Sales, Service, Marketing

Find Out How SAP® Business Suite powered by
SAP HANA® Delivers Business Value in Real Time

SAP

The Best-Run Businesses Run SAP™

Disclaimer

SAP® Business Suite powered by SAP HANA®

Sales, Service, Marketing

It is old news that today's customers are better informed, socially empowered, and more demanding than ever before. In response, successful sales leaders are redesigning their selling systems to align with customer expectations and buying habits.

Customers today are also more sophisticated and discerning than ever, which means companies must work harder to consistently exceed their expectations. From delivering service over multiple channels to building loyalty through proactive interaction, customer satisfaction is the sure path to success.

The data explosion, shift to digital marketing, and change in customer demographics are driving the transformation of marketing today. Transform your marketing by leveraging Big Data, creating a nimbler marketing organization, and engaging customers with relevant actions that build lasting customer loyalty.

SAP® Business Suite software powered by the SAP HANA® platform leads the way to new real-time business practices in the following key area of sales, service, and marketing:

Sales: Definition and Execution of Sales Strategy, Collaborative Order to Cash, Collaborative Sales Force Automation

Sales Planning and Monitoring (CRM), Collaborative Pipeline Management, Customer Engagement Intelligence, Audience Discovery and Targeting

1.5 days

Activation time until SAP CRM powered by SAP HANA is up in SAP HANA Enterprise Cloud*

250x

Faster database search performance for lead and activity management*

Objective

Today, businesses are looking to take the next big steps in customer relationship management (CRM) such as customer stratification, account intelligence, and flexible, anytime, anywhere access to information. The business expects a consumer-grade user experience and context-sensitive information. Gaining a competitive advantage requires identifying growth opportunities faster by discovering insights in real time hidden in enterprise data. Businesses are also looking to boost productivity and ensure optimal usage of sales resources by delivering the right level of actionable customer insight to the sales professionals.

Challenges

- Extract relevant customer intelligence to ensure effective sales engagements

- Access the right tools and technology (including mobile and Microsoft Office) to process and expose customer information in real time to all sales teams with a superior user experience

- Achieve customer stratification in order to employ different strategies for different customer groups and ensure correct resource assignment

- Identify gaps in the sales pipeline that lead to missed targets and end-of-quarter surprises

Business Innovation with SAP HANA

- Customer intelligence based on a large volume of data from enterprise systems and unstructured data from the Web and social media

- Predictive functionality built in to the SAP HANA platform to analyze customer and product information, detect buying patterns, and come up with recommendations to sell the right product to the right customer

- Efficiency and great user experience with faster searches and embedded analytics

- Scalable, real-time, ad-hoc reporting for a large user base with multiple user interfaces (Web GUI, SAP BusinessObjects™ software tools, Microsoft Excel, SAP Fiori™ apps)

- Real-time view of company-wide pipeline with unlimited drill-down capabilities to allow real-time pipeline validation at any granular level

100%

Search flexibility with consistent search performance for transactional and master data*

Unlimited

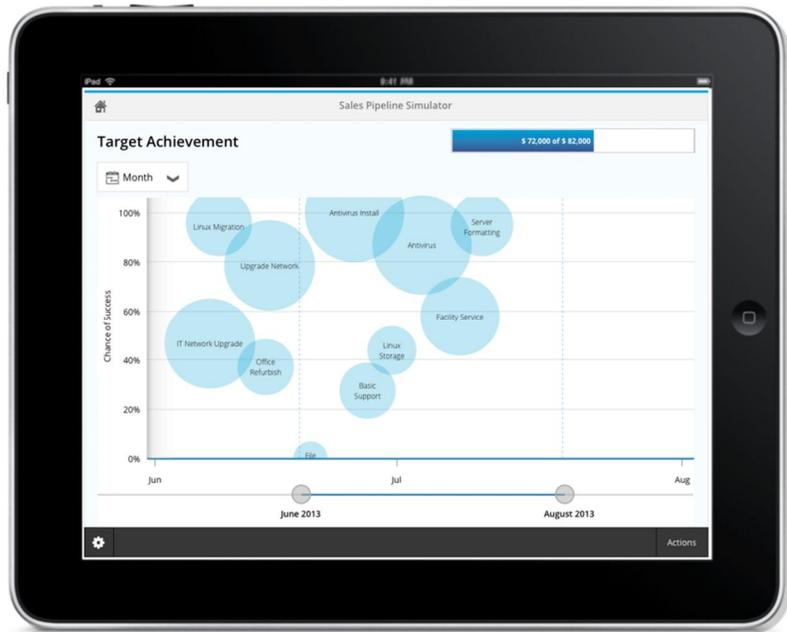Transparency in the sales pipeline and drill-down capabilities

Figure 1: Sales pipeline simulator in SAP Fiori on a mobile device

2x
Faster end-to-end performance for custom code*

Unlimited
Charting possibilities due to Excel access to live CRM data for all core CRM business objects through SAP HANA Live

Innovation in Detail

SAP Audience Discovery and Targeting analytic application powered by SAP HANA: This enables rapid and simple segmentation of large customer and consumer populations. It supports enhanced predictive capabilities and provides end-to-end integration into marketing processes.

