



Chapter 3

The Power of Ingram

LEARNING OUTCOMES

By the end of this class, you will be able to:

- Understand the various services Ingram offers.
- Understand the difference between Ingram Wholesale and Ingram Publisher Services (IPS).
- Use Ingram's website, ipage, to search, build lists, and place orders.
- Understand how to create an Ingram ordering system for your store that minimizes freight charges.

WHY THIS CLASS MATTERS

In general, there are two sources for new book inventory for bookstores—direct, meaning straight from the publishers, or indirect, coming from a wholesaler. The publishers will offer better terms, but a wholesaler will allow you to order titles from many publishers all at once, with one account, one packing list, and one invoice. In exchange for this convenience you may get a lower discount, freight or fuel charges, a shorter payment window, and less credit for returned books.

Ingram Content Group is the single largest book wholesaler in the US, and as such you'll need to work with them in many ways as a book buyer. Whether you're just starting a new store, stepping up to buy for an established store, adding new stock to a used store, or adding an in-store special order service, you'll need to understand what Ingram can do for you, and how best to use their services. You will either access their data through your POS, or you'll visit their website, called ipage, multiple times a day.

CHAPTER OUTLINE

3.1 Ingram Stock

3.2 Fulfillment Options

3.3 Fulfillment Recipes

3.4 Ingram Reps

3.5 Terms & Returns

3.6 Frontlist Considerations

3.7 Data Services

Application Exercise

Summary

Key Takeaways

Key Terms Used in This Chapter

Review Questions

Dig Deeper: Ingram vs IPS, Ordering Quick Reference, Small Store Strategies, and Selection List Download Formats



3.1 INGRAM STOCK

As a wholesale company, Ingram Book Company (also referred to as Ingram or IBC) warehouses and ships books and other products from thousands of vendors, combining freight and billing. This allows a lot of flexibility in ordering. In exchange, you will typically pay a slightly higher price for the goods than if they were purchased directly from the publisher. The trade off is time saved in ordering, receiving, and accounts payable. Whether to order direct from a publisher or indirect from a wholesaler depends on many factors and the answer can change with the situation.

The Ingram Indie Vault is a special reserve of selected top demand, fast moving titles, held separately for sale only to indie stores. Titles with Indie Vault stock are marked with a special icon.



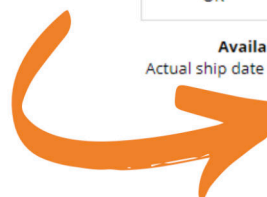
Ingram Publisher Services (IPS) serves as the primary distributor for a select number of publishers, and orders placed through this distribution arm receive standard publisher direct discounts and returns options. Orders must be placed separately from Ingram wholesale orders to get the publisher terms.

		Buy Wholesale		Buy from IPS	
Qty	1	Add to Cart		Add to Cart	
DC		On Hand	On Order	On Hand	On Order
TN PRIMARY		194	300	—	—
PA SECONDARY		0	900	—	—
IN		218	400	—	—
OR		567	490	—	—
IPS-Jackson		—	—	2128 	1260 

Ingram's **Lightning Source** creates print on demand titles for a variety of situations: small presses, independent authors via the Ingram Spark program, and large publishers who move older backlist to **POD** or who get help when a title sees a sales spike.

Buy Wholesale		
Qty	1	Add to Cart
DC	On Hand	On Order
TN PRIMARY	666	0
PA SECONDARY	0	0
IN	0	0
OR	0	0

Available to ship within 4 days
Actual ship date is based on your customer settings.



All POD titles can be identified on ipage by the notice "Available to ship in X days." These titles will still combine with other orders (or not) based on the order type used and should not generate extra freight if ordered carefully.

Ingram carries a variety of sidelines that go along with their primary book business. Categories include journals, calendars, bookish gifts, religious gifts, games, toys, and puzzles. Items are generally available to order in any quantity and this can be an easy way to test a new item in your store, or to obtain special orders for customers. Sidelines products can be nonreturnable but do qualify for free freight when you meet the minimum, and many are discounted at 45% off retail.

Ingram does offer both textbooks and media, such as movies and music. The discounts are generally not on par with

trade books, but, similar to sidelines, if you just need a few things and need them quickly, Ingram will do the job.

Textbooks are their own world; we'll touch on them in our class on Other Revenue Streams, but mostly they are a big headache with a small profit margin. Many trade stores simply tell their customers they can't get textbooks or other professional publications. Textbooks are also commonly requested in fraudulent email solicitations—if you get someone who wants to order multiple copies of an odd, expensive textbook, file that right in the trash.

3.2 FULFILLMENT OPTIONS

Ingram operates four wholesale warehouses (TN, IN, PA, OR), an **IPS publisher-direct warehouse** (Jackson), and does print on demand near their TN warehouse location and in their PA warehouse. A store will have an assigned **primary** and **secondary warehouse** from among the four wholesale warehouses. The two warehouses together are called your **DC Pairs**. The default setting is usually for an order to ship DC Pairs, with stock filling first from the primary warehouse if available and then **cascading** to the secondary warehouse if needed. The current “free” freight minimum for each wholesale warehouse is 20 pieces, and free freight can be obtained from any wholesale warehouse at 20 pieces, not just your primary and secondary.

