



Mediengruppe Oberfranken uses DeltaMaster to manage media sales

Highlights

Quicker report provision

Autonomous, IT-independent report setup
in the end-user departments

Positive and negative developments
identifiable at a glance

Bissantz offers strong professional
expertise as a service provider

Mediengruppe Oberfranken uses DeltaMaster for media and subscription sales and controlling in particular. It is used by around 30 employees.

Less complexity – better visualization

The business intelligence solution the media group had previously used was too complex for the end-user departments. According to Thomas Paul, System Integrator at Mediengruppe Oberfranken, system instability, long development times,

using elements such as Sparklines was a key aspect," says Carina Werner, Controller at Mediengruppe. "I can only second that," says Petra Bayer, also responsible for Database Management for media sales. "Sparklines and the red and blue colors make it immediately obvious where positive and negative developments are taking place."

Advertising behavior and discount rates at a glance

One of the key areas of application for DeltaMaster is in media sales. It is used to analyze print and online products as well as customers (e.g. top/flop, development of advertising behavior). Discount rates can also be examined in terms of their development and the reasons for the amount of the respective discount, for example. "Before introducing DeltaMaster, we had no absolute values for determining discount development in media sales or identifying the markets in which discounts are granted. Now we have the values we need and can respond immediately," explains Petra Bayer.



and a lack of flexibility when it came to cube development were the main points of criticism. Moreover, reporting using an Excel add-in was failing to meet Mediengruppe's requirements in terms of presenting key figures and analyses in a way that could be quickly and easily understood.

The DeltaMaster business intelligence suite from Bissantz won a tender thanks to its high degree of technical maturity. "DeltaMaster also stood out because it allows users to prepare reports autonomously and very quickly without any IT support," Paul adds. "For me, visualization

Evaluation of production and subscription data

The analysis of subscription data is another important area. How many new subscribers have been added? Via which channels/campaigns? How many have failed to renew and why? These are some of the typical questions that can be answered by using DeltaMaster.

Production figures are analyzed by customer, order, and time period in order to establish the revenue generated and the corresponding costs.

Mediengruppe Oberfranken

www.mediengruppe-oberfranken.de

- Second-largest media group in northern Bavaria with around 1,000 employees
- More than 50 individual brands
- 5 local newspapers, 9 advertisement supplements, local online offerings, Germany-wide print shops and specialist publishing houses
- More than 130 editorial staff



“Working in media sales, the biggest advantage of DeltaMaster for us is its flexibility. We can examine our data from any perspective and in any depth.”

Petra Bayer, Media Sales, Mediengruppe Oberfranken

Variance analysis

Controlling uses DeltaMaster mainly for analytical tasks such as visualizing the causes of variances. Carina Werner offers an example: “When we have increased personnel costs for delivery, we can analyze the reasons why – from higher sickness rates requiring additional temporary staff to increased waiting times for delivery staff due to delays in production, for example.” Controlling also uses DeltaMaster to present cost center and contribution margin reports and investment status.

Bissantz scores thanks to reporting and visualization expertise

“We felt extremely well looked after throughout the project,” Paul says. “I can clearly recall a ‘live hacking’ session with two developers from Bissantz: Under the eagle eyes of company management, they came up with a subscription cube in just two days. It’s fair to say we were impressed! The employees are truly proficient, including when it comes to the architecture of third-party systems – in our case, that means Microsoft SQL Server and other databases. When our users have questions about working with DeltaMaster, they contact the Bissantz support team directly, and that works perfectly. Bissantz can immediately view their screens and provide assistance. We have a very collegial relationship with Bissantz.” Carina Werner adds: “Bissantz’s content expertise also won us over. As part of the project, a Bissantz employee not only set up reporting within our Controlling organization, but also took on the completely different area of media sales a few months later. Our colleagues were no

less delighted by the rapid, solution-focused implementation and the ease of comprehension of the visualization using Sparklines and presentation in red and blue. You can tell that Bissantz benefits from its extensive experience in the fields of brain research and perception.”

Bayer confirms the same positive experiences: “The Bissantz employee looked at the existing media sales reports and offered some excellent tips for how we could improve their presentation structurally – for example, making additional information visible by using a key figure as a springboard to more detailed reports, allowing us to get to the bottom of any variances.”

The future

Mediengruppe Oberfranken has the stated aim of becoming a data-driven company. “DeltaMaster will remain an important companion as we continue on this path,” Paul says. In the future, Media Sales also intends to integrate planning figures in DeltaMaster. In the long term, the aim is to present the development of the individual products in real time, including comparisons. Dashboards are being set up in a further project step.

DeltaMaster: Software for analysis, planning, and reporting

Efficient reports with Graphical Tables

Automated variance analysis

All standard databases supported

Report distribution via the web, on tablets, in PDF format, etc.

Patented and award-winning

Top-ranked in user survey “The BI Survey”

A tool for every user, from report recipients to power users

Business intelligence with DeltaMaster: **Look, see, do**

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