Solution Overview High Tech

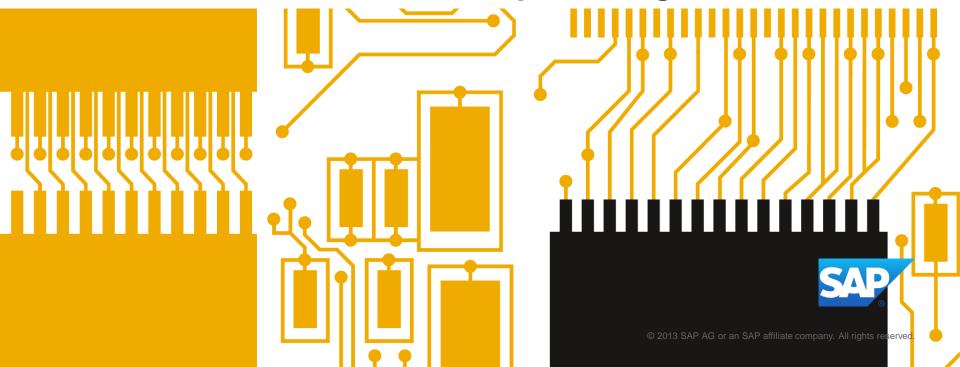
Executive Summary

Service and Repair SAP Solutions

SAP Innovations

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Customer Service and Field Repair in High Tech



Service and Repair

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Serving Empowered Customers Better

Empowered Customers

Service Excellence

The Customer Experience

SAP Innovations

Social media. Online reviews. Comparison Web sites. Never before have customers been so informed or so demanding. To meet – and exceed – rising expectations, high-tech companies need to connect more closely with their customers and offer a superior customer experience.

Customers nowadays are not easily pleased. Tech savvy and socially engaged, they demand exceptional levels of service. When companies fall short, customers are not afraid to make their opinions known – across their entire social network.

Customers with this level of empowerment expect a superior experience – wherever and whenever they interact with a brand. To measure up, companies often have to be able to identify and resolve problems before customers even know they exist.

For all reported problems or issues, customers expect responsiveness and quick resolution. Service reps are critical to this process. They need visibility across the entire service supply chain and full access to any information that has already been provided to the customer in channels such as at the store, online, or on the phone. Most importantly, reps must offer a satisfactory solution, quickly and in a helpful and professional manner.







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Driving Real-Time Service Excellence

Empowered Customers

Service Excellence

The Customer Experience

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Real-time service excellence requires putting the customer at the center of all business activities. Best-run companies anticipate and respond to customer needs in real time and empower their service organization to go the extra mile. They make customers the top priority and ensure great customer service.

Keeping customers happy often requires knowing what they want before they realize it. Realtime insight into every customer is critical, as well as understanding how they interact with the company. This enables enterprises to stay one step ahead of the customer and the competition.

Visibility into and the ability to interpret a huge volume of data and diagnostic information coming from remote sensors and networked products is critical. Understanding this information can make all the difference in predicting

and resolving customer issues. Getting it right saves time and money and has a dramatic impact on customer satisfaction.

To be truly proactive, companies need to design their service processes around the customer - leveraging new technologies. enterprise mobility, and virtualization for greater efficiency. Real-time service excellence also relies on an efficient supply chain to give field reps access to the parts and resources they need, when they need them.

Best-Run High Tech







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Creating Great Customer Experiences

Empowered Customers

Service Excellence

The Customer Experience

SAP Innovations

24%

Organizations that are able to leverage multichannel communication for optimizing customer contact

Source: SAP Performance Benchmarking

Increased customer satisfaction. Enhanced brand standing. Repeat business. These are all direct benefits of creating a great customer experience and exceeding expectations. Companies who get it right increase service profitability and reduce ongoing sales costs.

To meet expectations of empowered customers, customer service reps need to collaborate and solve customers' issues faster and smarter. This calls for a 360-degree view of the customer in order to deliver great service across all interaction channels.

To increase efficiency and reduce costs, bestrun high-tech companies are streamlining service operations through virtual contact centers, collaboration, scheduling optimization, and enterprise mobility. Service personnel can take corrective action and collaborate in real time by using a zero-latency view of operations, key performance indicators, and customer feedback.

This also helps companies efficiently source, manage, and target training for consulting resources in line with customer needs. Optimization of the spare parts inventory further enriches the customer experience.

