



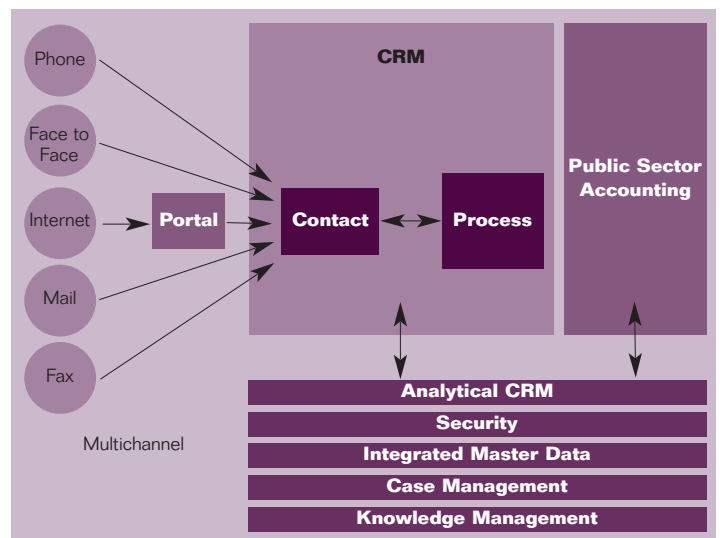
**SAP for Public Sector**

**mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT**

**mySAP™ CRM is a fully integrated, comprehensive solution for citizen service that enables your organization to track and manage customer data more effectively and serve citizens and businesses more responsively. By providing complete front-to back-office coverage of citizen-care functions across all touch points, including the Internet, call centers, e-mail, fax, and face to face, mySAP CRM brings enhanced efficiency, responsiveness, and customer focus to your organization.**

**TAXPAYERS WANT VALUE FOR THEIR MONEY – NOW**  
 Your organization is facing a multitude of challenges, not the least of which is a shrinking budget, and you need to find new efficiencies across the board. In addition, citizens increasingly are demanding e-government services. Your need to improve constituent services has never been more acute, or harder to meet. Taxpayers want value for their money – now.

Your legacy systems cannot handle these unprecedented requirements. Your agency needs solutions that can professionally manage relationships with citizens and businesses alike. You need technology that provides an integrated view of the citizen as a customer and allows your organization access to all information required for responsive customer service. Your people need systems to support all modes of information distribution, from Web-based communications to telephone to fax to cellular – each with its own single point of contact.



Your mandate has a new urgency: find ways to provide new, more responsive services to meet continually changing social and economic conditions. mySAP™ Customer Relationship Management (mySAP™ CRM) is the solution for public services organizations.

### **POWERFUL SOLUTIONS TO SERVE TODAY'S CITIZENRY – YOUR CUSTOMERS**

A complete and integrated solution for all core citizen-driven tasks, mySAP CRM allows your organization to capture, view, and use key information to service customers. By providing a complete view of relationships, mySAP CRM enables your administration to present one face to each citizen and support more efficient internal processes.

Combining more than 20 years of public sector experience with the boundless potential of the Internet, SAP understands how to modernize your organization's constituent service and support operations. mySAP CRM provides the power of streamlined, integrated solutions that taxpayers demand, enabling you to provide them with the enhanced efficiency and value they demand.

Now a fully established worldwide trend, e-government is helping government agencies and those who rely on them to use the Internet to deliver and receive services and support with remarkable new efficiency. E-government initiatives can help public administrations improve the quality of service, stimulate trade and industry, and cut costs internally. In short, e-government is the answer for modern public sector organizations.

mySAP CRM is at the center of SAP's e-government solution, which can help your agency address all core citizen-driven tasks efficiently and cost-effectively. Key e-government capabilities of mySAP CRM include:

- Constituent services
- Case management
- Tax and revenue management

mySAP CRM seamlessly integrates all these capabilities, from front office to back office, linking Web-based forms to workflow or electronic cases. mySAP CRM supports internal processing, the integration of online payment systems, and accounting functions. The solution also supports a wide range of citizen-care functions, including the ability of citizens, industry officials, and other public authorities to communicate via multiple channels.

#### **Constituent Services**

Constituent services are those services that public organizations offer their citizens and businesses. Such services may range from simple information requests, to requests for licenses and permits, to complex tax-return processes. As part of their e-government efforts, public administrations have begun offering Web- and phone-based access to these services. These access channels supplement the traditional ways constituents communicate with public organizations, such as letters, phone calls, faxes, or face to face, thereby increasing the service level to their constituents.

To facilitate these services, administrations must modernize their internal processes and integrate the new communications channels seamlessly. The constituent services capabilities of mySAP CRM let your agency easily implement online services and integrate them into a multichannel communications strategy.

