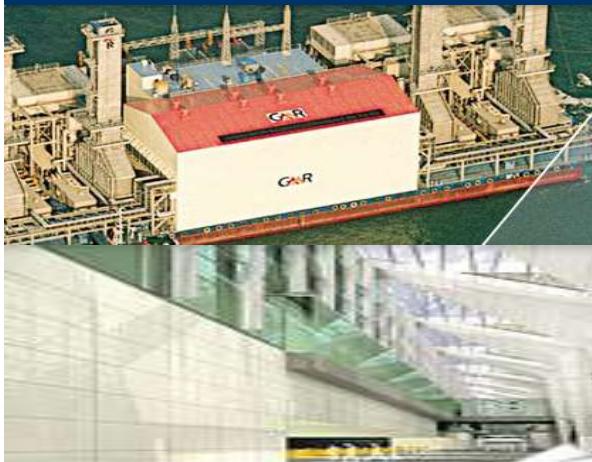


Ujjal Chakraborty

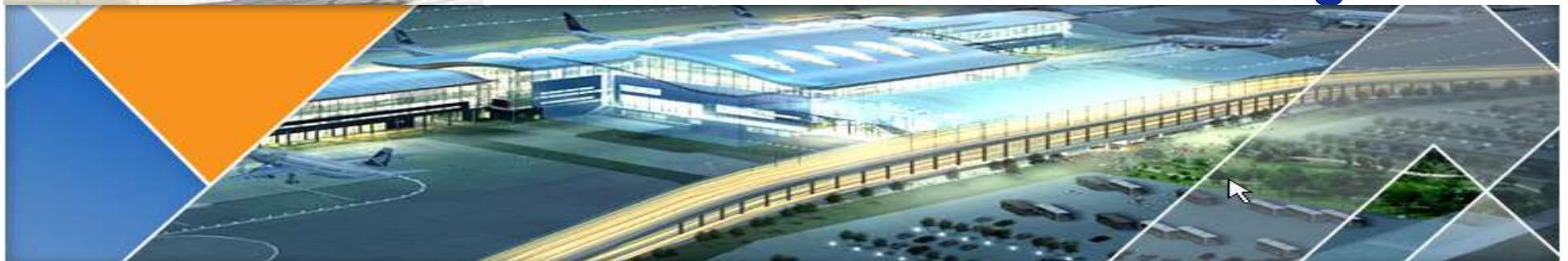
PRINCIPAL . SAP INDIA .

APRIL 2008

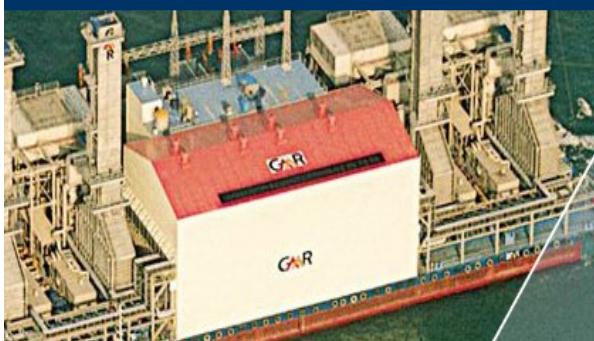
**SAP Consulting
India Subcontinent**



**SAP CRM Customer Collaboration
Solution Validation Workshop
for
GMR
Executive Walk through**



GMR runs SAP



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GMR : OUR UNDERSTANDING

GMR is our Global leader in power and automation technology industry enabling customers to improve performance while lowering impact on environmental

GMR Group is bangalore headquartered global infrastructure major with interest in **Airport, Energy, Highway and Urban infrastructure** . In addition, the manufacturing sector, spanning the **Agri-business** includes Sugar and ferro alloys. The group is also actively engaged in the areas of Education, health, hygiene and Sanitation, Environment & livelyhood and community based Programmers under its Foundation wing, reaffirming its grass root presence as change agents of society in field of Corporate Social Responsibility .

With its foray in airports sector, the Group has established itself as a front runner and pioneer in the core infrastructure sector of our country .

Going forward, the Group will actively seek opportunities in core areas of country's infrastructure development including transportation and property development . All these is being driven by a single minded path of translating the vision of the Group by building entrepreneurial organisations that make a difference to society through creation of value .

GMR's offering includes high voltage products, medium voltage products, utility automation, power systems , transformers , power services , automation products , manufacturing automation , process automation , performance services , rotating machines , drives , motors , power electronic systems , instrumentation , low voltage products , low voltage systems , robotics , turbochargers and telecommunications.



GMR : VISION. VALUES. BELIEFS .

Vision

To build entrepreneurial organizations that make a difference to society through creation of value.

Values & Beliefs

► HUMILITY

We value intellectual modesty and dislike false pride and arrogance.

► ENTREPRENEURSHIP

We seek opportunities they are everywhere

► TEAMWORK AND RELATIONSHIPS

Going beyond the individual encouraging boundaryless behaviour

► DELIVER THE PROMISE

We value a deep sense of responsibility and self discipline, to meet and surpass on commitments made

► LEARNING

Nurturing active curiosity – to question, share, and improve

► SOCIAL RESPONSIBILITY

Anticipating and meeting relevant and emerging needs of society

► RESPECT FOR INDIVIDUAL

We will treat others with dignity, sensitivity and honour

GMR : GROUP COMPANY. SUBSIDIARY .

GMR Group Companies

GMR Holdings Private Limited is holding company of GMR Group.

Its two Subsidiary Companies - **GMR Infrastructure Limited** and **GMR Industries Limited** are listed on Indian Stock Exchanges.

GMR Infrastructure Limited, is an infrastructure holding company formed to fund the capital requirements of various infrastructure projects in the Group's Energy, Road and Airport businesses.

GMR Infrastructure Limited has 23 subsidiaries as stated below :-

► Energy Sector

- [GMR Energy Limited](#)
- [GMR Power Corporation Private Limited](#)
- [Vemagiri Power Generation Limited](#)
- [GMR \(Badrinath\) Hydro Power Generation Private Limited](#)
- [GMR Mining & Energy Private Limited](#)

► Highway Sector

- [GMR Tambaram - Tindivanam Expressways Private Limited](#)
- [GMR Tuni - Anakapalli Expressways Private Limited](#)
- [GMR Ambala - Chandigarh Expressways Private Limited](#)
- [GMR Jadcherla Expressways Private Limited](#)
- [GMR Pochanpalli Expressways Private Limited](#)
- [GMR Ulundurpet Expressways Private Limited](#)

► Airport Sector

- [GMR Hyderabad International Airport Limited](#)
- [GMR Hyderabad Aerotropolis Limited](#)
- [GMR Hyderabad Airport Resource Management Limited](#)
- [Hyderabad Airport Security Services Limited](#)
- [Delhi International Airport Private Limited](#)
- [Gateways for India Airports Private Limited](#)
- [Hyderabad Menzies Air Cargo Private Limited](#)
- [Delhi Aerotropolis Private Limited](#)
- [DIAL Cargo Private Limited](#)

► Others

- [GMR Aviation Private Limited](#)
- [GVE Investments Private Limited](#)
- [GMR Corporate Centre Limited](#)

► CSR arm of the Group

- [GMR Varalakshmi Foundation](#)

► Other Companies of GMR Group

- [GMR Industries Limited](#)
- [Bharat Sugar Mills Limited](#)
- [GMR Ferro Alloys & Industries Private Limited](#)
- [Sri Varalakshmi Jute Twine Mills Private Limited](#)
- [Ideaspace Solutions Limited](#)
- [GMR Estates Private Limited](#)
- [GMR Projects Private Limited](#)

- [GMR Highways Private Limited](#)
- [Raxa Security Services Limited](#)
- [Saci Sports Private Limited](#)
- [Sucharitha Estates Private Limited](#)
- [GMR Aviation Private Limited](#)
- [GMR Corporate Services Private Limited](#)



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GMR : PRODUCT & SERVICES

ENERGY



► GMR MANGALORE LTD

Located off the coast of Mangalore, the plant uses combined gas technology for maximum thermal efficiency..

► GMR POWER CORPORATION PVT LTD

Commissioned in 1998, the 200 MW plant in Chennai supplies power to the Tamil Nadu State Electricity Board.

► VEMAGIRI POWER GENERATION LTD

The Group's third power project with an installed capacity of 388.5 MW is located at Vemagiri

► GMR(BADIRNATH) HYDRO POWER GENERATION LTD

The 140 MW Alaknanda Hydro Electric Power Project in Uttarakhand is the Group's first Hydro Power project and its very first in North India.,

► GMR ORISSA POWER PROJECT

GMR Energy is setting up its first coal based thermal power plant in Orissa..

► TALONG POWER PROJECT

GEL has signed MoA with government of Arunachal Pradesh for setting up 160 MW power project.

► BAJOLI POWER PROJECT

GMR 180 MW Bajoli project in Himachal Pradesh will supply power to the State and North India..

► CHHATTISGARH POWER PROJECT

GMR Energy has signed a MoU with the Government of Chhattisgarh for setting up a 1000 MW coal based, thermal power plant in Chhattisgarh..

GMR : PRODUCT & SERVICES

AIRPORTs



► DELHI INTERNATIONAL AIRPORT (P) LIMITED

One of the master plan features of Delhi airport in 2008 is the 4430 metre long CAT III B and Code F compliant runway, one of the longest in Asia.

► SABITHA GOKCEN AIRPORT LIMITED

GMR made its first international foray leading the consortium comprising, Limak Insaat Sanayi San Ve Tic A.S Turkey ...

► GMR HYDERABAD INTERNATIONAL AIRPORT LIMITED

Besides an initial passenger terminal capacity of 12 mppa the new-age airport will have several features like an airport village, business hotel and India's first open access fuel farm system for airport..

GMR : PRODUCT & SERVICES

HIGHWAYS



GMR Group has already completed two road projects awarded by the National Highway Authority of India (NHAI) under the Golden Quadrilateral Scheme. It includes a 4 lane Highway between Tuni - Anakapalli on NH-5 in Andhra Pradesh for a distance of 60 km and the other between Tambaram - Tindivanam on NH-45 in Tamil Nadu for a distance of 93 km.

The Group has also bagged four more road projects across India which are under various stages of development. These include the four laning of the 35 km Ambala-Chandigarh road project, 107 km Adloor-Yellareddy-Gundla Pochanpalli stretch and 58 km Thondapalli-Jadcherla project on NH-7 in Andhra Pradesh and the 71 km Tindivanam- Ulunderpet stretch on NH-45 in Tamil Nadu.

Projects Completed

► TAMBARAM-TINDIVANAM

The strengthening and widening of the 93 km stretch was carried out by our Special Purpose Vehicle (SPV).

► TUNI-ANAKAPALLI

Implemented through a Special Purpose Vehicle (SPV), this 60 km stretch of highway has been completed as per schedule..

Projects Under Development On Build Operate Transfer (BOT) Basis

► AMBALA-CHANDIGARH

Four laning of existing two lane 35 km stretch (toll based) on NH-21 and NH-22 in Haryana-Punjab.

► ADLOOR – GUNDLA POCHANPALLI

Four laning of existing two lane 107 km stretch (annuity based) on NH-7 in Andhra Pradesh.

► THONDAPALLI – JADCHERLA

Four laning of existing 58 km two lane stretch (toll based) on NH-7 in Andhra Pradesh ..

► TINDIVANAM – ULUNDERPET

Four laning of existing 71 km two lane stretch (toll based) on NH-45 in Tamil Nadu.

GMR : PRODUCT & SERVICES

AGRI-BUSINESS



► SANKILU SUGAR PLANT

The Group's Sugar business started production in 1997. It has since set new standards in forward integration by initiating down stream production of plantation Sugar and co-generated power, ethanol, rectified spirit, bio-composted organics manure and bio-fertiliser CO2 gas in its distillery units. [more...](#)

► DHANALAKSHMI SUGAR PLANT

GMR Industries Limited has leased a sugar factory from the Shri Dhanalakshmi Sahakari Sakkare Kharkhana Niyamit. The sugar factory has a crushing capacity of 2500 TCD scalable to 4000 TCD ,captive power generation capacity of 6 MW and a co-gen capacity of 14 MW. [more...](#)

► HALIYAL SUGAR COMPLEX

The integrated Sugar complex in Haliyal, Karnataka is a source of livelihood for over 2000 people



URBAN INFRASTRUCTURE



GMR Group entered into an MOU with Tamil Nadu Industrial Development Corporation (TIDCO) for the development of a Multi Product Special Economic Zone (SEZ) in Krishnagiri District, Tamil Nadu.

The SEZ will be developed through a Special Purpose Vehicle (SPV) to be set up through a Joint Venture partnership with TIDCO. This multi- product SEZ will be spread around 3300 acres in the Krishnagiri District of Tamil Nadu.

Highlights

The selection of the co-developer by TIDCO was carried out through a two-stage competitive bidding process.

The non- agricultural land is expected to be procured by the SPV over a period of one year.

Other Key Features

- This multi product SEZ will focus on a variety of industries ranging from Bio Technology, IT and ITES besides the traditional electronics and engineering areas.
- It will be of global standards comprising, green corridors with a special emphasis on high quality and social infrastructure. Ecological efficiency and sustainability shall be the key elements.
- Additional benefits of this SEZ include excellent connectivity through state highway NH 7 and a good railway network.
- Over three lakh people would be benefiting from this SEZ, both through direct and indirect employment.
- An added advantage of this project would be the related development through its multiplier effect, on the physical and social infrastructure in the region.

FERRO-ALLOYS



Ferro-Alloys

GMR Group's ferro-alloys division manufactures a range of niche products that include high Carbon Ferro Chrome, extra low phosphorous ferro chrome and a few other specialty products used in the manufacture of stainless steel. The ISO 9001 certified plant has an installed capacity of 25,000 metric tonnes per annum.

