SAP® Business ByDesign™
THE MOST COMPLETE AND ADAPTABLE
ON-DEMAND BUSINESS SOLUTION

SAP Solution Overview

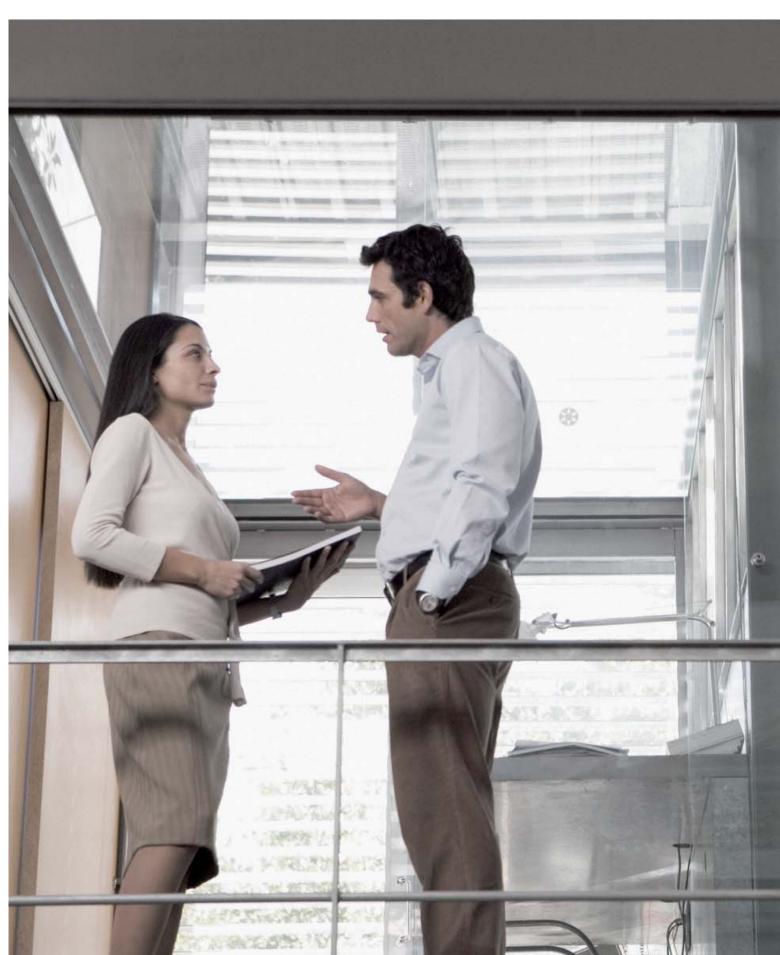**SAP**

BUSINESS BEYOND BOUNDARIES

SOFTWARE AS AGILE AS YOUR BUSINESS

The SAP® Business ByDesign™ solution is the world's most complete and adaptable on-demand business offering, designed specifically for midsize companies that want to grow profitably. SAP Business ByDesign helps you streamline and optimize every area of your business. The solution provides transparency and control over all your operations, so you can immediately identify and respond to issues and opportunities – and it's adaptable, so you can meet new business requirements with minimal time, effort, and cost. And with SAP Business ByDesign, you have SAP managing your software for you, so you can be confident about a successful deployment and predictable operation, with minimal total cost of ownership.

TRANSCEND THE LIMITATIONS OF YOUR SOFTWARE
INTRODUCING A REVOLUTIONARY NEW BUSINESS SOLUTION

Sustained, profitable growth. Customer satisfaction. Ongoing competitive advantage. As a fast-growing company, you have aggressive goals – and meeting these goals isn't always easy. For example, you may currently be struggling with:

- **Change and rapid growth**
  As part of a dynamic business environment, your organization needs to quickly and cost-effectively adapt and expand its business processes. This requires agility across all areas of your business.
- **Globalization**
  As you strive to access broader markets and gain the benefit of local and global sourcing, you need to collaborate efficiently – with your employees, partners, and customers, no matter where they reside.
- **Beating the competition**
  Smaller rivals may be undercutting you to close business deals, while larger competitors are exploiting economies of scale to offer similar products and services at a lower price. To create a sustainable competitive advantage, you need to drive innovation across the company.
- **Reducing costs**
  Factors such as globalization, competition, and potential consolidation often drive the need to continuously cut costs. To identify areas for improvement, you need to increase visibility to all areas of your business. You can also gain efficiency by streamlining and optimizing your business processes.