IPS cart orders will only ship from Jackson and get “free” freight at the lower limit of 15 pieces. The default DC Pairs system, when combined with backorders and freight minimums, can cause a lot of confusion about the best way to place orders without generating extra freight surcharges. In the following section we will cover some strategies and tools you can use to rein in the

complexity and control freight expenses.

So, what does “free” freight from Ingram actually mean? A shipment of at least 20 units from any wholesale warehouse gets free freight, aside from the fuel surcharge. (As of this writing, the fuel surcharge is \$3.00, meaning that each shipment generated will have a minimum charge of \$3.00 even if the freight is considered “free”). A shipment from these wholesale warehouses that is below 20 pieces will be charged a flat \$6 shipping fee, plus the fuel surcharge (\$9 total). IPS has its own system for free freight—orders will ship free when either 15 pieces have accumulated or pending orders have been holding for two weeks. The \$3.00 fuel surcharge also applies to IPS.

Another piece of the Ingram system you need to understand is backorder handling. If ordering against DC Pairs, backorders will generally hold against your primary warehouse, unless the title in question is only stocked through the secondary warehouse. Backorders active against a particular warehouse will continue there even if stock becomes available at your paired warehouse.

You can set your backorder cancellation period, but if that date is reached without the title shipping, the backorder cancels silently, with no notification to you. On the Order Status screen in ipage you have the option to change your backorder cancellation dates or manually cancel a backorder.

Once a backordered title comes in and is held for you, its status will change to **Committed** and should combine with newly placed orders. NYP titles work similarly. Once Ingram's stock is released from the warehouse, 10 days before the publication or **street date**, titles will show as Committed. Be aware that Committed titles won't actually ship until there is a triggering order to combine

for shipping.

Backorders will be accepted by Ingram on most orders, and settings can be configured per order or per order line when using a **selection list**. Backorder settings include: yes/no to accept backorders, a backorder cancel date, and whether to HOLD or RELEASE backorders as they become available.

Choose Hold if you want to hold backordered items and ship them with your next shipment.

Choose Release to ship items immediately as they become available. Released items may not be eligible for free freight and could ship at your expense if minimum free-freight eligible quantities are not met.

Shipping times from order placement to delivery can vary based on a few factors.

Processing times vary between the primary and secondary warehouse in your DC Pairs. Orders are cut off daily at noon warehouse local time, but it's best to get them in by 11:30, if not earlier. Orders placed before cut-off to your primary warehouse should leave Ingram the same business day. Orders placed before cut-off to your secondary warehouse will not leave until the next business day (an additional delay could occur if POD titles are involved). This processing time frame can vary during peak days, such as holidays and Mondays.

The settings on your account will also determine whether orders ship when they are placed or hold to combine. Your store geography in relation to the Ingram warehouses also makes a difference. The majority of shipments go via a ground or freight service and transit time will vary.

Ingram primarily fulfills to your store, but they also offer several direct-to-consumer fulfillment options you may use: **Direct to Home (DTH)** and Indie Commerce fulfillment.



Direct to Home service allows you to **drop-ship** items from Ingram warehouses directly to customers (or on occasion to your store). This program includes a number of options such as different shipping methods and gift messaging, and packages show your store as the return address.

Ingram now has a feature that will allow for mass upload of multiple DTH orders through ipage. See their help for more information.

Some orders can be fulfilled from IndieCommerce and IndieLite websites via Ingram drop-shipping by using the "send to Ingram" button that appears when this option is available. A number of parameters must be met before a given order will be eligible for Ingram fulfillment through the site. Ingram may also accept pre-orders on titles with close release dates. Fees and margin can vary, but it's an extremely convenient option, especially during high-volume times.

Similarly, Ingram currently does the order fulfillment for all Bookshop.org orders.

Chapter 4 will go into more detail on direct-to-consumer fulfillment.

3.3 FULFILLMENT RECIPES

So now, what strategies or recipes can stores use to get Ingram freight under

control? We have three suggested options that apply to Ingram wholesale orders (not to IPS or DTH).

The first option is to use a minimum shipping lock setting on your account, an optional program Ingram provides to help you avoid small shipments that incur freight charges. The second option is to focus your ordering on one favorite warehouse to increase the size of shipments and make it more likely they will clear the free freight threshold. The third is to dive deep into the rules of Ingram order types and manually control your shipments.

Option 1: Minimum Shipping Lock

If you choose this option, you can set aside most details of how Ingram operates and let the shipping lock take care of your orders. The shipping lock will prevent most orders from leaving the warehouse at less than 20 pieces, making it unlikely that you will incur freight charges other than the fuel surcharge. In the event that a warehouse does not gather 20 pieces in 60 days, the order will either cancel or ship with freight charges, depending on the setting you choose. Keep in mind that this shipping lock will override everything, including new release street dates.

If the shipping lock sounds like a good fit for your store, contact your Ingram wholesale rep to apply the shipping lock to your account, specifying if you want the 60 day orders to cancel or ship. Place your orders of any size on any schedule against DC Pairs. If you get stuck and need something released under 20 pieces, contact your rep or Ingram customer service via email at customerservice@ingramcontent.com, providing your account number and which warehouse you would like to have released. Note that this hold system will only apply to your DC Pairs. If you need

stock from a non-DC Pairs warehouse, you will need to be aware of your order size.

