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YOUR VISION FOR CRM

FINDING A SOLUTION TO HELP REALIZE YOUR GOALS



'Customer centricity is about delivering value that your customers care about. A customer-centric business improves the total customer experience, which drives loyalty. Loyal customers tend to buy more, return to purchase again, and refer others."

Bob Thompson, Founder and CEO, CustomerThink Corp.

You have a CRM vision:

- To become a truly customer-centric enterprise
- To continuously improve sales and marketing effectiveness
- To deliver a superior customer experience that fosters loyalty



But you have questions about how to reach these goals:

- Where do I start?
- Can I start small, then learn and grow?
- How much can I accomplish with a limited budget?
- Can I have a choice of deployment options so I can choose what is best for me?
- Is the solution used by my competitors the best one for me?
- Best of breed versus best of suite which is best for me?
- IT priorities versus my business priorities how can I get a CRM solution now?

With this solution, you get not only rich, state-of-the-art CRM functionality that can help you do your job better and more easily than ever before, but also features developed and refined in response to the experience of several thousand SAP customers.

PRECONFIGURED CRM SOFTWARE AND SERVICES ENABLING RAPID DEPLOYMENT

A REVOLUTIONARY APPROACH TO CRM

SAP brings together software and services in an innovative offering that gives you essential functionality for customer relationship management (CRM) quickly and affordably, reduces risk, and puts you in control – with choices from which you can select the best CRM solution for your needs.

The SAP® offering delivers:

- Preconfigured software to eliminate the guesswork The SAP Customer Relationship Management (SAP CRM) rapid-deployment solution delivers preconfigured software that you can choose from. Select just the functionality you need to support your sales, service, or marketing processes.
- Rapid delivery in as little as eight weeks, using SAP Consulting

SAP experts work with you to help you get the solution that meets your needs. The proven methodology clearly outlines goals, expectations, commitments, and timelines, minimizing uncertainty and streamlining deployment.

An affordable, flexibly priced solution

With the SAP solution, you have a choice to pay per user, per month, or up front, upon delivery of the software. You have the flexibility to meet your budget requirements and financial goals.

Choice of deployment options

On premise, cloud computing, or even an appliance model – SAP and its select partners provide you the choice of deployment options to best meet your business needs.

Flexibility to fulfill your full CRM vision

If your CRM needs are basic, the SAP CRM rapid-deployment solution can provide a permanent solution to your customer care requirements. As your business grows and requires additional functionality, you can choose additional SAP Rapid Deployment solutions. And if your CRM needs are more expansive, this software can lay the foundation for an incremental evolution toward the comprehensive SAP CRM application.

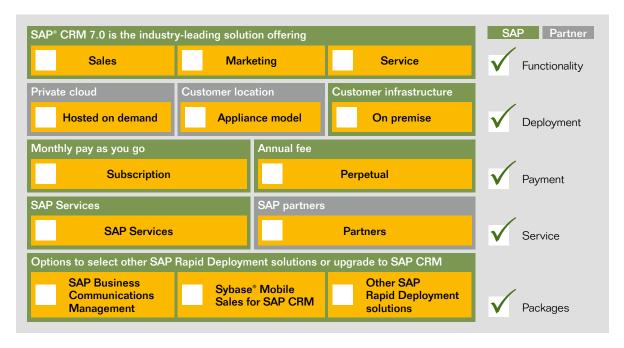


Figure 1: A Range of Choices for Your SAP CRM Rapid-Deployment Solution



"The SAP CRM rapid-deployment solution offered an easy way to quickly implement a robust CRM solution that fully meets our customer service needs. The integration with SAP ERP gives us increased visibility into our front- and back-office operations, helping us to provide a higher degree of service to our dealers and customers."

Don Manuell, CIO, Hunter Douglas Inc.

Unique Combination of Business Benefits

The SAP offering delivers a variety of unparalleled benefits, helping you realize your goals for a CRM solution:

- Robust functionality Support for essential sales, marketing, and service processes helps you get closer to your customers.
- Rapid delivery Preconfigured software can be delivered by SAP Consulting in as little as eight weeks.
- Reduced complexity A robust CRM solution from a single vendor, with superior global support, means fewer worries for you.
- Flexible pricing Choose low-cost monthly rental or a perpetual license model, depending on your budget requirements.
- Predictable costs Low, predetermined fees and clearly outlined deliverables mean no hidden fees or "gotchas" for the delivered solution.
- Choice of deployment models Choose the best deployment options to meet your business needs. Select either on premise, private cloud, or an appliance model.
- Foundation for growth Start small, prove the value of this solution, and add on other SAP Rapid Deployment solutions as needed. And as your business grows, evolve to the full SAP CRM application.
- Valuable customer insight Integrated with the SAP ERP application, the solution can provide a complete picture of your customers.

ESSENTIAL FUNCTIONALITY FOR SALES, SERVICE, AND MARKETING

FEATURES THAT HELP YOU ACHIEVE YOUR CRM VISION



Sales Marketing Service

A powerful solution for sales professionals, the SAP® Customer Relationship Management (SAP CRM) rapid-deployment solution has sales functionality to help you be well prepared for customer meetings, track progress easily, and positively influence deal closure. The software helps managers assign the right reps to the right opportunities, so your team can close deals fast, collect cash quickly, and make customers happy.

