

A1 Direkt LIVE with HUP Publishing Software!

Zagreb, 2011/02/09 - The fully integrated service and logistics company A1 Direkt from Croatia went live with the HUP Software for subscriptions, logistics and finance.

Besides the HUP software, a complete web interface has been build where publishers can manage their subscribers and orders. The A1 logistical organization completely works via the logistical web portal: all outputs to the delivery organization (like walking and distribution lists) are generated via the web. Reducing cost and enhancing flexibility.

Replacing an old, custom made system, by HUP´s very flexible logistical software suite enables the customer to facilitate the growth of their rapidly expanding business. Davor Dragičević, Managing Partner of A1 Direkt is very satisfied with the completion of the first phase of the project and expects a soon to come expansion of the software functionality to support the further growth of this company.

The project has been executed within 9 months from the first analysis to go live. Joint efforts by the German-Dutch-Croatian project team have resulted in a satisfied customer and a huge growth potential for both partners. A1 works as a service provider for several publishers and top 100 companies in Croatia; delivering newspapers, magazines, catalogs, advertising materials and regular mail like letters for banks and insurance companies. A1 is a joint venture of the Agrokor Company, the biggest company of Croatia.

HUP is a provider of publishing solutions, delivering integrated software for all fields of the publishing business. Of course all brand software products are developed and supported by HUP themselves.

The main focus is on the publishing software, the financial software and the publishing service. The publishing software combines IT and publishing know-how to develop a complete solution for the industry. The financial software optimises complex processes in today's accounting. The publishing service, offering an individually customizable full-service package for publishers, who want to outsource tasks, completes the product line.

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