

SAP



# AMERICAS' SAP USERS' GROUP SALES & DISTRIBUTION SURVEY RESULTS SUMMARY 1998

SAP AMERICAS'  
PRODUCT REQUIREMENTS PLANNING

**VERSATA EXHIBIT 2080**  
*SAP v. VERSATA*  
CASE CBM2012-00001

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EXHIBIT  
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## 1. Introduction

This report contains a summary of the information gathered from the R/3 Sales & Distribution survey completed by members of the Americas' SAP Users' Group. This survey was conducted by the SAP Americas' Product Requirements Planning Group at the 1998 Fall Customer Order Management ASUG conference. The Customer Order Management user group covers the SD process including sales, delivery, transportation, and billing.

Overall, the survey was well received. 101 respondents completed the survey representing 63 companies from various industries. Refer to Appendix A for a complete list of companies and industries. The typical profile of the respondent was a project / business manager. The purpose of the survey was to gain information about our customers, determine their level of satisfaction with R/3 and to see what SAP could do to strategically help their businesses. The following pages provide information on all of these areas.

## 2. Executive Summary

When looking at our customer's R/3 release level, it is clear to see that many of the companies (39%) are on Release 3.1H with many still on Releases 3.0C and 3.0D. Only 10% of companies are on or will soon (next 6 months) be implementing Releases 4.0 and 4.5. Companies have shown great interest in Release 4.0 and 4.5 functionality, but express concern about the costs and issues surrounding an upgrade. Overall, average Sales & Distribution volume information is rather high with number of sales order line items per day over 7,000 and number of pricing condition records approaching 1 million. This volume information is clearly an indication of why many companies rank performance as one of the top areas they feel SAP should continue to focus on to help them strategically.

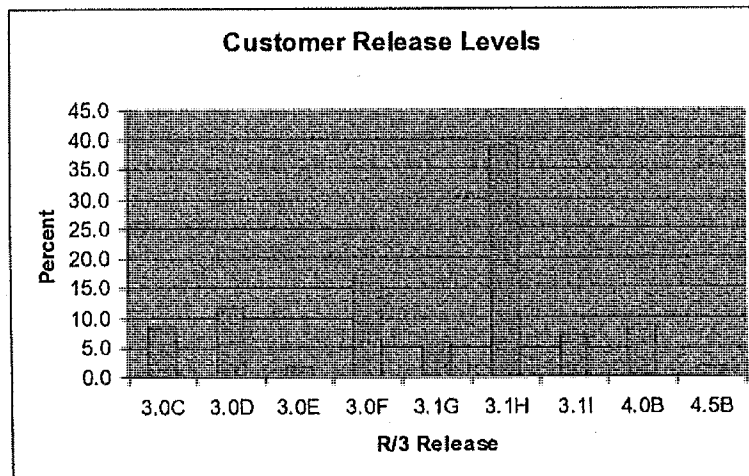
To gauge SD satisfaction levels, respondents were asked to rank specific functions / application areas on a scale of 1 to 5 with 5 indicating a high level of satisfaction. While not overwhelming, satisfaction levels appear good with a majority of the areas receiving an average score above 3. Many different reasons can explain why a topic may appear low on the ranking list. Missing functionality may be the first thing that comes to mind, but many times it is also due to lack of understanding of R/3 capabilities or the fact that the customer is on a lower release level where the functionality is less robust. One of the big surprises was *serial numbers* which jumped from the 24<sup>th</sup> spot on the ranking list in 1997 to number 1 in 1998. The rest of the top 10 stayed fairly consistent to 1997 except for *sales internet transactions* which dropped from spot 5 to 24. Other highly rated areas include *material determination*, *customer / material info records*, *sales order entry*, and *billing*. Reference section 5 for the entire list.

When asked what SAP could do to exceed their expectations, customers listed *further ease of use*, *better reporting*, and *better rescheduling tools* at the top of the list. This is clear support for our EnjoySAP and Business Information Warehouse initiatives. The response to usability enhancements in SD in Releases 4.0 and 4.5 has been very positive from the user group. When asked what SAP could do to increase their competitive advantage, *improved performance* was clearly the number one answer. Looking at the customer's comments in this area, many focused on our rescheduling program for ATP. Many customers don't use this tool due to its long run time and predefined sort rule. Other areas mentioned in relation to performance were sales order entry and delivery note processing including picking and packing.

The last open ended question asked the respondents to list the top 3 strategic areas they would like to see SAP invest more development time. Once again, *better reporting* topped the list. Close behind reporting was *transportation, usability, and pricing/rebates*. This list supports many of the projects underway at SAP as we have a good story to tell about future functionality in most of the areas listed.

From a 3<sup>rd</sup> party software perspective, most companies are using other software packages with R/3. As expected, sales and use tax providers Vertex and Taxware were the most common responses. Other 3<sup>rd</sup> parties listed often were Manugistics, IXOS, and Topcall which is a faxing software package. Refer to Appendices B and C for a complete list of 3<sup>rd</sup> party software providers listed per company as well as information on what the 3<sup>rd</sup> parties provide.

### 3. R/3 Release Level of Survey Respondents



### 4. Average Sales & Distribution Volume Information

Number of customer master records:	20,920
Number of material master records:	49,622
Number of price condition records:	935,903
Number of sales order line items per day:	7,178
Number of inbound shipments per day:	775
Number of outbound shipments per day:	1,819
Number of billing documents per day:	1,565

### 5. Ranking Sales & Distribution Application Areas

Respondents were asked to rank the Sales & Distribution application areas on a scale of 1 to 5. 1 indicated a high level of dissatisfaction and 5 represented a level of high satisfaction. The first list below ranks based on average satisfaction rating. The second list ranks based on number of respondents to that particular question.

98 Rank	97 Rank	R/3 Application Area	Responses	1998 Rating
1	24	Serial Numbers	13	3.62
2	1	Material Determination	24	3.58
3	3	Cust/Material Info Records	51	3.49
4	2	Sales Order Entry	70	3.46
5	4	Billing	70	3.44
6	10	Batch Management	45	3.42
7	13	Sales Information System	53	3.38
8	11	Profitability Analysis	48	3.35
9	8	Pricing / Sales Deals	57	3.33
10	6	Picking	49	3.33
11	9	Contract Management	28	3.32
12	17	Route Determination	32	3.25
13	7	Make to Order	34	3.21
14	18	Packing	30	3.13
15	19	Configure to Order	18	3.11
16	12	Credit Management	70	3.09
17	21	Availability Check	53	3.06
18	20	Service Management	12	3.00
19	15	EDI	53	3.00
20	23	Warehouse Management	30	2.97
21	16	Foreign Trade	12	2.92
22	27	Rebate Agreements	44	2.91
23	22	Sales Support	15	2.87
24	5	Sales Internet Transactions	6	2.83
25	14	Bill of Material in Sales Order	30	2.83
26	26	Transportation	22	2.82
27	25	Backorders / Rescheduling	49	2.80
28	28	R/3 3.0F Product Allocation	12	2.17

R/3 Application Area	Responses	Average Rating
Sales Order Entry	70	3.46
Credit Management	70	3.09
Billing	69	3.44
Pricing / Sales Deals	57	3.33
Availability Check	53	3.06
EDI	53	3.00
Sales Information System	53	3.38
Cust/Material Info Records	51	3.49
Picking	49	3.33
Backorders / Rescheduling	49	2.80
Profitability Analysis	48	3.35
Batch Management	45	3.42
Rebate Agreements	44	2.91

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