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Addressing the priorities that matter most, now

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SAP CONSULTING

Driving value from your Best-Run Now investment

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BEST-RUN NOW PACKAGES

RAPID-RESPONSE SOLUTIONS FOR BEATING THE DOWNTURN



www.sap.com/uk/bestrunnow





LOW-RISK, AFFORDABLE, HIGH-IMPACT PACKAGES

Every day it seems there is more doom and gloom about the global economy. The banking system continues to falter. The ability to obtain credit has decreased rapidly, for both individuals and companies. Consumer confidence and demand is falling, impacting retailers and manufacturers. The weak pound is good for exports but bad for imports.

Prepare for the upturn

Yet, in uncertain times, one thing is certain. It may take months or even years, but there will be an upturn sooner or later. The question for company leaders is how to turn the downturn to their advantage and be ready to take full advantage of the upturn when it arrives.

The answer is to cut costs, reduce risk, and exposure, understand the business and customers more thoroughly and optimize the workforce. The objective is clear – to become leaner, financially stronger and more competitive.

Best-Run Now packages from SAP have been specifically designed to help companies achieve these goals. We've pulled together applications and software that support best practices for your industry to create low-risk, high-impact packages that deliver fast results.

With Best-Run Now packages from SAP you can focus on the priorities that matter most now, rapidly delivering quick wins that provide sustainable long-term gains.

Attractive financing

SAP® Financing can help your company acquire and maintain Best-Run Now packages without an up-front capital investment, allowing you to pay for your package from the benefits it delivers.

Find the package for you

In this electronic book we've provided a brief overview of each package. To help you navigate the book we've produced an index showing which packages are most appropriate to finance and purchasing, operations, and business groups, IT managers, sales, and human resources. For each package you can quickly find out more by accessing the package brief using the links at the bottom of the page.

With Best-Run Now packages from SAP you can respond rapidly to economic uncertainty, gaining almost immediate benefits now while positioning your company to take full advantage of the upturn when it comes.

BEST-RUN NOW PACKAGES

CONTENTS



FIND THE QUICK-WIN PACKAGES THAT ARE RIGHT FOR YOU

This electronic book has been specially designed to help you quickly find the packages that will address the priorities that matter most to you. Use the navigation, search, and zoom facilities to browse the packages and, when you've found what you need, use the links provided at the foot of each page to find out more detail.

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Learn how Best-Run Now packages deliver real benefits in four key areas.

8-9 **INDEX**

Find out which packages are available for your business function and go straight to them.

10-18 **PACKAGES**

Browse through the packages and discover their key benefits. Find out more by accessing the full solution briefs.

19 **SAP CONSULTING**

Learn about the services SAP Consulting provides to help you maximize the benefits from your investment.

LET SAP FINANCING HELP

SAP Financing can help you acquire and maintain your Best-Run Now packages without an up-front capital investment. Payment plans may be offered at extremely competitive rates, allowing you to preserve liquidity, repay as you earn and maximize payback and your return on investment.

Through its financing partners, SAP can offer flexible solutions on the repayment structures as well as repayment terms of up to seven years (credit permitting). You could also qualify for a payment holiday at the start of the facility, allowing you to get up and running before you start to pay for your investment. In addition, in most cases, using

SAP Financing doesn't impact on your choice of vendor, so you can continue to acquire your solutions and consulting from whom you prefer. Together with its financing partners, SAP may offer you a better financing solution - for example, a lease transaction, which may (depending on local laws) result in additional tax savings.

All financing products are provided and operated by independent external financing partners. Financing is subject to qualification through third-party financing programs, and will be subject to the financier's own credit committee approval and Terms & Conditions.





ADDRESSING THE PRIORITIES THAT MATTER MOST, NOW

Now is not the time for expensive, long, drawn out projects. What you need are affordable, quick win solutions that deliver return on investment quickly, yet are sustainable in the long term.