History

1989	The Ferro-Alloys factory with an installed capacity of 6000 MT/annum is commissioned.
1993	Capacity of furnace is raised to 10,000 MT/annum
1996	Another furnace is added raising the total capacity to 25,000 MT/annum

Fact Sheet

Initial Installed Capacity	6000 MT/ annum
Current Installed Capacity	25,000 MT/ annum
Annual Production	27,500 MT/annum
No. of Employees	230

GMR : OTHER BUSINESS

OTHER BUSINESS

- GMR Aviation Private Limited
- GVL Investments Private Limited
- GMR Corporate Centre Limited



International Trading Division

GMR Group has established an International Trading Division that takes care of GMR industries exports and imports. Our internal trading team exports High Carbon Ferro-Alloys, Iron ore, etc. It also takes care of GMR Group's imports of Lamcoke, etc. We are recognized as an Export House by the Ministry of Commerce, Govt. of India. The Division has achieved an export turnover of Rs.126.00 crores

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Current Product Coverage @ GMR SAP IMPLEMENTATION

	SAP MODULES IMPLEMENTED												
	FI	TR	CO	MM	PS	PP	QM	SD	PM	SEM-BPS	GRC-AC	HCM	Interface To Rest Instance
Energy 2000 GMR Energy 2100 GMR Power Corporation 2150 Vemagiri Power Generation 2200 GMR Badrinath Hydro Power Gen 2250 GMR Mining & Energy 2300 GMR Kamalanga Energy 2600 GMR Consulting Engineers 2900 GMR Energy Trading	X	X	X	X	X				X			X	
Roads 3110 Tambaram Tindivanam Expressway 3120 GMR Tuni Anakapalli Expressways 3130 GMR Pochanpalli Expressways 3210 GMR Ambala Chandigarh Express 3220 GMR Jadcherla Expressways 3230 GMR Ulundurpet Expressways 3300 GMR Highways 3310 GMR Projects	X	X	X	X	X								X
Agro 4000 GMR Industries	X	X	X	X	X	X	X	X	X				X

Current Product Coverage @ GMR SAP IMPLEMENTATION

	SAP MODULES IMPLEMENTED												
	FI	TR	CO	MM	PS	PP	QM	SD	PM	SEM-BPS	GRC-AC	HCM	Interface To Rest Instance
Property 5010 GMR Properties 5020 GMR Estates 5500 GMR Krishnagiri SEZ	X	X	X	X				X				X	
Investments 6000 GMR Holdings 6010 Bluemoon Investments 6020 Roshan Investments 6100 GMR Infrastructure 6110 GVL Investments 6600 GMR Corporate Center	X	X	X										X
Security Services 8000 Raxa Security Services	X	X	X	X	X			X				X	
Aviation 8100 GMR Aviation	X	X	X										X
Foundation 8600 GMR Varalakshmi Foundation 8700 VM Charitable Trust	X	X	X	X									

Current Product Coverage @ GMR SAP IMPLEMENTATION

	SAP MODULES IMPLEMENTED												
	FI	TR	CO	MM	PS	PP	QM	SD	PM	SEM-BPS	GRC-AC	HCM	Interface To Rest Instance
HIAL (Separate Instance)													X X
1000 GMR Hyderabad International Airport 1050 Hyderabad Menzies Aircargo 1150 GMR Hyderabad Airport Resource Management 1160 Hyderabad Airport Security services 1250 GMR Hyderabad Aerotropolis													
DIAL (Separate Instance)													X X
1500 Delhi International Airport 1510 DIAL Cargo 1520 Delhi Aerotropolis 1590 DIAL PSF													

Current Functional Coverage @ GMR SAP SD . <SALES>

SAP SD Module	
Energy	
2000 GMR Energy	X
2100 GMR Power Corporation	X
2150 Vemagiri Power Generation	X
2200 GMR Badrinath Hydro Power Generation	X
Roads	
3110 GMR Tambaram Tindivanam Expressways	X
3120 GMR Tuni Anakapalli Expressways	X
3130 GMR Pochanpalli Expressways	X
3210 GMR Ambala Chandigarh Expressways	X
3220 GMR Jadcherla Expressways	X
3230 GMR Ulundurpet Expressways	X
3310 GMR Projects	X

Current Functional Coverage @ GMR SAP SD . <SALES>

SAP SD Module	
Agro	
4000 GMR Industries	X
Property	
5010 GMR Properties	X
5020 GMR Estates	X
Security Services	
8000 Raxa Security Services	X
Aviation	
8100 GMR Aviation	X

Current Functional Coverage @ GMR SAP FI-AR . <DEBTOR>

	SAP Financials Module													
	GL	AP	AR	FA	Par. Ldgr	Cash Mgmt	TRM	CO- CCA	CO- IO	CO- WBS	CO- PC	Mat. Ldger	CO- PA	
Energy														
2000 GMR Energy	X	X	X	X		X	X	X	X	X				X
2100 GMR Power Corporation	X	X	X	X	X	X	X	X	X	X				X
2150 Vemagiri Power Generation	X	X	X	X		X	X	X	X	X				X
2200 GMR Badrinath Hydro Power Generation	X	X	X	X		X	X	X	X	X				X
2250 GMR Mining & Energy	X	X	X	X		X	X	X	X					X
2300 GMR Kamalanga Energy	X	X	X	X		X	X	X	X	X				X
2600 GMR Consulting Engineers	X	X	X	X		X	X	X	X					X
2900 GMR Energy Trading	X	X	X	X		X	X	X	X					X



Extensive deployment



Limited Usage



Not Implemented



Current Functional Coverage @ GMR SAP FI-AR . <DEBTOR>

	SAP Financials Module													
	GL	A P	AR	FA	Par. Ldgr	Cash Mgmt	TRM	CO - CC A	CO- IO	CO- WBS	CO -PC	Mat. Ldger	CO - PA	
Roads														
3110 GMR Tambaram Tindivanam Expressways	X	X	X	X		X	X	X						
3120 GMR Tuni Anakapalli Expressways	X	X	X	X		X	X	X						
3130 GMR Pochanpalli Expressways	X	X	X	X		X	X	X						
3210 GMR Ambala Chandigarh Expressways	X	X	X	X		X	X	X						
3220 GMR Jadcherla Expressways	X	X	X	X		X	X	X						
3230 GMR Ulundurpet Expressways	X	X	X	X		X	X	X						
3300 GMR Highways	X	X	X	X		X	X	X						
3310 GMR Projects	X	X	X	X		X	X	X						

Current Functional Coverage @ GMR SAP FI-AR . <DEBTOR>

	SAP Financials Module												
	GL	AP	A R	FA	Par. Ldgr	Cash Mgmt	TR M	CO- CCA	C O- IO	CO- WBS	CO- PC	Mat. Ldger	CO- PA
Agro													
4000 GMR Industries	X	X	X	X		X	X	X	X	X	X	X	X
Property													
5010 GMR Properties	X	X	X	X		X	X	X	X				
5020 GMR Estates	X	X	X	X		X	X	X	X				
5500 GMR Krishnagiri SEZ	X	X	X	X		X	X	X	X				
Investments													
6000 GMR Holdings	X	X	X	X		X	X	X	X				
6010 Bluemoon Investments	X	X	X	X		X	X	X	X				
6020 Roshan Investments	X	X	X	X		X	X	X	X				
6100 GMR Infrastructure	X	X	X	X		X	X	X	X				
6110 GVL Investments	X	X	X	X		X	X	X	X				
6600 GMR Corporate Center	X	X	X	X		X	X	X	X				

Current Functional Coverage @ GMR SAP FI-AR . <DEBTOR>

	SAP Financials Module												
	GL	AP	AR	FA	Par. Ldgr	Cash Mgmt	TRM	CO - CC A	CO -IO	CO- WBS	C O- PC	Mat. Ldger	CO- PA
Security Services													
8000 Raxa Security Services	X	X	X	X		X	X	X	X	X			
Aviation													
8100 GMR Aviation	X	X	X	X		X	X	X	X				X

Current Functional Coverage @ GMR SAP HR-HCM

	SAP HCM								PY Interface with BLR Instance
	PA	OM	PT	PY	E-Rec	LSO	ESS		
Energy Sector	X	X	X	X	X	X	X		
Roads Sector	X	X	X	X	X	X	X		
Agro Sector	X	X	X	X	X	X	X		
Property Sector	X	X	X	X	X	X	X		
Security Sector	X	X	X	X	X	X	X		
Aviation Sector	X	X	X	X	X	X	X		
DIAL	X	X	X	X	X	X	X		X
GHIAL	X	X	X	X	X	X	X		X
Foundation									
Investments Sector									
Founder Entities									



Extensive deployment



Limited Usage



Not Implemented

GMR

Current Functional Coverage @ GMR SAP MM-P2P

	SAP MM Module – Procure to Pay												
	PR	RFQ /QO U	PO/ CON	EX TS ER	WO	SUB CON /STO	REL STR	GR	GI/TP	SER ENT	LIV	EXCI SEVA T/ SER TAX	PHY INV
Energy													
2000 GMR Energy	X	X	X	X	X	X	X	X	X	X	X	X	X
2100 GMR Power Corporation	X	X	X	X	X	X	X	X	X	X	X	X	X
2150 Vemagiri Power Generation	X	X	X	X	X	X	X	X	X	X	X	X	X
2200 GMR Badrinath Hydro Power Generation	X	X	X	X	X	X	X	X	X	X	X	X	X
2250 GMR Mining & Energy													
2300 GMR Kamalanga Energy	X	X	X	X	X		X	X	X	X	X		
2600 GMR Consulting Engineers													
2900 GMR Energy Trading													



Extensive deployment



Limited Usage



Not Implemented



Current Functional Coverage @ GMR SAP MM-P2P

	SAP MM Module – Procure to Pay												
	PR	RFQ /QO U	PO/ CON	EX TS ER	WO	SUB CON /ST O	REL STR	G R	GI /T P	SE R EN T	LI V	EXCIS EVAT/ SER TAX	PH Y INV
Roads													
3110 GMR Tambaram Tindivanam Expressways	X	X	X	X	X	X	X	X	X	X	X	X	X
3120 GMR Tuni Anakapalli Expressways	X	X	X	X	X	X	X	X	X	X	X	X	X
3130 GMR Pochanpalli Expressways	X	X	X	X	X	X	X	X	X	X	X	X	X
3210 GMR Ambala Chandigarh Expressways	X	X	X	X	X	X	X	X	X	X	X	X	X
3220 GMR Jadcherla Expressways	X	X	X	X	X	X	X	X	X	X	X	X	X
3230 GMR Ulundurpet Expressways	X	X	X	X	X	X	X	X	X	X	X	X	X
3300 GMR Highways													
3310 GMR Projects	X	X	X	X	X	X	X	X	X	X	X	X	X

Current Functional Coverage @ GMR SAP MM-P2P

	SAP MM Module – Procure to Pay												
	PR	RFQ/ QUO	PO/ CON	EXT SER	WO	SUB CON /STO	REL ST R	G R	GI/ TP	SER ENT	LI V	EXCIS EVAT/ SER TAX	PHY INV
Agro													
4000 GMR Industries	X	X	X	X	X	X	X	X	X	X	X	X	X
Property													
5010 GMR Properties	X	X	X	X	X	X	X	X	X	X	X	X	X
5020 GMR Estates	X	X	X	X	X	X	X	X	X	X	X	X	X
5500 GMR Krishnagiri SEZ	X	X	X	X	X	X	X	X	X	X	X	X	X
Investments													
6000 GMR Holdings													
6010 Bluemoon Investments													
6020 Roshan Investments													
6100 GMR Infrastructure													
6110 GVL Investments													
6600 GMR Corporate Center	X	X	X	X	X	X	X	X	X	X	X	X	X

Current Functional Coverage @ GMR SAP MM-P2P

	SAP MM Module – Procure to Pay												
	P R	RFQ /QO U	PO/ CON	EX T SE R	WO	SUB CON /STO	RE L ST R	G R	GI/ TP	SER ENT	LI V	EXCIS E/VAT/ SER TAX	PHY INV
Security Services													
8000 Raxa Security Services	X	X	X	X	X	X	X	X	X	X	X	X	X
Aviation													
8100 GMR Aviation													
Foundation													
8600 GMR Varalakshmi Foundation	X	X	X	X	X	X	X	X	X	X			X
8700 VM Charitable Trust													
Founder Entities													
9901 G Mallikarjuna Rao													
9902 G Varalakshmi													
9903 Srinivas Bommidala													
9904 B Ramadevi													

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ENVISAGED FUNCTIONAL SCOPE @ GMR PH-II IMPL.

Real Estate Mgmt : Support decisions to buy, build, lease or sell property in portfolio and Manage portfolio Create real estate contracts to map contractual relationships with business partners. Manage leasing and managing of real estate portfolio, including applicant and offer management, contract management, adjustment of rents and the administration and collection of service charges, Handle costs for the use and maintenance of real estate, calculating and settling these service charges

Manage the **accounting and controlling** activities regarding

- Invoicing contracts
- Rent collection, payments and dunning
- Planning and settlement of costs and revenues
- Identifying costs incurred by real estate objects

Supplier Relationship Management and DMS

CRM – Opportunity & Key Account Management

Equipment Tools Maintenance for large tool maintenance.

GRC – Process Controls – viz. Sales Order aging analysis, Prior period posting entries, GL Postings - account level, GL Postings - document level, Org Level Duplicate Payment Control, Accuracy of invoice tolerances, Duplicate Vendor Invoice, Payments without Good Receipts, GR/IR posting accuracies and validity, Posting period control.

SEM-BCS for consolidation

BIW – 5 Standard info cubes per module, 15 Custom Queries. Enterprise Portals – Standard I Views

Duet – 4 Scenarios:

- Budgets & Analytics
- Travel Management
- Organization Management – Reportees Personnel and Personal data
- Leave Management: Apply for leave, Approve/ disapprove, Leave balances

ENVISAGED FUNCTIONAL SCOPE @ GMR PH-II IMPL.

- **Functional scope** described is a broad summary of the final scope.
- **Module-wise/process-wise functionality** to be implemented as per the business requirements will be finalized during business blueprint stage.
- **Functional scope** of the **proposed ph-II solution** covers GMR legal entities only

Enterprise Process	Applicable for Sectors	Business Processes	Sub Process	SAP Module	Process Description
Business Development	Road, Energy, Property, Construction, Sugar	Opportunity Management	Opportunity Identification, Assessment	SAP CRM	Identify and manage potential opportunities at all stages until financial closure
		Key Account Management	Activity and tracking and reminders	SAP CRM	Track and Maintain all activities for Key accounts esp. in Sugar, Roads, Power Sector
		Pre Bid Planning and scoping	Scoping, Vendor Collaboration, Estimation	cProjects, DMS	Project planning WBS, Detailed Estimation, Document Management

ENVISAGED FUNCTIONAL SCOPE @ GMR PH-II IMPL.

Enterprise Process	Applicable for Sectors	Business Processes	Sub Process	SAP Modules	Process Description
Project Management	Property, Construction	Detailed Project Planning and Scheduling	Project Setup and structuring	PS	Project creation based on templates including WBS, activities etc.
			Project Planning	PS and CO	Planning of cost, cash flows, revenues
			Project Scheduling	PS	Scheduling of Activities and milestones.
		Project Execution	Progress Monitoring	PS	Derive progress KPI's based on PoC for all tasks (internal & external)
			Time recording and confirmation	PS and HR	For Sugar, Construction and Property
			Resource Management	PS	For Sugar, Construction and Property

ENVISAGED FUNCTIONAL SCOPE @ GMR PH-II IMPL.

Enterprise Process	Applicable for Sectors	Business Processes	Sub Process	SAP Modules	Process Description
Project Management	Property, Construction	Contract Management	Contract Preparation	MM/SRM	Preparation of contract with contractual terms and conditions
			Contract negotiation	cFolders, DMS	Negotiation enabled through process of bid invitation and auction
			Contract approval	MM	Release of contract as per organizational approval policies
Project Monitoring and Controlling	Property, Construction	Budget Monitoring and Control	Variance Analysis	PS/ CO	Cost and Schedule Variance at WBS level
			Availability and usage control	FI	Release of POs & Payments can be controlled based on budgets
			Cash flow Forecasting	CO	Planning/ revising for Cash Flow
			Contractors Payments	PS/FI	Milestones based Payments

ENVISAGED FUNCTIONAL SCOPE @ GMR PH-II IMPL.

Enterprise Process	Applicable for Sectors	Business Processes	Sub Process	SAP Module	Process Description
Analytics	All	Financial Analytics	Financial and Management reporting	BW, Portals	<p>Financial reports like Financial statements, AP and AR reports, asset reports</p> <p>Management reports like Cost of goods, Contribution margin, operating expenses</p>
			Profitability Analytics	BW, Portals	Analyses profitability of products and services by multiple dimensions
			Product & Service cost analytics	BW, Portals	
			Overhead cost analysis	BW, Portals	
			Working capital and cash flow management	BW, Portals	

ENVISAGED FUNCTIONAL SCOPE @ GMR PH-II IMPL.

