

Solution Brief

SAP Business Suite

SAP Customer Relationship
Management

MARKETING

POWERING MARKETING SUCCESS

Marketing organizations want to drive demand more effectively and support sales efforts. They must also prove the value their marketers deliver to the organization. The SAP® Customer Relationship Management application can help you align your organization to increase your marketing success.



During these challenging economic times, many companies are being pressured to cut back on certain activities. And often marketing organizations are the first to face spending reductions and resource cuts while they also face increased pressure to contribute to corporate revenue goals. The bottom line is that marketers need to become more accountable for resources and the results of their activities and to find ways to do more with less. Innovative marketing organizations realize that an integrated marketing technology platform provides the tools they need to increase marketing accountability while increasing marketing speed and optimizing marketing resources.

The SAP® Customer Relationship Management (SAP CRM) application provides a central platform that allows organizations to do more with less. You can analyze, plan, develop, and execute all marketing activities through customer interaction points. The application enables you to make the most of your marketing resources, increase marketing accountability, and execute successful marketing initiatives to increase long-term, profitable customer relationships.

Marketing Resource and Brand Management

Like most marketing organizations, you're being asked to review and prioritize your activities and face reduced resources. CFOs are asking the marketing organizations to show the costs and the returns of marketing spends. And there are regulatory policies governing

how to accurately account for marketing expenses. These internal and external pressures for financial and performance accountability require marketers to show results from the marketing spends.

With SAP CRM, you gain financial and performance accountability, so you know what your costs are – and the value you are delivering to the organization. The software helps you maximize the efficiency of your resources – time, people, budgets, collaterals, campaigns, and partners – to meet strategic objectives. You can develop marketing plans that align your marketing activities and optimally schedule all relevant marketing activities using the marketing calendar. The integration with SAP financial solutions provides accurate information on marketing spend and performance, which allows you to make informed decisions about budget and costs. And you can increase collaboration among internal and external team members, including vendors, agencies, and partners, with project management tools that extend beyond your organization.

Campaign Management

In today's challenging economic times, businesses and consumers alike are more careful and deliberate in making purchasing decisions. Target audiences are more in tune with the marketing messaging and are looking for compelling promotions and offers that will provide the right value proposition. With SAP CRM, you can accurately target your audience and then connect with your target audience by sending rele-

vant personalized messages through the right channels at the right times. The multichannel campaign management solution offers marketers these advantages:

- The ability to create, execute, and manage multichannel campaigns
- Role-based campaign planning, tracking, and approvals functionalities
- A straightforward user interface suitable for marketers
- Integrated campaign execution through the Web channel application and the interaction center functionalities of SAP CRM

Lead Management

Many executives wish for improved collaboration between sales and marketing groups to effectively generate leads and convert them into sales. But sales groups often don't have the visibility into what the marketing groups are doing and cannot anticipate when leads will be generated, how many will come, or what their quality will be. As a result, the leads often aren't followed up due to lack of coordination. Many leads end up falling through the cracks.

With SAP CRM, you can close those gaps by automating the entire lead life-cycle process, from generating highly qualified leads and prioritizing them to distributing them to the best-suited sales professional or partner. The software also lets you extend lead management functions to your partner organizations to increase collaboration and conversion rates. Improved sales and marketing coordination will increase visibility of all lead generation activities, so you can assign resources to follow

up on relevant leads. Contact and lead management reports help you see whether follow-ups have taken place.

Segment and List Management

You depend on IT support to manage third-party lists and subscription data, to segment your customer base, and to generate and manipulate target lists.

With the marketing resource and brand management functionality in SAP CRM, you gain financial and performance accountability, so you know what your costs are and the value you are delivering to the organization.

But when it is overloaded, the IT group can become a bottleneck, leaving you without needed support. SAP CRM helps you gain control by giving you direct access to customer information through a user interface designed for the marketer and a high-performance segmentation engine.

Using the software's segment and list management functionality, you can directly import large external data files at high speeds. You can view customer data from multiple sources to achieve a complete view of your customers. High-speed customer segment analysis uses embedded graphical visualizations of attributes to define your segments, giving you instant customer insights.

Its drag-and-drop graphical interface allows you to build target segments at high speed.

Customer Loyalty Management

Savvy marketers know that it is easier to retain existing customers than to try to acquire new ones. And given the current down economy, they are focusing their efforts on existing customers. Their goal is to boost customer satisfaction and retain customers by rewarding profitable customer behaviors.

