



SAP® Business ByDesign™

THE MOST COMPLETE AND ADAPTABLE
ON-DEMAND BUSINESS SOLUTION

Solution Overview

THE BEST-RUN BUSINESSES RUN SAP™





BUSINESS BEYOND BOUNDARIES

SOFTWARE AS AGILE AS YOUR BUSINESS



Designed specifically for midsize companies that want to grow profitably, the SAP® Business ByDesign™ solution is the world's most complete and adaptable on-demand business offering. Unlike any other on-demand business software, SAP Business ByDesign delivers everything you need to succeed. By providing you with transparency and control over your entire business, the solution empowers you to respond immediately to issues and opportunities. The ability to adapt rapidly and cost-effectively to changing business needs means you can meet new business requirements with a minimum of time, effort, and cost. And with an entirely new service model based on the most comprehensive set of built-in IT services and support, you can be assured of a successful deployment and predictable operations – with minimal cost of ownership.

TRANSCENDING THE LIMITATIONS OF YOUR SOFTWARE

Sustained, profitable growth. Customer satisfaction. Ongoing competitive advantage. As a fast-growing company, you have the same objectives as any business. But you're probably finding it challenging to build in the control you need to achieve these goals without sacrificing your IT budget – especially as you focus on the following:



- **Changing and growing**

As part of a dynamic business environment, your organization needs to quickly and cost effectively adapt and expand its business processes. This requires agility across all areas of your business.

- **Thriving in a global network**

As you strive to access broader markets and gain the benefit of local and global sourcing, you need to collaborate efficiently – no matter where your employees, partners, and customers reside.

- **Competing effectively**

While your smaller rivals are undercutting you to close business deals, your larger competitors are exploiting economies of scale to offer similar products and services at a lower price. To cope with this competition on all sides, you need to accelerate innovation across all business areas.

- **Driving costs down**

Factors such as globalization, competition, and potential consolidation force your company to continuously optimize costs. You may have responded by using information technology to integrate your business processes and deliver transparency and visibility of costs in all areas – but these solutions have likely fallen short.



In the center of these challenges are your employees – the people who must work together to address these issues and achieve your business objectives. Most likely, they're working in an environment characterized by siloed and disconnected departments, business processes, data, and applications. And more importantly, they're trying to be productive and innovative while using a variety of tools – including business applications and office solutions – that are not integrated or designed to the unique roles of each employee.

Working under such conditions causes a ripple effect throughout your organization, hindering your business in a number of ways. Your employees and you are unable to manage operations efficiently and gain full control over all business processes. And when you try to gain control, it's often at the risk of slowing down your business. Without enterprise-wide visibility across all business processes and activities, your employees struggle to make informed

decisions. Under these conditions, it is a challenge to respond swiftly to changing marketplace requirements, maximize new opportunities, and drive co-innovation across your extended enterprise.

As you've discovered, the solutions and tools you're using only partially address your needs. In fact, just like many growing companies, you have traditionally been forced to trade off ease of change and agility against affordability when choosing a business software solution that solves these challenges. Face it – your business has outgrown the limitations of your current IT landscape. It's no wonder that you are seeking business software that offers simplicity, automation, and flexibility for your business processes. These are the features that allow you to optimize your operations across all business areas while driving IT costs down.

A NEW GENERATION OF ENTERPRISE BUSINESS SOFTWARE HAS ARRIVED

DESIGNED FOR MIDSIZE COMPANIES
THAT WANT TO GROW PROFITABLY

SAP Business ByDesign is the world's most complete and adaptable on-demand business solution. It helps organizations move beyond the boundaries of traditional IT by delivering an unprecedented customer experience – everything from a personalized try-and-buy process to built-in service and support. At the same time, SAP Business ByDesign provides everything you'd expect from SAP – at a midmarket price.

As an integrated business solution, SAP Business ByDesign allows you to quickly and easily manage your business essentials. At the same time, it provides the flexibility to change, grow, and extend the reach of business processes across your entire ecosystem.

