

SAP BUSINESS BYDESIGN



codestone
INSPIRE · TRANSFORM · ACHIEVE

THE TRIGGERS OF CHANGE

DON'T LET GROWING PAINS STALL YOUR GROWTH

If your exciting, vision-driven company has grown at an unimaginable pace then it just goes to show you're doing a lot of things right! However, fast-growing companies all face very similar pains and challenges that relate to scaling a business.

SAP Business ByDesign is a Cloud-based ERP solution that has been specifically designed to help companies grow and maximise profits. It's a single application with a single interface, using everyday language with tips built in; it's a modular solution that allows you to start with what you need now and add more as you need it, when you need it. It's comprehensive, fully scalable and delivered as a managed service from the Cloud, enabling you to streamline processes, drive economies of scale and gain full visibility, allowing you to maintain control of your business.

With over 1100 organisations using SAP Business ByDesign, it provides you with a single business application that spans every function within your organisation. Modules include:

- Accounting & Finance
- Human Resources
- CRM
- Supply Chain Management
- Purchasing, Inventory & Distribution
- Business Insight





INTRODUCING SAP BUSINESS BYDESIGN

Imagine that you had a single business application that spanned every function within your business. From one report you could see sales pipeline, order history, profit margins on each line of business and a real-time view on your P&L and cash-flow. Imagine that you had a single source of data that seamlessly flowed through your processes, supply was perfectly aligned to demand, stock levels optimised and the order-to-cash cycles shortened.

Now imagine that your solution comes with process templates so it deploys quickly and inexpensively; that its pricing is subscription-based so you can afford it and that it can scale as you grow. Finally, place your solution in the cloud so that you or your subsidiaries can access it anywhere, from any device. Now you are imagining SAP Business ByDesign.

SAP Business ByDesign was specifically designed for mid-sized businesses to provide them with the power and control that they need to support growth. It is 'software as a service' so it's affordable, and it's modular so you only pay for what you need and can extend your solution capability as your business grows.

Unlike accounting packages, spreadsheets and basic ERP solutions, SAP Business ByDesign delivers a single application that covers accounting and finance, sales and customer management, purchasing and operations, manufacturing and packaging, inventory and distribution. It provides you with comprehensive reporting, analysis and business insight, and the icing on the cake is that your solution sits within the SAP Cloud so you get to grow your business on a foundation of rock-solid infrastructure and support.

SAP BUSINESS BYDESIGN

THE WHOLE IS MORE THAN THE SUM OF ITS PARTS

It's not just that SAP Business ByDesign provides best-in-class financials, supply chain, CRM, warehousing, etc. – it provides them all from within one system. What that means for SMEs like you is rich business intelligence and analytics capabilities to help you to gain more and better insight into business performance so that you can respond to market changes.

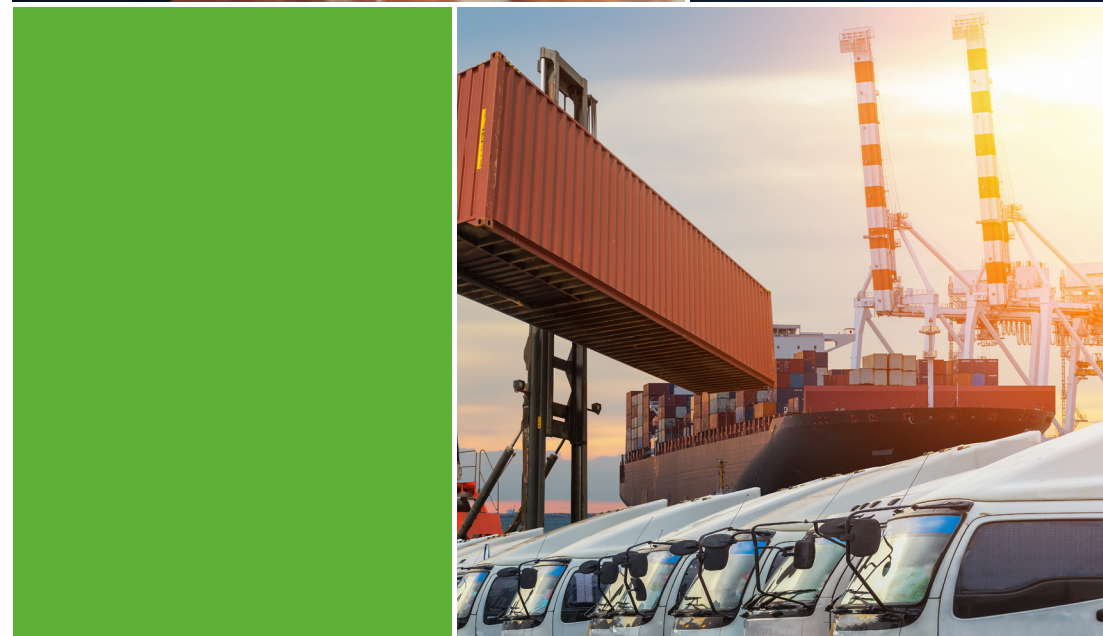
The SAP Business ByDesign solution enables SMEs to analyse the business whenever they need to, create what-if scenarios, drill down into granular details, and generate easy to understand graphics that will help you find ways to both save money and reveal additional revenue opportunities for example:

