

ppi Media supports critical infrastructure

The printed press and quality independent journalism are absolutely essential during the ongoing COVID-19 pandemic. The German government identifies the media and culture sector as a critical piece of infrastructure whose functions must be guaranteed in a crisis. As a leading service provider in the field of automated newspaper production, ppi Media is making an important contribution to the maintenance of this critical infrastructure for its international publishing customers.

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A comprehensive package of measures was put together by ppi Media in the early stages of the COVID-19 pandemic, allowing its employees to work from home – wherever possible – to ensure everyone’s health and safety. At the same time, the company has ensured the full continuation of its customer care and support services. As a result, its publishing customers in Germany and the rest of the world can be sure that their newspaper production will not run into technical difficulties even in a general state of emergency. This applies to all ppi Media solutions – from planning to content creation.

Partner in crisis situations

ppi Media is also expanding its range of services for publishing customers to ensure the maintenance of critical infrastructure in the current situation. In recent weeks, for example, the company has helped its customers to ensure the connection of employees working from home and to outsource production to new printing houses when printing service providers have been at risk of inactivity. “We’re actively approaching our customers to determine potential issues where we can offer support. Our employees are highly motivated at this critical time, because they can make an important contribution to the community”, explains Dr. Hauke Berndt, CEO of ppi Media. “We’re also pleased to see that our technologies and structures developed in recent years offer our customers a high level of reliability in the current situation”.

About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The software house, which is managed by its owners, was founded in 1984 and has become the leading workflow specialist for automated newspaper production since that time. 80% of all daily newspapers on the German market are produced using products by ppi Media. Media companies in Europe, Asia, Africa, and the U.S. rely on the firm’s solutions in their daily work and use them in the planning, production, and editorial workflows of their digital and print products. ppi Media also accompanies companies seeking innovation in their digital transformation process. ppi Media’s portfolio includes the agile development of digital solutions using modern Design Thinking methods and providing innovation advice throughout the different stages of a company’s change process.

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