



Bertelsmann mediaSystems: IBM makes the media world go round.

Bertelsmann mediaSystems (BmS) is a Bertelsmann Arvato AG group company within Bertelsmann AG (Gütersloh). Bertelsmann mediaSystems, an international provider of high-quality IT services, controls and manages the global IT activities and services of Bertelsmann AG as well as extensive IT applications for external clients. More than 1,700 employees are employed worldwide at more than 20 locations with the goal of analysing and continuously optimising the competitiveness of their business partners on the basis of innovative IT solutions and services. Among the main clients of Bertelsmann mediaSystems are the Bertelsmann Direct Group's book clubs in the Netherlands, Great Britain, the US, France and Germany. Worldwide, Bertelsmann operates book and music clubs in which the direct marketing business is characterised by great diversity of labels and in-depth specialisation. Bertelsmann's sales encompasses retail outlets, direct supply, online shops and telephone marketing; thereby introducing a complex structure into the customer service process. A good enough reason for Bertelsmann Direct Group to set up systematic client relationship management with mySAP CRM.

Common Club Information Technology

In 1998, Bertelsmann mediaSystems analysed the IT environment for book clubs and recommended that older systems should be done away with altogether. It was and still is the goal of the "Common Club Information Technology" (CCIT) project to set up all the club's function areas on the basis of existing information, but with greater emphasis on client requirements. Here, commercial processes specific to target groups are studied and comprehensively mapped in the system. In order to achieve the project goal, SAP solutions were chosen: SAP CRM/CIC Customer Interaction Center combined with the SAP Business Information Warehouse (BW) and SAP Advanced Planner and Optimizer (APO) and the SAP SCM (Supply Chain Management) solution.

Industry	IT Services
Application	mySAP BW mySAP APO mySAP CRM/CIC
Software	AIX Tivoli MQSeries
Hardware	pSeries



"The price/performance ratio of the pSeries is unique amongst UNIX systems."

Bernhard Menze, Executive IT Manager at Bertelsmann mediaSystems



IT infrastructures for Europe and for the US are centrally managed from Guetersloh, Germany. The Netherlands, Great Britain, Germany and the US are on-stream following a worldwide rollout which began at the end of the year 2000. France will follow in January 2002.

mySAP CRM for good customer service

The Customer Interaction Center (CIC) of the CRM solution was customized and enhanced by Bertelsmann mediaSystems to do full justice to the requirements of Bertelsmann Direct Group. Parts of the solution such as the Program Builder and the Product Builder represented a particular challenge, as the various book clubs also market an vastly diverse range of products.

CIC enables 3,500 agents from book clubs worldwide to gain detailed access to their client base. Since many book clubs have been running for more than 50 years, and many of their customers have been members for years or even decades, customer service agents have complete histories at their fingertips, which enables them to give truly personal customer service. Enquiries and orders can be processed punctually and efficiently, and additional products, promotions and tailored offers can be targeted specifically. Although the many different products are marketed via various channels (book club shops, online shop, direct marketing, telephone etc.) it is very easy for customer service agents to access a comprehensive customer overview. When they phone a customer, they have detailed information about his interests and purchasing habits, as all transaction data is maintained in the system while at the same time, the agents can see the book club's marketing targets. In conjunction with the BW analytical tools, this solution provides for every present and future eventuality that an innovative company such as Bertelsmann Direct Group could ever need.

APO 64-bit liveCache Pilot

In the CIC, 20 million items of master data are compiled together with all transactions, which provide a continuous record of each customer; this is an incredible mass of data, which has to be processed and structured to enable it to be used to its best logical effect. The SAP system provides the management of

multichannel distribution, warehousing and complete planning. The clubs' campaign planning is performed in Project System (PS). High-performance software is needed to provide a detailed simulation of complex global relationships. Bertelsmann mediaSystems, as a participant in the pilot program for APO 64-bit liveCache on AIX, stands at the forefront of technological developments. LiveCache holds a relevant portion of transactional data in the memory of a dedicated liveCache server, which reduces disk I/O to a minimum and enables a crucially faster processing. This also facilitates fast calculation on large and highly complex supply chain models.

25 new IBM @server pSeries in use

Each book club works on its own SAP R/3 system with a complete structure for production, test & development. Overall, more than 170 SAP systems (including 50 for CCIT) are in use with Bertelsmann mediaSystems round-the-clock, all operated centrally in Guetersloh. To realign the IT infrastructure in the context of the SAP implementation, Bertelsmann mediaSystems opted for IBM @server pSeries, which support clubs in the US, Germany and France. The decision in favour of state of the art IBM servers was largely founded on their high degree of scalability and excellent high-end performance. As commented by Bernhard Menze, executive manager of the project for Bertelsmann mediaSystems: "The powerful IBM @server pSeries combined with the highly mature AIX operating system is a solution tailor-made for us. And its excellent price/performance ratio really convinced us." Overall, 25 highly available, scalable, top-performing IBM @server are in use, including the 24-way IBM RS/6000 S80 system and the M80 midrange model. The biggest system, with approximately 1,000 users, is operated in Germany, and the largest productive database runs in the 5 TB range. With regard to storage, the volume of data operated by Bertelsmann mediaSystems sums up to approximately 110 TB (20 TB of which is now taken up by CCIT) for all systems, which is controlled and managed with Tivoli Storage Manager. IBM MQSeries provides connections to existing legacy systems. As for systems management, Bertelsmann mediaSystems relies on Tivoli to manage this remarkable infrastructure.

Opportunity for new markets and clients

Bertelsmann mediaSystems possesses unique skills in the fields of IT and media. Building on its extensive experience as an IT service-provider for the world's most international media company, Bertelsmann mediaSystems is now expanding even further for new markets and customers. As an IT service-provider, the corporation has the entire spectrum of IT services in their portfolio, beginning with the initial vision and concept, through planning and implementation and including the operation & maintenance of IT environments. Hans-Ulrich Kittel, Vice President of Organizational Development & Communications at Bertelsmann mediaSystems commented: "With IBM we are well equipped for our new set-up, and can confidently respond to the demands of e-business."



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