

Partner Functions in Detail



SAP BEST PRACTICES FOR SERVICE PROVIDERS

**PREPACKAGED BUSINESS EXPERTISE FOR SMALL
AND MIDSIZE BUSINESSES**

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PREPACKAGED BUSINESS EXPERTISE FOR SMALL AND MIDSIZE BUSINESSES

EXECUTIVE SUMMARY

Large or small, every company can profit from efficient streamlined processes, insightful business intelligence, and systems that are flexible enough to grow with changing business needs. But the solutions that deliver these benefits can strain the budgets of even large companies. For small and midsize businesses limited by finite time, IT personnel, and finances, the power of comprehensive enterprise solutions has seemed out of reach. SAP puts the power of integrated business solutions within the reach of smaller companies with mySAP™ All-in-One, a prepackaged, industry-specific version of mySAP™ Business Suite with built-in content, tools, and methodologies for a cost-effective, turnkey deployment. Partners can utilize SAP Best Practices as the foundation for prepackaged, ready-to-use, mySAP All-in-One solutions.

Flexible technology enables midsize businesses to implement and adapt their mySAP All-in-One solutions so that it can support even the largest organizations. Preconfigured business scenarios help you rapidly realize business benefits without extensive configuration.

mySAP All-in-One solutions based on SAP Best Practices ensure maximum benefits for SMB customers because SAP Best Practices not only cover well-proven industry-specific business processes, but also include everything that is needed to integrate and exploit the potential of mySAP™ Customer Relationship Management (mySAP™ CRM), mySAP™ Supply Chain Management (mySAP™ SCM), mySAP™ Business Intelligence (mySAP™ BI), and mySAP™ Supplier Relationship Management (mySAP™ SRM). Thus, customers who choose a mySAP All-in-One solution that is based on SAP Best Practices can be sure that they receive proven expertise and concrete values. All the comprehensive functions covered by SAP Best Practices can be fine-tuned to meet a company's specific needs.

PRODUCT OVERVIEW

Product Components

SAP Best Practices are built to meet SMB requirements. Three different components are included:

- A detailed step-by-step implementation procedure including automated activities
- Extensive reusable documentation that you can use for self-study, evaluation, as well as for project team and end-user training
- Complete preconfiguration settings that give you everything you need to run SMB-specific key processes “out of the box” with minimal installation effort. The configuration is fully documented including preconfigured business processes, training material, user roles, data conversion tools, and test catalogs. It is built using the latest technology, so you can adapt it quickly and easily.

Flexible Technology

SAP Best Practices provide the building blocks that can be utilized for a fast and smooth implementation of mySAP All-in-One solutions. These building blocks contain the preconfiguration, the tools, and the documentation you need for this purpose. The size and content of building blocks can vary from simple technical building blocks to complex building blocks that can be used as stand-alone solution elements. You can thus assemble several basic, technical building blocks to form a higher-level building block, such as a scenario. Or you can use individual building blocks to modify an existing scenario or solution.

Areas of Use

SAP Best Practices can be used in different phases of a project: In the **evaluation** phase, SAP Best Practices help to quickly set up a prototype that can be used to get a “look and feel” impression of a mySAP All-in-One solution.

During the **implementation** phase, SAP Best Practices contain all the steps necessary for the implementation of selected business scenarios.

The mySAP All-in-One solution based on SAP Best Practices can be used at an early stage during the implementation project for **demo and training purposes** for both the project team and future end users. In addition, SAP Best Practices deliver numerous end-user procedures that can be used as training material for end-user training and as a basis for end-user documentation.

The following sections introduce the technology that SAP Best Practices are based on (see the section titled *Technology and Automated Tools*) and present the preconfigured business content for service provider companies delivered by SAP Best Practices (see the section titled *Preconfigured Business Scenarios Delivered by SAP Best Practices for Service Providers*). Finally, the main benefits are outlined and it is pointed out where to find more information (see the section titled *Conclusion*).

TECHNOLOGY AND AUTOMATED TOOLS

TECHNICAL BUILDING BLOCKS

Definition

Building blocks are reusable preconfiguration units that you can combine to install an SAP Best Practices business scenario or solution. Similar to a **construction kit**, you can assemble building blocks flexibly to set up business scenarios. Using building blocks for installing business content means reducing redundancies, because you can use a generic building block in different solutions. You can use the building-block installations as the basis for your own solutions.

