

»Working with such a professional, goal-oriented team was a great experience for everyone involved.«

Tim Greve,
Logistics & Services, Axel Springer



axel springer 

Customer

- Axel Springer is one of Europe's leading multimedia-integrated media companies, offering a wide range of print and digital products. The Axel Springer company was established in 1946 by the eponymous publisher and is today the largest newspaper publisher in Germany, as well as the country's third-largest magazine publisher and one of the top media companies in Europe. In 2010, the company's more than 11,500 employees generated total sales of EUR 2,893.9 million and an annual profit (EBITDA) of EUR 510.6 million.

Increased Customer Satisfaction Thanks to SAP for Media

Initial situation Times are tough for many publishing companies: Plummeting circulation, shrinking markets, and crumbling customer relationships are shaping the market these days. That's why Axel Springer Verlag and many other media companies are working hard to further improve customer satisfaction. CEO of Axel Springer AG Mathias Döpfner publicly announced: "We want to be Europe's most customer-friendly media company." arvato systems helped the company become more efficient in managing its subscribers.

The new subscriber system The objective of implementing the SAP for Media (M/SD) industry solution for publishing companies was to achieve a more customer-oriented approach and increase customer satisfaction as a result. As part of a two-year project in partnership with arvato systems, the stand-alone systems that were previously in use at Axel Springer's various newspapers and magazines were replaced by a standardized subscriber management system for all customers. The publisher emphasized that the new subscriber system should be object-oriented rather than transaction-oriented in order to provide a comprehensive overview of customers, allowing for cross-selling potential among the approximately 10 million customers with different subscriptions.

The open architecture of BIC platform, and therefore the BIC Monitor, is the ideal base from which to implement customer-specific requirements quickly and efficiently and to integrate them fully.

The main users of this system are the employees at Axel Springer's call centers and sales departments. Until 2006, subscribers to Springer's newspapers and magazines were managed by four physically and logistically separate systems (one for magazines and three for newspapers). Anyone who wanted to know which Springer publications a certain customer had subscribed to needed to search all these different systems. Additionally, customers received support from four separate sales organizations managed on a decentralized basis.

»The project was successful thanks in large part to our partner, arvato systems.«

Rainer Altenbernd,
Springer Co-CIO, Axel Springer



Focus on the customer Axel Springer Verlag has been using the SAP industry solution to manage subscribers to all of its magazines since 2002. Newspaper subscriber data, conversely, was managed with systems that had been developed in-house. One reason behind this separation was the fact that the processes for newspapers were very different from those for magazines. However, there are also stark differences between the newspapers themselves. Within two years, arvato systems and the project team developed a system that places the focus on customers. The new system is expected to cut costs across the entire process chain, and it should remain modern and viable for a very long time.

Tracking customer behavior Axel Springer Verlag also wanted to extract more added value from an improved analysis of its subscribers' behavior. For this reason, in addition to setting up the new subscriber management system, arvato systems simultaneously assisted in the implementation of SAP BI to manage sales. It generates operating figures on a daily basis, allowing the company to conduct a precise market analysis based on standardized reports. Since the system was implemented, the company has been able to see an overview of incoming and outgoing shipments, complaints, subscription lengths, and contact with business partners for each title. At the same time, the digital archive was also modernized, and the existing documents were integrated into the subscriber management system.

Result The two-year project ended successfully in mid-June 2008 with the transformation of Hamburg's newspaper market – on budget and on schedule. The systemic "handling time" in the call center was reduced, personnel expenditures dropped thanks to the new centralized management of the system, and the implementation of standard solutions made it possible to slash the development budget.

Any questions? Please contact us.

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As a global systems integrator, arvato systems implements tailored, industry-specific, and custom-developed solutions in addition to standard software. 1,700 dedicated employees work at the company's 25 sites throughout the world. Our customers appreciate the combination of extensive industry expertise, technological knowledge spanning all manufacturers, genuine partnership, and true entrepreneurial spirit. With our range of products and services, we help pave the way for your business success.

An Overview of the Case

INDUSTRY

- Media, publishing

PROJECT

- Implement SAP for Media M/SD industry solution
- Standardized, more efficient subscriber management
- Improved customer satisfaction

TECHNOLOGY PLATFORM

- SAP for Media M/SD
- SAP Business Intelligence