



SAP for Media

RESOURCE PLANNING AND OPTIMIZATION FOR BROADCASTERS AND THEIR PRODUCTION COMPANIES

Joint Solution from SAP and Quintiq

THE BEST-RUN BUSINESSES RUN SAP™



DEMAND-DRIVEN RESOURCE PLANNING

The media industry is undergoing radical and rapid change driven by liberalization, privatization, and digitization. New networks and new distribution models emerge, transforming the broadcasting landscape from an environment that used to be highly regulated to one that is truly dynamic and competitive. This change brings immense challenges, but also limitless opportunities.

Broadcasting is an energetic 24-hour business that increasingly depends on state-of-the-art technology not only for its key processes, but also for its operational support. The primary logistical challenge is getting the right person and the right equipment to the right place at the right time. Interdependencies and constraints for resource assignments, highly dynamic production schedules, and complex legislation related to working hours result in numerous elements that must be integrated into an increasingly difficult planning puzzle. Therefore, production planners must utilize the pool of uniquely skilled broadcasting professionals optimally and leverage facilities and equipment for maximum performance.

Whether your organization is a fast-paced newsroom or a busy production or postproduction house, your business is demand driven. You must respond to customer needs while ensuring the most efficient use of resources possible.

THE SOLUTION: QUINTIQ RESOURCE PLANNING AND OPTIMIZATION FOR SAP

Operational planning for your company is a multifaceted job. SAP and Quintiq have created a composite resource planning and scheduling solution that specifically meets the needs of production planners at broadcasters and studios. We combined SAP® business software with Quintiq's multiresource planning application on the basis of the SAP NetWeaver® platform. With Quintiq Resource Planning and Optimization for SAP you get a sophisticated, accurate scheduling technology that enables you to match operational requirements and available resources cost-effectively. You are able to create the most efficient plans and stay ahead of changes while optimizing those plans for people and equipment at each turn. Thus, you can make efficient use of resources and provide up-to-the-minute schedules in a highly dynamic environment.

This scalable composite solution enables true collaborative processes that can integrate the following:

- Long-term strategic planning, for example, supporting strategic decision making with scenarios
- Mid-term tactical planning, for example, “rostering” employees and freelancers, calculating available-to-promise capacities, and doing key performance indicator (KPI) analyses
- Short-term detailed scheduling, for example, through automatic scheduling of tasks and resources; automatic real-time event management; or solving of disturbances such as delays, illness, or last-minute customer requests

THE PLACE TO BE

Newsrooms

How can you have the right people available at the right time and place? Delivering high-quality results while making optimal use of people's skills is a daily challenge. The combination of SAP and Quintiq software makes it easy for you to ensure correct and optimal staffing and capacity management, taking individual preferences into account.

Production

You can cover the complete production process with the combined SAP and Quintiq solution. From long-term planning to order receipt and from order management to short-term scheduling of productions, you have a real-time view of expected and actual costs for all productions.

Our solution supports various television and radio program formats. You can plan timing, equipment, and staffing of productions. Throughout the entire execution process, you can stay current on costs, schedule, and resources with real-time KPIs and holistic reporting.

Enabling Your Success

The combined solution Quintiq Resource Planning and Optimization for SAP addresses the following:

Master Data

- Master production data – standard and historical production planning templates, working plans, and work centers
- Personnel master data – contract data, skills, relevant labor agreements and legislation rules, and actual-time buckets
- Equipment master data – maintenance information
- Location master data – management of data for locations such as mobile units, depots, and all studios
- Master planning data – master data regarding the planning of resource groups, for example, teams with equipment, individuals with equipment, and so on

Tactical Planning

- Production reservation and ordering – creation of orders that list all task and resource needs
- Availability check – checking that requested resources are available in the requested time periods
- Shift and absence planning – handling of shift rostering including work schedules, tasks to be performed, and the planning of holidays and other absences
- Contract processing – checking the service level agreements and other conditions in contracts with subcontractors

Scheduling

- Resource assignment – assigning people, equipment, and locations according to orders received. Important checks are performed in areas including working time regulations, availability, skills, and driving distances. The following is addressed:
 - Skill- and competence-based employee planning
 - Complete equipment management
 - Combined staff and equipment planning
 - One enterprise-wide integrated planning environment for multiple planners
 - Consideration of individual employee preferences
- Purchasing – putting a job out for bid when in-house resources are insufficient, or directly requesting a purchase order for a specific service from an external vendor
- Schedule publication – providing individualized schedules that are made available for viewing by management and production staff