Compared to preconfiguration packages developed in the past, the building-block concept offers some major advantages. In the past the configuration content was component focused. You had to import the configuration of an entire system, whereas you can now **select blocks of scenario-oriented configuration**. The reusability of building blocks accelerates and facilitates the installation because you no longer need to import the settings of an entire system but can build upon separate configuration blocks. As a consequence, development and maintenance costs are minimized because redundant development is reduced.

Installation of Business Scenarios

To set up an SAP Best Practices scenario, you have to install a number of building blocks in a predefined sequence. The user role (see the section titled *User Roles*) and the installation documentation guide you through this process. The information on which building block you have to install first is provided in the **Scenario Installation Guide**. The Scenario Installation Guide is the central installation document and provides all the information that is necessary to install the building blocks in the correct order. SAP Best Practices provide specific installation guides for all SAP Best Practices scenarios.

When you have successfully installed your SAP Best Practices scenario, you can use the **Business Process Procedure** to go through the entire business process and test the functionality of the scenario. Business Process Procedures contain detailed application-focused descriptions of individual business processes and business processes of a business scenario. Business Process Procedures are provided for all business scenarios that are in the scope of SAP Best Practices.

USER ROLES

User roles are specific user menus delivered with SAP Best Practices. There are different user role types that serve different purposes. The activities of each user role are supported by detailed documentation:

- **Installation roles** are for installing SAP Best Practices. The installation roles are used in conjunction with the SAP Best Practices Installation Guides.
- **End-user roles** are for testing and using the business processes of the application that has been installed. The end-user role is used in conjunction with the Business Process Procedures.

The installation role enables you to quickly access and conduct all required installation transactions and configuration activities in the correct order. The end-user role is the menu for anyone who uses the installed business application.

BUSINESS CONFIGURATION SETS

SAP Best Practices deliver the **preconfiguration** in the form of **Business Configuration Sets (BC Sets)** that can either be used to set up a prototype or a development system.

By using the installation roles, you can choose which preconfiguration to use for the implementation of a business scenario. When activating the BC Sets, configuration settings are automatically carried out and saved in transport requests.

If necessary, delta configuration follows in order to implement further customer-specific requests that are not covered by the SAP Best Practices scenarios. The transport requests resulting from the BC Set activation and delta configuration are then imported into the quality assurance or production system.

CATTS

Computer Aided Test Tools (CATTs) are used within the context of SAP Best Practices to create master data and to automate technically oriented activities such as connectivity. Executing the master data CATTs is useful in all components in the system landscape in which example data is needed.

Automated CATTs can be used in all components in which initial technical settings, such as Remote Function Call (RFC) connections, have to be carried out.

PRECONFIGURED BUSINESS SCENARIOS DELIVERED BY SAP BEST PRACTICES FOR SERVICE PROVIDERS

INDUSTRY-SPECIFIC BUSINESS CONTENT

Apart from a progressive technology that enables you to rapidly implement software solutions, the SMB market needs solutions that specifically focus on the mid-market-specific requirements from a **business point of view**. To acknowledge this fact, the strategy of SAP Best Practices is to deliver the crucial business content that you need for a mid-market-specific industry solution. This business documentation on the industry-specific scenarios is complemented by all the technical information that is needed to implement the respective processes in the system.

SAP Best Practices for Service Providers comprise preconfigured business scenarios that cover the most important requirements of mid-market service providers. These requirements include:

- **Enterprise resource planning (ERP)** – Various SAP® R/3® scenarios aim at this traditional area.
- **Customer relationship management (CRM)** – These scenarios help you set up a customer-centric e-business solution that leads to satisfied and loyal customers.
- **Business information warehouse (BW)** – Scenarios in this area provide the flexible reporting and analysis tools you need for decision-making support.

ENTERPRISE RESOURCE PLANNING

Scenario 1: Quotation and Sales Order with Time and Material Billing

This business scenario addresses a simple project cycle from the quotation to the completion and resource billing of actual work performed. The sales order is the focal point of the process as it formalizes the customer's requirements, collects labor costs, and generates time and material billing. This scenario would typically apply to a consulting arrangement of short duration where detailed work planning and execution are not necessary.

