



BUREAU VAN DIJK
ELECTRONIC PUBLISHING

BOOKS ONLINE

M a k i n g I n f o r m a t i o n W o r k

55 Broad Street, 14th floor, New York, NY 10004
Tel: (212) 797 3565 • Fax: (212) 797 3555

Avenue Louise, 250 1050 - Brussels
Tel: +32 (2) 639 0799 • Fax: +32 (2) 648 8230

EPS.BVDEP.COM

When two leading publishers of technical information wanted to transform concept into reality, they tapped into the expertise of Bureau van Dijk Electronic Publishing (BvDEP) for development, support and hosting. The Concept? Using the Web to provide a virtual library of technical books. The reality? The highly successful Safari Books Online, LLC, a joint venture of O'Reilly & Associates and Pearson Technology Group, has become the premier electronic reference library for programmers and Information Technology (IT) professionals.



<http://safari.oreilly.com>

MORE THAN AN ONLINE BOOKSTORE

Safari Books Online has grown into a multi-million dollar business that goes beyond the mere placement of content. Safari's success is due in great part to BvDEP's scalable, intuitive, fast and secure open technology solution that supports hundreds of thousands of users retrieving information from thousands upon thousands of books. It's a solution that enables users to perform sophisticated, lightning fast searches for the information they desire. "Search is the real beauty of Safari," explains Tim O'Reilly, founder and president of O'Reilly & Associates. "You can search a single book, or thousands. You can search full text or just the code examples." Users can also create individual, customized "bookshelves" of their favorite content.

"But search is just the beginning," O'Reilly emphasizes. The flexibility of the BvDEP solution has enabled Safari to add additional imprints from other publishers such as Microsoft Press, Thomson and others; create a comprehensive reseller network with unique distribution channels; and, most recently, add premium channels that, according to O'Reilly, provide additional services beyond a Web browser interface. "Safari is a bet on an increasingly connected future, where people are routinely online, not just from their desktops or even their laptops, but from their PDAs and cell phones," he says.

MODULAR, OPEN ARCHITECTURE FOR FLEXIBILITY, HIGH SPEED INFORMATION DELIVERY

The modular components of the BvDEP platform enables Safari to reuse components as needed—the introduction of new services for example—and enjoy the maximum return on its investment. The open architecture of the platform is fully scalable and capable of integrating with other technologies in the publishing enterprise. For example, the unique file formats often used for storage by publishers are converted, parsed and placed into the high speed BvDEP XML repository where they can be categorized and easily searched by users. The powerful search engine delivered by BvDEP is designed to leverage the XML repositories and allows Safari users to perform searches ranging from simple to extremely complex. Because of the method used by BvDEP to populate the XML repository, the fine-tuned search engine is incredibly fast and, most important for Safari customers, delivers the highest degree of relevance for a search with results that can be delivered



via the XML APIs to any number user access methods such as Web browsers and PDAs. “Our strategy is to build a flexible data repository supporting XML Web Services that will allow us to deliver content into a variety of channels—the Web, downloadable documents, and software help engines—as they develop,” says O’Reilly.

BVDEP PARTNERING MODEL: SHORTER TIME TO MARKET, SHORTER TIME TO REVENUE

The BvDEP platform enables Safari to get information into the hands of customers faster. For example, the BvDEP technology offers integration with the research task pane in Microsoft Office. The result is shorter time to market for the introduction of new content and services, and shorter time to revenue for the company. Shorter time to



revenue for Safari is also managed by the BvDEP e-commerce component that handles online orders, manag es

subscriptions and provides Safari customers with a variety of online and offline payment options. And unique to the industry, BvDEP partners with its customers for a long-term relationship and links its revenues with the success of the products it develops. It is keen to support its Information Partners by continuously enhancing products and hardware platforms.

About BvDEP: Deep Roots in Electronic Publishing

Since 1989, BvDEP has been a leader in the delivery of document management and electronic publishing solutions. Our strong team of experts remains committed to long-term relationships and partnerships with our customers, helping them to remain focused on their core businesses by providing flexible state-of-the-art platforms to deliver content to wherever needed: Internet and mobile technologies.