

»The outsourcing of our SAP systems to arvato Systems significantly increased their availability and service level. It also enabled us to achieve considerable savings potential.«

Bernd A. Müller,  
Head of IT, Neue Westfälische GmbH & Co. KG



### Customer

- The Neue Westfälische daily newspaper group has the largest circulation in the Ostwestfalen-Lippe region of Germany. It has a daily readership of 682,000 (MA 2010, German Media Analysis Association) with a print run of 238,303 copies (sold copies according to IVW 4/2010, German Association for the Verification of the Circulation of Advertising Media). The publishing house and the printing house combined have 620 employees as well as around 1,200 newspaper deliverers and generate a turnover of around EUR 110 million (2009).
- As an information medium, the daily newspaper is one of the success factors for business partners and stands out with its broad reach thanks to its credibility, respectability, and acceptance.

## Focus on Core Business Thanks to SAP Outsourcing

**Initial situation** Once the Neue Westfälische (NW) newspaper decided to merge two media IT departments, a consolidation project was launched. While examining and identifying the opportunities for consolidation, it became clear that the SAP systems had to devote a majority of its resources to cover staff and operating costs, as well as technical equipment. "Once the business-relevant key data and the service level agreement had been defined for the SAP systems, we knew that we could achieve a higher degree of availability and cut costs by up to 50 percent by outsourcing the systems. We then researched the market and realized the project relatively quickly," explains Bernd A. Müller, Head of IT at Neue Westfälische.

The Bielefeld-based publishing house was using HP-UX machines and large SAN systems, which are more usually found in large corporations than in SMEs. To avoid excessive loads, the Neue Westfälische publishing house went in search of a suitable IT provider that would provide full support for the SAP systems so that NW could concentrate on its core business.

A matrix was created for the outsourcing project, where the existing systems were mapped. One side illustrated the infrastructure, the other the business applications that were used to realize added value. The areas that were not relevant for added value were able to be standardized. The company determined which of these standardizable applications could be mapped by external companies or fully outsourced.

**The right outsourcing partner** As a regional paper, the publishing house hoped to find a partner from its own neighborhood. "The skills, expertise, portfolio of arvato Systems, as well as its understanding of the problems associated with the media industry led us to choose the systems integrator from Gütersloh," explains Head of IT Müller.

»When carrying out an outsourcing project, you need someone who can lead the project, someone who is solid, authoritative, and also reliable. And these are traits that were evident in our partnership with arvato Systems.«

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Head of IT, Neue Westfälische GmbH & Co. KG



**The solution** The project had to be completed quickly. The project planning phase lasted between eight and ten weeks. Project implementation began shortly after the contract was signed. The systems went live after six months. The changeover went off without a hitch, however, the company still had to win over its users. "At first, they were very skeptical, the end users and experts alike. There was very little documentation they could fall back on, but there were a lot of technical features that had been developed during the project and had to be straightened out. After the changeover, there were few notable problems in the dialog behavior of the systems. Even extremely complex interfaces to associated systems ran largely without any errors. Today, we can say that the availability and service level of the systems has been significantly increased," adds Bernd A. Müller.

**Customer benefits** The expected reduction in costs were available immediately after the changeover. "Once the data warehouse has been migrated, we expect to be able to cut overall costs by about 50 percent from current levels thanks to the changeover," says the satisfied Head of IT. The publishing house is happy with ongoing operations at arvato systems. "No news is good news, I think. So I have a very good feeling about things. I am on the mailing list for tickets, and since the changeover, there have only been 73 cases, and most of them have been about minor issues," adds Bernd A. Müller.

During the outsourcing project, the publishing house was able to count not only on the in-depth technical expertise of arvato Systems but also on the personal commitment of the experts and their ability to integrate with the NW team. The combination of user support, application support, application development and quality assurance aligned with the specific needs and requirements of NW resulted in much greater planning and budgeting accuracy.

**Any questions? Please contact us.**

#### Your Contact

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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

- Publishing

### PROJECT

- SAP outsourcing, Application Management

### TECHNOLOGY PLATFORM

- Three SAP production systems (ERP, BI, and VI&VA)
- Hardware: 2x RX6600 / 1x RX3600 under HP-UX
- Storage systems: 2x SAN from EMC Symmetrix