

SAP Solution in Detail
SAP for Consumer Products



SAP FOR CONSUMER PRODUCTS – MIDSIZE ENTERPRISES IN THE FOOD AND BEVERAGE INDUSTRY

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EXECUTIVE SUMMARY

Food and beverage companies today face competitive and margin pressures on all fronts – from retailers, consumers, suppliers, government regulators, and competitors. In recent years, the weak global economy, fierce price-led competition, and excess retail and production capacity in mature markets have combined to drive down prices and margins even further.

In short, staying competitive today is harder than ever.

To grow revenues, food and beverage companies must innovate and reduce costs. Greater visibility is key. Across your supply chain; between internal business processes; and because of ever-evolving and stringent requirements of retailers, consumers, and government regulators, you need real-time information and insight. However, like many midsize companies, you might be hampered by a legacy of nonintegrated systems that impede visibility and perpetuate inefficiencies. You need something different – something that you might think doesn't yet exist – a world-class enterprise resource planning (ERP) solution that is affordable, quick to deploy, easy to use, and dependable – a solution you won't outgrow.

A solution does exist. SAP can help.

SAP helps food and beverage enterprises improve their visibility – along with their efficiency and decision making. We deliver business-process management solutions that incorporate best practices developed through years of working with companies of your size, in your market, and your industry.

SAP offers a complete portfolio of solutions – from enterprise-class software and preconfigured, industry-specific business processes to consulting, implementation, and hosting services – tailored specifically to meet all your business-process and IT needs now and as you grow.

When implemented by food and beverage industry specialists, SAP's approach of combining state-of-the-art software and technology with industry best practices in a preconfigured package can reduce project costs by more than 50% compared with traditional approaches. In addition, a survey of leading manufacturers shows that the SAP® Best Practices family of offerings achieves real, outstanding results – improving labor efficiency by as much as 40%, reducing inventory by an average of 30%, and cutting financial closing time in half.¹

Powered by the SAP NetWeaver® platform, the state-of-the-art open integration and application platform – our software is flexible, quick to deploy, and easy to manage. When combined with SAP Best Practices and the services of a recommended implementer (from SAP Consulting or our network of experienced partners), you can be up and running in as few as 12 weeks, without having to suspend or disrupt business operations. With SAP technology, software, and expertise at your side, you can improve visibility across your enterprise and supply chain – increasing the speed and effectiveness with which you make decisions and respond to shifting customer demands by introducing new products.

SAP now places a fully configured, world-class solution within your reach.

1. Martin Selchert, Ludwigshafen University of Applied Sciences, Germany, conducted this independent survey of 192 manufacturers in 2004. Survey results are available from SAP Press, *Enhanced Project Success Through SAP Best Practices – International Benchmarking Study*, ISBN 1-59229-031-0.

KEY ADVANTAGES

SAP for Consumer Products – Food and Beverage Industry

SAP provides a complete solution portfolio, industry best practices, and services tailored specifically to the needs of midsize enterprise food and beverage companies. The portfolio includes a complete enterprise software suite of modular components that is quick to deploy and easy to manage. The goal is to enhance your unique competitive advantage within the food and beverage industry while taking advantage of the best-practice knowledge built directly into SAP® solutions and the functionality provided by a network of experienced partners.

SAP offerings for midsize food and beverage companies deliver everything you need to remain competitive:

- Accelerated process efficiencies – increasing profitability and reducing operating costs
- Streamlined product life cycles – saving valuable time from recipe to rollout
- Enhanced visibility – across the entire organization and beyond to suppliers and customers
- Effective compliance tracking – meeting all industry requirements for food and beverage safety and traceability

SAP knows the unique requirements of the midsize food and beverage enterprise. Based upon our 30 years of experience working with more than 900 food and beverage industry leaders, SAP delivers a world-class solution that is:

- Affordable – with a low total cost of ownership
- Comprehensive – with deep functionality and experience built in
- Fast – up and running in as few as 12 weeks without having to suspend business operations
- Manageable – even for organizations with limited IT staff and budget
- Flexible – with functionality that can be deployed incrementally when you need it
- Dependable – flexible and powerful technology combined with robust scalability provides a reliable baseline for future growth

SAP FOR CONSUMER PRODUCTS

Profitability

The Challenge

You face demands from retailers for lower prices and higher service levels and you experience increased pressure from low-priced, private-label products. As a result, you are forced to look for areas to reduce costs and to streamline and automate your business processes for quicker order fulfillment. To attract and retain key retailers, you also need excellent inventory management and direct-to-store delivery capabilities.

