



## SAP for Automotive

# **mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT**

**Whether you are an OEM, an importer, a dealer organization, or a supplier, this solution encompasses everything your company needs to build more efficient and customer-centric processes and teams. By moving your company closer to your customers along the entire interaction chain, mySAP™ Customer Relationship Management (mySAP™ CRM) delivers new efficiency to all aspects of customer interaction and a strong potential for improving your organization's profitability.**

### **BARRIERS ON THE ROAD TO PROFITABILITY**

Whether you're an automotive OEM, an importer, or a supplier of automotive subassemblies, you face a continuing challenge to be more efficient, more effective, and more profitable.

Typically, a significant percentage of your total costs is consumed by distribution and marketing. This disproportionate expense is the result of a limited capacity to access marketing and distribution data systematically, analyze it appropriately, and deploy it effectively. Too often, the formatted information is simply incompatible from system to system and organization to organization.

On a more fundamental level, you need to reduce your reaction time to changes in demand volume. That requires not only knowing about those changes as they happen, but also forecasting them in advance through careful analysis of customer data.

Another way to reduce your reaction time is to improve your product development cycle. When your time-to-market is too slow, profitability suffers accordingly. In addition, collaborative relationships are replacing buyer/seller interactions, but your business systems may not be capable of managing the new paradigm smoothly.

As the profit in auto manufacturing declines, the profit in value-added and aftermarket services advances. Once again, your business systems need to be streamlined and integrated to make the most of this opportunity.

In the end, profitability is earned by those who can leverage information most effectively to improve both their own competitive position and the positions of their business partners. You need to integrate legacy systems in all relevant organizations with new systems developed specifically for the new auto industry environment.

Most of the hard work has already been done for you. SAP has a remarkably capable customer relationship management (CRM) system with several features developed specifically to manage all relevant automotive processes.

### **BUILT JUST LIKE YOUR PRODUCTS – FOR SPEED, POWER, AND RELIABILITY**

mySAP™ Customer Relationship Management (mySAP™ CRM) encompasses everything your organization needs to build more efficient and more customer-focused processes and organizations.

mySAP CRM starts with marketing campaigns to determine trends and customer preferences, provides tools for enhanced selling processes (online configuration and pricing), and moves your company closer to your customer along the entire interaction chain. If your enterprise supplies assemblies to top-tier manufacturers, you can use mySAP CRM to manage those extraordinarily complex business-to-business relationships with OEMs, systems integrators, and other suppliers. Irrespective of your operation's focus, a wealth of customer information becomes available and reusable throughout the organization.

With SAP NetWeaver™ technology, you can integrate SAP and non-SAP systems effortlessly to increase profitability and improve relationships with customers and partners.

SAP creates additional value for your enterprise by seamlessly integrating applications. Consider, for example, service parts management. Here, CRM is integrated with supply chain management (SCM) and product life-cycle management (PLM) to create a fully integrated business process.

### **STATE-OF-THE-ART CAPABILITIES FOR ALL EXTERNAL INTERACTIONS**

mySAP CRM provides unique solutions that enable your company to achieve its objectives, take advantage of existing functionality, and implement new software capabilities to enhance business performance and operational efficiency.

The solution delivers state-of-the-art capabilities that enable you to manage all your organization's interactions with customers, dealers and suppliers, including:

#### **Customer and Vehicle Relationship Management**

The mySAP CRM capability for managing accounts and individual vehicle objects enables your organization to track comprehensive information about customers, business transactions, relationships, and the entire life cycle of any designated vehicle.

#### **Marketing**

The solution's marketing and campaign management capabilities enable you to build strong brand loyalty and customer retention, and allow you to define and segment target groups very precisely by using combined customer and vehicle attributes.

#### **Vehicle Sales Management**

This capability provides an integrated tool for managing, procuring, selling, and tracking vehicles. All data and processes are accessible from a single automated system that integrates seamlessly into your existing IT architecture.

### **Asset Finance and Leasing Management**

The asset finance and leasing management capabilities of mySAP CRM provide seamless, integrated support from start to finish for the business of vehicle leasing. With these capabilities, your organization can manage current leasing processes and adapt to new practices while enjoying full collaboration with worldwide business partners. These capabilities enable you to gain cost efficiencies that lead straight to your bottom line.

