

SAP Solution in Detail
SAP for Media



SAP FOR MEDIA: IDEAL SOLUTIONS FOR BOOK PUBLISHERS AND INFORMATION SERVICE PROVIDERS

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EXECUTIVE SUMMARY

The SAP for Media solution portfolio provides a complete answer to your needs. An industry-specific set of solutions, applications, and services, it builds bridges between editing, production, marketing, and financials, creating an unprecedented degree of control and visibility for your managers and key decision makers. This is an IT environment that gives you the whole picture, not just part of it. An IT environment that supports all your processes, not just some of them. And an IT environment that is going to be up and running tomorrow.

At last, you can communicate, you can collaborate, you can calculate – across all departments, all divisions, all systems.

A COMPLETE ANSWER TO THE UNIQUE NEEDS OF YOUR BUSINESS

Publications are aging quicker than ever before, production costs are on the rise, revenue windows are shrinking, and successful authors are few and far between. You need to keep better track of your intellectual property, make better use of it, and improve your marketing and sales activities.

Above all, you need access to accurate, up-to-the-minute information across your entire organization – on budgets and costs, on project progress, on production resources, and much more. You seek greater collaboration within departments, between departments, and with external suppliers and partners. At the moment, your marketing people don't know when a campaign is threatened by slippage, your CFO has a hard time monitoring and allocating spending, and your IT department is grappling with an environment that is fragmented and maintenance intensive.

SAP, the world's leading provider of business solutions, understands the challenges facing book publishers and information service providers and offers a solution that meets all your needs: the SAP for Media solution portfolio.

This comprehensive portfolio is not designed just for editors and project leaders, just for accountants and strategic planners, or just for production managers. It is ideal for them all, offering a whole new level of integration, visibility, and control.

Best of all, SAP for Media contains everything you need to keep your costs firmly reined in, your authors loyal, your titles published on time, and your business profitable.

Idea Management

With SAP for Media solutions, you can accurately identify, categorize, and evaluate new ideas across all departments, divisions, and even countries.

Project Management Cockpit

A project management cockpit keeps you fully informed at all times regarding the status of tasks, schedules, and resources. It allows you to plan projects with accuracy and monitor progress to prevent slippage. Automatic notifications and alerts ensure you can take action quickly when there is a risk of missing budgets or deadlines.

As a result, you enjoy a fully transparent project pipeline that provides a truly reliable basis for financial planning, production scheduling, and marketing.

Proposal Management, Cost and Profit Calculation

SAP for Media solutions enable you to calculate precisely the costs and profitability of proposed titles for both first impressions and reprints and to experiment with a variety of "what-if" scenarios to find the best possible return on your investment.

Workflows guarantee that the approval process for proposals is rapid and reliable, with automatic notification of all key participants. Integration with your corporate financial planning systems guarantees that the economic impact of new projects is based on accurate, up-to-the-minute data and that key decision makers are kept fully informed.

Collaboration with Authors and Contract Management

Collaboration with your authors must be on a clearly defined basis, with all sides kept informed and on the same page. With SAP for Media solutions, you have comprehensive management of the entire author relationship, including the planning, execution, and documentation of all essential activities.

You can maintain a complete overview of current and potential authors as well as agents. All interaction with authors, via whatever channel, is recorded centrally and available throughout your organization. This record includes details of the authors' past compliance with deadlines, manuscripts submitted, contracts, and skills.

Authors are supplied with regular reports on the performance of their titles (for example, detailing royalties). They can also access Web-based self-service functions to gain the information they seek without having to bother your in-house staff. Templates enable the quick and easy generation of watertight contracts with clearly defined entitlements, commitments, and payments. You can also search for specific skills among your author pool as well as for existing intellectual property rights – enabling you to make the most of opportunities for new or supplementary sources of revenue.

