



# Integrated systems result in cost-efficiency

“One stop  
shopping”

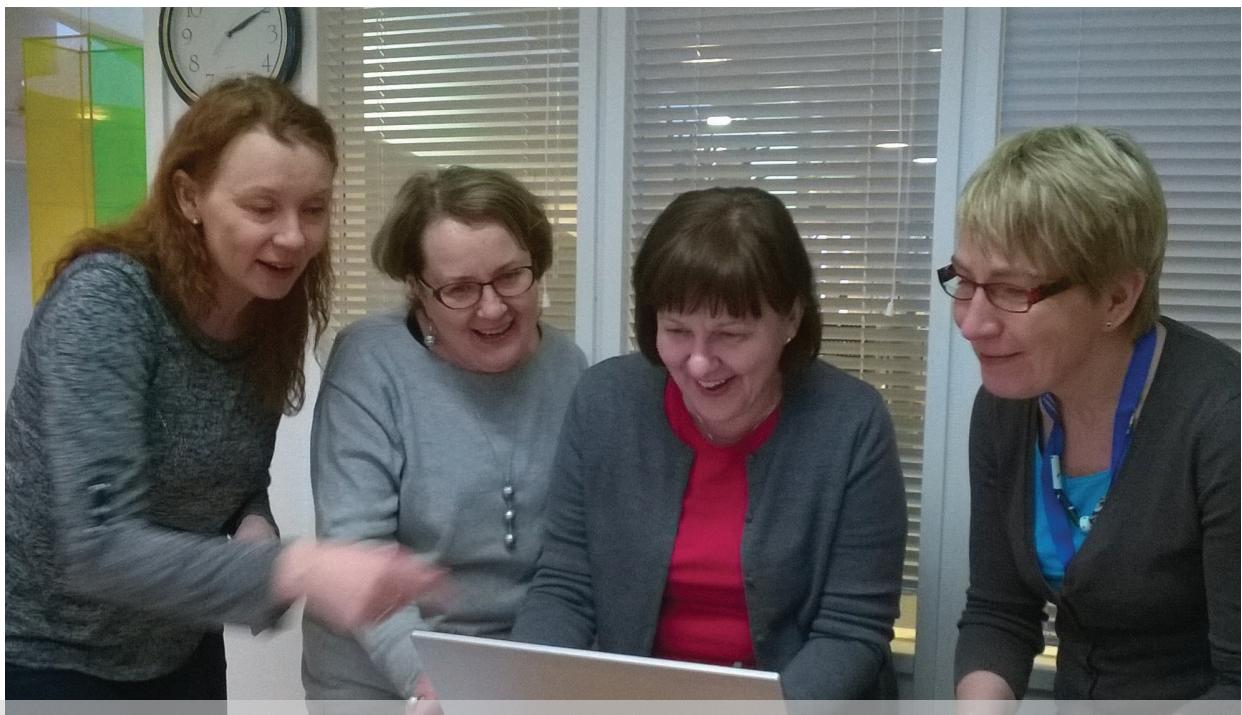
“Anygraaf has  
actively put  
into practice  
development  
ideas.”

— ANNA-MAIJA LYTTINEN

CASE  
**Keskisuomalainen  
Group**

**Anygraaf**

YOUR STRATEGIC MEDIA SOLUTION PARTNER



"Our Group had previous experience with Anygraaf's AProfit advertising system, NeoIH production system in our Southern Branch and both Neo and Doris editorial systems in practically all our papers print versions. By integrating AProfit ad system with these, we were able to streamline our processes further. In our experience Anygraaf's support has been very good."

Keskisuomalainen Group is Finland's largest news and city paper publisher measured by the number of titles.

The group publishes seven daily newspapers, one 5 day newspaper, 17 local papers, 22 city papers and a host of magazines and custom publications.

250 of the group's 1370 employees work with advertising sales.

