The SAP® Business ByDesign™ solution is an adaptable on-demand business solution that helps you gain transparency and control over your business. Built on a flexible service model, the solution enables predictable operations at a midmarket price, fitting the way you do business today and tomorrow.

# SAP® BUSINESS ByDesign™ — PROFESSIONAL SERVICES INDUSTRY
## THE MOST COMPLETE AND ADAPTABLE ON-DEMAND BUSINESS SOLUTION

As a professional service provider, you must address a complex mix of changing market conditions, meet clients' expectations, and create competitive differentiation on three strategic factors: your talent, your service and business models, and your sales efforts.

To succeed, your organization must be able to adapt and respond to clients' requirements quickly and cost-effectively. To serve your clients, you need agile, seamless collaboration, both internally and externally. You must move fast in response to market opportunities – both to meet clients' needs and extract profits for innovative services before your competition can.

SAP delivers solutions for small businesses and midsize companies that fit the way you do business today and tomorrow. The SAP® Business ByDesign™ solution is the world's most complete and adaptable on-demand business solution. By providing transparency and control over your entire business, the solution empowers you to respond immediately to issues and opportunities. To support rapid change and growth, you can configure SAP Business ByDesign without relying on expensive IT resources. What's more, the solution helps organizations move beyond the boundaries of traditional IT by delivering an unprecedented customer experience – everything from a personalized try-and-buy process to built-in service and support. At the same time, SAP Business ByDesign provides everything you'd expect from SAP – at a price you can afford.

### The Power to Help Your Organization Grow

SAP Business ByDesign is flexible, robust, and scalable; it delivers the functionality you want now and the extensibility you need to grow your business. It gives you timely, accurate, and actionable business intelligence that improves insights into your clients and your operational needs.

As an integrated business solution, SAP Business ByDesign enables you to quickly and easily manage your business essentials. The solution offers end-to-end integration of key business areas – such as sales and marketing and human resources management. The comprehensive solution provides the analytics to help you immediately identify changes in the business environment as well as opportunities to serve your clients more effectively. At the same time, it provides the flexibility you need to change, grow, and extend the reach of business processes so you can collaborate with business partners across your entire ecosystem.

