

GROW YOUR BUSINESS WITH SAP® Business ByDesign™

INCREASE REVENUE AND CUSTOMER LOYALTY

Small businesses and midsize companies need to ensure growth while conducting business in a smart, lean, and cost-effective way. In an increasingly global economy, that means streamlining customer-facing business processes while scaling them across organizational boundaries and international borders. Laying the foundation for growth means replacing stand-alone software applications or manual business processes with enterprise-class solutions that help lead to more effective demand generation, sales execution, and service delivery. However, deploying sophisticated software often involves a trade-off: preserving capital while ensuring the best solution for managing your business challenges. Fortunately, SAP, a world leader in business software, makes that decision easier.

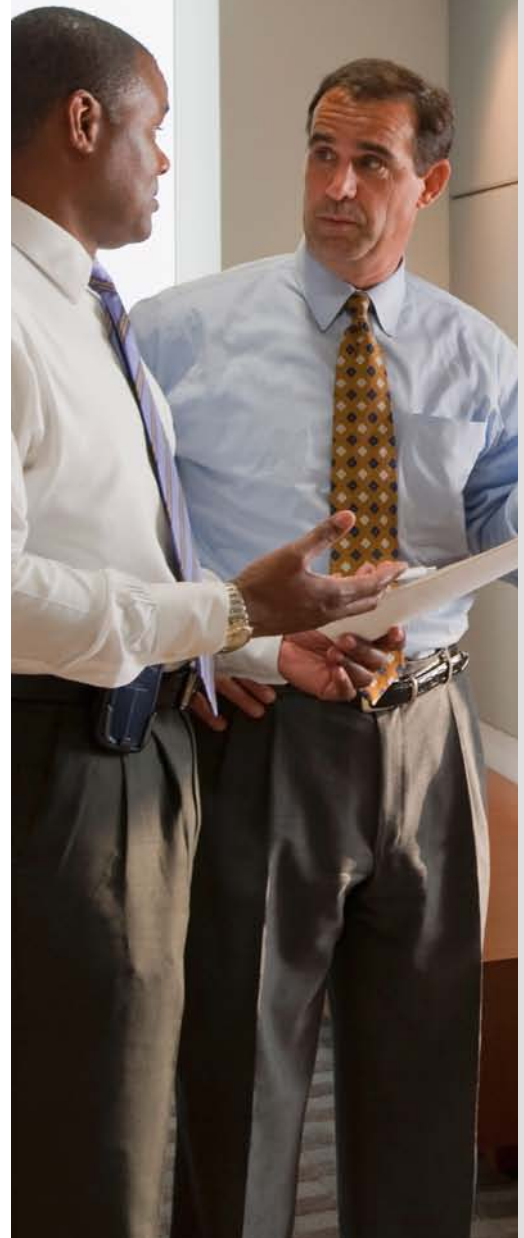
Designed specifically for high-growth small businesses and midsize companies, the SAP® Business ByDesign™ solution is the most complete, fully integrated business solution delivered on demand. The solution addresses the needs of growing small businesses and midsize companies by providing the functional depth of a large-scale business management solution. SAP Business ByDesign is managed, monitored, and maintained by SAP experts in world-class data centers. We take care of the maintenance and installation of upgrades, so you can focus on your business and avoid the added cost and

complexity of an IT infrastructure and staff. In addition, we provide you with the certainty and trust that come from our financial strength and global leadership in business applications.

The customer relationship management (CRM) functionality in SAP Business ByDesign provides companies like yours with better visibility across your marketing, sales, and customer service processes. It helps you efficiently generate leads, improve conversion rates, and manage all stages of the sales cycle – leading to more effective opportunity management, higher deal closure rates, and increased revenue. It also enables you to provide customer service quickly, satisfactorily, and cost-effectively.

In addition to driving improvements to your company's sales performance, the CRM software in SAP Business ByDesign delivers critical insights to your customer-facing personnel in the field to improve their success. The software includes embedded analytics that provide the visibility needed to execute marketing campaigns, optimize sales performance, and monitor customer service more effectively and with fewer resources. By transforming your integrated information into insight and streamlining your sales and service processes, SAP Business ByDesign can help your company become a best-run business.

Growing your business requires maximizing revenue and maintaining customer loyalty. The SAP® Business ByDesign™ solution provides the marketing, sales, and customer service functionality for managing the full customer relationship lifecycle – enabling you to build loyalty and grow revenue more effectively.



Marketing Management

Successful marketing campaigns require the ability to segment your customer and prospect data based on defined attributes to create different target groups. SAP Business ByDesign helps you manage your campaigns by targeting the specific segments that meet your particular company profile. Your marketing professionals can execute more effective direct marketing campaigns to specific prospects or customer groups using multiple channels such as e-mail, letter, or fax. In addition, SAP Business ByDesign enables you to manage responses, qualify them, and hand over leads to the sales team more quickly. To help ensure your marketing campaigns yield the best results, built-in analytics allow you to monitor and measure campaign effectiveness using the key performance indicators you define.

Sales Management

The SAP Business ByDesign solution provides sales representatives and managers with the tools they need to be more efficient and effective. Its account and activity management functionality provides comprehensive visibility into all aspects of the sales cycle, enabling your team to better manage sales leads and opportunity pipelines. With centralized access to critical information, your sales team can better manage interactions with customers and prospects, identify cross-selling and up-selling opportunities, verify product availability, provide quotes, and process sales orders. Built-in analytics

and predefined reports provide an individual or consolidated view of sales pipelines in real time – accelerating the sales cycle by enabling your team to focus on opportunities with the highest potential. SAP Business ByDesign also helps your sales professionals easily create, manage, and analyze sales plans, target groups, and forecasts. Sales representatives can gain a comprehensive view into each customer and its potential, while managers can analyze the overall effectiveness of sales teams and their strategies.