The Solution

SAP delivers support for an integrated order-to-cash process that eliminates the manual processes and traditional high IT costs associated with connecting disparate point solutions. Our solutions provide you with insight into everything related to your organization's accounting and controlling functions. The resulting visibility and streamlined functionality help boost productivity and give you back the control of business processes lost by using numerous nonintegrated systems.

SAP solutions enable food and beverage companies to optimize both inventory levels and storage space based upon inventory planning and turnover. You can perform quality checks in combination with warehouse management and transportation management, helping reduce costs associated with the order-to-delivery cycle. For retailers that require direct store delivery, SAP software features a powerful route-management function that can load, dispatch, and track any number of deliveries efficiently. Route-planning tools optimize the entire approach to deliveries, help eliminate redundant trips, and allow food and beverage companies to match the appropriate vehicles and drivers to their customers for each delivery.

Sales Order Processing

With SAP solutions for the midsize food and beverage companies, you can effectively manage the entire customer order process – variable pricing, delivery, invoicing, and payment. Functionalities such as electronic data interchange (EDI), handling consignment sales, and foreign trade all come preconfigured. You can focus on shortening order cycle times, making on-time and in-full deliveries, and providing customers with optimal payment methods.

Direct Store Delivery

With SAP’s powerful route management application, you can load, dispatch, and track any number of deliveries efficiently. Route-planning tools optimize your entire approach to deliveries, helping eliminate redundant trips and allowing you to match the appropriate vehicles and drivers to your customers for each delivery.

Key Business Process	SAP® Solution Overview	Business Benefits
Sales order processing	Extended sales order processing	<ul style="list-style-type: none"> ■ Define standard and ad hoc price lists easily and quickly ■ Improve the sales execution timeline by implementing a seamless process and timely availability of key information ■ Improve order fulfillment with stock availability checks ■ Provide the customer with alternate services and methods for invoicing and payments
	Customer consignment processing	
	EDI	
Direct store delivery	Visit control and scheduling	<ul style="list-style-type: none"> ■ Improve customer service with better service levels and multiple points of access ■ Increase revenue by improving the order fill rate and reducing shrinkage ■ Reduce operating costs and increase efficiency by reducing administrative functions ■ Lower working capital by reducing inventory-carrying costs
	Picking, packing, and loading	
	Route accounting	
Inventory management	Inventory management	<ul style="list-style-type: none"> ■ Reduce working capital by keeping inventory levels low ■ Increase sales by reducing out-of-stock situations ■ Improve consumer retention because of product availability
	Warehouse management	
	Transportation management	

Inventory Management

Managing inventory levels efficiently, which means maintaining low inventory levels while avoiding out-of-stock situations, is a high priority for food and beverage companies. SAP solutions enable food and beverage companies to optimize both inventory levels and storage space based upon inventory planning and turnover.

Operational Efficiency

The Challenge

Competition within the food and beverage industry has become intense. Consumers now have a variety of ways to purchase a product. And although manufacturers can benefit from using new outlets for their products, they must have the processes in place to adjust quickly to new environments. In addition, with the increased power of retailers and the growing strength of private labels, manufacturers are less inclined to keep low-performing products in their portfolios. Manufacturers are also streamlining their product line to increase their profitability, and product life cycles are becoming shorter as a result. Today, the suppliers who can respond to these changes in demand are the suppliers best positioned to grow their revenues and gain market share over their competition. It is essential to:

- Shorten the extended supply chain cycle time – the time from consumer purchase to the sourcing of materials to produce and distribute new product
- Put off final packaging as long as possible to meet retail requirements and consumer preference
- Effectively execute on new product introductions and promotions to ensure maximum revenue

To achieve increased operational efficiencies, you need an integrated view of your extended supply chain – from recipe definition, commodity-oriented procurement, and costing to manufacturing, product rollout, and promotions.

The Solution

SAP provides an integrated solution for you to handle new product development, procurement, manufacturing, and promotions. You manage new product development more efficiently by allowing structured, reusable product specifications, which automatically integrate the initial bill of material into procurement and manufacturing planning functionalities.

Procurement

SAP solutions for the consumer products food and beverage industry support price comparison of vendors' offers, incorporating flexible pricing processes for the actual value of the raw ingredients delivered. SAP software provides tools to gain greater spend visibility into procurement and automate operational tasks and to manage quotations, contracts, batch handling, and quality.

