

SAP Customer Success Story

“A fundamental goal of our current strategy is to provide our users with a simple and integrated interface, regardless of which system they are using. That is why we have implemented the SAP NetWeaver platform.”

Dr. Rolf-Eckart Bandl, Managing Director, Burda Digital

Hubert
Burda
Media

AT A GLANCE

Company Name

Hubert Burda Media, Germany
www.hubert-burda-media.com

Industry

Media

Key Challenges

- Unite communication channels through a single platform
- Provide simple and real-time access to information across disparate technologies and applications

Implementation Partners

- SAP® Consulting, part of SAP Customer Services Network
- Burda Digital, independent IT company of Hubert Burda Media

Solution and Services

SAP NetWeaver™, including SAP Enterprise Portal, SAP Business Intelligence, and SAP Web Application Server

Existing Environment

SAP R/3® Enterprise, now available in mySAP® ERP

Implementation Highlights

- Successful project as ramp-up customer for SAP Enterprise Portal
- Interactive knowledge management instead of one-way flow of information
- Standardization and cross-application mapping of key business processes
- Implementation of user management
- Planned implementation of collaboration functions in SAP Enterprise Portal
- 3,000 users (by final phase)

Key Benefits

- Increased employee satisfaction with simple and central access to information and applications
- Gained competitive advantages by using unstructured information as the basis for strategic and operational decisions
- Optimized processes during the redesign conducted in the implementation of SAP Enterprise Portal

Hardware

Hewlett-Packard

Operating System

HP-UX 11 and 11i
(with Oracle 9i database)



HUBERT BURDA MEDIA

SAP NetWeaver™: THE CENTRAL, ENTERPRISE-WIDE INTEGRATION AND APPLICATION PLATFORM AT HUBERT BURDA MEDIA

Hubert Burda Media (HBM), with €1.5 billion in external sales and 7,400 employees in 28 countries, is one of the largest international media companies. Whether it is politics, lifestyle, fashion, or gardening – Burda covers all aspects of everyday life. *Elle*, *Focus*, and *Playboy* are just some of its best-loved titles. With their flair for people and stories, the editorial teams reach almost 70% of the German population over the age of 14. As the epitome of networked communication across media categories, HBM is now intensifying its internal communication – and its contact with customers and partners in the medium term – with the SAP NetWeaver™ platform.

Since the beginning of 2003, the company has been relying on the SAP NetWeaver platform to extend its collaboration capabilities across locations and countries. HBM has created an employee portal and integrated SAP NetWeaver components in a unified platform – including SAP® Enterprise Portal (SAP EP) and its knowledge management capability, SAP Business Intelligence (SAP BI), and SAP Web Application Server (SAP Web AS). It is currently looking at additional components, such as SAP Exchange Infrastructure (SAP XI) for the message-based integration of internal and external systems.

FROM INTRANET TO ENTERPRISE PLATFORM

HBM established its corporate intranet as a company-wide information platform in 2000. However, burgeoning data sets, the integration of applications and Web shops, and personalized services began to show the limits of the traditional intranet concept. Nonintegrated systems hindered important workflows; multiple log-ons and disparate data made the daily work more difficult.

In the search for a platform that could meet the company's increasing demands, the first priority was always to create tangible added value for the user. "The portal unites the different communication channels on an integrated platform. The user can then access the various applications and data sources without having to leap over technical hurdles," says Dr. Rolf-Eckart Bandl, managing director of Burda Digital, the group's IT service provider.

DECISION FOR SAP

Hubert Burda Media had already deployed SAP R/3® Enterprise (now available in mySAP™ ERP) when it started considering portal options. The high integration capability of HBM's IT and SAP landscape as well as simple, secure, and personalized access to information were critical factors in favor of SAP Enterprise Portal.

"With the solution from SAP, our employees have a portal that is tailored specifically to their needs. That means we simplify processes and facilitate communication in the company."

Stefan Kreutel, Director of the Enterprise Portal Competence Center, Burda Digital

"In contrast to its competitors, SAP could meet all our requirements. It was also able to provide Apple Macintosh compatibility, which is important for publishing. Our Macintosh users will be able to use the portal by the end of the year," says Stefan Kreutel, director of the Enterprise Portal Competence Center at Burda Digital. Other factors that influenced the decision for SAP EP were the feasibility of end-to-end processes and the portal's online and navigation structures. Investment security and market position were also important criteria in the decision-making process.

THE HUMAN FACTOR

In terms of technology and content, the portal project's goals were to consolidate the multitude of media and systems used at

HBM and achieve demonstrable business benefits with SAP EP. "With the solution from SAP, our employees have a portal that is tailored specifically to their needs. That means we simplify processes and facilitate communication in the company," says Kreutel. The SAP NetWeaver platform also creates a foundation for creating and extending the internal media communities at HBM.

