



Haufe Mediengruppe, Freiburg im Breisgau

Haufe Mediengruppe ...

ENERGIZER INSTEAD OF PLACEBO Uniserv tools used at Haufe Medien- gruppe to manage some 2.5 million addresses under SAP® R/3™.

Since the introduction of its own data processing system some 20 years ago, the Haufe Mediengruppe in Freiburg, Germany, has relied on the Uniserv address management solutions *post* (postal validation) and *mail* (duplicate checking).

When the Mediengruppe changed its basic system from Mainframe to SAP® R/3™, Uniserv and its partner paricon from Rosenheim took care of the integration of *post* and *mail* into SAP R/3. The integration was achieved using Developer Communicator, a powerful tool enabling a flexible integration into SAP R/3. Once upgraded, SAP R/3 has become the core of a professional state-of-the-art address management system.

With the Uniserv tools used to manage the address database, Haufe is now able to handle 3.5 million consignments of books and software products per year as well as millions of mailings in a quick, satisfactory, cost-effective and reliable way.



Address quality – an issue at all times

Way back in 1952, people at Haufe were already fully aware of the significance of postally correct and duplicate-free address files in order to ensure quick, reliable and efficient delivery of their products to customers and business partners. The basic rule has not changed since then: Erroneous customer addresses invariably result in higher costs due to delayed, misdirected,



Currently, Haufe employs approx. 800 collaborators and 200 technical editors. Its publications program covers well over 400 products, with currently some 300 periodicals and over 150 new issues each year, and reaches more than 3.1 million readers.

returned and/or duplicate mail. Also, all operations related to address data, such as invoicing, credit investigations or marketing follow-up, will be severely affected, not to mention the negative effect on "soft" aspects such as image or customer satisfaction.

The biggest problems were the duplicates and the verification of streets and towns. In consequence, Haufe has been using Uniserv products for many years now. They have become an absolute necessity.

Easy-to-use address technology

The management at Haufe did not even hesitate to keep on relying on the proven address management solutions from Uniserv when the new SAP R/3 system was introduced. Based on R/3 versions of *post* and *mail* developed according to SAP standards, the integration was carried out jointly by Uniserv and *paricon* in a minimum of time, without any difficulties and without any significant additional efforts required. The address management

functionality was seamlessly integrated into SAP R/3 with the aid of the Developer Communicator software developed by *paricon*.

This programming interface (API) opens SAP R/3 to external products and enables them to integrate easily within the SAP R/3 environment and to communicate with SAP R/3 via Remote Function Calls (RFC). In the specific environment at Haufe, the servers for *post* and *mail* as well as the Communicator are run on an external NT server, with the Communicator used for the communication with SAP R/3 via RFC.

Today, the *post* and *mail* solutions for SAP R/3 can be accessed directly in a highly effective way from the SAP R/3 module SD (Sales/Distribution) used at Haufe, thus ensuring maximum address quality within the Haufe Media Group. Today, 140 users from almost all of the publishing houses belonging to the media group are online using this well-rounded SAP R/3 application.

In 2000, the total turnover of the Haufe Media Group amounted to approx. 125 million euros. Headquartered in Freiburg in the South of Germany, the company has further regional offices in Berlin, Munich and Würzburg. Additional information is available under www.haufe.de.



Textbook CRM

With the actual SAP R/3 configuration and the Uniserv solutions *post* and *mail* for SAP R/3, the Haufe credo – to process information in a practical and transparent way – has been implemented in an exemplary manner. Each of the 140 users connected to the system has a complete view of every single customer, based on a postally valid and up-to-date address, complemented by information such as rebates, sales history, credit worthiness or collection status as well as socio-demographic data. The system thus provides the basis for a precise and goal-oriented one-to-one communication with every single customer, partner or prospective buyer. Also, requests addressed to Haufe can now be answered "on the fly", i.e. directly and in real time, thus ensuring the efficiency of direct communication – at low cost.

