

SAP Solutions for Small Businesses and Midsize Companies  
SAP Business All-in-One

**GIVING SERVICE COMPANIES  
FAST TIME TO VALUE**

SAP® Business All-in-One  
FAST-START PROGRAM

THE BEST-RUN BUSINESSES RUN SAP™



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## Executive Summary

The SAP® Business All-in-One fast-start program supports the business processes of service companies with proven, preconfigured software that enables you to run your entire business efficiently. Based on best business practices in your industry, this innovative program helps you implement a solution quickly and easily. A clearly defined business-process scope with predictable cost minimizes your risk and accelerates time to value.

As a midsize services firm, your market success depends on how well you differentiate yourself from the competition. This hinges on several strategic factors: your talent, the value you deliver to your clients, and how efficiently you can operate and control your costs as you bring new services to the marketplace.

Having the right in-house talent – or easy access to external resources – helps you use your resources most effectively so you can exceed client expectations again and again. Delivering tangible business value to your clients – value that is easy to identify and measure with common metrics, such as return on investment (ROI) – helps you develop long-term and profitable relationships with them.

In addition, the ability to identify sales opportunities with existing clients – by cross-selling, for example – and to target new clients with the right mix of customized and preconfigured services helps you increase revenue. Controlling project costs for services you deliver and improving your visibility into client and services profitability help you increase your margins. Meanwhile, effective support for back-office functions lets you report time and expenses more accurately and allows you to easily integrate third-party costs and pass these through to clients for efficient project-based billing.

## Challenges in the Services Industry

Within the professional services sector, challenges range from strategic to tactical issues. You strive to strategically manage key accounts and effectively partner with other service providers. Tactically, your support staff works to track time and expenses and then accurately bill clients. Firms like yours may be working to overcome the following issues:

- **Inefficient account management**  
Lack of visibility into profitability by client, service line, region, or other key segmentation characteristics may hamper your ability to grow profitably. An ad hoc approach to project scoping during the discovery process can make it difficult to adequately estimate the profitability of potential opportunities – and therefore to judge which ones to pursue aggressively.
- **Intense competition**  
Offshore firms are tempting your clients with low labor costs, and product companies are offering their manufacturing and product development expertise to help improve process efficiencies. With more consulting options available to clients – from near shore to offshore and outsourced – service providers must clearly differentiate the value of their service offerings.

### ■ **Smaller projects**

Clients are buying smaller, fixed-price contracts, so you need to sell more projects to maintain revenue. More sales cycles mean higher costs and greater project and delivery risks. To successfully execute these smaller projects, existing service lines are under immense pressure to find the right delivery model – with some firms now configuring mature services into repeatable packages that can be quickly priced, sold, and delivered.

### ■ **Proving business value**

Clients are demanding tangible business value. They are involving more senior stakeholders in the request for proposal (RFP) process and expect documented ROI. That means you must clearly demonstrate the value you can deliver and involve more experts to assist with scoping and predicting ROI during the sales process.

### ■ **More complex projects**

With new business models and global engagements, you are being asked to successfully deliver on increasingly complex projects and service packages. An engagement might include a combination of custom and packaged applications across multiple geographies – using different hosting options, delivery teams, and partners. With this complexity comes greater risk – both to the project and to the client relationship if the project fails.

To address these challenges and inefficiencies and help you focus on profitable, long-term client relationships, you need a comprehensive solution that:

- Easily adapts service delivery processes to meet your changing market and client requirements
- Produces timely and accurate data and improves your visibility into client, service-line, or regional profitability

- Automates routine contracting, time and expense, and billing processes
- Scales to grow as your business expands
- Delivers predictable costs, business process scope, and implementation time
- Supports best business practices in your industry

Are you looking for such a solution – one that can help you make the progress you want toward accomplishing your productivity, quality, and service goals? The SAP® Business All-in-One fast-start program may be able to help. It provides proven, preconfigured software to support the business processes of midsize service companies and is based on the industry best practices that you need to achieve world-class operational excellence and profitability.

