



# CaseStudy



**Here`s how hundred thousands of readers get access to their daily newspaper with their tablet day by day**

In this case, odoo is working for the sales department, purchase, production, project management, the helpdesk, in multi-company-operation and with an integration of Magento & SAP.

**MADSACK**  
MEDIA STORE

## The user profile

The MADSACK Media Store escorts readers of regional daily newspapers to the digital world, since 2011.

Cooperating with publishers, the Media Store offers so called "all-inclusive" packages to all clients, which contain the E-Paper, as well as editorial apps of regional daily newspapers, mobile equipment, trainings, personal consulting, and a high- capacity data-flatrate.

To guarantee an easy transition and to make sure that not every publisher has to go through the whole migration itself, the MADSACK Media Store supports it's partners. Services include the search for suitable properties, the set-up of the store, all-in solutions concerning IT and much more.

The franchise concept contains all of the needed services. It is created in a modular way and offers a basic support for partners. It also contains project management, central purchase, trainings for customers and support-services.

This way, two sales strategies can be put into effect: a media store as a local business and an online-shop for bundle-sales via the internet.

But payment transactions and the management of subscribers had to remain in the existing system. Concerning the accounting of services, the time-efforts for projects should be control- and accountable.

For the franchise-section, the basic ERP tasks and especially the online-ordering-process should be simplified.

Furthermore, the IT-solution, an inhouse-development, that had been used for customer consulting so far, should be replaced by the Odoo Point-of-Sales (POS)-module. A huge task coming up to the employees of the MADSACK Media-Stores.

## The implementation

Since the enterprise already shows good competence, the project starts with a team of inhouse developers, who were supported by the initOS company, concerning the strategic use of Odoo and the development of modules for stock structure and junction of the logistician.



*Customer advice at MADSACK Media Store*

So far, the MADSACK Media Store supervises 12 stores and 16 online-shops and also delivers to major customers, who order several thousands of tablets per order.

## The project targets

The purpose was, to replace the Excel-based enterprise resource planning system with a modern, flexible and performing system, where the classic tasks of an ERP- and CRM-system had to be reproduced to support the employees.

What becomes clear pretty soon is that because of the huge differences between the requirements of franchisees and the MADSACK Media-Store these sections have to be separated and created in two separate Odoo instances. Functions that are needed by both are outsourced in modules and can be installed in both instances.

Supported by the multi-company module every franchisee got his own, separate section in the franchise-instance.

## Sales and project management

Just like almost every enterprise, the MADSACK Media-Store focuses on its clients.

Odoo is great help in this case: Supported by the CRM-module new customers can be acquired in a transparent way. Every employee knows about agreements and the customer's history.

Another central component, the project management module supports the employees in the store-rollout and the software development. The projects can be controlled and accounted due to an agreed price or due to the effort.

In this relation, the integrated odoo time registration system allows a fast connection of services with projects.



*Media-Store MADSACK*

For the MADSACK Media-Service, the project management is being established in connection with the contract module, which brings useful effects: the odoo contract module creates and recommends invoices for licence- service- and hosting-contracts automatically. The final accounting remains only the push of one button.

## The customer service

When something is created, questions occur. The odoo helpdesk supports here: problems and questions via e-mail are accumulated central in the system and can be allocated automatically or manually to the team members.

The whole support-team is informed about the development of requests, because the software includes the Kanban-View, an especially well-arranged view that shows the actual support-status by using small "cards".

## The enterprise resource planning system

In the odoo-instance of the MADSACK Media-Store all of the online- and store-orders can be shown and handled contemporarily.

Usually the ordered products are sent out from the main stock in Hamburg. If certain products are not available there, they can be ordered from the producer automatically by a gateway, which guarantees a minimum stock level.

By the way: if certain products are not available at the main stock, they can be sent out directly by the vendor per drop-shipping. In the odoo resource planning system manual purchase-orders can also be organised and controlled.

## Finance

Accountancy and invoicing is still performed in the company's SAP-system, but invoices are created in odoo. After its approval, the invoice is transmitted to the SAP-system and an invoice number is reported to odoo.

An interesting advantage has been developed with the consequent and constant use of the system: vacations and cases of illness could be countervailed much easier. More customer satisfaction could be achieved.

## The Magento shops

The technical basis for the online-shop-system is Magento. Several instances and views of the Magento-shops have been connected by a connector-module to Odoo. Due to the flexible extensibility of Odoo it is possible to apply and synchronize bundle-products with a monthly subscription price and a one-time extra payment.