Project Activities

For each and every project, both internal and external, expenses can be precisely identified and allocated. SAP for Media solutions keep you fully in the picture, enabling you to track all working hours invested in projects as well as track expenses for materials and production and for third-party services such as graphic design and editing.

Title Master Management

With SAP for Media software, you enjoy an unprecedented level of visibility across all your titles regardless of what kind of publications they are – books, loose-leaf products, magazines, or journals. You can view them in terms of production processes, in terms of sales, or in terms of logistics. And you can consolidate title-related information across all departments, divisions, and even countries, to get a complete, comprehensive picture of your intellectual property and current titles.

Manuscript Collaboration

Effective document management is vital to producing titles on time, within budget, and – most important – to high quality standards. SAP® software provides the rich functionality needed for efficient collaboration among even large project teams, from the initial draft through to the final proof. Documents are shared behind bulletproof firewalls via easy-to-understand, Web-based user interfaces that even the most technophobic authors can master.

Document check-in and checkout procedures ensure that there is no wasteful, frustrating tangle of competing versions. Intelligent authorization mechanisms ensure that only approved users have access and that it is always possible to verify who did what and when. You can check the status of documents at any time and closely monitor project progress.

You also have the ability to set up Web meetings, record discussions, and create automatic notifications – keeping everyone up to speed while eliminating potential sources of friction.

Title Life-Cycle Analytics

SAP for Media solutions allow you to examine the costs, profitability, and overall performance of titles throughout the publication life cycle. Rich functionality enables you to analyze not just individual titles but your entire intellectual property across different markets and different media. You can compare budgeted and actual costs in development, production, marketing, and distribution. And you can gain true insight into revenue from product sales, royalties, and other sources.

Purchasing

SAP for Media puts you in the driver's seat when it comes to procurement. Manage vendor relationships across all divisions within the scope of long-term framework agreements for larger discounts and better terms. Evaluate the quality, cost-effectiveness, and reliability of your suppliers over time, and make this information available to everyone within your organization.

Accurately monitor and plan demand by aggregating the requirements of individual projects and tracking long-term trends. Integrate your own environment with the systems operated by your suppliers to enable seamless exchange of data for inquiries, quotes, orders, confirmations, invoices, and payments.

Production

Thanks to the integrated nature of SAP for Media solutions, data from your editorial teams and external content providers can flow through unhindered to your production systems or to subcontractors. You enjoy a comprehensive overview of available resources, of work in progress, and of potential bottlenecks. By integrating your suppliers, you can be sure of having both internal and external production activities fully under control.

Warehouse Management

SAP for Media includes a complete solution for warehouse management, with full support for all goods receipt, storage, and issue tasks. At all times, you know how much inventory is available, both at your own facilities and, through integration with your suppliers, at external sites. You know what is stored where, what has been delivered where, and what is still on the road.

Marketing

SAP for Media software supports your marketing department in the design and execution of high-impact campaigns and enables your sales staff to offer your customers entirely new levels of service. You can plan and budget highly focused marketing activities and, if required, adjust them on the fly.

Select target groups by a variety of criteria, such as end-customers, bookstores, or area of interest, and then create highly tailored offerings, boosting your success rate. Execute highly personalized campaigns via all channels and perform in-depth analysis of the results to fine-tune your approach in the short and longer term. For example, examine actual costs and returns in comparison to your original budget.

Address Management

Addresses and other contact details are essential to all your activities – particularly, but not exclusively, to your marketing efforts. With SAP for Media software you get all data relating to customers, authors, and suppliers, integrated across all divisions and departments.

Customer Relationship Management

SAP for Media includes a full range of customer relationship management (CRM) solutions. No matter how your customers contact you – via snail mail, e-mail, your call center, your Web site, or an employee's mobile device – you always have a full interaction history at your fingertips. And you have access not only to the facts and figures but also the functions needed to meet your customers' needs, boosting satisfaction – and sales.

