SAP Business **ByDesign**™

A COMPLETE SOFTWARE PACKAGE FOR PROFESSIONAL SERVICES FIRMS
MANAGE MORE EFFICIENTLY AND COMPETE MORE EFFECTIVELY

With the SAP® Business ByDesign™ starter package for professional services firms, you can manage your entire business more efficiently. You get on-demand software with functionalities to help you compete more effectively with larger firms, and maximize the value of your most important asset – your people.

Small and midsize professional services firms need to enable growth while ensuring that they conduct business in a smart, lean, and cost-effective way. In an increasingly competitive economy, this means streamlining business processes and scaling them across organizational boundaries while conserving capital needed to enable growth. This, in turn, means replacing stand-alone business software applications and manual processes with enterprise-class systems. However, adopting sophisticated software often involves a trade-off between preserving capital and obtaining the best possible solution for the business. Fortunately, SAP, a world leader in business software, makes that decision easier.

Designed specifically for small and midsize professional services companies, the SAP® Business ByDesign™ starter package for professional services firms provides the complete software infrastructure you need to run your business more profitably and effectively. Delivered on demand, the starter package provides you with the functional depth of a large-scale management solution without the cost and complexity of internal IT resources.

The package features comprehensive functionality for managing customer relationships, accounts, projects, finances, human resources, and procurement. It helps you manage everything from new-client acquisition to superior service delivery and project accounting while helping to ensure that your projects are completed on time and on budget. It en-

ables companies like yours to compete more effectively against larger competitors and maximize the value of your most important asset – your people. To help you get up and running quickly and affordably, SAP provides services that help ensure fast implementation at a predictable cost.

Customer Relationship Management

The key to the growth and success of any professional services firm is building an active sales pipeline and winning new opportunities. The professional services starter package helps you manage the entire marketing and sales cycle by enabling more effective demand generation, opportunity management, and revenue target achievement.

Marketing
The starter package helps you manage marketing activities such as campaign planning and execution, lead management and qualification, and the handover of opportunities to sales personnel. Your marketing professionals can also use the software to target leads more effectively and track campaign performance across multiple channels in order to determine which combinations of offers and channels yield the best results. The package also enables you to:
- Manage prospect and client information, including competitor information
- Manage marketing campaigns with integrated processes that enable smooth lead qualification and handover

- Help ensure that every customer communication is tracked to take into account each customer's history, requirements, and value to your company

Sales Force Insights

The starter package features account and activity management functionalities and comprehensive visibility into all aspects of the sales cycle, including opportunities, quotes, orders, and invoices. Its built-in analytics provide a real-time, individual or consolidated view of sales pipelines to ensure focus on the opportunities with the highest potential. You can also use it to:

- Create proposals, sales orders, and invoices in a single, integrated process
- Gain a comprehensive, 360-degree view of your clients and prospects
- Make effective decisions using comprehensive reports and analytics

Account Management

It's critical to have quick access to information about your sales prospects and clients. The software provides a central repository for accessing information about accounts, such as contact history, opportunities, past and pending orders, and revenue figures. You can leverage this information across various sales and service activities, thus reducing the time spent on routine administrative tasks, such as data entry. You can enter and maintain detailed information on your interactions with contacts and accounts, such as e-mails, phone calls, or face-to-face meetings. And you can make this history of client interactions available to other customer-facing people in your company, reducing the possibility of duplicate or conflicting customer contacts.

Project Management

The starter package provides comprehensive project management functionalities to improve efficiency, effectiveness, and profitability. You can manage multiple projects of any size and complexity with robust analytics that provide complete visibility into project and cost performance and resource usage. Project managers can plan and track projects using graphical tools such as Gantt charts and network diagrams. They can use the software to create an overall project structure, set up a detailed project plan and schedule, assign project staff, and procure the goods and services needed to carry out the project.

Collaboration and workflow functionalities allow project teams to share information, while powerful analytics deliver up-to-the-minute information for tracking costs such as employee and contractor hours, travel, and purchases. You can track performance against schedule and escalate important issues as needed. In addition, project teams can collaborate on project documents and share project-related information. You can also:

- Track a project's planned versus actual cost and resource billings, monitor trends, pinpoint problems early, and take corrective action
- Track actual project revenues, down to the project-task level
- Enable team members to submit travel and other project-related expenses, which can be automatically allocated to an overall project as well as to individual project tasks

Financial Management

The financial management functionality in the starter package helps you process financial transactions and produce reports for internal and external stakeholders. It provides a single, up-to-date view of your financial condition by integrating key business processes with your financial reporting systems. The software lets you keep track of payables, receivables, payments, liquidity, taxes, and expenses. Advanced reporting and analytics help you manage compliance and statutory reporting and make better-informed financial decisions.