Your employees may be working hard to address these challenges and meet your company's top objectives, but it's likely they face several obstacles. For example, sudden growth may have created organizational silos, making it difficult to communicate with others inside and outside the company. Employees may lack visibility into the data they need to make proactive decisions and identify problems before they occur. And they may be wasting valuable hours each day on slow manual processes.

If you've tried to address these issues but aren't fully satisfied with the tools you are using, we're delighted to introduce you to the SAP® Business ByDesign™ solution – a revolutionary new business solution designed specifically for midsize companies that want to grow profitably.

A NEW GENERATION OF BUSINESS SOFTWARE HAS ARRIVED
DESIGNED FOR MIDSIZE COMPANIES THAT WANT TO GROW PROFITABLY

SAP Business ByDesign is the world's most complete and adaptable on-demand business solution. It's everything you'd expect from SAP – at a midmarket price.

SAP Business ByDesign provides end-to-end integration for all your key business areas – such as marketing, human resources management, and procurement – in a single, comprehensive solution. It allows you to quickly and easily manage your business essentials, with the flexibility to change, grow, and extend business processes across your entire ecosystem. SAP Business ByDesign is designed to meet individual user roles and needs; personalized work centers provide a 360-degree view of the business, so employees have the transparency and control needed to make an impact.

SAP Business ByDesign helps organizations move beyond the boundaries of traditional IT by delivering an unprecedented customer experience – everything from a personalized try-and-buy process to built-in service and support.

An Unprecedented Experience

- Implement a comprehensive solution in the time it would normally take to configure a demo to your requirements
- Gain insight into real-time enterprise-wide operations, with the click of a mouse
- Empower your employees with personalized, real-time access to key information
- Get automated software updates and proactive alerts on system status and potential problems, so you can focus on your business, rather than IT
- Quickly configure your solution online, any time your business requirements change

The SAP® Business ByDesign™ Solution Supports Your Employees Across Your Key Business Areas

Financials
- Financial and management accounting
- Cash flow management

Customer Relationship Management
- Marketing
- Sales
- Service

Human Resources Management
- Organizational management
- Human resources
- Employee self-service

Supply Chain Management
- Supply chain setup management
- Supply chain planning and control
- Manufacturing, warehousing, and logistics
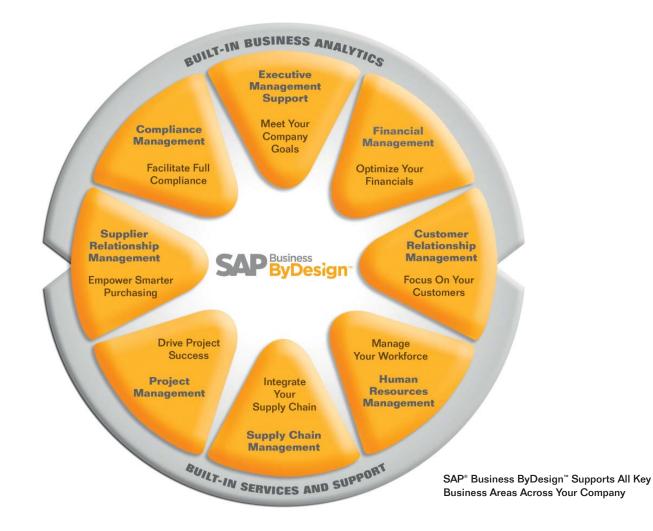
Project Management

Supplier Relationship Management
- Sourcing
- Purchasing

Compliance Management

Executive Management Support
- Business performance management

SAP® Business ByDesign™ Supports All Key Business Areas Across Your Company

SOFTWARE THAT MEETS YOUR NEEDS NOW – AND IN THE FUTURE

OVERCOME CHALLENGES, COMPETE EFFECTIVELY, AND DRIVE DOWN COSTS

The following are some of the ways that SAP Business ByDesign enables you to address your challenges, change and grow, thrive in a global economy, keep up with larger rivals, and drive down costs.

