

SAP Solution in Detail

SAP Solutions for Small Businesses and Midsize Companies

SAP Business All-in-One

**Drive Growth with Scalable, Industry-Specific
SAP® Business All-in-One Solutions**



SAP Business
All-in-One



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Quick Facts

Summary

SAP® Business All-in-One solutions are the most powerful, industry-specific enterprise resource planning solutions available to midsize or quickly growing small companies. They give you an integrated view of your business and easily scale and adapt to meet changing needs. The solutions help drive business growth, build and maintain operational excellence, and optimize financial performance. The software provides in-depth functionality for running the entire business efficiently and is designed to be affordable, with a predictable time to value.

Business Challenges

- Keep pace with quickly changing market conditions and customer demands
- Streamline business operations
- Comply with financial reporting requirements
- Broaden and deepen your insight into business operations

Key Features

- **Powerful enterprise resource planning functionality** – Manage financials, sales, service, procurement, logistics execution, product development, manufacturing, human capital management, corporate services, and business analytics
- **Industry-specific functionality** – Solve business challenges with a solution tailored to your industry
- **SAP NetWeaver® technology platform** – Quickly and cost-effectively add on to your existing solution as your business grows and needs change
- **Best practices** – Leverage proven methods for implementing best practices in key functional areas and industries
- **Scalability** – Start with what you need now, adapt and scale your solution as your needs change, and add in-depth customer relationship management, supplier relationship management, or business intelligence functionality at any time

Business Benefits

- **Enhanced agility** to respond more quickly to changing market conditions and customer demands
- **Greater efficiency and effectiveness** thanks to streamlined business processes, automated tasks, and fewer errors
- **Improved financial management** due to more accurate financial reporting, better record maintenance, and deeper insight into organizational performance
- **Increased visibility** from integrated analytics that help uncover business risks and opportunities

For More Information

Visit www.sap.com/businessallinone to learn more about SAP Business All-in-One solutions and find an SAP partner near you.

The Challenge: Scaling Business Software to Support Growth

To support growth, you need a unified business management solution with the flexibility to adapt as requirements change. An SAP® Business All-in-One solution helps **drive growth, build operational excellence, and optimize financial performance** so you can outperform the competition. With built-in support for best practices, these industry-specific enterprise resource planning solutions are designed for midsize companies and quickly growing small businesses seeking to integrate processes company-wide.

THE WRONG BUSINESS SYSTEM CAN HOLD YOU BACK

As midsize companies grow, many find it difficult to retain the very characteristics that first led to success – speed, flexibility, and strong customer relationships. Growing companies are often hampered by business software systems that simply cannot keep up. Unsophisticated systems can lack the capacity to support daily tasks and are often poorly integrated, making them time consuming and expensive to maintain. An ineffective technology infrastructure can be a serious impediment to remaining competitive and agile. Responsiveness and timely decision making can be hurt by systems that cannot scale to handle the increased number of transactions generated by a growing customer base. Communications with geographically dispersed suppliers and partners can become more complex.

Disjointed, nonintegrated systems can also make it difficult to get full visibility into business operations. Perhaps most important, it is difficult to achieve a unified company mission when each operation or geographical location is using independent or poorly coordinated legacy systems. Such systems provide little consolidated visibility or sharing of business processes, which by their very nature must transcend individual operations.

Faced with this common set of challenges, quickly growing companies like yours need a single, integrated business management solution as part of their IT strategy. As your business strategy becomes more clearly defined and aligned with a core competence around a specific industry or set of subindustries, industry-specific requirements emerge. You must be able to link business processes and the various departments inside the enterprise that play an interdependent role in those

processes. Adopting new, comprehensive technology that underlies the entire organization and integrates the needs of sales, finance, accounting, human resources, and logistics is critical to providing scalability and delivering value that stands the test of time. And for any IT strategy, flexibility is important. Your organization must be able to adapt to business-driven changes such as geographical growth, reorganizations, and business-model evolution and still serve internal and external customers quickly.

POWERFUL SAP BUSINESS ALL-IN-ONE SOLUTIONS FROM OUR PARTNERS

SAP Business All-in-One solutions are the most powerful, industry-specific ERP solutions available to midsize companies or quickly growing small businesses. The solutions support core business processes in a range of industries. These processes include financials, sales and service, procurement and logistics execution, product development and manufacturing, human capital management, corporate services, and business analytics.