Best-Run Now packages from SAP are the answer. They are packages for today and tomorrow. They allow you to quickly tackle the priorities that will have the biggest impact on your business now, while providing the best practices that will support your business for years to come.

Cut costs

When margins and revenues are under pressure, companies must ensure their operations are as lean as they can be, while being agile enough to respond rapidly to market developments.

Best-Run Now packages from SAP help you streamline and automate end-to-end business processes, increasing both efficiency and effectiveness and, ultimately, driving cost out of your organization.

Depending on your industry, packages in this category help you:

- **Optimize your procurement spend**
- **Accelerate receivables and collections**
- **Reduce fuel consumption**
- **Reduce inventory levels in manufacturing**
- **Deliver IT savings**
- **Improve railcar utilization**
- **Increase store profitability**
- **Make substantial savings on travel**

Reduce risk

In today's volatile global economy, highly effective risk management throughout the organization has never been more important.

Best-Run Now packages from SAP provide you with the processes and in-depth information you need to make more informed and timely decisions concerning customer credit ratings, foreign exchange rates, interest rates, and commodity prices.

As a result, you:

- **Mitigate risk**
- **Limit your exposure**
- **Reduce bad debts**
- **Improve your investment returns**

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Improve understanding

The speed and intensity at which events are currently unfolding means that rapid access to accurate, up-to-date information is crucial to drive higher quality, more timely decision making throughout your organization.

Best-Run Now packages from SAP empower employees to proactively access, consolidate, and analyze information from multiple systems, improving visibility across the entire organization.

With Best-Run Now packages from SAP you can:

- **Create, monitor, and adapt business plans more rapidly**
- **Identify and correct potential problems faster**
- **More closely align supply and demand**
- **Improve time to market**
- **Understand your business and customers more thoroughly**

Optimize the workforce

Being as lean and efficient as possible is clearly key requirements for surviving the downturn. But, at the same time, you must ensure your workforce is optimized, with the right skills, competencies, and knowledge to successfully deliver your corporate strategy.

With Best-Run Now packages from SAP you gain clear and accurate visibility of the skills and capabilities of your staff, enabling you to put in place human resource plans that align your workforce more closely with your business objectives.

Best-Run Now packages from SAP help you:

- **Optimize your workforce**
- **Rapidly identify development needs**
- **Deliver training more cost-effectively**
- **Improve succession planning**



SOLUTIONS AT A GLANCE

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We've pulled together applications and software to support best practice for your industry and that enable you to rapidly address the priorities that matter most to you now, achieving quick wins and delivering return on investment fast.

PACKAGE	CATEGORY	FUNCTION	INDUSTRY
Accelerate savings in procurement	Cut costs	✓ Finance and purchasing	All
Business warehouse accelerator	Improve understanding	✓ IT	All
Business planning and consolidation	Improve understanding	<ul style="list-style-type: none"> ✓ Finance and purchasing ✓ Operations and business groups ✓ Human resources ✓ Sales and marketing 	All
Confident decisions based on instant line of sight	Improve understanding	<ul style="list-style-type: none"> ✓ Finance and purchasing ✓ Operations and business groups ✓ Sales and marketing 	All
Efficient receivables and collections	Cut costs	✓ Finance and purchasing	All
Energy data management	Cut costs	<ul style="list-style-type: none"> ✓ Operations and business groups ✓ IT 	Utilities
Fleet and fuel management cost containment	Cut costs	✓ Finance and purchasing	All
Increase revenue and pipeline transparency	Improve understanding	<ul style="list-style-type: none"> ✓ Finance and purchasing ✓ Operations and business groups ✓ Sales and marketing 	All
Inventory optimization	Cut costs	<ul style="list-style-type: none"> ✓ Finance and purchasing ✓ Operations and business groups 	Manufacturing Consumer products

