



CASE STUDY

SAP S/4HANA SERVICES

END-TO-END SUPPORT SERVICES

About Client

One of India's largest media organizations gains a trusted partner for end-to-end SAP support with zero knowledge loss and improved turnaround time.

The Challenge

One of India's leading media organizations that publish one of the World's largest circulated newspaper (with more than 2.5 million copies daily), in addition to 40 other publications, FM radio stations, TV Channels, and a strong online presence, was the first media organization in Asia-Pacific to implement SAP in 1998.

The customer anticipated multiple challenges and was looking for a reliable IT partner who could manage their entire SAP landscape. Additionally, the media industry had begun to experience tectonic shifts with frequent regulatory changes and inherent variability in demand for SAP skills.

Given the scarcity of SAP skills then (specifically in the media domain), the customer needed an all-weather partner in their SAP journey and eventually approached CCS for the same.



CCS Solution

CCS approached the engagement with a partnership mindset and built a strong team through a combination of internal reskilling and hiring on all key areas – Functional, Technical, Infrastructure, and Project management. The fully equipped team then supported the customer's operations across all SAP modules with over 100+ person-years of flawless delivery. Key accomplishments during the last 20 years include the following:

- ▶ End-to-end ownership of all SAP related requirements from helping with implementation, monitoring, configuration/customization, to building interfaces and providing 365 days support
 - ▶ Management and Business Unit specific analytics and dashboards using SAP BO/Lumira
 - ▶ Ensuring the system is secure and up to date with regular patch updates, migrations to Unicode
 - ▶ Support their business expansion with timely and customized Business Area/Company Code rollouts within India and Overseas.
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- ▶ Customization and configuration of all key modules to support business needs such as the introduction of new LOBs and Products and to meet changes in regulatory requirements such as new taxation structures.
- ▶ Implementation of functionalities specific to their publishing needs in areas of classifieds, circulation, postal subscriptions, advertising bills in SAP, using ABAP screens, and developed seamlessly integrated external applications
- ▶ Functional support of all SAP modules such as Sales & Distribution (SD), Finance and Costing (FICO), Materials Management (MM), Human Capital Management (HCM), Business Planning & Consolidation (BPC), Business Warehousing (BW), Business Objects (Lumira), IS-Media (Advertisement management and Media Sales & Distribution), Fiori, Process orchestration and Solution Manager

Business Impact

- One-stop shop for all their SAP support needs
- 5% Year-on-year productivity improvement & savings
- Steady and trusted core team, resulting in zero knowledge loss and improved turnaround time
- Ability to roll out new products into the market much faster than the competition
- Flexible model to meet their variable demand, without locking to fixed costs

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