Built on the proven SAP ERP application and the flexible SAP NetWeaver® technology platform trusted by the largest enterprises, SAP Business All-in-One solutions



Disjointed, nonintegrated systems can make it difficult to get full visibility into business operations.

An SAP Business All-in-One solution helps drive growth, build operational excellence, and optimize financial performance so you can **outperform the competition**.

are optimized for midsize or quickly growing small companies. Yet they can grow and scale along with the business. At any time, you can extend your solution with additional functionality for customer relationship management (CRM), supplier relationship management (SRM), or business intelligence (BI).

SAP Business All-in-One solutions can handle the most demanding local and global business requirements in over 50 countries. Fully integrated functionality streamlines core business processes. With embedded analytics and access to standard reports, the solutions give you visibility into the performance of all business operations.

Through their built-in support for industry-specific best practices, the

solutions equip you with the methods of the best-run companies in your industry, along with the flexibility to support your unique practices. Over 800 industry solutions are delivered by local SAP partners with deep expertise in specific industries.

SAP provides proven tools and methodologies for fast, predictable implementation with low risk, low cost, and rapid time to value, as well as ongoing maintenance and support. SAP Best Practices packages enable our partners to create and extend qualified SAP Business All-in-One partner solutions and to activate new functionality in them. SAP also provides a solution configurator and a solution builder tool that help consultants or your IT staff to configure and extend the solutions.



Drive Growth with SAP Business All-in-One Solutions

With an SAP Business All-in-One solution, you can drive business growth, build and maintain operational excellence, and optimize financial performance.

MANAGE SALES, PRODUCTS, AND SERVICES

SAP Business All-in-One solutions let you proactively manage sales opportunities and marketing plans while rapidly developing new products and services. To improve sales forecasts and deal closures, you can prioritize, reassign, or modify sales opportunities. To open new markets and introduce new products, you can rapidly deploy marketing plans and processes. To reduce customer churn and increase retention, you can better manage customer service requests, contracts, and warranties. And to shorten product development lifecycles, you can carry out everything from design engineering and integrated product-data management to manufacturing in one integrated solution.

BUILD AND MAINTAIN OPERATIONAL EXCELLENCE

With SAP Business All-in-One solutions, you can grow and scale your company by optimizing logistics, manufacturing, and resource management processes throughout their lifecycles, while automating routine activities across all business areas. You can enable lean shop-floor operations for assembly and fabrication (including extensive repair and overhaul processes) to increase inventory turnover and reduce cycle times. You can also proactively route tasks and approval requests to improve efficiency. The solutions let you effectively manage inbound and outbound logistics to increase order accuracy and velocity. They also provide alerts and relevant information to employees, based on their responsibilities, to improve decision making. You can better administer workforce processes and

talent to improve employee retention and satisfaction. You can also manage projects, portfolios, and regulatory requirements to improve resource utilization and compliance.

OPTIMIZE FINANCIAL MANAGEMENT AND PERFORMANCE

SAP Business All-in-One solutions enable you to accelerate financial closes, increase the accuracy of financial reporting, and maintain superior cash management. You can improve your ability to maintain a set of balanced books reflecting any business dimension. Support for international and local accounting standards also helps you reduce your risk of noncompliance.

With an SAP Business All-in-One solution, you can gain deeper insight into organizational risk and performance by analyzing revenue and cost information for customers, products, projects, and services. You can centralize and take greater control of cross-company payment processes, such as payments to subsidiaries and other outgoing payments, and consolidate global cash positions across your company. By supporting these capabilities, the software can help reduce your banking fees. The solution helps you optimize working capital and liquidity by more accurately forecasting your cash flow and cash requirements. You get a centralized, near-real-time view of cash positions across multiple bank accounts that helps you make the most of your cash and maximize your returns. Overall, you can improve your management of internal controls including documentation, assessment, and testing.

