

SAP Business ByDesign

SAP® Business ByDesign™
SOLUTION FUNCTIONALITY OVERVIEW



THE BEST-RUN BUSINESSES RUN SAP™



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The SAP® Business ByDesign™ solution is the most complete on-demand business solution for midsize companies. It addresses the needs of your entire organization, is adaptable, and allows you to react quickly whenever your business needs change. In addition, it is personalized to improve productivity with a role-based user experience, built-in learning and support environment, analytics, and collaboration.

Use this document to learn how SAP Business ByDesign can help you unlock the potential of your company. You can manage operations for your business with a single, integrated solution that puts you – and your employees – at the center of every process. With the power of SAP software at your fingertips, you can execute on your business plans and strategies with ease – and realize the full potential of your business.



A Single Business Solution with Integrated Support for All Business Areas

FOCUS ON YOUR CUSTOMERS

CUSTOMER RELATIONSHIP MANAGEMENT

Get comprehensive, flexible support for customer relationship management processes that span marketing, sales, and service activities. The SAP® Business ByDesign™ solution helps you exploit the right opportunities and maximize customer satisfaction and revenue. Centralized key operational data that is integrated with other key business areas lets you speed sales cycles, bring in revenue faster, and control costs.

Consider the Scope

Market development

- Market information management
- Competitor information management
- Marketing project management

Campaign management

- Target group definition
- Campaign execution
- Lead generation
- Communication

Marketing

Using SAP Business ByDesign, you can better manage your marketing and presales activities, including market development, lead generation, and lead qualification. You can segment your customer base to enable you to contact your target groups more effectively.

What You Can Do

- Market development
- Campaign management

Why Your Business Runs Better

Your managers can prepare highly effective sales and marketing strategies. The SAP Business ByDesign solution makes it easy to build up comprehensive knowledge of your competitors and their products, services, and pricing. Using a central repository of market information in SAP Business ByDesign, you and your staff can store and manage in-depth

information about markets, customers, and competitors. As a result, your organization can precisely target its sales and marketing activities. Your sales team can use this information to fine-tune its sales tactics and better position your products and services.

Seamless process integration makes information gathered during lead generation available for all other marketing and sales activities.

Because of tight integration between your marketing and sales functions in SAP Business ByDesign, all the information collected during lead generation is passed automatically to your sales force. Your marketing professionals can determine the number and quality of leads and the eventual number of opportunities and sales that result. With this information, your marketers can fine-tune the targeting and messaging of marketing activities.



Sales

The SAP Business ByDesign solution gives you comprehensive access to customer-related information about opportunities, quotes, orders, and invoices. Your employees can use data in SAP Business ByDesign to verify product availability, perform accurate forecasting, predict future sales, and identify cross-selling and up-selling opportunities. SAP Business ByDesign supports smooth interactions with customers and helps your sales staff fill the sales pipeline, focus on the most promising leads, and accelerate the sales process.

What You Can Do

- Account and activity management
- New-business development
- Selling of products and services
- Product and service portfolio management
- Customer invoicing
- Sales planning

Why Your Business Runs Better

Your employees have a 360-degree view of your customers.

The SAP Business ByDesign solution uses customer-related information from different areas of your company – such as marketing, sales, and financials – to build online fact sheets that provide a comprehensive, 360-degree view of your customers. Your employees see all customer-related information, such as opportunities, quotes, orders, invoices, and service requests, in a single place. And using the reports and metrics included within fact sheets, they can make effective decisions in their work.

Your employees get the customer information they need, when they need it.

With SAP Business ByDesign, you can integrate customer relationship management processes with your other core business processes, so that employees across your organization have immediate access to relevant informa-

tion from customer-facing activities for which they have authorization. Employees can also see an overview of the status of each order. When a sales order is created within SAP Business ByDesign, your supply chain group is notified automatically and can initiate the order fulfillment process. After sales orders are delivered and invoiced, your financial department can analyze the booked transactions to determine earned profit, and your sales management team can evaluate sales orders to determine expected profit.

Your business planning is fully integrated for accurate forecasting and reporting.

Your managers can report on current sales activities and create new sales plans. A built-in analytics framework lets your management team create reports and forecasts around customers, products, and sales regions. You can monitor forecasts and determine how well individual sales teams, and your



organization as a whole, are meeting sales and revenue targets. You can determine the value of customers, market segments, and sales regions based on past orders. With this valuable information, your company can better identify additional sales and cross-selling and up-selling opportunities.

You can standardize your pricing. SAP Business ByDesign lets you define price lists with flexible pricing policies, so that appropriate approved prices and discounts are calculated automatically and applied to quotes, orders, and invoices. An integrated managerial approval process helps you maintain full control over quote and order processing and price-list setup.

Consider the Scope

Account and activity management

- Account management
- Activity management
- Communication

New-business development

- Lead approval and qualification
- Opportunity management
- Sales quotation management
- Communication

Selling of products and services

- Sales order management
- Selling of products
- Selling of services
- Customer returns
- Sales accounting and profitability analysis
- Communication

Product and service portfolio management

- Product management
- Services management
- Price list and discount management
- Price specification management
- Communication

Customer invoicing

- Sales and service invoicing
- Manual invoicing
- Tax calculation
- Communication

Sales planning

Sales target management



Consider the Scope

Customer care

- Service request management
- Knowledge-base management
- Communication

Field service and repair

- Service order management
- Spare-parts handling
- Service confirmation
- Communication

Entitlement management

- Product registration management
- Service-level agreement management
- Warranty entitlement management

Service

The SAP Business ByDesign solution gives your organization the support it needs to offer service that differentiates it from the competition and increases customer satisfaction. With a comprehensive view of customers at their fingertips, your employees can deliver excellent service and make sure that all commitments to your customers are met.

This paves the way for strong customer relationships – the kind that leads to follow-on sales and encourages your customers to promote your company to others.

What You Can Do

- Customer care
- Field service and repair
- Entitlement management

Why Your Business Runs Better

You stay customer-centric and support your customers better.

With the SAP Business ByDesign solution, your marketing, sales, and service professionals act as a single, unified team in meeting customer needs because they all get the same complete view of customer information. Your customers enjoy consistent interactions with your organization regardless of how they contact your company. Your employees can use product information maintained in SAP Business ByDesign to answer customer queries, respond to customers' service needs, and provide superior customer service. Your organization can continually refine this information as well as disseminate it to service agents and customers.

