



A highly competitive economy is making your marketing activities harder to plan, coordinate, manage, and measure. That's why companies are equipping their marketing professionals with the only comprehensive solution that delivers stronger, more measurable results with a robust set of capabilities – mySAP™ CRM.

SAP Solution Brief

mySAP™ CRM MARKETING

BRINGING A NEW SCIENCE TO THE ART OF MARKETING

Justifying expenditures, coordinating different initiatives, doing more with less, and avoiding off-target campaigns – these are just some of the varied marketing challenges that you face today.

Sure, marketing is an intuitive art, but does it also need to be unscientific?

It doesn't when your company uses the mySAP™ Customer Relationship Management (mySAP™ CRM) solution. This remarkable software supports the entire marketing process, from planning and budgeting to segmenting, designing, executing, and optimizing, with capabilities for precise monitoring and measuring. As a result, it brings a new level of science to planning, executing, and measuring your marketing programs.

FOR COMPLETE SUPPORT OF YOUR MARKETING ORGANIZATION, CHOOSE THE COMPLETE CRM SOLUTION

mySAP CRM provides comprehensive support for all of your marketing activities to form the cornerstone of good customer relationship management (CRM). It enables your marketing, service, and sales professionals to react quickly and proactively to market changes. As a result, mySAP CRM helps you increase sales, improve profitability, and build market leadership.

With mySAP CRM, flexible marketing plans can be created at the enterprise level and then executed at any level of the organization. Specific initiatives can be designed and executed to meet corporate objectives. Key business metrics can be defined and monitored to ensure that bottom-line results are met. Analytical tools integrated in mySAP CRM help you make better-informed decisions. Moreover, financial and accounting data can be used for true ROI reporting.

MARKETING PLANNING WITH mySAP CRM

The marketing-planning capabilities of mySAP CRM allow your organization to plan all marketing activities centrally and implement them across the enterprise. This functionality greatly enhances your enterprise's ability to coordinate and optimize the use of internal and external marketing resources.

A streamlined planning process gives you the flexibility to deal with quickly shifting market trends. And because mySAP CRM is integrated, it uses all relevant customer, financial, product, and market data. This integrated design allows your organization to plan all closed-loop marketing activities – from budget planning to actual returns – and use this information to plan and optimize the marketing process.

mySAP CRM also provides a framework for planning and executing initiatives at any level – including enterprise, regional, field, product, or brand. And, it allows you to involve all responsible resources in a department, both within your organization and at partner locations outside your organization.

With mySAP CRM, your company obtains the only solution that can close the divide between the supply chain and the demand chain. As a result, you can improve customer service on the front end, improve cost efficiencies on the back end, and increase profitability across the enterprise.

CAMPAIGN AUTOMATION AND OPTIMIZATION WITH mySAP CRM

Campaign management today is more than just pushing bulk mail out the door to prospects. mySAP CRM provides your organization with complete control over the marketing campaign process that includes design, execution, coordination, optimization, and monitoring.

With mySAP CRM, your company can create targeted, personalized campaigns across all communications channels, including direct sales, call centers, mail, e-mail, fax, the Internet, and mobile devices. You can also monitor enterprise-wide profitability at the program, product, customer, and partner levels.

With the campaign automation and optimization capabilities of mySAP CRM, your company can visually and intuitively design entire communications processes from start to finish, including the ability to trigger events from incorporated customer responses. To manage the complexities of today's customer segmentation requirements, mySAP CRM embeds simulation and optimization techniques into campaign design so that nontechnical users can optimize the channel, the customer, and the offer mix for each campaign.

In addition, product supplies and costs have been incorporated into the entire campaign process, allowing your marketing organization to effectively coordinate and plan campaign activities, thereby avoiding wasted resources and redundant efforts.

E-MARKETING WITH mySAP CRM

E-marketing has moved far beyond the early days of spam. Customers are vocal about the types of information they want to receive. As a result, companies must deliver timely, personalized, and relevant communications. Permission-based marketing has become a leading driver of e-marketing success. Additionally, to ensure quality and well-timed communications, you need to control e-mail creation and generation.

The e-marketing capabilities of mySAP CRM enable you to implement personalized, permission-based, real-time mass-market campaigns over the Internet. Organizations can take advantage of this inexpensive customer-interaction channel and maximize targeting effectiveness, while respecting customers' privacy and preferences. You have total control of the design and execution of e-marketing campaigns with the multichannel campaign-management capability of mySAP CRM, allowing you to have fully coordinated communications.

OPTIMIZED LEAD MANAGEMENT

Leads that become sales also become profits. Embedding lead-management capabilities into marketing efforts enables your company to convert qualified leads quickly and prevents you from wasting time on poor leads.

Sales professionals can use the lead-management capabilities of mySAP CRM to gather, qualify, and distribute leads, and deliver the best sales opportunities to the appropriate sales representatives. With collaborative lead-management capabilities, your company can extend the leads process to professionals inside and outside the organization.

