

SOLUTIONS DOCUMENT

HOW TO APPROACH REAL-TIME SUBSCRIPTION MANAGEMENT

Upgrade SAP and ERP systems with
SaaS to support subscription
management and digital transformation.

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2.0 Introduction

SAP are set to discontinue IS Media – Media Sales and Distribution (MSD), a module which manages circulation and subscriptions for print products such as newspapers and magazines. Development of this module will cease in 2017 and support discontinued completely by 2025.

Although there are no firm dates currently published by SAP, this news presents many publishers with an ideal opportunity to re-think legacy ERP and subscription platforms and upgrade how print and digital subscriptions are managed. Publishers can embrace innovative SaaS/Cloud technology, reduce headcount and make significant CapEx and OpEx cost savings, whilst future-proofing their business operations.

The publishing industry has changed and although many publishers still make most of their subscription revenues from print, the balance is shifting. Over the next 5-10 years, consumption habits will change further, with millennials and core reader groups ageing and moving towards digital consumption, including bite-sized mobile and web-based products and services.

Historically, because a publisher's business revolves around print, the core infrastructure does not support the dynamism required to compete in a digital-first world. With a SaaS platform, digital innovators, product managers and marketing teams are no longer crippled by lengthy development and operational processes and overheads.

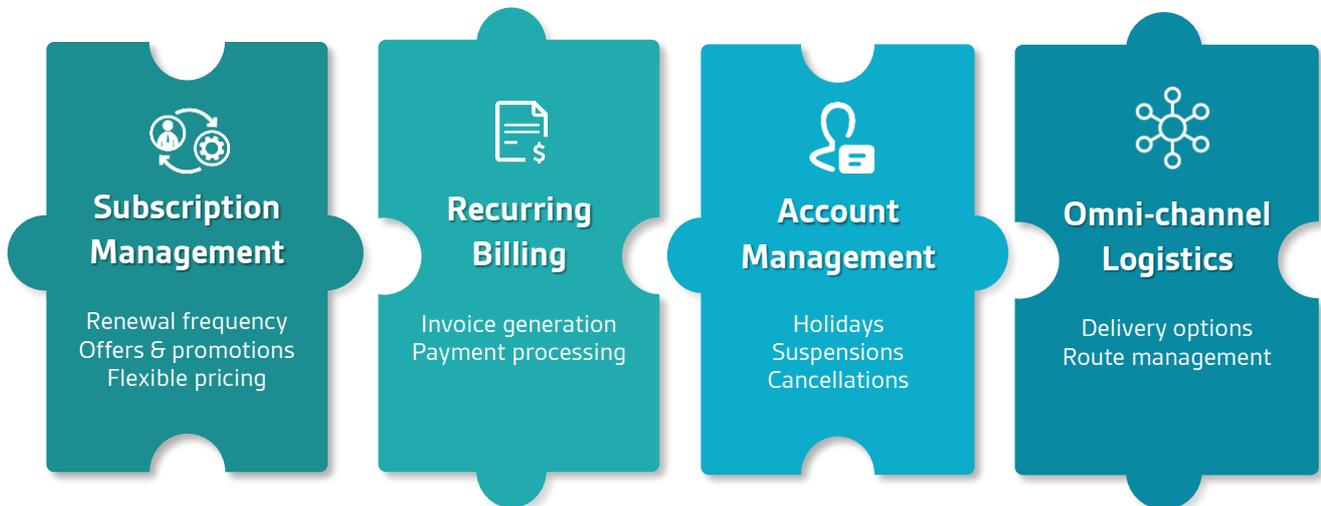


Figure 1. Four functional gaps to fill: subscription management, recurring billing, account management and omni-channel logistics

2.1 Plug & Play

MPP Global's eSuite is a 'plug & play' API-led cloud platform that provides publishers with easy to use tools, supporting real-time subscription management and billing. eSuite can be quickly and easily integrated with existing ERP systems such as SAP and Oracle to bridge the gap from print to digital. eSuite supports the complex rules, configuration and administration of existing

print operations, whilst reducing costs and future proofing digital operations; providing ultimate product and packaging flexibility and access to new and emerging digital business models.