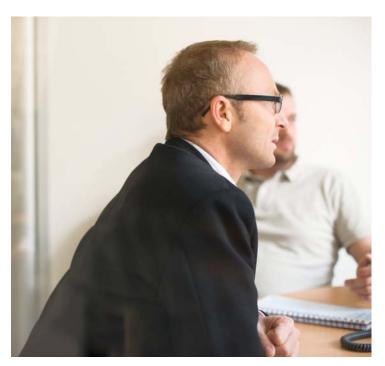
The marketing functionality of the SAP CRM rapid-deployment solution includes what you need to successfully drive superior marketing results. The software provides a straightforward way to create and manage marketing campaigns, more effectively coordinate activities with sales organizations, generate and manage high-quality leads, and track leads through conversion.

Delivering high-quality customer service while reducing your cost is no longer optional; it is an imperative. The service functionality of the SAP CRM rapid-deployment solution reduces your cost of service by enabling service agents to solve customer issues quickly and effectively, while providing a foundation for future growth.

- Account and contact management
- Activity management
- Sales reporting
- Opportunity management
- Pipeline performance management
- Integrated sales order management integrated with the SAP ERP application
- Lead management

- Account and contact management
- Activity management
- Marketing reporting
- Campaign management
- Segmentation management
- Lead management

- Account and contact management
- Activity management
- Service reporting
- Customer service and support
- Knowledge management



Sales

"With SAP CRM, order creation has improved, and there is no more manual rekeying of quote details to place the order. Furthermore, improved sales pipeline visibility is enhancing forecasting, market share, and margins."

Alan Cseresznyak, Senior Vice President, Toyota Material Handling, U.S.A. Inc.

"We were able to quickly implement and deploy SAP CRM across multiple sales channels and integrate with our SAP ERP and legacy application. The integration and connectivity are among the strengths of SAP tools."

Frank Stone, Director, Enterprise Software Solutions, Mentor Graphics Corporation

Marketing

"We revamped our entire campaign management process, automating key steps and nearly eliminating manual tasks. Now we can execute and manage multiple campaigns simultaneously and target them for optimal results."

Andrew Shaw, Business CRM Manager, Volkswagen

"Thomas Cook needed a system that was easier to operate, offered better service, could generate precise target groups more efficiently, and at the same time reduce costs. That's why we chose SAP CRM."

Rainer Wegmann, IT Project Manager, Thomas Cook AG

Service

"Users are very happy with the new user interface, the solution design promoting new business processes, and the wealth of information accessible with our new SAP CRM-based system."

Cristian Popescu, Global Solution Lead, CRM, The Coca-Cola Company

"Users like to be able to access multiple types of data, which are available in SAP CRM or via integration with SAP ERP."

Nathan Orwig, Vice President Enterprise Administration, McKesson Corporation

"SAP CRM is the heart and soul of the Coca-Cola contact center."

Stennis Shotts, Coke One Capability Director, The Coca-Cola Company

SUCCESSFULLY GO LIVE IN AS LITTLE AS EIGHT WEEKS

SAP'S PROVEN APPROACH MINIMIZES RISK

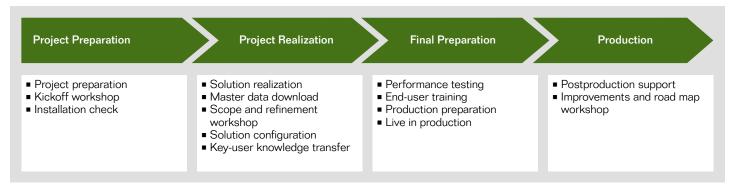


Figure 2: Project Plan for the Rapid Deployment of SAP® CRM

SAP Consulting helps ensure that you are successful at every step of the project plan. Experts from SAP Consulting use proven best practices to implement the SAP CRM rapid-deployment solution at a very attractive fixed price. With this offering, you can go live with the solution in as little as eight weeks.

How can we do this?

- Support for best practices is already embedded in the software, so the implementation team can streamline the requirements definition process and focus on working with you to deploy the software.
- Tools and templates help quickly fine-tune the application to meet your needs.
- High levels of interaction with your superusers and trainers help to transfer knowledge quickly and efficiently.
- A proven implementation methodology helps to ensure a fast and cost-effective implementation.

Why Choose SAP Consulting?

SAP Consulting has valuable resources to help ensure your success:

- Experience in lean, fast implementation leveraging a "quick time to value" implementation methodology
- Numerous customers that are live and satisfied with the SAP CRM rapid-deployment solution
- Service offering developed based on years of customer experience
- Direct access to sales, development, and support organizations – the global skills, information networks, and resources of SAP

A COMPELLING TCO ARGUMENT

WHAT ARE YOU RISKING WITH "SILOED" CRM?



Figure 3: Value Calculator Tool for SAP* CRM

Stand-alone CRM applications, unlike the SAP CRM application, are not designed to support an end-to-end CRM process. For this reason, companies that choose these solutions for their short-term benefits realize mediocre results in the medium and long term. In some cases, these results translate into millions of dollars of losses or unnecessary expenses.

In addition, taking a one-off approach to CRM often results in multiple products that are optimized for a specific departmental need and not for the overall company. This approach also requires you to interact with multiple vendors and adds complexity, as making the smallest change to even the smallest business process results in IT integration projects. All of this is prohibitively expensive – both in terms of money and skilled resources. Ultimately, your total cost of ownership (TCO) increases.

Our continuous investment in innovation and enterprise-class support gives you the peace of mind and reliability that you have come to expect from SAP.

We have developed a diagnostic tool that helps you rapidly quantify the risk of choosing a stand-alone CRM application and identifies the benefits that SAP CRM can provide to your organization.

Please contact your SAP representative to learn more about this tool and quantify the opportunity for your company.

For More Information

For more information about how to take advantage of the rapid deployment of SAP CRM, call your SAP representative or visit us at www.sap.com/crmde.

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