

SAP Solution in Detail
SAP for Media



NEWSPAPER AND MAGAZINE PUBLISHING WITH SAP® FOR MEDIA

THE BEST-RUN BUSINESSES RUN SAP™



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EXECUTIVE SUMMARY

Rising costs, stagnating circulation figures, and ever-increasing competition for advertisers – times have never been tougher for newspaper and magazine publishers. In today’s fiercely contested markets, winning new business and ensuring customer loyalty are key to success.

It takes reliable, up-to-the-minute information to deliver the products and high-quality service your customers demand. But all too often processes span multiple departments and IT systems – slowing responsiveness and impeding access to crucial facts and figures.

That’s where the SAP® for Media solutions come in – with state-of-the-art software geared to the specific requirements of newspaper and magazine publishers. Powered by the SAP NetWeaver™ platform, SAP for Media enables you to implement standardized, enterprise-wide processes across SAP and non-SAP systems. And that means you can tap into all the information and capabilities you need – wherever and whenever you need them. From advertising and subscriptions to distribution and portfolio management – SAP for Media helps you to increase productivity, cut costs, and boost your bottom line.

INTEGRATED SOLUTIONS FOR ALL YOUR NEEDS

Now more than ever, newspapers and magazines are under pressure to increase revenues and cut costs. Changing consumer behavior and the rising tide of new media have fragmented traditional markets making it increasingly difficult to win and retain customers. With pressure on circulation figures and advertising sales, publishers are looking for new and better ways of generating business while maintaining their existing customer base.

But to achieve these goals, you have to overcome a host of challenges. Take advertising sales. Managing the comprehensive portfolio that advertisers demand is no cakewalk. You have to quickly and effectively handle print classifieds, display ads, and online advertising across different titles and media. And you must do all of this with the high standards of service your customers expect.

