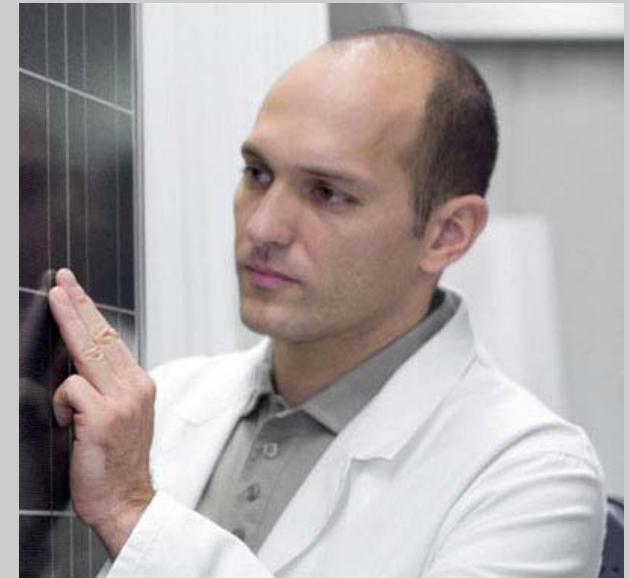


EFL. Board presentation. - Annexures
SAP@EFL . Value proposition .
Continuous Business Improvement

Whitepaper .
Mobile Infrastructure & Supply Chain positioning

Enabling Eureka Forbes Limited....
.....a Best-Run Business on SAP



10th November, 2008
Eureka Forbes , Headquarters, Mumbai .

Author .
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THE BEST-RUN BUSINESSES RUN SAP™



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Annexure .

Eureka Forbes Board presentation



Annexure



⑩ EFL NW-MI Solution Roadmaps (Next Steps/& options)

- ⑩ SAP Tomorrow @ EFL \ Standard Adoption of some best practices & innovations

Eureka Forbes': NW-MOBILE INFRASTRUCTURE ROADMAP



SAP Mobile Infrastructure

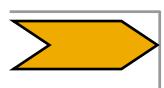
EUREKA FORBES
Your friend for life

Welcome MS. ANITA CHANDRAKANT KUL ARC ENTERPRISES (0000011224)

Home Synchronize Log Advanced Log Log Off

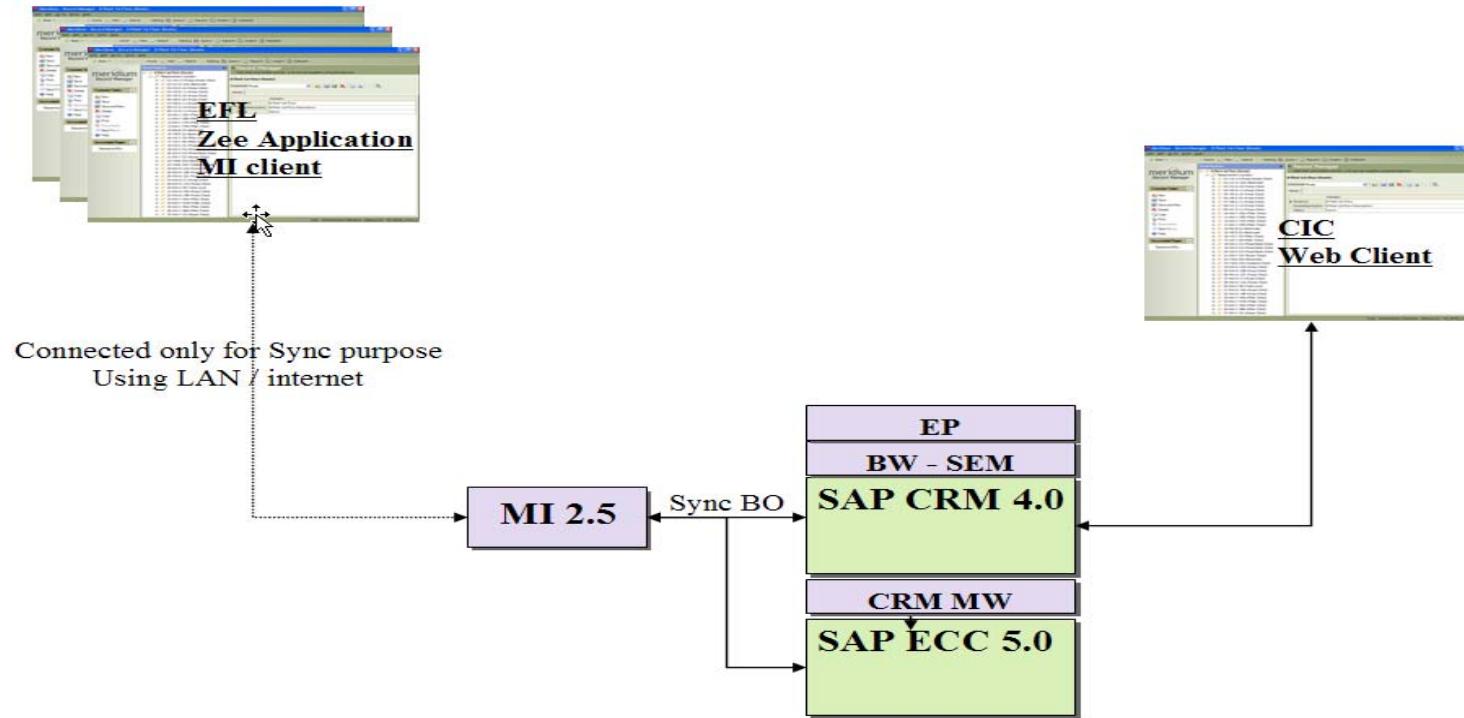
Transactions	Master Data	Activities
Complaints Create New Complaint Display Existing Complaints(Open)	Notification Object in MAM Display My Customers Customer Search Display My Technicians Request New Customers Request New Technicians Display Technician Requests Status Display Customer Requests Status Display Base Display AMC(Valid)	Business Partner in MAM Follow up for Auth Task Overview MAM Material Object in MAM AMC Follow Up Display AMC Follow Up Create AMC Follow Up
Service Processing Create AMC Create Service Process Service(Open)	Service Order in MAM	
Sales Create Spare Sales Display Spare Sales		
Finance Cheque/Cash Collection Create Pay-in Slip Display Collection Display Pay-in Slip	Spare Parts Order in MAM Display My Stock Display My Technician Stock Issue Spares/Forms to Technician Receive Spares/Forms from Technician Receive Spares/Forms from CRC Receive Defective Spares from Customer Issue Defective Spares to CRC Issue Goods to CRC	Can be handled online? Related objects in MAM like Work Center, Material, Business Partner Activity in MAM General Activity Display/Change General Activities Service Activity Display Service Activities Create Service Activities Leads Activity Report n MAM Employee Performance Report Activity Report Display Defective Spares to CRC Collection Statement Display Good Stock to CRC Display/Change AMC Leads

EFL Post Scenario options



Step - 1

LANDSCAPE : Current EFL Zee-Mobile Client Application re-deployment



TECHNOLOGY COMPONENTS

JSP, Tomcat, File d/b persistency, JDK & MI Client

MI Middleware – ABAP + Java(was & MI Server)

UI – BSP ,

Eureka Forbes': INFRASTRUCTURE ROADMAP : STEP - 1



FUNCTIONAL PROCESSES SUPPORTED

SAP Mobile Infrastructure

EUREKA FORBES Your friend for life

Welcome MS. ANITA CHANDRAKANT KUL ARC ENTERPRISES (0000011224)

Home Synchronize Log Advanced Log Log Off

Transactions	Master Data	Activities
Complaints Create New Complaint Display Existing Complaints(Open)	Display My Customers Customer Search Display My Technicians Request New Customers Request New Technicians Display Technician Requests Status Display Customer Requests Status Display iBase Display AMC(Valid)	Follow up for Auth Display Follow up for Auth
Service Processing Create AMC Create Service Process Service(Open)		AMC Follow Up Display AMC Follow Up Create AMC Follow Up
Sales Create Spare Sales Display Spare Sales	Stock Display My Stock Display My Technician Stock Issue Spares/Forms to Technician Receive Spares/Forms from Technicians Receive Spares/Forms from CRC Receive Defective Spares from Customer Issue Defective Spares to CRC Issue Goods to CRC	General Activity Display/Change General Activities
Finance Cheque/Cash Collection Create Pay-in Slip Display Collection Display Pay-in Slip	Report Employee Performance Report Activity Report Display Defective Spares to CRC Collection Statement Display Good Stock to CRC	Service Activity Display Service Activities Create Service Activities
		Leads Display/Change AMC Leads

UPGRADE ROADMAP

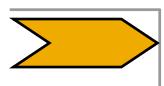
- SAP Mobile Infrastructure 2.5 SP23
- JDK 1.3
- Tomcat 3.x (SAP delivered version)
- Db2e 8.2E (Works with DB2e 9.1.x from SP21) from current file-persistency

USAGE – EFL USER GROUP WISE

- CIC-call center ,
- EFL Service groups (1000) catering 4300 BP Serv technicians

KEY REFERENCES – EFL .

EFL Post Scenario options

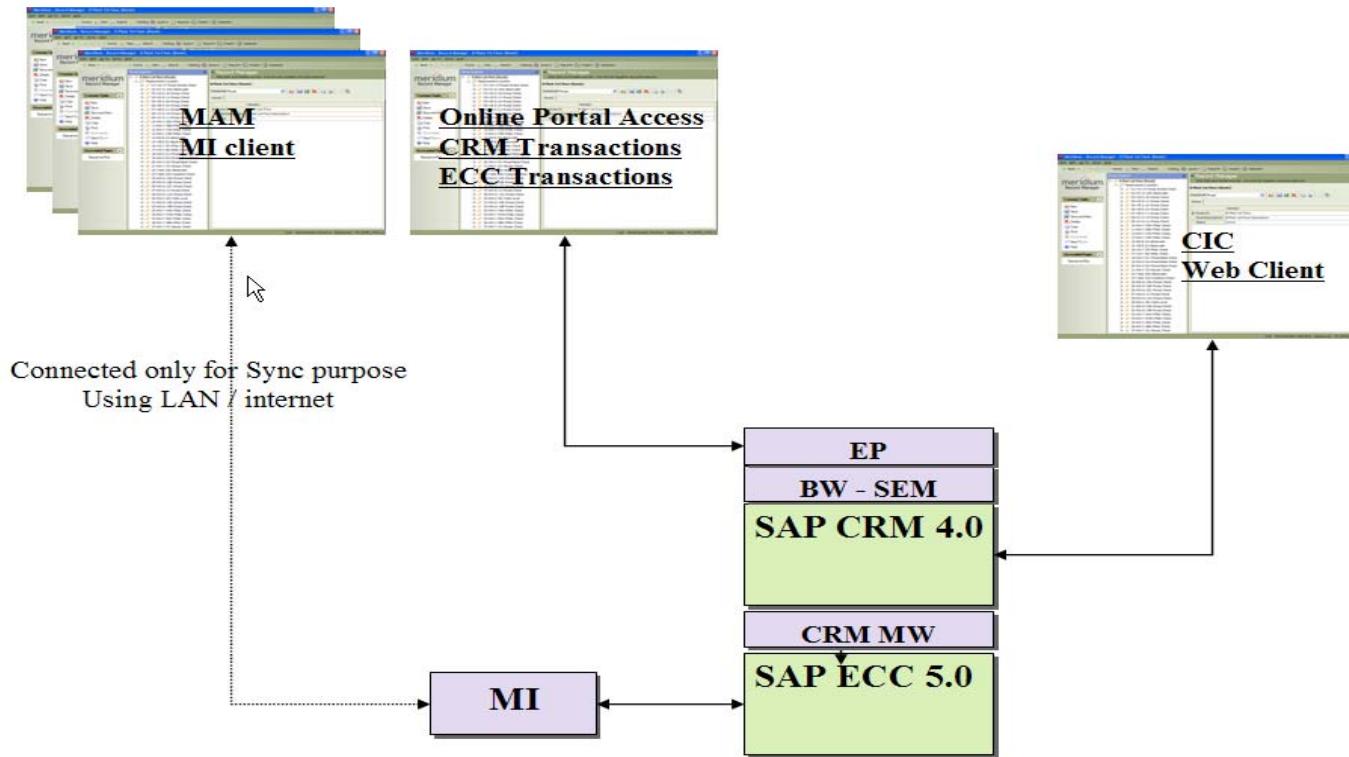


Step - 2 / Option - 1

Eureka Forbes': INFRASTRUCTURE ROADMAP : STEP-2 / OPTION - 1



LANDSCAPE : NW:MI-MAM with ECC & CRM-Online



TECHNOLOGY COMPONENTS

Client: JSP, Tomcat, Db2e, JDK & MI Client

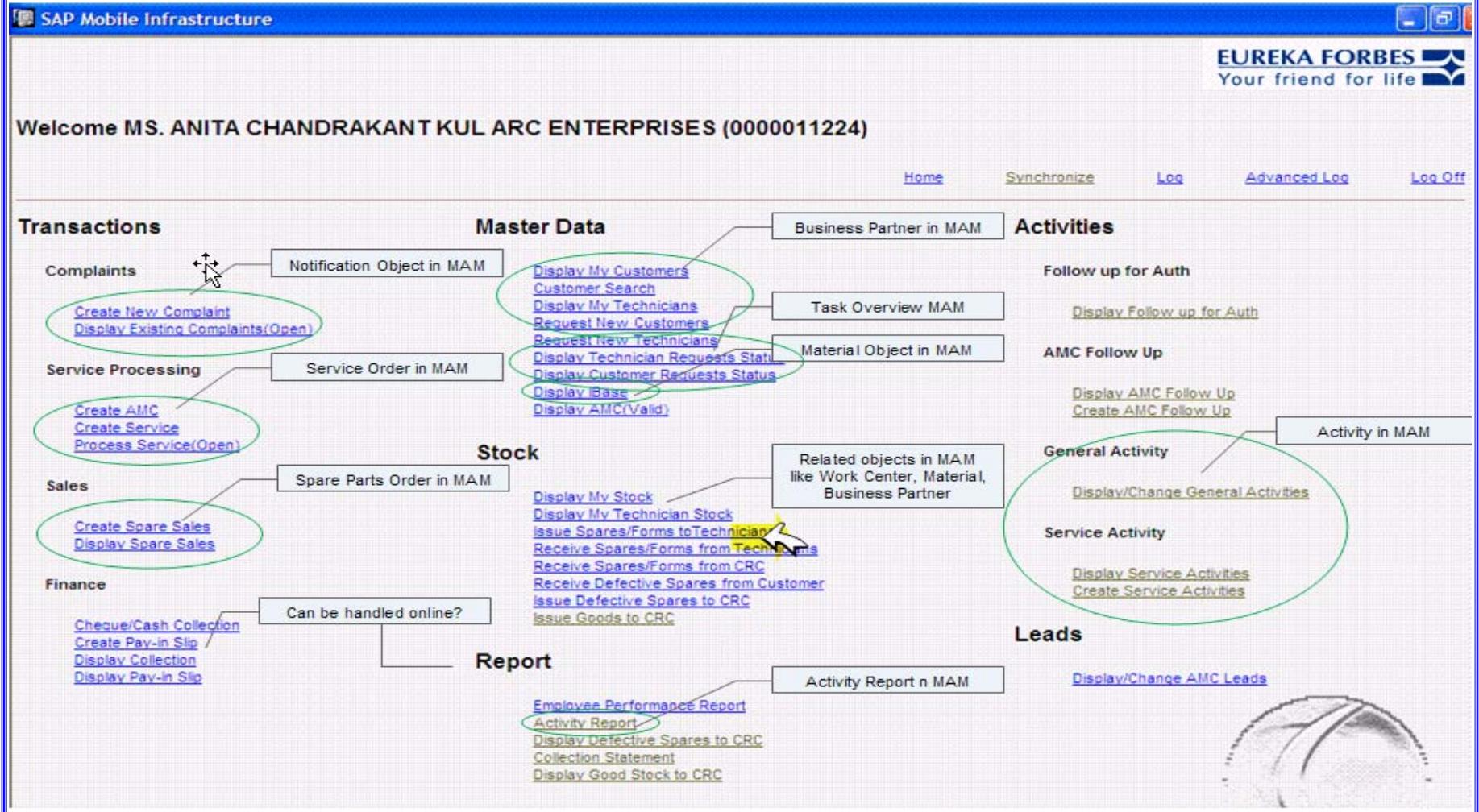
MI Middleware – ABAP + MI Server

UI – BSP ,

Eureka Forbes': INFRASTRUCTURE ROADMAP : STEP-2 / OPTION - 1



FUNCTIONAL PROCESSES SUPPORTED



UPGRADE ROADMAP

- Align Backend developments with Standard Service (CS) transaction
- Retain exclusive scenarios Z_ Development if required post CBI study.
- Move to MAM.
- MAM can be enhanced with exclusive EFL finance and collection related scenario, if required, post CBI study.

USAGE – EFL USER GROUP WISE

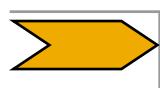
- CIC-call center ,
- EFL Service groups (1000) catering 4300 BP Serv technicians

KEY REFERENCES – Fraport , Deutche post .

■ Why SAP MAM?

- SAP Mobile Asset Management is a full mobile offline application that provides critical role-based information and services
- It is capabilities tailored for Customer Service part of Enterprise Asset Management
- It provides field technicians with critical information about the customer and the complaint/notification and capabilities to perform time and material confirmations
- It is role-based with roles like field service engineer, field technician and SAP MAM administrator already defined
- It is built on SAP Mobile Infrastructure using Smart Synchronization technology

EFL Post Scenario options

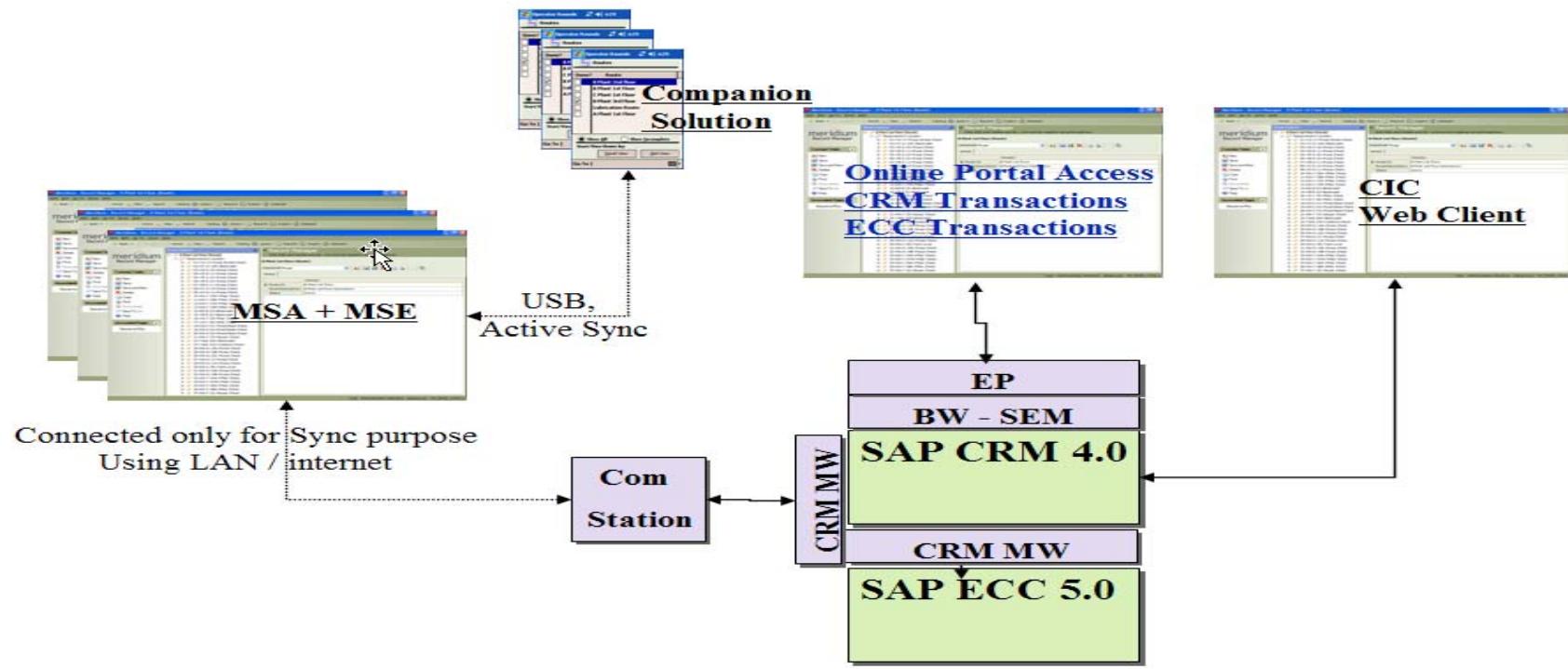


Step - 2 / Option - 2

Eureka Forbes': INFRASTRUCTURE ROADMAP : STEP-2 / OPTION - 2



LANDSCAPE : CRM Suite Applications, MSA/MSE/Companion...(Microsoft technology)



TECHNOLOGY COMPONENTS

MS .Net, Mobile Studio, Companion, Mobile Sales (MSA), Mobile Service (MSE)

MI Middleware – Com Station, CRM Middleware.

UI – BSP ,

FUNCTIONAL PROCESSES SUPPORTED

- **MSE - Service & Spares Operation (Van stock – part of CRM2007)**
- **MSE – Complaint Management with Catalogs , stock issue & confirmation .**
- **MSE – Contract / AMC / Guarantee / Warranty Management**
- **MSE – Business partner processing**
- **MSE – Service Activities ,**

- **MSA – 360 deg view & hierarchy of opportunity, Key Account Planning**
- **MSA – Business Partner Management , Territory Mgmt,**
 Product Master, Price Master, BP hierarchy
- **MSA – Sales Activity Management , Campaign Activity Mgmt – Lead generation**
- **MSA - Quotation, Order Management , Contract Management**

- **HH Companion – BP, Products , Activity , Activity Journals**

UPGRADE ROADMAP

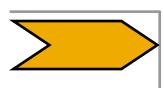
- CRM4.0 to CRM2007
- MS .Net(2.0+) , Visual Studio 2005

USAGE – EFL USER GROUP WISE

- CIC-call center ,
- MSE - EFL Service groups (1000) catering 4300 BP Serv technicians
- MSA / Companion & CRM Online - CRC (175 ~ 6000 EFL employee

KEY REFERENCES – Nestle , Carlsberg , Tuevnord

EFL Post Scenario options

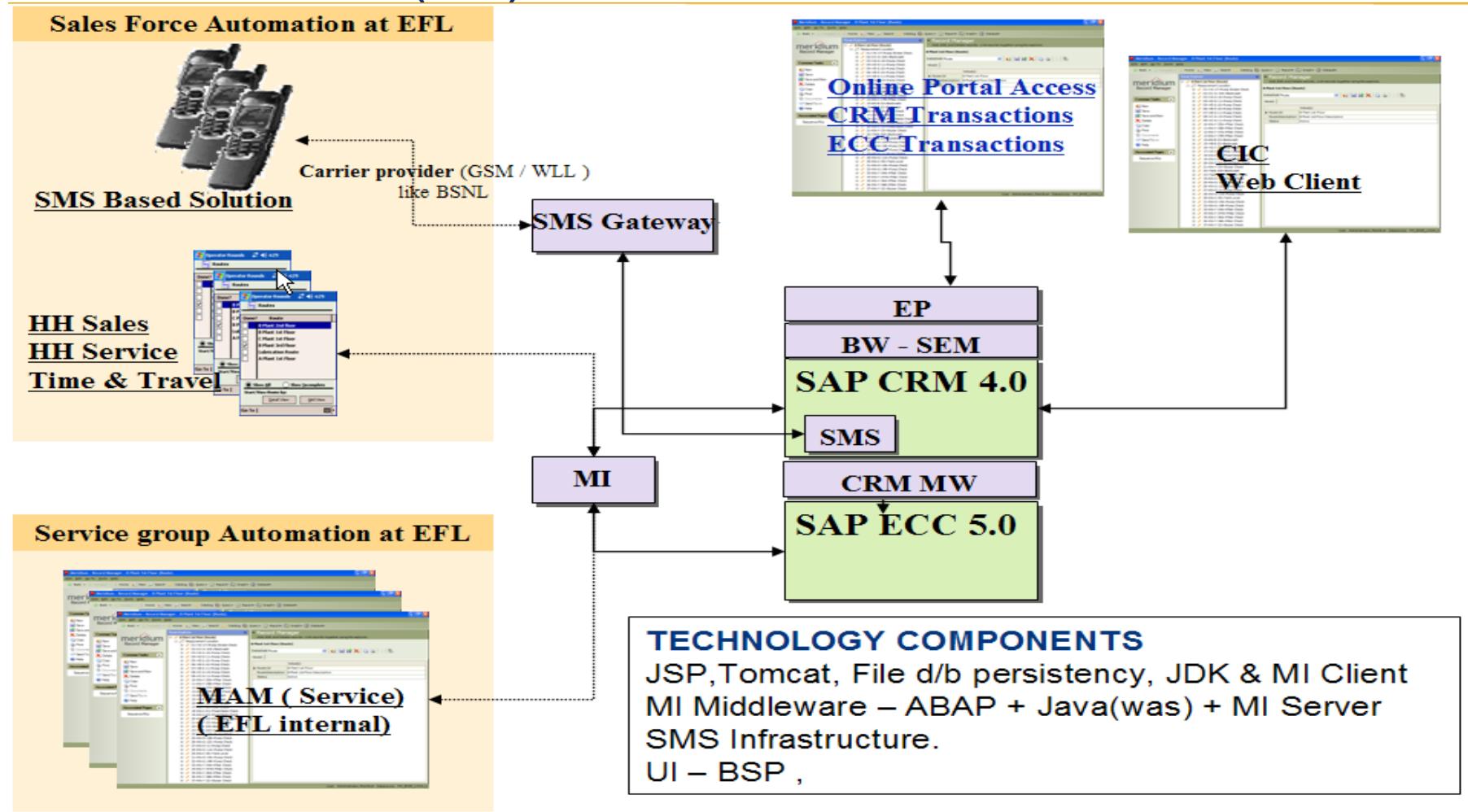


Step - 2 / Option - 3

Eureka Forbes': INFRASTRUCTURE ROADMAP : STEP - 2 / OPTION - 3



LANDSCAPE : NW-MI7.1(MAM) + MI HH Sales & Service + EP based CRM Online



FUNCTIONAL PROCESSES SUPPORTED

MAM - Service & Spares Sales Operation (Van stock – part of CRM2007)

MAM – Complaint Management with Catalogs , stock issue & confirmation .