Training personnel to make sense of Big Data enables predictive service maintenance. Companies can also pinpoint customer trends and new revenue opportunities. Insights from transactions and customer interactions result in more relevant offerings - driving sales, services, and renewals.





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Successful high-tech companies leverage new technology effectively. Access to intelligent data is just the beginning. To make intelligent business decisions,

companies need to transform this data into quick and meaningful insights.

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Empowered Customers

Service Excellence

The Customer Experience

SAP Innovations

A new generation of SAP technology gives access to information when and where it's needed, while leveraging social media to help transform the business.

Database and technology solutions, such as the SAP HANA platform, offer in-memory computing functionality essential for understanding and exploiting huge volumes of data generated by business processes.

Analytics solutions and the SAP HANA platform enable companies to analyze highvolume data patterns, identify opportunities, and predict customer demand and product failures.

Mobile solutions serve a workforce that is always on the move. Businesses can now make the entire value chain mobile, driving maximum competitive advantage from critical service and field repair processes.

Cloud solutions provide speed and flexibility to react to changing demands and shrinking budgets. Costs remain predictable and adoption is achieved without disruption.







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Smart, Fast, and Efficient Service

Service and Repair

Issue Resolution

Resource Utilization

Spare Parts Supply Chain

Real-time service excellence drives fast and intelligent issue resolution, streamlined service operations, and increased service profitability.



Efficient Issue Resolution

To impress demanding customers and build loyalty, reps need to solve problems quickly. To manage costs, companies need to streamline service processes and make the most of their resources.



Right Resources at the Right Time

Intelligent allocation of resources delivers expertise where it is needed and generates value for both the company and its customers.



Efficient Spare Parts Supply Chain

Real-time synchronization of spare parts planning, warehousing, and fulfillment unlocks the potential of the after-sales service business.



Service and Repair

Efficient issue resolution depends on having the full

to complaints and social media. Serving customers

effectively helps ensure customer satisfaction.

picture of every customer, from purchases and financials

through their preferred channels and allocating resources

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Resolve Customer Issues More Efficiently

Service and Repair

Issue Resolution

Resource Utilization

Spare Parts Supply Chain

Best-run service organizations respond to customers through their preferred channel. Service reps quickly assemble a customer profile based on information from multiple systems – enabling a fast, intelligent response.

To help ensure a speedy resolution, service personnel need to collaborate and use available resources. Solutions for product issues must be available at all interaction channels to minimize returns. If returns are needed, a transparent process with proactive notifications is essential. For warranty claims, built-in cross-checks for reciprocal supplier warranties minimize costs.

To achieve a balance between profitability and service excellence, companies need to streamline their operations. Using business applications and mobile solutions to automate and simplify relevant service processes, companies can deliver data to the field in real time. Prioritizing service orders based on service-level agreements and customer lifetime value streamlines field service management.

15%

Faster response times when agents have access to service history and other customer information

Source: SAP Performance Benchmarking





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Engage the Right Resources When Needed

Service and Repair

Issue Resolution

Resource Utilization

Spare Parts Supply Chain

11%

Higher first-call resolution rate, where use of individual or group expertise is optimized with skills-based routing

Source: SAP Performance Benchmarking

Successful service organizations make the most of their people and processes to deliver superior service and control costs. Assigning the right resources at the right time meets customer demand and maintains profitability. Operational excellence enables rapid response and reliable service.



Delivering high levels of service – at high efficiency – demands a clear professional services strategy. This means fully understanding the expertise of available resources and matching them to the right project and activities. As a result, companies can fulfill customer requests while meeting financial and strategic objectives.

Scheduling resources based on skills, availability, and order priority provides a foundation for excellent service and lower delivery costs. Service orders need to be handled proficiently and consistently. Automated and standardized end-to-end processes enable effective delivery.

High-tech companies can meet service-level agreements by managing contracts centrally, delivering accurate and timely billing and providing transparent reporting. A clear view of delivery costs and projects offers detailed insight into profitability per customer and service line. Streamlined time capture and expenses help ensure billing and revenue recognition is on time and reliable.





Service and Repair

When it comes to obtaining service parts, customers have higher expectations than ever before. Waiting for

parts to be ordered and delivered is no longer an option. Customers expect availability – right here and right now.

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Deliver Spare Parts on Time and on Budget

Service and Repair

Issue Resolution

Resource Utilization

Spare Parts Supply Chain

To meet high customer expectations, companies need a comprehensive, real-time solution for globally managing their service parts. Critical to this solution is the ability to coordinate and collaborate across all service parts processes – from planning and procurement through to transportation, warehousing, and fulfillment.

