Innovative new SAP CRM on-demand solutions, hosted by IBM

Quick to Deploy, Easy to Use, Highly Reliable

The SAP Sales on-demand solution – the first on-demand solution released by SAP – is being delivered in partnership with IBM. The new "isolated-tenancy" model blends the best aspects of both single and multitenancy to provide on-demand applications quickly, flexibly, and with the option to grow without the risk of disruption.

With the many choices for consumers in today's marketplace, vendors must continuously innovate to deliver value. Words like "hybrid" and "on demand" have become part of everyday vocabulary – not just for cars and movies but also for software. Customers have come to expect quick delivery models that meet all their needs, without compromise.

After carefully listening to its customers, SAP realized that for customer relationship management (CRM), the market was suffering from a lack of flexible options. Enterprise customers faced a tough choice: An on-demand deployment would enable them to deliver immediate results to the business, but in return, they would have to sacrifice their long-term IT strategy and bear additional costs down the road if they needed to migrate to a fully integrated CRM solution. Customers needed an on-demand solution that met both their near-term and future needs.

Solution highlights and benefits

SAP has filled this void in the marketplace by delivering a solution that provides life-time value. The Web-based SAP Customer Relationship Management (SAP CRM) on-demand solutions allow customers to get a quick start – and because these solutions are based on the same architecture as mySAP Customer Relationship Management (mySAP CRM), when the business is ready, users can migrate seamlessly from on-demand to on-premise, without the disruption of losing data, interrupting processes, or incurring change-management costs.

In the fast-paced world of CRM, ease of use and adoption are key. Based on customer feedback, SAP has redesigned its CRM user interface to mirror the way sales, marketing, and customer service users work. The interface is based on familiar and intuitive Web features, so minimal training is required. The first release includes Microsoft Outlook and Lotus Notes integration and many shortcuts and navigational aids.

In its quest to find innovative ways to provide value to its customers, SAP has partnered with IBM to pioneer an on-demand model called "isolated tenancy," which combines the high availability and low risk of a single-tenancy approach with the efficiencies and deployment speed of a multitenancy architecture. This model ensures complete reliability by allowing each customer to operate independently so that the system's overall performance does not depend on use by others, similar to a single-tenancy model. Customers also get the latest upgrades and enhancements as they become available, just as they would in a multitenancy environment.

SAP and IBM – a partnership for success

In delivering the SAP CRM on-demand solutions, SAP and IBM are building on a long and proven joint commitment to help enterprise-level customers meet their business challenges on a global scale, across industries. To ensure that customers are not faced with the risk of outages and that they have a clear path for future success, IBM will be hosting the SAP CRM on-demand solutions on its Applications On Demand platform. Additionally, IBM has one of the largest SAP practices in the industry and will provide consulting services to help customers maximize the value of their CRM deployments.

Product direction

The SAP Sales on-demand solution – the first on-demand solution to be released by SAP – is available globally today. It is designed to help organizations manage customers, contacts, and sales pipelines with easy-to-configure tools. Additional on-demand CRM offerings will be released in 2006, including marketing and service solutions. Initial language options are English and German, and they will be expanded in 2006 to include French, Japanese, Portuguese, Spanish, Korean, and Chinese.

Bob Stutz, SAP Labs Palo Alto ■

For more information, visit www.sap.com/crmondemand and www.ibm-sap.com