

Success Story of a Leading Print/Communication company using SAP's suite of Solutions

90% decreased revenue leakage

Deployed the SAP ERP application in six months, thanks to the technical and media expertise of V3iT.

25% lower debt volume

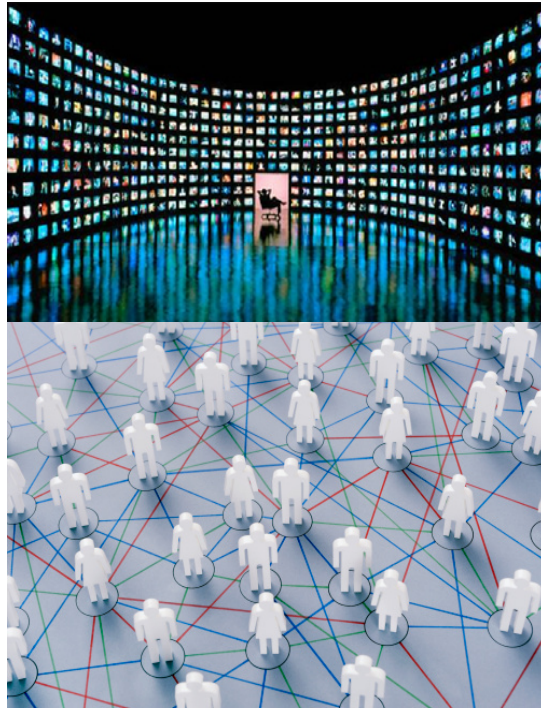
Enabled rapid analysis of complex data with SAP ERP and SAP Product Sales and Distribution for Media

Several Other Benefits

Better visibility of transactions and operations for management
Improvement in customer service through centralized management of customer and vendor master data across all lines of business

Fewer returns from customers
Integration of sales planning at the customer, regional, and branch levels to help produce and sell the optimum number of newspapers

Greater efficiency across all departments through transparency and integration between business units
Fast approvals through a measurable and traceable paperless workflow



Implementation

Working with V3iT to deploy the SAP® ERP application and leverage the SAP Product Sales and Distribution for Media and SAP Advertising Sales for Media packages, this media company has streamlined business processes, improved visibility, and enabled real-time analysis. Now it can control revenue leakage, has improved marketing strategies, and made sales and returns more efficient. The result is higher customer satisfaction – providing more great news and entertainment and maximizing profits for the company.

“This is a significant transition for our business. We selected SAP solutions and worked with V3iT to switch from an ineffective, manually operated system to an automated and integrated system. The result is greater efficiency and accuracy across the group.” Finance Director

About Customer

- The Company helps organizations communicate more effectively by working to create, manage, produce, distribute and process content on behalf of our customers.
- It assists customers in developing and executing multichannel communication strategies that engage audiences, reduce costs, drive revenues and increase compliance.
- It's innovative technologies enhance digital and print communications to deliver integrated messages across multiple media to highly targeted audiences at optimal times for clients in virtually every private and public sector.
- Strategically located operations provide local service and responsiveness while leveraging the economic, geographic and technological advantages of a global organization.

Benefits

Increased revenue from newspaper vendors, thanks to a new mobile money collection process
Streamlined distribution operations with a highly visible and transparent supply chain
Real-time analysis for advanced sales forecasting to target specific regions, focus on customer groups, and adapt market strategy
Greater control with a single 360-degree view of every customer and account
Higher customer satisfaction



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