

Our **Value** Proposition



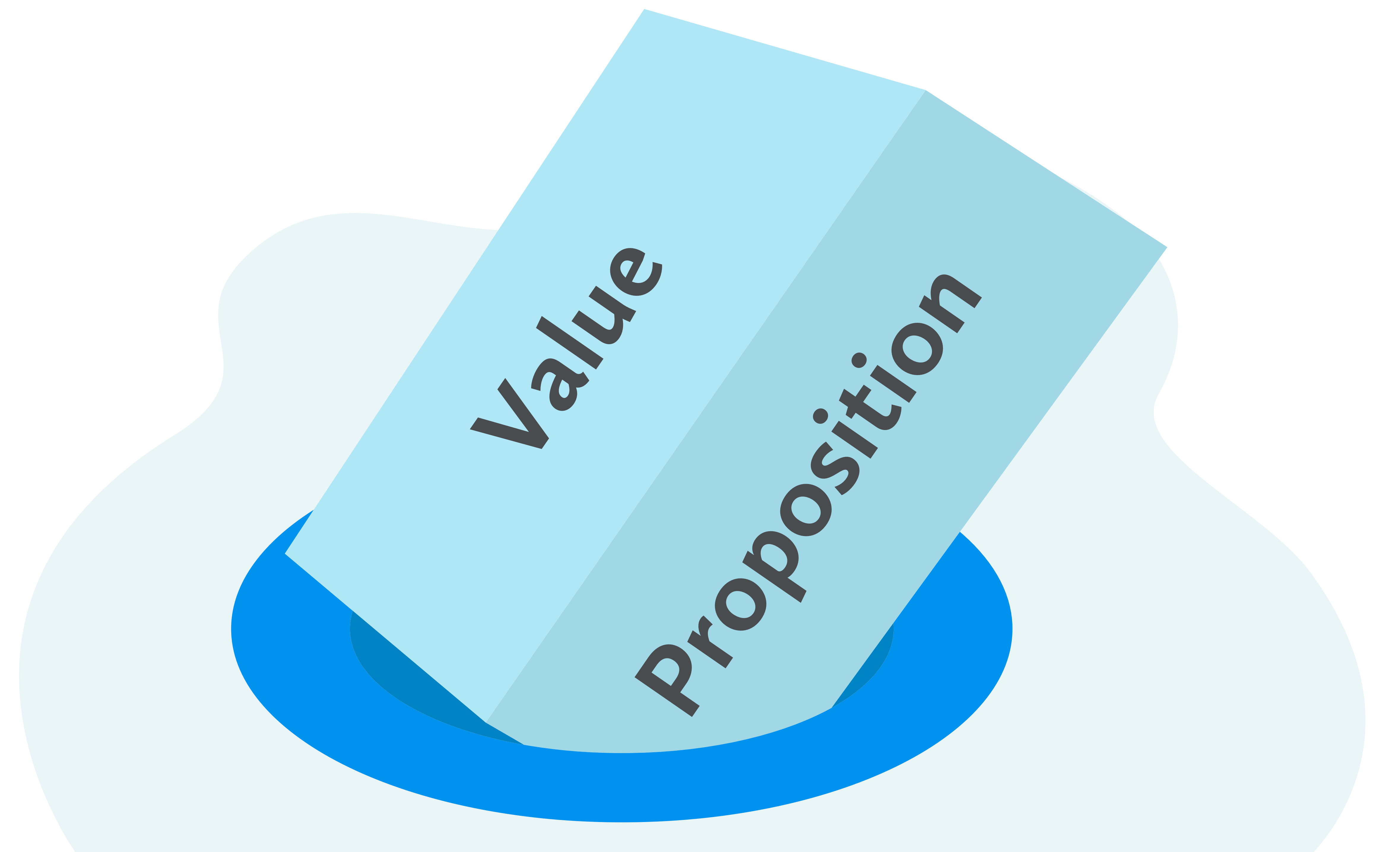
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We Don't Try to Fit a Square Peg in a Round hole

Client Value Creation is our Primary Customer Focus

We create value for our clients in two primary ways:

 Sharing our experience gained through
SAP Project hands-on Implementations

 Through the creation and nurturing
of a vast SAP Consulting network,
which we Manage as part of our
IT Staffing Services.



