



## SAP Solution Brief

# SAP® BUSINESS INTELLIGENCE FOR THE MEDIA INDUSTRY

## SUCCESS IN TODAY'S MEDIA INDUSTRY REQUIRES A NEW APPROACH TO DATA MANAGEMENT

The information age has utterly transformed the media industry. Traditional markets have been shattered, and competition for the fragments is ruthless. To gain share, media companies must develop a wider range of offerings tailored to specific audiences, while keeping strict control of costs. That's why SAP® Business Intelligence features industry-specific capabilities for the media industry. This fully integrated solution delivers fast, accurate information on market segments, customer behavior, and performance of every product in your portfolio, enabling you to make strategic decisions that are accurate, on time, and profitable.

Few industries have been as deeply affected by the information revolution as the media business. The rise of Web technology, digitization, online publishing, and other new channels has toppled old hierarchies, unleashing new opportunities, new competitors, new alliances, and new business models. The days of the massive, monolithic audiences are over. Traditional markets have been splintered into hundreds of highly specialized, highly competitive niches. Consumers and advertisers have become harder to please, and they are increasingly willing to change channels if not satisfied.

In this tough and fast-paced business environment, even a single missed opportunity or ill-considered investment can be costly. To succeed, you and your decision makers need fast, accurate answers about every aspect of your enterprise and market. What kinds of products do your customers want? How effective are your outlets for advertisers? How profitable are your individual offerings? How much revenue is each sales agent generating? And how do your numbers compare with your competitors'?

SAP® Business Intelligence (SAP BI) can answer these questions. The first fully integrated, Web-enabled data management solution for the media industry, it combines data warehousing, sophisticated analytical applications, industry-specific content, and powerful knowledge management functions. It delivers the capabilities you need to collect and analyze data on every aspect of your media business – from content management and marketing to advertising and sales to customer relationship management and consumer research. With SAP BI, you see where and how to drive profitability and growth through your entire value chain, and how to align organizational strategy with actual execution. SAP BI delivers fast return on investment by helping you to leverage your investments, drive innovation, and identify and act on business opportunities.

## **A STRONG FOUNDATION: THE ARCHITECTURE OF SAP BUSINESS INTELLIGENCE**

Key to SAP BI is an open data management architecture and warehouse solution that enables media companies to collect and distill raw business data into in-depth analyses of customers, markets, and performance.

Based on a business-process model, SAP BI is designed to provide practical, real-life information about your organization that your decision makers need to take action. Facts and analyses are presented in detailed, easy-to-read reports that can be accessed quickly by any approved user via an efficient Web-based interface.

SAP BI functions smoothly in any business environment. SAP BI works equally well with other SAP and non-SAP solutions, including SAP for Media, the comprehensive set of industry solutions codeveloped with leading media companies. It can extract data from nearly any source – solutions like mySAP™ Customer Relationship Management (mySAP CRM), as well as external sources like point-of-sale figures or syndicated market research.

And because SAP BI is fully integrated with the rest of your operations, critical data can flow freely among business applications, content production systems, publication support processes, sales and distribution modules, and other functions specific to the media industry. That means results can be fed directly into your operational applications, helping create a seamless closed loop between analytics and operations while ensuring better decisions and fact-based initiatives.

Just as important, SAP BI has been carefully designed to be as user-friendly as possible, with a Web-based cockpit interface that gives both casual and power users fast, intuitive access and flexible navigation.

## **BUSINESS INTELLIGENCE: SEE YOUR BUSINESS FROM EVERY ANGLE**

SAP BI offers a full range of capabilities carefully tailored to meet industry requirements and situations: data warehousing, customized user roles, reporting, and business content, developed in close cooperation with the world's top media organizations.

### **DATA WAREHOUSING**

SAP BI gives you a powerful data warehousing capability to manage the enterprise based on a single, consolidated, timely view of your business – the single version of the truth – and ensures a smooth, continuous flow of data from source decision makers. SAP BI is a technology component of the SAP NetWeaver™ platform, which provides the best way to integrate all systems running SAP or non-SAP software. This inherently open solution pulls data from virtually any source or platform operating in the media industry, including Oracle, Informix, IBM, SQL, or SAP DB. Extraction is fast and largely automatic. SAP BI works seamlessly with SAP Enterprise Portal, SAP Exchange Infrastructure, SAP Master Data Management, SAP Mobile Infrastructure, and all other SAP NetWeaver components. Solutions are pre-configured to send data to SAP BI; standard interfaces and file formats simplify data extraction from non-SAP systems. And to ensure consistent data from all sources, SAP BI automatically cleans and converts data according to predefined rules before transferring it to the data warehouse.

