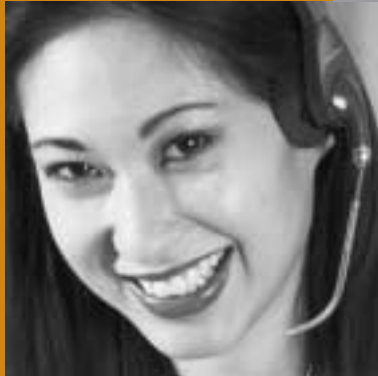


SAP Solution Brief



**CUSTOMER
RELATIONSHIP
MANAGEMENT
WITH mySAP™
TELECOMMUNICATIONS**

The customer relationship management (CRM) capabilities of mySAP Telecommunications deliver an end-to-end CRM solution tailored for the telecom industry. Its powerful and comprehensive features allow you to manage all customer-related activities – from marketing to sales to service – successfully and profitably. The fully integrated environment creates a seamless flow of information and enhances collaboration across the extended enterprise. SAP's solution will improve your customer focus and increase efficiency and productivity, cutting costs and increasing profitability.

**EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT;
THE HEART OF YOUR SUCCESSFUL TELECOMMUNICATIONS ENTERPRISE**

Customer relationship management (CRM) is critical for every telecommunications company. That's truer now than ever before. New technologies and services, increasing competition, dwindling customer loyalty, globalization, and market uncertainty are all good reasons for you to be concerned about the effectiveness of your CRM strategy and solutions.

Ideally, you want improvements across the board. A CRM solution should help you understand your customers better and help you react quickly to meet their needs. It should support your sales, marketing, and service activities effectively by implementing efficient processes. And it should improve your bottom line by helping you cultivate profitable customers and increase your profit per customer.

Your industry has special CRM needs. New technologies, such as DSL and UMTS, are driving the convergence of voice, data, and media content, and they are forming the basis of new products, services, and service bundles. Growing competition is leading to shorter product life cycles. Your CRM system should enable you to launch new products quickly and to bundle new and existing services flexibly. It has to support both contracts and one-time sales, and, because of the increasing focus on customer profitability, it must recognize the importance of cross- and up-selling.

Some people claim you can't find all this in one solution. Not SAP®. We believe that CRM can and should manage customer relationships from beginning to end. And to prove it we've incorporated world-class, telecom-specific customer relationship management into mySAP Telecommunications.

mySAP Telecommunications is a complete solution for companies like yours. It provides powerful features for marketing, sales, and services activities across all delivery channels. SAP's CRM solution for telcos includes industry-specific functions to increase your sales of voice, data or content services, hardware, and other offerings. Based on SAP's leading e-business platform, mySAP.com, the solution integrates with your financial systems (including SAP's contract accounting and convergent invoicing function), data warehouse, and logistics systems. A standard interface to billing systems will be available in late 2001. SAP is creating an open environment that will cut costs by implementing standards and making processes more efficient.

STATE-OF-THE-ART SUPPORT FOR ALL CRM PROCESSES

The CRM functions of mySAP Telecommunications solidly support all core business processes in the customer life cycle, including customer engagement, order creation and fulfillment, customer service, and customer development.

CHANNELS AND PORTALS

SAP's solution supports your CRM efforts across all customer touch points: contact centers, dealers, and Internet self-service applications accessed using the customer portal. Integration across all your channels ensures a unified approach and enables you to take advantage of such features as call-me buttons on your Web page and cobrowsing.

The customer contact center supports telesales, customer inquiries, and claims. It delivers all the functions and information your staff needs, including scripts and prompts provided through the user-friendly mySAP Workplace enterprise portal.

Many processes are automated and controlled by workflow. Call logging and performance management ensure your contact center always performs at its peak.

The customer portal is a full-fledged telecom-specific e-commerce gateway. Your customers can view, change, and extend their contracts; find out about your products; perform availability checks; and configure, place, and amend orders. Personalized account management strengthens customer loyalty, and you can use it as the basis for intelligent cross-selling and up-selling.

With mySAP Telecommunications, you can manage your relationships with your dealers. It includes features for account information, credit checks, and contract and order creation with integrated processes, such as product delivery and service provisioning.

Through employee portals CRM provides sales and marketing features like planning, budgeting, and analysis.

COMPREHENSIVE MARKETING AND CUSTOMER DEVELOPMENT CAPABILITIES

The CRM features of mySAP Telecommunications deliver marketing support and analytical tools geared to the needs of your industry. Use it to plan and execute integrated marketing activities that use all of your sales channels. And use it to develop your existing customer base according to a strategy driven by customer analysis.

Market research and analysis capabilities enable you to conduct surveys, analyze your competitors performance, and evaluate your own potential and market share. Marketing planning and campaign management features help you plan and carry out individual marketing activities, events and programs, and integrated campaigns of any scale. Post-campaign analysis reveals the effectiveness of your marketing efforts, and you can use the input to develop follow-up campaigns.

