

ShopTalk



October 30, 2003 Vol. 29 No. 36

Editor, Lisa O'Donnell Connors, x4-6803

The Future is PAS

The Accounting, Advertising and IT Departments, along with Washingtonpost, Newsweek Interactive, (WPNI) have teamed together to launch a new system which will bring about one of the largest and most comprehensive changes to how The Post does business.

At the end of September, the newspaper signed an agreement with SAP, the world's second largest software application company, to replace The Post's Adver-

impacts The Post's largest accounts receivable asset, advertising revenue.

"SAP is going to be the new advertising business system which will be the backbone of our systems infrastructure - that is a very big decision," said President and General Manager **STEVE HILLS**. "Our vision is to streamline, simplify and by doing so we get more flexible systems. I'm

very excited about SAP and the PAS project because these are systems that are proven, these are systems that work."

The process for choosing a new system for The Post began 18 months ago when a group of 15 staff from the three departments and WPNI went through a detailed process of compiling more than 800 requirements for a new system. The requirements included the smallest details of business processes such as the steps to produce a bill, schedule a zoned preprint, apply a payment to an account, or price a cross-product Post and WPNI



PHOTO - MARGERY GRENNON

The PAS team includes, among many others, Vice President of Operations, **MIKE CLURMAN**; Director of Advertising Front End Systems, **JOYCE RICHARDSON**; and the PAS Program Manager, **PATRICK BURTON**.

advertising package. After reviewing many vendors, it became clear to the acceptors that SAP was the best option for The Post's business needs. "SAP gives us the flexibility to take us into the future and to be responsive to customer needs," noted **JOYCE RICHARDSON**, one of the acceptors and a member of the PAS team.

The decision to choose SAP as the vendor was made unanimously by the acceptors and the recommendation was made to the Executive Steering Committee, including

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SAP M/AM

PAS

Create Thriving Markets and the Most Profitable Advertising Process in the World

Post Advertising System

The PAS logo is embedded with the advertising business vision.

tising Business System (ABS) and the two decade old Classified SII system by early 2005. Called PAS (Post Advertising System), the new system will streamline and simplify how advertising orders are created and tracked, how advertising customers are billed, and how advertising contracts are managed. PAS

TWP Online Store is Open!

Washington Post sweatshirts, T-shirts, caps, hats, jackets, umbrellas, books, accessories, gifts and more are now available to purchase online at:

<http://www.washingtonpost.com/store>

- SPECIAL EMPLOYEE DISCOUNT -

Post employees receive a 10% discount on orders:
Enter POST in the coupon code field during checkout.

VISIT and SHOP today!

The online store is a project of the Marketing Department. If you have any questions about the site or the employee discount, contact **LOLA PERANTONAKIS**, manager of advertising promotions at x4-6494.



Readers' Day at The Washington Post

*We're having an open house for you and your family.
Come tour our state-of-the-art printing plant.*



Two of The Post's color printing presses.

**Sunday, November 2
College Park, Md.
11 a.m. – 4 p.m.**

Space is limited, so reservations are a must.

Call (202) 334-7969 during weekday business hours.

This is a great opportunity to visit College Park's state-of-the-art printing facility. Your colleagues from Production, Circulation and the Newsroom will be on hand to answer questions. You'll also meet Ned the Newshound!

Reserve your place to take a free walking tour of The Washington Post's College Park printing plant and let us show you how your daily newspaper comes together as a finished product. (The tour will last approximately 45 minutes and there are no rest stops along the way.)

Directions to the College Park Plant

Located at 5245 Greenbelt Road. From the Capital Beltway (I-495) take exit #25 – College Park/ University of Maryland. Proceed to the 4th traffic light and turn left onto Greenbelt Road. Travel 1/4 mile and turn right into The Washington Post parking lot. Please bring photo id.

MIKE CLURMAN, vice president of operations; **SUSAN O'LEARY**, vice president of advertising; **PEGGY SCHIFF**, vice president/controller and **CAROLINE LITTLE**, chief oper-

WOODALL, director of financial operations. "We're looking at what we do well and what needs improvement. It's a tremendous opportunity for self reflection."

