



# **mySAP™ ERP OPERATIONS**

**SOLUTION OVERVIEW**

**YOUR SUCCESS**



**“Solving business problems is the general criterion for measuring success . . . SAP provides us with the powerful tools we need to solve our business problems.”**

Michael Huang, Director of the Information Center, Great Wall Broadband Network, China

## **mySAP™ ERP OPERATIONS: YOUR BUSINESS, YOUR FUTURE, YOUR SUCCESS**

The mySAP™ ERP application is the trusted foundation for business excellence and innovation, providing organizations with the enterprise resource planning (ERP) solution they need to gain strategic insight, competitive differentiation, increased productivity, and business agility. With mySAP ERP, SAP has transferred its vision of increasing efficiency within an organization to ERP applications that help automate end-to-end business processes and extend those processes to the entire business ecosystem, including customers, partners, and suppliers. With mySAP ERP, you can increase your employees' productivity and provide them with the insight needed to make decisions that set you apart from the competition.

In the area of operations, the application provides organizations in all industries with a complete integrated suite of next-generation functionality for analytics, procurement, logistics execution, product development, manufacturing, sales, and services. You benefit from our more than 30 years of proven results and experience with thousands of customers in more than 25 industries with a solution that automates and streamlines business processes, improves productivity on overall operations, extends collaboration, and provides strategic insight.

The mySAP ERP Operations solution is the best choice for gaining tight operational control of activities while planning for and responding efficiently to market and technology changes that impact your organization's performance, profitability, and growth today and tomorrow.

mySAP ERP is powered by the SAP NetWeaver® platform, a composition platform that allows organizations to build new business solutions rapidly while realizing more business value from existing IT investments. SAP NetWeaver supports new cross-functional business processes and helps to lower your total cost of ownership by reducing the need for custom integration and by offering complete life-cycle management for your applications. It is also the foundation for enterprise services architecture and helps align people, information, and business processes across organizational and technological boundaries.

## CUSTOMERS ARE YOUR REASON FOR DOING – SO WHY NOT DO THINGS DIFFERENTLY AND MORE EFFICIENTLY

To best serve customers you must be able to provide the right product or service at the right price to the right customer at the right time. In order to achieve this, you need flexibility, which includes involving the entire enterprise in the design, development, procurement, manufacturing, sales, and delivery of your products and services. You also need the ability to simplify, automate, and standardize business processes while also reducing operating costs. In other words, to best serve customers, you need operational excellence.

Operational excellence is the ability of an organization to simplify, standardize, and automate the business processes in order to achieve a high level of customer service while reducing operating costs at the same time. An organization can then run its business more flexibly, from its suppliers to its customers, no matter what changes occur in the market and in demand.

With complete support for **procurement and logistics execution**, organizations can manage end-to-end procurement and logistics business processes for complete business cycles, from self-service requisitioning to flexible invoicing and payment, as well as optimize the physical flow of materials.

**Product development and manufacturing** functionality covers end-to-end processes from the engineering and design of products to the planning and execution of manufacturing operations in a wide variety of industries. These processes include creating relevant product data, maintaining connectivity to shop-floor systems, and complying with relevant regulations and standards.

