Scheer | PAS

Case Study | Landwirtschaftsverlag Münster

Process-oriented IT integration as optimal preparation for fast implementation of future business models

To create new business fields, companies must be agile and able to adapt their processes quickly, and they must be able to flexibly configure the interaction of all their IT systems.

This is why Landwirtschaftsverlag Münster decided to modernize its aging heterogeneous IT landscape. The company collaborated with Scheer PAS to modernize its processes and applications, without compromising ongoing operations. The process-oriented IT integration provides the company with the flexibility and agility to map future business models, and the model-based approach facilitated effective collaboration between division, development and IT operation.

Challenges

- ERP migration to heterogeneous application landscape
- Point-to-point integration
- Lack of documentation
- Time-consuming and costly to maintain and further develop interfaces

Solution

- ERP data migration, Gypsilon (legacy) > MS Dynamics NAV® (new)
- Synchronization between CRM (Cover) and new ERP
- Synchronization of CRM and Newsletter system (xQueue)
- One communication platform for all stakeholders
- Central data hub for all online and publishing applications
- Use of directly executable models (BPMN, UML)

Benefits

- Huge reduction in complexity through implementation of all application cases using a single platform
- With Scheer PAS, processes, services and interfaces can be planned, developed and operated quickly and with a high level of quality
- Executable models are the basis for the specification and production and are therefore easy to maintain and allow quick changes
- Existing infrastructure can be totally reused, legacy systems are encapsulated for subsequent migration
- Technical and non-technical employees can easily learn the model-based development method and use it themselves
- The model-based method promotes communication and collaboration between specialized department, development and operations

Landwirtschaftsverlag

Landwirtschaftsverlag Münster

Landwirtschaftsverlag Münster is one of Germany's 100 largest media companies and employs approximately 800 people in Germany and abroad. It publishes journals, books and new media for farming and agriculture and, with some 30 business and special-interest titles, it is the leading European publishing house for agricultural media.

"Based on the Scheer PAS model-driven approach, we are reshaping our publishing business in such a way that we can react in an agile, secure and scalable manner to the changes occurring in the world of media."

Volker Dirksen | Head of IT Landwirtschaftsverlag Münster

Complex modernization project

To accelerate the creation of new business areas and to increase the automation of work processes, Landwirtschaftsverlag Münster decided to modernize its aging heterogeneous IT landscape step by step. Some inherent features and conditions made it clear early on that this would be a complex project:

- The predominantly point-to-point interfaces used between the systems were inadequately documented.
- The undocumented knowledge relating to the interfaces was haphazard and not concentrated among any specific employees.
- Modernization was to take place during ongoing business operations and must not cause any restrictions
- Key applications such as the ERP system were to be replaced
- Additional transfers in other key applications were to be subsequently possible without any major effort.

Under these circumstances, it was clear that a highly iterative approach was required. It would have to incorporate all stakeholders from the specialized department, development, operations, and security throughout the entire lifecycle of the modernization. Landwirtschaftsverlag Münster opted for Scheer PAS to carry out the task.

Three topics as a blueprint

In the first step, Landwirtschaftsverlag Münster addressed the following three integration topics with Scheer PAS:

- Online synchronization of the existing CRM (Cover) with the new ERP (MS Dynamics NAV)
- Data migration of the accounts receivable master of the legacy ERP system (Gypsilon) to the new ERP system
- Implementation of a coordination process for Newsletter orders with the ASP partner xQueue

Challenge accepted

For the CRM/ERP synchronization, the creation of customer records was implemented based on invoices that are created in Cover and are then transferred as "open items" to MS Dynamics NAV. Here, Scheer PAS assumes all tasks starting with the periodic check for invoices from Cover, their transformation into the structure required by MS Dynamics NAV, checking the customer record and, if this is not available, creation of a new record in the accounts receivable master. The return process was implemented in form of a web service that returns all open items for each customer.

For the second use case, Scheer PAS reads the accounts receivable master of Gypsilon. Then, Scheer PAS transforms debtor data from Gypsilon and automatically creates new debtor and open item records in MS Dynamics NAV.

In the third use case involving Newsletter, a service was implemented with Scheer PAS, which ensured synchronization of the Newsletter orders on the xQueue-System with those of Cover. At the beginning of the project, this use case also served as a proof-of-concept, the results of which could be reused in the final project.

Implementation and commissioning of all three topics took less than 10 weeks.

"Scheer PAS is a universal, easy-to-learn tool, which we deploy for all our use cases in the areas of process and system integration."

Volker Dirksen | Head of IT Landwirtschaftsverlag Münster

About Scheer PAS

Scheer PAS is an innovative software company helping companies to implement necessary changes in processes and applications as easily and quickly as possible as part of their digitalization efforts.

Let's talk change!