

SAP for Professional Services



mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

**YOU'RE IN THE RELATIONSHIP BUSINESS. GET THE
ULTIMATE RELATIONSHIP-BUILDING SOLUTION**

Have you built the kind of reputation that attracts clients and locks out competitors? Become a true service leader, with the only fully integrated customer relationship management solution around – mySAP™ Customer Relationship Management.

CLIENT DEMANDS ON THE RISE. INCREASED COMPETITION. SHRINKING BUDGETS.

Today, more than ever, your organization needs to deliver world-class service that delights clients and locks out competitors – while simultaneously maximizing profitability and growing revenue.

That's why now is the time to discover mySAP™ Customer Relationship Management (mySAP™ CRM).

mySAP CRM is a comprehensive, fully integrated solution that provides everything you need to build a more competitive, more client-centric enterprise. With this powerful software, you gain access to accurate sales forecasts and pipeline visibility. You forge stronger client relationships and manage ongoing projects with greater efficiency. And you make optimal use of all your resources. You become more responsive to clients in every aspect of your operations. As a result, you can build client loyalty and market share while operating more efficiently than ever before.



MAKE EVERY CLIENT INTERACTION COUNT

With mySAP CRM, you gain state-of-the-art capabilities for managing all interactions with clients, associates, and partners.

Sales and Marketing

In today's hotly contested marketplace, you must sharpen your focus on sales and marketing. With mySAP CRM, you can engage existing clients and win follow-on business with far greater effectiveness. This solution helps you uncover opportunities and convert those opportunities into new business – with the help of rich functionality for lead generation and capture, market segmentation, account and contact management, and more.

You can coordinate every detail of your sales and marketing programs for greater impact and increased awareness. And you can evaluate the profitability of each client, each activity, and your entire organization.

Opportunity Management

mySAP CRM allows you to manage opportunities as they move through the cycle. It enables you to prepare sales forecasts, plan approaches, and track progress with pinpoint precision. You can access and analyze data on key decision makers, critical success factors, and the competitive environment, ensuring your sales activities are carefully targeted and coordinated.

Project Resource Planning

Your business is based, above all, on people – on their abilities, their experience, and their availability. mySAP CRM helps you mix and match skills on the basis of freely definable employee and freelancer profiles. Using a powerful search engine, you can perform sophisticated searches to quickly identify the right specialists for the task at hand. The result is not just more effective execution of your projects – it is also more satisfied clients, better resource utilization, and ultimately improved profitability.

Project Management

The disciplined execution of projects is vital to meeting your client expectations and keeping your bottom line healthy. In fact, effective project management often begins even before the deal is closed. mySAP CRM puts the facts, figures, and functions at your fingertips – allowing you to define roles and responsibilities, to assign the right people, and to plan costs and timelines. You can generate competitively priced but profitable quotations, monitor project progress, payments and resources, and keep full control throughout. This solution enables you to capture every minute of billable time and every penny of billable expenses for stronger cash flow. And it supports resource-related billing and client-specific electronic invoicing to automatically reflect contract terms.

Client Service and Support

mySAP CRM allows you to deliver best-in-class service and support to clients and partner organizations. You gain immediate access to every detail of each client's relationship, for quick, knowledgeable answers to inquiries and complaints.

Analytics

mySAP CRM gives you the ability to explore vital information on all aspects of your operations – on clients, on sales and marketing, on staff productivity and availability, on financial performance, and much more. As a highly integrated solution, it offers your decision makers a high degree of visibility, making it possible to identify operational strengths and weaknesses, risks, and opportunities.

Predefined Roles for Your Business

mySAP CRM offers predefined user roles specific to your business – services director, project manager, resource manager, and consultant. This gives your employees out-of-the-box functions tailored to their jobs and activities. At the same time, each role is customizable – to your company, to the individual employee, and to the individual tasks they perform.

mySAP CRM is accessed through SAP® Enterprise Portal, allowing everyone in your company to access, collaborate on, and analyze relevant information from any data source, so each professional – from senior management to individual consultants – can work efficiently and productively.

Tighter Integration for the Better Flow of Information

mySAP CRM delivers the solution you need to build better, stronger relationships with your clients. But it goes beyond CRM to cover the entire business process, from lead to cash. This solution offers full integration with other core capabilities in human resources, financial accounting, reporting, invoicing, and many other areas. And because these areas are seamlessly integrated, you can eliminate costly and difficult custom-development efforts.

STRONGER RELATIONSHIPS DRIVE CLIENT PROFITABILITY

As the only fully integrated CRM solution on the market today, mySAP CRM provides unparalleled control over all aspects of your client interactions. With it, your company can:

- **Build and maintain strong client satisfaction**
Build an intimate history and forward-looking profile of each client and provide personalized service at every stage in the relationship. Respond to client demands and exceed expectations.
- **Enhance service quality**
Get the right resources assigned to the right projects at the right time. Ensure high-quality service delivery through careful monitoring and project control. Overcome barriers to execution and reduce cost overruns.
- **Reduce costs**
Link all client-related processes for greater internal efficiencies. Gain visibility to the many variables of your sales, marketing, and promotional programs for optimal cost control. Carefully monitor and control project execution to reduce cost overruns.

■ **Increase revenues and profits**

Improve new business wins through intelligent identification of opportunities and a comprehensive understanding of client needs. Track work, costs, and profitability accurately and efficiently. Capitalize on cross-selling and up-selling opportunities. Speed cash flow through efficient invoicing and collection. Identify and focus on your most profitable business lines and accounts.

PUT YOUR CLIENTS FIRST

Every client represents a lifetime of opportunities – so give them the high-quality, personalized service they expect and deserve with the help of mySAP CRM. No other solution does more to help you implement best practices for client service. And no other solution offers the same level of built-in integration with your other business management systems. For full details on how SAP solutions can help your company maximize profitability, improve competitiveness, and become customer-centric, visit our Web site at www.sap.com/crm and www.sap.com/professionalservices

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.

THE BEST-RUN BUSINESSES RUN SAP



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