

## SAP Solution Brief

SAP Solutions for Small Businesses  
and Midsize Companies

# IMPROVING CUSTOMER RELATIONS WITH SAP® BUSINESS ALL-IN-ONE

## SUPPORT MARKETING, SALES, SERVICE, AND ANALYTICS

The customer relationship management functionality in SAP® Business All-in-One solutions supports end-to-end marketing, sales, and service processes – tailored specifically to midsize companies – and integrated with the enterprise resource planning functionality in SAP Business All-in-One.



### Fast Growth – New Challenges

Your midsize company has grown quickly, and with rapid growth come new challenges and new opportunities. For example, the processes that once worked so well when your company was small may now seem cumbersome and inefficient. How do you streamline these processes to cut costs and eliminate errors? How do you ensure that your employees have the information they need to do their jobs? As you build your customer base, how do you identify, acquire, and retain the right customers – and meet your sales targets? In light of competitive pressures, how do you differentiate your company and continue to provide better products, services, and support than your competitors?

The customer relationship management (CRM) functionality in SAP® Business All-in-One solutions enables you to support end-to-end marketing, sales, service, and analytics processes in your organization. It supports a range of CRM processes, from generating a lead, through closing a deal, all the way to servicing, supporting, and retaining your customers. The functionality is based on the SAP Customer Relationship Management (SAP CRM) application and is built on the SAP NetWeaver® technology platform, the foundation for enterprise service-oriented architecture.

With the CRM functionality in SAP Business All-in-One, you can perform a variety of business processes that help drive growth, maintain operational excellence, and enhance competitive agility as you improve customer relations.

### Support End-to-End Customer Relationship Management

The CRM functionality in SAP Business All-in-One helps midsize companies take their customer relationships to the next level in several areas.

**Marketing** – Align marketing processes, drive customer demand, and increase marketing ROI using functionality that helps you better manage your marketing resources, target groups, campaigns, and leads.

**Sales** – Acquire, grow, and retain profitable relationships with functionality that helps you better manage your sales territories, accounts, contacts, activities, leads, opportunities, and pricing.

**Service** – Drive service revenue and profitability with functionality that helps you better manage service orders, contracts, complaints and returns, installed-base assets, warranties, and resource planning.

**Interaction center** – Maximize customer loyalty, cut costs, and boost revenue by transforming your customer interaction center into a strategic delivery channel for marketing, sales, and service efforts across all touch points. Effectively handle activities such as e-mail, telemarketing, telesales, customer service, and IT support.

**Analytics** – Get real-time visibility to key performance indicators for sales and marketing, which can help you make quick, effective decisions; generate and convert more leads; track opportunities; and close more deals.

THE BEST-RUN BUSINESSES RUN SAP™



## Unify and Simplify

The CRM functionality can be integrated with the enterprise resource planning (ERP) functionality in SAP Business All-in-One to simplify your IT landscape. The ERP functionality is based on the SAP ERP application and can help you improve your mission-critical ERP processes, such as financials, purchasing, inventory management, and human capital management. Integration provides several benefits.

**Support for end-to-end business processes** – Complete a process from beginning to end. For example, create an opportunity in CRM and convert it directly into a quote, and later into a sales order – complete with product, pricing, billing, and delivery – in ERP.

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**Increased visibility** – Centralized data and built-in business analytics help ensure “one version of the truth,” providing a 360-degree view of the customer.

**Reduced implementation time and total cost of ownership** – The CRM functionality is preconfigured for the

midmarket to help ensure fast implementation and can reside on the same server as the ERP functionality to reduce deployment cost.

**Quick adoption, increased productivity, and fewer errors** – With an integrated software system and a common desktop environment, users have less to learn, plus they save time and reduce errors by eliminating manual data re-entry from one software system to another.

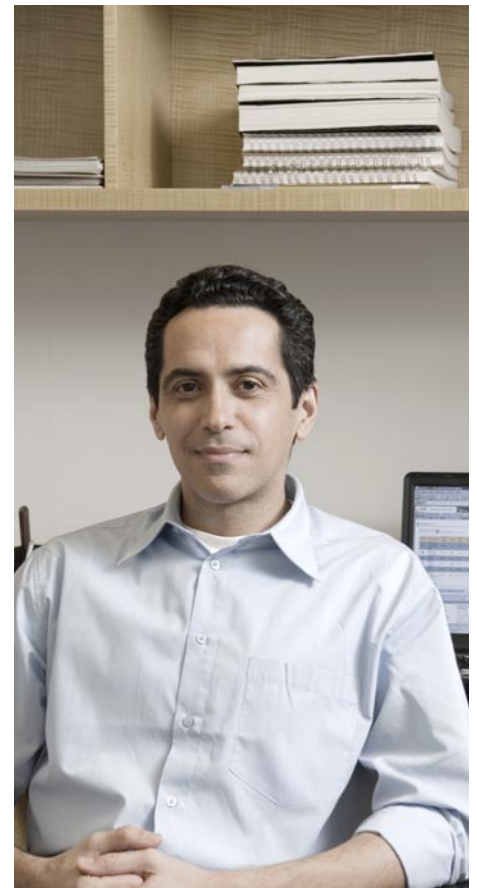
## Drive Adoption and Improve Productivity

The CRM functionality in SAP Business All-in-One provides marketing, sales, and service professionals, as well as managers, executives, and administrators, with support for core CRM processes. You can help improve productivity with the user-friendly features.

