

SAP for Media



As a book publisher or information service provider, you need 360-degree visibility across your entire value chain to identify stronger and weaker sellers and gear your products to changing customer demands. The SAP® for Media set of solutions features powerful reporting and analysis, including pre-configured content tailored to the specific requirements of your industry. That adds up to greater transparency, lower costs, higher profitability, and enhanced competitive edge.

END-TO-END REPORTING AND ANALYSIS

FOR BOOK PUBLISHERS AND INFORMATION SERVICE PROVIDERS

360-DEGREE VISIBILITY – THE KEY TO SUCCESS

Today's book publishers and information service providers face rising operational costs and shrinking profit margins. To make the decisions that will keep you ahead of the field, you need detailed insight into key aspects of your business. You must be able to identify unprofitable products quickly, pinpoint potential savings and new opportunities, and act accordingly.

But achieving this level of transparency is easier said than done. A cutting-edge solution is the only answer – one that is capable of collecting up-to-the-minute information across all your systems and delivering that data to decision makers quickly, accurately, and in an easy-to-understand form.

POWERFUL BUSINESS INTELLIGENCE AT YOUR FINGERTIPS

The SAP for Media set of solutions includes powerful business analytics software tailored to the specific requirements of book publishers and information service providers, giving you the visibility that's vital to your continued success. While other vendors provide reporting and analysis for isolated areas of your business, SAP delivers a truly end-to-end solution. With SAP for Media, you can capture and analyze relevant information across your entire value chain.

Editorial and Production

- Increase the precision of your book costing and the success of your front list by examining the strengths and weaknesses of comparable titles from your back list
- Adhere to your budgets by closely monitoring actual costs
- Gain better insight into your authors' performance and remuneration by viewing title sales and royalties
- Track paid and payable royalties of rights holders such as authors and translators
- Monitor the revenue and productivity of editorial employees

Sales and Marketing

- Analyze product and license revenues by customer and customer group in selected markets, territories, or for specific languages
- Display details of gross and net sales, discounts, taxes, return quantities, and free copies (by title/group of titles and by period)
- Pinpoint your slowest-selling and top-selling products to decide whether to discontinue or reprint

Executives

- Identify unprofitable product lines, segments, or individual titles by comparing development/production costs and royalty obligations with product and license revenues
- Create a balance-sheet view of your product line at any time, and monitor the success of your front list and back list to optimize your publishing strategy
- Monitor the revenue and productivity of individual editorial departments

OUT-OF-THE-BOX ANALYTICS

The reporting and analysis software in SAP for Media delivers predefined content tailored to your industry and to individual employees' roles. This capability eliminates time-consuming, resource-intensive programming, significantly reducing total cost of ownership – and gives you new insight from the word go.

A Strong but Flexible Foundation

Flexible data models and central repositories provide your IT and financial control departments with a solid basis for sound enterprise reporting. Data models include:

- Products with hierarchical relationships, allowing detailed analysis of individual ISBNs or subscription offerings
- Intellectual properties with hierarchical attributes, including territory, market, and language, thus enabling detailed analysis of rights exploitation as well as royalty obligations
- Flexible relationships between intellectual properties and products, allowing cross-media exploitation analysis
- End-to-end tracking of budgeted/actual costs and revenues for all relevant financial transactions

Capture Information Across the Entire Value Chain

The business intelligence functionality of SAP for Media enables your operational departments to:

- Record working times and purchased editorial services
- Flexibly post project work to the system as assets or inventory
- Have the system record values for work in progress

World-Class Capabilities

A range of powerful features provides your decision makers with the answers to their most pressing questions.

- Predefined content based on international best practices for publishers:
 - Front list reports based on current proposals and projects
 - Back list reports based on actual sales and all plan versions created during development and production
 - Drill-downs by author, customer, channel, campaign, title, territory, market, language, and many more characteristics
 - Reporting on all relevant key performance indicators (KPIs) such as earned/received product and license revenues, discounts and quantities, payable/paid royalties, and editorial, production, and marketing costs
 - Comparisons, including last year to date and last month to date
- Many generic capabilities including:
 - A variety of easy-to-understand graphs
 - Top-N and ABC analytics
 - Information push through report distribution and alerts
 - Slice-and-dice functions from high-level aggregation down to individual business transactions
 - Planning and simulation workbench
 - Microsoft Excel or portal-based user interface
 - Integration of data from non-SAP systems

BENEFITS AT A GLANCE

The benefits of reporting and analysis with SAP for Media are:

- Reduced entrepreneurial risk thanks to an improved decision base and faster access to relevant information
- Improved overall business performance through international best practices

- Lower costs for data collection and management, as all information is stored on the basis of a consistent model
- Enhanced competitive advantage through improved business insight, better decision making and more accurate, up-to-the-minute information.

TRANSPARENCY THROUGHOUT YOUR VALUE CHAIN

Reporting and analytics capabilities are seamlessly integrated with the other SAP for Media solutions, providing unparalleled transparency across all your operational processes. Powered by the open integration technology of SAP NetWeaver™, SAP for Media delivers the insight today's markets demand, enabling you to stay one step ahead of the competition.

To find out more about SAP for Media for book publishers and information service providers, visit 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.

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