

SAP for Consumer Products



mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

**CUSTOMER-CENTRIC BUSINESS SOLUTION
DELIVERS VALUE, ENSURES PROFITABLE GROWTH**

mySAP™ CRM provides a single, all-encompassing, high-resolution view of your customer and your business – a view that extends consistent and complete customer/consumer information to supply-chain operations. This visibility enables you to optimize production and inventory, increase your consumer insight and market share, improve customer satisfaction, and strengthen brand loyalty. Fully collaborative, connected, and industry-specific, this people-friendly solution helps you drive efficiencies, enhance effectiveness, and improve profitability across your entire enterprise.

TIGHT MARKETS, CAUTIOUS CUSTOMERS, UNRESPONSIVE SYSTEMS

A soft economy, continuing overcapacity, increasing competition, and fickle consumer behavior – that’s the near-term outlook, no matter what you’re selling. And that’s just the view from 10,000 feet.

Down on the ground, you’re facing more urgent problems. You must collaborate with *your* customers (retailers) to satisfy *their* customers (consumers). You must also deal with continued pressure from retailers who would like to take more control of product marketing as well as limit your access to consumers. Meanwhile, the ground continues to shift under your feet as consolidation and the “Wal-Mart syndrome” exert more pressure on your entire operation.

Internally, you face another set of challenges. To improve perennially tight margins you need to align resources and better manage inventory, ensure consistent access to customer and consumer data across your organization, manage promotional spending, and make accurate and timely product and service deliveries.

But these optimization initiatives are hard to achieve through the enterprise-wide pastiche of homegrown, best-of-breed, and legacy information systems you have inherited. This IT amalgam produces fragmented customer and consumer information that often reaches the wrong team members at the wrong time, resulting in frustrated managers, dissatisfied customers, and unresponsive consumers.

To rectify these problems – and ensure that the right people obtain the right information at the right time – you need to replace this technological patchwork and take a more unified approach to customer relationship management (CRM).

You're in luck. SAP, one of the most successful business software vendors in the world, has considered your problems in depth and developed a solution specifically tailored to your needs: mySAP™ Customer Relationship Management (mySAP™ CRM).

ONE COMPREHENSIVE, HIGH-RESOLUTION VIEW OF YOUR CUSTOMER AND YOUR BUSINESS

To increase market share and brand loyalty, optimize your brand portfolio profitability, and increase customer satisfaction via different sales channels, you need to optimize production and inventory and improve communications with both customers and end-consumers. You can do this by connecting consistent and complete customer/consumer information to supply-chain operations. This requires a fully collaborative, industry-specific, people-oriented CRM solution that can drive efficiencies and enhance effectiveness across all enterprise activities.

The only fully integrated CRM solution that meets these requirements is mySAP CRM. It delivers the full spectrum of marketing, sales, service, and analytical support your business needs. It also synchronizes all front- and back-office operations – including marketing, sales, finance, operations, logistics, and service – to ensure uniform collaboration of resources across the enterprise. And it facilitates close collaboration between consumer products (CP) companies and retailers, tracking and analyzing retailer relations from demand planning through order placement, shipping, billing, and receipt of payment.

GLOBAL CRM FOR SEAMLESS SYSTEM INTEGRATION

mySAP CRM supports the processes that help you meet the challenges of a global marketplace. It provides effective management of trade promotions and consumer programs. It enables seamless integration of key data, providing a single, complete view of the customer and the business that is accessible through a customized, easy-to-use Web portal interface. And it ensures profitable management of a diverse portfolio of brands as well as analyses of category performance leading to the success of future initiatives.

mySAP CRM includes all the capabilities your organization needs to:

- Manage resources, including expenditures and labor, based on key performance indicators
- Plan promotions and other sales activities while synchronizing with online systems to support consensus planning across all customers and products
- Access historical data to evaluate impacts of current and future promotions for more efficient management of trade dollars
- Enable brand teams to determine optimal marketing programs – media promotions, consumer offerings, or trade spending – and optimize marketing expenditures
- Determine annual sales volume, revenue, profitability, and spending – and assign budgets to marketing and sales organizations accordingly
- Enable media-, consumer-, and trade-planning teams to drive consumer responses and purchases through such techniques as television ads, coupons, and trade events; assign costs to each planned activity; and monitor plans against budgets
- Provide improved forecasting and inventory-planning capacity, enabling production teams to match the demand generated by promotions
- Allow real-time monitoring of the profitability of promotional programs, business partners, and customers
- Provide the analytical, reporting, and data-mining capabilities that yield quick and easy insight into users' needs
- Connect the field sales force with accounting teams to ensure coherence to a common accounting plan

CLOSED-LOOP, FULLY INTEGRATED MANAGEMENT CAPABILITIES

Trade Promotion Management

Through its trade promotion management (TPM) capabilities, mySAP CRM enables CP companies to manage the promotion process in a closed-loop, fully integrated manner. This allows promotion managers to make more intelligent decisions, develop more effective programming, and monitor retailers to ensure that actual performance matches objectives.