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PACKAGE	CATEGORY	FUNCTION	INDUSTRY
Liquidity management	Reduce risk	✔ Finance and purchasing	All
Managing the workforce through economic uncertainty	Optimize the workforce	✔ Human resources	All
Manufacturing visibility, intelligence, and integration	Improve understanding	✔ Operations and business groups	Manufacturing Consumer products
Optimize IT	Cut costs	✔ IT	All
Project and portfolio management in R & D and IT	Improve understanding	✔ Operations and business groups ✔ IT ✔ Sales and marketing	All
Railcar management	Cut costs	✔ Operations and business groups	Manufacturing Consumer products Travel and logistics services
Rapid response to business risk	Reduce risk	✔ Finance and purchasing ✔ Operations and business groups	All
Store profitability	Improve understanding	✔ Finance and purchasing ✔ Operations and business groups ✔ IT ✔ Sales and marketing	Retail Wholesale distribution
Travel management	Cut costs	✔ Finance and purchasing ✔ Human resources	All

BEST-RUN NOW PACKAGES

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To help you find the packages that are most applicable to you quickly, we've classified them by function. The descriptions are also color-coded, so you can flick through and see whether they apply to you at glance.



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FINANCE AND PURCHASING

- 10** Accelerate savings in procurement
- 11** Business planning and consolidation
- 11** Confident decisions based on instant line of sight
- 12** Efficient receivables and collections
- 13** Fleet and fuel management cost containment
- 13** Increase revenue and pipeline transparency
- 14** Inventory optimization (manufacturing and consumer product industries)
- 14** Liquidity management
- 17** Rapid response to business risk
- 18** Store profitability (retail and wholesale distribution industries)
- 18** Travel management

OPERATIONS AND BUSINESS GROUPS

- 11** Business planning and consolidation
- 11** Confident decisions based on instant line of sight
- 12** Energy data management (utilities industry)
- 13** Increase revenue and pipeline transparency
- 14** Inventory optimization (manufacturing and consumer product industries)
- 15** Manufacturing visibility, intelligence, and integration (manufacturing and consumer product industries)
- 16** Project and portfolio management in R & D and IT

- 17** Railcar management (manufacturing, consumer product, travel and logistics services industries)
- 17** Rapid response to business risk
- 18** Store profitability (retail and wholesale distribution industries)

IT

- 10** Business warehouse accelerator
- 12** Energy data management (utilities industry)
- 16** Optimize IT
- 16** Project and portfolio management in R & D and IT
- 18** Store profitability (retail and wholesale distribution industries)

SALES AND MARKETING

- 11** Business planning and consolidation
- 11** Confident decisions based on instant line of sight
- 13** Increase revenue and pipeline transparency
- 16** Project and portfolio management in R & D and IT
- 18** Store profitability (retail and wholesale distribution industries)

HUMAN RESOURCES

- 11** Business planning and consolidation
- 15** Managing the workforce through economic uncertainty
- 18** Travel management

BEST-RUN NOW PACKAGES

LOW RISK, AFFORDABLE, HIGH IMPACT

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ACCELERATE SAVINGS IN PROCUREMENT

Optimize contracts, increase efficiency, drive better decisions

According to an ASUG/SAP study, a 5% procurement cost saving leads to a 48% positive change in net income and a 15% improvement in operating margin. That's particularly significant when revenues are under pressure.

The accelerate savings in procurement package consists of four integrated elements that help you rapidly optimize your procurement costs. The **SAP BusinessObjects™ Spend Analytics** application gives you a greater understanding of your purchasing spend enabling you to improve sourcing strategies and maximize your buying power. The **SAP E-Sourcing** application automates and streamlines your purchasing processes for greater efficiency. The **SAP Contract Lifecycle Management** application enables you to optimize contracts and contract negotiations while improving purchasing compliance. In addition, the **SAP BusinessObjects Global Trade Services** application enables you to streamline import and export processes, maintain regulatory compliance and take advantage of international trade agreements.

