



## **SAP® BUSINESS SUITE**

ACHIEVE PROCESS EXCELLENCE, LOWER COSTS,  
SEIZE OPPORTUNITIES





SAP Business Suite software is a comprehensive, fully integrated family of applications that helps enterprises achieve process excellence, lower operational cost, and capture business opportunities. The applications support comprehensive, industry-specific business processes on a single foundation.

SAP® Business Suite software helps enterprises achieve process excellence, lower costs, and seize business opportunities. The software provides you with support to perform essential, end-to-end business processes with modular applications that are designed to work with each other. In addition to reporting and analytics functions for all your lines of business, you get a robust technology environment for designing, composing, and adapting business processes that meet the specific needs of your industry. SAP Business Suite provides support for industry best practices delivered through an integrated set of business functions and processes for finance, human resources, asset management, manufacturing, procurement, product development, marketing, sales, service, supply chain management, and IT management.



SAP Business Suite enhances your ability to identify opportunities and drive business process change or improvement to lower costs or capture revenue opportunities. The ability to collaborate within and across organizational boundaries lets you use supply chain and sales information from your suppliers and customers to improve the quality of your business plans.

# SUPPORT FOR END-TO-END INDUSTRY BUSINESS PROCESSES

## ON A SINGLE BUSINESS FOUNDATION

SAP Business Suite gives you the freedom to expand your enterprise as you require and select the innovations you need through enhancement packages. You get a flexible environment to compose and tailor processes on top of your core applications. You can deploy individual solutions and size their implementations according to your budget and business strategies.

SAP® Business Suite software is a comprehensive, fully integrated family of applications that helps enterprises achieve process excellence, lower operational cost, and capture business opportunities. The applications support comprehensive, industry-specific business processes on a single foundation.

Organizations and departments in all industries can deploy SAP Business Suite in a stepwise manner to address strategic business challenges on their own timelines and without costly upgrades. SAP Business Suite provides better insight and visibility across organizations, improves operational efficiency and effectiveness, and gives you the flexibility to address business change in real time.

SAP Business Suite applications provide robust support for your finance, human resources, manufacturing, procurement, product development, marketing, sales, service, supply chain management, and IT management processes. A result of more than 35 years of experience with best-in-class enterprises, SAP Business Suite can help organizations that:

- Need high-integrity business processes integrated across organizational, departmental, and geographic boundaries
- Wish to expand existing business processes or add new processes as quickly as possible
- Want to consolidate enterprise software landscapes to reduce costs or scale their operations for more efficient growth

## Lines of Business Supported by SAP® Business Suite

Lines of Business	Benefits
Finance	<ul style="list-style-type: none"> <li>▪ Accelerate financial closes</li> <li>▪ Optimize working capital</li> <li>▪ Integrate and support functions for treasury and cash management</li> </ul>
Human resources	<ul style="list-style-type: none"> <li>▪ Automate processes to free up HR professionals for strategic tasks</li> <li>▪ Manage employees more effectively</li> <li>▪ Improve employee satisfaction</li> <li>▪ Control HR management costs</li> <li>▪ Identify future leaders and manage their development</li> </ul>
Asset management	<ul style="list-style-type: none"> <li>▪ Improve visibility over your assets</li> <li>▪ Maximize asset uptime</li> <li>▪ Improve your ability to manage intellectual property</li> <li>▪ Increase asset safety and compliance</li> </ul>
Environment, health, and safety	<ul style="list-style-type: none"> <li>▪ Increase the ability to identify and mitigate environmental, health, and safety risks</li> <li>▪ Streamline environmental, health, and safety processes</li> <li>▪ Manage and report compliance for corporate safety policies</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>▪ Synchronize global manufacturing fulfillment with local execution</li> <li>▪ Increase efficiency in logistics and fulfillment processes</li> <li>▪ Manage configured products and service parts better</li> <li>▪ Orchestrate your global network of suppliers skillfully</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>▪ Optimize your sales and marketing investments</li> <li>▪ Leverage insight to align marketing and sales activities</li> <li>▪ Retain the right customers</li> </ul>
Procurement	<ul style="list-style-type: none"> <li>▪ Streamline and centralize procure-to-pay processes</li> <li>▪ Enforce comprehensive contract compliance</li> <li>▪ Improve visibility into supplier performance</li> <li>▪ Increase spend visibility</li> </ul>
Product development	<ul style="list-style-type: none"> <li>▪ Accelerate delivery of innovative products to market</li> <li>▪ Improve product compliance</li> <li>▪ Collaborate with partners to deliver safe products faster</li> </ul>
Sales	<ul style="list-style-type: none"> <li>▪ Implement sales strategies that promote growth</li> <li>▪ Focus sales efforts on the most profitable customer opportunities</li> <li>▪ Increase the efficiency of sales teams</li> <li>▪ Accelerate sales cycles</li> </ul>
Service	<ul style="list-style-type: none"> <li>▪ Deliver superior customer service</li> <li>▪ Resolve customer problems quickly</li> <li>▪ Optimize the use of resources available for service</li> <li>▪ Increase cross-selling and up-selling to existing customers</li> </ul>
Supply chain management	<ul style="list-style-type: none"> <li>▪ Respond to global supply and demand dynamics</li> <li>▪ Synchronize supply and demand</li> <li>▪ Leverage auto-ID technologies and item serialization</li> <li>▪ Deal effectively with supply chain events like recalls</li> </ul>
IT management	<ul style="list-style-type: none"> <li>▪ Use IT to increase enterprise competitiveness</li> <li>▪ Lower total cost of ownership for IT assets</li> <li>▪ Increase user satisfaction with installed software</li> </ul>