Scenario 2: Contract-Based Service Order with Third-Party Services and Time/Material Billing

This business scenario addresses the planning, execution, and resource billing of contracted services, including procurement of external work. It applies to business situations in which a customer contract for service requires the involvement of both internal and contractual resources. The scenario also simulates the processing of a work event that consumes only a portion of the total contracted services, thereby leading to further work events until the full contract quantity is referenced.

SAP R/3 service management and related functionality support and integrate the steps in this value chain, resulting in a single invoice and consolidated reporting for the work event.

Scenario 3: Quotation-Based Service Order with Third-Party Materials and Fixed-Price Billing

This business scenario demonstrates a simple job performed by internal employees that requires the procurement of supplies. The customer receives an estimate of labor and supplies. Billing is generated from the inquiry following completion of the job. SAP R/3 service management and standard materials management (MM) purchasing functionality fully support this process through invoicing and profitability analysis.

Scenario 4: Project-Based Quotation and Milestone Billing

This business scenario addresses planning, execution, and billing of services performed for a service project based on a milestone billing plan.

Scenario 5: Sales-Order-Based Third-Party Services with Fixed-Price and Time-and-Material Billing

This business scenario addresses the execution of a project that has both fixed-price and time-and-material activities – for example, a situation in which the initial effort is a fixed-price project study leading to project work on a time-and-material basis. SAP R/3 project system and sales and distribution functionality make this possible. A project with a simple structure is set up, separate invoicing occurs, and revenues and costs are collected and analyzed in a single object.

Scenario 6: Contract-Based Project and Time-and-Material Billing

This business scenario addresses basic structuring, execution, and resource billing of a simple service project. The customer orders a particular service from the service provider. All costs incurred to provide the service to the customer are labor related. In this scenario, the amount to be invoiced is not known in advance, but will be determined on the basis of the labor hours worked.

Scenario 7: Contract with Auto Creation of Project, Down Payments, and Third-Party Materials

This business scenario addresses the typical business processes of an engineering or industrial design company. An agreement with a customer for a design project requires a down payment, and billing is based on performance of defined milestones.

The design company sets up a project structure and assigns employees to specific activities based on skill sets and availability. The project is automatically created from the contract using a predefined project structure template. The procurement of materials is triggered by the project.

CUSTOMER RELATIONSHIP MANAGEMENT

With mySAP CRM, integration is native, not added. As a result, the solution blends seamlessly with your company's overall e-business platform right from the start. That means your staff can work with real-time customer information, greatly enhancing the quality of service. The solution also establishes a seamless flow of customer information to and from your company's e-business platform. SAP Best Practices comprise the following preconfigured CRM scenarios:

■ Integrated service processing

This scenario shows how the call-center representative, resource planner, technician, billing clerk, and service analyst work together effectively to sell a product and service to a customer, solve a customer problem, and bill for the service. The scenario demonstrates the benefits of an integrated solution that results in time and money savings and high customer satisfaction. Here's how it works:

- The technical service manager creates a service process in the CRM system.
- After the service process is released, the dispatcher schedules the service technician with the resource-planning tool.
- The service process and the assignment are downloaded to the mobile client.
- The service technician solves the problem at the customer site.
- The technician then records his time and confirms the materials used.
- The confirmation is uploaded into the CRM system.
- The service order is closed and the confirmation is released for billing.
- The invoice is created in the billing engine of the CRM system.
- Based on the service order, an internal order is created in the back-end system.
- The time confirmation is replicated to the Cross-Application Time Sheet (CATS).
- The confirmation of material triggers the consignment stock movement.
- The revenues of the billing engine are copied to an internal order.

- **Interaction center – information help desk**

This scenario illustrates the typical workflow that occurs when a customer contacts the customer interaction center (CIC) by e-mail describing a problem. The agent can use the Interactive Intelligent Agent (IIA) to search for the information requested by the customer in a solution database. He or she is guided by the IIA through an efficient, interactive search to find the information that best matches the agent's search criteria.

- **Interaction center – customer service**

This scenario illustrates the workflow associated with agents answering incoming calls at a call center. It gives you a step-by-step view of how agents process calls, what options are available to them, and what functions they can use during this process.

BUSINESS INFORMATION WAREHOUSE

Business information warehouse (BW) allows you to analyze data from operative SAP applications as well as all other business applications and external data sources, such as databases, online services, and the Internet. The administrator functions within BW control, monitor, and maintain all data retrieval processes.