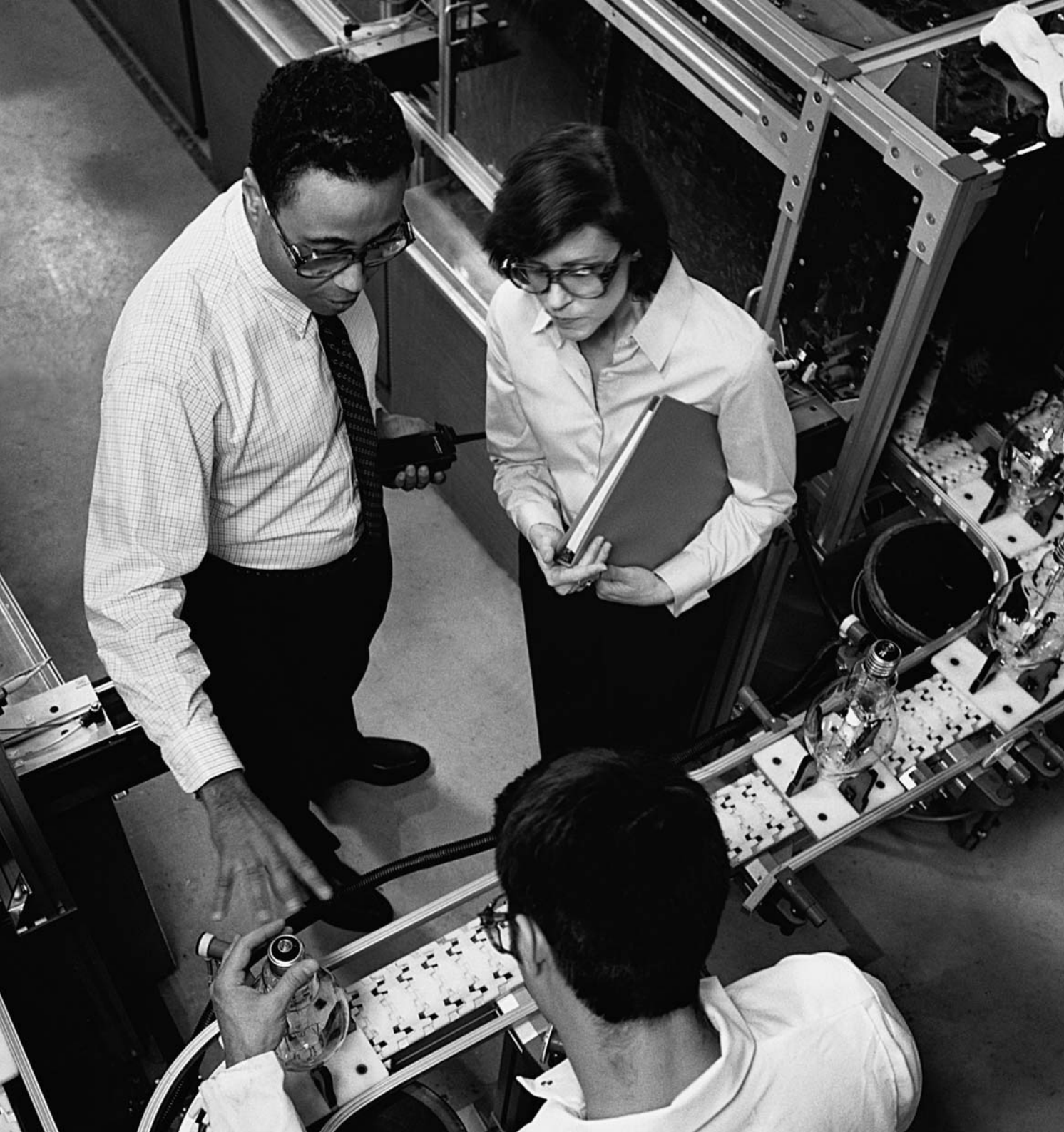
**Sales and service** functionality addresses customer-focused processes, from selling products and professional services to providing aftermarket processing of warranty claims, service orders, and returns. It also supports the calculation of incentives and commissions.

In addition, the solution provides powerful analytics for better decision making through innovative and personalized role-based self-services.

mySAP ERP offers an extensive solution to help you achieve operational excellence. Its innovative process-driven approach is in line with your value chains for procurement and logistics execution, product development and manufacturing, and sales and service.



... AND BOOST VALUE



## **DELIVER THE RIGHT PRODUCT, AT THE RIGHT PRICE, TO THE RIGHT CUSTOMER, AT THE RIGHT TIME . . . WITH THE RIGHT SOLUTION**

With mySAP ERP Operations, you can plan and execute your operations in a way that drives efficiency for the benefit of the entire value chain.

