

LAY THE FOUNDATION FOR GROWTH WITH THE CRM STARTER PACKAGE FOR SAP® Business ByDesign™

Small businesses and midsize companies need to enable growth while ensuring that they conduct business in a smart, lean, and more cost-effective way. In an increasingly global economy, that means streamlining business processes while scaling them across organizational boundaries and international borders. At the same time, companies need to conserve their capital to ensure that they have the resources to enable that growth. Laying the foundation for growth means replacing stand-alone business applications and manual business processes with enterprise-class software that helps manage demand generation and sales processes. However, adopting sophisticated software often involves a trade-off: preserving capital while obtaining the best solution for managing the business challenges at hand. Fortunately, SAP, a world leader in business software, makes that decision easier.

Designed specifically for small businesses and midsize companies, SAP® Business ByDesign™ is the most complete, fully integrated business solution delivered on demand. The solution addresses the needs of growing companies by providing the functional depth of a large-scale business management solution at a cost that's better suited to their budgets. SAP Business ByDesign also features a rich and intuitive user interface that adapts to each user's role and provides embedded analytics to enhance productivity.

And SAP Business ByDesign is also available as fixed-scope, modularized "packages" that let you take advantage of the specific functionality you need now, while building the foundation for implementing the additional functionality you'll need later. When that time comes, everything will be integrated.

Start Out with CRM – Essential for Scaling Up Sales Growth

The customer relationship management (CRM) starter package for SAP Business ByDesign encompasses on-demand CRM software and services from SAP that enable you to configure and implement your software quickly and at a predictable cost. The starter package features comprehensive marketing and sales force automation functionality that helps you efficiently manage prospects, generate leads, and oversee all stages of the sales cycle. This is how you can achieve improved conversion and deal closure rates. With CRM software, your company can realize better insight and visibility across your marketing and sales functions, and increased operational efficiency and effectiveness – with the flexibility to adapt to future business changes.

The functionality delivered in the CRM starter package gives you critical insight into your company's sales performance. CRM software helps you automate and streamline your customer-facing business processes, speed up campaign

With the customer relationship management starter package for the SAP® Business ByDesign™ solution, you get the best of both worlds. You can quickly and cost-effectively obtain on-demand software to automate sales and marketing processes – while laying the foundation for incrementally adopting the full solution later.



planning and execution, and improve lead qualification and conversion. You can manage your sales pipeline and customer accounts more effectively and with fewer resources.

And when the resulting business growth warrants equivalent streamlining in other operations – in financial, supply chain, and procurement processes – the foundation is already in place.

Customer Relationship Management

The CRM starter package enables comprehensive management of the entire sales and marketing process, from campaign planning and lead qualification through opportunity management. In short, the solution helps you accelerate the sales cycle to achieve revenue targets.

Marketing Automation

The CRM starter package helps you manage your marketing activities, including campaign planning and execution and lead management and qualification. The software keeps track of key prospect and customer information so your marketing professionals have the most up-to-date information they need to plan and execute campaigns. Marketers can segment customer and prospect lists to create target groups. The software also helps them execute campaigns, qualify responses from multiple channels, and hand leads over to sales. Your marketing professionals can also track campaign performance across multiple channels to determine which combinations of offers and channels yield the best results.

You can also:

- Manage information about the market and your industry, including competitor information
- Implement your campaign activities with integrated marketing processes that enable smooth lead qualification and handover
- Make sure that every customer communication is tracked to take into account each customer's history, requirements, and value to your company

Sales Force Automation

The CRM starter package provides sales representatives and managers with the tools they need to be more effective. The CRM software features account and activity management functionality that provides complete visibility into all critical aspects of the sales cycle. Sales professionals can identify cross-selling and up-selling opportunities, manage their pipelines, and accelerate the sales cycle. Built-in analytics provide a real-time individual or consolidated view of sales pipelines, so salespeople can focus on the opportunities with the highest potential. You can also gain a comprehensive, 360-degree view of your customers and make effective decisions using comprehensive reports and analytics.

