

Case study Klopotek implementation for VNU BP's Advertisement Management and Circulation Systems

vnu business publications

In 2005 VNU Business Publications launched a project to replace its complete back-office systems. The idea was to have one central system that would streamline its circulation system, its advertisement ordering process and its complete sales process as well as integrate questionnaire management with the controlled circulation system. Finally, VNU BP wanted to have all of its information in a single data system and be able to analyze this data via the Klopotek Business Objects Universes. The roll-out was planned in two phases. VNU BP is proud to have reached this goal on time and within budget. Hans Platschorre (HP), Finance & Operations Director and Otto Korstenbroek (OK), Project Manager talked to Klopotek about their experience.



Hans Platschorre, Finance & Operations Director (left) and Otto Korstenbroek, Project Manager

Klopotek won us over with its flexible and integrated approach

VNU BP successfully implemented the Klopotek publishing solution. Why did VNU want to replace its previous systems?

HP: In our legacy system, circulations and advertisement management were based on separate databases. This meant we had to spend a lot of time and effort compiling the data to get a market overview. Not only are there costs and risks associated with an internal development department, we

hoped that an integrated system from an external provider would bring additional benefits in assessing customers and sales.

What were your initial ideas for and expectations of a new software application and supplier?

HP: It was clear to us that a generic ERP system could not meet our current needs but that we should look for an industry-oriented publishing application instead.

ABOUT VNU BUSINESS PUBLICATIONS

VNU Business Publications BV, based in Haarlem, Netherlands, is a major B2B publisher specializing in recruitment, professional IT, consumer technology, management and fashion publications. VNU BP publishes cross-media brands (Intermediar, Intermediar Online, NationaleVacaturebank), IT/PC titles (Computable, CRN, Emerge, PCM, Computer Idee) and business titles (Management Team, Sprout).

VNU BP is part of VNU Business Media Europe (VNU BME), one of the leading B2B publishing companies in Europe. Specialized in areas such as technology, business & finance and recruitment, VNU BME provides highly valuable information to the business communities formed by readers and visitors to VNU's exhibitions and web sites. VNU BME is present in seven wholly-owned operating companies in the UK, Germany, France, Italy, the Netherlands, Belgium and Spain and has approximately 70 print titles. VNU BME has a leading online position in the IT industry in Europe via its network of VNU.net sites that reach over 10 million unique users per month.

PROJECT FOCUS

Advertising and Sales Management (ASM)
Journal Sales and Distribution (JSD)
Customer Care Management (CCM)

PROJECT TIMEFRAME

- Early 2005 – workshops
- April 2005 – phase 1 start (circulation)
- October 2005 – phase 1 go-live
- January 2006 – phase 2 start (advertisements)
- July 2006 – phase 2 go-live

PROJECT LOCATION

Haarlem, Netherlands

CONTACT

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What made VNU BP finally go with Klopotek?

HP: We opted for Klopotek after a thorough review of various suppliers. The main criteria in favor of the Klopotek system were the one database, its integration with Business Objects, its flexible setup and the fact that it most closely reflected our current processes. Another factor in our selection process was having experienced consultants from the industry.

Did the Klopotek system meet your expectations?

HP: Yes. We expected to benefit from ongoing support and the development of a media ERP solution with a strong base in the industry. This would have been beyond our own development capabilities. The Klopotek solution enables us to connect readers and advertisers in an innovative way. This solution, which is integrated into an IT infrastructure that serves a cross-media community, forms the back-bone of our processes.

Thank you, Mr. Platschorre.

All sides benefited from transparency in planning and implementation

The Klopotek publishing solution was implemented in two phases. Mr. Korstenbroek, you were project manager for both implementation phases, what are the advantages of a step-by-step process?

OK: The main reason was to minimize the risks a project of this size poses for VNU, thus ensuring that the project impacted only one core business process at a time. Because we had two separate legacy systems, it was easy to break the project down into two phases.

How could you be sure that six months were sufficient for each phase?

OK: In our experience with projects, we have found that the only way to get a highly motivated project team is to define a clear goal within reach. The Klopotek project

implementation method played a key role in planning critical paths and tracking the required tasks and their status.

Did the implementation projects meet your expectations?

OK: Thanks to the excellent cooperation between VNU BP and the Klopotek consultants, we achieved our goal of completing both phases within the scheduled time frame. We are very pleased that such a challenging project like replacing a circulation and advertising system, while simultaneously changing some of the business processes and introducing new ones, was carried out so successfully.

Mr. Korstenbroek, thank you for the interview.

“ It was Klopotek’s integrated approach that convinced us – circulation and advertising, Business Objects as a business intelligence solution, media-specific business processes engraved in the software, and experienced consultants who know the industry. ”

Hans Platschorre

Extensive reader data pool built on circulation and questionnaire management

In a first phase the project teams implemented the Klopotek Journal Sales and Distribution system (JSD) and Customer Care Management system (CCM) for subscription management and marketing. Using the Klopotek Web Application Server technology they also integrated VNU BP’s web sites with questionnaire management. The project was completed within the projected time of 168 days and within the allocated budget. The system went live following migration of one million subscription orders to JSD.

One major task was implementing full support for VNU BP’s controlled circulation (CC) process. As opposed to paid subscriptions, controlled circulations require extensive questionnaire management. The answers provided with each CC request have to be screened to grant the reader free or discounted access to the respective publication.

Questions and potential answers are defined in the Klopotek system with custom-made transactions so that they can be used either by VNU BP’s in-house customer service or transferred electronically to the journals subscription site www.abonneren.nl.