BW makes **online analytical processing (OLAP)** possible, which processes information from large amounts of operative and historical data. OLAP technology enables multidimensional analyses from various business perspectives. The BW server for core areas and processes is preconfigured with business content that lets you look at information within the entire enterprise. In selected roles in a company, business content offers the information that employees need to carry out their tasks. Also, business content contains other preconfigured objects, such as InfoCubes, queries, key figures, and characteristics that make a BW implementation easier.

SAP Best Practices comprise various preconfigured BW scenarios, including:

- Project system – controlling and dates
- Cross-Application Time Sheets (CATS)
- CRM processes, confirmations, and billing documents
- Time management – time and labor
- Personnel administration – headcount and personnel actions
- Personnel development – qualifications
- Recruitment – applications and applicant actions
- Travel management – travel expenses

PRECONFIGURED SMART FORMS

SAP Best Practices also comprise preconfigured Smart Forms. Smart Forms is an easy, robust **print form tool** that allows you to create and modify forms easily. All preconfigured Smart Forms help to immediately make use of SAP's new official print form tool.

CONCLUSION

FUTURE DIRECTIONS

The further development of SAP Best Practices will take place according to demand. The focus of the future will again primarily be on the **small and midsize business** market. Here, generic as well as industry-specific-oriented SMB scenarios are of importance.

Despite this, SAP Best Practices can of course still be used in other market segments that are not directly being focused on. For example, large enterprises can use SAP Best Practices as a basis for creating global templates for a worldwide roll out of a mySAP Business Suite solution.

In order to ensure the marketability of SAP Best Practices, proven collaboration with select **SAP partners** will continue to play a central role. Due to great demand, the creation of partner solutions based on SAP Best Practices will be supported. More information can be found on the SAP Service Marketplace small and midsize business Web page at <http://service.sap.com/smb>

SUMMARY: BENEFITS OF SAP BEST PRACTICES

Solutions Tailored to Meet SMB Needs

With SAP Best Practices you can quickly turn your SAP software into a live system that handles SMB-specific business requirements. SAP Best Practices provide the tools, content, and methodology you need to implement and optimize your mySAP All-in-One solution – from both a functional and a technical perspective.

Rapid Implementation and Manageable Costs

Rapid implementation techniques make it possible to reduce costs by more than 50% over traditional approaches. And the solution's scalability means that a company invests only once – even when the organization changes or grows.

Prepackaged Business Expertise

SAP Best Practices largely anticipate common business requirements of small and midsize companies and deliver exactly the documentation and configuration that is needed for a smooth evaluation and implementation. All SAP Best Practices deliverables are fully reusable, and you can easily adapt them to meet your specific needs.

Avoid E-Beginners' Mistakes

As a proven solution, SAP Best Practices help you avoid the system, business process, and configuration mistakes of those who start from scratch. SAP has already identified potential pitfalls up front, and delivers the solutions in SAP Best Practices.

Extend Your Business Solution

SAP Best Practices contain fully documented implementation procedures that include automated steps and are based on a typical customer system. They run with one or more mySAP Business Suite components, delivering up-and-running e-business processes that use your own systems and data.

Build a Working Prototype

With SAP Best Practices, it only takes a few days to build a working, fully documented prototype that you can use as a starting point for your implementation.

Improve Project Performance and Communication

SAP Best Practices represent integrated tools that can be used to evaluate and demo mySAP All-in-One solutions, train your project team, and implement solutions based on mySAP All-in-One. All project members use the same tool, which leads to effective communication.

MORE INFORMATION

How to Order SAP Best Practices

SAP Best Practices are available free of charge. To order the entire SAP Best Practices CD set – including the documentation and the preconfiguration CD – contact the contracts department of your local SAP office. SAP customers and partners can also order online from the SAP Software Catalog on the SAP Service Marketplace. To order additional copies of the documentation CD, go to the SAP Service Marketplace and order online from the SAP Knowledge Catalog.

Information on the Web

To learn more about SAP Best Practices, go to <http://service.sap.com/bestpractices> (the SAP Service Marketplace for customers and partners) or www.sap.com/bestpractices (our public Internet site). Or, you can send us an e-mail to bestpractices@sap.com

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