



# THE CAT'S PAJAMAS

A Division of The Media Services Group, LTD.  
COMPUTER SYSTEMS FOR PUBLISHERS

## Training And Consulting Services

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### General Information

Cat's Pajamas offers a variety of specialized training and consulting services for publishers.

Training services are included with new Cat's systems. Other post-installation trainings are available, from basic hands-on training sessions for new employees to customized sessions for financial, marketing, or other staff.

Open trainings include more than one publisher. Private trainings can be scheduled for your staff only. Trainings can be on a standard Cat's agenda or can be on an agenda that reflects business issues of the publisher. Training on individual modules can be conducted by telephone.

Maximum benefit is derived from training sessions conducted in our training center. But it may be possible to arrange for training or consultation at your location.

There are many advantages to coming to our training center. It is quiet and is away from the hurly-burly of your office. Sessions in our training center avoid the usual day-to-day interruptions of an office setting. Dress is casual – comfortable working clothes, only – no suits or neckties allowed! A workstation is available for each trainee. Training classes are deliberately small. Small classes allow for lots of individualized attention and are "hands on." "Family-style" lunches provide terrific opportunities to get acquainted and consult with other members of the Cat's team. Becoming more closely acquainted fosters a lasting mutually beneficial relationship. Sometimes, trainees become our "test users" or impromptu focus group, providing feedback about enhancements or new programs currently under development.

The Cat's Pajamas, 12559 Pulver Road, Burlington, WA 98233

Telephone: (800) • 827-2287 • Fax: (360) 707-5400 • Email: info@tcpj.com • Web: www.tcpj.com

Our canine co-workers, Purdy and Leah, provide support and encouragement, too, and help us keep on schedule. Please let us know in advance of any allergies or sensitivities to dogs.

Generally, our training days are from 9:00 a.m. to 5:00 p.m., with a break at mid-morning, lunchtime, and in mid-afternoon. Lunch, beverages, and snacks are provided; please let us know in advance of any special dietary requirements.

### **Training agendas and schedules**

Open and private trainings are available for the following agendas:

- **Release 4.1 "hands on" training (3 days)**

Ideal for new staff doing a variety of tasks in Cat's Pajamas. Participants receive a thorough overview of processing in a Cat's Pajamas system over three days: Set up books and customers; enter, print, and ship orders; apply payments; create credits; handle credit adjustments and chargebacks; manage backorders; close the month; and review many reporting options. Publishers desiring training on an older system are encouraged to call for information.

Open "hands-on" trainings are scheduled quarterly in February, May, August, and November. Private trainings are by appointment.

- **Release 3.1 -> 4.1 upgrade training (2 days)**

Smooth the transition process from release 3.1 to release 4.1 by exploring enhancements and new features of Release 4.1 for two intensive days. Plan the upgrade conversion process; learn about uses for new fields in the database; try out the tables for maintaining discounts, shipping calculations, shipping methods, and invoice terms; understand the differences and advantages of Windows and DOS modes for printing reports and forms; explore new options for extracting, viewing, printing, and exporting book, customer, and backorder information; learn about new procedures for handling cash payments; become acquainted with the new module for maintaining orders on hold; discover time-saving advantages of parking orders and credits; learn how to use the new MTD Shipment archive to obtain information about customer orders, sales, and returns patterns; and much more.

Obtain maximum benefit from an upgrade training scheduled about one month before the upgrade.

Open upgrade trainings are scheduled monthly. Private trainings are scheduled on request.

- **Marketing & sales (2 days)**

Understand how data flows through Cat's Pajamas system and which reports provide what kind of information. Gain knowledge about the differences between orders, shipments, and sales reports. Learn how to use book, customer, and order/return codes to derive maximum information from order and shipment history report modules. Comprehend how changes to codes can affect order and return discounts, sales commissions, mailing labels, royalties, customer statements, backorder release, and other programs. Understand month-end closing information.

Open marketing and sales trainings are two days and are scheduled quarterly, in January, April, July, and October. Private trainings are available by appointment.

- **System administration (2 days)**

Develop a better understanding of how Cat's interacts with workstations, network devices (printers), and servers. Learn how to set up Cat's on new workstations. Gain an understanding of how data moves through Cat's Pajamas and which data files provide what kind of information. Become familiar with different types of errors, and how to troubleshoot and resolve them. Become familiar with programs that provide processing or errors reports. Use maintenance programs to clear errors, ghost activity and locks, print batch problems, and port flags. Learn about the month-end closing process and how to assess the integrity of the database. Gain knowledge about deleting unnecessary data files and archiving historical files. Discuss system backup processes.

