

## Solution Brief

SAP Customer Relationship Management

# MARKETING

## POWERING MARKETING SUCCESS

Marketing organizations want to drive demand more effectively and support sales efforts. They must also prove the value their marketers deliver to the organization. The SAP® Customer Relationship Management application can help you align your organization to increase your marketing success.



As organizations are looking for ways to grow, CEOs are looking to differentiate and grow their business by building a more customer-centric enterprise, where the true focus is on the customer. CEOs are turning to the chief marketing officer and the marketing team to play a more strategic role in building the customer-centric organization and to orchestrate customer experience across the enterprise. Innovative marketing organizations realize that an integrated marketing technology platform provides the tools needed to build a customer-centric organization, while increasing marketing speed and optimizing marketing resources.

The SAP® Customer Relationship Management (SAP CRM) application provides a central platform, allowing organizations to analyze, plan, develop, and execute all marketing activities through customer interaction points. The integrated solution empowers marketers with complete business and customer insight, enabling them to make intelligent business decisions.

### Everything You Need to Succeed

**Marketing Resource Management**  
Like most marketing organizations, you're being asked to do more to support corporate revenue and profit goals – with fewer resources. CFOs are asking the marketing organizations to show the costs and the returns of marketing spends. And there are regulatory policies governing how to accurately account for marketing

expenses. These internal and external pressures for financial and performance accountability require marketers to show results from the marketing spends.

With SAP CRM, you gain financial and performance accountability, so you know what your costs are – and the value you are delivering to the organization. The software helps you maximize the efficiency of your resources – time, people, budgets, collaterals, campaigns, and partners – to meet strategic objectives. You can develop marketing plans that align your marketing activities and optimally schedule all relevant marketing activities using the marketing calendar. The integration with SAP financial solutions provides accurate information on marketing spend and performance, which allows you to make informed decisions about budget and costs. And you can increase collaboration among internal and external team members, including vendors, agencies, and partners with project management tools that extend beyond your organization.

### Campaign Management

Today consumers are bombarded with a flood of marketing noise – junk mail, e-mail, unwanted calls, and messages. It's more difficult to get your marketing messages to reach your target audience. With SAP CRM, you can cut through the noise – and the resistance – and connect with your target audience by sending relevant, personalized messages through the right channels at the right times. The multichannel campaign management solution allows marketers

to analyze, plan, execute, and measure your marketing activities through both inbound and outbound channels. You can run real-time cross-sell and up-sell offers to turn customer-initiated interactions into revenue opportunity.

#### Lead Management

Many executives wish for improved collaboration between sales and marketing groups to effectively generate leads and convert them into sales. But sales groups often don't have the visibility into what the marketing groups are doing and cannot anticipate when leads will be generated, how many will come, or what their quality will be. As a result, the leads often aren't followed up due to lack of coordination. Many leads end up falling through the cracks.

With SAP CRM, you can close those gaps by automating the entire lead life-cycle process from generating highly qualified leads and prioritizing them to distributing them to the best-suited sales professional or partner. The software also lets you extend lead management functions to your partner organizations to increase collaboration and conversion rates. Improved sales and marketing coordination will increase visibility of all lead generation activities, so you can assign resources to follow up on relevant leads.

#### Segment and List Management

You depend on IT support to manage third-party lists and subscription data, to segment your customer base, and to analyze customer segments. But when overloaded, the IT group can become a bottleneck, leaving you stuck without

the needed support. SAP CRM helps you gain control by giving you direct access to customer information through an easy-to-use user interface designed for the marketer.

**With the marketing functionality of SAP CRM, you gain financial and performance accountability, so you know what your costs are and the value you are delivering to the organization.**

Using the software's segment and list management functionality, you can import external data and clean up internal and external customer and prospect data. You can view customer data from multiple sources to achieve a complete view of your customers. High-speed customer segment analysis uses embedded graphical visualizations of attributes to define your segments, giving you instant customer insights. Its drag-and-drop graphical interface allows you to build target segments with ease.

#### Marketing Analytics

Like most marketers, you have piles of reports and data that you want to translate into actionable business intelligence – but can't. SAP CRM has an analytical infrastructure with functionality ranging from basic operational reporting to advanced analytics to deliver the insight you

need to make intelligent business decisions. Its robust set of predefined reports and templates can be tailored to measure your business operations and performance as you want. You can drill down to gain insight into your activities and leverage predictive analytics to optimize your targeting efforts and personalize promotions.

#### Complex Business Networks

In today's challenging market environment, many enterprises are developing complex business networks to market, sell, and distribute their products and services. Included is comarketing with partners, leveraging partner sales organizations to follow up on leads, and running trade promotions through retailers. With SAP CRM, you can leverage this complex business network of partners and retailers to achieve profitable enterprise growth.

#### Trade Promotion Management

With the SAP Trade Promotion Management application, you gain visibility and control of all trade-related processes, helping you boost brand presence and profits. Integration with back-office operations means increased accounting accuracy of your trade and financial results. With tighter trade execution, you gain key business insights to help you optimize trade activities. You can also increase your trade promotion success with trade funds management, trade promotion management, retail execution, trade claims management, and trade promotion analytics.

Inbound Marketing with Real-Time Offer Management  
With SAP Real-Time Offer Management software, you can bring intelligence to your customer interactions and turn your inbound channels into opportunities to build customer relationships and generate revenue. The software supports you as you plan, develop, and execute cross-sell and up-sell offers, retention offers, service-level adherence, and other customer treatments. It will help you take the most appropriate next steps to enhance customer relationships through relevant and personalized customer interactions.

#### To Learn More

For more information on how SAP CRM can help you make the most of limited marketing resources, visit us at [www.sap.com/crm](http://www.sap.com/crm).



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## Summary

The SAP® Customer Relationship Management application provides a comprehensive marketing platform to plan, manage, and execute all marketing activities through customer interaction points. It supports end-to-end enterprise business process automation to give marketers business insight to drive customer demand.

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## Challenges

- Align marketing resources to support strategic business goals
- Understand marketing spend and its effectiveness
- Connect with customers to drive demand

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## Supported Business Processes and Software Functions

- **Marketing resource management** – Enhance the management and optimize the use of internal and external marketing resources
- **Segment and list management** – Get a centralized view of all relevant customer data and manage customer and prospect data independently of IT support
- **Campaign management** – Initiate successfully interactions with customers to drive demand for products and services; analyze, plan, develop, execute, and measure campaign activities through all inbound and outbound interaction channels
- **Lead management** – Seamlessly manage processes between sales and marketing organizations; generate highly qualified leads and follow up on every lead to closure; increase the lead conversion rates and the lead cycle times
- **Trade promotion management** – Optimize the use of trade funds to maximize the return on trade activities and increase profitability for planned products
- **Marketing analytics** – Convert reports and data into actionable insights; use marketing analytics to help marketers make smart business decisions

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## Business Benefits

- Align marketing resources to support organizational objectives
- Understand the returns on your marketing spends
- Accelerate marketing process with increased visibility and control
- Drive customer demand with targeted marketing messages
- Identify and retain high-value customers by understanding customer values
- Establish a streamlined, standardized marketing process with a central marketing platform

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## For More Information

Call your SAP representative or visit us at [www.sap.com/crm](http://www.sap.com/crm).

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