
Simplifying Simple

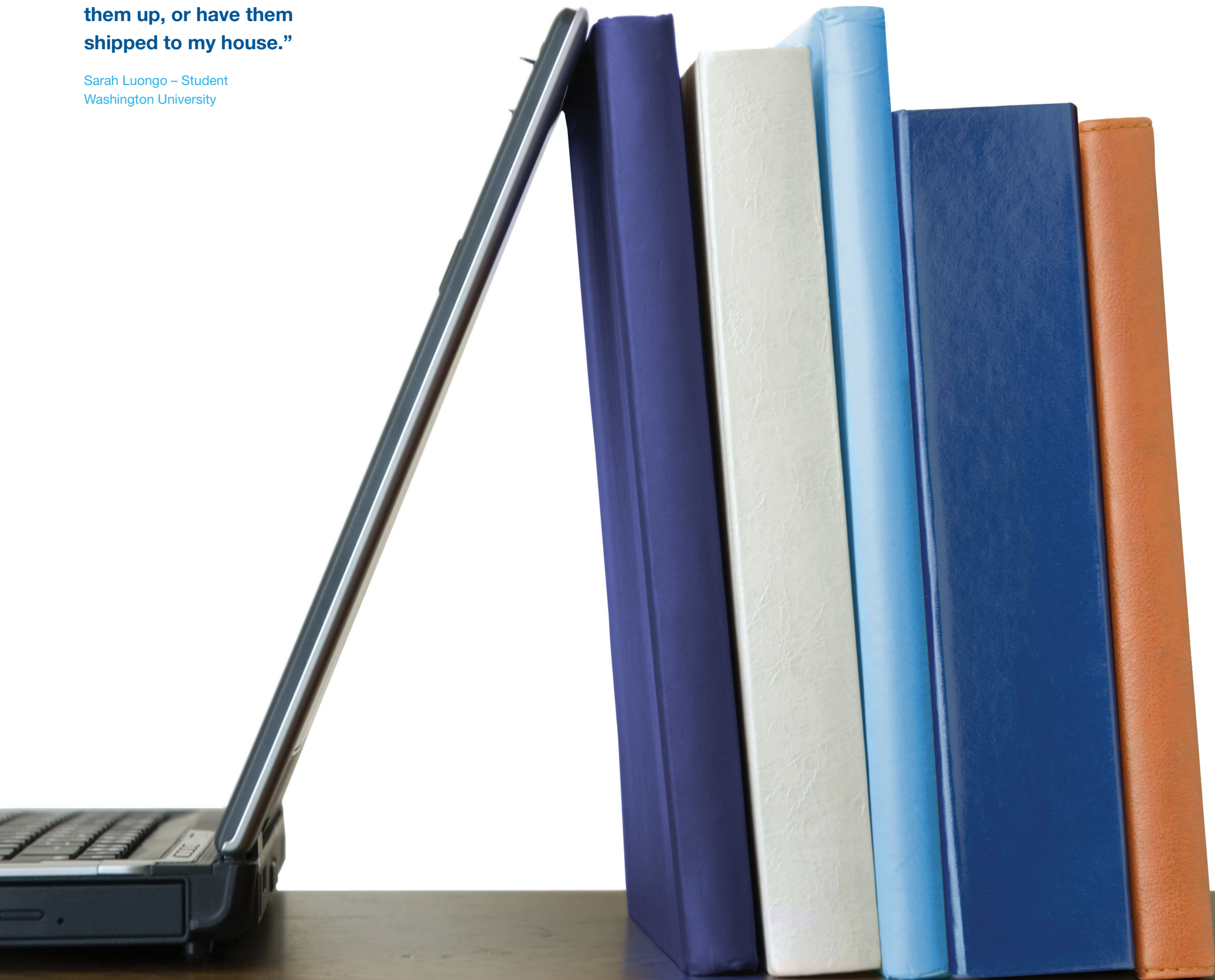


A book-selling solution you
don't even have to think about



“After I registered for my classes, I was prompted to buy my books, and as soon as I clicked on ‘Buy Now,’ the list was populated. I could just get my books right away and either pick them up, or have them shipped to my house.”

