

SAP Solution Brief
SAP for Consumer Products



INTEGRATED SALES AND MARKETING

Understanding and Touching Your Customers at Every Step

Sales and marketing have evolved from traditional customer relationship management applications, but their functions have become entwined and now extend across the enterprise – and beyond. Executed properly, integrated sales and marketing connects the processes involved in demand creation with innovation and manufacturing and provide a 360° view of your customers and your ability to meet their needs. The solution that integrates sales and marketing? mySAP™ Customer Relationship Management (mySAP CRM).

Inventing the coolest new products and producing them from a near-perfect supply chain aren't enough to succeed if you're a consumer products manufacturer. In an industry as brutally competitive as yours, the business processes that create customer demand, fulfill it, and measure it are just as crucial as creating innovative new products. In fact, they've become entwined. Crafting efficient promotions, managing brands and channel partners, and executing at the point of sale – anything that touches the consumer directly – all now depend on intelligence extracted from your supply chain or R & D division as much as your traditional sales and marketing efforts.

SAP groups these interdependent business processes under the umbrella of integrated sales and marketing (ISM). Sales and marketing functionality has evolved from traditional CRM applications, but are no longer confined to them. Now sales and marketing extend across the enterprise in a number of ways. ISM is a framework for connecting the processes involved in demand creation with innovation and manufacturing. Integrated properly, they create a 360° view of your customers and your own ability to meet your customers' needs.

SAP's philosophy is to provide solutions that flexibly automate ISM. You can then deploy the functionality as needed to meet your individual business goals. The mySAP™ Customer Relationship Management (mySAP CRM) solution contains powerful functionality to help you successfully implement ISM in the following areas.

Brand Management

mySAP CRM already provides a tool set for tracking a brand's performance in the marketplace from cradle to grave. From within a single window, you can identify the most and least successful products within a given portfolio, plan budgets, schedule promotions, and use prior results to fine-tune future forecasts. You have a complete view of each product line and its importance to the brand, but you can still think much bigger.

mySAP CRM is integrated with enterprise-wide solutions, including the SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component, the SAP® Analytics application, and the mySAP Supply Chain Management (mySAP SCM) solution. Because of this integration, you can collect, cull, and pass along insights into brand and product performance to new product development and introduction (NPDI) efforts, helping to transform sales and marketing processes into sources of innovation. This integration also makes it possible to pass news about a new promotion or an underperforming brand to the supply chain or to warn managers of an impending out-of-stock or overstock situations. The 360-degree view of a brand's sales performance gradually evolves into a similar view of its life across the entire enterprise.

Category Management

Consumers' first encounter with your products usually is to reach for them on a shelf in a retail store. Close collaboration with retailers is essential for guaranteeing that they reach for your products and not your competitors' products. With category management functionality that supports collaboration, retailers can decide how best to stock their shelves. mySAP CRM already supports these practices, which have become a consumer products company's closest point of contact with consumers. Consumer behavior, brand loyalty, macro-level purchasing trends – mySAP CRM collects all of this data and more.

And when paired with SAP's SCM, channel management, and analytical functions, you can normalize and harmonize that data across the entire enterprise, empowering new users to make better informed decisions with more easily understood information. Conversely, employees who work closely with retailers now have visibility into manufacturing and supply chain processes, offering them a clearer view of their company's ability to stock a retailer's shelves.

Trade Promotion Management

Through the complete set of trade promotion management functionality of mySAP CRM, consumer product manufacturers can plan and manage every step of product promotions. Starting with initial forecasts and moving through a virtuous feedback loop of execution, analysis, and forecast refinement, you can make more intelligent decisions, develop more effective programs, and monitor retailers to ensure that actual performance matches forecast objectives.

When mySAP CRM is integrated with SCM, channel management, and NPDI functionality, you can supplement and refine forecasts with near-real-time data arriving from retailers. You can combine all trade and consumer marketing efforts to ensure all of your locations are stocked when your advertising appears. And you can begin planning the opening promotional blitz for new products to guarantee maximum effect by the time they're ready to be shipped out the door.

Account Management

mySAP CRM already provides sales managers with a single, consistent view of customer information across the enterprise. They can manage customer profiles; plan and organize customer engagements ranging from meetings and presentation to trade shows and new store openings; and track vital information like the performance of new products, promotions, and a given customer's profitability. Integration with other SAP solutions only enhances this view and paints a more complete picture of performance. Fresh data arriving from manufacturing plants and supply chains adds a new dimension to customer profiles, helping to drive decision making and customer prioritization.

mySAP CRM also reduces costs and complexity by streamlining and harmonizing disparate sources of structured and unstructured data from multiple fronts – reports from analytical applications, spreadsheets, and personal interactions that contribute critical shading and context to basic sales information. And because the software supports mobile devices, you can monitor these activities as easily and securely from the field as from your desktop.

Retail Execution

You can ensure that your field sales force is on the same page as your planning and account teams using mySAP CRM. The solution includes a complete suite of retail execution tools that connect your mobile sales force to the strategy and plans devised by brand, planning, and channel managers. Insights into the most productive stores, profitable customers, and changing consumer behavior is streamlined for delivery to the sales personnel who most need it. And support for handheld devices, mobile phones, and customized, role-based portals provide both managers and sales reps with the lightweight tools they need to ensure frequent and effective communication.

Offering those sales reps near-real-time visibility into inventory and other supply chain functions guarantees the availability to promise of hot products and brands, plus the ability to shape demand during times of constrained supply. Integrating the sales force into strategic decision making increases their understanding of larger goals and helps pave the way for successful product launches and initiatives.

Integrate Your Analytical Tools

mySAP CRM already provides a broad range of standard reports and analysis designed to extract insights from multiple channels. By integrating mySAP CRM with other enterprise-level operations – including supply chains and R & D efforts – these analytical abilities expand to include business factors that were either previously invisible or taken for granted – like a supply chain disruption on the other side of the world or a category-killer product that's just begun development and will be ready in 12 months. With integrated analytics, you can better understand the effects of complex situations on your business, and you can more easily sift through them for potential significance.

Personalized Portals Offer an Integrated View

mySAP CRM provides role-based portals that offer planners, managers, sales reps, and executives customized environments that contain the specific functionality and key performance indicators they need to execute their tasks. The solution's support for mobile devices extend these portals to laptops, tablet PCs, handhelds, and smart phones. Because mySAP CRM has out-of-the-box integration with other SAP enterprise applications and comprehensive support for open standards, it provides seamless integration of data and functionality without the need to alter the underlying technology.

See Your Customer from Across the Entire Enterprise and Reap the Benefits

mySAP CRM delivers benefits as a stand-alone solution. Integrated, the benefits are enormous – faster and better-informed decision making, shorter time to market, more accurate forecasting, and greater sales efficiency. All of those things can be delivered through integration with the other aspects of your business. With mySAP CRM you can:

- Spend marketing dollars more efficiently
- Target promotions more effectively
- Increase consumer loyalty
- Reduce administrative time
- Increase the speed of decision making and your time to market

For More Information

To learn more about how mySAP CRM drives integrated sales and marketing, visit our Web site at www.sap.com/crm.

Powered by SAP NetWeaver

mySAP CRM is powered by the SAP NetWeaver platform – the open integration and application platform that provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, enabling change and reducing the need for custom integration.