MAM – Contract / AMC / Guarantee / Warranty Management

MAM – Business partner processing

MAM – Service Activities ,

HH Sales – 360 deg view & hierarchy of opportunity, Key Account Planning

**MH Sales – Business Partner Management , Territory Mgmt,
Product Master, Price Master, BP hierarchy**

HH Sales – Sales Activity Management , Campaign Activity Mgmt – Lead generation

HH Sales - Quotation, Order Management , Contract Management

HH Service – Service Activity Confirmation,

HH Service – Complain registration

Time & Travel/ESS – expense & attendence mgmt ,

Mobile SMS Apps – Survey-Lead generation, Leave approval , Activity confirmation.

UPGRADE ROADMAP

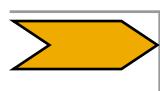
- Align Backend developments with SAP ECC-CS & CRM
- Retain exclusive scenarios Z_ Development if required post CBI study.
- Move to MAM, HH-Sales, HH-Service & Laptop-Time &Travel/ESS
- Above mentioned Apps can be enhanced with exclusive EFL finance and collection related scenario, if required, post CBI study.
- SMS Apps for specific field force automation scenarios through SMS gateway/carriers will be enabled for mobile phones for EFL- CRC field forces .

USAGE – EFL USER GROUP WISE

- CIC-call center ,
- MAM - EFL Service groups (1000) catering 4300 BP Serv technicians
- HH-Sales / HH-Service & CRM Online - CRC (175 ~ 6000 EFL employee)
- Laptop Solution - Time & Travel/ESS - CRC (175 ~ 6000 EFL employee)

KEY REFERENCES – .

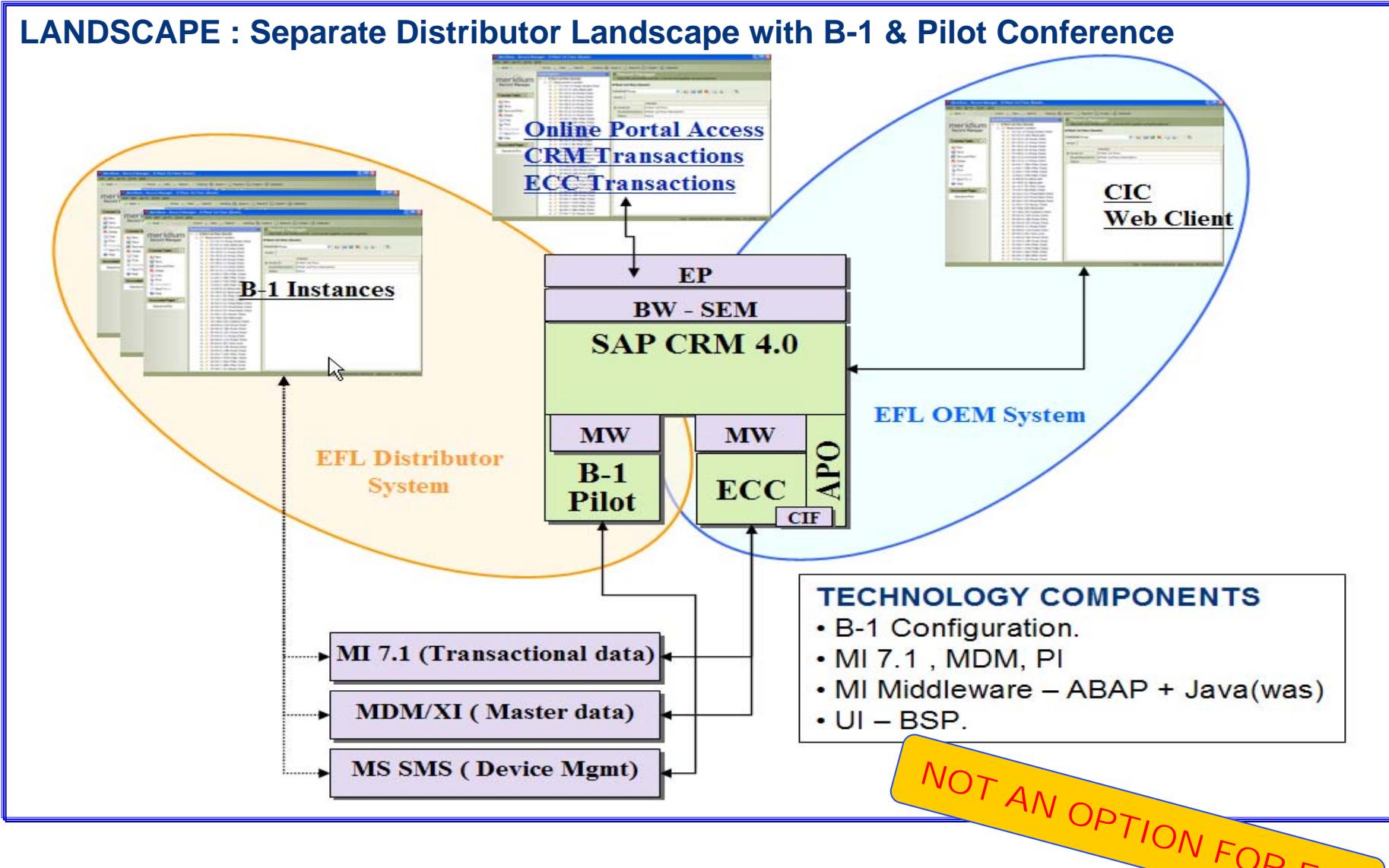
EFL Post Scenario options



Step - 2 / Option - 4

NOT AN OPTION FOR EFL

LANDSCAPE : Separate Distributor Landscape with B-1 & Pilot Conference



FUNCTIONAL PROCESSES SUPPORTED (Key ERP Processes)

- Sales & Distribution
- Inventory & Material Procurement Management
- Project Management
- Customer Services Management
- Asset Management
- Financial & key Legal reporting
- Controlling & Management Accounting
- All local India statutory & legal compliances
- Application Load – Network bandwidth independent
- All different legal entities (distributors) integrated from one centralized Pilot
- Network load – Data packets only during scheduled sync .
- .

NOT AN OPTION FOR EFL

UPGRADE ROADMAP

- Align Backend developments with SAP ECC-CS & CRM
- Retain exclusive scenarios Z_ Development if required post CBI study.
- Extend the EFL OEM-ECC with B-1 for BP/Service Groups (EFL Distributors)
- Common CRM, BI & EP landscape for people & channel integration for OEM & Distributors

NOT AN OPTION FOR EFL

USAGE – EFL USER GROUP WISE

- CIC-call center ,
- B-1 - EFL Service groups (1000) catering 4300 BP Serv technicians
- B-1/ CRM Online - CRC (175 ~ 6000 EFL employee)
- B-1 Conf Pilot / Device Manager – Central Configuration control (init & Delta)
- MDM – Master Data Integrity Management in centralized B-1 Conf pilot / ECC
- MI7.1/XI – Filter / Connector / Pull&Push for master & transaction data

KEY REFERENCES – EFL .

Annexure



- ⑩ **EFL NW-MI Solution Roadmaps (Next Steps/& options)**
- ⑩ **SAP Tomorrow @ EFL \ Standard Adoption of some best practices & innovations**

Eureka Forbes': SAP TOMORROW



EFL products spread across 5 Prod-Cat (current 85+ days of Inventory , Target~20 days cover)

Water Purifiers	Industrial Solutions	Industrial Solutions (contd.)
Aqua guard Economy Special Total DirectOne Forbes	Cleaning Solutions Carpet Cleaners & Extractors Cleaning and Hygiene Products Heavy Duty Floor Cleaner House Keeping Kitchen / Ware Washing Drying and Sweeping	Pneumatic Vacuums Single Phase Vacuums - Three Phase Vacuums - Wet White Line Series Ride on Scrubber Driers Ride on Sweepers Road Sweepers
Vacuum Cleaner	Commercial Vacuum Cleaners - Dry Commercial Vacuum Cleaners - Wet & Dry	Water Purification
Direct One Euro Clean Complete Cleaning Daily Cleaning Deep Cleaning Forbes	Floor Cleaners & Maintainers Automatic Scrubber Dryers Brunishers Single Disc Scrubbers Walk behind sweepers	Purifiers Cooler Cum Purifiers Purifiers Multifunction Purifier RO Based Basic Purifiers Cum Purifiers
Air Purifiers	High Pressure Cleaners Cold Water Hot Water Industrial Vacuum Cleaners ATEX	RO Based Storage Purifiers
Security Solutions		
Home Security		



Financial Accounting

General Ledger (GL)
Accounts Payable (AP)
Accounts Receivable (AR)
Bank Accounting
Funds Management (FM)

The following accounting functionalities are addressed through FI modules:

Collection Deposit – Deposit of cheques, cash received at various locations.

Advance Management

Royalty Collections for services offered by Franchisee Dealer Operations (FDO): FDO will provide details on number of service contract entered with the customers and based on this information, GL entry will be passed in SAP. This is the current business process and any change to this process will be discussed during blueprint phase

Sales return payment

Credit & Debit notes

Insurance & Medi-claim:

All documents tracking pertaining to insurance and mediclaim will be handled through the existing system. An URL link will be provided in Portal for accessing the information. All financial transactions pertaining to insurance and mediclaim will be handled in SAP using Journal Vouchers (JV's). This financial transaction information will be updated manually in EFL existing system.(SAP will provide data for uploading, and updating will be EFL responsibility)

Euro Value Hire Purchase Scheme (EV)

The system address all the financial transactions pertaining to hire and purchase schemes. All financial transactions are handled through standard FI-GL, FI-AR and Bank Accounting functionalities. Any calculations related to hire purchase scheme amounts, installments, down payments, interest charges, pre-closure etc. is done outside SAP.

Application screen developed to capture details of post dated cheques issued by the Euro Value customer. This will be a non-transactional screen, and only reports are generated based on data captured for post dated cheques to enable EFL to deposit cheques in a timely manner.

Revenue & Cost Controlling

Cost Center (CC)Accounting
Profit Center (PC) Accounting
Internal orders I/O
Product Costing PC
Treasury Management / Cash Management & Funds flow statements

Fixed Assets

Acquisition
Depreciation
Sale of Assets
Retirement
Direct Capitalization

Material Management

Procurement

Procurement of materials and external services

Procurement via subcontracting

Source Administration (RFQ/Quotation/Contracts)

Return Deliveries

The functionalities that are covered:

Centralized and decentralized procurement of materials (raw materials and finished goods) and services

Purchase Requisition (Indenting) to Payment

Supplier able to log in his portal and get relevant information – Enterprise Portal

Inventory Management

Goods Movement – Receipts and Issues

Inter-company transfers

Stock Transfers

Material Transfers

Warehouse Management – Warehouses will be treated as storage locations and will not cover the concept of bins, aisles, storing and retrieval strategy which is specific to warehouse management of SAP

Physical Inventory & Cycle counting

Movement of material between plants, to employees, within employees, material to material transfer

Bar Code: System generate a unique number, which get downloaded to bar coding system of EFL which print the bar code label. This bar code label is then used for tracking the movement of material. Download is provided in flat format .

Sales & Distribution	Production Processing
<p>Sales Order Processing Cash Sales / Rush Order handling Third Party Order processing Empties and returnable package handling Rebate Processing</p> <p><i>The sales and distribution module cover direct sales of all divisions for following functionalities -</i></p> <p>Sales & Invoicing including AMC Buy from Customer Response Center (CRC) and Re-sell Franchisee Dealer Operation (FDO) Sales Industrial Sales Division (ISD) sales Security Sales Division (SSD) Sales Dealer Sales – Primary Channel New Channel sales (Aquasure) Spare Sales Discount Schemes Newell</p>	
<p>Quality Management</p> <p>QM in Procurement QM in Production QM in Sales & Distribution</p>	
	<p>Form Management - Orders / Invoice cum receipts / Invoice cum contracts – Currently order forms are maintained as inventory item to meet the statutory requirements. Since SAP addresses the statutory requirements, without a need of keeping order forms in inventory, sales order will be generated in the system and will be identified against each CRC employee, business partner etc. This process will be discussed at length during the blueprint phase.</p>

Eureka Forbes': SAP TOMORROW

EFL SAP Deployment Scope



CRM 4.0 Marketing	CRM 4.0 CIC – Inbound	CRM 4.0 Sales
Campaign Management Customer Segmentation Lead Management	Telesales Customer Service Complaint management	Account & Contact Management Activity Management Opportunity Management Quotation and Order Management
NW04-MI (Mobile Sales) – FOR CRC's and BP's		
Field Account and Contact Management Provide a 360-degree view on customers and prospects. Will enable EFL to capture, monitor, and track all critical information such as detailed profiles, full interaction history, and an overview of critical relationships.		
Field Activity Management This functionality will allow sales representatives and BP's and managers to allocate resources for daily tasks effectively so that sales professionals can close their sales deals as quickly as possible.		
Field Quotation and Order Management Provides sales order management capabilities that companies can use to configure products, determine pricing, create Agreements, check product availability, acquire and enter orders, manage contracts, and track and manage orders.		
Field Opportunity Management Provide sales professionals a 360-degree view into a sales opportunity by providing complete visibility into an opportunities history, milestones, progress, and key decision makers.		
Field Campaign Management Enables marketing professionals the ability to design, execute, coordinate, and monitor all marketing initiatives.		
Field Territory Management Territory Management helps companies to maintain task-related, functional organizational structure as a current organizational plan.		
Product Management - Provides immediate, offline access to all up-to-date product and service information		
Agreements – Conditions, Product/Partner Ranges, Contracts		
Time and Travel Management - Recording of time sheets, Recording of travel and entertainment receipts		
Mobile Sales Reporting:		
Business Warehouse & Knowledge Management		
Activation of standard business content with standard queries to a maximum of 30 queries which include capture of secondary sales data, incentive to employees.		
Capture Secondary Sales for reporting purposes only		
Market research data to be captured will be evaluated and inclusion will be finalized during the blueprint phase		

Eureka Forbes': SAP TOMORROW NW-MOBILE INFRASTRUCTURE ROADMAP

SAP Mobile Infrastructure

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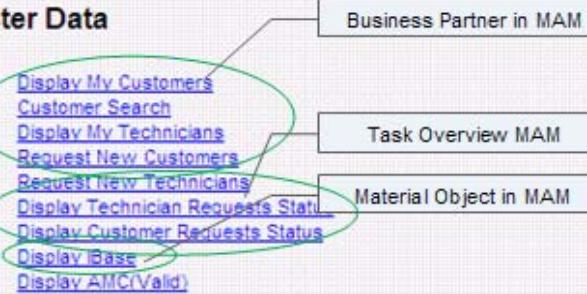
Welcome MS. ANITA CHANDRAKANT KUL ARC ENTERPRISES (0000011224)

[Home](#) [Synchronize](#) [Log](#) [Advanced Log](#) [Log Off](#)

Transactions



Master Data



Activities

Follow up for Auth
[Display Follow up for Auth](#)

AMC Follow Up

[Display AMC Follow Up](#)
[Create AMC Follow Up](#)

Activity in MAM

General Activity
[Display/Change General Activities](#)

Service Activity
[Display Service Activities](#)
[Create Service Activities](#)

Leads

[Display/Change AMC Leads](#)

Report

Employee Performance Report
Activity Report
[Display Detective Spares to CRC](#)
Collection Statement
[Display Good Stock to CRC](#)

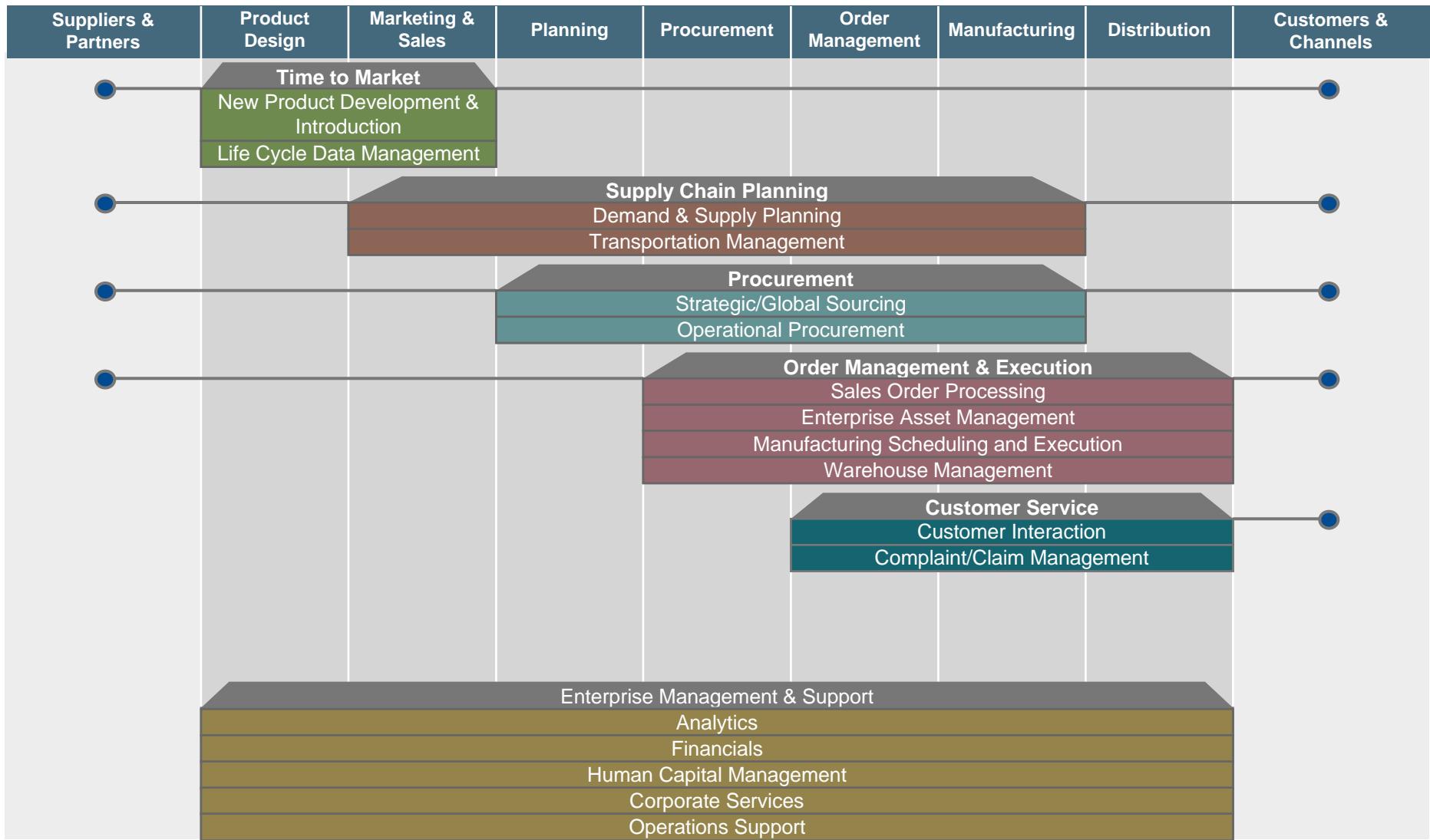
Activity Report n MAM

SAP. Enterprise CRM.

STANDARD BEST PRACTICE ADOPTION FOR EFL .



SAP solution map – Consumer Durables industry



SAP CRM Enterprise Scenarios



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

- 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

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 ● Service Contract Analytics <p>[Click Here To Add Process]</p>	<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 <p>[Click Here To Add Process]</p>	<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>

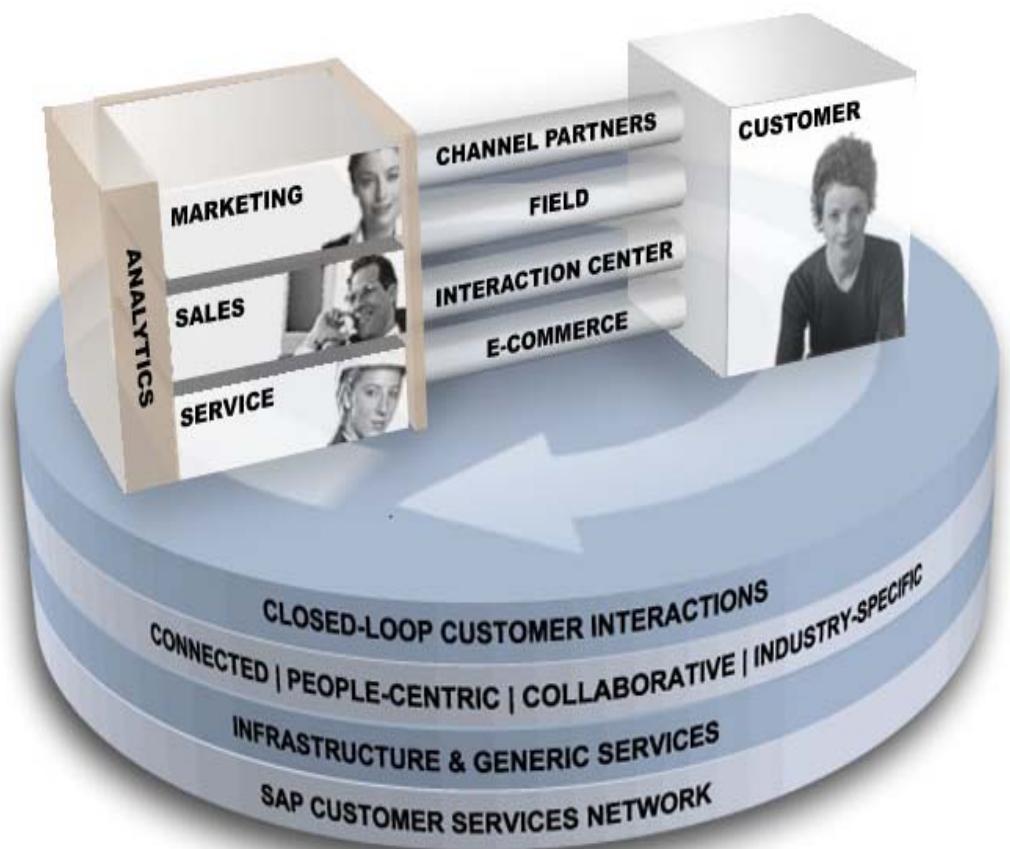
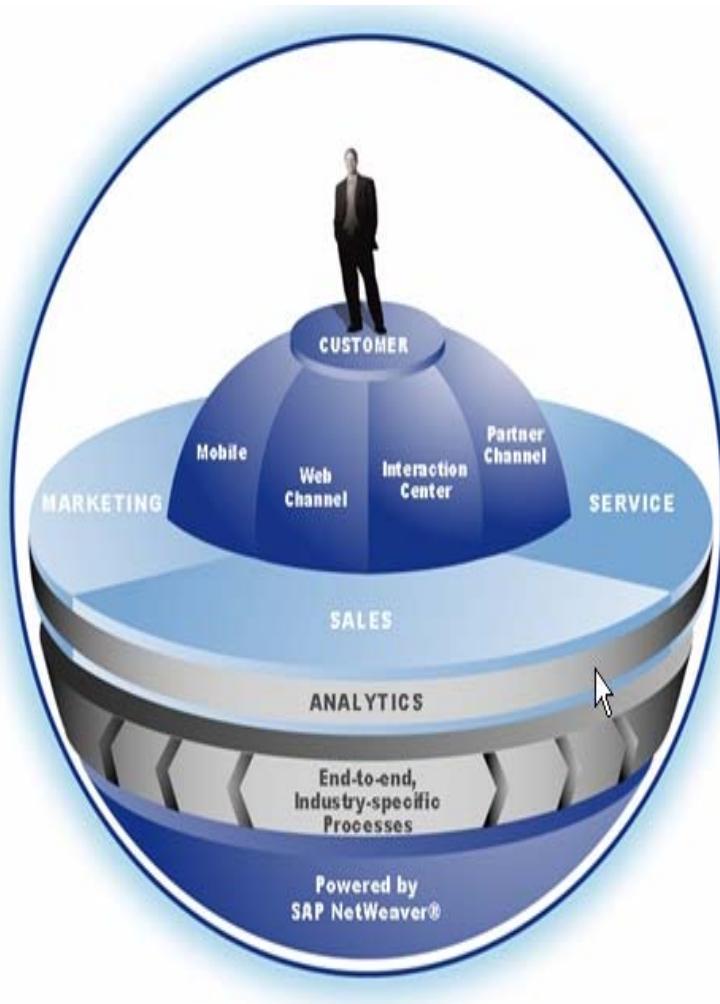
Enterprise Service Marketing Scenarios

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>

Enterprise Sales of Services 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 CRM2007 – Technology & Access Channels



SAP CRM2007

- eCom , Telephony/CIC , Channel Management scenarios



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

CRM – Telephony / Interaction Center

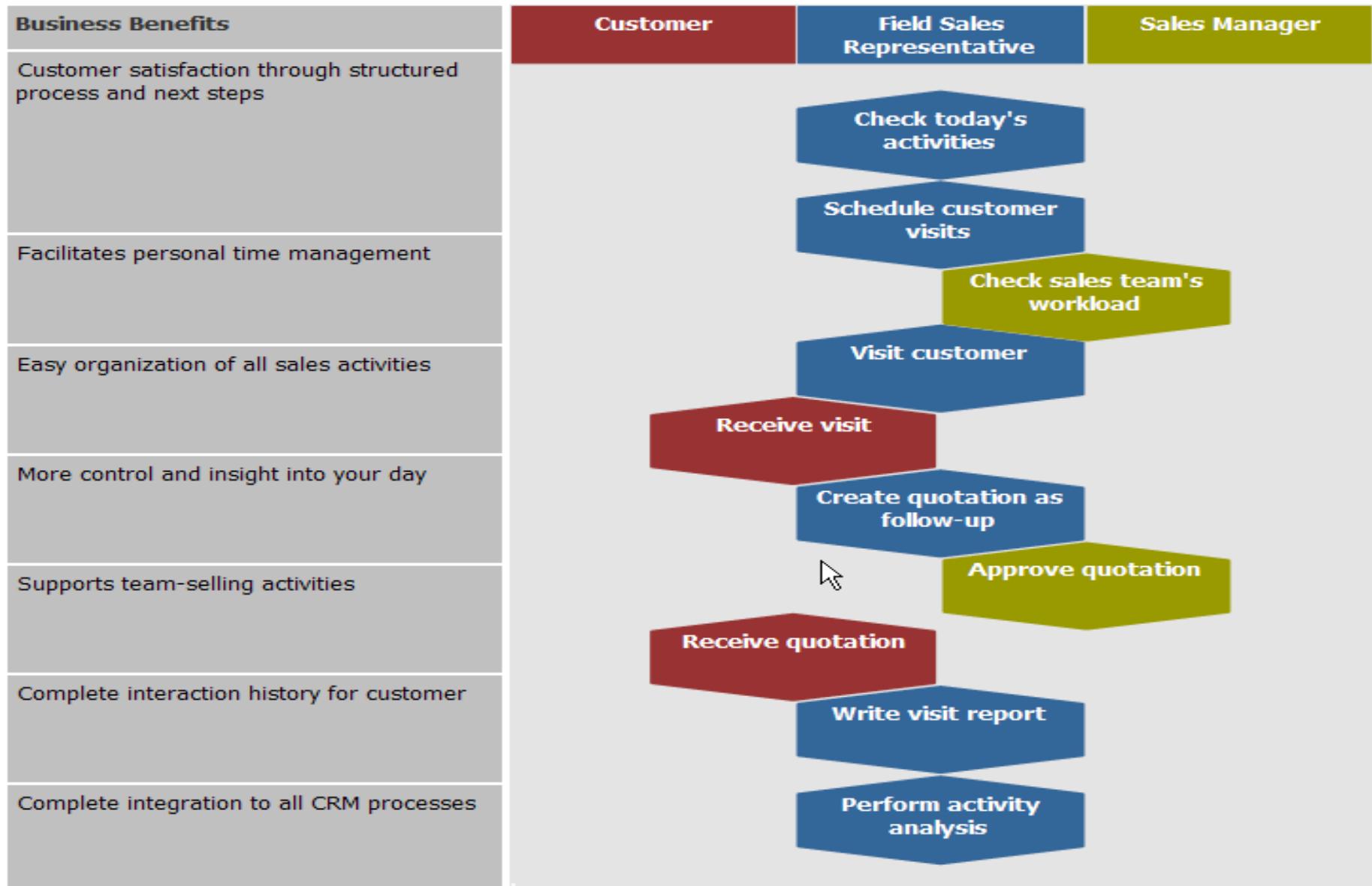
Telemarketing	Campaign Execution	Lead Management	Personalization
Telesales	Accounts & Contacts	Activity Management	Opportunity Management
Customer Service	Customer Service & Support	Complaint Management	Help Desk
IC Management	Knowledge Management	Workforce Management	Process Modelling