Manufacturing

The manufacturing functionalities provide you with the flexibility to manage multistep manufacturing processes. They incorporate in-process and postprocess quality management and help you perform automatic batch determination based upon expiration date during production order processing. SAP solutions for the consumer food and beverage products industry also include cost-object controlling, such as preliminary costing, simultaneous costing, and period-end closing.

Indirect Sales and Returns

Obtaining customer information from a third-party wholesaler can be a challenge for many food and beverage companies. SAP solutions enable you to track your sell-through in different channels and to specific accounts. The trade promotion management application enables you to work with a closed-loop process that adds value to each of the five major steps in the trade promotion process: planning, accounts planning, sell-in and negotiation, retail execution and validation, and pre- and postevent evaluation and analysis.

Key Business Process	SAP® Solution Overview	Business Benefits	
Procurement	Procurement of stock materials	<ul style="list-style-type: none"> ■ Automate operational tasks ■ Improve vendor selection and price comparison with quotation handling ■ Formalize agreements by introducing contract management and relating it to quotations ■ Introduce batch management for tracking and tracing raw materials ■ Guarantee quality check with goods receipt inspections 	
	Procurement contracts		<ul style="list-style-type: none"> ■ Issue request for quotation ■ Compare prices ■ Issue purchase requisition ■ Process purchase order ■ Receive goods ■ Inspect goods receipt ■ Automatic batch number creation ■ Update stock
	Third-party procurement		<ul style="list-style-type: none"> ■ Create contract: quantity contracts, value contracts, and delivery schedule ■ Create purchase requisition ■ Assign vendor to contract
Manufacturing	Production planning	<ul style="list-style-type: none"> ■ Create and modify a bill of material and receipts easily and quickly ■ Identify lots that do not comply with quality by defining product inspection lots and related usage rules ■ Manage expiration dates with automatic generation of batch numbers ■ Calculate and monitor production costs 	
	Production		<ul style="list-style-type: none"> ■ Order ■ Purchase order processing ■ Vendor invoice verification ■ Billing documents ■ Controlling
Indirect sales and returns	Indirect sales data management	<ul style="list-style-type: none"> ■ Understand customers serviced by a third-party wholesaler better because of improved data quality and availability ■ Allocate promotional spend more efficiently by collecting and analyzing valuable customer information ■ Process rebates and commissions correctly with improved data quality and availability ■ Increase efficiencies by using a centralized tool to manage the returns process 	
	Rebate agreements		<ul style="list-style-type: none"> ■ Rough-cut planning ■ Long-term planning ■ Generation of planned orders
	Returns and complaints		<ul style="list-style-type: none"> ■ Maintain information about wholesalers' customers ■ Create template for data requirements ■ Create requests for sales reports ■ Receive indirect sales data (volume, quantity, and value) from wholesalers ■ Confirm and validate received data for rebates calculation ■ Analyze indirect sales data ■ Perform periodic partial settlement
		<ul style="list-style-type: none"> ■ Define rebate agreements ■ Track rebate obligations for both direct and indirect sales ■ Take contractual agreements into consideration ■ Set up reserves based upon planned sales ■ Settle indirect agreements 	
		<ul style="list-style-type: none"> ■ Processing of credit memos in case of complaints ■ Quality evaluation for returned goods ■ Centralized processing of subsequent inventory and billing activities based upon multiple analysis results ■ Generation of settlement documents in background processing 	

Visibility

The Challenge

Disparate legacy systems make it difficult to have the cross-organizational view of all information necessary to make educated decisions and to adjust adequately to changing market conditions. Many midsize food and beverage companies find themselves with a landscape of nonintegrated systems because IT purchasing decisions were often driven more by immediate cost and time constraints than by long-term planning and ROI considerations. And now the current solutions are incapable of supporting the company's long-term growth and pose serious obstacles to adopting value-adding and cost-saving technologies.

The Solution

SAP can help a midsize food and beverage company tie together or replace disparate legacy systems with solutions that include software, SAP Best Practices, and services from SAP or a qualified partner. The help can be deployed all at once or incrementally, as needed. With built-in, new technologies like radio frequency identification and scan-based trading, SAP solutions give you the ability to view, track, and report on all information that keeps your business compliant and profitable – down to the individual product item level.

Financials and Controlling

All food and beverage companies need to manage financial requirements and enterprise profitability. SAP solutions for the food and beverage industry give you insight into all aspects related to accounting and controlling and provide streamlined functionalities that allow visibility, increase productivity, and help food and beverage companies regain control of their business processes.

