A Comprehensive Cloud Business Solution for Small and Midsize Companies

SAP

The Best-Run Businesses Run SAP®

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Quick Facts

Summary

Turn complexity into simplicity. Recognize potential strategies more quickly. Gain transparency across your business areas and manage them better. Respond quickly to opportunities, and meet new requirements at minimal cost. Do all this using SAP® Business ByDesign®, a comprehensive cloud solution for small and midsize enterprises that want to grow profitably while continually optimizing their operations. You can also count on a smooth implementation and stable operations at a low total cost of ownership since SAP will manage the solution for you.

Objectives

- Gain transparency across business areas to realize further improvements, reduce costs, and optimize business
- Adjust and expand business processes quickly and cost effectively
- Develop new markets to reap the benefits of local and global business
- Collaborate efficiently among your employees, partners, and customers across borders
- Accelerate innovations throughout your company based on solid insights for long-term competitive advantage

Solution

- Optimized financial processes
- Focus on customers in marketing, sales and distribution, and service
- Promotion of employee potential through HR and self-services
- Systematic project management
- Integrated production and logistics in supply chain and manufacturing
- Intelligent purchasing support
- Compliance with applicable laws and standards

Benefits

- Fast implementation of integrated business functions at a reasonable cost
- Adaptation to new industry demands and activities without business disruption
- Ability to take quick action on market trends and opportunities through more transparency across business areas
- Fast, efficient adaptation and expansion of business processes without additional, costly IT support
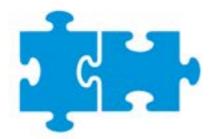
Learn more

To learn more about SAP Business ByDesign and how it can help you unleash your business, please visit us online at www.sap.com/businessbydesign.

See Why a Cloud Business Solution Is a Foundation for Success

Your employees, key to the success of your small and midsize enterprises (SMEs), can fire all its cylinders for success. When they work together, your business can become sustainable and prosperous. But what if your company has grown so quickly that your departments and business processes are hardly integrated? These growing pains may also be preventing your employees and external partners from collaborating effectively.

Perhaps you also lack insights into data that can help you make decisions and identify potential problems before they crop up. And what about those tedious manual processes that are slowing your employees down? New business requirements may be pushing your current IT solutions and tools to their limits.

If any of these business challenges have you looking for alternatives to help simplify your business processes, find out why SAP® Business ByDesign® is an innovative solution developed specifically with rapidly growing SMEs in mind. In addition to factoring in the requirements of current and future working environments, the solution's modern, intuitive design promotes quick, efficient implementation and operation for SME users.

Resolve challenges as your business grows through better insights to speed up decisions and actions – while integrating and simplifying processes.

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See How It's Ready When You Are: A New Generation of Business Software

Is your small business or midsize enterprise looking for a comprehensive cloud solution providing the functions you want – at an affordable price? Consider how SAP Business ByDesign, an integrated solution available in the cloud, combines your essential business areas – including marketing, HR, and procurement – in a comprehensive, standardized environment.

With its end-to-end integration, SAP Business ByDesign combines your essential business areas – including marketing, HR, and procurement – in a comprehensive, standardized solution environment. So, you can manage your company's key processes with a high degree of precision. Meanwhile, the solution also provides the flexibility you need to adapt, enhance, and expand your business areas quickly.

SAP Business ByDesign includes a role-based model that covers your users' varying needs through personalized work centers, offering them a 360-degree view of your company's business areas. As a result, the solution can help your company overcome the limitations of conventional IT and start accomplishing more.

REDISCOVER WHAT AN INTEGRATED BUSINESS SOLUTION CAN DO

Implement an all-inclusive solution as quickly and easily as you would a demo version. Keep a constant eye on all of the workflows throughout your company with the power of the SAP HANA® platform.

Give your employees direct access to the information they need for their daily tasks. Since SAP Business ByDesign updates automatically and performs tests and maintenance routines on its own, your company can fully focus on business tasks. Respond to new business requirements by configuring your solution online – it's fast, efficient, and accessible anytime.

SUPPORT YOUR EMPLOYEES IN KEY BUSINESS AREAS

Provide the following business support on premise and for mobile devices using SAP Business ByDesign:
- Optimize financial processes, including financial accounting and cash flow management
- Focus on your customers in marketing, sales and distribution, and service
- Promote and use employee potential through organizational management, HR activities, and employee self-services
- Integrate production and logistics in supply chain structuring, planning, and management and manufacturing, warehousing, and logistics
- Adopt a systematic project approach through efficient project management
- Implement intelligent purchasing support through strategic purchasing and operational purchasing
- Fulfill compliance with applicable laws and standards
- Achieve your company's goals through corporate performance management

SAP Business ByDesign integrates your essential business areas, including marketing, HR, and procurement, in a comprehensive, standardized solution.

