



**Success doesn't come easy in today's business world. Markets are fought over fiercely and stretched to their limits, while customers demand increasingly sophisticated solutions. Today, no enterprise can afford not to implement a solid e-business strategy. And this is where SAP® Internet Sales comes in, helping you to increase sales revenue and reduce transaction costs.**

## **Solution Brief**

# **SAP® INTERNET SALES**

## **THE TIME IS RIGHT TO GET INTO E-BUSINESS**

SAP® Internet Sales provides you with an e-commerce platform that rapidly turns the Internet into a profitable sales and interaction channel without having to implement a full CRM solution. Comprehensive functionality helps you enter the e-business world successfully and could even help you conquer the market.

The power of mySAP™ Customer Relationship Management's (mySAP™ CRM's) e-selling capabilities is now available with SAP Internet Sales, enabling the complete sales process to run on the Internet without a CRM deployment. Provide your customers with an online multimedia product catalog, powerful search capabilities, interactive product configuration, real-time pricing and availability information, easy-to-use shopping basket management, secure transactions, reliable fulfillment, and after-sales service, including order status tracking.

Do you want to build a reliable, Internet-based distribution channel that is fully integrated into your IT landscape and corporate sales and fulfillment processes? SAP Internet Sales is the ideal solution. Built on Java technology, it connects seamlessly to your existing SAP® R/3® system and enables you to leverage your existing IT infrastructure.

Its "light" architecture and ease of implementation make SAP Internet Sales the ideal first step to implementing the full e-selling capabilities of mySAP CRM. A subsequent upgrade that includes the complete range of mySAP CRM functions is supported by standard migration tools. If you already run SAP® Online Store, it is easy to transition to SAP Internet Sales, for increased flexibility and functionality.

## **E-SELLING CHALLENGES**

### **Customer Expectations**

Customers have grown to expect “anytime, anywhere” access to research products, purchase, and check order status. Simple and intuitive interactions, as well as reliable execution and information, are critical for maintaining successful customer relationships via the Web.

### **Competitive Pressure**

In today’s economy, organizations have turned to the Internet as a critical sales channel. With competition just a click away, a sound, global e-commerce strategy is required for corporate survival.

### **Cost Reduction**

Companies have realized that a Web presence cannot be isolated – it must be integrated and act as an extension of their core business processes. An integrated, automated system helps to lower costs per sales transaction, reduce errors and need for technical support, reduce human interaction for each, and lower the number of calls to your call center.

## **TAILOR-MADE TO SUIT YOUR ENTERPRISE**

Regardless of whether you want to sell your products to other companies or to consumers, directly or indirectly, SAP Internet Sales gives you all the flexibility and support you need – in a single solution. SAP Internet Sales provides ready-to-run shop templates for both business-to-business (B2B) and business-to-consumer (B2C) business scenarios. The Java-based templates provide Web designers the flexibility to adapt SAP Internet Sales to your unique business processes and corporate branding needs.

## **YOU CAN BE CONFIDENT OF SUCCESS**

SAP Internet Sales makes your entry into e-business effective and successful.

### **Online Product Catalog and Content**

Create simple or complex product catalogs, with all of the information that your customers need to find the right products and make buying decisions. Provide your customers with comprehensive product search capabilities, multimedia displays, technical details, personalized pricing, and product availability. External catalogs (for example, illustrated parts catalogs) can also be incorporated.

### **Product Configuration**

Give your customers the freedom to customize products – quickly and easily. Provide customers with intelligent tools that guide them to the solutions that meet their needs while calculating prices and ensuring valid combinations of product options.

### **Accurate Availability Checks**

Through complete integration with SAP R/3, you can provide your customers with real-time product availability and accurately calculate delivery information. Delivery commitments are based on production capacity, current stock levels, consignment dates, and transport schedules.

### **Comprehensive Order Management**

Enable your customers to buy products and services online. SAP Internet Sales offers convenient order management, with shopping basket capabilities, quick order entry, order templates, availability checking, and real-time pricing from SAP R/3.

### **Self-Service Order Tracking**

Enable customers to view orders, invoices, and order status online – at any time. Let customers monitor each order and shipment from manufacturing to shipment, billing, and payment – including hyperlinks to carriers’ tracking systems.

### Intelligent Web Analytics

Choose from a range of Web analytics that enable you to track online sales, capture customer behavior, analyze site metrics, and improve shop performance. Web analytics may require mySAP™ Business Intelligence (mySAP™ BI).

### GIVING YOUR ENTERPRISE A COMPETITIVE EDGE

SAP Internet Sales can help your company:

- Streamline and optimize all Internet-related sales processes (within and beyond country borders)
- Control and proactively manage the Internet as a profitable sales channel
- Empower customers with reliable, easy-to-use access to all relevant information about products and their purchases
- Significantly reduce transaction costs and customer service calls
- Rapidly deploy a sell-side e-commerce solution, with quick ROI and which leverages your R/3 investment

Advantages like these have already convinced many of the world's leading companies to run their e-businesses on SAP.

### AS FAST AS THE INTERNET

In today's economy, the Internet is an important sales and interaction channel. Are you really going sit on the sidelines and let this great opportunity to increase profitability and strengthen customer relationships pass you by?

Would you like to know more about how SAP Internet Sales can help your enterprise start selling on the Web now? Then visit us on the Internet at: [www.sap.com/crm](http://www.sap.com/crm) or call us at +49/18 05/34 34 24 or, in the U.S. and Canada, at 1-888-727-45 50.

### THE mySAP.com® E-BUSINESS PLATFORM

To remain competitive and profitable in today's economy, successful companies must work together across traditional enterprise boundaries, collaborating in virtual global networks, with the best tools and solutions. That's why companies are choosing mySAP.com® – a comprehensive platform of e-business solutions, services, and technology built on SAP's 30 years of business experience. By using mySAP.com to power your business strategy, you gain a lasting competitive advantage, adding significant value and maximizing ROI.

mySAP.com is based on an open, flexible, and collaborative services architecture that supports both SAP and non-SAP systems. mySAP.com creates value by allowing quick responses to new business opportunities and by reducing costs, enabling you to collaborate, integrate, and succeed in today's marketplace.



THE BEST-RUN E-BUSINESSES RUN SAP



**SAP AG**

Neurottstraße 16

69190 Walldorf

Germany

T +49/18 05/34 34 24\*

F +49/18 05/34 34 20\*

\* Subject to charge

**[www.sap.com](http://www.sap.com)**