

SAP Customer Success Profile Media – Newspapers and Magazines



VOGEL MEDIEN

Vogel Medien GmbH & Co. KG, headquartered in Würzburg, Germany, publishes more than 50 specialist magazines – including *CHIP* and *ELEKTRONIKPRAXIS* – with a total circulation of more than 20 million. Working with SAP® Consulting, Vogel Medien used the SAP Quick Upgrade Analysis service to plan an efficient upgrade to the SAP ERP application.

AT A GLANCE

Company

- Name: Vogel Medien GmbH & Co. KG
- Location: Würzburg, Germany
- Industry: Media
- Products and services: Journals, magazines, and books
- Web site: www.vogel.de
- Partner: SAP® Consulting

Challenges and Opportunities

- Plan a more effective upgrade than the previous 1 for the company's enterprise resource planning (ERP) software
- Understand and communicate in advance the time and resources required for the upgrade

Objectives

- Determine the benefits of an SAP ERP application upgrade
- Calculate the effort required for the upgrade
- Establish the basis for making budget-related decisions about ERP implementations
- Disseminate information to the company at an early stage about the benefits of new functionality

SAP Solution and Services

SAP Quick Upgrade Analysis service

Implementation Highlights

- Provided detailed and multifaceted overview about the upgrade
- Used information on cost and benefits given by SAP Consulting to Vogel Medien's business departments for input into decisions on funding and functionality

Why SAP

Positive experiences working with SAP Consulting over Vogel Medien's 19 years as an SAP customer

Benefits

- Ensured system transparency through system landscape optimization
- Optimized resource planning for the upgrade project
- Determined the scope of the upgrade
- Provided cost and benefit analyses for facilitating discussion with departments
- Yielded a foundation for planning in greater detail

Existing Environment

SAP R/3® software, functionality now included in SAP ERP

“The SAP Quick Upgrade Analysis service is another example of the first-class support SAP Consulting delivers to customers. Using the results of the service, we were able to move straight into the detailed planning phase. SAP services have consistently met all of our requirements.”

Peter A. Kraus
Leiter IT Services
Vogel Services GmbH Co. KG

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