Custom Books by MC Press

MC Press Online, LLC Background

Who We Are

MC Press Online, LLC is one of the world's leading providers of education and training materials for all levels of IBM professionals—from the chief technology officer to the developer and system administrator. Since 1983, MC Press Online (formerly Midrange Computing, Inc.) has been publishing articles and books on the AS/400, iSeries, System i, and now IBM Power Systems platform and everything that runs on that platform.

What We Do

We cover everything IT professionals need to know about IBM i, AIX, and Linux applications and the hardware on which these run. Our mission is to deliver information about both new technologies and the older technologies companies have come to rely upon. Our goal is to help IT professionals become more productive in their jobs and get more out of their careers.

Publications and Books

MC Press has two websites: MC Press Online (www.mcpressonline.com) and the MC Press Bookstore (www.mc-store.com). MC Press Online hosts four electronic publications, with two to three articles per publication, published on a weekly or biweekly basis. MC Press Bookstore offers over 100 technical books and eBooks published by MC Press.

Articles and books published by MC Press are written by IT experts—executives, developers, and system administrators who work with the technologies they write about and have used them to develop innovative solutions to real-world business problems.

Technical Book Publishing

Many of the books in the MC Press catalog were written by our article authors, developed from their content published on MC Press Online, and leveraging their voice and our readership. Historically, some of the best authors we've worked with have been IBMers—not surprising as they are often integral parts of the IBM teams that develop those technologies. This innovative marketing program is now available to all industry vendors.

Custom Book Program

MC Press also offers a custom book program, developed originally for IBM and expandable to any technology. These books, usually 96 to 128 pages in 6" × 9" format and written by a technology subject matter expert (SME), are used by IBM for lead generation at trade shows (scan a badge to get a book) or via the Web (register to download an eBook). These "flash books" are usually commissioned by a member of the marketing or content management group within the various divisions of IBM.

Why a Custom Book?

Technology doesn't stand still, and neither does IBM or your company. With new technology offerings and the ongoing evolution of your company's solutions portfolio, Business Partners and customers may not be up to date on all the changes that impact them or understand the direction of new technologies.

Marketers are continually looking for new ways to get information about I technology initiatives—services, products, strategic directions, and more—into the hands of Business Partners and customers.

Business Partners and customers need to stay informed about your company's strategy and technology changes that are relevant to their business. They need this information in a format that's easy to consume: a concise custom book, written by your technology/industry expert, is a perfect solution.

A book is an ideal educational tool for covering a topic in depth. Why?

- A book provides enough space to really delve into customer pain points, differentiate your solutions, *and* fully explain how those solutions can help.
- A custom book establishes the author as an expert—an authority whose guidance readers can trust.
- As a takeaway at a conference or delivered as an eBook, your book—and your message—will reach thousands of Business Partners and customers, providing them a tangible reminder of your company's solutions.

How Can You Use a Custom Book?

- Take the next step in the sales cycle by educating your Business Partners, customers, and prospects.
- Promote your subject matter expert (SME) to a new level.
    - A custom book helps your SME gain recognition in his or her field.
    - Publish or perish: A custom book demonstrates your SME's relevance and expertise.
- Generate leads with both a softcover book and an eBook:
    - Distribute your book at trade shows and conferences (scan a badge, give a book) and customer visits (leave a book behind).
    - Include multiple calls to action in your book (direct readers to informational websites, webinars, or landing pages that offer more free resources) to increase opportunities for further qualifying leads and engaging Business Partners and customers.
    - Offer an eBook on your website or email promotion: Business Partners and customers register to download.
    - Use these leads to raise the level of your prospect's interest and their knowledge of your product offering.
    - A book has enough perceived value to compel a customer to provide their contact details.

5 Reasons Technology Executives Choose MC Press to Publish Their Custom Book

Since 1983, MC Press has been helping IBM executives, IBM Business Partners, Consultants and Technology Leaders build their reputations with custom books. Here's why:

- We're fast. Your book is ready in 2 months—or less—from the time we receive your manuscript.

- We offer small print runs. Often publishers require a minimum print run that's much larger than you really need. We print the number of books *you* need—at a reasonable price.
- We supply a *complete* book production package, including professional copy editing, cover design, layout, printing, shipping, distribution, and marketing through email newsletters, social media, and promotion on MC Press' website.
- We provide additional softcover and eBook book distribution through multiple channels. MC Press is the *only* publisher that will make your custom book available to the retail market through all these channels:
    - Amazon.com
    - Retail Bookstores
    - MC Press Online Bookstore
- An eBook is included as part of the package. We provide you an optimized eBook PDF for distribution/download on your website, with unlimited usage rights.

Content Creation: 3 Options

Choose from any of three content-creation models to produce your custom book:

- Your Subject Matter Expert author—content created by your SME (paid or unpaid author)
- Existing white papers and/or case studies and/or customer experiences—a set of your white papers, case studies or customer experiences "blended" into a single book, either as separate authors or one voice (paid author)
- MC Press SME—MC Press will draw from its vast network of authors and work directly with you to create the content you're looking for. You supply MC Press with the concept and access to your SME, and MC Press will supply you with a manuscript for your custom book (paid author).

