

SAP for Telecommunications



DEALER MANAGEMENT FOR THE TELECOMMUNICATIONS INDUSTRY

Telecommunications companies want to reduce costs while enhancing their ability to reach end customers. Success depends on maintaining close, efficient relations with dealers. Dealer management capabilities from SAP provide the full range of functions and tools that telecommunications companies need to manage dealer relationships. You can monitor and support your dealers, integrate them into your internal processes, and collaborate with them to control costs and reach end customers – while setting new standards for efficiency and responsiveness.

PARTNERING TO COMPETE

Not long ago, telecommunications companies were rushing to get new technologies to newly deregulated markets, and investing heavily in building market share. But today, the story is quite different. As telecommunications companies face maturing, highly competitive markets, they are working to reduce costs – and, at the same time, enhance their ability to reach customers.

For many telecommunications companies, the key to success on both fronts lies in building closer, more efficient relationships with indirect sales channel partners. That means working with dealers to improve their ability to sell your products and attract and retain customers. You have to ensure that your dealers can provide high-quality, consistent service. And through it all, you have to support your dealers by managing the supply chain from your company to your dealers to streamline processes and increase responsiveness – while reducing inefficiencies, fraud, staffing expenses, and inventory.

In short, it's not enough to simply communicate and cooperate with your dealers. You need to share accurate, timely information about logistics, payments, and commissions, as well as marketing, sales, and service. You must have clear visibility into a dealer's operations and the needs of the end customer. And you have to integrate your dealers into your internal processes – which is critical to increasing efficiency and speed. It also enables dealers to serve end customers easily and effectively, thus increasing customer satisfaction with your product.

GETTING CLOSER TO THE DEALER – AND THE END CUSTOMER

You can do all that – and more – with dealer management capabilities for the telecommunications industry from SAP.

SAP's approach to dealer management gives you the full range of functions and tools that you need to manage your relationships with dealers. It draws on SAP® solutions for relationship management, finance, supply chain management, and business intelligence – as well as SAP's extensive experience with the telecommunications industry. An easy-to-use, comprehensive Web portal enables your dealers to create their own customer contracts and hardware orders, pay bills online, and access a wealth of information about your products and special offers. And it lets you integrate dealer processes and customer interactions with your company's core processes – which opens the door to new levels of efficiency and responsiveness, while strengthening your dealers' ability to sell and service your products.

In short, SAP's approach to dealer management goes far beyond a traditional partner relationship management system. It encompasses customer-facing and internal business processes to help your dealers and you work with speed and efficiency – and it provides deep, industry-focused capabilities that let you build strong collaborative relationships with your dealer network.

With the dealer management capabilities from SAP, you can:

- **Manage incentives and commissions.** You can process and calculate business-case-related or variable compensation schemes for internal and external recipients. You can monitor commissions and payments. You can take advantage of easy-to-use calculation rules based on business needs, and track changes through a clear audit trail. And you can ensure that everyone throughout the channel – including employees, partners, and managers – has clear visibility into both earned and expected incentives and commissions.

- **Support and analyze dealer performance.** You can plan and analyze the business that is conducted through indirect channels, and use tools for recruiting, profiling, planning, monitoring, segmenting, training, and certifying dealers. Overall, these capabilities help you develop a better understanding of your dealers – what they sell, where they sell, and to whom they sell. And this understanding enables you to help your dealers work more effectively with end customers.
- **Support dealers' operations.** You can give dealers access to marketing tools that include personalized product recommendations and catalogs, content and collateral management capabilities, and a sales and marketing library. You can support them with campaign management and sales capabilities, including pricing and contracts, interactive selling and configuration, and point-of-sale tracking capabilities. It's easy to integrate dealers into your order management system. And you can provide them with service-enabling tools, such as live partner support and knowledge management, request management, and complaint and return management capabilities.
- **Manage the supply chain more effectively.** You can work with dealers to perform demand planning, supply network planning, and production planning; to increase delivery performance with available-to-promise capabilities; and to execute supply chain processes. The results: increased automation of processes, enhanced transparency into order processing, more accurate planning, reductions in stock, and the ability to make the best use of resources to meet customer needs.
- **Provide integrated, focused information to dealers.** With SAP's highly developed portal technology, you can give dealers easy access to tools for selling and buying, finding and ordering marketing materials, handling online billing and payments, and performing analyses – just to name a few functions. You can deliver targeted content that's tailored and personalized to meet each dealer's specific needs. And you can provide 24-hour support and advice while reducing sales support and communication costs, increasing order accuracy, and enhancing dealer effectiveness.

THE VALUE OF AN INTEGRATED APPROACH

With dealer management capabilities from SAP, you can monitor, support, and empower your dealer network – and integrate dealers into your company's processes. As a result, you can:

- Increase visibility into all dealer-related business processes
- Reduce costs for dealer support and logistics through the integration and optimization of processes
- Work collaboratively with dealers to increase revenue and profits
- Reduce time-to-market with streamlined and integrated dealer-related processes
- Increase value to end customers by enabling and motivating dealers to excel at marketing, selling, and servicing your products

SAP makes it easy for your partners to do business with you, which, in turn, strengthens dealer loyalty, increases efficiency, reduces costs, enhances responsiveness, and boosts sales in a competitive industry.

TO GET STARTED . . .

With the dealer management capabilities from SAP, you can monitor and support your dealers, integrate them into your internal processes, and collaborate with them to control costs and reach end customers.

To learn more about how SAP can help your company build closer, more profitable relationships with its dealers, visit <http://www.sap.com/telecommunications>

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