



SAP® ERP

THE TRUSTED FOUNDATION FOR BUSINESS
INSIGHT, EXCELLENCE, AND INNOVATION

Solution Overview

THE BEST-RUN BUSINESSES RUN SAP™





YOU NEED A TRUSTED FOUNDATION ...
TO ENABLE GROWTH AND SUSTAIN
COMPETITIVE ADVANTAGE



“The move to SAP ERP gave us a strong foundation for excellence in our core business functions and the support we need for our overall growth strategy as we continue to expand internationally.”

Albert Bechet, COO, Dexxon Group Holding

The SAP® ERP application is the software foundation that large enterprises and midsize companies trust to provide the best business insight and enable operational excellence and innovation. Leveraging this foundation, you can build the flexible business processes you need today – and tomorrow. SAP ERP draws from more than 35 years of experience with more than 43,000 customers worldwide. It delivers the powerful functionality, global orientation, and flexible enhancement package options you need to gain a sustainable, competitive advantage and position your organization for profitable growth. At the same time, it supports the types of automated, end-to-end processes that are needed to transcend organizational barriers and extend business processes to your partners, suppliers, and customers.

CURRENT AND FUTURE BUSINESS CHALLENGES

TRANSFORMING YOUR BUSINESS TO MEET NEW DEMANDS

For most organizations, driving profitable growth in today's business climate isn't easy. You face global competition, market consolidation, talent shortages, compliance requirements, heightened customer and shareholder expectations, and demands for increased profitability. Constant changes in your industry only compound these challenges. To meet these challenges, you must be able to respond and transform your business quickly, cost-effectively, and without sacrificing profitability, transparency, or internal control. You need IT that is flexible, robust, and secure. And you need software that effectively handles your industry-specific processes from start to finish.

Solutions for enterprise resource planning (ERP) play a vital role in ensuring your success. With the right ERP software, you can boost corporate performance while you:

- More easily manage complex corporate structures, market channels, and business scenarios
- Streamline your business processes and operations
- Optimize valuable corporate resources and assets
- Accelerate time to market and time to value
- Deliver individualized products and services to current and emerging markets
- Enhance employee and customer service and satisfaction in all aspects of your business

In the past 35 years, SAP has become the global leader in business software, serving more than 43,000 customers worldwide, including large enterprises and midsize companies. Along the way, SAP has accumulated a unique knowledge base of best business practices – both cross-industry and industry-specific practices – that the software supports natively and through enhancement packages. The SAP tradition of leadership continues with a new generation of software that gives your company unprecedented speed and flexibility to improve your bottom line by improving your enterprise resource planning.



A COMPLETE, INTEGRATED ERP SOLUTION

ENABLING BUSINESS PROCESS EXCELLENCE

The SAP® ERP application has an extensive range of functionality – including personalized information access and tailored reporting – to help you in all areas of your business. With full support to integrate your core business processes – such as customer relationship management, supply chain management, supplier relationship management, and product life-cycle management – SAP ERP provides a foundation for growth, innovation, and end-to-end business process excellence.

SAP ERP is a world-class, fully integrated application that fulfills the core business needs of midsize companies and large organizations across all industries and market sectors. It helps enterprises like yours perform financials, human capital management, procurement and logistics, product development and manufacturing, and sales and service, supported by functionality for analytics, corporate services, and end-user service delivery. In addition to increasing efficiency within your organization, SAP ERP also helps you extend end-to-end business processes to your customers, partners, and suppliers.

SAP ERP can serve as a business process platform that supports continued growth by providing a foundation for insight, operational excellence, and innovation. SAP ERP is powered by the SAP NetWeaver® technology platform, which enables you to build new business solutions rapidly while realizing more business value from your existing IT investments. SAP NetWeaver is also the foundation for enterprise service-oriented architecture (enterprise SOA)



and helps align people, information, and business processes across organizational and technological boundaries. Together, SAP NetWeaver and enterprise SOA enable you to refine your business processes on an ongoing basis, which makes it possible for your enterprise to respond quickly in the face of new opportunities and new challenges.

With SAP ERP, you can:

Sharpen Business Insight

SAP ERP gives fast access to accurate information about your business so you can manage day-to-day operations efficiently. It provides a unified set of analytic applications and tools that supports decision making within every work stream of your enterprise, including finance, operations, and workforce

management. As a result, you can proactively identify opportunities and better align company strategy with your operational business model. And you can extend your business processes to customers, partners, and suppliers so that they can access richer, more accurate information that gives them better business insight.

