SAP Solution Brief
SAP Rapid Deployment Solutions

SAP CRM Rapid-Deployment Solution for Analytics

Drive Sales Revenue and Make Every Marketing and Service Dollar Count

Quick Facts

Summary

Your sales and marketing teams work hard to increase revenue. What if you could help them work smarter so they gain visibility and insight into their sales cycle and pipeline, identify competitors in the deal, know each campaign's ROI, and make solid spend decisions? Take a look at the SAP® CRM rapid-deployment solution for analytics. It deploys quickly to give your customer-focused teams the insight they need to grow revenue – all at an attractive price and in as little as four to six weeks.

Business Challenges

- Track the status of sales cycles and pipelines
- Understand customer needs and buying patterns relative to the competition
- Gain a clear understanding of your lead-conversion effectiveness
- Resolve customer issues more quickly and do it right the first time

Key Features

- **Improve sales execution** – Respond to market and competitive risks and trends, ensure coverage, and manage sales effectiveness
- **Drive sales effectiveness with pipeline insight** – Focus on the best opportunities, and proactively detect and resolve weaknesses
- **Launch the most profitable campaigns** – Understand the ROI of each campaign, including leads generated and costs accrued, to identify the most effective campaign activities moving forward
- **Enhance customer service and lower operating costs** – Monitor service metrics to ensure fast resolution of customer requests and improve service rep efficiency

Business Benefits

- **Achieve rapid ROI** by deploying analytics in the SAP Customer Relationship Management (SAP CRM) application in as little as four weeks
- **Meet sales quota and increase revenue** by identifying the best prospects and mitigating potential risks in upcoming deals
- **Grow customer demand and reduce competitor risk** with better campaign management and improved competitor insight
- **Keep your customers loyal** by monitoring key service metrics to improve operations

For More Information

Call your SAP representative, or visit us online at www.sap.com.

How do you increase sales revenue without heavy investments in people and resources? By using information you are already collecting to gain powerful insights into your sales and customer operations. The SAP® CRM rapid-deployment solution for analytics makes such valuable insights possible, so you can quickly and cost-effectively help your sales team find new opportunities, your marketing team make profitable campaign decisions, and your customer service team provide better care at lower cost.

EMPOWER YOUR SALES FORCE TO SEIZE REVENUE OPPORTUNITIES

The SAP CRM rapid-deployment solution for analytics gives your customer-focused workforce the critical and timely information it needs to grow revenue, build customer loyalty, and lower operation cost. Leveraging data in your deployed SAP Customer Relationship Management (SAP CRM) application, the solution helps deliver clear, visually rich, interactive reports and dashboards to business users. Sales reps manage accounts more effectively when using a complete, highly detailed view of the customer – one that includes all activities, pipeline, orders, and contracts. Your sales executives get daily access to relevant graphs and visualizations and can drill down on details to answer questions like:

- How effectively are we converting leads and closing opportunities?
- How is our sales cycle trending?
- How healthy is the pipeline? Do I have enough sales coverage to meet our revenue targets?
- Are there large deals that we can pull from early sales stages into later stages to meet our plan?
- Are the right sales reps assigned to the deals at risk?
- Where are our best leads coming from?
- At what stage in the sales cycle are we losing deals – and why?

Figure 1: Sales Executive Summary Dashboard

Access the Information Everyone Needs to Execute

Deep insight into the pipeline drives sales to find the best opportunities, obtain accurate forecasts, and quickly intervene on competitor threats. You can identify where to target future sales and marketing investments for the greatest ROI, know at what stage in the sales cycle you are losing deals and why, and more readily understand which leads turned into closed opportunities so you can identify the best lead sources.

For example, while viewing the sales executive summary dashboard (Figure 1), your sales executive immediately sees that two of her team's biggest opportunities are stalled. On drilling down into preconfigured detailed reports, she identifies key competitors in each deal and assesses their strengths and weaknesses. Armed with competitive intelligence, she influences the outcome of those deals before it is too late. She then matches the right sales reps to meet