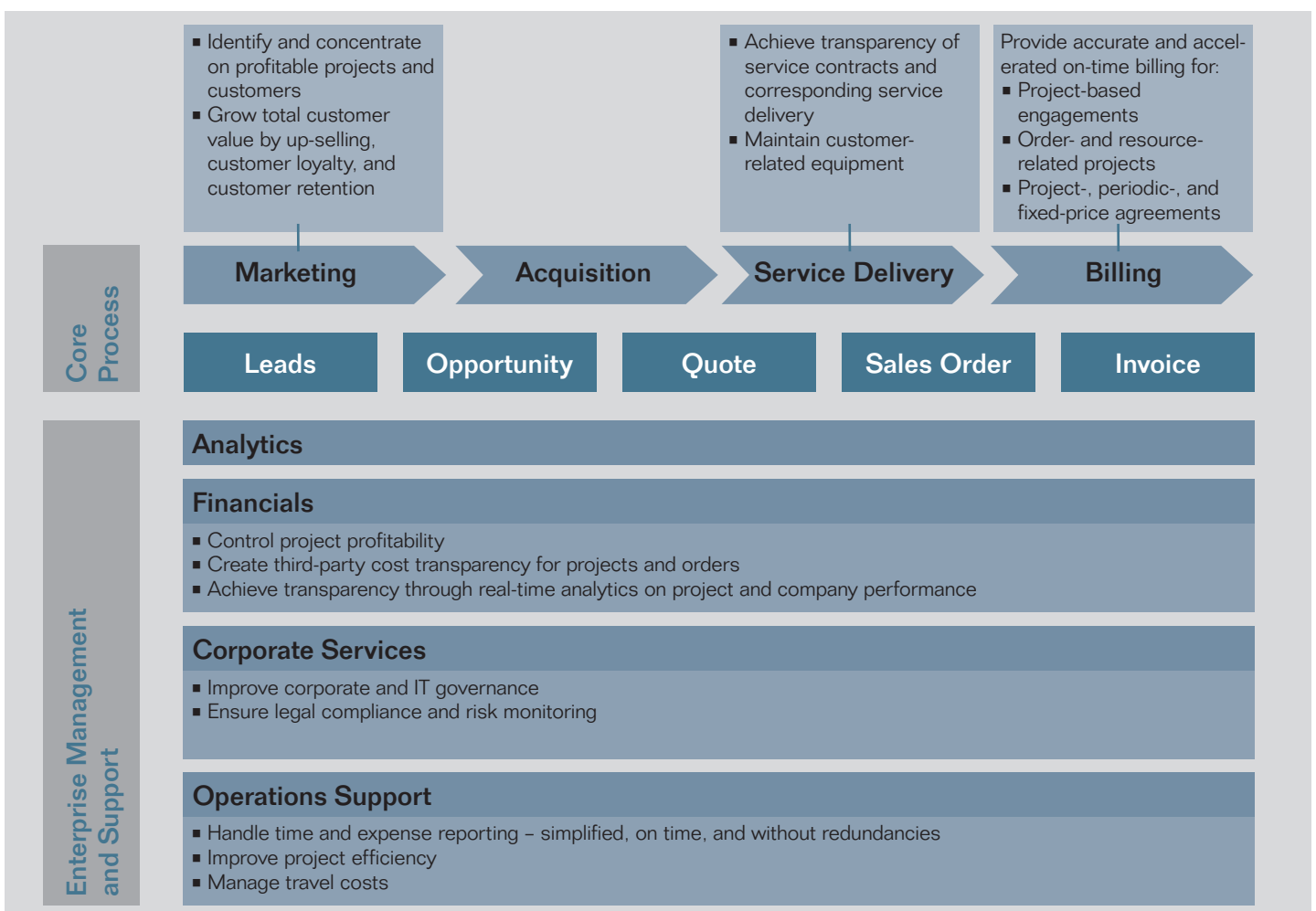


Figure: Support for Enterprise Management and Core Business Processes

## A Proven Solution from SAP

Leveraging more than 35 years of industry experience, SAP Business All-in-One solutions are designed to help you identify and retain profitable clients and improve operating efficiencies across your organization. They are based on best business practices for your industry, including project and services contracting, travel management, external procurement, and period-end closing.

With SAP Business All-In-One, you get:

- Comprehensive, fully integrated business software to streamline your core business processes and gain visibility across your business (from planning and delivering services to invoicing and reporting)
- Flexibility and scalability to configure and extend the solution to meet your changing needs, based on proven enterprise resource planning software and the SAP NetWeaver® technology platform
- Improved employee productivity and adoption with a simplified user interface and role-based navigation
- Reduced costs and risks by leveraging SAP tools, best practices, and proven methods that increase the speed and efficiency of implementations
- A worldwide partner ecosystem

## The SAP Business All-in-One Fast-Start Program

The SAP Business All-in-One fast-start program enables service companies to configure and install the solution quickly. It addresses their specific need to employ a business solution with predictable cost and scope. Furthermore, the preconfigured software supports all the basic services and business processes that meet their daily operational needs – from new-client acquisition to service delivery to financial analysis.

The fast-start program is predictable, proven, and safe. You can implement it confidently and rapidly to speed your time to value. Complete with preconfigured settings based on best practices in your industry, the software is easy to adapt to your changing requirements. It is designed to scale and grow as your business does – and provides a predictable, low total cost of ownership (TCO).

