

SAP® CUSTOMER RELATIONSHIP MANAGEMENT

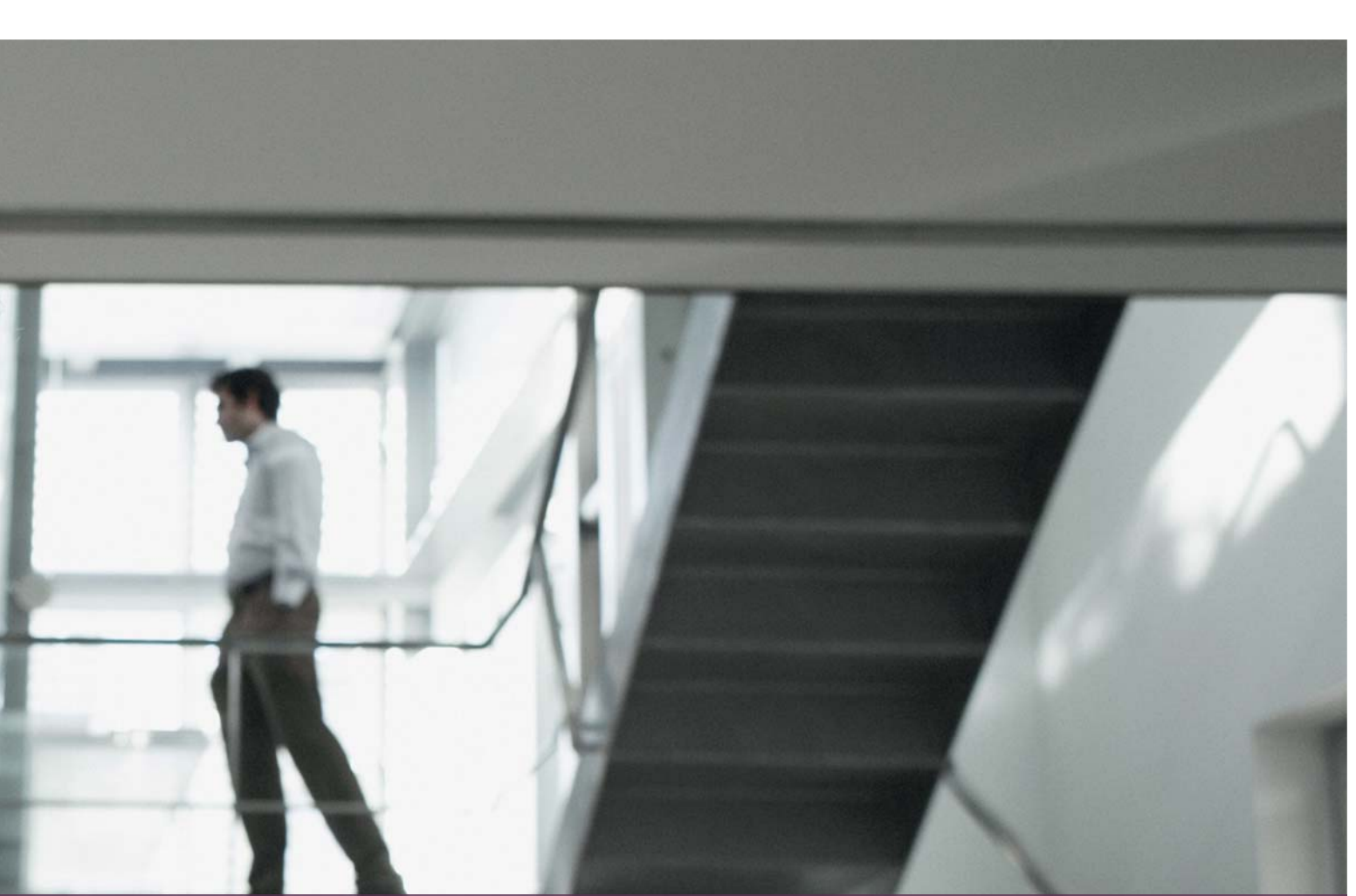
Solution Overview

THE BEST-RUN BUSINESSES RUN SAP™





CUSTOMER RELATIONSHIP MANAGEMENT AS A BUSINESS STRATEGY IS CHANGING



“With SAP CRM, we optimized our sales resources, reduced administrative costs, and achieved consistent, customer-oriented business processes.”