Key Business Process	SAP® Solution Overview	Business Benefits
Financials	<ul style="list-style-type: none">■ Use general ledger accounting■ Use accounts payable and receivable accounting■ Use bank accounting■ Perform closing activities■ Monitor payment flows and safeguard liquidity with cash management■ Manage and process assets including depreciations	<ul style="list-style-type: none">■ Implement an ERP solution fully compliant and continuously updated with local legal and fiscal requirements■ Improve efficiency in accounting activities with seamless process integration across the business that eliminates double checks and redundancies■ Enhance company profitability analysis with profit and loss calculation by customer and brand
Controlling	<ul style="list-style-type: none">■ Use standard cost and profit center accounting■ Perform profitability analysis, including reporting on contribution margins and sales figures■ Perform product cost planning■ Perform cost-object controlling by period or by order	

Risk and Compliance Management

The Challenge

Food and beverage safety has become a hot topic given the rise of massive recalls and the threat of bioterrorism in the food and beverage supply chain. You know that complying with increasing government regulations in food and beverage safety – such as Article 18/Regulation 178/2202 in the European Union and the 2002 Bioterrorism Act and HACCP in the United States – is nonnegotiable, but the sheer volume of work that compliance creates can overwhelm midsize food and beverage companies, draining scarce resources from core business activities. At a minimum, an effective compliance system must be robust, capture all costs, and facilitate status management and prompt reporting. All participants in the food and beverage industry, regardless of size, face the same requirements, but clearly not all of them have the deep pockets of large enterprises.

The Solution

SAP solutions for the consumer products food and beverage industry support ingredient lot genealogy tracking and recall. You can trace ingredients from the point of procurement to final sale in a finished product. SAP solutions are designed to provide the track-and-trace functionality for all products, as well as the ability to recall a defective batch. While enabling you to meet all current and future industry food and beverage safety and traceability requirements, the SAP approach also helps you reduce operational risk significantly while improving visibility across your supply chain.

Key Business Process	SAP® Solution Overview	Business Benefits
Food and beverage safety and traceability	Batch management <ul style="list-style-type: none"> ▪ Manage automatic batch creation, determination, status, and where-used list ▪ Track defects ▪ Recall batches and create follow-up activities ▪ Manage batch-specific return processing ▪ Manage batches based upon shelf-life expiration and other usability differences 	<ul style="list-style-type: none"> ▪ Minimize risk of losing customer trust with professional handling of the recall of a defective batch ▪ Minimize risk of noncompliance with food and beverage regulations ▪ Enable effective, batch-specific returns processing ▪ Monitor materials planning, sales and distribution, procurement, and production
	Handling unit management (HUM) <ul style="list-style-type: none"> ▪ Manage production processes with HUM ▪ Handle Serial Shipping Container Code numbers ▪ Integrate with quality management and batch management 	
Quality management <ul style="list-style-type: none"> ▪ Plan for quality ▪ Inspect for quality ▪ Record laboratory analyses ▪ Create reports on quality ▪ Improve quality ▪ Monitor procurement, production, and distribution processes 		

A COMPLETE SAP SOLUTION

Overview

From managing your supply chain, logistics, and operation to financial controlling and corporate services, SAP solutions for the food and beverage industry provide a single integrated platform that solves the vexing problems posed by multivendor, heterogeneous IT environments. Built upon open standards to facilitate future growth and flexible extensibility, SAP solutions deliver streamlined functionality that improves visibility, increases productivity, and helps you regain control of business processes.

SAP draws on the deep industry knowledge it has gained over 30 years of working with more than 900 companies in the food and beverage industry and builds its experience right into the solution. All-in-one packages from SAP and its partners combine state-of-the-art software from the mySAP™ Business Suite family of business applications, SAP Best Practices offerings, and services performed by SAP or a qualified partner. The packages provide low-risk, affordable solutions for midsize enterprises in need of a business-process management solution tailored to their unique requirements.

mySAP Business Suite

The Software

Midsize enterprises gain from the mySAP Business Suite family of business applications by taking advantage of the same deep functionality used by large enterprises, yet with a modular implementation approach that allows enterprises to start with what they need and expand their investment over time as business needs change.² The applications provide the business-process visibility and access to data that all enterprises need to obtain relevant insight and make critical decisions quickly. mySAP Business Suite applications all feature:

- Prebuilt analytics that incorporate best practices and provide fast access to metrics relevant for the food and beverage industry
- A single, integrated view of data
- Predefined reports and a tool that makes it easy to customize reports quickly to meet the needs of each enterprise

As new business scenarios and technologies emerge, mySAP Business Suite applications help you position your organization for accelerated change. Powered by the SAP NetWeaver® platform, mySAP Business Suite helps you manage IT costs more effectively by protecting and leveraging the investments you've already made. It provides comprehensive solutions for managing financials, human resources, operations, and corporate services.