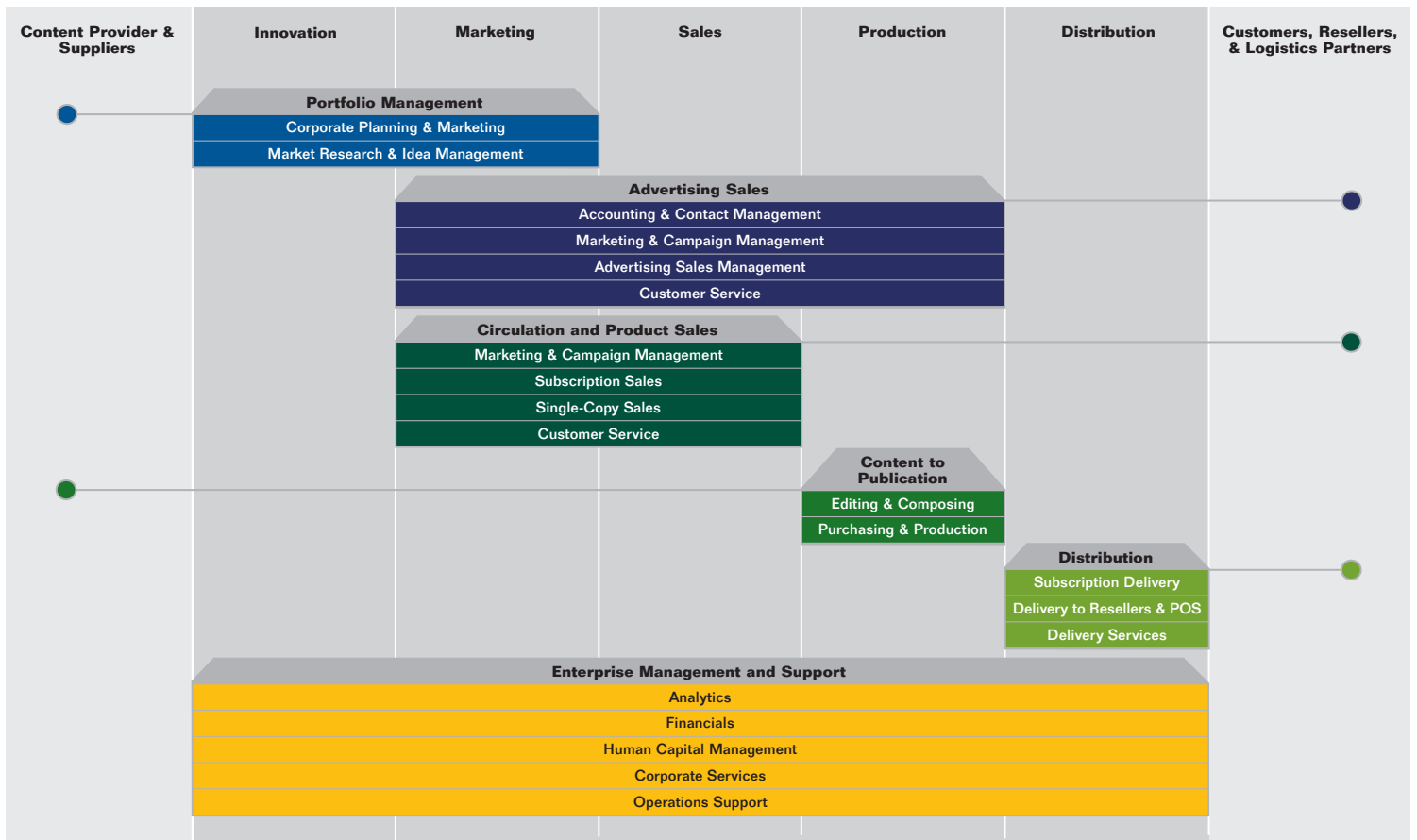


Figure 1: The SAP for Media Solution Map

When it comes to subscriptions, you need to provide attractive, transparent offerings and flexible, customer-driven services. You need reliable insight into your subscription sales so that you can identify loyal subscribers and reward them accordingly. Then there's the complexity of managing single-copy sales across a variety of outlets, plus the trend toward marketing nonmedia products.

Sounds tough. But without integrated IT support, mastering these challenges is almost impossible. Many newspaper and magazine publishers still operate a patchwork of stand-alone business, editorial, and production systems. As a result, exchanging data between applications is time-consuming and error prone. And visibility into mission-critical information can be virtually zero.

Now imagine a set of integrated solutions that enable you to implement end-to-end processes across all your systems. Solutions that give employees, customers, and partners fast, user-friendly access to all the information they need – and that deliver insight into every aspect of your business.

That's where SAP for Media comes in – with a portfolio of software designed to meet the specific needs of newspaper and magazine publishers. From support for ad and subscription sales to customer relationship management and business intelligence, SAP for Media has the answers to the challenges of today – and tomorrow. Built on 30 years of hands-on experience, SAP for Media helps you to streamline and optimize your processes in line with industry best practices.

Moreover, SAP for Media leverages the open SAP NetWeaver platform, ensuring seamless integration of SAP and non-SAP systems, plus scalability to match changing needs. And SAP for Media allows you to implement precisely the solutions you require, adding more as the need arises.

With SAP for Media, you gain the integration and automation you need to cut costs and boost revenues. What's more, you can enhance customer service, boost employee productivity, and make sound decisions based on accurate, up-to-the-minute facts and figures.

END-TO-END SUPPORT FOR AD SALES

Ad sales are a vital source of revenue for newspapers and magazines. SAP for Media provides integrated support for all processes in this essential area of your business.

Track All Your Accounts and Contacts

To keep your advertisers loyal and make the most of new sales opportunities, you need rapid, reliable access to up-to-the-minute information. SAP for Media gives you just that. You can capture, monitor, store, and track all critical information about your advertising customers, prospects, and partners.

Your sales professionals can manage individual accounts, all sales activities, and new business opportunities. What's more, powerful reporting capabilities allow you to accurately gauge your sales performance – and take action to get the results you want. For example, you can target specific categories of advertisers that are not responding to your campaigns.

Win New Advertisers with Tailored Campaigns

It takes effective, targeted marketing to win new advertisers. With SAP for Media, you can effectively manage and monitor all aspects of your campaigns – from planning to execution and beyond.