Flexible customer segmentation allows you to build target groups for campaigns and to address them with specific product and service offerings. Use the analytical tool to analyze your customer base (customer profile and customer value) and use key performance indicators (KPIs) to drive operational CRM with personalized product proposals or retention offers.

CONTRACT AND ORDER MANAGEMENT FOR TELECOM SALES

mySAP Telecommunications is loaded with telecom-specific features to help you sell products and services. For example, the solution supports one-touch shopping with multiple product categories, such as hardware, voice, data, and content services. You can flexibly define products, services, and bundles, and then add prices, discount structures, and service-level agreements. The solution provides a full range of tools for creating new contracts and managing existing ones, including product and service selection and rate changes. You can even use its e-commerce features to develop Web sales – complete with a shopping basket and online contract configuration. Or use the broad range of cross-selling and up-selling capabilities and take advantage of the automated order processing functions that are integrated with your billing, supply chain, financial, and data warehouse systems. And mySAP Telecommunication is completely integrated, so it can automatically trigger follow-up activities, such as sending an e-mail confirmation.

mySAP Telecommunications helps you manage the entire sales cycle from lead generation to opportunity management to calling on customers – all supported by leading sales methodologies. You'll reduce churn because customers will be happier, and the dedicated support for key accounts can lead to new business with your best, most profitable customers.

CUSTOMER SERVICE

SAP's solution ensures that you can provide your customers with a reliable, comprehensive after-sales service that is fully integrated with SAP's telecom contract and order management, accounts receivables, collections handling and convergent invoicing systems. Customer service functions include:

- Maintenance of account changes, like address, bank account or payment terms, or even change of rate plans
- Request handling for invoices and payments like receiving payments and creating credit notes
- A sophisticated diagnosis engine, dispatch of field service units, management and supply of spare parts, and handling of returns and depot repairs for problem resolution
- Workflow for problem resolution
- Maintenance of service contracts, service level agreements, and warranty agreements
- Scheduling of service activities in accordance with commitments
- Service call management to coordinate your response to customer problems from start to finish
- Internet-based trouble notification

WHAT mySAP TELECOMMUNICATIONS CAN DO FOR YOU

mySAP Telecommunications delivers state-of-the-art marketing, sales, and service features for all interaction channels, helping you find, attract, and retain customers. You can develop and implement sales and service strategies – and accurately monitor their costs.

Integration of all CRM functions provides you with an end-to-end view and total control of all your customer-related activities. You can maintain complete information on every customer and use it to achieve your business goals. Seamless data integration ensures information consistency across the board – at contact centers, on the Web, everywhere.

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mySAP Telecommunications is Web-based, making integration with portals and marketplaces simple. And mySAP™ Workplace™, SAP's own role-based portal, empowers your employees, business partners, and customers by providing them with the specific information and functions they need in a user-friendly environment that they can easily personalize. mySAP Marketplaces are thriving e-business hubs that offer a wealth of opportunities for information exchange, buying and selling, and efficient collaboration.

SAP developed mySAP Telecommunications according to a telecommunications-specific customer life-cycle model. Unlike conventional life-cycle models that focus on one-time sales, SAP emphasizes long-term, contractual customer relations and the processes that are critical for your success. These comprehensive customer-service and customer-development features make your services more attractive to customers. And that translates into greater customer retention, more opportunities for cross-selling and up-selling, and a positive impact on your bottom line.

While other vendors offer either CRM-only solutions or customer care solutions driven by billing systems, mySAP Telecommunications is the only solution that is fully integrated wherever you need it to be. It integrates with key financials and billing applications, supply chain management systems, and your data warehouse. And of course it will work closely with SAP's solution for convergent invoicing when it is launched in early 2002. This type of end-to-end integration allows you to establish efficient business processes that increase your control over the entire value chain – which is essential for the age of convergent services.

MAKE THE LEAP TO CUSTOMER-CENTERED BUSINESS WITH SAP

Implement mySAP Telecommunications and you will receive state-of-the-art, industry-specific support for all your customer-centric processes, end-to-end efficiency, and unparalleled integrative power.

SAP's solution is the result of 30 years of market leadership and constant innovation. It will deliver results – now and in the future. Implement SAP and see a rapid, substantial, and sustained return on your investment.

To learn more about how mySAP Telecommunications can help you and your customers, please visit our Web page at www.sap.com/telecommunications.

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THE mySAP.com E-BUSINESS PLATFORM

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 the mySAP.com enable any organization, regardless of size, to run its business more efficiently and productively, and to gain significant competitive advantage in the *new*, New 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 the *new*, New Economy – you know, the profitable one.