

Strong partners: ppi Media expands partnership with SAP

ppi Media and SAP present joint strategy at the IFRA Expo 2009 in Vienna

ppi Media is the newest member of the SAP Extended Business Program. In its role as member, the Hamburg-based software company will expand its range of services to include consulting services for SAP Advertising Sales for Media.

ppi's new range of services cover both consulting, installation and maintenance of technical and ad booking systems from one source and the integration of partner systems in existing production workflows at media companies. Together with its long-standing partner and the SAP system vendor arvato systems GmbH, ppi is systematically pressing ahead with the new services and organizing its first pilot projects.

ppi Media, a subsidiary of manroland AG, and SAP have been working together successfully for a number of years. The target of achieving maximum automation in the ad workflow in newspaper production has created a bond between both partners. For more than 20 years ppi Media has developed the technical solutions, while SAP supplies the ad booking system IS-M/AM. "The integration of both system environments has become a standard process for us, so an official partnership between ppi and SAP is therefore the logical consequence," says Norbert Ohl, COO of ppi Media.

"Enhanced cooperation between SAP, ppi and arvato offers small and medium-sized companies unparalleled growth potential. On the one hand, ppi invests its know-how and experience in the cooperation with arvato and SAP, while on the other hand, they benefit from SAP's ecosystem. A partnership that all parties alike will benefit from," explains Andreas Pflingsten, Media Industry Director at SAP.

ppi and SAP at joint stand

The IFRA Expo 2009 in Vienna is the leading international trade fair for the newspaper industry. From October 12 to 15, SAP will give an exclusive presentation of its own media solutions at ppi Media's stand – B310. Trade visitors will therefore be able to meet both partners in one location.

Caption:

Joint strategy: ppi Media and SAP expand their cooperation. | © ppi media.

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 8,700 people and has annual sales of some Euro 1.7 billion with an export share of 80%. Web fed and sheetfed presses provide solutions for publishing, commercial, and packaging printing.

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Photos can be downloaded from www.manroland.com in the category **Press**.

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