SAP Solution Brief
SAP Services

SAP Custom Development

SAP® CUSTOM DEVELOPMENT

SUPPORTING INNOVATION IN THE HIGH-TECH INDUSTRY

The SAP® Custom Development organization offers a full range of custom development services and previously developed, field-proven software solutions available for resale. These solutions support your specialized high-tech industry business processes and help you innovate and differentiate your company.

High-tech companies are facing tremendous challenges. OEM, semiconductor, software, medical device, solar technology, and electronic equipment manufacturing companies need to deliver groundbreaking new offerings to demanding customers. As hardware products become virtual commodities, you must differentiate yourself through software- or service-based solutions, many of which are intensely complex and involve critical intellectual property. With increasingly short product lifecycles and rapid obsolescence, you need to consistently innovate, closely collaborate with partners, work in tightly integrated processes, and rapidly adopt new solutions. And to stay cost competitive, you must effectively manage resources and assets and optimize outsourced processes across global value chains.

That's why the choices you make in technology are so critical. You need solutions that are innovative, allow you to take advantage of new market opportunities, and address ever-changing and highly specialized, subvertical requirements. These solutions should build on a well-defined, standard platform that helps you minimize business risk, fully leverage your existing technology investment, and reduce your operating costs. And by enabling you to rapidly adopt new technologies – such as mobile applications and in-memory analytics – your solutions should address today's needs and help you adapt to tomorrow's challenges.

Custom-developed legacy systems may meet the essential needs of your business today but lack the upgrade and integration path to serve as cost-effective solutions for the future. Standard solutions are important, but your competitive advantage lies in unique business processes that standard solutions cannot capture.

To meet these needs, the SAP® Custom Development organization offers a comprehensive range of flexible development, support, and project management services that deliver custom solutions. We also offer previously developed, field-proven industry solutions that are available for resale. These solutions help you address highly specialized business needs, open or penetrate new markets, and drive new revenue streams. Included in our broad portfolio of offerings are services to help you:

- Extend or enhance your existing SAP for High Tech solutions
- Build completely new and innovative business solutions
- Migrate legacy solutions to the SAP NetWeaver® technology platform
- Protect your SAP custom solutions and minimize risk during upgrades
- Leverage new technologies to build solutions that can differentiate your business from the competition

Differentiate Your Business Using Our Proven Expertise

For more than 20 years, SAP has served as the trusted business partner of high-tech companies around the globe – developing, delivering, and maintaining unique mission-critical solutions quickly, efficiently, and cost-effectively. As a result, SAP experts possess deep high-tech industry expertise, enabling us to provide the specific custom development

services you need to differentiate your high-tech company. SAP Custom Development collaborates closely with the standard development teams behind the SAP for High Tech solution portfolio and closely aligns our custom-built solutions with the overall release strategy for SAP solutions.

Services and solutions offered by SAP Custom Development not only support your ongoing innovation but also help increase the return on your standard SAP investment by leveraging existing software, hardware, and people. You can deploy these solutions on premise, on device, and on demand. They can run as stand-alone solutions or as part of your SAP software environment.

Deep Industry Knowledge

SAP Custom Development delivers expertise to help high-tech companies around the world evolve into service providers, manage innovation, and support value chain transformation. This expertise helps a wide variety of customers, including:

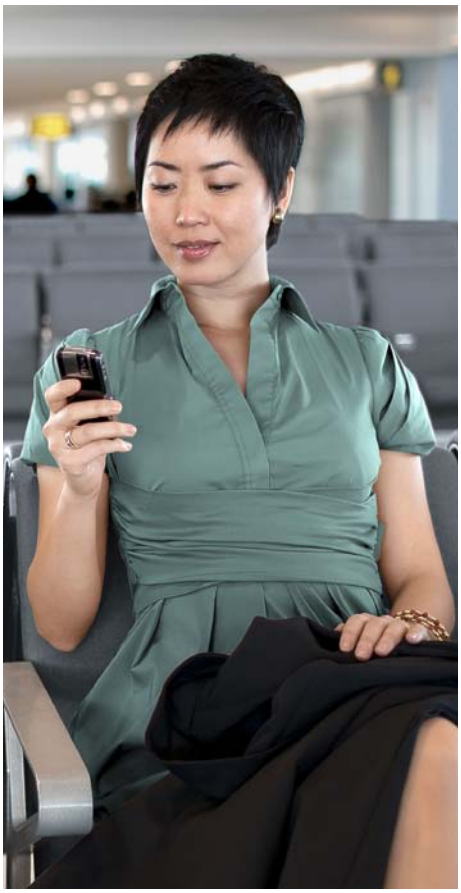
- OEM and software companies requiring strong product configuration and pricing features to support their transformation into solution providers
- OEMs and medical device manufacturers that need offline functionality for solution configuration
- Manufacturing-driven and semiconductor businesses that need to further integrate their value chain to collaborate on direct sourcing with suppliers, share external data, optimize supplier relationship management, and utilize product-design-cost-estimation functionality in the SAP ERP application
- Organizations in consumer electronics – especially mobile device manufacturers – that need mobilized global processes to support innovation or need to provide mobile users with access to standard SAP software

Previously Developed Solutions

SAP Custom Development offers previously developed high-tech solutions that are available for resale. These solutions can help you meet specific business requirements quickly and cost-effectively.