Enterprise Process	Applicable for Sectors	Business Processes	Sub Process	SAP Module	Process Description		
Analytics	All	Operational Analytics	Sales Analytics	BW, Portals			
			Manufacturing Analytics				
			Procurement Analytics				
			Inventory Analytics				
			Quality Management Analytics				
	All	Workforce Analytics	Workforce Planning	BW, Portals			
			Workforce cost planning				
			Workforce process analytics				
			Talent Management analytics				
Enterprise Portal		Installation and enablement of Portals, Enabling 20 Standard Roles & web links, 20 Standard I-views, and web services creation					
Business Warehouse		Enabling 5 Standard BW content per module + along with a total of 15 custom queries					

ASSUMPTIONS : DEVELOPMENT SCOPE

Development Scope typically includes the Reports, Interfaces, Conversion Programs, Enhancements,

Forms, etc. It is planned to have an overall development effort of 10 man-months for Phase 2.

Any increase in this effort will need to be handled through increased participation from GMR ABAP resources.

ASSUMPTIONS : GEO SCOPE & PHASING

the Geographic scope of the proposed solution will cover the GMR headquarters at Bangalore all locations mentioned in the phasing document. Only those sites with connectivity at the time of final preparation will be considered in scope.



ASSUMPTIONS : TECHNICAL SCOPE

- Assist in preparation of all Technology Policies and Procedures related to ERP/ Core System including Authorization, Database Maintenance, Backups and Archival etc.
- Assist the GMR's team to perform all authorization-related activities (activity group, authorizations, profiles, etc) till the stabilization of the proposed solution.
- Assist in preparation of user manuals, which shall be used by GMR to run the ideal production environment.
- Recommend SAP system architecture and design
- Server sizing including Disaster Recovery
- Installation of SAP software components
- SAP database administration, including backup standards
- Setting up of technical transport management
- Information on bandwidth requirements for SAP applications
- SAP performance monitoring during project lifecycle
- centralized system single-instance installation servicing entire organization



SUMMARY : SCOPE EXCLUSION

- Document digitization and indexing
- Document history creation
- Real Time Integration with 3rd party/legacy applications. This if required would be through batch update, the frequency of the same could be decided during the implementation
- Manual verification and / or gathering of data. Data cleansing.



CRM implementation at GMR

Recommended Solution,

- SAP CRM 2007
- ERP 2007 , Core Module = SD & PS ,
- Interfacing Modules : FI-AM, FI-IM, FM , CO, MM & CS
- BI , SEM-BPS-IP , SEM-LC
- EP6.4

SCOPE : CRM

- Key Account Management
- Opportunity Management
- Analytics

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Introduction

Product & Services from GMR

Current SAP Implementation @ GMR

[Next Steps] Envisaged CRM implementation at GMR

Enterprise CRM Brief : Business Scenarios



SAP CRM ENTERPRISE

Strategy . Update & Highlights



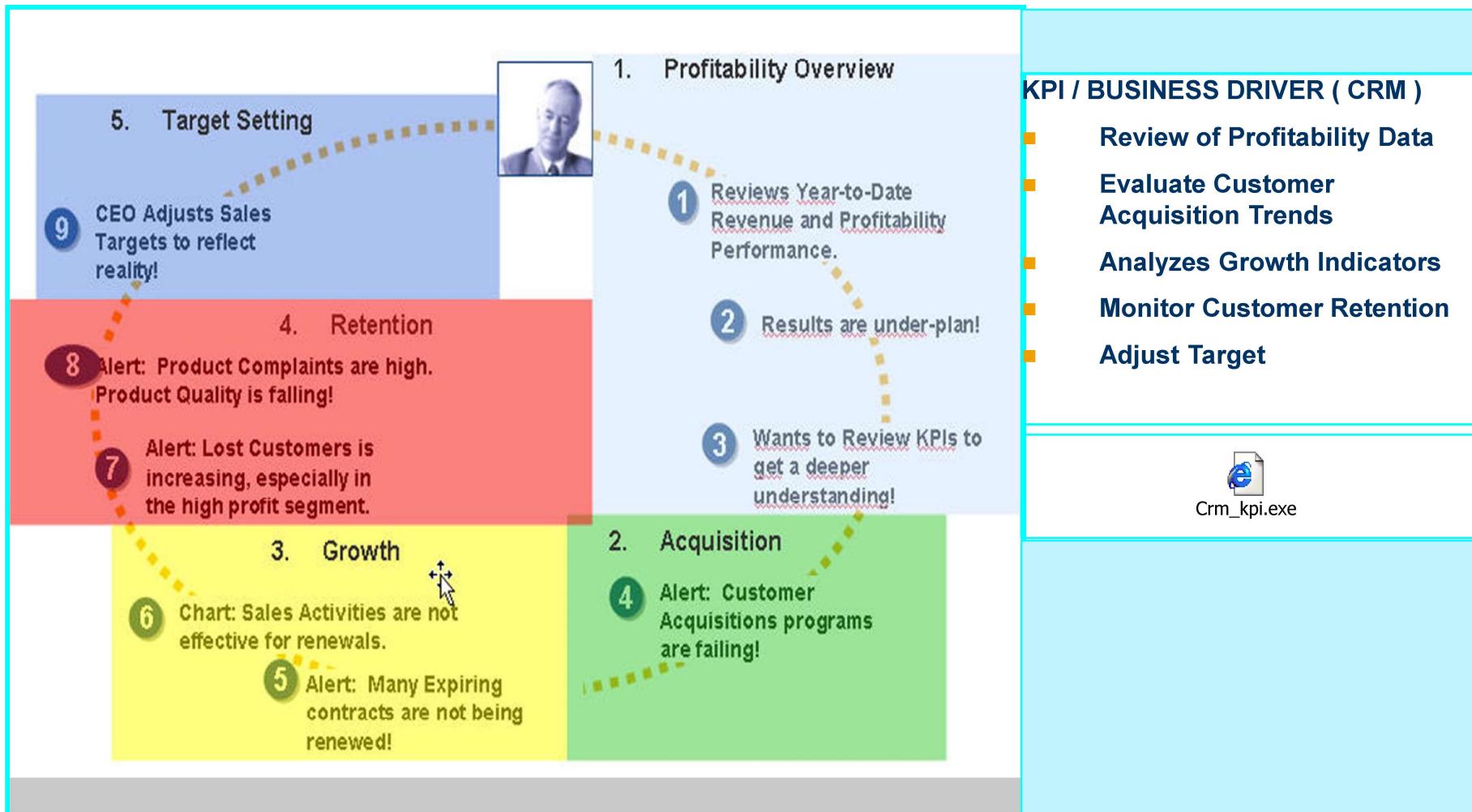
Ujjal Chakraborty

PRINCIPAL . SAP INDIA .

APRIL 2008

GMR

SAP CRM . Key Business Drivers / Measures



SAP CRM .

Key Business Drivers / Measures

CRM BUSINESS DRIVER/MEASURES (Key Performance Indices)

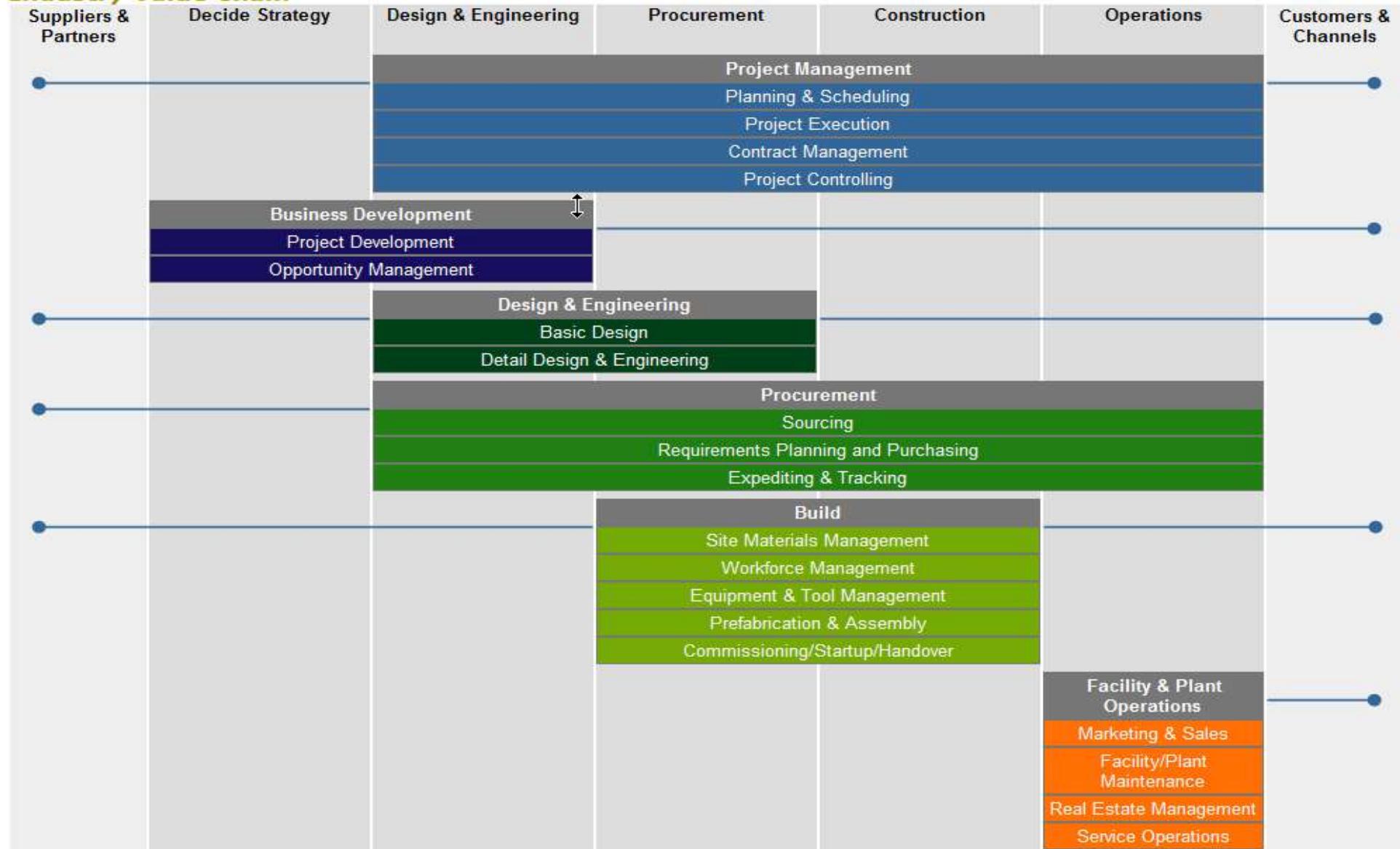
K P I (Name)	Business-Driver description	Definition
Marketing Sales	Marketing-Induced Sales	Marketing-induced sales make up that part of total revenue that was generated by a marketing campaign.
Marketing Costs	Costs of a Marketing Element (campaigns,...)	The measure "marketing costs" gives a detailed overview of the direct costs of marketing and the marketing overhead costs, both planned and incurred in the given reporting timeframe.
Period-Complaints	Number of Customer Complaints in a Period	The number of customer complaints in a given period - and in particular the fluctuation of this number over time - is a measurement of the quality of products/services and of the level of services.
Share SLA Customers	Share of Customers with Service Level Agreements	Service level agreements with your customers allow you to estimate with considerable accuracy how high the service level of your enterprise has to be to satisfy customer needs.
% Outline Agreements	Share of Customers with Outline Service Agreements	Concluding outline supply agreements detailing pricing and supply conditions increases planning reliability for the contract partners.
Joint Teams	Number of Development Teams with Customer Involvement	The share of development teams with customer involvement is a measurement of the extent to which an enterprise incorporates customer requirements into the development of new solutions.
Product Coverage	Degree of Overlap Own Service. List / Competition	To calculate the degree to which your enterprise's product list overlaps with other products in the market, you determine how many products of the same or similar nature are found in the product folios of competitors.
List Price Variance	Average Percentage Variance from List Price	The average percentage variance from the list price is a measurement of how successful your enterprise is at convincing customers of the price competitiveness of your products/services when negotiating prices.
Gross Margin Premium	Average Percentage Premium on Gross Margin	This measurement calculates the average percentage premium on the gross margin for your enterprise's services compared to the overall market. It is a measurement of whether increasing the price of your product to a level remaining potentially acceptable i
Price Premium in %	Average Percentage Price Premium Compared to Competition	The average percentage price premium of your enterprise's products compared to the overall market is a measurement of whether a price increase on account of improved product quality will be accepted in the market.

CRM Track. Key Business Drivers / Measures

CRM BUSINESS DRIVER/MEASURES (Key Performance Indices)		
K P I (Name)	Business-Driver description	Definition
Successful activts	Successful activities	The measure "successful activities" gives an overview of all executed marketing activities with positive response.
Customer Lifetime	Average Customer Lifetime	The average duration of a customer relationship is a measurement of an enterprise's ability to apply a variety of measures to retain customers long term.
Key Cust. Contact	Number of Contacts with Key Customers	The number of contacts made by the external sales force with key customers in a given period is a measurement of the intensity of customer service for key customers.
Rel. Market Share	Relative Market Share in Specific Market Segments	The relative market share in a defined market segment is a measurement of the competitive position of an enterprise.
% Cust. Partnerships	Share of Customers with Partnership	The share of customers with which a partnership agreement - of whatever kind - has been concluded is a measurement of the intensity of customer relationships.
Expenditure Share	Share of Customers' Total Expenditure	The calculation of this measure is based on the existing customer portfolio. The approximate value of the total customer expenditure for the services under analysis is determined for the population and expressed in relation to (known) sales
% Revenue with Key C	Share of Revenue with Key Customers	Calculating the share of revenue made with key accounts allows your customer portfolio to be evaluated.
Segment Coverage	Share of the Addressed Customer Segments	The share of the customer segments addressed (handled) by your enterprise is a measurement of how well the enterprise's range of products/services covers the identified customer segments.
Quality Rating	Quality Rating by Customers	The quality rating given by customers serves as a measurement of how successful your enterprise is at meeting the quality expectations of customers. The rating value is determined by means of a customer survey.