SAP Customer Value Intelligence analytic application powered by SAP HANA: This provides real-time insight into the current and potential value of customers and gives intelligent guidance for personalized engagements.

SAP Social Contact Intelligence analytic application powered by SAP HANA: This supports the acquisition of structured and unstructured data from all kinds of social sources. It enables real enterprise feedback management by connecting interactions on social media with existing customer data in the SAP CRM or SAP ERP application.

Fast and flexible search: Comprehensive and flexible search functionality enables the retrieval of customer-related information quickly and consistently, independent of the amount or combination of attributes for transactional or master data searches. Through it all, SAP CRM delivers reliable response times.

Integrated operational reporting in SAP CRM: Business users gain instant, embedded, self-service operational reports in real time based on granular business data, without the delay caused by extraction to a data warehouse.

Virtual data models: CRM virtual data models work with SAP BusinessObjects software tools – enabling easy-to-use, simplified, and flexible visualization of CRM operational reports, along with real-time analytical views of data.

Cost control: The codeployment option for accelerators and SAP HANA applications controls total cost of ownership (TCO) and justifies in-memory technology investments.

User experience: Corbu enablement improves usability by providing a consistent look and feel between SAP CRM powered by SAP HANA, native SAP HANA applications, and SAP ERP powered by SAP HANA.

Predict

The right product for the right customer

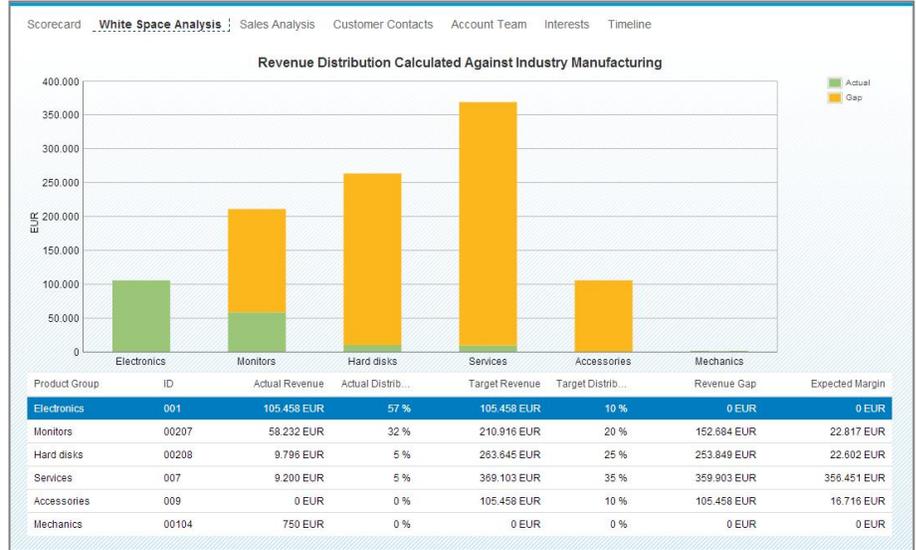Figure 2: SAP Customer Value Intelligence powered by SAP HANA: White-space analysis recommendations based on predictive functionalities built in to SAP HANA

Zero

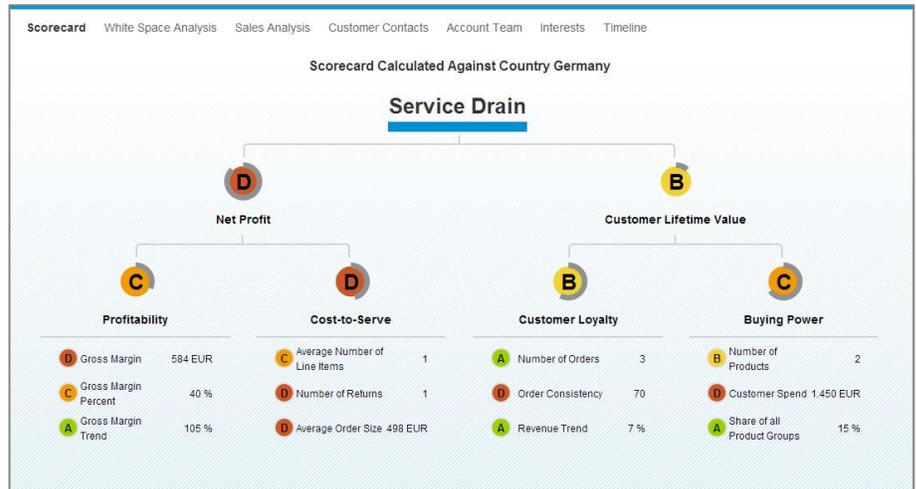Round trips to the business warehouse for operational reporting