CRM – Channel Management Scenarios

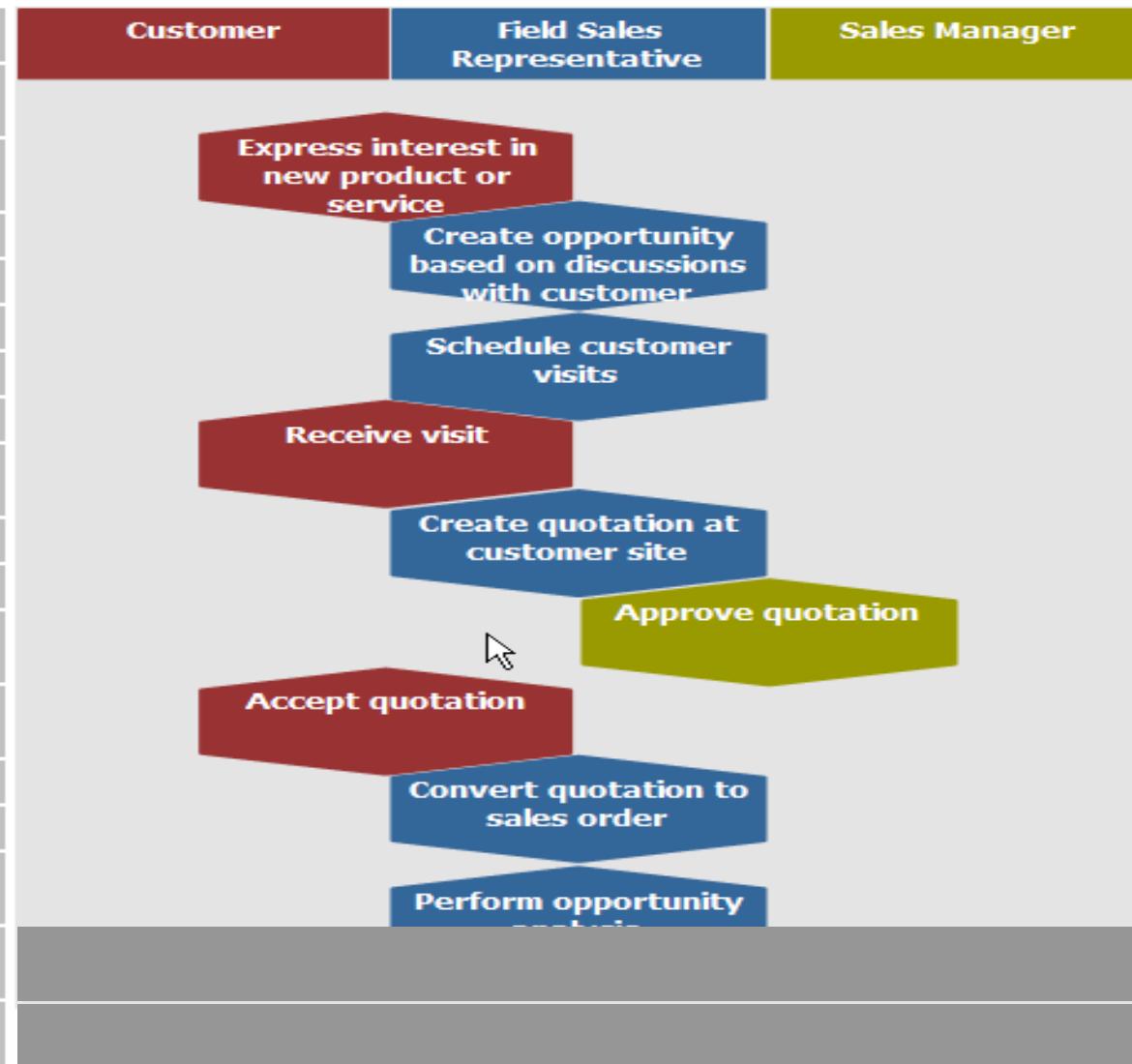
Partner Management	Partner Lifecycle Management	Partner Recruitment	Partner Planning & Forecasting	Partner Training & Certification	Partner Networking	Partner Compensation
Channel Marketing	Content Management	Catalog Management	Campaign Management	Lead Management	Channel Marketing Funds	Partner Locator
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		

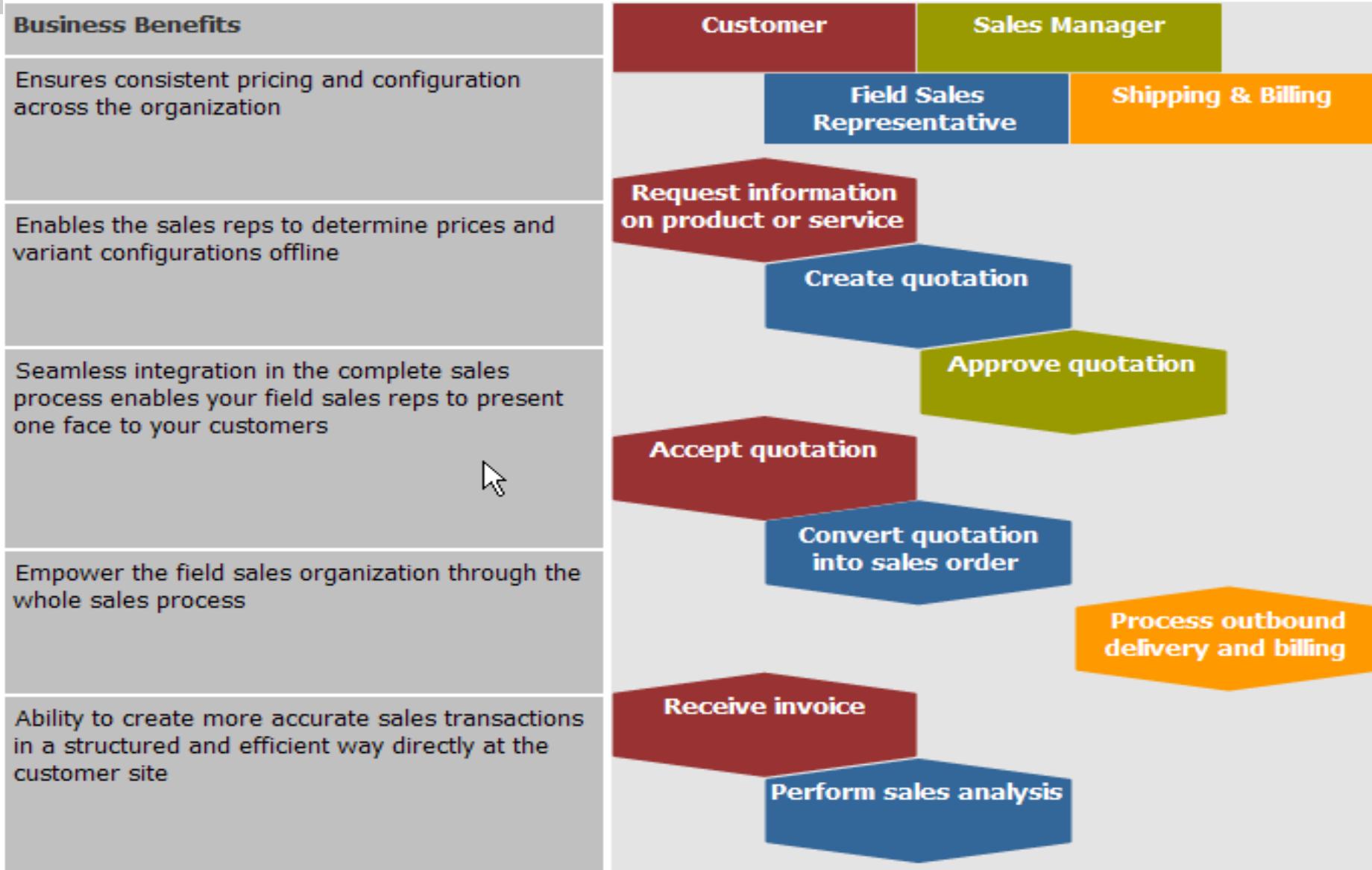
SAP CRM2007

– Mobile <Field> Scenario : Service Activity Management

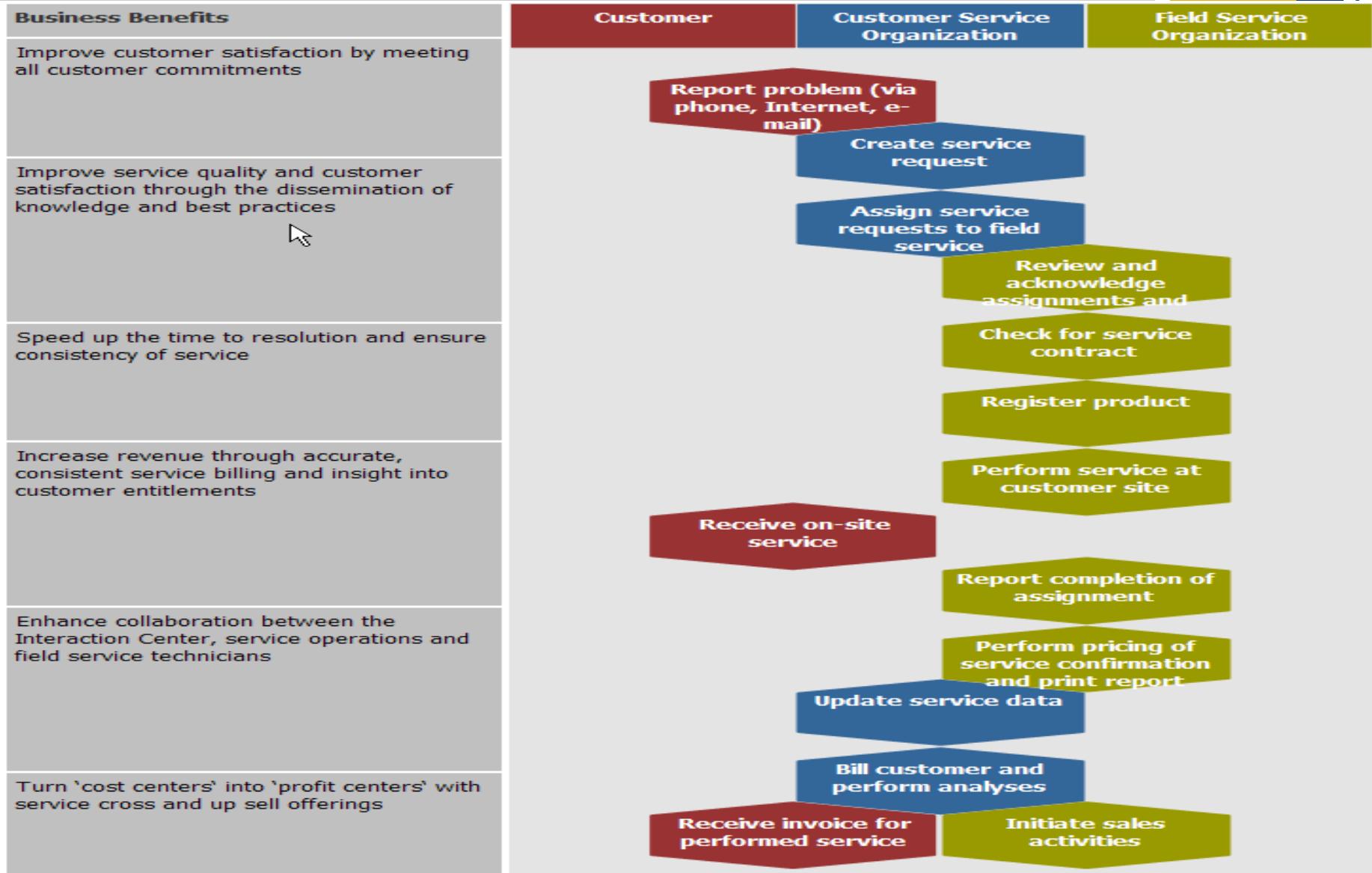


Business Benefits
Structured sales process and communication
Value proposition tailored to customer's needs
Clear understanding of scope of delivery
Increased confidence in solution
Mutual win-win position
Facilitate collaboration across teams.
Early and correct qualification
Concentration of the sales efforts on the most profitable customers
Manage and control sales projects
Optimize the sales process
Improved communication with the account team
Develop critical analyses of your competitive situation
Ability to design tailored solution
Focus scarce resources on right opportunity
Best possible sales process (Standardized Methodology)
Effectively manage multiple deals simultaneously. Increase sales productivity
Improving sales volume with an effective sales process
Shorter sales cycles and more reliable forecast





SAP CRM2007 – Mobile <Field> Service Scenario





Service Order Processing

Warranty Claim Management

Complaint Processing

Recall Management

Service Contract Management

Resource Planning

Integration Topics

Service Analytics

Sales planning and forecasting

Territory management

Account and contact management

Activity management

Opportunity management

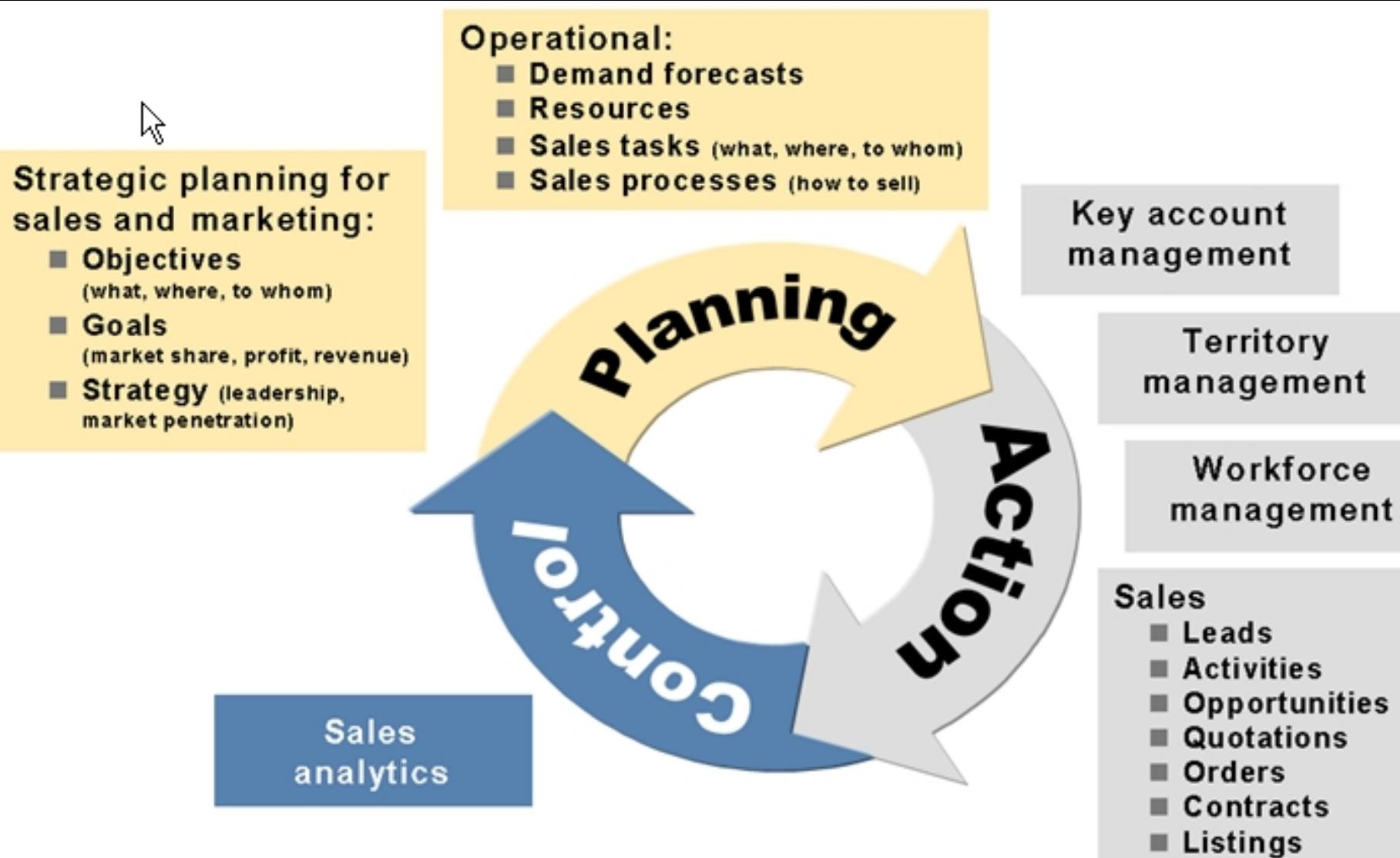
Quotation and order management

Contract management

Sales analytics

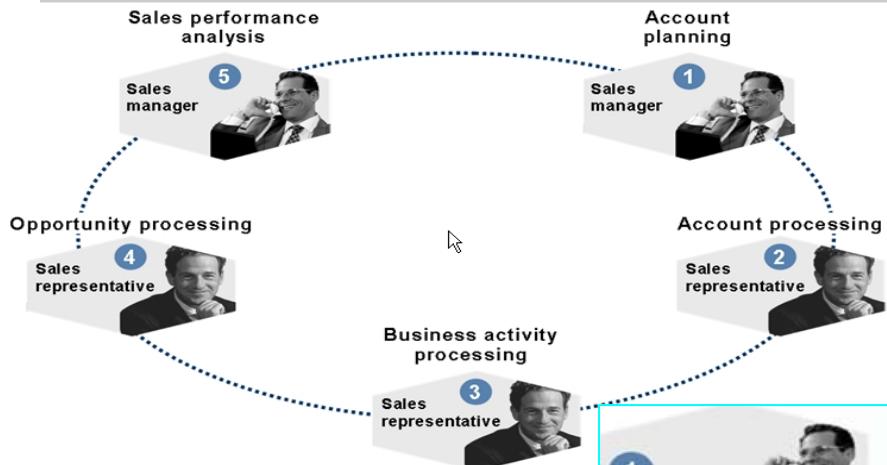
SAP CRM 2007 – Service Planning and Forecasting

SERVICE MGMT – (through) – SALES MANAGEMENT CYCLE



SAP CRM2007

– Service 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.

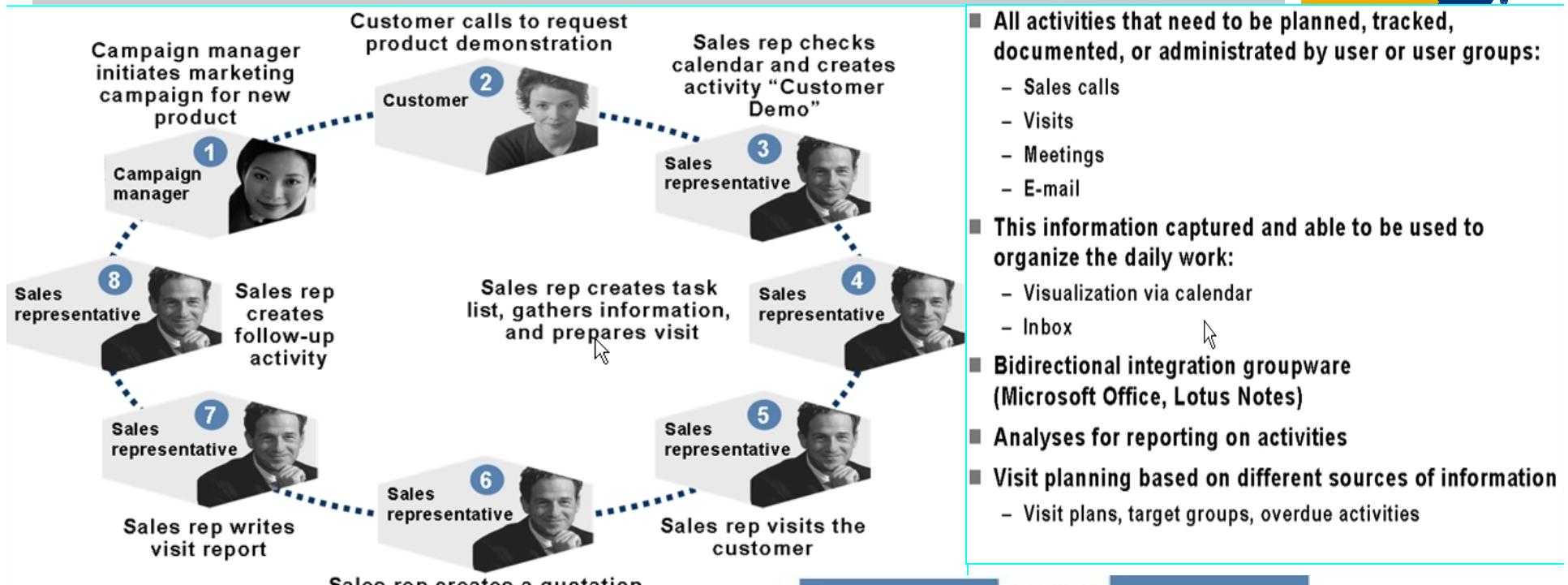
The sales representative quickly creates a new opportunity for the account.



The sales manager or sales representative analyzes the sales performance.

