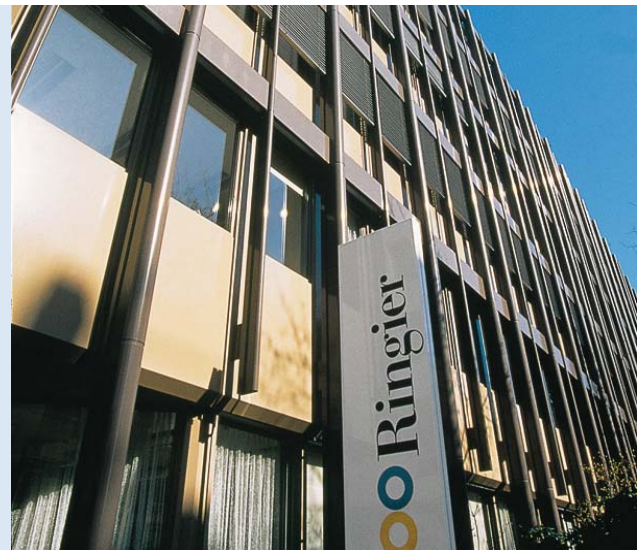


»With SAP for Media, employees benefit from transparent customer information as well as from integrative process chains. Anyone who employs the 'shipment of specimen copies' in today's advertising market can be certain that the customer will receive the correct copy automatically.«

Roland Kühne,  
Head of Services Ringier Switzerland, Ringier AG, Services



### Customer

- At 175 years, Switzerland's Ringier Group is one of the oldest and most successful media companies in the Alpine country. Ringier publishes Switzerland's largest daily newspaper ("Blick" and its Sunday edition "Sonntags-Blick") and owns a 50 percent share in the Sat.1 Switzerland broadcasting company. In Germany, the company is represented by the political magazine "Cicero" and the cultural magazine "Monopol," among other publications. Additionally, Ringier holds shares in the international TV and radio markets, owns its own print shops, is active in event management, and operates countless media websites. The Ringier Group employs just under 7,500 people worldwide and generates 1.3 million Swiss francs in turnover.

## Bringing Media Marketing "Into Line"

**Homogeneous systems live up to their potential** Switzerland's largest media company divides the print market into two segments: the "reading market" and the "advertising market." While the focus in the first segment is on media sales, the second segment concentrates on the marketing of various advertising and promotional formats.

The Swiss company has been working in both segments for a long time using different IT systems. In the advertising market, the company was even working with three solutions – one for each product category. "Some of the applications were already more than 15 years old. The technology was obsolete and could no longer meet our needs at the time, particularly in view of our international focus," recalls Roland Kühne, Head of Services at Ringier AG.

There was also significant potential for optimizing the company's processes. In the advertising market, for example, the separation between the different channels was inefficient. Duplicate databases were being maintained, and process gaps were being filled by Excel tables increasingly often. In summer 2008, the Ringier Group decided to optimize and reposition its sales and marketing workflows with a new standardized system.

»With arvato systems, we had a reliable partner at our side. The company is well versed in media industry processes and was able to bridge the gap between us and the world of SAP.«

Roland Kühne,  
Head of Services Ringier Switzerland, Ringier AG, Services

**The right partner** For its consolidation project, the media company wanted software that corresponded to its international structure and that was flexible enough to adjust to the company's special requirements. After conducting comprehensive market research, Ringier decided on the SAP for Media industry solution with the Sales (M/SD), Advertising Management (M/AM), and CRM modules. Part of the project involved converting all of the publishing company's titles for the new system. It was also important to Ringier that data quality was improved throughout the group. In order to do so, the SAP BI business intelligence module that was already in use had to be reconfigured and adapted to the special requirements of SAP for Media. The contract for the implementation was awarded to arvato systems GmbH. The systems integrator's many years of SAP and media experience were the factors that spoke most strongly in its favor.

**Meticulous process optimization** During the implementation, which began in fall 2008, the focus was initially on examining the existing processes and designing and benchmarking future processes. Joint workshops with the employees from the parts of the company affected by the new system were helpful for gathering the necessary information. "We took a classic approach to this project, breaking down the various processes into sub-processes and bringing them to life. The decisive factor here wasn't the technical structure of SAP for Media; rather, it was the actual processing sequences that were carried out in practice," Kühne explains. The crucial aspects were on the interpersonal level rather than the technical level. "With a project like this, the goal isn't technical perfection; rather, it's to reconcile what's technologically possible and economically practical with the organizational requirements and the user's individual desires. In cooperation with arvato systems, we managed to design the internal mechanics of the system in a way that allowed our employees to work efficiently," Kühne says. An additional challenge was the long running time of this large-scale project coupled with the dynamic development of the media market, which repeatedly led to process adjustments throughout the implementation process.

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

### TECHNOLOGY PLATFORM

- SAP for Media (M/SD, M/AM)
- SAP CRM
- SAP Business Intelligence

### PROJECT

- Consolidation and process optimization

### CUSTOMER BENEFITS

- The Ringier Group has been marketing their media and advertising formats exclusively with SAP for Media since 2010. "We can't entirely forego interfaces and tables, but all of our core processes operate on the same interface, on the same basis. A good example that demonstrates the system's stability is the need for emergency shipping of daily newspapers. Thanks to some clever logic, the number of these "special deliveries" has been reduced to a maximum of two per year. In the past, two a month would have been the norm," Kühne emphasizes. From Ringier's standpoint, the system integrator's cooperative, solution-oriented methods and marked industry and SAP expertise were decisive factors in the project's success.