



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



TASNEEالتصنيع



Emirates



سكة حديد مصر تخدم تطلعات مواطني مصر في شتى المجالات



أدنوك
ADNOC

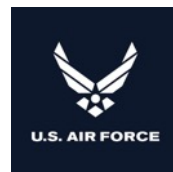


Boston
Scientific
Advancing science for life™

GraceKennedy
GROUP

DELPHI
Automotive Systems

سابك
sabk



TRANSFIELD
SERVICES

caprabo
con EROSKI



minto

Kellogg's

SAIC

Lenovo

HubSpot
CERTIFIED PARTNER

THAI

Brock

AJINOMOTO.

OAK
RIDGE
National Laboratory



مجموعة الفيصلية
Al Faisaliah Group

insight
communications

EGYPTAIR

SAP

SEE Sealed Air®



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



INBOUND MKTG



SAP BOBJ



EMBEDDED SYSTEMS



SAP PROJ MGT



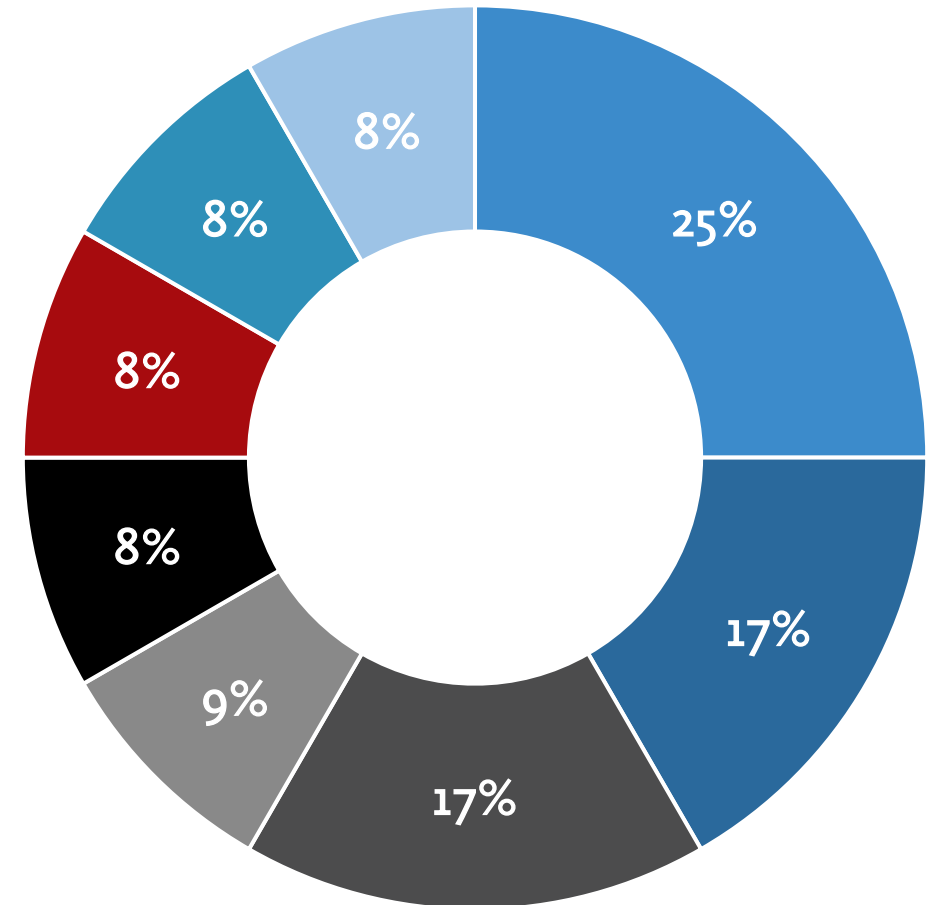
STRATEGY MGT



iOS APPS



STAFFING SERVICES



SAPBW SERVICES

SAP BW

SAP Business Warehouse (SAP BI/BW) is the name of the Business Intelligence, analytical, reporting and Data Warehousing solution produced by SAP.



[Learn More >](#)

SAP BOBJ

SAP Business Objects (BOBJ), is a software solution that provides performance management, planning, reporting, query and analysis and enterprise information management.



[Learn More >](#)

SAP PM

SAP Project management is the discipline of planning, organizing, motivating, and controlling resources to achieve specific SAP project goals.



[Learn More >](#)

iPhone Apps

A **Mobile Application (or mobile app)** is a software application (program) designed to run on smartphones (iPhone or Android), tablet computers and other mobile devices.



[Learn More >](#)

SAPBW SERVICES

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

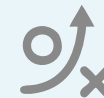
Embedded systems are dedicated function computer systems often with real-time computing constraints. It is *embedded* as part of a complete device including hardware and mechanical parts.



[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



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



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**



CONTACT US

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