Our Approach Means Greater Value Creation for Your Business

Proven **SAP Project Experience.**

We have delivered numerous full-life-cycle SAP project implementations. Projects are typically for multi-billion dollar SAP clients who operate on multiple continents and in multiple currencies and languages. We offer you SAP role specific expertise in the business, staffing, technical, functional and project management arenas. We are resourceful, we have can do attitudes, and we are focused on getting the job done right the First time. Our team operates globally on three continents. We speak English, Spanish and Japanese. We understand your consulting and project problems because we have overcome similar problems. Feel confident. We can staff your projects, help you solve your unique problems and help you execute your SAP project

Not All Customers **Want or Need** the Same Services

Some customers want to manage the SAP implementation process themselves and need a Project Management and IT Staffing Company to back them up.

Other customers want someone else to manage the complete Project and the IT Staffing and Recruitment process. We do this using our own project experience and our professional technical talent recruitment and management of IT staffing services.

Eliminate Non-Value Added Activities for Client Value Realization:

In a typical project, you will experience 50% or greater project staff turnover by the end of the blueprint phase. This is because the recruiters who supplied you with those resources are technically unable to screen your SAP Implementation team. It is not their fault. SAP delivers a continuous stream of innovations and only the most highly motivated consultants can be expected to help you achieve your value vision. How do you know a SAP Consultant is highly motivated and technically up-to-date with what SAP has to offer. It takes one to know one. Our founding partner is one of the world's most senior SAP Industry Principles with a broad background in numerous SAP specific industry solutions and knows just how to uncover the superstars you need to successfully execute your project.

It takes a level of effort few 'freshers' have exerted. But more importantly, aside from recognizing genuine SAP knowledge, our team is focused like a laser on the one key skill most in demand by ALL SAP clients-communications skills.

We are 100% Focused on Our Customers Needs

We are 100% SAP focused serving customers across the globe on all continents and countries. Members of our highly experienced management team has worked for SAP America including SAP in the Middle East. We have worked with most all Functional Modules including the most popular modules and platforms in the market such as SAP CRM & NetWeaver to create our own in-house center of solutions engineering excellence (COSEE).

In addition to partnering when it makes sense, we have experience in SAP Netweaver Technology, Custom Development, Solutions Engineering, Formal Project Management, Mobility and Mobile App Development, SAP CRM, BW, SAP Analytics (Bi/BO), HANA, Performance Tuning, Software and Project Audit Work, and other SAP specialty areas.

Doing the Math:

You can eliminate the middleman layer by dealing directly with us, the SAP implementer. We are a fully insured, SAP Implementation Partner.

To start saving money today, all you have to do is call us today. Work directly with us, and we can reduce your consultant rates or at least we can help you Understand SAP Consulting Rates and how each dollar is divided up between Tier-1 and Tier-2 suppliers.

The Middleman **Always Gets His Due**

By doing this, we can provide you with more experienced people and also reduce the usual staff turnover experienced on a typical project while reducing your project costs. We frequently provide updates on SAP BW via our Blog [here](#).

What is the Middleman Premium Effect and why is this effect bad for your project?

When you go through a middle man or several layers of middlemen, as is the case in many, many projects, the middle man has to pay himself first and what ever amount is left over he can then pay to the candidates he presents to you. Unfortunately there are no limits on how much the middleman pays themselves. The Middleman Premium Effect means because there is now less money to be paid per hour to the candidates, they can only present juniors or 'freshers' or candidates with little experience to the client.

Clients frequently find they are paying Senior Rates for Junior Experience



With the Right Incentives, Your Team Will Magically Appear

Why?

Because **Senior SAP consultants demand a higher rate**. When the client works directly with a SAP implementation firm, they can pay the same amount they would have paid to the middle man directly to the consultants. The result for the project is there is now a larger pool of more highly experienced consultants suddenly becoming available or willing to work on your project.



Our Value Proposition

However, more experienced candidates demand a higher rate. If they are not offered a higher rate by the middle man then they will walk away. The middleman has no choice then but to keep looking for someone willing to work for less money. Only junior or lessor experienced people will be willing to work for the lowest rate offered. Nothing wrong with that, but the question then becomes, do they have enough project experience to successfully meet your project requirements or will they get stuck and not be able to solve the problems and eventually get rolled off the project. The Middleman Premium translates to a higher project risk and should be recorded as such on the Project Risk Register.

