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## Abstract

The topic for the report is the production of flyer as advertisement for SerCon 'Media & Entertainment'. SerCon is a subsidiary of IBM and does IT-consulting.

To understand the situation of the market and its players a market study introduces the reader to the past, the present, and possible future. The competition is tough in the market and will get harder, since the dynamic of it will force the players to act.

This market is the scene for the flyer. Therefore the competitors and there position, SerCon's position, as well as the position, and requirements of users and customers have to be considered. They are described in detail in a market study, in part 2.

SerCon's roll is contemplated in detail in the following part: Hereby the mission statement is explained, as well as future plans. The portfolio of SerCon already today contains technologies that affect media business, which are SerCon's core target group for the advertisement flyer. More products and services will be included in short, or middle term. To understand the customer sample customers with projects, that SerCon is doing for them are introduced, together with business existing and potential partner.

IBM has certain standards that have to be considered for producing texts that are supposed to be published. The guidelines are presented in part four, they specify all important issues. To understand the techniques provided by SerCon, all relevant products are described in that part, too. Additionally the change management for the flyer is her shown and justified.

In the appendix important steps of the development can be gleaned in German.