Built-in integration based on industry best practices is key to establishing an effective solution at the lowest possible total cost of ownership. Without this, companies would be forced to build and maintain more than 300 complex integration points.

A successful service parts management solution must also be accessible to the entire extended service parts supply chain. This includes employees, partners, suppliers, and customers.

1.6x

Higher inventory turns for spare parts, as reported by top 25% of organizations

Source: SAP Performance Benchmarking





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Customer Service and Field Repair Value Map

Value Map

Support and Service

Engagement and Delivery

Service Parts Management

SAP software address key requirements of customer service and field repair.







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SAP Innovations

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Multichannel Support and Field Service

Value Map

Support and Service

Engagement and Delivery

Service Parts Management

Multichannel Customer Service Specialized tools can help route customer queries optimally. Service agents can quickly identify customers and access 360-degree customer profiles. Automated alerts, retention offers, and product proposals optimize the customer service experience. Detailed analytics can help fine-tune contact center operations.

Service Contract Management Effective management and verification of service contracts and service-level agreements helps ensure compliance and drives revenue.

Field Service Management Companies can assign resources according to availability and expertise. Mobile access to information optimizes field service execution.

Complaints, Returns, and Depot Repair Management

Streamlining the complaints, returns, and depot repair process drives operational efficiency.

9%

Increase in first-call resolution rate, when agents can access preconfigured rules-based guidance during customer calls

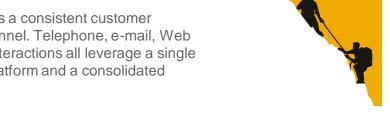
Source: SAP Performance Benchmarking







Multichannel customer service enables a consistent customer experience across any interaction channel. Telephone, e-mail, Web chat, social media, and face-to-face interactions all leverage a single customer relationship management platform and a consolidated system of records.



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Service Engagement and Delivery

Value Map

Support and Service

Engagement and Delivery

Service Parts Management

Companies that report no capability to roll up project data to the portfolio level, and limited integration with customer and supplier plans

80%

Source: SAP Performance Benchmarking

Use the right people at the right time for maximum value.

SAP software for service engagement and delivery generate value – for both the company and its customers. Companies can accurately define, fulfill, and forecast resource demand. Consulting services with repeatable processes – delivered on time and within budget – help ensure quality and value for money.



Engagement Management

Companies can manage the complete lifecycle of projects and engagements – from guotes through billing and revenue recognition.

Project Management Leveraging targeted functionality, companies can plan, monitor, and track execution across the entire project lifecycle. Knowledge sharing and collaboration tools drive efficient delivery.

Resource Management Resource management streamlines and automates processes to fulfill resource demands.

Contract Management Technology that can help manage contracts, execute orders, and capture time and resource consumption across the complete contract lifecycle to support a wide range of billing models is essential.





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Spare Parts Management

Value Map

Support and Service

Engagement and Delivery

Service Parts Management

29%

Companies that have crosscompany visibility into spare parts inventory and can conduct regular analyses to minimize costs

Source: SAP Performance Benchmarking

Improve customer service and reduce costs.

SAP software for service parts management delivers built-in support for industry best practices. By integrating and optimizing service processes, companies can achieve exceptional levels of transparency and efficiency – deploying additional functionality incrementally as business needs change.



Service Parts Planning and **Procurement**

Inventory planning is supported across the entire supply network based on service part volumes, velocity, and segments. Embedded analytics provide valuable insights into customers and suppliers reducing surprises.

Service Parts Warehousing

Logistics managers can improve warehouse efficiency and optimize operations by coordinating business processes and helping to ensure real-time transparency – from the executive suite to the warehouse floor.

Service Parts **Fulfillment**

Customer order processing is supported with integrated functionality for global parts sourcing and availability, parts price optimization, and handling of claims and returns. Real-time visibility into inventory across the entire supply network addresses order delays and changing customer needs.





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Applications

SAP HANA

Mobile

Analytics

Cloud

65%

Companies that believe cloud technology will amplify other megatrends such as enterprise mobility, Big Data, and analytics

Source: SAP Performance Benchmarking

Engage and collaborate with customers like never before. SAP innovations enable access to customer data at the point of service. Field engineers accomplish more in less time, creating revenue and reducing costs. Service organizations can get more insights, predict outcomes, and then capitalize on them.



SAP HANA

Structured access to vast amounts of customer and machine data empowers service agents to provide excellent service.

