



INVITATION to the Frankfurt Book Fair, Germany

## **SAP SPEAKS ISBN-13, ROYALTIES, AND TITLE MANAGEMENT**

**SAP and IDS Scheer – Solutions for Book Publishers  
and Information Service Providers**

**October 19 – 23, 2005, Hall 4.0, Booth G1313**

# SAP AND IDS SCHEER AT THE FRANKFURT BOOK FAIR

**Your markets are changing beyond recognition. Make the most of this opportunity to take your business to the next level.**

## **Seize the Opportunity with SAP and IDS Scheer**

The publishing industry is changing – and changing fast. You need to find effective answers to key challenges, such as increasing competition, ISBN-13, falling customer loyalty, shorter revenue windows, changing legal regulations, unpredictable consumer behavior, and the cost of winning new customers.

We understand the challenges you face. That's why we've created powerful, tailor-made solutions and services for publishing companies just like yours.

- **You need to cut through complexity and ensure compliance with changing requirements like ISBN-13.**
- **You need greater visibility into costs and processes.**
- **You need to be responsive to the needs of your customers.**

## **Introducing SAP® for Media**

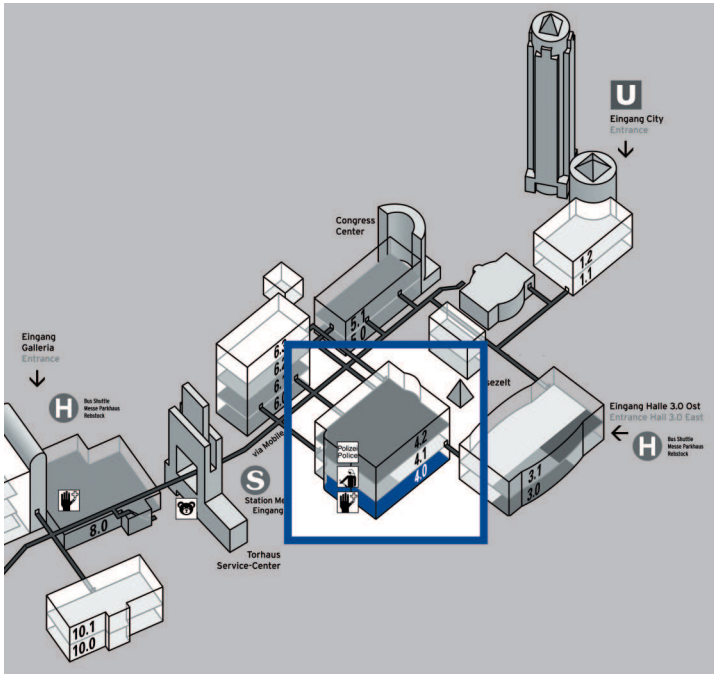
Visit SAP and IDS Scheer at the Frankfurt Book Fair 2005 and find out how SAP® for Media, a set of solutions developed to meet the needs of book publishers and information service providers, helps you turn change into opportunity.

**SAP delivers flexibility and reliability**, regardless of the size of your business, and gives you a robust, scalable, open, and flexible IT platform that enables you to respond quickly to changing markets, regulations, and technologies, such as ISBN-13 and radio frequency identification (RFID).

**SAP delivers 360-degree transparency** and provides a full, accurate, and real-time picture of rights, royalties, and title profitability; it offers powerful analytical tools to weigh the effectiveness of marketing campaigns and tools to spot and exploit new business opportunities.

**SAP puts the power of collaboration into your hands** and allows you to communicate effectively throughout your company and beyond – with suppliers, authors, and customers – so that you can strengthen loyalty, reduce time to market, and streamline production from end to end.

# MEET OUR CUSTOMERS HAUFE MEDIENGRUPPE, C. H. BECK, AND WOLTERS KLUWER



## Hall 4.0, Booth G1313

Please contact Ms. Marion Rode (+49 6227 7-6 31 94) to arrange an appointment or for help with any other organizational matters.

## Meet Our Customers HAUFE MEDIENGRUPPE, C. H. BECK, and WOLTERS KLUWER

Visit hall 4.0, booth G1313 and meet SAP and IDS Scheer customers from the publishing industry. You can learn about how they are mastering key challenges with our solutions and expertise.

Please note the following dates in your calendar:

- Wednesday, October 19 at 2 p.m.
- Thursday, October 20 at 2 p.m.
- Thursday, October 20 at 11 a.m.

## Are You Ready for ISBN-13?

How do you plan to prepare your IT systems for the transition to ISBN-13? Come to hall 4.0, booth G1313 and take part in our quick check. Speak with experts from SAP and IDS Scheer about your readiness for this crucial switch.

## **SAP Speaks Your Language – Hear About ISBN-13, Royalties, and Title Management**

Every business has its own language, and SAP understands yours. Now there's an integrated set of solutions preparing you for the ISBN transition, including end-to-end functions for publishers' core business processes: SAP for Media. Over 100 book publishers and information service providers are already supported by this flexible and safe software best seller to manage tasks, resources, and schedules involved in the development of new titles. Learn about more exciting chapters at hall 4.0, booth G1313 or at [www.sap.com/publishing](http://www.sap.com/publishing).

## **IDS Scheer – Your Expert Partner for Business Process Excellence**

IDS Scheer is the leading provider of business process management solutions in the media industry. Strategic cooperation with SAP makes ARIS tools and methods standards for the SAP NetWeaver® platform. Our media experts offer the leading methods, software, and solutions for designing, implementing, and controlling business processes and related IT systems according to your specific requirements. Experience how you can increase the efficiency of your SAP projects and lower your total cost of ownership at the same time.

[www.ids-scheer.com/media](http://www.ids-scheer.com/media)



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