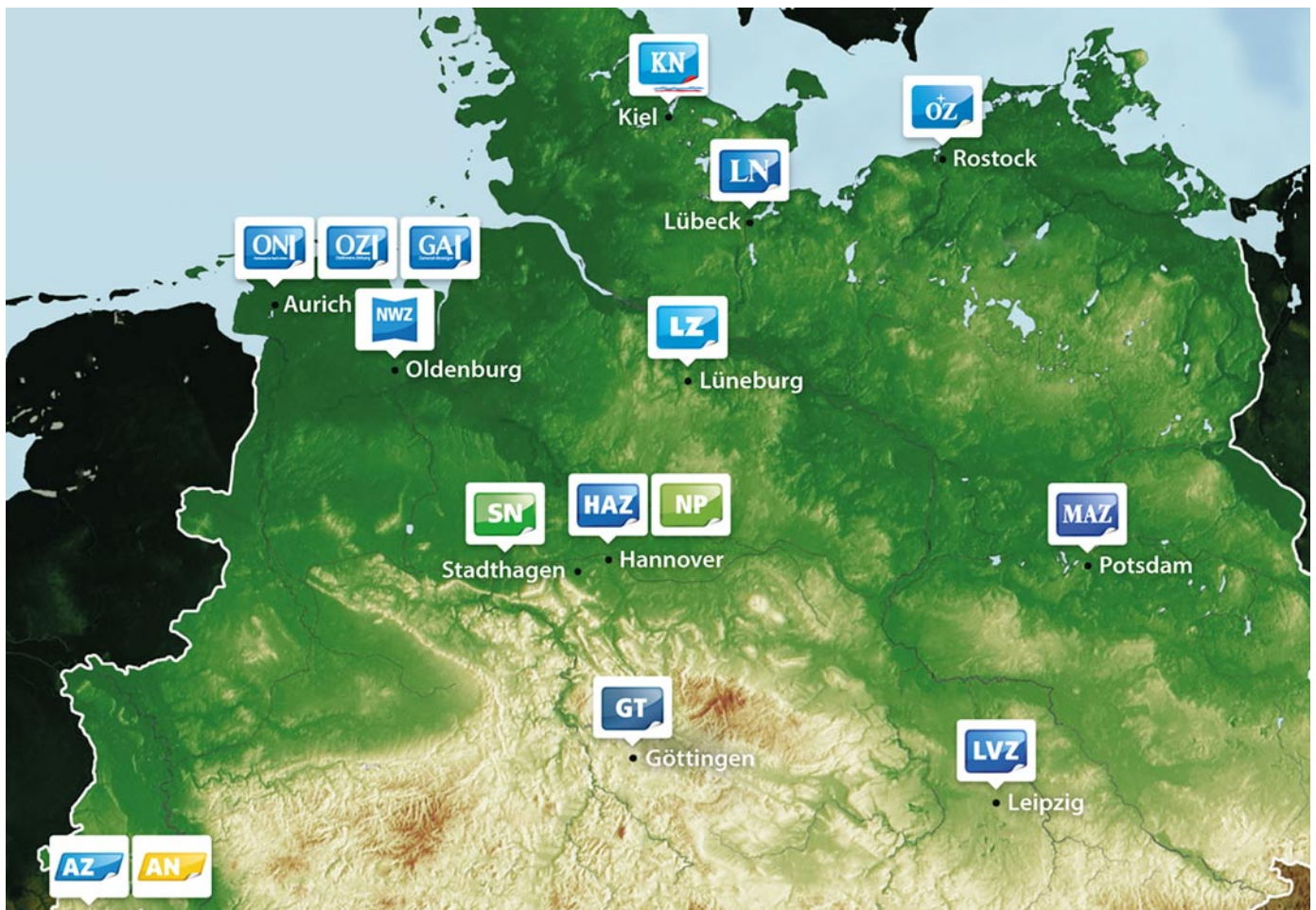
The orders from Magento can be confirmed by the according publisher after import in Odoo. An approved order which contains a bundle-product will be subdivided into the single parts for production. This ensures that the subscription (e.g. ebook) is available for the according publisher. At the same time an order for the hardware is sent to the supplier.

In case of connected publishing systems (generally SAP), the created orders of the subscriptions are booked in the system of the franchise company automatically.

In addition the invoice for the one-time payment can be triggered in the publishing system automatically.

## Conclusion

With Odoo MADSACK Media-Store relies on a flexible software-solution which fulfills the requirements of service, retail and wholesale as well as the complex needs of the publishing sector in a single all-in-one-solution.



Media Stores and Franchise Stores MADSACK

A project of

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