



Strategic Sales Initiatives - Applications
Business Plan: Sales Configuration Engine



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Page 1

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Product Rollout

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1. EXECUTIVE SUMMARY.....	4
2. PRODUCT OVERVIEW	5
2.1 CORE FUNCTIONALITY	5
2.2. INTEGRATION	6
2.3. ARCHITECTURE AND TECHNOLOGY	6
2.4. RELEASE STRATEGY.....	6
2.5. PRICING.....	7
2.6. RISKS AND ISSUES.....	7
3. MARKET OVERVIEW.....	8
3.1. MARKET SIZE.....	8
3.2 TARGET MARKETS	9
3.3. MARKET POTENTIAL	9
3.4 COMPETITIVE ANALYSIS.....	10
4.0 OBJECTIVES	12
4.1 FINANCIAL OBJECTIVES	12
4.2 NON-REVENUE OBJECTIVES.....	12
5.0 CORE STRATEGIES	13
6.0 STRATEGIES TO SUPPORT PLAN.....	14
6.1 PRODUCT.....	14
6.1.Pricing.....	14
6.2 MARKETING.....	14
6.3 PROFESSIONAL SERVICES	14
6.4 TRAINING	14
6.5 SALES	15
6.6 PARTNERS	15
7.0 SUPPORTING PLAN (ROLL OUT).....	16
7.1 LAUNCH PLAN	16
7.2 PRODUCT TEAM.....	16
7.3 ROLL OUT ISSUES	16
7.4 LAUNCH PLAN.....	18
8.0 CRITICAL SUCCESS FACTORS.....	21
APPENDIX A	21
APPENDIX B	21

1. Executive Summary

As the leading provider of integrated business systems, SAP has a dominant position in the ERP application area including sales and distribution. A sales configuration system leverages and extends SAP's account penetration to include a new user community: the sales organization. Through extending and building upon the current configuration capability in R/3, SAP gains new market potential and goes to market with significant competitive advantage within the R/3 customer base.

The sales configuration application is expected to expand as a fundamental building block in the fast growing customer application market. It provides one of the highest, demonstrable Return on Investment scenarios to customers in what is called the SFA or TERM market. Providing customers with the ability to handle complexity in the field gives them significant competitive differentiation and concrete financial returns.

A sales configuration system increases sales by assisting sales representatives. They shorten sales cycles helping the sales representative determine customer need, configure viable solutions and book valid orders at the point of sale. They shorten the sales cycle by reducing the time required for sales representatives to extract information from engineering, manufacturing and sales management. They also increase the customer's confidence level in the vendor.

The product goals are to provide a sales configuration system which runs offline from R/3 and which reuses SAP R/3 masterdata to minimize any additional modeling needs and data conversion needs for our customers. This product should provide flexibility for user interfaces and usage scenarios as part of other desktop applications. It should strengthen SAP's competency for this business task.

Sales configuration provides SAP with the ability to establish a presence in the customer application or SFA market with an application that not only leverages SAP's core competency with ERP but also leverages SAP's existing presence at the C level buying centers within these accounts.

2. Product Overview

Sales Configuration Systems (SCS) have been used to configure computers and other complex products. There are various types of sales configuration that sales organizations require. However, there are two main purposes: configuring products or configuring non-product information to help increase customer close rates.

Sales Configuration Systems are necessary for enterprises in three kinds of business:

- ◆ Selling complex and option rich products such as information technology and capital equipment
- ◆ Selling basically standard products in a variety of sizes and materials, such as windows, doors and furniture
- ◆ Selling products for which it is difficult to decide on the particular product, service or material such as chemicals, life insurance, investment management, trade promotions with the consumer goods industry and contract configuration

ERP Based Configurators

These configurators provide customers with the tools to process customer orders for assembled to order or made to order products. They assist in order processing and are sold as part of an ERP system. They identify the components or labor needed to manufacture the product, determine the selling price, list the manufacturing steps, calculate the cost and generate the bills of material. They are complex and do not support a wide range of users. They are not typically designed to address the issue of needs assessment or interactive capabilities. They do not facilitate a dialogue between the customer and the sales person.

Sales-Based Configurators

These configurators are used by the sales function during the sales cycle. A sales based configurator assists the sales person at the point of sale with configuring products, pricing, services and financing options. Typically, sales based configurators use artificial intelligence technologies.

2.1 Core Functionality

The SCE is a new business component fully developed by SAP. It consists of two components: a configuration engine without a user interface which is under program control and a standard user interface. It is designed to complement and expand upon the R/3 Configurator and was designed in conjunction with a consortium of SAP customers interested in continuous support for the improvements of SAP product configuration.

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