In addition to questionnaires, the subscriptions web site is also supplied with publication master data in XML format. Subscription orders, including all information for the reader and customer, addresses, subscription details and the completed questionnaires, are automatically stored in the Klopotek system using web integration services.

The Klopotek JSD subscription system provides all of the functionality VNU BP needs for selling both print and electronic versions of magazines: journal meta data, detailed pricing information for domestic

and international sales, order entry, invoicing and fulfillment.

A sub-project to incorporate existing and new marketing processes into the system was carried out. Marketing teams who want to make use of the extensive customer database have to be able to store privacy opt-in and opt-out data. Readers are thus able to indicate the contexts in which they allow their address data to be used. Multiple options for brand and publisher-specific contexts have been created in the Klopotek system.

The requirements for internal data transfer to and from the financial system Navision were defined and standard interfaces implemented which also support deferred revenue. Finally, external data can also be transferred from third-party newsletters and web-based job databases.



VNU BP specializes primarily in recruitment, professional IT, consumer technology, management and fashion publications

Sales force and market control with Advertising and Sales Management (ASM) and Customer Care Management (CCM)

The implementation of the basic services for reader and subscription/circulation management was followed by the integration of the advertisement solution in a second phase at VNU BP. Within only seven months, the Klopotek solution for advertisements was fully implemented at VNU BP.

An average of approximately 2,000 orders in the recruitment and display ad sector is handled every month. In addition to advertisements in print magazines, the Klopotek system also manages period-based banner ads from the web and imports recruitment advertisement orders generated by online job sites like www.intermediair.nl and www.computable.nl.

More than 80 sales people at VNU BP are supported in their day-to-day work by the Klopotek advertisement system. Complex company hierarchies, a common characteristic of corporate customers, can be easily viewed. Information about the agencies and representatives an advertiser has a business relationship with can be discerned at a glance. The system supports the definition of collective and group completions linked to particular publication versions. Incoming and outgoing sales and customer contacts are monitored with transaction forms adapted

to the individual needs of the VNU BP staff. Structured data stored with transactions in the Klopotek system is available for further use in marketing analyses and data mining with the Klopotek Business Objects Universes.

The VNU BP staff maintains all publication master data required for advertisement and circulation management in the Klopotek system. Price lists are stored on an annual basis and allow basic prices to be defined with all types of surcharges e.g. colors, placement in special positions and formats.

Generating index lists for export in XML format is a special feature for recruitment ads and available from Klopotek on demand at any point in the magazine production process. Being able to exchange data with a 'flat-planning system' is essential in the integration of advertisement management and the planning and coordination of each issue's print process. A bi-directional data

exchange to and from the Data Plan system has been provided accordingly in cooperation with VNU BP.

To close sales in a timely manner with customers, the sales team needs to be able to respond quickly to each sales case. Offers can be created and calculated upfront. Electronic confirmation e-mails for orders and offers help the VNU BP sales staff speed up the whole process. An offer can easily be turned into a final order once an agreement has been reached with the customer. This order is then invoiced with the next invoice run – or even invoiced immediately at the request of the user. Should there be any reason for a customer complaint, a complaint management system logs all of the relevant details.

Analyze and forecast with the Klopotek Business Objects Universes

The Klopotek publishing solution stores large volumes of data created by publishers in their daily business. Using this as its starting point, VNU BP wanted to have a powerful data analysis and reporting tool at its disposal that was both standard and easy-to-use.

The Klopotek Business Object Universes for Journal Sales and Distribution (JSD) and Advertising and Sales Management (ASM) provide answers to the questions the publisher may have such as: How many customer contacts are necessary to achieve a certain level of turnover? Can I create a forecast based on historical customer data that is combined with prospect and market share data? What are the latest market trends? How can I efficiently measure the performance of my company's sales force?

Klopotek's new Business Objects Universes also enable VNU BP to browse, explore and evaluate the comprehensive Klopotek business intelligence data set and develop its own standard and ad hoc reports. VNU BP now has in-depth knowledge of its complete sales process.

Providing complete access to the key figures in Klopotek ASM makes reliable forecasting easier, thus giving managers a better planning tool.

The same business intelligence idea applies to the magazine subscription business: Every publisher active on the magazine subscription market needs to be able to analyze the subscription figures on a regular basis.

VNU BP creates typical reports based on the Journal Subscription and Distribution Universe of Klopotek detailing the number of new subscriptions per month or year cross-referenced with publications, the number of discontinued subscriptions and the number of combined or mixed media subscriptions. Trends are assessed by merging individual customer's data such as age, gender or region with answers such as position, type of company, budget figures, etc. provided by the controlled circulation process.

The Klopotek Universes are used to analyze marketing campaigns and allow forecasting of figures for future campaigns. The Universes support financial key figures, including deferred revenue calculation of the subscription turnover, so that revenue can be accurately recognized.

Overview of products at a glance

Circulations – Klopotek Journal Sales and Distribution (JSD)

- Central customer pool
- Central publication pool
- Order processing
- Collective orders
- Flexible price models
- Promoter and premium management
- Evaluation options
- Insert processing
- Controlled circulations questionnaires

Advertisements – Klopotek Advertisement and Sales Management (ASM)

- Order processing
- Proof copies
- Support for pages, millimeters and online advertisements
- Print materials
- Competition observation
- Offers and completion management
- Printed and electronic offers, confirmations and invoices
- Sales funnel transaction management
- Complaint management

Marketing – Klopotek Customer Care Management (CCM)

- Campaign management
- Marketing selections
- Profile management
- Shipping pool management
- Success check
- Support of rented and external addresses
- Call center options

Entrance hall of VNU Business Publications in Haarlem, Netherlands



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