### **Automate and Streamline Business Processes with Greater Adaptability**

To match overall supply to demand, you can align the entire enterprise with your key business processes in design, development, procurement, manufacturing, sales, and delivery and adapt quickly with real-time information. You can also manage all resources and assets over the value chain and become a learning organization – learning from exceptions and incorporating this knowledge into improved and new business processes.



### **Increase Productivity with a Role-Based Solution and Centralized Information**

The solution provides innovative role-based portals and self-services to empower all employees by increasing overall productivity. You also have all the flexibility to customize and personalize these portals to meet the specific needs of business users.

In addition, the management of critical documents is centralized including bills of material, routing data, computer-aided design models, recipes, project plans, and parts information. Centralized management also enables easy and fast access to information while reducing data maintenance efforts.

### **Extend Collaboration to All Value Chain Partners**

The solution enhances collaboration among departments, customers, suppliers, and business partners, leading to a significant improvement of your entire supply chain. You can then collaborate and integrate partners of all sizes throughout the product life cycle. That means you and your business partners can count on data that's accurate, complete, and available up to the minute. As a result, costs are reduced, processes are streamlined, and everything flows more smoothly throughout your value chain.

### **Improve Decision Making with Strategic Business Insight**

The solution includes a rich set of analytical offerings, including a variety of out-of-the-box analytical performance measurement tools that allow you to build strategic planning and to monitor the overall health of your organization in real time. You can then have complete insight into your business to create accurate forecasts, effectively manage your budgets, properly allocate resources, and meet your revenue goals. And you can combine operation analyses with financials information to optimize day-to-day operations.



## mySAP ERP Creates a Real Competitive Advantage

### Operations Analytics

- Operations analytics – Enables fast and fact-based decision making across all operations processes with access to the right information in real time to identify concerns early and pursue opportunities proactively

### Procurement and Logistics Execution

- Procurement – Automates and streamlines the complete procurement process for all spend categories for services and products, as well as catalog-based self-service procurement to sustain cost savings
- Supplier collaboration – Provides an onboard platform to collaborate with suppliers, enabling the exchange of accurate information in time
- Inventory and warehouse management – Manages and optimizes all movements in logistics facilities to reduce operating costs
- Inbound and outbound logistics – Comprises complete process for receiving and shipping goods that ensures productivity

- Transportation management – Covers the complete transportation process: create, execute, consolidate, and monitor shipments to deliver products on time and on budget

### Product Development and Manufacturing

- Production planning – Automates the entire planning process for all industries to create consistent production plans and deliver the right product on time and on budget
- Manufacturing execution – Integrates with the shop floor by capturing real-time manufacturing information to adapt the process and reduce costs
- Product development – Covers entire life cycle of product-related master data and facilitates effective collaboration within and beyond the organization to deliver faster time to market
- Life-cycle data management – Provides functions to integrate product-related data with change and configuration management processes for discrete and process manufacturers

### Sales and Service

- Sales order management – Automates and streamlines the complete sales order process and encourages the use of profitable sales interaction channels – including the Internet – to reduce administrative costs and ensure high customer satisfaction
- Aftermarket sales and service – Supports all aspects of service order processing within the service organization to improve uptime, yield, and productivity
- Professional service delivery – Provides a comprehensive set of functionalities designed for selling, planning, delivering, and billing project-based services
- Incentive and commission management – Maintains incentive plans and handles all commissions to develop effective incentive programs

## mySAP ERP SOLUTION MAP: UNDERSTANDING BUSINESS VALUE

mySAP ERP supports your most important business processes and provides tools to help you understand how these processes work. One of these tools is the solution map shown on this page.