Engineering Construction & Operations – Enterprise Scenarios

Industry Value Chain



SAP CRM – Enterprise Scenarios

Marketing	E-Commerce	Interaction Center	Channel Management	Marketing Resource Management	Segmentation & List Management	Campaign Management	Trade Promotion Management	Lead Management	untitled Main Process	[C] Add Pro
				Sales Planning & Forecasting	Territory Management	Accounts & Contacts	Opportunity Management	Quotation & Order Management	Pricing & Contracts	Incentive & Commission Management
				Service Order Management	Service Contract Management	Complaints & Returns	In-House Repair	Case Management	Installed Base Management	Warranty Management
Service										Resource Planning
										Analytics Access Modes

SAP Enterprise Support Scenarios (related)



Analytics			
Strategic Enterprise Management	Financial Analytics	Operations Analytics	Workforce Analytics
Financials			
Financial Supply Chain Management	Financial Accounting	Management Accounting	Corporate Governance
Human Capital Management			
Talent Management	Workforce Process Management	HCM Service Delivery	Workforce Deployment
Corporate Services			
Travel Management	Environment, Health and Safety	Incentive and Commission Management	Real Estate Management
Operations Support			
Life-Cycle Data Management	Project Portfolio Management	Quality Management	Enterprise Asset Management
			Indirect Procurement
			Global Trade Services
			Global Trade Management

SAP CRM – Enterprise Marketing Scenarios

Marketing Resource Management	Segmentation & List Management	Campaign Management	Trade Promotion Management	Lead Management
<ul style="list-style-type: none"> ● Market Research ● Scenario Planning ● Marketing Planning and Budgeting ● Budget Planning ● Budget Control ● Product and Brand Planning ● Cost and Volume Planning ● Collaborative Planning ● Marketing Plan Analysis ● Marketing Calendar ● Marketing Brief ● Digital Asset Management ● Marketing Organization ● Workflow and Approval ● Project Management <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Multiple Data Source Access ● High Speed Data Search ● Preview Lists ● Pre-Filtered/Personalized Attribute Lists ● Sampling and Splitting ● Embedded Predictive Modeling ● Dynamic Filtering ● Quick Counts ● Segment Deduplication ● Suppression Filters ● Target Group Optimization ● Clustering ● Data Mining ● Decision Trees ● ABC Analysis ● List Management - List Format Mapping ● Duplicate Checks ● Postal Validation ● Data Cleansing ● Data Enrichment ● List Quality ● Lead and Activity Imports ● List Analysis 	<ul style="list-style-type: none"> ● Campaign Planning ● Graphical Campaign Modeling ● Campaign Optimization ● Campaign Simulation ● Marketing Calendar ● Campaign-Specific Pricing ● Multichannel Campaign Execution ● Multiwave Campaign Execution ● Event-Triggered Campaign Execution ● Real-Time Response Tracking ● Cost/Financial Reporting ● Personalized (E)Mails ● Bounce Handling ● Call Lists ● Campaign ROI ● Support of B2B, B2C, B2B2C Scenarios ● Interactive Scripting ● Target Group Analysis ● Campaign Analysis <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Trade Promotion Planning ● Account Planning ● Trade Promotion Validation ● Trade Promotion Execution ● Trade Promotion Evaluation <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Multiple Interaction Channels ● Automated Qualification ● Rule-Based Distribution ● Lead Dispatching ● Web-Based Lead Generation ● Lead Partner Management ● Mass Generation ● Interactive Forms ● Lead Surveys ● Automatic Generation of Follow-Up Activities ● Lead Analysis <p>[Click Here To Add Process]</p>

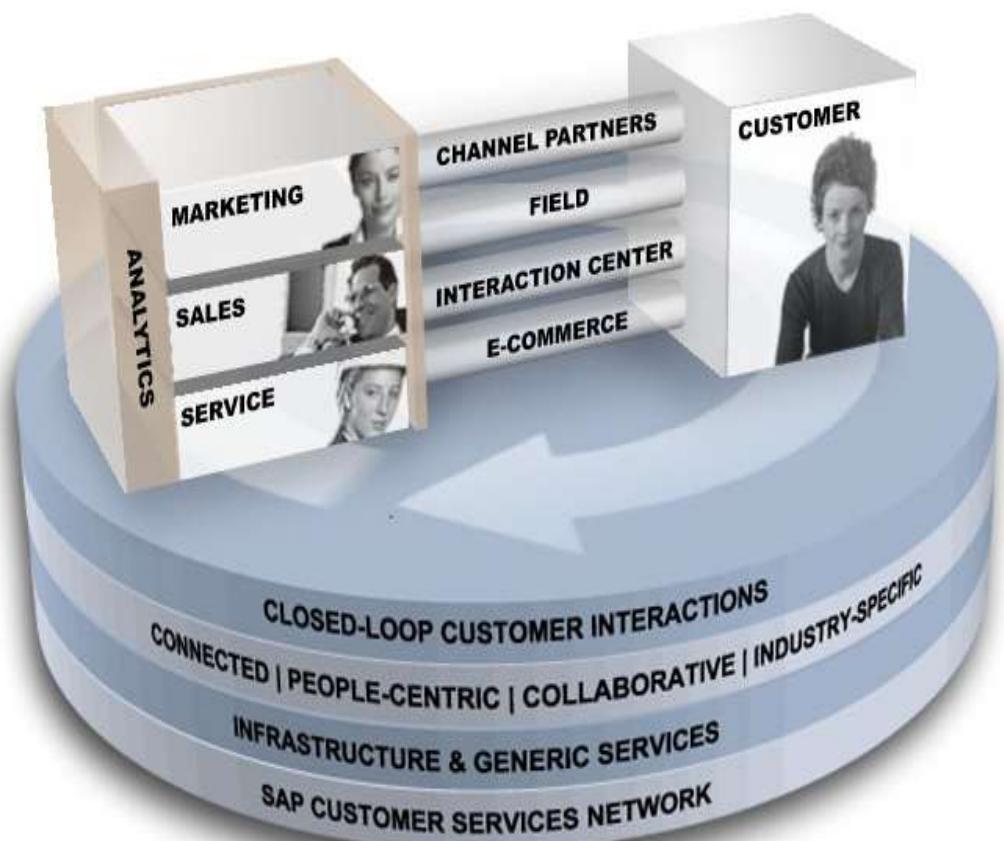
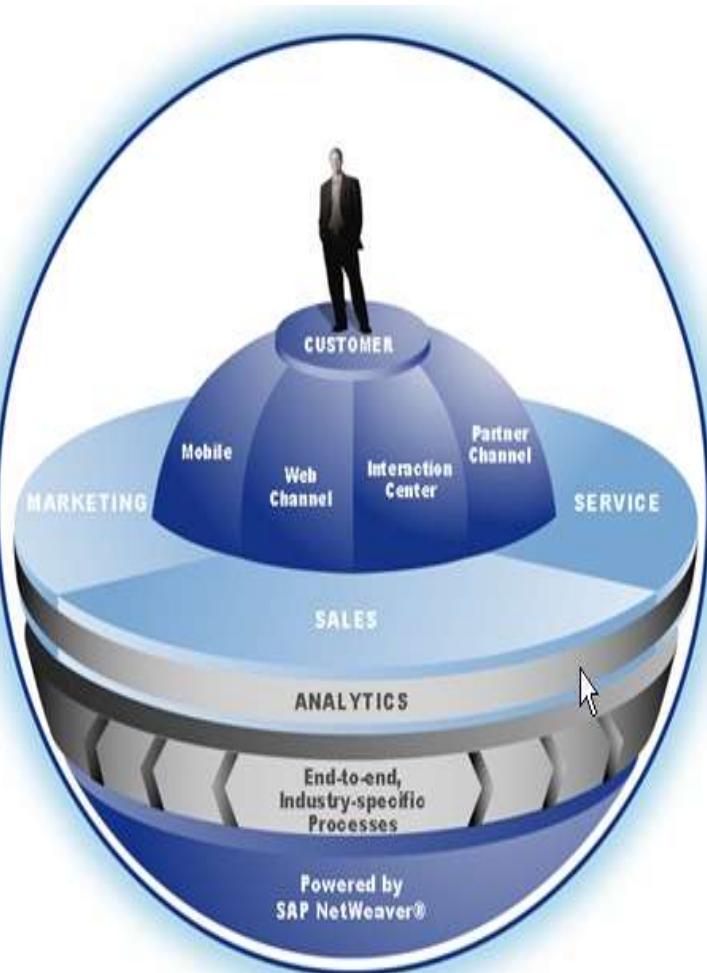
SAP CRM – Enterprise Sales Scenarios

Sales Planning & Forecasting	Territory Management	Accounts & Contacts	Opportunity Management	Quotation & Order Management	Pricing & Contracts	Incentive & Commission Management	Time & Travel
<ul style="list-style-type: none"> ● Strategic Planning ● Flexible Modeling ● Rolling Forecast ● Collaborative Planning ● Supply Chain Integration ● Planning-Cycle Monitoring ● Performance Reviews ● Sales Planning & Forecasting Guides ● Account Planning ● Opportunity Planning <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Market Segmentation ● Territory Assignment & Scheduling ● Territory/Organizational Mapping ● Rule-Based Synchronization for Mobile Devices ● Sales Analysis by Territory ● Interface to Third-Party Territory Planning Tools <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Visit Planning ● Fact Sheet ● Interaction History ● Activity Management ● Email & Fax Integration ● Relationship Management ● Marketing Attributes & Classification ● Customer-specific Pricing ● Account Planning ● Customer Analysis <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Opportunity Planning ● Team Selling ● Competitive Information ● Account-specific Sales Processes ● Automatic Business Partner Assignment ● Pricing ● Activities ● Follow-Up Transactions ● Product Configuration ● Anticipated Revenue ● Buying Center ● Sales Project Management ● Opportunity Hierarchies ● Sales Process & Selling Methodologies ● Opportunity Analysis <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Inquiries ● Quotations ● Order Capture ● Automatic Business Partner Assignment ● Order Status Tracking ● Pricing ● Order Validation Check ● Credit Management & Credit Check ● Payment Card Processing ● Automated Follow-Up Processes ● Product Authorization & Restriction ● Product Configuration ● Bill of Material ● Availability Check ● Rebates ● Billing ● Fulfillment Synchronization ● Quotation and Order Analysis <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Value & Quantity Contracts ● Sales Agreements ● Authorized Customers ● Contract Completion Rules ● Collaborative Contract Negotiation ● Release Order Processing ● Cancellation Handling ● Fulfillment Synchronization ● Automatic Business Partner Assignment ● Product Configuration ● Contract Status Tracking ● Credit Management & Credit Check ● Pricing ● Free Goods ● Customer-specific Pricing ● Promotional Pricing ● Contract Analysis <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Direct & Indirect Sales Compensation ● Incentive Plan Modeling ● Configuration Templates ● Roll Up Hierarchies/Indirect Participants ● Contracts and Agreements Handling ● Individual Plan Exceptions ● Target Agreement ● Adjustments ● Posting and Settlement ● Commission Simulation ● Commission Status Management <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Time Reporting ● Expense Reports ● Receipt Itemization ● Track Receipts, Mileage, Deductions & Border Crossings ● Integration with Activity Management ● Cost Assignment <p>[Click Here To Add Process]</p>

SAP CRM – Enterprise Service Scenarios

Service Order Management	Service Contract Management	Complaints & Returns	In-House Repair	Case Management	Installed Base Management	Warranty Management	Resource Planning
<ul style="list-style-type: none"> ● Service Order Quotation ● Service Order Processes ● 3rd Party Integration ● Service Employee Resource Planning ● Service Confirmation Processing ● Product Service Letter Processing ● Logistics Integration Processes ● Financial Integration ● Service Order Analytics <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Service Agreement ● Service Contract Quotation Processing ● Service Contract Processing ● Usage Based Contract Management ● Service Level Management ● Value and Quantity Contracts ● Contract Determination ● Service Plan Processing ● Financial Integration 	<ul style="list-style-type: none"> ● Knowledge Management ● Complaints Processing ● Returns Processing ● Follow-Up Processes ● Recall Management ● Warehouse Management Integration ● Logistics Integration ● Financial Integration ● Complaints and Returns Analytics <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Inventory Management ● In-House Repair Quotation ● In-House Repair Processing ● Loaner Management ● In-House Repair Confirmation Processing ● Logistics Integration ● Quality Management Integration ● Financial Integration ● In-House Repair Analytics <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Case Processing ● Change Request Management ● <u>Service Confirmation Process</u> ● Activity Processing ● Supporting Processes ● Case Management Analytics <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Installed Base Processing ● Component Hierarchy ● Object Fact Sheet ● Backend Integration ● Installed Base Analytics 	<ul style="list-style-type: none"> ● Customer and Vendor Warranty ● Product and Warranty Registration ● Warranty Determination ● Warranty Claim Processing ● Warranty Analytics <p>[Click Here To Add Process]</p>	<ul style="list-style-type: none"> ● Service Resource Planning ● Resource Master Data ● Assignment Management ● Absences/Attendances Maintenance ● Appointment Scheduling ● Communication Integration ● Rule-Based Synchronization for Mobile Devices ● Integration to Third Party Scheduling Engines ● Resource Planning Analytics <p>[Click Here To Add Process]</p>

SAP CRM – Technology Access Channels



SAP CRM – eCom , Telephony/CIC , Channel Management scenarios

1. CRM – Internet – eCommerce

E-Marketing	Catalog Management	Content Management	Personalization	Email & Web Campaigns	Store Locator
E-Selling	Quotation & Order Management	Shopping Basket Management	Pricing & Contracts	Interactive Selling & Configuration	Web Auctions
E-Service	Knowledge Management	Service Order Management	Live Support	Installed Base	Complaints & Returns

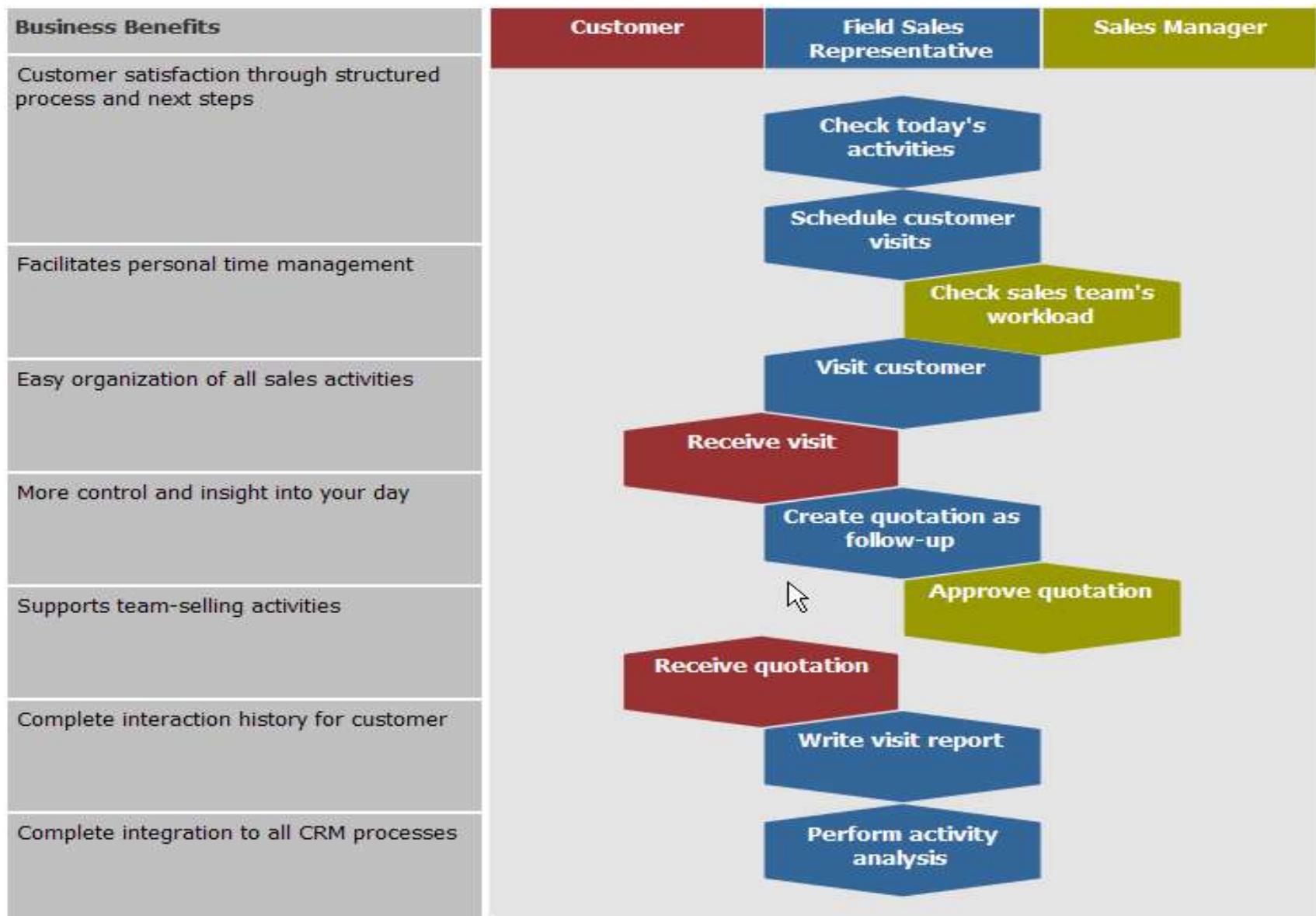
2. CRM – Telephony / Interaction Center

Telemarketing	Campaign Execution	Lead Management	Personalization
Telesales	Accounts & Contacts	Activity Management	Opportunity Management
Customer Service	Customer Service & Support	Complaint Management	Help Desk
IC Management	Knowledge Management	Workforce Management	Process Modelling
			Communication Channels