Klaus Heep, Director of IT and Process Data, Infracore GmbH & Co. Höchst KG

Your customers are increasingly well informed. They know all they need to know about your organization before your salespeople walk in their door. In such an environment, you must clearly differentiate your organization and deliver exceptional customer experiences. The SAP® Customer Relationship Management application helps you distinguish your organization as you grow by promoting collaboration with your customers and providing exceptional interactions and experiences across all customer touch points.



“We wanted a single platform from which we could interact with the channel partner. We know that SAP CRM will integrate well with our SAP ERP back end.”

Chris Meiser, Executive Vice President of Operations, Tallard Technologies Inc.

Tallard Technologies expects to realize a 144% internal rate of return on its investment with the help of the SAP® Customer Relationship Management application. Better opportunity management will boost revenue contribution by more than US\$268,000 in 2007, while clear visibility into inventory will contribute an additional US\$20,000 in revenue.

CUSTOMER-DRIVEN GROWTH

ENSURE SUPERIOR CUSTOMER INTERACTIONS AND EXPERIENCES

The SAP® Customer Relationship Management (SAP CRM) application provides the necessary flexibility to quickly develop distinctive capabilities and deliver superior customer experiences. SAP CRM drives rapid user adoption and productivity and provides quick time to value while supporting your strategic CRM initiative. It also delivers best-in-class, front-office functionality and support for end-to-end, industry-specific processes. As your company evolves, your organization can ensure outstanding customer experiences and respond immediately to market requirements.

Delight Your Customers

SAP CRM helps foster collaboration between your organization and your customers, facilitating superior interactions and experiences across all channels.

Empower Your Team

SAP CRM empowers your employees to perform business functions and manage interactions with their customers – anytime, anywhere. With SAP

CRM, you can employ comprehensive, real-time views of all customer information to drive your actions and support collaboration across your global business network.

Grow Your Business

SAP CRM delivers simplified access to insights into your customers, so you can differentiate and grow your organization, provide superior customer experiences, and make the most of your business advantage.

DIFFERENTIATION AND GROWTH

DISTINGUISH YOUR BUSINESS

“We recognized that our ultimate goal was to become a solutions provider for each customer while doing things efficiently as an organization.”

Jan Pope, CIO, Avid Technology Inc.

Avid implemented the SAP® Customer Relationship Management application to help unify customer-focused processes across marketing, sales, and customer support. The company has achieved a 68% internal rate of return by increasing revenue from customer acquisition, improved marketing campaigns, and proactive contract management.

Differentiate Your Business

Customer relationship management involves developing close relationships with your customers and driving profitable growth. At the same time, the connected, global economy provides your customers with a wide variety of options available at the press of a button. Before your salesperson's first visit, a potential customer has researched your company, your products, and your competitors' prices, and has read other customers' reviews about their service experiences – good and bad.

As a result, CRM is no longer just about streamlining sales, service, and marketing operations. With information just a click away, products quickly becoming commodities, and margin pressures increasing, differentiation is key.

To differentiate your organization, maximize profits, and deliver superior customer value and exceptional customer experiences across all touch points, you must design and continuously improve business processes and interaction channels.

