

SAP Information Sheet

SAP Rapid Deployment Solutions
SAP CRM Rapid-Deployment Solution
Powered by SAP HANA

Quick Facts

Overview



**Essential Customer
Relationship Management
Functionality – Fast**



The Best-Run Businesses Run SAP™

Summary

The SAP® CRM rapid-deployment solution powered by SAP HANA® offers essential marketing, sales, and service functionality along with real-time data access. The solution delivers a range of preconfigured software and provides a flexible foundation to meet basic as well as advanced customer relationship management (CRM) needs. Rapid-deployment solutions are modular yet integrated, allowing you to select what you need when you need it, and to unlock a path to future improvements.

Objectives

- Reduce data latency to support CRM activities
- Reduce IT complexity and workload
- Find the right CRM solution for your organization
- Conduct consistent and relevant interactions
- Speed ROI and time to value

Solution

- Account and contact management, activity management, and interactive reporting
- Lead and campaign management
- Opportunity and pipeline performance management and integration with order and quotation management in the SAP ERP application (optional)
- Interaction-center service-request management

Benefits

- Enable processes to address sales and service needs
- Drive consistent, relevant customer insights and interactions
- Enhance marketing activities
- Improve sales management and performance
- Provide real-time data access and flexible modeling
- Simplify data maintenance

Learn more

To find out more, call your SAP representative or visit us online at www.sap.com/solutions/rapid-deployment/hana-crm.



Digital information offers a wealth of potential benefits. But the vast amounts of data available can lead to complex IT landscapes and high IT workloads. When it comes to applying this data to CRM, it can be a challenge for companies to determine where to start and how to find the right solution. The SAP CRM rapid-deployment solution powered by SAP HANA brings together software and implementation services for a fixed price and scope. The solution enables companies like yours to improve reporting performance, eliminate slowdowns caused by data latency, achieve fast ROI, and reduce risk.

Rapid-deployment solutions take the complexity out of implementations, delivering value in weeks, with preconfigured software offering a fixed price, scope, and time frame. The rapid-

deployment solution delivers huge gains in efficiency and provides visibility into real-time data.

Now, you can quickly evaluate transactional data and get the results you need. You can increase productivity by reducing reporting wait times, improve forecasts with pipeline performance management, and make immediate changes to transactional data within reports. Near-real-time reporting and analytics enable faster, better-informed decision making across your organization.

You can choose SAP or trusted partners to deliver implementation services for your rapid-deployment solution, with hardware, hosting, and financing options aligned with your on-premise or cloud deployment.



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