With the SAP Business All-in-One fast-start program, you benefit from:

- Rapid implementation that lets you accelerate your time to value
- Predefined business process scope and predictable implementation schedule and cost
- Proven track record of thousands of customers using SAP solutions and best practices for professional services
- Easily adaptable business software that meets your changing needs and scales to support your growth
- Low TCO thanks to hardware options from SAP partners and software that includes the Linux operating system and the SAP MaxDB™ database

## Join Other Satisfied Customers

Many small and midsize service providers are using SAP solutions to enhance their service delivery, profitability analysis, and cost controls. Other benefits these same companies enjoyed by using SAP software: rapid implementations that were within their budgets.

“SAP ERP fulfills our expectations. Not only does it meet our current needs in a very efficient manner, it also offers the scalability and flexibility we need to support future growth.”

**Paolo Righetti**  
Managing Director  
Grandi Numeri



## Grandi Numeri

With €7 million in annual sales, Grandi Numeri is one of the fastest-growing full-service marketing research companies in Italy, specializing in managing projects for major Italian and international companies. The company implemented the SAP ERP application to streamline its processes related to information gathering, analysis, and distribution – and to keep its competitive edge, now and in the future.

“There was one clear winner: SAP for Professional Services. . . . We now have an end-to-end solution with all the information we need for all our business processes. Before projects have even started, we can model everything we need in the system.”

**Jörg Herkommer**  
Chief Financial Officer  
Ingenics AG



## Ingenics AG

Based in Ulm, Germany, Ingenics AG is a global consulting company with offices from China to the United States. Ingenics provides enterprises from a wide range of industries with advice on streamlining their business, engineering, logistics, construction, and project management processes. In four short months, Ingenics implemented an end-to-end solution from SAP to increase its efficiency and transparency, enhance its resource planning and project management capabilities, and enable greater responsiveness to changing customer needs.

“Being in the professional services environment, our people need to be integrated into our core business processes. We have accomplished that using SAP technology.”

**Suresh Ketha**  
CEO  
Global Enterprise Management  
Solutions (GEMS)



## GEMS

Global Enterprise Management Solutions (GEMS) offers business process expertise, technology solutions, and user support to a growing list of international clients from its Dallas, Texas, headquarters. The company employs 125 people and generates annual revenues of approximately US\$20 million. When the company decided to address its nonintegrated accounting and business processes, it turned to SAP for help. GEMS obtained greater visibility into all aspects of its projects, increased the productivity of its back-office staff, and achieved return on its investment within one year.



“As a small-to-midsize company, it is very exciting to us that we can now take advantage of this capability to better our business and provide more value to our customers.”

**Brad Nicholaisen**  
President  
et alia LLC



## et alia

From its Milwaukee, Wisconsin, headquarters, et alia LLC focuses on developing, implementing, and supporting software solutions. Yet the company’s own outdated billing process was slowing cash flow and compromising its ability to effectively track data on human capital. Ready to expand, et alia needed a clear and accurate view of its operations. The company chose integrated software from SAP to consolidate invoicing and to capture time and expenses.

“I was very impressed with how we could tailor the SAP software to the way each country operates.”

**Steve Niesman**  
President and CEO  
itelligence Inc.



## itelligence

As with most professional services companies, field consultants are the heart of itelligence's business. To succeed, the company, located in Bielefeld, Germany, needed real-time global visibility into revenue, profitability, and opportunity. That meant it had to integrate consultant time and expense entries and sales force progress reports with its enterprise software. itelligence Inc. chose software from the SAP for Professional Services solution portfolio for its 34 offices in 15 countries worldwide.

## Why SAP?

SAP Business All-in-One solutions are proven to deliver rich functionality in a solution that's fast and easy for small businesses and midsize companies to implement. Built on a proven foundation of SAP software and technology, the solutions reflect SAP's years of experience in enabling the best business practices of companies in all industries – and they are intuitive to use and predictable in cost and scope.

The fast-start program enables you to take advantage of proven best practices for the services industry and adapt to changing business requirements. You gain the agility and support you need to grow – while staying well within your budget. In addition, whether you purchase an industry-specific solution or a qualified SAP Business All-in-One partner solution, you benefit from a global partner ecosystem that can support and extend your applications.

## Learn More

Find out more about how you can join the thousands of service firms that rely on SAP Business All-in-One solutions to improve client and project profitability and outperform their competition. Call your SAP representative or try the solution configurator today at <http://www.configurator.ch/dojo/apps/au/index.jsp?lang=en>.

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