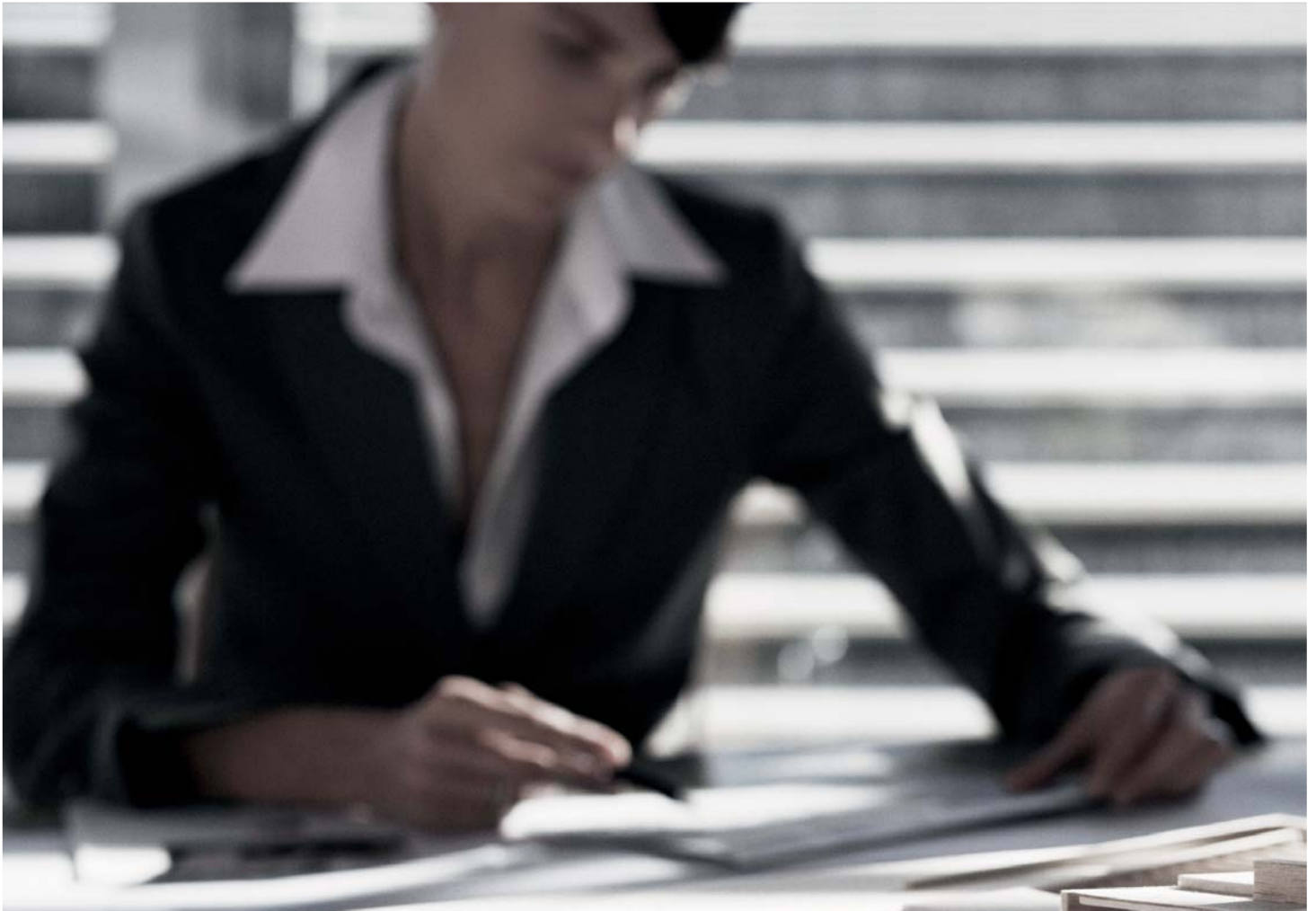
SAP CRM provides the flexibility you need to create unsurpassed customer experiences. With support for a wide range of end-to-end business processes, the application helps you address an array of marketing, sales, and service situations. You can deploy SAP CRM incrementally and easily adapt and extend the application as customer needs change and your business environment evolves.

With SAP CRM, you can ensure consistent and relevant interactions across all channels. Access to accurate and timely customer information helps you make the most of every contact during a customer's entire relationship with your organization.

SAP CRM helps you drive customer value, loyalty, and profitability across your value chain. With best-in-class front-office functionality that supports industry-specific processes, SAP CRM helps you turn the vision of customer-driven growth into reality.

Setting New Standards for CRM

In the last 35 years, SAP has become the global leader in business software, serving more than 43,000 customers worldwide, including organizations of every size and type. Along the way, SAP has accumulated a unique knowledge base of best practices in more than 25 industries – including yours. The SAP tradition of leadership continues with a new generation of CRM software that gives your company unprecedented speed and flexibility to improve your bottom line by improving your customer relationships.



“SAP CRM helps deliver our overall strategy of being world class and delivering more value at lower cost than our competitors. It’s abundantly obvious that we are achieving enormous benefits.”

Ann Bennetts, Customer Service Center Manager, Engen Petroleum Ltd.

Engen attained a substantial return on investment after three years by increasing its telesales profits by 10%, slashing bad debts, improving its customer satisfaction ratings, and cutting IT costs in the process.

