SAP Solution Brief
SAP Solutions for Small Businesses and Midsize Companies

SAP Business All-in-One

Improving CRM Processes with SAP® Business All-in-One Solutions

Quick Facts

Summary

The customer relationship management (CRM) functionality in SAP® Business All-in-One solutions can help you improve your marketing, sales, and service processes, from generating a lead to closing a deal and servicing, supporting, and retaining your customers.

Business Challenges

- Identify, acquire, and keep the right customers
- Improve sales performance
- Provide better products, services, and support than competitors
- Make the right information available at the right time to your employees
- Streamline CRM processes

Key Features

- **Marketing, sales, and service** – Align marketing processes, develop and retain profitable relationships, and improve service operations
- **Interaction center** – Create a strategic delivery channel for marketing, sales, and service efforts
- **Analytics** – Gain real-time visibility of key performance indicators using embedded analytics
- **Employee-friendly features** – Enable employees to quickly adapt the technology to their needs
- **CRM and enterprise resource planning integration** – Simplify your IT landscape

Business Benefits

- **Increased revenue** due to improved customer loyalty, increased wallet share, acceleration of new products to market, and closing of more sales
- **Enhanced customer satisfaction** from streamlined, integrated CRM and enterprise resource planning processes
- **Improved decision making** through 360-degree visibility of customer data
- **Higher employee productivity** as a result of increased order accuracy, reduced volume of customer calls, and decreased billing disputes

For More Information

Visit www.sap.com/businessallinone or contact your SAP partner.

SAP Business All-in-One

The customer relationship management (CRM) functionality in SAP® Business All-in-One solutions supports end-to-end marketing, sales, and service processes – tailored specifically to midsize and quickly growing small companies and integrated with the enterprise resource planning functionality found in SAP Business All-in-One solutions.

GROW YOUR BUSINESS, EMBRACE NEW CHALLENGES

Your company is growing quickly, and with rapid growth come new opportunities. For example, the processes that worked so well when your company was smaller must now be more efficient to manage your growth. You are focused on streamlining these processes to cut costs and eliminate errors. You want to make sure your employees have the information they need to do their jobs. As you expand your customer base, your objective is still to identify, acquire, and retain the right customers – and meet your new sales targets. You are determined to differentiate your company and continue to provide better products, services, and support than your competitors.

By extending your SAP Business All-in-One solution with additional customer relationship management functionality, you can support end-to-end marketing, sales, and service processes in your organization. The CRM functionality in SAP Business All-in-One solutions supports a range of CRM processes, from generating a lead to closing a deal and servicing, supporting, and retaining your customers. The functionality is based on the SAP Customer Relationship Management (SAP CRM) application and is built on the SAP NetWeaver® technology platform.

With the CRM functionality, you can perform a variety of business processes that help drive growth, maintain operational excellence, and enhance competitive agility as you improve customer relations.

SUPPORT END-TO-END CUSTOMER RELATIONSHIP MANAGEMENT

The CRM functionality in SAP Business All-in-One solutions helps midsize companies take their customer relationships to the next level in several areas.

Marketing – Align marketing processes, drive customer demand, and increase marketing ROI using functionality that helps you better manage your marketing resources, marketing calendars, target groups, campaigns, and leads.

Sales – Acquire, grow, and retain profitable relationships with functionality that helps you better manage your sales territories, accounts, contacts, activities, leads, opportunities, and pricing.

Service – Drive service revenue and profitability with functionality that helps you better manage service requests, service orders, contracts, complaints and returns, installed-base assets, warranties, resource planning, and time recording.

Interaction center – Maximize customer loyalty, cut costs, and boost revenue by transforming your customer interaction center into a strategic delivery channel for marketing, sales, and service efforts across all touch points. Effectively handle activities such as e-mail, telemarketing, telesales, customer service, and IT support.

Analytics – Get real-time visibility from embedded dashboards and reports of key performance indicators for sales, service, and marketing. Make quick and effective decisions, generate and convert more leads, track opportunities, and close more deals.

