



Neue Presse Verlags-GmbH
Passau, Germany
www.pnp.de
www.vgp.de

Industry:

Media and Entertainment

Oracle Products & Services:

Oracle Database
Oracle Data Guard

Oracle Partner:



CCI Europe
www.ccieurope.com

“The advertising system based on Oracle database technology allows Passauer Neue Presse to set up the system to reflect and support our business operations at both the enterprise and the individual user levels. It enables us to create the needed workflows, while at the same time preserving the global advertising conditions that permeate our entire organization.” – Konrad Kellermann, Vice-Editor-in-chief, Project Manager, Passauer Neue Presse

Passauer Neue Presse Optimizes Process and Security

Neue Presse Verlags-GmbH (NPV) and the daily Passauer Neue Presse were the starting point of the development of Verlagsgruppe Passau. PNP (www.pnp.de) is a regional newspaper zoned in 10 zones with a daily circulation of approximately 180.000. PNP is part of a larger business corporate—VGP Verlagsgruppe Passau GmbH (www.vgp.de)—with a lot of daily and weekly regional newspapers in Germany, the Czech Republic, Slovakia and Poland. In addition to newspapers VGP has other activities as, for instance, radio stations and printing facilities.

Challenges

- Find a state-of-the-art advertising system that not only optimizes the sales process, but also provides greater efficiencies in sales force automation and customer service management and in the process creates a proactive selling environment
- Gain high efficiency and automation
- Implement a highly scalable advertising system
- Avoid unplanned downtime, which is not an option for mission critical production and to protect data from other misfortunes such as user error and data corruption

Solution

- Installed the advertising solution CCI AdDesk which is based on Oracle Database Enterprise Edition (including Oracle Data Guard)
- All production data is stored in the Oracle Database including high-resolution images (ads as well as elements for ads), ensuring production data remains continuously protected throughout the entire production process.
- Oracle Data Guard ensures that transactions are continuously copied from the primary database to the standby database, and that the standby database is always kept up-to-date.
- Oracle Data Guard is fully integrated into the CCI environment via scripts provided by CCI