



The success of your business depends on the way you manage relationships with your customers. The powerful capabilities of mySAP™ CRM are tailored specifically to the products, processes, and assets of your industry, delivering cutting-edge support for your marketing, sales, and service. Whether you sell physical or online products, advertisements or rights, mySAP CRM gives you precisely the CRM tools you require.

SAP for Media

mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT: THE KEY TO SUCCESS IN TODAY'S MEDIA INDUSTRY

Driven by new technologies, the media sector is currently undergoing rapid and radical change. Media organizations are confronted with issues of globalization, increased competition, and declining customer loyalty. At the same time, the cost of acquiring content is rising, cross-media usage is ever more important, and production systems are becoming increasingly complex. In this environment, efficient customer relationship management (CRM) is essential to long-term success.

CRM helps you optimize your marketing, sales, and service processes. It enables you to streamline operations, win new business, to identify market requirements, and to respond more rapidly. The result is stronger, more profitable relationships with your partners and customers.

The media sector places its own unique demands on CRM, not least because of the transformations brought about by the Internet. For example, news used to be delivered to defined regional customer bases via traditional channels, such as print media, radio, and television. Today, this information has to be accessible to anyone, anywhere, anytime. Moreover, incumbent media organizations are no longer the sole players. In the wake of deregulation, companies from other sectors (such as telecommunications), with their own infrastructures, are entering the fray. Effective CRM can help you master these challenges, by getting your products to market more quickly and more cost effectively, and by enabling you to offer your customers better service.

In today's highly contested markets, you need to know the answers to many questions: Which assets and rights can you exploit? Which products interest your customers? Which sales and communication channels do they prefer? Which information, products, and services might interest them? CRM helps you resolve these and many other important issues, delivering high-quality, up-to-the-minute data at all customer touch points.

The powerful capabilities of mySAP™ Customer Relationship Management (mySAP™ CRM) are tailored to the products and processes of your industry, delivering cutting-edge support for your marketing, sales, and service processes. Whether you sell physical or online products, single copies or subscriptions, advertisements or rights, mySAP CRM gives you precisely what you require, for sales to both retail partners and end consumers. What's more, CRM tools from SAP integrate seamlessly with other vital functions, such as accounting, supply chain management, business intelligence, and production systems. And since SAP solutions are based on open SAP Netweaver™ technology, you can be sure that your IT investment is fit for the future.

END-TO-END SUPPORT FOR CRM PROCESSES

mySAP CRM provides support for the entire customer lifecycle. With the help of SAP, you will win new business and build better relationships with your business partners – with fast and efficient order management, seamless integration of suppliers, high-quality customer service, and comprehensive reporting and analysis.

CHANNELS AND PORTALS

A wide variety of interaction channels are supported, allowing customers and partners to contact you via regular mail, call centers, or the Internet. Interaction center functionality from SAP gives you end-to-end coverage: for telemarketing, telesales, processing customer inquiries and complaints, and much more. A customizable user interface provides your employees with fast, user-friendly access to all information and features. This includes computer telephony integration (CTI), support for

scripting, and the ability to track caller behavior. Workflow enables downstream activities to be triggered automatically for greater efficiency.

A portal featuring defined roles, such as marketing manager or salesperson, allows users to quickly and easily call up all relevant functions and information. Moreover, office applications, reports, and Internet links can be incorporated into the portal as required, streamlining day-to-day tasks, and saving valuable time.

Customers can track their orders via the Internet, and maintain their personal data and preferences. Internet scenarios for sales and purchasing transactions are also included, and can be employed to develop a full-fledged online marketplace.

MARKETING AND CUSTOMER DEVELOPMENT

With mySAP CRM, you can plan and execute marketing activities with accuracy and speed, across all communication channels. Powerful business intelligence enables you to fine-tune your marketing campaigns for greater impact at lower cost. You can accurately budget costs and forecast revenues. When defining target groups, you can use your existing customer base or incorporate addresses you have purchased. When executing campaigns, you can target offerings at precisely specified recipients. Once the campaign is over, you can review the results, such as profitability, from a variety of perspectives, and use this insight to improve future planning and strategy.