UNIFY AND SIMPLIFY

The CRM functionality is integrated with the enterprise resource planning (ERP) functionality found in SAP Business All-in-One solutions to simplify your IT landscape. SAP Business All-in-One solutions are based on the SAP ERP application and support core business processes in a range of industries. These processes include financials, procurement and logistics execution, product development and manufacturing, and human capital management. Integration provides several benefits.

Support for end-to-end business processes – Complete a process from beginning to end. For example, create an opportunity with the CRM functionality and convert it directly into a quote, and later into an ERP sales order – complete with product, pricing, billing, and delivery.

Increased visibility – Centralized data and built-in business analytics help maintain "one version of the truth," providing a 360-degree view of the customer.

Reduced implementation time and lower total cost of ownership – The CRM functionality is preconfigured for the midmarket to facilitate fast implementation. It can reside on the

same server as the ERP functionality to reduce deployment cost.

Quick adoption, increased productivity, and fewer errors – With an integrated software landscape and a common desktop environment, employees have fewer new features to become acquainted with, plus they save time and increase their accuracy due to elimination of manual data reentry from one software system to another.

DRIVE ADOPTION AND IMPROVE PRODUCTIVITY

The CRM functionality in SAP Business All-in-One solutions improves the productivity of marketing, sales, and service professionals, as well as of managers, executives, and administrators.

Employee-friendly design – Intuitive Web-like features, online tutorials and help, and advanced search functionality accelerate adoption and reduce the need for formal training.

Intuitive navigation – Quick links to key data, snapshots of recent records, key reminders and alerts, screen personalization, and advanced search functions help employees perform daily tasks more efficiently.

Groupware integration – Integration with desktop tools (such as IBM Lotus Notes and Microsoft Office) lets employees manage their activities and communications more effectively, at any time and any place. Employees can synchronize tasks, appointments, and e-mail correspondence and export customer and opportunity lists to Microsoft Excel for analysis.

FOCUS ON YOUR BUSINESS – AND YOUR CUSTOMERS

With CRM functionality in SAP Business All-in-One solutions, you can help your organization focus on your customers and gain key business benefits.

Drive growth – Increase revenue by improving customer loyalty, increasing wallet share, accelerating new products to market, and closing more sales. Launch new products more quickly. Deploy new channels to reach new customers, concentrate on underserved segments, and penetrate new markets. Help your sales teams focus on strategic tasks as you increase win rates and convert more leads into sales.

Maintain operational excellence – Improve efficiency and effectiveness with support for streamlining end-to-end business processes, enhancing service levels, and cutting costs and errors. Shorten cycle times, increase order accuracy, reduce the volume of customer calls, decrease billing disputes, and lower inventory costs with better order-to-cash processes.

Enhance competitive agility – Respond more quickly to change, enhance customer experiences, and differentiate your company from your competitors. Respond quickly to changing market conditions and customer demands by adapting your business processes. Quickly launch new initiatives to speed time to market. Align your channels with your customers' interaction needs and preferences to maintain consistency and convenience across all customer touch points. With complete customer insight, you can drive innovation that differentiates your products and services.

FIND OUT MORE

SAP Business All-in-One solutions are designed for midsize or quickly growing small companies that need to optimize their business and outperform their competition. For companies that want to focus on operational excellence, business agility, and customer intimacy, the solutions provide in-depth functionality for running the entire business efficiently, with support for the specialized best practices of their industry. SAP Business All-in-One solutions give companies an integrated view of their business and easily scale and adapt to meet changing needs. Deploying an SAP Business All-in-One solution is affordable and predictable, with minimal business disruption and fast time to value.

To learn more about SAP Business All-in-One solutions and the additional CRM functionality, visit www.sap.com/businessallinone or contact your SAP partner.

Help your sales teams focus on strategic tasks as you increase win rates and convert more leads into sales.

www.sap.com/contactsap

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