

# Success Story

## Penguin Random House Verlagsgruppe (PRH Germany) Implements SiteFusion CMS to Optimize Publishing Processes

### Penguin Random House Verlagsgruppe

The Penguin Random House Verlagsgruppe (PRH Germany) is part of the international publishing group Penguin Random House, a division of media, services and education group Bertelsmann.



**Susanne Senz**  
DAM Manager  
@ PRH Verlagsgruppe

"To simplify collaboration across departments and with external partners, and to make processes as efficient as possible, we were looking for an integrated and easy-to-use DAM. On top of that, SiteFusion has the potential to support our future needs to grow."

### ● Starting Point

The publishing group employs around 900 people and publishes around 2,500 titles a year in its over 40 publisher houses. As the largest German-language trade publishing group, it is the publishing home of numerous important and successful authors.

### ● Challenge

The German trade publishing group wanted to systemically manage all their production data in one place, which can be made available internally and externally just as required.

The workflow engine allows manual work steps to be partially automated, resulting in reduced manual effort. One of the key requirements was to give external service providers direct, user-friendly access to the system based on specific task assignments, roles and authorizations. In addition, the Penguin Random House Verlagsgruppe needed a solution that would allow it to expand into additional production lines and to extend process control onto further digital assets.

### Why SiteFusion?

- Integrated workflow engine for uniform business processes
- Extensive metadata management
- Structured user guidance
- SiteFusion Portal
- ... and more



## Solution

After evaluating several content management solutions, the trade publishing group chose the CMS SiteFusion to streamline the production process and create a new method to improve the interaction with external service providers.



**Thomas Weinberger**  
CEO @ SiteFusion

"The entire SiteFusion team is incredibly proud to count Penguin Random House Verlagsgruppe, the largest German-language trade publisher, among our customers. Together we'll make the future of publishing processes even more successful"

## Milestones

After a successful proof-of-concept with SiteFusion, the publishing group has been able to go live with the new DAM system after just a few months.

### Workflow-Engine

SiteFusion offers the possibility to standardize workflows based on very individualized rules. In contrast to other systems, the BPMN engine is deeply integrated into SiteFusion, providing greater automation capabilities.

### Metadata Management

The organization and management of granular production metadata gives the various publishing departments visibility and central control over their content and digital assets.

### User Guidance

SiteFusion's user experience is highly intuitive for basic users and more sophisticated users have extensive options to work on projects in a process-controlled manner.

### SiteFusion Portal

Allowing external content partners to securely and easily interact with the CMS proved to be the perfect solution to meet today's needs, while offering vast extensibility for future product development.

This software implementation was carried out by SiteFusion and their implementation partner, EBCONT.

SiteFusion ProConsult is a formal joint venture of SiteFusion and EBCONT, and delivers the same technology solutions and engineering services to the North American market.

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