

Upgrade at Hanser: from 9.8 to 11.0

HANSER

Carl Hanser Verlag, a leading publisher in the area of trade publishing, specialized books and special information, and one of our first customers, started a project to check options for selecting new software and optimizations in the areas of title and product management, and royalties in 2019.

From the 90ies ...

Especially for handling processes in title management, production, product marketing, PR/journalism management, and project management, relying on the PPM Classic Line (Product Planning and Management system) was no longer state-of-the-art, as the implementation dated back to the 1990ies and was never really upgraded. Handling royalties was also in need of improvements.

So, evaluating software products of other vendors in addition to the one already in place was an action to take. Instead of starting a large project, the Hanser Project Team decided to work with Klopotek in a step-by-step process. This option was ideal to make the best possible use of the limited internal resources, as all Hanser employees that were part of the project contributed to it in addition to their normal daily tasks. As a result, 'sprints' were defined – all of them bringing a clear additional benefit to the users, from analysis to implementation. The first sprint, which has now been completed, included upgrading to version 11.0 of the Klopotek Classic Line.

... to the present time ...

By upgrading from version 9.8 – which used to be in place at Hanser – to version 11.0, the necessary conditions were created for moving to STREAM technology in the future.

In so doing, the team at Hanser gained know-how and also established software support

for a number of processes across various departments that are part of the Classic Line but were never really used – for example:

- Implementing jump-outs / jump-ins for a seamless connection to central asset systems
- Creating matrixes for defining responsibilities and using workflow components
- Linking originator and business partner, to be able to manage product-related information (such as author CVs) directly in the business partner window
- Implementing product synchronization
- Making use of the DAM tool (part of PPM), e.g. for storing author contracts
- Automating cover uploads from the asset system for being displayed in PPM
- Sending complimentary copies from the Product tool using the standard interface for delivery
- Working with a simplified rights and role concept
- Doing various individually defined standard XML exports for creating fact sheets and lists at the touch of a button
- Diverse individuell definierte Standard-XML-Exporte für die Produktion von Factsheets und Listen im Handumdrehen

The project was entirely done during the Covid-19 pandemic, so all steps were completed while working remotely. The Klopotek part of the project team was, to some extent, already familiar with many processes at Hanser, so existing expertise could be relied on.

In his role of Project Leader, Stephan Seitz summarized: **"Our users are happy about this signal of a new dynamic and have started em-**

ploying the new functionalities with verve, in a supportive way. They look forward to the upcoming sprints and to seeing how they will result in the next steps to support them in completing their daily tasks."

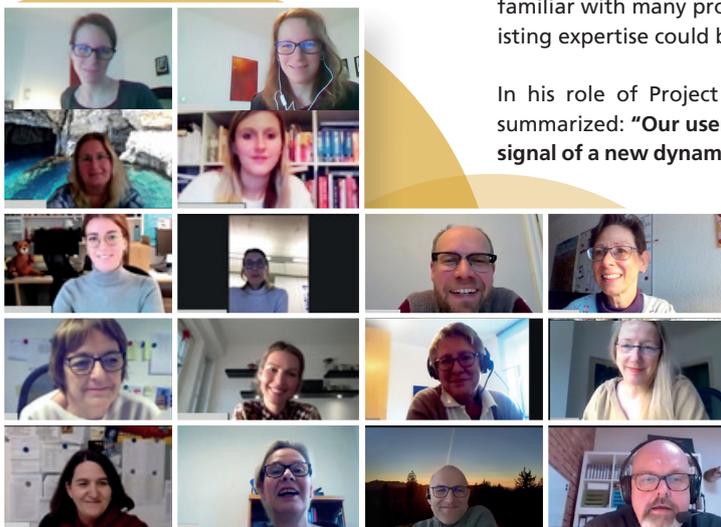
As key project members at Hanser, Julia Reckel and Leonie Jung stated that they are very pleased with the project management done by the Klopotek Team and working together via digital channels and file shares. Both Hanser employees established a team of Key Users for the go live: all of them are bringing fresh expert knowledge to the project from various departments, and, at the same time, are taking back more in-depth knowledge about the software and the related processes from the project to these departments. The Key Users Team has meetings on a regular basis and coordinates important questions of users and focuses of development.

For this project, a new tool for organizing processes was put in place at Klopotek. Both the Hanser and the Klopotek members of the team were impressed by the level of transparency for managing tasks and defining responsibilities created by this tool.

... and to the future

The next steps, in 2021, will be additional sprints in a number of areas, such as, for example, improved linking with the financial system – including clearly defined function assignment and a standard interface, making use of process components for displaying events, and implementing interfaces for designing advertising material and supporting production processes. Parallel to this, an evaluation will be done to employ the new STREAM app Scheduling, as experts from Carl Hanser Verlag were part of the workshop team designing and defining the scope of functionalities of this app. Following the implementation of the process steps of all sprints, an evaluation and concept will be done to determine the future use of STREAM technology at Hanser.

- Learn more about the [benefits and workflow enhancements enabled by STREAM web apps](#)
- [Scheduling & Notification Dashboard: for all phases from idea2approval to publication](#)



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