



- ▶ **Professional Planner in the service sector**
Meeting complex planning requirements with Professional Planner

” *Professional Planner enables complex planning while ensuring a shorter planning process and high data reliability. Easy and customized reports provide plan/actual analysis to support strategic decisions.*

Gabriela Kessler-Adelmann, Head of Accounting, Ankünder

”

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PROFESSIONAL PLANNER @ ANKÜNDER

Sector / Industry

Service: Styrian market-leader in outdoor advertising and expert in cross media (billboard, city lights, poster lights etc.) in the out-of-home sector

ANKÜNDER

- Founded in January 1924 and since 1985 owned by Grazer Stadtwerke AG
- 150 employees throughout Europe
- 7 successful companies in Austria, Slovenia and Croatia are part of the Ankünder group

Back-office systems

- SAP R3
- MS Excel

Meeting complex planning requirements with Professional Planner

Excel was used for planning purposes but as the planning requirements became more complex it was no longer sufficient. Trouble-shooting and data reconciliation were extremely time-consuming tasks in Excel.

The following requirements were decisive in the selection process for a planning software at Ankünder:

- SAP R3 compatibility
- Flexible display of profit center structures
- High data reliability
- Customized reporting

Professional Planner fulfils these requirements and there are also synergy effects for the parent company (Grazer Stadtwerke AG) where Professional Planner has been deployed successfully (interfaces etc.).

Professional Planner main focus

- Standard costing
- Replacing Excel
- Contribution margin statement
- Importing actual data from SAP R3
- Reporting compatible with the reporting of Grazer Stadtwerke

Professional Planner @ Ankünder

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Implementation

- Importing actual data from SAP
- Creation of plan/actual comparisons
- Investment planning adaptation
- 1st budget plan in Professional Planner
- Implementation time: approx. 8 days

The project could be completed within 3 months. Ankünder could benefit from the short implementation period – the project was launched in summer and in autumn the Professional Planner was ready for planning and the corresponding plan/actual comparisons for the current economic year.

Benefits

- Predefined links (Business Content Library) ensure reliable data
- Automated planning process
- Investment planning
- Quick simulations and evaluations
- Automatic data import from SAP for plan/actual comparisons

ANKÜNDER, Steiermärkische Ankündigungsgesellschaft m.b.H. – Company information

The dynamics of the advertising markets are reflected in the rapid growth of the Ankünder group of companies. Since 1924 Ankünder has dominated the Austrian advertising market. As the market leader in outdoor advertising Ankünder is largest advertising company in Styria with successful subsidiaries in Slovenia, Croatia and Kosovo.

The original poster company has been adapting to the market requirements with focus on new products and market niches. City lights, mega lights, poster lights, rotating billboards and the video wall on Jakominiplatz in Graz (Austria) were crucial for the success in dynamic, urban, moving and illuminated outdoor advertising without renouncing the classic large-format posters.

For more information: www.ankuender-stmk.at

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