

**SAP Solution Brief
SAP for Media**



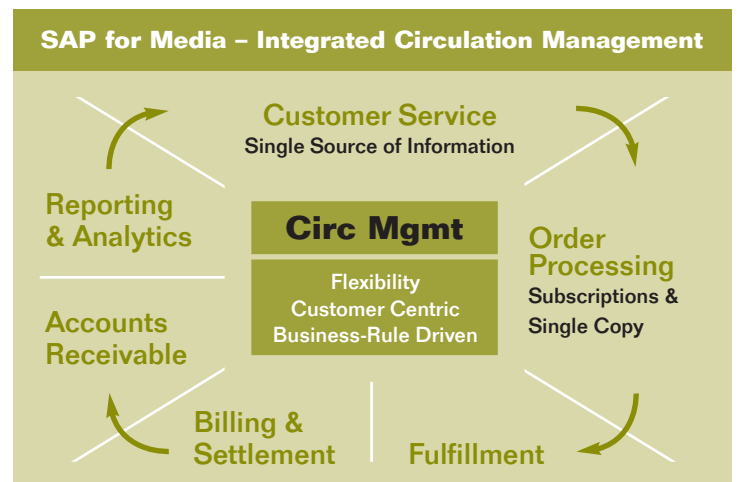
CIRCULATION MANAGEMENT WITH SAP® FOR MEDIA

Focus on Your Customers to Secure Your Company's Future

Publishers that want to increase their circulation figures must get to know their customer base, use strongly focused and flexible marketing strategies, and provide efficient sales processing and first-class customer service. No wonder more and more newspaper and magazine publishers are on the lookout for an integrated sales and distribution solution – and are choosing SAP® for Media solutions.

A vast array of newspapers and magazines are competing for declining readership, which makes customer retention and circulation management a critical business issue. Publishers are under constant pressure to respond to market trends and to improve customer retention rates. The successful publishers will be those that carry out long-term planning and that arm themselves with integrated, end-to-end solutions that map their marketing and sales processes – solutions that can be adjusted to meet their customers' ever-changing requirements. The name of these solutions? SAP for Media.

SAP for Media turns the spotlight on those who buy your newspapers and magazines, whether these purchasers are subscribers, points of sale, or wholesalers. SAP for Media integrates your sales and distribution processes with ad sales functions, as well as with other SAP and third-party solutions.



SAP for Media streamlines your sales and distribution processes by integrating the entire workflow – from initial customer contact through order processing, service, billing, and settlement. SAP for Media also helps you adjust to changing business requirements.

Transform Customer Acquisition

Successful sales and distribution of newspapers and magazines is inconceivable without marketing. It's not simply a question of coming up with new, attractive offers, it's a matter of making processes transparent, deploying resources efficiently, and measuring the success of campaigns.

SAP for Media solutions contain everything you need for professional and effective marketing, including budget planning, target group selection, and the preparation and automated execution of campaigns using all types of communication channels. SAP for Media is built on SAP's market-leading CRM solution, for best-of-breed customer relationship management.

Five-Star Treatment for Your Subscribers

SAP for Media provides you with sophisticated functions for handling the commercial aspects of subscription orders and the related logistics, guaranteeing all-round customer service.

Order Processing

SAP for Media handles a wide variety of subscription types. You can map subscriptions with unlimited validity that are billed for each purchase period, or you can use renewal-controlled subscriptions whose validity period is calculated according to the amount paid. You can also handle special cases, for instance, products that are published at irregular intervals.

Customer Service

Your customer service employees can use the interaction center functions to respond rapidly to customer requests received through a wide range of communication channels, including telephone, e-mail, and mail. You can change customer or order data, clarify invoicing details, define alternating delivery addresses for different

workdays, and create redirections, suspend service, set up gift subscriptions, and address complaints at the push of a button. SAP for Media automatically triggers follow-on activities, such as delivery of publications or the creation of credit memos resulting from complaints.

Your subscribers can also take advantage of self-service functions on the Internet. For instance, they can enter their own change-of-address notifications or suspension of service.

Shipping

Each change to orders on hand automatically triggers an adjustment in shipping data. Copies for delivery are packed for each shipping date, assigned to truck routes, and delivered to the carrier routes or relevant mail depots together with the necessary shipping documents. In the case of home delivery, the carriers pick up the newspapers or magazines for each carrier route and distribute them directly to subscribers.

