

## SAP® CRM ON-DEMAND SOLUTION

RAPIDLY DEPLOYED, LOW COST CRM  
THAT'S DELIVERED AS A SERVICE

The SAP® Customer Relationship Management on-demand solution empowers your sales, service, and marketing personnel to work more efficiently, close deals quickly, and improve customer loyalty. It deploys rapidly, integrates with your existing SAP software, and is available as a Web-based subscription service.

To weather today's economic climate, maintaining the highest levels of customer-centric services is absolutely essential. Your sales, service, and marketing professionals have to work at peak efficiency. They must also be agile enough to pursue all feasible market opportunities, complete the sales cycle fast, and enable world-class service that helps acquire and retain loyal customers. But making the technology and process changes to achieve these goals – and doing so in a way that fully leverages your SAP® ERP application – may require more time and cost than current business conditions allow.

That's why now is a great time to evaluate the SAP Customer Relationship Management (SAP CRM) on-demand solution. It's a quickly configurable, Web-based application that's available on a subscription basis over the Internet as a service. This means that your initial costs are low and then remain predictable and stable moving forward. And because it's software as a service (SaaS), the SAP CRM on-demand solution requires no dedicated hardware or software installation. As a result, you don't have to worry about the cost and effort associated with maintenance.

The on-demand solution provides your organization with immediate access to the sales, customer service, and marketing functionality you need, while keeping you firmly on a complete, on-premise SAP solution road map. That's because the SAP CRM on-demand solution integrates with your SAP ERP application – so you don't compromise on user adoption, performance, or

upgradability. And by leveraging the comprehensive, centralized data available within SAP ERP, your sales, service, and marketing employees have all the information they need to be more effective.

### More Than a Quick Fix: A Strategic Investment in CRM

The SAP CRM on-demand solution leverages the same proven technology as the SAP Customer Relationship Management (SAP CRM) application that's running in thousands of the best-run businesses around the world. Because both applications share the same underlying architecture and user experience, you can transition from a SaaS solution to an on-premise deployment as your needs evolve and with minimal disruption to your business.

And until you achieve that milestone, the SAP CRM on-demand solution enables your sales, marketing, and service professionals to access key information, perform critical tasks quickly, and make sound business decisions. Its user interfaces are configured to closely mirror the way your customer-facing professionals actually work. These Web interfaces, combined with online tutorials and help, allow business users to become productive in a short time with minimal training requirements.

Navigation is also streamlined because the on-demand solution has smart search and link capabilities, as well as intuitively designed ways to personalize screens. That means your business users can complete their daily tasks faster.



In addition, integration with Microsoft Office and IBM Lotus Notes lets business users synchronize tasks, appointments, contacts, and e-mails.

But what makes the SAP CRM on-demand solution the right choice now and in the future is the bidirectional integration with SAP ERP that can help your sales professionals become trusted advisors to your customers. That's because SAP ERP integration gives sales professionals access to pricing data, customer history, and sales orders, so they can honor product commitments and offer customer-specific pricing. With access to this data, your sales professionals can generate accurate quotes quickly and close deals faster. The rich customer information available in SAP ERP can also keep sales teams in sync all over the world, while still maintaining the data integrity inherent in having a single, reliable source of information.

#### Take Your Sales Force to the Next Level

The SAP CRM on-demand solution gives you the information you need to make the right decisions at the right time, so you can improve efficiency, customer satisfaction, and sales. It has a complete set of dashboards and pipeline management tools that allow you to pinpoint opportunities and gain visibility into all stages of the sales process. You can actively monitor the quality of all your sales opportunities, identify issues as they occur, and respond with actions to accelerate the sales cycle.

Integrated sales-quota management functionality enhances your ability to

measure outcomes. You can track your actual sales pipeline against planned targets to identify gaps. Based on this information, you can run what-if scenarios to determine the best methods to close sales gaps and immediately execute on any actions captured in the simulations.

Of course, with prebuilt SAP ERP integration, the SAP CRM on-demand solution can provide access to the critical real-time data required from your back-

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office system to drive sales. For example, your sales professionals can access data from the SAP NetWeaver® Business Warehouse component so they can better analyze and improve forecasting.

The on-demand solution can also improve the accuracy of your sales orders and timeliness of your sales

quotations because it constantly updates product and service listings from data furnished by SAP ERP. Through this integration, your sales professionals can manage their sales accounts via a single, comprehensive view of the information, including account history, detailed profiles, and key contacts.

By integrating with the desktop e-mail software your people use on a daily basis (such as Microsoft Office and IBM Lotus Notes), the SAP CRM on-demand solution further boosts the productivity and efficiency of your sales team. The information captured within your desktop applications – such as appointments, e-mails, contacts, and tasks – are also captured in the on-demand solution.

#### Turn Insight into Action

The SAP CRM on-demand solution helps you bridge the gap between your marketing and sales efforts with robust, integrated tools for campaign management, lead management, and marketing analytics. It lets you plan, execute, and measure the marketing activities of both inbound and outbound sales channels. By leveraging the rich customer data available through integration with SAP ERP, you can execute direct marketing campaigns that make the most out of customer segmentation, messaging, and market timing.

