



SAP® for Media provides a powerful answer to the pressing needs of newspaper and magazine publishers. Designed with today's cross-media requirements in mind, this set of solutions helps you to streamline the entire advertising life cycle, in order to get more out of customer interactions, reduce costs, and increase advertising sales.

ADVERTISING MANAGEMENT

The Way Forward

The recent economic malaise hit advertising hard. Additionally, the advertising market has changed significantly, with tougher competition, new players, and new media. No one knows that better than newspaper and magazine publishers, with fewer bookings, lower revenues, and lower earnings the all-too-familiar picture.

However, there is light at the end of the tunnel.

SAP® technology is driving change – opening up new opportunities and new sales channels, streamlining the way you work, enabling you to offer innovative new products and services, increasing the quality of your interactions with customers and business partners, and helping you to cross- and up-sell.

Across the Life Cycle, from End to End

SAP for Media enables you to optimize processes throughout the advertising life cycle. Its state-of-the-art software for advertising management allows you to enhance the way you do business with your customers, from how you communicate, to the products you sell and the service you provide.

You get end-to-end integration, supporting both cross-media and multimedia advertising, and giving you the functionality you need to consistently deliver world-class service.

Increasing the Flexibility of Your Products and Services

The advertising management component of SAP for Media allows you to take bookings for advertisements across different titles and media, from print to electronic, and includes classifieds, display ads, inserts, and online advertising. You can manage orders and contractual terms and conditions, design classifieds, handle invoicing and settlement, and generate in-depth reports on all your activities.

Rich functionality enables you to:

- Effectively model relationships with advertisers and advertising agencies, communications agencies, and other companies
- Manage orders involving one or more advertisers or advertisements, and where the invoice addressee is different from the agency making the booking
- Define contractual terms and conditions (such as volume discounts) for regular customers and key accounts
- Automatically or manually assign sales agents and contractual terms to individual customers and orders
- Provide customers with accurate price information at any stage of the process, from order entry, to invoicing, to payment
- Manage both print and online ads, as well as fixed and local spaces
- Automatically provide your agents with information on up-selling opportunities
- Support cross-selling across multiple newspapers and magazines, and multiple media such as print and online
- Plan and manage ad inserts, and if integrated with the SAP component for media sales and distribution, automatically coordinate ad inserts and voucher copies
- Manage payments for services provided by third parties
- Seamlessly exchange data on orders, and on contractual terms with your customers', partners', and sales representatives' financial accounting and payroll systems

Powerful Service Capabilities for Customer Satisfaction

Comprehensive customer interaction center (CIC) functionality enables your agents to provide highly professional service and manage client contacts via all touch points, including phone, fax, or e-mail. Importantly, you gain a holistic view of your business partners, with facts and figures drawn from your advertising management, financial accounting, or marketing and field sales activities, for quick, accurate responses to inquiries.

What's more, you can provide your customers with self-service functions via the Internet, letting them place their advertisements directly into your advertising management system without the need for manual interaction.

One-Step Design of Classified Ads

The latest enhancement to the advertising management function includes the capability for entering ad content and designing classified and semi-display ads. This enables you to create the advertisement in one single step for a customer.

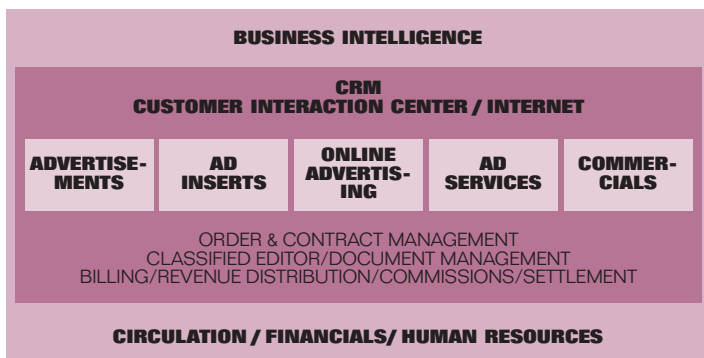
An integrated Java-based editor supports the efficient input of ad content. This can be entered and edited quickly and easily in two ways:

- Through the use of a WYSIWYG editor
- Through the entering of ad attributes depending on the context. For example, in car ads, values can be entered for parameters such as make, model, horsepower, number of doors, and so on. The system then renders the content using a template.

Graphic elements such as photos, logos, and icons can be stored using SAP Easy Document Management and included when designing an ad.

Full Integration with Non-SAP Systems

Thanks to the inherently open architecture of SAP software, you can integrate third-party ad production systems. Defined interfaces give your staff direct access to the functionality they need to access print or online advertising orders at any time.



Integrated Advertising Management

Create and Manage Revenue Opportunities

Furthermore, integration with mySAP™ Customer Relationship Management (mySAP CRM) creates even greater potential for boosting your sales. For instance, by giving your field sales staff access to all key facts, figures, and functions via Web-enabled mobile devices, you help them to make the most of customer visits and turn more pitches into orders.

Also, mySAP CRM enables you to optimize your marketing activities from end to end, with rich functionality for planning and budgeting, campaign rollout, reporting, and analysis.

For more information, please refer to the *SAP for Media mySAP Customer Relationship Management* solution brief.

Increase Transparency

Thanks to SAP Business Intelligence, you gain a full picture of your company. You can examine the profitability of your individual accounts, coordinate sales efforts, and identify cross-selling and up-selling opportunities. You also have the capabilities you need to make the right decisions, optimize processes, and measure the success of your strategy.

Powerful tools improve profitability and title planning, whether you use a bottom-up or top-down approach. You can view details of contracts, orders, revenue development, and revenue by sales representative, and much more.

Advertising Management: Benefits You Can Count On

SAP software enables you to:

- Increase your focus on your customers and offer flexible products for diverse titles and media. You can also tailor prices, discounts, and other terms and conditions to the individual needs of your customers.
- Extend your booking deadline and seal more last-minute sales because you need less time to process orders
- Optimize customer service and manage interactions via a range of channels, including the Internet, e-mail, and phone
- Increase revenues through the ability to automatically identify cross- and up-selling opportunities
- Reduce your costs through streamlined processes and full integration with your production systems, your financial accounting, and payroll systems. And leverage additional synergies by integrating SAP software for marketing or for sales and distribution
- Improve decision making with up-to-the-minute information from across your organization, thanks to comprehensive reporting and analysis tools
- Increase productivity through role-based access to all relevant applications and information

For more information on how SAP for Media can help your organization, visit www.sap.com/media

www.sap.com/contactsap

THE BEST-RUN BUSINESSES RUN SAP™



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