UNIFY AND SIMPLIFY

All the functionality in an SAP Business All-in-One solution is integrated to simplify your business and IT landscape across functions, regions, and teams. It supports streamlined business processes

and enables you to complete a process from beginning to end. You might, for example, create an opportunity using CRM functionality, convert it directly into a quote, and then later convert it into a sales order – complete with product, pricing, billing, and delivery information – using enterprise resource planning (ERP) functionality. And BI functionality gives you real-time visibility into your sales performance throughout the entire process. Centralized data and business intelligence help ensure that you have a “single version of the truth,” providing a 360-degree view of your operations, employees, and customers.

DRIVE ADOPTION AND IMPROVE PRODUCTIVITY

Additional advantages of using an SAP Business All-in-One solution include faster adoption, increased productivity, and fewer errors. The integrated software and common desktop environment help your employees quickly understand and use the software. The integration also eliminates manual data reentry between different functional areas, saving time and reducing the risk of mistakes.

SAP Business All-in-One solutions include the following features designed to maximize productivity and ease of use.

Efficient User Experience

The solutions increase productivity by speeding access to critical information. You can access key business content through a rich, unified, and personalized user environment and execute tasks and transactions quickly and efficiently. Role-based navigation, screen personalization, quick links to key data, snapshots of recent records, integrated business analytics dashboards, key reminders and alerts, and an advanced search function help employees perform daily tasks more efficiently.

Automated Workflows

By automating manual processes, the solutions save time and money. You can, for example, generate an automatic alert on all contracts that are up for renewal or on customers with overdue payments. You can also escalate service requests for your most important customers and automatically route tasks between groups and departments.

Groupware Integration

Integration with desktop tools such as IBM Lotus Notes and Microsoft Office allows business users to manage their activities and communications more effectively – any time, any place. Users can synchronize tasks, appointments, and e-mails and export customer and opportunity lists to Microsoft Excel for analysis.

MAKE A COST-EFFECTIVE, LONG-TERM INVESTMENT

With SAP Business All-in-One solutions, you can have complete confidence in your investment. The solutions are configured to match your business requirements without the need for customization. They can be extended to meet your specific needs, whether you are engaged in cross-country, cross-currency, or cross-border trade. You can incorporate additional functionalities to cover, for example, new business processes, different trade patterns, new products, and new users, when needed.

SAP Business All-in-One solutions work with hardware options from select partners and with software options that incorporate pretested database and operating

systems to help you reduce total cost of ownership. With these pretested, preconfigured options, you can eliminate the guesswork and implement an affordable solution for your company. Because SAP Business All-in-One solutions are powered by SAP NetWeaver, you can unify and integrate both SAP and non-SAP software. You can therefore be confident that your IT infrastructure will meet existing needs and future requirements.

Today thousands of midsize companies in more than 50 countries run SAP Business All-in-One solutions. You can be confident that SAP, as one of the world's leading providers of business software, will be around for a long time to come. More than 1,100 SAP partners around the world deliver local implementation and configuration support for SAP Business All-in-One solutions, giving you access to expert assistance no matter where you are located.

SAP Business All-in-One solutions are the **most powerful, industry-specific solutions** available to midsize companies or quickly growing small businesses.

One Integrated Solution Supporting All Your Key Processes

Unlike other business software on the market, an SAP Business All-in-One solution helps you manage your most important processes in a single integrated application, as shown in the figure. It allows you to start with what you need now and add what you need later.

An SAP Business All-in-One solution includes the following core functionality:

- **Enterprise resource planning** – Effectively manage financials, sales and service, procurement and logistics execution, product development and manufacturing, human capital management, corporate services, and business analytics
- **Support for best practices** – Benefit from industry-specific functionality and business processes based on SAP and SAP partners' experience – spanning the last 35 years – with customers in more than 25 industries worldwide
- **Technology platform** – Lay a foundation to quickly and cost-effectively add on to your existing solution as your business grows and your needs change

Additional integrated functionality is available for SAP Business All-in-One solutions at a low fee, including:

- **Customer relationship management** – Efficiently conduct all aspects of your customer relationships – from marketing to sales to service

- **Supplier relationship management** – Optimize procurement and sourcing to control costs
- **Business intelligence** – Gain insight and improve decision making with tools for financial and operational reporting and analysis

ENTERPRISE RESOURCE PLANNING

SAP Business All-in-One solutions are designed to meet the needs of growing small businesses and midsize companies and are based on the SAP ERP application, an industry-leading product. Each integrated solution includes comprehensive functionality to manage all aspects of your operations. It delivers role-based access to business application data and analytical tools. Your company can use it across the following areas:

