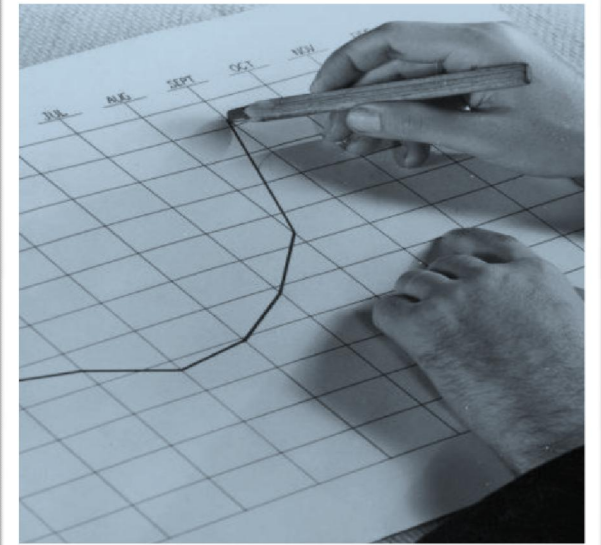


Customer Relationship in Times of Economic Slowdown

SAP CRM



Ján Ferjo, CEE Business Development

22.10.2009

THE BEST-RUN BUSINESSES RUN SAP™



Agenda



1. Market drivers and pain points
2. SAP Customer Relationship Management
3. Why CRM today?
4. What Analysts Said about Us
5. Wrap Up

Agenda



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McKinsey Global Survey Results

Economic Conditions Snapshot, August 2009

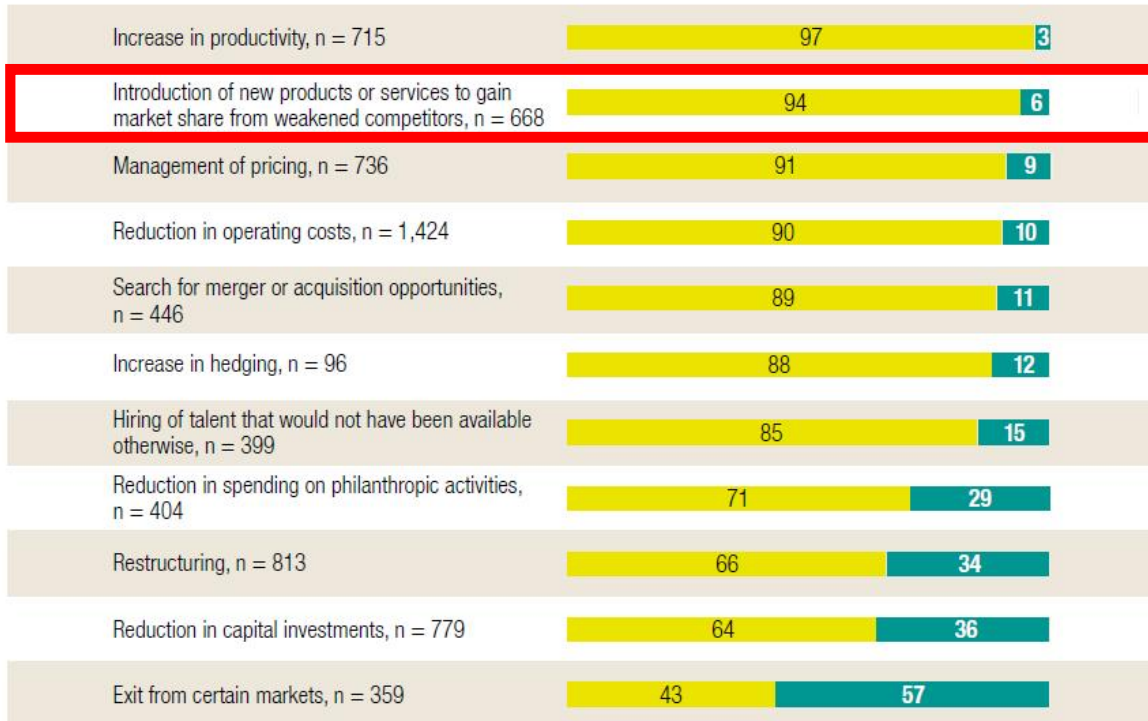


To be continued?

