

SAP Starter Package Solution Brief



OVERVIEW

With starter packages, you can start small with a focused subset of SAP Business ByDesign functionality and extend to a full implementation later at your convenience.



Starter packages are predefined, focused subsets of the SAP Business ByDesign solution, designed to give you a compelling, cost-effective, and rapidly implemented starting point for your incremental adoption of the full solution.

Getting started quickly with starter packages for SAP® Business ByDesign™

As a growing business or midsize company, you have big plans. You want to expand your business, grow rapidly, and win market share against your competitors.

Unfortunately, you find you are being held back. You may still be running your business with introductory, off-the-shelf accounting packages – software that was useful when you were just getting started but now is simply inadequate. Your staff members may be spending most of their time entering or re-entering data manually into spreadsheets, then using the spreadsheets to run disconnected business processes. Or you may be held back because you can't get the information you need due to the fact that it's stored on someone else's laptop, which is inaccessible to you. Being held back for any of these reasons means one thing: you don't have the operational efficiency you need to compete effectively, nor do you have the information or insight you need to make the right business decisions.

The answer is SAP® Business ByDesign™ – complete business management software delivered on demand. With SAP Business ByDesign, you can be sure of getting the functionality you need to drive world-class operational efficiency in your company and the information you need when you need it to make solid business decisions. SAP Business ByDesign supports end-to-end business processes – in one application, with a single user interface – across all key functional areas in your company, including marketing, sales, finance, accounting, human resources, production and supply chain management, and procurement. The solution includes a rich set of analytics and reporting functionality to let you monitor and process your business data and gain deeper insight into all aspects of your business.

However, it may be that your business is not quite ready for a full implementation of the complete SAP Business ByDesign solution. This could be for a number of reasons. It could be that you have legacy licenses for point applications that haven't expired yet and you'd like to wait to replace them. Or it could be that you do not want to introduce a new application across the board in your company. Perhaps your most pressing business problem is in one functional area – marketing or perhaps sales – where you'd like to focus your budget right away.

Phased implementation

To make it easy for you to start small and phase your implementation of SAP Business ByDesign, SAP has introduced a set of starter packages. These packages are predefined, focused subsets of the full SAP Business ByDesign solution and are designed to provide you with a compelling, cost effective, and rapidly implemented starting point for your incremental adoption of the full solution. At the same time, the packages are designed to allow you to address specific functional requirements and key business challenges immediately.

The starter packages are a combination of product functionality and a rich set of services provided by SAP experts and delivered as a fixed-price, fixed-scope project. The services let you take full advantage of best practices for your business processes. These best practices are based on three decades of experience SAP has had implementing support for them for some of the world's most successful companies. With the proven approach provided by the services, the packages can be implemented as



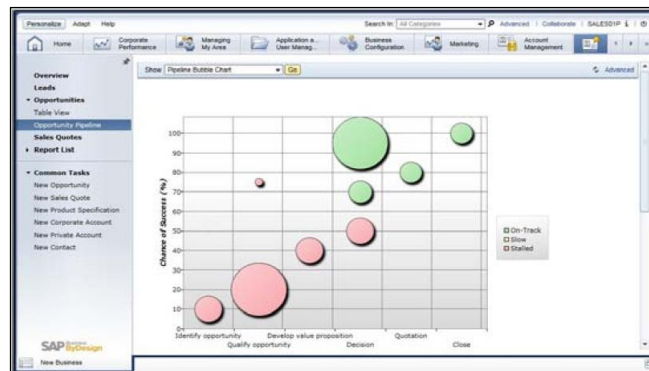
SAP Business ByDesign enables end-to-end business processes in one application, with a single user interface – across all key functional areas in your company.

rapidly as possible to maximise the value your employees obtain from SAP Business ByDesign. The end result is you can maximise your return on investment. Three packages are currently available and are described below.

The starter package for Customer Relationship Management (CRM)

Supports best business practices for sales force automation, enabling your salespeople to generate leads, efficiently manage all stages of the sales process, and close deals promptly. At the same time, the package lays the foundation for a full software implementation down the road. The CRM starter package for SAP Business ByDesign can be implemented in less than three weeks, which means you can start to realise fast time to value in an area – sales force automation – that is of critical importance to your business.

Figure 1: Sample opportunity pipeline chart for sales personnel



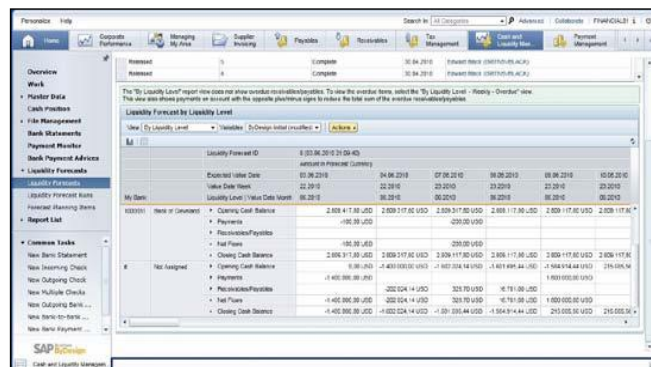
The starter package for Enterprise Resource Planning (ERP)

Provides customers who have outgrown accounting only software with support for best practices for managing their financial, accounting, and purchasing business processes to help them manage the next stage of growth. At the same time, the package provides a foundation for adopting the full range of functionality of SAP Business ByDesign. The ERP package can be implemented in six weeks or less, giving you quick access to the full set of sophisticated financial, accounting, and procurement functions you need to run your business efficiently and profitably.

The starter package for Professional Services Firms (PSP)

Designed to give small businesses and midsize professional services firms affordable support for business processes to help them manage their businesses end to end. With this software, they also gain support for best practices to help them level the playing field against larger, well capitalised competitors. Designed to go live in eight weeks or less, the PSP starter package will help you compete more effectively by giving you the tools you need to acquire and serve clients efficiently. It will also help you improve the profitability of projects and increase the operational efficiency of your internal processes.

Figure 2: Sample liquidity chart for financial professionals



Designed to go live in three to eight weeks, the starter package for professional services firms will help you compete more effectively by giving you tools to acquire and serve clients efficiently.



Need more information?

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Sapphire: Delivering business innovations

Sapphire delivers products and services that help accelerate business innovation for our customers. We believe that doing so will unleash growth and create significant new value – for our customers.

Sapphire Systems plc the Global No.1 SunSystems Channel Partner, one of the world's leading Channel Partners for SAP Business One and 2009 Partner of the Year for Professional Advantage. During the past 20 years, Sapphire has built a team of technical and services personnel who have led some 2,500 system implementations - from single-user systems to large, multi-national finance and ERP applications. Sapphire has global rollout capabilities that are available across all continents, and that are backed by a large team of software specialists. With consistent, double digit revenue growth over the last several years, Sapphire joined the ranks of the Deloitte Fast 500 EMEA Technology Providers in 2005.

With offices in London, Birmingham, Manchester and Edinburgh in the UK, New York, Los Angeles & Houston – USA, as well as Mumbai – India the group today provides solutions, services and support to over 650 companies worldwide.

For more information on SAP Business ByDesign please call our Product Advisory Team on +44(0)20 7648 2000.