

Cloud-based Apps for optimizing processes at STREAM development partner C.H.Beck

Within the framework of a software development partnership with Klopotek, the publishing house C.H.Beck has introduced a series of STREAM apps to optimize workflows for different areas. In a talk with us, Paul Bischoff, IT & Organization | Head of K&P Architecture, and Michael Scheit, Head of IT, explain how this came about, which aspects are particularly important in agile project work and why the company's customer service should particularly be enhanced.

In 2018, C.H.Beck decided to enter into a partnership with Klopotek for the development of the STREAM apps Contact Manager, Contact 360°, and Ticketing for customer service. And more apps are on the agenda. Why?

Paul Bischoff: The publisher C.H.Beck has been a customer of your company for 20 years. Klopotek is the central sales application for us – without it, our company would be not imaginable at all in its present form. We use the Classic Line components distribution system individual and subscription products as well as advertisements

and PPM for press, thus almost your whole range of solutions.

A total of 600 employees of Beck Group work with Klopotek, spread over the two instances Beck and Nomos.

Since your solution is of such importance for our publishing house, we of course want to participate in its further development. STREAM is Klopotek's future technology. We wanted to make an impact on you implementing our requirements and needs with high priority in order to improve our processes and workflows with your help.

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Pictured in a discussion during Publishers' Forum 2019 in Berlin: Paul Bischoff, IT & Organization | Head of K&P Architecture, Verlag C.H.Beck, Jan Hornbacher, Director, Klopotek, and Michael Scheit, Head of IT, C.H.Beck (from left to right)



About C.H.Beck

C.H.BECK, established in 1763, is one of the great names among German publishing companies – and one of the richest in tradition. With more than 9,000 available titles including many electronic publications, with about 70 professional journals and an annual production of up to 1,500 new publications and new editions, C.H.BECK publishing company also ranks in the top tier in terms of quantity among German publishers of books and magazines. 650 employees work at the headquarters in Munich alone; a branch in Frankfurt serves as editorial offices for most of the law journals. At these two locations, some 120 scientific editors support more than 14,000 authors.

C.H.BECK is one of Germany's oldest publishing firms. The present owners are the brothers Dr. Hans Dieter Beck and Dr. h.c. Wolfgang Beck, who represent the sixth generation of direct descendants of the company's founder, Carl Gottlob Beck. In 1763, C.G. Beck acquired a printing firm that had already been operating in Nördlingen for 130 years and added a publishing company and a bookstore. The initials of his son and successor, Carl Heinrich Beck, survive in the company's present name C.H.BECK. The fourth-generation publisher Oscar Beck relocated the company to Munich in 1889, but the printing facility remained in Nördlingen. In the middle of the 19th century, the company began to expand into a diversified scientific publishing firm that at the same time continued to maintain a small literary program. For several decades, C.H.BECK was a leading theological publisher. Later on, theology took on a smaller role in the company's catalogue as compared to other areas such as history, the study of antiquity, literary science and – last but not least – law, subjects which have shaped the work of Beck Publishing since the early 19th century and which continue to dominate today.

Source: <https://rsw.beck.de/en/publishers>

This means that you also wanted to define the priorities together with us?

Paul Bischoff: Yes, we wanted issues that are very important to us to be resolved quickly. This mainly concerns our customer service. We wanted to put this department in a better position by means of a performance gain.

the user site or – as we do it – operated via Terminal Server Solutions. In terms of the maintenance process and deployment, this involves a lot of effort. The STREAM technology, on the other hand, is web-based and uses HTML5. And users only get the apps they need – not the entire module for an entire publishing area, as with the Classic Line.

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Michael Scheit

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Michael Scheit: We have come to the conclusion that STREAM technology is a step for us that we would like to take together with you.

What are the most important advantages of STREAM technology for you, also in comparison to Klopotek's Classic Line?

Paul Bischoff: The Classic Line is a Rich Client that can either be installed directly at

The editor may then use Product 360° only, instead of the Rich Client. The Address Management Department will then only have the Contact Manager, and so on.

