



Customer

- The roots of Random House Germany stretch back to 1835, the year the C. Bertelsmann Verlag publishing house was founded. Since then, the publisher has grown through acquisitions, which took on an increasingly international character in recent years. In 2001, the publishing house was renamed Random House. Today, 33 specialized and general interest publishing houses belong to the Munich-based group. 690 employees manage the enormous publishing catalog, which currently includes close to 19,000 available titles. 200 new releases are added every month.

The Right Solution for Every Task

Initial situation Since the mid-1990s, Random House has been using Klopotek PPM publishing software. From the outset, the publishing house entrusted its IT provider arvato systems GmbH with its servicing, maintenance, training, and support issues. As a full-service provider, the Gütersloh-based system house was also responsible for the SAP business software, website, and the many special applications of the publishing group. Even the operation of the IT infrastructure is one of arvato systems' tasks. Random House did not have to expand its own capacities thanks to the extensive experience and detailed knowledge of its system partner with regard to the publishing industry and not least arvato systems' technical expertise with regard to the solutions used.

Continuous system development Since Klopotek PPM was rolled out, the publishing business has changed rapidly. Add to this the many specific requirements of a large publishing house. In order to map this dynamic development, Random House chose to implement a dual strategy: The publishing house gave the green light for program upgrades to be made wherever there was potential for increasingly small changes to the publishing software to bring additional efficiency or where standard modules could meet the growing needs of the company. In the case of complex, company-specific challenges, however, the publishing house favored the introduction of special solutions that were connected via an interface.

In early 2004, for example, the Klopotek PPM module 'Contracts, Rights & Royalties' was launched. Together with the manufacturer, arvato systems first adapted the program add-on to the company's requirements and then migrated the author and publishing data from various legacy systems. An important aspect of this process was the calculation of the value adjustment for the individual publications, which are transferred directly to SAP via the interface. Today, Random House manages all relevant information from a central point, which has simplified the fee and royalty calculation process in particular. This is accompanied by functions for the quality check and the sending of free copies. The highly useful plausibility check examines the Klopotek PPM database on an ongoing basis and informs employees by e-mail, for example, when cost center allocations are missing or duplicate fee recipient numbers have been assigned.

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Solution The list of special programs that work closely with Klopotek PPM is long. It includes, for example, the 'DIVA' planning tool, which keeps employees apprised of the current status of individual book projects and manages communication with external providers. It also features a calculation level, which informs users of the profitability of the many publications. The GOVI sales information system is used both in the field and in the office and draws on the figures of the publishing distribution division (VVA). The data stored here is used to calculate bonuses for retail book shops and commissions for sales employees. Project-related media such as blurbs, book covers, or author résumés are managed using the 'Voila' content management system and, if necessary, synchronized with adjacent systems. This includes BIC Media, for example. An Internet-based media management system, which provides product animations, video clips, or audio sequences. The material is linked to the website of the bookseller by means of cross-references.

Customer benefits It is the combination of standard and specialized applications that allowed arvato systems to meet the ever-growing and complex requirements of a major publishing group. The idea to link different specialized solutions to form a powerful all-in-one system ensures that complexity and data volume continue to be manageable. Since the standard processes of the publishing software Klopotek PPM have been retained, future updates will not pose any problems. The individual databases are linked using the so-called enterprise application integration (EAI) access layer. This gives rise to a virtual company data model, which is consistent and works without redundancies. The integrated, cross-application publishing processes led to a high degree of automation. For example, if a new title is introduced to the current publishing range or if an item is marked as 'in stock' in the system, it automatically appears in the online catalog of the Random House Group. With regard to the successful process optimization, Random House will continue to work to achieve further upgrades to special publishing solutions together with arvato systems.

An Overview of the Case

INDUSTRY

- Publishing

PROJECT

- Introduce Klopotek PPM with additional modules CR&R, SAP

TECHNOLOGY PLATFORM

- ORACLE 9

Any questions? Please contact us.

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