Achieve 360-Degree Business Visibility

Built-in analytics provide a 360-degree view of your business, so you can quickly identify and act on areas for improvement, innovation, and differentiation – better than the competition.
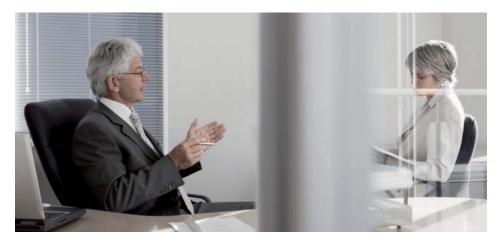
Adapt with Your Business

SAP Business ByDesign is as agile as your organization, allowing you to compete effectively with smaller businesses as well as larger enterprises. You can implement software changes that reflect your requirements – with minimal time and effort. And with SAP Business ByDesign, you'll have no problem operating in a dynamic environment – because you can specify your changes in everyday business language, while SAP Business ByDesign takes care of the rest, helping to ensure the consistency and integrity of all business process changes.

Collaborate Easily

SAP Business ByDesign makes it easier for employees to work with each other – and with customers and partners – by dynamically linking communications channels such as the phone or instant messaging with context-related and task-oriented business information. Your suppliers, partners, and custom-

The SAP® Business ByDesign™ Solution Addresses Your Needs

- Enables your employees to be more efficient by automating routine activities and tasks and streamlining business processes
- Adapts to meet new business requirements with minimal time, effort, and cost
- Enables collaboration with people inside and outside your business to maximize co-innovation and productivity as your business expands

- Simplifies IT with built-in services and support
- Facilitates compliance with shifting regional, national, and international regulations
- Integrates and optimizes business processes to cut costs and provide transparency and visibility across the business

ers can interact with your organization through dynamic offline forms and other forms of communication. SAP Business ByDesign helps maximize productivity and co-innovation through consistent and effective communication and information sharing – which in turn can help you bring new products to market quickly at lower cost and compete more effectively.

Gain Process Flexibility

SAP Business ByDesign reflects over 35 years of SAP experience and expertise in delivering simple, flexible business solutions. The solution allows you to quickly implement and adapt your processes to support your business requirements – even as they change over time – so you can respond more quickly to market changes and competition. For example, as you grow your sales force, you can easily add direct and indirect sales channels, or if you expand your operations abroad, you can easily set up a new manufacturing

site. In fact, SAP Business ByDesign supports operations in many countries, with multiple languages, currencies, and compliance with local regulations – so your IT infrastructure can easily expand with your company.

Facilitate Regulatory Compliance

Complying with government regulations is not optional – it's a necessity. SAP Business ByDesign provides visibility, transparency, and integrity to all your business processes – as well as localized business content and best practices to help you with regulatory compliance in all countries where the solution is currently available. SAP Business ByDesign reduces the cost, time, and effort required to comply with regulations.

Automate Processes

SAP Business ByDesign helps streamline, automate, and eliminate many common administrative tasks and the

associated costs – both within the organization and across your growing network of suppliers and other business partners. You can also automate the delivery of items requiring immediate attention, to expedite resolution and be confident that nothing will fall through the cracks.

Leverage Built-In Services and Support

SAP Business ByDesign includes several built-in service and support innovations. The software runs automated health checks to detect potential problems before they arise, and it is automatically updated with the latest features, business content, and regulatory compliance rules. With a built-in learning environment, you can learn to use the solution at your own pace and add content to meet your company's specific needs. In addition, your company is always connected to SAP support. And if needed, you can access high-quality IT, consulting, and support services from SAP and its partners. By reducing the time needed to deploy, roll out, maintain, and continuously adapt your IT landscape, you can reduce costs and focus on growing your business.