Built using input from customers and industry analysts, plus the technical expertise SAP has acquired through extensive business experience and research, SAP solution maps are multilevel blueprints of processes. They help you visualize, plan, and

implement a coherent, integrated, and comprehensive information technology solution. They also show how various processes are covered, including the processes that SAP and its partners support. With solution maps, you quickly understand business solutions and the business value they can bring. The solution map for mySAP ERP is available at [www.sap.com/businessmaps](http://www.sap.com/businessmaps).

	End-User Service Delivery						
Analytics	Strategic Enterprise Management		Financial Analytics		Operations Analytics		Workforce Analytics
Financials	Financial Supply Chain Management		Financial Accounting		Management Accounting		Corporate Governance
Human Capital Management	Talent Management		Workforce Process Management			Workforce Deployment	
Procurement and Logistics Execution	Procurement	Supplier Collaboration	Inventory and Warehouse Management	Inbound and Outbound Logistics		Transportation Management	
Product Development and Manufacturing	Production Planning		Manufacturing Execution		Product Development		Life-Cycle Data Management
Sales and Service	Sales Order Management		Aftermarket Sales and Service		Professional-Service Delivery		Incentive and Commission Management
Corporate Services	Real Estate Management	Enterprise Asset Management	Project and Portfolio Management	Travel Management	Environment, Health, and Safety	Quality Management	Global Trade Services

## REACH YOUR FULL PROFIT POTENTIAL TO DRIVE INNOVATION

mySAP ERP Operations can help your entire organization reach its full potential for profitable growth by helping everyone in your value chain to operate more intelligently and efficiently. By achieving operational excellence, an organization can free up resources and budget from day-to-day operations to invest more in innovation. This, in turn, helps you create a real competitive advantage, prepare for the future, and become a best-run business over the long term.

mySAP ERP Operations delivers value to the whole organization and to your customers and suppliers:

### Enhancing Customer Satisfaction

- Higher customer service level by delivering products on time and with high quality
- Higher customer satisfaction with faster time to market, higher-quality products, and accurate information provided to customers

### Increasing Revenues

- Higher revenues by using new sales channels like e-commerce and making it easier for customers to do business with your company

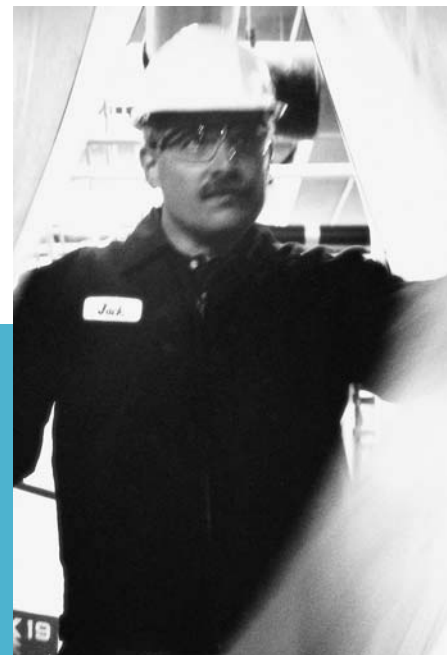
- Higher profit margins through automated and streamlined complete business processes that allow operating costs reduction through better practices
- Improved cash flow through more efficient and accurate billing procedures and better inventory levels and turnaround
- New opportunities identified through continuous and real-time monitoring of key performance indicators

### Improving Productivity

- Increased employee productivity through innovative business roles
- Easier access to relevant information with consistent process views, a focus on exceptions, and fully integrated workflows
- Increased adaptability to process changes, while using existing skills and assets with real-time information
- Increased overall productivity on the value chain through better collaboration with customers, suppliers, and partners