Use Case #1

For an FD in a UK £40m multi-site products company who spends excessive time on financial processing using siloed systems and applications, SAP Business ByDesign is able to provide a single view across the operation. The solution supports all sites because it is accessible in the cloud and brings all business units onto company-standard processes and reporting.

Use Case #2

A Professional Services company is able to increase utilisation and improve billing with SAP Business ByDesign. These companies often rely on disconnected systems and suffer from poor insight into business performance beyond individual projects. With a migration to an integrated solution, the company can manage every aspect of the services portfolio, allocating the right people to the right projects, allowing mobile workers to access the solution on any device from any location and delivering flexible and efficient billing to manage revenues more efficiently.





YOUR JOURNEY TO THE CLOUD

ITS EASIER THAN YOU THINK

Partnering with SAP

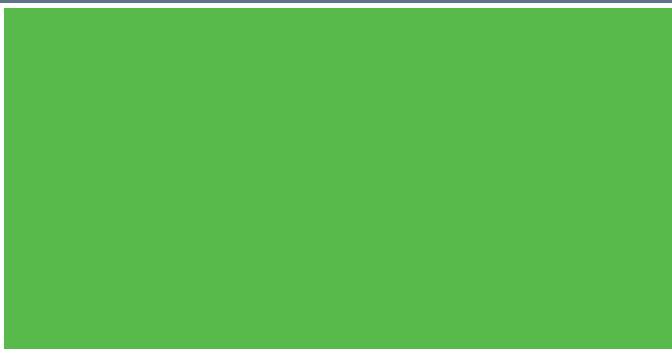
Your ERP solution will be hosted by SAP. For growing businesses like yours, this means the best of both worlds. You will enjoy levels of security, reliability and availability that have been engineered to support some of the worlds most complex organisations and, at the same time, you will have a solution that has been optimised for SME operations.

Once deployed, your SAP Business ByDesign solution will be supported and maintained directly by SAP. You will benefit from all of the latest hardware and software releases to ensure that your system runs smoothly. SAP will constantly monitor your solution to ensure that it stays running, and, if something does go wrong, the SAP Support team will be on the case to restore normal operations quickly and efficiently.

Partnering with Codestone

Your ERP solution will be implemented by Codestone. Our experienced consultants will use the best deployment methodologies to ensure that you get the most from SAP Business ByDesign. Your solution will be thoroughly documented and its implementation will be controlled with detailed project plans that clearly define roles, responsibilities and project governance.

Our solution specialists will then work with you through implementation, data migration, training, system testing and user acceptance testing. We will add value from our very first meeting, taking the time to understand your business and what you are looking to achieve and we will work quickly and efficiently to deliver the results you need.



ACCOUNTING & FINANCE

ENABLING YOU TO WORK YOUR WAY

SAP Business ByDesign provides you with a comprehensive set of integrated business tools to manage your company's accounts and financial matters, regardless of your unique structure or how your business evolves in the future.

As an integrated solution, SAP Business ByDesign enables you to place financial control at the heart of your business; core data is collected at source including sales forecasts, eCommerce orders, stock management and shipment information. As well as reducing administration tasks, this makes finance real-time and places you in complete control of your business.