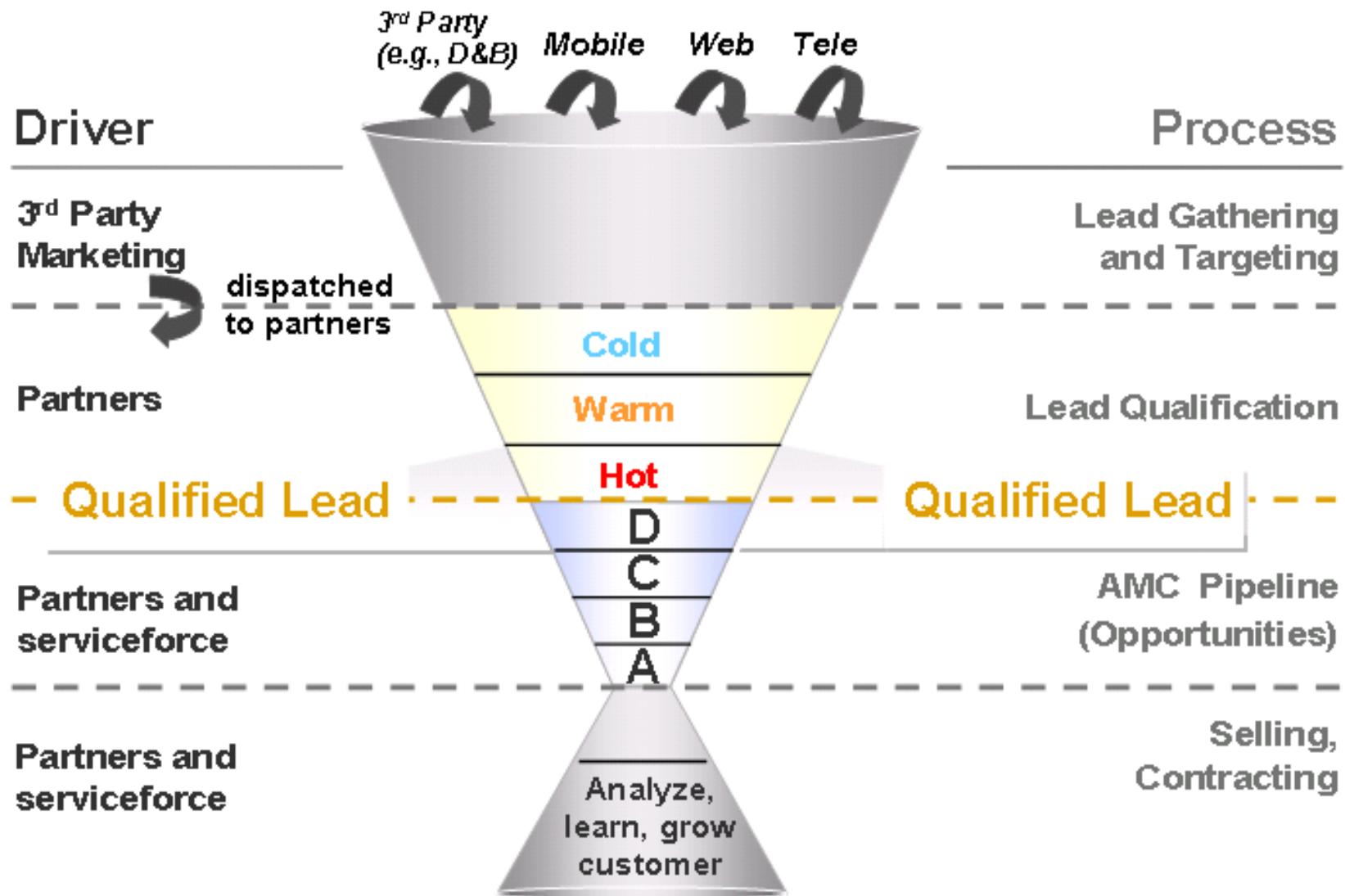
SAP CRM2007

– Service Activity Management

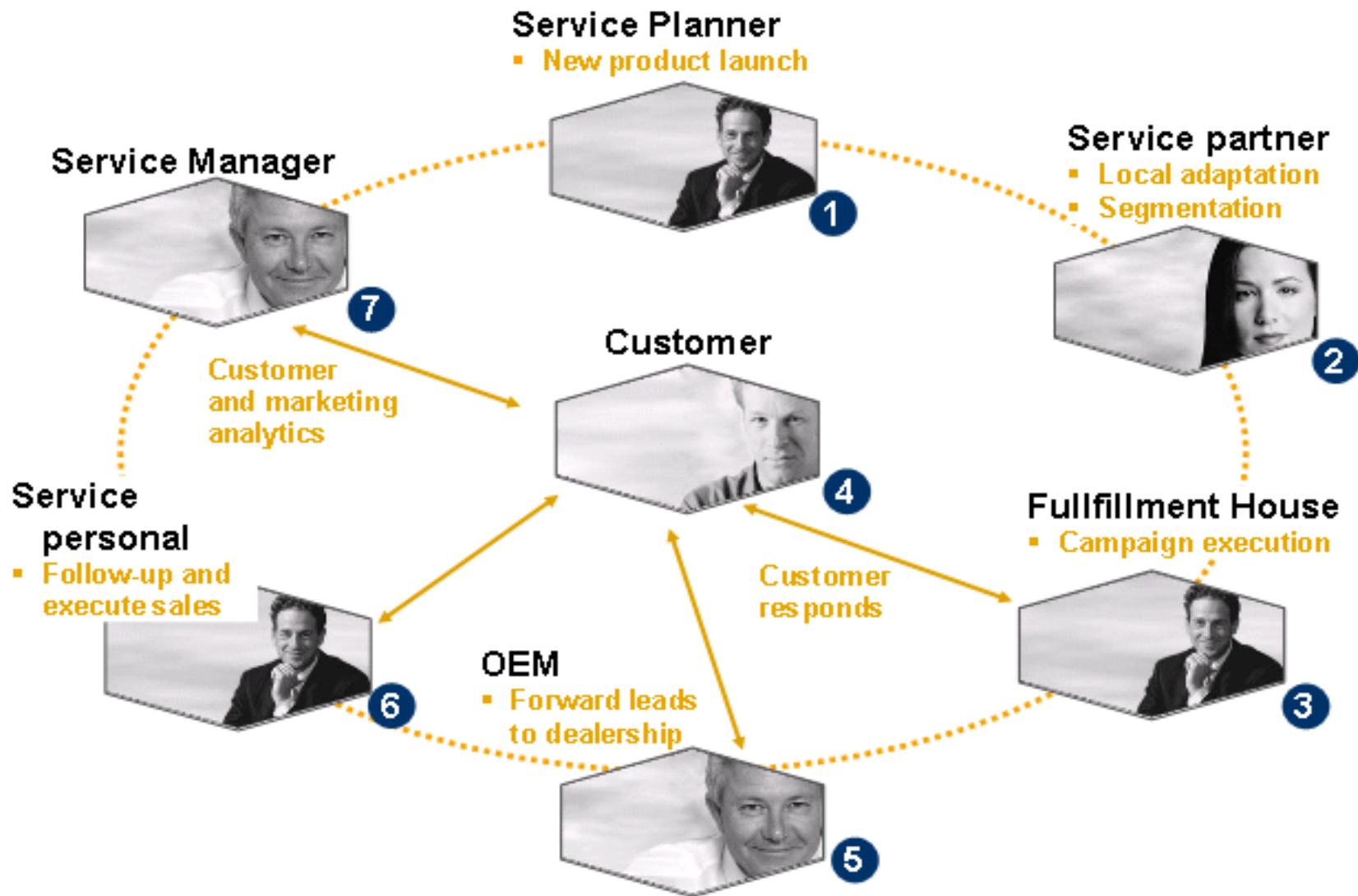


SAP CRM2007

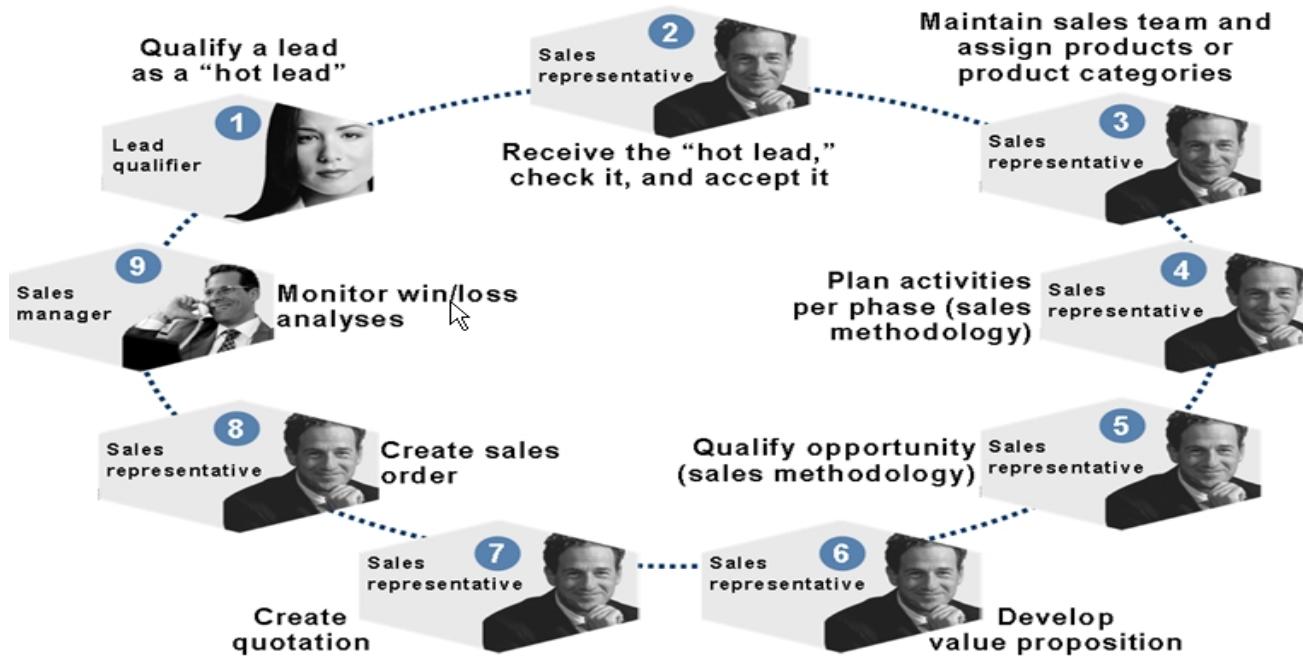
– Service Lead Management . MFA , Marketing Funnel Analysis



Field Service Campaign Processing

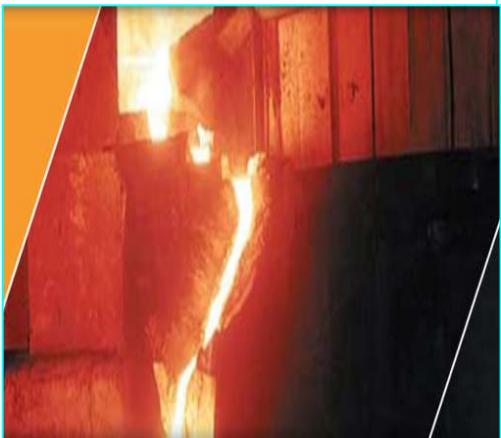
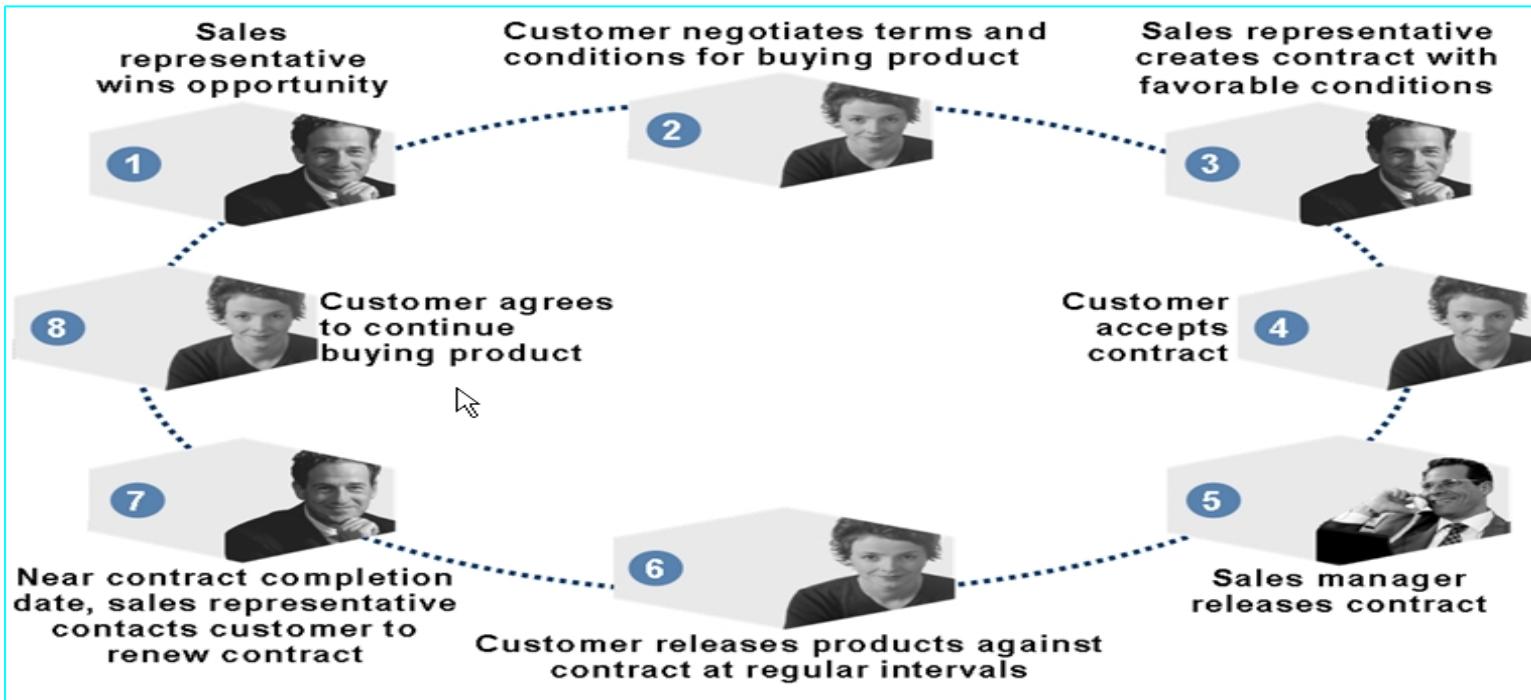


SAP CRM2007 – Sales of Service , Opportunity Life Cycle Management



- **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

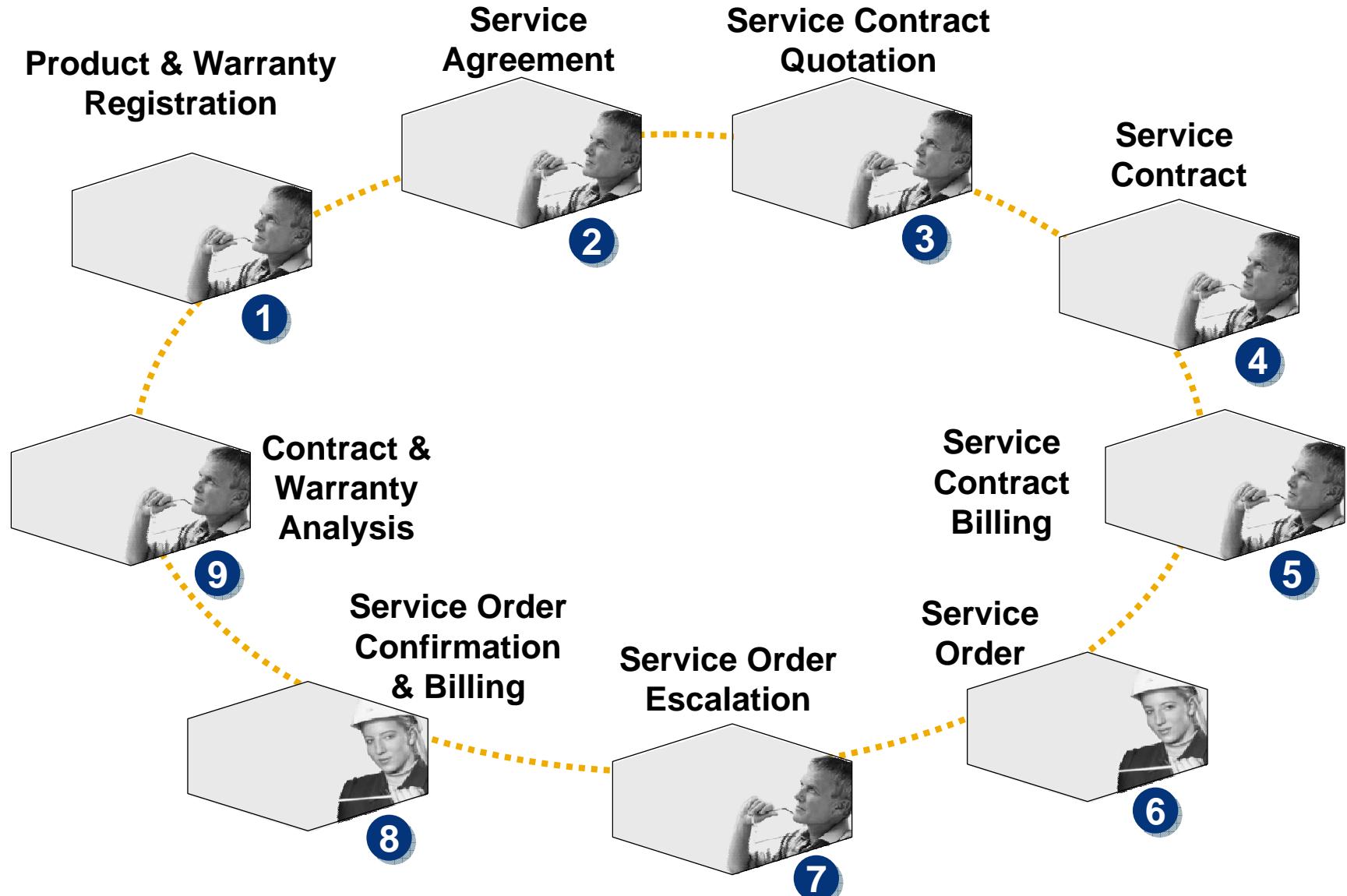
SAP CRM2007 – Service Contract Management



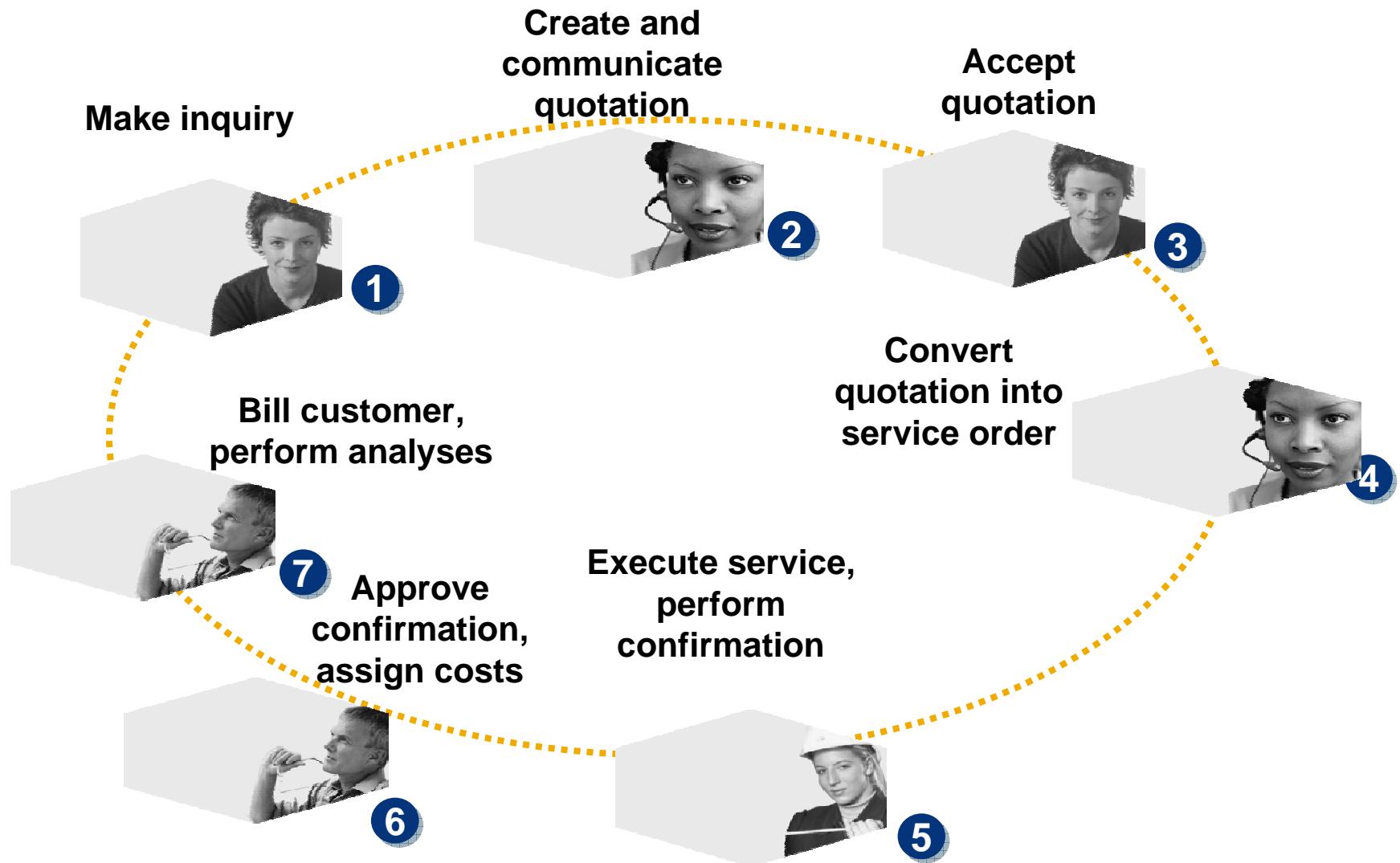
- Contracts are long-term agreements with customers that allow them to buy products with special conditions, such as lower prices or favorable terms of delivery.
- They can be categorized as sales, service, or leasing contracts.
- They contain information about the following:
 - Pricing agreements
 -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



Service Contract & Entitlement Management



Service Order Management



Warranty Claim Processing



Execute & confirm service order



Create warranty claim.



Add information about the claimed items.



Perform warranty analysis.



Send debit memo/invoice to the reimburer.



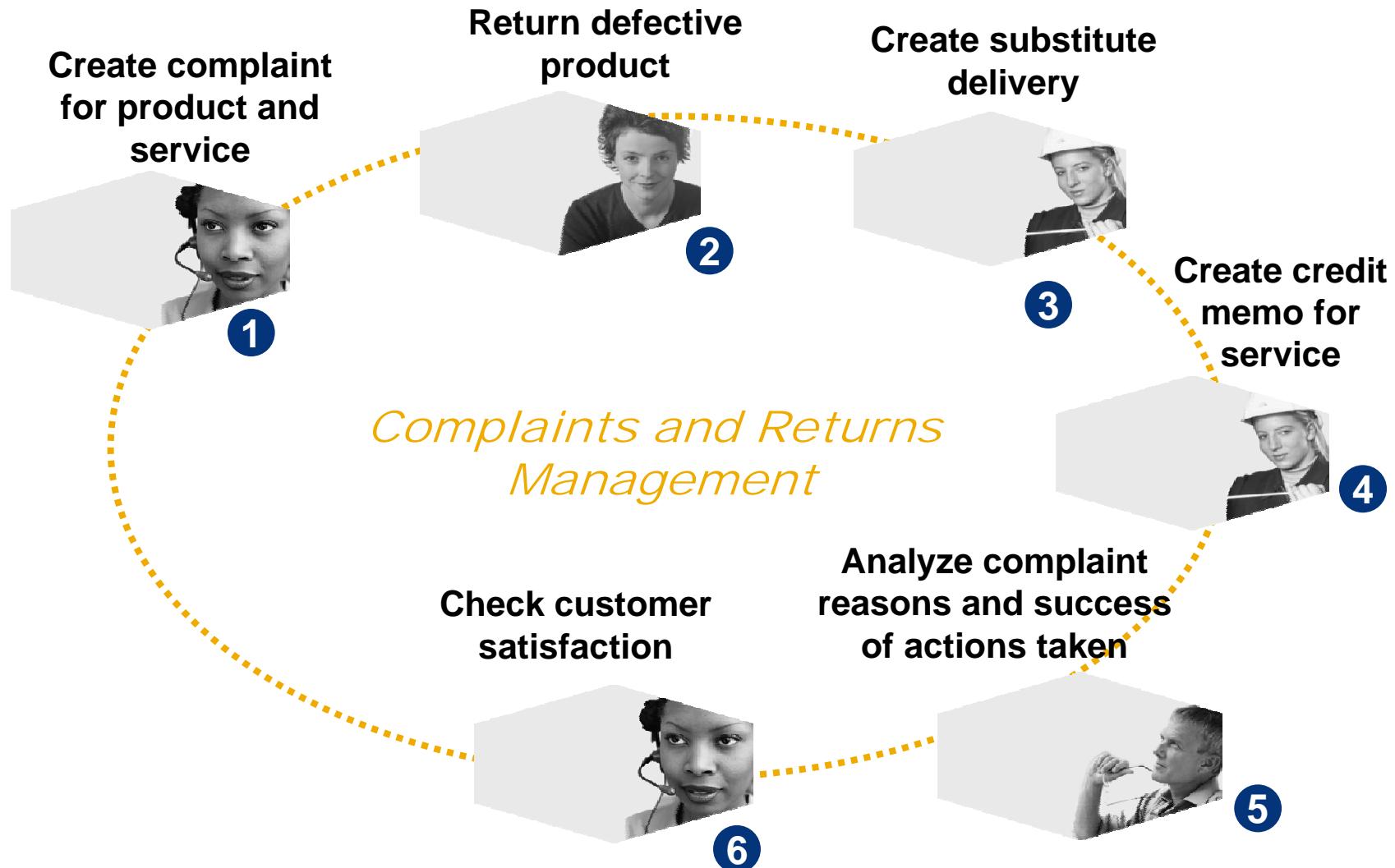
Send warranty claim to the reimburer.



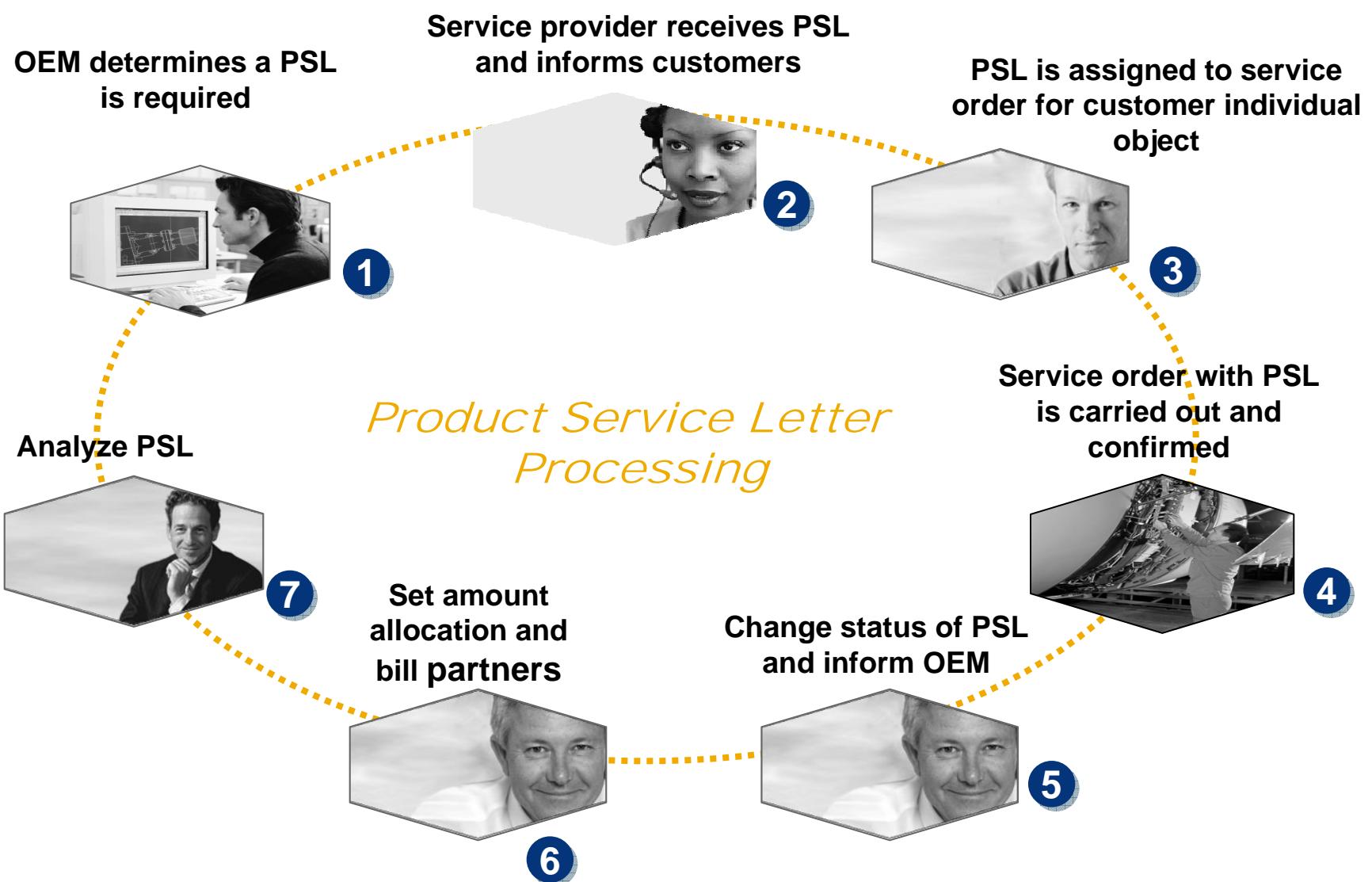
Reimburser confirms the warranty claim.