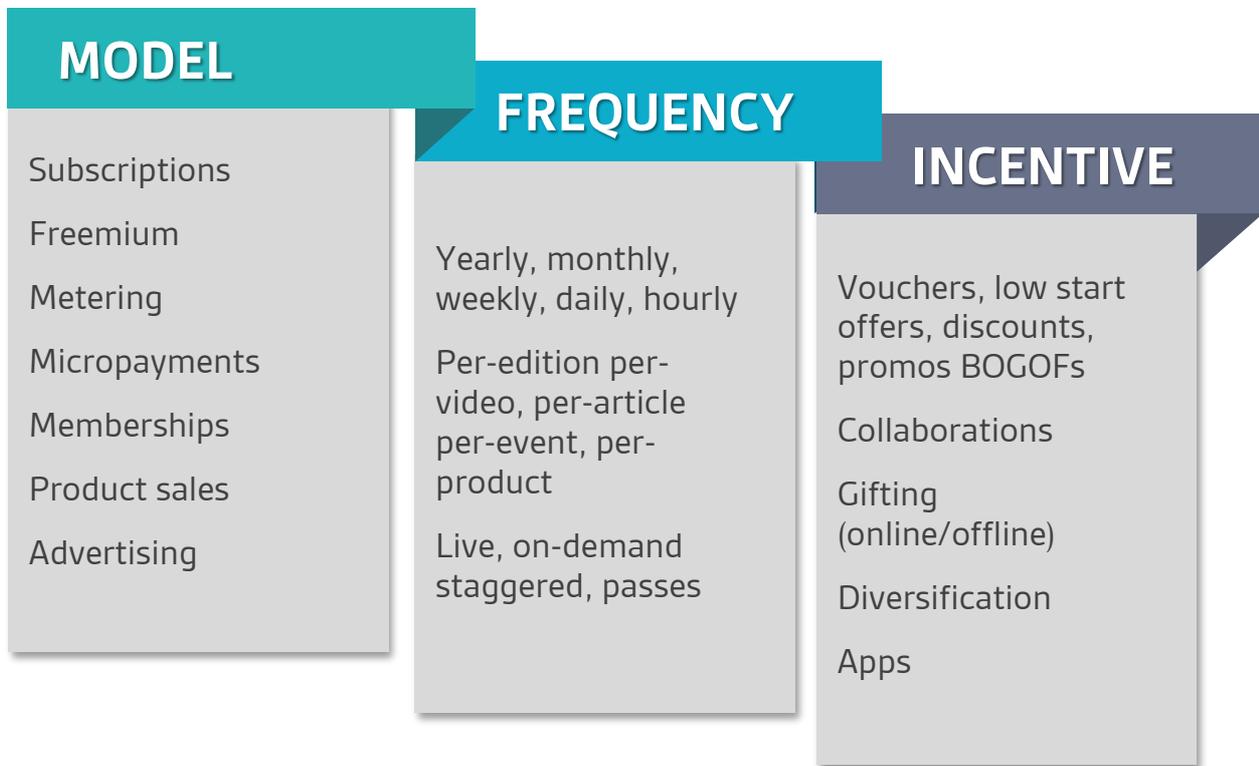


Figure 2. Business model flexibility: create a recurring revenue model across any device around the world, with flexible models, conversion tools and personalised product packages

eSuite drastically reduces a client’s time to market. It represents a new way of working, providing non-technical staff with access to tools which enable them to launch new products, services and incentives in a matter of minutes without the need for technical support. SAP remains as the core ‘engine’, with eSuite plugging in the front end, providing greater flexibility and fluidity between departments, positively impacting revenues and reducing cost of ownership.

This document explains how a newspaper or magazine company using SAP for subscription management can integrate eSuite. We understand that each implementation of SAP is different, but the overarching message is that eSuite operates at the front end with all data collected by eSuite pushed into SAP as the core platform.

eSuite is modular, which enables you to select the functionality you require. This provides you with commercial flexibility while also offering the benefits of a cloud environment where you have no capital expenditure on hardware, operating systems or databases. The supply of fully-integrated Identity Management, CRM and eCommerce from a single platform drastically decreases the costs and time to deliver a solution to market without compromising functionality.

Monthly operating expenditure is significantly reduced because of decreased maintenance, support, development and PCI-DSS compliance obligations.