Product and Service Information

To sell more effectively, your sales representatives need comprehensive, instantly available information about your products and services. SAP Business ByDesign provides this information along with price lists, enabling you to establish flexible pricing policies that field sales people can access to create customer quotes and orders. By automatically applying and enforcing prices and discounts on all customer quotes and orders, the solution helps you gain better control over pricing to maintain acceptable margins. The solution also supports a workflow-based approval process that routes orders to the appropriate sales managers to improve control over quote and order processing. In addition, integrated analytics enable you to generate reports on new or changed products and services, as well as gather key information such as return rates and best-seller status to help fine-tune marketing and sales strategies.



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Customer Invoicing

Timely and accurate invoicing is essential to ensure prompt payment from your customers and provide a healthy cash flow to your business. SAP Business ByDesign supports the full lead-to-cash cycle by enabling sales people to create customer invoices after goods and services are delivered. Once created, invoice documents are automatically routed to your accounting staff for processing. The solution simplifies invoice processing by controlling document flow and providing audit trails for your

accounting staff. To optimize efficiency, the solution also provides flexible invoicing options such as the automatic generation of recurring invoices and allows you to create invoices individually, collectively, or automatically during periodic invoice runs.

Customer Service

SAP Business ByDesign enables your organization to offer customer service that differentiates it from the competition and maintains a high degree of customer satisfaction. The solution helps increase the effectiveness of your service agents with a fully integrated customer service experience that combines data from multiple sources. With a comprehensive view of customer information, agents can make better decisions and provide superior service that meets your customers' expectations.

The solution also increases your call-center effectiveness through robust computer telephony integration. Inbound service calls are routed to SAP Business ByDesign, which allows the service agent to immediately identify the calling party and look up the account information or contact history. The solution provides timely information that enables your service representatives to answer customer queries and resolve issues quickly. For example, it maintains a repository of common customer problems and potential resolutions that service agents can access online while interacting with the customer. Agents can search for information such as procedures, frequently asked questions, repair tips, and articles

about previous solutions. In addition, employees can track the progress of customer service requests from creation to resolution and attach pertinent information such as electronic documents to a customer's service record or account to further speed resolution.

Field Service and Repair

By managing service requests, SAP Business ByDesign helps ensure that your organization meets customer service levels and delivers service in a timely manner. The solution helps prioritize employee workloads; determines the type, amount, and availability of resources required to resolve a particular issue; and provides an estimated time to complete the service. It also tracks service-call status and automatically alerts the responsible employee or escalates the issue to management when it exceeds targeted resolution times. Powerful integrated analytics provide actionable information that enables your service managers to track performance against objectives. You also can track metrics such as service-call resolution rates, order volumes and backlogs, associated costs and revenues, daily service delivery averages, compliance with service-level agreements, open versus completed service orders, and closure rates. This information can help you identify issues and make service delivery improvements.

Mobility

SAP Business ByDesign empowers field employees by delivering timely information to their mobile devices.

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It also enhances their productivity by enabling them to perform many tasks. For example, field sales representatives can access their accounts and contacts, view opportunities, check product availability, and process sales orders. Meanwhile, field service representatives can receive service orders, confirm their receipt, and update the status remotely when the service is completed. With the solution's mobile routing functionality, you can dispatch service representatives to the next service location, minimizing delays and costs. SAP Business ByDesign supports a wide range of mobile platforms such as the Blackberry, iPhone, and iPad to help ensure that your customer-facing employees are never out of touch.

For More Information

To learn how SAP Business ByDesign can help support customer relationship management processes that span marketing, sales, and service activities, please contact your SAP representative or visit www.sap.com/businessbydesign.

Summary

From market development to lead generation, from sales to service delivery, the SAP® Business ByDesign™ solution helps your company execute best-run sales, service, and marketing strategies and programs. It provides comprehensive customer and product information and helps you manage sales opportunities, close them more quickly, and ensure quality customer service.

Business Challenges

- Grow revenue from new and existing customers
- Provide up-to-date and complete customer information to your employees
- Execute more effective marketing and sales campaigns
- Improve pipeline management and focus on closing the most promising opportunities
- Cross-sell and up-sell products and services more effectively
- Shorten sales cycles
- Optimize and streamline customer service processes and ensure consistent customer interactions while meeting performance objectives and service commitments

Key Features

- **Marketing** – Execute campaigns targeting specific prospects or customer groups to optimize marketing effectiveness
- **Sales** – Manage leads and opportunities more effectively, close them more quickly, and create more accurate forecasts
- **Service** – Provide a single, complete view of customer information, enabling your organization to provide consistent interactions, achieve performance objectives, and meet service commitments
- **Analytics** – Gain real-time visibility across sales, service, and marketing processes and facilitate better decision making

Business Benefits

- **Maximize revenue and profitability** by focusing resources on prospects with the greatest potential and driving follow-on sales from existing customers
- **Help ensure loyalty and future business** through superior customer service, better understanding of customer needs, and timely and satisfactory service delivery
- **Improve decision making** through increased visibility into all marketing, sales, and service activities

For More Information

To learn more about how SAP Business ByDesign can help you strengthen your customer relationships, please contact your SAP representative or visit www.sap.com/businessbydesign.

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