


JP/Politiken, Denmark

Best-of-Breed Newspapers in Changing Times

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Per Palmkvist-Knudsen, IT Director, JP/Politikens Hus

The Media House JP/Politiken has had great success with an untraditional best-of-breed-strategy in regards to IT. 800 servers and a very divers IT landscape give both flexibility and speed in a media company where the transition from print to online creates huge changes. The economy of the Group runs on SAP and the partner in that area is itelligence that provides ongoing application service and took care of the upgrade of the SAP solution. The project was delivered on time and under budget.

"The Group's newspapers - Ekstra Bladet, Politiken and Jyllands-Posten - appeal to very different audiences. The readers of Politiken wouldn't be caught dead with an issue of Jyllands-Posten. And vice versa. That's why, in the Group, we go for

economies of scale, while at the same time keeping the business areas completely separate. This decentralized approach is also valid for our IT strategy", says IT Director Per Palmkvist Knudsen from JP/Politikens Hus. He manages 60 employees very successfully in a media house that has won international honours for its newspapers and is also at the very frontline when it comes to defining the online arena.

"The philosophy is quite simple. First we choose the application best suited for the task. Then we choose the platform best fitted for the application. We use SAP for the Group's economy on DB2 and AIX", says Per Palmkvist Knudsen.



2,400

Employees



POLITIKEN

Matisse
og eskimoerne

Net Turnover

+2,900

Million DKK

When the Group had to upgrade the SAP solution, the choice of supplier was made through a formal licensing round. Eight suppliers were in the picture, three pitched and itelligence was finally chosen.

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Today, the upgrade is completed. Faster than scheduled and under budget. The gain is shared between customer and supplier. The project followed a clear SAP turntable and the consultants from itelligence had the experience and the competencies to run the process successfully. At the same time, JP/Politikens Hus noted that no add-ons had been made to the system.

Upgrade projects are almost always more successful on pure standard solutions. Today, itelligence is the preferred provider of application management services and remote hosting for JP/Politiken.

“We appreciate suppliers that cut to the chase without detours and bureaucracy. We are not the world’s biggest IT organization and we need a supplier that matches us. You can already tell that the delivery is going to be huge, if the supplier turns up to the first meeting with six persons”, says Per Palmkvist Knudsen.

“One either loves or hates SAP. We think it works. But we’re going for best-of-breed and not

best-of-suite, so we’ll never be 100 percent SAP. But it’s quite possible that we’ll use SAP for more tasks in the future. For example, we have just developed a publishing system based on SAP and Sharepoint. We see SAP as a component that can be used when there is a need for financial management in several different solutions”, says Per Palmkvist Knudsen.

JP/Politikens Hus has a big spand within the areas of newspapers, publishing, tv, web and other related business areas. The fast changes of the media business are well supported by a best-of-breed-strategy allowing for fast decision making and fast start-up in regards to IT projects. At the same time, the whole Group must be held together by strong focus on uniform processes and standards. The Group has used PRINCE2 for projects management, ITIL for operations and SCRUM for development over the last six years. At that time, it was rather untraditional, whereas now it is a “no-brainer”.

“I don’t believe in the big systems. In practice, they can halt companies for years and the organizations find it hard to cope with big changes in one go”, says Per Palmkvist Knudsen.

Distribution, printing, domicile and IT are all areas where the Group need to make economies of scale. However, this will happen through one central system and one suite for all.

“In the future, the IT area will be even more of a patchwork. Cloud solutions will be part of the picture and we will buy functionalities in a more limited manner. Obviously, that requires for us to have complete control of data, architecture, sections and costs”, finishes Per Palmkvist Knudsen. He can be pleased that on the IT area JP/Politikens Hus benchmarks very well against competitors.

JP/POLITIKENSHUS
POLITIKENSHUS

Company:
JP/Politikens Hus

Industry:
Media House

Products:
Newspapers and Magazines

Number of employees:
2,400

Turnover:
+2,900 mill. DKK. (2016)

Newspapers:
Ekstra Bladet, Jyllands-
posten, Politiken