SAP Business ByDesign considers the many ways your employees are involved in the processes that are vital to your business. The software is designed to accommodate the indi-

vidual perspectives of employees – whether they need to focus on a few discrete tasks or the business as a whole – giving them a customized, 360-degree view of the business. With end-to-end integration of key business areas – such as marketing, human resources management, and procurement – in a single, comprehensive solution, your employees can quickly gain the control and transparency needed to be productive and improve your business.

An Unprecedented Experience

- Implement a comprehensive solution in the time it would normally take to tailor a demo to your liking
- Gain insight into enterprise-wide operations at any given moment, with the click of a mouse
- Empower your employees by giving them instant access to all information relevant to their roles, regardless of where they reside in your organization
- Focus on your business while the solution automatically stays up-to-date and proactively monitors its status and resolves issues
- Easily and cost-effectively adapt your solution online at any time in response to changing business requirements



SAP® Business ByDesign™ Supports Your Employees Across Your Key Business Areas

Financials

- Financial and management accounting
- Cash flow management

Customer Relationship Management

- Marketing
- Sales
- Service

Human Resources Management

- Corporate organizational management
- Human resources
- Employee self-service

Supply Chain Management

- Supply chain setup and performance
- Supply chain planning and control
- Manufacturing, warehousing, and logistics

Project Management

Supplier Relationship Management

- Sourcing
- Purchasing

Compliance Management

Executive Management Support

- Business performance management



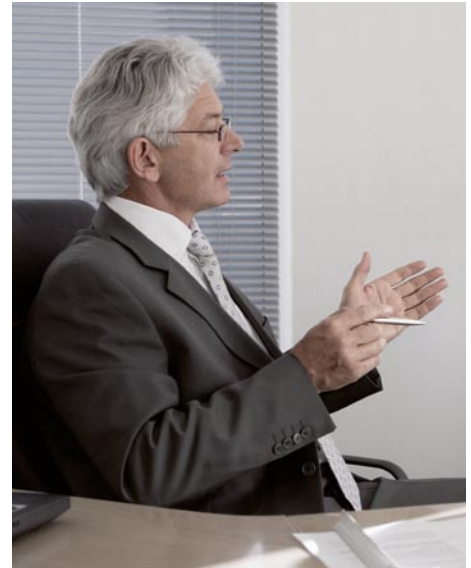
SAP® Business ByDesign™ Supports All Key Business Areas Across Your Company

SOFTWARE THAT MEETS YOUR NEEDS NOW – AND IN THE FUTURE

OVERCOME CHALLENGES, COMPETE EFFECTIVELY, AND DRIVE DOWN COSTS

SAP® Business ByDesign™ Addresses Your Needs

- Enables your employees to excel at their jobs by automating routine activities and tasks and streamlining business processes
- Helps your company change and grow by making it easy to adapt the software to meet new business requirements with a minimum of time, effort, and cost
- Makes it easy to collaborate with people inside and outside your business to maximize co-innovation and productivity – so you can thrive in a global network
- Simplifies your IT with built-in services and support
- Supports your efforts to comply with shifting regional, national, and international regulations
- Has the information technology to integrate business processes and give you transparency and visibility of costs in all areas



The following are some of ways that SAP Business ByDesign enables you to address your challenges, change and grow, thrive in a global network, keep up with larger rivals, and drive costs down.

Achieve 360-Degree Business Visibility

The 360-degree business views and built-in analytics provided by SAP Business ByDesign help your organization identify areas of improvement, innovation, and differentiation – so you can act quickly and decisively upon them across all business areas. By making it easy to identify ways to differentiate your company from the competition, SAP Business ByDesign can help you capture greater market share.

Adapt with Your Business

SAP Business ByDesign can be as agile as your organization, allowing you to compete effectively with smaller businesses as well as larger enterprises. You can implement software changes that reflect your requirements – with a minimum of time and effort. Because the time between your decision to change business processes and actual software implementation is greatly reduced with SAP Business ByDesign, you can keep IT costs low. And with SAP Business ByDesign you'll have no problem operating in a dynamic environment – because you can specify your changes in everyday business language, while SAP Business ByDesign takes care of the rest, ensuring the consistency and integrity of all business process changes.