Key capabilities provided include:

- Key accounting processes such as accounts receivable, accounts payable, cost centre management and fixed asset depreciation.
- Support of multi-currency, multi-country operations and relevant tax calculations.
- Manage banking and reconciliations including bank statements and payments.
- Set, track and control budgets as well as tracking project costs.
- A vast range of standard reports and the ability to quickly create customised reports on every aspect of your financials.

HUMAN RESOURCES

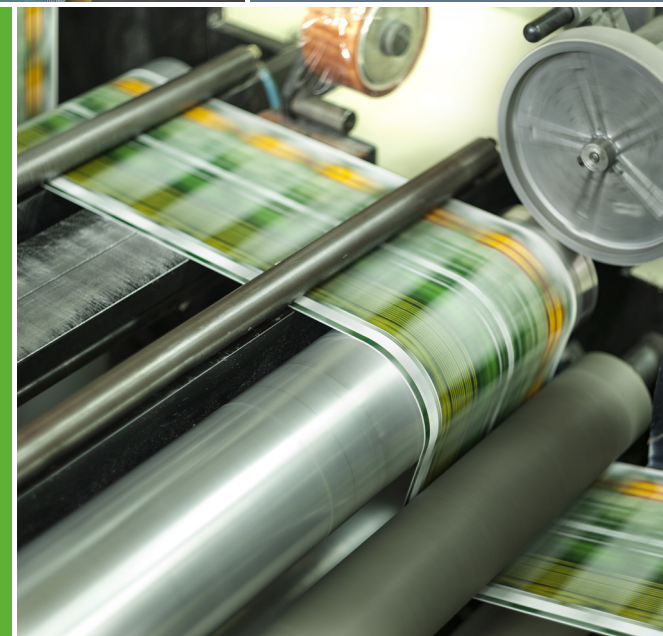
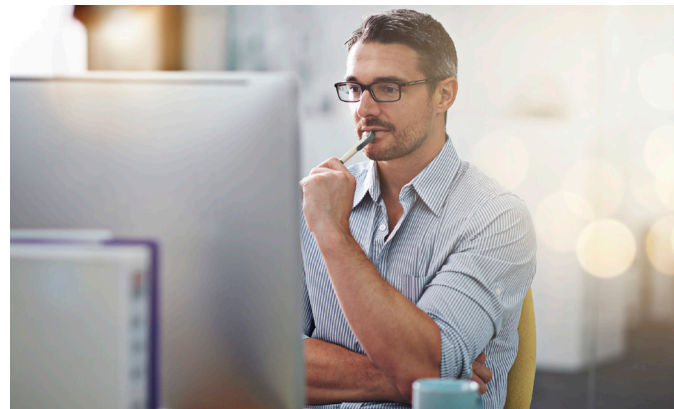
PROPEL WORKFORCE EFFECTIVENESS

With SAP Business ByDesign you can propel workforce effectiveness by simplifying human resource processes, and providing an integrated view of your organisation so that everyone can understand roles and responsibilities.

It allows you to streamline administration and integrate HR with projects, finance, procurement and service orders for complete time recording and expense management.

Key capabilities provided include:

- Simplification of employee on-boarding and ability to give employees and managers easy access to all relevant information.
- Support for multi-currency, multi-country operations and relevant tax calculations.
- More effective management of time-sheeting, expenses and compensation.
- Facilitate payroll processing and take advantage of interfaces for third-party payroll providers.





CUSTOMER RELATIONSHIP MANAGEMENT

MAXIMISING EVERY OPPORTUNITY

SAP Business ByDesign provides you with an integrated sales and customer relationship management capability enabling you to not only gain visibility of your entire sales cycle, but to analyse customer buying patterns and introduce initiatives to maximise every opportunity.

Placing structure around how you manage customer relationships enables you to focus on marketing activities and measure their outcomes. This means that you generate a better understanding of your customers and their needs and that your more accurate demand forecasts can be aligned with production and/or stock levels.

Key capabilities provided include:

- Capture and hold key customer data consistently in one place including full contact details and contact history.
- Create, manage and analyse marketing activities and their impact.
- Track opportunities from initial contact through to closure.
- Capture and analyse the performance of your sales team.
- Quickly and easily analyse customer buying history and trends.

