

**SAP Solution Brief  
SAP Customer Relationship Management  
On-Demand Solutions**



## **CUSTOMER RELATIONSHIP MANAGEMENT – ON DEMAND**

**SAP Provides the On-Ramp to a Customer-Centric  
Enterprise**

SAP has expanded its industry-leading mySAP™ Customer Relationship Management application to include on-demand options. The SAP® Customer Relationship Management on-demand solutions are easy-to-use Web-based solutions, which can be hosted and managed by IBM, a leader in managed application services. Together, SAP and IBM are exceptionally well positioned to address the varying needs of your entire organization – and, as those needs evolve, to provide a virtually seamless migration path from a hosted customer relationship management solution to an on-premise application.

### **Addressing Your Customer Relationship Management Needs**

Companies' needs differ when it comes to managing customer relationships. Even divisions within the same organization face disparate challenges. Some need a quick fix to a single issue such as managing the sales pipeline; others seek a more robust solution to tackle multiple customer-facing processes such as company-wide sales, service, and marketing. Until now, the market has not offered a solution that can address such a broad range of issues or provide an on-ramp to a more powerful, integrated customer relationship management (CRM) application as business needs evolve.

That's changed. To meet your organization's diverse needs, SAP has extended its mySAP™ Customer Relationship Management (mySAP CRM) application to include on-demand options, which can be hosted by IBM, a leader in managed application services.

The SAP® Sales on-demand solution and the SAP Marketing on-demand solution are SAP's first on-demand offerings, available globally today. These easy-to-use Web-based solutions offer customers targeted functionality to meet business needs quickly, while helping lay the foundation for a long-term CRM strategy. Benefits include the following:

- **Quick results** – Hosted Web-based applications allow you to go live quickly and configure the application to fit your needs, all with embedded online tools.

- **Improved user experience** – SAP CRM on-demand solutions offer a new user interface, completely redesigned based on customer feedback, to mirror the way sales and marketing people work. The interface is based on familiar Web features and tools, and online help is available to let users start right away with minimal training.
- **Centralized customer communications** – The solutions integrate with desktop productivity applications such as Microsoft Outlook and IBM Lotus Notes, enabling users to manage their customer communications from one central location. The solutions also integrate with SAP back-office software to provide a 360° view of the customer across the company.
- **Reduced risk, improved security, and improved performance** – SAP and IBM have pioneered an isolated tenancy model, which combines the high availability and low risk of a single tenancy approach with the efficiencies and deployment speed of a multitenancy architecture, to create a unique hybrid CRM solution that delivers the best of both worlds. You can now have the confidence that your system performance and continuous operations are independent of overall usage by other customers.
- **Lifetime value** – Because the on-demand solutions are based on the architecture, data model, and user interface of mySAP CRM, your company can migrate seamlessly from a hosted solution to an on-site application when your needs evolve. You'll experience no lost data, interrupted processes, or change management costs. These on-demand offerings are more than a quick fix; they're a strategic investment that supports future growth.

### Delivering Value Through Ease of Use

SAP CRM on-demand solutions provide sales, marketing, and service professionals, as well as managers, executives, and administrators, with a quick on-ramp to CRM, with the following features:

- **User-friendly design** – A Web-based user interface, online tutorials, and end-user support reduce the time for adoption as well as the need for training.

### Act Immediately

Achieve quick results with Web-based on-demand solutions that are easy to use, fast to deploy, and “pay as you go.”

### Grow Strategically

The solutions are delivered by SAP, a leader in enterprise software, and can be hosted by IBM, a leader in managed application services, to support your long-term strategy and provide lifetime value.

### Without Disruption

Migrate to the industry-leading mySAP™ Customer Relationship Management application when your business needs evolve – without the disruption of losing data, interrupting processes, or incurring change management costs.

- **Easy navigation** – Quick links to key data, snapshots of recent records, key reminders and alerts, screen-personalization functions, and advanced search functions help users perform daily tasks more efficiently.
- **IBM Lotus Notes and Microsoft Office integration** – Integration with desktop tools lets users manage their activities and communications from one central spot – regardless of their location. They can synchronize tasks, appointments, and e-mails with Microsoft Office and IBM Lotus Notes and export customer and opportunity lists to Microsoft Excel for analysis.