Figure 3. eSuite comprises six modules, that manage the end-to-end lifecycle of a subscriber

3.0 Integration

Alongside an extensive API library, MPP Global have built the eSuite SDK, a fully-fledged application which consists of white labelled, out-of-the-box product, registration, payment and self-care pages which are pre-integrated with the eSuite back office. Once a publisher has created a new product or service, or a customer has clicked to purchase, eSuite's SDK template call-out to eSuite to check for product, entitlement or subscription details such as pricing and discounts, to display a product, process billing, issue invoices and update a customer's details within the CRM module.

The eSuite SDK uses RESTful APIs to communicate with the eSuite core platform. When integrating with eSuite, the client can choose *either* to create their own registration and payment pages, directly calling to the eSuite REST API; *or* to use the eSuite SDK, as the more direct path to a working integration. The eSuite SDK is fully PCI-compliant which means that you can deploy the customer journeys without the need for a PCI compliance-audit. Since the eSuite SDK is fully customisable you are free to modify the user-interface, or include variations in the payment flow as appropriate to reflect the branding of your company.

The eSuite SDK application is hosted by the publisher and embedded into the existing portal or website. Any changes made to the customer journey, user-experience, look and feel and overall design of the pages is completely controlled by you, reducing launch times and eliminating the need for change requests. eSuite also collects and presents all the data relating to customer journeys and conversions, including anonymous customer behaviour, which can also be pushed out to other third party platforms.

4.0 How does it Work?

The sections below provide a short description of each stage of the customer flow, visualised in the diagram below (click to jump to section):

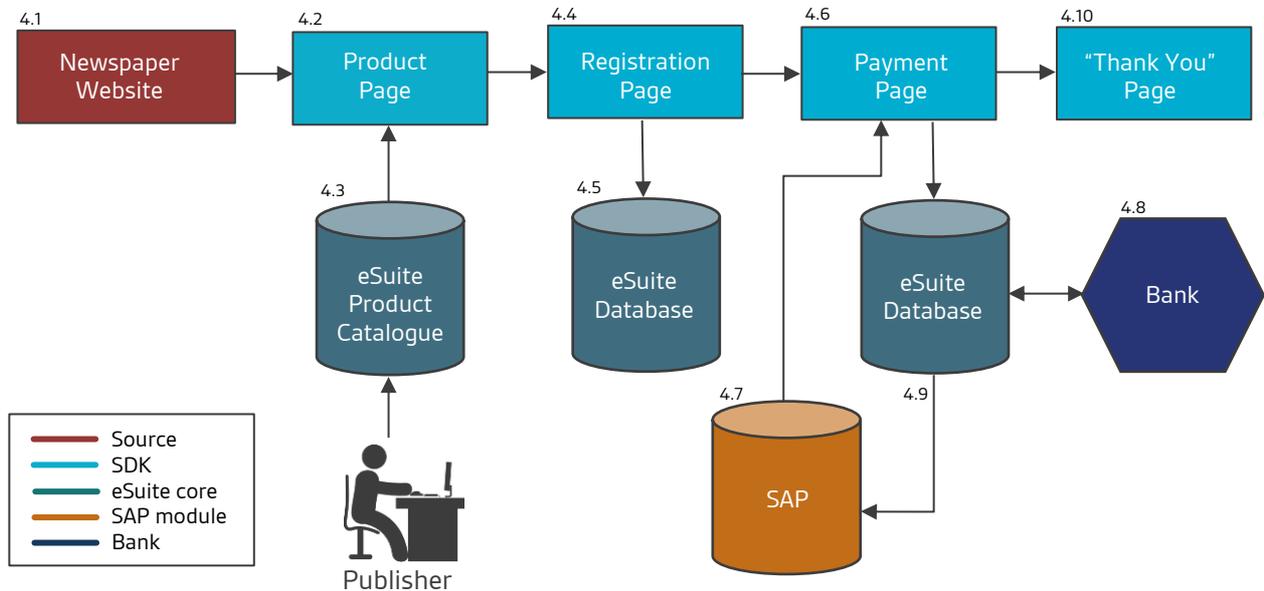


Figure 4. Work flow depicting SAP integration with eSuite

4.1 Newspaper Website

When working with eSuite, the Publisher's website will remain unchanged. After a customer decides to purchase & subscribe and clicks the "Buy Now" button, they will be sent to the Product Page.