You can even close the information gap between marketing and sales teams to reduce dropped or bad leads and better measure the outcome of campaigns from a sales perspective. The on-demand solution lets you generate, qualify, and prioritize leads to im-

prove processing times and increase sales conversions. By using rule-based routing, you can channel leads to specific sales resources to help ensure timely, effective follow-up.

Through integration between the SAP CRM on-demand solution and SAP ERP, you no longer need to have information scattered among disparate systems and spreadsheets. You have all the advantages of a single, central source of information that's available across the organization, along with integrated analytics that help you make solid business decisions. A unified SAP software landscape also means that you can actively monitor your campaigns and use the right metrics to help plan and execute your marketing strategies.

**Retain Customers and Increase Loyalty**  
In today's business climate, you can't afford to lose customers. Not only do you lose revenue, but it costs considerably more to replace customers than to retain them. And in tough economic times, customers are more conscious of their buying decisions, so excellent service can go a long way to help customers choose you over the competition. That's why in an era of budget cuts, a greater investment in customer service makes sense for your business.

The SAP CRM on-demand solution helps you keep your service operations running efficiently while helping you reduce cost as you build customer loyalty. Its service ticket and knowledge management functionality lets you

automatically route incoming service requests to the right person each and every time. You can set up rule-based routing and escalation of service tickets, and rapidly make changes as dictated by your business needs. You can flag service tickets as "overdue" or "due later" so that they are resolved in a timely, effective manner.

With integrated analytics, you can identify your most valuable customers – those who are most likely to grow in value in a down economy. You can view graphical dashboards across several criteria, including customer or service-level agreement, to identify problems quickly and take corrective action. You can also measure service effectiveness using key metrics, such as average response times. You can even measure your overall service performance based on criteria that make sense for your business, such as comparing actual and target key performance indicators.

#### Use Online Tools for Fast and Intuitive Administration

The SAP CRM on-demand solution incorporates administrative functionality that's intuitive to use, readily configured, and quick to roll out. By using customer and contact data from SAP ERP, the on-demand solution can be up and running fast. Powerful yet straightforward user administration functions let you control data visibility and assign roles based on your business operation for areas such as accounts, opportunities, contacts, and activities. And you can perform these tasks from anywhere because they are all executed online.

## The Right Choice Now and in the Future

The SAP CRM on-demand solution lets your business get the key benefits of an integrated CRM solution, including:

- **Improved customer satisfaction and loyalty** through ready access to the comprehensive marketing, sales, and service data you need to be responsive to customer needs and sales opportunities
- **Rapid return on investment** through fast implementation and intuitive operation
- **Low total cost of ownership** with a software-as-a-service solution that requires no on-premise installation or maintenance costs and provides a predictable, pay-as-you-go fee structure
- **Upgrade path** that lets you migrate to the full, on-premise SAP CRM application without disrupting your existing processes or deviating from your SAP solution road map
- **Protection for your current SAP technology investment** through integration with SAP ERP to enable the centralized, accurate sourcing of data and streamlined business processes

#### Find Out More

To learn more, call your SAP representative today or visit us online at [www.sap.com/usa/solutions/business-suite/crm/crmondemand/index.epx](http://www.sap.com/usa/solutions/business-suite/crm/crmondemand/index.epx).

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## Summary

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## Business Challenges

- Maintain the highest level of customer-centric services
- Maximize the efficiency of your sales, service, and marketing professionals
- Pursue all feasible market opportunities and complete sales cycles fast
- Keep costs low and predictable
- Protect and leverage your existing investment in SAP software

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## Key Features

- **Optimized sales, service, and marketing processes** – Reduce cost and improve sales and service revenue with greater visibility, integrated analytics, and intuitive user interfaces
- **Real-time access to customer, product, and service information** – Boost the effectiveness of customer-facing operations by leveraging data in your SAP ERP application
- **Technology foundation for migrating to the SAP Customer Relationship Management (SAP CRM) application** – Transition from a hosted solution to an on-premise application as your needs evolve

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## Business Benefits

- **Improved customer satisfaction and loyalty** through ready access to the comprehensive marketing, sales, and service data you need to be responsive to customer needs and sales opportunities
- **Rapid ROI** through fast implementation and intuitive operation
- **Low total cost of ownership** with a software-as-a-service solution that requires no on-premise installation or maintenance costs and provides a predictable, pay-as-you-go fee structure
- **Upgrade path** for migrating to the full SAP CRM application without disrupting existing processes or deviating from your SAP solution road map
- **Protection for your current SAP technology investment** via integration with SAP ERP to enable the centralized, accurate sourcing of data and streamlined business processes

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## For More Information

Call your SAP representative today or visit

[www.sap.com/usa/solutions/business-suite/crm/crmondemand/index.epx](http://www.sap.com/usa/solutions/business-suite/crm/crmondemand/index.epx).

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