No matter which of the above content creation models is use the copyright on the matter is yours. These allows for you to use the content anyway you see fit in the future: as part of a presentation, in smaller segment as a flyer, etc.

Production Timetable

- Outline the custom book project and obtain a Statement of Work (SOW)—2 to 3 days
- Obtain manuscript—This is a project's biggest variable, as it depends on the author or marketing lead's ability to supply the manuscript to MC Press. In our experience, this time frame has ranged from as little as 2 weeks (when pre-existing content was supplied) to as long as 6 months.
- Copy edit and proof manuscript—1 to 2 weeks
- Lay out manuscript—1 to 2 weeks
- Index, if needed—1 week
- Print—2 weeks
- Shipping—1 week
- eBook is created in parallel with the printing process and available in these formats:
    - Mobipocket
    - PDF
    - EPUB

Distribution and Your Books Storage Facility

MC Press will deliver the initial print run to up to three different locations.

If you don't need your total print run right away, we will ship your books to your facility, which can store and ship books to your desired location or event as needed.

Reprints

Run out of copies and need more? MC Press can typically have those copies delivered in 2 to 3 weeks.

Past Custom Books Produced for IBM

Below is a list of some of the more recent custom books produced for IBM. Please feel free to download any of the eBooks by simply clicking on the title of the book.

To obtain a softcover copy of the book, click here and list the titles you would like to receive along with the name and address you would like them sent to.

If you would like to contact any of the authors about their experience in working with MC Press, simply click on their names and email them.

- *Customer Experience Analytics*
  - Dr. Arvind Sathi
  - 2,000 Copies Printed
- *Big Data Analytics*
  - Dr. Arvind Sathi
  - 6,000 Copies Printed
- *Business Intelligence Strategy*
  - John Boyer, Bill Frank, Brian Green, Tracy Harris, Kay Van De Vanter
  - 8,000 Copies Printed
- *5 Keys to Business Analytics Program Success*
  - John Boyer, Bill Frank, Brian Green, Tracy Harris, Kay Van De Vanter
  - 15,000 Copies Printed
- *The IBM Data Governance Unified Process*
  - Sunil Soares
  - 4,000 Copies Printed
- *IBM InfoSphere*
  - Sunil Soares
  - 4,000 Copies Printed
- *DB2 11: The Database for Big Data and Analytics*
  - Cristian Molaro, Surekha Parekh, Terry Purcell, Julian Stuhler
  - 5,000 Copies Printed
- *DB2 10 for z/OS: Cost Savings . . . Right Out of the Box*
  - Dave Beulke, Roger Miller, Surekha Parekh, Julian Stuhler
  - 3,000 Copies Printed
- *DB2 10 for z/OS: The Smarter, Faster Way to Upgrade*
  - John Campbell, Cristian Molaro, Surekha Parekh
  - 3,000 Copies Printed

- *DB2 11: Ultimate Database for Cloud, Analytics, and Mobile*
  - John Campbell, Gareth Jones, Surekha Parekh
  - 3,000 Copies Printed
- *The Business Value of DB2 for z/OS*
  - John Campbell, Namik Hrle, Ruiping Li, Surekha Parekh, Terry Purcell
  - 500 Copies Printed
- *IBM DB2 for z/OS: The Database for Gaining a Competitive Advantage!*
  - Surekha Parekh
  - 4,100 Copies Printed

What Does It Cost?

Each custom book has its own unique set of variables that must be taken into consideration:

- Manuscript creation—paid or unpaid author?
- Page count—how long is the book?
- Print run—how many copies will be printed?
- Distribution—where will the books be shipped?

Below are examples of our three primary content creation/pricing models:

- Paid Author
  Cost = (Pages x Print Run x Cost Per Page) + Author Cost + Shipping
- Multiple White Papers or Case Studies Combined into a Single Voice by MC Press Author
  Cost = (Pages x Print Run x Cost Per Page) + Author Cost + Shipping
- Unpaid Author
  Cost = (Pages x Print Run x Cost Per Page) + Shipping

While the price of a custom book fluctuates depending on a number of variables—such as author, print run, page count, and shipping locations—an estimate can be derived by figuring $0.07 per page.

Example: A 120-page book with a 3,000 print run would be 120 x 3,000 x 0.07 = $25,200. In this example no author cost or shipping is included. This should only be used as an estimate.

The titles above have ranged in price from $21,630 to $104,990, depending on author cost, page count, print run size and shipping location. The average cost of a custom book is $32,000.

Author Testimonials

“I have authored six books on Data Governance, all of which have been published by MC Press. I was introduced to the good folks at MC Press almost six years ago when I was at IBM. They have always been very responsive and proactive in working on new book concepts. The books have helped launch my career as an Enterprise Data Management consultant both inside IBM and when I left to start my own consulting firm.”