PRECISE MARKETING ANALYTICS

Too often, organizations collect huge amounts of information and then struggle to make sense of it. Some companies isolate reporting and analytical capabilities and users from those responsible for executing campaigns. Others employ separate marketing and analysis systems, preventing marketing professionals from using analysis to drive personalized, targeted marketing. But when your organization truly understands the information it gathers, you can use that information to make decisions that maximize profitability.

mySAP CRM provides a wide range of advanced analytical capabilities for marketing that you can use to analyze – in real time – customers, segments, competitors, products, market channels, trends, profitability, and third-party market data. You can also quickly gather and analyze data using built-in analytical functions from mySAP™ Business Intelligence, our combined data warehousing and analytics solution.

Robust analytical capabilities help your company develop better plans and discover more business opportunities. They also help you monitor, track, and measure all marketing activities. Because mySAP CRM is an integrated solution, your company can use it to access all transactional, accounting, and operational data to attain a complete picture of all its marketing activities.

The marketing analytical capabilities of mySAP CRM provide all the functions you need to extract, report, analyze, and deploy customer information that helps you clearly understand customer behavior and value. You can then deploy this intelligence to improve up-selling and cross-selling efforts, boost customer satisfaction, and increase customer retention.

CUSTOMER SEGMENTATION MADE EASY

Today's marketing professionals cannot wait for IT groups to segment customers for them. Such efforts take too long and often result in missed opportunities. The professionals who know which customers to target must be able to segment customers and drive marketing efforts themselves.

With mySAP CRM, business users can create highly targeted segments at the customer, partner, organizational, prospect, and group levels – without IT intervention. Users can access all relevant data from multiple sources without knowing where the information resides. Using data visualization capabilities, they can identify opportunities quickly and ensure that customers fall into clear segments. The segment building capabilities in mySAP CRM streamline the process by letting users seamlessly integrate identified segments into marketing campaigns. In addition, embedded predictive-modeling capabilities enable optimization of all customer segmentation.

PERSONALIZATION

With the personalization capabilities of mySAP CRM, your company can offer the right products to the right customers at the right time. Data-mining techniques provide analytically driven cross-selling and up-selling support, which ensures that you derive the most value from each customer interaction. In addition, you can create personalized product proposals for each visitor to your Web site, including existing and new customers.

TRADE PROMOTION MANAGEMENT

The trade-promotion-management capabilities of mySAP CRM, which integrate with mySAP™ Business Suite solutions, contain all the functions your company needs to support the complete customer trade-promotion process. The trade-promotion-management capabilities support strategic and tactical marketing; total sales volume planning; and the implementation, validation, and analysis of sales-promotion tactics such as features, displays, and temporary price reductions. They also provide a framework that supports the centralized planning, maintenance, tracking, settlement, and evaluation of all merchandising activities between consumer products manufacturers and their resellers and retailers.

A CUSTOMIZED ENTERPRISE PORTAL FOR EACH USER

mySAP CRM is accessed through mySAP™ Enterprise Portal, allowing all of your marketing professionals to view their world through a customized, role-based portal that incorporates all the resources they need. This portal provides a single point of entry to the information, applications, and services that they require, optimizing your marketing efforts.

The portal is the command center that helps you respond faster by providing a consolidated view of key performance indicators such as active campaign monitoring reports, alerts for immediate action, and any information that is critical to your work. All essential processes are accessible through the command center interface, or cockpit.

Through the cockpit, you obtain overviews of your business faster and easier than ever before. And, the command center greatly enhances collaboration with all individuals involved in marketing activities.

BETTER INFORMATION MEANS BETTER CAMPAIGNS

As the only fully integrated CRM solution on the market today, mySAP CRM provides unparalleled control over the details of your most complex marketing programs. With it you can:

- **Control costs** – Track the many variables of your marketing budgets, from creative service, to promotion, to media. Actual costs and revenue can be entered directly into financial systems.
- **Justify expenditures** – Prove the value of your programs through concrete analyses of campaign results. You have true ROI reporting, not just response rates on the campaign.
- **Monitor markets and competitors** – Improve your market intelligence by incorporating the latest data from leading third-party providers like ACNielsen and Dun & Bradstreet.
- **Make better projections** – Use embedded forecasting, simulation, and optimization techniques to make better-informed decisions. Maximize the effectiveness of every communication and every marketing dollar.
- **Coordinate your campaigns** – Eliminate information silos and coordinate promotional campaigns with other departments. Share critical information with outside partners to keep everyone moving toward the same goals.
- **Create relevant, personalized interactions** – Guarantee that your current customers will be your customers tomorrow by recognizing that segments are made up of individual groups with different preferences and priorities.
- **Manage the customer life cycle** – Build an in-depth profile of each customer and manage every stage in the relationship including initial contact, sales, fulfillment, service, and follow-up sales.
- **Go mobile** – Keep track of key marketing data wherever you go, using any Web-enabled laptop, personal digital assistant, or cell phone.



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BECOME A MARKETING POWERHOUSE

In a highly competitive economy, you must market to customers by the thousands – while still giving each one the personalized attention that he or she expects. It's a challenge that requires access to detailed information and careful coordination with other areas of your company.

mySAP CRM makes this possible by delivering the precise information you need right to your desktop – along with the tools for transforming that information into valuable insights and highly targeted campaigns.

For full details on how mySAP CRM can help your organization build a stronger marketing culture, visit our Web site at www.sap.com/crm

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 work together seamlessly to help you achieve your business goals.