

SAP® SOFTWARE TAILORED FOR SOFTWARE PROVIDERS

ACHIEVE SUSTAINABLE, PROFITABLE GROW

Like most midsize software providers today, your organization faces many challenges that characterize a volatile and maturing market. These include global competition, pressure to innovate, a need to respond to opportunities in emerging markets, and heightened regulatory pressures. While you search for practical and affordable ways to meet these challenges, you are constantly looking for new ways to improve your operations, your organizational speed and quality, and profitability.

To succeed, you must coordinate global sales, manage a dynamic product portfolio, and deal with a distributed internal value chain that may be poorly integrated and fraught with manual and siloed business processes. Plus, you need to satisfy customer demands for high quality, competitive pricing, and innovative products.

The SAP® Business All-in-One for High Tech solution, specialized for software providers, is based on SAP's more than 35 years of experience working with software providers. 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, 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 customer relationship management and business intelligence functionality
- An intuitive interface and role-based navigation to improve user productivity and adoption

Leverage SAP Best Practices Packages

Each SAP Business All-in-One solution is built on SAP Best Practices packages that deliver a proven implementation methodology, documentation, and preconfiguration. SAP Best Practices packages reflect SAP's years of business expertise and the best business practices of more than 6,000 customers worldwide in more than 20 industries. Each best practice supports integration of your process flows when you use your SAP Business All-in-One solution.

SAP Best Practices packages provide a solid foundation for SAP Business All-in-One solutions, enabling you to implement a sophisticated solution in a fraction of the time typically required and at a predictable, affordable cost. SAP Best Practices packages offer methods and tools for you to implement best business practices in key functional areas for your industry, such as those that support accounting and sales. Whether you leverage all supported best practices during initial implementa-

Midsize software providers seeking to improve operating efficiencies can choose an affordable, integrated solution. The SAP® Business All-in-One for High Tech solution, specialized for software providers, is designed for rapid implementation, adaptability, and fast return on investment.



tion or start with just what you need and add more later on, you'll avoid some complex and resource-intensive steps in implementing your SAP Business All-in-One solution. With these best practices, your partner and your project teams can help accelerate implementation by focusing on 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

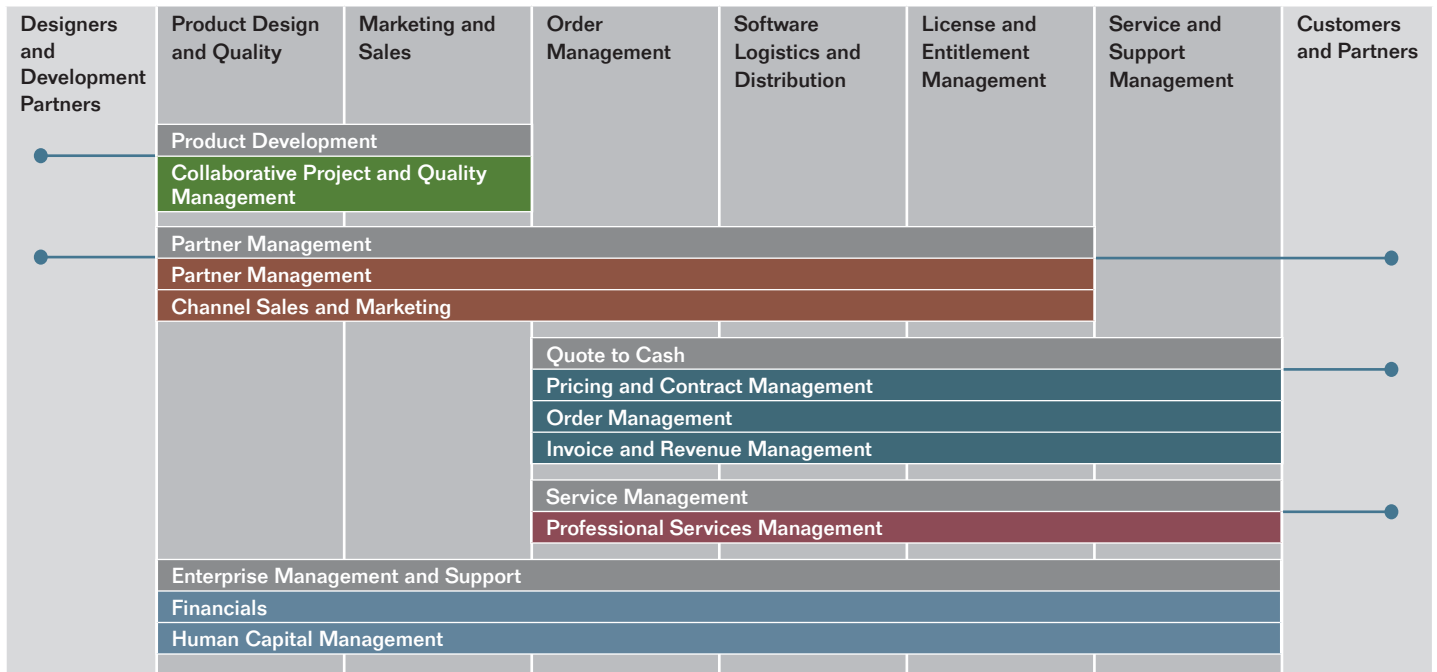
- Extensive reusable documentation that you can use for self-study, evaluation, and project team and end-user training
- A clear implementation methodology based on a logical step-by-step process

Support Your Process Needs

Functionality in SAP Business All-in-One for High Tech, specialized for software providers, supports key processes for your operations, from the sales and development to the back office, and from service to fundamental enterprise management support (see the figure).

