

SAP for High Tech



Does the quality of your customer service match the quality of your products? Superior customer satisfaction is the key to new opportunities and long-term success in today's competitive high-tech industry. Become a true service leader with the only fully integrated customer relationship management solution designed to address the needs of high-tech companies: mySAP™ Customer Relationship Management (mySAP™ CRM).

mySAP™ Customer Relationship Management

TODAY, HIGH TECH IS ABOUT PEOPLE, NOT JUST PRODUCTS

Escalating price wars. Shortened time to market. Management of channel partners. Me-too products. Rapid obsolescence. Global operations. Unpredictable customers. These are some of the critical challenges facing high-tech companies.

In a cyclical and highly competitive industry, it's no longer enough for high-tech businesses to create innovative technology products. To succeed in a slowing economy and make the most of shrinking budgets, high-tech companies need to be just as innovative in developing strong customer relationships – both with new prospects and with their existing customer base. Understanding customer needs, business drivers, and motivations – and responding to that knowledge with the appropriate products, service, and support – is the foundation for success in the high-tech industry.

Yet, developing that understanding is a struggle for most high-tech companies. Many organizations serve their customers through a network of partners, which makes it difficult to present one face to buyers. In many cases, customer information is spread throughout multiple business systems or point products that cannot share the data. Typically, useful information is generated only periodically in historical reports, while predictive data and real-time information are not available. The result? Lost opportunities for cross-selling and up-selling, overlooked indicators about customer satisfaction and dissatisfaction, and inadvertently forfeited potential revenues.

High-tech companies need a comprehensive, fully integrated customer relationship management solution that can help them build a more competitive, responsive, and customer-centric organization. They need the power of mySAP™ Customer Relationship Management (mySAP™ CRM).

mySAP CRM is an end-to-end solution that enables companies to achieve their business objectives, take advantage of traditional CRM functionality, and implement software designed to enhance business performance and operational efficiency. The solution supports targeted and personalized marketing campaigns that enable companies to leverage information on existing customers and recognize specific customer needs – increasing win rates, enhancing customer satisfaction, and ultimately improving the bottom line. With mySAP CRM, you can improve the quality of sales and service at every touch point, including telephone, fax, Internet, direct marketing, wholesale, and retail. And you can easily interact with your other major business solutions, including supply chain management and data warehousing.

As a result, you can increase customer loyalty while controlling costs like never before. And that's the best way to engineer a more profitable future.

CREATE A CUSTOMER-CENTRIC COMPANY

mySAP CRM provides high-tech companies with the tools they need to better understand and serve customers, including those in the installed base. With mySAP CRM, you gain state-of-the-art capabilities for managing and supporting all interactions with customers, including:

- **Customer engagement:** Coordinate the planning and execution of all marketing campaigns. Segment your market for more accurate targeting of products and communications. Capture more leads, track contacts, and measure the success of sales initiatives with the help of integrated analytical capabilities. Develop highly targeted, carefully coordinated telemarketing campaigns.
- **Installed base marketing:** Understand and serve your existing customer base with targeted marketing campaign plans. Determine marketing target groups based on installed base information. Execute the campaign through channels that can be personalized with specific installed base information. And when the campaign is finished, carry out integrated follow-up activities and use analytics to assess campaign success.
- **Business transaction:** Make it easy for customers to buy, whether in person, over the phone, or online. Implement an efficient and accurate ordering process that flows smoothly to your supply chain management process. Provide online access to product catalogs with customer-specific pricing, product inventory, and order status information. Allow representatives to transmit orders via mobile devices.
- **Fulfillment:** Give your business complete visibility in managing the production and sales channel. Implement a comprehensive and efficient order life-cycle process, with real-time availability checks and complete fulfillment tracking. Interface directly with your contract, billing, and financial solutions for accurate and seamless processing – while giving customers an online window into their ordering process, for greater control and fewer telephone inquiries. Participate in system-to-system order management, for increased efficiency and responsiveness. Get early warnings on production delays.
- **Customer service:** Provide your interaction center with the latest tools for efficiently handling inquiries, orders, and complaints. Equip interaction center agents with real-time customer information, so any assistance provided is accurate and based on the customer's latest point of contact. Manage every aspect of service and claims processing, from inquiry to follow-through. Allow customers to get self-service online. Provide one-step buying and selling. Use Internet and mobile capabilities to coordinate your field service and dispatch teams. Analyze the costs and revenues of your service and support functions.

