

SAP Fact Sheet
SAP Business One



Web-based Customer Management with SAP Business One

Manage partner relationships and process orders over the Internet.

Use any Internet connection to access your account, user, opportunity, and sales data stored in SAP Business One.

Find out how SAP Business One's Web-based customer management tools will help you track sales opportunities, close deals, manage support projects, and publish resolution knowledge to your website.

SAP Business One's Web-based customer management capabilities allow you to manage sales processes and customer relationships. With tools to create sales opportunities, record quotes, and process orders you can easily track leads as they move down the pipeline to quotes and then sales. Generate reports and print shipping documents with ease through your local Web browser.

SAP Business One's Web-based customer management capabilities give you the advantage of having all of your information, such as important telephone numbers, addresses, and purchasing information available to you through the World Wide Web. Along with giving you the ability to manage activities, orders, and contacts from any remote location, you will find added customer management functions for prospecting, campaigning, and contact lists.

A full customer support system helps you manage customer questions and issues related to your business. Receive support tickets through your customer-facing website and track them through to their solution; create projects, tasks, and activities to accommodate customer needs. Additionally, generate a Solution Knowledge Base of popular results to lower your support staff's workload.

SAP Business One Web-based customer management capabilities		
Sales Management	Partner Management and Campaigns	Service and Support
Remote partners have easy access to SAP Business One data	Unique, centralized view of all customer data	Create and manage support categories
Pipeline graphic provides a quick look at progression of leads into orders	Import and manage prospects	Receive customer issues through a ticketing system
Note customer interests and competition	Create promotional email campaigns	Create a Knowledge Base with support solutions

Figure 1: Features of SAP Business One customer management tools

Sales and Customer Management

Salespeople and partners working in the field can now have access to their vital SAP Business One contact and customer information through any Internet connection. Through our Web-based interface, they can create activities, manage opportunities, generate orders, and record quotes with ease. Since this information can automatically synchronize with SAP Business One, the remote partners can be assured their information is stored in the central database.

Business One's Web-based customer management capabilities provide a menu designed to help you quickly access your daily activities. Use the My Focus drop-down to immediately view and manage your appointment calendar. Use the Sales View menu to get a fast view of your customer list, your pipeline, your activities, and numerous sales reports.

The pipeline graphic gives a quick view of opportunity progression from a lead to an order. Track customer interests and record other companies competing for their business.

Partner Management and Campaigns

SAP Business One offers a unique and centralized view of all associated customer data. Connect to your customer management system through any remote Internet connection and access partner information, customer telephone numbers, appointment reminders, and order histories.

Accounts and account users are associated through a hierarchical design. Easily find user information while viewing an account profile, then rely on the synchronization service to incorporate important business partner information into SAP Business One.

Innovative prospect management allows you to generate lists of potential customers. Import prospect information from Excel spreadsheets and easily manage relevant information. Generate prospect reports that can be printed directly from a Web browser. Additionally, you can promote prospects to customers which will then synchronize into SAP Business One.

Business One's Web-based campaign management capabilities enable you to keep partners and customers up-to-date on important business information. Advertise special promotions, create discount codes and coupons to send out through email or regular mail, keep your contacts up-to-date on new products or services, and send these campaigns as HTML-formatted emails to distribution lists.

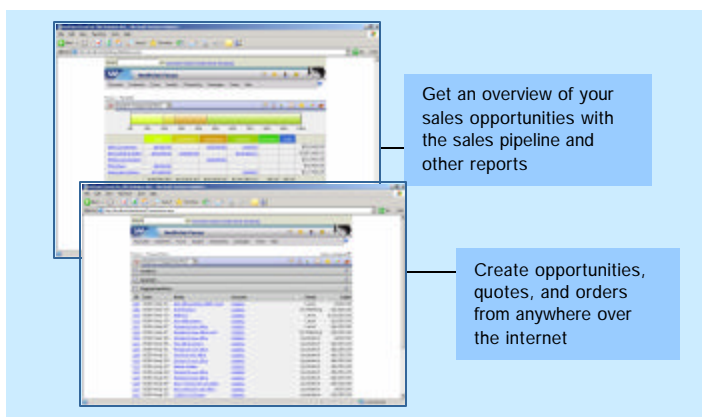


Figure 2: Sales opportunity management

You are not limited to email, as SAP Business One Web-based customer management capabilities also keep track of important telephone numbers and physical addresses, which helps you to market your products or services through other means.

