

SAP Solutions for Small Businesses and Midsize Companies

INVEST AND INNOVATE TODAY
GROW YOUR BUSINESS TOMORROW



THE BEST-RUN BUSINESSES RUN SAP™



FLOURISH THROUGH INNOVATION



As a successful small or midsize company, you've established your brand and reputation by consistently delivering an exceptional product or service. With hard work, great ideas, and talented people, you have managed to stay ahead of the curve in your fast-changing market. Now the challenge is to come up with the next innovation in product design or service delivery to keep momentum and customer satisfaction growing.

Investing in your operations and employees creates a solid foundation for innovation. By automating and optimizing business processes, you gain the efficiency, clarity, and flexibility you need to support the creative development of products and services. Employees in such an environment spend less time on manual and mundane business tasks, focusing instead on generating new ideas and innovative products.

This paper examines how integrated software solutions help you invest and innovate to sustain your company's growth by:

- Differentiating products and services
- Bringing new products to market efficiently
- Keeping your costs down and prices competitive
- Developing the best talent for innovation

DELIVER INNOVATIVE PRODUCTS AND SERVICES

Differentiate to Sustain Growth

You can differentiate your company from competitors by creating specialized or customized products or services, by raising the bar on customer service, or simply by offering lower prices. But first you need a deep understanding of your customers' needs and expectations. With that insight, you can enhance existing products, develop new ones, and promote brand identity and customer loyalty.

A clear-eyed view of your market is enabled by accurate and accessible customer, order, and sales data. Too often, however, important numbers are lost in a fractured information system of departmental spreadsheets, inconsistent customer IDs, and inaccurate inventory reports. An integrated software solution from SAP can make a crucial difference. With reliable and timely information on customer buying trends, for example, you can have innovative products and services ready to catch the next customer wave.

Profitable growth also depends on your ability to recognize and respond to new market opportunities. You need nimble business processes that synchronize suppliers, production, and administration to fulfill customer demands before your competition does. Built-in analytics and reporting can provide a clear, up-to-date view of sales data, competitive analysis, and supplier capabilities, positioning you to stay one step ahead of your customers' needs.



“We are a different company every six months. We need to work a lot smarter, not just a lot harder – that is why we decided on SAP.”

Kevin Plank, President and CEO, Under Armour Inc.

Open Markets with New Products and Services

Designing an innovative product or offering a radical new service is a great achievement. But bringing your innovation to market quickly – and managing the complex development process required to do so – is a big hurdle, perhaps the biggest, for many companies trying to do just that. Can your suppliers provide the raw materials? Have you identified the most efficient distribution channels? Can your facilities meet demand? Will your employees be trained in time to support the product or service?

Bringing a product to market efficiently not only helps guarantee a successful launch; it increases margins. For example, by identifying the most viable

markets before you manufacture the first unit, you can focus sales resources on the best opportunities. Integrating customer and pipeline data supports decisions on production schedules, customizations, and support levels. To optimize marketing spend, you need to track the performance of marketing and promotional campaigns over time.

Once you've launched your innovations into the marketplace, you need to monitor their progress closely. SAP® solutions for small businesses and midsize companies enable you to track sales pipelines, customer adoption rates, and marketing programs, so you can quickly adapt strategies in response to customers' buying patterns and satisfaction levels.

SUPPORT OUTSTANDING PRODUCTS AND PEOPLE

Automate and Optimize for Faster Innovation

To inspire innovation, your company should focus its resources on product development and service enhancement, not on manual data entry or transaction processing. A new product launch can be stymied by inflexible accounting or purchasing programs. Inefficient customer feedback loops can have you developing product enhancements for one-off requests or an unprofitable market segment. But automating cross-functional business processes – from closing your books on time to providing customers with timely and accurate change orders – supported by SAP software helps optimize the fundamental activities of your business. For example, SAP software fluidly processes sales orders to improve the timelines and accuracy of order fulfillment and uses real-time account postings to cut the time required for month-end close from weeks to days.

Beyond simply improving day-to-day efficiencies, SAP solutions support the management of the entire innovation life cycle – from product design, collaborative engineering, and material requirements planning to project management, documentation, and quality assurance. A single source of all product-related information, supported by integrated product management software, yields highly coordinated innovation. This enhances quality, accelerates time to market, and, above all, makes the best possible use of time, money, and resources.

“We can roll out four to five new products per year, whereas most companies in our industry can only do one. That’s huge.”

Stanley Ezzell, Vice President of Strategic Initiatives, Wellborn Cabinet Inc.



Manage Talent to Focus on Innovation

Creativity. Thinking outside the box. Providing outstanding customer service. These are the attributes of an innovative and motivated workforce. Your challenge is to attract, retain, and reward a team that is focused on innovation – and supports your business objectives. Managing your workforce effectively means more than yearly pay reviews. Competitive salaries may attract the right people, but opportunities for growth and creativity keep them innovative, which, in turn, benefits the company with new products and services.

With SAP solutions, you gain the comprehensive HR processes and reporting tools you need for recruiting, staffing, payroll, performance management, and employee training. Your managers can devote their attention to finding great applicants, enhancing employee performance, and supporting the training needed for new product and service initiatives.

SUSTAIN THE MOMENTUM

At the heart of every business is the desire to grow. Innovation creates the products and services that customers crave and opens up markets that provide a rush of growth-sustaining profits. That's entrepreneurship – business at its best.

SAP solutions for small businesses and midsize companies support product and service innovation so you can build in differentiation, carve out a competitive advantage, and support sustainable growth. With an SAP solution infrastructure, you can bring new and customized products and services to market faster. By investing in talented people and the training and tools they need, you are providing a fertile environment for innovation. And by automating manual tasks, you enable employees to focus on developing innovative products, delivering outstanding service, and satisfying customers, all of which are key factors of differentiation.

SAP Solutions for Small Businesses and Midsize Companies

When it comes to the specialized needs of small businesses and midsize companies, one solution certainly doesn't fit all. SAP offers a portfolio of flexible and affordable business management solutions designed specifically for the fast-changing requirements of small businesses and midsize companies. By seamlessly integrating sales, customers, financials, and operations, SAP solutions give you the cross-company visibility you need to base every decision on real-time information.

Armed with insight into every aspect of your business, you can easily monitor performance, eliminate

inefficiencies, and, most important, identify profitable opportunities. With standardized, proven solutions from SAP available at a predictable cost, small businesses and midsize businesses can streamline operations, act on instant and complete information, and accelerate profitable growth. Trusted by more than 34,000 small and midsize customers around the world, SAP offers the industry experience and the best-fit solutions to help you stay ahead of the competition.

To learn more about the SAP solution portfolio for small businesses and midsize companies, visit www.sap.com/sme.

50 089 394 (08/04)

©2008 by SAP AG.

All rights reserved. SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

www.sap.com/contactsap

THE BEST-RUN BUSINESSES RUN SAP™