Sarah Luongo – Student
Washington University



If half of all your students ordered their books before rush, would there even be a rush?

Select Your Department



What is booknow™?

booknow™ is an online service from Follett that allows students to order their textbooks immediately after they register for classes. By selecting the option to purchase their textbooks, students are automatically taken to a pre-populated shopping cart filled with the required and recommended books for all their classes.

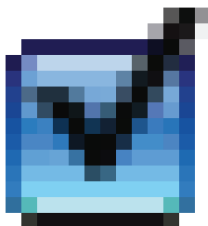
Students save time and money. They can pick up their books at the bookstore, or have them delivered to their door, in plenty of time to start classes. Bookstore managers get an edge on competitors. IT professionals get a low-maintenance and simple-to-install application.

How does it help?

This convenient book-selling solution gives college bookstores an opportunity to capture market share. The bookstore also benefits from receiving book orders earlier, which allows the store to speed up its revenue cycle.

There's a lot in it for students too. booknow satisfies their need for convenience. Ordering through booknow is as easy as ordering pizza.

If there is one thing that sets booknow apart from other book-selling solutions, it's simplicity. It's simple for students to use. It's simple for IT professionals to implement. And it's simple for the bookseller to fulfill. booknow is amazingly simple and simply amazing.



Ridiculously convenient

Give students a simpler way to order textbooks, and they will thank you with more orders, higher revenue and repeat business.



“It was about twenty hours’ worth of programming time. We were able to get it done without a lot of demand on our programming staff, which is critical. I’m very pleased that we were able to do it; it’s been very beneficial to our students.”

Sue Hosack – Registrar
Washington University

Simple for Students

When students complete the online registration process, they’re given the choice of going straight to your online bookstore. Their recommended and required books are already in their shopping cart. The only data being sent is course information. No personal data is sent. Students using booknow get earlier access to used books. The stress of purchasing textbooks is gone in an instant. Books can be exchanged at the store.

Simple for IT

The responsibility for any new system always falls on the IT department. But implementing booknow requires very little time. Coding is minimal. Security issues are not a concern, because no personal information is transferred. All course and book data, including updates, is maintained by Follett, not your IT staff. The day booknow is installed is like a day off for IT.

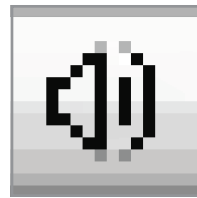


Simple to Justify

booknow is a no-brainer for students. Anything that simplifies their lives gives them more time to devote to academics and other important matters. For store managers, the process of selling books is simplified. Best of all, these enhancements do not come at the expense of IT professionals. It makes their job easier too. booknow has been around since 2003 and now serves more than 170 colleges and universities. It has an impressive track record and the fan base is growing. Simple never goes out of style.



Simple makes nothing but sense



“From a customer point of view it has been a great enhancement for both the customer and store...”

Edward J. Mears – Store Manager
Husky Bookstore at St. Cloud State University

“Immediately after implementing booknow, the College of DuPage was inundated with orders. We experienced a 40 to 45% increase in online sales and a 4.5% increase in gross sales.”

Jim Sexton – Store Manager
College of DuPage

“The students at UF benefit greatly from booknow. The student can register and buy online.”

Lynne Vaughan – Store Manager
University of Florida Bookstore





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www.efollett.com

simple for the finance department



Simple and sensible

Simply advantageous

booknow™ gives students an easy, money-saving way to order their books online. It gives your bookstore a competitive advantage. booknow also helps get revenue flowing in and inventory flowing out earlier in the cycle. The most recent data available shows an eight percent increase in booknow sales year-over-year.

