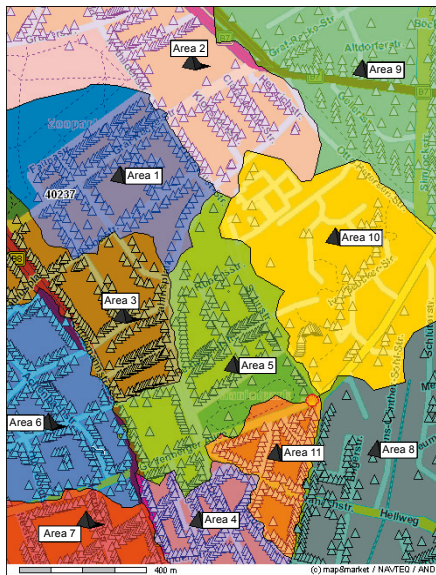


Many newspaper and magazine publishers have subscriber data in their SAP system, but can't use it without geographic references.

That's why MSH Medien System Haus has developed a program that transfers subscriber information from SAP to PTV Map&Market/Print based on house coordinates.

PTV Map&Market/Print visualises subscriber information, analyses delivery areas and then recommends ways to optimise them.



Planning delivery areas with PTV Map&Market/Print

PTV Map&Market/Print for SAP IS-M/SD

Visualising subscriber data – planning delivery areas

Many newspaper publishers still plan their delivery areas on paper, but feel trapped by paper's inherent limitations. With PTV Map&Market/Print, you can leverage your subscriber data from the SAP system in order to analyse and then plan delivery areas.

The data is transferred from the SAP system to PTV Map&Market/Print by a program specially developed by MSH Medien System Haus. It shares the subscriber information based on house coordinates.

PTV Map&Market/Print can plan delivery areas to suit pre-defined restrictions such as the maximum number of households or subscribers per delivery territory. It can also be configured to follow postcode or administrative borders.

The software uses the road network to determine the route for each territory and then calculates walking times based on individual parameters such as speed and physical insertion time. PTV Map&Market/Print generates plans based on road segments or building coordinates. You can even develop several different scenarios considering varying mailing volumes.

The features at a glance

- ▶ Visualising subscriber information based on house coordinates
- ▶ Visualising and identifying unloading points
- ▶ Visualising and analysing delivery areas
- ▶ Visualising and analysing subscriber data (trial subscription, purchase date, etc.)
- ▶ Optimising delivery areas

More transparency and efficiency

The MSH program transfers house coordinates for your SAP data (subscriptions, complaints and territory information) to PTV Map&Market/Print. Harness all the benefits of PTV Map&Market/Print, including:

- ▶ Add more transparency to subscriber management
- ▶ Realistically evaluate previous delivery areas based on routes and walking times
- ▶ Accurately determine target groups for sales organisations
- ▶ Save time in the delivery process by planning deliveries right down to individual houses
- ▶ Eliminate unnecessary work for the area manager and delivery personnel
- ▶ Use precise time graphs to keep compensation systems fair and objective
- ▶ Maintain verified circulation figures and indicators for negotiations with distributors and service providers