Figure 3: SAP Customer Value Intelligence powered by SAP HANA: Business-driven analytics using best-practice industry metrics such as profitability, customer loyalty, buying power, and cost to serve

65%
Additional database compression*

30%
Less expensive CRM landscape after migration to SAP HANA*

1
SAP HANA database for all of CRM, full text search, analytics, accelerators, and native SAP HANA applications

Benefits

Customer intelligence: Utilize enterprise and social data combined with technology to enable superior customer intelligence.

Mobile rules: Empower and amaze your sales organization with industry-leading mobile capabilities, Outlook and Excel integration, and beautiful and easy-to-use UIs in SAP Fiori apps.

Better decisions – faster: Gain transparency into the sales pipeline with unlimited drill-down capabilities and ad-hoc reporting based on real-time information – and see where the business stands, right now. Simulation and what-if scenarios provide glimpses into the future, resulting in smarter decisions today.

Right product to the right customer: Generate automatic, fact-based, cross- and up-sell recommendations for individual customers, enriched with expected revenues, margins, and propensity to buy.

Stratified customers: Leverage new sophisticated functionality for customer stratification to help retain your profitable customers and groom the rest to be profitable.

Simpler landscapes: Lower TCO as a result of simpler CRM landscapes based on a single SAP HANA database for operational CRM, full text search, analytics, accelerators, and native SAP HANA applications. In addition, higher data compression on the industry-standard Intel hardware platform lowers server costs.

Road Map and Outlook

Planned enhancements in interactive reporting and virtual data models in SAP HANA:

- User experience (UX) enhancements in interactive reporting (for example, HTML5 charts, embedding of reports)

- Optimized virtual data models for consumption with SAP BusinessObjects Business Intelligence (BI) platform clients

- Simplified extensibility

Planned enhancements in SAP Fiori for Sales Representatives: Persona-based user experience improvement (Q4/2013)

3
Deployment options: SAP CRM powered by SAP HANA, side-by-side, or SAP HANA Enterprise Cloud

1
EHP upgrade to adopt SAP CRM powered by SAP HANA

Product Details/Prerequisites

- SAP CRM 7.0 EHP3 on SAP HANA

- SAP HANA Live for SAP Business Suite 1.0

- SAP Customer Engagement Intelligence solution 1.1

How to Get Started

Customers can choose their adoption road map from multiple deployment options.

Existing customers can start from using the operational reporting functionality of SAP HANA Live in a side-by-side mode that leaves the existing SAP CRM and SAP ERP applications unchanged. This usage can be extended with the SAP Customer Engagement Intelligence solution (which includes SAP Audience Discovery and Targeting and SAP Customer Value Intelligence).

Existing customers can also directly upgrade to SAP CRM powered by SAP HANA through a single enhancement pack upgrade, and run all the mentioned scenarios on their SAP CRM powered by SAP HANA instance without the need for a separate side-by-side instance. An upgrade to SAP CRM powered by SAP HANA will also deliver the benefits of SAP HANA to all other CRM processes, including custom code. New customers should consider implementing SAP CRM powered by SAP HANA directly.

Both SAP CRM powered by SAP HANA and SAP Customer Engagement Intelligence can also be operated in SAP HANA Enterprise Cloud. SAP Customer Engagement Intelligence is available for test drive in the SAP HANA Enterprise Cloud for an immediate jump start to SAP HANA. Check out the free three-day trial!

Watch the SAP Customer Engagement Intelligence video on <u>YouTube</u>!

Visit the launch page for SAP Customer Engagement Intelligence in the SAP JAM social software platform.

Service: Multichannel Customer Service

Contact Management with Interaction Center

Business Practices Today

Customer service today is often still organized in different groups per service channel. Call center agents have to access a multitude of applications while interacting with the customer to form a 360-degree view of callers and their history with the company. And – even more importantly – this ultimate access to all important sources of customer information and the corresponding processes is mandatory to address and resolve the issue at hand effectively. Businesses currently focus on improving quality key performance indicators (KPIs) like first call resolution, while partially missing the opportunity to provide a superior customer experience at the service encounter.