—Sunil Soares, Founder and Managing Partner, Information Asset, LLC

“I was thrilled with the publication experience and feel it did help with my own career. We [gave] away hundreds of copies [of *IBM Business Analytics and Cloud Computing*], including a book signing at an IBM

conference. I gained a lot of credibility in the subject area—cloud computing and analytics—internally within IBM and with IBM customers. I am now the CTO of a cyber security company, Interset, which uses both analytics and cloud."

—Stephan Jou, Chief Technology Officer, Interset

"I have authored and directed six books on DB2 on System z, all of which have been published by MC Press. I find the MC Press professional, efficient and responsive. The books have helped many of our customers and have provided "key" hints and tips in a simple format which are easy to reference. In addition to the hard copy books MC Press also provide e-books, the e-books have been integrated to our Digital Marketing campaigns and we have had 1000's of download and this has significantly increased our campaign performance."

—Surekha Parekh , Program Director - DB2 for z/OS Portfolio Manager

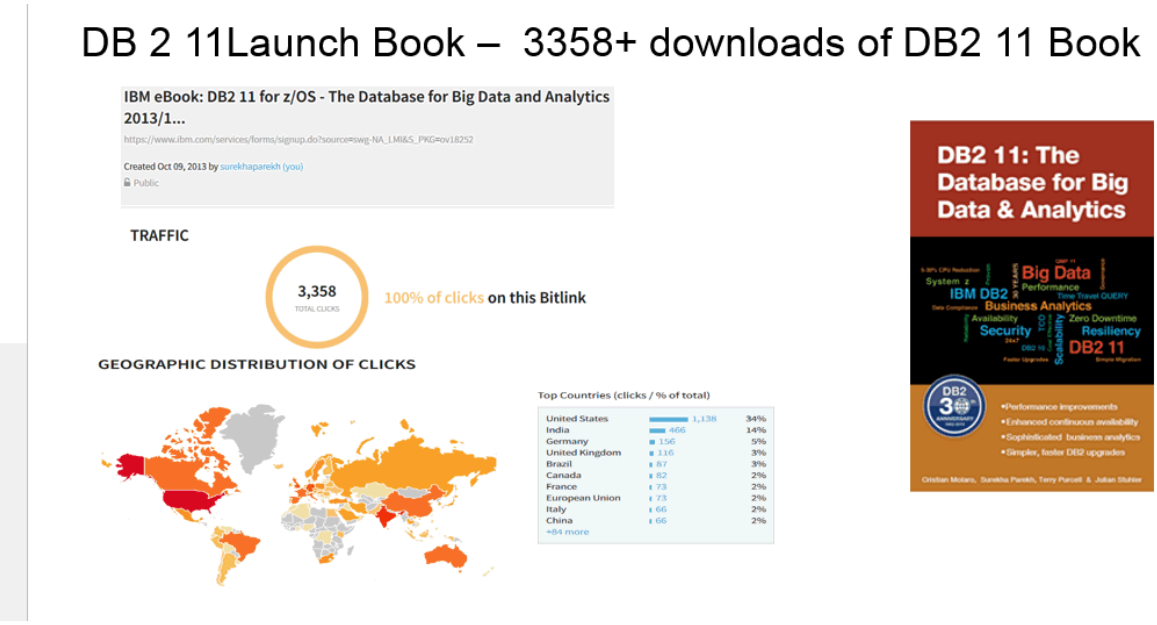
Past Results

All I can say is this "tactic" is an integrated marketing tactic in the bigger marketing plan and our customers look forward to our books each year.

This is a link of photos that were taken at our Book signing event in Prague - we do this at major events all around the world.

The content is the critical action - if there is good content and addresses the needs and wants of customers and good promotion to increase the awareness and generate interest in the book then they will be successful.

These results are only from two campaign



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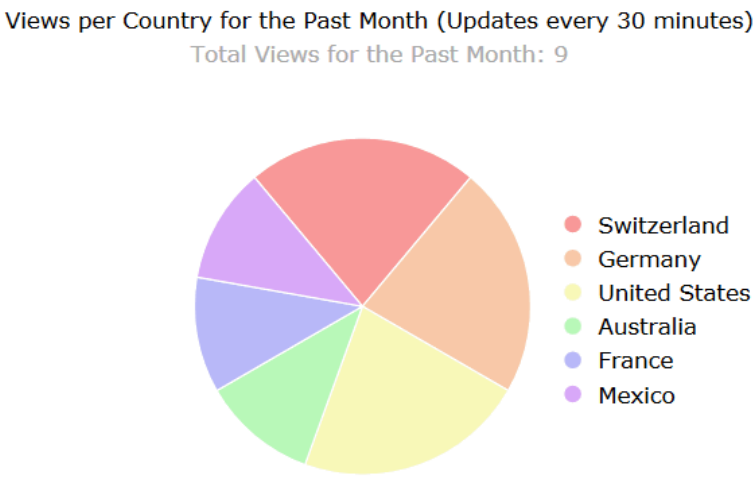

—Surekha Parekh, Program Director - DB2 for z/OS Portfolio Manager

Contact Information

To take the next step in getting a Statement of Work (SOW) for your unique custom book. Download a Request for MC Press Custom Book Quote form here, then contact:

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