SAP BI is designed for rapid implementation and ease of use. Because it integrates smoothly into your existing environment, you can begin generating benefits quickly. Daily administration is handled through a user-friendly “administrator workbench.” This reduces the time and up-front cost of setting up your data warehouse and gives your IT staff complete control over extracts, data aggregation, reports, and user authorization profiles.

## **TARGETED BUSINESS CONTENT**

SAP BI includes a full range of business content designed to help media companies more efficiently collect and analyze key data. From the start, you'll have access to reports, analysis options, and more than 100 standardized key performance indicators (KPIs) tailored to the media industry. Your staff won't need to spend hundreds of hours creating data extraction programs, metadata models, or reports. Instead, these tools are already in place and ready to be used, saving you time, cutting expenses, and freeing up your high-wage IT specialists to tackle other important projects.

Business content is entirely flexible. You can adapt it to your own circumstances or to new markets or publishing ventures. In just a few steps, you can change the kind of reports you receive, reorganize your content, or add or delete data extraction sources. And to keep your media enterprise on the cutting edge, SAP updates business content as new requirements arise, ensuring that you and your decision makers remain ahead of the curve on any new media market developments.

## **INDUSTRY-SPECIFIC USER ROLES**

With SAP BI's role-based interfaces, each of your employees has access to job-specific information. This fully customizable feature helps keep your business data secure without depriving workers of the information they need to generate revenues and reach new customers.

Sales representatives, for example, can use role-based features to prepare for on-site client visits. Logging on to a personalized Web-based information cockpit, sales reps can instantly call up all relevant data from the client's dossier. With a few clicks of the mouse, they can scan current sales figures, contract status, and contact and activity histories, along with data extracted elsewhere from your enterprise, such as mySAP CRM.

In the same way, sales reps can access information on your competitors, read media analyses from other sources, or view countless other documents – all with the simple click of the mouse.

## **REPORTS**

The end product of SAP BI is the user report, a detailed, easy-to-read analysis that provides the information that managers in the media business need to make fast, accurate decisions. Reports are preconfigured to cover every aspect of the media industry. They're also fully dynamic, allowing users to ask different questions, look at data from new perspectives, sort data by different filters – even drill down for additional details.

For example, suppose you're a publisher with a group of magazines. With a few mouse clicks, you can review any aspect of any magazine's performance, from circulation numbers to ad sales. Reports are predefined by SAP so you or your staff needn't spend hours creating them beforehand, and they offer a rich level of easy-to-read detail. Results, for example, are displayed in the SAP Enterprise Portal, based on the role of the user. With a few more mouse clicks, you can drill down for more details, such as revenues by different kinds of advertisements or for a particular month, or even by sales staff.

Customized for the analytical needs of today's media organization, SAP BI reports provide a high level of scrutiny for all your business functions: commission payments; financial accounting (including accounts payable and receivable); production data (including prepress, press, and postpress); market data (including analysis and circulation); and customer relationship management (including number and type of customer contacts and complaints).

## **SAP BUSINESS INTELLIGENCE AND THE MEDIA INDUSTRY: A POTENT COMBINATION**

SAP BI is designed to drive value through your entire organization. By seamlessly linking all operations and applications, it gives you an integrated view of your enterprise, from planning and analysis through execution and control. That helps ensure that all critical business information flows quickly and directly to those who need it, when they need it.

At the same time, SAP BI fits your own operational requirements. Its inherently open and flexible architecture lets you continuously update your business processes and model by adapting new knowledge, new data, and new approaches. Its industry-specific design, business content, and out-of-the-box tools allow for quick, cost-effective implementation. And just as important, SAP BI is completely scalable so it works with media enterprises of any size – including those companies that are rapidly growing through company mergers or large-scale international expansion.

The choice is clear. From its powerful data management functions to its flexible, scalable architecture, SAP BI offers your company the features and strengths you need to succeed in today's fast-changing, multifaceted media environment.

For more information on SAP BI and SAP for Media, visit our Web site at [www.sap.com](http://www.sap.com)

## **POWERED BY SAP NetWeaver**

SAP BI is a technology component of 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 unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.