As a matter of fact, once the database contains duplicates or erro-

neous records, the efficiency of the entire organisation and its processes is endangered. Therefore, all new addresses reaching the company are submitted to a postal validation process and checked for duplicates within the R/3 system before being stored in the internal address database for further use.

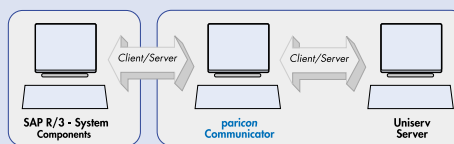
As in other business organisations, new addresses reach Haufe by way of various communication channels (Internet, phone, fax, mail etc.). Depending on the specific application requirements, the necessary verification processes are carried out online or in batch mode by the corresponding SAP R/3 sub-application. For instance: New addresses reaching the company by phone are directly incorporated into the SAP R/3 system following postal validation and a check for duplicates. This address validation functionality greatly facilitates the operation of the company's inbound/outbound call centre with

its tens of thousands of phone calls each month. The same procedure applies to addresses handled via the Internet. In addition, third-party address listings may occasionally be rented for specific promotional activities. These are then cross-checked and merged with their own addresses by external service providers to build a reference address pool. Only genuinely new addresses have to be paid. Further benefits result from the fact that the external service partners also use the Uniserv solutions *post* and *mail*. For Haufe this means significant savings in time and cost, as the results can be directly imported into their own SAP R/3 system. In addition, any parameter settings used for instance in merging or purging address files can easily be adjusted and exchanged with external service providers.

Round about SAP R/3-Integration

In the field of SAP R/3, Uniserv has partnered with the SAP specialist from Rosenheim *paricon*. While Uniserv is providing the necessary address management functionality, *paricon* takes care of the integration of the Uniserv solutions into the customer-specific SAP R/3 environment. As of SAP R/3 release 3.0d, the Uniserv components are integrated in the corresponding ABAP programs by way of encapsulated function modules. This kind of integration could also be useful for proprietary applications under release

4.6b and higher. Apart from that, a ready-to-use Business Add-In solution is available as of SAP R/3 release 4.6b.



The Developer Communicator processes requests coming from the SAP R/3 system as an RFC server by acting as a client and transmitting the requests to the Uniserv server. The request results are further processed in SAP R/3 by the corres-

ponding function modules. Both the address management server and the Developer Communicator can be run under Windows NT/2000/XP and all current Unix derivatives. Uniserv products available for integration in SAP R/3 include the postal validation *post*, the de-duplication tool *mail*, the address management workbench *click* as well as the geocoding software *gcs*.

Cooperation will be continued and extended

In summary, one can say that the Haufe Mediengruppe has profited from using Uniserv's solutions in several ways. For instance, there would certainly be problems with the quality of the customer data without the program installations *post* and *mail*. Without their use, the volume of mailings and sent mail amounting to several million pieces annually could not be organized so quickly and efficiently, so cost-effectively and precisely. Moreover, implementing the complete view of the customer would not be possible at this level of quality.

In addition, postage optimization helps to save postage costs of several hundred thousand euros a year.

For the future it is planned to integrate postal validation and duplicate check into the Internet shop system. Additionally, the addresses are to be enhanced with statistical and microgeographical data and market information. By using this broad basis of knowledge, customers can be more specifically addressed and served.

Uniserv, Pforzheim



- Founded 1969
- Leading provider of address management software
- Product portfolio: international, Web-capable, platform-independent, sector-neutral
- Areas of use for the software, in particular: CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to address customers in the most optimal way on the basis of validated address information

Additional information

Uniserv GmbH • Rastatter Str. 13 • 75179 Pforzheim/Germany
 Telephone +49 (0) 7231/9 36-0 • Telefax +49 (0) 7231/9 36-30 02 • e-mail: info@uniserv.com • www.uniserv.com

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