

SAP Solution Brief

SAP Solutions for Small Businesses
and Midsize Companies

SAP Business All-in-One

Adjust quickly to changing market conditions and lay a strong foundation for growth with the SAP® Business All-in-One solution. Designed for midsize companies, this comprehensive, flexible business management solution helps integrate and optimize processes across your entire company – at an affordable cost.



COMPREHENSIVE BUSINESS SOLUTIONS FOR MIDSIZE COMPANIES

OPTIMIZE OPERATIONS AND CUT COSTS

New Economy – New Challenges

For midsize companies like yours, success in the current economy depends on the ability to optimize operations, increase efficiency, cut costs, and build lasting relationships with customers. For example, how do you make sure you're carrying just the right type and amount of inventory? How do you make the most out of your limited resources? How do you redefine your products and services so that you can outlast your competitors? How do you attract new customers and retain your existing ones?

An SAP® Business All-in-One solution can help you improve financial management, maintain operational excellence, and enhance competitive agility – so you can manage well in times of economic uncertainty and lay a solid foundation for growth. This comprehensive and flexible business management software with built-in support for business best practices is designed specifically for midsize companies looking for an integrated, industry-specific solution to support processes across the entire organization.

SAP Business All-in-One: Comprehensive and Integrated

SAP Business All-in-One solutions offer the following integrated functionalities:

- **Enterprise resource planning (ERP)** – Effectively manage all aspects of your operations. The software includes comprehensive functionality for accounting and financials, sales and service, procurement and logistics, inventory management, human capital

management, product development and manufacturing, corporate services, and reporting and analytics.

- **Customer relationship management (CRM)** – Effectively manage all aspects of your customer relationships, from generating leads to closing a deal, including follow-up support and add-on sales. SAP Business All-in-One includes comprehensive functionality for marketing, sales, service, contact center, and reporting.
- **Business intelligence** – Gain insight and improve decision making with tools for financial and operational reporting and analysis. SAP Business All-in-One offers best-practice reports, analytics, and tools to help satisfy the rigorous reporting requirements for financial accounting, logistics, customer relationship management, and more – all preconfigured by business role and business scenario.
- **Best practices** – Benefit from the SAP Best Practices family of packages, which provides proven methods and tools for organizations to implement best business practices in key functional areas and in a range of industries. With industry-specific configuration, SAP Best Practices is based on 35 years of experience in more than 25 industries worldwide. The result is rapid yet reliable solution deployment, which translates into less time, lower costs, and reduced project risk.
- **SAP NetWeaver® technology platform** – Because SAP Business All-in-One is powered by the SAP NetWeaver technology platform, you can quickly and cost-effectively add on to your existing solution as your business grows and your needs change.

THE BEST-RUN BUSINESSES RUN SAP™





An SAP Business All-in-One solution can help you improve financial management, maintain operational excellence, and enhance competitive agility – so you can manage well in times of economic uncertainty.

- **Industry-specific functionality** – Solve your business challenges with a solution tailored to your specific industry. SAP partners deliver value-added solutions and services that address your industry's specific requirements.

Lay a Solid Foundation for Your Business

With SAP Business All-in-One, you can help your organization focus on your customers and gain key business benefits.

Improve Financial Management

SAP Business All-in-One enables you to accelerate financial closes and increase the accuracy of financial reporting. You can improve your ability to maintain a set of balanced books reflecting any business dimension. Support for international and local accounting standards also helps you reduce your risk of noncompliance.

The solution allows you to gain deeper insight into organizational performance by analyzing revenue and cost information for customers, products, projects, and services. Overall, you can improve your management of internal controls including documentation, assessment, and testing.

Maintain Operational Excellence

With SAP Business All-in-One, you can improve your efficiency and effectiveness by streamlining business processes, enhancing service levels, and cutting costs and errors. The solution enables you to shorten cycle times, increase order accuracy, reduce the volume of customer calls, decrease billing disputes, and lower inventory costs with better order-to-cash processes. You can resolve issues faster and boost customer satisfaction with low-cost interaction channels such as Web-based self-service.

Enhance Agility

SAP Business All-in-One allows you to respond more quickly to change, enhance customer experiences, and differentiate your company from your competitors. You can respond quickly to changing market conditions and customer demands by adapting your business processes. You can quickly

launch new initiatives to speed time to market. And you can align your channels with your customers' interaction needs and preferences to help ensure consistency and convenience across all customer touch points. With comprehensive customer insight, you can drive innovation that differentiates your products and services.

Unify and Simplify

All the functionality in SAP Business All-in-One is integrated to simplify your business and IT landscape across functions, regions, and teams. It supports streamlined business processes and enables you to complete a process from beginning to end. You might, for example, create an opportunity using CRM, convert it directly into a quote, and then later convert it into a sales order – complete with product, pricing, billing, and delivery – using ERP functionality. Business intelligence functionalities give you real-time visibility into your sales performance throughout the entire process.

You also benefit from increased visibility. Centralized data and business intelligence help ensure that there is a "single version of the truth," providing a 360-degree view of your operations, employees, and customers.

