Introduction to the SAP CRM Rapid-Deployment Solution for Sales, Marketing and Service

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In This Session ...

Learn how to get SAP CRM up and running - fast by using the Rapid-Deployment Solution CRM for Sales, Marketing and Interaction-Center Service
What We’ll Cover …

1. Introductions
2. Rapid-deployment concept and business drivers
3. Build Your Own CRM system
4. Project Approach and Planning
5. System Landscape
6. Detailed Scope
7. Wrap Up
8. Appendix
Introductions

Who am I?
- Practice Manager for SAP Consulting, formerly a platinum CRM consultant
- 15 years industry experience in Marketing, Sales and Customer Service

Getting to know you …
- Have the need to implement CRM, in one business unit and region?
- Have developed a business case for a CRM implementation for
  - Sales force automation?
  - Campaign management and segmentation?
  - Interaction Center Inquiries and Complaints?
What We’ll Cover …

1. Introductions
2. Rapid-deployment concept and business drivers
3. Build Your Own CRM system
4. Project Approach and Planning
5. System Landscape
6. Detailed Scope
7. Wrap up
8. Appendix
SAP brings together software and services in a new offering that gives you compelling CRM functionality quickly and affordably.

- Preconfigured software to eliminate guesswork
- Rapid delivery in as little as six to eight weeks
- An affordable, flexibly priced solution
- A clear path to your full CRM vision
What Are Rapid Deployment Solutions (RDS)?

- software and services
- compelling CRM functionality
- implement quickly and affordably

What’s included?

Solution Content:
Guides, best practices educational material….

Pre-Configuration:
Wizards, automation scripts, accelerators …

Productized Service:
Built as an integral part of the software development process

Complete and ready-to-run software, addressing customer business need with best-in-class process

Traditional SW Delivery vs. RDS

Tailored solution
Consulting
Software

Standard best-in-class process
Pre-configuration
Integrated SW & SRV

Addressing Customer Use Cases

Business transformation
Net new functionality
Extensions

Functional modification

Guaranteed Customer Value

Time 2 value
Implementation < 3 months

Total cost of implementation
At least 40% lower TCI

Return on investment
ROI in 6 months

One contract, one price
Fixed scope > reduced risk

Based on Implementable Steps

Functionality

Time
1. Introductions

2. Rapid-deployment concept and business drivers

3. Build Your Own CRM system

4. Project Approach and Planning

5. System Landscape

6. Detailed Scope

7. Wrap up

8. Appendix
Sales, Service and Marketing Functionality that helps you achieve your CRM vision

Build your CRM system by choosing one or more solutions (v 2.70).

### Sales
- **Standard**
  - Account and Contact Management
  - Activity Management
  - Groupware Integration
  - Sales Reporting
  - Opportunity Management
  - Pipeline Performance Management
  - Lead Management
  - Integrated SAP ERP Quotes and Orders* (incl. Product Proposal)

### Marketing
- **Standard**
  - Account and Contact Management
  - Activity Management
  - Groupware Integration
  - Marketing Reporting
  - Campaign Management
  - Segmentation Management
  - Lead Management

### Service
- **Standard**
  - Account and Contact Management
  - Activity Management
  - Groupware Integration
  - Customer Service and Support
  - Knowledge Management

*Note*: Only for existing SAP SD customers

Version 3.701 release date scheduled for end of June, 2011
SAP CRM Rapid-deployment Solution for Sales

Pre-configured sales functionality, out-of-the-box v 2.70

- Account and Contact Management
- Activity Management
- Groupware Integration
- Master Data Import (standalone scenario)
- Sales Reporting
- Opportunity Management
- Pipeline Performance Management
- Integrated SAP ERP Sales Order and Quote Management*
- Lead Management**

*Note: Only for existing SAP SD customers
** Optional
Sales solution capabilities

Comprehensive account management
- Complex account hierarchy
- 360° account fact sheet

Pipeline performance management
- Interactive pipeline analytics
- What-if analysis and scenario planning

Accurate SAP ERP quotes, pricing and orders

Repeatable sales processes
- Personalize to the way you work
- Comply with your sales policies
Easily Monitor and Report Sales Performance

Solution Capabilities:

Sales interactive reports
- Accounts with open activities
- Lead status analysis
- Opportunity sources
- Opportunity pipeline
- Win/loss analysis by reason

Sales pipeline by revenue, product, product category

Reporting by team and individual with complete access control

Report generation and sharing
- View any data as a chart
- Export any table to Excel
SAP CRM rapid-deployment solution for Interaction Center Service

Pre-configured interaction-center service functionality, out-of-the-box v 2.70

- Account and Contact Management
- Activity Management
- Groupware Integration
- Master Data Import (standalone scenario)
- Service Request Management
- Knowledge Base Management
- Service Request Assignment and Routing
Enables Service Agents to Resolve Customer Issues Quickly

Solution Capabilities:

Intuitive user interface designed for contact center users

- Interaction Center Client
- Multi-channel support for phone, email, fax

History of customer interactions with Account Fact Sheet

Pre-defined email and letter templates

- Includes commonly-used email and letter templates

Service Request Management

- Register and resolve customer queries and issues

Automatic assignment and routing of service requests

- Easy to change or create new rules using Rule Modeler
Provides Contextual Knowledge to Support Service Agents

Solution Capabilities:

Contextual and easily accessible knowledge base
- Key words or category search
- Automatic suggestion
- One-click to send knowledge article emails

Simple content creation
- Easy to categorize
- Multilingual support
- Open interface available for importing content from 3rd party content sources*

* Separate implementation services required
New! SAP CRM rapid-deployment solution for Marketing

Pre-configured marketing functionality, out-of-the-box v 2.70

- Account and Contact Management
- Activity Management
- Groupware Integration
- Master Data Import**
- Marketing Reporting
- Campaign Management
- Segmentation
- Lead Management*

*Optional
Accurately Target Customers, Streamline the Campaign Process, and Better Support Sales

Solution Capabilities:

Target the Best Customers
- Accurate Targeting
- Flexible Target List Management

Simplify Campaign Management
- Hierarchical Campaign Planning
- Marketing Project Management
- Integrated Execution Channels

Better Support the Sales Force
- Integrated Lead Management
- Automated Lead Distribution
- Collaborative Marketing Calendar
Easily Monitor and Report Marketing Performance

Solution Capabilities:

Marketing interactive reports
- Lead status analysis
- Lead origin analysis
- Marketing contact list
- Marketing contact summary
- Campaign effectiveness

Reporting by team and individual with complete access control

Report generation and sharing
- View any data as a chart
- Export any table to Excel
# Rapid Deployment of SAP CRM

## Delivery time and functionality

<table>
<thead>
<tr>
<th>SAP CRM PSP consulting packages</th>
<th>Functionality delivered</th>
</tr>
</thead>
</table>
| SAP CRM Foundation (required)   | - Account and Contact Management  
|                                 | - Activity Management  
|                                 | - Integrated Reporting  
|                                 | - Groupware Integration  
|                                 | - Either data upload from legacy system or SAP ERP connection (Accounts and Products) |
| Sales 6-8 weeks*                | - Opportunity Management  
|                                 | - Pipeline Performance Management  
|                                 | - Integrated ERP Sales Order and Quotation Management*  
|                                 | - Lead Management* |
| Service 6-8 weeks*              | - Customer service inquiry and complaint management  
|                                 | - Knowledgebase |
| Marketing 6-8 weeks*            | - Campaign Management  
|                                 | - Segmentation and List Management  
|                                 | - Lead Management*  

*Includes Foundation delivery time
## Comparison of SAP CRM RDS License vs. SAP CRM Enterprise Solution

<table>
<thead>
<tr>
<th>Sales Planning &amp; Forecasting</th>
<th>Marketing Resource Management</th>
<th>Service Sales &amp; Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Performance Management</td>
<td>Segmentation &amp; List Management</td>
<td>Service Contracts &amp; Agreement</td>
</tr>
<tr>
<td>Territory management</td>
<td>Campaign Management</td>
<td>Installations &amp; Maintenance</td>
</tr>
<tr>
<td>Accounts &amp; Contacts</td>
<td>Real Time Offer Management</td>
<td>Customer Service &amp; Support</td>
</tr>
<tr>
<td>Opportunity Management</td>
<td>Lead Management</td>
<td>Field Service Management</td>
</tr>
<tr>
<td>Quotation &amp; Order Management</td>
<td>Loyalty Management</td>
<td>Returns &amp; Depot Repair</td>
</tr>
<tr>
<td>Pricing &amp; Contracts</td>
<td></td>
<td>Warranty &amp; Claims Management</td>
</tr>
<tr>
<td>Incentive &amp; Commission Management</td>
<td></td>
<td>Service Logistics &amp; Finance</td>
</tr>
<tr>
<td>Time &amp; Travel</td>
<td>Additional packages: BCM for CTI and Data Migration (see Appendix)</td>
<td>Service Collaboration, Analytics, Optimization</td>
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</tbody>
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**CRM RDS License**

