

Reggy 4.0

(Circulation solutions for publishing companies)

Service/solution

Reggy is a comprehensive publication software solution that makes it possible to manage clients, subscriptions and logistics. This software solution helps to coordinate all processes in connection with publication subscriptions.

We offer all the implementation and maintenance of Reggy ourselves and our main process consists of the following aspects:

- Negotiations with potential clients;
- Analysis (business process, work-flows, needs etc.);
- Implementation and consulting;
- Maintenance service.

Benefits

Beginning with the first contact with a potential subscriber, Reggy helps to manage the process until the final circulation is relayed to the printing department. In order to ensure maximum benefits, Reggy's functionality includes modules for telemarketing, delivery management, subscription management, invoice management, etc. The system is very flexible and it has been developed during the last 10 years in order to reach the needs of the publishing industry. The system is capable of managing more than 10,000,000 subscriptions at a time.

References

Today Reggy's family products are used in all major publishing companies in Estonia: Eesti Meedia (owned by the Schibsted Group), Äripäev AS and Bonnier Business Press ZAO in St. Peterburg (both owned by the Bonnier Group), Ekspress Grupp, Express Post, Ajakirjade Kirjastus and Ühinenud Ajakirjad (owned by Otava-Kuvalehtet).

History, Facts and Future Development

The first version of Reggy was implemented in Äripäeva Kirjastus in 1995.

During the following five years, Reggy solutions were implemented in all of the biggest publishing companies in Estonia.

At the moment, there are about 45 publishers who use Reggy, representing about 90% of the newspapers and journals in the market.

Besides Reggy, we offer advertising sales software (REM) and telemarketing software (Telmos), which cover most of the needs of publishing companies' business processes. As we support and develop our products, we keep in mind our customers' needs and changes in markets, which are deeply influenced by global trends.

Technologies

The technical platform of Reggy is based on Oracle 9.2 and the user interface is developed in Delphi 6.

Budget and Price

The license price of the product is approximately €100,000.

There may be additional costs for deployment and customization, depending on customer needs and the complexity of business processes. We believe the additional cost is somewhat lower than the license cost.

Partners and software development experience

The owner and developer of Reggy solution is Uptime OÜ.

We are responsible for the whole life circle of a product: development, implementation and long-term maintenance.

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Republic of Estonia

Population – 1,34 million

Area – 45,228 km²