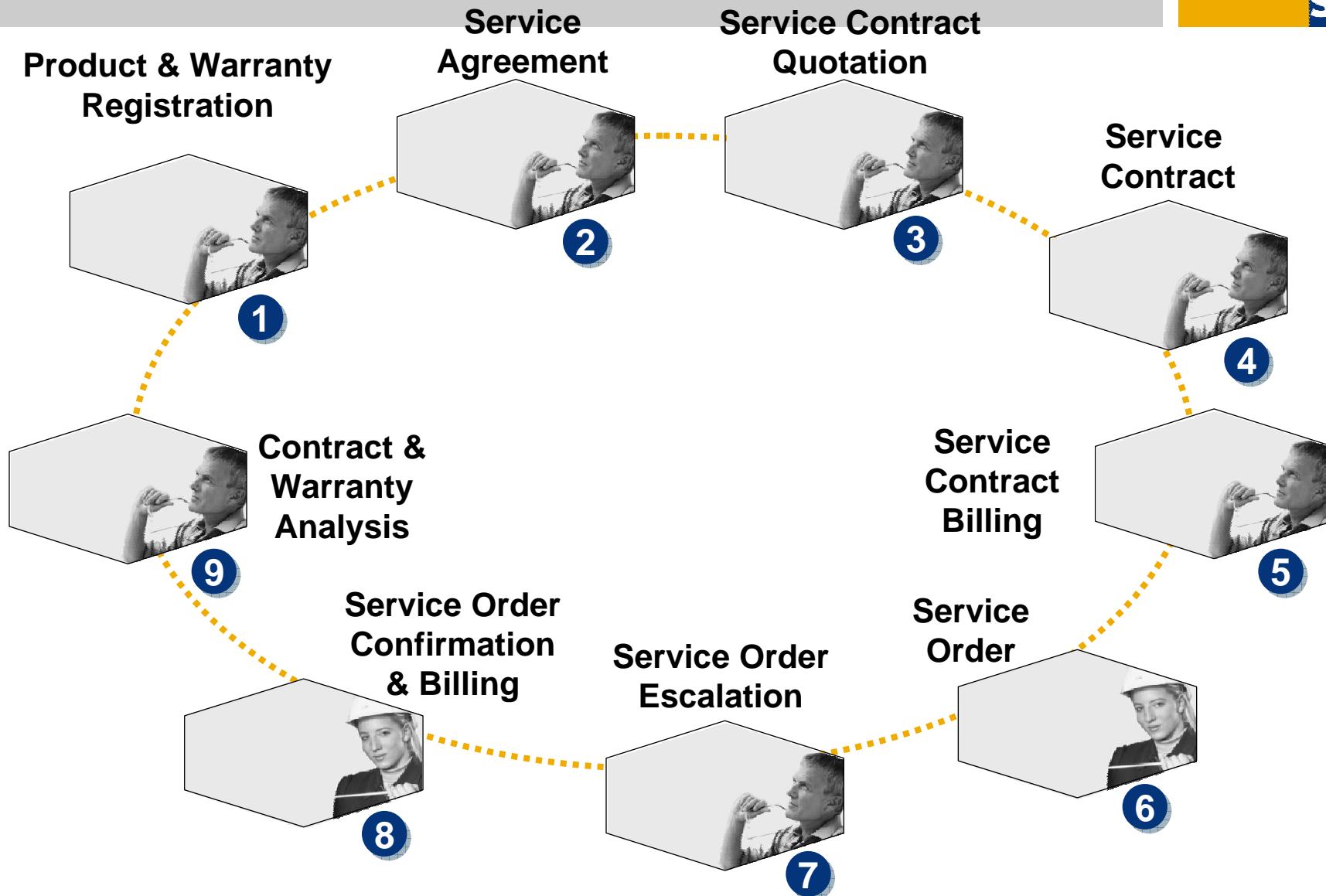
Complaints and Returns Management



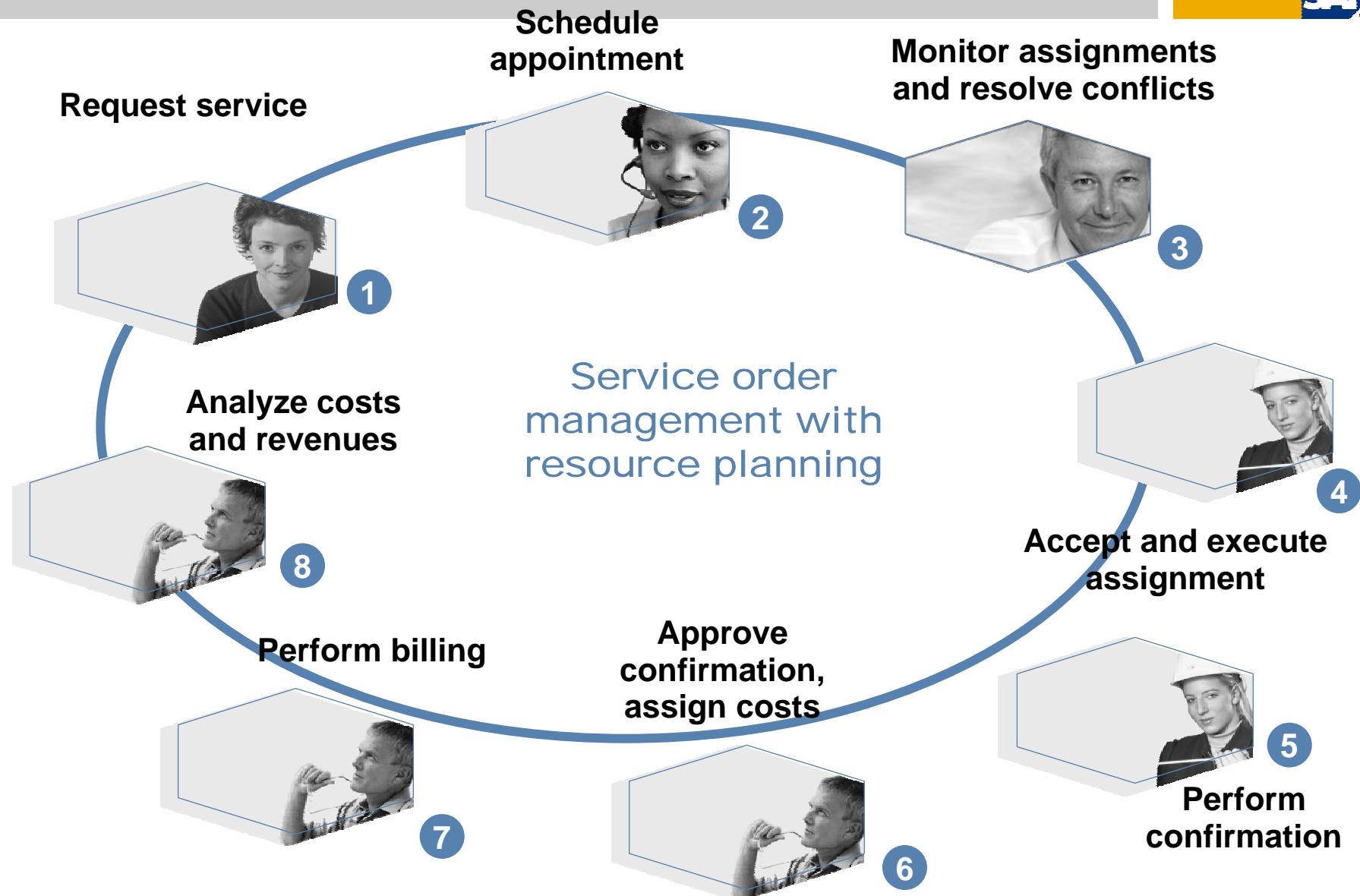
Product Service Letter (PSL) Management



Service Contract & Entitlement Management



Resource Planning in SAP – xRPM - MRS



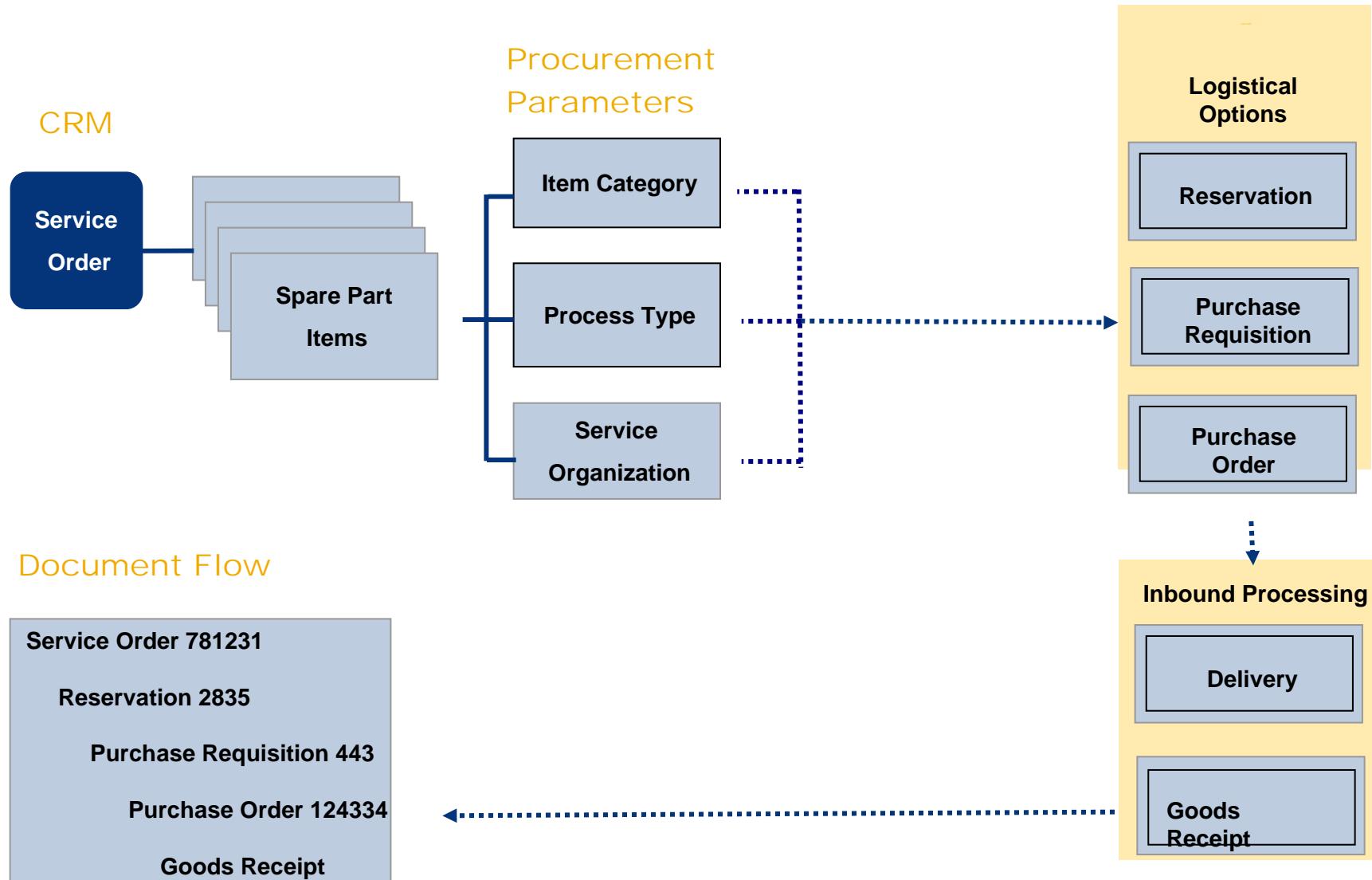
Logistics Integration – Service Order Processing



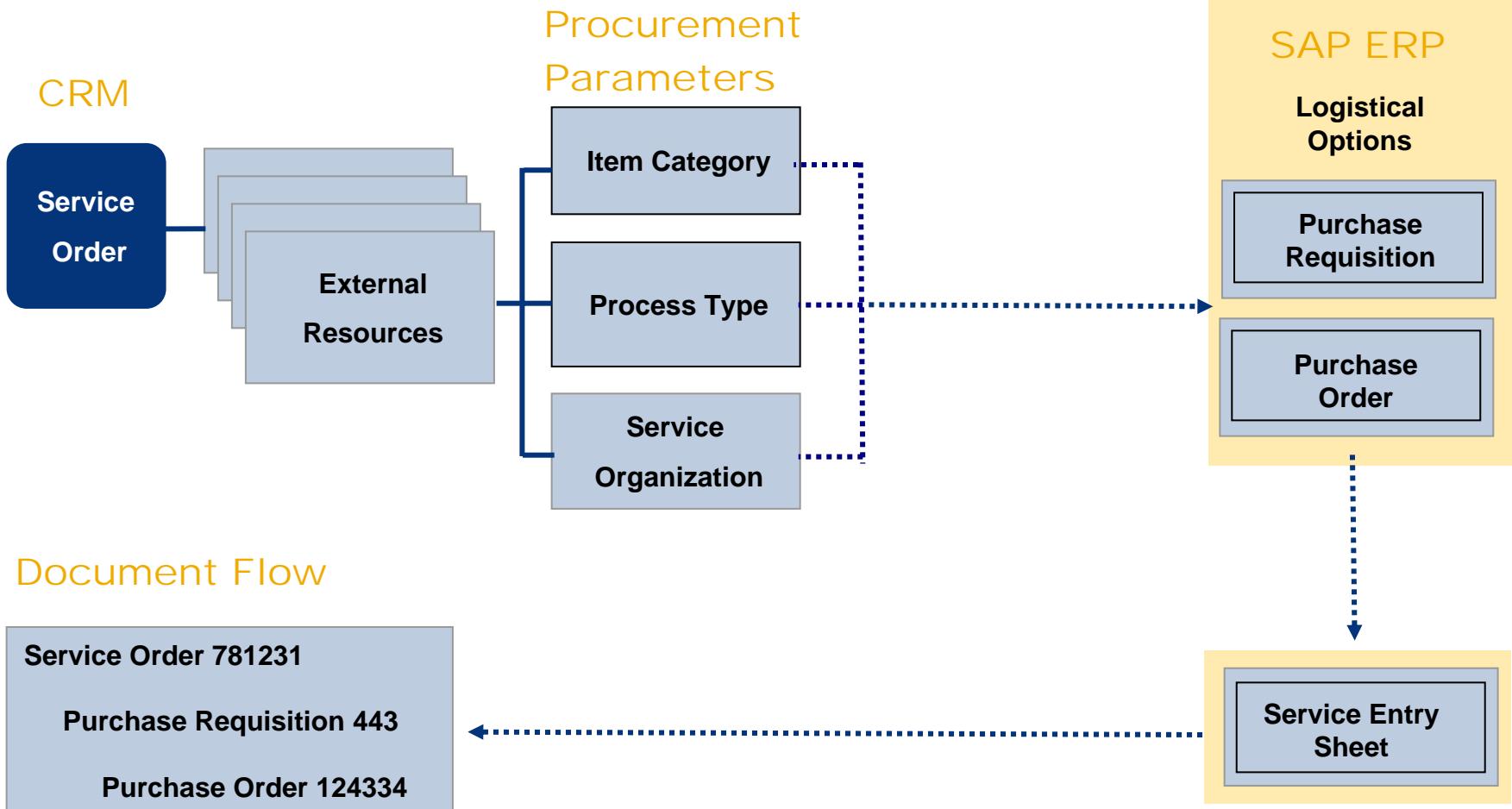
Logistics Integration

- Assures that spare parts and external resources for service order processing are available at the right place and time
- Allows the integration of third party service providers and suppliers
- Logistical Options
 - Spare Parts
 - Reservation
 - Purchase Requisition
 - Purchase Order
 - External Resource
 - Purchase Requisition
 - Purchase Order
- Processing status of the logistical processes carried out in SAP ERP can be monitored within the document flow of the service order

Logistics Integration: Spare Parts



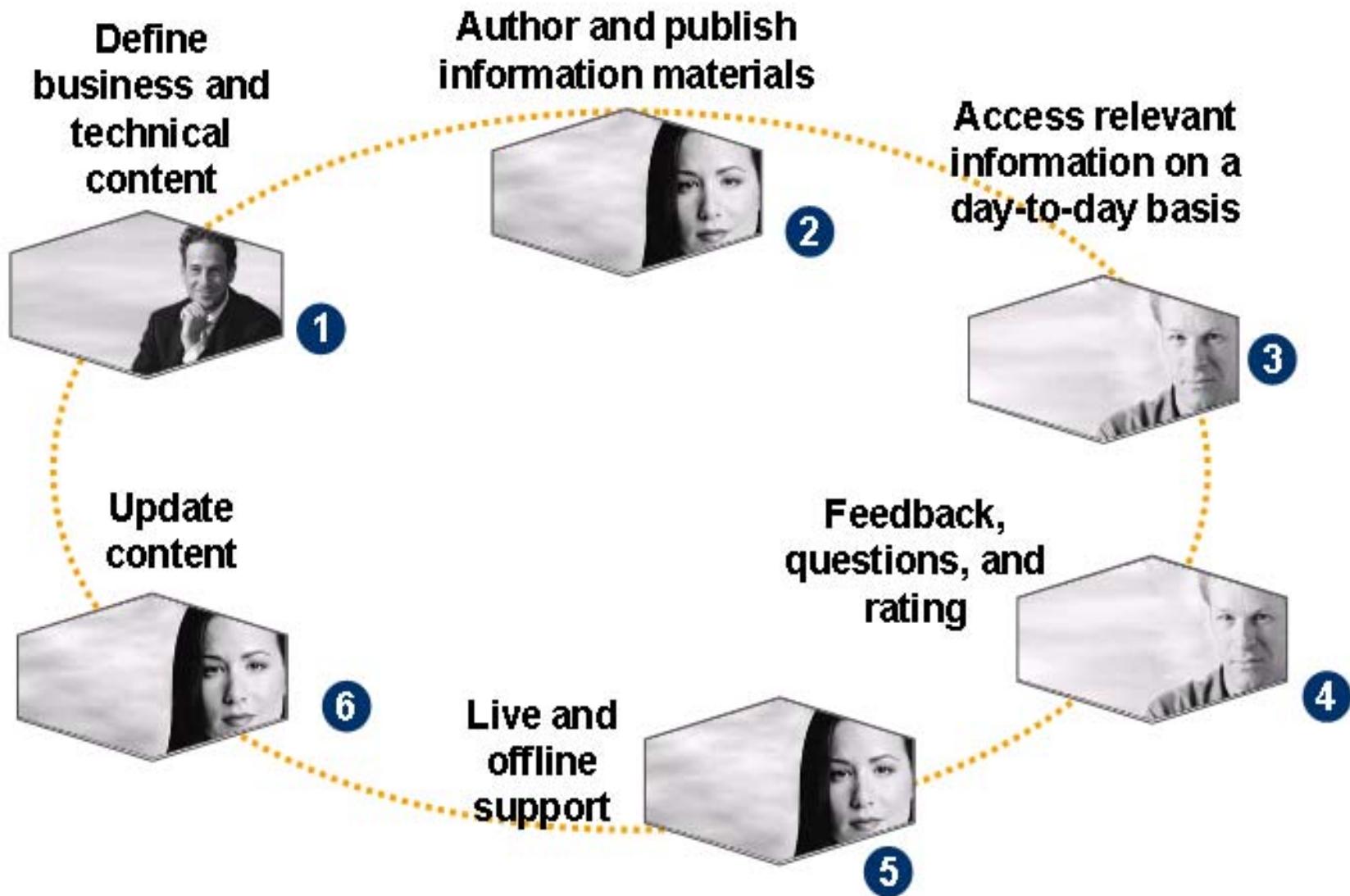
Logistics Integration: External Resources



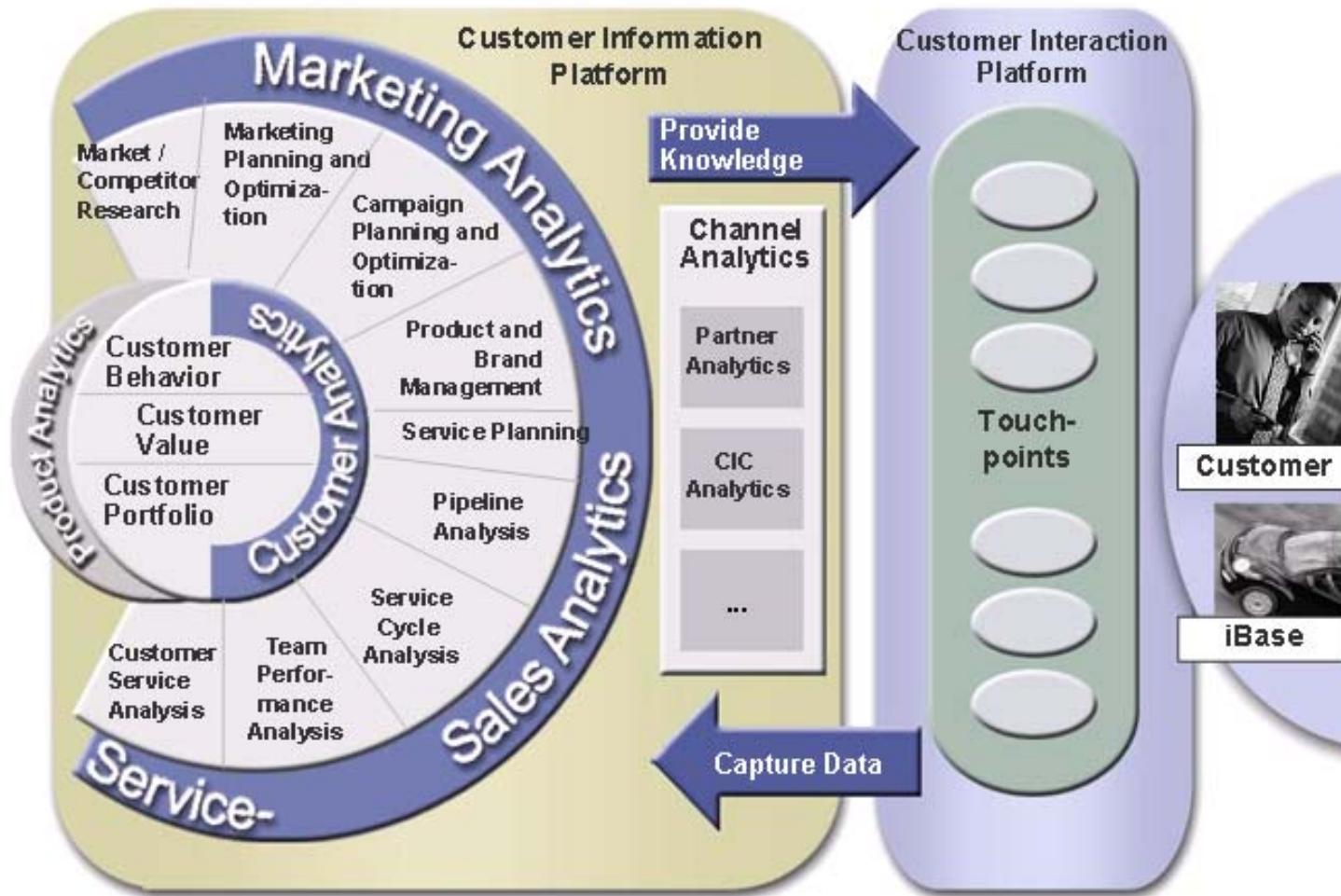
SAP CRM2007 – Sale of Services , Analytics



Knowledge Management - Scenario



Analytical CRM2007 – 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



Services & Product Analytics



Service Contract Analytics





Interaction Channel Analytics



SAP. SCM. APO - ADVANCE PLNG & OPTIMIZING .

VALUE PROPOSITION FRAMEWORK FOR EFL .