Open system administration trainings are two days and are scheduled quarterly in March, June, September, and December. Private trainings are available by appointment.

- **Accounts/Receivables (2 days)**

Understand how money – sales and returns, credits and debits -- flows through Cat's Pajamas. Obtain knowledge about the difference between orders and invoices; gain an understanding as to which programs create sales invoices; learn about the program that credits sales versus the programs that credit A/R; learn how to apply and reverse payments; understand chargebacks and reconciliation; manage customer credit issues; maintain orders on hold; obtain A/R aging and customer statement information; edit orders and credits; zap orders and credits; flag customers with credit problems; maintain sales tax information and understand sales tax reports; learn when and why to use special charges; review month-end information for database integrity and obtain monthly financials; understand sales commission calculations.

Open accounts/receivable trainings are two days and are scheduled quarterly in March, June, September, and December. Private trainings available by appointment.

- **Royalty Processing (1 day)**

Obtain knowledge about defining and maintaining royalty rules, contracts, and payee information. Gain an understanding of the data sources for royalty sales, credits, free books, and escalators. Learn about the relationship between order and customer codes and royalty calculations. Study the procedures for entering advances, sub-rights and other royalty income or expenses; understand the process of joint accounting. Become familiar with reserves against returns. Prepare statements for payment; disburse royalty payments. Use payment groups to process royalties for different lines on different schedules; and the like.

Open royalty processing trainings are only one day and are scheduled twice a year, in January and July. Private trainings available by appointment.

- **Accounting or Business Management (2 days)**

Focus on Cat's modules that facilitate business management issues: financial reports – month-end reconciliation, sales and credit journals, aging summaries and details, general ledger information, sales taxes, inventory value, cost of goods, sales commission payables; royalty liability, adjustments, reserves, disbursements, and balances forward; periodic audit trails; interfacing Cat's with accounting software, and the like.

Open accounting or business management trainings are two days and are scheduled twice a year, in May and November. Private trainings available by appointment.

- **Private consultation/system design review**

Has your publishing business grown or changed directions? Are you wondering how to handle that new line or imprint? Is it time to review your marketing efforts? These are only a few reasons for consulting with our staff of publishing professionals.

Customized private consulting sessions are based entirely on the particular needs of the publisher, with the agenda provided by the attendees. These sessions are held at the Cat's Pajamas using the publisher's customized programs. They are lead by members of our system analyst team. It may be possible to use a copy of the publisher's actual Cat's data.

Sessions such as these are excellent for publishers that want to review system design and re-customize to fit current system needs. The length of the sessions varies according to the content of the agenda. They are generally from two to three days long.

Typically, system review sessions result in additional questions and topics after the participants return to the office. Recognizing the benefit to everyone, continuing the dialog of system review with a Cat's analyst will be without charge for up to two weeks after the system review, except as the analysis relates to a specific programming project. This benefit does **not** apply to services provided to diagnose and resolve problems arising from system errors.

- **Training "On Location"**

Conducting a training "on location" requires a higher level of advance preparation, two days of travel, and the inconvenience of being away from the resources of our training center and office. Also, there are costs for travel, lodging, board, and incidentals. The fees for training "on location" reflect the increased level of services provided. The aggregate cost of "on location" trainings may be significantly less than the cost of a private session for several staff in our training center. However, may we be very frank? Unless the "on location" training is conducted in an area designed for training, the benefit and value of the training may be significantly reduced – or a complete waste of everyone's time. Have you ever tried to explain a new concept to five different people when they were scattered in all corners of the room, with phones ringing, other people talking, while a printer churns out a 200-page report? We have—and now we know better. If you are considering an on-location training or consultation session at your facility, please review this list of requirements first.

#### Physical Requirements for On-Location Training

##### *The setting*

Group trainings require the use of a conference room or other quiet, enclosed space where all participants and their workstations, system documentation, and training workbooks can be comfortably accommodated. Dedicated, non-interruptible time with trainees is essential — telephone answering must be assigned to someone else while training is in session. If all trainees will not be present at the same time, the material can be divided by subject area. However, this approach is not as efficient, nor does it allow for cross-training.

The following tools are very helpful: video-monitor projector, flip chart, and dry erase or chalk board. *Please let us know which will be available at your site.*

##### *Workstation requirements*

Cat's Pajamas trainings are "hands-on." Plan to provide one workstation for each trainee and one for the instructor. In the best of all worlds, the instructor's workstation would be

equipped with a projection screen or extra large monitor so everyone can see it during the lecture portions of the training.