Don't Let Your Project Become a Failed Project by Committing Typical Staffing Crimes

Here is the Value Math Equation:

Cost 1: Consultant (Tier-2) Cost + Middle Man (Tier-1) Premium Cost = Customer Final Cost

Cost 2: Consultant (Tier-2) Cost = Customer Final Cost



Assume **customer final cost** is the same in both cases.

Cost 1 scenario means a lot of junior candidates will be interested in the project but most senior candidates won't be and will turn down the project.

Cost 2 scenario means not only junior but also senior candidates will be interested in the project and both junior and senior candidates will be willing to stay for the duration of the project because "Better Pay, Happy Consultant".

We believe you will agree with us, that by eliminating the middle man layer (Tier-1 staffing agency) cost and working directly with us (Tier-2 staffing plus implementor), your cost "Can Be" lower by a significant amount and you can gain access to more senior consultants because you are no longer forced to pay a middleman premium. This greatly reduces project risk.

Where did the **middleman** go?

They are not necessary. Does the middleman have any risk or hands-on responsibility in the actual execution of your project? No. Not Usually. Risk and Responsibility is usually passed on down to the man on the job by the middleman.

We prefer to work direct with the end customer through a long term relationship or with Tier-1 vendors who have project delivery responsibility because in these situations, we both share risk and responsibility for delivering customer satisfaction. Please call us. You might be surprised at what we can do for you. Our in-house consultant strength is already fairly sizable. See our consultant strength meter www.SAPBWConsulting.com.

Our SAP BI Value Creation Proposition:

Creating Business Value

Helping you increase your Top Line Sales and Bottom Line Net Income are the two primary goals of Business Intelligence. Business Intelligence helps you reduce the time and money spent on gathering business information, cataloging and processing that information, so that you can act on new intelligence and enlightenment about your business lines and customers.



BI Can Help Increase Sales Across the Board-When Leveraged Wisely

Client Value Creation

Enterprise class software is an end-to-end business automation and support system. Whether you are working with customer relationships, sales channels, transactional processing systems, inventory systems, all the various internal business process and support functions such as finance and HR, or all the various management score cards or management dashboards and reports, Business Intelligence software plays a primary function that helps you manage the value creation and maximization processes of your business.

As each business process transactional system captures the day-to-day transactions as your business progresses through the order-to-cash cycle, large amounts of unstructured data is created and captured.

Even today, we meet many business line managers who are still struggling to more effectively manage their business yet the only tool they still have available is fiat file processing such as Microsoft excel. This is a manual method that works and often times shows a snap shot of the business that is already a few months old by the time the reports are published and available to the manager to act upon. Business Intelligence or Business Objects is a mature data warehouse tool that Business Line Managers can use to automate this data collection and report generation tasks. Because of the laborious efforts required to compile, cleanse and consolidate this data, time to discover new customer needs is sometimes not possible or requires more staff to be added to handle this greater workload. Wouldn't it be nice if you could explore your existing data to discover unfulfilled customer needs or new or more effective ways to deploy your present product lines into new markets or new product lines.