You deliver your customer service more efficiently.

SAP Business ByDesign tracks the status of service delivery to help ensure that customer commitments are adhered to and that tasks are completed on time. If a task – such as responding to a customer request for repair – is falling behind schedule, an automated escalation mechanism alerts the responsible employee. Escalations can also be triggered manually. In addition, fully integrated support for telephony helps you ensure consistent service delivery across all communication channels. SAP Business ByDesign supports service processes common to most companies in most industries, and you can choose the combination of processes that best fit your customers' service needs.

MANAGE YOUR WORKFORCE

HUMAN RESOURCES MANAGEMENT

Ensure efficient and effective HR operations and maximize the potential of your employees. With the SAP Business ByDesign solution, employees get personalized business portals tailored to their job functions, and self-service features to streamline execution of daily tasks. Adapt HR services to the changing needs of the business by adding, enhancing, and automating processes, including workload management, personnel administration, payroll processing, and time recording.

Human Resources

The SAP Business ByDesign solution helps you integrate your HR processes with other core processes, so that HR data is available to all your employees when they need it. The software has built-in workflows and functionality, such as HR-related forms and reports, to help your employees better manage and complete their tasks.

What You Can Do

- Personnel administration
- Time and labor management
- Compensation
- Payroll

Why Your Business Runs Better

Your HR tasks become simplified. The SAP Business ByDesign solution proactively routes tasks, approval requests, and alerts to employees based on their responsibilities within your company. The software helps you streamline execution of daily tasks, simplify maintenance of employee data, and easily resolve employee requests. Business process automation and built-in support for best practices help your employees prioritize tasks and track whether tasks are completed.

Your HR processes are integrated with other core processes in your business. SAP Business ByDesign supports integration of HR processes with time recording, expense management, project costing, and internal accounting. Other non-HR business areas that benefit from this tight integration include project management, financial accounting, and procurement. You can speed up the processes for gathering working times and creating invoices. Time recording also ties into service procurement to facilitate tasks such as reporting the hours worked by third-party resources or service agents. When third-party resources have access to time sheets in SAP Business ByDesign, all related data is centralized and up-to-date. Staffing functions are linked to project management and HR so that managers and project leaders can see detailed data, such as who is allocated to which projects and who is scheduled to be on vacation.

You facilitate compliance through automatic generation of employee access rights.

SAP Business ByDesign uses organizational data such as department and role information to generate a full security profile, including access rights, for newly hired or transferred employees. The software routes this proposal to the appropriate key users for verification and refinement. You can make incremental restrictions manually – for example, to enforce segregation of duties to protect against fraud. Employee transfers are much easier because the software generates a security profile for the employee. And if your business goes global, SAP Business ByDesign helps ensure that your HR department can oversee employees in other countries and achieve full compliance with local regulations.

You get tight integration with outsourced payroll.

SAP has partnered with Automatic Data Processing Inc. (ADP) to enable tight integration between outsourced payroll services provided by ADP and the HR functions within SAP Business ByDesign. SAP helps ensure that you retain control over – and visibility into – your payroll process, even when it is outsourced. For example, you can preview the outcome of a payroll run and make changes before employees' checks are processed, printed, and distributed.

Consider the Scope

Personnel administration

- Regular task management
- Personnel file management

Time and labor management

- Work schedule administration
- Time recording
- Time accounting
- Time valuation

Compensation

- Compensation structures management
- Compensation adjustment

Payroll

- Payroll processing
- Provider collaboration

Employee Self-Service

The SAP Business ByDesign solution gives your employees convenient access to self-service functionality for completing tasks such as address changes, time recording, purchase requests, and expense reporting, thus freeing up your HR, accounting, and purchasing staff to focus on value-added activities. When an employee uses self-service functions, SAP Business ByDesign automatically alerts the appropriate manager, who can make any necessary approvals online, further reducing administrative workload.

What You Can Do

- Employee self-services
- Management self-services

Why Your Business Runs Better

Your employees handle routine administrative tasks – and reduce the burden on your HR department.

Your employees can use the SAP Business ByDesign solution to perform simple administrative tasks for themselves. For example, an employee can use the software to record working time or update a personal address. Because performance of these tasks is decentralized, with the workload distributed to each employee, your HR department sees a reduction in administrative burden.



Consider the Scope

Employee self-services

- General employee self-services
- Expense management
- Procurement
- Support

Management self-services

Employee self-services on behalf of employee

Your employees can create purchase requisitions from their desktops. With SAP Business ByDesign, you can enable employees to create and monitor their own purchase requisitions in line with your company's purchasing policies. For instance, by using shopping carts found in personalized work centers, employees can trigger the procurement process – without involving purchasing professionals. Requisitions are routed to an employee's manager for approval, and purchase orders are sent automatically to suppliers. Your employees will receive requested items – such as office supplies or equipment – faster, and your purchasing department is free to

focus on strategic tasks while still maintaining control over procurement.

Your employees submit expense reports online – and the responsible manager gets the reports automatically. Your employees can speed up the process for reimbursement of expenses by submitting expense reports online. The responsible manager receives an e-mail notification of the request and can quickly approve the request or ask for additional information. The software helps ensure that related tasks across your company are assigned to the appropriate individuals and are tracked to completion.

Corporate Organizational Management

Within the SAP Business ByDesign solution, you can create and manage the organizational information of your company and provide a single, central organizational structure that reflects the different aspects of your business, such as legal, financial, and reporting.

What You Can Do

- Organizational structure management
- People master-data management

Why Your Business Runs Better

Your organizational management is simplified.

You now have one central structure you can maintain easily. Using this central structure, you can plan company-wide changes and adapt your organizational structure to these business changes.

It's easier to manage your employee authorizations.

Once you define the duty of an organizational unit, the solution generates a proposal for work centers. When employees are assigned to the organizational unit, access rights for employees can be based on the duties of the organizational unit, and employee responsibilities can be defined within the allowed access rights for work balancing.



Consider the Scope

Organizational structure management

- Job definition
- Organizational unit management
- Workload distribution

People master-data management

- Employee record management
- Service-agent data management
- Access and responsibility management

You can push work to the right people automatically. SAP Business ByDesign uses your company's organizational structure and defined organizational responsibilities to automatically execute workflows and proactively push exceptions, alerts, and requests for approval to appropriate employees and managers, within their access rights. By automating and accelerating routine tasks using the

"push" principle, SAP Business ByDesign also lets your employees set up and track tasks involving their co-workers, as well as forward and escalate tasks as needed.