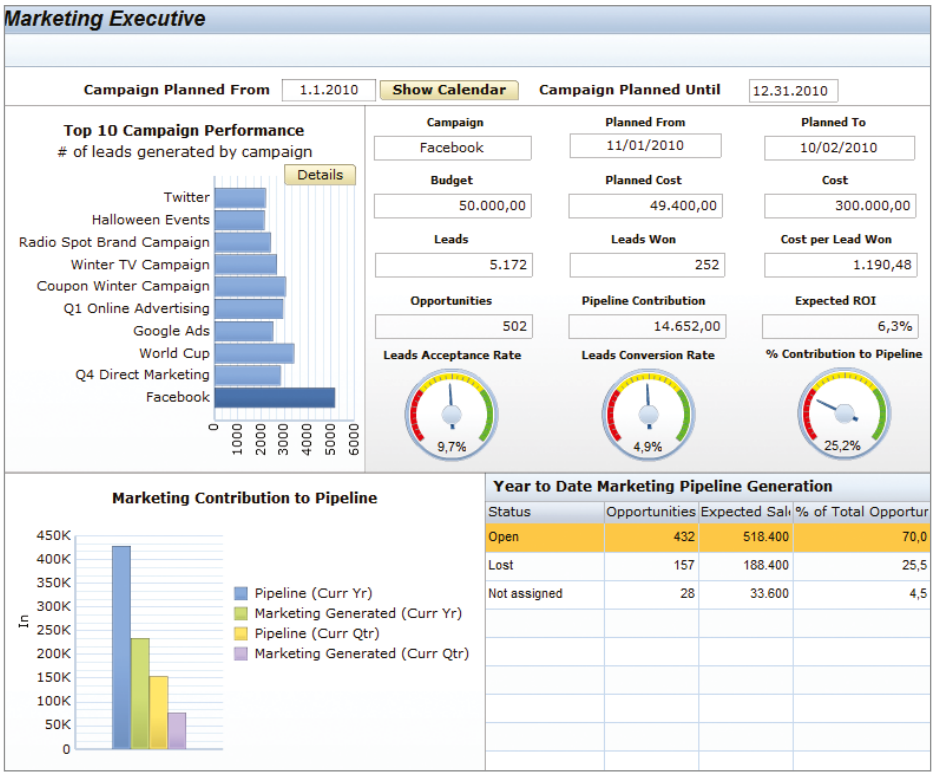
competitors' challenges and crafts new account plans to get the opportunities back on track.

GAIN KEY MARKETING INSIGHTS AND DRIVE HIGHER CUSTOMER DEMAND

Measuring the success of marketing activities can be challenging when data resides in disparate systems or with external agencies and vendors. Not knowing how marketing efforts contribute to overall revenue may lead to missed opportunities or wrong decisions. Our solution provides reliable, timely information your executives need to make profitable marketing investments. Now, you can understand the true ROI of each campaign – regardless of marketing channel – so you know what works and what does not. You can monitor a campaign's progress and understand its impact on overall marketing plans and budgets, including revenue contribution. Plus, you can answer questions like:

- How are campaigns performing in terms of leads generated and costs accrued?
- What is the ROI of each campaign?
- How much pipeline revenue is marketing generating for this year and quarter?
- How much actual revenue did marketing generate, and how does it trend over time?
- How is spending broken down for various marketing organizations and regions?

Figure 2: Marketing Executive Dashboard



Collaborate to Turn More Leads into Sales

When sales and marketing teams lack visibility into each other's operations, potential opportunities may be missed. With support for sales and marketing team collaboration, everyone shares insights into lead-generation activities and related information. For example, using the marketing executive dashboard (Figure 2), your marketing executive assesses campaign effectiveness and the overall health of the demand pipeline. He then works with the sales executive to develop an action plan to achieve target revenues. The two follow up on stalled leads and compare the effectiveness of current and historical campaigns to plan a smarter, more profitable sales and marketing strategy.

PROVIDE HIGHLY COMPETITIVE CUSTOMER CARE

Satisfied customers, low operating cost, and high revenue per customer are the hallmarks of top-performing service centers and a competitive advantage. To get there, service executives constantly track and analyze key service metrics to identify problems, spot trends, and take action. Our solution provides this kind of proactive monitoring. Your service team gets actionable insight for a better customer experience and a better bottom line, answering questions like:

- What is the average service request age and resolution time?
- How many high-level issues do we have? How can we reduce them?
- What is our current and target service order lead time? What are the causes of high lead times?
- How are open orders and closure rates trending? Is there a seasonal spike or lull?
- What's the best approach to improve lead time and closure rate?

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Enhance Customer Satisfaction with Exceptional Service

Customers stay loyal when their requests are resolved quickly and when service is done right the first time. Our solution lets you spot the most frequent customer service issues on a daily, monthly, and yearly basis. By detecting trends, you can put resolution plans in place – so when call volumes increase, your agents are fully prepared with the right fix.

Lower Cost of Service by Improving Agent Efficiency

Make sure your agents get the resources and training they need to service customers better. The solution lets you track individual and team response time, repair time, and first-contact resolution rate. Resulting insights help you reduce high-priority service requests and decrease their age, and better understand the strengths and weaknesses of your service reps so you can give them the support they need to improve.

SHORTEN TIME TO BUSINESS VALUE

The rapid-deployment solution eliminates guesswork with preconfigured functionality that is up and running in as little as four weeks. It can help you:

- **Shorten time to value for new business processes,** using prebuilt integration into your existing process and solution landscape
- **Drive down ownership costs** by enabling IT to employ flexible implementation options to ensure the most appropriate fit for overall IT strategy
- **Make technology delivery cycles shorter and more predictable** by taking advantage of consolidated best practices and fixed-scope service costs

FOR MORE INFORMATION

To learn more about how we can help your business run better, contact your SAP representative today or visit www.sap.com.

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