**Only for SAP SD Customers**

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Note: Licensee’s Use of the functionality specified herein is limited solely to accessing SAP CRM components. Note: Licensee is entitled to SAP NetWeaver Mobile Gateway but only to the extent such use is required to access the functionality specified herein. Use of other mobile applications may require an additional license fees.
<table>
<thead>
<tr>
<th>Sales Planning &amp; Forecasting</th>
<th>Sales Performance Management</th>
<th>Territory Management</th>
<th>Accounts and Contacts</th>
<th>Opportunity Management</th>
<th>Quotation and Order Management</th>
<th>Pricing and Contracts</th>
<th>Incentive and Commission Management</th>
<th>Time and Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Planning</td>
<td>Pipeline Performance Management</td>
<td>Market Segmentation</td>
<td>Visit Planning</td>
<td>Opportunity Planning</td>
<td>Quotations</td>
<td>Value &amp; Quantity Contracts</td>
<td>Direct &amp; Indirect Sales Compensation</td>
<td>Time Reporting</td>
</tr>
<tr>
<td>Flexible Modeling</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Incentive Plan Modeling</td>
<td>Expense Reports</td>
</tr>
<tr>
<td>Rolling Forecast</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Authorized Customers</td>
<td>Receipt Itemization</td>
</tr>
<tr>
<td>Collaborative Planning</td>
<td>Rule-Based Synchronization for Mobile Devices</td>
<td>Activity Management</td>
<td>Account-specific Sales Processes</td>
<td>Automatic Business Partner Assignment</td>
<td>Contract Completion Rules</td>
<td>Roll Up Hierarchies/Indirect Participants</td>
<td>Integration with Activity Management</td>
<td></td>
</tr>
<tr>
<td>Supply Chain Integration</td>
<td>Sales Analysis by Territory</td>
<td></td>
<td>Email &amp; Fax Integration</td>
<td>Automatic Business Partner Assignment</td>
<td>Order Status Tracking</td>
<td>Collaborative Contract Negotiation</td>
<td>Contracts and Agreements Handling</td>
<td></td>
</tr>
<tr>
<td>Performance Reviews</td>
<td></td>
<td></td>
<td>Marketing Attributes</td>
<td>Activities</td>
<td>Price Change Approval</td>
<td>Cancellation Handling</td>
<td>Target Agreement</td>
<td></td>
</tr>
<tr>
<td>Sales Planning &amp; Forecasting Guides</td>
<td>Customer Specific Pricing</td>
<td>Follow-Up Transactions</td>
<td>Order Validation Check</td>
<td>Fulfillment Synchronization</td>
<td>Adjustments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account Planning</td>
<td>Account Planning</td>
<td>Product Configuration</td>
<td>Credit Management and Credit Check</td>
<td>Automatic Business Partner Assignment</td>
<td>Posting and Settlement</td>
<td></td>
<td></td>
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<tr>
<td>Opportunity Planning</td>
<td>Customer Analysis</td>
<td>Anticipated Revenue</td>
<td>Payment Card Processing</td>
<td>Product Configuration</td>
<td>Commission Simulation</td>
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<td>Sales Planning &amp; Forecasting</td>
<td>Sales Performance Management</td>
<td>Territory Management</td>
<td>Accounts and Contacts</td>
<td>Opportunity Management</td>
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<td>Pricing and Contracts</td>
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<td>Strategic Planning</td>
<td>Account Classification</td>
<td>Buying Center</td>
<td>Automated Follow-Up Process</td>
<td>Contract Status Tracking</td>
<td>Commission Status Management</td>
<td></td>
<td></td>
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<td>Data Quality Management</td>
<td>Sales Project Management</td>
<td>Product Authorization and Restriction</td>
<td>Credit Management &amp; Credit Check</td>
<td></td>
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<tr>
<td>Opportunity Hierarchy</td>
<td>Product Configuration</td>
<td></td>
<td>Pricing</td>
<td></td>
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<td>Sales Process and Selling Methodologies</td>
<td>Bill of Material</td>
<td>Customer-specific Pricing</td>
<td></td>
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<tr>
<td>Opportunity Analysis</td>
<td>Availability Check</td>
<td></td>
<td>Promotional Pricing</td>
<td></td>
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<td>Rebates</td>
<td></td>
<td>Contract Analysis</td>
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<td>Quotation and Order Analysis</td>
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<td>Cross/Up Selling</td>
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<td>Reordering / Listings</td>
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<td>Web Catalog</td>
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# SAP CRM RDS Marketing License Scope