Optimize Collaborative Product Development

Even when midmarket software providers outsource parts of development or use decentralized development, they need visibility into and control over the product development process. 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 makes it possible to share and develop across the company.



Key Business Process Support for Software Providers

Streamline Planning, Contracts, and Decision Making

This SAP Business All-in-One solution helps midsize software providers streamline their procurement and outsourcing processes. Because of the powerful integration of planning, sales, and financial information, you can manage everything from establishing contracts through payment processing.

Optimize Service Delivery

This solution is configured to manage and control service delivery for software providers. It streamlines and automates processes across the enterprise to plan and capture time for internal work, including the subsequent accounting and reporting. It offers options to manage external consulting from quotation, contract, execution, and time and material recording to billing and accounting. In addition, it integrates with other processes such as revenue recognition, resource scheduling, and time and expense tracking. Your consulting and development teams can quickly and accurately determine the status of projects, profitability, resource availability, and billing.

Enhance Sales Processes and Quality

Configured for software providers, this solution streamlines and automates processes across the entire order-to-cash lifecycle. Specifically, it integrates with and updates key processes, such as those used to manage finances, revenue recognition, and foreign trade. As a result, your sales team can quickly and accurately determine order status and pricing, check product availability, run rates, and track and manage invoices.

This helps you reduce sales cycle time and ultimately increase revenue and customer service levels.

Improve Channel Management and Coordination

As an increasing amount of sales is driven through partners generally, and the indirect channel specifically, SAP Business All-in-One is able to monitor the activities of those channel partners, including the accurate point-of-sale reporting for revenue recognition, inventory management of packaged software, and the rationalization of sales promotions and marketing programs.

Enhance Customer Service

This solution helps your customer service representatives efficiently manage the customer interface, document complaints or quality concerns, and perform account management, for higher customer satisfaction. Your employees can even track up-sell, cross-sell, maintenance, and upgrade potential across customers to leverage those opportunities.

Enhance Profitability and Business Insight

With this SAP Business All-in-One solution, you can control profit drivers, tightly link strategic plans to operational performance, and enable a single analytical platform for your business. Analytical tools enable you to define financial targets, develop a realistic business plan, and monitor costs and revenue during execution. 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, as well as 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 SAP Business All-in-One for High Tech, specialized for software providers, can help your company operate more efficiently and profitably, call your SAP representative or visit us online at www.sap.com/sme/solutions/businessmanagement/businessallinone/hightech.

Fast-Start Program Accelerates Time to Value

The SAP® Business All-in-One fast-start program helps smaller and midsize companies evaluate, acquire, and implement an SAP Business All-in-One solution from one of our SAP partners quickly, affordably, and with minimal impact on internal resources. This program helps you analyze your options, select the right hardware and software, and deploy an SAP Business All-in-One solution fast and cost-effectively.

Summary

The SAP® Business All-in-One for High Tech solution, specialized for software providers, is a comprehensive enterprise resource planning (ERP) solution based on proven best practices aggregated from thousands of industry implementations. Designed for rapid implementation at a predefined price, the software can help you realize a fast ROI to support increased sales and decreased costs.

Business Challenges

- Ensure profitability in a highly competitive marketplace
- Coordinate global sales
- Ensure on-time delivery
- Gain visibility across complex supply chains
- Deliver innovative products at low cost

Key Features

- **Product development** – Enable integrated, comprehensive product development processes
- **Supplier collaboration** – Automate and streamline procurement processes
- **Service delivery** – Streamline and automate processes across the enterprise to plan and capture time for internal work; manage external consulting from quotation, contract, execution, and time and material recording to billing and accounting
- **Manufacturing** – Optimally plan and execute manufacturing processes
- **Sales and marketing support** – Streamline, automate, and integrate sales processes with other key processes, while efficiently managing the entire customer complaints and material returns process
- **Quality management and compliance** – Manage and assure high product and process quality, and document quality compliance for audits

Business Benefits

- **Improve efficiency** with a business solution containing the functionality needed to support your processes
- **Minimize total cost of ownership** as a result of the solution's flexibility and scalability for implementing enterprise-wide changes and optimizing global deployment
- **Confidently grow your business** with the help of proven ERP software from SAP
- **Improve time to value** by leveraging tools and methodologies that help you get every facet of your business running quickly and smoothly

For More Information

Call your SAP representative or visit us online at www.sap.com/sme/solutions/businessmanagement/businessallinone/hightech.

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