



**Attractively priced subscription offers are an effective way for information service providers and book publishers to win and retain subscribers and book club members, securing a steady stream of sales. The SAP® for Media set of solutions delivers the powerful functionality you need to master a range of common business scenarios for subscription sales – efficiently and cost-effectively.**

## **SAP Solution Brief**

# **END-TO-END SUBSCRIPTION MANAGEMENT FOR BOOK PUBLISHERS AND INFORMATION SERVICE PROVIDERS**

## **ATTRACTING SUBSCRIBERS – AND RETAINING THEM**

As a book publisher or information service provider, you know that long-term retention of subscribers is key to securing your main source of revenue – product sales. Attractively priced subscription offers, focusing on specific subject areas for defined target groups, are an increasingly popular way of building and retaining your subscriber base. But effective follow-through is not so easy. To maintain profitability, you need fast, accurate order entry, with minimum administrative overhead. You must ensure that subscribers receive the right delivery at the right time – a tough task given the number of products and product combinations from which they can choose. You want period-related revenue posting in line with the requirements of your accounting department. And you need to maximize renewals to avoid relying too heavily on costly campaigns for new subscribers and book club members.

## **LEADING-EDGE SUPPORT FOR A RANGE OF SCENARIOS**

The SAP for Media set of solutions delivers the flexible capabilities you require to effectively manage a wide range of common business scenarios. The following illustrates three real-life examples.

### **Loose-Leaf Publications**

Subscribers to loose-leaf publications typically sign a limited or unlimited contract for periodic updates on specialty topics (law and finance, for example). Following an initial payment for the basic edition, subscribers pay a fixed quarterly sum, irrespective of the number of updates. SAP for Media checks the customer's credit status or the incoming payment and ships the basic edition. As supplements become available, they are shipped automatically. The system performs invoicing in parallel on agreed-upon dates, and posts the revenue for each period in accordance with deliveries.

## Journals

Subscribers to scientific journals normally sign a contract for a full year's copies, paying a discounted price for each issue. SAP for Media ships the issues already published during that year, and ships subsequent issues when they are released by your editorial department. Each delivery is automatically charged to the customer's credit card. Before the subscription expires, the system sends a timely renewal offer, which the subscriber can activate by making a payment. If the subscriber does not respond, SAP for Media allows you to send further issues free of charge for a defined period after the subscription has lapsed.

## Book Clubs

When signing up for a book club membership, a customer typically provides the publisher's marketing department with his or her areas of reading interest. SAP for Media will store this data as attributes in the customer's profile. On a periodic basis SAP for Media then applies these and additional seasonal criteria against the catalog of new releases for the book club, and helps pick out the right book of the month for the individual club member.

## **POWERFUL FUNCTIONALITY FOR A WIDE RANGE OF REQUIREMENTS**

### Designing Creative Subscription Offers

SAP for Media gives your marketing people the freedom to create attractive offers targeted at specific groups, with functionality that allows:

- Flexible definition of product packages, combining subscriptions to different publications/media or individual items, such as books, CDs, services, and online access to research databases
- Definition of the additional issues specified for subsequent delivery for each subscription, or campaign-driven deliveries to book club customers based on their individual profiles

## Managing Contracts with Subscribers and Book Club Members

SAP for Media enables your call center agents to:

- Rapidly enter data via templates containing default values, and change details as required
- Check customers' credit limits
- Check the availability of starter kits for loose-leaf publications
- Accurately price even very complex contractual arrangements automatically (for example, pricing based on quantity with sliding scales, deliveries, and periods)
- View all relevant contract data, such as invoicing dates, planned shipments and delivery dates, issues delivered/to be delivered, and complaints
- Make changes to existing contracts (for example, suspensions, outstanding deliveries, calendaring, or supplements)

## Managing Outbound Delivery

The functionality of SAP for Media for subscription publications takes the strain off your logistics department by including:

- Rules for specifying which subscribers will receive the next issue of each subscription product
- Functions for planning shipment of the next issues of subscription products
- Delivery simulation and automatic deliveries, with detailed logs and separate handling of back issues
- Checks for past deliveries to a subscriber
- Cost-saving bundling of subscription products for shipment
- Full integration with SAP's powerful supply chain management functions

## Complying with Accounting Requirements

SAP for Media processes financial data according to the requirements of your accounting department, as follows:

- Automatic and timely invoicing in accordance with your marketing department's pricing policy
- Period-related revenue accrual in accordance with accounting rules

## Retaining Subscribers

With the capabilities of SAP for Media, you can:

- Send automatic reminders (e-mails or letters) to subscribers at specified times
- Automatically generate renewal offers and activate them on receipt of incoming payments

## BENEFITS AT A GLANCE

The SAP for Media functionality for subscription publications helps you achieve your goals in the following areas:

- Improved subscriber retention
- Implementation of flexible strategies for pricing and packaging products
- More successful marketing campaigns targeted at specific subscribers
- Ability to identify and exploit new sales opportunities
- Streamlined processes
- Reduced transaction costs for invoicing and outbound delivery

## SEAMLESS INTEGRATION MEANS BETTER MANAGEMENT

The functions for subscription publications are seamlessly integrated with SAP for Media's tried-and-tested capabilities for book publishers and information service providers. SAP for Media delivers full coverage for:

- Editorial
  - Strategic portfolio planning with cost and revenue projections
  - Project management in development and manufacturing
  - Recording of actual costs
  - Title profitability analysis based on sales and license revenue
- Marketing
  - Strategic marketing planning with cost and revenue projections
  - Execution of marketing programs, including assignment of actual costs and revenue
  - Profitability evaluation

- Sales and distribution

- Enabling consistently high standards of customer care throughout your organization via all communications channels (phone, field sales force, and Internet) and across your entire product range

To find out more about SAP for Media, visit us on the Web at [www.sap.com/media](http://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.