INTEGRATE YOUR SUPPLY CHAIN

SUPPLY CHAIN MANAGEMENT

Build an efficient supply chain network so you can respond quickly to changing markets. The SAP Business ByDesign solution lets your company forecast demand and manage supply for optimal material flow. Set up and execute flexible warehouse and manufacturing functions to fit your products and business model. Improve supply chain operations with task automation throughout. Design your supply chain model with insight into your mix of resources and production types to reflect how you do business.

Supply Chain Setup Management

With the SAP Business ByDesign solution, you can design an efficient supply chain network that allows you to respond to the changing needs of the market. SAP Business ByDesign gives you an external and internal view of your supply chain and allows you to accurately reflect reality in your supply chain activities.

What You Can Do

- Supply chain design
- Production model management
- Resource management

Why Your Business Runs Better

Your real-world supply chain modeling is more in line with how you do business. The SAP Business ByDesign solution lets you model your supply chain through two different views: a view of the extended supply chain network – from supplier to customer – and a view of the internal site, such as the layout of a warehouse or production site. This allows you to improve and adapt business processes and effectively plan your make-or-buy decisions. And support for process integration allows you to easily transfer information for use across all supply chain activities. For example, you can model and manage the material flow between warehouse

and manufacturing as an integrated process, whether the activities involve consumption-based replenishment or removal from production.

You can achieve on-time production of customer orders.

In SAP Business ByDesign, a common production model enables full integration between supply chain planning and control and manufacturing execution. In addition, SAP Business ByDesign supports different levels of granularity within planning and execution – for example, planning based on machine groups rather than execution by a single machine. Your planners benefit from demand and supply visibility across the entire supply chain, enabling them to provide on-time production of customer orders.

Your production models reflect local shop-floor reality.

With SAP Business ByDesign, you can maintain your production models independently of your organizational structure. This modeling helps you focus on an appropriate manufacturing strategy in the most flexible way. You can build a production model to serve as the basis for creating the production proposal and production order. You can build the production model out of reusable building blocks called production segments,



You can achieve symmetry and synchronization in execution. SAP Business ByDesign helps you with a common layout for modeling manufacturing and warehouse processes. This improves the flexibility of your operations and allows you to optimize and simplify your procedures. As a result, your company can execute tasks within production and warehousing in similar ways and easily complete these tasks within the factory, within the warehouse, or within both.

Consider the Scope

Supply chain design

- Location management
- Planning area management
- Supply chain network design
- Warehouse and production layout

Production model management

- Bill of material management
- Bill of operation management
- Segment management

Resource management

Equipment, labor, and vehicle resource management

which define the bill of material and bill of operations that are to be used to manufacture the intermediate and final products. Within the production segment, you can specify when each material is to be used. Within the bill of operations, you can define which manufacturing resources must be used dur-

ing production and how long each activity will take. SAP Business ByDesign supports multimode manufacturing by providing flexible supply chain modeling for various industries and production environments. With this flexibility, you can combine different production types such as discrete or process manufacturing.

Supply Chain Planning and Control

With the SAP Business ByDesign solution, your planners can efficiently manage supply and demand and ensure optimal material flow, while considering capacity constraints. In addition, an exception-driven approach in SAP Business ByDesign – with built-in analytics and alerts – helps your planners focus on high-priority tasks. They can plan and consolidate procurement requirements, create feasible production plans, and determine and confirm realistic delivery dates.

What You Can Do

- Demand planning
- Demand management and order confirmation
- Supply planning
- Exception monitoring and control
- Supply and logistics control

Why Your Business Runs Better

Your planners can actively control both the internal and external supply chains. The SAP Business ByDesign solution allows you to prioritize your execution plans by giving you a consolidated view of all customer demand. The software takes into account production priorities, existing and incoming supplies, and on-hand stock to determine how long it will take to fill an order and whether a

deadline can be met. Order confirmations can be updated in a group so that your staff can view all new orders for a given period and can reprioritize the production schedule and adjust delivery dates as needed.

Employ an exception-driven approach. SAP Business ByDesign supports a management-by-exception approach that allows your planners to carry out their daily work more effectively. By automatically executing standard, everyday tasks, the solution enables your planners to focus on high-priority activities. For example, a personalized work in-box provides a list of all product exceptions, such as occurrences of a safety-stock violation. Planners can filter this work list by priority, with escalations automatically highlighting a product. From within the work list, they can instantly forward and open tasks, querying colleagues and managers for recommendations or more information.

In addition, the software includes built-in analytics and alerts to ensure that each employee receives information when and where it's needed. Planners can get the additional information they need to resolve issues. When routine process steps are automated, your planners can increase productivity and focus on high-priority tasks.

You can use a variety of fulfillment strategies.

With SAP Business ByDesign, you can easily use a mix of fulfillment strategies to meet customer requirements. For an individual sales order, your company can implement and execute the processes required, and you can run multiple fulfillment strategies – such as make-to-stock or make-to-order production.

Your planners can provide accurate demand forecasts.

In SAP Business ByDesign, automated planning functions combine with interactive planning so your planners can generate accurate demand forecasts. These forecasts trigger the supply planning process in anticipation of actual demand. This helps free up the planning workload of your employees and increases the flexibility of your business in addressing changing market trends. It also helps speed the processing of customer orders.

You can create feasible material plans based on your actual demand and supply.

Capacity planning in SAP Business ByDesign complements demand planning to help you create feasible material plans. Your planners can estimate the average capacity needed in a given time frame (such as a shift or a week) and then make provisions for additional capacity to meet requirements. In addition, your planners can use sophisticated but easy-to-use tools, such as interactive load leveling, single-level and multilevel material planning, and network scheduling, to keep multilevel material plans consistent.

Consider the Scope

Demand planning

Demand planning and forecasting

Demand management and order confirmation

- Demand management
- Product availability check
- Ship-from determination

Supply planning

Material and capacity planning

Exception monitoring and control

Exception selection and control

Supply and logistics control

- Supply control
- Logistics control

Manufacturing, Warehousing, and Logistics

The SAP Business ByDesign solution helps you synchronize your warehouse and manufacturing tasks and gives you more control over their execution. You can consolidate and merge warehouse, production, and quality assurance operations as needed. SAP Business ByDesign enables tight integration of your inventory management and manufacturing processes as well as inbound, outbound, and internal logistics. As a result, you can make and move goods more efficiently.