CONTRACT AND ORDER MANAGING

mySAP CRM supports all sales processes via all channels, including telephone, Internet, and mobile applications. This includes sales of books, CDs, CD-ROMs, DVDs, videos, journals and special interest publications, loose-leaf copies, radio and TV programs, online products such as online database accesses, rights, and services. And that applies equally to individual products, bundled products, series, or subscriptions.

Moreover, mySAP CRM enables you to effectively manage your intellectual properties, including the acquisition process. All information relating to these intellectual properties is stored in a dedicated rights repository. This includes data on availability, associated business partners, contracts, and links to intangible assets. On the basis of this repository, you can analyze rights available for sale. Support is also provided for all types of license and royalty payments.

mySAP CRM also includes sales planning, a business partner cockpit, integrated billing, accounting, and supply chain management. SAP gives your employees fast, efficient access to all the tools they require, within your corporate network, over the Web or even via mobile devices.

What's more, SAP allows you to set up and operate an online store, opening up an entirely new sales channel. You can identify leads, offer customers personalized products, and create cross-selling and up-selling functions. There are also automatic checks on the prices and availability of products placed in the shopping basket. Orders can be tracked, and bills checked and paid electronically.

You can record and analyze patterns of user traffic. Data on individual purchases and orders provides insight into customer behavior that can be used to define new product offerings. Comprehensive reports allow you to identify your most profitable customers and assets, and deploy your resources more efficiently.

CUSTOMER SERVICE

mySAP CRM puts state-of-the-art customer service functions at your employees' fingertips. Whenever and however your staff interacts with customers, they can view details of products, orders, and customer history. An open architecture ensures the free flow of vital information from many sources. Incoming calls and mails can be processed quickly and efficiently with SAP's interaction center functionality, allowing employees to change customer or order data, to respond to billing queries

and to process complaints. A solution database and a search engine are also available to guarantee a rapid response to customer issues. Integrated activity planning and workflow ensure that others can be brought into the loop, or problems escalated, as required.

Internet self-service allows customers to search for the information they require (such as FAQs), change their personal data, and to contact you directly – for instance, via an easy-to-use “call back” function. This reduces time and expense spent on direct customer interaction, while increasing accessibility and customer satisfaction.

All customer service inquiries are recorded and can be evaluated. This generates invaluable feedback for future improvements. Information on the volume and pattern of calls, and on the time taken by agents to process them, is also available.

mySAP CRM AND mySAP™ BUSINESS SUITE

SAP is a proven leader in the provision of powerful, integrated IT solutions in your sector. SAP offers comprehensive answers to your needs, based on cutting-edge technology.

mySAP CRM enables you to integrate and manage your business processes transparently along the entire value chain. It combines a range of applications, processes, and functions developed specifically for the media sector with the cross-industry applications of the mySAP™ Business Suite.

Key industry-specific capabilities include the following:

- **Media product sales and distribution**
Handles single-copy and subscription sales of any media product type to both resellers and end consumers.
- **Advertising management**
Supports sales, booking, and payment processes for advertisements in all media. Includes interfaces for seamless integration with production systems.

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- **Intellectual property management**

The only fully comprehensive integrated solution for intellectual property management in the media and entertainment industry. It supports the acquisition, management, and sale of rights.

- **Product lifecycle management**

Effective management of media products throughout the entire lifecycle, from planning, to development, to production. Includes support for intra- and inter-enterprise collaboration.

The cross-industry solutions of the mySAP Business Suite include:

- mySAP™ Business Intelligence
- mySAP™ Supply Chain Management
- mySAP™ Human Resources
- mySAP™ Financials
- mySAP™ Marketplace
- mySAP™ Enterprise Portal

Through all of these capabilities, mySAP CRM helps you:

- Save time and money by integrating processes throughout your organization
- Maximize sources of revenue
- Capture new markets ahead of the competition
- Work effectively with your business partners via the Internet
- Build better customer relationships by offering more personalized products and services
- Achieve greater cost transparency
- Optimize production planning and project control
- Reduce the number of systems and interfaces in use

mySAP CRM is the software of choice for your industry. No other solution makes such comprehensive use of the Internet and offers such a broad range of media-specific functions.

For more information, check out
www.sap.com/media

mySAP™ BUSINESS SUITE:

YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE.

mySAP™ Business Suite provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver™ technology platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite consists of best-of-breed solutions that incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that work together seamlessly to help you achieve your business goals.