Objective

Customer care has undergone significant transformation since the early days when customers patiently waited on the phone line. In today's digital world, empowered customers can instantly find information using search engines and social media, and through immediate access to mobile devices. Today's products and services are incredibly complex with myriad options, bundles, and configurations. Product ratings and reviews, pricing information, and competitors' Web sites are just a click (or swipe) away. Companies need to gear towards a new generation of customers who are used to having information at their fingertips.

To successfully resolve customer issues, companies need to be able to quickly locate the right experts or resources within the organization, whether inside the contact center or elsewhere. Contact center agents need tools to easily collaborate with back-office specialists, product experts, field service technicians, or anyone else with relevant skills to resolve a customer issue. Moreover, they need an instantaneous 360-degree view on everything of concern to a particular customer to entertain a meaningful interaction with the individual customer. Managers and supervisors need actionable reporting – and they need it in real time.

Challenges

Interacting with a call center continues to be a source of frustration for customers today. On the other hand, call centers struggle to meet the increasing expectations of customers, who are used to self-service offerings, forum boards, and other social media channels that provide a high-quality response to their inquiries nowadays. Call centers are often not able to sufficiently respond to inquiries in one go (first call resolution) due to the lack of appropriate access to the relevant information for the call center agent.

25x
Faster agent in-box*

100%
Search flexibility with consistent search performance for transactional and master data*

5x
Faster processing of interactions in the interaction center*

250x
Faster database search performance for lead and activity management*

Zero
Round trips to the business warehouse for operational reporting*

From the customer's view, insufficient access to information at the call center means lengthy handling times, lack of resolution of request, disruptive call transfers, or the need for scheduling call backs. This leads to missed opportunities for providing a superior customer experience where it is most appropriate and possible – in direct, customer-driven interactions with the call center.

While interaction centers in current CRM packages provide service agents with the tools to handle customer interactions, they lack the sophistication required to process complex search criteria. They also lack the processing power to scan through a large data set to return the right record fast or to deliver a holistic view of the customer quickly enough to be actionable during a live interaction.

Business Innovation with SAP HANA

Using SAP HANA, the accelerated agent in-box in SAP CRM can execute complex queries up to 25 times faster. The new work distribution dashboard in SAP CRM leverages SAP HANA to provide real-time graphical reports showing workload across the team. Observations show that SAP CRM powered by SAP HANA speeds up the average processing of interactions in the interaction center by up to five times faster. Ultimate insight requirements are accommodated through extremely fast and flexible searches.

Innovation in Detail

Fast and flexible search: Gain comprehensive and flexible capabilities to retrieve customer-related information quickly and consistently, independent of the amount or combination of search attributes for transactional or master data searches. This comes from a perfect synergy between the traditional search framework of SAP CRM, which provides ultimate flexibility for information retrieval, and the columnar storage technology of SAP HANA, which enables index-free fast data retrieval and optimizations for in-memory processing.

Integrated operational reporting for call centers (interaction record): Instantly access embedded, self-service operational reports, without the delay caused by extraction to a data warehouse. CRM interactive reporting allows real-time operational reporting based on granular business data for business users, without previously existing limitations regarding data size for such OLTP-based reporting use cases.

Co-deployment option for accelerators and SAP HANA applications: Control TCO and streamline investments in in-memory technology by using a single instance of SAP HANA for all CRM-related use cases (SAP CRM powered by SAP HANA, SAP HANA Live reports, agent in-box acceleration).

65%
Additional database compression*

30%
Less expensive CRM landscape after migration to SAP HANA*

Corbu enablement: Get a consistent look and feel between SAP CRM powered by SAP HANA, native SAP HANA applications, and SAP ERP powered by SAP HANA to improve usability.

Full enabling of CRM virtual data models for SAP BusinessObjects software tools: Leverage easy-to-use, simplified, and flexible visualization of CRM operational reports – as well as real-time analytical views of data.

Agent in-box team lead dashboard: Provide a fast overview of team activities for team leads in call centers, using on-the-fly aggregation of granular data.

Accelerators for agent in-box: Gain ultimate search flexibility across any business processes and inbound communication media like e-mail or fax, at a speed unthinkable before, regardless of the data volume.

Benefits

Reduce average handling time (AHT) resulting from real-time search and retrieval of customer data, interaction history, and 360-degree fact sheet.

