

A Brief Guide to Working with Ingram Content Group

Welcome! Thank you for your interest in learning more about the wide range of products and services Ingram Content Group ("Ingram") offers publishers and retailers of all sizes to reach more readers around the world.

You can also visit our website to find out more about Ingram Content Group:
<https://www.ingramcontent.com/about>



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Meet the Team



Brian MacDonald

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Our Senior Manager for Sales & Client Services, Brian MacDonald is our commercial lead in Australia. With over a decade of experience in publishing, Brian supports our publishers both large and small.



David Pithouse

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A key factor in the growth of our business has been our ability to supply booksellers who trade in AUD from our Melbourne facility. David has many years' experience in the trade and is our commercial lead for all retailers in Australia and New Zealand.



Debbie Lee

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Ingram's vast network of retail relationships offers the thriving Australian self-publishing community unparalleled global reach.

Debbie Lee, our Senior Key Account Sales Manager, IngramSpark brings the benefit of several decades of experience in the publishing industry to authors and micro-publishers.



Distribution and Print Solutions with Ingram Lightning Source®

Ingram's Print-on-Demand, Virtual Inventory, & Wholesale Network Powerhouse

Challenged by accurately predicting the demand for your titles, distributing them affordably and efficiently, and deciding when a title no longer justifies further print runs?

Ingram helps alleviate these problems by making your titles easily and swiftly accessible to millions of readers worldwide thanks to our operational capabilities and unsurpassed network of retail relationships.

Virtual Inventory and Its Benefits

Virtual inventory is the digital equivalent of having physical copies of every book in a warehouse and ready to ship.

As with the traditional model, your books are available when someone wants them. However, unlike the traditional model, virtual warehouse "space" is infinite

and not restricted to a single specific location. Virtual inventory removes the up-front cost of huge print runs and eliminates the risks of having money tied up in physical stock. This enables you to take advantage of long-tail demand and gain sales across your entire catalogue of titles.

The huge advances made in the quality of print-on-demand books since the technology was first introduced two decades ago means that virtual inventory is now a viable alternative or complement to traditional print models.

Ingram owns POD production facilities in the United States, United Kingdom, and Australia, allowing you to print copies of your titles in these markets whenever and in whatever quantity you require. Ingram also operates joint ventures with Hachette in France and the Sharjah Book Authority in the United Arab Emirates and has a network of partners around the world in our Global Connect® programme.

Learn more about Ingram Lightning Source at:



**Australia, United Kingdom
& United States**

[www.ingramcontent.com/
publishers/print](http://www.ingramcontent.com/publishers/print)



**Sharjah, United
Arab Emirates**

[www.ingramcontent.com/
LightningSourceSharjah](http://www.ingramcontent.com/LightningSourceSharjah)



France
www.lightningsource.fr
(in French)

IngramSpark

Our Ingram Lightning Source service is complemented by our author platform, IngramSpark. IngramSpark is designed specifically to address the needs of individual authors and micro presses and includes built-in eBook distribution. IngramSpark users benefit from the same remarkable global reach as Ingram Lightning Source, with access to multiple production facilities and the ability to reach over 40,000 booksellers and libraries globally.

Once a publisher has grown their catalogue to encompass 50 titles or more, we often find that Ingram Lightning Source's business-to-business services are better suited to operations of this scale.


Our Global Connect[®] Network



What is Global Connect?

In addition to production in Ingram-owned facilities mentioned above, titles in Ingram Lightning Source can also reach readers directly in a growing number of markets around the world through our Global Connect POD network. This worldwide network gives your titles access to online & bricks-and-mortar retailers within these markets. Global Connect greatly reduces transit times and the paperwork associated with crossing international borders in addition to the benefits of virtual warehousing and POD described above.

How Does It Work?

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1. Open an Ingram Lightning Source account.
 2. Sign our Global Agreement.
 3. Price titles in USD for each Global Connect market.
 4. Ingram Lightning Source provides metadata for your titles to each Global Connect partner.
 5. These partners make the books available to retailers in their local network.
 6. Ingram pays you for sales made in each Global Connect market the same way you would be paid for a sale made in a market with an Ingram Lightning Source production facility.