Respond Faster

With SAP ERP, you can empower the people in your organization by providing them with the information needed to react promptly and respond proactively to market changes and competitive challenges. You can adapt your business processes swiftly in response to new business and market requirements – agility that can give you significant competitive advantage.

Reach Further

Now you can extend the reach of your business processes beyond your enterprise so that your partners, suppliers, and customers can engage with you in real time. The software promotes collaboration by providing easy access to a consolidated and consistent view of your business processes.

Optimize Financial Management

You can optimize your financial operations by streamlining and automating accounting and financial supply chain management while ensuring regulatory compliance. In addition, the software provides you with complete insight into your organization's overall performance. Armed with this insight, you can take swift action to improve overall corporate performance and profitability.

Manage Your Most Valuable Asset – Your People

You can support your employees through every phase of their employment, from recruiting, onboarding, and training to professional development and promotion. With easy-to-use self-services built into SAP ERP, you can empower your global workforce to take charge of their development and proactively manage their career. The software includes an employee interaction center that gives your global workforce a single point of contact for all HR service requests.

SAP® ERP: Setting a New Standard in Enterprise Resource Planning Software

- **Industry-specific functionality** – SAP ERP provides support for more than 25 industries with industry-specific features that enable organizations to leverage industry-wide best practices.
- **Simplified user experience** – Duet™ software, work centers, user-defined work lists, role-based access, and interactive forms all enhance the usability of SAP ERP.
- **Advanced business intelligence, reporting, and analytics** – SAP and Business Objects, an SAP company, offer solutions that give you better insight into your business and processes.
- **Enterprise service-oriented architecture** – Reusable enterprise services are readily available for deploying flexible business processes.
- **Innovation without disruption** – The enhancement package for SAP ERP contains improved general business and industry functionality, enterprise services, and other interface and process improvements. Enhancement packages are cumulative and can be downloaded and installed as part of a support pack update. You can then activate specific business functions contained in the enhancement package, which facilitates the rapid, nonintrusive deployment of selected functional and process improvements on your own timetable.

“SAP ERP exceeded our high expectations for the quick time to value and overall benefit from getting real-time financial visibility into the business. SAP’s agility supporting Endeca has given us a world-class platform to more effectively build our own business of providing better information visibility across the [Forbes] Global 2000.”

Steve Papa, CEO, Endeca Technologies Inc.

COMPREHENSIVE SUPPORT FOR INDUSTRY-SPECIFIC PROCESSES

OPTIMIZE, ADAPT, AND EXTEND YOUR CORE BUSINESS PROCESSES

SAP ERP supports a broad range of business processes. These include financial management, human capital management, procurement and logistics execution, product development and manufacturing, sales and service, and corporate services. Using the robust functionality that SAP ERP provides for these business processes, you can:

- More tightly link your business operations and improve visibility
- Enhance financial management and reporting
- Effectively manage your workforce – both locally and globally
- Achieve superior flexibility for addressing new business requirements
- Gain easier access to enterprise information and reports
- Give employees tools to perform their jobs efficiently
- Take advantage of software designed for adaptability that grants you the freedom to innovate

Financial Management

SAP ERP provides a comprehensive financial management solution for the most complex businesses across a broad range of industries. It is the leading enterprise software solution for addressing critical financial functions, such as financial and management accounting and reporting, financial supply chain management, working-capital management, treasury and risk management, and – through integration with SAP solutions for governance, risk, and compliance – regulatory compliance.



SAP ERP helps you dramatically increase your finance department's value by streamlining and automating labor-intensive transaction processing and reporting functions. Freeing skilled finance professionals from routine activities enables them to provide greater value to the organization – through operational insight, strategic action, and better understanding of the drivers for value and improved performance.

Human Capital Management

The SAP ERP Human Capital Management solution offers a complete and integrated set of tools to help your organization – regardless of industry or geographic location – more effectively manage your most important asset. Automation of core human resource processes, such as employee administration, payroll, and legal reporting, increases efficiency and supports compliance with changing global and local regulations. For example, you can create project teams based on skills and availability, monitor their progress on specific projects, track the time they

spend, and analyze the results. With embedded analytics and real-time insight into your workforce, you can maximize human-capital strategies and programs and measure their contributions to your bottom line.

Equally important, integrated talent management functions in SAP ERP give your HR managers insight into your organizational talent to more effectively plan, acquire, educate, align, and retain the talent you need to maximize the effectiveness of the organization. Identifying top performers and potential successors helps your organization minimize disruption when executives and senior managers leave or retire.