Improve service level agreement (SLA) compliance by helping to quickly identify overload or unavailability situations and supporting the assignment of alternative experts in real time.

Reduce cost of service by removing unnecessary handoffs and touch points to support higher first call resolution and provide ultimate insights to the front office (see screenshot below).

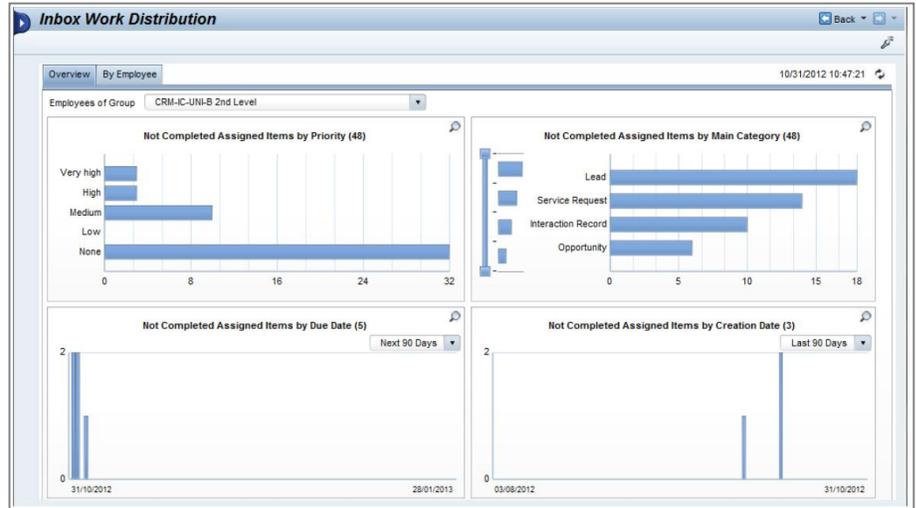**Improve agent utilization** by enabling supervisors to dynamically shift agent workload using the team lead dashboard.

Figure 4: In-box work distribution displaying information about current workload of employees assigned to a selected group

1

SAP HANA database for all of CRM, full text search, analytics, accelerators, and native SAP HANA applications

Road Map and Outlook

Planned enhancements in interactive reporting and virtual data models in SAP HANA:

- UX enhancements in interactive reporting (for example, HTML5 charts, embedding of reports)

- Optimized virtual data models for consumption with SAP BusinessObjects BI platform clients

- Simplified extensibility

Product Details/Prerequisites

- SAP CRM EHP3 on SAP HANA

- SAP HANA Live for SAP Business Suite 1.0

- SAP Customer Engagement Intelligence 1.1

1

EHP upgrade to adopt SAP CRM powered by SAP HANA

How to Get Started

Existing customers can start using the agent in-box accelerator in side-by-side mode. This side-by-side usage can be extended with operational reporting capabilities. Existing customers can also instantaneously upgrade to SAP CRM powered by SAP HANA and run all the mentioned scenarios on their SAP CRM powered by SAP HANA instance without the need for a separate side-by-side instance. New customers should consider implementing SAP CRM powered by SAP HANA directly.

Marketing: Multichannel Marketing Management, Marketing Operations, Marketing Demand Management

Audience Discovery and Targeting, Customer Insight and Segmentation, Campaign Management, Marketing Analytics, and Performance Management

Business Practices Today

Today's consumers are digitally connected, socially networked, and better informed than ever. They live their lives "in the moment," interacting with friends and sharing their "likes" and "dislikes" in real time through various channels. This channel proliferation and digital connectivity are leading to an explosion of data – creating both challenges and opportunities for marketers.

Objective

Big Data collection and analysis have become critical components to marketing success – and we are only seeing the beginnings of a new category of business practices. Marketers are exploring ways to capitalize on the data deluge by extracting information to better understand and influence their customers. Tailored messaging to smaller and smaller market segments down to the "segment of one" and personalized offers are at the forefront of new practices to drive revenue, share of wallet, and customer loyalty. We will continue to provide a state-of-the-art set of tools for marketers to engage with consumers and measure the outcome.

Analyzing, measuring, and proving the top- and bottom-line contribution of marketing activities are critical success factors in a business environment that challenges marketing budgets. With SAP Business Suite powered by SAP HANA, we enable marketing departments to drive demand, qualify leads, and win customers more efficiently based on real-time consumer insight and targeted action.

Challenges

Marketing experts know that valuable answers are hiding in data like a needle in a haystack. Data is generated in multiple disparate channels while effective segmentation needs analysis, campaign management, and performance management require a consolidated 360-degree view. The traditional time-consuming approach to consolidate and normalize data no longer works because marketing today has to work at the speed of business and consumer needs: in real time.

