

**SAP Solution Brief**  
**SAP for Professional Services**



## **SAP FOR PROFESSIONAL SERVICES**

### **A Modular, End-to-End Solution for Small and Midsize Firms**

The SAP for Professional Services solution portfolio is designed to meet the challenges of small and midsize organizations that provide project-based and operations services. The portfolio addresses the needs of consulting, audit and tax, legal, IT, and business process outsourcing services organizations. These modular, end-to-end solutions help you develop and manage client relationships, maximize resource utilization, improve project and operational efficiency, and drive profitability.

The professional services industry is on the rise again. But the landscape has changed dramatically because today's clients are in the driver's seat – and they know it. They want smaller, fixed-price contracts, which translate into higher project and delivery risks for you, as well as tighter margins. Clients also expect senior professionals to work on their projects. At the same time, global competition is forcing prices down and narrowing margins.

To succeed in this environment, you need to wring costs out of the business through efficiency of operations and tight control of project-related costs. You also need to hire and retain the best people – the lifeblood of your business – as well as ensure project efficiency; optimize resource utilization; streamline processes for new-business development, time tracking, and billing; and gain greater visibility across the business.

But like many small and midsize companies, you may be hampered by a legacy of outdated, nonintegrated systems for managing your resources, projects, and financials – systems that impede visibility, perpetuate inefficiencies, and limit flexibility and growth. For example, your project management tools may not be integrated with billing and financials, causing delays in your firm's cash flow. You may also have difficulty delivering projects on time and on budget because of lack of visibility into your operations. These challenges will grow as your business grows – to the point where you can lose the ability to manage the business. That's why SAP offers small and midsize professional services firms a world-class industry solution that is modular, affordable, flexible, quick to deploy, scalable, and easy to use.

### **Solutions for Professional Services**

SAP for Professional Services is designed to help small and midsize professional services firms improve visibility, efficiency, and competitiveness. We deliver a complete set of solutions for business process management that incorporate best practices developed through years of working with companies of your size, in your market, and in your industry. SAP for Professional Services makes it easy to step up to a tier-one solution that can meet all of your business process and technology needs now and in the future.

With SAP for Professional Services, you gain resources to manage growth operationally and financially; tools that enhance visibility and insight; best practices for managing utilization, capturing time and expenses, and managing people and projects; tools for data analysis and reporting that support decision making; and more. As a result, you can solve critical problems today and position yourself to better manage coming challenges.

You can deploy the SAP for Professional Services solution portfolio modularly and affordably to increase your competitive advantage. At the same time, because the portfolio bundles software, best practices, and services, you can reduce the effort, cost, time, and complexity associated with purchasing, deploying, customizing, and managing an effective business process management solution.

### **Modular, Integrated Applications**

The SAP for Professional Services solution portfolio is comprehensive, integrated, and open. It supports all key business processes, the full project life cycle, and visibility requirements so you stay firmly in control at all times.

### **Client and Opportunity Management**

SAP for Professional Services offers comprehensive support for client and opportunity management, enabling you to drive new business and expand your footprint of services within existing clients. You can manage the entire engagement process, from scoping projects and defining goals to identifying key decision makers, creating high-level project plans, and estimating resource requirements. The solutions also support sales effectiveness by providing functions for managing leads and opportunities. You gain a 360-degree view of each sales opportunity, including a detailed interaction history, as well as insight into your sales pipeline to help drive financial forecasts.

### **Project and Resource Management**

SAP for Professional Services centralizes project service delivery, enabling you to execute projects reliably, on time, and within budget, as well as to strategically allocate resources to the most critical projects. You can plan, execute, manage, and analyze engagements from lead to cash, including scheduling, collaborating with partners, and monitoring progress and costs. Project managers can define and manage all key parameters, including phases, milestones, tasks, roles, and responsibilities. Collaborative project management functions enable you to split large engagements into individual subprojects based on responsibilities, and easy document management functions allow you to share project documents using tools such as Microsoft Windows Explorer and Microsoft Office. The solution also includes standardized engagement reporting, empowering management at all levels with real-time information needed to keep projects on track and profitable.

SAP for Professional Services also provides comprehensive resource management functions, giving you enterprise-wide visibility and the ability to consistently deploy the right people with the right skills to the engagements at the right time. You can create project teams based on skills and availability, as well as monitor and analyze progress and results. You can integrate these functions with collaborative project management functions, providing an end-to-end project and resource management solution and unparalleled visibility into your projects.

