



SAP Solution Brief

mySAP™ CRM **FIELD SALES**

In today's competitive environment, your direct sales team requires immediate access to vital customer information – because sales opportunities won't wait for conventional telephone, fax, and paper-based communications.

That's why now is the time to connect your sales organization with the mobile sales capabilities of mySAP CRM.

INSTANT ACCESS TO SALES INFORMATION – ANYWHERE, ANY TIME

The mySAP™ Customer Relationship Management (mySAP™ CRM) solution, with its mobile sales capabilities, enables your sales professionals to proactively plan, execute, and monitor their sales approaches – from laptops, tablet PCs, or personal digital assistant (PDA) devices.

It provides instant access to mission-critical customer information, core customer relationship management (CRM) functionality, and critical content. And, it provides increased visibility into new product and service opportunities by delivering insight into the entire customer life cycle.

It's just the tool your sales staff needs to identify leads, prioritize opportunities, prepare for sales calls, generate quotes, finalize orders, and much more.

THE MOBILE LINK TO SHORTER SALES CYCLES AND HIGHER PRODUCTIVITY

With mySAP CRM, your mobile workforce is empowered to gather, enter, and share relevant customer information in realtime. As a result, you can ensure that remote sales professionals are as productive, effective, and efficient as those working in a connected office.

Key mobile sales capabilities of mySAP CRM include:

- **Sales planning and forecasting** – supports analysis and reporting of all planning and forecasting information. These critical capabilities paint a complete picture of estimated revenues and product quantities over time, ensuring accurate plans and forecasts.
- **Account and contact management** – enables your company to capture, monitor, store, and track all critical information on customers, prospects, and partners. This information includes detailed profiles, sales activities, and overviews of critical relationships. It provides users with the ability to quickly access key account information, including key account analytics, critical relationship overviews, and complete customer-interaction histories.
- **Activity management** – lets you schedule and manage simple and complex tasks. It enables sales professionals to manage their time, tasks, and activities more effectively, reducing sales times and increasing productivity. It includes the ability to capture and access every customer activity, including all communication transactions, such as appointments, dates, telephone calls, e-mails, letters, and meetings.
- **Campaign management** – gives field sales professionals the ability to track, measure, and execute the results of marketing or sales campaigns. Mobile users can also define, plan, and execute their own unique campaign offerings, product launches, or product campaigns across multiple communications channels, including direct sales, call centers, mail, e-mail, Internet, and mobile devices.
- **Marketing encyclopedia** – provides a central repository for internal company information (such as updated customer-related information, announcements, new product details, and marketing materials) and external information (such as Web-based news sources, customer stock information, and prospect and customer press releases). Users simply subscribe to receive the information that is most useful to them. They then receive new and updated information immediately following each synchronization.
- **Opportunity management** – gives sales professionals complete visibility into each sales opportunity. mySAP CRM makes it easy to capture, manage, and monitor the business contact and account information of potential opportunities – including identifying key decision makers, sales histories, milestones, progress, outbound activities, and internal tasks. Also, it delivers robust sales methodology capabilities that help guide sales reps through critical steps and processes.
- **Quotations** – handles all the data required to generate quotations so your field sales staff knows that quotes are always consistent and complete. Your sales staff can even configure quotations to meet specific needs.
- **Order management** – handles all the data collected from the first customer contact to the most recent order. Sales staff can access data from quotations, contracts, orders, availability, open purchase orders, and sales history at their desktops or on laptops. Orders entered offline at the customer site are uploaded to the main system for additional processing, ensuring that sales staff always has the latest status information concerning orders.

- **Pricing** – enables every member of your sales staff to provide accurate, offline pricing information the moment it is needed. With the sales pricing engine, your sales reps have powerful pricing tools on hand at the point of sale and at their fingertips.
- **Configuration** – mySAP CRM offers comprehensive, easy-to-use functions for both single and multilevel sales configurations. It delivers the powerful variant configuration to the laptop so there's no need for an online connection to the system. It requires no additional maintenance of master data or of interdependencies. You can model once and configure everywhere.
- **Time and travel management** – ensures that field-sales personnel adhere to company travel policies. Mobile users can record, review, and update travel information, enter the corresponding receipts, and maintain time sheets.
- **Sales analytics** – allows your managers to quickly and easily determine the financial status and overall effectiveness of the sales organization. It provides all the critical data needed to address trends proactively, measure customer retention and revenue shortfalls, and assess future opportunities.

YOUR CHOICE OF MOBILE DEVICES

mySAP CRM, with its mobile sales capability, supports multiple devices, while ensuring access to the information you need to effectively manage each opportunity.

MOBILE SALES FOR HANDHELD

mySAP CRM lets field-sales professionals use PDAs and other popular handheld devices to perform their daily tasks anywhere at any time. As a result, they can manage customer information and business activities, create quotations and sales orders, and maintain sales opportunities.

Key capabilities for mobile sales handheld include sales order management, account management, activity and task management, opportunity management, product information, signature capture, sample management, and on-demand availability information.

Tablet PCs

Tablet PCs, which run Microsoft Windows XP Tablet PC Edition, extend the portable functionality of PCs with pen capabilities. Tablet PCs equipped with mySAP CRM offer sales professionals easy, timely, and efficient access to customer data without pen and paper.

Using digital pens to navigate the system, sales professionals can quickly and easily edit product data, create and finalize orders, collect digital signatures, and generate order confirmations from remote locations.

SEAMLESS INTEGRATION

mySAP CRM communicates easily with all other mySAP™ Business Suite solutions, using middleware that is based on data replication. This means that all the relevant data is saved in a separate database in the central CRM system. At the same time, this database serves as a backup for the local databases on your salespeople's laptops.

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Data is synchronized with mobile clients whenever mobile users connect through phone lines or over a network. To minimize data transmission volumes, only data fields that have changed since the last replication are updated.

The seamless integration between mySAP CRM and other mySAP Business Suite solutions guarantees the consistency of all data throughout the entire sales process. This reduces costs, opens all mySAP CRM functions to your sales staff, and allows staff members to share, enter, and update information.

PART OF A COMPREHENSIVE SALES STRATEGY

You can develop real business synergies by combining mobile sales capabilities with other business scenarios in mySAP CRM, for e-selling, telesales, sales management and support, interaction center, field service, product and brand management, and marketing analyses.

With this level of integration, both sales reps and service professionals can view service or marketing-specific data. For example, a sales rep might check a customer's service records and notice that the customer has made multiple repair orders – indicating that it may be a good time to talk about a new purchase.

ADAPTABLE TO YOUR INDUSTRY, COMPANY, AND USERS

To minimize the cost of implementation, mySAP CRM includes preconfigured templates that cover the mobile sales requirements of specific industries, including high tech, consumer products, and pharmaceuticals.

In addition, mySAP CRM adapts to your company's unique way of selling in the field. Using its integrated customizing tools, you can configure business processes, workflow, and organizational structures and change the content and layout of every screen to fit your needs. You can determine how much information appears on the screen and where it appears. And every screen can be called directly through freely configurable hyperlinks.

Above all, mySAP CRM is designed to meet the special needs of field sales. Its user-friendly, browser-based interface simplifies your interaction with the solution, minimizes training requirements, and increases acceptance among your employees. And intuitive navigation makes it easy to learn and easy to use.

GET THE FULL STORY

To learn more about how mySAP CRM can empower your sales team, please visit our homepage at www.sap.com/crm

**mySAP BUSINESS SUITE:
YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE**

mySAP™ Business Suite provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver™ technology platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite consists of best-of-breed solutions that incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that work together seamlessly to help you achieve your business goals.