Option 2: Use One Main Warehouse

To effectively use this recipe of focusing on one Ingram warehouse, you will need to utilize the stock check feature. Ipage and some POS systems offer real-time warehouse stock-check features that can help you choose where to place your orders and understand which of your DC Pairs typically provides the best fill rate on the stock you are looking for.

Ipage stock check can be applied to both selection lists and carts. It's important to note that the stock in the Indie Vault will not show up on a bulk stock check through ipage but will show on many POS systems and on an individual title stock check on ipage.

Using the stock-check feature over time, you can determine the DC Pairs warehouse with the best stock for you, or you may choose to prioritize fulfillment times with the closest warehouse if your DC Pairs are far apart geographically. When ordering, always check warehouse stock and your committed orders against the chosen warehouse first to see if you will make the 20-piece free-freight minimum, or order anyway if it's urgent.

Remember to change your order settings in ipage or your POS to just hit the chosen warehouse. If you have small orders you want to secure now, use the **SHOP** feature to place them in committed without triggering a shipment. Also, make sure you use the Hold setting on your backorders, and don't be afraid to backorder—it helps beef up future shipments. By focusing all of your ordering on one warehouse, you will hit the 20-piece minimum more frequently than if you split your shipments, increasing your in-stock time

while keeping freight costs to a minimum.

Option 3: Order Types

If you want to be very hands-on with your orders or prefer working without a net, you can delve into the rules of Ingram order types to control your shipments. Order types can dictate how your orders combine and when they will release for shipment.

Exercising the option to have select orders combine will limit your freight costs. Also, when relying solely on order types, it's especially important to set your backorders to Hold and combine.

The two main order types available to all Ingram wholesale customers are EO and CE. The EO or immediate release order type is the action-oriented type. An order submitted with the EO type will prompt Ingram to create a packing list at that warehouse, which leads to all available items from the current order and all items committed already at this warehouse to move to pack and ship. This will happen regardless of the resulting unit total (unless you have the minimum shipping lock enabled). If you want your order to ship now, or need to trigger committed items to move, use EO.

The CE or combining type, on the other hand, is a way to secure stock without immediately shipping it. By choosing CE, you are asking for the items on that order to be reserved on your account, but a packing slip will not be generated and it will not trigger a shipment. Available items will show the committed status and will wait for a trigger before shipping. This is useful for orders that are not urgent and for backorders. These orders will wait and bulk up until you choose to release them with an EO order.

Both order types can be used to order against DC Pairs or any single warehouse. However, it is not recommended to use the CE combining order type outside of DC Pairs as the stock may end up abandoned if you don't go back to find and release it.

Using the Ingram order types as your freight and shipment control recipe is the most hands-on, but also offers the most flexibility. You decide when the available stock at a warehouse becomes a live shipment by choosing when to deploy the EO immediate release order type.

This strategy is more likely to be of use to stores that place frequent or large orders with Ingram. To use this strategy, place your orders against DC Pairs to capture the max amount of available inventory. Use the EO order type when you are ready to release an order, and use CE while you are still building your shipments, particularly if they include backorders. Use the Hold setting on your backorders to get them to fall in line with your next planned shipment after they come back into stock.

3.4 INGRAM REPS

Ingram wholesale has several designated sales reps assigned to each account: both a "field" or outside rep, who often visits stores, and an inside sales rep, available by phone. You should also have at least one rep who works for Ingram Publisher Services, selling PGW, Two Rivers, IPS, Consortium and/or Ingram Academic. If you are on terms, you will also have a credit rep.

Learn who your reps (see Online Templates & Resources) are and don't hesitate to contact them if you have questions or issues you need help resolving.

Once you decide on your preferred fulfillment recipe, your sales rep can help you configure your account accordingly.

Your sales rep can also help you sign up for **Booklove**, a rebate program offered by Ingram that includes IPS & wholesale purchases, and rewards year-over-year growth. Registered stores will receive an annual purchasing goal set by Ingram. Stores meeting their goal will get a rebate or credit from Ingram equal to 0.5% of their net purchases in one year. There is no penalty for missing the goal, and therefore no downside to signing up.

Your sales rep can also give you access to co-op reports: a detailed title-level record of Ingram wholesale purchases and returns during a given month, quarter, or year. Reports are available for download from ipage at no cost, after you request access to this service. Many publishers offering indirect co-op programs will accept the Ingram co-op reports as proof of additional business you did with a given publisher's title base, possibly adding to your co-op pool. The co-op reports are also a great tool for analyzing your ordering volume and habits with Ingram.

You can review the report to answer questions such as: Are you ordering a large number of books from a particular publisher or using Ingram more during certain seasons? The start of the calendar year is indirect-purchase reporting season, with many publishers requesting the info by the end of the first quarter (March). Request access to your co-op reports now if you haven't previously.

3.5 TERMS & RETURNS

As with any vendor, Ingram makes updates to their terms of sale from time

to time. The basic terms can always be viewed on the FAQ section of ipage. (After logging in, click Help | FAQs | Discount/Terms.) We encourage you to review those and contact your sales rep with any questions you have about your account.