## **Engagement Management**

SAP for Professional Services includes comprehensive engagement management functions that support client-oriented practice management, which focuses on identifying and addressing the needs of every individual client. The solutions support key engagement management processes, including invoice management, time-and-expense management, and proposal-and-order management. With features tailored to meet your industry's unique business requirements and by providing seamless integration with back-office processes, SAP for Professional Services helps you establish and maintain a valued client base, manage projects and services effectively, and ensure profitability through operational efficiency.

## **Financials**

Professional services firms must carefully manage the profitability of people, projects, offices, lines of business, and clients. SAP for Professional Services supports comprehensive management accounting, ensuring that reliable, consistent financial information is available throughout the enterprise for profitability analysis and compliance with corporate governance regulations. Within management accounting, project accounting makes it easy for you to track billing revenues, as well as all costs associated with employee time and expenses, third-party resources and purchases, and other service items. As a result, managers and controllers can monitor project costs and revenues in real time and proactively identify problems. Profitability accounting enables managers to better understand cost and revenue elements within the organization so that you can calculate true costs, revenues, and profit margins by project, client, employee, office, or line of business. As a result, staff throughout the firm can access tools and knowledge that help increase revenues, maximize client profitability, reduce operating costs, and enhance overall efficiency.

## **Human Resource Management**

Talent is the key differentiator among professional services firms today. Success requires putting your best and brightest in the spotlight to market and sell their competencies. For this reason, exceptional human resource management – which drives hiring and employee retention – can provide firms with significant competitive advantage. SAP for Professional Services provides a complete, integrated human capital management solution for small and midsize businesses. Talent management functions support recruitment of the right people and empower employees to manage their careers. At the same time, managers can track high-potential employees and offer them innovative compensation and reward strategies, as well as provide e-learning opportunities to keep them current. Resource management functions centralize, streamline, and automate employee administration and management – from benefits and time-and-attendance information to payroll. And resource deployment functions help you staff engagements on the basis of skills and availability, monitor progress on projects, track time, analyze results, and more. You can also unify resource management, project-portfolio management, project execution, and skills management, as well as optimally schedule call center staff.

Equally important, with SAP for Professional Services, HR processes are tightly integrated with business development and resource management functions, allowing you to accurately predict customer demand, hire accordingly, and optimize resource utilization on current and future projects.

## Operations Management

SAP for Professional Services offers small and midsize companies the benefits of integrated, secure, end-to-end operations management. IT service providers and business process outsourcing service providers can successfully manage client assets by planning, designing, building, operating, maintaining, and decommissioning client assets. To support managed services, SAP for Professional Services provides functions that help you simplify processes for responding to client questions and complaints within time frames specified in service-level agreements (SLAs). Additional monitoring and reporting tools for tracking service contracts and SLAs help you meet client commitments and avoid costly penalties. Agents can identify clients on the basis of partner-supplied information (or the firm's own database), determine if existing contracts or SLAs are in effect or if new service orders are required, assist callers with questions about services, and resolve service issues.

## Reporting and Analytics

The modular, integrated components of SAP for Professional Services work seamlessly as a single application, giving you real-time visibility into all aspects of your business and rapid access to key information for better decision making. Prebuilt analytics deliver fast access to reporting metrics, as well as insight into everything related to your organization's accounting, controlling, and project management functions. You also gain a complete overview of your project portfolio so that you can check project profitability, timelines, and resource allocations at a glance.

For more information about SAP for Professional Services, call your SAP representative or visit us on the Web at [www.sap.com/industries/professionalservices](http://www.sap.com/industries/professionalservices).

## Powered by SAP NetWeaver®

SAP for Professional Services is powered by the SAP NetWeaver® platform. SAP NetWeaver unifies technology components into a single platform, allowing organizations to reduce IT complexity and obtain more business value from their IT investments. It provides the best way to integrate all systems running SAP® or non-SAP software.

SAP NetWeaver also helps organizations align IT with their business. With SAP NetWeaver, organizations can compose and enhance business solutions rapidly using enterprise services. As the foundation for enterprise services architecture (ESA), SAP NetWeaver allows organizations to evolve their current IT landscapes into a strategic environment that drives business change.