



Gruner + Jahr AG & Co KG
Druck- und Verlagshaus
Hamburg, Germany
www.guj.de

Industry:

Media & Entertainment

Annual Revenue:

\$2.86 Billion

Employees:

12,000

Oracle Products & Services:

Oracle Database 10g
Oracle Application Express

“Based on Oracle technology, we have considerably consolidated, simplified, and accelerated workflow for editing, processing, and providing press articles. In addition, we achieved substantial quality improvement with automated text classification.” — Ricardo Nebot, Head of IT Application Development, G + J Gruner + Jahr AG & Co KG

Gruner + Jahr AG & Co. Achieves Marked Quality Improvement in Press Runs

With approximately 260 magazines and newspapers in 20 countries, Gruner + Jahr AG & Co. KG is Europe’s largest news publishing company. Gruner + Jahr allocates its business activities into five company divisions: Magazines Germany, Magazines International, Magazines France, Printers, and Corporate and Publishing Services. One IT task is to prepare and provide articles and other print media for the press database.

Challenges

- Relieve the system environment of more than 100 individual applications; consolidate seven servers onto one central platform
- Upload up to 6,000 electronic articles a day.
- Prepare and standardize articles for transfer into the press database

Solution

- Implemented Oracle Database so G + J could store articles produced according to a defined set of rules
- Automate text/article recognition with rapid analysis and classification, including name recognition through Oracle’s multilevel, rules-based methodology
- Developed an editorial client user interface based on Oracle HTML DB for internal editors to verify automated text/article recognition
- Implemented a rules-based export module for stored articles to serve multiple research systems without interface programming
- Using Oracle technology to provide continual performance measurement, robust workflow control, and lower maintenance costs through browser-based system
- Achieved 50% faster workflow for editing, processing, and providing press articles
- Realized substantial quality improvement in text/article recognition