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ppi Media and Gutenberg Rechenzentrum (GRZ) strengthen their sales partnership

For many years, there has been close cooperation between ppi Media's ad solutions and GRZ's business solution for commercial processes, VI&VA. As of January 2017, the parties will intensify their cooperation with regard to product sales, product development and services for selected products. ppi Media will therefore complement GRZ's long-term partnership with Lufthansa Industry Solutions.

December 05, 2016. ppi Media and the Gutenberg Rechenzentrum have signed an expanded agreement on their sales activities, thereby strengthening their position as competent partners in the field of IT service providers and software manufacturers in the media industry. GRZ's core business focuses on the development of its SAP-based software VI&VA and e-VI&VA, both designed to meet the specific requirements of newspaper publishers. It covers a number of modules, all of which are based on a uniform, cooperative business partner model. The main components include an ad and brochure management system, a sales model for subscription and retail sales, and a solution for processing other sales activities.

The sales partnership will bundle its activities in the German-speaking market with the aim of opening up new international markets for VI&VA. Apart from product sales, the two partners will also focus on a closer integration of their solutions. Ad reservation with AdX and ad production with AdMan will be incorporated directly into the business processes. "This is the logical consequence of our long-term cooperation with GRZ and the MADSACK Media Group. The VI&VA solution, which is used by publishers throughout Germany, plus our access to international markets and our solutions for planning and production, will offer even greater potential," says Hauke Berndt, COO of ppi Media.

About ppi Media
ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA. For more information see *www.ppimedia.de*.

About Gutenberg Rechenzentrum

Since 1970, Gutenberg Rechenzentrum GmbH & Co. KG has been a leading IT service provider for the media industry. Its products for publishing and newspaper companies range from the conception and maintenance of innovative IT systems to the provision of suitable hardware platforms and software consulting services for SAP. Its core business focuses on the development of its SAP-based software VI&VA and e-VI&VA, designed to meet the specific requirements of newspaper publishers. GRZ belongs to the MADSACK Media Group and operates throughout Germany. For more information see www.gutenberg-rz.de.