Moreover, you can employ the Internet to deliver information, services, and products. And you can glean data from all your systems to optimize your marketing and to target specific customer groups with precisely the right titles.

Order Management

Replace multiple stand-alone solutions for order management with a single, all-embracing solution for single-copy sales and subscriptions, for product bundles, for contract-based licensing, and for advertising sales. SAP for Media solutions let you deliver the products and services your customers demand – reliably, rapidly, and above all, profitably.

Distribution

If distribution is a central part of your business, SAP for Media solutions enable you to plan inventories and goods movements with pinpoint accuracy and effectively control picking, packing, and bundling activities for lower costs and higher customer satisfaction. Cost-efficiency also comes in the form of automated delivery of new issues and updates and in the shape of functions for rapidly processing returns.

Billing

In a business in which margins are wafer thin and products are often sold one by one to individuals, billing has to be precise and cost-efficient. SAP solutions enable you to invoice customers for publications, licenses, and advertising with accuracy and speed – via highly automated generation of bills, payment tracking, and dunning. You can charge by period or by delivered quantity.

Royalties

With SAP for Media, you can define advances and minimum royalty guarantees for each individual author, with amounts due paid automatically. Furthermore, you and your authors are kept fully up to date about sales figures and royalty payments, eliminating a major cause of soured relations.

Analysis and Simulation

SAP for Media provides a highly integrated environment in which data flows freely throughout your enterprise. And it gives you the tools to mine that data for greater transparency, control, and profitability. Powerful reporting and analytical functions, including predefined content specific to the information needs of publishers, enable you to spot slippage, wastage, budget overruns, and bottlenecks. These functions also enable you to identify opportunities, for example, exploiting existing content and rights in new ways. And they allow you to group your customers into highly specific categories you can target with tailored offerings.

Facts and figures can be gathered and combined from internal and external sources as well as across all processes, whether they are related to editing, production, or marketing and sales. The result is a much more complete picture of your business – a picture you can view from many different perspectives, resulting in completely new insights and much more reliable decision making.

What's more, SAP for Media solutions allow you to plan and simulate title profitability and new corporate strategies, giving you the flexibility you need to respond effectively to the ever-changing demands of your markets.

A Host of Benefits

SAP for Media solutions are good for your editorial processes, enabling:

- Transparency throughout the project pipeline, reducing slippage
- Faster, better decision making based on reliable data across your entire organization
- Greater author satisfaction and loyalty
- Better planning and better monitoring of projects
- Increased title success rate
- Reduced cost of rights acquisition and better rights management
- Reduced administrative overhead for contract management
- Accelerated time to market – and increased revenues as a result

SAP for Media solutions are good for production, offering:

- Improved ability to aggregate procurement requirements
- Reduced time to market through effective project management and monitoring
- Reduced slippage through information pushes, system alerts, and automatic notifications
- Easier, more accurate scheduling of production
- Improved cooperation with suppliers, which helps to avoid bottlenecks and cut costs of materials and external services

SAP for Media solutions are good for marketing and sales, resulting in:

- Improved timing and cost-efficiency of campaigns
- Greater customer satisfaction and loyalty
- Higher revenues through more targeted sales of products
- Improved exploitation of your rights for higher licensing revenue
- Reduced cost per order through aggregation and streamlined processes

SAP for Media solutions are good for your financials and controlling, providing:

- Improved cash flow through precise, timely, highly automated billing
- Lower costs for managing licenses and royalties
- 360° visibility, making it easy to spot project overruns and excessive costs
- A reliable basis for strategic decision making and improved business performance
- Cost and time savings through automatic data collection and allocation
- Far greater ability to monitor rights, inventories, and campaigns

SAP for Media solutions are good for your IT department, ensuring:

- A reliable, easy-to-maintain landscape
- An environment that is open, integrated, scalable, and adaptable
- A future-proof solution from the world leader in enterprise software

For more information, visit www.sap.com/media.

www.sap.com/contactsap