Since the portal implementation, all information management processes now run online at HBM, so employees had to learn how to work with the individual SAP EP functions, such as knowledge management. The project's main challenge was how to get users working with information and applications in a new setting, rather than whether the technology was fully developed. "Effective use of just one application is a worthwhile investment, so it was important for us to introduce the employees to the new medium step-by-step and get them enthusiastic about it," says Kreutel.

According to Volker Männle from the Business Development Group at Burda Digital, simplification was the principle for success. Most users are not concerned about the technology behind the scenes. They just want to see a user interface that is relevant for them. The most important thing for users is to get fast access to up-to-date and personalized information. HBM had an implementation approach that took user needs into account from the start. “We wanted to create basic acceptance before we rolled out the applications to all profit centers,” says Männle. SAP NetWeaver makes it possible to accommodate changing requirements. Instead of IT determining the processes, the goal was to use the software to make processes simpler and more user-friendly.

STEP-BY-STEP IMPLEMENTATION

The implementation of SAP Enterprise Portal began in September 2003 under the guidance of Burda Digital and with help from SAP Consulting. “The support from SAP Consulting made a significant difference to us because we were a ramp-up customer for SAP EP 6.0. The on-site consulting from SAP was also important for issues like application integration and knowledge management,” says Kreutel. HBM used the “train-the-trainer” principle, with key users training colleagues in various departments.

The solution went live in March 2004 with 130 users. Since the beginning of July 2004, all cost center managers have also been working with SAP EP, which gives them access to key figures. They will be joined at the end of the year by a number of Macintosh users. The portal will be implemented progressively through the end of 2005 in the company’s German and international sites. By the completion of the implementation project, there will be approximately 3,000 SAP EP users.

QUALITATIVE AND QUANTITATIVE BENEFITS

With the portal and business intelligence components from SAP NetWeaver, HBM has succeeded in creating a common and centralized information, application, and communication platform for all its subsidiaries. Users have just one logon, one password, and one interface for all the systems they need.

In practice, that means the SAP Business Intelligence component gives users access to a variety of analyses and competitor information. Employees involved in magazine sales, for example, can view relevant sales and market reports. Users can also adapt their access to information and functions by using the iView software of SAP Enterprise Portal to seamlessly implement their changed requirements at any time. That also applies to what they see and how the data is displayed, because it’s easy to change the range and depth of information on the portal site.

For HBM employees who use SAP EP, laboriously collecting information is a thing of the past. In cost center management, for example, up-to-date cost center reports are now available at the click of a button. A traffic-light function shows the status of key figures. To analyze individual values, the user can drill down from the top value to the document in the underlying SAP system. Search times have been reduced dramatically, and users no longer get lost in the maze of information. There are quantifiable savings, for example, in printing and distributing reports. And from a quality point of view, the latest data gives users a solid foundation for making important strategic and operational decisions.

“With SAP EP, HBM has experienced the evolution from an intranet solution to a portal that maps cross-application business processes and creates an enterprise-wide platform for communication and cooperation,” says Männle. Kreutel adds: “Employees can access all the data they need, and the communication among individual departments works better. That opens up totally new options for cross-site collaboration.”

MOTIVATED FOR THE NEXT STAGE

Following the successful implementation of the first SAP NetWeaver components, HBM is keen to exploit the platform's potential to the fullest extent. Integrating publishing-specific media applications is on the agenda, as well as self-service applications for employees and managers and the integrated collaboration functions in SAP EP, such as virtual project rooms. The company is also considering how to integrate customers and partners more closely in the business processes, with the help of SAP Exchange Infrastructure.

In the long term, HBM will intensify its work on integrated IT solutions within the company and with customers and partners – not least because customer expectations about the group's performance are growing. For HBM, SAP EP is already proving itself as a central integration and communication platform and an organic network for projects and workflows, giving employees fast, transparent access to decentralized knowledge and resources. According to Kreutel, SAP Enterprise Portal has the potential to become the nerve center for HBM.

ABOUT BURDA DIGITAL

Burda Digital, the independent IT company of international media company Hubert Burda Media, develops customer-specific IT solutions to optimize business processes. In particular, it has experience and expertise in mySAP Business Suite and SAP NetWeaver. The company also has comprehensive industry knowledge on the implementation and operation of media solutions (including SAP for Media) in the publishing industry.

Burda Digital runs all the commercial IT applications and desktop services for Hubert Burda Media. It is also responsible for the group's entire international network infrastructure and operates its state-of-the-art client-server data center.