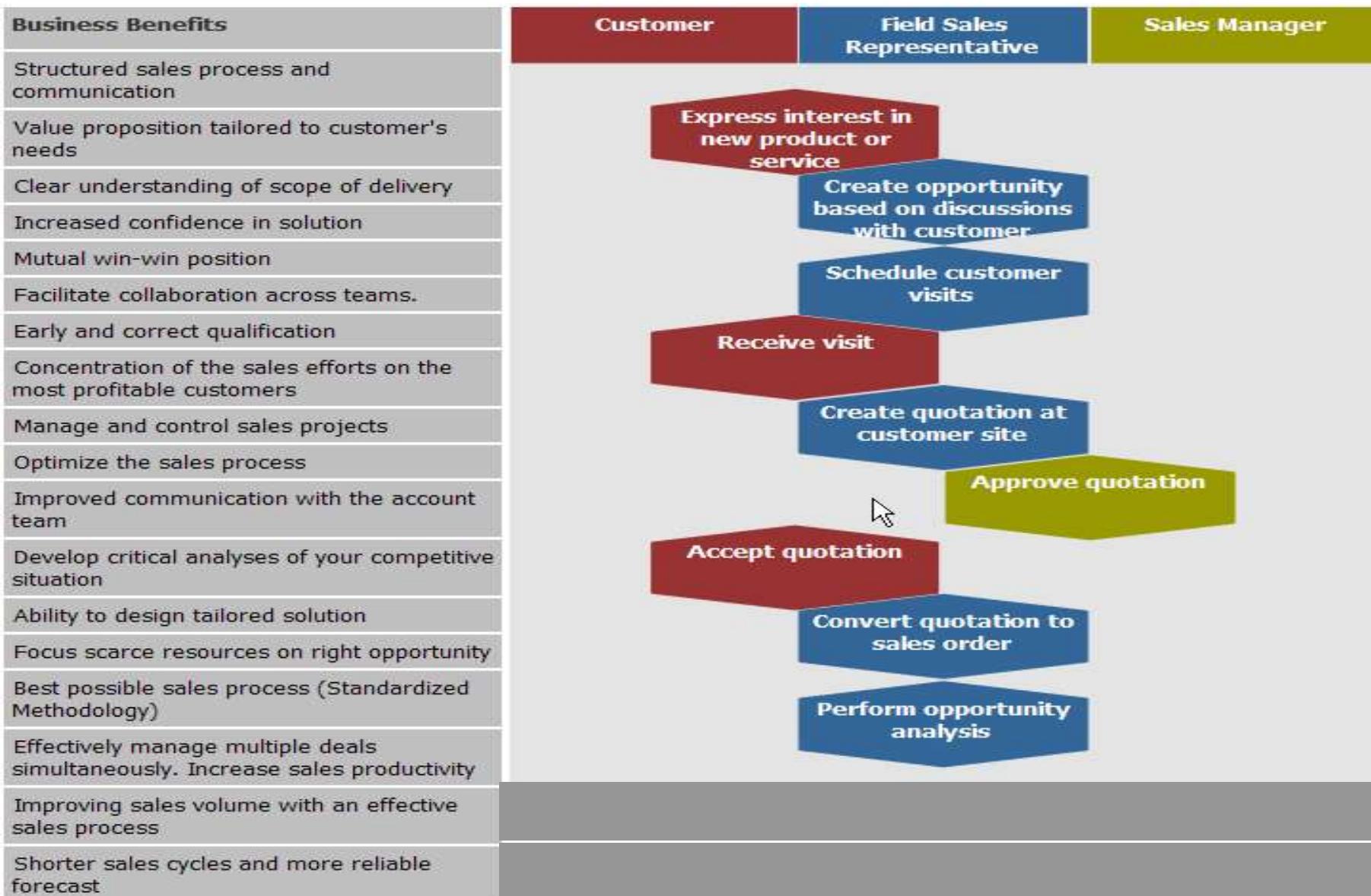
3. CRM – Channel Management Scenarios

Partner Manager	Partner Lifecycle Management	Partner Recruitment	Partner Planning & Forecasting	Partner Training & Certification	Partner Networking	Partner Compensation
Channel Marketing	Content Management	Catalog Management	Campaign Management	Lead Management	Channel Marketing Funds	Partner Locator
Channel Sales	Accounts & Contacts	Opportunity Management	Pricing & Contracts	Interactive Selling & Configuration	Quotation & Order Management	POS & Channel Inventory Tracking
Channel Service	Knowledge Management	Service Order Management	Live Support	Complaints & Returns	Installed Base	Warranty Management
Channel Commerce	Collaborative Showroom	Distributed Catalog & Content Management		Distributed Order & Inventory Management		Hosted Partner Sites

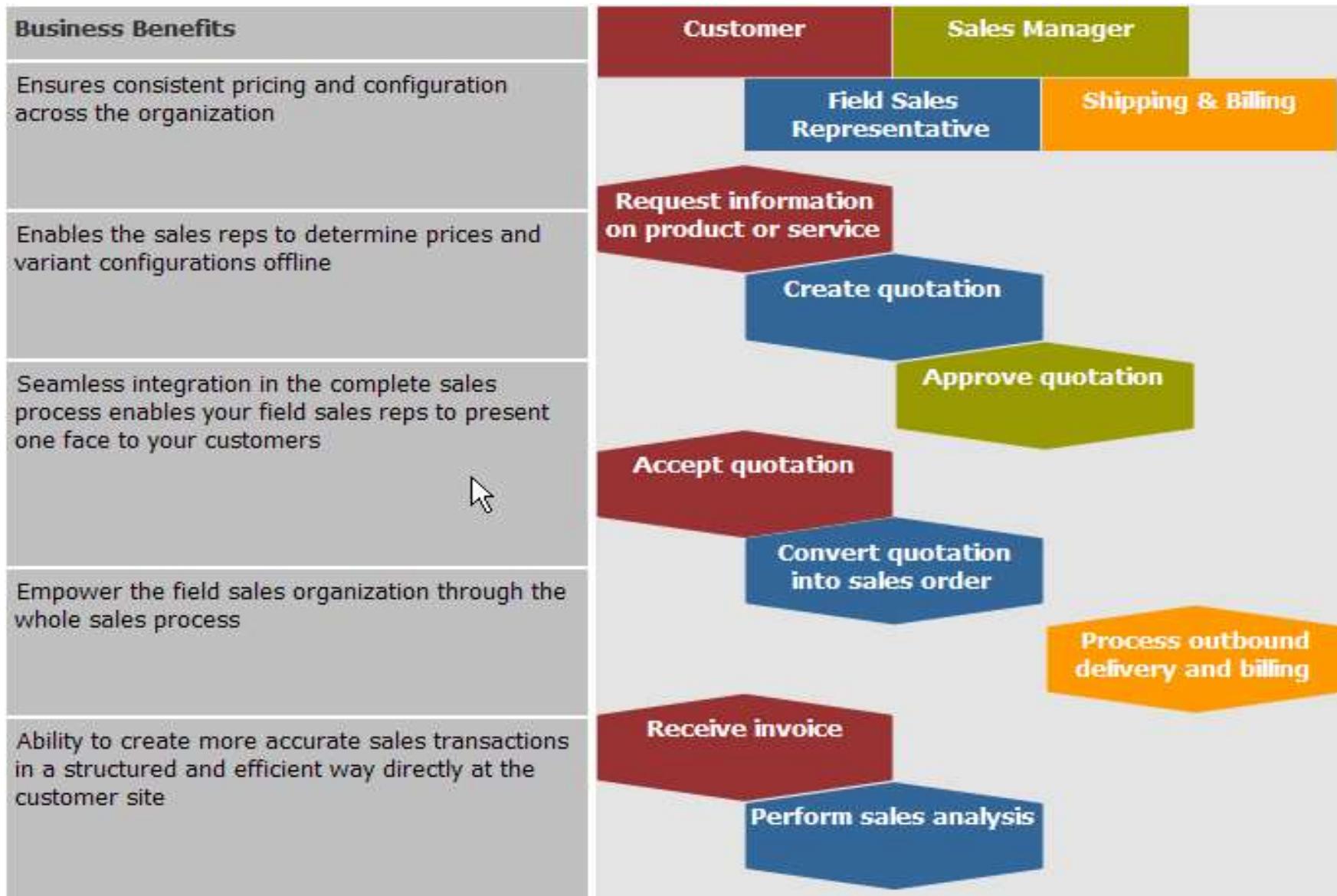
4.1 SAP CRM – Mobile <Field> Scenario : Activity Management



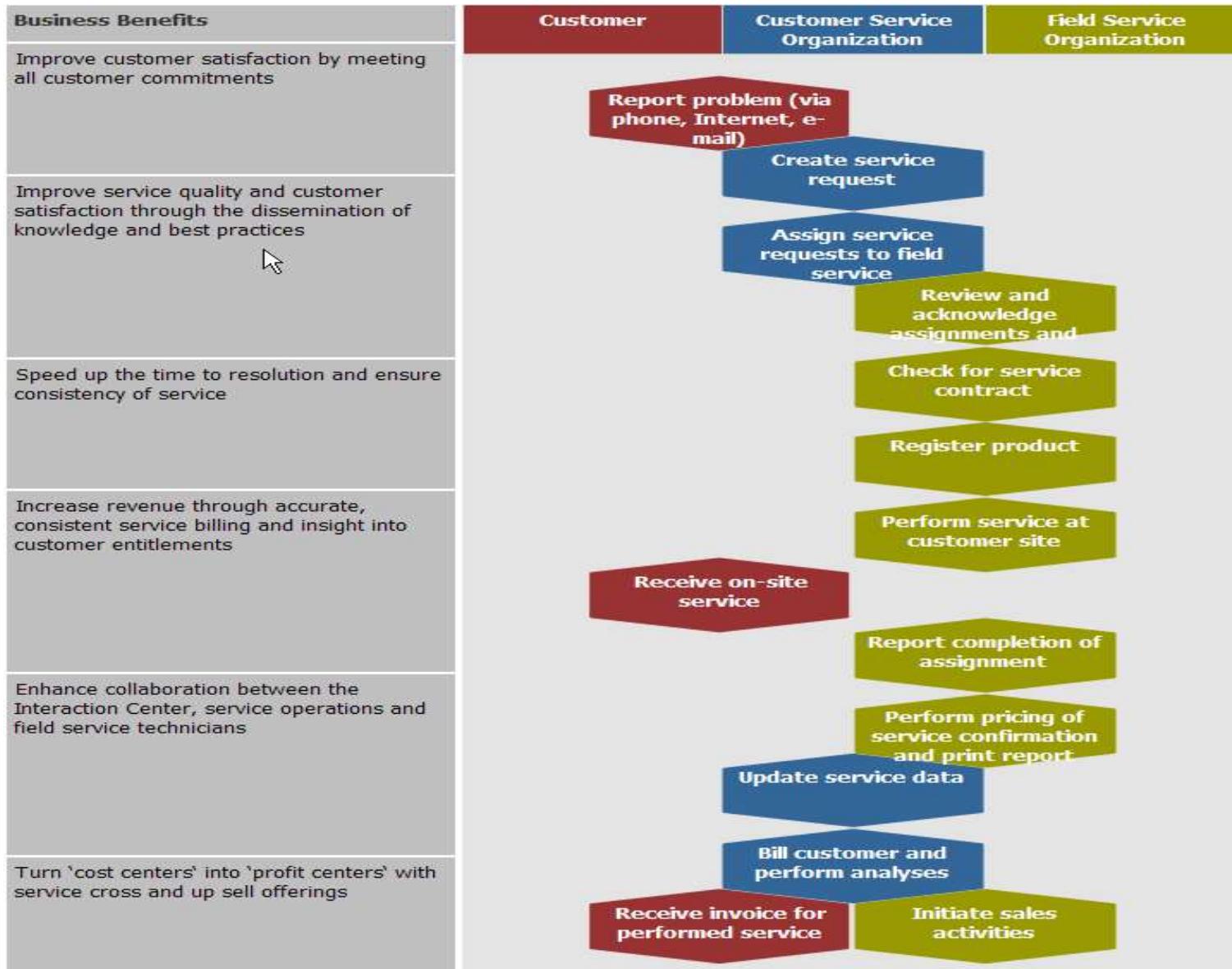
4.2 SAP CRM – Mobile <Field> Scenario : Opportunity Management



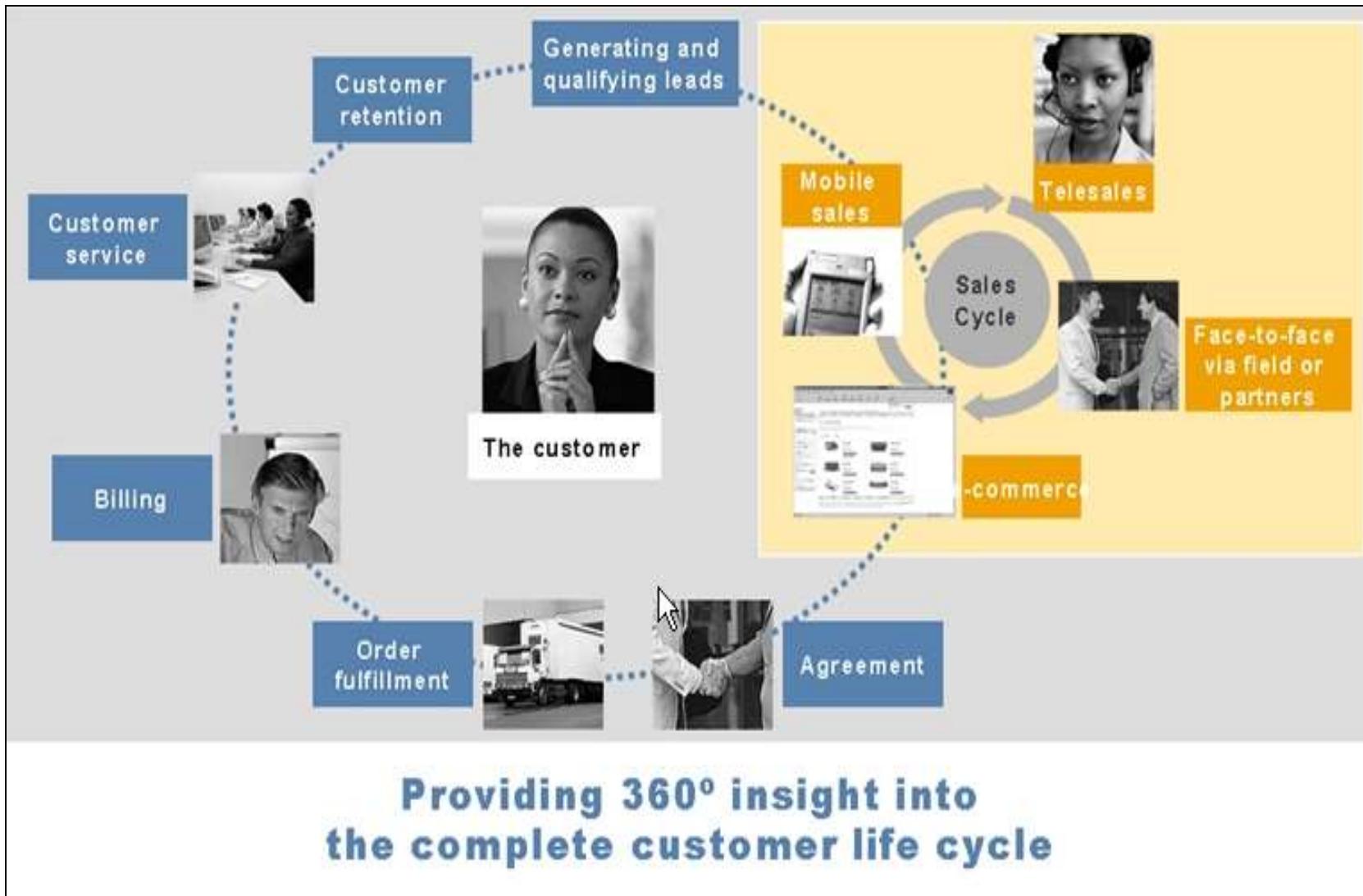
4.3 SAP CRM – Mobile <Field> Scenario : Qtn & Order Management



4.4 SAP CRM – Mobile <Field> Service Scenario



SAP CRM – 360 Degree insight : Customer LifeCycle Mgmt .