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4.2 Product Page

The Product Page comes as standard in the eSuite SDK. It displays all of the available subscription / product options to the customer. Upon creating additional products / subscriptions in eSuite HQ, the customer-facing Product Page will be automatically updated, with no development required from the Publisher's IT department. This enables new product launches to be conducted very quickly and at no internal cost. Alternatively, the Publisher can create a

Product Page in their CMS that utilises the eSuite API to pull information about the available products / subscriptions from the eSuite Product Catalogue.

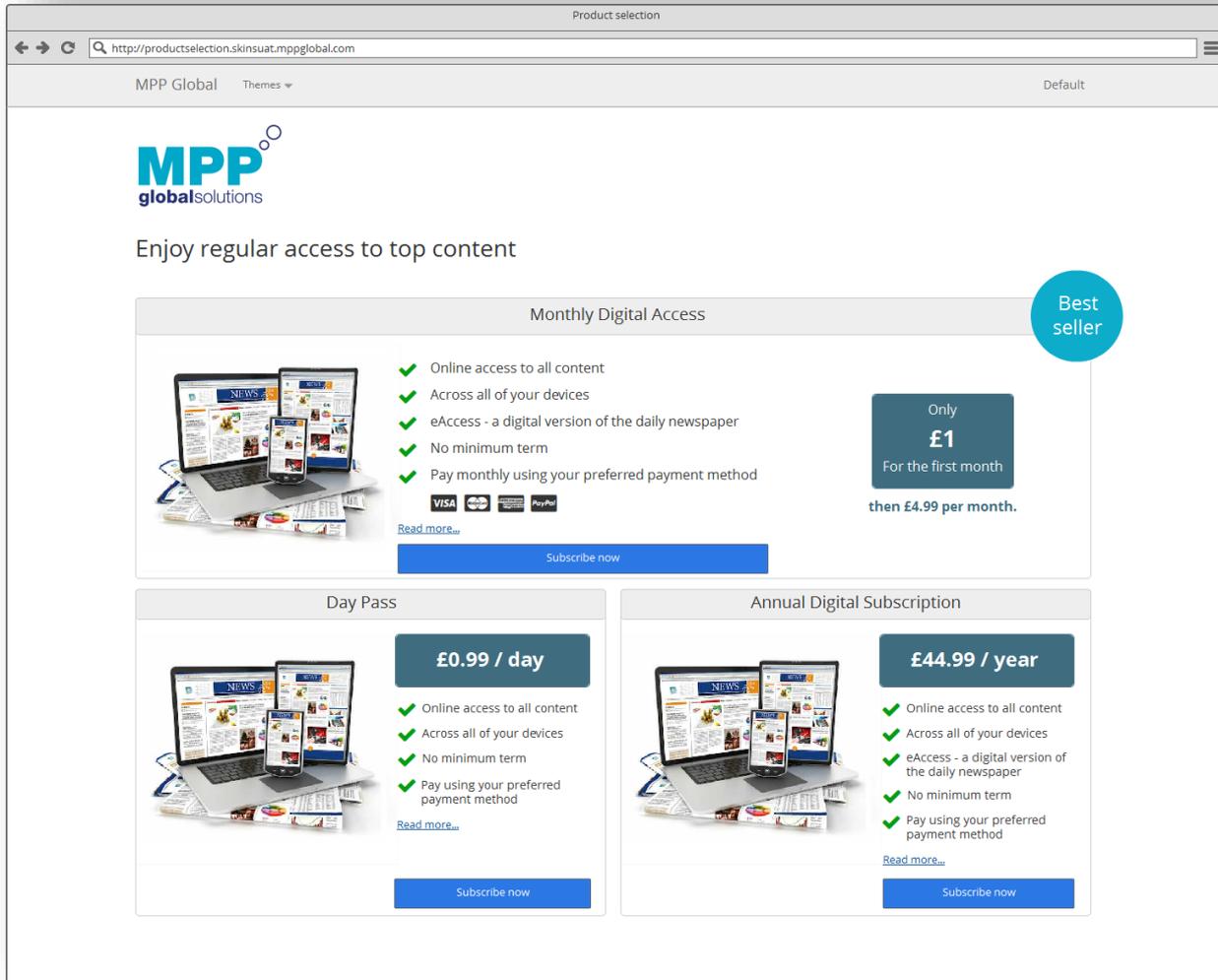


Figure 5. Fully customisable eSuite SDK product selection page

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4.3 eSuite Product Catalogue

All product / subscriptions that the newspaper wishes to offer, can be configured directly by the Publisher's team in the eSuite HQ back-office management console. All business rules relating to name, description, price, entitlement and renewal period can be configured directly in an easy-to-use dashboard. This information is then automatically presented on the Product Page available for purchase by a customer.