BOBBI LUCAS (IT) and Patrick working on this project and we want it to be successful. However, we know that with installing a system like this there will be problems and things will go wrong," explained Clurman. "It is important for us to manage people's expectations. Other companies that have SAP systems have told us that the installation process is painful, but it is worth it in the end."

In addition to going through the process of converting to a new system, staff will also be learning a new language. With the new system comes new SAP words for various processes. To help staff through the myriad changes coming in the next 18 months, the team has created a change management committee. The committee includes Joyce Richardson, Advertising; **WENDY FRIEDLAND**, Accounting; and **RICK SEIKALY**, IT. The committee will be hosting brown bag lunches, holding contests and

using other means to communicate important information about the changes to staff affected by the transition to the new system.

PAS is expected to go "live" toward the end of the first quarter of 2005.

SAP is a German company that is traded on the New York Stock Exchange with Fortune 500 clients including Coca-Cola, IBM, Viacom and Disney. Although it is relatively new to the North America media market, its clients in Asia and Europe include the *Times of India* (world's largest English language newspaper), *Le Parisien* and Lycos Europe. The Post will be SAP's flagship for newspaper implementations in the U.S. ■



PHOTO - MARGERY GRENNON

PAS team members include PAS Project Manager **NANCY NEAL**, **MARTHA PROCTOR**, Advertising; **DAVID WASHINGTON**, Accounting, and **LIANE COOPER**, Accounting.

ating officer of WPNI.

"SAP provides a powerful solution," noted PAS Program Manager **PATRICK BURTON**. "It's not a homerun in every category, but in the big picture, it best meets the advertising business vision, it best meets the IT strategy going forward, and it best meets the needs of the inter-company partnership with WPNI."

Now that the ink is dry on the SAP contract, the project is in its Blueprint Phase for the next four to five months. The PAS team is being trained on SAP's applications and looking at how The Post's business practices fit into the system or need to be changed. It is a chance for the group to determine the best business practices for the newspaper and to not be constrained by how the departments do business today. "It is the first opportunity we've had in almost 20 years to take a comprehensive look at how we do business," said **DON**

In late winter, early spring of 2004, the project will move into the Realization Phase for the remainder of the year and staff will begin setting up data in PAS. The challenge that begins at this point is to manage expectations. "We have a group of A plus players like

The 15 staff involved in choosing SAP included:

Advertising

Joyce Richardson
Kunie DeVorkin
Larry Keating
Leverne Moore
Kevin Ryan
Katharine Scully

Accounting

Don Woodall
Laura Sague

IT

Bobbi Lucas
Don White
Brian Hether
Arthur Fuller
Patrick Burton

WPNI

Sarah Lumbar
Jennifer Moyer

The PAS team has a core group of staff who will work on the PAS project, many of them full time. The current group includes:

Advertising

Joyce Richardson
Martha Proctor
Jackie Williams
Sheila Rainey
LaVerne Johnson

Accounting

Don Woodall
Wendy Friedland
David Washington
Judi Johnson
Donna Petty
Liane Cooper

IT

Bobbi Lucas
Patrick Burton
Margery Grennon
Nancy Neal
George Maria
Mel Harmel
Dionne Cohee

SAP Consultants

Brian Badgley
Roger Garriss
Carsten Stuemmer
Neal Kappar



PHOTO - RUBEN RODRIGUEZ

Vice President/Business Manager **TED LUTZ** and Public Relations Manager **LISA BOLTON** with *Martin Stiglio*, director of the Italian Cultural Institute at the reception.

Principals Experience Italy

On Monday, Oct. 20, the Italian Cultural Institute hosted a reception for the area principals who were recipients of the 2003 Italian Culture and Language Fellowships. The fellowships were sponsored by The Washington Post, National Italian American Foundation, Italian Cultural Institute, and the Lombardia Region of Italy. The reception was an opportunity for the principals to share their experiences during the 13-day fellowships to Milan and Siena this past summer.

The goal of the fellowships is to promote the introduction of Italian studies at area

schools and school districts, as well as enhancing educators' knowledge of Italian language and culture.

Mark Your Calendar

Look for information in next week's ShopTalk about this year's United Way Campaign.