Key benefits

- Better use of buying power
- Increased procurement efficiency
- Optimized contract values and compliance
- Improved sourcing strategy

 SAP Contract Lifecycle Management

 SAP BusinessObjects Global Trade Services

 SAP E-Sourcing

 SAP BusinessObjects Spend Analytics



BUSINESS WAREHOUSE ACCELERATOR

Improve query performance

In unpredictable times the need for fast, accurate business analyses and reports increases as users grapple to respond to rapidly changing circumstances. For IT departments this means processing increasingly complex queries across an ever-expanding volume of data, which can be resource-intensive, slow, and expensive.

The SAP NetWeaver® Business Warehouse Accelerator software overcomes the problem by providing a highly scalable analytical server with dedicated functions that boost the performance of user queries significantly. The new functions enable business users to access and analyze large volumes of data giving users greater flexibility in the types and depth of queries they can produce.

With no labor-intensive set-up or design activities, implementation costs are low, while the way SAP NetWeaver Business Warehouse Accelerator is designed eliminates the need for performance tuning, reducing operational overheads.

Key benefits

- Query performance increased
- Greater flexibility of queries
- Low implementation costs
- Reduced operational costs

 SAP NetWeaver Business Warehouse Accelerator

 Finance and purchasing

 Operations and business groups

 IT

 Sales and marketing

 Human resources

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BUSINESS PLANNING AND CONSOLIDATION

Fast, accurate planning, budgeting, forecasting, and reporting


Accurate planning, budgeting, forecasting, and reporting have never been more vital. Yet, with data spread across multiple applications and databases, executing planning cycles and gaining a true picture of an organization's performance can be extremely lengthy processes, if not impossible.

The SAP BusinessObjects Planning and Consolidation application improves productivity, by enabling you to simplify and streamline your budgeting, planning, and forecasting processes. In addition, it enables you to rapidly and efficiently consolidate financial information for legal, statutory, and management reporting for a fast, accurate close. SAP BusinessObjects Planning and Consolidation is easy to use, because staff can use familiar Microsoft® Office tools to access information and processes. In addition, its configurable business processes drive greater consistency by guiding users through the process steps.

Predictive analytics proactively warn of negative variances, providing an early warning system for potential performance problems. And, because SAP BusinessObjects Planning and Consolidation is a single, integrated application, maintenance is reduced, data integrity is improved and deployment is simplified.

Key benefits

- Rapid adoption through Microsoft Office tools
- Early flagging of potential problems
- Greater efficiency with streamlined processes
- Improved forecast and reporting accuracy
- Support for GAAP, IFRS, IAS, and FASB

 SAP BusinessObjects
Planning and Consolidation



CONFIDENT DECISIONS BASED ON INSTANT LINE OF SIGHT

Unlock the power of the information you have within your business

Most senior executives do not believe they have the quality of information they need to make good decisions and are afraid they are making incorrect decisions because of it.


The SAP BusinessObjects intelligence (BI) packages provide a single, trusted BI platform that delivers the insights that senior executives and others need to guide their companies forward.

With SAP BusinessObjects BI packages, information from any database or application can easily be accessed. Their comprehensive features include powerful analytics, dashboards, and visualization, query, and analysis, reporting and the ability to leverage third-party information for benchmarking.

As a result, you can establish a single, integrated business intelligence platform that delivers immediate access to trusted information, empowering users to make confident, informed decisions that drive your business forward.

Key benefits

- Instant access to company-wide information
- Powerful query, analysis, and reporting tools
- Decision making based on trusted information
- Minimal dependence on IT resources and developers

 The Value of Business
Intelligence

BEST-RUN NOW PACKAGES

LOW RISK, AFFORDABLE, HIGH IMPACT

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EFFICIENT RECEIVABLES AND COLLECTIONS

Accelerate cash receipts,
reduce days sales outstanding

In times like these cash is king. Cash flow problems can quickly cause problems even for profitable companies. And, when credit is tight, it pays to reduce your dependency on bank financing.

