



## ACTION REPLY

### AT A GLANCE

#### Partner Details

- Name: Action Reply S.r.l.
- Location: Torino, Italy
- Industry: Professional services
- Web site: [www.reply.it](http://www.reply.it)

#### Engagement Objectives

- Implement a qualified SAP® All-in-One partner solution, using SAP Best Practices offerings
- Develop solutions quickly and at fixed cost

#### Services Performed by SAP Consulting

- Provided training in SAP ASAP Focus methodology
- Delivered instruction in SAP Best Practices offerings
- Implemented a qualified SAP All-in-One partner solution

#### Why SAP Was Engaged

- Need for new, high-quality tools for fast, error-free development
- Need for the efficiency, effectiveness, and standard methodologies offered by SAP software

#### Engagement Highlights

- Gained ability to develop new qualified SAP All-in-One partner solutions rapidly, thanks to training in SAP ASAP Focus methodology
- Learned to quickly identify the best methods to attain customer targets and to determine when out-of-box solutions require customization
- Enjoyed close collaboration with customers, resulting in a smoothly-run project with no false steps

#### Scope of Engagement

- SAP ASAP Focus methodology
- Partner enablement program
- Qualified SAP All-in-One partner solution
- SAP Best Practices Baseline Package offering

**“SAP Consulting helped us accelerate development of our qualified SAP All-in-One partner solution, saving several months. By reducing our time to market, we were able to help our customer adopt a solution focused on their industry earlier than expected.”**

Pietro Maradei  
Managing Director  
Action Reply S.r.l.

Action Reply S.r.l. – based in Torino, Italy – provides vertical solutions for enterprise resource planning to small and midsize companies. Action Reply sought assistance from SAP® Consulting to develop a qualified SAP All-in-One partner solution. The company’s goal was to accelerate development of software solutions by employing SAP ASAP Focus methodology and SAP Best Practices offerings.