Account Management

During the sales process, it is critical to have quick access to information about your prospects and customers; the CRM software provides a central repository for accessing information about accounts, such as contact history and opportunities. This information is



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also leveraged across various sales and service activities, thus reducing the time spent on routine administrative tasks such as data entry. Salespeople can enter and maintain detailed information on their interactions with contacts and accounts, such as e-mails, phone calls, or face-to-face meetings. This complete history of these interactions can also be made readily available to other customer-facing people across your company, reducing the possibility of duplicate or conflicting customer contacts.

Lead Management

Ensuring that only qualified leads reach your opportunity pipeline saves time and lets sales professionals focus their time where it makes a difference – on managing that pipeline proactively. The CRM software facilitates lead processing between the marketing and sales organizations. Salespeople can examine leads and accept or reject them based on predetermined criteria. Once leads are accepted, the sales organization can manage them as required.

Opportunity Management

Managing sales opportunities more effectively can significantly increase the success rate for closing deals. The CRM software enables salespeople to manage multiple sales processes with tasks and activities relevant to the specific opportunity. Each process has phases, and within each phase are activities and appointments that are assigned to the appropriate team members. In addition, salespeople can capture and manage a wide variety of data related to each opportunity, such as chance of success and expected value of the potential sale.

Sales Analytics

The key to running a more effective sales and marketing organization is having access to reporting and analytics that provide managers and individuals with a real-time view of their performance. The CRM starter package for SAP Business ByDesign features integrated analytics that help everyone monitor activities, measure performance, and make better decisions. The software delivers analytics in transactional screens and dedicated reports

and dashboards to provide personalized, real-time insight into important metrics and trends. These allow sales representatives to determine the status of their pipeline, focus on the best opportunities, and understand their performance against their quota more accurately. Sales managers can more precisely forecast sales revenue at the company, territory, and individual level.

Services

The CRM starter package for SAP Business ByDesign is one of several offerings designed for companies that want to get into production quickly and efficiently while keeping costs down. These starter packages deliver a new level of services and support to on-demand business applications through a combination of services provided by SAP and built-in learning, help, and support tools. The starter packages also provide standardized implementation services that are delivered by SAP experts, enabling you to go live quickly at an affordable price. By adhering to a defined scope, including configuration and implementation options using SAP Best Practices packages, the starter packages help you go live quickly and successfully at a predictable price.

Key Benefits

With the CRM starter package for SAP Business ByDesign, you can:

- See immediate impact in targeted business areas and then extend this foundation into a full implementation of SAP Business ByDesign whenever you are ready – for the world-class enterprise resource planning soft-

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ware that can help take your firm to the next level

- Obtain the functionality you need to efficiently generate leads, manage the sales process, and effectively close deals
- Improve employee productivity and reduce training needs by providing a single user interface, personalized business portals for each employee, and built-in help
- Take advantage of SAP-supported best business practices and a proven adoption approach to realize value in just a few weeks

Learn More

To learn more about the CRM starter package for the SAP Business ByDesign solution and how it 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 customer relationship management (CRM) starter package for the SAP® Business ByDesign™ solution supports best business practices for sales force automation, enabling salespeople to generate leads, manage all stages of the sales process, and close deals faster. The starter package lays the foundation for a full implementation of the complete SAP Business ByDesign solution down the road. The package can be implemented in just a few weeks, which means you can start to realize fast time to value with sales force automation.

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 sales and marketing efficiency to compete successfully
- Gain insight from accurate business information to make smart business decisions

Key Features

- **Phased implementation** – Introduce SAP Business ByDesign incrementally, adopting CRM software and best practices now while laying the foundation for the complete, fully integrated solution when your business is ready
- **Complete implementation services** – Benefit from a proven implementation approach based on more than 35 years of field experience to help you get up and running as rapidly as possible
- **Rapid time to value** – Obtain immediate value by addressing specific functional requirements and key business challenges

Business Benefits

- **The ability to generate qualified leads, manage the sales process, and effectively close deals** with a full set of marketing and sales force automation functionality to extend this CRM foundation into a full SAP Business ByDesign implementation whenever you are ready, by taking a phased approach
- **SAP-supported best business practices and the ability to realize value in as little as three weeks** thanks to a proven adoption methodology
- **A solid ROI** thanks to a very affordable and compelling price point

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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