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</thead>
<tbody>
<tr>
<td>Market Research</td>
<td>Multiple Data Source Access</td>
<td>● Campaign Planning</td>
<td>Offer Portfolio Management</td>
<td>Multiple Interaction Channels</td>
<td>Loyalty Program Management</td>
</tr>
<tr>
<td>Budget Planning</td>
<td>High Speed Data Search</td>
<td>Graphical Campaign Modeling</td>
<td>Real-Time Event Detection and Recommendation</td>
<td>Automated Qualification</td>
<td>Loyalty Campaign Management</td>
</tr>
<tr>
<td>Scenario Planning</td>
<td>● Preview Lists</td>
<td>Campaign Optimization</td>
<td>Interaction Assistance</td>
<td>Rule-Based Distribution</td>
<td>Reward Rule Management</td>
</tr>
<tr>
<td>Marketing Planning and Budgeting</td>
<td>● Pre-Filtered/Personalized Attribute Lists</td>
<td>Campaign Simulation</td>
<td>Self Learning and Optimization Mechanism</td>
<td>Lead Dispatching</td>
<td>Membership Management in Web Channel</td>
</tr>
<tr>
<td>Budget Control</td>
<td>● Sampling and Splitting</td>
<td>● Marketing Calendar</td>
<td>Offer Simulator</td>
<td>Web-Based Lead Generation</td>
<td>Membership Management in Interaction Center</td>
</tr>
<tr>
<td>Product and Brand Planning</td>
<td>Embedded Predictive Modeling</td>
<td>Campaign-Specific Pricing</td>
<td>Data Mapping Tool</td>
<td>Lead Partner Management</td>
<td>Membership Management in CRM WebClient UI</td>
</tr>
<tr>
<td>Cost and Volume Planning</td>
<td>Personalized Filters</td>
<td>Multichannel Campaign Execution</td>
<td>Configuration and Migration Tool</td>
<td>Mass Generation</td>
<td>Member Activities and Points Management</td>
</tr>
<tr>
<td>Marketing Plan Analysis</td>
<td>● Quick Counts</td>
<td>Multiwave Campaign Execution</td>
<td>Offer Performance Analytics</td>
<td>Response Recording</td>
<td></td>
</tr>
<tr>
<td>Marketing Calendar</td>
<td>Segment Deduplication</td>
<td>Event-Triggered Campaign Execution</td>
<td>Agent Performance Analytics</td>
<td>Lead Surveys</td>
<td></td>
</tr>
<tr>
<td>Marketing Organization</td>
<td>Suppression Filters</td>
<td>Real-Time Response Tracking</td>
<td>Channel Performance Analytics</td>
<td>Automatic Generation of Follow-Up Activities</td>
<td></td>
</tr>
<tr>
<td>Workflow and Approval</td>
<td>Target Group Optimization</td>
<td>Cost/Financial Reporting</td>
<td>● Lead Analysis</td>
<td></td>
<td></td>
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<td></td>
<td>Clustering</td>
<td></td>
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<td>Data Mining</td>
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<td>Decision Trees</td>
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<td>ABC Analysis</td>
<td></td>
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<td>List Management - List Format Mapping</td>
<td>Interactive Scripting</td>
<td></td>
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<tr>
<td></td>
<td>Duplicate Checks</td>
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<td>Postal Validation</td>
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<td>Data Cleansing</td>
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<td>Data Enrichment</td>
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<td></td>
<td>List Quality</td>
<td></td>
<td></td>
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<td></td>
<td>Lead and Activity Imports</td>
<td></td>
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<td></td>
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<td></td>
<td>List Analysis</td>
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</tbody>
</table>

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# SAP CRM RDS Service License Scope

<table>
<thead>
<tr>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Catalogs</td>
<td>Service Agreement Mgmt</td>
<td>Installed Base &amp; Objects Mgmt</td>
<td>● Service Requests Processing</td>
<td>Service Order Mgmt</td>
<td>Returns Processing</td>
<td>Warranty Management</td>
<td>Logistics Integration</td>
<td>Multichannel Integration: Interaction Center</td>
</tr>
<tr>
<td>Service Marketing &amp; Campaigns</td>
<td>Service Contract Mgmt</td>
<td>Installation &amp; Configuration</td>
<td>● Knowledge Management</td>
<td>Resource Planning</td>
<td>Loaner Mgmt</td>
<td>Warranty Claim Processing</td>
<td>Financial Integration</td>
<td>Multichannel Integration: Email</td>
</tr>
<tr>
<td>Service Opportunity Mgmt</td>
<td>Usage Based Contract Mgmt</td>
<td>Counter &amp; Readings Management</td>
<td>● Activity Management</td>
<td>Service Confirmation Process</td>
<td>In-House Repair Processing</td>
<td>Recall Management</td>
<td>Service Parts Mgmt</td>
<td>Business Workflow, Alerts, Rules</td>
</tr>
<tr>
<td>Service Solution Selling</td>
<td>Service Level Mgmt</td>
<td>Service Plan Management</td>
<td>● Help Desk</td>
<td>Quality Mgmt Integration</td>
<td></td>
<td>Billing</td>
<td>Service Forecasting, Planning, Analytics (BW)</td>
<td></td>
</tr>
</tbody>
</table>

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What We’ll Cover …

1. Introductions
2. Rapid-deployment concept and business drivers
3. Build Your Own CRM system
4. Project Approach and Planning
5. System Landscape
6. Detailed Scope
7. Wrap up
8. Appendix
<table>
<thead>
<tr>
<th>Steps</th>
<th>Discovery</th>
<th>Project Preparation</th>
<th>Realization</th>
<th>Go-Live &amp; Closing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project Preparation</td>
<td>Project Management</td>
<td>Implementation</td>
<td>End-User Training</td>
</tr>
<tr>
<td>2</td>
<td>Scope Definition</td>
<td>Project Management</td>
<td>Performance Testing</td>
<td>Customer Testing</td>
</tr>
<tr>
<td>3</td>
<td>Prerequisites Check</td>
<td>Project Management</td>
<td>Key User Workshop</td>
<td>Project Sign-off &amp; Support</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td>Data Management</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td>Transport</td>
<td></td>
</tr>
</tbody>
</table>

**SAP involvement**

**Customer involvement**
Rapid Deployment of SAP CRM

Project Approach 1

Project Preparation

- **Project management**
  - SAP carries out preparation and with the customer identifies the customer’s project manager.
  - SAP provides advisory support to the customer’s full-time project manager. The customer is responsible for project execution. SAP sends the scoping questionnaire, and the customer fills it in.
  - SAP and the customer’s project manager jointly prepare for the project kickoff workshop.