Define and coordinate key marketing activities across your entire organization – from overall strategies to individual campaigns to budgets and expected results.

Tie in information from internal and external sources to create tailor-made, personalized campaigns across all communications channels – including direct sales, call centers, mail, e-mail, fax, and the Internet.

Perform real-time monitoring and analysis to determine the actual impact of your campaigns and make adjustments on the fly, as required.

Automate core processes, significantly reducing time-consuming manual effort and freeing up your marketing professionals for strategic tasks, such as identifying new markets and opportunities, developing targeted offerings, and creating value propositions.

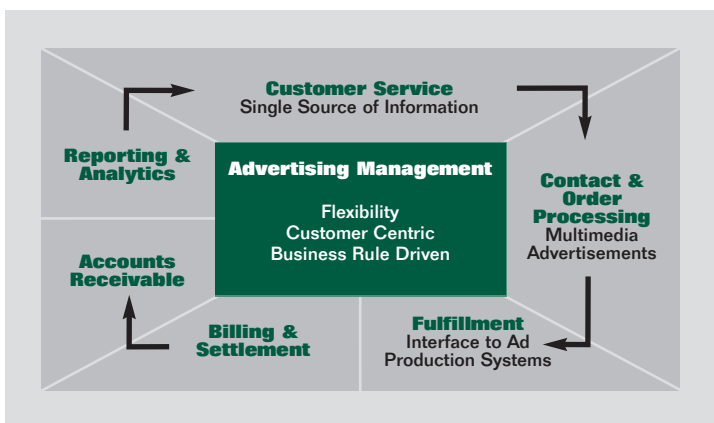


Figure 2: Advertising Management with SAP for Media

Manage Ad Sales More Effectively

SAP for Media enables your customer-facing staff to quickly and easily identify the specific advertiser or agency they are dealing with. Sales professionals can generate contracts for all types of ads (classified, display, inserts, and online), invoice advertising sales orders, handle payments to agencies and sales agents, monitor and analyze advertising contracts, and much more.

Sell and Design Ads in a Single System

With SAP for Media, you can now sell and design classified and semi-display ads all in one, user-friendly system. Sales representatives or customers simply enter the text of a classified ad, attach graphics, and format the content for publication. Advertisers can place their orders by phone or over the Internet. In both cases, content is automatically transferred to production systems once the order is created – eliminating time-consuming, error-prone manual data entry.

Deliver Premium Customer Service

SAP for Media gives your frontline employees immediate access to comprehensive details about advertisers, enabling them to provide the premium service your customers demand.

Powerful customer interaction center capabilities give your sales personnel a single point of access to all the information they need to quickly and effectively respond to queries received via any channel – including telephone, e-mail, and mail. They can quickly and easily enter and change customer or order data; answer questions about ad placements, billing, and contract fulfillment; issue credit memos; and process and analyze advertisers' complaints.

Moreover, SAP for Media includes user-friendly, Web-based self-services so advertisers can view their account information online and check whether space is available in a particular section or on a specific page. What's more, they can check whether they are fulfilling contracts to ensure entitlement to negotiated rates.

The result? Better service and more satisfied customers.

INCREASED CIRCULATION AND BETTER PRODUCT SALES

Healthy circulation figures are key to your success, driving advertising sales and generating revenue in their own right. SAP for Media helps you to attract new subscribers, reward loyalty, and provide premium customer service. From subscription campaigns to single-copy sales to sales of third-party products – SAP for Media delivers the comprehensive support you need to succeed.

