



mySAP™ Customer Relationship Management (mySAP™ CRM) is the only fully integrated solution for customer relationship management. It provides everything you need to increase revenue, improve the quality of sales and service, and make every customer interaction a positive one – all while controlling costs. At a time of fierce competition and rising expectations, mySAP CRM allows you to pamper customers with exceptional service.

SAP Solution Brief

mySAP™ CRM FOR THE RETAIL INDUSTRY

In today's hypercompetitive retail environment, great service is what keeps customers loyal. Now, become a true service leader, with the only fully integrated customer relationship management solution: mySAP™ CRM.

WHO'S RUNNING THE STORE? THE CUSTOMER, OF COURSE

Fickle customers. Fierce competition. Rising expectations. Declining profit margins.

In today's retail industry, the customer is in control like never before.

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 provide customers with the products and services they demand.

With mySAP CRM, you can improve the quality of sales and service at every touch point, including in-store sales, telephone, fax, and the Internet. And, you can deliver the highly personalized attention that customers demand today.

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 consumers, wholesalers, and vendors – including:

- **Customer engagement support:** Develop accurate segmentation strategies for targeted, personalized marketing programs. Gather market input to support product, pricing, placement, and promotion decisions. Analyze customer data from your point-of-sale devices, loyalty card programs, third-party research firms, and other sources. Tailor promotions, assortments, and planograms to current customer trends.
- **Business transaction support:** Empower employees to anticipate and meet customer demands. Provide a consistent view of customer information at every point of contact. Provide preferred customers with preferred treatment. Encourage cross-selling and up-selling activity based on customer histories.
- **Fulfillment support:** Execute orders efficiently through direct links to your supply chain management solution. Engage in collaborative forecasting with vendors and distributors. Track inventory levels to reduce out-of-stocks. Ensure timely delivery of all items.
- **Customer service support:** Enhance the efficiency and professionalism of your customer-interaction center. Resolve claims, complaints, and returns quickly and efficiently. Allow for easy escalation of service issues to field service or product manufacturers. Offer convenient customer self-service options over the Web. Track customer history and develop targeted programs to encourage repeat sales.

GIVE EACH USER A CUSTOMIZED PORTAL

mySAP CRM can be delivered through mySAP™ Enterprise Portal, allowing everyone in your company to access, collaborate on, and analyze relevant information from any data source. So each professional – from the marketing director to the store order-entry clerk – can work more efficiently and productively.

STRONGER RELATIONSHIPS MEAN STRONGER PROFITS

As the only fully integrated CRM solution on the market today, mySAP CRM provides unparalleled control over the details of your customer interaction strategy. With it, your company can:

- **Increase revenues and profits:** Increase sales revenues through multichannel marketing campaigns. Deliver promotions targeting customer needs and purchase behaviors. Boost profits through more effective management of customer and business-partner relationships.
- **Manage the customer life cycle:** Build an intimate profile of each customer and provide personalized service at every stage in the relationship. Recognize customers whenever they contact you, via any channel they choose.
- **Mine your knowledge base:** Gain new analytical insights through seamless integration with mySAP™ Business Intelligence (mySAP™ BI) and turn your sales and marketing strategy into action. Understand market trends, customer demographics, and individual customer behavior. Utilize effective data-mining tools to derive insights from multiple data sets to anticipate customer needs.
- **Gain leading-edge capabilities:** Provide your business partners with access to the latest customer information. Leverage the Internet as a communications tool while maintaining a single voice to all customers. Drive collaborative processes with key manufacturers to improve your margins.
- **Build consumer trust:** Match your products and promotional programs more closely to the needs of today's buyer. Build trust through superior service, smooth handling of returns and exchanges, and consistent messaging.

- **Collaborate with partners:** Use online collaboration tools to work more closely with vendors, wholesalers, distributors, consultants, and other partners.
- **Go mobile:** Keep track of key customer data wherever you go, using any Web-enabled laptop, personal digital assistant, or cell phone.
- **Build your brand:** Protect and increase the value of your brand through stronger awareness, greater market share, and increased customer loyalty.
- **Control costs:** Track the many variables of your sales, marketing, and promotional programs, for improved cost control. Reduce service costs through more efficient management and reporting of customer-related data.

PUT CUSTOMERS FIRST

Every customer 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 business management systems.

For full details on how mySAP CRM can help your company become more competitive and customer-centric, visit our web site at www.sap.com/crm and www.sap.com/retail

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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