% of respondents¹

■ Continue ■ Discontinue

What steps, if any, will your company continue or discontinue taking in the next 12 months?



¹ Respondents who answered "don't know" are not shown.

McKinsey & Company

McKinsey Global Survey Results:

Economic Conditions Snapshot, August 2009

Executives' optimism about their nations' economies and their companies' prospects continued to grow over the past six weeks, and many companies are focusing more on growth. Yet full recovery, executives say, remains far off.

Executives' optimism about the economy has continued to grow over the past month and a half, according to the results of a McKinsey Quarterly survey in the field during the week that US stock markets hit their highest point so far in 2009.¹ More companies are pursuing a range of growth initiatives than were doing so six weeks ago, and the proportion expecting increased profits this year has risen to 40 percent, from 33 percent. Similarly, the share of those saying that their nations' economies have improved since September 2008 has risen, though only to 26 percent, from 20 percent.

More executives—42 percent—pick the description "battered but resilient" for the global economy than any other. Yet their other responses indicate that they see the economy as battered enough to prevent a large-scale economic recovery from arriving anytime soon. The share expecting an upturn to begin in 2009, for example, has fallen to 20 percent, from 28 percent, over the past six weeks, and the percentage of respondents who think that their national economies will be better at the end of the year—37 percent—equals the percentage who think their national economies will be worse.

¹ The online survey was in the field July 21–27, 2009, and received responses from 1,028 executives, representing all regions, industries, functional specialties, and levels of seniority.

² See "Economic Conditions Snapshot, March 2009, McKinsey Global Survey Results," mckinseyquarterly.com, March 2009.

In addition, this survey asked executives which of their companies' responses to the crisis have been effective and which will continue over the next year, as well as what new activities they'll undertake in the current economic environment. Although 57 percent of the executives in an earlier survey thought their managements' overall response to the crisis had helped their companies,² respondents to this survey are more skeptical about the specific actions their companies have taken. Most actions, from cost cutting to restructuring, are thought to have been at best only somewhat effective at helping their companies weather the crisis.



1. Market drivers and pain points

CRM-Relevant Customer Pain Points



- Data consistency
 - No single view of customer (past history, behavior, purchases)
 - Sales reps are managing customer info on notepads in cars