Collaborate Easily

SAP Business ByDesign makes it easier for employees to work with each other – and with customers and partners – by dynamically linking communications channels such as the phone or instant messaging with context-related and task-oriented business information. Your suppliers, partners, and customers can interact with your organization through dynamic offline forms and other forms of communication. The consistent and effective communication and information sharing made possible by SAP Business ByDesign allows you to maximize productivity and co-innovation inside and outside the organization. As a result, you can lower the cost of new-product development, bring new products to market quickly, and compete effectively.



Gain Process Flexibility

SAP Business ByDesign reflects more than 35 years of SAP experience as well as our expertise to deliver software that's engineered for simplicity and flexibility. The result? You gain the process flexibility you need to compete successfully against bigger businesses and smaller, more agile competitors. With SAP Business ByDesign, you can quickly implement process changes or innovations to reflect your business requirements –even as they change over time. An example is the way SAP Business ByDesign enables you to define your sales and marketing processes to include any combination of direct and indirect sales channels, or to set up your supply chain operations and

warehousing with the level of sophistication you need. Support for international operations – including handling of different languages, currencies, and compliance with local regulations – means that you can thrive in a global environment.

Ensure Regulatory Compliance

Complying with government regulations is not optional – it's a necessity. SAP Business ByDesign provides visibility, transparency, and integrity of all business processes – as well as localized business content and practices – for out-of-the-box regulatory compliance. By enabling you to meet and maintain compliance in all countries of operation supported by the solution, SAP Business ByDesign allows you to focus on growing your business. And because SAP Business ByDesign helps you reduce the time and effort required to comply with regulations, your organization can keep compliance costs low.

Automate Processes

With SAP Business ByDesign, you can achieve an unmatched level of automation across all business areas. In addition, the adaptability of the solution allows your organization to address its most critical business problems first, and then tackle other areas as business needs dictate. The solution streamlines or eliminates many common administrative tasks and the associated costs – within the organization as well as across your growing network of suppliers and other business partners. And

by proactively delivering only the most relevant and meaningful information to each person – such as items requiring immediate attention – it allows your internal and external resources to focus on value-added business tasks and innovation.

Leverage Built-In Services and Support

SAP Business ByDesign comes with significant service and support knowledge and automation built in. Automatic health checks allow the software to detect potential problems before they impact your business processes. Built-in learning allows you to learn how to use the solution at your own pace, and you can add content to meet the specific needs of your company. In addition, context-sensitive help gives you immediate access to information related to the task at hand. Your company is connected continuously to the help and support it needs via a service backbone. The software stays up to date automatically with the latest business content to facilitate regulatory compliance and to support customers, partners, and employees on an international scale. And to help you keep up with larger rivals, SAP provides you with access to high-quality IT, consulting, and support services through SAP and its partners. By reducing the time needed to deploy, roll out, maintain, and continuously adapt its IT landscape, your organization can reduce costs – and can focus on business innovation instead of IT management.

A DAY IN THE LIFE: FROM FORECAST TO EXECUTION WITH SAP Business ByDesign

BENEFIT FROM FLEXIBILITY AND AUTOMATION IN EVERYDAY WORK



SAP® Business ByDesign™ Fundamentals

- **Work center** – The key design element of SAP Business ByDesign that pulls together related business activities, enabling an employee to focus on a set of tasks that naturally belong together
- **Collaboration window** – A desktop component that provides quick access to frequently used SAP Business ByDesign functions and Microsoft Office applications

SAP Business ByDesign combines process automation and integration with people empowerment and collaboration support in a solution that adapts to your business and changes at the speed of your business. It enables your organization to manage its business processes across multiple departments, while providing complete role-based support for employees who must manage their own activities within these overarching business processes. SAP Business ByDesign frees your employees to continue doing what they already do naturally: exchange ideas, work through problems, compare notes, get feedback, and more – working through the solution instead of having to work around disconnected applications and tools. Your employees benefit from SAP Business ByDesign flexibility and automation in their everyday work, as illustrated in the following example of a sales-forecast-to-execution business scenario.

