

SAP Customer Success Story Media – Publishing



“SAP for Media software makes a valuable contribution by helping us market our knowledge in the best possible way.”

Jürgen Thoma, IT Manager, Haufe Media Group

AT A GLANCE

Summary

The Haufe Media Group, one of Germany's leading specialist publishers in the fields of economics, law, and taxation, optimized its core business processes – and streamlined order management – with industry-specific and cross-industry software from the SAP for Media solution portfolio.

Web Site

www.haufe.de

Key Challenges

- Harmonize and standardize ordering processes
- Integrate data and core processes throughout the company
- Eliminate manual, time-consuming processes
- Improve statistical analyses

Project Objectives

- Replace homegrown applications and third-party solutions with an integrated, flexible IT landscape
- Optimize and reengineer existing business processes
- Implement a standard business intelligence platform to enhance decision making

Solutions and Services

- Industry-specific software from the SAP for Media solution portfolio
- SAP® R/3® Enterprise software, functionality now found in the mySAP™ ERP solution
- SAP NetWeaver® Business Intelligence component

Why SAP Solutions

- Solid reputation
- Support for future growth
- System stability
- Ability to meet company requirements
- No need for costly interfaces

Implementation Highlights

- Successfully implemented project as an SAP Ramp-Up customer
- Completed implementation on time and within budget

Key Benefits

- Optimized core business processes, especially in subscription and order management
- Enabled a holistic view of customer data
- Enhanced reporting and analysis, supporting decision making
- Provided a foundation for strategic customer relationship management and e-business

Implementation Partner

SAP Consulting

Existing Environment

Nonintegrated, heterogeneous IT system

Database

Oracle

Operating System

Microsoft Windows 2003

HAUFE MEDIA GROUP

Leading German Publisher Optimizes Ordering and Subscription Management Using Software from the SAP for Media Solution Portfolio

More than one million customers and over three million readers regularly access the Haufe Media Group's premium content. True to its motto, "Know. Can. Do.," the Freiburg, Germany-based family business provides extensive information in the fields of economics, law, taxation, and information management. Its products range from instructional books to specialized periodicals, from conventional journals to business software, and from interactive CD-ROMs to Internet-based information resources. The company, one of Germany's leading specialist publishers, also offers courses on related topics through the Haufe Academy.

Ordered Today, Delivered Tomorrow

Haufe Media Group's main sales channel is its subscription business. Other key channels include conventional and online sales. Since the market is generally static, it is especially important for the company to observe customer needs closely. "But we must act quickly and flexibly," explains Jürgen Thoma, IT manager at Haufe. "We can only maintain our leading position in the long term if we identify opportunities before our competitors and offer our customers individually tailored products." A rapid logistical ordering process is also key.

Since customers often need information right away, Haufe works hard to ensure rapid delivery of resources. In other words, if a customer places an order today, Haufe wants to make sure it gets there tomorrow. And that's why the company uses software from the SAP for Media solution portfolio.

An Overtaxed Heterogeneous Environment

Prior to implementing the SAP® software, the company was struggling with an outdated IT system that could no longer keep pace with its expanding operations. Processes were inefficient due to lack of integration between applications requiring multiple interfaces. Company employees had difficulty handling complicated orders – for example, if customers requested multiple items (such as printed periodicals, CD-ROMs, and additional software packages to support online research). “We were not able to map any complex product combinations or the related price models in a single subscription cycle,” says Thoma.

Maintaining and updating data for multiple inventories required tremendous manual effort. And it was becoming noticeably harder to differentiate between new and established customers. “Even our statistical evaluations often showed incorrect values

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since the subscriptions could not be sufficiently consolidated,” adds the IT manager. Problems occurred, for example, if a customer with a trial subscription changed over to a full subscription.

The system was simply overtaxed. And, since Haufe launches more than 150 new publications each year, having effective IT was mandatory.

Many Reasons for Choosing SAP Software

What Haufe needed to do was replace proprietary applications with a powerful, integrated business solution that would enable it to harmonize data and reduce costs. After thorough analysis, Haufe chose SAP software. “The media-specific software convinced us. Supplemented by the SAP NetWeaver® Business Intelligence component, this was the best IT package for meeting our challenges and for supporting our future product and distribution strategies,” says Thoma.

Once it decided on the software, Haufe put together an implementation team that outlined the project’s scope and objectives. “Although we spent a lot of time defining end-to-end processes and consulting with the various departments, it was well worth the effort – particularly because it enabled a fast and efficient implementation,” explains Thoma.

After completing the project specifications, the team concentrated on customizing the new system to meet company requirements. To achieve this, Haufe collaborated extensively with the development experts from SAP – an all around win-win situation. Haufe brought inside knowledge of industry processes and requirements, which SAP used to develop additional standards for its media business solution. In turn, the project team was able to build up substantial knowledge of the SAP software. Thoma comments, “SAP proved to be an approachable partner that responded flexibly to our needs as a medium-sized publishing house.”

The implementation was a success. And even though Haufe, as an SAP Ramp-Up customer, implemented a new release of the software from SAP for Media, the project was completed on time and within budget.

Optimizing the Subscription Business

Today, SAP software enables the Haufe Media Group to manage its extensive family of offerings with ease, as well as complex product combinations – from periodicals to software applications and educational opportunities. Online-based business models can be implemented easily and quickly too. The entire subscription business now benefits from flexible, transparent processes, allowing employees to spend more time on strategic tasks. The software also enables secure and efficient billing.

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In addition, Haufe employees can now cancel and upgrade customer orders with a few clicks of the mouse. And, if customers decide to cancel new offerings within the four-week trial period, employees can easily reactivate the original subscriptions or

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orders if need be. All information regarding such processes is recorded in the SAP system. “This enables our product managers to identify how successful a sales strategy is and determine the best follow-up measures,” clarifies Thoma. In addition, all information is automatically updated on a daily basis.

Business Intelligence as a Strategic Platform

Haufe uses the SAP NetWeaver Business Intelligence component to evaluate all transaction data. “The business intelligence software is our strategic platform for product-oriented evaluations, order analyses, planning, and cost accounting,” reports the IT manager.

Haufe implemented the software’s standard business content – for accounting and cost accounting – with little need for customization.

An Investment with Diverse Benefits

“SAP for Media solutions enabled us to streamline our logistical ordering processes and adapt them according to our needs,” says Thoma. A short time ago, pocket calculators were still being used; today, automated processes ensure more speed and security. The software made it possible for Haufe to completely and transparently map the entire ordering process – from the entering of orders to trial-product returns. And in some instances, the time required to process orders was reduced from 30 minutes to just 2 minutes.

During seasonal peaks, Haufe used to rely on external service providers to ensure all orders were filled. Now, with SAP software, the company can use its own internal resources. In addition, warehousing processes are much more efficient, according to Thoma, thanks to XML interfaces that link the ordering system to warehousing partners.

From a total of 600 users, around 200 are now using the SAP for Media solutions.

Strengthening Customer Relationships Through E-Business

With the Internet gaining ground as the preferred channel for sales and marketing, it will become more and more important for companies to offer online portals with personalized content – if they want to stay competitive and retain a loyal client base. This means Haufe must have as much information as possible about its customers. With SAP software, the company now has the means to implement this strategy.

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