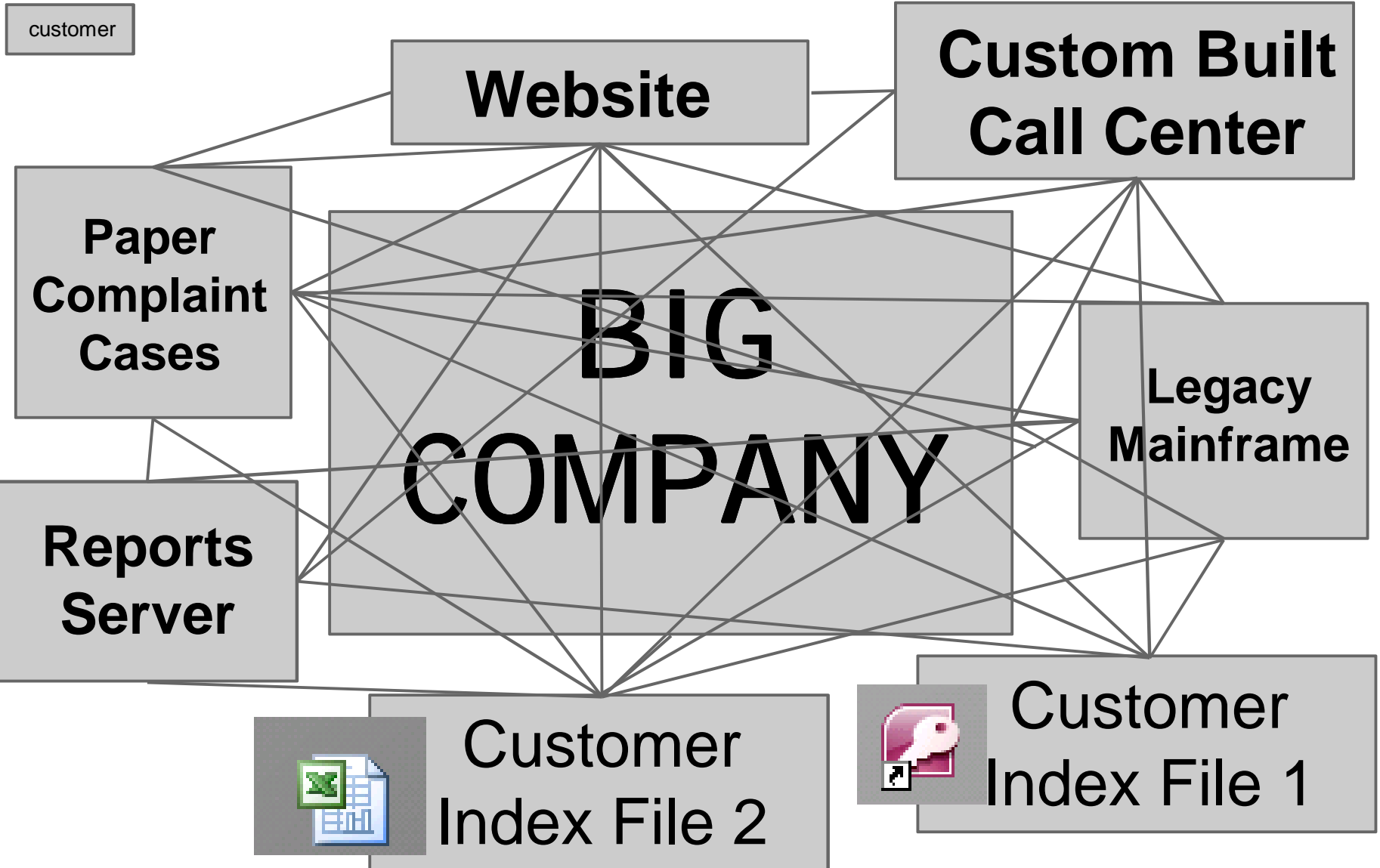
- Integration
 - Front-end & back-end systems not integrated at all
 - Calls not routed to the right people, taking too long, costing too much

- Information accessibility
 - No idea how long sales opportunities take, or what they cost
 - No visibility into sales pipeline (this quarter, last quarter, last year)