SAP CRM – Sales Scenarios

Sales planning and forecasting

Territory management

Account and contact management

Activity management

Opportunity management

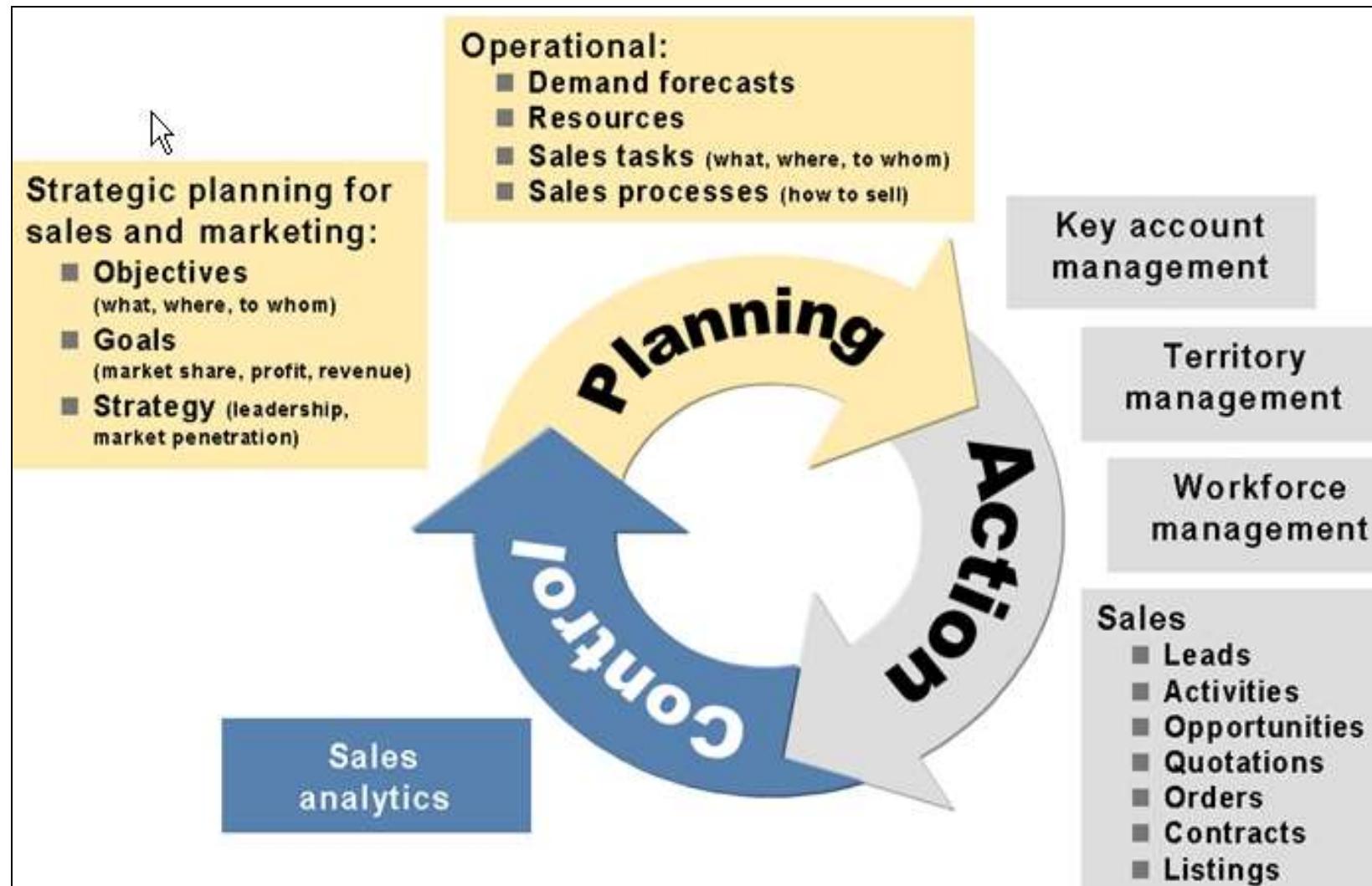
Quotation and order management

Contract management

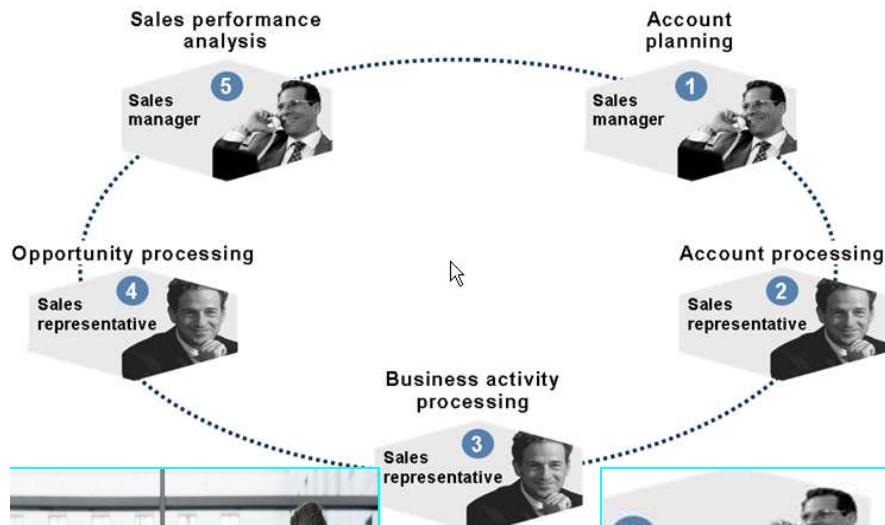
Sales analytics

SAP CRM – Sales Planning and Forecasting

Sales Planning: The Sales Management Cycle



SAP CRM – Account and Contact Management



- Quick and easy search and display for account
- Information about people, companies, and relationships
- Different views on accounts, such as customers, contacts, consumers, or competitors
- 360° view of the account, with all relevant information such as:
 - Interaction history
 - Activities
 - Opportunities
 - Sales, service, and marketing transactions
 - Financial- and logistic-related data
 - Account-specific analysis
- Printing of account overview
- Ensured data quality

The sales manager or sales representative breaks the sales planning down to the account level.



The sales representative searches for an account. He or she checks the interaction history of the account and all other related data. The sales representative enters the data of a new contact person that he or she has met during the last customer visit.

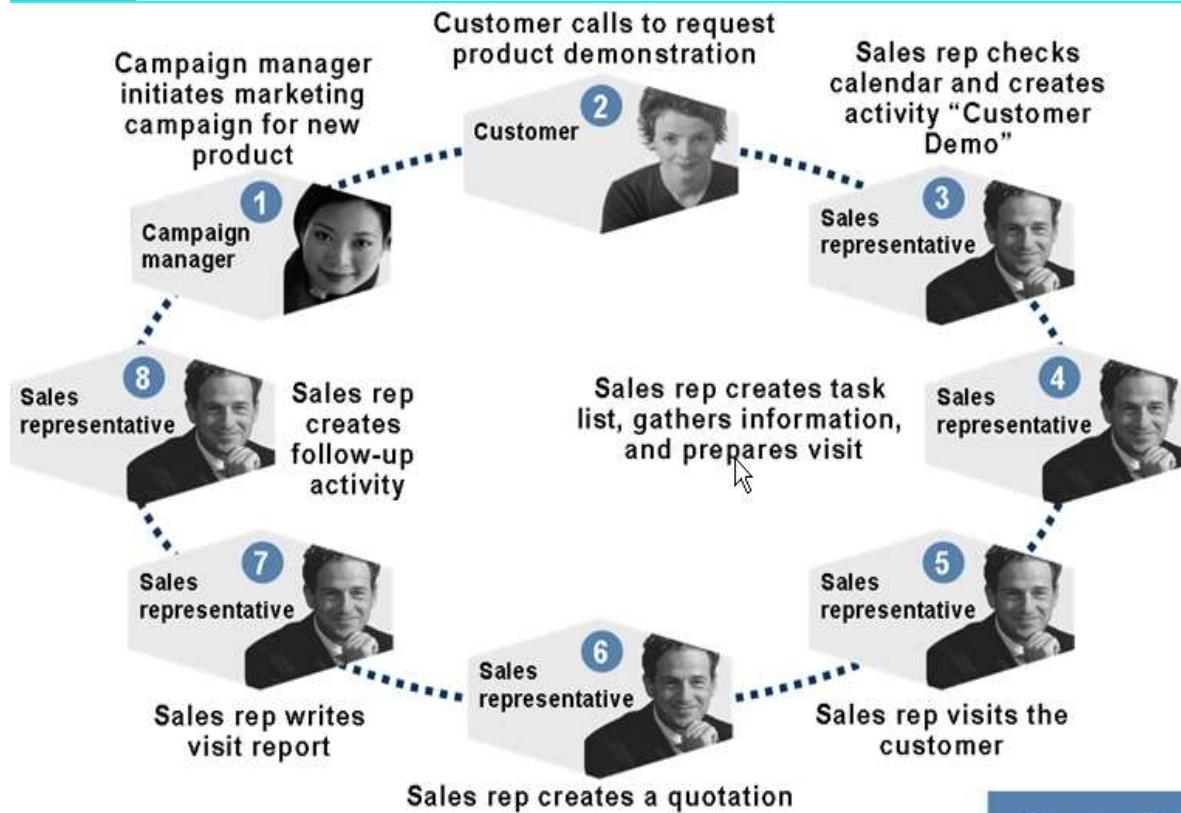
The sales representative quickly updates the activity for the customer visit. He or she changes the status and adds a visit report.

The sales representative quickly creates a new opportunity for the account.

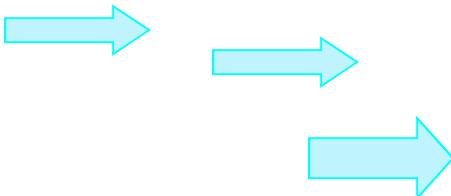


The sales manager or sales representative analyzes the sales performance.

