



MSH: Setting standards on SAP basis with industry solutions.

The meteoric developments of IT and in the media market demand a high degree of reaction capability and efficiency, continuously calling for new solutions. MSH Medien System Haus offers the advantage of a system house which has grown out of the publishing industry in both the software area and in system migration and integration of complex IT landscapes. Its competence is reflected in its sales and development partnership for SAP publishing sector solutions and SAP R/3, which have set standards in the publishing industry.

To concentrate technological know-how, several newspaper publishers founded the present-day MSH Medien System Haus GmbH & Co. KG in 1971. As an "outsourcing partner of the publishing industry", it employs a staff of 130 in Stuttgart to offer a full information processing service, consisting of round-the-clock operations including system, database and network management. Its core competence is its service-provider function, to be able to generate overall solutions for the most diverse areas of publishing from standard, proven applications of strategic partners in connection with its own products.

For this purpose, individual service packages distinguished by their openness, flexibility and integration capability are created in project teams. All products have been continually developed as a consequence of the growing requirements of the market. Parallel to this, the modular VAS publishing and delivery system for book and newspaper publication came into being, optimizing the central processes from the handling of orders to shipment control.

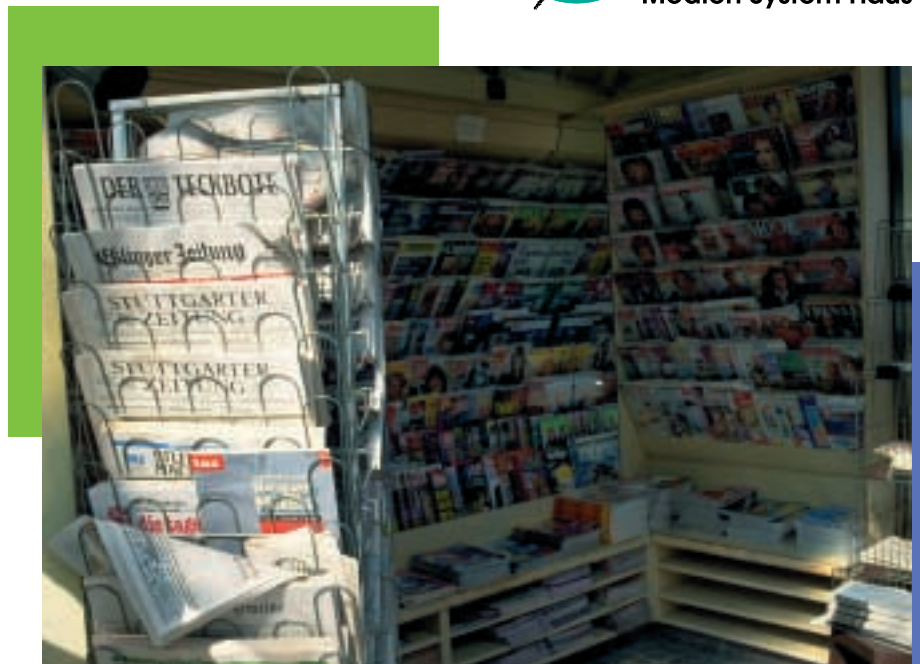
Synergy effect as a company philosophy

Strategic alliances and partnerships with renowned market leaders are among the most important components of the company's philosophy. The synergy effect systematically opens up extensive potential for customers. As a partner of IBM and SAP, MSH offers the complete range of services and the competence of both companies. Other solutions are also employed, though. Peter Finkel, Marketing and Sales Manager, MSH, says: "Our customers have various preferences and wishes in relation to system architecture, which we always take into consideration. In any case, we create the relevant interfaces – in both technological and personal terms."

Industry	Publishing industry
Application	SAP R/3 Modules FI, CO, AM, MM, SD, HR and IS-M/AM, IS-M/SD
Software	AIX Tivoli Oracle
Hardware	IBM RS/6000 SP



Medien System Haus



New technologies and the possibilities associated with them called for the gradual dissolution of the mainframe computer world in the mid 90s. The integrated editorial and advertisement system (IRIS) developed for IBM CMOS mainframe computers could not keep up with the new challenges in the publishing industry. The management decided in favour of SAP R/3 and a client/server architecture, based on IBM RS/6000 SP, to ensure a comprehensive range of functions for the highly efficient mass processing of complex datasets. This resulted in a wide range of publisher-specific add-ons for SAP modules, including IS media.

Proven pre-press and post-press applications

The SAP IS-Media Advertising Management module (IS-M/AM) is a powerful instrument in the pre-press area for the efficient handling of ad orders and the systematic control of ad sales. Its flexible structures permit individual customer support, because the standardized processing of simple small ads is as problem-free as complex combination layouts or expansion to other advertising media. Thanks to the smooth interplay of commercial, dispatching and technical applications, IS-M/AM and MSH-Ad:P ensure exceedingly efficient handling of ad orders, including ad line breaks and page transfers to the printer. Control and monitoring tools support this production process.

The SAP IS-Media Sales and Distribution module (IS-M/SD) reliably supports, besides subscription management, for instance, all logistical requirements of newspaper sales in the post-press operations of regional and supraregional publishers. This high-capacity information system permits swift and user-friendly retrieval of all data and statistical evaluations whenever required.

The SAP RS/6000 SP as an ideal platform for SAP R/3

All SAP applications run on Oracle databases. To guarantee optimum performance and maximum availability, MSH runs on the IBM RS/6000 SP high end server with 23 nodes (nodes is the name given to the computers consolidated in the IBM RS/6000 SP). A total of 79 processors with a memory capacity of around 18 GB is available thanks to the use of SMP nodes. The architecture of the IBM RS/6000 SP allows for this number of servers to be operated from a central control workstation and consequently at very low cost. Up to 2.5 TB in 30 optimized IBM 7133 hard disk units can be used thanks to the redundant, very fast serial storage architecture (SSA).

There are also around 30 IBM RS/6000 computers of various types, which are generally used as a high-availability cluster with HACMP. Via a node of the IBM RS/6000 SP that is dedicated to the task of backing up data, up to 500 GB of data is backed up by ADSM on an IBM

3494 tape archive with six IBM 3590-B1A Magstar tape drives. The servers running under SUN, Windows NT* or Novell are backed up centrally via an ATM 155 MB backbone with IBM 8260 hubs.

MSH uses the IBM RS/6000 SP as the heart of the IT center, thus profiting from the technology's stability and scalability. Says Peter Finkel: "We were one of IBM's and SAP's first customers. Our long-term experience has shown that the combination of IBM RS/6000 SP and SAP R/3 is also the ideal platform if you want to be excellently prepared for the future."



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"In the media market, 'being quick' not only means being up-to-date, but also supplying high quality. This is why not only the right infrastructure is needed, but above all reliable hardware and software. The IBM RS/6000 SP offers us the ideal platform. Not only does it offer flexibility and reaction capability,

it also guarantees the high availability we need to provide service support to our customers around the clock, 365 days a year. And the modules from SAP ensure exact coordination and swift availability of information, allowing us to react quickly and at any time."

Peter Finkel, Marketing and Sales Manager, MSH

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