

# Redwood Business Solutions

Making complex processes easy to manage.

## At A Glance

### Industry

- Media

### Environment

- SAP® R/3®, SAP NetWeaver®
- SAP NetWeaver BI, Solution Manager, SAP ERP, SAP CRM
- SAP for Media
- Windows 2000
- HP OpenView

### Key Challenges

- Increase efficiency of the SAP landscape
- Reduce reliance on manual intervention

### The Solution

- Cronacle for SAP solutions for monitoring and executing all SAP ERP processes enterprise wide

### Key Benefits

- Reduced ABAP hard coding costs
- Flexibility to change process chain start times
- Automated notification of job completion status
- Increased SAP Basis Team operational efficiency

## Sanoma Uitgevers

### Cronacle™ for SAP® solutions at Sanoma Uitgevers

Sanoma Uitgevers is one of the largest media companies in the Netherlands with over 70 different publications covering life style, men's, women's and special interest titles. Specializing in its own brand of "infotainment" the company has developed a remarkable portfolio of print publications with an expanding network of online real-estate. The Sanoma Uitgevers portal ([www.zester.nl](http://www.zester.nl)) serves as the major online delivery mechanism for product and subscription purchasing.



### The SAP Environment at Sanoma

With nearly 2000 employees across 3 office locations, Sanoma is set to expand further. Major upgrades of SAP applications moving to SAP ERP, SAP CRM, SAP BW, SAP Solution Manager and SAP for Media will increase the number of SAP users to over 650. The upgrade is part of a company-wide strategy to standardize on SAP technology, moving away from the numerous individual and sometimes incompatible legacy systems that were introduced through acquiring publications and respective companies.

A Redwood customer since 2002, Sanoma outsourced the management and support of its SAP environment to Atos Origin in June 2004 to reduce costs and increase the efficiency of the SAP landscape. Tjarda Smid, Team leader in the

*"With our outsourcing partner, Atos, using Cronacle for SAP solutions to maintain the SAP environment on our behalf, we have found that general maintenance and operations charges are reduced as manual log checks, ABAP development and other 'hands-on' work is removed. Therefore the solution is not only improving the speed and fluidity of SAP processing but in fact is saving us other business related costs."*

**Tjarda Smid**  
Team Leader-Functional Applications group, Sanoma Uitgevers

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Functional Applications group, describes “Having used Cronacle for SAP solutions ourselves before outsourcing SAP Basis operations to Atos we were confident that the software would continue to be a crucial management tool in the running of our SAP landscape.” She continues, “in fact this is so much the case that Atos now has one person using Cronacle for SAP solutions full-time”. With the solution effectively monitoring and executing all SAP ERP processes enterprise-wide Sanoma are currently considering an extension of Cronacle for SAP solutions management across other modules in the environment including SAP CRM and SAP BW. Synchronizing SAP R/3 and SAP BW data whilst maintaining high-availability will be a key driver in this transition.

Running in a Windows 2000 environment alongside HP OpenView, the Cronacle for SAP solutions implementation has significantly reduced ABAP hard coding related costs. Managing more than 70 SAP process chains per day, Cronacle for SAP solutions manages all interdependencies between jobs, removing the ABAP programming costs that would otherwise be required with the native SAP scheduler, CCMS. The flexibility to change process chain start times has also been a key benefit as this can now be done “on the fly”.

## Guaranteeing Business-Critical Processes

Atos Origin manages the Sanoma SAP environment via two data centers located in the north of the Netherlands. The data centers combine to form a clustered environment allowing for a load balancing, or Adaptive Computing, approach towards maintaining SAP system service levels. The cluster is a critical element of the current architecture as it guarantees capacity for certain business critical processes such as magazine distribution, customer invoicing (together forming part of subscription processing) and financial tracking and reporting.

Any disruption with subscription processing, totaling between 1-1.5 million circulations per week could directly affect fulfillment and ultimately revenue. Moreover, tactical process automation has become more significant in terms of converting the 3 million subscriptions (from nearly 50 legacy systems) into one unified SAP for Media environment. The process of consolidating this data is driven by the desire to standardize on SAP technology, underlined by the planned upgrade to SAP IS Media.

## Optimizing Basis Team Operations

When considering Cronacle for SAP solutions, Sanoma were looking for a robust solution that worked well as a stand-alone package and that was not

positioned purely as one element of a vendor suite or solution mix. In selecting Cronacle for SAP solutions Sanoma has found a dedicated solution independent of an umbrella portfolio that is certified by SAP AG and is, in fact, the corner stone of the process automation and job scheduling functionality of SAP NetWeaver. Furthermore, automating specific job chains as event-driven processes, coupled with load balancing, has allowed Atos Origin to reduce execution times. In turn, this has enabled the company to better plan maintenance windows and respective downtime. Cronacle for SAP solutions is also set-up to provide email and SMS alerts when jobs are completed, reducing the frequency of job checks and further optimizing Basis Team operations.

## Better Processing and Reduced Costs

Tjarda Smid summarises, “as our SAP environment becomes more complex with upgrades and the installation of new modules, we find that the Cronacle for SAP solutions technology is increasingly important to our mission-critical business operations,” she continues, “With our outsourcing partner, Atos, using Cronacle for SAP solutions to maintain the SAP environment on our behalf, we have found that general maintenance and operations charges are reduced as manual log checks, ABAP development and other ‘hands-on’ work is removed. Therefore the solution is not only improving the speed and fluidity of SAP processing but in fact is saving us other business related costs.”



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