

**SAP Solution Brief**

SAP Supply Chain Management  
SAP Sales and Operations Planning

Objectives

Solution

Benefits

Quick Facts

# Formulate Winning Sales and Operations Strategies Through Integrated Planning



The Best-Run Businesses Run SAP™

## Keep pace with rapidly changing market conditions

# Keep pace with rapidly changing market conditions

Reacting quickly and effectively to changing circumstances can bring you significant competitive advantage. The SAP® Sales and Operations Planning application, which is powered by SAP HANA®, helps people across your business [work together to find the best strategy](#) – fast. So you can delight customers while boosting your bottom line, whatever life throws at you.

Extreme weather events, technological developments, even peaks in demand due to a celebrity endorsement require quick responses. In business anything can happen, and the one thing that's certain is that nothing is ever certain.

Success depends on changing plans quickly and insightfully to meet challenges and opportunities head-on. To respond effectively, you must make tough decisions that involve every part of the organization. Numerous departments must share large amounts of data and synchronize processes to bring products quickly to

market and balance supply with demand. However, the need for people in different areas of the business to collaborate and pass on information can slow this process down.

Powered by SAP HANA, the SAP Sales and Operations Planning application provides real-time visibility of planning information across the business. In addition, embedded collaboration functionality and integrated workflows help staff work together effectively, accelerating decision making.



**Unify your approach to planning**

Deliver advanced simulations and analysis in real time

Connect stakeholders with powerful collaboration tools

Accelerate time to value

# Unify your approach to planning

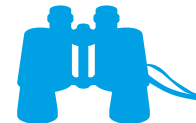
Typically, numerous staff from across the organization contribute to a go-to-market strategy. Different business functions that get involved include sales, production, supply chain management, logistics, and finance.

Sales managers submit a demand forecast, which supply planners use to calculate requirements for ordering raw materials. The logistics team works out an inventory and distribution plan based on the demand forecast. Finally, finance staff analyze the impact of all this on profitability so that senior management can see if they're on track to meet targets.

Each department's contribution is a vital part of the puzzle. However, with data often siloed in numerous spreadsheets and databases in each department, the planning process can be disjointed and slow. It can also be hard for senior management to get an overview.

SAP Sales and Operations Planning provides a unified platform for all data that is relevant to the planning process. All departments can access the data they need quickly, make informed decisions, and integrate their plans to ensure that nothing is missed.

Get the big picture with SAP  
Sales and Operations Planning.



# Deliver advanced simulations and analysis in real time

Unify your approach to planning

## **Deliver advanced simulations and analysis in real time**

Connect stakeholders with powerful collaboration tools

Accelerate time to value

To establish an integrated planning process, you must combine vast amounts of demand, supply chain, and financial information. Data feeds may come from a range of SAP and non-SAP software, including enterprise resource planning, customer relationship management, financial planning, advanced planning optimization, and business warehouse solutions.

Leveraging in-memory technology within the SAP HANA platform, SAP Sales and Operations Planning can analyze billions of data records

and make millions of calculations almost instantaneously. This allows extended teams to run simulations and compare planning scenarios in real time.

You can plan and replan, conducting what-if analyses to look at ways to optimize product profitability, minimize inventory costs, and avoid manufacturing capacity and material shortages. In addition, you can prepare for potential changes in demand and supply before they happen.

SAP Sales and Operations Planning helps you to be proactive in uncovering ways to reduce your costs.



# Connect stakeholders with powerful collaboration tools

Unify your approach to planning

Deliver advanced simulations and analysis in real time

**Connect stakeholders with powerful collaboration tools**

Accelerate time to value

The sales and operations planning process works only when all the relevant stakeholders across your organization engage closely together. Not only must they provide input into the decisions made, but they must also buy in to and act on the final plan that the extended team has created.

SAP Sales and Operations Planning offers rich collaboration functionality through the SAP Jam social software platform. This helps people connect and work together effectively by creating discussion threads, sharing documents, and mapping out decisions as a group. In addition, the software enables you to track progress, see who has been assigned key tasks, and archive records for performance review.

Speed up decision making and increase buy-in with intuitive collaboration tools within SAP Sales and Operations Planning.



## Accelerate time to value

Unify your approach to planning

Deliver advanced simulations and analysis in real time

Connect stakeholders with powerful collaboration tools

### **Accelerate time to value**

SAP Sales and Operations Planning offers intuitive functionality, enabling you to deploy it quickly. You can use role-based planning templates for sales and marketing forecasting and consensus demand planning. In addition, you can take advantage of preconfigured scenario analysis functionality for supply and inventory planning as well as financial projections and executive review tools.

As well as being available as on-premise software, SAP Sales and Operations Planning is offered as a cloud-based solution. This enables you to take advantage of lower capital investment costs while providing simplified access to users. In addition, a cloud-based deployment allows you to get up and running faster so you see an earlier return on your investment.

Cut deployment times from 6–9 months to 2–3 months with a cloud-based solution.



# Unlock the potential of sales and operations planning

## Unlock the potential of sales and operations planning

SAP Sales and Operations Planning helps you to improve the speed, accuracy, and agility of your planning process, driving competitive advantage.

The application gives you the ability to create – and recreate – a single, unified plan that is based on input from all relevant stakeholders. This helps you respond quickly and appropriately to a sudden increase or decrease in demand.

By balancing supply with demand, you reduce incidents of stock-out situations, or capacity

and materials shortages, resulting in lost sales. You can also avoid overstocking, helping you control inventory costs.

Through simulations and scenario comparisons, SAP Sales and Operations Planning allows you to identify tactics to drive revenue growth and increase market share. You can explore ways to optimize product mix or product and customer profitability, for example. You can also identify new opportunities for cost reduction across the supply chain.







© 2014 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP AG or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP AG or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP AG or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP AG or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP AG's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP AG or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.



The Best-Run Businesses Run SAP™