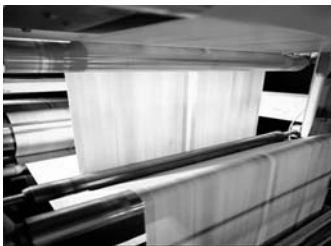


SAP Customer Success Story



Publishing company **Keller Verlag** is at the cutting edge of technology in Germany: The renowned publishing house is the first media company to integrate its heterogeneous system landscape and that of its connected customers using SAP® Exchange Infrastructure (SAP XI), a technology solution in the SAP NetWeaver™ technology suite. SAP XI replaces previous point-to-point connections and enables the company to manage its different commercial and technical applications with the most up-to-date technology.



KELLER VERLAG

KELLER VERLAG INTEGRATES TECHNICAL AND COMMERCIAL APPLICATIONS WITH SAP® EXCHANGE INFRASTRUCTURE, AN SAP NetWeaver™ SOLUTION

A FOCUS ON DIRECTORIES

Directories: We all know what they are and most of us use them. They are still the quickest way to get telephone numbers, in printed or electronic form. The directories are usually produced by specialist publishers, and in Germany, Josef Keller Verlag remains one of the most renowned. Based in Starnberg, the company publishes phone books, yellow pages, and local directories. Keller Verlag also numbers specialist publications, magazines, and catalogs among its publications and provides several electronic information services. This versatility means it must have state-of-the-art information technology to support company processes.

Keller Verlag deploys best-in-class IT solutions: SAP® R/3® for business; the advertising management solution from the SAP for Media portfolio of software and services; and the self-developed TelNet++ product family developed in C++. The latter contains the editing system for managing and maintaining the considerable volume of telephone-book data and the production system for manufacturing multimedia end products. Keller Verlag also uses the Stibo Graphic Media Server for graphic work and additional systems like contentboard (content management system) and Internet search engines.

However, in spite of an impressive array of software, Keller Verlag knew something was missing. “We needed a solution that would enable better integration of these applications in a unified infrastructure; one that would help us manage our own heterogeneous

system landscape and those of connected external customers with the most up-to-date technology,” says Josef Burghardt, IT manager and lead of alphadat, the service data center for Keller Verlag that also services an additional 30 directory publishers.

AT THE CUTTING EDGE OF TECHNOLOGY

Keller Verlag found its answer in SAP Exchange Infrastructure (SAP XI), positioning itself at the same time as the pioneer of cutting-edge technology within the German media market. SAP XI is part of SAP NetWeaver™, the technology suite from SAP that provides an open integration and application platform designed to work with existing systems and software. SAP XI controls the message-based integration of all internal and external systems. “SAP XI replaces individual point-to-point connections with an integrated solution,” says Burghardt. “It reduces the need for multiple interfaces and makes a significant contribution to optimizing business processes.” According to Burghardt, in the

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future SAP XI will also offer extended business-process management (BPM) functions. This will enable Keller Verlag to transfer business logic from its heterogeneous system landscape into the integration platform. “With a highly variable data model, we can tailor products and services flexibly to market changes,” he says.

AT A GLANCE

Customer	Josef Keller Verlag, one of the most renowned publishers of directories in Germany
Service provider	Plecto AG
Project	Establish a central integration platform to connect the advertising-management solution in the SAP for Media portfolio with the company's own editing system using XML documents (asynchronous)
Software	SAP® Exchange Infrastructure, a solution in the SAP NetWeaver™ technology suite

INTEGRATING ADVERTISING MANAGEMENT AND THE EDITING SYSTEM

Initially, Keller Verlag evaluated several enterprise-application integration (EAI) solutions, together with Plecto AG, a Germany-based systems integrator with a high level of technology know-how and extensive Java knowledge. Once Keller Verlag selected SAP XI as its strategic integration platform, Plecto realized the first integration scenario within just six weeks; it connected the company's TelNet++ editing system with the SAP-supported advertising-management solution. This means orders entered within SAP advertising management can be transferred directly to TelNet++ for processing and then confirmed on completion. Around 600,000 messages are exchanged this way each year. SAP XI takes over the mapping of the connected processes and the routing between the systems. “The connection between the technical and commercial systems significantly reduces the resources required to merge information and enables us to use the individual applications as effectively as possible,” says Burghardt.

But that's not the end of the story. The company is already considering further integration scenarios, such as connecting the media server. Keller Verlag also plans to deploy SAP Web Application Server, the SAP NetWeaver application platform, to optimize integration of field-service employees.