

## SAP Customer Success Story Media



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Perry Nixdorf, VP, Information Technology, The Globe and Mail

### AT A GLANCE

#### Summary

The Globe and Mail, Canada's leading daily national newspaper publisher, wanted to upgrade its aging legacy system to provide more flexibility and a stable IT environment, primarily for advertising order entry, financial management, and advertising tracking. To do this, it chose software from the SAP for Media set of solutions.

#### Web Site

[www.theglobeandmail.com](http://www.theglobeandmail.com)

#### Key Challenges

- Inefficient business processes
- Lack of real-time data and timely reports

#### Project Objective

Replace legacy system with state-of-the-art expandable solution to support company strategy of becoming a world-class media company

#### Why SAP® Solution

- Met all company requirements
- Offered high degree of integration across all applications
- Enabled timely transactions for financials and controlling

#### Why SAP Service

Offered high level of expertise and comprehensive knowledge base, ensuring issue resolution

#### Implementation Highlights

- On schedule and within budget
- No disruption to daily business
- First large media organization in North America to implement SAP® industry-specific software

#### Key Benefits

- Easy access to real-time information and software functionality from one screen
- Streamlined and integrated business processes
- Transparent data
- Greater customer satisfaction
- Sharper competitive edge

#### Implementation Partner

SAP Consulting

#### Solutions and Services

- Industry-specific advertising management software (for display ads)
- SAP Business Intelligence, a component in the SAP NetWeaver™ platform
- SAP R/3® software, now available in the mySAP™ ERP solution

#### Existing Environment

Legacy system

#### Database

Oracle

#### Hardware

IBM P690

#### Operating System

- UNIX (database server)
- Microsoft Windows NT (applications server)

## THE GLOBE AND MAIL

### Software from SAP® for Media Provides 21st-Century Solutions for Canada's National Newspaper

“For us, SAP software was the right choice. It provided functionality for advertising, circulation, and other areas, such as HR, that we hadn't even considered,” says Perry Nixdorf, VP, information technology at The Globe and Mail. “The SAP solution met our needs when we first implemented it and continues to meet our needs today.” Nixdorf is talking about both industry-specific and cross-industry software from the SAP for Media set of solutions.

The Globe and Mail, Canada's leading daily national newspaper publisher, decided to look beyond traditional vendor solutions when it came time to upgrade its legacy systems. The existing system at The Globe and Mail was more than 20 years old and did not provide the type of reporting that was required to maintain an edge in an extremely competitive business. As a result, the display advertising department did not have access to real-time data, while the sales group lacked effective and timely reports.

By considering an enterprise-wide solution, the newspaper would be able to replace its aging system and take advantage of industry-specific functionality for advertising order entry, financial management, and advertising tracking.

#### Positioning the Business

The decision to upgrade was purely a technological one. “We were looking for gains in efficiency and ways to improve quality of information. We also wanted to make sure we had systems in place that were current, modern, expandable, and that positioned us for the future,” says Nixdorf.

As part of a multimedia company, the newspaper went looking for a solution that would not only provide it with industry-specific functionality, but that would enable it to streamline critical business processes. The Globe and Mail also needed to upgrade its circulation and department. SAP® software fit the bill perfectly.

The project was the first large North American installation of software from SAP for Media. The solution included advertising management software (for display ads); SAP Business Intelligence, a component in the SAP NetWeaver™ platform; enterprise portal functionality; and SAP software for financials and controlling.

### Large Project: Many Challenges

Of course, undertaking such a large project had its challenges. The Globe and Mail wanted to include as many employees as possible during the design and implementation phases without interrupting day-to-day business. Ultimately, some employees were dedicated full time to the project while others acted as consultants.

The Globe and Mail worked closely with SAP Consulting to enable media-specific functionality and adapt existing solutions that had been originally designed for the European media industry. Making the leap to a new enterprise-wide solution, of course, presented challenges for executives, employees, and all those involved in the design and implementation, but SAP consultants ensured all issues were quickly resolved throughout the course of the project.

“When there were media-specific issues with the implementation, SAP Consulting took action immediately,” comments Selvie Thevathasan, project manager at The Globe and Mail. “The consultants tapped into their network in Europe to help us get over those hurdles. Being the first to do anything is really difficult, but all parties came to the table and helped us through.”

SAP consultants were on board throughout the entire implementation, working closely with The Globe and Mail team. “It was a good partnership right from the beginning,” says Thevathasan. “The SAP consultants came with focus, drive, and a commitment to make sure the project succeeded.”

Once the implementation team converted the software to North American specifications, The Globe and Mail had everything it needed to operate at optimum levels. Users could now access a range of capabilities and systems from a single screen, using SAP portal functionality. In addition, managers could easily mine data, providing checks and balances, and view information from various perspectives. The newspaper also gained the advantages of streamlined processes, thanks to advanced financials and controlling functionality.

Another benefit: enhanced customer service, as a result of a single, common database that enables users to track customer history. In addition, advertising customers can now quickly and easily find out information regarding rates, what their spend is, what they are tracking, and how they are tracking against last year.

In the beginning, The Globe and Mail had a lot of anxiety about implementing a software solution on such a large scale. But the concern proved to be unfounded, and a lot of people soon realized that the media solution was viable in North America. The implementation also provided a good foundation for future projects at the newspaper.

### Looking Ahead

With more than 200 users in the advertising and finance departments and 130 to 140 new users projected for the circulation department, the company is considering future software implementations for customer relationship management, classified advertising, and HR. Ultimately, it wants to give its customers the ability to place orders online. “But for now,” says Nixdorf, “we are comfortable in knowing we have a state-of-the-art system for a modern world, and tools we can capitalize on.”