There is simply no comparable TPM solution currently available.

Account Management

Through its mobile sales capabilities, the solution allows account managers to handle daily activities and sales planning processes in the same closed-loop, integrated manner, providing customer-specific information to all authorized members of the enterprise.

mySAP CRM enables your accounting team to manage accounts centrally and regionally as a single entity, providing a consistent, cross-enterprise view of customer information. Through the solution, account managers can plan customer-engagement activities such as appointments, meetings, presentations, trade shows, and new store openings; manage customer profiles; create promotions; monitor the execution of pricing, introductions of new products, and promotion plans; review customer purchases; calculate customer profitability; and track personal interactions with key decision makers directly at each customer location.

Brand Management

mySAP CRM provides brand managers with the best tools in the industry and all the information they need to plan and execute their responsibilities.

The solution gives managers a broad view of how their brand is performing against the competition, by territory, and lets them evaluate instantly how much each product contributes to the overall profitability of the brand. Managers can use this information to plan everything from individual product promotions to major events. They can even use it to plan their budgets and expenditures for the remainder of the year.

Through a marketing calendar, mySAP CRM also gives each brand manager an interactive window into the activities scheduled for any selected period, including trade promotions, sales events, new product launches, and other activities crucial to the success of the brand. For evaluation and future planning purposes, activities can be tied to budget items and past activities connected with profitability. The solution's closed-loop, integrated functionality assures the brand manager a 360-degree view of each product line, showing its success within the larger brand environment.

Category Management

In the area of category management, collaboration is the key to maximum efficiency. CP companies must collaborate with retailers to figure out how best to stock their shelves. Category management is now standard practice at nearly every supermarket, convenience store, mass-merchant enterprise, and drug chain. mySAP CRM supports this standard practice by enabling true collaboration among trading partners.

The results are gratifying. Your organization gets closer to consumers and understands their preferences, increases consumer loyalty and thus enhances market share and product profitability, and improves sales and profit growth through better, fact-based decisions and diminished engagement in non-value-added activities.

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Sales Management

Field sales representatives are your critical link to customers. To ensure they address customers' most important needs, you must keep them in close touch with the organization via quick, daily communications. mySAP CRM, with its hand-held communications capabilities, provides instant and easy access to and from the field. Team leaders and sales managers can direct field sales representatives to opportunities that will enhance customer satisfaction. And representatives have instant, on-site access to details of a customer's history and operations.

mySAP CRM enables sales teams to manage their activities in conjunction with their territorial responsibilities, achieving a 360-degree view of customers and prospects. Hand-held communication tools not only allow field representatives to serve their customers better but also allow them to collect data about competitive activity. Capturing this competitive information and routing it to the appropriate persons can provide your company with a tremendous advantage.

A COMPREHENSIVE SUITE OF ANALYTICAL APPLICATIONS

mySAP CRM provides applications that help you measure, predict, plan, and optimize customer relationships for a low total cost of ownership. These applications provide capabilities for customer, marketing, sales, service, and sales channel analytics.

By analyzing the recency, frequency, and monetary aspects of customer behavior, your company can target campaigns and products more accurately and improve profitability. This data-mining functionality can be as sophisticated as your needs require.

The CP analytics available in mySAP CRM provide the basis for the critical decisions you make in your continuing efforts to provide end customers with the products, promotions, pricing, and services that keep them coming back to your retailers' outlets, year after year.

GET IT RIGHT AND GROW MORE PROFITABLE

mySAP CRM offers the improved market planning and execution capabilities your company needs to attract and acquire new consumers or increase consumer loyalty. It lets you create, execute, and manage campaigns that deliver the right product to the right customer via the right channel – at the right time and price. In addition, the solution enables you to deliver excellent and consistent levels of customer service across multiple channels.

For full details on how mySAP CRM can help your company turn customer insights into profits, visit our Web site at www.sap.com/consumer