A DAY IN THE LIFE: FROM FORECAST TO EXECUTION WITH SAP Business ByDesign

BENEFIT FROM FLEXIBILITY AND AUTOMATION IN EVERYDAY WORK

The SAP® Business ByDesign™ Solution Fundamentals

- **Work center**
  The key design element of the SAP Business ByDesign solution that pulls together related business activities, enabling an employee to focus on a set of tasks that naturally belong together
- **Collaboration window**
  A desktop component that provides quick access to frequently used SAP Business ByDesign functions and Microsoft Office applications

SAP Business ByDesign combines process automation and integration with people empowerment and collaboration support in a solution that adapts and changes at the speed of your business. It enables your organization to manage its business processes across multiple departments, while providing complete role-based support, so employees can manage their own activities within these overarching business processes. SAP Business ByDesign enables your employees to exchange ideas, work through problems, compare notes, get feedback, and more – all through a single interface and solution. Your employees can benefit from SAP Business ByDesign flexibility and automation in their everyday work, as illustrated in the following example of a sales-forecast-to-execution business scenario.

Ecosystem Collaboration

Each morning, the CEO of AKRON Heating Technologies Inc., Catherine Kennedy-Wood, starts her day by checking her company's sales forecast in SAP Business ByDesign. This morning, she sees a projected drop in profit and uses the analytics built into her management work center to further analyze the problem. Using a personalized buddy list in her work center, Catherine identifies the appropriate sales director, Peter Ming, and calls him using a collaboration window integrated into her work center. If Peter is not available by phone, she can switch immediately to another communication channel such as e-mail.

Peter is in the office reviewing his daily reports in his personalized portal when a pop-up box notifies him of a call from the CEO. He immediately switches from his current activity and dives into the details of Catherine's call. Using the fully integrated collaboration window within SAP Business ByDesign, he can access and discuss the current sales status with Catherine right away.

Peter's sales management work center, designed especially for a sales director, provides all the data he needs to effectively run his sales business. He checks the opportunity pipeline to determine potential sources of revenue for the near future.

Business Agility Meets Transparency and Visibility

While checking the opportunity pipeline, Peter notices an opportunity that has been stalled because he has not been able to grant his customer, Silverstar Wholesale Corporation, an additional price discount. With one click, Peter calls up all relevant information for the opportunity. Using a link embedded directly in his work center, Peter contacts the responsible sales executive, Bob Menson. To get a 360-degree

view of Silverstar's status, Bob opens the account fact sheet for Silverstar. Peter and Bob decide to visit the customer and, at the customer site, the sales team agrees to an additional 10% discount and closes the deal.

Back in the office, Bob changes the original sales quote and confirms that the order can be delivered on time. Bob previews the quote and makes a final check before sending it via e-mail to his Silverstar counterpart, Frank Smith. When Frank receives the e-mail, he calls Bob at AKRON to change the delivery date. With one click, Bob pulls up the Silverstar order and changes the requested delivery date.

Full Integration Enables Streamlined Processes

AKRON's plant manager, Fernando DelPiera, receives a notification directly in his work center informing him of the changed delivery date. He adjusts the demand plan accordingly. First, he checks the planning lists for the minimum days of supply listed for the order's critical parts. Fernando's work center displays each product together with the reason for the notification, solution recommendations, and additional details as needed. Fernando decides that he doesn't need the safety buffer and releases the purchase order. The purchase order is sent automatically to the supplier, AMS, as an interactive form.

At AMS, the supplier imports the data from the interactive form, checks product availability, and confirms the data online. The confirmation then appears in Fernando's work center at AKRON. While tracking Silverstar's sales order, Bob can view all shipping information, such as carrier name and delivery status; he sees that the order was delivered just a few minutes ago.

At the end of the day, CEO Catherine Kennedy-Wood checks the status of the sales forecast once again – and at a glance sees that projected sales are back on track.

ENABLING BUSINESS BEYOND BOUNDARIES

FOCUS ON YOUR BUSINESS –
NOT YOUR SOFTWARE

SAP Business ByDesign provides unmatched ease of adoption and use, exceptional flexibility, and a predictably low cost of ownership, so you can conduct business beyond boundaries and accomplish your goals.

Helps Your Business Reach Its Full Potential

Several unique SAP Business ByDesign features help you automate and optimize your business operations. For example, because SAP Business ByDesign is a single solution that covers your entire business from end to end – including customer relationship, inventory, and financials – it allows you to streamline processes across departments and business areas. A built-in, just-in-time learning environment enables your employees to work at their best, while integrated analytics enable transparency across your organization and better decision making. Ready-to-use collaboration features enable rapid integration of customers and suppliers into your business processes.