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4.4 Registration Page

Once the customer has selected which product / subscription they wish to purchase, they are redirected to the Registration Page. The Registration Page is a standard page in the eSuite SDK and enables the publisher to securely collect the personal details of the new customer, such as name, address, username, password and email address. Any other profile information can also be collected using eSuite's custom parameter functionality and stored within eSuite HQ. As standard, the eSuite SDK also supports Social Sign-On, reducing barriers to entry.

MPP Global Themes - Default

MPP
globalsolutions

Here's the package you're ordering

You are purchasing This is a ProcessPayment Test Product for €10.00

Register

* indicates a required field

Title * Please select

First name *

Last name *

Email address *

Confirm email address *

Password *

Confirm Password *

Continue

Powered by eSuite © 2016 MPP Global Solutions

Figure 6. Fully customisable eSuite SDK registration page

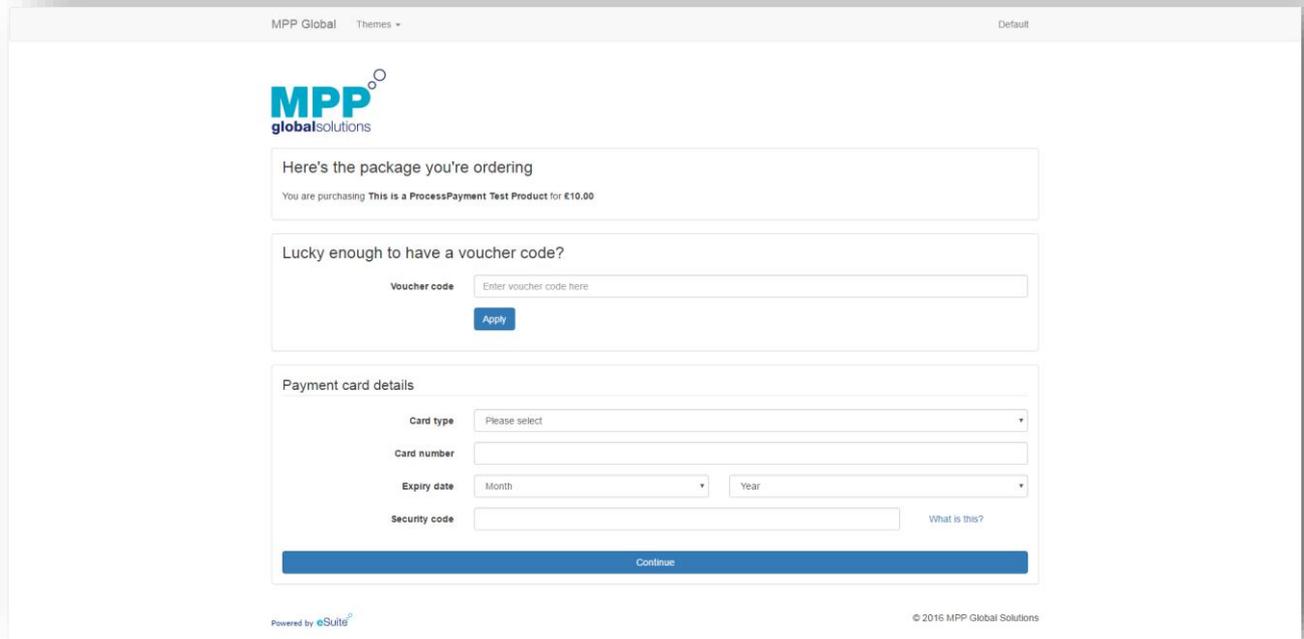
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4.5 eSuite Database (CRM)

All registration details entered by the customer on the Registration Page are transmitted securely to the eSuite database so that a customer profile can be created. The customer profile is made available to Customer Support staff via the eSuite HQ back office, and can be accessed via API for use in Customer Self-care Portals. Additional information can be continuously added to the customer profile throughout the customer lifecycle via the eSuite API.