Execution

- Last-minute changes – dealing with schedule changes and the resulting adjustments that occur after a schedule has been published
- Equipment pickup, return, and maintenance – registering and managing equipment pickup and return, as well as maintenance at multiple locations

- Work confirmation – inputting of time-sheet data and feedback to schedule for immediate calculation of actuals and settlement of production costs to the requesting party

Invoicing and Reporting

- Production settlement to the requesting party
- Payroll salary determination
- Reporting

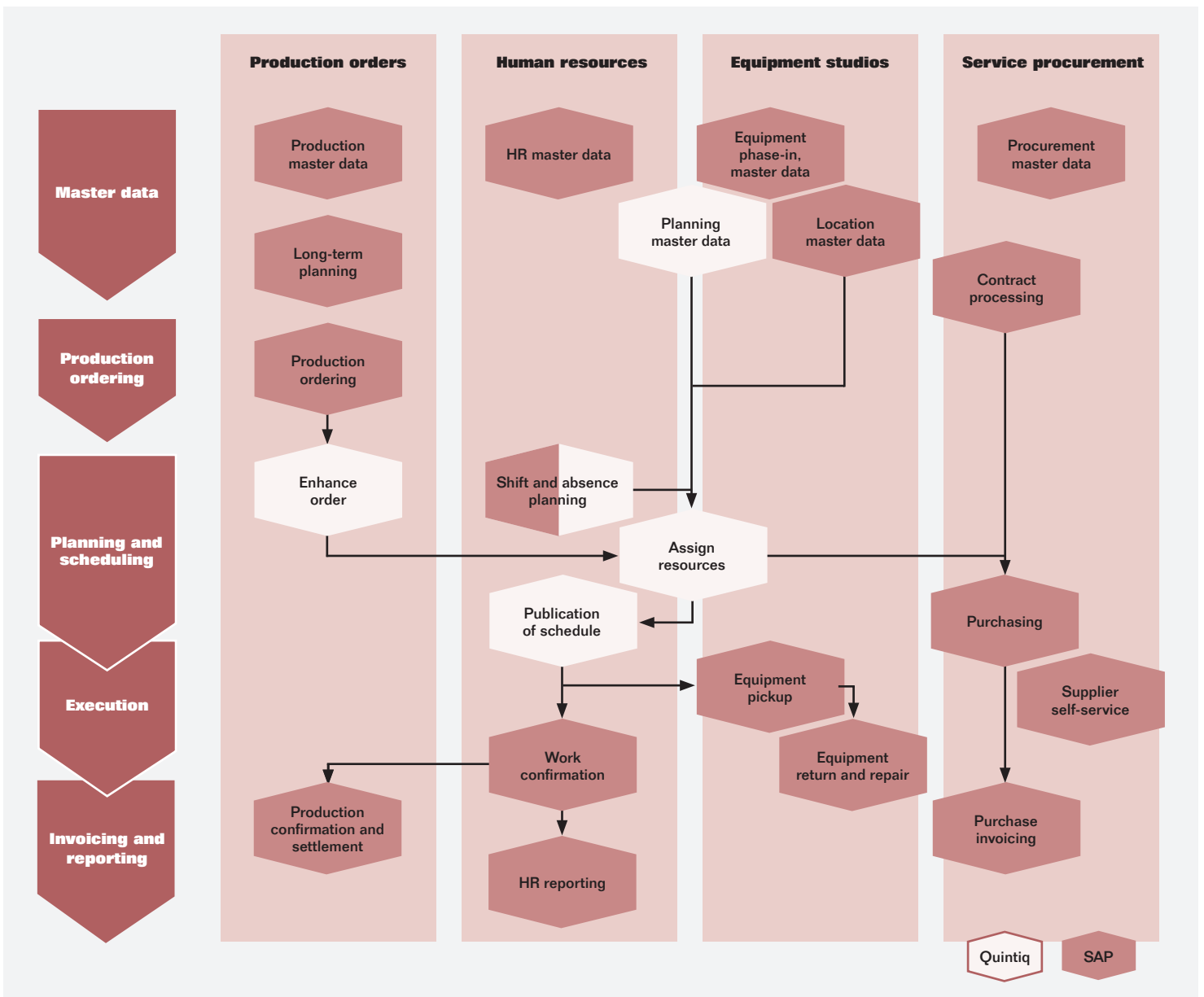


Figure: Areas of Functionality Offered in the Joint Solution

BELGIAN BROADCASTER VRT CHOOSES QUINTIQ

A major result of digitization is convergence: radio, television, film, and the Internet are growing closer and closer together. The Flemish public broadcaster, the VRT, wanted to meet and utilize this development by choosing a future-proof solution. The VRT implemented Quintiq's workforce planning solution.