1.5 days

Activation time until SAP CRM powered by SAP HANA or SAP Customer Engagement Intelligence is up in SAP HANA Enterprise Cloud*

Unlimited

Charting possibilities due to Excel access to live CRM data for all core CRM business objects through SAP HANA Live*

Business Innovation with SAP HANA

SAP HANA helps marketers assemble a complete 360-degree view of their customers from internal business data and external sources. The ability to slice and dice data to isolate profitable customer segments is no longer limited by pre-aggregated data.

Campaigns that are precisely tailored to clearly understood target segments and executed in the narrow window of opportunity drive down cost per lead and enhance overall marketing effectiveness.

Data from social channels help marketers to recognize existing and new customers, integrate social data for segmentation, personalize customer interaction, and achieve better results in terms of revenue and customer experience. Rapid segmentation allows marketers to run more campaigns in shorter time frames at lower cost – and drive better results.

New analytical data-mining capabilities help adjust marketing tactics to changing market dynamics to capture more opportunities. Meanwhile, near-real-time monitoring and reporting on marketing performance close the loop to segmentation and campaign definition.

Innovation in Detail

SAP Audience Discovery and Targeting powered by SAP HANA: Segment large customer and consumer populations rapidly and simply. This application is enhanced with predictive functionality and supports end-to-end integration into marketing processes.

SAP Social Contact Intelligence powered by SAP HANA: Acquire structured and unstructured data from all kinds of social sources. This application enables real enterprise feedback management by connecting interactions on social media with existing customer data in SAP CRM or SAP ERP.

SAP Customer Value Intelligence powered by SAP HANA: Gain real-time insight into the current and potential value of customers, as well as intelligent guidance for personalized engagements.

Fast and flexible search: Enable the comprehensive and flexible retrieval of customer-related information quickly and consistently, independent of the amount or combination of search attributes for transactional or master data searches.

Integrated operational reporting in SAP CRM: Get instant, embedded, self-service operational reports in real time based on granular business data – without the delay caused by extraction and data duplication to a data warehouse.

Virtual data models: Feed analytical tools with CRM virtual data models for easy-to-use, simplified, and flexible visualization of CRM operational reports – based on real-time analytical data views.

100%

Search flexibility with consistent search performance for transactional and master data*

250x

Faster database search performance for lead and activity management*

60 million

Customers segmented in real time*

Investment cost under control: Utilize the codeployment and cloud deployment (SAP HANA Enterprise Cloud) option for accelerators and SAP HANA applications. This controls TCO and justifies in-memory technology investments.

User experience: Improve usability through Corbu enablement with consistent look and feel between SAP CRM powered by SAP HANA, native SAP HANA applications, and SAP ERP powered by SAP HANA.

2x
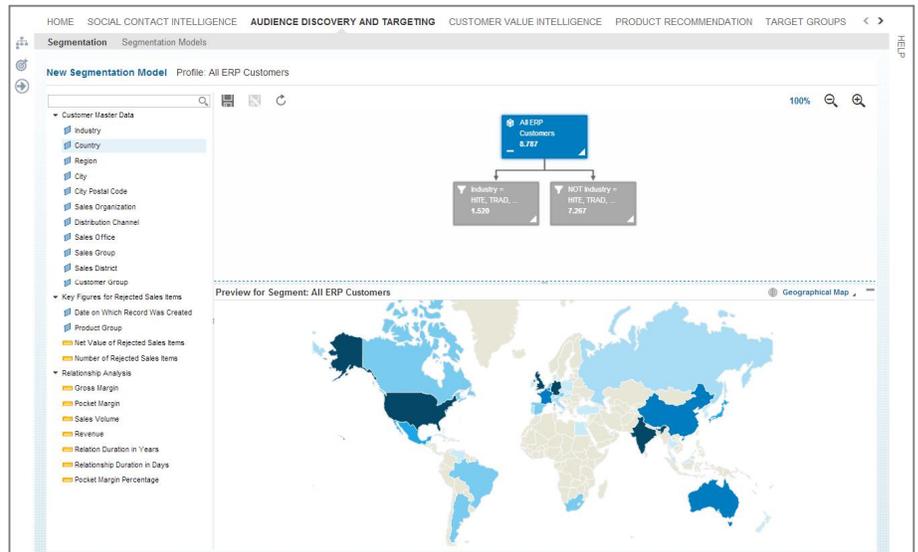Faster end-to-end performance for custom code*

Figure 5: SAP Audience Discovery and Targeting powered by SAP HANA: Rapidly and easily segment large customer populations

Benefits

Superior customer experience: The integration of enterprise and social data combined with technology to identify customers on social media channels enables superior multichannel customer intelligence.