Store and manage important campaign contacts through contact lists. Contact lists can be generated by adding current accounts and user lists, or they can be populated with email addresses from third-parties. Keep multiple contact lists for email campaigns, telephone campaigns, and regular mail campaigns stored online and have them accessible through the Internet.

Service and Support

Setup your unique support system to accommodate multiple departments, from technical support to administrative support. Each branch of your support team can have their own request queue and every support representative can create, open, close, and modify their assigned support tickets.

SAP Business One's Web-based customer management capabilities offer a ticketing system (not available in SAP Business One alone), which can track support issues all the way through to their resolution. Receive support requests through email or via the form you create through the Web-based customer management interface and give your support team the ability to login to the system locally and remotely. Allow them to assign and reassign tickets, create activities associated with the tickets, and contact the customer directly through the Web-based interface.

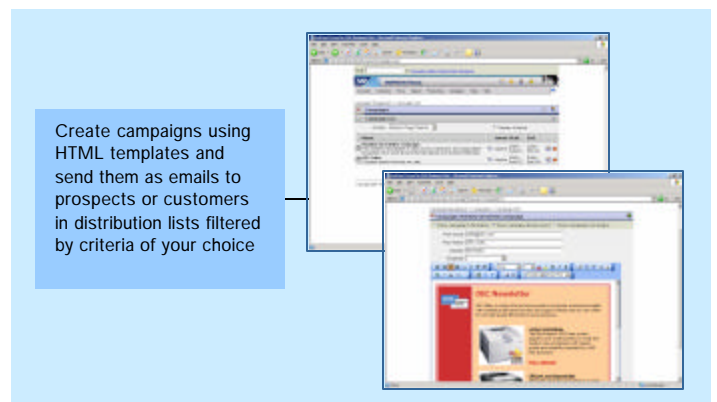


Figure 3: Campaign management

Generate projects, which provide an all-in-one overview of associated tasks, contracts, activities, and solutions. Create and manage work orders, which can be used to manage repairs

and services, which will then synchronize into SAP Business One as service calls. Create a searchable online Knowledge Base from documented solutions, which your customers and business partners can access to view common results, thus lightening the burden on your support department.

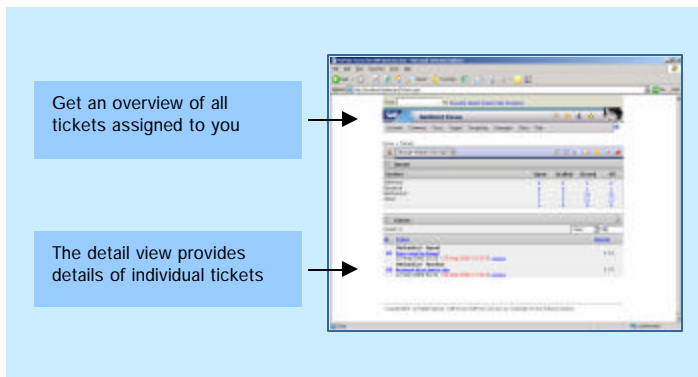


Figure 4: Service management

You can create support contracts with customers, which record the types of services that are agreed upon, the time the assigned support person has to respond to the customer, and the best time for the customer to be contacted in regards to their issues. You can also record which parts will be covered in the contract.

Integration with SAP Business One and Enhanced Features

Business One's Web-based customer management capabilities provide the ability to access your SAP Business One system quickly and easily through any kind of Internet connection. Remote partners will be able to edit and update their vital business information, such as customer contacts, leads, orders, and opportunities. The information you change in CRM via the Web will synchronize with your SAP Business One database automatically.

Business One's Web-based customer management capabilities offer enhanced capabilities by allowing you to streamline promotional sales and bulk orders. You can also create, import, and manage prospective customers and client lists. Generate and track promotional campaigns and send mass emails to customers and clients.

To learn more about how SAP Business One can empower your accounting and finance organization to grow your business and effectively service your customers, call your SAP representative today or visit us on the Web at www.sap.com/smb.