

SAP for Telecommunications



mySAP™ SUPPLY CHAIN MANAGEMENT FOR PHYSICAL TELECOM PRODUCTS

**CREATING SUSTAINABLE VALUE THROUGH HIGHER
SPEEDS, LOWER COSTS, GREATER CONTROL**

In the highly competitive – and often hotly contested – telecommunications industry, success goes to companies that optimize and integrate all their business processes. SAP enables this success with a supply chain management (SCM) solution adapted to the needs of the industry: mySAP™ Supply Chain Management. The solution enables companies to develop and implement effective strategies for delivering end-user devices to retailers and consumers – and in the process, to build a cost-effective, collaborative supply network geared to their real needs.

Telecommunication markets are saturated. Competition is fierce. And the economy is sluggish. You've spent a fortune bidding for Universal Mobile Telecommunications System (UMTS) licenses and developing new services, only to find that consumer uptake of new services is slow. To meet these challenges and create sustainable value, you need to keep tight control of every aspect of your operations, a control made possible – and profitable – with mySAP™ Supply Chain Management (mySAP SCM).

A comprehensive solution with proven capabilities, mySAP SCM meets the specific needs of the telecommunications industry, making it easier for you to:

- Introduce new products to meet changing demands
- Develop smart delivery strategies based on complete information and powerful, proven capabilities
- Find the right balance between maximizing product availability and minimizing costs

In addition, the solution boosts your ability to meet demand, slashes costs and inventory levels, and increases your competitiveness.

Optimize and Integrate for Long-Term Success

Modified to meet industry needs, mySAP SCM optimizes your entire logistics life cycle, providing end-to-end support for the logistics networks you use to supply physical telecommunications products such as cell phones. And because it is fully integrated with other solutions on the SAP NetWeaver™ technology platform, the SCM solution also optimizes all processes related to the planning, purchase, storage, transportation, and sale of telecom products through a variety of channels. These channels can include your own outlets and online store as well as those of your business partners.

KEY AREAS COVERED BY THE SOLUTION

mySAP SCM covers the specific needs of telecommunication enterprises in four key areas: planning, networking, coordination, and execution.

Supply Chain Planning

Effective, flexible planning is essential in the fast-moving telecommunications industry. mySAP SCM allows you to fine-tune your supply chain to reflect changing strategies. You can:

- Create detailed plans and forecasts for supply and demand, distribution, production, and transportation
- Make better decisions based on comprehensive historical and point-of-sale data
- Involve a range of internal and external organizations in your decision making
- Optimize the manufacture of bundles, such as cell phones with accessories

Supply Chain Networking

The solution also lets you collaborate with your suppliers and partners more closely and effectively than ever before, delivering unprecedented flexibility and responsiveness across the extended supply chain. For example, it lets you choose the most suitable approach to product replenishment – vendor-managed inventory; supplier-managed inventory; or collaborative planning, forecasting, and replenishment (CPFR).

Supply Chain Coordination

You can track and monitor events at every stage of the logistics cycle. Problems are reported immediately and can be dealt with immediately. Performance management functions provide you with key figures that allow you to evaluate and streamline your supply chain on all levels.

Supply Chain Execution

Rich warehouse and materials management capabilities enable the solution to keep your supply chain running smoothly. From procurement and storage to order picking and shipping, mySAP SCM automates and integrates your supply chain, creating a flexible, manageable whole.

END-TO-END INTEGRATION

The better your IT solutions mesh with each other, the more value they add to your business. Through the SAP NetWeaver platform, mySAP SCM integrates with mySAP Customer Relationship Management for your selling activities and with mySAP Supplier Relationship Management for your purchasing activities.

The solution also encompasses other important processes for telecommunication companies – order management, coordination, and fulfillment tasks relating to both customer-driven and network-driven scenarios. These tasks range from installing services and resolving customer-reported problems to installing network infrastructure and performing maintenance and troubleshooting functions.

By optimizing and strengthening processes throughout your supply network, mySAP SCM enables you to launch new physical products with maximum efficiency, meet unpredictable demand, and thrive in a highly competitive business environment.

SUMMARY OF ADDITIONAL BENEFITS

In addition to optimizing the strength, flexibility, and visibility of supply chain processes, the solution offers a wide range of important peripheral benefits. These include:

Lower Costs

mySAP SCM reduces the cost of your logistics and improves the way you deploy your resources. You benefit from efficient order processing, effective interenterprise collaboration, lower inventory levels, and reduced capital expenditures. And thanks to low total cost of ownership, you enjoy a rapid return on your investment.

Increased Revenue

By making your planning more accurate and improving product availability, the solution helps you match supply to demand. As a result, customer satisfaction increases and company revenues rise.

Reduced Risk

mySAP SCM delivers the global visibility that puts you firmly in the driver's seat and gives you total control of your supply chain. By enabling adaptive supply networks and mutually profitable collaboration, it lets you react much more rapidly to change and reduces the risk that comes with sudden change.

A SOLUTION FOR TODAY AND TOMORROW

In mySAP SCM, SAP offers telecommunication firms a solution that will help them meet today's challenges and prepare for tomorrow's. Adaptable to the real needs of your business, it not only streamlines your supply chain but also integrates it with related sales, customer, and manufacturing processes in a highly visible, customer-centric cycle that you control from end to end.

To find out more about mySAP SCM and other SAP® solutions or services that have been adapted for the telecommunications industry, contact your local SAP office or visit us online at www.sap.com/telecommunications

mySAP BUSINESS SUITE:

YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE.

mySAP Business Suite provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver technology platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite consists of best-of-breed solutions that incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that work together seamlessly to help you achieve your business goals.

www.sap.com/contactsap

THE BEST-RUN BUSINESSES RUN SAP



50 053 924 (03/09)

© 2003 by SAP AG. All rights reserved. SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. MarketSet and Enterprise Buyer are jointly owned trademarks of SAP AG and Commerce One. All other product and service names mentioned are the trademarks of their respective companies. Printed on environmentally friendly paper.