What You Can Do

- Inbound and outbound logistics
- Internal logistics
- Inventory management
- Production
- Quality assurance
- Tracking, tracing, and identification
- Task management and automation

Why Your Business Runs Better

Your production and warehouse tasks become symmetrical and synchronized. The common model of manufacturing and warehouse processes within the SAP Business ByDesign solution allows your company to execute tasks within production and warehousing in similar ways so that you decide where tasks, such as light assembly, replenishment, or removal, should be completed – within your factory, within your warehouse, or within both. Symmetrical process modeling in execution also makes your logistics teams more flexible. Since SAP Business ByDesign presents different tasks in similar ways, employees can easily handle a wider range of tasks.



Your changing needs are easily supported.

As your company grows, SAP Business ByDesign grows with you and flexibly adapts as your company's needs change. With SAP Business ByDesign, you can easily adjust your organization's warehouse structure, production layouts, processes, or level of automation as needed. For example, you can start with a lean warehouse implementation and can enhance the warehouse layout at a later stage using sophisticated bin management. SAP Business ByDesign supports even the smallest changes in process steps to accommodate changes in daily business operations.

You gain more control over tasks in your execution processes.

The task management enabled by SAP Business ByDesign creates a clear separation of duties between managers and workers. The solution helps your managers prepare, assign, and monitor the tasks that their team members execute. Once managers determine the tasks that need to be fulfilled, they can

assign them to the worker who is most suitable to execute the tasks. Workers complete tasks proactively, and the software reminds them of tasks they need to complete or reports they need to review. SAP Business ByDesign gives access to all tasks from a single interface and provides easy-to-follow guidance for daily work through a built-in learning environment.

You can utilize and increase automation as you are ready.

SAP Business ByDesign flexibly supports the level of automation that makes sense for your company – and you can increase automation when you need to. The solution supports both the manual creation and release of orders and a fast-track approach in which you automate process steps. SAP Business ByDesign supports paper-based and paperless production on the shop floor. You can decide when and where you want to use automation, bar-code or radio-frequency identification (RFID) readers, mobile devices, or electronic instructions to confirm tasks.

You can better identify, handle, and trace inventory.

SAP Business ByDesign enables you to separate and uniquely identify inventory so that you can handle certain stock differently depending on the purpose and the production environment. You can access more detailed information, such as expiration and production dates, in inventory units appropriate for your industry, whether batches or lots. SAP Business ByDesign also supports the handling of logistics units, which can contain one type of product or multiple types of products, thus giving you an alternate method of viewing and monitoring inventory.

You are better able to collaborate with your customers.

SAP Business ByDesign allows your organization to electronically notify your customers of deliveries. For example, advanced shipping notifications (ASNs) for outbound delivery can be transmitted electronically, showing detailed information about products shipped. This helps you synchronize faster with your customers and meet their business requirements.

Your supply chain execution is tightly connected with financials.

Because of the connection between supply chain execution and financials within SAP Business ByDesign, related financial data, such as work in process and material inventory postings, is synchronized. General ledgers, subledgers, and related balance sheets are always

up-to-date, speeding period-end closing tasks and greatly aiding cost analysis.

With SAP Business ByDesign, you can analyze supply chain costs, including costs of materials and services consumed, as well as associated overhead costs if relevant.

You can easily maintain quality documents as part of your purchasing process.

SAP Business ByDesign allows you to maintain quality documents, such as quality assurance agreements and technical delivery terms, as part of your company's purchasing process. The software makes it easy to automate the documentation process by attaching these documents to inspection rules for supplier inspections. The information can then be sent automatically to the supplier when purchase orders or contracts are processed.

Consider the Scope

Inbound and outbound logistics

- Receiving
- Shipping
- Pickup
- Returns handling
- Logistics communication

Internal logistics

- Internal replenishment
- Removal

Inventory management

- Inventory posting
- Physical inventory

Production

- Production preparation and planning
- Production control and confirmation

Quality assurance

Quality planning

Tracking, tracing, and identification

- Identified stock management
- Handling and logistics units management

Task management and automation

- Task execution and folder management
- Mobile device management
- Automatic identification

DRIVE PROJECT SUCCESS

PROJECT MANAGEMENT



Improve project efficiency and transparency with integrated project management in the SAP Business ByDesign solution. Project managers can plan and track projects through graphical tools such as Gantt charts and network diagrams. Project teams work together more easily through shared information and workflow-driven task management. And up-to-the-minute project data is shared with the rest of your company for easy tracking of costs, purchases, and employee and contractor hours.

Project Management

The SAP Business ByDesign solution helps your organization achieve optimal efficiency and transparency in managing projects from end to end. SAP Business ByDesign enables collaboration within your project team. Project managers can plan and structure projects the way they want, with instant access to the tools and information they need for efficient execution and control.

What You Can Do

- Project planning and execution
- Accounting for projects

Why Your Business Runs Better

Project management is tightly integrated with your operational and financial areas. The SAP Business ByDesign solution supports the seamless integration of project management with other relevant business areas in your company, including financials, purchasing, and HR. Integration of project management with financials helps you address all aspects

of project accounting and controlling. Integration with purchasing allows you to purchase third-party support, which can greatly simplify how your organization works with external consultants. You can also access consolidated and detailed information on all project-related purchase requests and orders. Integration with HR means that your internal and external team members can record working times, and the project manager can set up an approval process for time records. All areas of your company have reliable, up-to-date project information, which increases visibility across the enterprise and enables better control over projects.



Consider the Scope

Project planning and execution

- Project planning and scheduling
- Project resource management
- Project procurement
- Time recording
- Expense recording
- Change management

Accounting for projects

Project accounting

You can manage a wide range of projects, from simple to complex. SAP Business ByDesign supports all types of projects, from basic cost collection to sophisticated, full-scope projects. Projects of any size can be assigned to programs, easing multiproject management. You can use SAP Business ByDesign to manage projects across the enterprise in areas as diverse as research, new-product development, and marketing. For added flexibility, you can easily expand projects that are used solely for cost collection to meet more complex requirements.