Billing and Settlement

SAP for Media generates billing documents based on orders and complaints and transfers them to its financial accounting component. Settlement is performed for service employees – carriers or sales agents. And because SAP for Media provides HR functionality, you can use data relevant to commissions or remuneration for employee settlement.

Fine-Tune Your Retail Organization

Wholesalers and points of sale always need the correct quantities of your newspapers and magazines. Because demand is frequently affected by sudden events, it's important to ensure that you cope with the unexpected demand.

You can tailor the SAP for Media circulation management functionality to handle the specific requirements of single-copy sales of newspapers and magazines. The focus is on planning the product combinations and quantities with which each wholesaler or point of sale is to be supplied. Using this data, SAP for Media automatically generates sales orders and shipping documents.

Contract Data

A contract documents an agreement between you and your customer as to the regular delivery of a particular product. If you begin publishing a new product or a publication goes out of print, you can change all of the corresponding contracts at once.

Product, Mix, and Quantity Planning

You can assign any inserts or other articles you wish to your print editions. SAP for Media determines the actual issue mix for delivery from the product components of the carrying issue.

Quantity planning defines the numbers of issues of a product that should be delivered. You can also plan collaboratively by exchanging planning quantities with your customers and comparing them. Of course, planning quantities aren't entered manually into the software; they're copied for each period and imported or entered automatically for planning intervals.

Order Generation, Shipping, and Billing

SAP for Media automatically generates sales orders based on contracts and planning data. It can even handle partial deliveries and the staggered delivery of an issue in phases if you specify it in the corresponding orders. Phased delivery of individual issues helps increase your market penetration, and it improves efficiency because you can add the returned quantities from one phase to the outbound delivery for the subsequent phase. Billing is based on sales orders.

Returns

Flexible quantity planning helps you reduce return quantities. Your customers can notify you of unsold copies by sending you the data physically or by entering the figures online. These reports are subject to validation checks. SAP for Media creates credit memos based on the return notifications.

Generate Revenue with New Products and Delivery Services

Publishers do not only distribute their own publication within their distribution area. You can offer the delivery of third-party publications, as well as other products. Functions such as address data management and total market coverage can be used to manage distribution orders to all households within a specific region.

SAP for Media also offers the possibility to expand your range to include such products as vacation offers and merchandising articles. You can use telesales and Internet shopping functions to create orders for your own or third-party products and handle logistics and billing for these products.

Fulfill Audit Requirements and Keep an Eye on Sales

You want to plan title sales, keep up-to-date with your orders on hand, and identify cross-selling potential. SAP® Business Intelligence (SAP BI), a key component of the SAP NetWeaver platform, gives you a full overview of your company's business and provides you with the analyses you need to make the right decisions, improve your processes, and measure the success of your procedures.

SAP Business Intelligence handles planning and simulation, offers publishing-specific content, and provides analytical tools. It also provides media-specific standard reports and analyses. Circulation management requires the fulfillment of audit reporting. In addition, content delivered includes information on the orders on hand (subscription and single-copy sales), subscription lifetimes, complaints, returns, and deliveries.

Discover the Advantages of an Integrated Media Solution

SAP for Media offers you the following advantages:

- Increased sales volume as a result of optimized customer acquisition and retention. We provide comprehensive marketing functions from campaign planning through analysis, which are integrated with circulation management.
- Sharper customer focus in subscription sales, resulting from added flexibility in designing products and order concepts, as well as self-service Internet functions
- More efficient delivery to points of sale and wholesalers, reducing returns to a minimum
- Improved customer service and collaboration with business partners using the latest technology and a wide range of communication channels, including the Internet
- Reduced sales costs as a result of standardized processes and full integration with SAP financials and payroll capabilities
- Solid decision making based on comprehensive analyses and business intelligence that use up-to-date, company-wide information

Get the Full Story

For more information on how SAP for Media can help boost your newspaper and magazine sales, visit our Web site at www.sap.com/media

Powered by SAP NetWeaver

SAP for Media is powered by the SAP NetWeaver platform, the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business. It allows companies to obtain more business value from existing IT investments and to deploy a services-oriented architecture. SAP NetWeaver reduces total cost of ownership (TCO) and complexity across the entire IT landscape.

SAP NetWeaver powers mySAP™ Business Suite, SAP xApps™ packaged composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.