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4.6 Payment Page



The screenshot displays the MPP Global payment page. At the top, it shows 'MPP Global Themes -' and 'Default'. The MPP logo is prominently displayed. Below the logo, a message states: 'Here's the package you're ordering' and 'You are purchasing This is a ProcessPayment Test Product for €10.00'. A section titled 'Lucky enough to have a voucher code?' contains a 'Voucher code' input field with the placeholder text 'Enter voucher code here' and an 'Apply' button. The 'Payment card details' section includes a 'Card type' dropdown menu (set to 'Please select'), a 'Card number' input field, an 'Expiry date' section with 'Month' and 'Year' dropdowns, and a 'Security code' input field with a 'What is this?' link. A large blue 'Continue' button is at the bottom of the form. The footer includes 'Powered by eSuite' and '© 2016 MPP Global Solutions'.

Figure 7. Fully customisable eSuite SDK payment page

Upon successfully creating a profile, the customer must next enter their payment details. This will take place on the Payment Page. The Payment Page is another standard page in the eSuite SDK and enables a customer to enter their payment details in a secure manner. All payment details are validated and sent under TLS encryption via secure API requests to the eSuite database. Once received by the eSuite Database, the details are stored for future use. The Payment Page of the eSuite SDK meets Level 1 PCI-DSS compliance, ensuring Publisher's security overheads are kept to a minimum.

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4.7 Address Lookup in SAP

Many SAP clients use SAP for logistics management, this includes looking up delivery routes and their respective costs. eSuite can communicate with the SAP logistics database via API to check a delivery option and update the customer's purchase price as necessary.

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4.8 Bank (Payment Processed)

Once the final price has been determined and the customer has successfully entered their payment details, eSuite will present the transaction details to the bank. On successful processing of a payment, the bank will send a response to the eSuite database. At this point, an Order is created in the eSuite database and the necessary entitlements are added to the customer's profile.

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4.9 Pass Order Details Back to SAP

Upon completion of the purchase process, eSuite passes any necessary information back to SAP via API. This is likely to be details of new print customers, order details, financial information and renewal dates. Once in SAP this information can be processed to maintain current operational processes. Additionally, information from eSuite can be delivered to SAP in batches on a periodic basis, via CSV delivery to a secure FTP server.

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4.10 Confirmation

Finally, once the customer has completed the purchase process, the eSuite SDK will display a confirmation "Thank You" page that summarises the details of the customer's order. In parallel, eSuite will send a fully branded email receipt to the customer.

