

MAX-PLANCK-SOCIETY

“The setup went incredibly quickly!”

Mr. Benno Niklas, Max Planck Society

“System Messenger is compact and fits our needs exactly”

Mr. Benno Niklas, Max Planck Society

Max Planck Society Gets Its Message Across

One of the world's foremost research organizations, the German-based Max Planck Society (MPG), finds an ideal way to get its messages across to its employees via the portal – System Messenger by Sweetlets.

The challenges

The challenge itself sounds simple enough: to find a tool that would enable the Max Planck Society (MPG) to distribute important information system-wide to their portal users. The Max Planck Society has about 6,500 employees using the portal, with numbers steadily increasing, including scientists from around the world and administrative staff. Portal administrators needed to ensure not only that the users received system maintenance information (such as downtime), but also that specific groups of users could receive relevant information. In addition, according to their internal statistics, about 50% of their employees use the portal in English, while the others, for example, from the administrative staff, access the portal in German.

To sum up, their ideal messaging solution needed to meet the following requirements:

- Easy implementation and maintenance
- Ability to target different user groups depending on message content
- Support for multiple languages

We spoke to Mr. Benno Niklas, who is responsible for overseeing SAP NetWeaver Portal at the headquarters of the Max Planck Society in Munich, Germany. He told us more about his experience in finding the right solution and how they arrived at System Messenger.

Exploring the options

In their search for a solution that would fulfill their criteria, Mr. Niklas did some research on products available on the market. Finding a workaround using the existing features of SAP NetWeaver Portal was not really an option for them, as they were too cumbersome to implement. Other messaging solutions tended to be part of a content management system and were much too large for their needs, called for dedicated servers and required too much effort to set up.

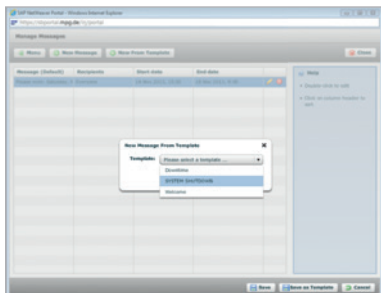
In System Messenger he found just what the MPG needed: a simple, compact solution that is easy to handle and implement, and still provides exactly the messaging features they needed. It was the perfect solution for their German and international employees.



SYSTEM MESSENGER

Broadcast instant or scheduled messages to your users (designed after SAP R/3 System Messaging & previously unavailable in the SAP Portal).

- **First and only messaging system** available for the SAP NetWeaver Portal
- **Create distribution lists for specific roles, groups or user directories.** Pushing messages has never been easier
- **Schedule messages and set up templates** for re-occurring messages – Plan ahead for portal downtimes
- **Broadcast instant alerts** to quickly inform your users on portal emergencies, navigation or content changes

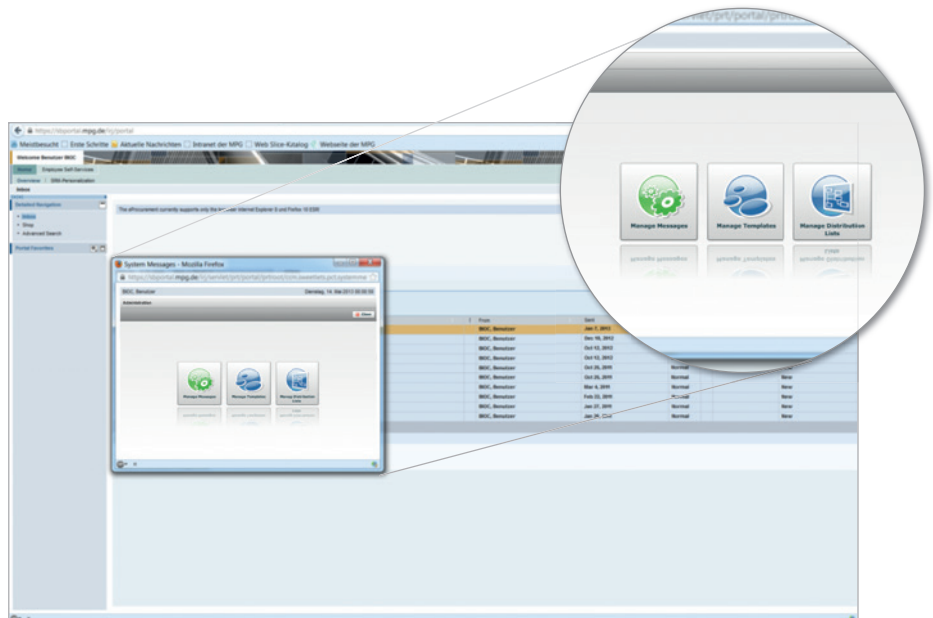


Save time and establish consistency. Quickly create messages from your custom template list.

