



## INFORMATION

Location: Toronto, Ontario  
 Web site: [www.booknetcanada.com](http://www.booknetcanada.com)  
 Industry: Retail

## CHALLENGE

Redesign the server architecture of the existing SalesData application. Design and implement the user and administration websites. Make data available to the user base in a timely manner.

## SOLUTION

A flexible high-performance solution that makes book sales data available to publishers, retailers, agents, and libraries over the Internet. Able to incorporate sales data feeds, bibliographic data and update business intelligence database within hours.

## TECHNOLOGIES

- ASPX
- C#
- Microsoft SQL Server
- .NET
- Microsoft SSAS

# BookNet Canada Brings *SalesData* Up To Speed

Booknet is a not-for-profit agency offering online data resources to book retailers and publishers throughout Canada. Committed to revolutionizing the Canadian book market, Booknet is working hard to keep up with the ever-changing technologies to provide users with up-to-date information.

BNC SalesData, one of the resources offered by Booknet, represents roughly 75% of all Canadian book industry sales (BNC SalesData, 2009). With all the information collected from major chains, independent stores, library suppliers, and general retailers, users are able to correlate book sales across the nation. Growing at a rapid speed, Booknet approached Affinity Systems to replace their existing offers to better accommodate the large amount of data being acquired and also allow its user base to track and analyze book sales quickly, securely and without difficulty.

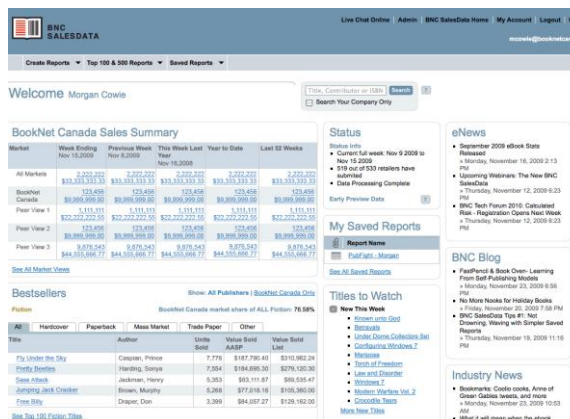
Affinity Systems was asked to implement an Internet portal capable of storing and distributing a massive amount of data. This portal needed to be highly customizable in order to update data regularly, offer extensive administrative control over its functionality, and support a large amount of content uploaded from various locations while making it available to the user base in a timely fashion.

## OUR SOLUTION

Affinity Systems designed and implemented both the server and client components of the SalesData application. Through sophisticated user and administration web sites built using C# and .NET technologies, Affinity was able to create a flexible, high-performance application that provides sales data feeds for reporting and charting. The server side system consists of a complex set of components that handles data uploads of approximately 4 million rows per week from across Canada. The system also merges weekly updates of bibliographic data for roughly one million titles, including new titles, pricing changes and corrections. Users can access current weekly sales data and historical data spanning over 5 years.

*“Affinity Systems’ attention to detail and continued refinement of the solution ensured that Booknet got exactly the product they wanted.”*

— Mark Santos  
 Software Engineer,  
 Affinity Systems



Another component vital to the solution was the creation of multiple large OLAP cube for pulling bestseller, title/ISBN and market share reports. These essential reports provide detail on books in the market and can easily be converted into Excel workbooks, PDFs or CSV files all with the click of a button.

# CASE STUDY



Software by Design



## BENEFITS

- The book sales data provided by BNC SalesData helps retailers and publishers to predict trends, manage inventories and limit potential mistakes, which in the long run saves money.
- Data is available to subscribers in a timely manner, as it is constantly being updated by 1,000 retailers with the most up-to-date sales information.
- The data collected spans all retail sources, including but not limited to chains, independents, universities and colleges, specialty stores, and online.
- The site features flexible reporting and charting for users to correlate data quickly.
- Ability to merge reports and export into Excel Workbook, CSV file or PDF.

Moreover, the reports can be merged into existing in-house data.

This process of transmitting data can also be automatically incorporated into the regular end-of-day or weekly procedures by the POS system. It is ideal for book retailers and publishers everywhere to evaluate sales targets, trends, pricing, budgeting and more.

BNC SalesData was launched in October 2009. It currently tracks sales information provided by 1,000 retailers. SalesData is now properly equipped with a high-quality system large enough to handle the extensive amount of data provided to its subscribers.

Title/ISBN Report

Search: [Title, Contributor or ISBN] Search  
Search Your Company Only

Title: How to Eat Pie  
ISBN: 978000112223  
Author: Small, Ota  
Binding Format: Hardcover Trade  
Publication Date: 20090915  
List Price: \$36.95  
BISAC Subject: FICTION / Thrillers  
Publisher: Knopf Doubleday Publishing Group  
Imprint: Doubleday  
Distributor: Random House of Canada, Limited  
Weeks on List: 11  
[Report a bibliographic error](#)

Sales	Year to Date	Lifetime	All Markets Lifetime
Units Sold	211,558	211,558	211,558
AASP	\$24.10	\$24.10	\$24.10
Value Sold - AASP	\$5,097,812.81	\$5,097,812.81	\$5,097,812.81
Value Sold - List	\$7,817,215.90	\$7,817,215.90	\$7,817,215.90
Date of First Sale:		Sep 13 2009	Sep 05 2009
Date of First On Hand:			Apr 25 2009
Date of First Order:			

Market: All Markets

Page: << 1 >> Rows per Page: 50

Week of	Rank	List Price	AASP	Units Sold	% Change	Value Sold AASP	Value Sold List	OH	OO	No. of Stores
2009/11/22	2	\$36.95	\$24.48	7,521	-0.48	\$184,114.59	\$277,995.95	65,601	40,569	536
2009/11/15	3	\$36.95	\$24.46	7,557	-3.47	\$184,844.22	\$279,231.15	66,243	15,819	534
2009/11/08	2	\$36.95	\$24.65	7,829	-13.81	\$182,864.85	\$289,281.55	49,752	2,102	550
2009/11/01	4	\$36.95	\$24.62	9,083	-22.25	\$223,623.46	\$335,616.85	55,149	2,164	550
2009/10/25	2	\$36.95	\$24.67	11,675	-8.92	\$288,022.25	\$431,391.25	63,443	372	544

Affinity Systems  
1599 Hurontario Street, Suite 302  
Mississauga, Ontario L5G 4S1

Tel: 905-278-9444  
E-mail: [sales@affsys.com](mailto:sales@affsys.com)

For more information, please visit:  
[www.affsys.com](http://www.affsys.com)