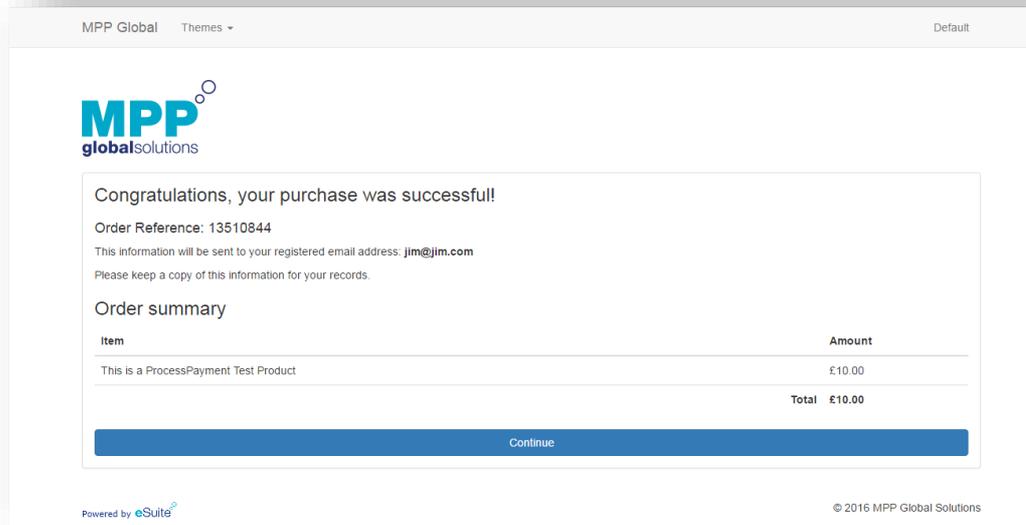


Figure 8. Fully customisable eSuite SDK confirmation page

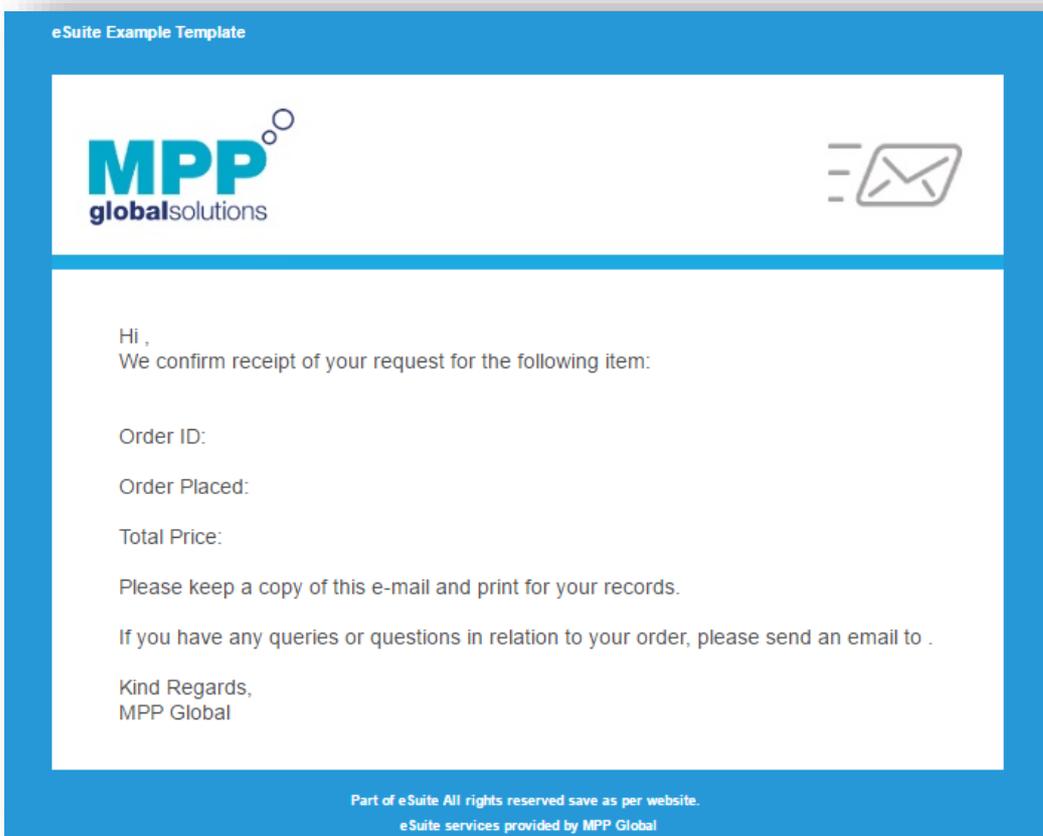


Figure 9. Fully customisable eSuite SDK eReceipt

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The diagram below illustrates the functionality that currently resides in the SAP architecture and a new hybrid approach, leveraging the eSuite cloud. Existing features and subscription configuration used by publishers are preserved, yet extended, enhancing and optimising Publishers productisation capabilities.