You get interactive and graphical views of your projects.

SAP Business ByDesign supports all standard graphical representations of projects, and you have instant access to a variety of tools, including Gantt charts, work breakdown structures, and network diagrams. You can select views based on your personal preferences and the type of activity you need to perform.

Your employees, partners, and management can collaborate better. SAP Business ByDesign fosters efficient collaboration among employees,

partners, and management by supporting timely communication through multiple channels. The software helps your project teams work together more efficiently, share relevant project-related information, and collaborate on all kinds of documents. Automated, event-triggered workflows help you drive escalations and view the status of project tasks at any time.

You have fast access to data, including information about project progress, deviations, and resource consumption. SAP Business ByDesign provides you with reliable and accurate data relating to project progress and deviations. Equally important, you have visibility into the actual consumption of resources, and you can track project status and escalate important issues when they occur.

EMPOWER SMARTER PURCHASING

SUPPLIER RELATIONSHIP MANAGEMENT

Strengthen your relationships with suppliers and improve your procurement processes to reduce costs and turn suppliers into a competitive advantage. The SAP Business ByDesign solution helps you identify and manage the best suppliers for materials and services. Gain insight into order management, supplier invoicing, and purchase requests. Enable individual employees to perform self-service procurement and streamline operations.

Purchasing

The SAP Business ByDesign solution allows you to integrate and automate your procurement tasks – such as creating contracts and purchase orders and verifying invoices – thus making your entire procurement process more efficient. In addition, self-service procurement empowers your employees to create and monitor their own purchase requisitions, giving your procurement professionals the time to focus on strategic and value-added tasks.

What You Can Do

- Purchase request and order management
- Self-service procurement
- Supplier invoicing

Why Your Business Runs Better

Information sharing is improved across your business.

The SAP Business ByDesign solution supports integration of your supplier relationship management processes with your other core business processes, such as supply chain management, project management, and financial accounting. This means that employees in all departments can access and track appropriate information related to purchasing. For instance, when an employee creates a request for needed supplies for a project, the information is available instantly to a buyer and to the responsible project lead.

Automation increases the efficiency of your business processes.

Because SAP Business ByDesign helps you automate your processes, minimal employee involvement is needed to carry out routine tasks. For example, the solution automatically matches references and identifies duplicates and

variances detected in electronic invoices. Your employees need to get involved only when exceptions occur. The software can also automatically determine the source of supply and can create and send the purchase order. SAP Business ByDesign posts invoices and handles payment once the goods arrive. Plus, with built-in invoice verification, the software allows your employees to create invoices with or without reference to a purchase order.

Your purchasing employees can focus more on strategic projects and tasks. SAP Business ByDesign gives your purchasing employees and managers a prioritized view of their daily tasks. Work lists, with alerts and exceptions highlighted, let your employees know exactly what purchasing and sourcing activities they need to do. In addition, support for self-service procurement within SAP Business ByDesign allows your procurement professionals to streamline and accelerate purchasing processes and reduce the volume of routine purchasing tasks. Requests are routed to each employee's manager for approval, and purchase orders are sent automatically to suppliers.

Consider the Scope

Purchase request and order management

- Purchase request management
- Purchase order management
- Purchase order acknowledgment
- Goods and services receipt
- Stock material procurement
- Non-stock material and service procurement
- Communication

Self-service procurement

- Catalog search
- Shopping cart management

Supplier invoicing

- Supplier invoice and credit memo handling
- Invoice exception processing
- Automatic settlement
- Communication

Sourcing

The SAP Business ByDesign solution supports automation of many of your sourcing activities, allowing your employees to concentrate on finding the best suppliers and new ways to save money. With SAP Business ByDesign, you can effectively collaborate with your suppliers, while tracking and monitoring their performance according to the commitments they have made to you.

What You Can Do

- Sourcing and contracting
- Purchasing product portfolio management
- Supplier-base management

Why Your Business Runs Better

Your strategic approach to procurement allows you to manage your suppliers and identify top performers. The SAP Business ByDesign solution allows your purchasing department to manage the entire life cycle of your supplier relationships by providing a central base for all supplier-related information. With software for processing requests for quotations (RFQs) and quotes, you can easily find new suppliers and negotiate new contracts. Your

company can close the loop between sourcing and purchasing by streamlining contract renegotiations or by initiating a new RFQ process. The advanced spend-analysis tools within SAP Business ByDesign help your employees identify new sources of savings. And at any point, your employees can take advantage of decision support for portfolio adjustments within SAP Business ByDesign to optimize the supply base.

Your relationships with suppliers grow stronger through streamlined collaboration.

SAP Business ByDesign helps you optimize manual processes such as determining the source of supply. Your purchasing agents can easily assign evaluated and ranked sources of supply to a group of similar purchase requests and – using predefined rules – bundle these purchase requests into one or more purchase orders. With SAP Business ByDesign, you can easily communicate with suppliers about critical procurement processes, such as purchase order acknowledgment, invoice exception processing, and contract renewal. By working together with suppliers using interactive forms and smart forms, your organization can collaborate cost-effectively and improve supplier retention.

You gain deeper insight into purchasing performance.

Spend analysis functionality in SAP Business ByDesign gives you more insight into the performance of both operational and strategic purchasing to help you achieve significant savings. Standard reports, such as detailed spend analyses, help your company monitor supplier performance and analyze prices, invoices, and purchase orders.

Your employees can focus more on strategic projects and tasks.

With SAP Business ByDesign, your employees and managers have a prioritized view of their daily tasks. SAP Business ByDesign highlights alerts and exceptions on employee work lists, so your employees know which activities they should focus on first.

Consider the Scope

Sourcing and contracting

- Sourcing request management
- RFx document management
- Purchasing contract management
- Source of supply determination
- Communication

Purchasing product portfolio management

- Material information management
- Service information management
- Catalog management

Supplier-base management

- Supplier life-cycle management
- Supplier and service agent relationship management

FACILITATE FULL COMPLIANCE

COMPLIANCE MANAGEMENT

Maintain compliance with changing laws and regulations. The SAP Business ByDesign solution comes preconfigured for your company's accounting practices, applicable tax structures, and relevant labor legislation. Frequent and automatic updates ensure that your financial books and government reporting continue to meet regulatory standards.