A SOLUTION THAT EVOLVES WITH YOUR BUSINESS

FOCUS ON YOUR CUSTOMERS WITH SAP CRM

Focus on Your Customers – and Your Business – with the SAP® Customer Relationship Management Application

Drive Growth

Increase revenues by improving customer loyalty, boosting wallet share, speeding 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. You can resolve issues

faster and boost customer satisfaction with low-cost interaction channels such as Web-based self-service and online order management.

Enhance Competitive Agility

Respond faster to change, optimize customer experiences, and differentiate your company from competitors with innovation. Adapt your business processes quickly to respond to changing market conditions and customer demands. Launch new initiatives rapidly to speed time to market. Align your channels with your customers' interaction needs and preferences to ensure consistency and convenience across all customer touch points. With complete customer insight, you can drive innovation that differentiates your products and services.



“Customer-centricity is a way of life for us at Molex.”

Bryan Blankley, Director of CRM, Molex Inc.

The SAP® Customer Relationship Management application has helped Molex develop market segments, improve pipeline visibility, and streamline a wide range of sales processes. Through increased revenue and opportunities for cutting costs, the company expects to realize a 97% internal rate of return on its SAP CRM investment.

“SAP was the clear choice because the people were willing to commit to a long-term relationship and gave us every assurance that they would put 200% behind the effort.”

Nancy Khanna, Divisional Manager of Information Technology, Avaya GlobalConnect Ltd.

Avaya GlobalConnect implemented the SAP® Customer Relationship Management application to ensure that customer information was readily available across all sales, marketing, and service channels. The company expects to achieve a 129% internal rate of return through increases in sales and services revenue.



THE FOUNDATION FOR UNIQUE CUSTOMER EXPERIENCES

SUPPORT KEY BUSINESS PROCESSES ACROSS YOUR ENTERPRISE



Marketing – Align marketing processes and drive customer demand using functionality to enhance management of marketing resources, segments and lists, campaigns, leads, trade promotions, and marketing analytics.

Sales – Acquire, grow, and retain profitable relationships with functionality for sales planning and forecasting and the management of territories, accounts, contacts, activities, opportunities, quotations, orders, product configuration, pricing, billing, and contracts.

Service – Drive service revenue and profitability with support for service sales and marketing. More effectively manage service orders, contracts,

complaints and returns, in-house and depot repairs, warranties, resource planning, e-service, and service analytics. Functionality to support call centers, field service, and e-service provides flexible delivery options.

Partner channel management – Attain a more profitable and loyal indirect channel by managing partner relationships and empowering channel partners. Improve processes for partner recruitment and management, communications, channel marketing and forecasting, collaborative selling, partner order management, channel service, and analytics for partners and channel managers.

Running an interaction center – Maximize customer loyalty, cut costs, and boost revenue by transforming your interaction center into a strategic delivery channel for marketing, sales, and service efforts across all touch points. Effectively handle activities such as telemarketing, telesales, customer service, human resources, IT support, and interaction center management.

Web channel enablement – Increase sales and reduce transaction costs by turning the Internet into a valuable sales, marketing, and service channel for businesses and consumers. Increase profitability and reach new markets with a fully integrated Web channel, including support for e-marketing, e-commerce, e-service, and Web channel analytics. Deploy these features directly with the SAP ERP application or with SAP CRM as a fully integrated customer channel.

Business communications management – Manage inbound and outbound contacts across multiple locations and channels. Integrate multichannel communications with customer-facing business processes to provide customers and partners with seamless, consistent experiences across all channels, including voice, text messaging, the Web, and e-mail.

Real-time offer management – Turn all customer interactions into opportunities to build customer relationships and generate revenue. Plan, develop, and execute cross-selling, up-selling, and retention offers; service-level agreements; and more. Take appropriate subsequent actions to enhance customer relationships and ensure relevant and personalized customer interactions.

Trade promotion management – Boost your brand presence and profits with visibility into and control of all trade-related processes. Increase accounting accuracy of trade and financial results with back-office integration. Gain key business insights to help you optimize trade activities. Increase your trade promotion success with analytics and enhanced management of trade funds, promotions, claims, and retail execution.

THE LEADER IN BUSINESS APPLICATIONS

ENHANCE BUSINESS VALUE

Marketing	Web Channel	Interaction Center	Channel Management	Marketing Resource Management		Segmentation & List Management		Campaign Management		Trade Promotion Management		Lead Management		Access Modes	Analytics
Sales				Sales Planning & Forecasting	Territory Management	Accounts & Contacts	Opportunity Management	Quotation & Order Management	Pricing & Contracts	Incentive & Commission Management	Time & Travel				
Service				Service Order Management	Service Contract Management	Complaints & Returns	In-House Repair	Case Management	Installed-Base Management	Warranty Management	Resource Planning				

Figure: Solution Map for SAP® Customer Relationship Management

SAP supports your most important business processes and provides tools to help you understand how these processes work. One such tool is the solution map shown on this page.

