

SAP Solution Brief

SAP Solutions for Small Businesses and Midsize Companies

SAP Business All-in-One for Consumer Products

SAP® Software Tailored for Consumer Products Companies



Quick Facts

Summary

The SAP® Business All-in-One for Consumer Products solution is a comprehensive enterprise resource planning (ERP) solution based on proven best practices. Designed for rapid implementation at a predefined price, the software can help you realize a fast ROI.

Business Challenges

- Accelerate time to market
- Gain visibility into inventory and point-of-sale information across complex supply chains
- Maintain a high level of service delivery to ensure customer loyalty
- Scale operations to serve a growing number of consumers
- Ensure profitability in a competitive market

Key Features

- **Project and document management**
 - Enable integrated product development processes
- **Sourcing and procurement** – Automate procurement processes and support vendor evaluation
- **Manufacturing** – Optimally plan and execute manufacturing processes
- **Selling, delivery, and postsales support** – Integrate sales and post-sales support and returns processes with other processes
- **Comprehensive operational support**
 - Help ensure consolidated demand and supply planning, maintain low inventory levels, and avoid out-of-stock situations; help ensure traceability across processes

Business Benefits

- **Improve efficiency** through automated support for your business processes
- **Minimize total cost of ownership** with scalable software that supports global deployment
- **Grow your business** with the help of proven ERP software
- **Improve time to value** by leveraging tools that help you get your business running quickly and efficiently

For More Information

Call your SAP representative, or visit us online at www.sap.com/sme/solutions/businessmanagement/businessallinone/consumer/index.epx.

Midsize consumer products companies seeking to **improve operating efficiencies** can choose an affordable, integrated solution. The SAP® Business All-in-One for Consumer Products solution is designed for rapid implementation, adaptability, and fast return on investment.

Your organization is most likely searching for ways to become ever more consumer driven to stay ahead of the competition and lay a foundation for sustainable growth. You want to improve operations efficiency, increase supply chain and demand chain visibility, and meet regulatory requirements cost-effectively while maintaining customer satisfaction and enabling meaningful innovation.

The SAP Business All-in-One for Consumer Products solution is based on decades of experience SAP has accumulated working closely with high-volume consumer products companies. This comprehensive and flexible enterprise resource planning (ERP) solution includes support for industry best practices. With this SAP Business All-in-One solution, you get:

- Comprehensive, integrated business functionality to help you gain visibility across your business and streamline your core business processes – from marketing, sales, and service to procurement, planning, production, financial management, and business analytics
- A flexible and scalable foundation for your business processes, built on the proven SAP NetWeaver® technology platform

- An ERP solution that can be extended with preintegrated functionality for customer relationship management, supplier relationship management, and business intelligence
- An intuitive interface and role-based navigation to improve employee productivity and adoption

LEVERAGE SAP BEST PRACTICES PACKAGES

Each SAP Business All-in-One solution is built on SAP Best Practices packages that deliver proven implementation methodology, documentation, and preconfiguration. The SAP Best Practices family of packages reflects the years of business expertise SAP has acquired as well as insight into the best business practices of more than 6,000 SAP customers worldwide in more than 20 industries. Along with built-in support for the specialized best practices of your industry, an SAP Business All-in-One solution equips you not only with the methods of the best-run companies in the industry but also with the flexibility to support your own unique practices.

The SAP Best Practices packages provide a solid foundation for SAP Business All-in-One solutions, enabling you to

implement a sophisticated solution in significantly less time than typically required and at a predictable, affordable cost. You gain methods and tools to support best business practices for your industry in key functional areas, such as accounting, sales, production, and distribution.

Whether you leverage all supported best practices during initial implementation or start with what you need and add more later, you can avoid complex, resource-intensive steps in implementing your SAP Business All-in-One solution. With these best practices, your partner and your project team can help accelerate implementation by tailoring the software to your specific company requirements, rather than starting from scratch.