Available Benchmarking & Best Practices Surveys



CORPORATE SERVICES

Human Capital Management

Talent Management

Finance

Financial Compliance

Enterprise Health Check

Under Development:
Shared Services

SUPPLY CHAIN

SRM/ Procurement

Supply Chain Planning

Distribution Management

Warehouse Management

Manufacturing

Retail Merchandise

Enterprise Asset Management

Business Network Transformation

Under Development:
EH&S Compliance

Under Development:
S&OP

CUSTOMER LIFECYCLE

Order to Cash/
Contract to Cash

Customer Contact
Centers

Sales Effectiveness

Trade Promotion
Management¹

Channel Management¹

NPDI

BEST RUN IT

Total Cost of Ownership
(TCO)

Business Intelligence/
Analytics

Centers of Excellence

Organizational Change
Management

Value Realization

Winning the ERP
Marathon

AMR – Terabyte Survey

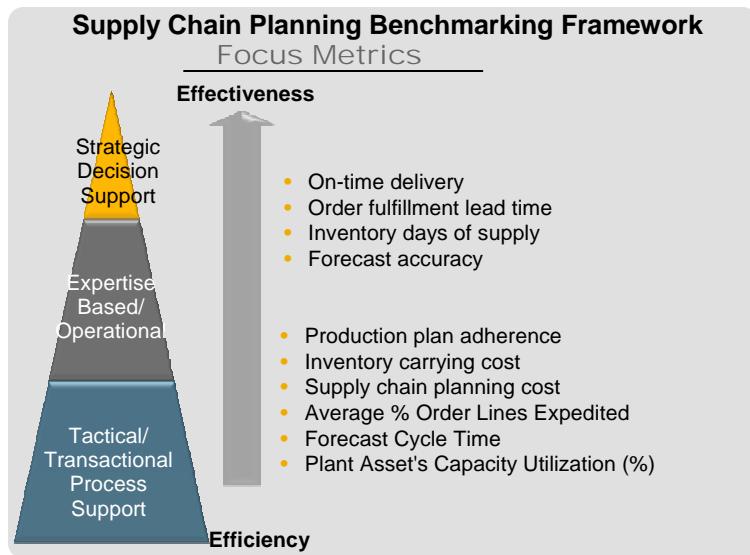
Enterprise Data
Management

IT Strategy

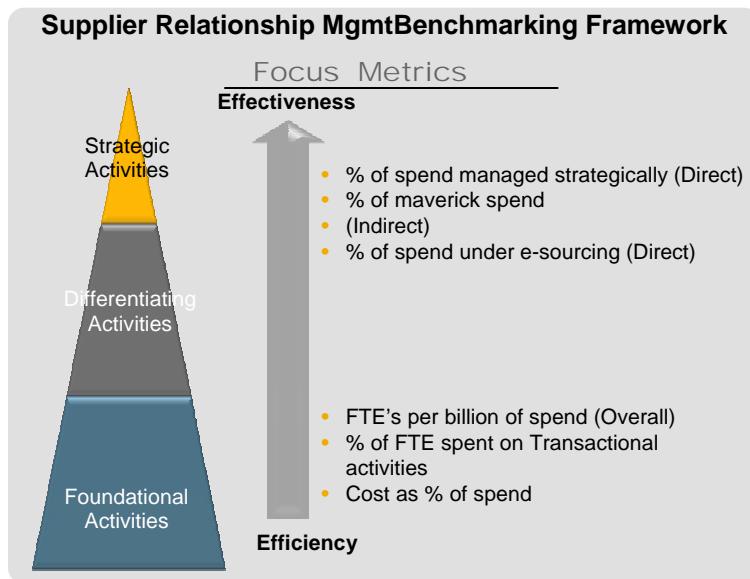
Note: 1) SAP owned surveys

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Best-Run Supply Chain Performance Analysis Framework

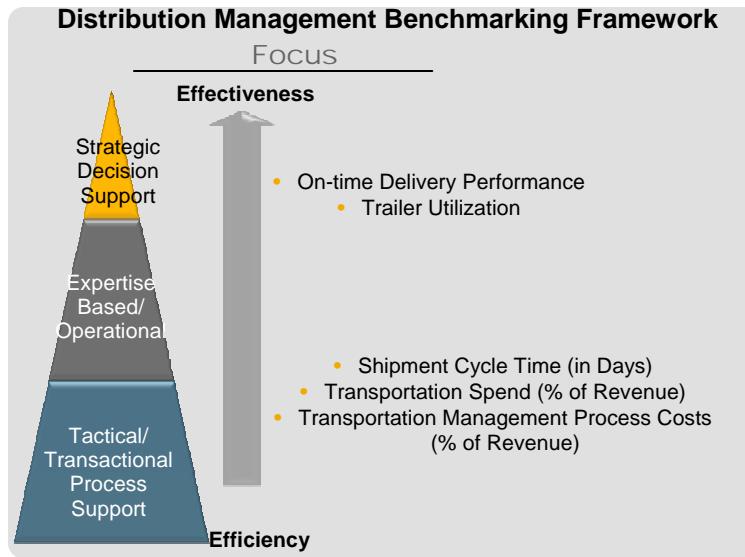


Metric	Overall		Consumer Products	
	Average	Q1	Average	Q1
On time delivery (% of total orders delivered)	86.01	97.68	88.64	98.30
Forecast accuracy	69.93	90.86	71.25	84.57
Inventory Carrying Cost (as a % of Revenue)	5.34	0.69	3.14	0.60
Inventory Obsolescence Cost (as a % of Revenue)	1.89	0.15	1.08	0.13
Inventory Days of Supply	87.52	25.25	83.78	28.12
Order Fulfillment Lead Time - MTS	14.1	1.36	14.96	1.45
Order Fulfillment Lead Time – MTO	41.51	6.13	42.71	6.39
Order Fill Rate (%)	77.98	98.13	79.12	98.8

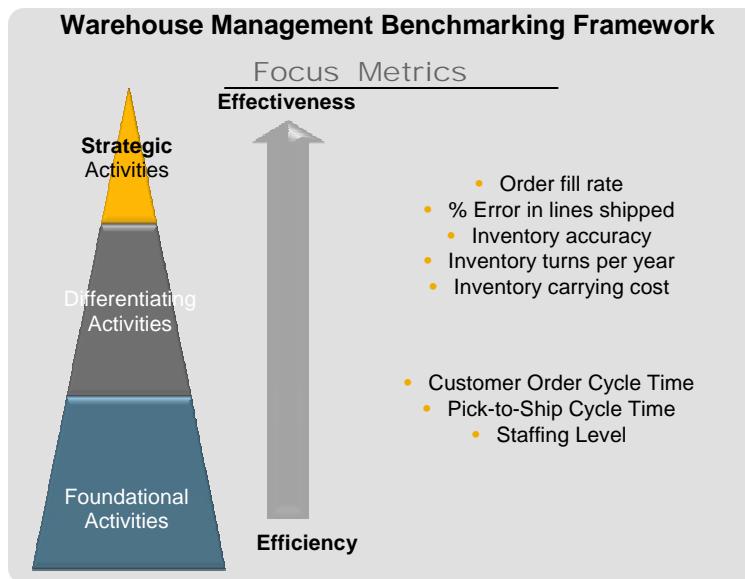


Metric	Overall		Consumer Products	
	Average	Q1	Average	Q1
% of spend managed strategically (Direct)	56.6 %	90.6%	71.2%	90.0%
% of maverick spend (Indirect)	17.0%	3.1%	28.3%	5.0%
Average Annual Savings in spend (as a % of Total Spend)	4.6%	9.6%	4.2%	8.3%
FTE's per billion of spend (Overall)	220.5	23.2	165.9	32.1
Cost as % of spend	1.2%	0.3%	0.5%	0.2%

Best-Run Distribution and Warehouse Management Performance Analysis Framework



Metric	Overall		Consumer Products	
	Average	Q1	Average	Q1
Transportation spend (% of revenue)	3.4%	0.5%	4.12%	0.79%
Non- Expedited spend (as a % of total spend)	92.1%	98.6%	89.9%	97.2%
Transportation Planning cycle time (in hours)	18.2	1.2	23.8	3.7
Shipments per load planner	41,900	1,34,487	23,288	53,819
Transportation Management FTE (per \$Billion in revenue)	17.0	1.4	13.5	2.1



Metric	Overall		Consumer Products	
	Q1	Avg	Q1	Average
Order Fill Rate	99.3%	93.0%	94.2%	83.3%
% Error in Lines Shipped	0.7%	12.1%	1.0%	8.5%
Inventory Accuracy	99.5%	94.7%	99.2%	97.0%
Inventory Turns per year	15.8	7.8	14.7	8.4
Customer Order Cycle Time	1.33	8.54	2.25	7.32
Overall Headcount Cost (% of revenue)	0.07	0.52	0.11	0.31

- GS1 Remove on-time delivery performance metric. Use expedited spend (% of total spend), trailer utilization, shipment cycle time.
Remove inventory accuracy - put pick-to-ship cycle time.

Ghosh, Sudakshina, 5/12/2008

Inventory Days of Supply



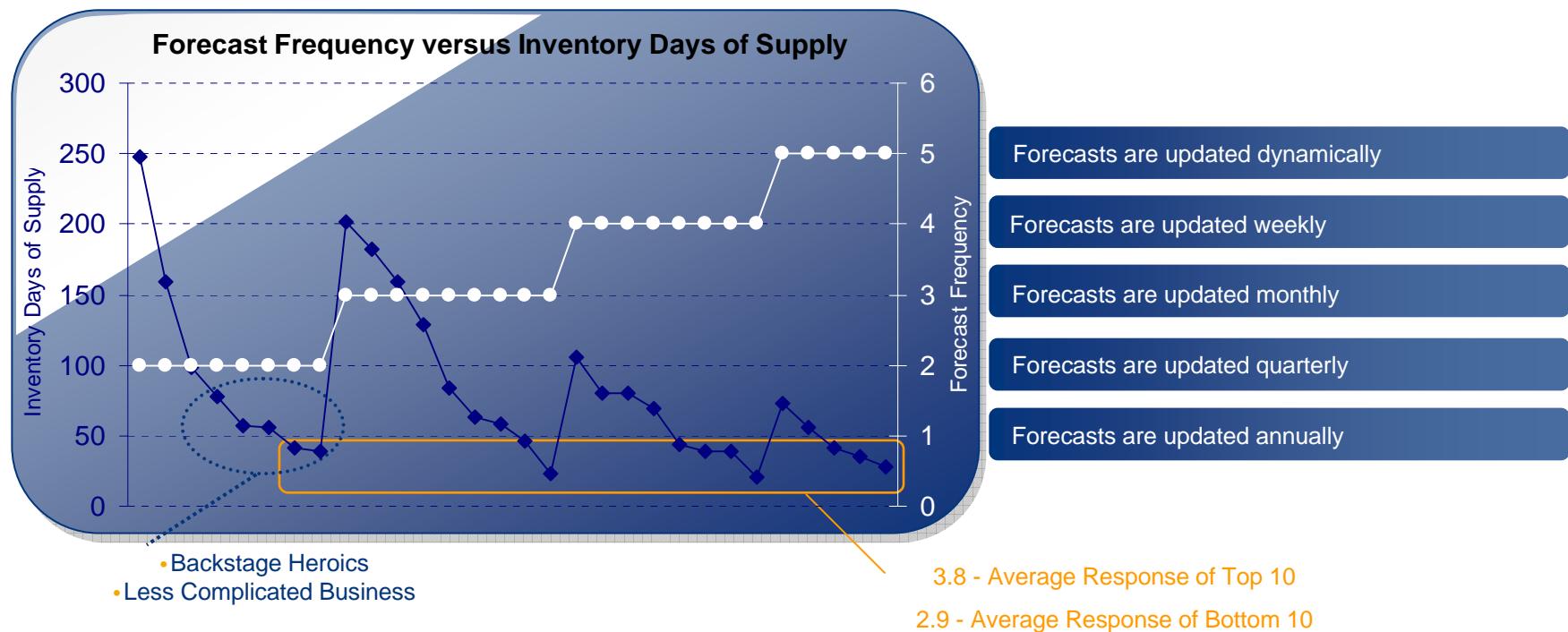
Best Practices with High Correlation with Inventory Days of Supply

Demand Planning and Forecasting	R ²
Forecasting – System: Robust forecasting system incorporating all types of demand history and automatic corrections for bad data on outliers. System has the capability to auto adjust for promotions and other events in the past as well as real time adjustments with notes attached for clarification	86%
Causal Forecasting: Raw forecast is adjusted for internal factors, such as price changes, sales plans, promotions, as well as external factors, such as customer input, competition, economic trends, regulatory considerations, and market trends	76%
Consensus Based Demand Forecasting Process: Each key business owner in the forecasting process has their own unique view of the forecast incorporating history, adjustment, methods, alerts and logic that allows them to optimize their forecast. All these views are merged into a single consensus forecasting workbench	74%
Inventory Planning	R ²
Inventory Planning – Methods: Sophisticated safety stock planning/ optimization capability, allowing for calculation of the optimal safety stock using service level, demand and supply variability	86%
Safety Stock Calculation Frequency: Safety stock calculations are dynamic and performed frequently	92%
Supply Planning	R ²
Supply Planning Frequency: Supply planning calculations are dynamic and performed frequently	71%
Supplier Collaboration	R ²
Collaborative Manufacturing Process: The process involves collaborating with the contract manufacturer on the PO which includes BOM and its components. The process may also involve collaborating with the component suppliers on the component requirements and providing visibility to the contract manufacturer on the component shipments to them	75%
Distribution Planning and Scheduling (Long Term Roadmap for EFL)	R ²
Inbound Transportation Planning - Raw Materials and WIP: Heavy use of automated rules-based or optimization driven dynamic routing, rating and scheduling plans featuring cross-dock, pool point and inbound/outbound pick/drop scenarios	74%
Outbound Transportation Planning - Finished Goods: Heavy use of automated rules based or optimization driven dynamic routing, rating and scheduling plans	81%
Transportation Planning – Integration: All processes and systems are integrated (Demand and Supply Planning, Order Management, Warehouse Management, Production Planning), collaborative framework with key carriers, freight forwarders, 3PL's, etc	84%

Best Practices – Forecast Frequency



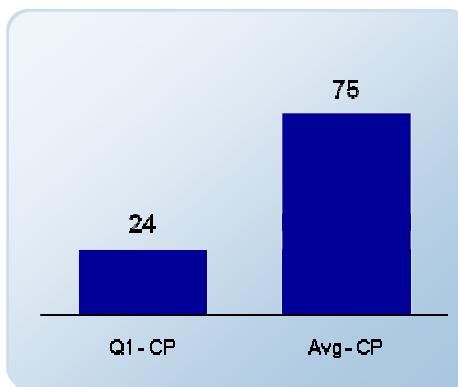
How a simple measure of forecast frequency impacts Inventory Das of Supply



Best Practice Adoption Drives Supply Chain Performance: Inventory Days of Supply



In this case, companies adopting more sophisticated methods of inventory planning tend to carry less inventory.



Inventory Days of Supply
(in Calendar Days)

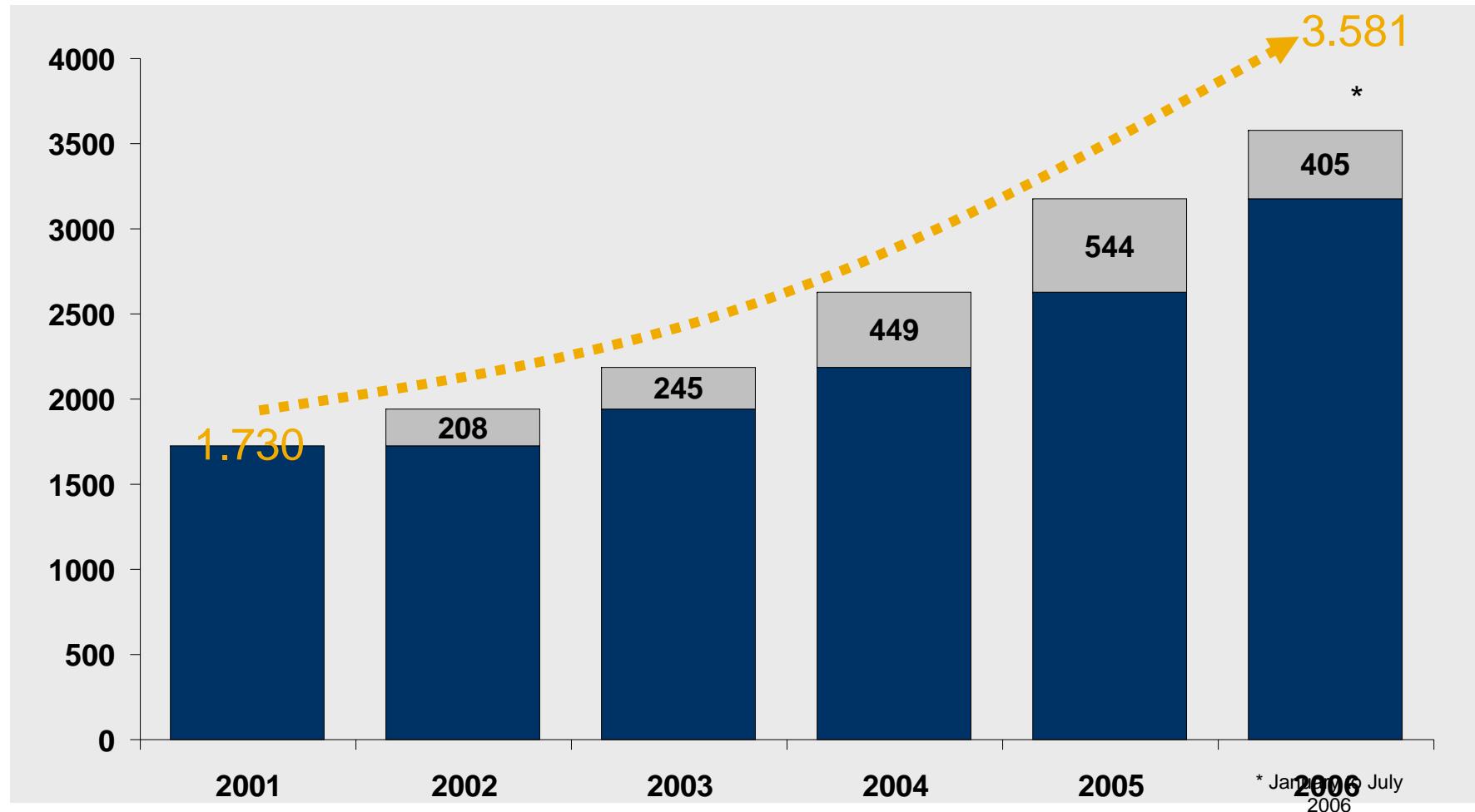
Inventory Days of Supply vs. Inventory Planning Methods



Best Practice Maturity Levels – Inventory Planning Methods

1. Do not have safety stock planning capability
2. Safety stock planning method is to define a fixed safety stock
3. Safety stock planning method is to define the safety days' supply required in any stocking location for a material and applying it in a static or time-dependent way
4. Safety stock methods can calculate and consider the variability on the demand and supply sides
5. Sophisticated, multi-echelon safety stock planning / optimization capability , allowing for simulations of the service level and forecasting error

CP Customers Growth (2001 – 2006 to date)



- New customer growth is accelerating
- Strong growth in the Midsize and Small Market
- Strong consumer products customer base driving development strategy

CP Industry Drivers



Macro-Economic Environment

- Consumer goods share of total spending
- Dynamic consumer preferences

Constrained Revenue Growth

Downward Margin Pressure

Reduced Operating Efficiency

Intense Competition

- SKU proliferation, Shorter product life cycles, compressed profit opportunity
- Increased trade promotion spending
- Consolidation and rationalization
- Declining consumer wallet, mind-share, loyalty
- Outsourcing of functions and processes

Increased Retailer Power

- Getting more control of pricing, promotion, point of sale, transaction, etc.
- Growing list of demands, e.g. RFID and 1Sync compliance
- Increase in market share of private label products
- Leading Retailers are driving shorter Order-to-delivery

Implications – on your Ability to Achieve Profitable Growth



Only 16% manufacturer's TPM
promotions turn a profit



6% –up to 20% during promotions
12% out-of-stock

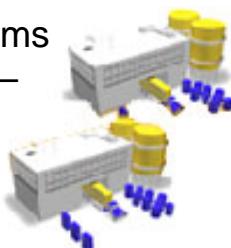


Forecast accuracy 50-70%
Customer order fulfillment 80%

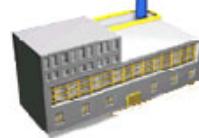


70% to 90% of new
product launches fail.

Over 35,000 new items
will be introduced –
the vast majority
will fail



Average of 62 days of supply
in inventory



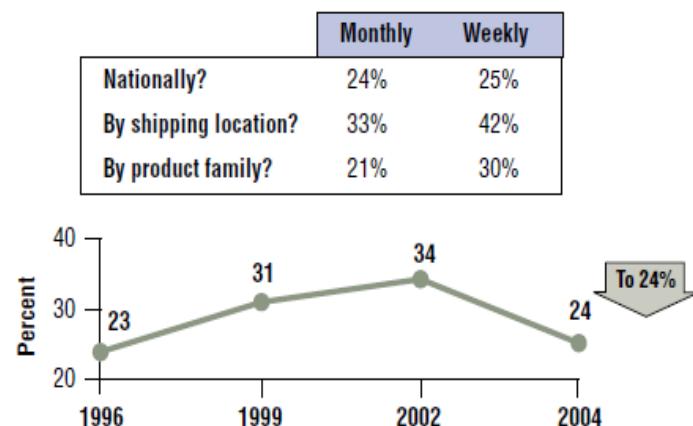
More than 53,000
advertised brands exist in CP.

\$1T in inventory across the
entire value chain results in
average customer fill rate of 70%.

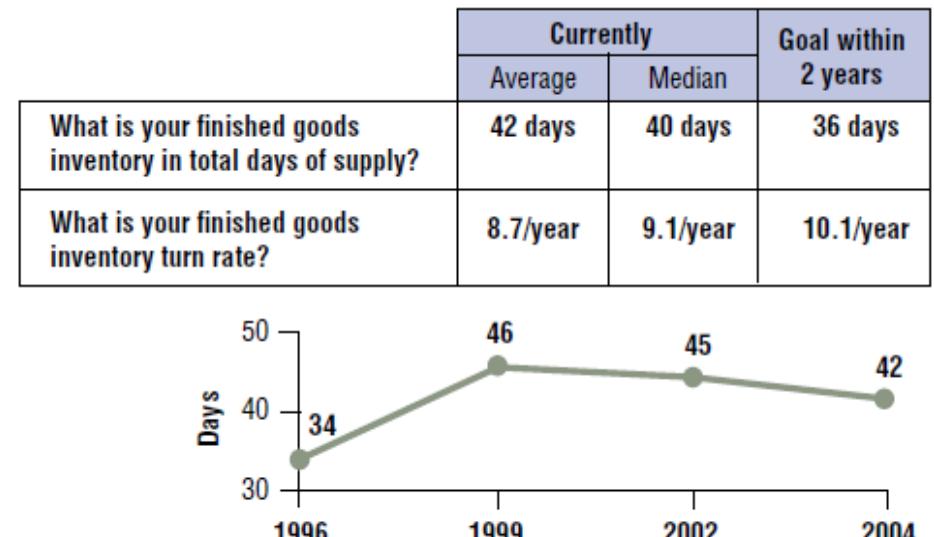
More Products – Causing More Supply Chain Headaches



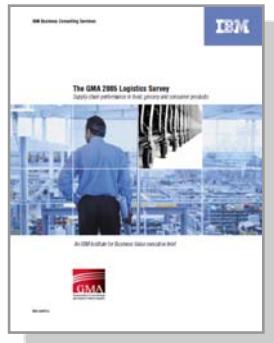
What is your average monthly forecast measured as Mean Absolute Percentage Error (MAPE)?



Source: GMA 2005 Logistics Survey.



Source: GMA 2005 Logistics Survey.



“Turns are lower than desired, in part due to the proliferation of custom items and item configurations demanded by retailers (which are more difficult to forecast) and potentially to a lack of point-of-sale information to determine replenishment requirements of faster-turning items.”

To Grow, Companies Need to Achieve Conflicting Goals

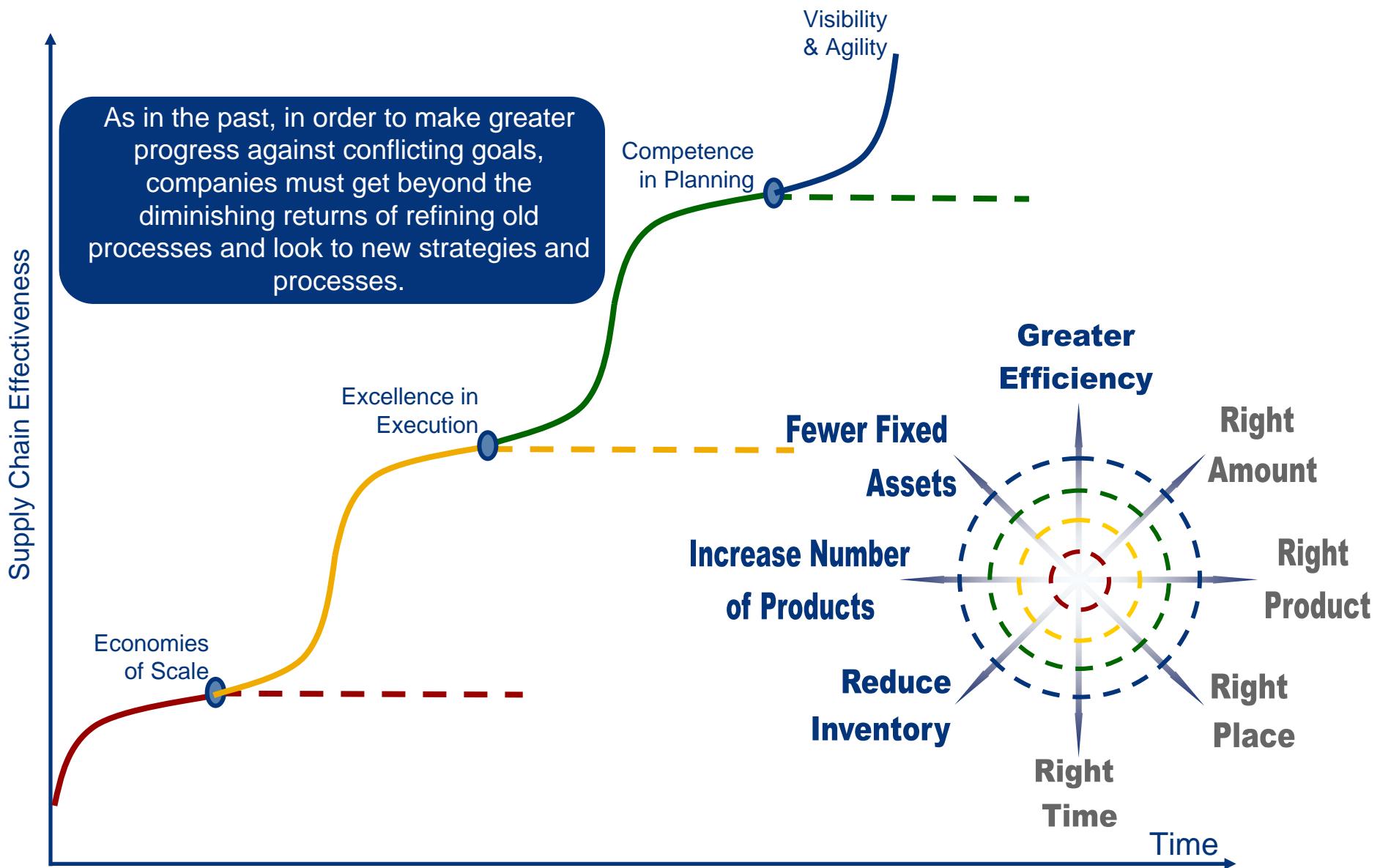


VP Operations



VP Sales & Marketing

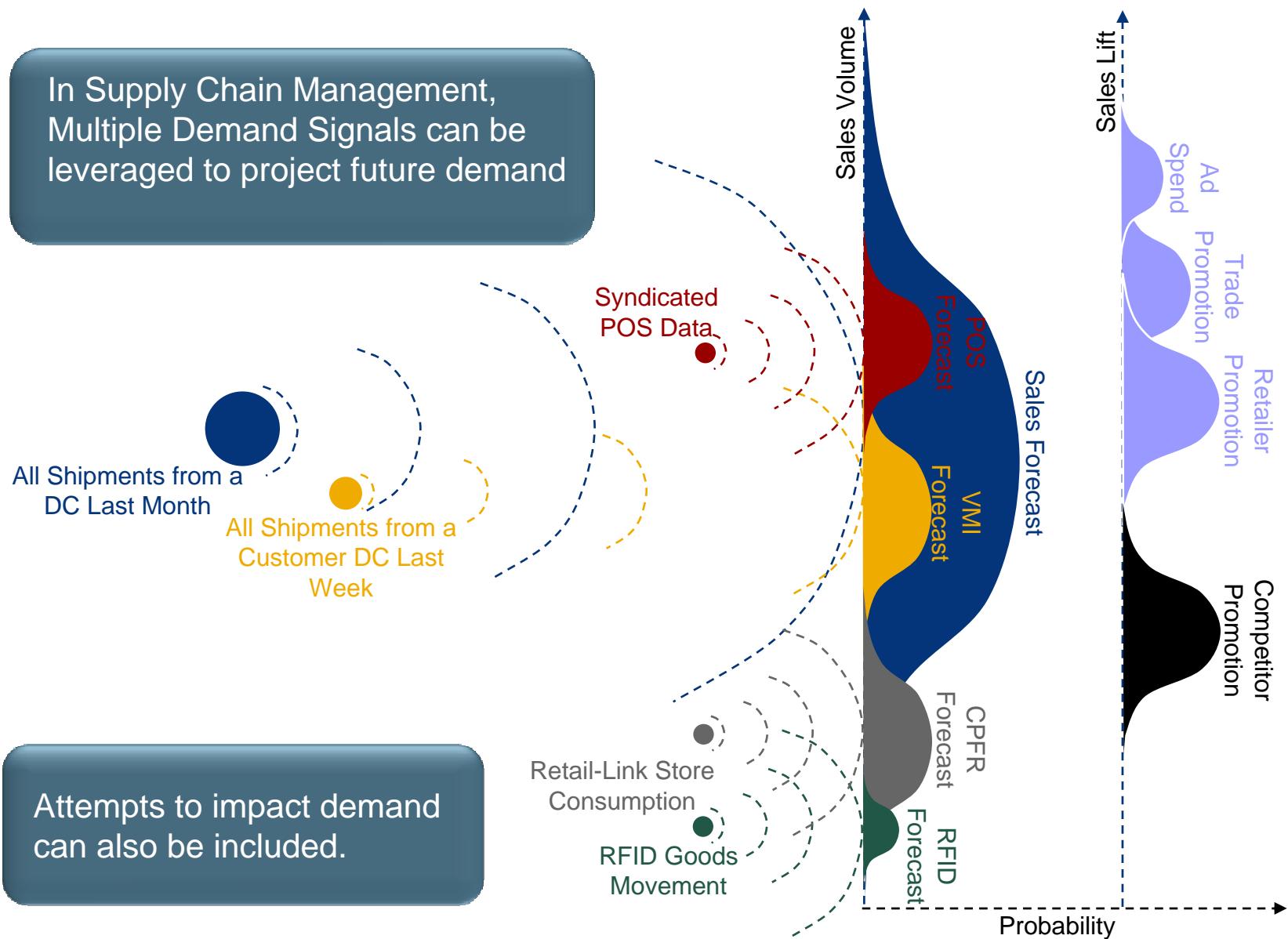
Achieving Conflicting Goals Requires a Paradigm Shift



Multiple Sources Echo the Demand Signal.