Another aspect – from a functional point of view – is the responsive design of the STREAM apps. This allows the sales staff or editors to quickly check on their titles on the go using their smartphone.

Each app can also be individualized so that each end user gets exactly the view of the data they need. That also makes things easier.

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Do you also think about reorganizing processes, and can STREAM support and shape these activities?

Paul Bischoff: Yes, we do. One important reason for this is that the apps can be tailored exactly to the users' needs.



Paul Bischoff, IT & Organization | Head of K&P Architecture, Verlag C.H.Beck

Michael Scheit: A good example is the Inventory Manager. In the future, editors and editorial staff will be able to use Klopotek themselves with this app and will no longer have to obtain information from others. This relieves the burden on the Customer Service Center, which also handles such requests so far.

Which advantages of the STREAM apps that Beck has now started using do you think are particularly relevant?

Paul Bischoff: We are breaking new ground, particularly with Ticketing, because this app is intended to change established processes in our company. The aim is to make customer service more efficient,

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but we are still in the induction phase. We are convinced that the workflow optimizations brought about by Ticketing will lead to performance improvements in the medium run. An important element here is the automated assignment of incoming emails to different baskets for specific topics.

In the next expansion stage, we will also link the Contact Manager with the SAP Contact Center. This means that, when a customer calls, the SAP system can recognize the caller on the basis of the telephone number. The Contact Manager with Contact 360°, thus a screen with all data relating to the caller, opens automatically for the employee who then answers the

call. The customer’s order situation, fields of interest etc. are already known or can be seen before the customer is welcomed and used immediately during the conversation.

We would like to briefly go into more detail on the support of e-mail traffic. How does this work?

Paul Bischoff: We have different e-mail input channels and addresses for print, online and e-commerce, in which certain templates for return e-mails can be controlled and thus a certain degree of differentiation can be achieved.

In addition, we now also have a set of rules that Klopotek implemented within the framework of its work on Ticketing. These allow more profound differentiation of incoming e-mails and accurate adjustment of the workflow, so that ‘issues’ automatically end up in the right team which then processes them. The process goes in the direction of AI: The header and body of the incoming e-mail are searched for keywords such as ‘order’ and ‘cancellation’.

What scale are we talking about? How many e-mails do you receive on average?

Paul Bischoff: That is a total of well over 1,000 e-mails a day.

Michael Scheit: It is an immense quantity and we hope that Ticketing will relieve the 60 employees in order to increase the customer service’s effectiveness.

You have already addressed the SAP Contact Center connection. It is indeed a special feature of STREAM that third-party solutions and data are easy to integrate.

Paul Bischoff: Yes, due to the web technology that STREAM offers, it is, of course, easier to connect other systems via Web Services and to load corresponding information from these systems and make it available to the user.

Your customer service is very efficient. What is the benefit of good customer service?

Paul Bischoff: We are talking about the interface to the customers. It is important to really pick up their needs. A service employee must have enough time to be able

to respond to the individual customer precisely and be open to everything. This sustainably strengthens the relationship. To the contrary, an angry customer will order elsewhere in the future. Avoiding this is crucial.

What is the development partnership with STREAM like in practice?

Paul Bischoff: Our experience with this kind of cooperation has been good. It starts with a workshop in which the functionalities to be covered by the app being developed are jointly determined. Then the subitems are prioritized together and an expenditure estimate is made. The teams then work through these subitems step by step in ‘sprints’, which normally take place every 14 days.

By meeting so often, you can react more flexibly to changes when they become necessary. In each ‘sprint meeting’, the results of the previous meeting – often already implemented for the app – are presented and checked. In the meantime, until the next ‘sprint’, we will be testing more closely while Klopotek’s development continues. Individual work steps are released by us in the ‘sprints’, or we express our need for change.