Compliance

The SAP Business ByDesign solution delivers built-in analytics and reporting that help you comply with regulations. SAP Business ByDesign regularly and automatically updates its compliance information, so your accounts and reporting meet the latest standards. You can automate compliance functions, such as controls and traceability, and segregate employee responsibilities to help prevent fraudulent activity.

What You Can Do

- Market and financial reporting
- Tax management
- Social and labor legislation compliance
- Manufacturing and logistics
- Corporate governance

Why Your Business Runs Better

You can keep up with compliance – even as regulations change. With the SAP Business ByDesign solution, you can set up your financials to use generally accepted accounting principles (GAAP) for all supported countries where your company operates. SAP Business ByDesign helps your company maintain compliance with selected local and national laws and regulations. This compliance-by-design principle is especially important to financial departments facing reporting and corporate governance regulations in multiple countries. Frequent automatic updates of the software keep you up-to-date with regulatory changes in the countries where you use SAP Business ByDesign – for example, when there are new

reports or tax documents that must be filed with a country's authorities.

SAP Business ByDesign enables you to comply efficiently with regulations and industry standards.

To manage regulatory and legal compliance in today's complex global environment, your business needs to establish internal controls and processes. SAP Business ByDesign offers a wide range of built-in controls, such as data-entry controls, plausibility checks, and automated workflows, to manage authorizations. These controls help you ensure the security of your business processes. You can track and trace all process steps throughout your facility and all batches or lots that pass through your inventories and across multiple locations.

You can automatically track data changes at different levels of detail. SAP Business ByDesign provides you with a transparent audit trail that records changes to data from various sources and presents different levels of detail. These levels of detail include top-level aggregated figures (such as general ledger account totals), detailed sub-ledger postings (for example, on a business-partner level), and original data for a given process. For example, SAP Business ByDesign enables you to separate and uniquely identify inventory so that you can handle certain stock differently depending on the purpose and the production environment. You can access detailed information, such as production and expiration dates, in inventory units appropriate for your industry, whether batches, lots, or coils.

Your employees have permission to do things they should do and not things they shouldn't.

Integration of organizational data with functions supporting HR enables SAP Business ByDesign to properly allocate tasks and provide employees with access to functionality and data according to their roles and areas of responsibility. The segregation of responsibilities through explicit permissions helps prevent employees from accessing data or functions that they are not authorized to use.

You get the help you need to comply with labor regulations.

Even as laws change and you shift operations into new locations, you can depend on SAP Business ByDesign to help you easily comply with state-, region-, and country-specific labor regulations that cover areas such as labor reporting, overtime, and family leave. Support for outsourced payroll with ADP helps ensure that your payroll reporting and tax returns are accurate.



Consider the Scope

Market and financial reporting

- Accounting principles compliance
- Central bank reporting

Tax management

- Processing of tax on goods and services
- Withholding tax processing
- Payroll tax processing

Social and labor legislation compliance

- Barrier-free software provisioning
- Data privacy management

Manufacturing and logistics Conformance to manufacturing principles

Corporate governance

- Process documentation
- Data retention
- Segregation of duties

MEET YOUR COMPANY GOALS

EXECUTIVE MANAGEMENT SUPPORT

Empower management with more control over the business and better decision making. With the SAP Business ByDesign solution, managers get the information they need to run their departments, while executives get an overall view of company performance. Management dashboards provide real-time, customized analytics and allow your managers to accurately track the most important aspects of your business.

Business Performance Management

The management-by-exception functionality in the SAP Business ByDesign solution empowers your managers to gain more control over the business and make better-informed decisions. With SAP Business ByDesign, your managers can easily spot trends and opportunities and detect variances from plans. And they can readily access the information they need to better plan and organize business activities. In addition, flexible support for organizational management makes it easy to adapt SAP Business ByDesign as your business grows and changes.

Consider the Scope

Business analysis

- Built-in predefined report execution
- Analytics report maintenance

Business planning

Business area planning

Management support

- Management work center provisioning
- Departmental management
- Area management

Organizational structure management

- Job definition
- Organizational unit management
- Workload distribution

What You Can Do

- Business analysis
- Business planning
- Management support
- Organizational structure management

Why Your Business Runs Better

You have unified control of your business from a central manager work center. With personalized manager work centers in the SAP Business ByDesign solution, your managers can efficiently perform all of their staffing, budgeting, and project-tracking tasks. They have direct and rapid access to relevant information about all of their management activities, so they can manage more effectively and make better-informed decisions. SAP Business ByDesign supports managers in optimizing and organizing their efforts, from managing business performance to managing teams and budgets.

Your management team focuses on the important issues.

With SAP Business ByDesign, you and other members of executive management can get a concise, up-to-the-minute snapshot of the business at any time. SAP Business ByDesign highlights exceptional situations and makes escala-

tions immediately visible, which helps your managers focus their efforts more effectively.

You have a comprehensive overview of business performance.

SAP Business ByDesign delivers comprehensive, flexible, and fully integrated analytics that cross all areas of your business – from customer relationship management to financials. Your managers can detect variances from plans, spot trends, and uncover opportunities. And by using a customized set of graphical tools, they can build and change reports and views without assistance from technical specialists.

You can easily monitor performance and delegate tasks to employees.

SAP Business ByDesign supports your management workflows by including functionality for task delegation and the intelligent pushing of key information and alerts. When assigning tasks, you can view the availability of team members, and you can track project progress and confirm and monitor time recordings. Your employees and managers can use SAP Business ByDesign to set up, delegate, and track tasks for themselves and any employees they supervise.

OPTIMIZE YOUR FINANCIALS

FINANCIAL MANAGEMENT

Get a single, up-to-date view of your financial condition by integrating core business processes and financials. The SAP Business ByDesign solution lets you keep track of balance sheets, payables and receivables, payment and liquidity, taxes and expenses, and compliance and reporting. Track inventory and fixed assets. Streamline period-end closing and make more-informed financial decisions every day of the year.

Financial and Management Accounting

The SAP Business ByDesign solution helps you to integrate your core business processes and financials so that you have a single, up-to-date view of the financial state of your business. This single source of corporate truth acts as a centralized general ledger with related subledgers and includes standard accounting logic. It helps you to make informed business decisions and at the same time serves as the basis for your financial reporting.