SAP ERP supports shared services and business process outsourcing (BPO), thereby reducing the cost and risk for these deployment models. Whether you outsource part or all of your HR operation, you have access to an ecosystem of partners whose BPO services are powered by SAP software.

“The SAP enhancement package strategy provided us with timely access to functionality and technology that helped us meet a key business requirement without having to go with an inferior technology or waiting for a full upgrade.”

Thomas Graubmann, Senior Consultant, Human Resources, Tchibo GmbH

Procurement and Logistics Execution

SAP ERP Operations can help your organization – regardless of industry – to quickly maximize cost savings for all spend. With one complete and integrated procurement solution, you can manage end-to-end procure-to-pay and logistics business processes for complete business cycles – from self-service requisitioning to flexible invoicing and payment. The solution can also help you optimize the physical flow of materials.

Product Development and Manufacturing

Through streamlined new-product development and introduction processes, SAP ERP helps you shorten time to market, deliver high-quality products, respond to changes in demand, and ensure delivery of promised orders. At the same time, you can improve visibility and transparency in real time across shop-floor processes – driving superior performance across both local and global plant operations.

SAP ERP provides these benefits by streamlining your entire manufacturing

process – from planning and scheduling through sequencing and execution to monitoring and analysis – and improving efficiency along your entire value chain. The software supports a customer-oriented manufacturing approach and is compatible with just-in-time and kanban methodologies. Using real-time tracking and analysis, you can identify and fix problems before they become customer issues.

SAP ERP improves your responsiveness to demand volatility by accelerating the planning process and facilitating fast changes in product execution. In addition, the software ensures product quality and regulatory compliance by helping you track and monitor requirements across all plants and enterprise-wide operations.

Sales and Service

By providing a comprehensive and integrated sales and service solution, SAP ERP can help you simplify the entire order-to-cash cycle, deliver orders on time, and benefit from profitable sales and interaction chan-

nels. As a result, you can accelerate processes, reduce operational costs, boost productivity, and increase sales and profit margins while improving customer satisfaction.

These benefits are made possible because SAP ERP enables your sales organization to efficiently manage the complete sales order cycle, as well as all postsales activities. The application supports a wide range of customer-focused processes – from selling products and professional services to delivering services and handling after-market processing of warranty claims, service orders, and returns.

Corporate Services

The SAP ERP Corporate Services solution enables you to take control of your organization’s most cost-intensive corporate functions: real estate management; enterprise asset management; project and portfolio management; travel management; environment, health, and safety compliance management; quality management; and global trade services. The solution streamlines these activities while maximizing their transparency, enabling you to significantly increase the efficiency and effectiveness of your organization’s business operations. As a result, you can reduce financial and environmental risks, enhance the safety of your employees, and ensure that company policies are applied to all processes. And unlike point solutions that support only individual activities, such as travel or quality management, SAP ERP Corporate Services tightly integrates with business software and processes that span the entire enterprise.

THE BENEFITS OF SAP ERP – AT A GLANCE

ENABLING INSIGHT, EXCELLENCE, AND INNOVATION

Activity	Benefit
Increased productivity	<ul style="list-style-type: none">■ Improve cost control through integrated management of key business processes across your organization■ Improve operational efficiency by extending the reach of business processes throughout and beyond the enterprise■ Accelerate response to market changes and competitive challenges
Reduced costs through increased flexibility	<ul style="list-style-type: none">■ Improve process standardization, efficiency, and adaptability by utilizing enterprise service-oriented architecture■ Gain access to transactions, information, and collaborative activities across a broad business community■ Add specific functionality as needed to support evolving business requirements■ Protect and leverage existing investments in SAP® solutions
Optimized IT spending	<ul style="list-style-type: none">■ Cut IT costs by tightly integrating and optimizing core business processes■ Reduce capital outlay by eliminating the need to purchase third-party software■ Lower costs by standardizing enterprise software on a single integration platform■ Enable faster, more cost-effective business expansion by eliminating the complexity of managing homegrown or heterogeneous software applications
Faster, higher ROI	<ul style="list-style-type: none">■ Use rapid implementation techniques that cost less than half of what traditional approaches cost■ Gain rapid access to needed functionality through preset defaults and prepackaged, industry-specific versions■ Enhance the value of existing software investments by increasing their use throughout the enterprise
Innovation without disruption	<ul style="list-style-type: none">■ Take advantage of new functionality through SAP ERP enhancement packages rather than upgrades■ Implement functionality to support business processes incrementally as your business requires – an evolutionary approach that protects your existing IT investments and reduces costs

“Only SAP can deliver innovation the way customers want it – in a continuous fashion, but packaged in a way that customers can consume it at their pace, and without impacting their core operations. In just the past year, thousands of customers have opted to deploy the latest version of SAP ERP to fully leverage the advantages of the enhancement package deployment model.”