Michael Scheit, Head of IT, Verlag C.H.Beck

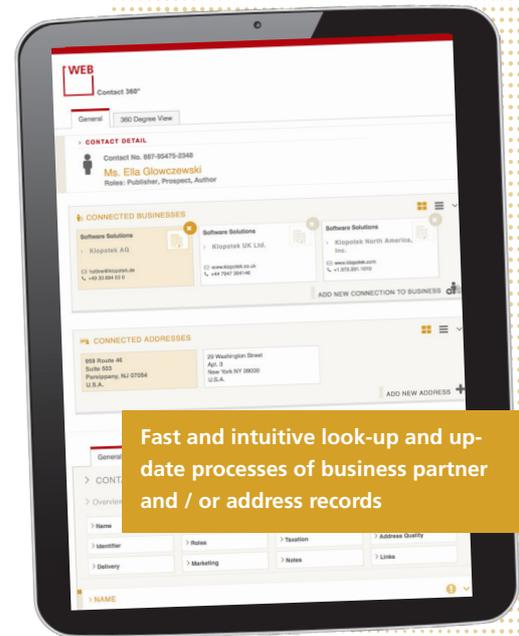
We as a customer are always aware of the application's development status and can react quickly if we think that something goes in the wrong direction or if new requirements arise. This is a decisive advantage of agile software development, as Klopotek uses it for the development of STREAM apps: If it becomes important, we can flexibly schedule an additional 'sprint' and change the course of development or add additional functionality to the requirements catalog.

An example of this is the topic of optical character recognition. We wanted to cover this as well because there are also many faxes sent by customers. The faxes we receive are converted into an e-mail by a tool – and, in the future, there will also

new apps and you are also a little unclear where you are going. This can be a win-win situation for both the software manufacturer and the customer, if both sides contribute their experience and ideas at exactly the right time. The customer gets a product that exactly suits the publisher, and the manufacturer gets something that is in demand on the publishing market.

What will the future development partnership with Klopotek look like?

Paul Bischoff: At the moment, we are still in the final phase of the complete introduction of Ticketing and the connection of the SAP Contact Center with the Contact Manager. Then there is the project 'Ticketing II' – extensions that have be-



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be an OCR scanner that will automatically assign the incoming fax to the respective customer.

Michael Scheit: As in every partnership, the working mode has to be found at the beginning. The agile method is a different way of working together as in our previous projects for the Classic Line. In the newly formed team, it is important to come closer to one another quickly and to react to challenges together. We did a good job.

Agile software development is certainly the right approach for STREAM projects. However, first of all, the specialist departments have to get used to leaving the long specification phase behind them and to going straight into action in order to see the first results quickly and to actively help shape the software.

Paul Bischoff: I think agile software development is the right way to go when it comes to building new functionality in

come important during the development of the app. And there is also the Inventory Manager, with whom we want to enable the editing and production teams to take a look at the warehouse management quickly and without the support of other departments in order to initiate reprints in good time.

Afterwards we would like to tackle the big topic O2C together with you. In the framework of the development partnership, we want to achieve important changes in the subscription sector which is a key business area of our publishing house.

Subscriptions not only include the magazines we publish but also the research database of our Beck Online service. By means of the joint development of the STREAM Order Entry Manager app, we hope to be able to enter orders more easily and thus more quickly using a single screen for both individual and subscription products.

Michael Scheit: But first we want to complete the introduction of Ticketing. After that, we expect synergy effects and savings from the Inventory Manager. And then we will focus on the O2C issue.

What advice would you give to other publishers who want to implement STREAM apps?

Paul Bischoff: I would recommend to every customer of yours who wants new functionalities to rely on STREAM apps for this and to enter into a partnership. STREAM is simply the future for Klopotek and every important new development will – as far as I can see – happen on the basis of this technology.

It is important to work with Klopotek in the initial workshop stage in order to determine exactly what functionality is needed. The more precise the definition of the functionalities is at the beginning, the greater the certainty about the budget used for the development.

Thank you for the interview

(Questions: Dr. Stefan Kaufer, Klopotek)