

SAP Product Brief
SAP Business One



WEB-BASED CUSTOMER MANAGEMENT WITH SAP® BUSINESS ONE

Manage Customer and Partner Relationships and Process Orders over the Internet

Web-based customer management tools let you use any Internet connection to access your account, user, opportunity, and sales data stored within the SAP® Business One application. These tools will help you track sales opportunities, close deals, manage support projects, and publish resolution knowledge to your Web site.

The Web-based customer management functionality of the SAP® Business One application allows 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 become quotes and then sales. You can generate reports and print shipping documents with ease through your local Web browser.

All of your information in SAP Business One – such as important telephone numbers, addresses, and purchasing data – is available to you via the Web. In addition to being able to manage activities, orders, and contacts from any remote location, you can also access new customer management functions for prospecting, campaigning, and managing contact lists.

A full customer support system helps you manage customer questions and issues related to your business. You can receive support tickets through your customer-facing Web site and track them through to their solution; create projects, tasks, and activities to accommodate customer needs; and gather frequently requested information into a solution knowledge base for use by customers and partners, thereby lowering your support staff's workload.

Web-Based Customer Management in the SAP Business One Application		
Sales Management	Partner Management And Campaigns	Service and Support
Give remote partners easy access to SAP Business One data.	Get unique, centralized view of all customer data.	Create and manage support categories.
Use the pipeline graphic to get 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 e-mail campaigns.	Create a knowledge base with support solutions.

Figure 1: Customer Management Features of SAP® Business One

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 the Web-based interface, they can create activities, manage opportunities, generate orders, and record quotes with ease. Because this information can be automatically synchronized with SAP Business One, remote partners can be assured their information is stored in the central database.

SAP Business One Web-based customer management tools 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, pipeline, and activities, as well as numerous sales reports.

The pipeline graphic gives a quick view of opportunity progression from a lead to an order. You can track customer interests and record other companies that are competing for their

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. You can 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. You can import prospect information from Microsoft Excel spreadsheets and easily manage relevant information, generating prospect reports and printing them directly from a Web browser. Additionally, when you promote prospects to customers, this will synchronize into SAP Business One.

With SAP Business One Web-based campaign management functionality, you can keep partners and customers up-to-date on important business information. Advertise special promotions, create discount codes and coupons to send out through e-mail or regular mail, keep your contacts up-to-date on new products or services, and send campaigns as HTML-formatted e-mails to distribution lists.

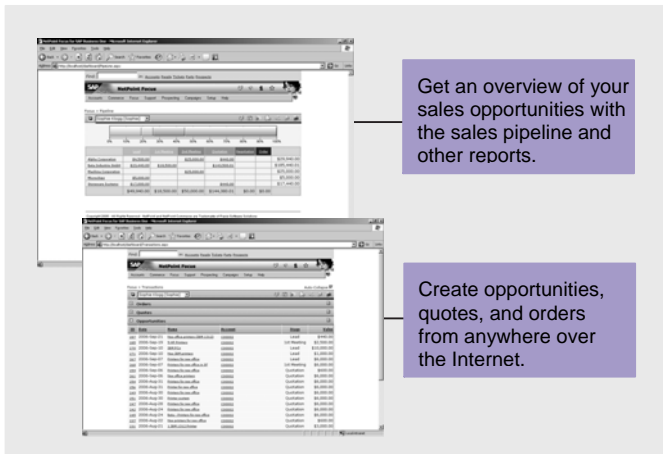


Figure 2: Sales Opportunity Management

You are not limited to e-mail, since SAP Business One Web-based customer management functionality also keeps track of important telephone numbers and physical addresses, which helps you market your products or services in a variety of ways. Store and manage important campaign contacts through contact lists. These lists can be generated by adding current accounts and user lists, or they can be populated with e-mail addresses from third parties. You can store multiple contact lists for e-mail campaigns, telephone campaigns, and regular mail campaigns online and then access them via the Internet.

Service and Support

Set up your unique support system to accommodate multiple departments, from technical support to administrative support. Each branch of your support team can have its own request queue, and every support representative can create, open, close, and modify his or her assigned support tickets.

SAP Business One Web-based customer management functionality offers a ticketing system (not available in SAP Business One alone) that can track support issues all the way through to their resolution. Receive support requests through e-mail or via the form you create through the Web-based customer management interface, and give your support team the ability to log in to the system locally and remotely. Allow team members to assign and reassign tickets, create activities associated with the tickets, and contact customers directly through the Web-based interface.

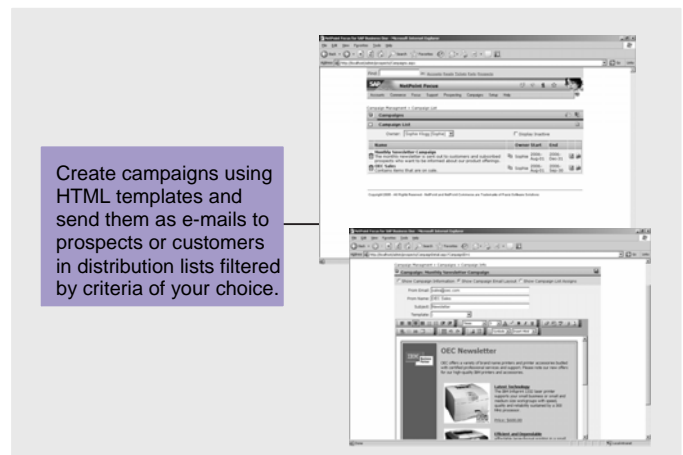


Figure 3: Campaign Management

You can generate projects that provide an all-in-one overview of associated tasks, contracts, activities, and solutions. Create and manage work orders that can be used to manage repairs and services, and that will 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.

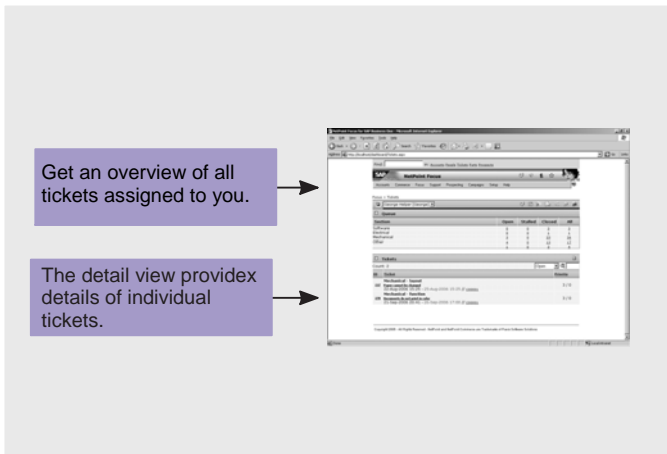


Figure 4: Service Management

You can create customer support contracts, which record the types of services that are agreed upon, how much time the assigned support person has to respond to the customer, and the best time to contact the customer regarding the issue. You can also record which parts will be covered in the contract.

Integration with SAP Business One and Enhanced Features

With Web-based customer management functionality, you can 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. Any customer relationship management information you change via the Web will synchronize with your SAP Business One database automatically.

Enhanced Web-based functionality allows 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 e-mails to customers and clients.

To learn more about how SAP Business One can empower your sales and marketing organization to grow your business and effectively service your customers, call your SAP representative today on 1300 440 444 or visit us on the Web at www.microchannel.com.au.