Matching Gifts Deadline

Employees who are interested in making a matching gifts contribution to a nonprofit organization in 2003, should send their contributions with the matching gifts form to the nonprofit organization/s as soon as possible. Only those requests received from nonprofit organizations by Thursday, November 27 will be matched this year. Requests

received after the deadline will be processed in 2004.

For further information about eligibility requirements and to obtain forms, please contact **TITO TOLENTINO**, Public Relations, at x4-6835. Matching gifts forms are also available online on *IntraNED*, under "online forms" on the left side of the home page.



Healthy Kids Fun Run



PHOTO - RUBEN RODRIGUEZ

An estimated 600 kids ran the one-mile course of the Healthy Kids Fun Run on Saturday.

JENNIFER JOHNSON, Accounting, and **RIA MANGLAPUS**, News, brought along their children to join an estimated 600 area kids who participated in The Washington Post/Marine Corps Marathon Healthy Kids Fun Run on Saturday,

Oct. 25. The one-mile fun run enables kids to run along a portion of the marathon route held on Sunday. The entrance "fee" for the run is a toy or cash donation to the Marine Corps Toys for Tots Program. The following Post staff came out on the chilly morning to help the Public Relations staff coordinate the event:

CHRIS BROOKS, FRANKIE GEIGER, AURORA GONZALEZ, JILL GRISCO, BARBARA HUDSON, CHRIS SWERDA-POOLE, STEVE POOLE, TONI THOMPSON, and JOHN WONG.

Marketplace

FOR SALE: 15" Trinitron color TV, works fine, asking \$40. Also, Daylilies, double, orange blossoms, 15 plants for \$10. Plant now to bloom next year. Call Donna at x4-6437 or call (301) 589-5381.

FOR SALE: Unique glass dining room table with beveled edge. It sits on white pillars and has six cushion chairs. Will sacrifice for \$300/OBO. Call Troy at x6-2220, or (703) 590-2228.

FOR SALE: 1999 Chevrolet Malibu LS Sedan, champagne color. The car has 58,000 miles and is in good condition. Asking price is \$7,800. Call El-Tonya at (202) 679-2000.

FOR SALE: 1997 Jeep Wrangler, soft-top, 4x4, 4 cylinder, 5-speed, great on gas, new Kenwood stereo, mag wheels, power steering, a/c, only 48,000 miles, must see. Asking \$7,500/OBO. Call Troy at x6-2220, or (703) 590-2228.

FOR SALE: Tony Little's Gazelle FreeStyle Elite w/heart monitor, videos and booklet. Practically new. \$200/OBO. Call Barry on x4-5511.

FOR SALE: 1 carat diamond ring, yellow gold, brilliant in shape, \$350. 1/2 carat yellow gold, brilliant in shape, \$200. Call Tammy at (202) 635-0490 or (202) 526-2997.

FOR SALE: Glider, good condition, pastel colors, \$75/OBO; rosewood entertainment center from Scan, few scratches, front closing doors, two shelves, able to fit a 36" TV and stereo in it. Oriental rug (pink floral), good condition, a couple of spots, asking \$100/OBO; Oriental rug (cream and blue) 7' x 9', like new, asking \$75/OBO; Oriental rug (green and cream) octagon shape, good condition, asking \$50/OBO. Tweety Bird costume, size 6, brand new, from Warner Bros. store, paid \$49.99, asking \$29.99/OBO. Call Odessa at x6-2240, or (240) 777-5086.

FOR SALE: 1995 Explorer, 2-wheel drive, new Michelin tires, new brakes, still runs great, 120,000 miles. \$4,000/OBO. Call Lisa (703) 250-4107.

FREE PET AD: Precious Pets, the Thursday Extras Pet Directory, is searching for any employee who is interested in sending a free message to their pet! Please contact David (DC Extra) at x4-5433, Matt (MD Extras) at x4-7926 or Carla or Maria (VA Extras) at x4-9269 or x4-6139.

MARKETPLACE DEADLINE: Noon Fridays. Please include your name, extension and home phone number. Ads are for Post Employees only. Send ads to Shop Talk, 7th floor, or call x4-6803. To send ads via fax dial x4-4963; via e-mail send to shoptalk. Ads run two issues unless otherwise requested. One ad per employee, please.