BEFORE



AFTER

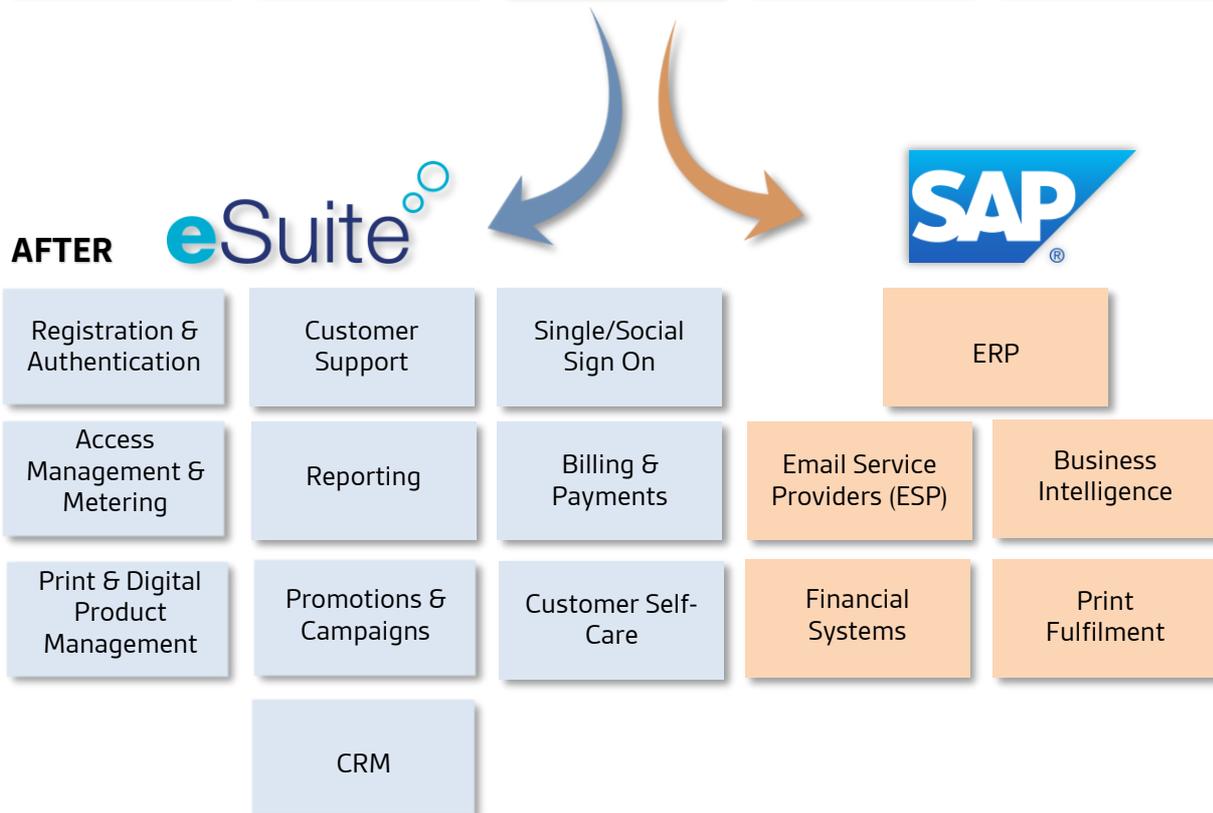


Figure 10. Migrations and integration of current SAP functionalities before and after upgrading with eSuite

5.0 In Summary

As digital transformation of the media industry continues, much remains undecided. Publishers are struggling to adapt to fast paced changes brought on by shifting consumer demands. High costs related to supporting inflexible and costly adaptations to ERP systems such as SAP can be avoided. Publishers must provide their teams with nimble, easy-to-use tools that reduce staff and development overheads, and since SaaS solutions such as eSuite can be integrated and live in as little as 4 weeks, this is no longer a daunting or costly task.

Efficiency & Savings 	Cloud Platform 	Support & Delivery 	Specialism & Roadmap 
<ul style="list-style-type: none"> • New way of working • Real-time subscription management • Flexible subscription & acquisition methods • Simple-to-use interface, reduce staffing overheads • Launch new products without cost • Optimise & increase revenue daily 	<ul style="list-style-type: none"> • Cloud platform built for performance • Scalable to grow with your business • Reduce OpEx overhead; no hardware requirement • PCI environment; minimising security exposure • EU hosting & data storage • Reliability, redundancy & performance 	<ul style="list-style-type: none"> • World class support & training • Integration specialists • Dedicated project team • Clearly defined project plan • Comprehensive documentation • Agility & flexibility at our core 	<ul style="list-style-type: none"> • Specialism & experience working with enterprise publishers • Shared platform (multi-tenanted) • Support all new and emerging payment methods & types • New features every two weeks • Futureproof • Maintain competitive advantage

Figure 11. Benefits of upgrading your legacy/ERP system with MPP Global

5.1 Contact Us Today to Learn More

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