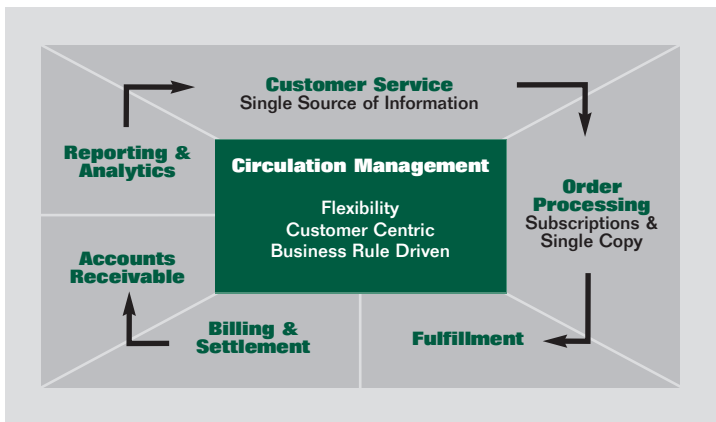


Figure 3: Integrated Circulation Management with SAP for Media

Spread the News About Subscription Offers

When it comes to boosting all-important circulation figures, effective marketing is a must. SAP for Media makes for better management of all aspects of your subscription marketing campaigns.

Map out and coordinate all key campaign-related activities – from overarching strategies to individual campaigns to budgets and actual results.

Make the most of information from internal and external sources to design and execute subscription campaigns tailored to individual target groups across all communications channels – including direct sales, call centers, mail, e-mail, fax, and the Internet.

With SAP for Media, you don't have to wait until your campaigns have run their course to see how they performed. Real-time monitoring and analysis means you can determine their actual value here and now and make adjustments on the fly.

And because SAP for Media automates core processes in subscription marketing, you significantly reduce manual effort, giving your employees more time for other, more important tasks.

Gain a Bird's-Eye View of Subscription Sales

Optimize your processes for fast, effective management of subscription sales. SAP for Media enables your staff to quickly and easily identify the customer, newspaper carrier, single-copy agent, or retail outlet they are dealing with. Sales professionals can process orders, issue invoices, manage renewals, handle sales agents' commissions, and monitor and analyze advertising contracts. Moreover, SAP for Media can automatically transfer billing and commission data to your financials and human resources applications, ensuring fast, error-free processing.

Wide-ranging Internet self-services allow your subscribers to access their account, take out new subscriptions, request vacation suspensions or later deliveries, maintain their personal details, and more.

Master the Challenges of Single-Copy Sales

Today, newspapers and magazines can be purchased at a wide variety of outlets – from grocery stores to gas stations. Managing single-copy sales through diverse channels can be a challenging task, particularly when it comes to ensuring that your partners have the right number of copies and titles at the right times and minimizing returns.

SAP for Media streamlines sales of your publications through retailers and wholesalers by automatically generating shipping documents on the basis of their contracts. This ensures that the right quantities are delivered to the right locations, saving you time and money.

You can deal with returns faster, more efficiently, and with fewer mistakes. SAP for Media allows your carriers to enter the number of returned copies directly into the system (for example, over the Internet), greatly enhancing speed and accuracy. And because orders, deliveries, returns, and invoicing are all managed in one system, you enjoy greater insight into how actual sales compare with contracts, and that means you can make better decisions regarding stocking levels at single-copy outlets.

DELIVER THE HIGH-QUALITY SERVICE SUBSCRIBERS DEMAND

To maintain subscriber loyalty, you strive for the very highest standards of service. No matter whether your customers contact you by phone, e-mail, post, fax, or the Internet, SAP for Media supplies all the information your call-center agents and other staff require to respond quickly and effectively.

SAP for Media enables you to establish a state-of-the-art customer interaction center, providing sales personnel with a single point of access to all the data they need. Your staff can instantly call up subscribers' histories; enter and change customer or order details; redirect, terminate, or suspend subscriptions; and process and analyze complaints.

Your employees can also handle donations of subscription publications to institutions like hospitals and schools, process subscriber premiums, and convert subscriptions (for example, from weekend only to seven-day service).

You can provide individual agents with call lists, making for greater productivity. And you can create call scripts, ensuring the same high standards of service for all customers.

SAP for Media also offers user-friendly, Web-based self-services so subscribers can view and maintain their personal data and handle a variety of tasks online, including subscription orders, renewals, donations, and vacation suspensions.

Sell Nonmedia Products Through Multiple Channels

While newspapers and magazines are the heart of your business, chances are that you sell other products, too. With SAP for Media, you can effectively market your own and third-party items. SAP for Media supports the entire sales process – from order management to logistics to invoicing. What's more, powerful reporting capabilities let you analyze the cost-effectiveness of your activities.

