



**Seven months  
and over  
a hundred  
projects**

*“Industry  
expertise was  
vital for our  
project.”*

*“A successful  
project  
relies on  
openness.”*

CASE

**Kaakon Viestintä**

**Anygraaf**

YOUR STRATEGIC MEDIA SOLUTION PARTNER



A merger between Etelä-Savon Viestintä and Sanoma Lehtimedia created Kaakon Viestintä, one of the biggest media groups in Finland. To make the most of synergies and savings both companies systems had to be integrated as quickly as possible.

Kaakon Viestintä Oy is a Southeastern Finland based Media Company founded on the 1<sup>st</sup> January 2015 which publishes several local and city newspapers, websites and has printing and distribution businesses.

Anygraaf is a seasoned partner in even the largest of systems integration projects. Deep knowledge of the industry and compatible products coupled with project management skills help customers realize quickly the best returns on their investments. Anygraaf strives first and foremost to be the strategic partner to its customers. When customers systems function efficiently and they thrive, so does Anygraaf.

"With the merger, Lehtimedia's systems were updated to match those in use elsewhere in the Group. The choice was easy as both parties had a long history of cooperation with Anygraaf. On the Sanoma side the Anygraaf's editorial system Doris had been in use and there was also experience with CProfit, the distribution system from Anygraaf. On the ad side we were using an old Atex system which was nearing the end of its lifecycle. A natural step was to upgrade it to Anygraaf's AProfit system", says the CIO of Kaakon Viestintä, Lasse Palminen.

## A tight schedule

All the changes were scheduled ambitiously, which set great demands on the expert organizations on both the customer and supplier side. The whole systems integration project was to be finished in seven months. The whole undertaking began in May 2014 and consisted of 105 separate projects.

All the projects were concluded by the end of the year. Every one of the ten strong Kaakon Viestintä ICT teams led on average ten projects each. This kind of squeeze requires skill and a committed management team. The swift conclusion of projects meant less time with overlapping system and the doubled costs associated with them.

"A successful project relies on openness. You tell your supplier what you are doing and what you really want, what is the objective and what is important. Our collaboration with Anygraaf went well and our confidence in them remained high throughout", says Palminen.

**"A successful project  
relies on openness."**

"Trust stems from both parties making good on their promises and being on schedule, but also from the suppliers ability to understand what the customer needs, even if not everything has been specified to the last decimal. In our case the project's schedule and budget held and our cooperation with Anygraaf remains solid", continues Palminen.

**Lasse  
Palminen**



# Industry expertise is key

Industry expertise has been crucial in tight execution schedules. The fact that Anygraaf is a recognized expert in publishing was an important factor in Kaakon Viestintä's choice of partner.

"Industry expertise was vital for our project. Anygraaf knows every detail of the process of publishing a newspaper", says Palminen.

Modern systems are more than a collection of different products. Together they form a widely compatible, modular system. A customer's system can be built one block at a time. Anygraaf's products are capable of handling several products and channels. The system is completely open and transparent. Thanks to this, resource management is more efficient and this results in cost savings. In the case of Kaakon Viestintä, the editorial planning can be done in one place, normally for three products but at times for up to nine publications at the same time.

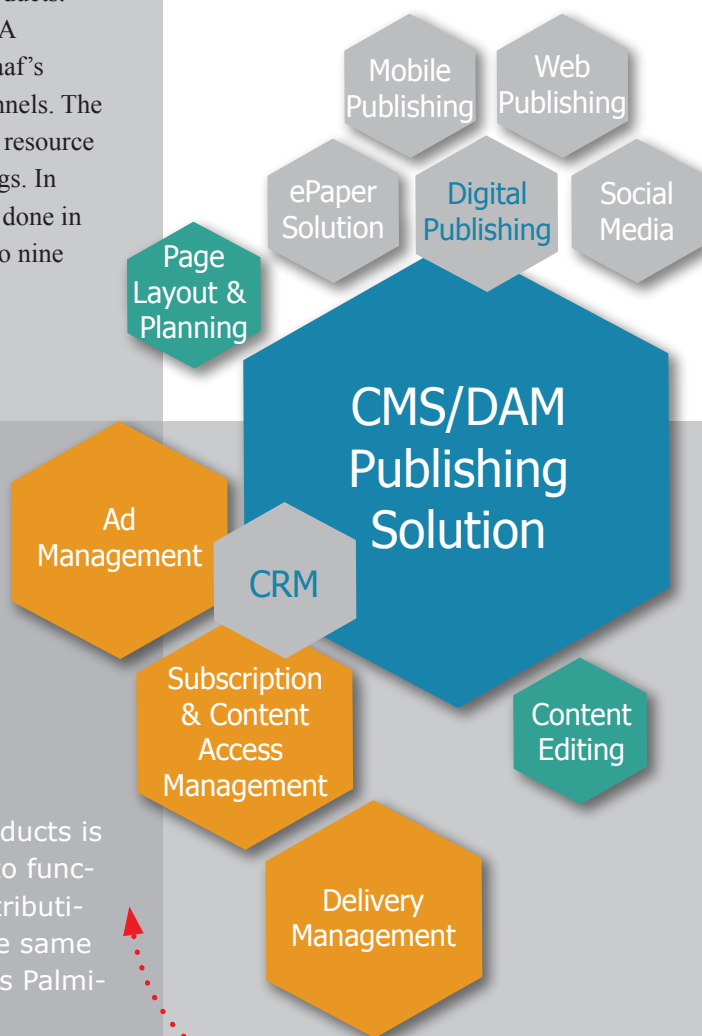
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## Benefits of compatible systems

"In our case the best feature of Anygraaf's products is that the ad and editorial systems are created to function seamlessly together. The fact that our distribution and customer service systems belong to the same family of products does no harm either", muses Palminen.

According to Palminen, a strategic partnership with Anygraaf is reality.

"When all your papers, media production, customer service and distribution run on one vendor's systems and that partnership delivers tangible results - that's what I call a real strategic partnership", sums Palminen and smiles.



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