

## **THRIVING IN UNCERTAIN TIMES WITH SAP® Business ByDesign™**

### INVEST IN THE BEST OF SAP SOFTWARE, ON DEMAND

In today's environment, the challenges to your continued success are unprecedented. Profit margins are threatened by falling prices and rising costs. Globalized operations create increased logistical and supply chain complexity. Increasing competition threatens even your most stable customer relationships. Cash balances and liquidity positions fluctuate rapidly.

Customers are becoming more knowledgeable, sophisticated, and demanding – expecting you to accommodate their service-level requirements, custom business models, and cost-sharing arrangements with ease. To meet customer requests for information and comply with government mandates, you need enhanced transparency into operations. You also must support their needs for improved productivity, automated compliance reporting, and information that enables rapid response to dynamic business conditions.

Succeeding in the current economic environment requires not only determination but also innovative products, services, and strategies. Many organizations are renewing their focus on core competencies while seeking ways to reduce the cost and effort dedicated to noncore activities such as manufacturing or IT, for example. By embracing an on-demand business solution, they can help unify the business around a single solution while cutting the costs of an expensive IT infrastructure. On-demand solutions also offer low up-front capital costs, low to no

maintenance fees, and managed upgrades and services.

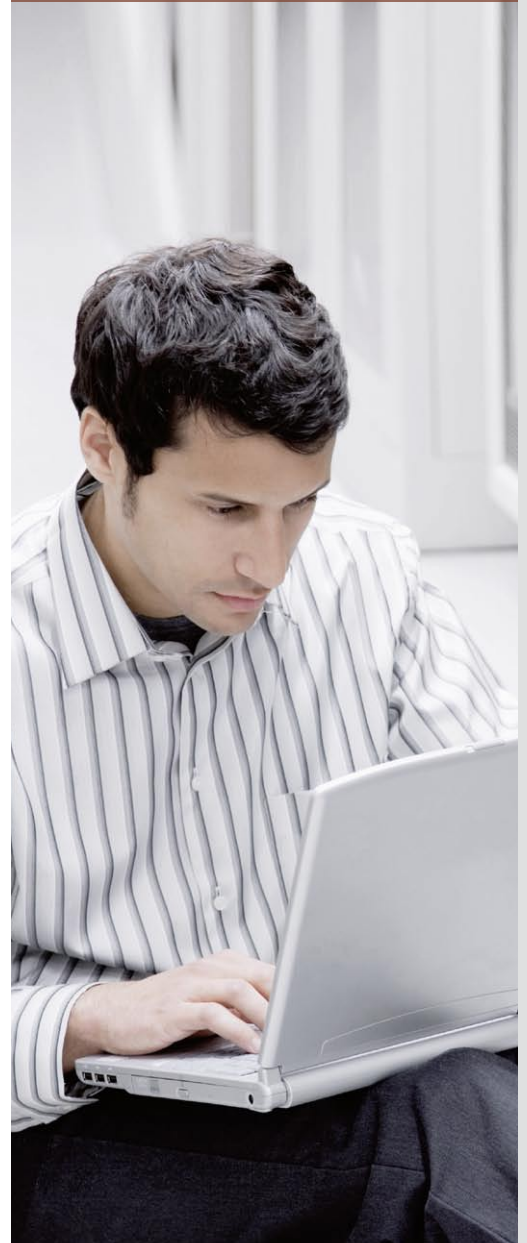
For this reason, many small businesses and midsize companies are choosing the SAP® Business ByDesign™ solution. Delivered on demand, the solution is managed, monitored, and maintained by SAP experts in world-class hosted data centers. Because SAP Business ByDesign is delivered with applications, hardware, and services, you can eliminate the need to budget for IT capital costs, upgrades, and maintenance.

#### **Built for Your Needs, Backed by SAP**

SAP Business ByDesign is a complete, adaptable, on-demand solution designed specifically to meet the needs of companies like yours. You can use the solution to enhance the transparency and control of your operations while adapting quickly and cost-effectively to changing business needs.

The solution helps you unify multiple business operations within one business management solution. SAP Business ByDesign supports preconfigured processes that help you embrace best practices for managing financials, customer relationships, human resources, projects, procurement, and the supply chain. You can configure the solution quickly, without disrupting your business, to suit immediate and long-term needs. What's more, you can add new business processes and custom content to meet new demands.

The SAP® Business ByDesign™ solution is a single, integrated business management solution that delivers the best of SAP software, on demand. Designed to get you up and running quickly and to grow with your company, it offers the benefits of larger applications without the need for a costly IT infrastructure.



SAP Business ByDesign is delivered through a single user interface that is tailored to each user's role and business needs. The solution includes built-in services and user help, which can guide users step-by-step through tasks they have to perform. The solution also provides predefined workflows that you can configure to match your unique business processes. In this way, you can realize the benefits of SAP's experience: more than 35 years working with companies of all sizes, in industries around the world.

As illustrated in the figure, the following are some of the ways that SAP Business ByDesign enables you to address your challenges.

#### Simplify IT

Because it's delivered on demand, SAP Business ByDesign lets you focus on managing your business rather than IT. Using the fast and simple configuration process and built-in learning environment, your staff can quickly explore, evaluate, and experience the solution without extensive IT expertise. As your company grows, you can adapt the solution as required. With SAP Business ByDesign, you have ready access to expert support for maximum availability and scalability with minimal IT costs.

#### Optimize Financials

SAP Business ByDesign links business operations such as purchasing, manufacturing, and sales to processes that support cash-flow management and financial and managerial accounting. The result is a single set of trusted, up-to-date data you can use to view business status, perform financial reporting,



Figure: SAP® Business ByDesign™: A Complete and Adaptable Business Solution

and make informed management decisions. Built-in accounting features help ensure that records are auditable and meet all major accounting standards.

