

GETTING STARTED QUICKLY WITH STARTER PACKAGES FOR SAP® Business ByDesign™

As a small business or midsize company, you have big plans. You want to expand your business, grow rapidly, and win market share against your competitors.

Unfortunately, you find you are being held back. You may still be running your business with introductory, off-the-shelf accounting packages – software that was useful when you were just getting started but now is simply inadequate. Your staff members may be spending most of their time entering or reentering data manually into spreadsheets, then using the spreadsheets to run disconnected business processes. Or you may be held back because you can't get the information you need due to the fact that it's stored on someone else's laptop, which is inaccessible to you. Being held back for any of these reasons means one thing: you don't have the operational efficiency you need to compete effectively, nor do you have the information or insight you need to make the right business decisions.

The answer is a solution like the SAP® Business ByDesign™ solution – complete business management software delivered on demand. With SAP Business ByDesign, you can be sure of getting the functionality you need to drive world-class operational efficiency in your company and the information you need when you need it to make solid business decisions. SAP Business ByDesign supports end-to-end business processes – in one application, with a single user interface – across all key functional areas in your company, including marketing, sales,

finance, accounting, human resources, production and supply chain management, and procurement. The solution includes a rich set of analytics and reporting functionality to let you monitor and process your business data and gain deeper insight into all aspects of your business.

However, it may be that your business is not quite ready for a full implementation of the complete SAP Business ByDesign solution. This could be for a number of reasons. It could be that you have legacy licenses for point applications that haven't expired yet and you'd like to wait to replace them. Or it could be that you do not want to introduce a new application across the board in your company. Perhaps your most pressing business problem is in one functional area – marketing or perhaps sales – where you'd like to focus your budget right away.

Phased Implementation

To make it easy for you to start small and phase your implementation of SAP Business ByDesign, SAP has introduced a set of starter packages. These packages are predefined, focused subsets of the full SAP Business ByDesign solution and are designed to provide you with a compelling, cost-effective, and rapidly implemented starting point for your incremental adoption of the full solution. At the same time, the packages are designed to allow you to address specific functional requirements and key business challenges immediately.

Now you can adopt the SAP® Business ByDesign™ solution incrementally. With starter packages, you can start small with a focused subset of SAP Business ByDesign functionality and extend to a full implementation later at your convenience.



The starter packages are a combination of product functionality and a rich set of services provided by SAP experts and delivered as a fixed-price, fixed-scope project. The services let you take full advantage of best practices for your business processes. These best practices are based on three decades of experience SAP has had implementing support for them for some of the world's most successful companies. With the proven approach provided by the services, the packages can be implemented as rapidly as possible to maximize the value your employees obtain from SAP Business ByDesign. The end result is you can maximize your return on investment.

Three packages are currently available and are described below.

The Starter Package for Customer Relationship Management

The starter package for customer relationship management (CRM) supports best business practices for sales force automation, enabling your salespeople to generate leads, efficiently manage all stages of the sales process, and close deals promptly. At the same time, the package lays the foundation for a full software implementation down the road. The CRM starter package for SAP Business ByDesign can be implemented in less than three weeks, which means you can start to realize fast time to value in an area – sales force automation – that is of critical importance to your business.