Mobile

Leveraging real-time information on the fly, service personnel can quickly capture and record data.

Analytics

Analytics enable real-time responses to client requests. Insights drive predictive service maintenance and identification of new sales and opportunities.

Cloud

Cloud solutions support closer engagement with social media and collaboration on complex problems, while helping to ensure scalability and smooth deployment of new technology.





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SAP Business Suite Powered by SAP HANA

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

SAP Business Suite software powered by SAP HANA

helps drive profitable growth for high-tech companies. Decision makers can quickly identify market trends and new opportunities in real-time by leveraging Big Data for predictive analysis and increasing margins with individual customer pricing.



Multichannel Support and Field Service **Insight-Driven Service**

Streamline service operations through real-time monitoring of operations, service levels, field resource utilization, and customer feedback. With this insight, companies can make adjustments and take corrective actions immediately and when it matters.

Professional Services Engagement and Delivery **Integrated Planning for New and Client-Defined Scenarios**

Improve service-level performance. Firms can increase utilization and productivity with the ability to reschedule field services in real time and understand changing service demands and events.

Spare Parts Management **Complete Visibility into Demand**

Increase revenue by enabling real-time demand analytics to avoid out-of-stock or out-of-shelf situations. Access real-time and complex inventory data through an analytical inventory management cockpit. Optimize industry best practices to streamline service parts planning processes and transparency.





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References Contact Us

SAP HANA

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

48%

Organizations that foresee a need for predictive modeling and complex optimization techniques in Big Data analysis

Source: SAP Performance Benchmarking

Social media and enterprise systems offer an incredible volume of customer information. Companies that give service personnel quick and easy access to this Big Data and leverage in-memory computing to provide answers to help reps will solve customer issues and exceed expectations.



Multichannel Support and Field Service

Agent-Assisted Customer Service

SAP HANA pulls together vast quantities of customer data from enterprise systems and social media at the point of interaction. Powerful in-memory computing provides intelligent insight into customer issues and inquiries – all at the push of a button. With access to a 360-degree view of the customer and operations, service agents are empowered to find quick, effective solutions and win customer loyalty.

Professional Service Engagement and Delivery

Professional Service Engagement and Delivery

Companies can analyze all aspects of client engagements in real time by leveraging Big Data to provide instant visibility into resources and service delivery. Analysis can be consolidated according to the service, customer, project, or contract. Simulating the impact of utilization and realization adjustments, rate changes, and write-offs enables accurate forecasting of profit margins. Companies can also leverage insights into structured and unstructured customer data to produce new and differentiated offerings.





Service and Repair SAP Solutions

SAP Innovations References

References Contact Us

Mobile

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

40%

Increase in employee productivity, when mobile access is available at all levels of an organization

Source: SAP Performance Benchmarking

Mobile technology takes customer service on the road. Leveraging native, Web-based, and hybrid apps, companies can make the most of their resources and maintain a reliable, real-time link to the field. The results are exceptional field service, productivity, collaboration, and maximum profitability.



Multichannel Support and Field Service

Service Management

Supported by new devices and technologies, mobile apps connect field service engineers to a wealth of information on the customer and their equipment, as well as other technical information. Field reps can record the status of jobs at a granular level while on site – leading to greater productivity. At the same time, companies are getting up-to-the-minute and accurate information.

Agent-Assisted Customer Service

Mobile solutions have the power to turn downtime into productivity. Field service reps can use mobile devices to register their availability and serve as virtual second-level support for more advanced and complex issues.

Professional Service Engagement and Delivery

Professional Service Engagement and Delivery

With mobile solutions, consultants can enter their working hours on the road. This accelerates reimbursements, reduces billing cycles, improves cash flow, and minimizes days sales outstanding and work in progress.





Service and Repair SAP Solutions

SAP Innovations References

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Analytics

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

21%

Increase in asset productivity when cause codes are regularly analyzed in most maintenance cases

Source: SAP Performance Benchmarking

Social data offers key insights into the latest hot topics and customer concerns. At the same time, remote diagnostics generate critical data on customer equipment. Best-run service organizations leverage this knowledge to deliver differentiated services and generate revenue.



Multichannel Support and Field Service

Social Customer Service

Analytics help companies to makes sense of social data. They provide a window into customer opinion on a company's service – and that of its competitors. With the latest trends and customer sentiment, companies can identify new opportunities to differentiate and drive revenue.