**User-friendly design** – Intuitive Web-like features, online tutorials, and end-user help accelerate adoption and reduce the need for formal training.

**Intuitive navigation** – Quick links to key data, snapshots of recent records, key reminders and alerts, screen personalization, and advanced search help users perform daily tasks more efficiently.

**Groupware integration** – Integration with desktop tools (such as IBM Lotus Notes and Microsoft Office) lets users manage their activities and communications more effectively, at any time and



Integration with desktop tools lets users manage their activities and communications centrally – at any time and any place.

any place. Users can synchronize tasks, appointments, and e-mails and export customer and opportunity lists to Microsoft Excel for analysis.

## Focus on Your Business – and Your Customers

With CRM functionality in SAP Business All-in-One, you can help your organization focus on your customers and gain key business benefits.

**Drive growth** – Increase revenue by improving customer loyalty, increasing wallet share, accelerating new products to market, and closing more sales.

Launch new products faster. Deploy new channels to reach new customers, penetrate underserved segments, and enter new markets. Help your sales teams focus on strategic tasks as you increase win rates and convert more leads into sales.

**Maintain operational excellence** –

Improve efficiency and effectiveness by streamlining end-to-end business processes, enhancing service levels, and cutting costs and errors. Shorten cycle times, increase order accuracy, reduce the volume of customer calls, decrease billing disputes, and lower inventory costs with better order-to-cash processes. Resolve issues faster and boost customer satisfaction with low-cost interaction channels such as Web-based self-service.

**Enhance competitive agility** – Respond faster to change, enhance customer experiences, and differentiate your company from competitors. Respond quickly to changing market conditions and customer demands by adapting your business processes. Quickly launch new initiatives to speed time to market. Align your channels with your customers' interaction needs and preferences to help ensure consistency and convenience across all customer touch points. With complete customer insight, you can drive innovation that differentiates your products and services.

**Find Out More**

With SAP Business All-in-One, your midsize company gains broad and deep business functionality that enables integrated business processes based on industry best practices. Configurable and extensible, the solution helps meet your resource and price requirements and provides a predictable time to value. In addition, qualified SAP Business All-in-One partner solutions provide functionality that meets unique industry-specific requirements.

To learn more about SAP Business All-in-One, contact your SAP representative or visit [www.sap.com/sme](http://www.sap.com/sme).

**SAP: Delivering IT-Powered Business Innovation**

As the world's leading provider of business software, SAP delivers products and services that help accelerate business innovation for our customers. We believe that doing so will unleash growth and create significant new value – for our customers, SAP, and ultimately, entire industries and the economy at large. Today, more than 46,100 customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations.

Help your sales teams focus on strategic tasks as you increase win rates and convert more leads into sales.

We leverage our extensive experience to deliver a comprehensive range of solutions that empower every aspect of business operations. By using SAP solutions, organizations of all sizes – including small businesses and midsize companies – can reduce costs, improve performance, and gain the agility to respond to changing business needs. SAP also has developed the SAP NetWeaver technology platform, which enables our customers to achieve more value from their IT investments. Our professionals are dedicated to providing the highest level of customer service and support.

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## Summary

The customer relationship management (CRM) functionality in SAP® Business All-in-One solutions can help you improve your CRM processes, from generating a lead, through closing a deal, to servicing, supporting, and retaining your customers.

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## Challenges

- Streamline CRM business processes to cut costs and eliminate errors
- Ensure that employees have the information they need to do their jobs
- Identify, acquire, and retain the right customers and meet sales targets
- Differentiate your company and continue to provide better products, services, and support than competitors

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## Supported Business Processes and Software Functions

- **Marketing, sales, and service** – Align marketing processes, acquire and retain profitable relationships, and manage service orders, contracts, complaints and returns, and re-source planning
- **Interaction center** – Transform your customer interaction center into a strategic delivery channel for marketing, sales, and service efforts
- **Analytics** – Gain real-time visibility to key performance indicators
- **CRM and enterprise resource planning integration** – Simplify your IT landscape
- **User-friendly features** – Enable end users to quickly adapt the technology and improve their efficiency

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## Business Benefits

- **Increased revenues** as a result of improved customer loyalty, increased wallet share, acceleration of new products to market, and closing of more sales
- **Enhanced customer satisfaction** due to streamlined end-to-end business processes and integration of customer relationship management and enterprise resource planning processes
- **Improved decision making** due to 360-degree visibility to customer data
- **Enhanced end-user productivity** as a result of shortened cycle times, increased order accuracy, reduced volume of customer calls, decreased billing disputes, and lower inventory costs

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## For More Information

Call your SAP representative or visit us online at [www.sap.com/sme](http://www.sap.com/sme).

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