- **Project team kickoff workshop**
  - A one-day introductory workshop is held to demonstrate the packages to be implemented and to define the project steps and basic configurations (such as master data replication).

- **Business Process Management**
  - Setup of SAP Solution Manager for the implementation project and start of the SAP Solution Manager document repository (SOLAR01), as the system is available

- **Technical Solution Management**
  - The customer installs the SAP CRM software landscape, loads the software prior to the start of the project, and creates user IDs for the project team in SAP CRM and SAP ERP as needed.
  - SAP consultants assist in providing an installation check.

Project Realization 1

- **Technical Solution Management**
  - The deliverable is the initially installed software according to software requirements for the rapid-deployment solution.

- **Business Process Management**
  - The deliverables that should be generated as a result of this work stream are:
    - Configured scenarios and business processes
    - Implementation of enterprise services and composition application (if applicable)
    - Business process procedure

- **Refinement workshop**
  - SAP functional and technical consultants lead the workshop and come up with a user-defined configuration, as per the scope, based on the refinement questionnaire.

*Optional: only for SAP ERP Customers
Rapid Deployment of SAP CRM

Project Approach 2

Project Realization 2

- **Refinement Implementation**
  - SAP functional and technical consultants, along with the customer’s power users and IT business analysts, deploy the rapid deployment solution of SAP CRM and complete solution development in the development box.
  - SAP consultants provide baseline SAP CRM accelerators.
  - The joint project team initiates and completes the additional scope items decided during the workshop.
  - Optional: If a quality-assurance system is required, the customer is responsible for setting up the system (including data load*, migration of transports, and testing).

- **Customer Data Import***
  - Customer uploads the legacy master data.

- **Testing, end-user training, and organizational change management**
  - The customer is responsible for integration and user-acceptance testing. SAP consultants assist in defect resolution.

- **Testing**
  - The key deliverable for the testing is the tested solution with results that can be presented to the customer. This deliverable serves as key input for the sign-off of the implemented solution.

- **Transport**
  - The solution is transported into the target system.

- **Key-user workshop (knowledge transfer)**
  - SAP consultants provide knowledge transfer to super users (up to five). The customer is responsible for developing end-user training contents.
  - Knowledge transfer to the customer’s IT staff is done “on the job.” It is assumed that customer provides full-time IT resources who can take up the ownership of production setup and support activities for going live.
  - The customer is responsible for end-user training and organizational change management.

* only for standalone Installation
Project Completion and Post-Project Activities

- **Customer Testing**
  - The key deliverable for the testing is the tested solution, which is in case of SAP Rapid Deployment solutions typically in the customer’s responsibility. This deliverable serves as key input for the sign-off of the implemented solution.

- **Customer End User Training**
  - The expected result of these training sessions is that users will feel confident and safe interacting with the solution and will, over the course of go-live, gain the skills they need to continue using the solution without assistance.
  - The major deliverable that should be the result is the trained end-users.

- **Project Closure and Sign-off**

- **Go-Live**
  - The key deliverables for the go-live are:
    - Live application available for business user
    - Go-live report

- **Post Go-Live Support**
  - The primary goal of post go-live support / activities phase is to further optimize and automate the operability of the solution. Operability is the ability to maintain IT systems in a functioning and operating condition, guaranteeing systems availability and required performance levels to support the execution of the enterprise’s business operations.
SAP CRM rapid-deployment solution
Key Deliverables

What does SAP deliver?

- Preparation of kick-off
- Installation check
- Initial scoping workshop to understand and cover your requirements
- Project documents: blueprint, project plan and WBS activities
- Predefined user and authorization concept
- Customization of chosen packages for the SAP CRM rapid-deployment solution in the development system
- Knowledge transfer to key users on configured SAP CRM rapid-deployment solution system
- Support for going live
- After go-live support

What do you have to do?