An integrated Internet store provides an attractive additional outlet for your products. Customers enter their orders online, delivering invaluable insight into their specific interests and purchasing behavior and allowing you to quickly and easily create offers tailored to their personal preferences. Web self-services also let your shoppers maintain their own personal details and check the status of their orders.

STREAMLINED DISTRIBUTION

SAP for Media lets you efficiently manage distribution logistics for timely, reliable delivery of your publications.

Expedite Delivery to Subscribers

When it comes to delivering your publications to subscribers, SAP for Media helps you to handle a wide variety of tasks, including packaging for mail and home delivery, auditing postal service charges to ensure you're mailing your publications as cost-effectively as possible, and processing payments to carriers.

As soon as an order is entered, SAP for Media automatically identifies the best method of delivery. It also checks all subscriber addresses, preventing delivery errors. And because all data is handled in a single, integrated system, your staff can rapidly pinpoint and resolve the root cause of any complaints.

Optimize Distribution to Resellers and POS

The number of copies of your publications that resellers require can vary widely, depending on factors such as what day it is, special events – even the weather. With SAP for Media, you can accurately plan deliveries so that your resellers get precisely what they need, when they need it.

Orders and shipping documents are generated automatically on the basis of contracts and planning data. You can manage shipments, plan transportation, handle packaging of outgoing goods, and process freight costs. What's more, SAP for Media supports partial deliveries, so if you discover that outlets are running low during the day, you can restock immediately.

Handle Delivery of Your Own and Third-Party Products

The solutions of SAP for Media deliver leading-edge capabilities for shipping third-party products in addition to your own publications. This includes support for total market coverage so you can deliver products to all subscribers in given area, together with their newspapers and magazines, and to all nonsubscribers in special advertising packages.

When it comes to logistics services for external customers, you can process and bill shipping agreements, handle carrier payments, and plan orders. And if you provide one-time deliveries, SAP for Media enables you to manage your own and third-party products with support for merging your and your partners' address lists and for shipping orders.

FROM CONTENT CREATION TO PUBLICATION

Before publications are sent to press, editorial and advertising content has to be paginated and laid out. SAP for Media helps you to perform these tasks – quickly and efficiently – with integration that supports data transfer to printing systems.

SAP for Media integrates tightly with third-party systems to support all your editing and advertising processes. Using SAP for Media in combination with other systems, you can plan special publications and feature sections, create, acquire, and manage editorial and advertising content, define pagination and layout, and prepare content for online publication. Plus, SAP for Media enables magazine publishers to handle financial issues, such as outgoing royalties.

SAP for Media integrates and enhances your purchasing and production processes. You can manage purchase requisitions, purchase orders, and sales orders, confirm receipt of incoming goods, and raise invoices. SAP for Media also supports a wide range of warehousing and storage tasks, including inventory management. Moreover, it provides effective support for production planning and product cost accounting.

SHAPE A WINNING PRODUCT PORTFOLIO

To stay ahead of the pack, you have to tailor your portfolio to changing markets and customer expectations.

With SAP for Media, you can map out winning strategies for the future, define targets for your business units and sales employees, create marketing plans and budgets, and manage events. And because SAP for Media gives you a single, integrated platform for all your planning tasks, individual departments can collaborate more effectively.

SAP for Media helps you manage and evaluate ideas for new products and services and assess their financial viability. With SAP, you enjoy 360-degree visibility into the financial, strategic, and operational aspects of all your projects – enabling you to ensure your portfolio is aligned with corporate goals and to make decisions based on reliable, up-to-the-minute information.

You can also scrutinize the market potential of innovative concepts, examine any technical constraints, evaluate how best to put theory into practice, and shortlist your most promising ideas.

Tap into the Power of SAP NetWeaver™

SAP for Media is powered by the open and scalable SAP NetWeaver™ platform, helping you to get the most out of your IT resources. With SAP NetWeaver, you can:

- Align your IT with your specific business needs
- Reap greater value from existing hardware and software investments
- Deploy, monitor, and fine-tune innovative, enterprise-wide business processes, integrating SAP® and non-SAP solutions
- Reduce complexity and total cost of ownership (TCO) across your entire IT landscape, freeing up valuable resources for strategic tasks

SAP NetWeaver provides you with wide-ranging capabilities that integrate people, information, and processes – across technological and enterprise boundaries.