### **Customer Contact Management**

For OEMs and importers, it is crucial to have customer and vehicle information available for all customer-facing activities. Making this information accessible in a call center enables both entities to react quickly and deliver reliable and personal responses in processes such as complaint management or satisfaction surveys.

### **Service and Workshop Management**

For dealership organizations, mySAP CRM provides a comprehensive capability targeted at vehicle inspections and repairs. It includes service request management; service order scheduling, quotations, confirmation, and billing; knowledge database and live dealer support; customer service and support analytics; and preventive maintenance notifications and activities.

### **Service Parts Ordering and Accessory Sales**

E-selling with mySAP CRM manages the entire process of selling over the Internet. The solution supports multilevel ordering, which allows independent service points to access a Web-based ordering platform where they can search for parts in a catalog, create a shopping basket, and even check for availability in the dealer management system at franchised dealerships within a region. This means that OEMs and importers can give dealers comprehensive online accessibility to service parts and accessories.

### **Warranty Processing**

Prompt processing of warranty claims is not just a legal requirement. It provides an opportunity for your organization to demonstrate its commitment to your customers while meeting their needs. mySAP CRM delivers an efficient claims processing system that automates the process and integrates warranty claim data with key business functions for financial accounting and quality management. This automated, integrated system does a superlative job of satisfying your customers while reducing your claims processing costs. Along with automated warranty processing, mySAP CRM provides analytical capabilities that give you detailed insight into product quality, customer satisfaction, and the costs of warranty claims via reference to a damage catalog.

### **Channel Management**

The mySAP CRM solution enables automotive dealers to interact directly with the brand owner (that is, the OEM or the importer) by providing access to shared data held in mySAP CRM and supporting collaborative key processes. This includes customer information management, activity management, and distributed marketing execution.

### **OEM Relationship Management for Suppliers**

OEM relationship management provides customer relationship management to tier-one suppliers for their special kind of customers, the OEMs. The typical supplier-OEM relationship starts much earlier than conventional seller-buyer relationships. And its focus is on selling visions and concepts, competence, and trust and partnership throughout the development cycle of a product or system. As a result, there are many more engineering-focused touch points with the customer that are not usually found in an ordinary business relationship. The focus is clearly on operational processes, such as logistics, accompanied by a sales presence to keep and strengthen customer relationships and customer satisfaction.

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**Analytics**

In mySAP CRM, analytics is not a separate function. It is an integrated part of all defined business processes. With the analytical capabilities of mySAP CRM, your management can prepare such standard reports as customer buying behavior within given geographical areas, dealer performance and benchmarking, and service responsiveness and quality. In addition, your users can define their own reports to meet their particular requirements. For example, a marketing manager could define a report that collects and analyzes campaign data on a daily or weekly basis to facilitate refining or changing a marketing campaign.

**Wireless and Mobile Communications**

mySAP CRM incorporates wireless and mobile communications capabilities that allow automotive sales and service organizations to communicate with customers or connect to computer-based intelligent vehicle systems using mobile or wireless computing devices. These capabilities expand the range for OEM and importer interactions with purchasers to increase customer satisfaction and loyalty.

**TURBOCHARGE YOUR ORGANIZATION'S PERFORMANCE**

mySAP CRM provides your organization with new visibility into customer attitudes, preferences, and behavior. It incorporates a vast array of capabilities that allow your company to forecast and respond to trends faster, meet and overcome competitive challenges readily, and enhance customer service and loyalty. It integrates seamlessly with your existing enterprise resources, and provides a return on investment in a surprisingly short period. It will ultimately lead your organization to a renewed focus on your customers, a new efficiency in dealing with all aspects of customer interaction, and significant possibilities for improving your organization's profitability.

For complete details on how mySAP CRM can help your company turn customer relationships into profits, visit our Web site at [www.sap.com/crm](http://www.sap.com/crm) and [www.sap.com/automotive](http://www.sap.com/automotive)

**mySAP™ BUSINESS SUITE:****YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE.**

mySAP™ Business Suite provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver™ technology platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite consists of best-of-breed solutions that incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that works together seamlessly to help you achieve your business goals.