Get Business Software That Has You Covered, Now and in the Future

Consider how SAP Business ByDesign can help you turn challenges into opportunities. See how you can take advantage of change, build networks, and develop the confidence to take on larger competitors, even as you reduce your expenses.

GAIN EXTENSIVE INSIGHTS INTO YOUR SMALL OR MIDSIZE COMPANY

Built-in analytics functions in SAP Business ByDesign, combined with SAP HANA, can provide a 360-degree view of your business areas. You can see where your company needs to adapt and improve. Then you can use tools to quickly make adjustments that can provide an edge over your competition.

REALIGN YOUR BUSINESS IN SHORT ORDER

Flexible and adaptable, as your day-to-day operations require, SAP Business ByDesign can help you improve how your company measures up against both larger and smaller organizations. You can quickly adjust usage of the solution to your current needs with minimal effort whenever necessary.

SAP Business ByDesign also can help your company succeed in dynamic environments. Even if you deal with frequent changes and process optimizations, you have constant access to consistent, accurate data in your business areas.

SIMPLIFY COLLABORATION INSIDE YOUR COMPANY AND BEYOND

SAP Business ByDesign facilitates cooperation both within your company and with customers and partners. Thanks to accelerated integration based on predefined scenarios, you'll be flexible enough to get the most out of the opportunities that arise in working with other companies.

USE A BUSINESS SOLUTION TAILOR MADE FOR YOUR COMPANY

The solution automates many routine tasks and activities, so your company can benefit from streamlined business processes. Your employees, meanwhile, can have more time for other responsibilities, including:
- Adjusting the solution to new business requirements quickly and inexpensively
- Promoting collaboration both among employees and with customers and partners, so your company can become more productive and innovative
- Achieving simple, efficient IT through the solution's embedded services
- Helping to ensure compliance with changing parameters of regional, national, and international laws and standards

With all of your business processes integrated and fully transparent, you can lower costs while maintaining an overview of your entire organization.

MAKE YOUR PROCESSES MORE FLEXIBLE

More than 40 years of experience and expertise have gone into the development of SAP Business ByDesign, along with SAP's wide-ranging knowledge of simple, flexible business software. As a result, the solution can help you redesign your processes at any time.

You can add direct and indirect channels when expanding your sales and distribution network, for example, or easily incorporate new production facilities in other countries. SAP Business ByDesign supports processes in various countries, languages, and currencies while taking into account the respective local regulations. This means you can feel confident your IT infrastructure will keep up with your growing company.

ENSURE COMPLIANCE WITH LEGAL STANDARDS AND REGULATIONS

Following legal requirements is one of your most important duties. With SAP Business ByDesign, you can track and oversee the integrity of all your business processes. The solution provides a variety of country-specific and business-related background information, so you can adjust your offerings to the local characteristics of many regions.

In the process, you can also fulfill respective compliance requirements. SAP Business ByDesign promotes a fast, efficient, and cost-effective means of meeting your legal obligations.

AUTOMATE WORKFLOWS

With SAP Business ByDesign, you can optimize and automate a wide range of routine administrative tasks, both at your company and in your network of suppliers and other partners. By providing the option to prioritize urgent activities, the solution also helps you ensure rapid processing and keep track of important developments.

PROFIT FROM EMBEDDED SERVICES

SAP Business ByDesign offers an innovative system of integrated service and support. Many of its self-testing and maintenance functions run constantly in the background, so your users can identify possible issues often before they occur. The solution also receives automatic updates that contain the latest functions, business content, and rules for complying with various legal regulations.

Through SAP Business ByDesign's integrated learning environment, your employees can set their own pace in learning how to use it. They can add new content according to your company's processes and requirements. Know that your company can rely on SAP and our partners for IT support, consulting, and other services.

With SAP Business ByDesign, your company can quickly start enjoying the benefits of an integrated IT landscape that facilitates rapid implementation, maintenance activities, and simple adaptation to your industry's latest demands. In addition to reducing costs, the solution can help give your employees the freedom they need to reach their potential.

Automate routine tasks and activities to benefit from seamless business processes, and free up employees' time to address other responsibilities.

