

## CASE STUDY

# ON DEMAND ERP SYSTEM performs significant time and resources optimizations in press publishing industry

**Press publishing house back office activities in distribution & logistics, financial and management departments is a challenging task when all tracking is not automated in an information system. Provisioning retail volumes on each publication, managing the distribution and logistics, accounting for the different fees and subscription plans in this sector is a time and resource consuming task.**

## The Idea

Press publishing house back office activities in distribution & logistics, financial and management departments is a challenging task when all tracking is not automated in an information system. Provisioning retail volumes on each publication, managing the distribution and logistics, accounting for the different fees and subscription plans in this sector is a time and resource consuming task.

## The Challenge

To help expand our customers business and their productivity, OSF Global Services needed to provide an integrated system that could automate and optimize all distribution and logistics activities, from order tracking to sales performance and provisioning, billing and labeling and more complex functionalities related to the specifics of the press publishing business.

### Dan Apostolache, Distribution Manager Publimedia International

*"I think this is the best press distribution solution on the market. I state this on the fact that the business logic is built on the specific custom workflows of press distribution responsible and it was tailored to facilitate their own work. This application is applied in managing and planning national distribution daily newspapers like: Gazeta Sporturilor, Jurnalul National, Romania Libera, Sport Total, Banii Nostri; soon, it will be implemented on the whole Media Pro Group publications. Year by year, this software has kept up to the market requests mitigating newer distribution problems in the activities of delivery, book-keeping, sales, subscriptions departments. [...] Without this application it would have been extremely difficult for us to cope with the multitude of problems in press distribution while it also enabled quick reporting and information for management and governance purposes."*

At the same time we were aware that we need to minimize the integration challenges for any of our customers and allow them to concentrate on their core operations, without adding any technical complexities to their current logistics and financial systems.

## The Solution

OSF Global Services put together business analyst and people working in the press distribution sector to perform a full lifecycle analysis of accounting, sales, logistics and distribution, as well as the management reporting requirements; the results were mapped in business processes and workflows validated with customers in this sector. The process helped identify and address problems and opportunities for significant automation in current business procedures of press delivery.

To support our customers even more in focusing on the core of their business the whole logic of the ERP system was developed with a SAAS (Software as a Service) approach. Delivering ERP on demand through security-rich web or VPN access to SDnet ERP solution, the application enables customers to manage real-time business processes anywhere, anytime in a simple Web browser.

Our team's functional and technical skills and intensive project management expertise combined with the thorough business analysis ensured the development of a top-class ERP solution.

## Technologies

.NET Framework, C #, ASP.net, Ajax, Ajax toolkit, SQL Server

## The Results

The application is managed by OSF Global Services and constantly saves our customers approximately 60% of the distribution time by automating all clients, billing and publications management activities. Due to great automation and performance induced in the overall press distribution process, our customers can reduce the dedicated staff with even 50% allowing for the reallocation of available resources in core publishing activities.