

After extensive research into the specific needs of business products resellers, SAP has developed an “out-of-the-box” solution that includes software, support, technical administration, training, and the complete operating environment – all hosted and maintained by SAP. SAP® Hosted Solution for Business Products Resellers focuses on driving competitiveness, increasing customer loyalty, and reducing operating costs. It enables resellers to power their business, from e-commerce and customer service through core internal business processes such as finance, order management, purchasing, and logistics.

SAP Solution Brief

SAP Hosted Solution for Business Products Resellers

DELIVERING MORE VALUE WHILE REDUCING OPERATING COSTS

Advance Your Business

The office products industry, which has evolved significantly over the past few decades, continues to change rapidly. Today, a wide variety of competitors – national retailers, mass merchants, Internet retailers – are competing for your customers and offering them services and prices that are becoming increasingly difficult to match.

As a business products reseller in this competitive economy, you must be able to offer your customers a wider variety of service options, including e-commerce capabilities, dynamic product content, and self-service support. And you must couple these services with the kind of one-on-one relationships that have always been the hallmark of your business. This differentiates you from the competition and secures your customers’ loyalty. Finally, you must manage and optimize every aspect of your business, automating internal processes and reducing operating costs.

SAP® Hosted Solution for Business Products Resellers can help you achieve and sustain these goals. It lets you deliver more value to your customers while reducing operating costs. It also lets you interact with your customers online and communicate with your supply chain partners to enable seamless wholesale, buying group, or supplier ordering and logistics. Designed specifically for business products resellers, the solution also enables you to manage your core internal business processes: finance, order management, purchasing, and logistics.

A complete offering, SAP Hosted Solution for Business Products Resellers includes software, support, technical administration, training, SAP-hosted hardware, and ongoing maintenance. It is an adaptive technology platform designed to grow with your business to meet your current and future technology needs.

Focus on the Essentials

Because managing your core internal business processes is vital to your organization's stability and success, SAP Hosted Solution for Business Products Resellers provides the comprehensive applications you need to automate and integrate core processes such as:

■ **Financials**

A complete financial management solution, it supports your financial accounting, tax management, and reporting processes for general ledger, accounts receivable and payable, tax management for sales orders, credit management, cost center accounting, profit center accounting, fast close, and more. It couples robust financial management and reporting with operational insight into all financial processes and transactions, giving you better transparency and greater confidence in your numbers.

■ **Order management**

A comprehensive order management solution, it enables you to manage the complete quote-to-cash life cycle with your customers, supporting quote management; order entry (including various order types, order change and deletion, item substitution, and customer pricing strategies for base prices, discounts, markups, and contracts); billing and invoicing; and customer master data. It helps ensure flexible, fast, and accurate order management and processing.

■ **Purchasing**

An effective purchasing solution, it delivers automated sourcing connectivity and execution with top industry suppliers. This enables you to load item and price files from all suppliers to conduct multisupplier buying that includes wholesalers and manufacturers. The solution lets you transmit orders electronically to your key suppliers of choice, and specify delivery to a reseller location or drop ship direct to customers. Designed to adapt to each reseller's sourcing strategy, it enables automated,

streamlined purchasing with your suppliers. If you are a full stocking reseller, you can manage your direct buy relationships and your inventory assets for an optimized balance of fill rate and inventory turns.

■ **Logistics**

A world-class logistics solution, it allows you to automate your supply chain and integrate it to include your partners. It provides for master data management (including vendor and item information records and source list) and fulfillment (including transportation shipping documents, stock transports, inbound and outbound shipments, stock transfers, and goods issue).

And it lets you collaborate with your suppliers to ensure you have the right quantity of the right product in the right place at the right time – at the right price for your customers.

Sell Through Your Own World-Class E-Commerce Site

In a recent study of office products customers, the Web was cited as the number two source of information (catalogs were number one) used for researching and purchasing office products. Today your customers expect and often demand the ability to purchase your products and services through a variety of channels including face-to-face, telephone, fax, and e-commerce.