What You Can Do

- General ledger management
- Fixed-asset accounting
- Inventory accounting
- Management accounting

Why Your Business Runs Better

You gain company-wide integration of your business processes. With the SAP Business ByDesign solution, the processes of your company in areas such as purchasing, manufacturing, and sales are integrated seamlessly with your financials processes, including payables and receivables processing, expense and reimbursement management, general ledger management, fixed-asset management, and inventory

accounting. You have a single set of up-to-date data from which you can quickly view and report on the financial state of your business.

You make only one journal entry for a business transaction, and your books are reconciled at all times.

You enter data related to a business transaction only once with SAP Business ByDesign – as a single journal entry in a single set of integrated books. These journal entries are valid for use by the general ledger and by relevant subledgers of a set of books. As a result, your general ledger and subledgers are reconciled at all times, and you can always track a document back to where it originated.

You have instant access to online, interactive, and comprehensive financial reporting and analytics.

SAP Business ByDesign puts online, interactive reporting and analysis tools at your fingertips, giving you unparalleled visibility of your business operations at any level of detail. This transparency is enabled by the centralized and standardized accounting logic within financial and management accounting. Your employees can run financial reports whenever needed, create what-if analyses, and drill down instantly to details.

You can easily maintain multiple sets of books using different accounting standards.

The centralized general ledger within SAP Business ByDesign enables you to view the financial state of your company through different sets of accounting rules – such as U.S. GAAP and International Financial Reporting Standards (IFRS). Centralized accounting data allows your accounting department to efficiently manage the financial operations of your company and provide the financial information that your management needs, quickly and easily.

SAP Business ByDesign accelerates your period-end closing.

The SAP Business ByDesign solution leverages tight connections with other business areas and built-in automation to streamline the closing of financial periods. Your accounting staff has a significant head start since they are already working with real-time reconciled data from across your company. Where possible, period-end tasks are automated or automatically routed to the responsible employee for execution.



Consider the Scope

General ledger management

- Financial statement creation
- Accounting principles compliance
- Fast closing
- Accruals processing
- Multicurrency handling
- Segment reporting
- Multi-GAAP reporting

Fixed-asset accounting

- Acquisition and retirement
- Depreciation

Inventory accounting

- Valuation of purchases and material movements
- Valuation of warehouse inventory
- Valuation of work in process

Management accounting

- Cost center accounting
- Project accounting
- Production costing
- Sales accounting and profit analysis
- Profit center accounting

Cash Flow Management

Cash flow management in the SAP Business ByDesign solution supports your organization in tracking and optimizing cash flow and keeping tight control of receivables, payables, payments, and liquidity. Automation speeds the collection of receivables, and analytical functions assess your cash position in real time. SAP Business ByDesign helps you to optimize your liquidity, so you have sufficient financial resources available at all times.

What You Can Do

- Payables and receivables processing
- Payment and liquidity management
- Tax management
- Expense and reimbursement management

Why Your Business Runs Better

Your core operations become fully integrated.

Nearly every business process supported by the SAP Business ByDesign solution is connected to the financials area. Data flows automatically to finan-

cial activities such as payables and receivables processing and to accounting activities such as inventory accounting. This deep integration enables innovative functions for automating revenue recognition as well as for forecasting and analyzing profitability.

You have better control over receivables, payables, payments, and liquidity.

Liquidity management functions in SAP Business ByDesign let you optimize your working capital. You can assess cash positions in real time, identify critical issues, and generate new tasks for financial personnel who are responsible for addressing these issues. This shortens your cash cycles. The software can also help you to optimize your payment processes by taking advantage of early-payment discounts.

You can collaborate more closely with your business partners along the value chain.

With cash flow management software in SAP Business ByDesign, you can cut costs and react faster to business

changes. Comprehensive integrated functionality – such as support for payment reminders, payment advices, and electronic bank transfers or statements – enables you to streamline and accelerate your financial operations. SAP Business ByDesign provides the holistic and flexible collaboration functionality you need to seamlessly connect and communicate with your business ecosystem – for example, with banks, clearinghouses, tax authorities, and lockbox providers.

Tasks become more automated – and your employees' performance accelerates.

SAP Business ByDesign enables you to automate routine tasks whenever possible. For example, the software automatically supports clearing, dunning, and payment processes. When exceptions occur, SAP Business ByDesign proactively alerts the responsible employee and may offer suggestions or additional functions. For example, during the clearing process the software proactively provides potential matches of open items and incoming payments.

Consider the Scope

Payables and receivables processing

- Payment and clearing
- Collection and dunning
- Valuation of payables and receivables

Payment and liquidity management

- Bank and bank account management
- Multipayment method support
- Cash and liquidity management
- Foreign currency handling and valuation
- Electronic banking

Tax management

- Tax calculation on goods and services
- Withholding tax processing
- Tax return filing

Expense and reimbursement management

- Expense reporting
- Communication

MANAGE WITH INSIGHT

BUILT-IN BUSINESS ANALYTICS

SAP Business ByDesign delivers comprehensive, up-to-the-minute, and fully integrated analytics that cross all areas of your business – from customer relationship management to financials. Your employees have direct access to this data from their individual work centers and can print, download, or forward reports via e-mail.



Analytics

Analytics functionality in the SAP Business ByDesign solution gathers and distills data from all parts of your organization in near real time. Your employees have direct and rapid access to relevant reports through their work centers, empowering them to manage their daily work more effectively and enabling better-informed decisions. And your company can further tailor its information requirements by using reports custom-designed by SAP or one of its partners.

Why Your Business Runs Better

Your employees – regardless of their roles – can easily personalize, run, and analyze reports.

The easy-to-use interface in SAP Business ByDesign makes it simple for your employees to personalize and run reports. The solution provides pre-

defined, task-oriented, formatted report content that your employees can customize according to their needs. They can print, download, or forward reports via e-mail. Employees can analyze complex data by drilling down to detail data and generating graphics. They can also save reports as reusable personal views – without assistance from technical specialists.

You can benefit from updated reports and easily request custom-designed reports as needed.

With SAP Business ByDesign, updated standard reports are provided automatically to your solution. In addition, you can obtain specialized reports from a continuously growing repository and request custom-designed reports developed by SAP or one of our partners. When new reports are available, they can be pushed to authorized employees, who can then access them from their relevant work centers.

You get a powerful built-in analytics engine with simple IT requirements. SAP Business ByDesign comes with a built-in analytics engine that is configured automatically during the adaptation process and populated with data from across your company. No special setup is required, and your IT department doesn't have to purchase or integrate a separate analytics package. You don't need to assign IT specialists to run reports, since employees can access and run the reports they need from their role-based work centers.

