

SAP Solution Brief
SAP Customer Relationship Management
On-Demand Solution



SAP® CRM ON-DEMAND SOLUTION

Get Results Quickly and Grow Without Compromise

The Right CRM Solution for Every Situation

Every company's needs are different when it comes to managing customer relationships. Even divisions within the same organization face disparate challenges. Some need a quick fix to a single issue such as managing the sales pipeline; others need a more strategic solution to tackle and tie together multiple customer-facing processes such as sales, service, and marketing. Until now, the market has not offered a solution that can address such a broad range of needs and allow organizations to solve customer issues quickly while still keeping strategic options open.

That's changed. Only SAP has the ability to offer the right solution for the right situation – without compromise.

SAP has expanded its customer relationship management (CRM) software offerings to include a new on-demand solution for sales, marketing, and service. The SAP® Customer Relationship Management (SAP CRM) on-demand solution is available globally today with easy-to-use, Web-based tools to meet business needs quickly, while helping lay the foundation for a long-term CRM strategy. You can realize the following benefits:

- **Fast results** – On-demand, Web-based solution allows you to go live quickly and configure the solution to fit your needs, all with embedded online tools.
- **Improved user experience** – The SAP CRM on-demand solution offers a new user interface, completely redesigned based on customer feedback, to mirror the way customer-facing professionals work. The interface is based on familiar Web features and tools, and online help is available to let users start right away with minimal training. The solution also integrates with popular desktop productivity applications such as Microsoft Outlook and IBM Lotus Notes.

SAP has expanded its industry-leading customer relationship management software offerings to include an on-demand solution for sales, marketing, and service. The SAP® Customer Relationship Management on-demand solution is an easy-to-use, Web-based solution, available on a subscription basis. Only SAP enables your organization immediate access to tools for improving sales, service, and marketing effectiveness, while still keeping options open for a broader or more strategic approach – without compromising user adoption, system performance or continuous operations.

- **Easy integration and hybrid deployment** – Real-time bidirectional integration to SAP enterprise resource planning (ERP) and CRM applications enables your organization to start fast with existing customer information, keep global teams in sync, and maintain data integrity.
- **Reduced risk, improved security, and improved performance** – The SAP on-demand model combines the high availability and low risk of a single tenancy approach with the efficiencies and deployment speed of a multitenancy architecture, creating a unique CRM deployment model that delivers the best of both worlds. You can now have the confidence that your system performance and continuous operations are independent of overall usage by other customers.
- **Lifetime value** – Because the on-demand solution is based on the architecture, data model, and user interface of the SAP Customer Relationship Management (SAP CRM) application, your company can transition seamlessly from a hosted solution to an on-site application as your needs evolve. You'll experience no lost data, interrupted processes, or change management costs. This on-demand offering is more than a quick fix; it's part of a strategic investment in CRM.

Delivering Value Through Ease of Use

The SAP CRM on-demand solution provides sales, marketing, and service professionals, as well as managers, executives, and administrators, with a quick on-ramp to CRM. Key features include:

- **User-friendly design** – A Web-based user interface, online tutorials, and end-user support reduce the time for adoption as well as the need for training.
- **Easy navigation** – Quick links to key data, snapshots of recent records, key reminders and alerts, screen-personalization capabilities, and advanced search capabilities help users perform daily tasks more efficiently.
- **IBM Lotus Notes and Microsoft Office integration** – Integration with desktop tools lets users manage their activities and communications from one central spot – regardless of their location. They can synchronize tasks, appointments, and e-mails with Microsoft Office and IBM Lotus Notes and export customer and opportunity lists to Microsoft Excel for analysis.

Take Your Sales Force to the Next Level

The SAP CRM on-demand solution helps make your representatives more productive, your managers more effective, and your executives better equipped to make the right decisions. Key features include:

- **Opportunity and pipeline management** – Gain visibility into all stages of the sales process with a complete set of pipeline management tools. Monitor the volume and quality of sales opportunities. Identify stalled opportunities and take action to move them through the sales cycle more quickly. Track sales targets using integrated sales-quota planning. Analyze the actual sales pipeline against planned targets to identify gaps. Simulate what-if scenarios and opportunity changes for closing the gaps and immediately trigger any necessary actions.
- **Quotation management** – Access a complete list of products and up-to-date pricing to deliver more accurate quotes and provide better customer service.
- **Sales analytics and forecasting** – Monitor and respond rapidly to key performance indicators, improve forecast accuracy, and position your team to achieve revenue goals using prebuilt sales performance dashboards. Quickly access data from the SAP NetWeaver® Business Intelligence component directly through the SAP CRM on-demand solution for a more comprehensive view of your business.
- **Account and contact management** – Provide your sales professionals with a single, comprehensive view of all the information necessary to manage your sales accounts – including account history, detailed profiles, and key contacts.
- **Calendar and task management** – Improve your team's efficiency and productivity. Integration to Microsoft Outlook and IBM Lotus Notes allows users to easily capture and manage activities, calendar, and customer interactions – including appointments, telephone calls, e-mails, letters, and meetings. A powerful e-mail editor allows users to create standard templates and merge in account names, contacts, and more to create a personalized feel.