In Supply Chain Management,
Multiple Demand Signals can be
leveraged to project future demand

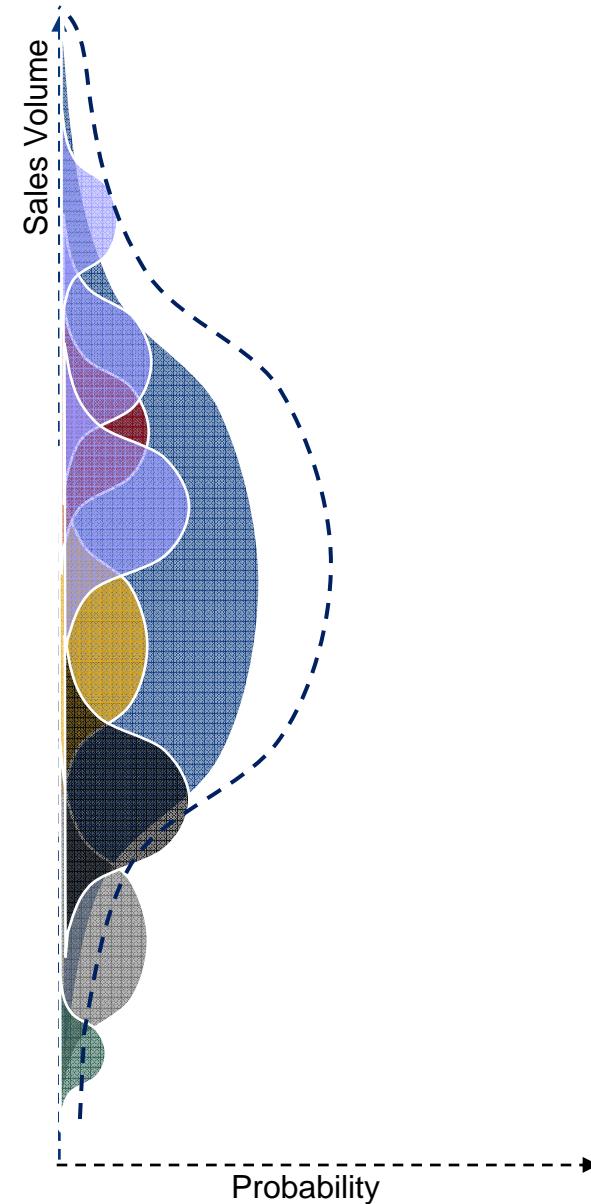


Multiple Sources Echo the Demand Signal.

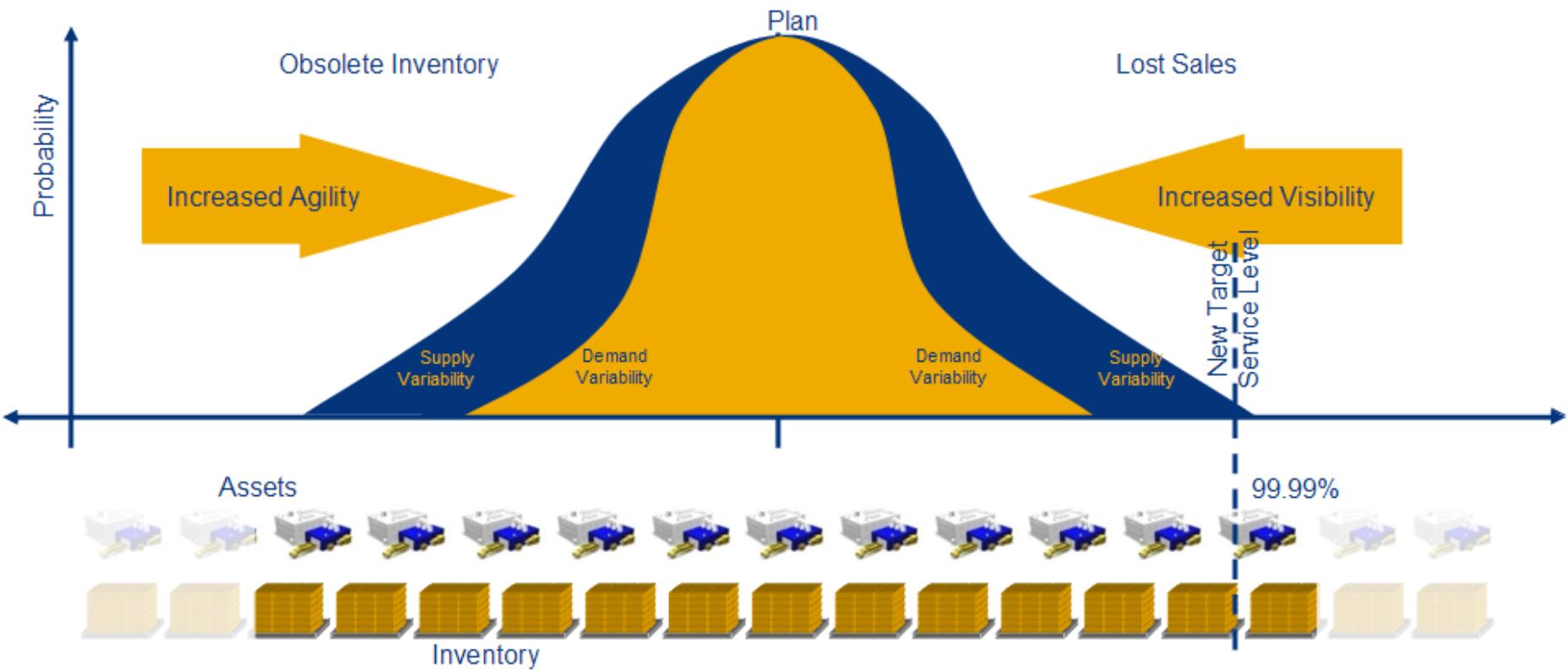


Until all of these Demand Signals are seen together by everyone, each executive knows part of the situation, but all of them are wrong.

Only SAP delivers solutions which offer a comprehensive view of the individual signals to everyone in the supply chain...and then brings the comprehensive view of the supply chain to the rest of the organization.

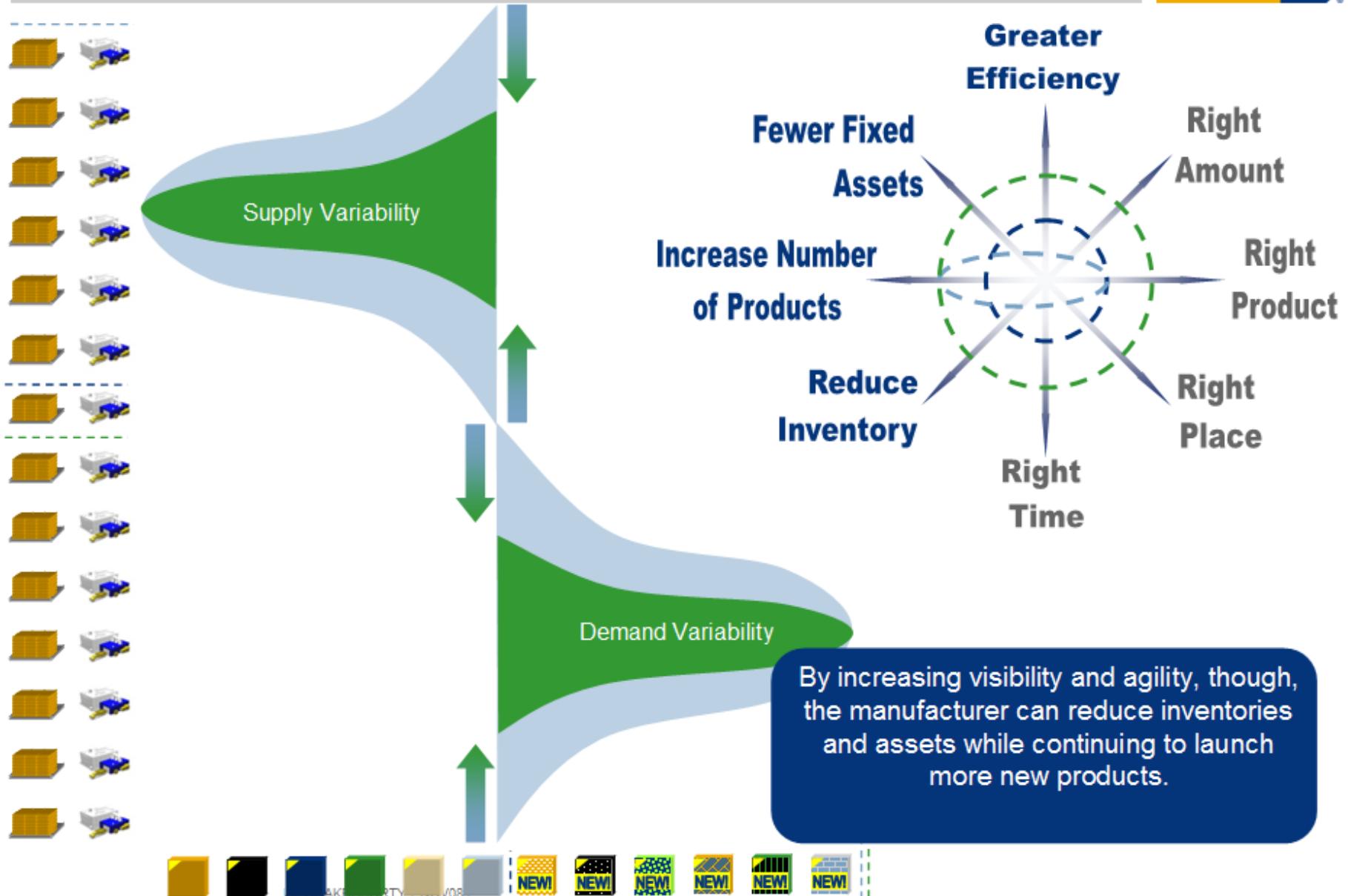


By Increasing Visibility and Agility, Variability Is Reduced

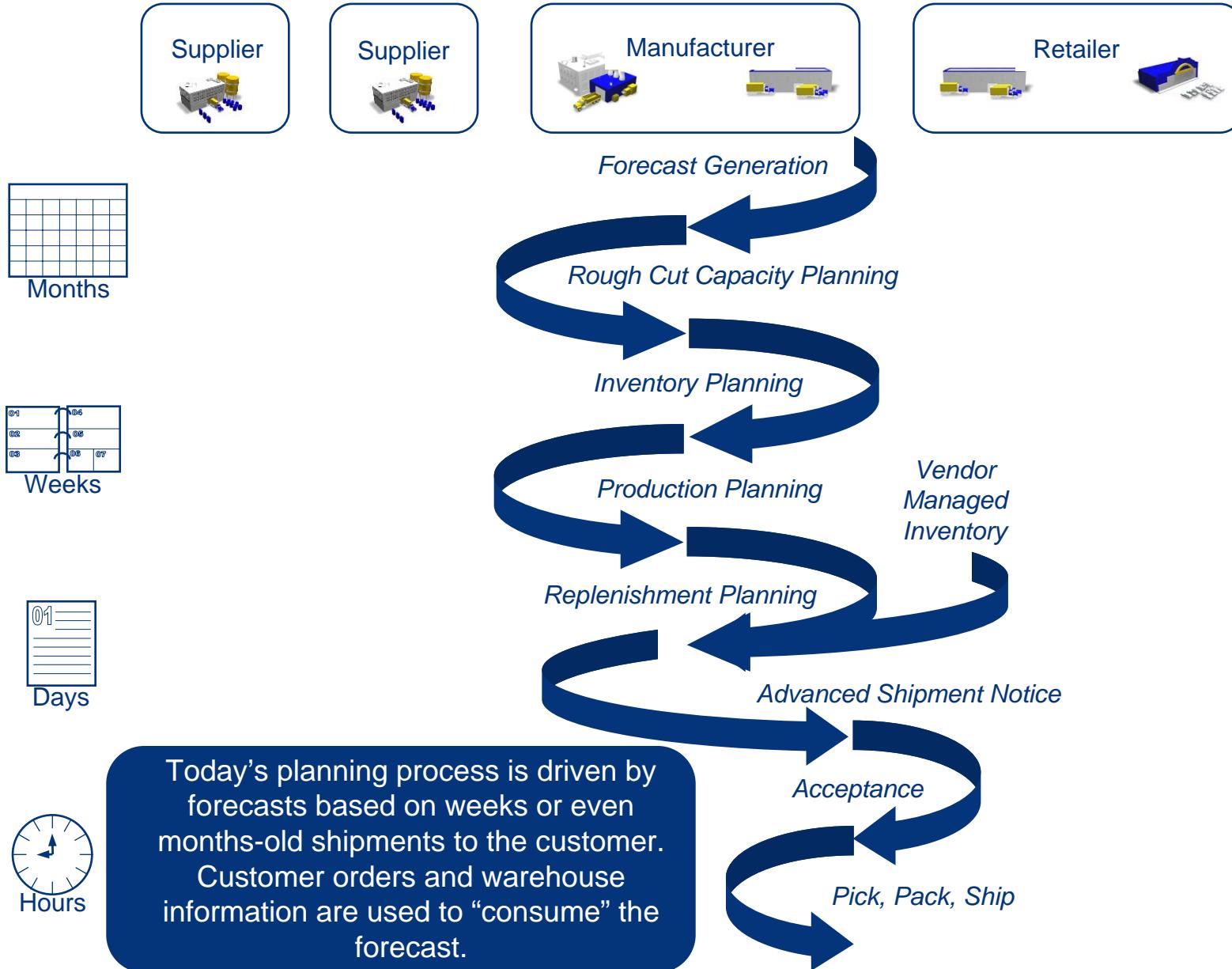


In the case of Demand Driven Supply Networks, companies need to get beyond forecast accuracy and asset utilization to get to increased visibility and agility.

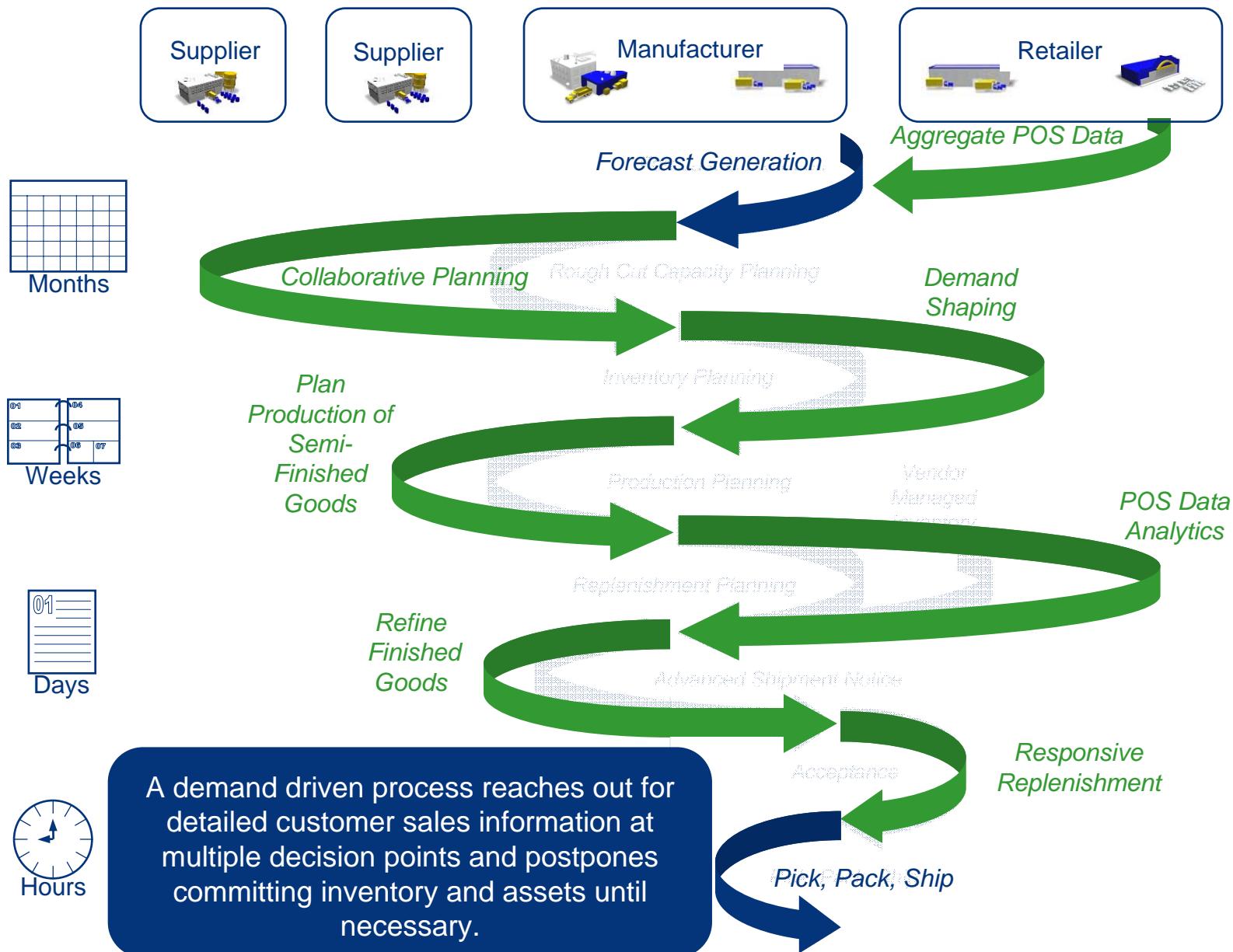
Increasing Visibility and Agility Expands Capabilities



Example... Forecast Driven Planning Process



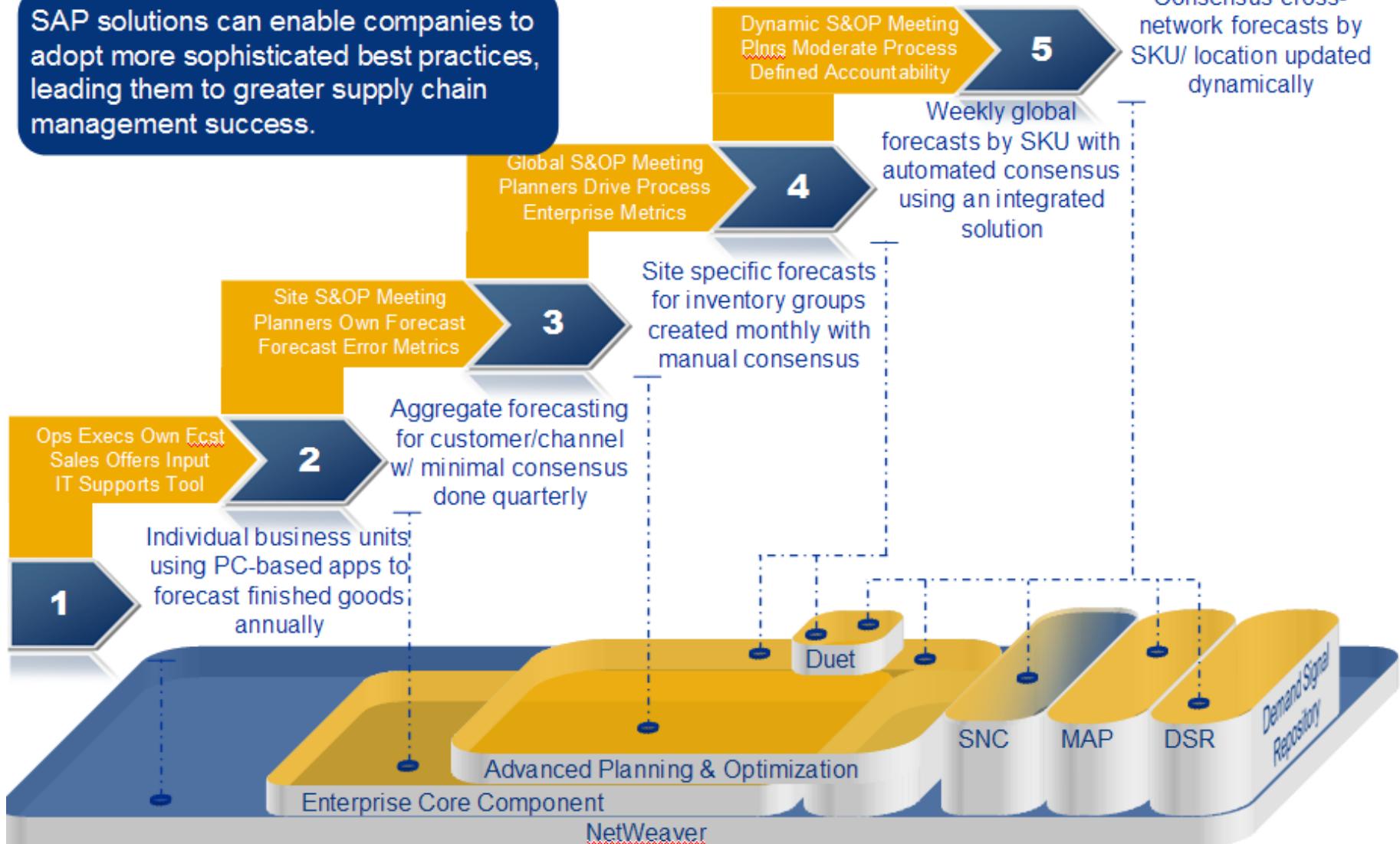
Example ... Demand Driven Process



Demand Planning Evolution



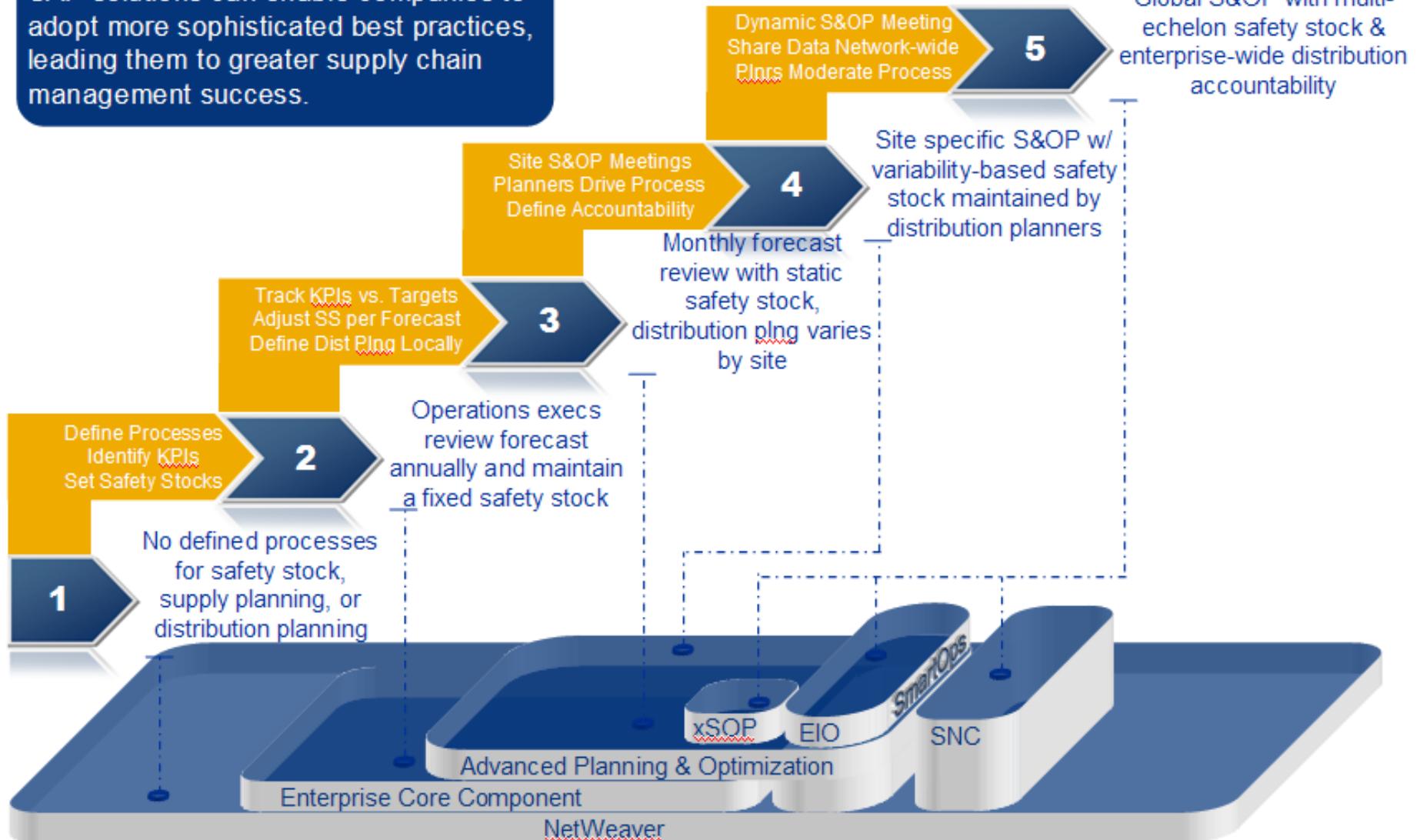
SAP solutions can enable companies to adopt more sophisticated best practices, leading them to greater supply chain management success.