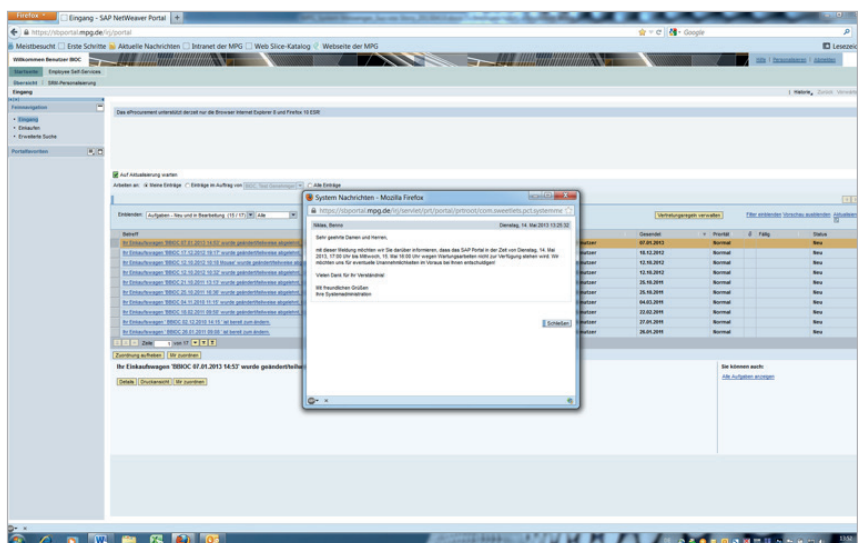
In practice

Mr. Niklas found that setting up and implementing System Messenger was fast and uncomplicated, and there was the added advantage that the application could simply make use of their existing portal database. That was in early 2012; since then the Max Planck Society has been using System Messenger to inform portal users of system maintenance news and to announce other important business related information, such as the availability of new product catalogs.

Messages are typically scheduled to run for a week, and users see the messages in a pop-up window each time they log on to the portal. Another convenient feature that Mr. Niklas takes advantage of: the message templates that you can customize, save, and re-use for recurring messages, such as system maintenance information.



Intuitive administration: key functions at a glance - manage messages, templates and distribution lists.



Effectively communicate with your SAP Portal community: keep your users intelligently informed and up to date.

Yet another important System Messenger capability that the Max Planck Society uses is the ability to create distribution lists. This enables them to deliver different messages to their two primary user groups (SRMI and EHS). Mr. Niklas has found it easy to set up: simply specify the portal roles to include in a distribution list, and you're ready to send the relevant message to the list.

In the case of the Max Planck Society, the added bonus here is that you can specify different languages for different distribution lists. For instance, they knew that their administrative staff communicated in German, while their community of international scientists primarily used English as a common language. Mr. Niklas used the multilingual functions in System Messenger to create separate distribution lists, thus ensuring that the different user groups could receive the relevant content in their preferred language.

Conclusion

System Messenger has been running smoothly at the Max Planck Society ever since. Mr. Niklas finds that System Messenger continues to be a valuable and compact application that is easy to handle and offers a simple way to deliver targeted messaging – a perfect fit for the needs of the Max Planck Society, and a tool that he would recommend to other organizations with similar requirements.