- **Accounting and financials** – Create accurate financial statements and integrate all operative transactions throughout the company
- **Sales and service** – Meet customer demands, support the entire order-to-cash process, and provide after-sales support
- **Purchasing and logistics execution** – Control costs and manage inbound and outbound logistics cycles – including drop shipments

- **Inventory management** – Track the quantity, value, and movement of inventory in real time
- **Human capital management** – Manage staffing changes and streamline payroll processes
- **Product development and manufacturing** – Improve the product lifecycle process and manufacturing operations
- **Reporting and analytics** – Plan, measure, and control organizational processes
- **Corporate services** – Lower administrative costs, increase transparency of operations, and improve adherence to corporate, legal, and regulatory requirements

SAP ERP is the software foundation that enterprises trust to achieve business excellence and innovation. Based on industry best practices, SAP ERP draws from more than 35 years of SAP experience. It delivers the powerful functionality, global orientation, and flexible enhancement package options you need to gain a sustainable, competitive advantage and position your organization for profitable growth.



Figure: Integrated SAP® Business All-in-One Solution

CUSTOMER RELATIONSHIP MANAGEMENT

The CRM functionality for SAP Business All-in-One solutions is designed to meet the needs of midsize companies and based on the SAP Customer Relationship Management application, also an industry leader. With this CRM functionality integrated into your SAP Business All-in-One solution, you can boost marketing results with targeted messaging, close more deals with sales tools that improve effectiveness, and increase revenue and customer loyalty with superior service. You can effectively manage all aspects of your customer relationships, from generating leads to closing a deal, including follow-up support and add-on sales.

Comprehensive in scope, this CRM functionality covers the following areas:

- Marketing – Align marketing processes, drive customer demand, and increase marketing ROI
- Sales – Acquire, grow, and retain profitable relationships
- Service – Drive service revenue and profitability
- Interaction center – Build customer loyalty, cut costs, boost revenue, and effectively handle activities such as e-mail, telemarketing, telesales, and customer service
- Reporting and analytics – Make quick and effective decisions, generate and convert more leads, track opportunities, and close more deals

With the preintegrated CRM and ERP functionality in your SAP Business All-in-One solution, you can manage all aspects of customer relationships and operational processes from start to finish.

SUPPLIER RELATIONSHIP MANAGEMENT

The SRM functionality for SAP Business All-in-One solutions is designed to meet the needs of midsize companies or small

businesses and based on the SAP Supplier Relationship Management (SAP SRM) application. You can add the integrated SRM functionality to your SAP Business All-in-One solution at any time.

The SRM functionality for SAP Business All-in-One solutions enables the following:

- Self-service procurement – Automated workflows help you control maverick buying and enforce spend policies
- Supplier sourcing via requests for quotation (RFQs) – Find the best source of supply and increase purchasing power
- Preconfigured roles – Support SRM best practices and get up and running quickly
- Single-server deployment – Have SRM and ERP software on one server for a lower total cost of ownership.

With the preintegrated SRM and ERP functionality in SAP Business All-in-One solutions, you can manage source-to-pay processes with one unified solution.

BUSINESS INTELLIGENCE

SAP Business All-in-One solutions offer midsize companies best-practice reports, analytics, and tools to satisfy the rigorous reporting requirements for financial accounting, logistics, customer relationship management, and more – all preconfigured by business role and business scenario. You can plan, measure, and control organizational processes; access virtually any available ERP, CRM, or SRM report; and integrate data with desktop applications.

For midsize companies with more demanding analytical needs, SAP partners now offer business intelligence functionality for SAP Business All-in-One solutions to make it a combined ERP and BI solution. You get graphical reports and interactive dashboards, providing better visibility and control over revenue, margins, and liquidity. Based on SAP BusinessObjects™ Edge BI software, an industry-leading solution, the integrated BI functionality comes as a preconfigured,

pretested solution that reduces ERP and BI integration costs and speeds deployment. It supports best practices for sales, service, financial, manufacturing, and procurement analysis that reduce report and dashboard development costs and speed return on investment. This rich functionality increases business-user productivity and lowers training and support costs.