The following are some of the ways that SAP Business ByDesign enables you to address your challenges, change and grow, thrive in a global network, keep up with larger rivals, and drive costs down.
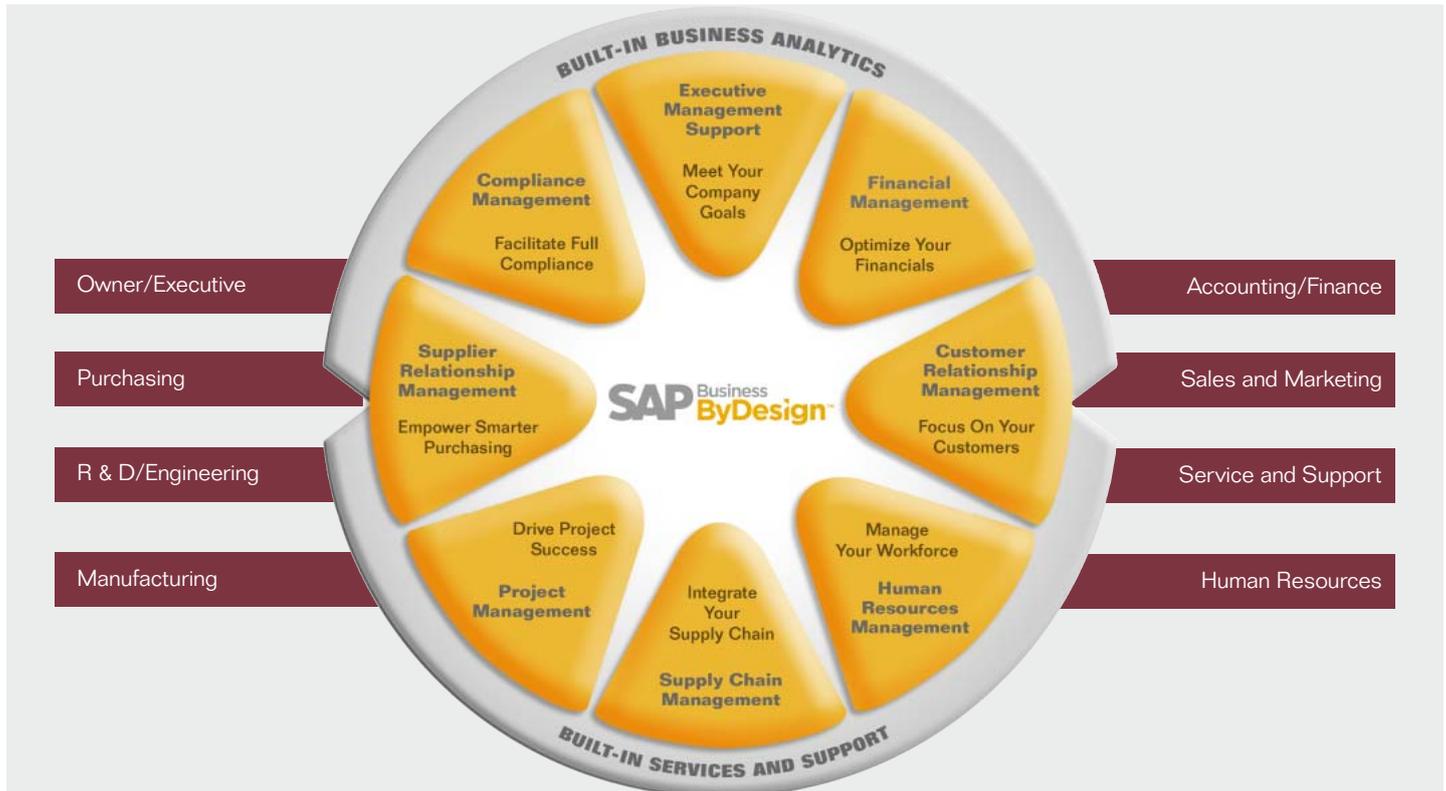
**SAP**

**Figure: SAP® Business ByDesign™: A Complete and Adaptable Business Solution**

### Achieve 360-Degree Business Visibility

As part of a dynamic business environment, your organization must be able to adapt and respond rapidly and cost-effectively to your clients' requirements. The 360-degree business views and built-in analytics provided by SAP Business ByDesign help your organization identify areas of improvement, innovation, and differentiation – so you can act on them quickly and decisively across all business areas. By making it easy to identify ways to differentiate your company from the competition, SAP Business ByDesign can help you capture greater market share.

### Adapt Your Business

SAP Business ByDesign can be as agile as your organization, allowing you to compete effectively. As your organization grows and changes, you can modify the solution by implementing new functionality or integrating new business areas. Because the time and effort needed to make these changes is greatly reduced, you can keep IT costs low. And with SAP Business ByDesign you have no problem operating in a dynamic environment. You can specify your changes in everyday business language, while SAP Business ByDesign takes care of the rest, ensuring the consistency and integrity of all modifications.

### Collaborate Easily

As you strive to serve your clients in all the markets where they operate, efficient collaboration is key. SAP Business ByDesign makes it easy for employees to work with each other – and with clients and partners – by dynamically linking communications channels, such as the phone or instant messaging, with context-related and task-oriented business information. Your partners and clients can interact with your organization using forms that you can modify to meet your company's standards for branding, formatting, and "look and feel." In addition, the software supports industry-standard formats for communication that you can

adapt to your partners' requirements, enabling you to maximize productivity and client satisfaction.

### Gain Process Flexibility

SAP Business ByDesign reflects more than 35 years of SAP experience as well as our expertise to deliver software that's engineered for simplicity and flexibility. The result? You gain the process adaptability you need to compete successfully against bigger businesses and smaller, more agile competitors. With SAP Business ByDesign, you can quickly implement process changes or innovations to reflect your business requirements – even as they change over time. Support for both internal and international operations, including handling of different languages and currencies, means that you can thrive in a global environment.