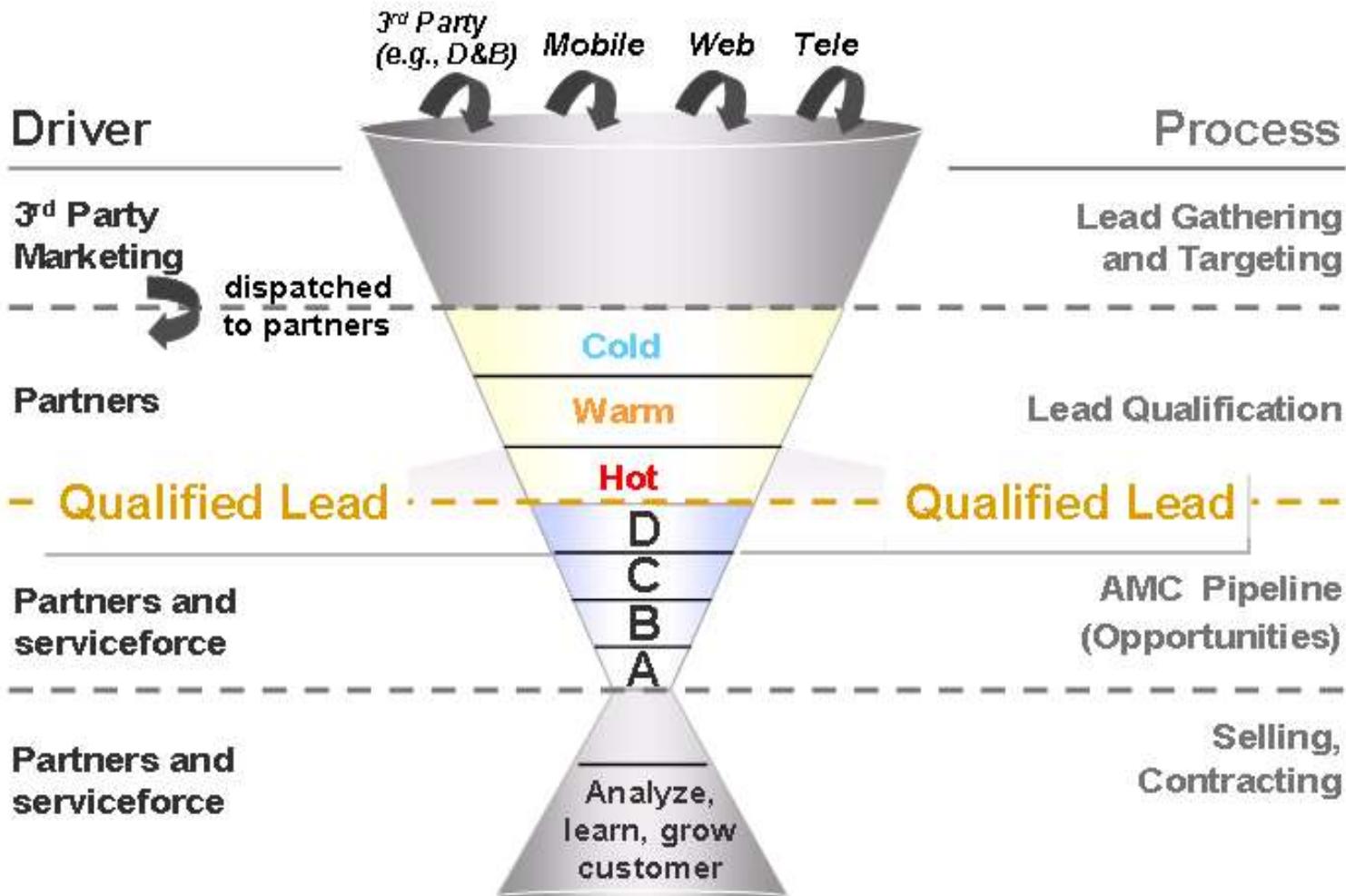
SAP CRM – Activity Management



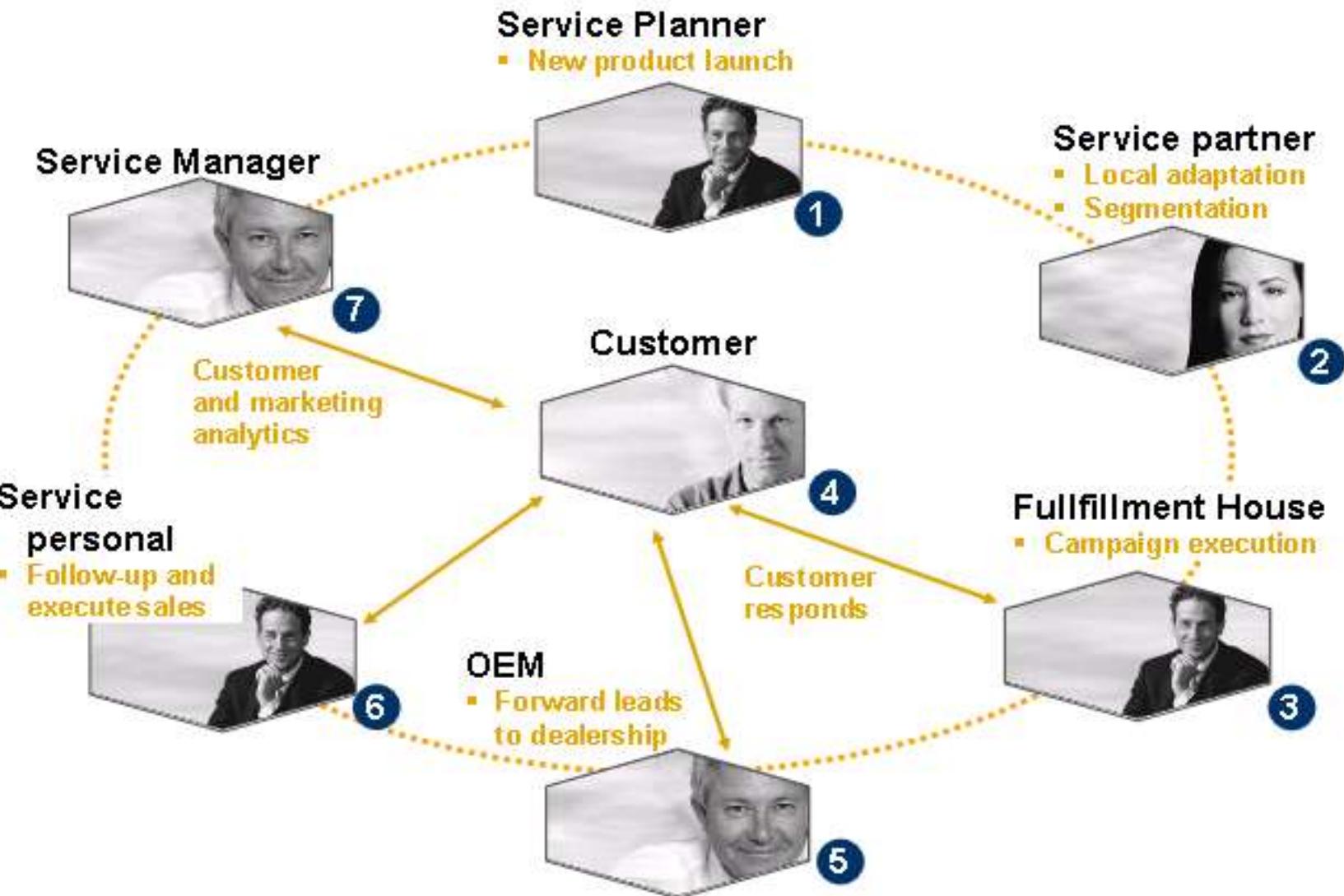
CRM activity is fully integrated in all CRM business transactions



SAP CRM - Lead Management . MFA , Marketing Funnel Analysis



Field Champaign Processing



SAP CRM – Opportunity Life Cycle Management



■ **Provides** the framework for presenting sales projects from the very start and tracking their progress

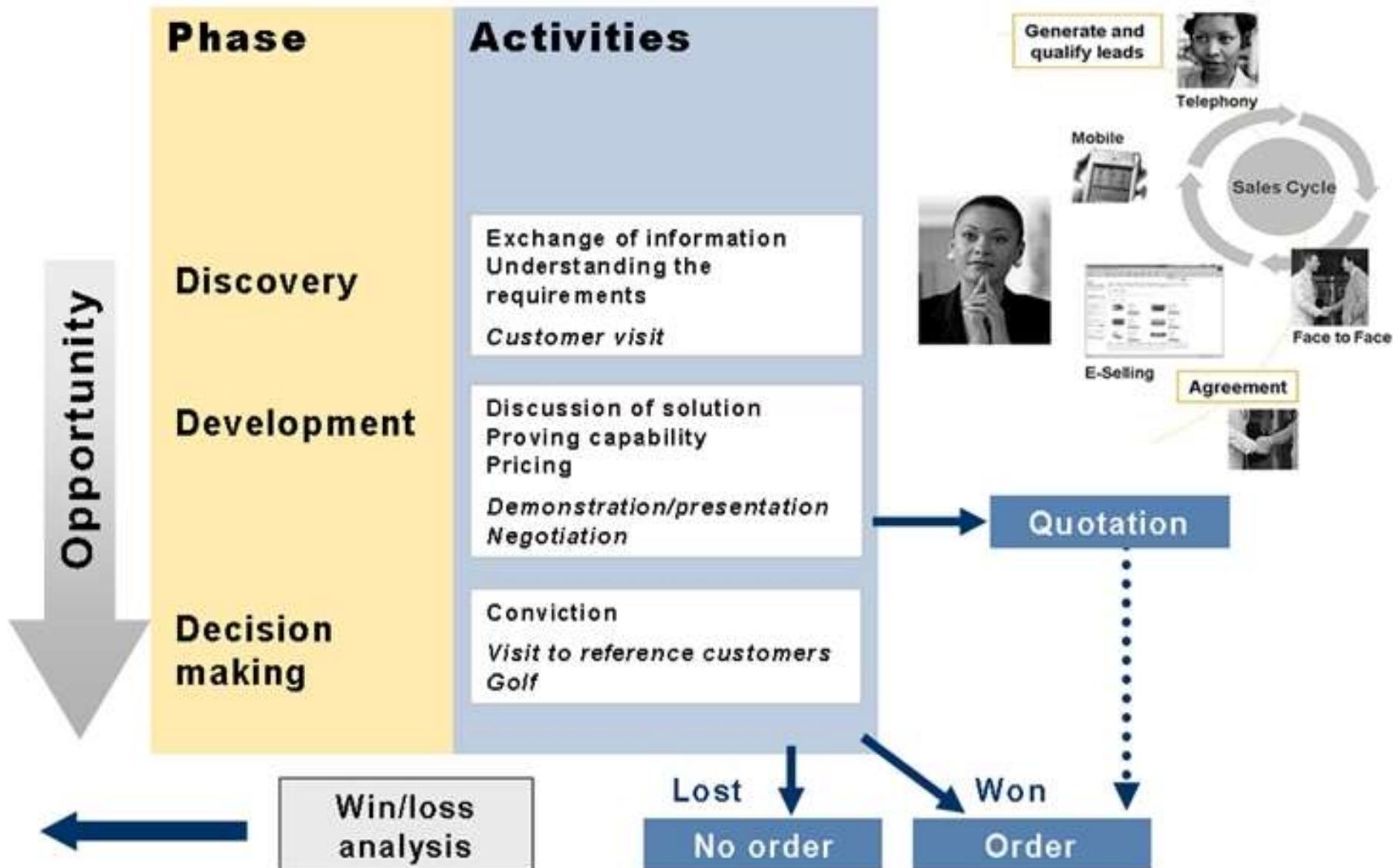
■ **Enables** control of the sales process

■ **Provides** the basis for optimizing your enterprise with analysis and sales forecast functions

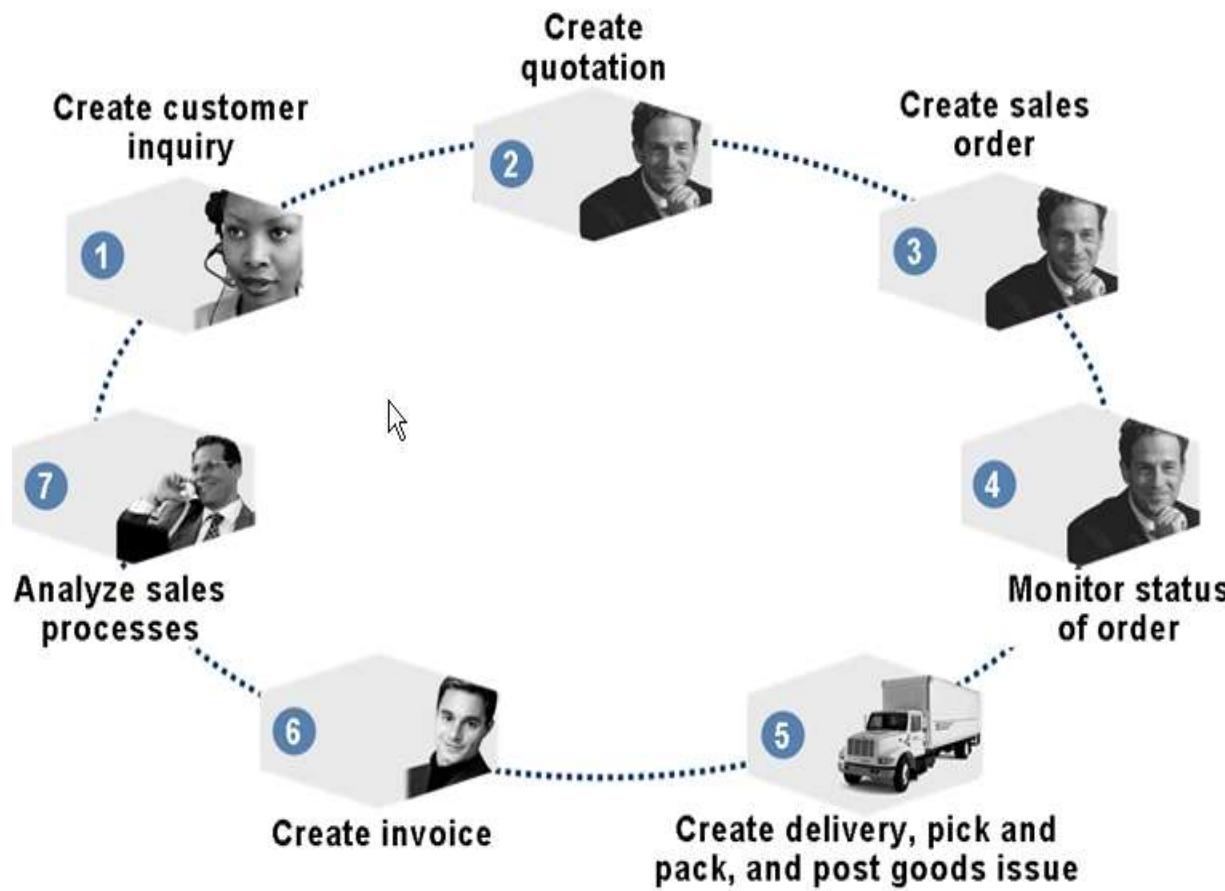
■ **Facilitates** the following:

- Planning the sales approach
- Estimating a close date
- Estimating potential to buy
- Identifying the decision maker

SAP CRM – Opportunity Management . Sales Methodology



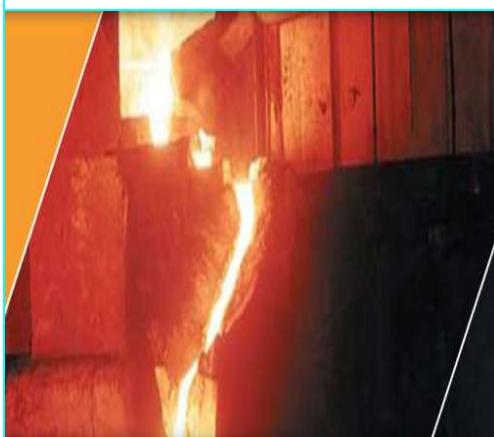
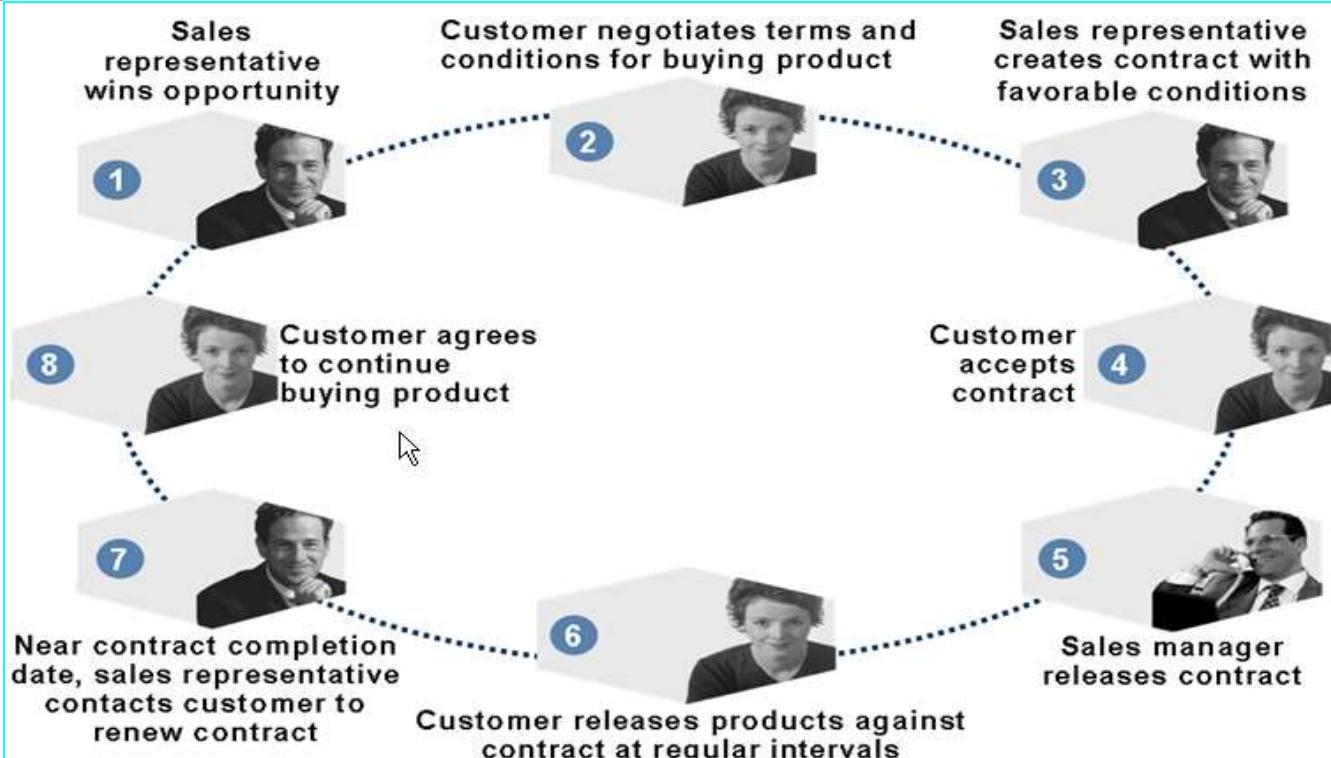
SAP CRM – Quotation and Order Management



- Partner determination
- Organizational data and territory determin
- Status management
- Date management
- Text determination
- Pricing
- Free goods
- Product configuration
- Product determination and substitution
- Listings check
- Creation of follow-up documents and doc
- Actions and workflow
- Availability check 
- Credit check and credit rating check
- Payment cards processing