The Ingram discount for each title can be found on the Product Detail page on ipage. Titles receiving standard wholesale discount terms are designated as REG. Titles showing an actual discount percent are either SHORT or LONG and will be invoiced at the discount shown. Titles designated as NET receive no discount and will be invoiced at the full retail price. Note that some IPS products that have a NET wholesale price will have some discount available if ordered through the IPS cart. A product's returnability status can also be found in this same section on ipage.

Electronic ordering with Ingram via ipage or through your POS is highly encouraged. As of this writing, there is a pricing advantage on most titles when utilizing electronic-ordering methods. As a reminder, Ingram Publisher Services orders ship separately and have their own sales terms separate from Ingram wholesale.

Ingram offers a discount/early-pay incentive for wholesale terms invoices paid under the following conditions:

- Payments must be received by 10 Days before the end of the month (**EOM**) if paying by check
- Payments must be received by 25 Days EOM if paying on ipage via direct-funds transfer

Ingram calculates the early-pay discount automatically if paying on ipage. Confirm on your invoice or with your credit rep on the availability of early pay for your account.

Returns Status Results

Product Sales			Total Overstock Returns (13 month)	Current Return Percentage as of 08/02/2024
MTD	YTD**	Last 12 Months		
57.57	5,826.15	10,139.22	812.87	7.97

**Sales presented here are for January 1 of the current year through 'yesterday'.

Ingram wholesale generally accepts overstock returns by offering an account credit of 50% of the retail price of REG discount items regardless of price paid at purchase. For **short discount** items the credit will be wholesale price less a 10% penalty. Items must have been purchased from Ingram and returned within 24 months. Accounts have a wholesale overstock-return allowance of 10% of your last 13 months' net purchases. Items not purchased from Ingram or exceeding that 10% limit may still be accepted back for a flat fee per unit, currently \$2. All wholesale returns should be sent to the Ft. Wayne Indiana warehouse.

Ingram provides lists of titles that are going **out of print**, organized by the last month Ingram will accept the titles for return. These can be downloaded from ipage under the Reports menu in .pdf or text-file formats. The presence of a title on this list generally means the title will also become nonreturnable to the publisher during the same month as Ingram, or soon after.

Returnability of titles that are in print with traditional publishers is generally stable—the publisher, and therefore Ingram, will accept returns on the titles or not as a permanent policy. This is not always true when working with nontraditional publishers or independent authors. Books from these

providers may show up as returnable when you order them, but have that option removed later when you are ready to return.

Ingram keeps a running total of returns and calculates the returns percentage, which compares an account's returns to total purchases over a 13-month rolling period. This can be viewed any time via ipage by choosing the My Account menu and then Returns Status. Keeping an eye on this number will help you plan ahead and avoid penalties.

Ingram Publisher Services overstock returns work differently because IPS represents the publishers directly as their primary distributor. Returns generally are credited at the full purchase price but may vary by individual publisher terms. IPS returns are not subject to or calculated as part of the 10% return allowance on the wholesale side. IPS returns must be processed and shipped separately to the Jackson IPS warehouse to receive full return credit.

A relatively new feature on ipage is a form provided to report **defective** and **damaged** items to Ingram. It's found in the ipage menu Help>Report Discrepancy. This form simply sends an email to customer service; think of it as equivalent to a phone call, without the hold music. You should eventually get an

email back from Customer Service confirming the form was processed and detailing what to do with the books. Always reorder separately, as Ingram doesn't offer to reship the items.

3.6 FRONTLIST CONSIDERATIONS

A key issue with frontlist is obviously that you want it to arrive on time, particularly for a highly anticipated street date. Ingram does have a system for getting frontlist books out to stores in advance of the on-sale date, but there are some things to know about this system.

The **Street Smart** and **Street Smart Select** Programs allow stores to receive certain street-dated titles in advance of the **laydown** date. In order to receive Street Smart titles ahead of the release date so that they are available to sell in your store at the start of business that day, stores must have a completed affidavit on file with Ingram. This affidavit is similar to ones you may receive from publishers for big laydown titles, and states that you agree not to sell the titles in question ahead of the street date. The affidavit is available to complete online from the My Account menu on ipage. Without the affidavit, Ingram will hold street-date titles for shipping until said street date.

Titles included in the Ingram Street Smart and Street Smart Select programs are marked in ipage on the title info page and in most lists where the titles appear, and the titles can be viewed together as a dedicated list under the Browse menu on ipage. Regular Street Smart titles can be backordered in any quantity. In order to receive stock for the release date, place orders no later than 10 days prior to the release date. Placing orders as far in advance as your operation allows is preferable. As publishers tighten down on first **print**

run numbers, some titles that pop early can be hard to obtain if orders are not placed far enough in advance. It's up to you to order early enough so that the titles will drop neatly into your existing shipping schedule and typical transit time.

Street Smart Select is a special designation on some future releases and usually indicates a title that has high demand. Ingram generally issues special notices about Street Smart Select titles. Street Smart Select titles must be ordered at least two weeks in advance to receive them on the release date, and will have a minimum order quantity that is usually the carton size. This minimum order amount must be ordered on a single purchase order.