### Taking Your Sales Force to the Next Level

The SAP Sales on-demand solution helps make your representatives more productive, your managers more effective, and your executives better equipped to make the right decisions, thanks to the following features:

- **Opportunity management** – Gain visibility into your opportunity pipeline to forecast accurately, improve team communications, and distribute leads to the appropriate sales representatives. Improve your win rate by tailoring sales-assistant functionality to your sales methodology to provide real-time, step-by-step guidance and help standardize best practices across your organization.
- **Sales reporting and forecasting** – Monitor and respond rapidly to key performance indicators, improve forecast accuracy, position your team to achieve revenue goals, and provide users with prebuilt dashboards for reporting and analytics.
- **Pipeline performance management** – Maintain sales targets with integrated sales-quota planning and analyze the actual sales pipeline against planned targets to identify gaps. Simulate what-if scenarios and opportunity changes for closing the gaps and immediately trigger any necessary actions.
- **Sales management** – Provide managers with visibility and quick access to their team's sales activities to help them recognize and respond to constantly shifting market demands.
- **Account and contact management** – Help your sales professionals focus on activities that develop loyal and profitable customer relationships. Attain visibility into all sales activities to foster collaboration and team efficiency.
- **Calendar and task management** – Support your team's efficiency and productivity with tools for easily capturing and managing activities, calendar, and customer interactions – including appointments, telephone calls, e-mails, letters, and meetings. A powerful e-mail editor allows users to create standard templates and merge in account names, contacts, and more to create a personalized feel. Synchronize with Microsoft Outlook and IBM Lotus Notes for easy access to consistent and current information.

### Turning Insight into Action

The SAP Marketing on-demand solution helps you deliver the right message to the right target at the right time to increase the number and quality of leads, as follows:

- **Campaign management** – Easy-to-use tools for segmentation and e-mail creation help you execute and track direct marketing campaigns across multiple channels, including e-mail and file export.
- **Lead management** – You can generate, qualify, and prioritize leads to improve processing times and increase conversion rates.

### Tools for Fast and Easy Administration

SAP CRM on-demand solutions deliver administration functionality that is easy to use, simple to customize, and quick to roll out. The solution supports the following functions:

- **Easy customization** – Tailor your solution online to meet user needs, including screens, views, field labels, and pick lists.
- **Simple administration** – Quickly add and authorize new users; create and edit roles and control data visibility; reassign owners for key areas such as accounts, opportunities, contacts, and activities in response to organizational changes; and manage other administrative tasks online.
- **Flexible integration** – Start quickly by bringing in customer and contact data from your mySAP ERP application.
- **Multilanguage support** – Support multiple languages based on user preferences.
- **Multicurrency support** – Support multiple currencies across the same deployment.

### Why the SAP and IBM On-Demand Approach?

SAP CRM on-demand solutions deliver the following advantages:

- **Low total cost of ownership** – Minimal on-site installation, no upgrades, and no costly maintenance. Buy what you need and pay as you go.
- **Rapid returns on investment** – Fast implementation and improvements in user efficiency ensure quick returns on your investment.

- **Improved customer satisfaction and retention** – Timely, accurate customer data keeps your sales, marketing, and service professionals well informed and your customers happy.
- **Confidence in the future** – Seamlessly migrate from SAP CRM on-demand solutions to the industry-leading mySAP CRM application as your needs evolve – without disruption to your customer relationships, users, or selling process. Both SAP and IBM have the commitment and global resources to support your needs today and in the future.

#### Find Out More

To learn more about SAP CRM on-demand solutions, contact your SAP or IBM representative or visit [www.sap.com/crmondemand](http://www.sap.com/crmondemand).

#### Powered by SAP NetWeaver®

SAP CRM on-demand solutions are 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 solutions rapidly using enterprise services. As the foundation for enterprise services architecture (ESA), SAP NetWeaver allows organizations to evolve their current IT landscapes into a strategic environment that drives business change.

#### Enabled by IBM

IBM is the world's leading provider of hosting services and applications management for the FORTUNE 500 – trusted by over 2,000 companies to host mission-critical systems and Web sites. IBM offers more than 20 years of experience with SAP and more than 11 years of hosting SAP® applications.

IBM offers unparalleled reliability, security, and scalability as follows:

- More than 300 state-of-the-art data centers totaling over 6 million square feet
- 138 business recovery sites in 55 countries
- More than 3,000 security professionals