# OPTIMIZED REVENUES AND REDUCED COSTS

## FOR EVERY LINE OF BUSINESS

Each of the core applications within SAP Business Suite offers functionality to expand, automate, and improve enterprise efficiency.

### **SAP Customer Relationship Management**

The SAP Customer Relationship Management (SAP CRM) application helps organizations increase their revenues through greater customer loyalty, faster introduction of new products and entry into new markets, and higher win and lead conversion rates. With SAP CRM, you can streamline your business processes, enhance your service levels, and improve frontline efficiency with lower costs and fewer errors. The application can help you respond more quickly to change, improve the customer experience, and offer superior differentiation and innovation.

### **SAP ERP**

The SAP ERP application helps you improve operational efficiency and productivity by significantly extending the reach of your business processes. It can help you engage and connect more people in real time within and beyond your enterprise – including your customers, suppliers, and partners. All members of your organization get the information they need to act efficiently and respond quickly to market changes and new competitive challenges. The application can help you reduce risk, optimize IT spending, improve financial management and corporate governance, and earn a faster, higher return on your software investment.

Financial features within SAP ERP help organizations streamline financial processes, optimize working capital, and manage risks that can impact the value of financial assets, payment streams, and profit margins. They can help you accelerate cash flows and improve the way you manage cash to maximize liquidity and improve investment returns.

HR features within SAP ERP contribute to your organization's productivity and profitability by providing support to help you run cost-effective, high-quality, efficient HR operations and hire, develop, and retain talent at all levels. Functions for managing human resource tasks provide comprehensive, real-time insight into your workforce to help you manage employees more effectively, increase employee satisfaction, and control costs.

### **SAP Product Lifecycle Management**

The SAP Product Lifecycle Management (SAP PLM) application helps companies develop innovative products and explore new market opportunities for higher market share and increased customer satisfaction. SAP PLM provides 360-degree support for all product-related processes – from the initial product idea to manufacturing and product service.

SAP PLM can help improve decision making at all levels of your organization through powerful and flexible analytics and integrate external stakeholders into a virtual network that maximizes their core competencies. The application can help you manage changes and product quality issues in every phase of the product life cycle and reduce your time to market and time to volume by closely

integrating your supply chain management and procurement processes. In addition, it can help reduce maintenance costs, increase equipment availability, and enhance productivity.

### **SAP Supplier Relationship Management**

The SAP Supplier Relationship Management application can help companies generate sustainable savings by streamlining and centralizing their procure-to-pay processes. Companies can minimize risk by delivering comprehensive contract compliance and improve sustainability through greater visibility into supplier relationships and performance.

### **SAP Supply Chain Management**

With the SAP Supply Chain Management application, you can transform operations from a linear supply chain into a responsive supply network – in which communities of customer-centric, demand-driven companies share knowledge, intelligently adapt to changing market conditions, and proactively respond to shorter, less predictable life cycles.

By providing greater information transparency and real-time business intelligence, the application can shorten cash-to-cash cycle times. By reducing inventory levels and increasing inventory turns across the network, it can lower overall costs. Better order, product, and execution tracking can lead to improvements in performance and quality, which can further reduce costs. Tighter connections with trading partners keep the supply chain continually aligned with current business strategies and priorities to improve overall company performance.

# ATTAINMENT OF PROCESS EXCELLENCE IN YOUR INDUSTRY

## WITH INDUSTRY-SPECIFIC SOFTWARE FROM SAP

SAP Business Suite serves as the foundation for every solution portfolio SAP offers, serving the needs of customers in more than 25 major industries. The suite can be configured and deployed quickly to address specific industry requirements and processes without the overhead of investing in and integrating third-party specialty software to address processes unique to the industry in which you compete.

Fully enabled by service-oriented architecture (SOA), the latest SAP Business Suite software provides more than 2,800 enterprise services to give greater flexibility to organizations in a wide range of industries. Companies can use the SAP NetWeaver® technology platform to compose or integrate applications to handle new business processes and differentiate themselves in their industry. With this open standards-based plat-

form and robust set of enterprise services, the software supports the integration of partner software solutions to extend the native industry functionality of SAP Business Suite.