SUPPLY CHAIN MANAGEMENT

BRIDGING THE GAP BETWEEN PLANNING AND EXECUTION

With SAP Business ByDesign you can bridge the gap between planning and execution through seamless integration of information and communication. It allows you to configure a supply chain that works best for you, and then to establish plans that will help best match supply to forecasted demand.

Key capabilities provided include:

- Improvement of supply chain effectiveness with better supply-demand matching, as well as increased flexibility by streamlining collaboration with customers and suppliers.
- Accelerate the time to market and ensure product design meets customer specifications.
- Get a clear view of your supply networks and layouts for supply chain modelling.
- Enable full control of material flows with an exception-driven approach to procurement planning.
- Enhance manufacturing, warehousing, and logistics by efficiently produce high quality products, better manage production, and automate related processes.
- The analysis tool adds real-time transparency, allowing immediate and on time action to be taken, further increasing efficiency and in turn, profitability.





PURCHASING, INVENTORY & DISTRIBUTION

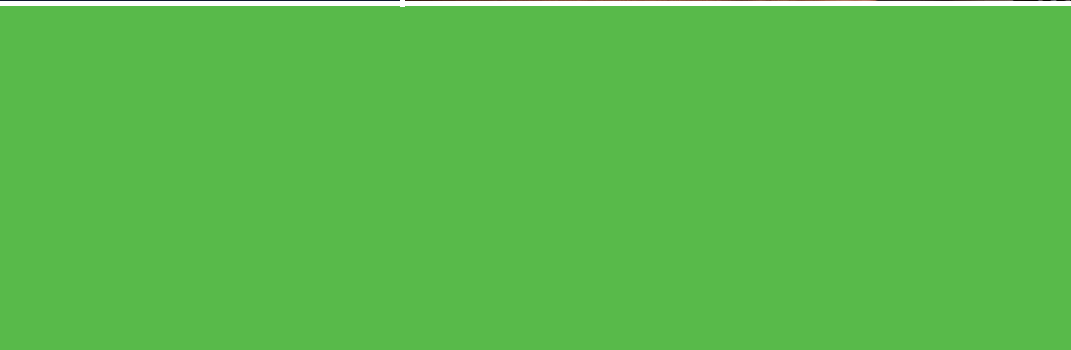
CONTROLLING THE COSTS OF DOING BUSINESS

SAP Business ByDesign enables you to fully control the operating costs of your business from the cost of goods through manufacturing and packaging processes, inventory levels and distribution. By understanding your business at each step, you are able to clearly identify where costs can be reduced and areas of your supply chain where efficiency gains can be made.

By utilising a single system that seamlessly flows data across processes, you no longer have to rely on historical reports, but gain visibility of key business metrics in real-time enabling you to address issues as they arise.

Key capabilities provided include:

- Control and track purchases from order to payment.
- Fully manage stock from receipt through warehouse bin location and delivery.
- Manage production and material requirements planning.
- Simplify processes such as batch control, bills of material and returns.
- Analyse costs and profit margins.



BUSINESS INSIGHT

DELIVERING YOU ACTIONABLE INTELLIGENCE

By placing SAP Business ByDesign at the heart of your business, you instantly gain a single source of information relating to every part of your operation. It connects the dots for you and provides you with an end-to-end perspective of your business performance.

Big Picture/Detailed Picture – SAP Business ByDesign provides you with joined-up analysis across your entire business; it enables you to see the big picture and big trends within your business, but then to drill down on each specific area to see its contribution and performance. Such connected reporting enables you to quickly identify and focus on what is important to you.

Actionable Intelligence – The unprecedented level of intelligence delivered from SAP Business ByDesign provides you with the insight you need to better manage your operation on a day to day basis. It not only highlights the trends, but enables you to identify the root cause, or what we refer to as actionable intelligence. What is more, by having this intelligence available to you in real-time, you can act immediately on issues affecting your business.



WANT TO SEE WHAT WE CAN DO

TALK TO US

If you're considering making the step into the ERP world with SAP Business ByDesign and looking for a partner who can help you maximise your investment, we would love to talk to you. The best way to truly understand how we tick and the value we can add is to speak with one of our consultants. They will take the time to understand your business needs and will offer you advice on how best to meet your business requirements, enabling you to maintain control and focus on continuous growth.

You can contact the team at Codestone in three ways:

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