

# LaserNet overcomes all the printing limitations of Oracle eBusiness Suite

"It is reassuring to know that in choosing LaserNet that we have chosen a product that helps us avoid the kinds of limitations we would encounter if we had settled for the printing options that come with Oracle eBusiness Suite."

*Morten Kaiser, Finance Manager, Bonnier*



## Challenge

To improve the presentation of standard Oracle documents.

Multiple language printing.

International network document distribution.

Required an extendable solution that could be easily supplemented with email, fax, xml, and archiving.

## IT Applications

Oracle E Business Suite

## Solution

LaserNet Output Management.  
LaserNet GUI data mapping interface.

## Why LaserNet?

LaserNet enabled documents to be produced that matched the quality of their other marketing and sales materials.

## Would this be interesting for you?

LaserNet can be used with all IT applications and platforms, and reduces the costs of document production and distribution. At the same time, LaserNet enables your company to supply documents in all formats to your business partners.



"Here at Bonnier Publications we are busy implementing our new ERP system, the web-based eBusiness Suite from Oracle.

We have chosen this system not only because it meets our current functional needs, but also because of its flexibility and scalability, which means it can be adapted to meet our ambitious future business plans and aspirations.

However, as a company producing high quality publications, we were not satisfied with the quality of the printed output that we could produce using the standard printing options from Oracle. With this in mind our Oracle consultants recommended LaserNet Output Management as this would give us the ability to not only produce more attractive business documents, but will also enable us to distribute them by email, fax or indeed XML should we chose to do so in the future."

These are the words of Morten Kaiser, Finance Manager for Bonnier Publications, part of the international Swedish Media group Bonnier AB, which publishes many of Denmark's best-known and most popular magazines: Bo Bedre, I Form, Illustreret Videnskab, Komputer for Alle, National Geographic, Penge & Privatøkonomi, Gør Det Selv and Digital Foto.

## Multiple language printing

With help from the Oracle Partner ConsIT, Bonnier Publications has just completed the most crucial phases of the Oracle eBusiness suite implementation. To aid this process the company has started using LaserNet for printing a complete range of business documents, including invoices for advertisers and order forms for its trading partners, and the various printing houses that print the popular



## About Bonnier

The Bonnier Group was founded by German-born, Gerhard Bonnier, who in 1804 established a bookshop and a publishing house in Copenhagen. Gerhard Bonnier's sons later moved to Sweden, where the concern has since been based.

Today Bonnier AB has developed into an international media conglomerate dealing in books, journals, newspapers, films, radio and TV programmes, music, business information and much more.

In 2003 the concern's net turnover was SEK 18.7 billion, 2.1 billion of which stemmed from sales in Denmark. In Denmark Bonnier owns a number of different companies, including Bonnier Publications, Dagbladet Børsen, Bonnier Forlagene, Bonnier Erhvervsdata, Greens Erhvervsinformation, Forlaget Kompass. They recently acquired the Dun & Bradstreet Northern Europe operations.

monthly magazines. This requires multiple language printing, including Danish and English, as Bonnier trades across Europe. Initial results have been extremely pleasing and with LaserNet we are very confident about our future printing situation, says Morten Kaiser.

"We've only just started, and LaserNet offers lots of very advanced and sophisticated possibilities that we are only just beginning to exploit. However, this will no doubt happen along the way as we complete more and more printing jobs.

There will be lots of chal-

lenges for both LaserNet and our supplier ConsIT, who are currently creating the various printing templates for us, whilst our IT department concentrates on other aspects of the Oracle rollout. It is reassuring to know that we have chosen a product that helps us avoid the kinds of limitations we would encounter if we had settled for the printing options that come with Oracle eBusiness Suite."



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