- Provide the IT infrastructure (server)
- Install the SAP CRM application, version 7.0, on the development and production environments
- Provide fixed contact people in the business and IT departments
- Prepare Data for import as needed*
- Conduct end-user training
- Performance testing

*only for CRM RDS standalone
SAP CRM rapid-deployment Solution
Implementation Methodology

Discovery
- Value Proposition
- Define Project Scope
- Prerequisites
- Secure Agreement

Project Preparation
- Project Management
- Kick-Off Workshop
- Business Process Management
- Technical Solution Management

Realization
- Technical Solution Management
- Business Process Management
- Refinement Workshop
- Refinement Implementation
- Customer Data Import
- Testing
- Transport to prod. System
- Key User Training

Go-Live
- Customer End User Training
- Customer Testing
- Sign off Implemented Scope
- Go-Live
- Post Go-Live Support/ Activities

Rapid-deployment Deliverables:
- Access to the implementation methodology materials:
  http://service.sap.com/solutionpackages

You can download the roadmap pictured here. Download the html or import into Roadmap Composer.
SAP CRM rapid-deployment Solution
Implementation Methodology

Rapid-deployment Deliverables:

Discovery → Project Preparation → Realization → Go - Live

Access to the implementation methodology materials:
http://service.sap.com/solutionpackages
RDS Implementation Methodology
RDS Delivery View

Discovery

Scope
- Value proposition at customer
- RDS Scope definition
- Secure RDS agreement
- Prerequisite check

Accelerators/Deliverables
- Package overview and detail presentation
- One pager
- Package presentation recordings
- Process-flow documents
- Process-flow recordings
- List of software and system landscape requirements
- Scoping Questionnaire
- SoW

Project Preparation

Scope
- Project Management / setup/staffing
- Kick-off workshop
- Business Process Management – understanding the business process in detail
- Technical Solution Management – preparing technical infrastructure

Accelerators/Deliverables:
- Consulting delivery guide
- Project schedule
- WBS
- Service delivery model, roles and responsibilities
- Process descriptions
- Process-flow documents
- Kick-off presentation
- Pre-delivery requirements and checklist

Realization

Scope
- Technical Solution Management – installation of software
- Business Process Management - configuration and deployment of content
- Solution Refinement
- Data Management
- Testing
- Transport
- Key User Training

Accelerators/Deliverables:
- Installation guide
- Solution Documentation
- SAP Solution Manager content
- SAP Best Practices content (pre-configuration)
- Configuration activities
- Consulting delivery guide
- Implementation content

Go-Live & Closing

Scope
- Performance Tests
- Functional Tests
- End User Training
- Sign off of solution
- Technical Go-Live
- Closing of project
- Post go-live support and activities

Accelerators/Deliverables:
- Test cases
- Deliverable acceptance forms
- Training Materials - Process-flow recordings etc.
- Go-Live Checklist
SAP CRM Rapid-deployment solution
Project Team: SAP

SAP Project Manager
- Serves as a central contact person, from project initiation to going live and support
- On the SAP side, responsible for functional project management, coordination, support and coaching of the customer’s project manager, and so on

Core Project Team
- CRM solution consultants / solution architects
  - Particularly responsible for monitoring process configuration, know-how transfer, and so on
- Functional department staff / key user
  - Focus on data migration and integration aspects

SAP Consultants
- Responsible for implementation of the agreed upon scope for the SAP CRM rapid deployment solution
SAP CRM rapid-deployment solution

Project Team: Customer

Leading Project Manager
- Serves as a central contact person, from project initiation to going live and support
- On your side: responsible for functional and commercial project management, coordination, overall project controlling, preparation of steering committees, and so on

Core Project Team
- **Basis staff**
  - Especially responsible for the installation and administration of the development and productive system landscapes
- **Functional department staff / key user**
  - Responsible for workshops, questions from SAP, end-user training, and possibly as a power user for simple configurations

Specialized Staff (Optional)
- Responsible for further specialized areas such as customization and configuration
What We’ll Cover …

1. Introductions
2. Rapid-deployment concept and business drivers
3. Build Your Own CRM system
4. Project Approach and Planning
5. System Landscape
6. Detailed Scope
7. Wrap up
8. Appendix
- Implementing a two-level landscape
- Connection of SAP ERP software*
- Installation of a reporting client for the CRM Interactive Reporting service
- Installation of TREX for Knowledge Search*
SAP CRM rapid-deployment solution
Example Sizing

Sizing example, based on the following account and activity management information:

- **50 active system users**
- **Master data**
  - 500 new customers per year
  - 2,000 changed customers per year
  - 5,000 displayed customers per year
- **Activities**
  - 100,000 new activities per year
  - Archived data = 24 months

<table>
<thead>
<tr>
<th>Component</th>
<th>Sizing Result*</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPU</td>
<td>4 x 2 GHz</td>
</tr>
<tr>
<td>RAM</td>
<td>min. 8GB</td>
</tr>
<tr>
<td>Hard drive</td>
<td>min. 100GB</td>
</tr>
<tr>
<td>SAPS**</td>
<td>5,000</td>
</tr>
</tbody>
</table>

* Data is for example purposes only. For further details, please contact your hardware partner.