Increase Flexibility and Automation: Examples of Real-World Usage

Business ByDesign offers various ways to automate and integrate processes throughout your company. You can provide your employees with effective support in their daily tasks and achieve sustainable improvements in how they collaborate with customers and partners. Better yet, the solution is flexible enough to adapt to the demands of your everyday business.

While you establish fully integrated processes across department lines, personalized work centers can provide your employees with access to the information and functions they require. This access includes the ability to share ideas, synchronize documents, and address process conflicts and other problems anytime, regardless of location. Your company can benefit from having employees who no longer spend half their day switching back and forth among different applications and carrying out tedious data transfers.

The following case study demonstrates how this can work in sales and distribution, starting with a sales forecast and ending with an incoming order.

COLLABORATE WITHOUT COMPROMISE: A CASE STUDY

The CEO of ABC technology company starts her morning just like other days – with a look at the company's sales forecast in SAP Business ByDesign. On this particular morning, however, she notices that expected revenues are declining.

To find out more, she uses various embedded analytics functions that her personalized work center provides for managers. She then takes a few seconds to find the sales director in her contact list.

The CEO opens her work center's collaboration window to start a conversation with the sales director. If he's not available by phone, she can also e-mail him within the software. Meanwhile, she's in luck – he is in his office, poring over the daily management reports in his own personalized work center. A window pops up to inform him that the CEO is calling. In a collaboration window, he can access the current sales figures directly and discusses them with his boss.

His working environment, also tailored to his specific tasks and requirements as a sales director, gives him immediate access to the data he needs for his everyday responsibilities. Following the call with the CEO, he examines inquiries his department has received from customers and other interested parties to achieve the planned sales targets.

SAP Business ByDesign: Basic Features

Work centers: In these personalized working areas, an intuitive user interface displays associated business activities. Employees have a role-based environment customized precisely to their specific tasks.

Collaboration window: This high-performance desktop component gives you fast access to frequently used functions in SAP Business ByDesign and Microsoft Office applications.

INTEGRATE FLEXIBILITY WITH TRANSPARENCY

As he checks his to-do list, the sales director stumbles upon an order inquiry that was postponed. He recalls having been unable to offer customer XYZ company any further discount at the time. With a click of the mouse, he brings up all key information on the transaction.

He then contacts the sales employee involved by means of a direct link. The ABC sales representative first wants to learn everything he can about the customer, so he opens the corresponding customer overview in SAP Business ByDesign.

They both decide to pay the customer another visit. During the appointment, they grant XYZ an additional 10% discount, which seals the deal. Back at his office, ABC's sales rep modifies the original calculation and sales quote before confirming with the customer that the order can be fulfilled on schedule. He brings up a preview of the quote one last time to check it before e-mailing it to XYZ's employee responsible for the sale.

Upon receiving the message, the XYZ employee responds immediately that he needs the delivery sooner. The ABC sales rep then brings the transaction back up with another mouse-click and makes note of the new target date.

INTEGRATE FULLY TO OPTIMIZE PROCESSES

ABC's head of production then receives a work-center message informing him of the updated delivery date. He adjusts his planning, starting with a review of the minimum delivery times for the products involved. Does ABC have enough inventory?

In his work center, the head of production can survey all of the products and order-specific messages at hand. When orders overlap, he automatically receives notifications and solution recommendations. He can also access further details whenever necessary. After determining that no additional security stock is required, he approves the order. A corresponding interactive order form is then automatically sent to the supplier, DEF.

At DEF, an employee imports the data from the form, checks availability of the products, and confirms the incoming order online. The confirmation immediately pops up in the ABC head of production's work center.

Meanwhile, the ABC sales rep can also track the processing of the order for XYZ. His own work center conveniently provides the shipping information, including the name of the freight forwarder and the current delivery status. He can also see when the order is delivered.

At the end of the day, the CEO of ABC runs another comparison of her planned and actual sales. In one glance, she can see that the numbers are now in order and business is going just as well as she expects.

Employees can achieve sustainable improvements in how they collaborate with customers and partners – while keeping up with daily business demands.

Gain the Freedom to Unleash Your Business

Implementation of SAP Business ByDesign offers the flexibility necessary to adapt to the latest demands of your business, at a compelling cost.

HELP YOUR BUSINESS REACH ITS FULL POTENTIAL
The innovative functions of SAP Business ByDesign can help you automate and optimize your business processes. With a single solution, your company can assemble end-to-end workflows – from customer-related areas to manufacturing, logistics, and financial accounting.