## Case Management

A case is a collection of business transactions, documents, business partners, and activities with a common relationship. mySAP CRM provides powerful case management capabilities that help public authorities structure and control their processes. The mySAP CRM solution allows you to structure cases to reflect interrelationships. It also supports change-tracking, routing, and activity-management processes.

Governments need records – which provide the legal documentation of governmental actions – to operate and deliver services. The case management capabilities of mySAP CRM enhance the ability of governments to manage records through a new, easy-to-use, people-centric user interface.

## Tax and Revenue Management

Governments are financed in a variety of ways. Tax collectors receive taxes from citizens and businesses, towns charge for some services, societies receive contributions from their members, and universities charge tuition fees. All these processes involve procedures that must support masses of people.

Public agencies increasingly want to improve their interactions with citizens, enterprises, and other public administrations. With the Internet delivering an increasing volume of services, the public now expects 24/7 access to public sector services, so they can register, submit queries and requests, and obtain and submit information anytime, anywhere.

To meet these requirements, mySAP CRM and SAP® Public Sector Collection and Disbursement (SAP® PSCD) provide all core tax-administration processes, including registration, return filing, payment processing, collections, audits, customer assistance, and financial management.

The tax and revenue management capabilities of mySAP CRM are easily configurable, so your organization can customize each capability to address your specific requirements.

## UNPARALLELED VALUE IN A COMPLETE, MULTICHANNEL, INTEGRATED SOLUTION

With two decades of public sector expertise, only SAP is qualified to deliver – safely and securely – the strategic technology with proven integration that you need right now. To protect your organization, SAP provides comprehensive authorization and authentication mechanisms, ensuring that the right people have access to the right applications, and that authorized personnel can access all pertinent constituent data. Citizens are assured that their data is securely received using the digital signatures capability.

SAP also enables proven integration to other public sector tools, such as records management, tax and revenue, and back-office systems such as accounting and human resource management. With a full complement of tools explicitly designed to meet the unique needs of public organizations, SAP delivers not only CRM, but also the only complete e-government solution. mySAP CRM offers unmatched benefits for today's public sector organizations:

- **Complete solution, seamlessly integrated** – From front office to back office, mySAP CRM provides seamless integration, linking Web-based forms to workflow or electronic records. Internal processing is supported through integration of online payment systems and accounting functions, integration of knowledge and content, and a wide range of citizen-care functions, including multichannel communications with all constituents through mobile access to portals and services. The open and flexible solution helps your organization integrate data from legacy and complementary solutions into a unified system.

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- **Multichannel solution** – Over the Internet, via phone and fax, or in person, mySAP CRM offers proven, integrated technology to handle constituent contact. The solution maintains a centralized citizen database available only to your authorized staff. This provides a common record that can help employees address citizen concerns across a wide spectrum of services. Integration with back-office applications provides a complete citizen account and highly efficient records management.
- **Powerful analytics and intelligence** – Enhanced data collection increases the effectiveness of analysis and reduces overall cost of ownership. With its analytical CRM features, the solution helps public organizations analyze and adjust workflow, workforce planning, and overall communications. Because the technology is transparent, your users can access not only critical new information but also detailed data they can apply to make more effective decisions. They can compare new data to older information to create new best practices in areas such as environmental protection or social engagement.
- **Knowledge management applications** – Sophisticated SAP tools provide your employees at all workplaces with exactly the knowledge they need to properly process requests, create workflow steps, and handle constituent cases, leading to enhanced customer service and satisfaction while remaining within budget.
- **Proven expertise** – Based on a proven set of best practices, the solution incorporates SAP's wide range of public sector expertise into a powerful, Internet-based CRM solution. Best practices are consistently upgraded and made available to all SAP customers.
- **Easy to maintain** – mySAP CRM has been upgraded to meet the changing needs of public sector agencies. SAP specializes in developing systems that are easy to maintain, so that upgrades can easily be applied while protecting the unique features of each installation.

**THE ANSWER IS HERE: TAKE THE NEXT STEP**

As the core of SAP's e-government solution, mySAP CRM is the only complete, integrated solution that can transform your public sector into a customer-focused, efficient, and responsive service organization. Contact SAP to find out more about the powerful solutions you need to make it happen. For more information, visit our Web site at [www.sap.com/publicsector](http://www.sap.com/publicsector).

**mySAP™ BUSINESS SUITE:****YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE.**

mySAP™ Business Suite provides unlimited scalability, best-of-breed functionality, complete integration, and easy collaboration over the Internet for every business.

Each mySAP Business Suite solution is powered by the SAP NetWeaver™ technology platform, a comprehensive integration and application platform that helps reduce total cost of ownership. mySAP Business Suite consists of best-of-breed solutions that incorporate powerful core functionality, industry-specific features, and best practices based on three decades of SAP experience.

It all adds up to a family of solutions that work together seamlessly to help you achieve your business goals.