

## SAP Customer Success Story Service Provider – Course Catalog Publisher



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Gerhard Polak, Manager and Publisher, Going International

### AT A GLANCE

#### Summary

Going International (GI) developed a Web site to promote its catalog and to take orders online. For all interaction with the catalog's database, GI implemented the SAP® Business One solution. Now expert and inexperienced users alike can use GI's services to conduct marketing, manage purchasing, and generate reports.

#### Web Site

[www.goinginternational.org](http://www.goinginternational.org)

#### Key Challenges

- Improve efficiency of e-commerce transactions
- Automate marketing campaigns
- Provide full reporting capabilities

#### Project Objectives

- Implement business system capable of integrating existing subscriber and advertiser database
- Provide ease of use demanded by part-time users
- Free up management to concentrate on core competencies

#### Solution and Services

SAP Business One

#### Why SAP Solution

- Straightforward user interface
- Support for German and English
- Easy database integration

#### Implementation Highlights

- 3-month implementation
- 1.5-month testing and user acclimation

#### Key Benefits

- Automated e-commerce transactions
- Efficient management of marketing activities
- Expedited tax management

#### Implementation Partner

b1 consulting GmbH

#### Existing Environment

E-commerce Web site and associated database

#### Database

Microsoft SQL Server

#### Hardware

IBM

#### Operating System

Microsoft Windows XP

## GOING INTERNATIONAL

### SAP® Business One Promotes Medical Training

Going International (GI) serves the healthcare and humanitarian-assistance communities through its publications and counseling. The Vienna, Austria, company's premier publication is *medicine & health*, an annually updated catalog for physicians and healthcare experts that summarizes 2,500 courses, training sessions, and conferences in 45 countries.

In late 2003, GI developed an e-commerce Web site, [www.goinginternational.org](http://www.goinginternational.org), to gain visibility for the organization and its publication and to take orders over the Internet. To support online sales and marketing of the catalog, GI built a customer database that included advertisers from the pharmaceutical, banking, and insurance industries that choose *medicine & health* to promote their products and services.

GI's next step was to automate within this database the many types of business transactions it conducts with individuals and organizations, including marketing campaigns, order processing, purchase and payment acknowledgments, and financials tracking. This called for the implementation of a comprehensive business system – one that would work for a small organization without an extensive IT staff.

### **SAP® Business One – Ideal for a Small Organization Whose Users Are Part-Time Students**

“We needed a system that fit a number of specific requirements,” says Gerhard Polak, who manages GI, publishes and edits the catalog, and manages the database – all this in his free time between fulfilling his normal duties as an anesthetist and specialist for intensive care medicine and heading up the foreign-affairs division of the Vienna Medical Association.

“Our solution had to support both English and German, like the catalog itself,” he says. “Since its users are students who can devote far less than their full-time energies to learning and operating it, the system needed to have a short learning curve and a very straightforward user interface. Finally, and very importantly, it had to be easy to integrate with our database.”

To help him find the ideal business solution, Polak engaged an IT industry consultant, who recommended the SAP® Business One solution and accompanied him to a demonstration at a nearby SAP office. Once SAP illustrated the product’s ease of use and explained how it could be easily linked with GI’s database, Polak knew he had found his solution.

Next Polak selected an implementation partner, b1 consulting GmbH, a small Vienna-based consulting firm that specializes in planning and implementing sales automation systems. b1 consulting performed the implementation over a three-month period, which was followed by a month and a half of extensive user testing and acclimation. The solution went live on March 15, 2004, and GI immediately began using it to help build awareness and improve the efficiency of e-commerce interaction with customers and advertisers.

### **From E-Commerce Support to Marketing Campaigns to Tax Management, SAP Business One Does It All**

“With SAP Business One, it is straightforward to set up our marketing activities in a very structured way,” says Polak. “I can easily obtain reports of purchasers and subscribers, automatically

**“With SAP Business One, it is straightforward to set up our marketing activities in a very structured way. I can easily obtain reports of purchasers and subscribers, automatically generate e-mails for marketing campaigns, and perform all the activities entailed in taking orders, including accepting payments and issuing acknowledgments.”**

*Gerhard Polak, Manager and Publisher, Going International*

generate e-mails for marketing campaigns, and perform all the activities entailed in taking orders, including accepting payments and issuing acknowledgments. Business transactions with advertisers are just as easy. With SAP Business One, we also have everything we need for managing taxes, all implemented using the solution’s user-friendly interface.”

“Our customers benefit from SAP Business One as well,” he adds. “They save on postage, for example, by using e-mail to place orders and make payments.”

Aided by the efficiencies of SAP Business One, GI has been able to enhance its Web presence and grow the circulation of *medicine & health*. During May of 2005, for example, 3,952 people accessed the Web site, and they stayed connected for an average of 6 minutes and 42 seconds. Over 100 libraries subscribe to the publication, and many organizations in the healthcare-development community are now using it for their employees. The catalog helps them select courses from an extensive array of research and training offers, register directly with universities that offer these courses, and discover sources for more advanced training on special topics.

Now that its immediate business-system needs are satisfied, GI is investigating additional ways in which it can benefit from SAP Business One. b1 consulting, which Polak praises for its professionalism and responsiveness, continues in its role as GI's partner by exploring how the solution can further improve doing business over the Web.

"Because of the ease of use of SAP Business One, even students who lack technical expertise can work with the system in a structured way," Polak concludes. "And I can finally concentrate on my core competence as a physician."

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