The group sought a system to enable cross-selling, free packaging and customer data integration to enhance their operations.



## Strategic partner

Anygraaf has a long experience of the publishing industry and of working together with the Kesksuomalainen Group. Thanks to this both parties are familiar with each other's people and procedures.

### "Anygraaf has actively put into practice development ideas."

Anygraaf has actively put into practice many development ideas that have come up during the project.

AProfit was in use already in 31 papers in the Group. Kesksuomalainen chose to start building a new version of the integrated system on a centralized server. During the spring of 2015, 17 products have been migrated with their corresponding customer information from the previous ad system and six different servers into the centralized system. The ongoing development and investment in the AProfit digital system and sales tools strengthens its role as an integrated multi-channel solution.

System deployments at Kesksuomalainen have been on schedule. The systems have been aimed at making it easier for sales and support to handle multiple products. The most challenging part of the project has been integrating customer data from several sources into one integrated record per customer. There has been some necessary customization in bringing contact information and classification up to date, helped by the tools provided by AProfit.

"We will continue the project with a completely new system for 11 products and integrating the 30 papers already equipped with AProfit into the centralized Group system. In addition we are converting two big regional papers from broadsheet into tabloid format. After this all the Group's newspapers will be in tabloid format which will enable our sales to make full use of modular products", says Lyytinen.

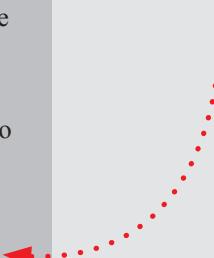
#### COVER IMAGE

**Standing** Jaana Vartiainen,  
Sirpa Koskinen, Timo Nieminen,  
Merja Saarti, Raisa Lindgren  
and Kirsi-Marja Kokkonen  
(Kesksuomalainen Group, later KSML).  
**Middle row** Arto Miettinen (KSML), Tapio  
Nuutila (Anygraaf), Harri Polvinen (KSML),  
Mika Aalto (Anygraaf)  
**Front row** Tuula Kempas, Marja Hyökki  
(KSML), Jussi Ylitalo (Anygraaf),  
Merja Listokorpi and  
Juha-Pekka Suhonen (KSML)

#### IMAGE

Sales support Merja Saarti  
and Jaana Vartiainen,  
administrator Sirpa Koskinen  
and project specialist  
Merja Listokorpi (KSML)

**Anna-Maija  
Lyytinen**



# All customer information in one system

All information about a customer and actions taken are now in the same tool. A campaign that can be reserved, material received, ads placed, customer specific contract details viewed, customers classified, contacts, reports and marketing actions taken in a single system enhance the efficiency of the process.

## ”One stop shopping”

“Combining sales has become easier with the new system – already now it is one stop shopping from the customer’s point of view. We can follow a customer’s entire purchase record on a group level which will bring new possibilities to the organization of sales both regionally and at the group level. Material handling, monitoring and production in addition to load sharing between the different units is smooth”, says Lyytinen.

## Neo brings order

In a newspaper group processes must function reliably, communication has to be unambiguous and materials must be easily accessible. The two largest newspaper of the group use Neo as their editorial system. The system is also used for material sharing between two outside regional papers. Neo has brought order, transparency, predictability and more efficiency to the process. There is a growing keenness in other papers within the Group to upgrade from Doris to Neo. In the future ad production is to be integrated on a single server enabling three units in Tuusula, Kuopio and Jyväskylä to load share easily when required.

“We had a clear picture of our objectives and a model drawn on an A3. Anygraaf listened and tailored their programs to suit our needs. At the same time we were able to upgrade our user interfaces to a modern standard. Our system needed a lot of work, but already six months from our first meeting we could start testing the system”, tells Lyytinen.

“Material traffic and status updates between AProfit and Neo are in real time reducing the need for cross-department coordination, enabling people to concentrate on their tasks”, she concludes.

CASE  
Keskisuomalainen  
Group



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