SAP AND SALES MANAGEMENT
A BETTER END-TO-END SALES PROCESS THAT INCORPORATES ALL GLOBAL STAKEHOLDERS

To achieve global transparency of all customer relationships, SAP AG upgraded to the latest release of the SAP® Customer Relationship Management (SAP CRM) application. This upgrade is part of its CRM Clear Vision Program and delivers a single global solution that helps the SAP field force serve more customers more effectively.

"Now we have a single solution that enables us to optimize sales processes on a global scale. What does this mean for SAP? It means more effective collaboration, better visibility, improved productivity, and stronger customer relationships."

Jim Goldfinger, Senior Director, CRM Customer Value Network, SAP AG

QUICK FACTS

Company
- Name: SAP AG
- Location: Walldorf, Germany
- Industry: High tech
- Products and services: Business software applications and services
- Revenue: €10.7 billion
- Employees: More than 47,500
- Web site: www.sap.com

Challenges and Opportunities
- Increase transparency into customer relationships across globally dispersed business units
- Collaborate more effectively across organizational stakeholders involved in the end-to-end sales process
- Improve employee productivity and collaboration
- Design standardized global processes

Objectives
- Upgrade to the latest version of the SAP® Customer Relationship Management application
- Centralize on a single global solution to support a 360-degree view of customer relationships
- Enhance the sales pipeline with real-time information for more relevant insight into customer needs
- Simplify the user interface to empower employees to rapidly add critical customer information
- Automate and standardize controls to help ensure compliance with Sarbanes-Oxley regulations in the United States

SAP Solutions and Services
SAP Customer Relationship Management

Implementation Highlights
- Rationalized regional process variations to achieve a single global standard
- Incorporated input from a wide range of stakeholders to ensure that requirements from all constituencies were addressed
- Minimized potential organizational resistance with strong executive backing and expert change management
- Used innovative training methods such as online demos to help increase employee adoption

Benefits
- Higher rate of customer satisfaction due to global transparency
- Improved ability to seize opportunities based on enhanced search and navigation functionality that yields greater insight into customer requirements
- More complete picture of customer trends with 360-degree visibility into relationships
- Improved employee productivity due to enhanced user interface
- Better collaboration across all stakeholder groups that intersect with and support sales activities
- More efficient compliance with governmental regulations
- Reduced maintenance efforts due to single global instance

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