



Functions in Detail

SAP® BEST PRACTICES FOR ENTERPRISE PORTAL

**PREDEFINED KEY BUSINESS SCENARIOS DELIVERED
BY SAP BEST PRACTICES FOR ENTERPRISE PORTAL**

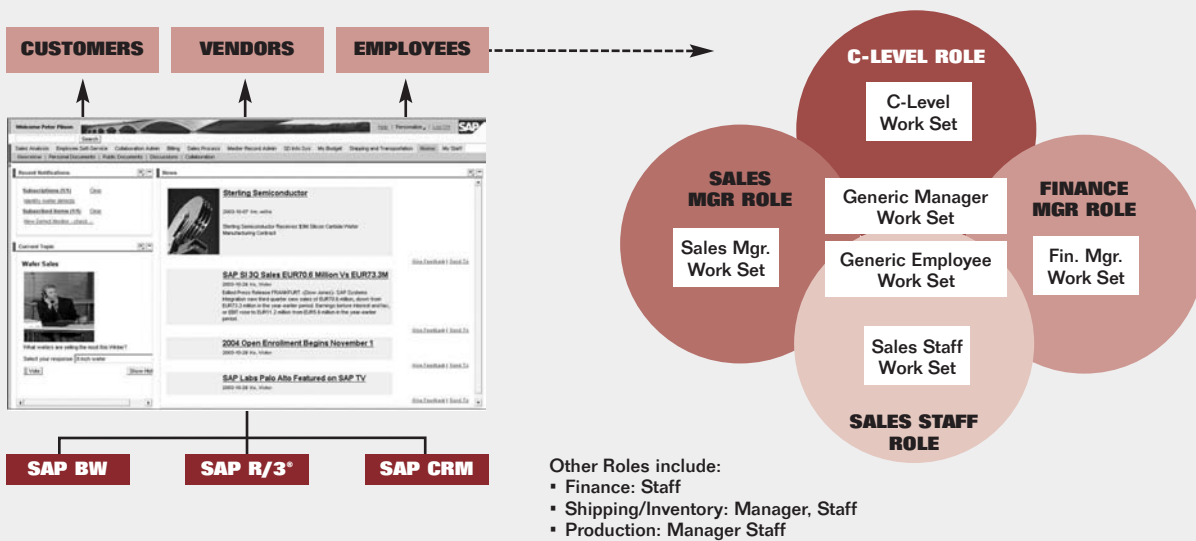
SOLUTIONS DESIGNED FOR BUSINESSES OF ALL SIZES

SAP® Best Practices for Enterprise Portal (EP) empower companies to rapidly implement the SAP Enterprise Portal. This is a key SAP NetWeaver™ application, which is based on the most commonly required business scenarios that are drawn from the experience of SAP's engagements with customers and partners.

In today's constantly changing business environment, your organization needs to adapt the way it does business. You must leverage your existing IT investments, but how do you minimize the risks while maximizing your returns? SAP NetWeaver enables your company to integrate people, information, systems, and business processes, so that you can become more effective and successful. With SAP NetWeaver, you can adapt and expand your existing infrastructure to enable your business to evolve and grow.

Whether you are a new or existing SAP customer, **SAP Best Practices for Enterprise Portal (EP)** get your base solution up and running rapidly. SAP Best Practices for EP provide step-by-step documentation, and new portal business content. It is a comprehensive offering that uses the most relevant business packages to integrate with key back-end SAP solutions such as SAP R/3®, SAP Business Information Warehouse (SAP BW), and mySAP™ Customer Relationship Management (mySAP CRM). While SAP Best Practices for EP offer rich functionality, the implementation process is streamlined by targeting most common requirements first. This simplifies the process for customers, sales/presales, or consulting teams.

SAP® BEST PRACTICES PROVIDE STEP-BY-STEP DOCUMENTATION AND NEW PORTAL CONTENT TO GET YOUR ENTERPRISE PORTAL SOLUTION UP AND RUNNING WITH MINIMAL EFFORT



KEY BUSINESS SCENARIOS – SAP BEST PRACTICES FOR ENTERPRISE PORTAL

Efficient and Effective Communication

Delivering critical information, such as news items, employee updates, key reports, and so on, to employees in a timely manner ensures everyone is working towards the same goals. SAP Enterprise Portal supports this process by enabling effective and efficient employee communication.