These include:

- Powerful reporting and analysis functionality, enabling you to identify, integrate, and analyze data from heterogeneous sources, for better, more informed decision making
- An enterprise portal infrastructure, providing authorized employees and business partners with a user-friendly, single point of access to information, applications, and systems, for greater productivity and customer satisfaction
- Master data management, allowing you to harmonize and consolidate data from diverse systems

SAP NetWeaver also helps you to efficiently manage knowledge, using SAP or third-party content management systems. What's more, it enables real-time collaboration, and supports multichannel access to your system through voice, mobile, or radio-frequency technology.

And because SAP NetWeaver seamlessly integrates your financial, production, and distribution systems, you enjoy the streamlined, standardized, enterprise-wide processes that today's publishers crave.

360-DEGREE VISIBILITY

To make sound, timely business decisions, you need full visibility into how your company is performing. But all too often publishers have to waste precious time and resources tracking down and consolidating data spread across disparate systems and applications.

SAP for Media puts an end to that. When you combine SAP for Media with SAP Business Intelligence (SAP BI), the powerful business intelligence component of the SAP NetWeaver platform, you have total insight into your enterprise. You can gauge the success of strategies, optimize processes, and take fast, effective action when you spot cost overruns, underperformers, or developing trends.

With SAP for Media, you can leverage standard industry-specific reports or define custom reports geared to your particular requirements, ensuring rapid access to precisely the information you want, whenever you want it. You can even have facts and figures delivered directly to your desktop.

Monitor and analyze a wide range of information, including:

- Advertising sales orders
- Revenue generated by sales agents
- Circulation figures (audit reporting)
- Subscription renewals and complaints
- Single-copy sales (audit reporting)
- Single-copy returns
- Product profitability
- Calls to your customer interaction center
- Visits to your online store

Drill down to different levels of detail, analyze different target groups and titles. And leverage insight into customer behavior to create winning cross-selling offers.

You can also efficiently plan your titles and budgets (bottom-up and top-down) and perform what-if analysis across departments and publications.

PUT OUR EXPERIENCE TO WORK FOR YOUR BUSINESS

When you opt for SAP for Media, you not only get future-proof, state-of-the-art software, you also join forces with a long-term partner – with hands-on experience of numerous projects for newspaper and magazine players across the globe.

Leveraging our unparalleled technology skills and expert knowledge of your industry's processes, we develop and deliver winning solutions tailored to publishers' specific requirements – and designed to maximize business value.

SAP for Media helps you to:

- Increase revenues by improving customer acquisition and retention and by maximizing cross-selling and up-selling opportunities
- Cut costs throughout your organization by deploying standardized processes and by seamlessly integrating production, accounting, and payroll systems
- Enhance customer relationships by delivering personalized services, plus improved collaboration with customers and business partners, across multiple communication channels, including the Internet
- Boost employee productivity by providing preconfigured, user-friendly access to precisely the applications and information they need for their day-to-day tasks
- Improve decision making by leveraging up-to-the-minute information from across your entire enterprise

To find out more about how SAP for Media can improve the way you do business, check out our Web site at www.sap.com/media.

Support Across the Entire Life Cycle

In addition to features designed for publishing-specific tasks, SAP® for Media solutions deliver integrated, end-to-end support for the following areas:

Analytics

- Strategic enterprise management
- Financial analytics
- Operations analytics
- Workforce analytics

Financials

- Financial accounting
- Management accounting
- Financial supply chain management
- Corporate governance

Human capital management (HCM)

- Talent management
- Workforce process management
- HCM service delivery
- Workforce deployment

Corporate services

- Travel management
- Environmental health and safety
- Incentive and commission management
- Real estate management

Operations support

- Life-cycle data management
- Program and project management
- Quality management
- Enterprise asset management
- Global trade services
- Global trade management

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