Turn Insight into Action

The SAP CRM on-demand solution helps you deliver the right message to the right target at the right time to increase the number and quality of leads. Key features include:

- **Campaign management** – Successfully connect with target customers to deliver your marketing messages. The SAP CRM on-demand solution allows you to analyze, plan, execute, and measure your marketing activities through both inbound and outbound channels. Easy-to-use tools for segmentation and e-mail creation help you execute and track direct marketing campaigns.
- **Lead management** – Coordinate your marketing and sales efforts to convert leads into sales. Too often, leads fall through the cracks because of inadequate resources or poor processes for follow-up. The SAP CRM on-demand solution bridges the gap between marketing and sales and enables you to generate, qualify, and prioritize leads to improve processing times and increase conversion rates.
- **Marketing analytics** – Make better business decisions using integrated analytics. Most organizations have piles of reports and data but lack the ability to translate this information into actionable business intelligence. The SAP CRM on-demand solution offers integrated analytics to monitor the success of campaigns and respond rapidly to key performance indicators to improve returns.

Retain Customers and Increase Loyalty

The SAP CRM on-demand solution maximizes the value of each customer by keeping profitable customers loyal, decreasing service costs through efficiency, and increasing service revenue.

Key features include:

- **Customer service and help desk** – Improve customer satisfaction and drive down costs by enabling service agents to quickly and accurately resolve customer inquiries using a single desktop solution.
- **Rule-based distribution and escalation of service tickets** – Organize, plan, and assign service employees to meet changing service demands in the most effective way using rule-based distribution and escalation of service tickets.

- **Service analytics** – Quickly identify problems and take corrective action with robust service analytics. View profitability by customer, type of service-level agreement, or geographic territory, and use key metrics such as average response times, repair times, and mean time between failures to measure the effectiveness of your service operations. Track actual values versus targets and compare the effectiveness of one service territory to another.

Online Tools for Fast and Easy Administration

The SAP CRM on-demand solution incorporates administration functionality that is easy to use, simple to customize, and quick to roll out. Benefits include:

- **Easy customization** – Tailor your solution online to meet user needs, including screens, views, field labels, and pick lists.
- **Simple administration** – Quickly add and authorize new users; add custom fields; create and edit roles and control data visibility; reassign owners for key areas such as accounts, opportunities, contacts, and activities in response to organizational changes; and manage other administrative tasks online.
- **Flexible integration** – Start quickly by bringing in customer and contact data from your SAP ERP application.
- **Multilanguage support** – Support multiple languages based on user preferences.
- **Multicurrency support** – Support multiple currencies across the same deployment.

Why the SAP On-Demand Approach?

The SAP CRM on-demand solution delivers the following advantages:

- **Low total cost of ownership** – Minimal on-site installation, no upgrades, and no costly maintenance. Buy what you need and pay as you go.
- **Rapid returns on investment** – Fast implementation and improvements in user efficiency ensure quick returns on your investment.
- **Improved customer satisfaction and retention** – Timely, accurate customer data keeps your sales, marketing, and service professionals well informed and your customers happy.

- **Enterprise-class support** – Only SAP can provide the level of support that enterprise-class customers require, including cost-effective support for test and development environments, upgrade scheduling, and uptime guarantees.
- **Confidence in the future** – Seamlessly migrate from the SAP CRM on-demand solution to the industry-leading SAP CRM application as your needs evolve – without disrupting your customer relationships, users, or selling process. SAP has the commitment and global resources to support your needs today and in the future.

Find Out More

To learn more about the SAP CRM on-demand solution, contact your SAP representative or visit www.sap.com/crmondemand.

Powered by SAP NetWeaver

The SAP CRM on-demand solution is powered by the SAP NetWeaver platform. SAP NetWeaver unifies technology components into a single platform, allowing organizations to reduce IT complexity and obtain more business value from their IT investments. It provides the best way to integrate all systems running SAP or non-SAP software.

SAP NetWeaver also helps organizations align IT with their business. With SAP NetWeaver, organizations can compose and enhance business applications rapidly using enterprise services. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to evolve their current IT landscapes into a strategic environment that drives business change.

Act Immediately

Achieve quick results with a Web-based, on-demand solution that is easy to use, fast to deploy, and subscription based.

Grow Strategically Without Compromise

Confidently build and continuously improve strategies for customer interaction, over time, with a solution that's both cost-effective and designed for easy user adoption.