

2025

Case Study

Knowledge Base – Key User Project | Mitteldeutsche Verlags- und Druckhaus GmbH (MVD)



TASK

Mitteldeutsche Verlags- und Druckhaus GmbH (MVD), an association of media and service companies, faced numerous challenges in the area of knowledge management. The previously used SAP Enable Now solution failed to fully meet expectations in several areas: The licensing model proved to be lacking in transparency, the options for content delivery and user-friendliness were limited, and strategic consulting and support also fell short of requirements. Overall, this led to limited acceptance within the company. Content was difficult to find or displayed incorrectly, author licenses were severely limited, and training documents were outdated and confusing. As part of a company-wide key user project, datango was introduced at the end of 2022 to address precisely these issues. The goal was to establish a centralized, structured knowledge management system based on broad acceptance and clear guidelines. In particular, the aim was to switch from SAP Enable Now to a solution that would remedy these shortcomings. A particular focus was placed on building an extensive author network, establishing quality guidelines, and integrating the datango Academy to standardize mandatory training and training processes.



PARAMETERS

Industry: Media and service industry (publishing, digital media, advertising & marketing, printing, logistics & delivery services)

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Project duration: Launch at the end of 2022, content production starting in May 2023 with direct delivery to users

Project title: Knowledge base - Key User Project

Number of authors: approximately 40 (not all active)

Number of end users: 1,086 (as of: IT security training 2024)

Applications: SAP, DialogCRM, SAP Successfactors, Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams), Promail, Mailingwork, ATOSS, TrackPilot, mapAds, V.I.P mail, SharePoint (planned), sabris logistics platform, Internal web portals/intranet



SOLUTION & RESULT

The introduction of datango at the end of 2022 marked the beginning of a significant change in knowledge management at Mitteldeutsche Verlags- und Druckhaus GmbH. The transition was gradual and smooth, with existing content being transferred from the old system to ensure no data was lost. A comprehensive restructuring of the company-wide knowledge management system was initiated. Several datango products were specifically used for this purpose: datango Creator has since been used to create e-learning courses, documentation, and step-by-step demos in a wide variety of subject areas. datango Collaborator is used to centrally manage the content produced, ensure its quality, and check it for formal and technical accuracy.



With datango, Mitteldeutsche Verlags- und Druckhaus GmbH has implemented a powerful platform that not only works technically but is also widely accepted organizationally. The solution not only delivers content, but also creates structures for sustainable, organized learning within the company.



TOP 3 PROJECT SUCCESS FACTORS

+65%

Amount of delivered content

95%

Support satisfaction

>60%

Increase in content usage



CUSTOMER SHORT PROFILE



The Magdeburg Media Group is an association of strong regional companies from the media and service industries. This association is firmly rooted in Sachsen-Anhalt and looks back on 130 years of tradition. Following its takeover by the Bauer Media Group in 1991, a publishing house and an independent printing company developed into a dynamic company with fast-growing business areas – Mitteldeutsche Verlags- und Druckhaus GmbH (MVD).



In addition, datango Academy ensures the efficient implementation and management of mandatory training courses—such as those on data protection and IT security—as well as, increasingly, product training and onboarding processes. The learning content is enriched with interactive formats such as quizzes, which can be customized using the quiz module. datango Live! is also in use, albeit currently in a limited capacity: Due to technical peculiarities of some web applications, automatic context navigation is currently only used in selected areas, while manual search is heavily used. The Analyzer also provides important insights into content usage and progress and supports data-driven optimization. The project started at the end of 2022, with a smooth transition from SAP Enable Now to datango. Productive content creation began as early as May 2023. The process was professionally thought out from the outset, with a specially organized strategy day with datango forming a central basis. Clear creation guidelines were then introduced, a decentralized authoring model was established, and a role-based knowledge structure was set up. Today, around 40 authors work across departments to create and maintain content. This process is supported by knowledge managers, who ensure quality and content relevance in their areas. This has led to a steady increase in acceptance within the company – not least because external content (e.g., Microsoft 365 content) has also been adopted, revised internally, and seamlessly integrated.



CUSTOMER FEEDBACK

“Since switching from SAP Enable Now to datango, everything has improved – the system is stable, the support is first-class, the interface is user-friendly, and we have finally established a functioning author network. Without datango, our knowledge management would not be where it is today.”

Duc-Vinh Nguyen, Master Author & Project Manager



CONTACT



Do you have any questions? You want to know more about this case or our products? We are here for you. Please feel free to contact us. Our team will answer all your questions! On our website you can also directly make an appointment for an online presentation.

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