SIMPLIFY IT

SERVICES AND SUPPORT



The SAP Business ByDesign solution simplifies IT with built-in IT services, automated maintenance and support, and a quality-assured service model. There is no up-front investment in hardware, and SAP experts monitor and maintain your on-demand solution, so you get maximum productivity at a minimum cost. A built-in learning and help environment provides 24x7 access to resources and the SAP Business ByDesign community. This enables you to get knowledge and help whenever you need it. Although SAP Business ByDesign is designed to let you go live and adapt the solution on your own, SAP service advisers and a global service network of experts are always available to help you with services you need, at the highest level of quality and efficiency. With SAP Business ByDesign, you get a complete business solution that is ready to adapt as your company grows, so you can focus on running your business instead of your business software.

Built-In Services and Support

The built-in services and support in the SAP Business ByDesign solution let you focus on running your business instead of on running your software. Using the built-in learning environment, your employees move step-by-step through any new tasks they have to perform with the software. SAP Business ByDesign is updated frequently to help ensure that the software remains current with regulatory mandates. The solution monitors itself with frequent health checks to ensure that you have uninterrupted operations and the most up-to-date version of the software.

What the Solution Offers

- Business configuration
- Education and support services
- System management

Why Your Business Runs Better

Your support and maintenance activities are automated as much as possible.

A built-in learning environment allows your employees to solve problems independently, and every screen in SAP Business ByDesign provides one-click access for logging a help inquiry. Your support team uses a special work center to centrally manage user inquiries and solution support incidents, as well as to administer accounts, solve common user problems, and route support requests to SAP. SAP Business ByDesign uses automatic health checks and self-healing routines to proactively identify and prevent potential problems before

they occur. SAP service centers use high-performance hardware and employ the most stringent security, backup, and recovery measures to help ensure that your company's data is safe. And SAP experts take care of your installations, upgrades, and day-to-day maintenance tasks.

You can adapt the SAP Business ByDesign solution quickly and easily at any time.

With SAP Business ByDesign, you can adapt your solution in a guided process using straightforward business language – and go live quickly. You can take a phased approach to rolling out SAP Business ByDesign, focusing on solving your most pressing needs first and tapping into additional functionality as your company is ready. As needed, you can easily adapt your software at any time in response to new business opportunities and changes in business requirements.

SAP Business ByDesign helps your employees learn as they go along. The solution provides your employees with abundant online help, a built-in learning environment, and access to the SAP Business ByDesign community. SAP Business ByDesign presents only the information that is relevant to the task an employee is performing – making the employee productive right from the start. A virtual classroom built directly into your employees' working environment offers self-paced courses for each task and business process your employees want to learn. And



Consider the Scope

Business configuration

- Business setup
- Continuous support for change
- Extensibility

Education and support services

- Built-in support
- Built-in learning environment
- Built-in help

System management

- Security level management
- Identity and access management
- SAP back-office communication
- Job scheduling
- System health check

SAP Business ByDesign guides employees through the learning activities that are appropriate for their areas of responsibility.

You can see what you are getting before you buy. By answering a few questions about your business, you get a personalized trial system that reflects your business processes. You can let SAP Business

ByDesign configure the software by simply choosing your industry and country of operation. To make it more specific to your company, you can select a set of business requirements, and based on your selections SAP Business ByDesign adapts the solution. You can then try SAP Business ByDesign before deciding to buy.

Communication and Information Exchange

With the SAP Business ByDesign solution, your employees can embrace a collaborative style of working that frees them to do what they do naturally: exchange ideas, work through problems, compare notes, and get feedback. The software provides easy-to-use functionality that supports your employees in working together more efficiently – internally as well as externally – when they are using the SAP Business ByDesign solution.

What the Solution Offers

- Business process management
- People collaboration and intranet services
- Office and desktop integration

Why Your Business Runs Better

You gain access to a wealth of information, expertise, and experience. You get the most from your use of the SAP Business ByDesign solution when you directly access the SAP Business ByDesign community from the business center. Moderated by SAP, the SAP Business ByDesign community is specifically intended to enable users to exchange knowledge, share experiences, and collaborate directly with SAP support engineers and partners.

Your employees can collaborate easily with one another and share documents and other information. SAP Business ByDesign lets your employees easily exchange ideas, work through problems, compare notes, get feedback, and engage in other collaborative activities.



Consider the Scope

Business process management

- Business task management
- Automated task distribution
- Process-integrated input/output management
- Business-to-business collaboration

People collaboration and intranet services

- Enterprise search
- Community and document management

Office and desktop integration

- Microsoft Office integration
- Desktop integration via collaboration window
- Interactive forms

You have a center for integrated communications right on your desktop. The collaboration window is the central communications hub that links SAP Business ByDesign with desktop applications, instant messaging, and your telephone system. For instance, when one of your customers phones your company and is routed to the appropriate employee, the customer's name

and telephone number are displayed in the collaboration window, and relevant account information is available at that employee's fingertips. Your employees can quickly perform typical follow-up actions – such as creating service orders or initiating e-mails and meeting requests – directly from the collaboration window without having to open another application.



Customer Services

You have access to a wide range of services to support you in implementing the SAP Business ByDesign solution and adding custom content. Most service activities can be provided remotely, but you can request on-site services from partners and SAP as needed.

What You Can Request

- Content services
- Remote assistance
- On-site engagement

Why Your Business Runs Better

You can go live with the SAP Business ByDesign solution and adapt it on your own, or you can get expert assistance if you want it.

SAP Business ByDesign has been engineered so you can easily go live or adapt the solution on your own. But if you do want additional help, experienced service advisers are available – for example, to guide you through going live and to coach and advise you at specific project milestones. Both on-site and remote services are available.

You benefit from the premium expertise of a global service organization and the flexibility to support projects of any size. When you need assistance with your SAP Business ByDesign solution, local service advisers work closely with you while they leverage the experience of a global network of experts. Service advisers can reach out to the SAP global service center network to obtain the support that fits your needs, whether it's extending your solution, preparing or executing data migration tasks, or integrating SAP Business ByDesign into your existing IT landscape.

This document is based on version 2.03 of the SAP® Business ByDesign™ business map.

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