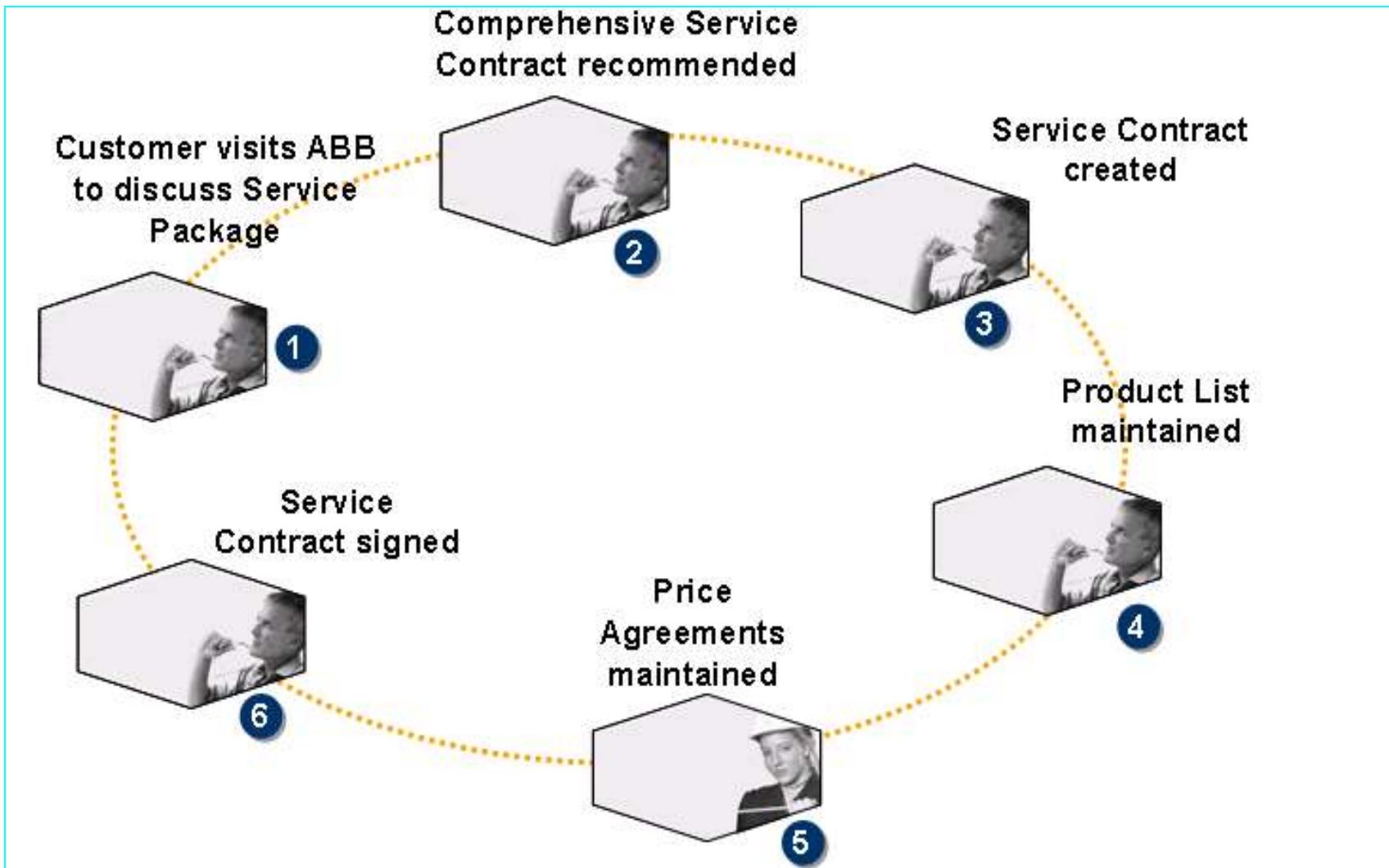
SAP CRM – Contract Management



- Contracts are long-term agreements with customers that allow them to buy products with special conditions, such as lower prices or favorable terms of delivery.
- They can be categorized as sales, service, or leasing contracts.
- They contain information about the following:
 - Pricing agreements
 - Releasable products
 - Authorized partners
 - Validity dates and date rules
 - Cancellation dates and rules
 - Completion rules
 - Actions for tailored follow-up activities



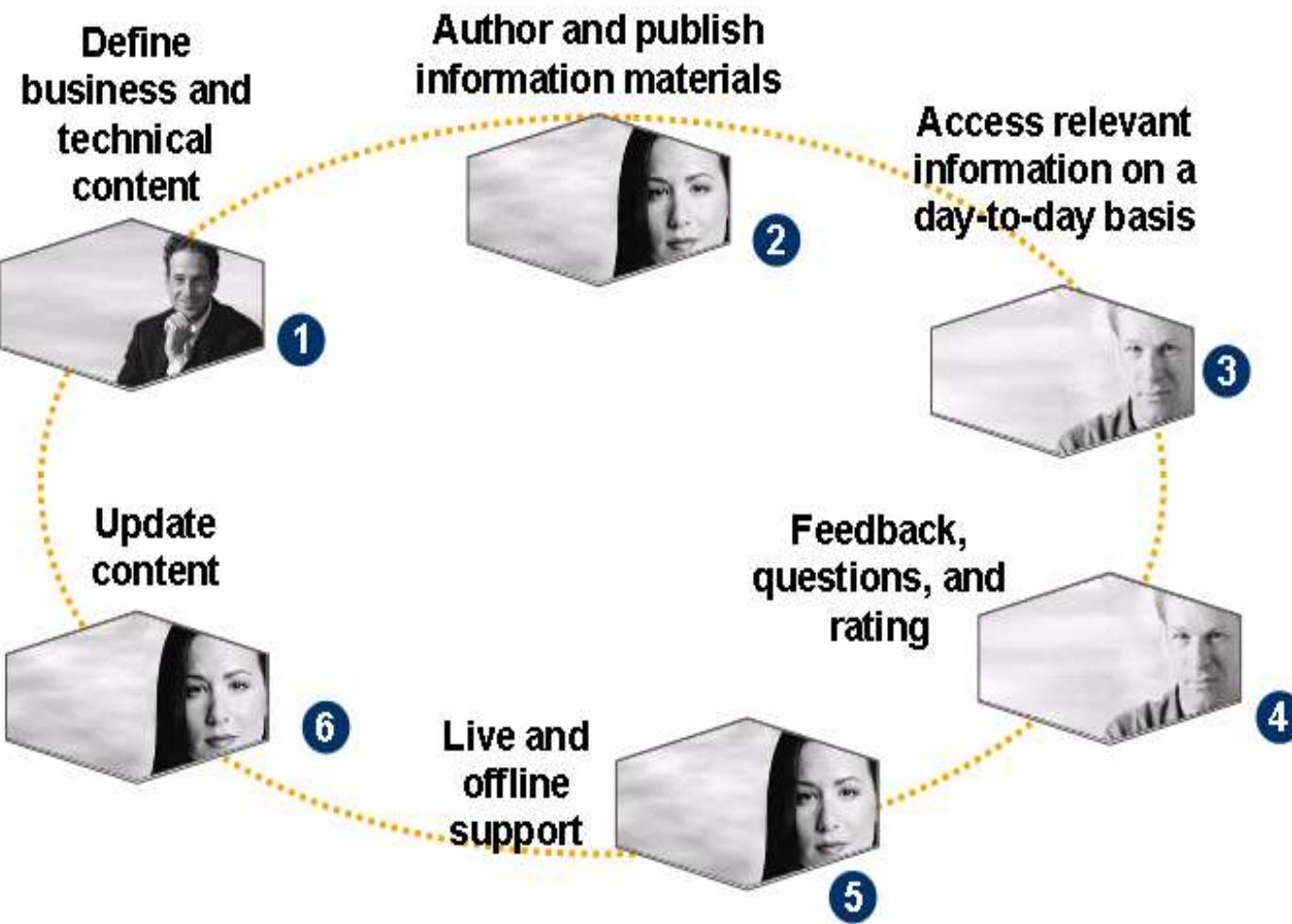
Service Contract Management



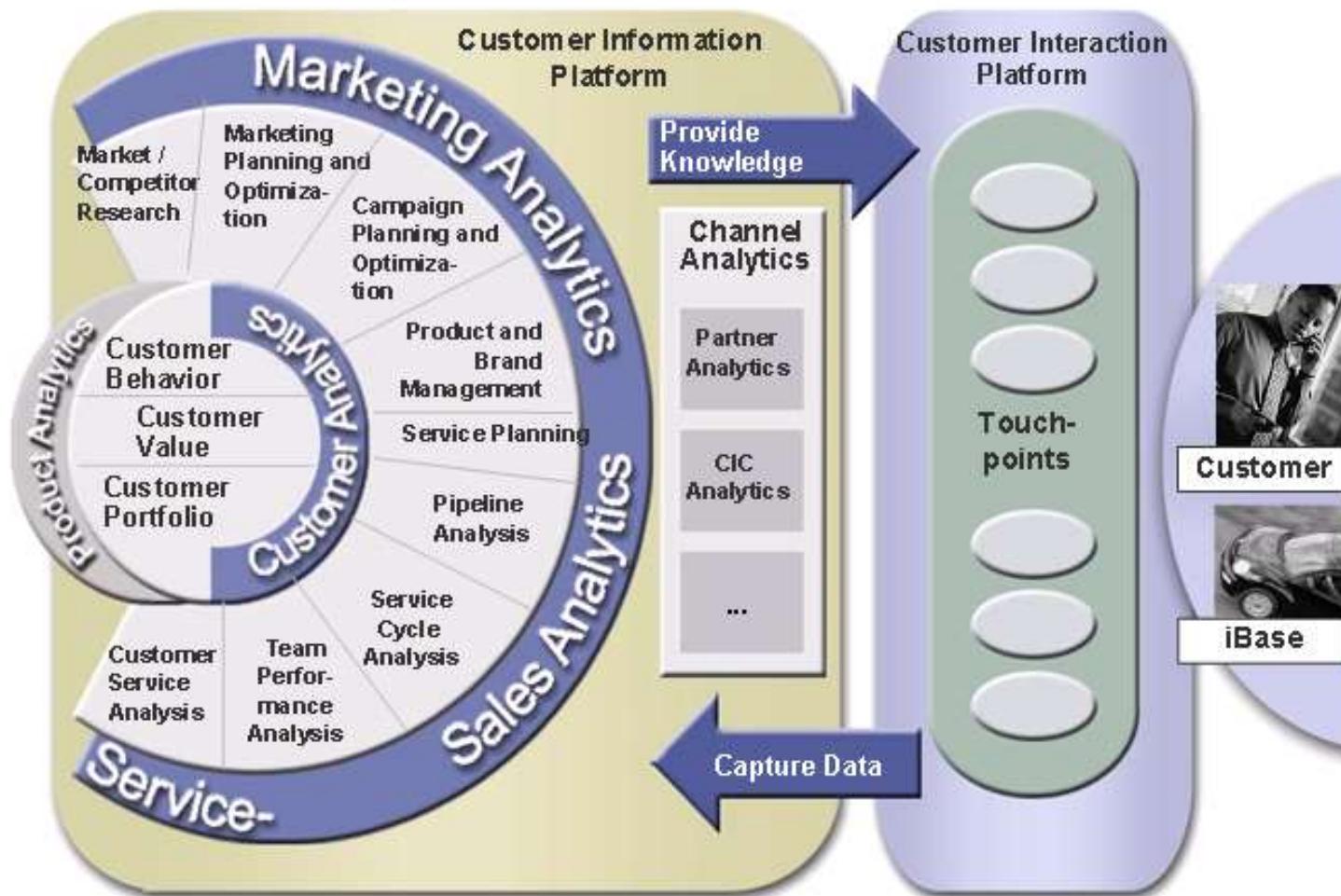
SAP CRM – Sales Analytics



Knowledge Management - Scenario



Analytical CRM – The Big Picture



Analytical Scenarios



*Analytical Scenarios provide you with
predefined packages and content,
which contribute the appropriate Insights to
drive customer-centric processes*

Customer Analytics



Product Analytics



Contract Analytics



Service Analytics



Interaction Channel Analytics

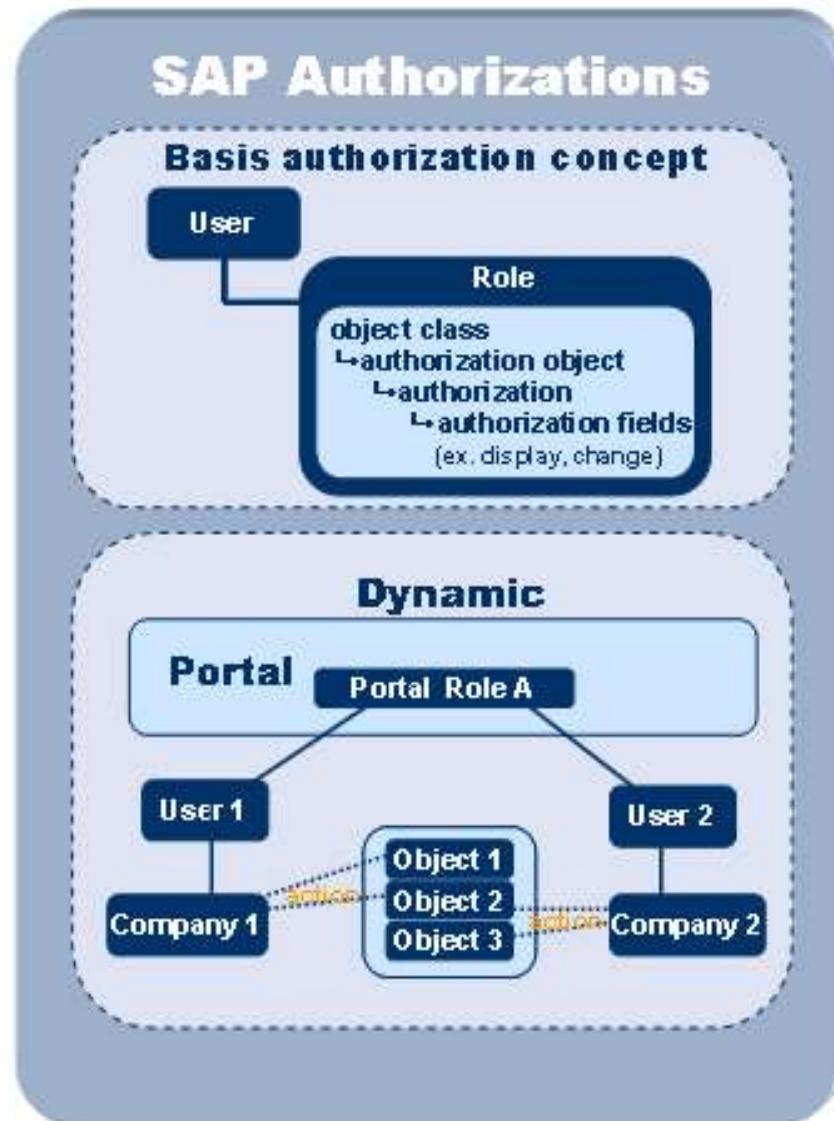


Basis Authorizations

- Based on authorization objects
- Reaches down to transaction, field, and field value level

Dynamic Authorizations

- Frame work to determine user dependent access rights on object level
- Application can check access rights for actions on business objects



SAP CRM. Envisaged Key User Benefit

Tight integration with SAP CRM & Outlook

Role based workbench portals

Point-and-click customization of your portal

Access to CRM on Mobile HH .

Mashups, Widgets, Blogs & Wikis

360 degree customer view:

Subscribe to your client information in your portal

Client hierarchy

Powerful readily available data analytics

Tight integration with other back end applications



Thank You