



► Professional Planner in the media sector

Integration of different data sources  
with Professional Planner



” *As we are operating in extremely individual areas the implementation of one closed system seemed impossible. With Professional Planner we did it!* ”  
Rüdiger Nottscheidt, Head of Controlling, endemol Deutschland GmbH

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## PROFESSIONAL PLANNER @ ENDEMOL DEUTSCHLAND GMBH

### Sector / Industry

Media sector – TV producer

### endemol Deutschland GmbH

- The largest independent television producer in Germany
- Employees: 250
- Over 10,000 program hours in 2004
- Subsidiary of the endemol Group ([www.endemol.com](http://www.endemol.com))

### Back-office systems

- CODA Financials
- SE-SAM/Movie magic
- PQM
- Hansalog
- myfactory.businessworld

### Integration of different data sources with Professional Planner

Over the years endemol Deutschland has grown considerably and financial controlling has become more complex and time-consuming. The tax requirements of the different business segments caused the co-existence of numerous special applications. Financial controlling, for instance, relied on data from five different source systems and three destination systems (Frango, myfactory.businessworld, Business Objects). This meant a high manual effort to create the monthly statement including forecast. The data from different systems had to be merged and processed in several steps.

### Professional Planner main focus

- Integration of source and destination systems
- Automation of controlling processes
- Central system administration, but decentralized availability
- Enhancement of planning and business management

Professional Planner @ endemol Deutschland GmbH

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### Implementation

- Standardized and automated data flow
- Creation of a uniform user interface
- Integration of comprehensive calculation logics

### Benefits

Every day the data are automatically transferred to a data pool where the different source systems (purchase planning, financial accounting, personnel planning) are integrated. All relevant profit data per project (entire season of a production) are available.

- Time needed to create a monthly statement was reduced
- Simplified front-ends shortened the induction period of new production managers
- Improvement of project forecasts and adherence to the production budget
- No manual interfaces from project report to corporate reporting
- More intensive analysis options in case of deviations
- Automatic accruals and deferrals according to IFRS/ HGB
- Transparency for decision-makers

**” We have presented the system in our group; it made endemol Deutschland “Best Practice”. And most important of all, the end users are satisfied. The fruitful cooperation and especially the high problem solving competence of avantum consult guaranteed a successful project.“**

Rüdiger Nottscheidt, Head of Controlling, endemol Deutschland GmbH

### endemol Deutschland GmbH – Company information

endemol Deutschland GmbH, founded in 1994 as endemol Entertainment Productions GmbH, produces TV programs of all genres for nearly all TV stations in Germany and Austria. In the past ten years, the company shaped the German television landscape with productions such as “Nur die Liebe zählt” or “Who wants to be a millionaire?”.

Germany’s largest independent television producer with 250 permanent employees produced over 10,000 program hours in 2004.

#### Professional Planner project management:

avantum consult, Certified Solution Partner of WINTERHELLER software, was in charge of the project. For further information please go to [www.avantum.de](http://www.avantum.de)

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