If you have the shipping lock set on your account, this will override the street date clock. In other words, if a Street Smart title is ready to ship but the order or shipment that contains it has not reached the 20-unit minimum, the title will not release and you may not get it by the on-sale date. Ingram, unlike many publishers, does not consider a carton of books to be a single unit. Instead, a 10-book carton will count as 10 units toward their 20-unit minimum.

3.7 DATA SERVICES

Ingram Data Services offers several products that can supply data for your point-of-sale system or a custom e-commerce site. An Ingram database can run in tandem with some POS systems and allow you to easily pull title details for new or special-order titles over to your working inventory. These services carry fees and are usually paid for by monthly subscription.

Ingram offers two programs that offer support for title selection. The ROSI (or Recommended Opening Store

Inventory) program is for new store openings, and RISE (Recommended Inventory Store Expansion) will produce title suggestions for specific category sections that need work. It's important to understand the terms for the purchases tied to each program and to be prepared to review the title suggestions that Ingram provides.

Ipage is essentially a huge book database and downloading biblio data from selection lists allows it to be used for any number of purposes, such as creating a price quote for a teacher that wants a long list of single books. Just add your header to the sheet, apply a discount column if needed and send it off.

Selection lists can be made public to users on the same Ingram account or private to one user; be stored on ipage for up to 13 months (as of this writing), be edited, merged, and have titles moved between them in bulk; be sorted by a number of factors; and be displayed with the total retail or wholesale price.

REAL-LIFE SCENARIO

As a buyer, I use selection lists in ipage multiple times each week to complete my own projects or to collaborate with others. I brainstorm display ideas, gather backlist titles to maximize publisher promotions, download biblio details for new titles discovered in category searches, or view staff pick lists created by booksellers.

- Erin Caudill, Joseph-Beth Booksellers

APPLICATION EXERCISE

Practice/Master the Concepts

Due: 8 days after class, end of day Thursday (in your time zone).

This exercise is designed to test these key skills: using ipage for search, using Selection Lists, and importing a file from Ingram to your POS.

1. Choose a topic around which to design a book display. On your Trello homework card, write a description of what the display is about and what criteria you're using to select the books in ipage.
2. As you take the following steps in ipage, take screenshots or otherwise document your work and add it to the same Trello card:
 - a. Search titles on ipage related to your topic
 - b. Add them to a selection list (choose approximately 20 titles)
 - c. Run a stock check on the list
 - d. Determine what method would be best to use to place the order at Ingram (EO or CE, DC Pairs vs single warehouse, etc.)
 - e. If you wish to, and have permission, actually place the order
 - f. **Export** the list to a format your POS can import
 - g. **Import** it into your POS. (For certification, we'd like you to demonstrate you know how to import a selection list, even if you rarely place orders this way.)
3. Complete the Comparative Costs worksheet (see Online Templates & Resources) and attach to the homework Trello card.

Take Action / Add to Your Course Project

- Check your Account set-up: do you get co-op reports, are IPS and DTH set up?
- **Course Project Requirement:** Consider documenting your store procedures related to Ingram. Attach existing documentation or, if no documentation exists, start with brief checklists for experienced staff. Ultimately you'll want to strive for detailed procedures for your most important tasks that someone could follow in the case the regular buyer is out on vacation/sick or to use to train a new buyer.

Prep for Next Week's Class

Optional: Read Chapter 4 in your textbook and review the Key Terms in the Glossary.

SUMMARY

Why It Matters

Ingram is the only national wholesaler and a very useful resource for customer special orders, rapid replenishment, and orders from vendors you don't have direct accounts with. You can also order direct from many smaller publishers using Ingram Publisher Services.

3.1 Ingram Stock

Ingram stocks books, gift items, media, and textbooks from thousands of vendors, allowing you to combine multiple vendors into a single order to reach minimums. They reserve fast-moving stock for indie accounts in the Indie Vault.

3.2 Fulfillment Options

Of Ingram's four wholesale warehouses, you will be assigned two in combination as your DC Pairs: one primary and one secondary; however, you are allowed to order from any warehouse. Ingram charges a fuel surcharge on every shipment, but otherwise freight is "free" if you meet the shipping minimum of 20 units per warehouse. The IPS "free freight" minimum is 15 units and also incurs the fuel surcharge.

3.3 Fulfillment Recipes

To minimize freight charges, smaller accounts are encouraged to set the shipping lock on their account and/or to primarily order from a single warehouse. Large accounts should cascade their orders through their DC Pairs and may not wish to set the shipping lock, but instead control the timing of their shipments using different order types.

3.4 Ingram Reps

Every Ingram account has two assigned reps (phone and field) based on your geographic region. You should not hesitate to reach out to either of them. If you are on terms, you also have a credit rep.

3.5 Terms and Returns

Your terms are specific to your account and viewable on ipage. Regular Ingram returns are charged a restocking fee and so are credited at 50% instead of at the original discount. Returnability is also restricted to within 2 years of invoice and a 10% account cap.

3.6 Frontlist Considerations

NYP titles should be ordered as early as possible; they will move to Committed status approximately 10 days prior to publication but will need another order to release them. If you have the shipping lock set you'll also have to hit 20 shipping units. Street Smart Select must be ordered in a specific quantity on a single PO.