SAP Business Suite is available in modular building blocks that combine software, support for best practices, and services to help your organization benefit from SAP business expertise. Each of the core applications within SAP Business Suite is based on the SAP NetWeaver technology platform.

# TRANSFORMATION OF STRATEGY INTO EXECUTION

## THROUGH INSIGHT FOR ACTION

Sound decision making requires a constant stream of timely information from a single, reliable source that brings data together from across the enterprise. To be most efficient, your enterprise also requires the full integration of its business processes and the complete alignment of its IT and business strategies. In addition, you need an open, fully scalable technology platform that provides the flexibility to grow your enterprise and accommodate new market and regulatory requirements.

### Enhance Visibility and Decision Making

SAP Business Suite can deliver transactional information and management reports to every line of business – any-time from anywhere – through standard SAP interfaces, mobile devices, and desktop applications. Applications within the suite help you connect operations with your strategy as you create and align plans, budgets, and operational reporting across organizational divisions and processes. Teams from different departments have real-time views of transactions and data and can analyze and track outsourced business processes.

### Take Action and Improve Mission-Critical Processes

SAP Business Suite enhances your ability to identify opportunities and drive business process change and improvement to lower costs and capture reve-

nue opportunities. The ability to collaborate within and across organizational boundaries lets you use supply chain and sales information from your suppliers and customers to improve the quality of your business plans. Because SAP Business Suite is based on the flexible and open IT architecture of SOA, you can integrate solutions from the SAP ecosystem and partners as well as your existing enterprise software and still maintain process integrity.

### Eliminate Costly and Time-Consuming Upgrades

SAP Business Suite gives you the freedom to expand your enterprise as you require and select the innovations you need through enhancement packages. You get a flexible environment to compose and tailor processes on top of your core applications. You can deploy individual solutions and size their implementations according to your budget and business strategies. The ability to integrate non-SAP solutions increases the power and flexibility of this robust technology environment.

SAP Business Suite is available in modular building blocks that combine software, support for best practices, and services to help your organization benefit from SAP business expertise. Each of the core applications within SAP Business Suite is based on the SAP NetWeaver technology platform. As the foundation for SOA, SAP NetWeaver helps organizations like

yours transform their current IT landscapes into strategic environments that can drive business change. The open platform helps ensure that you can affordably enhance your software as your business grows.

Flexible deployment options give you quick time to value and support strategic business initiatives – with minimal risk. You can easily adapt each of the core applications to bring a new dimension of efficiency and flexibility to your enterprise. Our evolutionary approach protects your existing IT investments, which can result in considerable savings. If you are a new SAP customer, you can benefit from organization-wide solutions that standardize your current IT environment.

SAP Business Suite can help reduce hefty integration costs by supporting business processes that are tightly integrated and optimized from the start. It reduces capital outlay by eliminating the need to purchase multiple software solutions from different vendors. Such interoperability – combined with other cost savings, improved efficiency, and enhanced revenues – helps you achieve a rapid return on your investment and reduce total cost of ownership.

# SUPPORT ACROSS YOUR ORGANIZATION FOR TODAY AND TOMORROW

FOR A LONG-TERM COMPETITIVE EDGE



SAP is committed to the continued enhancement of the applications within the SAP Business Suite so that each of them remains an ideal choice for driving new growth, maintaining competitive agility, and attaining operational excellence. The culmination of decades of real-world experience across a wide range of industries, these applications can help you make your enterprise a highly responsive business that flexibly addresses new marketplace demands, satisfies your customer base, and maintains your competitive advantage over the long term.

For more information about the many ways that SAP Business Suite can help your organization, please contact your SAP sales representative or visit [www.sap.com/usa/solutions/business-suite/index.epx](http://www.sap.com/usa/solutions/business-suite/index.epx).

## Why SAP® Business Suite

- SAP® Business Suite software is a comprehensive, highly respected family of applications that support industry-specific business requirements for finance, human resources, procurement, product development, marketing, sales, service, supply chain management, and asset management.
- SAP Business Suite supports integrated, comprehensive business processes that transcend organizational, departmental, and geographic boundaries for all industries.
- You can add new SAP Business Suite applications without expensive replacements or upgrades.
- With SAP Business Suite, you can consolidate your software landscapes to reduce costs and appropriately scale your operations for growth.
- By using SAP Business Suite applications as a comprehensive business process platform based on a common, service-oriented architecture, your enterprise can become more agile and respond to changing business needs.

50 093 179 (09/05)

©2009 by SAP AG.

All rights reserved. SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in other countries. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

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

[www.sap.com/contactsap](http://www.sap.com/contactsap)

THE BEST-RUN BUSINESSES RUN SAP™