Ecosystem Collaboration

Each morning, the CEO of AKRON Heating Technologies Inc., Catherine Kennedy-Wood, starts out her day by checking her company's sales forecast in SAP Business ByDesign. This morning, she sees a projected drop in profit and uses the analytics built into her management work center to further analyze the problem. Using a personalized buddy list in her work center, Catherine identifies the appropriate sales director, Peter Ming, and calls him using a collaboration window integrated into her work center. If Peter is not available by phone, she can switch immediately to another communication channel such as e-mail.

Peter is in the office reviewing his daily reports in his personalized portal when a pop-up box notifies him of a call from the CEO. He immediately switches from his current activity and dives into the details of Catherine's call. Using the fully integrated collaboration window within SAP Business ByDesign, he can access and discuss the current sales status with Catherine right away.

Peter's sales management work center, designed especially for a sales director, provides all the data he needs to effectively run his sales business. He checks the opportunity pipeline to determine potential sources of revenue for the near future.

Business Agility Meets Transparency and Visibility

While checking the opportunity pipeline, Peter notices an opportunity that has been stalled because he has not been able to grant his customer, Silverstar Wholesale Corporation, an additional price discount. With one click, Peter calls up all relevant information for the opportunity. Using a link embedded directly in his work center, Peter contacts the responsible sales executive, Bob Menson. To get a 360-degree view of Silverstar's status, Bob opens the account fact sheet for Silverstar. Peter and Bob decide to visit the customer and, at the customer site, the sales team agrees to an additional 10% discount and closes the deal.



Back in the office, Bob changes the original sales quote, and confirms that the order can be delivered on time. Bob previews the quote and makes a final check before sending it via e-mail to his Silverstar counterpart, Frank Smith. When Frank receives the e-mail, he calls Bob at AKRON to change the delivery date. With one click, Bob pulls up the Silverstar order and changes the requested delivery date.

Full Integration Ensures Streamlined Processes

AKRON's plant manager, Fernando DelPiera, receives a notification directly in his work center informing him of the changed delivery date. He adjusts the demand plan accordingly. First, he checks the planning lists for the minimum days of supply listed for the order's critical parts. Fernando's work center displays each product together with the reason for the notification,

solution recommendations, and additional details as needed. Fernando decides that he doesn't need the safety buffer and releases the purchase order. The purchase order is sent automatically to the supplier, AMS, as an interactive form.

At AMS, the supplier imports the data from the interactive form, checks product availability, and confirms the data online. The confirmation then appears in Fernando's work center at AKRON. While tracking Silverstar's sales order, Bob can view all shipping information, such as carrier name and delivery status; he sees that the order was delivered just a few minutes ago.

At the end of the day, CEO Catherine Kennedy-Wood checks the status of the sales forecast once again – and at a glance sees that projected sales are back on track.

ENABLING BUSINESS BEYOND BOUNDARIES

FOCUS ON YOUR BUSINESS – NOT YOUR SOFTWARE

Your business is no longer held back by your software. SAP Business ByDesign provides unmatched ease of adoption and use, exceptional flexibility, and a predictably low cost of ownership. With SAP Business ByDesign, you can conduct business beyond boundaries and accomplish your goals.

Unique Innovations Empower Your Employees

- Built-in learning environment provides an intuitive, personalized experience.
- Guided processes simplify daily business tasks.
- Built-in multichannel communication improves productivity.
- Intuitive navigation streamlines business processes.
- Integrated analytics improve decision making.
- Built-in services and support simplify day-to-day IT activities.

Helps Your Business Reach Its Full Potential

Several unique SAP Business ByDesign features help you automate and optimize your business operations. As a single solution covering your entire business – including customer relationship, inventory, and financials – from end to end, SAP Business ByDesign ensures your processes are optimized. A built-in, just-in-time learning environment enables your employees to work at their best, while integrated analytics enable transparency across your organization and better decision making. Ready-to-use collaboration features enable rapid integration of customers and suppliers into your business processes.