**Performance indicators for sizing
What We’ll Cover …

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8. Appendix
SAP CRM rapid-deployment solution
Detailed Scope - Foundation

Scope Details

SAP CRM core software installation
- Installation check of development system
- Activation of Web Client services for SAP CRM
- Organization model configuration based on ERP model
- Connectivity with back-end ERP system
- Transaction Launcher to embed customer’s existing ERP transactions

Account and contact management
- Customers, both sold-to and ship-to (downloaded from SAP ERP or legacy system*)
- Contacts (downloaded from ERP or legacy system*)
- Replication of Customer Hierarchies
- Notes and attachments
- Business-partner relationships
- Buying Center
- Prospects (manually maintained)
- Competitors (manually maintained)
- Sales employees (manually maintained)
- Standard products (downloaded from SAP ERP or legacy system*)
- Customer Fact Sheet
- Merge Account

User-Defined Changes Allowed

- Organization model for one business unit and one region

- Number ranges (internal and external) for customers, prospects, employees, competitors and contacts
- Up to five user-defined marketing attributes for customer master

* For more information about the Data Import Service please see portal -> /go/datamigration
Scope Details

**Activity management**
- Four new transaction types (interaction log, e-mail, visits and tasks)
- One transaction type for tasks
- Activity journal template
- Partner processing, organization data determination, notes and document attachments
- Calendar
- Follow-up activities
- Define sample questionnaire

Client-based groupware integration with MS Outlook and Lotus Notes (with restrictions)
- Manual Transfer of Appointments, Tasks, Contacts, Email

Business roles: Manager and employee

User-Defined Changes Allowed

- Up to five user defined category values for activity transaction
- Up to five user defined activity reason code values
- Up to five user defined text types for notes in the activity
- Up to five user defined questions and answers for questionnaire
- Removal of redundant work areas in the business roles
Scope Details

Marketing reports (prerequisite package: marketing)
- Lead status analysis
- Lead origin analysis
- Marketing contact list
- Marketing contact summary
- Campaign effectiveness

Sales reports (prerequisite package: sales)
- Active accounts and customers
- Accounts with open activities
- Completed opportunities
- Opportunity sources
- Opportunity pipeline
- Closed opportunities
- Win/loss analysis by reason

User-Defined Changes Allowed

- Knowledge transfer to demonstrate how to create an interactive report
- Support to create two additional interactive reports
SAP CRM rapid-deployment solution
Detailed Scope - Sales

Scope Details

Opportunity and Pipeline Performance Management
- One opportunity transaction
- Creation of follow-up opportunities from lead and activity (manually)
- Partner and organization determination
- One Sales cycle and sales stages (five steps)
- Questionnaire
- Notes and attachments
- Status and Subject Profile
- Pipeline performance management
- Buying Center

Integration with Order and Quotation Management Functionality in SAP ERP *
- Transfer products from the SAP ERP system to the CRM system.
- Activate the ERP quotation and sales order screens in the SALES_EMPL business role.
- Configure the ERP quotation and ERP sales order transaction types for maintenance in CRM.
- Set up of copy control from opportunities to ERP quotations.
- Make general settings in CRM for Product Proposal and filters for Past Orders
- Assign the Product Proposal method schema to ERP transaction type in CRM Customizing area.

User-Defined Changes Allowed
- Adjustment of the five sales stages with user-defined definition in the sales cycle
- Creation of a user-defined questionnaire with up to five questions and answers
- Up to five user-defined text types for the opportunity notes
- Removal of redundant work areas in the business roles

Integration with Order and Quotation Management Functionality in SAP ERP *
- Create the Target Group for which Product Proposals should apply*
- Create the Cross selling rule for the target group and products.
- An example of Transaction Launcher is available for customer to leverage from

Business roles:
Sales manager and sales employee

* Note: Only for existing SAP ERP customers
SAP CRM rapid-deployment solution
Detailed Scope – Sales or Marketing

Scope Details

Lead Management
- Lead transaction (manual maintenance)
- Lead distribution (two lead distribution rules are created as examples)
- Status and subject profile
- Qualify leads and group leads into priorities
- Lead qualification questionnaire
- Notes and attachments
- Partner determination
- Organization data determination
- Follow-up lead-to-opportunity creation (manual or standard workflow)

Business roles:
Marketing manager and marketing employee

Campaign Management
- Marketing plan
- Marketing calendar
- Marketing campaign
- Partner determination profile, organizational data profile
- Segment builder (one segmentation attribute list based on marketing attributes or master data - only the standard InfoSets are available as data sources in the segmentation)
- Campaign execution of Open Channel (File Export), Lead Generation, Email Generation

Business roles:
Marketing manager and marketing employee

User-Defined Changes Allowed

- Up to five lead groups
- Up to ten lead origins
- Questionnaire with up to five user-defined questions and answers
- Up to five user-defined text types in for lead notes
- Up to two lead distribution rules with conditions and actions