The Truth is Out There (or in here) Somewhere

We are **100%** Focused on Meeting Our **Customers Needs**

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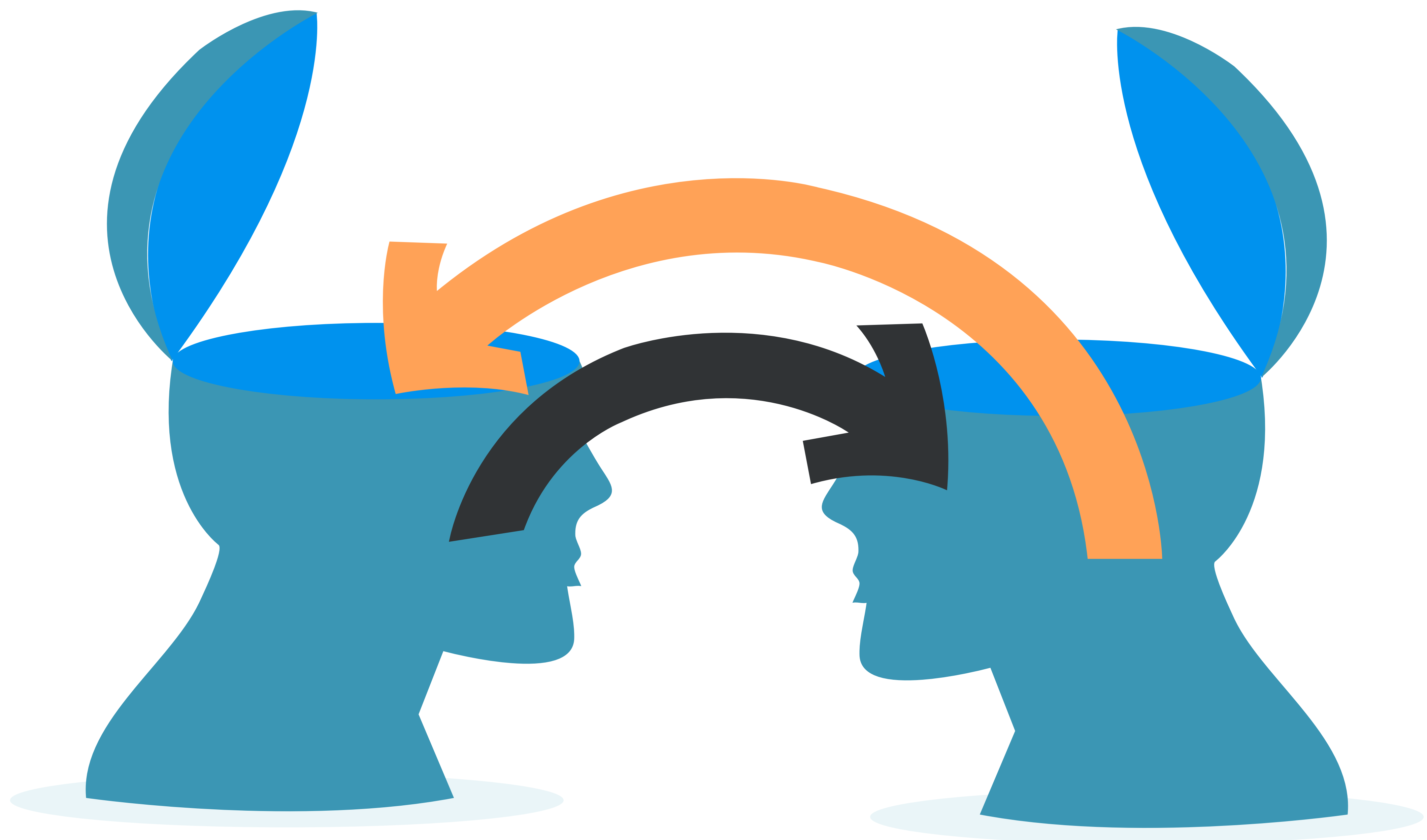
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How we deliver **Value to SAP Consultants:**

We offer a small company atmosphere with great financial rewards and many opportunities to learn a wide variety of tools with a wide scope of responsibilities.



SAP Consultants **Teach and Learn-Constantly!**

Despite all the technology, your success as a SAP implementation consultant depends on your skill as a consultant. You'll notice we didn't say SAP skill. We expect you to constantly be learning SAP. But beyond that, we are looking for SAP consultants who can and do show leadership, management and demonstrate that they have business acumen. SAP BW Consulting has made it our number one mission to put the very best consulting resources on the highest value, most challenging SAP projects.

How do we know who the **highest value consultants** are?

We start with the fundamentals. We ensure new consultants have the technical training to start with. The right training consists of the full SAP Academy or its equivalent followed by an ongoing program of additional training required to keep up with the latest tools and techniques. This is followed by mentoring on our proprietary development methods to ensure you have the proper, on-the-job training (OJT) to reinforce your skill-set. This ensures that our clients can achieve the maximum possible value in the minimum possible time (think positive ROI). We also encourage all our consultants to attend the latest SAP events such as SAPPHIRE and other Business Intelligence events either online or in-person.

Summary of **Key Success Factors for SAP Consultants**

- SAP Knowledge Training
- Team Development
- Individual Mentoring by Our In-House Experts
- Project Management and Fundamental Software Engineering Skills are some of our Key Success Factors.
- Flawless communication skills
- Track record of self-development
- Negotiation skills
- Creative problem solving

There you have it. It all comes down to experience and motivation. If you need a SAP team stood up today, contact us @ Info@SAPBWConsulting.com.

If you want to join our team, send us a resume on our website, www.SAPBWConsulting.com

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Our **Value** Proposition



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