- Investment safeguarding
 - Per partes model application

1. Market drivers and pain points

Traditional „CRM“ Solution



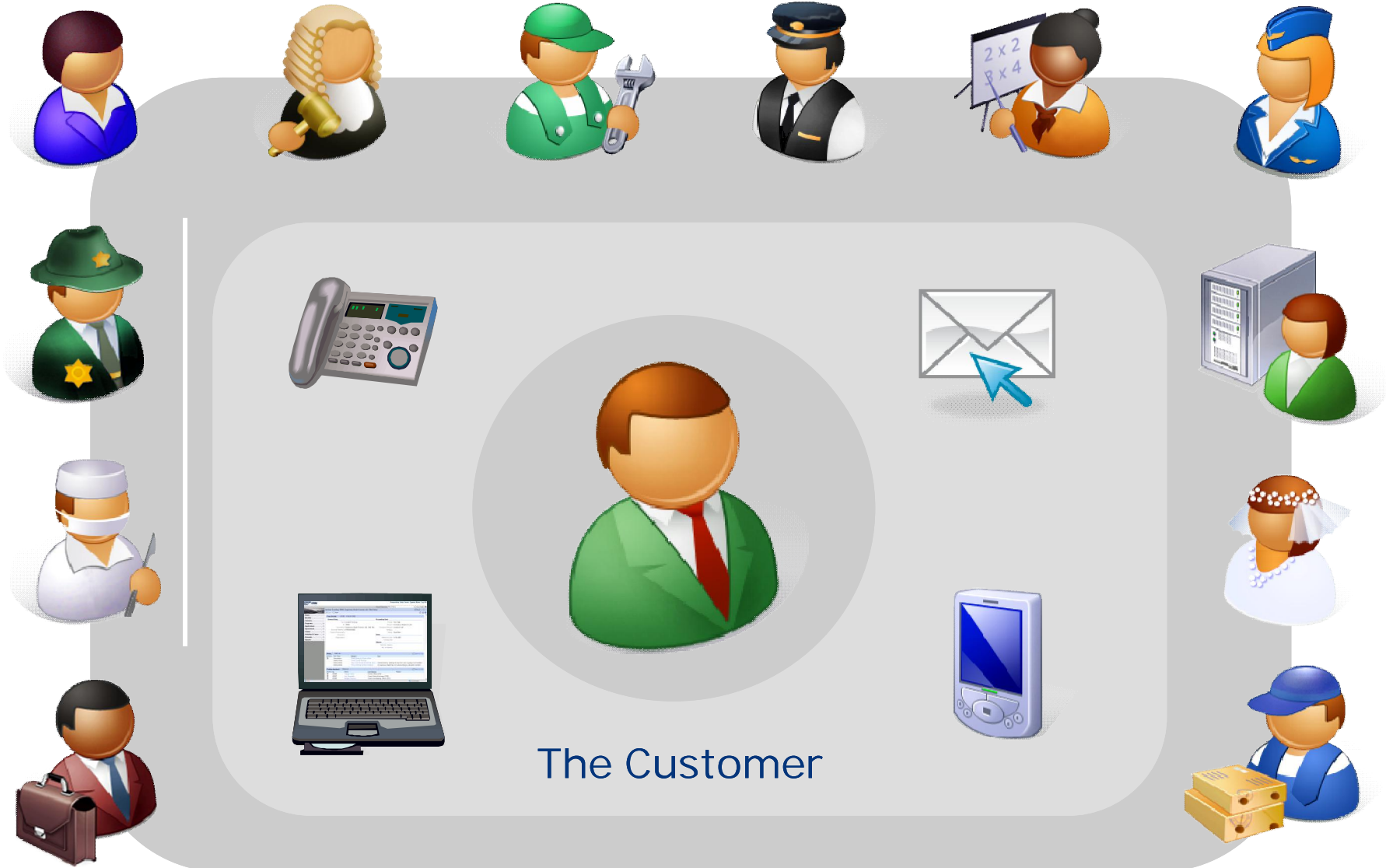
Agenda



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2. SAP Customer Relationship Management

What is SAP CRM?