#### Focus on Customers

SAP Business ByDesign provides comprehensive, flexible support for customer relationship management processes that span marketing, sales, and service activities. The solution helps you respond rapidly to customer demands, understand the cost to serve

each customer, focus resources on the most profitable clients, and fulfill customer needs in the most efficient, effective manner.

#### Manage the Workforce

SAP Business ByDesign helps you increase the efficiency and effectiveness of HR operations and maximize employee potential. The solution automates and simplifies the management and execution of day-to-day activities using alerts and requests for approval to help your

workers prioritize tasks and track them to completion.

#### Integrate the Supply Chain

With SAP Business ByDesign, you can build efficient, effective supply chain operations. You can set up and execute flexible warehouse and manufacturing functions to fit your products and business model. The solution can also help you adjust supply chain plans, production, and logistics to respond rapidly and accurately to changes in demand requirements and supply availability.

#### Drive Project Success

You can use the solution to achieve unparalleled visibility into project status, costs, and delays – while reducing costly and error-prone manual processes and optimizing project management. SAP Business ByDesign provides tools and processes to help you identify and address project-related issues proactively.

#### Empower Smarter Purchasing

You can use SAP Business ByDesign to strengthen relationships with suppliers, make procurement processes more efficient, and turn your suppliers into a competitive advantage. The solution helps you identify and collaborate with the best suppliers, enable suppliers to participate in your business processes, and continuously assess the effectiveness of procurement activities and supplier relationships.

#### Facilitate Full Compliance

You can use the solution to reduce the effort required to maintain compliance, saving time and money. Built-in analytics and reporting enable regulatory com-

pliance, and automatic updates of compliance information help ensure that financial books and government reporting meet regulatory standards. SAP Business ByDesign helps you automate compliance functions and traceability mechanisms and segregate employee responsibilities efficiently to support proper access control.

#### Meet Your Business Goals

By providing a complete view of your business and supporting full control over operations, SAP Business ByDesign helps you identify areas for improvement, innovation, and differentiation. In addition, the solution enables management by exception – alerting managers to significant events.

#### Benefits of SAP Business ByDesign

SAP Business ByDesign offers a single, affordable business management solution with built-in SAP expertise. With SAP Business ByDesign, you get just the solution you need from a proven, dependable vendor. This solution can help you realize the following benefits:

- **Faster results and a blueprint for growth** – Delivered on demand, SAP Business ByDesign can help you streamline business processes and focus resources on core competencies. Realize immediate impact in targeted business areas while building a blueprint for sustainable growth.
- **Unified business with streamlined operations** – The solution offers a 360-degree view of your business, which helps you take control. With better visibility, information, and pro-

cesses, you can unify the business and align resources more effectively while users make faster and better-informed decisions.

- **Lower, more predictable IT costs** – Ready-to-use functionality, along with built-in service and support, enables smooth, predictable deployment and operation. The solution includes built-in customer services, such as automated software updates distributed by SAP, as well as expert remote support that maximizes productivity and minimizes IT costs.
- **Enhanced employee productivity and collaboration** – SAP Business ByDesign improves productivity and reduces training needs by providing a single user interface, personalized business portals for each employee, and built-in user help. Analytics and dashboards facilitate smarter, faster decision making. Plus, collaboration features enhance the way employees work together.
- **Improved adaptability to change** – SAP Business ByDesign adapts to your needs without disrupting the business. The solution lets you extend or change your business processes on the fly without compromising what's in place for maintaining regulatory compliance – reducing short- and long-term risk and protecting your investment.

#### Find Out More

To find out more about SAP Business ByDesign – and how it can help your organization get the best of SAP software on demand – visit [www.sap.com/solutions/sme/businessbydesign](http://www.sap.com/solutions/sme/businessbydesign).

---

## Summary

The SAP® Business ByDesign™ solution is an on-demand solution that comes with the extensive expertise and stability of SAP. This solution helps enhance growth, productivity, and collaboration and provides lower, more predictable IT costs. SAP experts fully manage, monitor, and maintain the solution in hosted data centers worldwide, freeing you to focus on growing your business.

---

## Business Challenges

- Streamline business processes without incurring significant IT capital costs
- Meet increased requirements for transparency and reporting
- Preserve and expand customer base
- Manage logistical and supply chain complexity
- Improve employee productivity and collaboration

---

## Key Features

- **Financials and compliance** – Generate trusted, up-to-date data that lets you perform financial reporting, make informed management decisions, and enable regulatory compliance
- **IT on demand** – Reduce costs and increase control with a single, flexible business management solution
- **Customer service and support** – Use customer relationship management processes to improve service with a new understanding of costs and profitability
- **Workforce management** – Enhance HR operations and maximize employee potential
- **Procurement** – Strengthen relationships with suppliers and streamline purchasing processes
- **Supply chain** – Cut costs and improve effectiveness of supplier relationships and logistics

---

## Business Benefits

- **Get up and running quickly** with streamlined business processes and a 360-degree view of your business
- **Reduce IT costs** with smooth, predictable deployment and operation as well as built-in service and support
- **Enhance employee productivity and collaboration** using a single solution interface, personalized business portals for each employee, and built-in user help
- **Make better-informed decisions faster** using analytics and dashboards
- **Improve flexibility and reduce risk** by adapting the business to changing market conditions without compromising what's in place for regulatory compliance

---

## For More Information

Call your SAP representative, or visit us online at [www.sap.com/solutions/sme/businessbydesign](http://www.sap.com/solutions/sme/businessbydesign).

50 094 872 (09/04)

©2009 by SAP AG.

All rights reserved. SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in other countries. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.