Professional Service Engagement and Delivery

Field Service Management

Companies can detect potential breakdowns by capturing and analyzing data from equipment sensors and remote diagnostics. This enables predictive service maintenance and prevents unplanned downtime. SAP Visual Intelligence software provides location-based intelligence on the customer base to enhance decision making.

Professional Service Engagement and Delivery

Managers have the visibility to analyze account receivables and work in progress for specific service engagements – in one single view. They can track and evaluate staffing to help ensure that booking of resources corresponds to engagement timelines. Detailed service reporting provides companies with a clear view of service costs and profitability.





Service and Repair SAP Solutions

SAP Innovations References

References Contact Us

Cloud

SAP Innovations

Applications

SAP HANA

Mobile

Analytics

Cloud

85%

Companies that believe cloud technology will have a major impact on their organization through efficiencies, innovation, or competitive differentiation

Source: Performance Benchmarking

Cloud solutions drive closer monitoring of conversations on social media – empowering companies to engage with customers to resolve critical issues. Collaborating in the cloud, employees from across the organization come together with partners and customers to solve complex customer problems.



Multichannel Support and Field Service

Transform Customer Service with Social Media

Deliver a great customer experience by listening to and engaging with your customers on their preferred channel – including e-mail, Web, phone, chat, and social media. Prioritize, route, and act on conversations based on keywords, sentiment, and the relative influence of each customer.

Provide Agent-Assisted Customer Service

Empower service reps to create ad hoc collaboration teams in the cloud to solve complex customer issues. Agents can exchange ideas and content, drive decisions within the appropriate context, and link information to the relevant customer service request. Additionally, agents can invite customers or partners to collaborate as well, delivering better visibility and improved engagement.





Executive Service and Summary Repair

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Best-Run Customers

Best-Run Customers

Ophir Optronics

Why SAP?

10 of the top 10 high-tech electronic companies run SAP.

9 of the top 10 semiconductor companies run SAP.

8 of the top 10 component manufacturing companies run SAP.

9 of the top 10 software companies run SAP.









82%

Top 100 high-tech companies in the Forbes 200 that use SAP software

Source: SAP Analysis of 2012

Forbes 2000 ranking





SAP Solutions SAP Innovations Executive Service and References Summary **Contact Us** Repair



Best-Run Customers

Ophir Optronics

Why SAP?

Ophir Optronics Solutions

With its 700 employees, Ophir provides precision infrared optics, laser measurement instrumentation, and 3D noncontact measurement equipment. The company wanted to help its sales team work more effectively, increase collaboration, and enhance customer service. With the SAP CRM Sales mobile app, its sales reps can now view account information on their mobile devices while visiting customer sites.

Key Benefits

- Enhanced customer service
- Sales reps who can work online and offline
- Company-specific mobile apps that connect business data to mobile workers on any device and at any time
- Ability to access, update, and maintain all customer data from an iPad or iPhone
- Increased overall flexibility and productivity

"We wanted to provide our sales reps with mobile access to our backend software so that they could spend more time supporting the sale and spend less time on preparation and administrative tasks."

Yaakov Katz, SAP Sales and Distribution and Customer Relationship Management Consultant, Ophir Optronics Solutions Ltd.





SAP Solutions SAP Innovations Executive Service and References Summary **Contact Us** Repair

Why SAP?

Best-Run Customers

Ophir Optronics

Why SAP?

SAP software for high tech enable the innovation-driven enterprise to deliver highquality products and to manage operations efficiently and flexibly. Companies can deliver excellent customer service and maximize profitability.

Tightly Integrated, Comprehensive Business Solutions

SAP offers the most comprehensive and integrated software solution portfolio for the high-tech industry – enabling efficient customer service processes in conjunction with the partner ecosystem.

Leveraging Breakthrough Innovations

The SAP software portfolio is based on the industry's most innovative technology foundation. Alongside SAP HANA, enterprise mobility, analytics, and cloud solutions enrich and personalize the customer experience – enabling optimization of key service delivery processes at the lowest possible cost.

Delivering Value to High-Tech Companies of All Sizes

Leading high-tech companies from every major segment of the industry worldwide continue to rely on SAP software and services to drive competitive customer service and field repair.







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Find Out More About How Your Organization Can Become Best-Run

Benchmark Your Performance

Position your organization for dominance in this new economy with the business performance benchmarking program from SAP – available free to SAP customers and select prospects. The SAP benchmarking program has helped more than 3,000 organizations assess their strengths, uncover areas for improvement, and identify best practices and IT strategies that generate clear, tangible value – not someday, but today.

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