2. SAP Customer Relationship Management

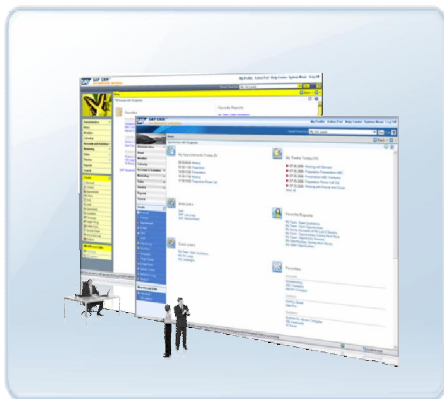
One rock solid solution



2. SAP Customer Relationship Management CRM without compromise



Simple

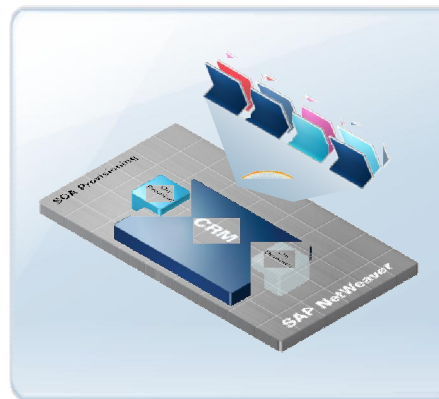


Intuitive – easy to use

Built for business users –
drives productivity

Consistent look & feel
across SAP Suite

Flexible

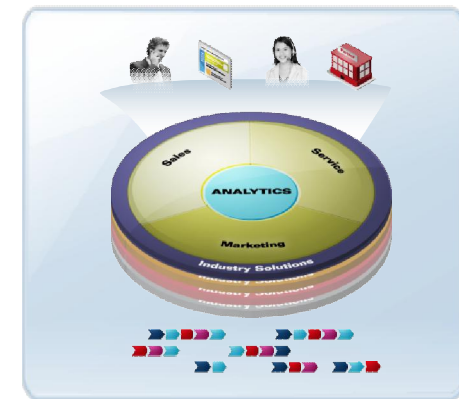


Easy to personalize –
gives choice and
flexibility

Application extensibility –
open architecture

Adaptable processes –
Web Service enablement,
Enterprise SOA

Comprehensive



Marketing, sales,
service and all customer
interaction channels

Smart Tools

Comprehensive End-to-
end processes

Industry solutions

Demo



2. SAP Customer Relationship Management Comprehensive Industry Scenarios



■ Telecommunications

- Order Management

■ Financial Services

- Full Service Leasing, Account Origination

■ Public Sector

- Grantor Management
- Social Services –
Social Case Management

■ Life Sciences

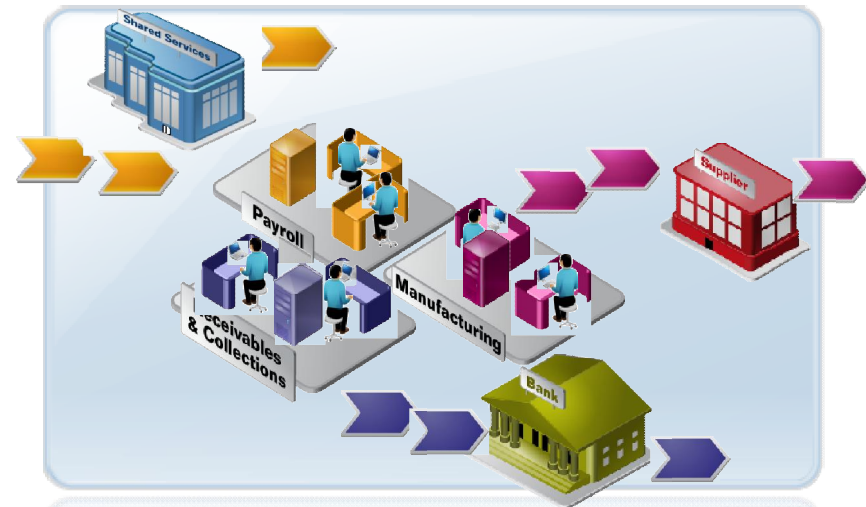
- Contract Lifecycle Management

■ Utilities

- Residential Customer Care
- Commercial & Industrial Customers

■ Travel & Transport

- Electronic Toll Collection



■ Consumer Products

- Trade Promotions Management

■ High Tech

- Channel Funds / Channel Sales

■ Media

- Intellectual Property Management

2. SAP Customer Relationship Management SAP BCM capabilities in SAP CRM



SAP BCM seamlessly integrates communication technology with customer-facing business processes and systems to improve customer service and business process performance – **all at lower Total Cost of Ownership**



Inbound contact center



Outbound contact center

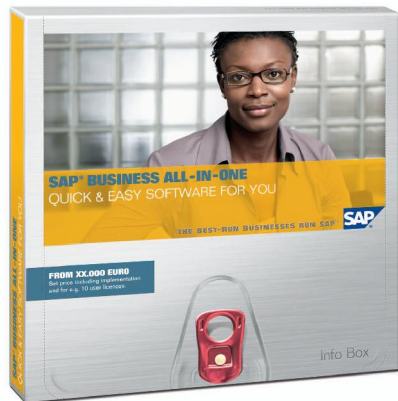


Enterprise-wide communications management



It does this by providing a flexible **multi-channel, all-IP business communications platform** out-of-the-box integrated with SAP CRM Interaction Center

2. SAP Customer Relationship Management SAP CRM Business All-in-One



SAP Business
All-in-One

Fix time

Fix scope

Fix price

Key Advantages of the CRM Functionality in SAP Business All-in-One:

- Built-in integration with the ERP functionality in SAP Business All-in-One
- Best-in-class functionality for Marketing, Sales, Service, and Analytics
- Intuitive, user-friendly design for quick adoption with minimal training
- Attractively priced for mid-size companies

Agenda















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3. Why CRM today?