All functionality in SAP Business All-in-One is preconfigured for midsize companies and can reside on a single server. This helps ensure fast implementation and reduces deployment cost.

Other advantages of using SAP Business All-in-One include fast adoption, increased productivity, and fewer errors. For example, the integrated software and common desktop environment help your employees quickly understand and use the software. Eliminating manual data reentry between different functional areas also saves time and reduces the risk of errors.

Drive Adoption and Improve Productivity

SAP Business All-in-One features a user experience that is designed for maximum productivity and ease of use. Users benefit from the following:

- **User-friendly design** – Intuitive Web-like features, online tutorials, contextual help, and guided procedures help accelerate adoption and reduce the need for formal training.
- **Automated workflows** – Automating manual processes saves time and money. You can, for example, generate an automatic alert on all contracts that are up for renewal or on customers with overdue payments. You can also escalate service requests for your most important customers and automatically route tasks between groups and departments.
- **Intuitive navigation** – Role-based navigation, screen personalization, quick links to key data, snapshots of recent records, key reminders and alerts, and an advanced search help users perform daily tasks more efficiently.
- **Groupware integration** – Integration with desktop tools such as IBM Lotus Notes and Microsoft Office allows users to manage their activities and

communications more effectively – any time, any place. Users can synchronize tasks, appointments, and e-mails and export customer and opportunity lists to Microsoft Excel for analysis.

Make a Cost-Effective, Long-Term Investment

With SAP Business All-in-One, you can have complete confidence in your investment. SAP Business All-in-One solutions, whether delivered from SAP or one of its partners, are configured to match your business requirements without customization. Solutions can be extended to meet your specific needs, whether you are engaged in cross-country, cross-currency, or cross-border trade. You can incorporate additional functionalities to cover, for example, new business processes, different trade patterns, new products, and new users, when needed.

SAP Business All-in-One works with hardware options from various partners and with software options that incorporate the SAP MaxDB™ database and SUSE Linux operating system, reducing your total cost of ownership (TCO). With these pretested, preconfigured options, you can eliminate the guesswork and implement an affordable solution for your company. Because SAP Business All-in-One solutions are powered by the SAP NetWeaver technology platform, you can unify and integrate both SAP and non-SAP software. You can therefore be confident that your IT infrastructure will meet existing needs and future requirements.

Today more than 13,000 small and mid-size customers in more than 50 countries run SAP Business All-in-One. You can rest assured that SAP, as one of the world's leading providers of business software, will be around for a long time to come. More than 1,000 SAP partners around the world deliver local implementation and customization support for SAP Business All-in-One, giving you access to expert assistance no matter where you are located.

Take the Next Step

You can buy qualified SAP Business All-in-One partner solutions and industry-specific solutions through the worldwide SAP network of more than 1,000 authorized partners. These partners combine their business knowledge and IT expertise to help you purchase, implement, and support SAP Business All-in-One.

Additionally, the SAP Business All-in-One fast-start program offers a simplified process to scope and implement SAP Business All-in-One solutions for manufacturing, wholesale distribution, and service companies. Complete with preconfigured, pretested software and hardware as well as options for lower licensing, installation, and operating costs, the fast-start program reduces implementation time and TCO.

Learn More

To find out how you can join the thousands of companies that rely on SAP business solutions to outperform their competition, call your SAP representative or visit us today at www.sap.com/solutions/sme/businessallinone.

Summary

Developed specifically for midsize companies, SAP® Business All-in-One solutions reduce the effort, cost, time, and complexity associated with implementing a world-class business management solution. The software lets you deploy core enterprise resource planning (ERP), customer relationship management (CRM), and business intelligence functionality. It also allows you to leverage the best practices of industry leaders – all at an affordable fixed price on a platform your business will not outgrow.

Business Challenges

- Keep pace with rapidly evolving market conditions and customer demands
- Reduce the risk and cost of implementing and operating a comprehensive business management solution
- Streamline core business processes
- Broaden and deepen your insight into business operations

Key Features

- **ERP** – Effectively manage financials, human resources, operations, and corporate services
- **CRM** – Effectively manage all aspects of customer relationships, from marketing to sales to service
- **Business intelligence** – Gain insight and improve decision making with tools for financial and operational reporting and analysis
- **Best practices** – Benefit from the SAP Best Practices family of packages, which provides proven methods for implementing best practices in key functional areas and industries
- **SAP NetWeaver® technology platform** – Quickly and cost-effectively add on to your existing solution as your business grows and your needs change
- **Industry-specific functionality** – Solve your business challenges with a solution tailored to your specific industry

Business Benefits

- **Improved financial management** resulting from an increased accuracy of financial reporting, improved ability to maintain records, and deeper insight into organizational performance
- **Greater efficiency and effectiveness** thanks to streamlined business processes, automated tasks, and fewer errors
- **Enhanced agility** enabling you to respond more quickly to changing market conditions and customer demands

For More Information

Call your SAP representative, or visit us today at www.sap.com/solutions/sme/businessallinone.

50 082 965 (09/03)

©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 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.