The mySAP ERP application helps organizations solve real-time business issues on an operational and strategic level. mySAP ERP enables organizations to sense and respond to market changes and continuously align operations with market demand, thus reducing costs and increasing revenue opportunities.

With mySAP ERP, organizations gain better control of their assets and business processes. They can perform processes in financials, human capital management, procurement and logistics execution, product development and manufacturing, and sales and service – and find support in analytics, corporate services, and self-services functionality. mySAP ERP addresses the core business software requirements of midsize and large organizations, whatever their industry or reach.

Organizations have the flexibility to add applications such as mySAP Customer Relationship Management or mySAP Supplier Relationship Management or to convert to the full mySAP Business Suite. mySAP ERP is also available in packaged solutions that include services tailored to small and midsize organizations. mySAP ERP supports all operational models, including outsourcing and shared services.

2. mySAP™ Business Suite is a comprehensive, integrated family of business applications that helps companies, institutions, and other organizations run their businesses better. The applications can be purchased as an entire suite or individually. Each application is based upon the SAP NetWeaver® platform, an integration and application platform that reduces the total cost of ownership across the entire IT landscape and supports the evolution of mySAP Business Suite to a services-based architecture.

Qualified mySAP All-in-One Partner Solutions

Qualified mySAP All-in-One partner solutions are based upon mySAP Business Suite applications and SAP Best Practices offerings. They support predefined business processes and industry best practices and can be individually configured to meet customer needs.

SAP channel partners that offer qualified mySAP All-in-One partner solutions build upon the foundation of SAP Best Practices and provide additional support for industry best practices, based upon their unique knowledge and expertise.

Qualified mySAP All-in-One partner solutions are sold, deployed, and supported exclusively by SAP channel partners as a defined-scope implementation with consulting services.

SAP NetWeaver

The Technology

The SAP NetWeaver platform helps companies align IT with business requirements. It allows companies to compose new business solutions rapidly while they obtain more business value from existing IT investments. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver helps organizations develop their current IT landscapes into strategic environments that drive business change.

SAP NetWeaver provides a composition platform that enables IT departments to compose and orchestrate enterprise services using model-based development. With these enterprise services, organizations can rapidly enhance their existing business processes or develop and deploy new business processes.

To help IT departments meet business requirements, SAP identifies common IT practices and provides a technology solution map that organizations can use to match requirements to

IT solutions based upon SAP NetWeaver. For each IT practice, SAP NetWeaver supports a variety of key IT activities, all of which can be performed using the integrated components of SAP NetWeaver in a flexible, step-by-step approach at low cost. With this approach, IT departments can focus on immediate IT needs while transitioning to enterprise SOA for greater flexibility and openness.

SAP NetWeaver reduces the total cost of ownership (TCO) and complexity across the entire IT landscape. Because SAP NetWeaver unifies integration technologies in a single platform, it reduces the need for custom integration and ensures that mission-critical business processes are reliable, secure, and scalable. An open technology platform, it is based upon industry standards and can be extended with commonly used development tools such as Java 2 Platform, Enterprise Edition (J2EE); Microsoft .NET; and IBM WebSphere.

SAP NetWeaver powers the mySAP Business Suite family of business applications, SAP xApps™ composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software.

SAP Best Practices

Support for Preconfigured and Well-Proven Business Scenarios

Apart from the progressive technology that enables rapid implementation of software, you need solutions that address the requirements specific to the food and beverage industry. Through years of experience working with the leading companies in the industry, SAP has developed a profound understanding of the industry best practices that is built into our solutions. In particular, our robust SAP Best Practices offerings include a wide range of preconfigurations – as well as best practice business methodology, documentation, and end-user training – all localized for your business. With the support of food and beverage specialists from SAP Consulting or a partner offering qualified mySAP All-in-One partner solutions, you can leverage SAP Best Practices to optimize your core business processes quickly so that you can focus on the processes and services that make your company unique and differentiate it in the marketplace.