CUSTOMER PROFILE

Company

Max Planck Society

Website

www.mpg.de

Headquarters

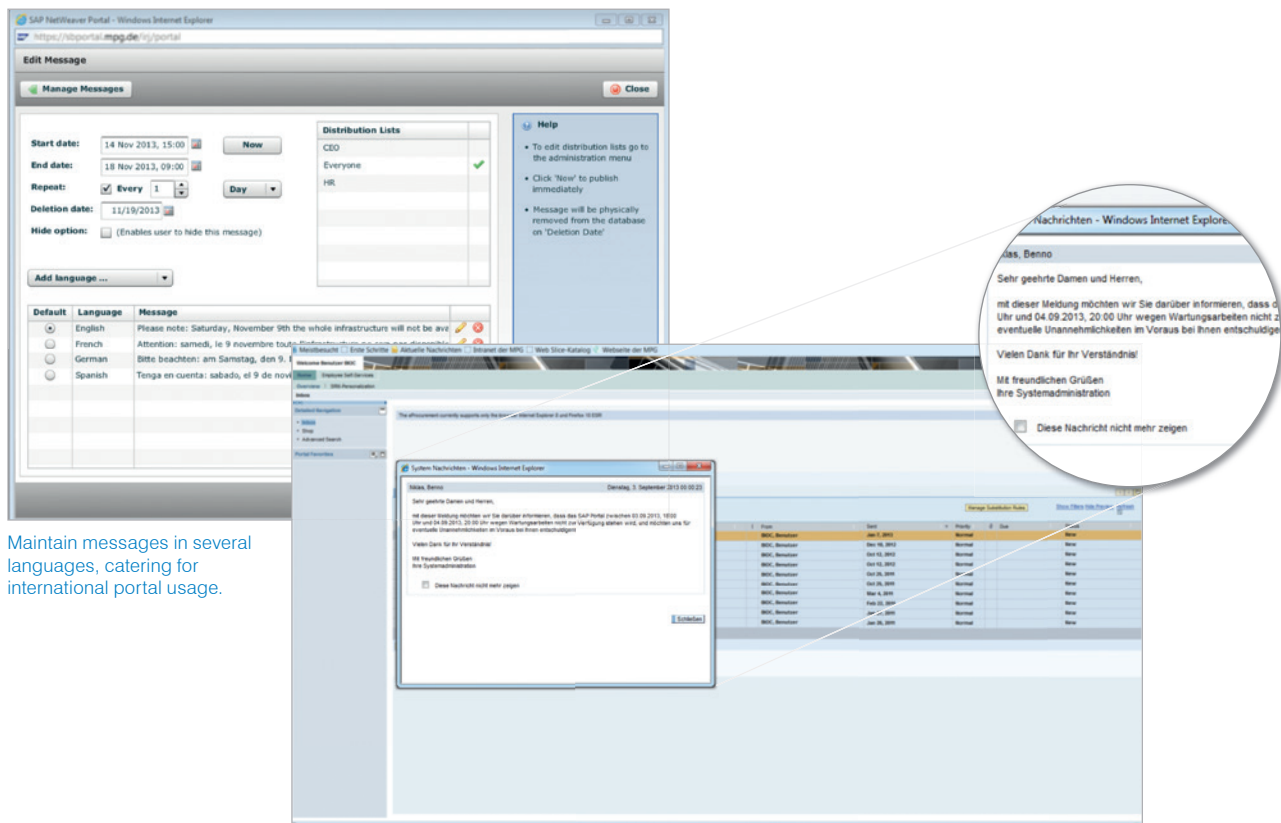
Munich, Germany

Profile

- World-renowned research organization in Germany
- 17 Nobel laureates among its scientists
- 15,000 publications per year
- 82 Max Planck Institutes

Employees

17,000 employees



Maintain messages in several languages, catering for international portal usage.

Multi-language support: avoid confusion – easily create messages for your users in their native language.

AT A GLANCE

Key Challenge

- Ensure that messages reach users across the organization
- Provide messages in multiple languages
- Target different user groups

Solution

System Messenger

Key Benefits

- Easy deployment and configuration
- Simple to use and maintain
- Rich audience targeting and customization features

Existing Environment

- SAP NetWeaver Portal 7.01

Key Portal Player

Mr. Benno Niklas –
Service Manager Cross Applications

About Max Planck Society

The Max Planck Society is Germany's most successful research organization. Since its establishment in 1948, no fewer than 17 Nobel laureates have emerged from the ranks of its scientists, putting it on a par with the best and most prestigious research institutions worldwide. The more than 15,000 publications each year in internationally renowned scientific journals are proof of the outstanding research work conducted at Max Planck Institutes – and many of those articles are among the most-cited publications in the relevant field.

The currently 82 Max Planck Institutes conduct basic research in the service of the general public in the natural sciences, life sciences, social sciences, and the humanities. Max Planck Institutes focus on research fields that are particularly innovative, or that are especially demanding in terms of funding or time requirements.

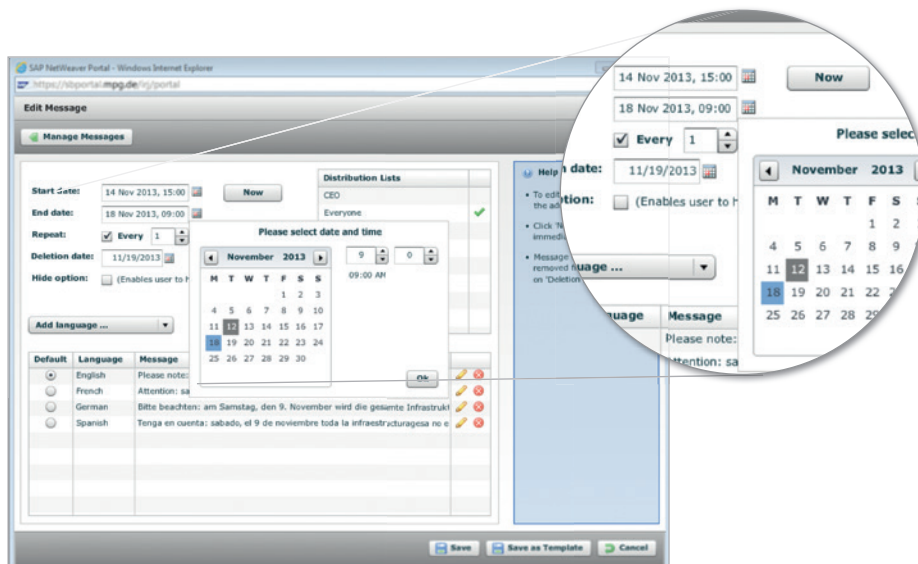
About Sweetlets and System Messenger

The Sweetlets' core team of developers was instrumental in the very first portal installation way back in 2002 with SAP - and today, they continue to remain true to their roots.

Sweetlets now develops user-friendly, cost effective business packages that cater specifically to the SAP NetWeaver Portal customer.

How to download System Messenger

For more information and to test drive your free, fully functional version of System Messenger to try in your SAP Portal, visit Sweetlets at www.sweetlets.com/system-messenger



Select the publish date and expiration date of your message from a handy drop down calendar.



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