Collaborative Teamwork

By promoting knowledge sharing and collaboration within internal and external communities, your company can enhance time-to-market and profitability cost-effectively. SAP Enterprise Portal provides tools to collect, display, share, and contribute knowledge to ensure your company’s success in an increasingly competitive business environment.

Sales Order Processing

Your key sales employees need to focus on closing the deal; they should not have to remember passwords and system details. Providing access to SAP R/3 and other back-end systems

through the SAP Enterprise Portal simplifies the sales order processing workflow by giving your users exactly what they need, when they need it.

Purchase Order Processing

Delivering role-based access to SAP R/3 and other back-end systems through the portal streamlines purchase order processing by providing your users with rapid access to the information they need.

Account Analysis

Finance, sales, and purchasing managers need rapid access to account balances. The information they require may determine the system or report they choose to use. Keeping these facilities and services readily accessible expedites the decision-making process.

Analytical Cockpits: Sales Analysis, Financial Analysis, Inventory Analysis, and Production Analysis

By making key SAP BW and SAP R/3 reports accessible centrally via SAP Enterprise Portal, you can acquire actionable insights

anywhere and anytime. Your users do not need to remember which system they need to find their reports. They are available in the functional and role-based Executive Cockpits. Additionally, an extensive Reports Repository can provide additional SAP BW content based on the common reporting scenarios offered by SAP Best Practices for Business Intelligence.

Employee Self-Service

Providing your employees with the ability to control their personal development and time management makes for greater productivity and efficiency. Employee Self-Service enables your employees to create, display, and change their own data in SAP Enterprise Portal.

Manager Self-Service

Cutting-edge enterprises are decentralizing their personnel management tasks and decision-making processes by delegating them to the operational management level. This is enabling them to respond more rapidly and flexibly to changes in the business environment. To achieve this, operational managers must have instant access to all the relevant information to make informed decisions. Manager Self-Service provides personalized business content that supports new, decentralized decision-making processes.

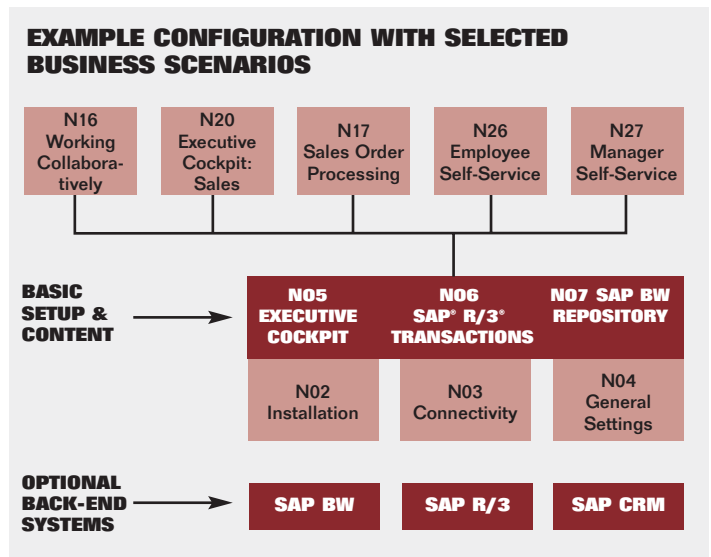
Campaign and Lead Management

Marketing staff at different levels require comprehensive support to run lead generation programs and marketing campaigns, ranging from global marketing strategies to tactical campaigns in individual countries or regions. To ensure the leads generated are converted into profitable sales, your company must gather, qualify, and distribute leads as well as deliver the best sales opportunities to the appropriate sales representatives.

Deploying mySAP CRM marketing and lead management through SAP Enterprise Portal enables your marketing and sales team to leverage the mySAP CRM functionality to support these business needs. The Enterprise Portal also provides a people-centric user interface, which ensures a more intuitive and role-based view of the processes.

IMPLEMENTATION APPROACH

SAP Best Practices for Enterprise Portal deliver step-by-step documentation using a building-block approach. They also provide new business content to enhance your connectivity to SAP R/3 and SAP BW with new roles, work sets, and iViews that are all delivered through scenario-based building blocks.



With this building-block approach, you only need to implement the business scenarios you require. You are provided with a road map for each business scenario that includes the required documentation building-blocks, portal content building blocks, and the sequence in which to use them. The *SAP Best Practices Documentation CD* provides you with everything you need to set up the SAP Best Practices business scenarios. When you have worked through the technical guides, the required scenarios are made available to your project's development or prototype system.

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