All SAP Best Practices offerings include:

- Complete support for **preconfigured business scenarios**, giving you everything you need to run integrated key processes with reduced implementation effort
- Intuitive **documentation** that you can use for self-study, evaluation, or project team and end-user training
- Detailed, **step-by-step implementation procedures**, supported by software tools

SAP Best Practices offerings give food and beverage enterprises support for industry-specific preconfigured business scenarios that include:

- Procurement
 - Procurement of stock materials
 - Procurement contracts
 - Third-party procurement
- Manufacturing
 - Production planning
 - Production
- Sales order processing
 - Extended sales order processing
 - Customer consignment processing
 - EDI
- Direct store delivery
 - Visit control and scheduling
 - Picking, packing, and loading
 - Route accounting
- Indirect sales and returns
 - Indirect sales data management
 - Rebate agreements
 - Returns and complaints
- Traceability, food and beverage safety, and quality management
 - Quality management
 - Batch management
 - Handling unit management

- Inventory management
 - Inventory management
 - Warehouse management
 - Transportation management
- Financials and controlling
 - Financial supply chain management
 - Financial accounting
 - Management accounting
 - Corporate governance

SAP Best Practices offerings for the food and beverage industry include proven methods, tools, documentation, and configurations to streamline essential processes and provide a well-defined scope for a predictable implementation.

Consulting and Services from SAP and Qualified Partners

Putting It All Together – Implementation and Beyond

Ensuring the value of your SAP solutions investment takes more than software. It takes the expertise and skill gained from 69,000 implementations over 30 years. It takes the depth and breadth of experience of a recommended implementer – either from SAP Consulting or from our global network of 180,000 certified partners.

SAP and its partners have profound, industry-specific business expertise, years of experience configuring SAP solutions to meet the needs of midsize enterprises, and a commitment to *sharing their knowledge* – to support the needs and business goals of midsize enterprises and to improve SAP products.

The customer is at the core of our strategy. Whether you use SAP Consulting or a qualified partner, you will receive sound advice and support throughout the entire solution life cycle with a customized portfolio of services that:

- Creates new value – by deploying SAP’s latest technology and functional innovations.
- Helps you realize additional value – by improving TCO and continuously adapting to changing business environments.
- Protects value – by ensuring quality and mitigating risk.

CONCLUSION

SAP and the Food and Beverage Industry

SAP has the ideal solutions for food and beverage companies seeking world-class software and services tailored to your industry-specific needs and concerns – with fast implementation at low risk.

When midsize enterprises in the food and beverage industry implement the SAP for Consumer Products solution portfolio, they find that SAP's approach of combining state-of-the-art software and technology with industry best practices in a preconfigured package can reduce project costs by more than 50% compared with traditional approaches. A survey of leading manufacturers shows that SAP Best Practices achieves real, outstanding results – improving labor efficiency by as much as 40%, reducing inventory by an average of 30%, and cutting financial closing time in half.³

Rapid Implementation at a Defined Price

By clearly defining the software configuration and settings needed to address your specific challenges and needs, SAP Consulting or a qualified partner can articulate precisely both the scope and cost of implementation *before* project kickoff. As a result, the entire process is transparent to you and contingencies are greatly minimized.

- Preconfigured business processes (best practices) speed implementation, cut deployment, and minimize maintenance costs.
- Predetermined scope greatly minimizes disruptions to your business while maximizing enterprise-wide adoption.

Flexible and Dependable

SAP knows that your IT solutions should work for you and not the other way around. Our solutions for consumer food and beverage companies are built to put you in control and to grow with you – always keeping your needs and available resources front and center.

- Enterprise-class software (mySAP ERP) enables robust scalability – allowing you to deploy functionalities all at once, individually, or when you want.
- Next-generation open architecture (SAP NetWeaver) allows you to leverage your existing applications while deploying new solutions and providing a dependable baseline for future growth.

At SAP, it's our business to know and anticipate your most challenging business issues. That's why we specialize in more than 25 industries serving tens of thousands of enterprises (more than 7,100 of which are midsize customers) in 120 countries – and invest €1 billion annually to help ensure that our products and services continue to exceed customers' expectations.

SAP offerings for the food and beverage industry provide the peace of mind that comes from knowing you are getting gold-standard solutions from a trusted global industry leader with a proven track record.

To learn more about how SAP for Consumer Products solutions can help your organization, call your SAP representative or visit us on the Web at

www.sap.com/usa/industries/consumer/midsize.

3. Martin Selchert, Ludwigshafen University of Applied Sciences, Germany, conducted this independent survey of 192 manufacturers in 2004. Survey results are available from SAP Press, *Enhanced Project Success Through SAP Best Practices – International Benchmarking Study*, ISBN 1-59229-031-0.

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