Financial and Management Accounting

The starter package provides comprehensive financial reporting and analytics that deliver up-to-date information whenever and wherever it is needed. The general ledger can allocate costs to different departments, enabling you to analyze all aspects of your business and drill down into details for better insight into your costs and revenues. In addition, you can:

- Centrally manage general ledger accounts and benefit from streamlined period-end closing that reduces the time and effort required to close the books and produce reports
- Manage accounts receivable and accounts payable and streamline invoice and payment processes through greater automation and collaborative workflow
- Simplify the management of your fixed assets by automating routine tasks and accruals from acquisition through retirement

- Simultaneously manage financial transactions and reporting using multiple currencies

Cash Flow Management

Nearly every business process involves the flow of cash within a company and between the company and its external business partners and customers. The starter package completely integrates the financial aspects of your business processes, such as purchase orders and sales orders, enabling you to gain critical insight into, and control over, your cash inflows and outflows. It also enables you to:

- Centrally manage your payables and receivables, automate payment and clearing processes, and value payables and receivables in multiple currencies
- Quickly create tax returns, using centrally managed corporate data, to comply with the requirements of every region in which you do business
- Set up expense and reimbursement policies, automate approvals, and reimburse employee expenses

Human Resources Management

The starter package features comprehensive human resources functionality that integrates with other company processes, such as project management and billing. It has built-in workflows and self-service functionality for managers and employees that free up time so they can focus on managing their work. Several HR processes are integrated with the project management module, allowing project managers to facilitate internal staff assignments and source external resources. Project team mem-

bers, whether employees or contractors, can record their time against projects while the same data is used to process internal payroll and contractor payments. The software also enables you to:

- Streamline the process of bringing a new employee on board, from hiring the right person to determining job responsibilities and assigning data-access rights
- Comply with HR-related guidelines and standards established by your company as well as those of the regulatory authorities in the countries where you operate

Procurement

The software enables you to build and maintain a portfolio of supplier and product information, which serves as a central base for all your supplier-related information. You can also automate many of your project-related sourcing activities, so team members can use self-service functionality to procure resources and concentrate on delivering against the plan rather than searching for the best suppliers and negotiating the best prices. Approval workflows automatically route sourcing requests to the appropriate procurement and HR managers.

You can also use the software to:

- Find, negotiate, and document the best sources of supply and manage the complete contract lifecycle
- Track and monitor sourcing requests, obtain approvals, and leverage the solution's reporting functionality to identify the top performers
- Gain pricing advantages through quantity discounts by bundling several purchase requests into a single order

The SAP Business ByDesign starter package for professional services firms helps you manage the entire marketing and sales cycle by enabling more effective demand generation, opportunity management, and revenue target achievement.

Services

The SAP Business ByDesign starter package for professional services firms is designed for companies that want to get into production quickly and efficiently while keeping their costs low. The starter package includes standardized implementation services, delivered by SAP experts, that enable you to go live quickly at an affordable price. By adhering to a defined scope, including configuration and implementation options using best practices, you can keep your costs down while helping to ensure a fast and successful implementation.

Find Out More

To learn more about the SAP Business ByDesign starter package for professional services firms, call your SAP representative or visit us on the Web at www.sap.com/sme/solutions /businessmanagement/businessbydesign /starterpackages.epx.

Summary

The SAP® Business ByDesign™ starter package for professional services firms provides the functionality required to grow your business and improve profitability through greater efficiency and effectiveness. It provides the functional depth of a large-scale business management solution without the cost of an in-house IT infrastructure. The package is delivered at a fixed cost and scope, which allows you to lay the foundation for your business quickly and affordably.

Business Challenges

- Build the foundation for growing the business affordably by automating and improving error-prone and costly business processes
- Gain the benefits of enterprise business management software without costly in-house IT expertise
- Conserve capital and liquidity by avoiding the high up-front costs associated with enterprise software
- Gain visibility into key business functions and better insights in order to make better business decisions

Key Features

- **Customer relationship management** – Manage the entire marketing and sales cycle more effectively
- **Account management** – Leverage information about accounts from a central repository
- **Project management** – Improve project efficiency, effectiveness, and profitability, using robust analytics that provide complete visibility into project performance
- **Financial management** – Process financial transactions using a single, up-to-date view of your financial situation
- **Human resources management** – Streamline human resources management by integrating it with other key business processes
- **Procurement** – Build and maintain a comprehensive portfolio of supplier information

Business Benefits

- **Enhanced efficiency** from focusing more time on growing the business and less on routine tasks
- **Increased visibility** into all business processes
- **Improved employee productivity** from eliminating time-consuming manual tasks
- **Enhanced collaboration** from the sharing of up-to-date project information

For More Information

To find out more, call your SAP representative or visit us on the Web at
www.sap.com/sme/solutions/businessmanagement/businessbydesign/starterpackages.epx.

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