The efficient receivables and collections package comprises of four applications that help you lower your working capital and bad debt risk. The SAP Credit Management application lets you comprehensively assess a customer's ability to pay and provides ongoing credit line management. The SAP Biller Direct application enables you to conduct Web-based invoice presentment, account display, and payment processing. The SAP Dispute Management application allows you to streamline the management and resolution of customer invoice problems. The SAP Collections Management application helps you proactively manage and collect overdue receivables.

With this package you can lower the risk of bad debt, resolve billing disputes faster, streamline collections, accelerate cash receipts and, as a result, reduce your days sales outstanding and your working capital requirements.

Key benefits

- Reduced days sales outstanding
- Lower bad debts
- Reduced working capital requirements
- Decreased dependence on financing

 Receivables and Collections Management



ENERGY DATA MANAGEMENT

Reduce cost, drive additional revenue,
increase competitiveness

Deregulation has opened up the utilities market to a whole range of operators, suppliers, distributors and energy traders who cooperate on the basis of complex market mechanics and compensation fees. In addition to increased competition, the multitude of providers and pricing structures creates challenges for utility sales teams, when calculating quotations, and for accounting departments when processing customer bills and third-party settlements.

SAP for Utilities solutions help companies address those challenges. Using the energy data management (EDM) functions of SAP for Utilities you can meter and measure load shapes, settle energy quantities, manage schedules, bill interval customers, and more.

The EDM functions efficiently handle meter reading data and considerably reduce costs by enabling complex reconciliation and financial settlement processes to be integrated and executed automatically. They also enable you to offer competitive energy products based on time-of-use or real-time pricing conditions.

Key benefits

- Reduced costs
- Improved ability to offer products that drive additional revenue
- Increased competitiveness
- Increased process efficiency

 Energy Data Management

 Finance and purchasing

 Operations and business groups

 IT

 Sales and marketing

 Human resources

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FLEET AND FUEL MANAGEMENT COST CONTAINMENT

Comprehensive packages to help you reduce consumption and costs

Fuel costs have been fluctuating wildly. For every retailer that has a significant impact on the bottom line and all the signs point to even higher costs in the years ahead. How can you fight back?

The answer is the SAP for Retail solution portfolio, which includes comprehensive functionality for anticipating and analysing fuel costs. With this functionality you can evaluate transportation and energy costs at any organisational level, including region, distribution center or store. You can identify locations and business practices that exceed established consumption thresholds. You can test future business scenarios, including shipping routes, delivery schedules, warehousing strategies, alternative carriers, and fuel contracts. You can also collaborate with carriers, vendors, and colleagues to reduce consumption and overall costs.

In addition, SAP for Retail solutions help you evaluate a full range of business variables, including SKU or item pricing and profitability, landed cost and net margin contribution by product, store and/or channel profitability, customer segment profitability, and supply chain costs.

Key benefits

- Greater visibility of fuel costs
- Reduced consumption
- Higher profitability



Fuel and Cost Management



INCREASE REVENUE AND PIPELINE TRANSPARENCY

Maximize profitability, improve sales performance, reduce costs

To maximize your revenue in a volatile market your sales force must not only be efficient, but highly effective as well. That means being able to identify the right customers and opportunities to pursue, as well as optimizing the revenue and cost of sales mix to preserve margins and profitability.

The SAP Customer Relationship Management (SAP CRM) application includes simple and powerful sales force automation capabilities that provide sales organizations with the insight they need to dramatically improve performance.

With packages for sales planning and forecasting, territory management, account, and contact management and activity management, SAP CRM enables your sales force to monitor pipeline performance in real-time, prioritize, and focus sales resources on the best opportunities and use innovative collaboration and analytical tools to boost lead-to-order conversion ratios and productivity.

Key benefits

- Improved sales performance
- Higher productivity
- Lower costs
- Increased revenue



Revenue and Pipeline Management

BEST-RUN NOW PACKAGES

LOW RISK, AFFORDABLE, HIGH IMPACT

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INVENTORY OPTIMIZATION


Increase service levels and product availability while reducing inventory

With increasingly short product lifecycles, customers demanding ever shorter lead times, the increased use of promotions and global supply chains, it is all too easy for manufacturers to find that they are carrying excess inventory, a major drain on working capital. So how can you stop it happening? The answer is Enterprise Inventory Optimization by SmartOps.