Removal of redundant work areas in the business roles

Business roles:
Marketing manager and marketing employee

Removal of redundant work areas in the business roles

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**Interaction Center Inquiry and Complaint Management (Service Requests)**
- One service request transaction for complaints and inquiries
- E-mail and letter support
- Customer identification from SAP CRM Interaction Center
- Customer fact sheet composed of historical activities, tasks, complaints, and inquiries
- Knowledge Base
- Agent Inbox
- Transaction type for Interaction records
- Define two follow-up activities for IR

- Note: Telephony integration not in scope (requires SAP Business Communications Management software)

**Business roles:**
- Service Manager (Interaction Center supervisor) and Service Employee (Interaction Center agent)

**User-Defined Changes Allowed**
- Creation of an e-mail address for incoming and outgoing e-mails
- Creation of one user-defined routing rule for the incoming e-mail address of an organizational unit
- Definition of two in-box items that forward to an organizational unit
- Creation of a user-defined categorization hierarchy with up to four levels and a total of 24 entries
- Creation of a user-defined e-mail template and a letter template
- Entry of two articles into the knowledge base
- Up to four quick searches in inbox

**Removal of redundant entries from the navigation roles**
What We’ll Cover ...

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Service Marketplace resources for CRM Rapid Deployment


   - Detailed description of project phases
   - Accelerators
7 Key Points to Take Home

1. **Rapid deployment** – Preconfigured software and accelerators deliver essential sales, marketing and service processes in as little as six to eight weeks.


3. **User-refinements** – Enable you to refine the solution to your needs, within limits, to keep the implementation rapid.

4. **Predictable costs** – Low, predetermined cost and clearly outlined deliverables mean no hidden fees for the delivered solution. No cost over runs.

5. **Foundation for growth** – Start small, prove the value of this solution, and then grow on your schedule to the full SAP CRM application, if needed.

6. **Valuable customer insight** – Integrated with the SAP ERP application, the solution can provide a complete picture of your customers.

7. **Reduced complexity** – A robust CRM solution (license and services) from a single vendor with superior global support.
Your Turn!

**Q&A**

Lois Bruckner

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The client will be responsible for managing the project and will provide a full-time project manager as well as the necessary IT and business resources.

SAP will provide the appropriate accelerators and subject-matter expertise to assist in the implementation.

SAP provides predefined business roles and authorization concept

The price estimates are based on the SAP CRM rapid-deployment solution.

SAP resources are assumed to be working onsite and remotely, and prices do not include estimates of travel expenses.

Landscape setup will be wholly owned by the customer, who will make the system available in a timely manner. SAP will provide installation checks to check that the prerequisites are met.

The estimates are based on two tier landscape: development and production only.

The client either has the latest SAP ERP* and SAP CRM service packs or will upgrade prior to the start of the project.

For CRM Interactive Reporting, a separate reporting client must be configured in the CRM system. This would be a standard SAP CRM application, version 7.0.

* Note: Only for existing SAP ERP customers
No enhancements or extensions are included as part of the standard implementation of the rapid-deployment solution of SAP CRM. Any changes will require a change request or change order.

No data-level security (for example, to limit the data view by roles or users) is included.

The customer is responsible for organizational change management, end-user training, and roll-out.

To ensure effective communication between SAP and the customer, a weekly meeting will be scheduled to clarify open issues and questions.

Implementation of the rapid-deployment solution of SAP CRM is based on a predefined, preconfigured scope. This includes knowledge transfer to key business users during a one-day workshop.

The refinement workshop will only address getting customer-specific information related to user-defined changes which are allowed as part of the scope. All user-defined parameters will be captured only in a Microsoft Excel spreadsheet.

No new documentation will be created as part of the SAP CRM rapid-deployment solution.
Optional Predefined Service for SAP CRM Rapid-deployment Solution

Data Migration @ SAP CRM Rapid-deployment Solution

SAP introduces an easy to use data migration solution to reduce project risks and speed implementation

Data extraction: SAP BusinessObjects Data Services tool help to connect to most known legacy systems to extract legacy data (master & transaction)

Data mapping: Data mapping and restructuring functionality supports all the major master data business objects required to configure SAP Business All-in-One as the target system

Data validation: Contains predefined content for business logic validation and data quality improvement. Dashboards to identify and visualize data errors early in the process

Data load: Contains program to activate the Idoc’s needed for the data migration process

Reconcile data: Right data to support the business process

Find more information under:
Corporate Portal /go/datamigration
http://service.sap.com/solutionpackages

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Optional Packages for SAP CRM Rapid-deployment Solution

SAP Business Communications Management (SAP BCM) delivers a feature rich all software contact center solution with native integration to SAP business applications at a fixed price in five weeks.

**User Interface:** SAP BCM softphone behind the CRM IC telephony toolbar

**BCM Server:** Contact channels and routing logic, monitoring, reporting and management in SAP BCM platform

**SAP BW:** BCM communication statistics also available via SAP BW /Analytics

Find more information under: http://service.sap.com/solutionpackages