



**SAP Solution Brief**  
**SAP CRM On-Demand Solution**

## **SAP® CRM On-Demand Solution: The Key to a Customer-Centric Enterprise**

Introducing the SAP® Customer Relationship Management on-demand solution – an easy-to-use, hosted, Web-based solution built on the same architectural platform as the industry-leading mySAP™ Customer Relationship Management solution. With two CRM deployment options, only SAP addresses the varying needs of your entire sales organization and – as your business needs evolve – provides a seamless migration path from on-demand CRM to on-premise CRM. Whatever your CRM needs – SAP has the solution.

**Only SAP Helps You Act Immediately and Grow Strategically – Without Disruption**

**Whatever Your CRM Needs – SAP Has the Solution**

Companies' needs differ when it comes to customer relationship management (CRM). Even divisions within the same organization face disparate CRM challenges. Some need a quick fix for a single issue, such as managing the sales pipeline; others seek a more robust CRM solution that can tackle multiple customer-facing processes, such as company-wide service and marketing.

No offering has accommodated such disparate aims or provided an on-ramp to a more powerful, industry-leading CRM solution as your business needs evolve.

Until now.

SAP now offers two CRM deployment options to meet your sales team's diverse needs: The hosted, Web-based SAP® Customer Relationship Management (SAP CRM) on-demand solution and the multichannel, integrated, on-premise mySAP™ Customer Relationship Management (mySAP CRM) solution .

Both offerings will share the same user interface, data model, and architectural platform – so you have the flexibility to address the needs of your entire organization and a growth path that supports your future needs and fosters long-term user adoption.

### **Flexibility**

With two CRM deployment options, SAP now helps your organization meet the varying needs of all its sales divisions by providing the flexibility to deploy the right solution to the right teams.

### **Growth Potential**

As your business needs grow, the SAP NetWeaver® platform provides the flexibility you need to migrate from the hosted SAP CRM on-demand solution to the on-premise mySAP CRM solution – with minimal downtime and no costly rework or loss of data.

### **Long-Term User Adoption**

A common user interface will eliminate the need to retrain your sales teams as your CRM strategy evolves.

SAP built its industry-leading CRM functionality in partnership with more than 3,000 customers and has the global resources to ensure your success – now and in the future. Whatever your CRM needs – SAP has the solution.

### **Deliver Real Business and IT Value**

The SAP CRM on-demand solution delivers the functionality you need to jump-start your CRM project and become a customer-centric organization.

### **A New, Intuitive User Interface Everyone Loves to Use**

The SAP CRM on-demand solution meets the specific needs of sales professionals, managers, executives, and administrators. The solution delivers:

- **Intuitive design** – A familiar, Web-based user interface, online tutorials, and end-user help – all support quick adoption with minimal training.
- **Simple, easy shortcuts and navigational aids** – Quick links to key data, snapshots of recent records, key reminders and alerts, screen-personalization capabilities, and the ability to save user-specific searches – all help your organization shave time from daily tasks.

- **Lotus Notes and Microsoft Office integration** – You can synchronize tasks, appointments, and e-mails to and from Microsoft Office and Lotus Notes. You get all the functionality you need to manage your activities and communications from one central location – wherever you are. You can export customer and opportunity lists to Microsoft Excel for analysis and export customer or opportunity summaries to Adobe Acrobat to create PDF files.

### **Tools That Take Your Sales Force to the Next Level**

The SAP CRM on-demand solution helps make your sales reps more productive, your managers more effective, and your executives better equipped to take quick action with the following functionality:

- **Opportunity management** – Manage your sales cycle more effectively and predictably – with a lower cost of sales. Gain full visibility into your opportunity pipeline to forecast more accurately, improve team communications, and distribute leads to the appropriate sales representatives. Improve your win rate – by configuring sale-assistant functionality to your sales methodology for real-time, step-by-step guidance and standardization of best practices across your organization.
- **Sales reporting and forecasting** – Monitor and respond to real-time key performance indicators. Ensure forecast accuracy, stay below budget, optimize resources, and position your team to achieve revenue goals. Provide your users with a predefined list of queries and reports.
- **Sales management** – Optimize account coverage with a clear view of your sales organization. Provide managers with increased visibility and quick access to their teams' sales activities. Precisely monitor your sales force so you can recognize and respond to constantly shifting market demands. Place the right resources in the right locations to optimize team performance.

