Data One: Accelerating Sales and Expanding Market Reach with SAP® Business ByDesign®

How did SAP partner Data One GmbH bring additional value to customers while **expanding its market reach and brand awareness**? In addition to becoming an SAP-authorized reseller, Data One develops add-ons to the SAP® Business ByDesign® solution. With these offerings, Data One helps customers meet their business challenges using innovative, on-demand technology solutions.

Executive overview

Company
Data One GmbH

Headquarters
Saarbruecken, Germany

Products and Services
IT consultancy services and software applications

Partner Solutions Based on SAP® Business ByDesign®
Mobile Projects, Planning Table for Services, Alternative Business Forms, integration with Microsoft SharePoint

Employees
60

Web Site
www.dataone.de

The partner's top objectives
- Create cutting-edge technology solutions that deliver tangible added value to customers
- Help customers professionally manage their businesses with high-quality, functionally rich software solutions
- Develop intuitive, cost-effective, on-demand, technology-based solutions for small businesses and midsize companies

Why partner with SAP
- Long-term successful partnership with SAP
- Unparalleled ability of SAP to bring on-demand software solutions to the small and midsize enterprise market

Why SAP Business ByDesign
- Early opportunity to become leading partner for the SAP® Business ByDesign® solution, supporting deliberate strategy to help small and midsize customers while building on deep expertise in development of add-on applications
- Sophisticated software development kit that enables creation of add-on applications for SAP Business ByDesign
- Perfect fit of on-demand solution with strategy to support customer requirements

The key achievements
- Accelerated sales through the SAP Business ByDesign solution program for partners
- Expanded market reach and brand awareness, using the SAP Business ByDesign solution program for partners
- Developed profitable add-on solutions with limited development effort

Executive overview

Partner objectives

Customer success

Partner success

Program for partners

Thinking big by partnering with SAP

Data One GmbH is an IT consultancy and development firm based in Saarbruecken, Germany. With an integrated approach to process- and technology-driven consulting services, the company provides advice on technology platforms and business solutions. Data One also develops software, including applications for the SAP® Business ByDesign® solution.

Using agile methods for consulting and development, Data One strives to deliver high-quality, sustainable solutions that create added value for its customers. A long-time SAP collaborator, Data One saw an opportunity to meet the needs of smaller customers by becoming an early participant in the SAP Business ByDesign solution program for partners.

"SAP is a world-leading provider of enterprise applications, so we knew that SAP Business ByDesign would deliver professional-scale software," explains Matthias Bender, head of customer relations and business development. "The on-demand deployment model is a perfect fit for our small and midsize customers."

As one of the first partners in the program, Data One contributed its expertise and helped shape the SAP Business ByDesign solution. In addition to becoming a reseller of the solution, Data One has also developed several new add-ons, such as Mobile Projects and Planning Table for Services. These add-ons are available in SAP Store and can be quickly deployed to new customers.

"SAP Business ByDesign is tailored to meet the needs of midsize companies and offers the advantages of an on-demand model. We knew that partnering with SAP would help our business grow."

Matthias Bender, Head of Customer Relations and Business Development, Data One GmbH

Executive overview

Partner objectives

Customer success

Partner success

Program for partners

Extending data access to remote workers

PRISM Informatics Europe AG uses Data One's Mobile Projects application with its SAP Business ByDesign solution to more effectively manage projects. The rapidly growing IT business and consulting company – which is headquartered in Zug, Switzerland, and part of Mumbai, India–based PRISM Informatics Ltd. – provides best-of-breed localized business and technology solutions. PRISM Informatics deployed the Mobile Projects application as part of the Data One–led implementation of SAP Business ByDesign.

Data One Mobile Projects is a mobile extension to SAP Business ByDesign that can be used with devices such as the iPhone or the BlackBerry. This application allows remotely located project managers and project team members from PRISM Informatics to access data from mobile devices, such as smartphones and tablets.

"Because it was developed as an add-on to our SAP Business ByDesign solution, Data One Mobile Projects empowers our mobile employees to access their current tasks," says Andreas Wentz, head of purchasing EMEA for PRISM Informatics. "It's exactly what we need to deliver to our teams right now."

"We discovered the new Data One Mobile Projects application in SAP Store. It meets our requirements perfectly. It just needed to be activated, so we deployed it easily and quickly."

Guido Anterist, COO EMEA, PRISM Informatics Europe AG

Executive overview

Partner objectives

Customer success

Partner success

Program for partners

On target for scalable growth

Data One's partnership with SAP is helping the company meet its primary goals of boosting sales and supporting customer needs. The SAP Business ByDesign solution program for partners has helped the company expand its brand awareness and market reach. Data One is also on track to meet its plan for developing profitable add-on applications for SAP Business ByDesign.

Using the studio tool for SAP Business ByDesign, Data One has been able to efficiently develop new solutions. "With this development tool, we can implement our ideas quickly and ensure that the app runs on a professional business platform," says Bender.

What's more, becoming a solution partner has helped Data One accelerate sales of SAP Business ByDesign. "Being a solution partner is a unique selling point when we talk to customers about SAP Business ByDesign," says Bender. "The commercial infrastructure established by SAP – especially SAP Store – helps us reach out to customers in a way that wouldn't have been possible previously with our limited sales force."

Looking ahead, Data One plans to develop additional applications – including mobile solutions – that meet the unique needs of smaller customers in specific vertical industries. "Adding more products to our solution portfolio helps us scale our business beyond our current service-centric offerings, without requiring additional resources," says Bender. "In this way, our partnership with SAP is helping us bring new value to our customers."

"With the program for solution partners and the infrastructure SAP provides, we can deliver new products and services to prospects and capitalize on opportunities around the world."

Matthias Bender, Head of Customer Relations and Business Development, Data One GmbH

Executive overview

Partner objectives

Customer success

Partner success

Program for partners

Benefits for partners

The SAP Business ByDesign solution program for partners provides a strong framework of standardized services and collaborative processes, ensuring an agile ecosystem in which SAP creates satisfying outcomes for its customers, its partners, and for SAP. This program is designed to help partners enhance SAP Business ByDesign by adding partner-developed solutions and services. Partners can expand the features and functionality of the SAP Business ByDesign solution by:

- Using development tools delivered with SAP Business ByDesign to create new add-ons and vertical solutions
- Integrating existing solutions and services into SAP Business ByDesign

By joining this program, partners can benefit from:

- Reaching new customers and generating revenue in untapped markets
- Integrating solution functionality with SAP Business ByDesign
- Utilizing cutting-edge cloud-based technology and services from SAP
- Promoting solutions in the SAP Business ByDesign solution store
- Joining a community of developers, customers, and partners where you can use and share best practices

For more information on the SAP Business ByDesign solution program for partners, visit us at www.sap.com/bydesign-solution-partners.
For more information on Data One solutions for SAP Business ByDesign, visit the Data One section in SAP Store.

CMP17721 (12/03)

Copyright/Trademark | Privacy | Impressum