

SAP Customer Success Story Media

For the German news channel **N24**, speed is of the essence. Especially when it comes to obtaining the content and services it needs to provide high-quality programming. The news channel has leveraged the **SAP® Web Application Server**, a core component of **mySAP™ Technology**, to create a tailored, intranet-based production management solution that supports convenient order entry and processing, plus comprehensive reporting.



N24

SAP® WEB APPLICATION SERVER DELIVERS TRANSPARENCY AND SPEED

HIGH-QUALITY NEWS IN REAL TIME

Since its launch in January 2000, N24 has demonstrated time and again that it is Germany's fastest channel when it comes to breaking news. N24 viewers are often the first to hear the stories that move the world. The channel has made a name for itself as a provider of high-quality business, stock-market, and general news. N24 is owned by Germany's leading media group, ProSiebenSat.1 Media AG, which also operates ProSieben, SAT.1, and Kabel 1.

FOUR CHANNELS – ONE STRATEGY

Making the most of available human and technical resources is the name of the game for the ProSiebenSat.1 Group. No other German television company operates four channels providing complementary programming. By pooling technology, people, and content, the group can achieve cost-cutting synergy. It relies on intelligent, high-performance communications solutions to optimize the flow of information between its two main offices in Munich and Berlin. To keep viewers informed, producers often need to acquire up-to-the-minute content at extremely short notice. The procurement solutions previously deployed had inadequate interfaces and were highly fragmented. This led to time-consuming rekeying of data, inefficient communications, and inconsistencies.

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SEAMLESS INTEGRATION INTO SAP® R/3® ENVIRONMENT

“N24 needed end-to-end, consistent production management and support for integrated cost accounting,” explains Marko Schmidt at BearingPoint (formally KPMG Consulting GmbH), head of development for the project. The result was a solution

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Alexandra Rother, SAP Coordinator at ProSiebenSat.1 Media AG

based on the SAP® Web Application Server that is perfectly aligned with N24's needs. It offers a high degree of scalability and seamless functional and technical integration with the central SAP® R/3® environment. This guarantees reliable transactions and the smooth flow of data. The intranet solution provides around 100 employees with an intuitive and release-independent user interface.

RELIABLE DATA FLOWS AND EASE OF USE

BearingPoint was instrumental in the success of the project. After an implementation phase lasting just four months, the system went live in January 2002 without any hitches. The new solution provided many key features: it allows orders for broadcasting content to be created, edited, and deleted quickly and easily. It also provides powerful tools for program production and scheduling. Users are guided through the procurement process by an intuitive interface. Procurement activities are automatically linked to accounting and logistics functions. Via the SAP Internet mail gateway and SAPconnect, the person placing the requisition receives an e-mail containing all the information he or she needs to place the order. The order is printed, faxed, or e-mailed directly from within the intranet application. Because

content is often subject to copyright, the procurement process is linked to ProSiebenSat.1 Media AG's rights management system, which was developed in house. “Everyone involved in the process has access to the same up-to-the-minute information. Queries and manual activities are reduced to a minimum,” says Carsten Hoymann, project manager at BearingPoint.

CONSISTENT MASTER DATA, TRANSPARENT REPORTING, AND FINANCIAL CONTROL

The standard browser-based Web interface enables users to create, edit, or delete master data on business partners, materials, procurement records, and CO internal orders. Longer text associated with this data can also be entered directly into the SAP R/3 System via the intranet solution. In addition, comprehensive reporting functionality generates valuable information – for instance, overheads can be broken down by cost center or internal order. Two types of reports can be generated to allow price comparisons and provide the transparency required to ensure

“Easy access to all process data, combined with high performance, reliability, and consistency, make purchasing content quick and transparent.”

Karsten Wiest, Commercial Director at N24

the best possible deal. Managers can also compare prices for different types of content and various suppliers for user-defined periods with point and click simplicity. In this way, the provider offering the best value for the money can easily be identified. “The production management solution has been such a success at N24 that other channels in the ProSiebenSat.1 Media Group have also expressed an interest,” reports Alexandra Rother, SAP coordinator at ProSiebenSat.1 Media AG. “The rollout for several ProSieben program production teams will begin before the end of 2002.”