Services

To ensure you receive the best products at the best price with the best service possible, barnesandnoble.com provides these additional valuable services and features.

• Security

Business Solutions uses secure socket layers (SSL) to protect credit card information. SSL is the most advanced online ordering security system available, hailed by *Byte* magazine as a “new frontier” in safeguarding online customers. All of your personal information, including your credit card number, is encrypted by SSL. This makes

TIP:
For a sneak preview of our easy book purchasing program, click to “interactive demo” at www.bnbusiness.com

ordering books through barnesandnoble.com Business Solutions as safe as making a credit card purchase in a restaurant or store.

• Open Buying on the Internet/Operations Resource Management Systems

The barnesandnoble.com Business Solutions system is fully OBI compliant based on the most recent standards. We are interoperable with the leading purchasing software systems.

• Corporate Purchasing Cards

For seamless integration with your back-end payment systems, barnesandnoble.com is Level II compliant and provides advanced data capture for American Express, MasterCard, and Visa corporate purchasing card programs.

• Superior Customer Service

You can access our website 24 hours a day, 7 days a week to order or to view available titles and other information. Additionally Customer Service representatives are available every day from 9:00 a.m. to 9:00 p.m., Eastern Time. E-mail support is available 24 hours a day. In the unlikely event our customer service representative cannot resolve your question, it is transferred to a corporate sales specialist who coordinates with your account executive to resolve the matter. There is simply no better customer service available for e-commerce book purchasing.

It's Easy to Customize Your barnesandnoble.com Business Solutions Home Page

Your barnesandnoble.com representative will work with you to specifically customize and tailor your home page to your organization and your needs. There are more than 150 ways to customize.



Shipping and Returns Information Completes a Seamless Transaction

barnesandnoble.com is committed to shipping an order as quickly and completely as possible. We have the largest standing inventory of any online bookseller, with more than 750,000 books. This means that barnesandnoble.com can ship the majority of orders immediately. **What this means to you is that many titles can be shipped within 24 hours! A major benefit to you that few others can offer.** We also offer a

variety of shipping options to meet your delivery needs. Just click to the “Help Desk” at bn.com to find all domestic and international shipping options available.

In the event you have to return an item to us, we have made that simple and easy for you as well. The barnesandnoble.com returns policy is quite simple:

We unconditionally guarantee all our products

If an employee is not completely satisfied with a book purchase, it may be returned for a prompt refund. A return address label is attached to your packing list. Simply place the books in the box, affix the return label, and ship it back to barnesandnoble.com.

Special Sales

Not all transactions call for the purchase of one or two copies of the specific books. Often times, your needs include multiple copies of a single title or can even include special gift giving or employee motivation. At barnesandnoble.com, we have the tools to tailor our program to your needs.

For those occasions that require 100 or more copies of the same title, our special sales team can often provide you with additional discounts. Furthermore, we have the ability to give you tailored programs targeted to your own employee motivation or gift needs. In short, we work with you to deliver the results that you want.

Gift Certificates Are Available

Are you looking for a way to recognize your employees, thank your business partners or reward your customers with an innovative new premium or incentive? barnesandnoble.com offers an organizational gift certificate purchasing program that will make your gift giving easier, and delight your recipients. You can choose a gift certificate ranging in denomination from \$10 to \$500, which can then be used to buy any of the millions of new or out-of-print titles on our site.

A Strong Sales Team Supports You

barnesandnoble.com has developed a strong, experienced sales team that is committed to your needs and your results. Our team has over two years experience in working with companies like yours to help them initiate e-commerce programs that achieve specific goals. We focus on your questions and needs and help you recognize book purchasing issues, opportunities, and potential obstacles that you may face. We then work closely with you to develop a solution that best fits your organization. We also can bring you ideas and tips that have worked for other companies like yours. In short, we “partner” with you to plan, develop and execute a book purchasing program that delivers the best results for your organization.

Getting Started is Quick and Simple

It's really simple to get started. There are just three easy steps to follow.

1. Work with our Business Solutions representative to develop an organizational profile. This information will ensure that your organization gets the most out of barnesandnoble.com Business Solutions.

“It was easy to get this product up and running on our Intranet. It matches perfectly with our existing initiatives...”

Andrew Heckert
Manager, Corporate Procurement Services
Microage

2. barnesandnoble.com will provide you with the tools to build your Intranet bookstore. We even provide easy-to-install templates that can be ready in a few minutes! No special software is needed; employees can access barnesandnoble.com through any web browser. The process can take less than 24 hours.
3. Of course you will also want to inform your employees that they now have an easy, economical way to order books. We will work with you to use the most appropriate ways to communicate the news to your organization.

Your [barnesandnoble.com](#) representative will help you with all the details.

About barnesandnoble.com

Built by booksellers for book purchasers, barnesandnoble.com offers a wide selection of books, extensive book reviews and expert commentary, along with competitive discounts. Visitors to our site also have access to the largest online selection of, out-of-print, rare, and bargain books.

In less than two years, barnesandnoble.com has become one of the top e-commerce sites on the Web, according to Media Metrix. We have among the world's largest selection of new, out-of-print and rare books... more than eight million.

A powerful search engine, one-click ordering, extensive author chats, book reviews and expert commentary provide a fast, convenient and informed shopping experience. barnesandnoble.com is the exclusive bookseller to America Online (AOL)'s more than 16 million subscribers.

[barnesandnoble.com](#)
never stops working to give you more,
and to offer you more!

Tip:

For a preview of Business Solutions visit our website at [www.bnbusiness.com](#)

What do I do right now?

There are many easy ways to initiate contact with barnesandnoble.com Business Solutions in order to start the program as quickly as possible. (Or, if you have questions, to answer them):

Learn more at www.bnbusiness.com

or

Call us at [1-888-465-2300](tel:1-888-465-2300)

or

E-mail us at business@barnesandnoble.com

or

fax us at [1-888-414-6801](tel:1-888-414-6801)