For 75 years, the VRT has been active in radio broadcasting, adding television to its portfolio approximately 50 years ago. For some years now, the Flemish public broadcaster has also been active on the Internet, offering news and background reports. The organization employs a staff of approximately 2,700.

In 2001, the broadcasting organization launched a sizable initiative to strongly enhance and integrate information provision. The VRT wants to do more and prepare itself for the future while maintaining the same number of employees. "It remains very hard to predict in which direction the media industry will go. What is clear, however, is that major changes are on the way. Being a broadcasting company, we must therefore use our resources in the best possible way. For this purpose we have implemented a new SAP solution. Quintiq's software formed the basis for staff planning," says Geert de Preter, manager of IT applications at the VRT.

High-Quality Planning

The first department to deploy Quintiq software was the television news service. The VRT wanted to increase efficiency by means of standardization. Formerly, each planner used his or her own system. The separate systems worked well individually, but because many employees at the news service perform different activities, resources were double booked or overlooked due to the lack of standardized planning. In addition, it was difficult to make last-minute changes.

The second project that the VRT deployed involved the planning of technical resources for radio production. Furthermore, in 2006 the realization of a third project has been scheduled, involving the planning of Operational Activity Television (OATV). OATV, including all the people necessary to create a television show, will thus be creating planning schedules using the Quintiq solution. Once the project has been completed, the majority of departments will be using the solution. The VRT predicts that a number of initiatives will be launched in 2006, causing smaller departments to migrate to Quintiq's planning solution as well. All the other departments that want to base their planning on Quintiq should be able to do so as of the beginning of 2007.

To allow multiple planners to work in the same file simultaneously and create centralized, up-to-date planning, even for remote locations, the VRT opted for Quintiq's workforce planning tool. "Quintiq provides a set of building blocks that allow you to create a system," says de Preter. "[One] that is optimally aligned with specific organizational wishes and requirements. Its Web features also play an important role. The staff members can view the planning from any location with an Internet connection."

A Method for TV and Radio

Due to the positive results attained by the news service, the VRT chose to implement the software in its radio department as well, involving 150 staff members, 30 radio studios, and all the necessary technical equipment.

Flexibility

According to de Preter, the VRT continues to investigate possible implementation of Quintiq Resource Planning and Optimization for SAP in other departments. "As a result of improved standardization we have been able to increase the overall efficiency, implement last-minute changes easily, and provide better insight into the availability of people and their schedules. For this purpose the planning system offers major flexibility, something that is crucial to a media environment."



SAP AND QUINTIQ

SAP and Quintiq are global alliance partners in broadcasting and provide flexible planning of staffing and production resources.

SAP is the world's largest inter-enterprise software company and is a leader in providing business solutions for companies of all sizes. mySAP™ Business Suite applications are powered by the SAP NetWeaver platform. SAP NetWeaver unifies technology components into a single platform, providing the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver also helps organizations align IT with their business. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to compose and enhance business applications rapidly to drive business change.

Quintiq is focused on providing the most advanced planning, scheduling, and supply chain optimization solutions for targeted markets. Its breakthrough technology empowers companies with flexible solutions, enabling them to solve their daily planning puzzle and fully optimize it, delivering bottom-line value. The company has subsidiaries in the Netherlands, Germany, the United Kingdom, the United States, and Malaysia.

TO LEARN MORE

For more information about the joint solution from SAP and Quintiq, please contact us using the information shown below.

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QUINTIQ RESOURCE PLANNING AND OPTIMIZATION FOR SAP SOFTWARE CREATES VALUE AS FOLLOWS:

- Improves utilization rate of employees, equipment, and facilities
- Enables a decrease in purchasing of external production services
- Increases flexibility and thus improves delivery performance and customer satisfaction
- Helps to create higher employee satisfaction due to better balanced workload distribution and fewer exceptions to agreements and preferences
- Offers full transparency and real-time information on resource utilization

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