BEST PRACTICES

SAP Best Practices packages are an integral part of SAP Business All-in-One solutions. These packages encompass the methodology, configuration settings, and documentation for quickly evaluating, implementing, and deploying best business practices to support both industry-specific and general business processes – for example, customer relationship management, supply chain management, and business intelligence.

SAP Best Practices reflects SAP's more than 35 years of industry leadership in business applications as well as the collective experience of its partner and customer ecosystem. The support that these packages offer companies for their business processes is unparalleled. Additionally, SAP Best Practices packages provide a flexible deployment methodology and, where possible, automated activation of scenario-supporting content. With these packages, you get:

- Flexible preconfiguration that can be activated in your SAP software to enable streamlined business processes
- Detailed activation and configuration guides
- Business process documentation
- Business process flow diagrams
- Extensive project documentation
- Learning resources

SAP Best Practices packages include preconfigured support for scenarios in the following core business processes:

- Financials
- Sales
- Marketing

**Sample of Industry-Specific Business Processes
Supported by SAP® Best Practices**

Industry	Sample Business Processes
Discrete manufacturing	<ul style="list-style-type: none"> • Logistics planning • Make-to-stock manufacturing • Make-to-order manufacturing • Engineer-to-order project manufacturing • Subcontracting • Production rework • Engineering change management
Process manufacturing	<ul style="list-style-type: none"> • Materials management • Batch management • Production planning • Active-ingredient processing and material quantity calculation • Warehouse management
Professional services	<ul style="list-style-type: none"> • Client and project acquisition • Engagement management • Incident management • On-site repair services • Service-level agreement management
Wholesale distribution/ yard management	<ul style="list-style-type: none"> • Cross-docking • Direct store delivery • Integrated warehouse management • Transportation management • Indirect sales with extended rebate processing
Retail	<ul style="list-style-type: none"> • Promotion management • Sales order management • In-store customer relationship management • Procurement of replenishable merchandise • Merchandise distribution

Examples of Cross-Industry Business Processes Supported by SAP® Best Practices

- Financial accounting (general ledger, accounts payable and receivable, asset management, and more)
 - Order to cash
 - Procure to pay
 - Forecast to stock
 - Sales – opportunity and activity management
 - Sales – quotation and order management
 - Interaction center – inbound and outbound telesales
 - Service and support
 - Stock transfer
-

- Service
- Customer relationship management
- Purchasing
- Inventory management
- Manufacturing
- Analytical reporting
- Human resource management

TECHNOLOGY PLATFORM

Because SAP Business All-in-One solutions are powered by SAP NetWeaver, you can quickly and cost-effectively add on to your existing solution as your business grows and your needs change. SAP NetWeaver is also the ideal technology platform to integrate SAP and non-SAP software, reducing total cost of ownership across your entire IT landscape. SAP NetWeaver also supports the evolution of applications to service-oriented architecture (SOA).

Savvy IT organizations are adopting a flexible and unified technology platform. This makes it easier for IT to help the business create new processes, products,

and services to drive revenues and profits while continuing to support core operations efficiently and effectively. SOA is an open IT architecture in which functionality can be grouped around business processes and packaged as interoperable services. These interoperable services act as interchangeable process building blocks to deliver specific services to applications. This allows you to extend business processes – for example, from ordering to inventory to accounting – without having to change underlying applications.

With SAP NetWeaver and SOA forming the underlying foundation for each SAP Business All-in-One solution, you can realize efficiencies and enhance productivity immediately. The design and interoperability give employees direct access to their job functions through an intuitive interface. Predefined roles dictate which information and functions they can access. The solution also provides tools and guidelines for companies and SAP partners to readily build custom roles or

adapt existing ones to meet new and specific process needs, making use of the various systems and applications required.

SAP partners further extend SAP Business All-in-One solutions with industry-specific functionality, creating a rich catalog of targeted industry solutions. With the support that SAP software offers for SOA, SAP partners can also provide additional fine-tuning to meet even the most unique business process requirements or comply with industry-specific regulations. You have access to exactly the right options to help create project and operational success at your company.

SAP Business All-in-One solutions can **handle the most demanding local and global business requirements** in over 50 countries.