- **Account and contact management** – Ensure that your sales professionals focus on activities that develop loyal and profitable customer relationships. Attain complete visibility into all sales activities to foster collaboration and team efficiency.
- **Calendar and task management** – Easily capture and manage your activities, calendar, and every customer interaction – including your appointments, telephone calls, e-mails, letters, and meetings. Synchronize with Microsoft Outlook and Lotus Notes so you have easy access to consistent and current information.

#### **A Hosted Solution that Brings Peace of Mind to IT Departments**

The SAP CRM on-demand solution delivers all the benefits of a hosted CRM package while providing an opportunity for growth without disruption. There's no hardware or software to install, no upgrades or maintenance to manage, and you have the flexibility to pay as you go.

Because the SAP CRM on-demand solution and mySAP CRM are built on the same architectural platform – powered by SAP NetWeaver – you can deploy the solution that best meets the needs of individual divisions. In addition, the SAP CRM on-demand solution provides a seamless growth path to mySAP CRM that minimizes costly downtime, rework, and loss of data.

With SAP, you know you will always have a competitive edge. As the proven leader in enterprise business software, SAP continuously sets industry-defining standards for stability, reliability, system availability, data quality management, multilanguage and multicurrency support, and customer service and support.

#### **Fast and Easy Sales-Administration Tools**

The SAP CRM on-demand solution delivers sales-administration functionality that's easy to use, simple to customize, and quick to roll out. It is the only solution that supports:

- **Easy configuration** – Tailor your solution online – including screens, views, field labels, and pick lists – to meet user needs.
- **Simple administration** – Quickly add and authorize new users and manage all administrative tasks online.
- **Flexible integration** – Start quickly by bringing in customer and contact data from the mySAP ERP solution or an external system.
- **Multilanguage support** – Support multiple languages based on user preferences.
- **Multicurrency support** – Support multiple currencies across the same deployment.

#### **Why Choose the SAP CRM On-Demand Solution?**

The results are clear. Only the SAP CRM on-demand solution delivers:

- **Low total cost of ownership** – You can buy what you need and pay as you go. You have no hardware or software to install, no upgrades, and no costly maintenance.
- **High returns on investment** – Rapid implementation and improvements in sales-force efficiency ensure a quick return on your investments.
- **Improved customer satisfaction and retention** – Timely, accurate customer data keeps your sales professionals well-informed and your customers happy.
- **Confidence in the future** – You can seamlessly migrate from the SAP CRM on-demand solution to SAP's industry-leading mySAP CRM solution as your needs evolve – without disrupting your customer relationships, users, or selling process. Only SAP has the commitment and global resources to support your needs today and in the future.

### Find Out More

If you would like to know more about the SAP CRM on-demand solution and learn what these offerings can do for your company – visit [www.sap.com/crmondemand](http://www.sap.com/crmondemand).

### Powered by SAP NetWeaver

SAP solutions are powered by the SAP NetWeaver platform, the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business. It allows companies to obtain more business value from existing IT investments and to deploy a service-oriented architecture. SAP NetWeaver reduces total cost of ownership and complexity across the entire IT landscape.

SAP NetWeaver powers mySAP Business Suite solutions, SAP xApps™ composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.

### Act Immediately

Easy-to-use. Web-based access. No installation.  
Pay as you go. Fast deployment. Quick results.

### Grow Strategically

Take advantage of proven and reliable CRM functionality, developed in partnership with more than 3,000 SAP customers.

### Without Disruption

Migrate to industry-leading mySAP™ CRM when your business needs evolve – with minimal downtime and no costly rework or loss of data.