New market opportunities: More visibility on market trends and underserved segments by real-time mining of granular customer data enables the launch of targeted campaigns.

Zero
Round trips to the business warehouse for operational reporting*

Better return on marketing investments: Precisely targeted campaigns executed in shorter time frames drive better business results at lower cost.

Increased profitability: Real-time insight into the current and potential value of your customers helps shape the right interactions to grow revenue and margin.

Simpler landscapes: Lower TCO results from simpler CRM landscapes based on a single SAP HANA database for operational CRM, segmentation, analytics, and native SAP HANA applications. You also lower server costs through higher data compression on industry-standard Intel hardware platform.
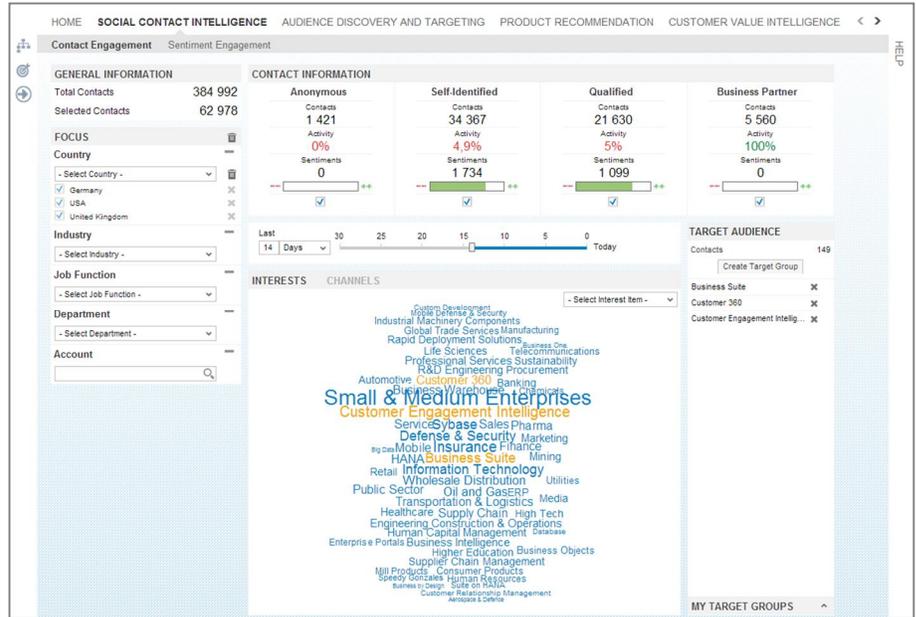
Figure 6: SAP Social Contact Intelligence powered by SAP HANA: Follow conversations and understand affinities of anonymous contacts or existing business partners to detect and track leads from first contact to customer buying

1
SAP HANA database for all of CRM, segmentation, analytics, and native SAP HANA applications

30%
Less expensive CRM landscape after migration to SAP HANA*

Road Map and Outlook

Planned enhancements in interactive reporting and virtual data models in SAP HANA:

- UX enhancements in interactive reporting (for example, HTML5 charts, embedding of reports)

- Optimized virtual data models for consumption with SAP BusinessObjects BI platform clients

- Simplified extensibility

Product Details/Prerequisites

- SAP CRM 7.0 EHP3 powered by SAP HANA

- SAP HANA Live for SAP Business Suite 1.0

- SAP Customer Engagement Intelligence 1.1

3

Deployment options:
Side-by-side, SAP CRM
powered by SAP
HANA, or SAP HANA
Enterprise Cloud

How to Get Started

Customers can choose their adoption road map from multiple deployment options.

Existing customers can start by using SAP Customer Engagement Intelligence (SAP Audience Discovery and Targeting, SAP Customer Value Intelligence, or SAP Social Contact Intelligence) in a side-by-side mode that leaves the existing SAP CRM and SAP ERP applications unchanged. This usage can be extended with the operational reporting functionality of SAP HANA Live.

Existing customers can also directly upgrade to SAP CRM powered by SAP HANA and run all the mentioned scenarios on their SAP CRM powered by SAP HANA instance without the need for a separate side-by-side instance. An upgrade to SAP CRM powered by SAP HANA will also deliver the benefits of SAP HANA to all other CRM processes, including custom code. New customers should consider implementing SAP CRM powered by SAP HANA directly.