3.7 Data Services

Ingram offers paid data services in conjunction with your POS and e-commerce website.

KEY TAKEAWAYS

- Ingram Book Company is the company's wholesale division; indirect orders via Ingram wholesale typically cost you more than ordering direct but the convenience may be worth it.
- Ingram Book Company offers trade books, gift items, media, and textbooks.
- IPS provides direct distribution for smaller publishers; you must order these titles through the IPS cart to receive the best terms.
- Understanding your DC Pairs, order types, and available account settings like the shipping lock are important to getting the shipping results you want.
- Ipage is a great resource for title research, ordering, and title data.

ONLINE TEMPLATES & RESOURCES

- **Resource:** Ingram Reps
- **Template:** Comparative Costs Worksheet

KEY TERMS

- | | | |
|------------------------|------------------------------|-----------------------|
| • Booklove | • Indie Vault | • Release day |
| • Cascade | • IPS Cart | • Secondary warehouse |
| • Committed | • Lightning Source | • Selection list |
| • DC Pairs | • Out of print | • Shipping time |
| • Defective | • Overstock return | • SHOP |
| • Damaged | • POD | • Short discount |
| • Direct-to-Home (DTH) | • Primary warehouse | • Street date |
| • Drop-ship | • Print run | • Street Smart |
| • EOM | • Processing | • Street Smart Select |
| • Import / Export | • Publisher-direct warehouse | |

REVIEW QUESTIONS

Multiple Choice: What criteria might be considered when deciding whether to place an order direct with the publisher or through a wholesaler?

- A: discount terms
- B: shipping costs
- C: returns penalties
- D: shipping speed
- E: all of the above

Short Answer: What is Ingram's wholesale free-shipping minimum?

True/False: You receive publisher-direct discounts for IPS titles when you order them through your regular Ingram wholesale cart.

- F
- 20 per warehouse
- E

ANSWER KEY

DIG DEEPER

INGRAM BOOK COMPANY (WHOLESALE) VS IPS

Ingram Wholesale

- intermediary between publishers and bookstores
- buys and warehouse titles from thousands of publishers, large and small
- most titles also available directly from publishers
- re-sells to stores at a discount
- discount % less than direct from publishers
- charges restocking fees on returns
- 4 warehouses: PA, TN, OR, IN
- 20 units from one warehouse for free freight
- 30 days End Of Month dating on invoices
- has sales reps specifically for wholesale issues

IPS

- distributes titles on behalf of certain publishers
- only source for those books at direct terms
- offers full trade discount (typically 46%, but can vary)
- full credit returns
- list of publishers always changing
- IPS, PGW, Two Rivers, Ingram Academic, Consortium are the individual brand groups
- Warehouse in Jackson, TN
- 15 units for free freight
- 60 days EOM dating on invoices
- has sales reps for most, but not all, their publishers

IPS

In an ipage search result list or on a title detail page, any books or products having any of the following tags -- **IPS, PGW, Two Rivers, Ingram Academic, Consortium** -- are available for direct order from IPS. Look for the second, green stock availability box under 'Buy from IPS' and use the green 'add to cart' button.

Some publishers distributed by IPS as of this writing:

Akashic Books, Cambridge University Press, Chiltern Publishing, City Lights Books, Columbia University Press, Europa Editions, Fodor's Travel, Grove Atlantic, Milkweed Editions, NYU Press Princeton University Press, Spiegel & Grau LLC, Taschen, Theatre Communications Group, Tuttle Publishing, University of California Press

DIG DEEPER

INGRAM ORDERING QUICK REFERENCE

Note: if your store uses the Shipping Lock feature with Ingram Wholesale, your account will not follow the standard order-type behavior.

Three main order types used when ordering through ipage:

EO - immediate, **CE** - combine with next order, **DH** - Direct to Home

EO (Combining, Immediate)

- Generates an order/packing list immediately.
- Combines with other orders.
- Free freight eligible.
- Uses DC pairs.

CE (Combining Order, combine with next order)

- Doesn't generate an order/packing list immediately.
- Combines with other orders.
- Free freight eligible.
- Uses DC pairs.

DTH (Direct to Home)

Changes ordering screen to allow entry of drop-ship address, the shipping service, gift message, and DTH type—standard, military, international, and bulk (50+ units).

Backorder Options - Hold, Release, Cancel Date

HOLD

Hold backordered items and ship them with your next order.

RELEASE

Ship items immediately as they become available. (Released items may not be eligible for free freight and could ship at your expense.)

BACKORDER CANCEL DATE

Specify a date when the backorder should be canceled if something other than the account default is needed. Update from the Backorder Items page linked on the Order Status main landing page.

DIG DEEPER

Common Ingram Order Statuses

Committed

Stock is earmarked for this order, but a packing slip has not been generated.

Processing

Stock is earmarked for this order, a packing slip has been generated, and Ingram is actively picking/packing the order.

Invoiced/Shipped

The order is complete on Ingram's side and has been turned over to the shipper. A tracking number is generally available at this point if applicable.

Canceled

Order has been canceled by the store or by Ingram. This can happen if the item becomes unavailable, if the order goes past the backorder cancel date, or sometimes for no obvious reason. These cancellations are generally silent.