Enterprise Inventory Optimization by SmartOps provides advanced demand, production, and analytics capabilities that enable you to determine optimum, time-varying stocking levels for every item at every location in your supply chain. As a result, you gain a true sense and respond inventory management process that reduces stock-outs and improves customer service levels, while reducing inventory carrying cost, obsolescence, and working capital.

Key benefits

- Reduced inventory
- Improved service levels
- Reduced obsolescence
- Increased working capital

 Enterprise Inventory Optimization by SmartOps



LIQUIDITY MANAGEMENT

Increase visibility, improve decision making, mitigate risk

In today's climate effectively managing your cash flow, liquidity, and exposure to foreign exchange, interest rates and commodity prices across the entire organization is paramount.


The packages in the liquidity management package enable you to reduce days sales outstanding, manage cash and liquidity more effectively and mitigate the risks associated with foreign exchange, interest rates and commodity prices.


The SAP Dispute Management and SAP Collections Management applications within receivables and collections management help you streamline the resolution of customer queries and proactively manage and collect overdue receivables, improving cash flow.

The SAP Treasury and Risk Management application gives you timely insights into cash and liquidity requirements from every part of your organization. You can analyze multiple risk categories using a variety of proven methodologies. You can also run simulations that calculate the value of your portfolio under various scenarios. The result is better decision making, which mitigates against the risk of exposure.

Key benefits

- Improved cash flow
- Simplified accounts receivable and treasury processes
- Improved investment returns
- Company-wide visibility

 Receivables and Collections Management

 SAP Treasury and Risk Management

 Finance and purchasing

 Operations and business groups

 IT

 Sales and marketing

 Human resources

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MANAGING THE WORKFORCE THROUGH ECONOMIC UNCERTAINTY

Ensuring the right talent is available, today and tomorrow


It's a cliché, but true nonetheless. People are your most important asset and, in an uncertain economy, it's vitally important that you ensure you have the right people available to execute your business strategy, both today and when the upturn arrives.

The SAP Talent Visualization application by Nakisa helps you quickly assess your workforce and identify the individuals that have the skills and competencies to successfully achieve your objectives. You can also quickly learn who are your key performers and where they reside in the organization, as well as using in-depth, real-time visualization tools to establish effective succession plans.

Where development is required, or certification and compliance need to be maintained, the SAP Enterprise Learning environment enables you to develop and deliver cost effective training through multiple media, such as classroom, Web- and computer-based training, for maximum convenience and effectiveness.


Key benefits

- Accurate picture of skills and capabilities
- Improved succession planning
- Improved talent management
- Reduced training costs

 Crystal Reports

 SAP Talent Visualization application by Nakisa

 SAP Enterprise Learning

 SAP BusinessObjects Xcelsius Enterprise



MANUFACTURING VISIBILITY, INTELLIGENCE AND INTEGRATION

Synchronizing manufacturing and business operations more closely


Customer demands are constantly changing and supply chains have to be agile enough to keep up with them. But, even with sophisticated supply chain systems, many manufacturers are still missing the last piece of the jigsaw puzzle – visibility of the shop floor. The SAP Manufacturing Integration and Intelligence (SAP MII) application provides the missing link.

SAP MII enables companies to quickly and easily integrate manufacturing with other business systems to gain real-time visibility from the top floor to the shop floor. Using sophisticated analytics and manufacturing dashboards, SAP MII delivers actionable intelligence to manufacturing planners, supervisors, and operators, enabling them to make better informed decisions.

As a result, manufacturers can rapidly adjust production activities to match demand changes, reducing inventory, and work in progress, lowering production costs by using assets more efficiently and supporting lean, quality, and compliance initiatives with accurate information.