Tobias Dosch, Senior Vice President, SAP Suite Solution Management, SAP AG

SAP ERP SOLUTION MAP

UNLOCKING BUSINESS VALUE

SAP ERP supports your most important business processes and provides tools to help you understand how these processes work. One of these tools is the SAP solution map. SAP solution maps are multilevel blueprints of processes constructed from customer and

industry analysts input, plus the technical expertise SAP has acquired through extensive business experience and research. By showing what processes SAP and SAP partner solutions support, solution maps help you visualize, plan, and implement a coherent,

integrated, and comprehensive information technology solution that covers all your critical business processes. You can review the solution map for SAP ERP online at www.sap.com/businessmaps.

End-User Service Delivery							
Analytics	Financial Analytics		Operations Analytics			Workforce Analytics	
Financials	Financial Supply Chain Management	Treasury		Financial Accounting	Management Accounting	Corporate Governance	
Human Capital Management	Talent Management		Workforce Process Management			Workforce Deployment	
Procurement and Logistics Execution	Procurement		Inventory and Warehouse Management	Inbound and Outbound Logistics		Transportation Management	
Product Development and Manufacturing	Production Planning		Manufacturing Execution		Product Development		Life-Cycle Data Management
Sales and Service	Sales Order Management			Aftermarket Sales and Service		Professional-Service Delivery	
Corporate Services	Real Estate Management	Enterprise Asset Management	Project and Portfolio Management	Travel Management	Environment, Health, and Safety Compliance Mgmt.	Quality Management	Global Trade Services

Shared Service Delivery
SAP NetWeaver®

Figure: SAP® ERP Solution Map

“Integration continues to be one of the most important advantages of our SAP solutions for us.”

Bernard Jicquel, IT Project Manager, Stef-TFE Group

A TRUSTED BUSINESS PARTNER

DELIVERING COMPREHENSIVE SERVICES TO ENSURE YOUR SUCCESS

Economic Advantages and Scalability of SAP ERP

SAP ERP delivers a fast return on your investment. It can increase productivity and control costs through effective management of key business processes across your organization. It can improve operational efficiency and productivity by extending the reach of business processes within and beyond your enterprise. And it can speed your response to market changes and competitive challenges.

With SAP ERP, your company can evolve to achieve enterprise SOA, giving it the flexibility it needs to improve process standardization, efficiency, and adaptability. The application enhances access to transactions, information, and collaboration functions across a broad business community and makes it cost effective to add new functionality as business requirements evolve.

SAP can help you reduce costs further by protecting and leveraging your existing investments in SAP software. SAP ERP eliminates hefty integration costs by supporting business processes that are tightly integrated and optimized from the start. The application can reduce capital outlay by eliminating the need to purchase multiple software solutions from different vendors. SAP offers flexible options that help you incrementally deploy additional offerings from the SAP Business Suite family of business applications.



In addition, SAP ERP enables faster ROI through rapid implementation techniques that are less than half the cost of traditional approaches. You gain fast access to the functionality you need through preset defaults and prepackaged, industry-specific versions.

Grow Your Business

Drawing on over 35 years of ERP experience and leadership, SAP has created robust ERP applications that grow with your business, whether you are looking for organization-wide solutions or simply want to standardize your current IT environment. Users of earlier versions of SAP software or third-party ERP applications can transition easily to SAP ERP and bring a new dimension of efficiency and flexibility to their businesses.

To ensure your projects are completed efficiently and you get the fastest return on your investment, you can turn to the SAP Services organizations. Through this dynamic network, you have access to all the services groups within SAP. These groups represent the broadest and deepest expertise in the industry and cover consulting,

education, support, custom development, hosting, and business process outsourcing. The services groups are there to help you implement, operate, enhance, and upgrade your SAP enterprise solution.

Leveraging the experience gained during thousands of customer implementations, SAP Services offerings foster business insight and process innovation that dramatically improve your operational efficiency. Delivered by SAP and its partners, these services are tailored to your unique business requirements to help you achieve the maximum benefit at lowest total cost of ownership – quickly and with minimal business disruption.

Take the Next Step

SAP ERP is a world-class, fully integrated application that fulfills the core business needs of midsize and large organizations across all industries and market sectors. To learn more about how SAP ERP can help your company operate more efficiently, profitably, and competitively, please visit www.sap.com/erp.

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