Marketing spend results during economic slow down of 1989-1991



TABLE I. CONSUMER BRAND ADVERTISING ACTIONS AND SALES RESULTS, 1989 TO 1991 ⁶		
Brand	Advertising Action	Result
	Cut	Sales drops ranging from 26 to 64 percent
	Cut	
	Cut	
	Cut	
	Cut	
	Cut	
	Raise	57 percent sales increase
	Raise	70 percent sales increase
	Raise	15 percent sales increase
	Raise	16 percent sales increase
	Raise	61 percent sales increase
	Raise	28 percent sales increase

3. Why CRM today?

Recognizing Significant Business Benefits



OKI - Reliable Sales / Inventory Forecast

- 7% increase in sales, Y/Y in a flat market
- 3 day per month reduction in the amount of time required to generate key sales reports
- Improved sales and inventory forecasts

SECURIT- Sales Efficiency

- User Productivity +300%
- Data Entry – 60%
- Replaced 78 legacy system databases with a centralized database

Yaskawa - Sales Effectiveness

- 500% Growth in Customer Database
- 65% increase in Sales with a 30% decrease in headcount
- Increased Customer Satisfaction ratings every year since implementation

Molex - Sales Collaboration

- \$7.4M additional revenue contribution from Europe with better pipeline visibility, collaboration, and issue management
- \$1.9M in headcount saved due to more efficient sales planning

CSC - Pipeline Visibility

- 100% consistency of pipeline measures across business units
- 94% decrease in time required to generate monthly pipeline report (3 days to 2 hrs)
- 67% decrease in time to integrate pipeline of acquired companies (12 weeks to 4 weeks)

General Sales / SFA Improvements

- 40% increase in sales productivity - Eclipse Aviation
- 95% user adoption - Kohler
- 20% increase in sales Productivity - Medline

Agenda



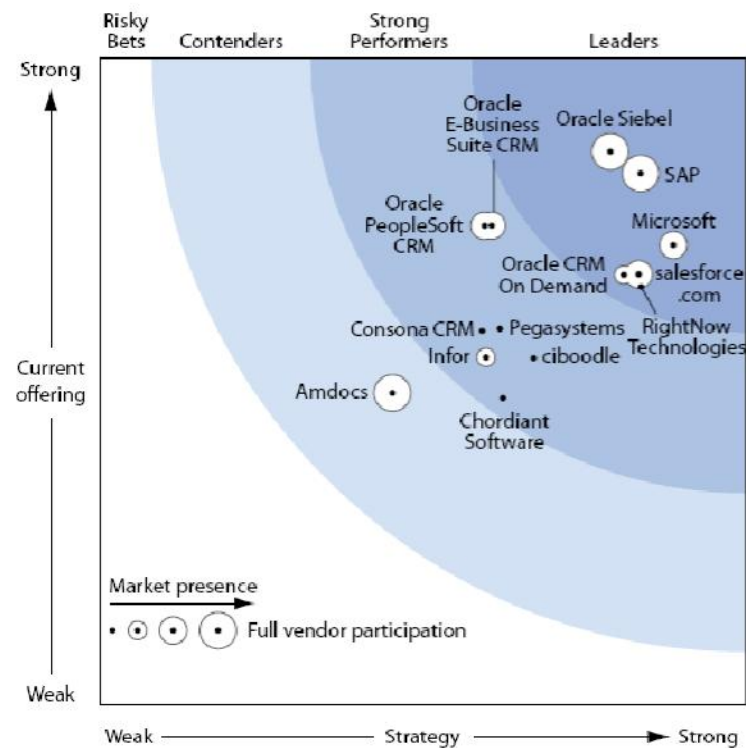
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4. What Analysts Said about Us

Forrester Wave: SAP is a Leader in CRM



Figure 3 Forrester Wave™: Enterprise CRM Suites, Q3 '08



“...SAP has steadily built out **comprehensive functionality** focused on **improving usability** and deepening support for strategic business processes as part of the SAP Business Suite. With the release of SAP CRM 2007, the vendor offers a product that is **strong across the board** for sales, marketing, partner channel management, customer service, and analytics...”

“SAP CRM offers one of the **most complete solutions**. During the past three years, SAP has worked steadily to fill out its CRM offering, resulting in **end-to-end process integration** support that no longer comes at the expense of missing CRM functionality.”

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Central and Eastern Europe CRM Customer cases



Agenda



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5. Wrap up



1

SAP CRM is delivering *CRM Without Compromise* to help you delight your customers, empower your team and grow your business.



2

Technology has evolved and can now support your unique processes, business models, customer experience, and user preferences.



3

Your customers are the ultimate source of your revenue in those uncertain days.



Thank you!



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