

VNU live with Klopotek Publishing Software within 168 days



End of April 2005 the Berlin based Klopotek Group, European market leader for standardized software and consulting solutions for publishers, started the implementation project to replace the complete subscription and marketing systems at Haarlem based VNU Business Publications BV (VNU BP), the Dutch subsidiary of VNU Business Media Europe. Within the space of just 168 days, VNU BP successfully went live with Klopotek software on October 1st.

Besides the regular Journal Sales and Distribution module, VNU BP implemented the questionnaire handling for controlled circulation subscriptions and managed to integrate their entire back-office system and their websites with the Klopotek Web Application Server technology. All customers and business partner data and over one million subscriptions were migrated to the Klopotek system.

Thanks to the efficient cooperation between the VNU BP and Klopotek project teams who strictly complied with the Klopotek implementation method, the ambitious project schedule could be achieved within the given time frame.

Otto Korstenbroek, VNU BP's Project Manager, stated: "Due to the excellent cooperation between VNU BP and the Klopotek consultants we reached our goal to do the complete implementation in the planned time."

Hans Platschorre, VNU BP's Finance & Operations Director added: "We are very pleased that a challenging project like replacing a circulation system was implemented within six months only, whilst changing some of the business processes and introducing new ones."

VNU N.V. (VNU) is a global information and media company with a leading market position and recognized brands. VNU is active in more than 100 countries, with its headquarters located in Haarlem, the Netherlands and New York, USA. In 2004, total revenues, under IFRS (International Financial Reporting Standards), amounted to EUR 3.3 billion. VNU is listed on the Euronext Amsterdam stock exchange (ASE: VNU), and part of the AEX Index of leading Netherlands-based stocks.

The Klopotek Group with offices in Berlin, London, Amsterdam and New York, is the European market leader for standardized software and consulting solutions for publishers in German, English, Dutch, and Swedish and has become a standard at more than 8,500 publishing workstations in the Benelux countries, in the UK, Germany and the US.

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