Adapts as Your Business Needs Change

SAP Business ByDesign provides the flexibility to change, grow, and extend the reach of your business across your entire ecosystem. Your employees can reconfigure SAP Business ByDesign on the fly – without disrupting critical business processes – so you can respond immediately to new opportunities, streamline your operations, and adjust to market requirements. Because SAP Business ByDesign is engineered to accommodate the individual roles of your employees, it reflects organizational changes as soon as you notify the software. Flexible and easy-to-use reports and dashboards help you manage your business in real time, while built-in support for regulatory compliance makes it easy to address changing legal and reporting requirements. And because you can set up operations quickly in international countries supported by SAP Business ByDesign, you are able to expand rapidly into new markets at a low cost.



Simplifies IT

SAP Business ByDesign ensures predictable deployment and operations. Built-in service and support features ensure ease of adoption and use: your employees can configure and adapt the software to suit their needs and drive productivity – without the help of extensive and expensive IT resources. At the same time, automated support running in the background ensures optimal performance and increased productivity. Of course, you always have access to expert help from SAP and can order additional services and features from SAP as needed. By delivering a new service and support model, SAP Business ByDesign lets you concentrate on your business and minimize your cost of ownership.

Ensures Rapid Adoption

SAP Business ByDesign is designed to get you up and running as soon as you are ready. During your first contact with SAP Business ByDesign over the Web, you have access to a trial system that allows you to customize the solution to suit your business requirements. You can try the software as configured to understand how it can benefit your organization and then implement it directly from the Web and across your enterprise. The personalized try-before-you-buy evaluation and purchase process eliminates surprises and allows you to move quickly from demo to production. In addition, SAP offers easy-to-understand pricing that further simplifies the purchase process. Just as important, built-in guided learning and an intuitive user interface make it easy to use SAP Business ByDesign, ensuring rapid adoption by your employees – and a short time between implementation and seeing a return on your investment.

Provides Ease of Use

SAP Business ByDesign is built to reflect the way that people work every day. An intuitive user interface provides access to all needed functions, information, and help, simplifying the learning process and increasing employee productivity. Because SAP Business ByDesign models the way people interact in a business environment, employees, customers, suppliers, and partners can work together easily. In addition, the event-driven design of SAP Business ByDesign not only automates routine tasks, but also proactively pushes the right information to the right employees at the right time – resulting in faster and better decision making.

SIGN UP FOR AFFORDABLE AGILITY AND IMMEDIATE VALUE

EMPOWER YOUR EMPLOYEES, ACCELERATE
INNOVATION, AND OPTIMIZE OPERATIONS

Why SAP® Business ByDesign™?

- **Unbeatable value**
As an integrated business solution, SAP Business ByDesign supports all areas of your business at an affordable price.
- **Unprecedented speed**
The rapid implementation possible with SAP Business ByDesign delivers immediate business value, while support for rapid change minimizes business disruptions.
- **Unmatched flexibility**
By being highly adaptable to changing business needs, SAP Business ByDesign enables you to stay ahead of your competition.
- **Superior customer experience**
A personalized try-and-buy process – including fast, intuitive software configuration – as well as ease of adoption and use through built-in learning, service, and support ensure a superior user experience.
- **Unrivalled transparency and control**
By centralizing business data across all departments and all business processes, SAP Business ByDesign helps you identify market trends and opportunities early and capitalize on them immediately.
- **Simple, rapid configuration and adaptation**
SAP Business ByDesign enables your managers and employees to adapt and extend their business processes quickly across the entire ecosystem – without requiring extensive, expensive IT resources.
- **Predictable cost and low risk**
SAP Business ByDesign adapts and changes as your company changes and grows, giving you a predictable cost and low risk.

SAP Business ByDesign is an affordable solution to your business challenges that empowers your employees and enables business agility. And all of this is made possible via comprehensive, easy-to-use software that supports all stakeholders across your company as well as your extended ecosystem. With SAP Business ByDesign, your organization can build its business, develop relationships, accelerate innovation, and optimize operations.

What are you waiting for? To find out more about SAP Business ByDesign – and how it can help your organization operate beyond business boundaries – visit www.sap.com/solutions/sme/businessbydesign.



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