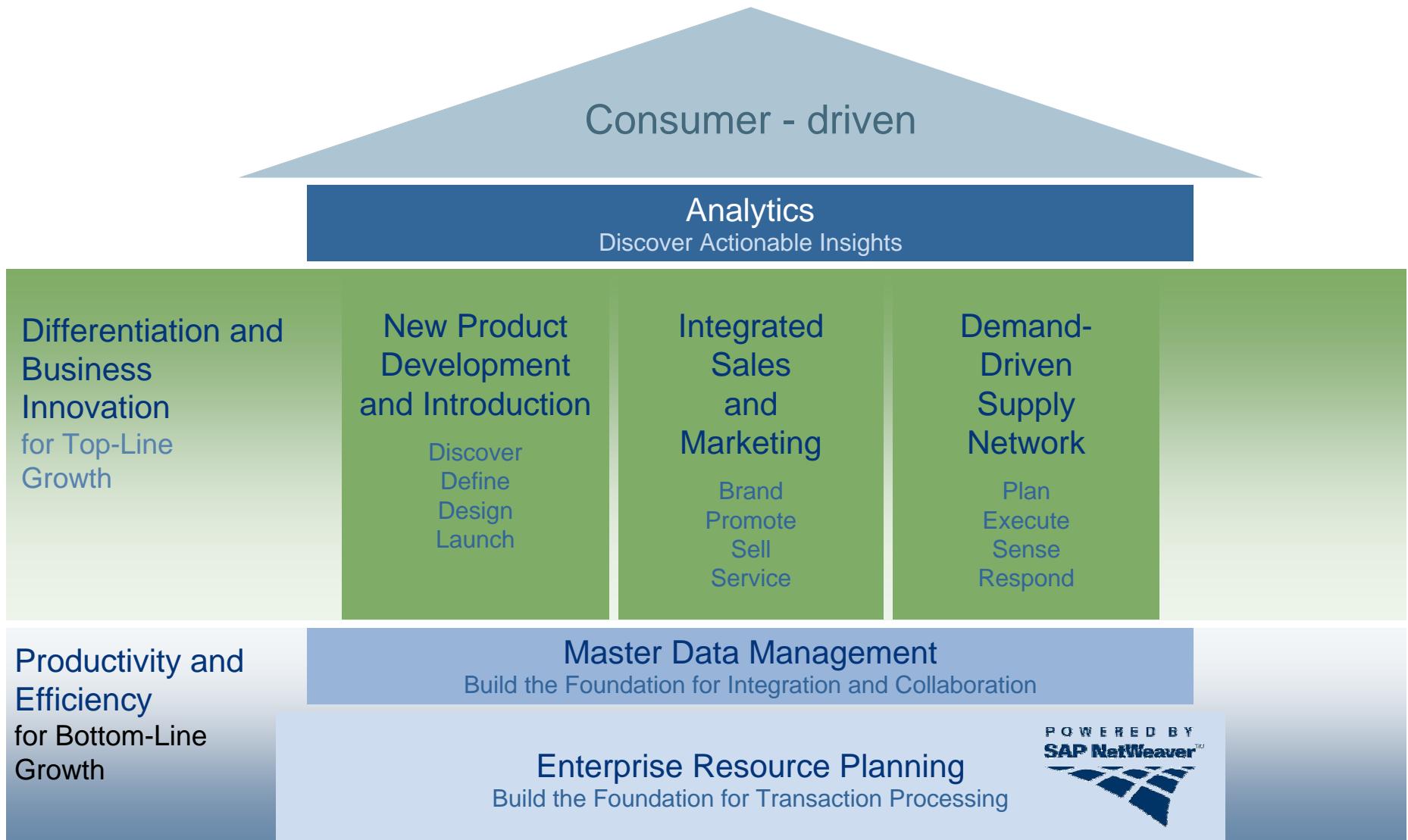
Supply Planning Evolution



SAP solutions can enable companies to adopt more sophisticated best practices, leading them to greater supply chain management success.



SAP Responds to these Challenges by Providing the Adaptive Business Network



Strategic CP Reference examples...



Consumer - driven



Analytics



Differentiation
and
Business
Innovation
for Top-Line
Growth

New Product
Development
and
Introduction



Integrated
Sales
and
Marketing



Demand-
Driven
Supply
Network



Productivity
and
Efficiency
for Bottom-Line
Growth

Master Data Management



Enterprise Resource Planning



Source: Customer Value and Reference Services, Year End 2005

Value Delivered with ... Productivity Enhancements



Enterprise Resource Planning

Human Capital Management

*Kellogg's, Procter & Gamble, Scotts,
Coca-Cola Enterprises*

Finance

*Nestle, Coca-Cola Enterprises,
Procter & Gamble, Scotts*

Information Technology

All SAP CP Customers

Tangible Benefits*	% impact
Operating cost	
■ Improved HR staffing productivity	15-35%
■ Enhanced employee self-service	25-45%
■ Enhanced manager self-service	15-40%
■ Improved payroll processing	15-75%
■ Enhanced eLearning	25-50%

Tangible Benefits*	% impact
Operating cost	
■ Improved Budgeting	15-45%
■ Improved consolidation	35-80%
■ Improved financials staffing	5-9%
■ Enhanced closing and calculation times	10-15%
■ Improved reporting	5-10%

Tangible Benefits*	% impact
Operating cost	
■ Improved IT Staffing	8-12%
■ Decreased legacy systems and interface costs	10-30%
■ Reduced application development costs	10-30%
■ Decreased IT reporting costs	25-75%

* Source: Benchmarks from SAP Value Engineering and SAP customer experiences

Value Delivered with ...

Business Innovation



Integrated Sales and Marketing

ConAgra, Kimberly-Clark, Brother, Colgate-Palmolive

Supply Chain Management (Lean, Demand Driven)

Nestle, Colgate-Palmolive, Procter & Gamble, General Mills, Cadbury

New Product Development and Introduction

Kimberly-Clark, Conair, SC Johnson, Kelloggs, Gillette

Tangible Benefits*	% Impact
Revenue	
▪ Increase in sales: promotion & turn	3-5%
▪ Reduction in out-of-stocks	10-40%
Operating cost	
▪ Reduction in fund overspend	0-5%
▪ Improvement in trade spend efficiency	1-10%
▪ Reduction in forward buying	5-10%
▪ Fewer deductions	40-70%
▪ Reduction in manual work	15-20%
Working capital	
▪ Reduction in inventory levels	3-5%
▪ Reduction in re-allocation of FG	10-20%
▪ Reduction in outstanding payments	5-40%

Tangible Benefits*	% impact
Revenue	
▪ Increased fill rates – reduce OOS	3-10%
Operating cost	
▪ Decreased inventory carrying costs	10-20%
▪ Increased production efficiencies	1-5%
▪ Decrease freight costs	5-15%
▪ Improved personnel productivity	7-12%
▪ Obsolescence/waste reduction	35-50%
Working capital	
▪ Reduction in inventory levels	7-15%
▪ Improved asset utilization	10-15%

Tangible Benefits*	% impact
Revenue	
▪ Increase in new product sales	2-20%
▪ Improvement in time-to-market	20-30%
▪ Improved quality of new products	30-40%
Operating cost	
▪ Reduced errors and rework	5%-25%
▪ Cycle time reduction	30-50%
▪ Reduction in direct material costs	2-5%
Working capital	
▪ Reduction in inventory levels	3-5%
▪ Improved capacity utilization	5-10%
▪ Reduction in warranty and returns allowances	10-20%

* Source: Benchmarks from SAP Value Engineering and SAP customer experiences

SAP Consumer Products Customers ... outperform their Peers



2005 YTD Performance Highlights

Prepared and Certified by: **Stratascope®**
Incorporated

KPI	SAP Customers Performance	Non-SAP Companies Performance	Key Performance Difference Relative To Companies Not Using SAP
Return On Capital	9.1%	8.0%	Delivering a 14% better return on capital
Profitability	10.8%	8.8%	23% more profitable
Cost of Goods Sold (COGS)	59.7%	63.8%	Controlling COGS 6.5% better
Days In Inventory (DII)	76 Days	100 Days	Holding 24 fewer days in inventory

Key Average KPI Trends Over Last Three Years (2003 – 2005 YTD)

KPI	SAP Customers Performance	Non-SAP Companies Performance	Three Year Trend Relative To Companies Not Using SAP
Fixed Asset Utilization Trend	4.2% Improvement	3.3% Improvement	Improving fixed asset utilization 26% faster
Profitability Trend	2.3% Improvement	0.1% Degradation	Increasing Profitability while others are decreasing margins
Days Sales Outstanding (DSO) Trend	1.4% Degradation	2.5% Degradation	Controlling collections creep 43.5% better

Success Story: Hershey



HERSHEY'S

"By aligning our information technology initiatives with Hershey's overall business strategy, our information systems have become a catalyst for achieving the corporation's strategic objectives."

George Davis
Vice President and
Chief Information
Officer
Hershey Foods, Inc.

"Our keys to success were strong Hershey program management and executive leadership, diligent planning, and near flawless execution"

Joe Zakutney
Director
Hershey Foods, Inc.

SITUATION

- In 1999, Hershey stumbled while rushing to complete an enterprise systems overhaul, with a new SAP implementation at its core. Basic order management and fulfillment processes broke down, causing the company to fail to meet many retailers' orders. The immediate impact was about \$150 million in lost sales for the year. The damage to sales and retailer confidence lingered into early 2000.

SCOPE

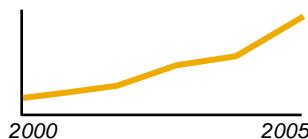
- In July 1999, Hershey went live on the last phase of the project. This included the order-to-cash process in SAP, Manugistics for TM, forecasting and DRP, Siebel for promotions management and Hershey developed EDI links to its third-party warehouses and transportation providers.

POST-MORTEM

- What Went Wrong:
 - The Big Bang** - The overriding problem appears clear: Hershey was simply trying to do too much at once.
 - What Went Wrong: Unentered Data** - How could Hershey lose track of inventory so badly that it couldn't fill orders in 1999? Specifically, the problem was that Hershey had devised informal mechanisms for dealing with the tremendous buildup of inventory to prepare for the holiday rush. "Hershey had always over the years been very good at crisis management, and they would put candy everywhere they could to store it in anticipation of this peak season. They weren't used to having to tell the computer about that," Stenger says. This "surge storage" capacity included warehouse
 - What Went Wrong: No Leadership** - the issue in 1999 so much as a lack of management understanding of how much effort, both in systems development and organizational change, would be required for success.

CURRENT STATUS

- Hershey's Information Systems/Services are a strength and we are well positioned to help enable many of the 2004-2006 initiatives:
 - Centralized, consolidated and standardized
 - 95% of all business transactions run through integrated packaged application software
 - Software is current and supported by trained and knowledgeable teams
 - The Infrastructure organization is rated either "best in class" or in the top quartile by Gartner Measurement against Peer Benchmarks
- Stock Performance:



Hershey stock has risen approximately 88% in the past 5 years

Success Story: Colgate Palmolive



COLGATE-PALMOLIVE

New technology, such as SAP, has given Colgate a competitive advantage. We have been a leader in using SAP software to drive business efficiency and to make more information-based decisions in real time. Now we are starting to achieve savings from a second generation of applications that capitalize on SAP's capabilities outside the supply chain, in areas such as marketing, customer service, demand forecasting, human resources and others.

Bill Shanahan,
President, Colgate
2003 Annual Report

PROCESS IMPROVEMENT GOAL

- Create a stable, sustainable transaction backbone
- Enable global standardization
- Improve retail service levels
- Increase responsiveness
- Leverage newer applications to push best-practices across the business, create continuous improvement.

WHY SAP WAS SELECTED

- Stable transaction platform – integrated nature of the information platform.
- Global presence / deployment experience
- Ability to use applications across multiple businesses, geographies.
- Valued the benefits of strategic partnership

SAP PROJECT OVERVIEW

- An early adopter of SAP in 1994, the initial focus was on creation of a stable transaction platform in the areas of finance, manufacturing operations and order-to-cash.
- As SAP has expanded software capability, Colgate has traditionally been an early adopter in areas such as:
 - Demand planning to supply network planning, to demand-driven supply network management
 - Call center management, to trade management, to integrated sales and marketing
- Implementation in 50+ countries

PUBLISHED PROCESS IMPROVEMENT SAVINGS

- Colgate has published numerous mentions in its annual reports since 1997 of the ability to operate at a reduced operational cost (i.e., most often mentioned in reduced COGS) due to their use of SAP as a primary information source.
- Improved order fulfillment to 95%
- Reduced cycle times from 5 days to 1 day for VMI replenishment

Success Story: Colgate Palmolive (*Cont'd*)



 COLGATE-PALMOLIVE	<p>KEY PROJECT LEARNINGS</p> <ul style="list-style-type: none">■ Phased rollout validated process improvements and benefits■ Business process changes that preceded implementation were necessary <p>RISK MITIGATION STRATEGIES</p> <ul style="list-style-type: none">■ Organizational commitment■ Clear definition project strategies and resources required■ Early identification of risk factors <p>SAP CAPABILITIES IMPLEMENTED</p> <ul style="list-style-type: none">■ Executive reporting and analytics■ Integrated supply chain planning■ Supplier collaboration and relationship management■ Call centers■ Business Analytics■ Field Sales / Account Management■ Portfolio Management■ Trade Promotion Management (in Pilot Phase) <p>STAGES OF PROCESS IMPROVEMENT</p> <ul style="list-style-type: none">■ 1994 – Implemented SAP r/3 to establish global business platform■ 1999 – Deployed SAP Supply Chain Management to support global supply chain initiatives- continuing to implement new aspects of supply chain management – moving towards Demand-Driven Supply Network capability.■ 2001 – Implemented SAP CRM Sales, Analytics and Call Center <p>PARTNERSHIP WITH SAP</p> <ul style="list-style-type: none">■ Corporate commitment to SAP platform and integrated business suite■ Access to development and implementation resources■ Shared experience and expertise to deliver business- critical capabilities
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Success Story: Kellogg



"The difference now is that IT is not the only driving force. We do not have IT projects, we have business projects."

Ray Shei
Chief information Officer for Kellogg,

PROCESS IMPROVEMENT GOAL

- Move to common information platform to enhance ability to run a global business.
- Synchronize Kellogg's global supply chain
- Reduce time to market for new products
- Improve corporate margin performance

WHY SAP WAS SELECTED

- Perceived 'best in class' functionality across a broad range of business functions
- Experienced implementation resources
- Early success at Keebler
- Cited as one of top 5 reasons for acquisition by Kellogg's in 2001 – given prior failed attempts with other technologies.

PUBLISHED PROCESS IMPROVEMENT SAVINGS

- Keebler was able to reduce IT development staff headcount by 50% and redeploy into business.
- Closely held results and Kellogg's continues to invest in SAP

SAP PROJECT OVERVIEW

- Initial SAP implementation started with Keebler in 1993. Starting with base transactions systems (i.e., finance, order-to-cash, procure-to-pay, manufacturing).
- Keebler implemented SAP Supply Chain Management in 1999.
- Kellogg's acquired Keebler in 2001, citing their IT applications as one of their top 5 reasons for the acquisition. This was after 5 years of unsuccessful attempts and significant expense incurred to co-develop business applications with another technology provider.
- All of Kellogg's domestic businesses were brought onto an SAP platform by 2003.
- Kellogg's International businesses were brought onto an SAP platform by mid-year 2004.
- Additional functionality deployed to support growing needs in Sales & Marketing processes

Success Story: Kellogg's (Cont'd)



KEY PROJECT LEARNINGS

- Business-driven, not IT driven.
- Location by location deployment led to helped speed implementation
- Senior executive level support and engagement was critical to success

RISK MITIGATION STRATEGIES

- Needed to source the project with the right number and type of people
- Project required experienced IT and support staff
- Reliance on technology and implementation partners

SAP CAPABILITIES IMPLEMENTED

- Base transactions systems (i.e., finance, order-to-cash, procure-to-pay, manufacturing).
- Supply chain management
- Customer collaboration
- Sales & Operations Planning
- Product Lifecycle Management
- Business Analytics
- eCommerce
- Sales and Management Reporting

STAGES OF PROCESS IMPROVEMENT

- 1994 – Implementation of r/3 at Keebler
- 2001-2003 – Deployed SAP to all business units of Kellogg's North America
- 2004 – Expanded SAP coverage to Europe with a 6 month implementation

PARTNERSHIP WITH SAP

- Interface with SAP experts with knowledge transfer to appropriate Kellogg's IT staff
- Early adopter of SAP SCM, CRM capabilities

Success Story: General Mills



"We have a very wide footprint in SAP. We probably have one of the largest applications of SAP, and we find it a very powerful solution. Any time that we have a challenge, like Radio Frequency Identification, which is the latest hot button in the industry, we look to SAP first. We find that SAP provides us the platform that can handle most new business processes issues as they confront us. SAP has been an excellent partner in helping us through the business challenges we have faced during the last decade."

Phil Semmer
CIO of General Mills

PROCESS IMPROVEMENT GOAL

- Maintain one standard for major transaction, business planning and reporting systems
- Support business growth strategies of product innovation, channel expansion and international growth

WHY SAP WAS SELECTED

- SAP provided best functional fit and robust data integration capabilities
- Ability for General Mills to standardize across additional business functions and countries over time.
- Ability to quickly integrate business operations of Pillsbury.

SAP PROJECT OVERVIEW

- 1992 General Mills implemented R\2 (SAP Mainframe version).
- 1999-2000 Upgraded from R\2 to R\3
- 2002-2003 Integrated Pillsbury operations into General Mills operations – Order-to-cash, finance, manufacturing, procure-to-pay.
- 2003 Started to implement recipe management as part of a process improvement to the New Product Development and Introduction process.
- 2004 Implemented SAP Supply Chain Management.
- Currently implementing SAP Sales and Marketing applications.

PUBLISHED PROCESS IMPROVEMENT SAVINGS

- Closely held results and General Mills continues to invest in SAP

Success Story: General Mills (*Cont'd*)



KEY PROJECT LEARNINGS

- Standardized on common business processes, common data across the company as a foundation
- Early work with SAP/Consultants, but develop internal expertise.
- Early scope expansion threatened to delay project

RISK MITIGATION STRATEGIES

- Risk analyses performed at the initial concept stage and monitored throughout the project
- Adherence to project plan and scope

SAP CAPABILITIES IMPLEMENTED

- Customer collaboration
- Sales & Operations Planning
- Trade Promotion Management
- Product Lifecycle Management
- Business Analytics
- eCommerce
- Sales and Management Reporting

STAGES OF PROCESS IMPROVEMENT

- 1993 – Implementation of r/2
- 2000 – Deployed SAP r/3 in North America
- 2002 – Integrated Pillsbury ERP functions to SAP
- 2003 New Product Development and Introduction process – recipe management.
- 2004 Supply Chain Management.
- Current Sales and Marketing.

PARTNERSHIP WITH SAP

- General Mills is an award winning global SAP practice, with one of the world's largest SAP implementations
- General Mills is a certified SAP Customer Competency Center
- General Mills leads SAP User Group for Recipe Management

Success Story: SC Johnson



 A FAMILY COMPANY	<p>PROCESS IMPROVEMENT GOAL</p> <ul style="list-style-type: none">■ The need to establish common business processes across North America■ Common business processes, management practices globally.■ Specific and detailed business benefits in the areas of finance, supply chain, sales operations.
<p>S.C. Johnson spokesperson Petrell Ozbay credited the increase to the company's effort to implement SAP systems across the organization's operations worldwide. <i>"It's been flawless execution of SAP across the board."</i></p>	<p>WHY SAP WAS SELECTED</p> <ul style="list-style-type: none">■ SAP provided best functional fit across the business■ Successful North America implementation led to worldwide deployment
	<p>SAP PROJECT OVERVIEW</p> <ul style="list-style-type: none">■ 1998-2001 North American implementation of SAP ERP (Finance, Order-to-cash, procure-to-pay, manufacturing).■ 2001 Supply Chain Management■ 2002 Started Global roll out of SAP■ 2003 Selected SAP PLM to enable New Product Development and Introduction process.
	<p>PUBLISHED PROCESS IMPROVEMENT SAVINGS</p> <ul style="list-style-type: none">■ Privately held company – no specific saving are published, however, each deployment has been preceded by rigorous business case development and realization plan.■ SCJ continues to invest in SAP.

Success Story: SC Johnson (*Cont'd*)



 The logo for SC Johnson, featuring the company name in a stylized font with a red heart symbol, and the text "A FAMILY COMPANY" below it.	<p>KEY PROJECT LEARNINGS</p> <ul style="list-style-type: none">■ The importance of master data harmonization can't be understated■ Efforts need to focus on core business processes■ Organization needed to be trained around those core business processes/changes.■ Strict adherence to business case for scope and savings realization. <p>RISK MITIGATION STRATEGIES</p> <ul style="list-style-type: none">■ Involvement of senior management throughout the process■ Adherence to business case metrics■ Gaining control of project scope <p>SAP CAPABILITIES IMPLEMENTED</p> <ul style="list-style-type: none">■ Finance■ Order to Cash■ Procure to Pay■ Manufacturing Management■ Deduction Management■ Supply Chain■ Warehouse Management <p>STAGES OF PROCESS IMPROVEMENT</p> <ul style="list-style-type: none">■ 1998 – Initial implementation of SAP in North America■ 2001 – Supply Chain Management deployed in North America and some Latin America operations.■ 2002 - Current – Expanded rollout to all business units world wide <p>PARTNERSHIP WITH SAP</p> <ul style="list-style-type: none">■ Early adopter of supply chain management■ Continue to explore/select and deploy with SAP Customer Relationship Management and New Product Development and Introduction capabilities.
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Success Story: Kimberly-Clark



"We turned to SAP to help us develop a solution to enable and support our marketing processes.... This new marketing automation will allow us to spend less time on mundane tasks and more time innovating and growing our brands."

Kent Willetts, Vice President -- Global Brand Equity, Family Care, Kimberly-Clark

PROCESS IMPROVEMENT GOAL

- Move to process-driven organization
- Standardize enterprise processes
- Create customer-driven organization

WHY SAP WAS SELECTED

- End-to-end process integration
- Standardized processes
- SAP's strategic development program for demand planning, CRM and NetWeaver
- Dedicated senior implementation resources

SAP PROJECT OVERVIEW

- CRM, supply chain and shared services
- 22,000 users worldwide
- Implementation in 36 countries

PUBLISHED PROCESS IMPROVEMENT SAVINGS

- More than \$50M annually on purchased materials
- More than \$10M annually on European shared services

KEY PROJECT LEARNINGS

- Knowledge Transfer very important
- Substantial commitment of K-C resources 40% IT- 40% Business- 20% Consultants
- Vanilla SAP- Work with SAP to fill in the gaps

Success Story: Kimberly-Clark (*Cont'd*)



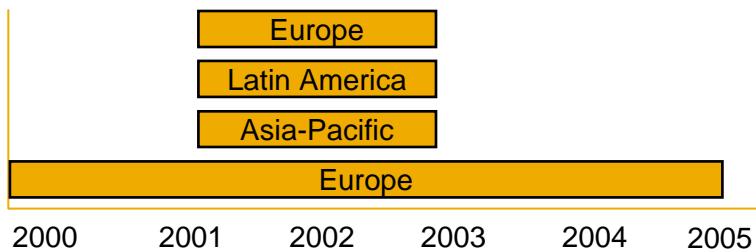
RISK MITIGATION STRATEGIES

- Global System Office- Monitored timeline & Budget
- ASAP Methodology
- Consultants used as subject matter experts and sources of Best Practices

SAP CAPABILITIES IMPLEMENTED

- Executive reporting and dashboard
- Integrated supply chain planning
- Supplier collaboration and relationship management
- Call centers
- Internet sales
- Financials and HR administration
- Brand Management (co-development partner)

STAGES OF PROCESS TRANSFORMATOIN



PARTNERSHIP WITH SAP

SAP took over custom development for strategic functionality

- Enhancements to demand planning, supply chain planning and transportation planning
- Co-development of marketing resource management solution
- Brand management and consumer promotion management
- New product innovation with improved time to market
- eSignature for FDA compliance

Success Story: Procter & Gamble



An extensive analysis

"We performed a very extensive analysis of the software solution providers in the marketplace," says Jos VanPee, P&G's vice president for Global Business Services Information Technology. "SAP was the most advanced in terms of scope, functionality, and integration of that functionality."

"SAP provides a completely integrated enterprise system that includes the majority of the business processes an organization needs to manage its business," VanPee adds.

PROCESS IMPROVEMENT GOAL

- 1993- Core Transactional Functionality- Finance – Manufacturing - Procurement
- 1999 - Big Brand, Big Customer, Big Region
- 2001 - Operational Excellence- Execution determines success.
- 2003 – Move to Consumer-Driven Supply Network

WHY SAP WAS SELECTED

- 1993- Only complete ERP CPG solution at the time.
- 1999- Long Term positive relationship, reviewed as Strategic Partner
- 2002 – Only solution provider to offer the existing supply chain management functionality, the shared vision and the wherewithal to help create information management applications around the Consumer-Driven Supply Network vision.

SAP PROJECT OVERVIEW

- 1993 - Initial multi-instance rollout of SAP globally, by businesses unit at P&G>
- 1999-2001-Refine to global instance of Finance and human resources management.
- 47,000 Professional Users & 35,000 Employee Users
- Earlier adaptor of Supplier Relationship Mgt. Portals, Business Information Warehouse

PUBLISHED PROCESS IMPROVEMENT SAVINGS

- Initial implementation savings closely held
- Consumer-Driven Supply Chain published savings goals of 10% reduction in inventories, 50% reduction in stock outs.
- P&G continues to invest in SAP.

Success Story: Procter & Gamble (*Cont'd*)



<p>P&G</p> <p>Great collaboration</p> <p><i>"We have a great collaboration with SAP," VanPee says. "SAP has been very responsive to everything we requested of it. The SAP solution is a comprehensive, open architecture that incorporates a tremendous amount of thought, design, architecting, programming, and testing. This provides us with the backbone and crucial enabler for our move to the Web."</i></p>	<p>KEY PROJECT LEARNINGS</p> <ul style="list-style-type: none">■ Best Fit – Best Region■ Everyone talks the same language■ Mergers & Acquisitions i.e. Clairol, Wella accelerated by common business standards & processes■ Use technology to enable business process – drive organizational change and improvement <p>RISK MITIGATION STRATEGIES</p> <ul style="list-style-type: none">■ Staffed project w/experience internal and external resources■ Business owners committed to the project teams <p>SAP CAPABILITIES IMPLEMENTED</p> <ul style="list-style-type: none">■ Base transactions systems (i.e., finance, order-to-cash, procure-to-pay, manufacturing).■ Supply chain management■ Consumer-Driven Supply Network (2 pilots) <p>STAGES OF PROCESS IMPROVEMENT</p> <ul style="list-style-type: none">■ 1994 – Common SAP base transaction application platform – best fit by BU, region.■ 1998 - Service Organization (including IT) to a centralized model■ Moved Business Units to global model from a regional model■ 2003-Outsourcing IT■ 2004 – Consumer-Driven Supply Network■ 2005 – Starting Gillette integration – common processes, SAP platform. <p>PARTNERSHIP WITH SAP</p> <ul style="list-style-type: none">■ Early Strategic collaboration on RFID technology.■ Supply Chain Event Monitoring■ Consumer "Demand" Drive Supply Network<ul style="list-style-type: none">■ Co-development w/SAP■ Co-marketing w/SAP
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