



BENNETT, COLEMAN & CO.

Bennett, Coleman & Co. Ltd., India's largest media house, engaged Siemens Information Systems Ltd. to build a common area for skill building and performance monitoring for salespeople and groups. Based on the SAP NetWeaver® platform, this portal provides ready access to structured and unstructured content across the many subsystems within the enterprise.

AT A GLANCE

Key Challenges

- Implement a service-oriented architecture across the enterprise landscape
- Provide an infrastructure for a personalized environment that allows users to interact and retrieve critical information
- Replace 9 user interfaces with a single access point for all sales collaboration
- Integrate internal business processes with those of customers, business partners, and other stakeholders

Implementation Highlights

- Supports 8,000 users across India
- Customer participation enhanced by SAP NetWeaver® platform discovery and adoption workshops

Key Benefits

- Improved ability to search, retrieve, and share documents for serving customer needs better
- Increased dominance in the Indian media segment
- Greater capacity to react quickly to new business needs as they unfold

Web Site

www.economictimes.indiatimes.com/dmd/htmls/aboutus.htm

Industry

Media

Solution and Services

SAP NetWeaver, including the SAP NetWeaver Application Server, SAP NetWeaver Mobile, SAP NetWeaver Business Intelligence, SAP NetWeaver Exchange Infrastructure, SAP NetWeaver Portal (including knowledge management functionality), and SAP® Auto-ID Infrastructure components and the SAP NetWeaver Developer Studio and SAP Composite Application Framework tools

Existing Environment

- IBM pSeries and IBM xSeries
- IBM AIX 5.3 ML3 and Microsoft Windows 2003

Non-SAP Integration

- IBM Tivoli Directory and IBM Lotus Domino
- Structured and unstructured content from multiple systems

Implementation Partner

Siemens Information Systems Ltd. (www.sisl.siemens.co.in)

“SAP NetWeaver is providing us with tremendous business value by supporting innovation and collaborative development of the next wave of intellectual property, offerings, and products among all parties involved in selling and delivering customer satisfaction.”

Abhijit Dasgupta,
Vice President of Corporate IT,
Bennett, Coleman & Co. Ltd.

SIEMENS

www.sap.com/contactsap

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