

SAP Solution Brief



In today's oil and gas industry, well-managed relationships are the key to profitable growth. Now, your company can improve the way it manages relationships with the only fully-integrated customer relationship management solution: mySAP™ Customer Relationship Management.

mySAP™ CRM FOR THE OIL AND GAS INDUSTRY

HOW DEEP ARE YOUR CUSTOMER RESERVES?

Global competition. Commodity pricing. Fluctuating demand. Declining profit margins. Mergers and acquisitions.

In today's oil and gas industry, strong enterprise relationships may be the most precious resource of all.

That's why now is the time to discover mySAP™ Customer Relationship Management (mySAP™ CRM).

This comprehensive, fully integrated solution provides everything your company needs to achieve world-class relationship management.

With mySAP CRM, you can improve the quality of sales and service at every touch point, including face-to-face, telephone, fax, and the Internet.

You can also improve the quality of maintenance services at your retail outlets, control services used by your refineries, and optimize sales of merchandise through your call center or Internet site.

What's more, you can leverage the investment made in other enterprise applications, pulling key information such as customer profile and order history from supply chain management, product life-cycle management, and production planning systems to include in business transactions.

As a result, you can increase sales, profit margins, and customer loyalty while controlling costs like never before.

MAKE EVERY INTERACTION A POSITIVE ONE

With mySAP CRM, you gain state-of-the-art capabilities for managing all interactions with suppliers, distributors, jobbers, partners, and customers, including:

- **Customer engagement support:** Perform sales and marketing planning to improve success rates. Develop accurate segmentation strategies for targeted sales initiatives. Improve opportunity management capabilities. Gather market data to support product, pricing, and promotional decisions. Use advanced analytical tools to measure, predict, and optimize customer behavior.
- **Business transaction support:** Manage sales and consignment orders more efficiently. Empower employees to anticipate and meet customer demands. Provide a consistent view of customer information at every point of contact. Perform contract reviews, pricing negotiations, credit limit checks, and order taking using the latest data. Handle orders more accurately through real-time processing and availability-to-promise (ATP) checks. Improve responsiveness to key accounts through the use of handheld devices.
- **Fulfillment support:** Align contracts, terms, and conditions with transportation and distribution service levels, to manage customer and partner expectations. Engage in collaborative planning and forecasting with suppliers and distributors. Offer customer self-service. Track fulfillment of orders taken through business partners, and deliver rewards for online procurement. Capture customer interaction data for review and analysis.
- **Customer service support:** Enhance the efficiency and professionalism of your customer interaction center. Provide a portal where product information and customer requests can be initiated 24 hours a day. Resolve claims and complaints quickly and efficiently. Provide a closed-loop process for gathering customer feedback, to continually improve business practices.

PROVIDE A CUSTOMIZED PORTAL FOR EVERY EMPLOYEE, CUSTOMER, AND PARTNER

mySAP CRM is accessed through mySAP™ Enterprise Portal, allowing everyone in your value chain to view specific information and content that you define and make available. This information can include news, announcements, alerts, notifications, and industry-specific updates. Employees, customers, and business partners can use the portal as a source for everyday information, and for collaboration, analysis, and specific transactions. Each professional – from the marketing director to the call center representative – can work more efficiently and productively, increasing their ability to improve business performance.

STRONGER RELATIONSHIPS MEAN STRONGER PROFITS

mySAP CRM is the only CRM solution on the market today that integrates seamlessly with your SAP back-office environment. As a result, your company can:

- **Control costs:** Track the many variables of your product and service sales and marketing, for improved cost control. Reduce selling costs through Internet sales and streamlined management of your interaction center. Reduce service processing costs through more efficient management and reporting of customer-related issues.
- **Increase revenues and profits:** Increase sales revenues by offering customers more choices and better service. Boost profits through more effective management of customer promotions, and through collaborative transactions with business partners.
- **Manage the customer life cycle:** Use sophisticated pricing and analytical tools to negotiate, price, measure, predict, plan, and manage complex customer relationships. Build an intimate profile of each customer, and provide personalized service at every stage in the relationship.

- **Mine your knowledge base:** Gain new analytical insights through seamless integration with mySAP™ Business Intelligence (mySAP™ BI), and turn your product sales and services strategy into action. Understand market trends, demographics, and individual buyer behavior.
- **Gain leading-edge capabilities:** Measure business performance at every step and distribute data to decision makers in real time.
- **Collaborate with partners:** Use online collaboration tools to work more closely with suppliers, distributors, jobbers, consultants, and other partners.
- **Go mobile:** Keep track of key customer data wherever you go, using any Web-enabled laptop, personal digital assistant, field service handheld, or cell phone for communications.
- **Build your brand:** Protect and increase the value of your brand through stronger awareness, personalized relationship management, and increased customer communications.

PUT CUSTOMERS FIRST

Every customer and partner represents a lifetime of opportunities. So give them the high-quality, personalized service they expect and deserve, with the help of mySAP CRM.

No other solution does more to help you implement industry best practices for customer sales and service. And no other solution offers the same level of built-in integration with your existing enterprise applications.

For full details on how mySAP CRM can help your company become more competitive and relationship-centric, visit our Web site at:

www.sap.com/crm

www.sap.com/oilgas

THE mySAP.com® E-BUSINESS PLATFORM

To remain both competitive and profitable in the new Internet economy, successful companies must be able to work together and openly across traditional enterprise boundaries, collaborating in virtual global networks. With mySAP.com®, SAP integrates its extensive business and industry expertise into a comprehensive platform of e-business solutions, services, and technology. By integrating mySAP.com with their business strategy, companies gain lasting competitive advantage, adding significant value and maximizing ROI.

The mySAP.com e-business platform is a family of solutions and services that empowers organizations and individuals to collaborate successfully – anywhere, anytime. The business solutions provided by mySAP.com enable any organization, regardless of size, to run its business more efficiently and productively, and to gain significant competitive advantage in today's economy. mySAP.com is based on an open, flexible, collaborative services architecture that supports both SAP and non-SAP systems.

mySAP.com creates value by allowing quick response to new business opportunities and by reducing costs, enabling companies to collaborate, integrate, and empower themselves for business success in today's economy – you know, the profitable one.

THE BEST-RUN E-BUSINESSES RUN SAP



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