### Facilitate Regulatory Compliance

Complying with government regulations is not optional – it's the law. And it's also necessary to comply with your clients' requirements for reporting and project management. SAP Business ByDesign supports visibility, transparency, and integrity of all business processes – as well as localized business content and practices – for regulatory compliance. By enabling you to meet and maintain compliance in all countries of operation supported by the solution, SAP Business ByDesign helps you to focus on growing your business.

### Automate Processes

With SAP Business ByDesign, you can achieve an unmatched level of automation across all business areas. In addition, the adaptability of the solution allows your organization to address its most critical business problems first and

then tackle other areas as business needs dictate. The solution streamlines or eliminates many common administrative tasks and the associated costs – within the organization as well as across your growing network of clients and business partners. It even simplifies the effort needed to revise processes to accommodate changes in your business environment. And by proactively delivering only the most relevant and meaningful information to each person – such as items requiring immediate attention – it allows your internal and external resources to focus on value-added business tasks and innovation.

### Leverage Built-In Services and Support

SAP Business ByDesign comes with significant built-in knowledge and automation for service and support. The software runs automatic health checks to detect potential problems before they impact your business processes. Built-in training helps your employees learn how to use the solution at their own pace, and you can add content to meet the specific needs of your company. In addition, context-sensitive help provides immediate access to information related to the task at hand.

Your company is connected continuously to the help and support it needs. For example, the software stays up to date automatically with the latest business content to facilitate regulatory compliance and to support clients, partners, and employees on an international scale. And to help you keep up with larger rivals, SAP offers access to high-quality IT consulting and support services through its own consulting organization and its partners. By reducing the time needed to deploy, roll out, maintain, and adapt

its IT landscape, your organization can reduce costs – and can focus on business innovation instead of IT management.

### Benefits of SAP Business ByDesign

SAP Business ByDesign provides unmatched ease of adoption and use, exceptional flexibility, and a predictably low cost of ownership. You can realize the following benefits:

- **Reach your organization's full potential** by automating and optimizing your business processes, enabling your employees to work at their best, supporting better decision making with integrated analytics, and using collaboration features that enable rapid integration of clients and partners into your business processes
- **Adapt as your business needs change** with the flexibility to transform, grow, and extend the reach of your business
- **Simplify IT** through built-in service and support features that offer ease of adoption and use
- **Lower the cost to implement** through a trial system that provides on-demand delivery, customization opportunities, and ready-to-use functionality
- **Reduce the cost of doing business** with easy-to-understand pricing, predictable deployment, and support for your business operations

### Find Out More

To learn more about SAP Business ByDesign and how it can help your professional service organization, call your SAP representative today or visit us on the Web at www.sap.com/solutions /sme/businessbydesign.

## Summary

Designed for midsize organizations that want to grow profitably, the SAP® Business ByDesign™ solution is the world's most complete and adaptable on-demand business solution. By providing a 360-degree view of the organization, the solution gives you transparency into and control of your entire business and the ability to adapt to changing business needs.

## Challenges

- Provide up-to-the-minute information that empowers employees to address issues and opportunities
- Connect people and processes inside and outside the organization to maximize co-innovation and productivity
- Modify software to meet requirements with a minimum of time, effort, and cost
- Maintain compliance with regional, national, and international regulations
- Support operations without extensive internal IT skills or costly on-site consulting services

## Supported Business Processes and Software Functions

- **Project management** – Work efficiently with all parties involved using features such as interactive graphical views, collaborative project staffing, and time confirmation
- **Workforce management** – Enable efficient and effective HR operations by streamlining project assignments, time recording, compensation, and payroll
- **Client focus** – Manage all aspects of relationships with your clients
- **Financials optimization** – Link business operations to processes supporting cash flow management and accounting
- **Goals achievement** – Identify areas for improvement, innovation, and differentiation
- **Compliance enablement** – Reduce the effort required to maintain compliance

## Business Benefits

- **Realization of full business potential** with a 360-degree view of the business
- **Adaptability to changing business conditions** without disrupting business operations while maintaining regulatory compliance
- **Reduced IT costs and simplified requirements** with predictable deployment and operation
- **Increased employee productivity** with personalized business portals that improve productivity and collaboration

## For More Information

To find out more, call your SAP representative today or visit us on the Web at www.sap.com/solutions/sme/businessbydesign.