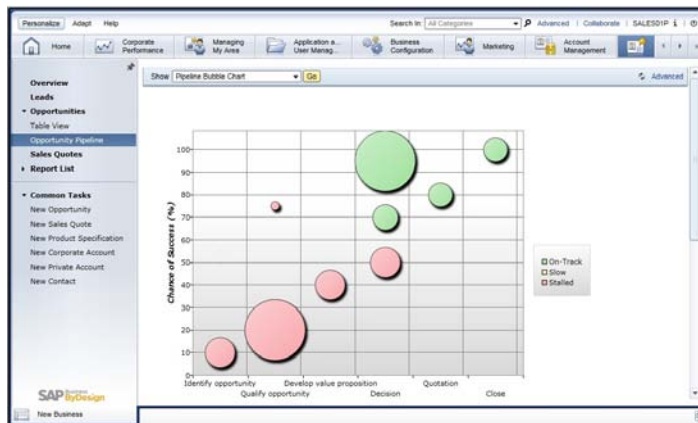


Figure 1: Sample Opportunity Pipeline Chart for Sales Personnel

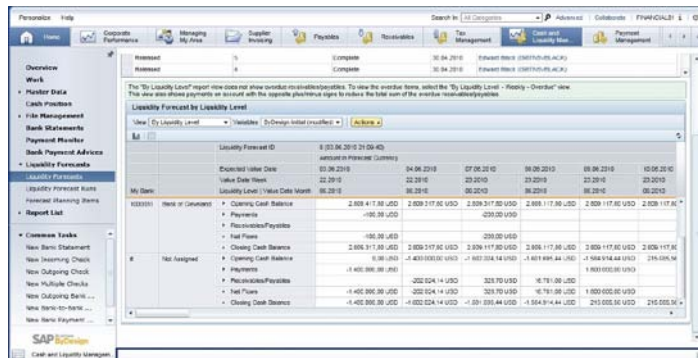


Figure 2: Sample Liquidity Chart for Financial Professionals

The Starter Package for Enterprise Resource Planning

The starter package for enterprise resource planning (ERP) provides customers who have outgrown accounting-only software with support for best practices for managing their financial, accounting, and purchasing business processes to help them manage the next stage of growth. At the same time, the package provides a foundation for adopting the full range of functionality of SAP Business ByDesign. The ERP package can be implemented in six weeks or less, giving you quick access to the full set of sophisticated financial,

accounting, and procurement functions you need to run your business efficiently and profitably.

The Starter Package for Professional Services Firms

The starter package for professional services firms is designed to give small businesses and midsize professional services firms affordable support for business processes to help them manage their businesses end to end. With this software, they also gain support for best practices to help them level the playing field against larger, well-capitalized competitors. Designed

to go live in eight weeks or less, the PSP starter package will help you compete more effectively by giving you the tools you need to acquire and serve

Starter packages are pre-defined, focused subsets of the SAP Business ByDesign solution, designed to give you a compelling, cost-effective, and rapidly implemented starting point for your incremental adoption of the full solution.

clients efficiently. It will also help you improve the profitability of projects and increase the operational efficiency of your internal processes.

SAP: Delivering IT-Powered Business Innovation

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, 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. SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications such as supply chain

management, customer relationship management, product lifecycle management, and supplier relationship management.

From Walldorf to Wall Street:

The SAP Success Story

Founded in 1972, SAP has a rich history of innovation and growth that has made us a true industry leader. SAP has sales and development locations in more than 50 countries worldwide and is listed on several exchanges, including the Frankfurt Stock Exchange and NYSE under the symbol “SAP.”

Helping Companies Become Best-Run Businesses

Our vision is for companies of all sizes to become best-run businesses. In today’s challenging business environ-

Designed to go live in eight weeks, the starter package for professional services firms will help you compete more effectively by giving you tools to acquire and serve clients efficiently.

ment, best-run companies have clarity across all aspects of their business, which allows them to act quickly with increased insight, efficiency, and flexibility. By using SAP solutions, companies of all sizes – including small businesses and midsize companies – can reduce costs, optimize performance, and gain the insight and agility

SAP Business ByDesign enables end-to-end business processes – in one application, with a single user interface – across all key functional areas in your company.

needed to close the gap between strategy and execution. To help our customers get the most out of their IT investments so that they can maximize their business performance, our professionals deliver the highest level of service and support.

Find Out More

To learn more about the starter packages for the SAP Business ByDesign solution and how they can help your business, please call your SAP representative today or visit us on the Web at www.sap.com/sme/solutions/businessmanagement/businessbydesign/starterpackages.epx.

Summary

The starter packages for the SAP® Business ByDesign™ solution deliver predefined, focused subsets of the full SAP Business ByDesign solution. The packages are designed to give you a compelling, cost-effective starting point for the incremental adoption of the full solution. At the same time, they allow you to immediately address your specific functional requirements and key business challenges. The packages include both product functionality and a rich set of services designed to help you get started quickly and maximize the return on your investment.

Business Challenges

- Make business data accessible to the employees who need it when they need it
- Eliminate manual data entry
- Integrate key business processes
- Increase operational efficiency to compete successfully
- Gain insight from accurate business information to make smart business decisions

Key Features

- **Phased implementation** – Introduce SAP Business ByDesign functionality incrementally, adopting software functionality supporting best practices for business processes when your business is ready for them while getting the critical software support you need right away
- **Complete implementation services** – Benefit from a proven implementation approach based on over 30 years of experience in the field to help you get up and running as rapidly as possible and to give you the competitive advantage of running your business on world-class, integrated functionality from SAP
- **Analytics and reporting functionality** – Monitor and process business data for greater business insight

Business Benefits

- **Maximum return on investment** through rapid implementation delivered by experts
- Rapid time to value by addressing specific functional requirements and key business challenges through incremental adoption of the software
- **World-class operational efficiency and competitive advantage** through integration of critical business processes
- **Deeper business insight** into all aspects of the company through rich analytics and reporting functionality

For More Information

To find out more, call your SAP representative today or visit us on the Web at www.sap.com/sme/solutions/businessmanagement/businessbydesign/starterpackages.epx.

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