



Increased competition, limited markets, and customer demands for greater convenience are some of the many challenges that your business faces today. And you simply cannot meet these challenges without a solid e-commerce strategy. That's why now is the time to increase your sales and reduce your transaction costs with the e-commerce capabilities offered in mySAP™ CRM.

SAP Solution Brief

mySAP™ CRM E-COMMERCE

THE COMPREHENSIVE ONLINE SOLUTION YOU'VE BEEN LOOKING FOR

The mySAP™ Customer Relationship Management (mySAP™ CRM) solution provides an e-commerce platform that enables your company to turn the Internet into a profitable sales and interaction channel for both business customers and consumers. It enables complete customer processes from pre-sales to sales, to postsales support.

With mySAP CRM, your company can empower each customer with a personalized Web experience and convenient self-service capabilities. At the same time, its fully integrated Web channel helps you strengthen sales and service operations as it reduces transaction costs and the volume of customer service calls.

Using this solution, your company can establish a strategic Internet sales channel that is incorporated into your overall technology environment and can be integrated with other customer touch points.

THE RIGHT ANSWER FOR YOUR BUSINESS

Whether you sell to businesses or consumers, directly or indirectly, the e-commerce capabilities of mySAP CRM provide the flexibility and support you need to achieve your business goals. These capabilities include:

- **E-marketing** – supports demand generation and customer loyalty processes via the Internet. Customers' Web experiences are personalized to provide the most relevant and convenient online experience and information, enabling you to generate more revenue through the Web selling channel.

- **E-selling** – makes it possible to run the entire sales process on the Internet. As a result, your organization can provide customers with personalized, interactive, and easy-to-use sales and self-service options. And, you can streamline sales and fulfillment operations to enable an end-to-end, order-to-cash process. With e-selling capability, you can support business-to-business (B2B) or business-to-consumer (B2C) selling scenarios, while significantly reducing your cost of sales.
- **E-service** – allows you to extend enterprise knowledge and information to your customers, giving them the ability to check order status, obtain order tracking information, and research and resolve their own product problems – without involving a service representative. In addition, mySAP CRM offers an intuitive channel for customers to perform service tasks on their own, such as requesting a service visit, logging a complaint, registering a product, and updating account status.
- **E-analytics** – enables your organization to capture customer actions in order to determine how customers are using your Web shop. Integrating this information with standard sales reporting provides a full picture of customer shopping patterns, even if they do not result in an actual sale.

EVERYTHING YOU NEED TO SUCCEED

mySAP CRM provides all of the features that you need to establish a powerful and successful presence on the Web. Templates for different business models and industries can be easily tailored to meet your company's specific branding and business process needs. In addition, you can opt to deploy the e-commerce capabilities of mySAP CRM within SAP® Enterprise Portal software to provide each customer with a single point of entry into all relevant business transactions and information.

Catalog and content management: Catalog management provides a centralized catalog that contains product descriptions, multimedia displays, pricing, and associated literature. The catalog enables quick and easy access to timely and personalized product and availability information via the Web. Content management also supports content that is personalized for customers in a customer portal. And, it supports both structured and unstructured content, allowing customers to subscribe to topics of interest and tailor their own content.

Personalization: The rules-based personalization capabilities of mySAP CRM allow your organization to dynamically personalize each customer's online experience. Web experiences, content, and product recommendations can be tailored to company-defined criteria, such as a customer's purchasing patterns, order history, and predefined buying preferences.

Interactive selling and configuration: Interactive selling and configuration provides customers with a rich online shopping experience that helps them choose the products and services that best meet their needs. Multimedia content, guided selling, configuration advice, and real-time pricing and availability empower customers with all of the information that they need to make online purchasing decisions without human intervention.

Pricing: mySAP CRM lets you tailor pricing to each customer based on the type of customer, product, customer-specific pricing, contracts, or specific quotes. It supports consistent and accurate pricing to present a single face to your customer across all sales channels.

Sales order management: Sales order management enables Web customers to receive quotes and place orders, obtain real-time product availability, and track each order through the order management process – from manufacturing through service.

Online billing and payment: Billing and payment provides customers with online access to account status – including invoices, contracts, rebates, and billing status. Customers can also pay invoices online.

Web auctions: Web auctions enable you to sponsor online auctions of surplus goods, excess inventory, used assets, and time-sensitive products. And, they allow buyers and sellers to negotiate prices in real time on a per-transaction basis.

Live Web collaboration: The live Web collaboration capabilities of mySAP CRM allow you to provide immediate assistance to customers from within the Web site. Customers can choose to chat, co-browse, e-mail, or submit a callback request. Based on a customer's preferred communications mode, mySAP CRM automatically incorporates all relevant customer information – including Web shop context, customer profile, past orders, and service history – and displays it on the agent's desktop in real time.

Service requests, complaints, and returns: mySAP CRM lets Web customers create, update, and check the status of service requests, throughout the entire service process. Key service request management features include an automatic check for entitlements, as well as the ability to select the most convenient appointment time for a field service visit. The complaints and returns capabilities of mySAP CRM let customers create, maintain, and track their own complaints and returns.

Web analytics: Web analytics enable you to determine how customers are using the Web shop. Integrating this information with standard sales reporting provides a full picture of customer shopping patterns, even when no sales occur.

SAP® Internet Sales: If you have the SAP® R/3® system, the SAP Internet Sales solution can provide you with an e-commerce platform to rapidly turn the Internet into a profitable sales and interaction channel – without having to implement a full CRM solution. It supports end-to-end, order-to-cash processes by providing easy-to-use, interactive selling and additional self-service.

GAIN A COMPETITIVE EDGE

mySAP CRM can help your company:

- Increase revenue and market reach
- Promote your corporate identity and brand via the Web
- Improve customer convenience and satisfaction
- Reduce the cost of sales and support
- Lower total cost of ownership (TCO) by leveraging your investment in IT infrastructure

The Internet is one of today's most important sales channels. And the competitive advantages offered in mySAP CRM make it easy to see how the solution can help you position your business effectively on the Web, boost customer traffic and product awareness, and ultimately drive sales revenue.

That's what makes mySAP CRM - and its comprehensive e-commerce capabilities – the solution of choice for many of the world's e-business leaders.

Can you afford to miss out on the opportunity to increase profits and strengthen customer relationships? For full details on how mySAP CRM can help your organization start selling on the Web now, visit www.sap.com/crm



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mySAP™ BUSINESS SUITE: YOUR INDUSTRY.

YOUR BUSINESS. YOUR FUTURE

mySAP™ Business Suite is the world's most comprehensive family of business solutions, enabling adaptive business, complete integration, and easy collaboration over the Internet. And it's engineered to grow with your business.

mySAP Business Suite is powered by the SAP® NetWeaver™ technology platform, an extensive integration and application platform that lays the foundation for new cross-functional business processes and lowers your total cost of ownership (TCO) by reducing the need for custom integration and by offering complete life-cycle management for your solution. This Web services-based platform is the foundation for SAP® Enterprise Services Architecture, a blueprint for business solutions. SAP NetWeaver aligns people, information, and business processes across organizational and technological boundaries.

As part of mySAP Business Suite, mySAP™ Customer Relationship Management provides best-of-breed functionality – plus industry-specific features and best practices based on three decades of SAP experience. That means you can dramatically improve the management of your company's CRM. And that's why the best-run businesses run SAP.