Backordered

Ingram has the order and is waiting for stock to become available.

Free Freight

- Applies to all wholesale warehouses.
- 20 pieces minimum per shipment, per warehouse.
- Every shipment, free or paid freight, will also have the fuel surcharge applied.
- Accounts can apply a 20-piece shipping lock on shipments from DC Pairs by contacting their wholesale rep. This minimum will override all other release mechanisms, such as backorders becoming available and street dates approaching release date.

DIG DEEPER

PUT YOUR INGRAM ACCOUNT TO WORK

Check your account settings

- Does the 20-piece hold for shipping make sense for your account? Contact your rep to set it up.
- Are your co-op reports visible in ipage? Contact your rep for access.
- Have you checked your Booklove goal?
- Have you customized your ipage homepage with the lists or features you use most often?
- Do you receive the print edition of Ingram Advance if desired?
- Does your account default backorder cancel date still work for your business?
- Do you have the DTH option turned on?

Check your POS settings

- Does your POS system allow electronic ordering to Ingram, either through a dedicated process or via Pubnet? Is it set up?
- Does your POS offer in-system Ingram warehouse stock check? Is it set up?
- Does your POS system offer the option of an Ingram (or other) secondary database for quick entry of new titles or special order details? Is it set up? (Fees may apply)
- Do you have Ingram Publisher Services entered as a separate vendor from Ingram Book Company? Do the IPS titles have IPS as the vendor of record (**VOR**)?
- Does your POS system accept electronic Purchase Order Acknowledgements (POAs) or Advanced Shipping Notices (ASNs) from Ingram? Is that connection set up?

Ingram's program offerings are numerous and can change, or your store circumstances can change. Reviewing your Ingram account with a rep regularly can help ensure settings are optimized and any new programs are utilized.

DIG DEEPER

SMALL STORE STRATEGIES TO MAKE INGRAM'S MINIMUM

Stores with a lower new-book sales volume tend to have a harder time making Ingram's minimum order at least once per week, especially now that it has risen to 20 and no longer includes IPS titles. Here are some strategies that are working for our instructors that may help you.

- Use the shipping lock so that orders hold for 2 weeks to meet the 20-unit shipping minimum and then ship, rather than cancel. Since Ingram now has no order minimum, this lets you place frequent small orders so you are committing their in-stock inventory to your account and can feel confident you can get the titles for your customers.
- Pick which of your DC Pair warehouses has the best inventory for your store and only shop that one warehouse.
- Embrace backordering! Why try to order at the exact magical moment that everything you need is in stock? It's an exercise in frustration. If you need it, you need it. If you have the shipping lock enabled, set all orders to backorder (you may want to expand your backorder cancellation window) and run an ipage cancellation report weekly.
- If you have the shipping lock set, submit customer special orders to Ingram immediately (or at least daily) since they now have no order minimum. Tip: if you have the shipping lock set, you can send all orders as EO.
- Experiment with revising your customer special-order promise and see if customers continue to order from you anyway. For in-stock titles, try language like, "We have that in our warehouse and should have it in the store within a week. Do you need the book by a certain date?" (Measure the percentage that follow through with an order using your current language for a week, and then switch to the new language and measure that rate for a week.)
- Once or twice a week, run restocking reports sorted by your last received date. For titles that sold within 30 days, re-order as needed from Ingram, making sure to set the books to backorder. (You can re-order everything from Ingram, but be conscious of how that will affect your cash flow on slower-moving titles.)
- Look at the minimums for your publisher accounts and how long it takes you to hit them. Pick the most difficult one and always re-stock those titles through Ingram.
- Build up lists of backlist titles you only need to stock at specific times of

year (school reading, holiday displays, etc.). Send some of those orders to Ingram if necessary.

- Check whether you can re-order any of the sidelines you carry through Ingram. This has the added benefit of letting you order singles and possibly increasing your turn.
- Pick a retail price point, such as \$5.99 (e.g., many kids' paperback books), and restock anything at that price point or below from Ingram. The lost margin is tiny.
- We *don't* recommend ordering merchandise you don't really need, just to hit the minimum. Instead, perhaps you could run a regular **Release Day** promotion: "We're excited about our new releases [insert pic], but if we missed ordering anything you were eagerly anticipating, we've got you covered. Place a special order with the store for anything that was published in the past 2 weeks and get x% off!"
- Use iPage advanced search to find a bunch of high-demand titles in an area you want to experiment with, or beef up, and then order those through Ingram.

DIG DEEPER

SELECTION LIST DOWNLOAD FORMATS

Ingram offers a number of formats to download title info from selection lists. Each format offers different options such as the data fields included, order of information, lower vs upper case, inclusion of punctuation, and ISBN format. Work with your POS provider to determine which formats are accepted by your system. For each available format, a few rows of sample download are provided below. Each example was produced by downloading the same selection list. Two formats have explanations in lieu of examples due to the file format being essentially unreadable to humans.