Which Markets are in the Global Connect Network?

The growing Global Connect network includes print providers in Germany, India, China, Spain, and more. See the latest list at:

www.ingramcontent.com/global-connect.

The Global Connect programme continues to develop and we are always on the lookout for suitable POD providers in territories where we do not yet offer an in-market POD option. For further information about Global Connect, please contact your account manager.



Germany



India



China



Spain

and more!



How Ingram Supplies the Global Book Market

Ingram helps get titles and their metadata to retailers around the world. The path varies by retailer location, preferences, and the currencies in which the retailer trades. Many retailers only trade in their local currency so we would encourage you to price your titles for all markets in which you hold rights and have not made an exclusive distribution relationship.

Ingram is a leading wholesaler in the North American regional market and also supplies thousands of retailers worldwide. When you enable your titles through Ingram Lightning Source and price them in USD, Ingram's wholesale service makes them available to over 40,000 retailers and libraries globally.

Retailers can order books within, or close to, their local market directly from Ingram, through our Global Connect network, or via another supplier that trades with Ingram.

To maximise your global reach, price your titles in as many markets possible.

Ingram Wholesale How Retailers Order Books



Digital Solutions



Asset Management & Distribution

With our CoreSource platform, manage all your digital assets and direct distributions to ensure your content is up-to-date, available, and optimized for sale.

To find out more, please visit:

www.ingramcontent.com/digital

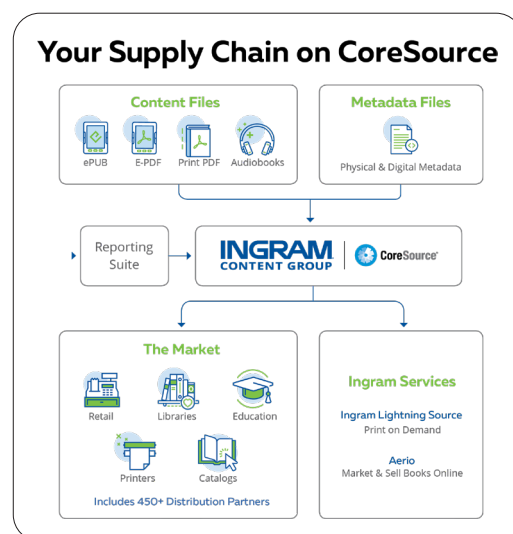
Ebook & Audiobook Distribution

Ingram's digital distribution service, CoreSource™, enables you to streamline the distribution of metadata, e-books and audiobooks to over 450 retail & library channels, alongside print files to Ingram Lightning Source.

No matter where you are in your workflow – creating, managing, distributing, or selling – we have a solution to help simplify the process and improve your revenue.

Fully-Managed Digital Distribution

Eliminate contract negotiation, consolidate reporting, and expand your global reach with CoreSource Plus. Automate distribution of content to a large network of leading e-book and audio partners.



Full-Service Distribution

Qualifying publishers can access one of the largest, most reliable distribution networks in the industry, plus a sales team of passionate book lovers and have access to the industry's leading ebook and print-on-demand technologies.

- Customized to meet your needs, from warehousing to A/R management
- Extensive market access and a global network of book sales representatives
- Availability to all of Ingram's products and services for print-on-demand, metadata management, reporting, and more

Learn more at: www.ingramcontent.com/publishers/full-service-distribution

Get In Touch

Thank you for reading this brief guide to working with Ingram Content Group (Australia Edition). To arrange a conversation with an Ingram representative, please visit:

www.ingramcontent.com/distribution-guide-australia-contact



Quick Links

- Ingram Lightning Source (UK, US, Australia): www.ingramcontent.com/publishers/print
- Ingram Lightning Source (Sharjah): www.ingramcontent.com/LightningSourceSharjah
- Ingram Lightning Source (France – in French): <http://www.lightningsource.fr>
- Global Connect: www.ingramcontent.com/global-connect
- Digital: www.ingramcontent.com/digital
- Full-Service Distribution: www.ingramcontent.com/publishers/full-service-distribution

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