SAP Delivers the Software, We Deliver the Value.
SAPBW BY THE NUMBERS

- Founded in 2008
- Profitable since Day 1
- **10K** Website Visitors per Month
- **200+** Converted Leads per Month
- **11** Full-time Employees
- Veteran-owned Business
MEET THE FOUNDERS

LONNIE AYERS
PMP, BSC, Capt. USAF (IRR)

- 21 Year SAP Veteran
- SAP Certified in Various Modules
- 38 SAP Projects
- 150 Sales Cycles

DOUG AYERS
MBA, P.E.

- 6 Year SAP Veteran
- Expert SAP BW, BusinessObjects, Webi & xCelsius
- Embedded Systems Expert
- 144 Software Projects
CUSTOMERS WHO TRUST SAPBW
SELECT INDUSTRIES SERVED

While this list is not exhaustive, a few industries SAPBW has served in the past include:

- Aerospace & Defense
- Airlines
- Postal
- EC&O (Engineering, Construction & Operations)
- Accounting
- Professional Services
- Petrochemical
- Insurance
- MRO (Maintenance, Repair & Overhaul)
- More…
OUR EXPERTISE – BUSINESS LINES

- SAP BW (25%)
- SAP BOBJ (17%)
- SAP PROJ MGT (17%)
- iOS APPS (9%)
- INBOUND MKTG (8%)
- EMBEDDED SYSTEMS (8%)
- STRATEGY MGT (8%)
- STAFFING SERVICES (17%)
## SAPBW SERVICES

<table>
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<th>SAP BW</th>
<th>SAP BOBJ</th>
<th>SAP PM</th>
<th>iPhone Apps</th>
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<tr>
<td><strong>SAP Business Warehouse</strong> (SAP BI/BW) is the name of the Business Intelligence, analytical, reporting and Data Warehousing solution produced by SAP.</td>
<td><strong>SAP Business Objects</strong> (BOBJ), is a software solution that provides performance management, planning, reporting, query and analysis and enterprise information management.</td>
<td><strong>SAP Project management</strong> is the discipline of planning, organizing, motivating, and controlling resources to achieve specific SAP project goals.</td>
<td><strong>A Mobile Application</strong> (or mobile app) is a software application (program) designed to run on smartphones (iPhone or Android), tablet computers and other mobile devices.</td>
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[Learn More >](#)  [Learn More >](#)  [Learn More >](#)  [Learn More >](#)
## Inbound Marketing

**Inbound marketing** focuses on creating quality content aligned with customer interest that pulls people toward your company and product. This inbound traffic can then convert, close, and delight over time.

### Learn More >

## Embedded Systems

**Embedded systems** are dedicated function computer systems often with real-time computing constraints. It is *embedded* as part of a complete device including hardware and mechanical parts.

### Learn More >

## Strategy Consulting

**Strategic Consulting** defines and analyzes the impact of strategic policies, plans, projects, programs and resource allocation set by top management on behalf of owners.

### Learn More >

## Staffing Services

**Staffing Services** is the process of acquiring, deploying, and retaining a workforce of sufficient quantity and quality to create positive impacts on an organization’s effectiveness.

### Learn More >
SAPBW SERVICES

SAP BW
- Datawarehouse Design and Implementation
- KPI Design

SAP BOBJ
- BPC (Business Planning & Consolidation)
- Budgeting
- Product Costing
- Financial Consolidation (IFRS experience).

SAP Project Management
- Greenfield
- Brownfield
- Upgrades

iPhone Apps
- Enterprise Applications
- Delivered as Consumer Grade Mobile Apps Using SAP Fiori

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SAPBW SERVICES

Inbound Marketing & Sales
- Inbound Lead Generation and Sales Consulting
- Sales Enablement
- Content Marketing

Embedded Systems
- Deep Automotive Industry Expertise

Strategy Management
- Balanced Scorecard Certified Consulting
- Blue Ocean Strategies

Staffing Services
- Recruitment, Staff Augmentation, Logistics

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INBOUND MARKETING CASE STUDY

Background
Startup fitness brand less than 3 years old. Had experienced rapid initial sales and marketing success. A celebrity driven brand, it had built its marketing platform on HubSpot and its sales platform on Salesforce.

Problem
Their sales had declined dramatically and they did not have the inhouse HubSpot expertise to fix it. I was hired to work on-site to diagnose the problem, make recommendations, then implement them.

Solution
I determined that though they had significant web traffic, their conversion funnel had broken due to technical design issues, as well as design approach problems. I also did a ‘quick look’ of all connected systems, including Salesforce, Five9, Zuora (Call Center), Shopping Cart, QuickBooks and their ERP systems.

Recommendations
I redesigned their entire marketing funnel, upped their blogging output to 2 times a day, in Spanish and English, and fixed what was broken with both HubSpot, Salesforce and Zuora. I also vastly increased use of customer video testimonials of which we received hundreds.

Outcome
Sales increased from $20,000 PM to $4,800,000 in 3 months

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