Meanwhile, SAP Business ByDesign can help ensure that everything runs just as it should, and its built-in learning environment can provide opportunities for your employees to brush up their expertise whenever necessary. The solution's integrated analytics tools can also help ensure transparency throughout your company to help you make sound decisions. Preconfigured functions can aid you in achieving integrated business processes while optimizing your employees' ability to work directly with customers and suppliers.

Automated services and maintenance processes available in SAP Business ByDesign can help your organization consume fewer IT resources in everyday business activities.

EXPAND WITH A HIGHLY ADAPTABLE BUSINESS SOLUTION
SAP Business ByDesign provides the flexibility your company needs to quickly modify or expand processes throughout your entire business environment. Your employees can adjust processes and workflows as needed without interrupting ongoing operations. As a result, you can make continuous improvements to your workflows and respond immediately to new market demands.

Flexible, user-friendly reporting functions and key performance indicator (KPI) dashboards provide real-time overviews of aspects of your business, along with tools for managing them better. Your company can comply with industry standards and legal regulations more efficiently and quickly since you can configure the solutions for use in other countries. So, your company can efficiently expand into new markets.

Innovative Functions for Your Employees

Help and learning functions, an integral part of SAP Business ByDesign, make learning how to use the solution an intuitive process.
Structured processes help simplify daily workflows.
Integrated communications across multiple channels foster greater productivity.
Intuitive navigation supports fast, efficient business processes.
Built-in analytics tools support improved decision making.

SIMPLIFY YOUR IT

With SAP Business ByDesign, you can secure the IT support your company requires. Built-in services and support will provide for rock-solid operations and the flexibility to adapt while helping your organization achieve marked gains in performance – all without forcing you to build up expansive, costly IT resources. Meanwhile, automated support processes running in the background safeguard stability and keep your company running at peak efficiency.

You can also count on expert assistance from SAP and certified SAP partners – such as in acquiring specific additional services or functions. This means you can concentrate on your business while simultaneously reducing your IT costs.

GET STARTED IN SHORT ORDER

Your company can implement SAP Business ByDesign quickly, and you get full functionality immediately upon going live. If you are interested in sampling these benefits before making a purchase, find out what this solution can offer your company by trying it out in a test environment.

SAP offers a clear and understandable pricing model that helps you choose the right configuration for your company. Just as important, the highly intuitive learning environment of SAP Business ByDesign means your employees will be using it efficiently quickly, promoting a rapid return on your investment in the solution.

Flexible reporting tools and KPI dashboards provide real-time overviews of business activities to help comply with industry standards and regulations.

Add Value Rapidly and Affordably

SAP Business ByDesign offers your business clear, added value in meeting its current and future requirements. Employees using the solution can reach peak performance while experiencing unprecedented freedom in handling their tasks. This is just another of many compelling reasons for choosing a comprehensive, highly user-oriented solution that offers your company, customers, and partners an array of advantages.

With SAP Business ByDesign, you can establish a solid foundation for enduring customer relationships, rapid innovations, and optimized processes in your business going forward. Thanks to its in-depth integration with the rest of the SAP portfolio, options for connecting with other organizations, and the power of SAP HANA, this solution represents the cornerstone of your current and future success.

EXPLORE WHY SAP BUSINESS BYDESIGN IS RIGHT FOR YOUR COMPANY

These are just some reasons SAP Business ByDesign is the right integration solution for your small business or midsize company:

- **Outstanding value at a compelling price:** The integrated business solution supports your company with software innovations that can prepare you for the future – at a reasonable price.
- **Fast track to your ideal setup:** Rapid implementation provides quick, tangible, potential advantages. Intuitive configuration options and innovative Web features provide built-in learning, service, and support functions.
- **More freedom to excel:** Efficient adaptation to new industry demands and activities without disrupting your ongoing business helps your company stay a step ahead of your competition.
- **Greater transparency across business areas:** Your company can use uniform, centralized data and the power of SAP HANA. You can identify market trends and opportunities earlier and, as a result, make prudent decisions.
- **Fast, efficient adjustments:** The solution supports quick adaptation and expansion of business processes without the need for additional costly IT support.
- **Full transparency at virtually no risk:** Since SAP Business ByDesign will grow along with your company's needs at a predictable cost, you can rest easy knowing that your investment in the solution is secure.

Establish a solid foundation for enduring customer relationships, rapid innovations, and optimized business processes powered by SAP HANA.

SAP The Best-Run Businesses Run SAP®