This SAP Business All-in-One solution gives you:

- Complete preconfiguration settings that let you run your software with minimal installation effort
- Extensive reusable documentation that you can use for self-study, evaluation, and project team and end-user training
- A clear implementation methodology based on a logical step-by-step process

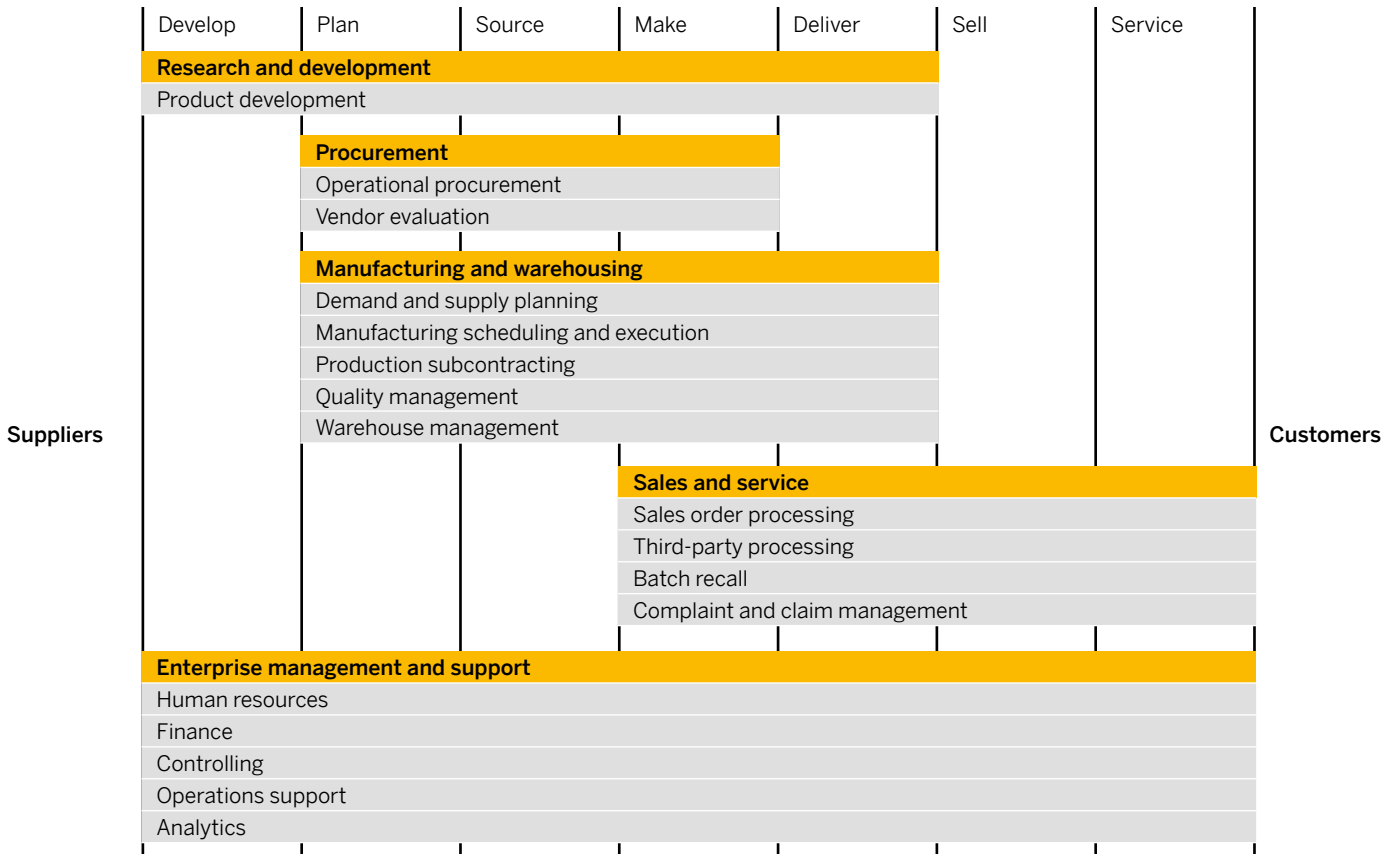
SUPPORT YOUR PROCESS NEEDS

Functionality in SAP Business All-in-One for Consumer Products supports key processes for your operations, as shown in the figure.