By implementing loyalty management solutions across sales, service, and marketing, a company can exceed expectations, greatly enhance the customer experience, and increase customer retention. Equally important, it can foster development of a community of people who serve as advocates for the business. SAP CRM provides an integrated customer loyalty platform that enables you to plan, develop, and manage customer loyalty programs and to reward and retain your high-value customers.

The loyalty program management software enables a centralized setup and management of all loyalty programs. Marketers can set up loyalty rules and conditions and establish associated reward points. The solution drives customer registrations to specific loyalty programs with integrated registration functions through the Web channel or via the interaction center functionality. And it offers customers the convenience of being able to check their own loyalty account status online.

Marketing Analytics

Like most marketers, you have piles of reports and data that you want to translate into actionable business intelligence – but can't. SAP CRM has an analytical infrastructure with functionality ranging from basic operational reporting to advanced analytics to deliver the insight you need to make intelligent business decisions. Its robust set of predefined reports and templates can be tailored to measure your business operations and performance as you want. You can drill down to gain insight into your activities and leverage predictive analytics to optimize your targeting efforts and personalize promotions.

Complex Business Networks

In today's challenging market environment, many enterprises are developing complex business networks to market, sell, and distribute their products and services. Their efforts might include comarketing with partners, leveraging partner sales organizations to follow up on leads, and running trade promotions through retailers. With SAP CRM, you can leverage this complex business network of partners and retailers to achieve profitable enterprise growth.

Trade Promotion Management

With the SAP Trade Promotion Management application, you gain visibility and control of all trade-related processes, helping you boost brand presence and profits. Integration with back-office operations means increased accounting accuracy of your trade and financial results. With tighter trade execution, you gain key business insights to help

you optimize trade activities. You can also increase your trade promotion success with trade funds management,

The campaign management functionality of SAP CRM allows marketers to successfully connect with target audiences and deliver personalized and relevant marketing messages that will drive customer demand.

trade promotion management, retail execution, trade claims management, and trade promotion analytics.

Inbound Marketing with Real-Time Offer Management

With SAP Real-Time Offer Management software, you can bring intelligence to your customer interactions and turn your inbound channels into opportunities to build customer relationships and generate revenue. The software supports you as you plan, develop, and execute cross-sell and up-sell offers, retention offers, service-level adherence, and other customer treatments. It will help you take the most appropriate next steps to enhance customer relationships through relevant and personalized customer interactions.

To Learn More

For more information on how SAP CRM can help you make the most of limited marketing resources, call

your SAP representative or visit us at www.sap.com/crm.

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.

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 currently employs more than 43,800 people in more than 50 countries worldwide. SAP is listed on several exchanges, including the Frankfurt Stock Exchange and NYSE under the symbol "SAP."

Knowledge, Experience, and Technology for Optimizing Business

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.

Summary

The SAP® Customer Relationship Management application provides a comprehensive marketing platform to plan, manage, and execute all marketing activities through customer interaction points. It supports end-to-end enterprise business process automation to give marketers business insight to drive customer demand.

Business Challenges

- Align marketing resources to support strategic business goals
- Understand marketing spend and its effectiveness
- Connect with customers to drive demand
- Identify and retain high-value customers

Key Features

- **Marketing resource and brand management** – Enhance the management and optimize the use of internal and external marketing resources
- **Segment and list management** – Get a centralized view of all relevant customer data and manage customer and prospect data independently of IT support
- **Campaign management** – Initiate successful interactions with customers to drive demand; analyze, plan, develop, execute, and measure campaign activities through all inbound and outbound interaction channels
- **Lead management** – Manage processes between sales and marketing; generate highly qualified leads and follow up on each to closure; increase lead conversion rates and cycle times
- **Customer loyalty management** – Run enterprise-wide customer loyalty programs to encourage and reward profitable customer behaviors
- **Trade promotion management** – Optimize the use of trade funds to maximize the return on trade activities and increase profitability for planned products
- **Marketing analytics** – Convert reports and data into actionable insights; use marketing analytics to help marketers make smart business decisions

Business Benefits

- **Align marketing resources** to support organizational objectives
- **Understand the returns** on your marketing spends
- **Accelerate the marketing process** with increased visibility and control
- **Drive customer demand** with targeted marketing messages
- **Increase customer retention** with loyalty programs
- **Establish a standardized marketing process** with a central marketing platform

For More Information

Call your SAP representative or visit us at www.sap.com/crm.

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