### Reducing Operating Costs

- Decreased overall operating costs by converting time-consuming manual processes into automated streamlined real-time business process management
- Lower transportation costs due to consolidated orders and combined shipments
- Reduced warehouse costs due to optimized utilization of resources and assets
- Reduced cost of sales due to the use of profitable sales interaction channels
- Sustained cost savings for all spend categories due to a standard and sustainable approach to both strategic and operational procurement
- Reduced IT costs through ease of administration, usability, and fewer interfaces, freeing up IT resources to focus on value-added strategic projects
- Lowered overall total cost of ownership by leveraging the SAP NetWeaver platform for easier change and interoperability with non-SAP systems



# WITH mySAP ERP OPERATIONS, YOU CAN ACHIEVE OPERATIONAL EXCELLENCE IN YOUR INDUSTRY

SAP understands that the only industry that matters to you is your industry. That's why there's no such thing as a generic industry solution from SAP. mySAP ERP is enhanced by industry-specific features and best practices based on three decades of SAP experience.

<b>ACTIVITY</b>	<b>BENEFIT</b>
<b>OPERATIONS ANALYTICS</b>	<ul style="list-style-type: none"><li>▪ Improved, fact-based decision making for all operational areas through definition of joint key performance indicators and transparency about their fulfillment</li></ul>
<b>PROCUREMENT</b>	<ul style="list-style-type: none"><li>▪ Sustained cost savings for all spend categories through automation of routine tasks, such as automatic determining of sources, converting requisitions into purchase orders, and allowing employees to use electronic catalogs to order products and services</li></ul>
<b>SUPPLIER COLLABORATION</b>	<ul style="list-style-type: none"><li>▪ Reduced costs through process automation and integration of suppliers through electronic communication and better collaboration</li></ul>
<b>INVENTORY AND WAREHOUSE MANAGEMENT</b>	<ul style="list-style-type: none"><li>▪ Improved resource utilization with support for cross-docking processes and data collection technologies such as radio frequency identification and bar coding</li></ul>
<b>INBOUND AND OUTBOUND LOGISTICS</b>	<ul style="list-style-type: none"><li>▪ Enhanced productivity in all incoming and outgoing physical goods movements</li></ul>
<b>TRANSPORTATION MANAGEMENT</b>	<ul style="list-style-type: none"><li>▪ Reduced transportation costs and more accurate cost management through better consolidation and collaboration</li></ul>
<b>PRODUCTION PLANNING</b>	<ul style="list-style-type: none"><li>▪ Higher-quality products for all industries and delivery of promised orders through optimal planning, scheduling, and sequence production on the factory floor</li></ul>
<b>MANUFACTURING EXECUTION</b>	<ul style="list-style-type: none"><li>▪ Better visibility and transparency in real time across all shop-floor processes, including availability checking and costing</li></ul>
<b>LIFE-CYCLE DATA MANAGEMENT</b>	<ul style="list-style-type: none"><li>▪ Shortened time to market through streamlined new-product development and introduction processes</li></ul>
<b>SALES ORDER MANAGEMENT</b>	<ul style="list-style-type: none"><li>▪ Increased number of sales orders and reduced administrative costs through automation of sales order management and use of profitable Internet-based solutions like e-commerce</li><li>▪ Higher customer satisfaction with provision of accurate timely information</li></ul>
<b>AFTERMARKET SALES AND SERVICE</b>	<ul style="list-style-type: none"><li>▪ Streamlined cost-effective processes that facilitate mobile access for field employees</li></ul>
<b>INCENTIVE AND COMMISSION MANAGEMENT</b>	<ul style="list-style-type: none"><li>▪ Streamlined incentive and commission management activities to maximize productivity and boost sales</li></ul>

For additional information on how mySAP ERP Operations can help your company, please visit [www.sap.com/operations](http://www.sap.com/operations).

**... AND CREATE A LONG-TERM COMPETITIVE ADVANTAGE**



**“Our integrated SAP solution gives us optimized control over all our business processes – from purchasing to commissioning through to logistics and sales – with maximum transparency and efficiency.”**

Wolfgang Maehr, Director of IT, SPAR Management AG, Switzerland



THE BEST-RUN BUSINESSES RUN SAP™



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