The SAP Multiresource Scheduling application helps ensure your customers get the right service at the right location and the right time. For high-tech companies that have service, plant maintenance, and project businesses, this software can help you reduce cost and increase satisfaction by optimizing resource utilization. Using an intuitive graphical planning board, the application allows you to plan, monitor, and assign service requests to staff and service resources.

The SAP Trade Promotion Optimization application for consumer electronics helps you leverage intuitive planning features and optimize commodities purchasing. The software's advanced predictive modeling functionality helps you determine optimal prices and merchandising choices based on your business goals and objectives. The software also helps you assess the revenue, volume, and profitability potential of planned trade promotions based on proposed promotional variables, including promotion period and vehicles, products, and price points.



The SAP Custom Development organization offers a comprehensive range of flexible development, support, and project management services that deliver custom solutions.

An order-engineering workbench tool helps order engineers create and modify a sales order bill of materials (BOM) more quickly and conveniently. You can use the software to support versioning of sales order BOMs, enabling simple rollbacks. By modifying existing sales order BOMs, you can process refurbishment orders more quickly. With this tool you can enhance the cost-effectiveness of sales order engineering and increase customer satisfaction.

Bundled Skills and Execution

SAP Custom Development has hubs staffed with skilled, experienced personnel who help you meet your unique requirements by providing validated custom solutions. The hubs offer development services to address online and offline product and solution configuration, and services that help you optimize the Internet pricing and configuration functionality of SAP for High Tech solutions. The hubs also offer support for developing and supporting mobile applications on top of the SAP NetWeaver Mobile component or Sybase® Unwired Platform.

SAP Custom Development hubs work collaboratively with SAP product development teams. To provide added value, the teams use a joint engagement model to create a defined alignment and assign the right expertise to specific solution areas. This shared responsibility results in superior software and services that help you meet your goals.

Get Delivery and Support Backed by Our Global Network

SAP Custom Development helps you seize market opportunities and respond dynamically to new business challenges by developing unique custom solutions based on your SAP NetWeaver technology platform. Whether you need to extend and enhance an existing SAP solution, or build an innovative new application, SAP Custom Development provides high-quality custom solutions tailored to your business needs.

With SAP Custom Development as a partner, you're leveraging decades of experience in the creation of mission-critical business solutions. With our extensive high-tech development expertise and access to more than 12,000 standard SAP developers worldwide, SAP Custom Development is able to execute projects of all sizes and deliver immediate value.

Development architects, project managers, and developers are located in 10 development centers around the world. These experts can provide you with access to a well-balanced mix of on-site and remote project team members who work in your time zone and speak your language. With these resources, we can offer flexible services that meet your needs at optimal delivery costs.

With this world-class global delivery model, we are well-equipped to create solutions – on time and within budget – that adhere to the quality standards of all SAP software. We also provide continuous maintenance services, protecting your investment throughout the lifecycle of your custom solution and lowering your ongoing maintenance costs.

Enable Innovation for Competitive Advantage

Using services from SAP Custom Development can help you:

- **Innovate skillfully** – Our expertise, tools, and custom solutions – for both standard and mobile applications – help you adopt new technologies early and reduce time to market.
- **Enhance your adaptability** – Unique, custom-developed solutions help you respond flexibly to industry change and turn cost pressure into competitive advantage.
- **Increase your ability to differentiate your company** – Specialized solutions meet the needs of specialized sub-vertical processes with quality and expertise.
- **Protect your solution investment** – Our custom support offerings can protect your solution over time, mitigate risk during upgrades, and leverage your existing SAP support infrastructure.
- **Improve your return on investment** – Custom and previously developed solutions help you maximize the value of your SAP investments by leveraging your existing software, hardware, and people.

Services and solutions offered by SAP Custom Development not only support your ongoing innovation but also help increase the return on your standard SAP investment by leveraging existing software, hardware, and people.

Find Out More

To learn more about how SAP Custom Development can help your high-tech business, call your SAP representative today or visit us on the Web at www.sap.com/services/customdev.

QUICK FACTS

www.sap.com/contactsap

Summary

To stay ahead of the competition, you need software solutions that support your unique high-tech business processes. The SAP® Custom Development organization, part of the SAP Services organization, offers a comprehensive, flexible range of custom development services and previously developed solutions.

Business Challenges

- Respond rapidly to demanding, better-informed customers and shifting market needs
- Keep pace with new markets and changing consumption patterns and methods
- Adapt to increased sourcing pressure, especially through cost cutting and global sourcing
- Understand and deploy new technologies ahead of the competition
- Manage compliance and risk issues, such as green IT and commodity price fluctuations

Key Features

- **Development services** – Create customer-specific solutions that support innovation while increasing your return on your standard SAP investment by leveraging existing software, hardware, and people
- **Previously developed solutions** – Address highly specialized business needs, open or penetrate new markets, and drive new revenue streams
- **Continuous support services** – Protect your investment throughout the lifecycle of your custom solution and help lower your ongoing maintenance costs

Business Benefits

- **Quicker time to market** with custom innovation that enables early technology adoption
- **Enhanced adaptability to industry change** through unique solutions that help turn cost pressure into competitive advantage
- **Increased differentiation** by supporting specialized subvertical processes with quality and expertise
- **Investment protection** that helps you mitigate risk during upgrades and leverage your existing SAP support infrastructure
- **Increased return on investment** through custom and previously developed solutions to maximize the value of your SAP investments

For More Information

To learn more about how SAP Custom Development can help your high-tech business do more, call your SAP representative today or visit us on the Web at www.sap.com/services/customdev.

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