“Auditors” are welcome – that is, a second person may watch a “hands-on” trainee on a workstation.

Please note: it is impossible to efficiently train a group when each workstation is in a cubicle or other divided space.

#### *Play training systems*

Sessions that involve entering orders, applying cash, creating credits, releasing backorders, and other processing are conducted on a Play database, in order to avoid introducing fictitious processing into your business database. Because trainees are doing identical exercises, each trainee needs their own PLAY database. The Cat's Pajamas will provide a fully functional Play system for installation on a local workstation. The Play system requires about 10MB of disk space.

If training workstations have access to your network, reporting sessions can be conducted using your business Cat's Pajamas system. Instructions for setting up workstations to access Cat's Pajamas systems are available at our web site, [www.tcpj.com](http://www.tcpj.com) or on request.

- **System Operations Telephone Training**

Consider conducting training on isolated modules by telephone. Telephone trainings are scheduled in advance and on request. Install pcAnywhere host/remote communication software on the training workstation. Keep in mind that the telephone and pcAnywhere cannot share the same phone line.

Generally, telephone trainings are one-on-one – training a group via speakerphone is awkward, to say the least. Telephone sessions are best limited to an hour or hour-and-a-half. Many basic tasks can be conducted by telephone. Among these are reviewing data conventions and data file maintenance functions for codes, customers, books, and other auxiliary files. Training on individual program modules, such as order entry or payment application, or generating mailing labels can be done via telephone, too.

Schedule: In advance: fee: \$100/hour

## **Training Fees, Deposits, and Cancellation Policies**

### Open trainings

<b>Duration</b>	<b>Fees</b>
1 day	\$600 per person
2 days	\$900 per person
3 days	\$1,250 per person

#### *Payment policy*

Payment in full is due in advance. Payment for first day (\$600) is non-refundable.

*Cancellation policy*

At least 48 hours prior to first day of training schedule

Private trainings

<b>Duration</b>	<b>Fees</b>
1 day	\$800 for up to four people
2 days	\$1,400 for up to four people
3 days	\$1,800 for up to four people
4 days	\$2,400 for up to four people

*Deposit policy*

\$800 non-refundable deposit is required at least 48 hours in advance of the training.

*Cancellation policy*

At least 48 hours prior to first day of training schedule.

On-location trainings

<b>Duration</b>	<b>Fees</b>
1 day	\$3,000 plus expenses (travel, lodging, board, transportation, incidentals)
2 days	\$4,000 plus expenses (travel, lodging, board, transportation, incidentals)
3 days	\$5,000 plus expenses (travel, lodging, board, transportation, incidentals)

*Deposit policy*

\$1,000 non-refundable deposit is required at least one week in advance of the training.

*Cancellation policy*

At least two weeks prior to first day of training schedule.

**Research And Reporting**

Time spent researching and/or preparing custom materials, procedural documentation, program specifications, or other tasks relating to specialized consulting sessions will be billed at the then-current hourly support rate. Advance notice will be given of the need for such activities and an estimate of the cost provided for approval.

**Arranging Training Or Consultation**

Call us at 800-827-227 or email [info@tcpj.com](mailto:info@tcpj.com). Indicate the type of training desired, the number of people that will attend, their names and work assignments, and preferred training dates. For private trainings or consultation, please provide, also, a list of topics, issues, and questions to be covered in training sessions.

## **Post training support**

### Open trainings

Because of the benefit of training to the publisher and to Cat's, continuing the discussion of training topics is without charge, one day for each day of training for each publisher. This benefit is limited to trainees for the business days immediately following their return to their office. It does **not** apply to services provided to diagnose and resolve problems arising from system errors.

### Private trainings

Because of the benefit to everyone, continuing the discussion of training topics is without charge, one day for each day of training for each trainee, up to a maximum of ten business days. This benefit begins with trainee's return to their office. It is limited to trainees for the business days immediately following the training. It does **not** apply to services provided to diagnose and resolve problems arising from system errors.

### "On-location" trainings

Because of the benefit to everyone, continuing the discussion of training topics is without charge, one day for each day of training for each trainee, up to a maximum of ten business days. This benefit begins the next business day following the training. It is limited to trainees only and to the business days immediately following the training. It does **not** apply to services provided to diagnose and resolve problems arising from system errors.