SAP Hosted Solution for Business Products Resellers provides you with all the e-commerce functions you need to manage the sale of your products and services through your own e-commerce site. Included in the solution is an e-commerce storefront – complete with your personalized branding and look and feel – preloaded with your major wholesaler's master catalog data. You can then add to it your own unique content including categories, products, descriptions, and images. The result is a complete and accurate online catalog of the products you sell, ready to present to your customers.

The solution also enables you to:

- Cross-sell and up-sell by delivering targeted promotions as customers are browsing online
- Provide real-time inventory availability information
- Enable customers to place orders that are seamlessly integrated to your back-end order management system

- Provide customer self-service functions such as order history lookup with real-time status information
- Set up unlimited levels of order approval workflows for your customers

Critical to delivering your customers a compelling, dynamic e-commerce experience is complete and accurate product content. As your business has matured, the breadth and depth of product content you manage has grown exponentially. The SAP solution enables you to deliver content to your customers through your e-commerce site. It also helps you eliminate internal content overload, resulting from multiple content sources, redundancy, and inaccuracy, and helps ensure that your customers can quickly and easily search for and find the products and services they need and make informed purchasing decisions.

The SAP solution makes it easier for your customers to do business with you while increasing revenue and decreasing costs of sales and support.

Access Comprehensive Reports for Real-Time Decision Making

The SAP solution provides your managers and business users with access to comprehensive reports delivering the information needed to make timely and accurate business decisions. Through the reporting functionality in this solution, you will be able to closely monitor your business, including key performance metrics.

The solution's key reports include:

- Financial management – profitability analysis
- Order management – track orders by order taker, quote tracking, lost sales, returns, backorders, and open orders
- Purchasing – inventory history and cost variance
- Pricing – pricing contract management
- Master data lists – customer, material, and vendor

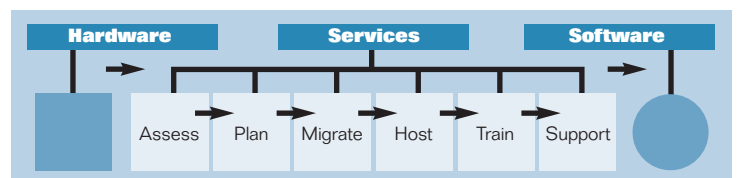
As a result, data that was previously locked in your transactional systems is now being delivered to you through highly intuitive reports providing you with greater insights into your business performance.

Benefit from a Complete Industry Solution

SAP Hosted Solution for Business Products Resellers was developed in collaboration with your peers. Based on the mySAP™ ERP application, it offers SAP core components along with an extensive range of functions that support business models and strategies specific to the office products industry. These strategies are coupled with the expressed needs and process requirements unique to business products resellers. The result is a comprehensive software solution with all the features and functions that enable you to power your business, from e-commerce and customer service through core internal business processes such as finance, order management, purchasing, and logistics.

This solution increases your competitive status by affording you greater financial control, improved order management and logistics, enhanced customer service and support, increased operating efficiency, and new insights into your business through robust analytical and reporting functions. The financial stability it provides is backed by SAP's commitment to support your business now and into the future.

With SAP Hosted Solution for Business Products Resellers, you get sophisticated, world-class functionality in a comprehensive, low-risk package – a package priced with your needs and budget in mind. The solution can be implemented quickly, requires only minimal use of your internal resources, and provides fast time to benefit.



SAP® Hosted Solution for Business Products Resellers

For More Information

To learn more about how you can get up and running with SAP Hosted Solution for Business Products Resellers, please visit www.sap.com/usa/bpr.

Powered by SAP NetWeaver®

SAP Hosted Solution for Business Products Resellers 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 applications rapidly using enterprise services. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to evolve their current IT landscapes into a strategic environment that drives business change.