Get Moving Quickly with a Fast-Start Program

So you think an SAP Business All-in-One solution is too big, too complex, and too costly for your business? Think again. The SAP Business All-in-One fast-start program can get your small or midsize company where you want it to go – quickly.

There's no need to start from scratch to figure out how to evaluate, acquire, and implement your solution. At SAP, we've done the hard work for you. We've even developed innovations with select hardware partners, such as HP, IBM, and Fujitsu, so you can get a joint hardware and software solution implemented in as few as 8 to 12 weeks. To make it even more affordable, select partners offer a subscription-based hosting option.

The fast-start program enables you to:

- **Speed time to value** – Get a consumption-ready ERP system tailored to your needs
- **Know your costs before you start** – Automatically estimate the total cost of your solution, including software, hardware, and services
- **Remove complexity from purchasing decisions** – Choose options for pre-installed software and optimized hardware
- **Lower your total cost of ownership** – Benefit from easy-to-implement, preconfigured software
- **Adapt and scale as you grow** – Get state-of-the-art applications and technology from SAP that can grow with you

With our innovative online solution configurator (located at www.sap.com/configurator), you choose the functional building blocks that will determine the scope and cost of your estimated solution. Then you work with an SAP partner to determine next steps. A personalized demonstration will be created with your data, showing end-to-end scenarios to give you the full picture of what an SAP Business All-in-One solution can deliver.

SAP Business All-in-One solutions are designed to meet the needs of growing small businesses and midsize companies and are based on the SAP ERP application.

Industry-Specific Functionality to Meet Your Requirements

SAP understands that every industry has its own unique business processes, requirements, and challenges. That's why we offer industry-specific solutions to meet your needs. SAP and our partners offer SAP Business All-in-One solutions for all major industries. Our solutions are available in more than 50 countries and support all major international languages and currencies.

You can buy qualified SAP Business All-in-One partner solutions and industry-specific solutions through our worldwide network of over 1,200 authorized channel partners, and you can select fast-start program hardware partners in more than 50 countries. These partners combine their business knowledge and IT expertise to help you purchase, implement, and support SAP Business All-in-One solutions.

SAP® Business All-in-One Solutions by Industry

- [Aerospace and defense](#)
 - [Automotive](#)
 - [Automotive dealers](#)
 - [Automotive suppliers](#)
 - [Banking](#)
 - [Chemicals](#)
 - [Rubber and plastics](#)
 - [Specialty chemicals](#)
 - [Consumer products](#)
 - [Apparel and footwear](#)
 - [Consumer durables and home appliances](#)
 - [Food and beverage](#)
 - [Home and personal care](#)
 - [Defense and security](#)
 - [Engineering, construction, and operations](#)
 - [Construction](#)
 - [Healthcare](#)
 - [Higher education and research](#)
 - [High tech](#)
 - [Electronics and components](#)
 - [Semiconductors and photovoltaics](#)
 - [Software](#)
 - [Industrial machinery and components](#)
 - [Insurance](#)
 - [Life sciences](#)
 - [Pharmaceuticals](#)
 - [Media](#)
 - [Mill products](#)
 - [Building materials](#)
 - [Fabricated metals](#)
 - [Packaging](#)
 - [Primary steel](#)
 - [Pulp and paper](#)
 - [Mining](#)
 - [Primary metals](#)
 - [Oil and gas](#)
 - [Professional services](#)
 - [Public sector](#)
 - [Retail](#)
 - [Telecommunications](#)
 - [Transportation and logistics](#)
 - [Logistics services](#)
 - [Utilities](#)
 - [Water](#)
 - [Wholesale distribution](#)
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SAP Business All-in-One solutions provide a proven platform – based on SAP ERP, SAP CRM, SAP SRM, and SAP Best Practices – that our partners extend, using their industry expertise and services. We now offer more than 800 qualified SAP Business All-in-One partner solutions in more than 50 countries, spanning all major industries.

TO LEARN MORE

For midsize companies and quickly growing small businesses that want it all – comprehensive, integrated, flexible business management functionality – SAP Business All-in-One solutions deliver. For more information about SAP Business All-in-One solutions, please visit www.sap.com/businessallinone.



www.sap.com/contactsap

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The Best-Run Businesses Run SAP™