Key benefits

- Top floor to shop floor visibility
- Reduced inventory and work in progress
- Lower production costs
- Closer alignment of supply with demand

 SAP Manufacturing Integration and Intelligence

BEST-RUN NOW PACKAGES

LOW RISK, AFFORDABLE, HIGH IMPACT

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OPTIMIZE IT

Do more with less

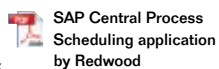
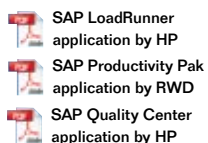
SAP IT optimization helps you reduce costs while accelerating the deployment of new applications.

With these packages you can:

- Reduce operational costs by automating and scheduling complex IT processes (SAP Central Process Scheduling application by Redwood)
- Increase user productivity and cut IT support costs by delivering self-service online learning and help (SAP Productivity Pak application by RWD)
- Reduce IT consolidation and maintenance costs by easily archiving old data while still providing long-term access (document and data management by OpenText)
- Reduce costs and accelerate time to deployment for new applications by automating the management and execution of load, function and process testing (SAP LoadRunner application by HP/SAP Quality Center application by HP/SAP Test Acceleration and Optimization application)
- Improve organizational performance by rapidly designing, optimizing and deploying business processes (SAP Enterprise Modeling application by IDS Scheer)

Key benefits

- Reduced costs
- Increased user productivity
- Faster deployment
- Higher quality packages



PROJECT AND PORTFOLIO MANAGEMENT IN R & D AND IT

Accelerate implementation, use budgets and resources more productively

IT and R & D departments share a common challenge. They must maximize the delivery of projects that are typically long and complex, with limited resources and budgets.

The SAP Resource and Portfolio Management (SAP RPM) application helps you substantially increase the efficiency of managing large project portfolios. With SAP RPM you gain a complete overview of your entire project portfolio, allowing you to monitor the progress of all your activities. Its sophisticated functions help you to identify worthwhile initiatives, projects, and project proposals, set priorities, select the most suitable employees for each project and monitor and coordinate project activities.

With the help of SAP RPM you can minimize project risk, make better use of limited resources, avoid bottlenecks and make more informed decisions. You can also analyze and keep track of changing requirements, such as metrics, time schedules, and personnel resources. As a result you can monitor performance more effectively, accelerate implementation and keep budgets under control.

Key benefits

- Faster time to market
- Improved resource planning and allocation
- Improved budgetary control
- Reduction of bottlenecks



Finance and purchasing



Operations and business groups



IT



Sales and marketing



Human resources

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RAILCAR MANAGEMENT

Reduce freight costs, increase productivity, improve customer service

For companies that use the railways to transport goods and materials, keeping track of rail operations and managing freight costs can be difficult, resulting in higher than necessary expenditure and sub optimum customer service.

SAP Railcar Management Component software overcomes the problems. With SAP Railcar Management Component you can monitor the location of loaded and empty railcars, enabling you to track schedules, arrival times for important raw materials and the return of equipment to original locations. You can also track the location and status of railcars after they are delivered to a rail yard, plant or other facility.

In addition, SAP Railcar Management Component helps you select the most economical carriers, extend your control over freight billing and enhance your freight-rating capabilities, such as billing customers a different freight charge from that paid to the carrier.

The result is dramatically increased supply chain efficiency, lower shipping costs, improved customer service, and increased productivity.

Key benefits

- Increased responsiveness to customer requirements
- Improved railcar utilization
- Reduced administrative overhead
- Lower costs and higher profits



RAPID RESPONSE TO BUSINESS RISK

Proactively identify, analyze, monitor, and respond to enterprise-wide risk

The volatility of the business environment, combined with the growing complexity of national and global regulation, means that effective risk management has never been more important. But many companies are hampered by disjointed governance, risk, and compliance (GRC) activities and systems.

