



## SAP for Chemicals

### **mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT**

**In a market where products are too often alike, service becomes the best way to set your company apart from the competition. For many of the world's leading chemical producers – large and small – the key to superior service is mySAP™ Customer Relationship Management (mySAP™ CRM).**

#### **THE FORMULA FOR STRONGER RELATIONSHIPS**

Global competition. Overcapacity. Rising feedstock prices. Declining profit margins. Industry consolidation.

To succeed in today's chemical industry, you need to go beyond commodity products – and commodity service. That's why now is the time to discover mySAP™ Customer Relationship Management (mySAP™ CRM).

With its powerful collaborative tools, this comprehensive solution provides everything you need to get closer than ever to your customers and partners. So you can foster greater innovation and responsiveness and boost top-line revenue growth. At the same time, mySAP CRM helps you adopt industry best practices based on more than 30 years of SAP experience with chemical manufacturers worldwide. As a result, it can be just the catalyst you need to create stronger relationships, lower costs, and higher profits.

#### **BOND WITH CUSTOMERS, SUPPLIERS, AND BUSINESS PARTNERS**

mySAP CRM provides state-of-the-art capabilities that help you manage all of your critical business relationships, including the following.

##### **Customer Segmentation and Campaign Management**

Use segmentation strategies to customize product offerings and increase sales. Tailor and target campaigns and promotions more accurately to well-defined customer groups. Deliver personalized service to your best customers, and automated services to others. Coordinate segmentation capabilities with campaign management.

### **Order Management**

Optimize supply and demand forecasting through global visibility across channels, divisions, suppliers, and partners. Provide real-time order information to your sales, customer service, and operations teams. Handle customer interactions, orders, and inventory management through an easy-to-use portal. Increase revenues by boosting order fill rates, reducing lost sales, and offering new or complementary products and services. Enhance customer satisfaction through greater accuracy and shorter order cycle times. Handle batch-related information, orders, and documents.

### **Vendor-Managed Inventory**

Reduce distribution time and time-to-market. Choose the timing of seller-to-buyer shipments. Set inventory limits for each buyer location and provide suppliers with up-to-date sales information. Avoid out-of-stock situations by shipping products more frequently. Reduce overstock by applying business rules and controls.

### **Wireless and Mobile E-Selling**

Provide powerful sales force automation capabilities on any Web-enabled mobile device. Send up-to-date customer, product, pricing, assignment, and account information to field personnel. Accept and process orders from anywhere at any time. Deliver consistent service through all communication channels. Use partner and product ranges to offer the right products to each customer. Provide customers with mobile self-service capabilities.

### **Exchange Capabilities**

Use public and private exchanges to collaborate with suppliers, customers, and business partners for planning, sourcing, analysis, procurement, and contract negotiations. Capture new opportunities and create economies of scale. Adhere to Chemical Industry Data Exchange (CIDX) organization standards.

### **Account and Service Management**

Integrate service and customer interactions into one solution, complete with data from third-party service providers. Offer traditional and Internet-based contact center capabilities. Employ industry best practices for building customer loyalty, improving efficiency, and increasing profitability. Use real-time analytics to identify products and services that deliver the highest value to you and your customers.

### **HIGHER REVENUES + LOWER COSTS = INCREASED PROFITS**

mySAP CRM can help your company:

- **Increase revenues**  
Gain a larger share of wallet through better targeting and greater responsiveness. Capture more opportunities through closer contact with mobile sales and service personnel.
- **Reduce costs**  
Streamline key business processes. Benefit from rapid deployment, lower license and support costs, easy upgrades, virtually unlimited scalability, and seamless integration with SAP and non-SAP solutions.
- **Enhance competitiveness**  
Gain a powerful competitive edge through greater understanding of customer needs. Turn information into action through the efficient distribution of knowledge to the people who can use it – from the front lines to upper management.
- **Improve efficiency**  
Unify your entire value chain, with better communication, information sharing, and collaboration across departmental boundaries and multiple business processes. Integrate with virtually any SAP or non-SAP application.
- **Increase profits**  
Make more from every sale by efficiently managing customer relationships. Increase the sales of high-margin products through better targeting and cross-selling.

### **IMPROVE YOUR CUSTOMER CHEMISTRY**

To succeed in the challenging global chemicals market, you can't go it alone. You need the cooperation and support of everyone in your value chain – from internal departments to suppliers to customers.

And nothing fosters close collaboration like mySAP CRM.

No other solution does more to ensure that everyone inside and outside your organization is 100% focused on customers. And no other solution provides so many industry-specific capabilities.

For complete details on how mySAP CRM can improve your customer chemistry, visit our Web site at [www.sap.com/crm](http://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.

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