With this solution, you can integrate processes to help ensure **consolidated, synchronized, and coordinated demand and supply planning**. This enables you to enhance customer service and profitability across your business network.

Figure: Scenarios in Consumer Products Solution Map



Optimize Product Development

With this SAP Business All-in-One solution, your company can plan, manage, and track product development with centralized project management tools. In addition, centralized document management with change management functionalities lets you share and trace data across the company or with production partners.

Streamline Procurement and Decision Making

This SAP Business All-in-One solution helps your consumer products company streamline procurement processes. Because of integration of manufacturing, planning, sales, and financial information, you can manage everything from materials sourcing with vendor evaluation, through purchasing-invoice verification, to payment processing.

Improve Manufacturing

Because this solution lets you automate and integrate your processes with visibility to materials movement, you can update production planning to forecasted demand as well as monitor material, capacity, and production resource availability. Thus, you can realize shorter lead times and superior asset and inventory use. Support for activity-based accounting creates updated information about product profitability from which you can make decisions to manage lead times and inventory use.

Enhance Sales Processes

This solution helps you streamline, automate, and integrate sales processes across the product and production lifecycles. You can also intuitively respond to signals from a partner such as an order

return or request for inventory. As a result, your sales team can quickly and accurately determine order status and pricing, check product availability, project run rates, and track and manage invoices. This helps you reduce sales cycle time and increase revenue and customer loyalty levels.

Support Comprehensive Operations

With this solution, you can integrate processes to help ensure consolidated, synchronized, and coordinated demand and supply planning. This enables you to enhance customer service and profitability across your business network. And you gain a single view of the coordinated processes. In addition, optimized portfolio management enables insight into product and customer profitability. At the same time, by synchronizing your sales and



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revenue planning with production planning, you can optimize your assets and reduce inventories while meeting demand derived from usage information.

Moreover, you can synchronize inventory management with sales, customer service, and feedback from electronic data interchange from your channel partners. Support for yard management and ship notification provides increased availability of information and helps you quickly send data about materials and the materials themselves to their ultimate destination. Quality management supports a usage decision based on the inspection result at goods receipt to determine if the material is to be accepted or rejected. Batch management supports the traceability of batches throughout the enterprise, from vendor receipt to distribution, as well as provides information to facilitate recall and reporting.

Analytic tools enable you to define financial targets, develop a realistic business plan, and monitor costs and revenue. From a single source, you can also identify which products, technologies,

customers, and processes will drive top-line growth and bottom-line earnings.

BENEFIT FROM INDUSTRY-SPECIFIC FUNCTIONALITY

This SAP Business All-in-One solution supports business processes specific to your industry and supports a phased implementation. It offers a safe approach to help you realize fast time to value, and it scales to support your business as it grows. You can implement this solution now and work with one of our partners who can extend the functionality to address any additional requirements.

FIND OUT MORE

To find out more about how the SAP Business All-in-One for Consumer Products solution can help your company, call your SAP representative or visit us online at www.sap.com/sme/solutions/businessmanagement/businessallinone/consumer/index.epx.

FAST-START PROGRAM ACCELERATES TIME TO VALUE

For smaller midsize consumer products companies, the SAP® Business All-in-One fast-start program provides a simplified process to evaluate, acquire, and implement an SAP Business All-in-One solution. The program offers innovative tools and methodologies to plan a solution online, receive an immediate cost estimate, and shorten implementation times. SAP enables its partners to offer preconfigured, pretested software that can be preinstalled on optimized hardware from selected hardware providers.



The Best-Run Businesses Run SAP™