The SAP BusinessObjects Risk Management application gives you the enterprise-wide view of risk you need. Using it you can proactively identify, analyze, monitor, and respond to risk across your entire organization. Real-time visibility and insight into all categories of risk help you balance new opportunities with the financial, legal, and operational exposure associated with them.

Automation of the risk management life cycle ensures that you always have the information you need to make risk-adjusted decisions in the context of your business strategies and objectives. With SAP BusinessObjects Risk Management you improve strategy execution, helping to sustain performance and profitable growth, all key factors in positively impacting the bottom line.

Key benefits

- Reduced exposure
- Greater visibility
- Improved decision making
- Increased risk management efficiency



BEST-RUN NOW PACKAGES

LOW RISK, AFFORDABLE, HIGH IMPACT

18



STORE PROFITABILITY

Increase revenue and profitability on a store-by-store basis

In today's retail markets it's absolutely critical to squeeze every drop of profit you can out of each and every shop. It means understanding and optimizing a complex set of variables, such as stocking, staffing, assortment mixes, and pricing, for example. That's a tough task.

SAP for Retail solutions make it easier, by providing a powerful, new, and proactive way of improving each store's performance. Using them you can monitor and analyze store-level key performance indicators, find the root causes of unexpected behavior, perform "what-if" modeling in real-time, update store plans with automated business process flows and gain real-time visibility of updated, company-wide forecasts.

As a result, you can improve store efficiency, optimize pricing, and discounts, boost sales by improving assortment mixes and control labor costs more effectively, improving net margins and overall profitability.

Key benefits

- Ability to isolate store performance issues
- Capability to model and identify best packages
- Reduced costs
- Increased revenue and profitability

 Store Profitability for Retail



TRAVEL MANAGEMENT

Reduce administrative tasks, increase compliance, make significant savings

One thing is certain – the cost of travel is not going to decrease. The only question is by how much it will increase.

The SAP Travel Management application helps you maximize the value of your travel budget by streamlining all travel processes, from requests and approvals to planning and online reservations, expense management to analytics.

For travellers SAP Travel Management makes it easy to plan, obtain approval, and book flights, hotels, and car rentals, all within your policy guidelines. It also makes it easy for them to enter their expenses, receive approval, and be reimbursed rapidly.

Travel managers benefit from easy-to-use reporting tools that keep them in total control of travel costs, enabling them to determine the best travel guidelines and monitor compliance. In addition, by automatically connecting to airline and hotel reservation systems, SAP Travel Management helps you reduce agents' fees significantly.

Key benefits

- Substantial savings
- Greater compliance with travel policies
- Increased visibility
- Reduced administration

 SAP Travel Management

 Finance and purchasing

 Operations and business groups

 IT

 Sales and marketing

 Human resources

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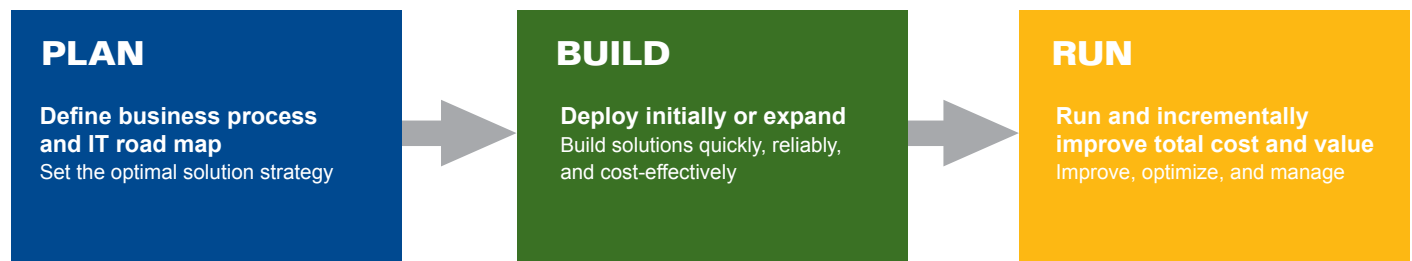
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