With solution maps, you quickly understand business solutions and the business value they can bring. The solution map for SAP CRM is available at www.sap.com/crm.

SAP solution maps are multilevel blueprints of processes constructed with input from customers and industry analysts, plus the technical expertise SAP has acquired through extensive business experience and research. They help you visualize, plan, and implement a coherent, integrated, and comprehensive information technology solution. They illustrate how SAP solutions cover various processes, including those that SAP and its partners support.

THE NEXT-GENERATION CRM SOLUTION

ACHIEVE QUICK TIME TO VALUE



The Solution That Evolves with Your Business

Drawing on more than 30 years of CRM experience, SAP has created a unique approach to CRM that lets you choose the right solution to meet your business needs – and that grows with your business as your needs evolve. Our approach delivers flexible deployment options so you can attain quick time to value and support strategic CRM initiatives at the right time for your business.

Regardless of what CRM solution you are currently using, you can easily adopt SAP CRM. By doing so, you bring a new dimension of business efficiency and flexibility to your CRM infrastructure and can implement additional solutions and enhancements incrementally. This evolutionary approach protects your existing IT investments and can result in considerable savings. If

you are a new SAP customer, you also benefit from these advantages – whether you need organization-wide solutions that will grow along with your business or simply want to standardize your current IT environment.

SAP CRM is available as modular building blocks that combine software, support for best practices, and services to help your organization benefit from SAP business expertise. This approach ensures a fast implementation – and rapid ROI – with minimal risk.

Whatever your transition choice, the SAP NetWeaver® technology platform makes it easy to integrate other systems with SAP solutions and applications. SAP NetWeaver connects IT systems and takes advantage of existing IT infrastructures by linking users, information, and business processes across technology boundaries and your organization.

For Now and the Future
SAP CRM provides the comprehensive functionality you need to support all customer-facing lines of business across marketing, sales, and service, and through all customer interaction channels. SAP CRM on-demand solutions deliver a fast, Web-based platform that enables quick benefits and supports your evolving business needs.

The functionality that SAP CRM software provides today is only the beginning. SAP is committed to continual enhancement of its CRM offerings to ensure that they remain the ideal choices for organizations like yours that must drive new growth, maintain competitive agility, and attain operational excellence. SAP understands your SAP solutions and the decisions that drive them – and that is critical to your success.

CUSTOMER-FOCUSED STRATEGIES

COMPARE FEATURES AND ADVANTAGES AND YOU'LL CHOOSE SAP CRM

Feature	Advantage
Marketing	<ul style="list-style-type: none"> ■ Make intelligent business decisions with enhanced customer insights ■ Increase marketing velocity and speed to market ■ Maximize visibility into and control of your entire marketing process ■ Drive customer demand ■ Increase returns on your marketing investments
Sales	<ul style="list-style-type: none"> ■ Grow profitable relationships ■ Maintain focus on productive activity ■ Eliminate barriers to productivity ■ Improve sales efficiency
Service	<ul style="list-style-type: none"> ■ Transform service into a profitable line of business ■ Increase customer loyalty ■ Drive revenue ■ Reduce costs of customer service and field service ■ Decrease service giveaways
Web channel enablement	<ul style="list-style-type: none"> ■ Drive revenue and extend market reach ■ Increase customer convenience and satisfaction ■ Reduce the cost of sales and support ■ Build lasting customer loyalty ■ Improve sales and service profitability
Running an interaction center	<ul style="list-style-type: none"> ■ Increase customer satisfaction ■ Improve credibility with your customers ■ Increase revenue and productivity ■ Manage the customer interaction life cycle
Partner channel management	<ul style="list-style-type: none"> ■ Boost revenue through channel collaboration ■ Reduce indirect channel support costs ■ Increase partner satisfaction and ease of doing business ■ Maximize value to your customers by enabling your partners

To learn more about how SAP can help your organization improve your CRM operations, call your SAP representative today or visit us on the Web at www.sap.com/crm.

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