BISAC FRONTLIST FORMAT

```
**HEADER**210328      Ingram      1697978      00**PUBSTAT*002
0

19821536521 Astrid Sees All      Standiford, Natalie      0002700 210406 ATR      R
FIC      0

12500770361 Broken (in the Best Possible W Lawson, Jenny      0002799 210406 HOLT
R      BIO      0

16400940081 The Elephant of Belfast      Walsh, S. Kirk      0002700 210406 CPOI      R
FIC      0

052553976X1 Eternal      Scottoline, Lisa      0002800 210323 GPPS      R      FIC
0

00629800331 Every Vow You Break      Swanson, Peter      0002799 210323 MORW
R      FIC
```

BISAC PO FORMAT

```
00000011697978000000INGRAM iPage 210328      F031697978
000001000002      1697978 210328      N0 2

4000003      N      198215365200001 002700 20034560
4000004      N      125007703600001 002799 20013954
4000005      N      164009400800001 002700 20017594
4000006      N      052553976X00001 002800 20053286
4000007      N      006298003300001 002799 20031468
```

COMMA DELIMITED FORMAT

1982153652	9781982153656	ASTRID SEES ALL	STANDIFORD, NATALIE	R	ATRIA BOOKS	4/6/2021	27	1	0	0
1250077036	9781250077035	BROKEN (IN THE BEST POSSIBLE WAY)	LAWSON, JENNY	R	HENRY HOLT & COMPANY	4/6/2021	27.99	1	0	0
1640094008	9781640094000	THE ELEPHANT OF BELFAST	WALSH, S. KIRK	R	COUNTERPOINT LLC	4/6/2021	27	1	0	0
052553976X	9780525539766	ETERNAL	SCOTTOLINE, LISA	R	G.P. PUTNAM'S SONS	3/23/2021	28	1	0	0
62980033	9780062980038	EVERY VOW YOU BREAK	SWANSON, PETER	R	WILLIAM MORROW & COMPANY	3/23/2021	27.99	1	0	0

FLASHBACK SDF

1982153652 Astrid Sees All 001 27.00 StandifoATR 20210406 REG
 1250077036 Broken (in the Best Possible W001 27.99 Lawson, HOLT20210406 REG
 1640094008 The Elephant of Belfast 001 27.00 Walsh, SCPOI20210406 REG
 052553976X Eternal 001 28.00 ScottoliGPPS20210323 REG
 0062980033 Every Vow You Break 001 27.99 Swanson,MORW20210323 REG

FLASHBACK SDF EAN

9781982153656Astrid Sees All 001 27.00 StandifoATR 20210406 REG
 9781250077035Broken (in the Best Possible W001 27.99 Lawson, HOLT20210406 REG
 9781640094000The Elephant of Belfast 001 27.00 Walsh, SCPOI20210406 REG
 9780525539766Eternal 001 28.00 ScottoliGPPS20210323 REG
 9780062980038Every Vow You Break 001 27.99 Swanson,MORW20210323 REG

EXCEL FORMAT

PROD. CODE	EAN	PROD. NAME	CONTRIBUTOR	PROD TYPE	FORMAT	SUPPLIER	PUB DATE	SERIES	BISAC CATEGORY	DEWEY	INGRAM CATEGORY	LC CALL NUMBER	LC SUB	DISC	US SRP	QTY
9781982153656	9781982153656	ASTRID SEES ALL	"STANDIFORD, NATALIE"	BOOK	HC	ATRIA BOOKS	04/06/2021		"FICTION LITERARY ; FICTION WOMEN ; FICTION FRIENDSHIP"	813.6	"SEX & GENDER FEMININE ; TOPICAL FRIENDSHIP"	PS3619.T364736		REG	\$27.00	1
9781250077035	9781250077035	BROKEN (IN THE BEST POSSIBLE WAY)	"LAWSON, JENNY"	BOOK	HC	HENRY HOLT & CO.	04/06/2021		"BIOGRAPHY & AUTOBIOGRAPHY PERSONAL MEMOIRS ; HUMOR FORM ESSAYS ; PSYCHOLOGY MENTAL HEALTH"	B	"TOPICAL MENTALLY CHALLENGED"	PN4874.L285		REG	\$27.99	1

MARC-G EAN FORMAT

This is a special file format with extension .mrc (such as filename.mrc). MARC is derived from the name MACHINE Readable Catalog. MARC records are most commonly used by libraries.

ONIX FORMAT 2.1

ONIX is an XML template for sharing book data among publishers, wholesalers, and retailers. ONIX is derived from ONline Information Exchange. ONIX may be the most detailed format available for download, with information including: title, author, ISBN, price, availability, blurbs and reviews, BISAC codes, territorial rights, and web links to cover images.

ROSI 101 BYTE FORMAT

1982153652Astrid Sees All Standiford, NatATR 02700FICR
0421000000000000000000000000.

1250077036Broken (in the Best Possible WLawson, Jenny HOLT 02799BIOR
042100000000000000000000000000.

1640094008The Elephant of Belfast Walsh, S. Kirk CPOI 02700FICR
04210000000000000000000000000000.

052553976X Eternal Scottoline, LisGPPS 02800FICR
032100000000000000000000000000.

ROSI 101 SPECIAL

```
1982153652ASTRID SEES ALL          STANDIFORD NATAATR    02700 R  
042100000000000000000000000000.
```

[illegible]

1640094008ELEPHANT OF BELFAST WALSH S. KIRK CPOI 02700 R
0421000000000000000000000000000000000000.