CRM EXPERTISE FOR YOUR INDUSTRY

mySAP CRM offers capabilities designed expressly for specific types of high-tech companies, including:

Channel Sales for Semiconductors

To help semiconductor and electronics manufacturers drive consistency and efficiency within their direct sales force and partners, this capability enables a manufacturer's sales force to work collaboratively with distributors, contract manufacturers, and field application engineers. This capability supports key business processes such as design registration and business opportunity management; quotes and debit authorizations; point-of-sale management; debit claims management; price protection; channel inventory management; and sales commissions based upon indirect sales.

On-Site Repair Management

As a manufacturer of equipment with medium and long life cycles, you need mySAP CRM to help you meet your customers' demands for spare parts and service on their expensive and critical equipment assets. The on-site repair management capability supports key business processes such as service contract establishment; customer interaction; agent problem resolution; assignment and dispatch of field engineers; dispatch of service parts based on availability; field service execution, completion, and confirmation; service billing; and profitability analysis.

Warranty and Claims Management

To help manufacturers of short-life-cycle products capture accurate product and warranty information, this capability allows OEMs to collect, store, and access information about their installed customer base. This capability supports key business processes such as warranty initiation and establishment; service provider authorization; verification of warranty entitlement and installed base information; claims adjudication between an OEM and a service provider; and warranty recovery from suppliers.

Usage-Based Billing

To help OEMs manage flexible ownership strategies and pricing alternatives – including selling, leasing, renting, and servicing these solutions in conjunction with usage-based pricing – this capability supports contract management (lease, rent, finance, service); asset management; usage measurement; billing based on usage; service based on usage; and profit analysis.

RosettaNet Support

The solution supports RosettaNet standards, which form a common e-business language, aligning processes between supply chain partners on a global basis. This capability helps companies reduce time and cost to connect with their trading partners using RosettaNet standards. By automating the order management processes through RosettaNet, high-tech companies can reduce errors generated by manual intervention and gain a faster turnaround time in order-to-cash processes.

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

mySAP CRM is delivered through mySAP™ Enterprise Portal, allowing everyone in your company to access, collaborate on, and analyze information and content that you make available. The information can include news, announcements, alerts, notifications, and industry-specific updates. Employees, customers, partners, and reseller networks can use the portal as an everyday information source – as well as for collaboration and analysis for specific transactions. Each professional – from the marketing director to the call center representative at VARs large and small – can work more efficiently and productively, increasing their ability to improve business performance by using the most current information made available via a portal customized to their specific role.

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STRONGER RELATIONSHIPS DRIVE CUSTOMER**PROFITABILITY**

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

- **Control costs:** Track the many variables of your sales, marketing, and promotional programs, to improve business performance, while reducing overall costs. Reduce manufacturing costs through better demand forecasts and more accurate planning of design, resources, production, and facilities.
- **Increase revenues and profits:** Get to market first with products that positively impact your customers and fulfill their immediate business needs. Respond more quickly to market changes and competitive threats. Give your sales professionals the tools to take advantage of cross-selling and up-selling opportunities. Boost profits through more effective management of customer and business partner relationships. Reach and prioritize new customer channels, including the Internet.
- **Manage complexity:** Effectively manage complex sales channel interdependencies, multitiered reseller networks, product lines, and business models. Optimize asset flow through global operations and multiple facilities.
- **Understand the customer:** Build an intimate profile of each customer, and provide consistent, personalized service at every stage in the relationship. Better understand how customers adopt and upgrade to new technologies. Recognize areas of customer dissatisfaction and address them proactively.
- **Collaborate with partners:** Use online collaboration tools to work more closely with vendors, contract manufacturers, distributors, retailers, consultants, and other business partners.

- **Mine your knowledge base:** Gain new analytical insights through seamless integration with mySAP™ Business Intelligence (mySAP™ BI).
- **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.

PUT CUSTOMERS FIRST

Every customer – individual or corporate – represents a lifetime of opportunities. So give all your customers 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 service. And no other solution offers the same level of built-in integration with your other business management systems.

For complete details on how mySAP CRM can help your company become more competitive and customer centric, visit our Web sites at www.sap.com/crm and www.sap.com/hightech