Adapts As Your Business Needs Change

SAP Business ByDesign provides the flexibility to change, grow, and extend the reach of your business across your entire ecosystem. Your employees can reconfigure SAP Business ByDesign on the fly – without disrupting critical business processes – so you can respond immediately to new opportunities, streamline your operations, and adjust to market requirements. Because SAP Business ByDesign is engineered to accommodate the individual roles of your employees, it reflects organizational changes as soon as you notify the software. Flexible and easy-to-use reports and dashboards help you manage your business in real time, while built-in support for regulatory compliance makes

it straightforward to address changing legal and reporting requirements. And because you can set up operations quickly in international countries supported by SAP Business ByDesign, you are able to expand rapidly into new markets at a low cost.

Simplifies IT

SAP Business ByDesign offers you predictable deployment and operations. Built-in service and support features help ensure ease of adoption and use: your employees can configure and adapt the software to suit their needs and drive productivity – without the help of extensive and expensive IT resources. Automated support translates to optimal performance and increased productivity, and you also have access

to expert help from SAP and can order additional services and features as needed. By delivering a new service and support model, SAP Business ByDesign lets you concentrate on your business and minimize your cost of ownership.

Facilitates Rapid Adoption

SAP Business ByDesign is designed to get you up and running as soon as you are ready. During your first contact with SAP Business ByDesign over the Web, you have access to a trial system that allows you to customize the solution to suit your business requirements. You can try the software as configured to under-stand how it can benefit your organiza-tion and then implement it directly from the Web and across your enterprise.

The personalized try-before-you-buy evaluation and purchase process elimi-nates surprises and allows you to move quickly from demo to production. In addition, SAP offers easy-to-understand pricing that further simplifies the pur-chase process. Just as important, built-in guided learning and an intuitive user interface in SAP Business ByDesign help ensure rapid adoption by your employees – and a short time between implementation and seeing a return on your investment.

Provides Ease of Use

SAP Business ByDesign is built to reflect the way that people work every day. An intuitive user interface provides access to all needed functions, infor-mation, and help, simplifying the learn-

ing process and increasing employee productivity. Because SAP Business ByDesign models the way people inter-act in a business environment, employ-ees, customers, suppliers, and partners can work together easily. In addition, the event-driven design of SAP Business ByDesign not only automates routine tasks but also proactively pushes the right information to the right employees at the right time – resulting in faster and better decision making.

SIGN UP FOR AFFORDABLE AGILITY AND IMMEDIATE VALUE

EMPOWER YOUR EMPLOYEES, ACCELERATE INNOVATION, AND OPTIMIZE OPERATIONS

SAP Business ByDesign is an afford-able solution that supports profitable growth, enables business agility, and empowers your employees. It's com-prehensive, easy-to-use software that supports all stakeholders across your company as well as your extended eco-system. With SAP Business ByDesign, you can grow your business, develop relationships, accelerate innovation, and streamline operations.

What are you waiting for? To find out more about SAP Business ByDesign – and how it can help your organization operate beyond business boundaries – visit www.sap.com/solutions/sme/businessbydesign.

Why SAP® Business ByDesign™?

- **Unbeatable value**
  Support your entire business one step at a time, at an affordable price.
- **Unprecedented speed**
  Accelerate time to value with rapid deployment and flexible business processes.
- **Unmatched flexibility**
  Easily adapt the solution as your needs change – with minimal disrup-tion to your business – so you can stay ahead of your competition.
- **Superior customer experience**
  Take a free personalized trial before you buy, to minimize your risk. Easily configure your solution – no IT exper-tise required. Get help when you need it, with built-in learning, service, and support. Drive user adoption with intuitive Web features.

- **Unrivaled transparency and control**
  Centralize business data across all departments and business processes to proactively identify and act on market trends and opportunities.
- **Simple, rapid configuration and adaptation**
  Quickly adapt and extend business processes across the entire ecosys-tem – without requiring extensive, expensive IT resources.
- **Predictable cost and low risk**
  The SAP® Business ByDesign™ solution adapts and changes as your company changes and grows, giving you a predictable cost and low risk.

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