Both SAP CRM powered by SAP HANA and SAP Customer Engagement Intelligence can also be operated in SAP HANA Enterprise Cloud. SAP Customer Engagement Intelligence is available for test drive in SAP HANA Enterprise Cloud for an immediate jump start to SAP HANA. Check out the free three-day trial!

Watch the SAP Customer Engagement Intelligence video on YouTube! Visit the launch page for SAP Customer Engagement Intelligence in SAP JAM.

Marketing: Accelerated Trade Promotion Planning

Business Practices Today

Trade promotions refer to marketing activities that are executed between a manufacturer and a retailer. Trade promotion is a marketing technique aimed at increasing demand for products in retail stores based on special pricing, for example, display fixtures, demonstrations, or off-invoice bonuses.

The main process for the manufacturer is about planning the proper discounts to get the best return on its investments for sales.

Objective

Provide an effective, performing, and usable application to build a promotion strategy with a firm basis in analytics. This enables sales operations or trade marketing professionals to analyze historic trade activities to determine promotion strategies going forward. They can identify the successful promotional vehicles, establish guidelines for pricing and promotion in conjunction with brand, and make adjustments to available programs where needed.

Challenges

Trade promotion planning is a critical process for any manufacturer to bring products on retailers' shelves and increase revenue. Manufacturers often spend millions of dollars to promote their brands and sell effectively. It is the biggest expense after the cost of goods sold (COGS). Sales agents need a system that is fast, reliable, and usable, despite a large amount of data that impacts:

- System performance when planning on large data sets

- Data aggregation, providing only approximations

- Real-time planning, with overnight batch jobs and mandatory complex functions that cannot be run on the fly

- Usability because of extensive planning layout

Faster

Planning and more time selling

Business Innovation with SAP HANA

The performance of SAP HANA provides value in several key aspects of trade promotions planning:

- Improved performance on any size of trade promotion by instantly leveraging SAP HANA for faster data access and rendering when planning on large data sets

- Enhanced data aggregation precision with more granular planning on a daily basis calculated in real time using the columnar store technology of SAP HANA

- Real-time reporting that helps optimize trade promotions and discover viable promotion opportunities – without overnight batch runs

- Enriched usability with a new Excel front end

Innovation in Detail

Improved performance: Using a robust architecture and integration with the planning applications kit of the SAP NetWeaver® Business Warehouse (SAP NetWeaver BW) application powered by SAP HANA, the data access and manipulation provide faster rendering of data.

Reduced total cost of ownership (TCO): Using state-of-the-art innovation with the planning applications kit and analytical tools that you know and trust, TCO is reduced.

Granular planning level: There is no more limit on the granularity of the data that can be used for planning trade promotions. It is now possible to perform daily-level planning and achieve a striking, quantum-leap improvement in performance compared to disk-based solutions currently available in the market.

Real-time reporting: The data that matters is at the fingertips of planners. There is no need to wait for the next day to understand the impact of trade spends. With SAP HANA leveraging the power of the in-memory technology, in comparison to slower disk-based systems, you can accelerate the promotion planning process, uncover new promotion opportunities, and accurately track campaign spend.

New Excel front end: An agile and robust architecture provides a new innovative front end, in addition to the traditional Web-based UI.

Benefits

Several benefits are achieved with the SAP Accelerated Trade Promotion Planning application powered by SAP HANA, enabling a more efficient planning process for our customers:

Better performance: Any type and size of trade promotions can now be planned with accuracy.

Superb
Level of performance

Improved efficiency and profitability: You spend less time compiling and analyzing data – and more time selling.

Real-time data: Long-running batch jobs are eliminated. You have access to your KPIs immediately.

New usability: Excel is the tool-of-choice around the world when it comes to planning. With the improved performance of SAP HANA, Excel provides a flexible and comfortable environment for your users.

Road Map and Outlook

At SAP, we plan to continue expanding our suite of trade promotion management solutions that take advantage of performance improvements from SAP HANA. Looking ahead, the SAP Trade Promotion Optimization application and SAP Trade Promotion Effectiveness Analysis analytic application are next in line to benefit from SAP HANA.

Product Details/Prerequisites

SAP CRM:
- 701 SP09, or SAP CRM 702 SP05, or SAP CRM 713 SP01

SAP NetWeaver:
- 730 SP09 or 731 SP07

SAP NetWeaver BI_CONT:
- 737 SP03 or 747 SP03

SAP HANA 1.0 SP6 (latest revision)

How to Get Started

Watch the video on **YouTube**!

Visit our **SAP HANA page**.

* **Source**: SAP internal lab tests as of Sept. 2013. All performance KPIs are preliminary. SAP internal lab measurements and productive customer performance can deviate.