Simple for students

Students like things simple. booknow simplifies one of the more tedious and time-consuming tasks students undertake each term. booknow makes this process as convenient as ordering pizza.

Simple for IT

Implementing booknow places relatively small demand on your IT staff, and exposes none of the students' private data. For IT, the entire form requires very little coding. Very little maintenance is required, and Follett provides almost all of it. Security issues are minimal, because no personal data is transferred. All course and book data, including updates, are maintained by Follett.

“Registering is the perfect opportunity, when students are thinking about the classes that they’re taking, to also consider the books that they need as well. The faculty felt booknow would help them get their job done and provide the correct information to the students.”

Tara Bone – Administrator
Washington University



simple for administration



Simplifying textbook purchases

A better way to buy

booknow™ makes buying textbooks simple, convenient and stress-free – not just for the students, but for everyone. The process for using booknow is simple and direct: students are given the option to buy their books while they're online for registration. If they opt in, they can take their shopping cart, already filled with the books they need, and go directly to checkout. There is no extra calculating, no searching, no uncertainty. They get the books they need, and they get them on time.

The right materials

Students are guaranteed the right materials. Returns and exchanges can always be made at the bookstore.

Simple choices

booknow is about convenience and service. Students can choose to pick up their textbooks at the bookstore or have them delivered. Payment options are flexible. Students can pay for their purchases using a credit or debit card. Ask us about how to enable your store to accept scholarship and campus card payments.

Saving is simple

Students who choose to buy their books through booknow get early access to the largest inventory of used books in the business, saving them time and money.

“Students register for their classes, then go to a class schedule screen in our database and from there we put a button link directly to the booknow site. We pass that information directly to Follett without passing any personal information about the student.”

Sue Hosack – Registrar
Washington University



simple for system administrators



The simplest thing you'll do all day

booknow™ is simple to implement

Follett isn't trying to make your job harder. We may have made it easier. booknow requires only minimal coding. You're only required to call on three, or at most four, variables from your registration system. We're not talking about man-hours. We're talking man-minutes.

Simply keep it going

You want to be prepared for maintenance issues. There are none. Most issues that do arise are handled by Follett. Once you get booknow up and running, you can forget about it and focus on everything else.

Simply no issues with privacy or security

You don't want to risk for any security or privacy concerns. Like maintenance issues, there are none. The only student information provided is course-related. booknow can initiate orders without getting names, addresses or phone numbers. Once students pass into the efollett.com® system, their transactions are protected by 128-bit encryption SSL technology—one of the best platforms available for secure Internet commerce transactions.

Common registration systems

Banner, CARS, CICS, Homegrown, DAG, Datatel, Eden, Integrow, ISIS, Jenzabar, Oasis, PeopleSoft, PLUS, SIS, SIS Plus, SunGuard, UniverSIS, Many Others...

Average booknow implementation time

21 hrs

“Once I knew that Follett would provide the booklist/course list automatically, it became clear that implementing booknow would be a piece of cake. I realized 70% of the work was already done. Follett does it. In fact, I implemented the booknow system four months ago and haven't touched it since.”

Dave Schultz – IT Department
Acadia University



simple for students



booknow™ is a simple proposition

Simple and convenient for students

booknow™ makes buying textbooks simple, convenient and stress-free. Students can register for classes and order all their books with a few clicks of the mouse.

All at one time, all from one place

Students can do all their book shopping at once. They have access to the largest selection of course materials and general necessities of campus life.

Pick-up or direct delivery

Students can pick up their books at the college bookstore or have them delivered directly to their door.

Access to used books

Textbooks can be expensive. Used books, significantly less so. booknow gives students the earliest possible access to the largest inventory of used books in the business.

The right materials

Students are guaranteed the right materials. Returns and exchanges can be easily handled at the bookstore.

“booknow gives me the opportunity to do what I need to do in my dorm room. They make it really easy to just get your books and be done with it.”

Joanne Weis – Student
Washington University

