SAP Business ByDesign
PROFESSIONAL SERVICES RESOURCE CENTER

Release 1.0
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SUSTAINING PROFITABLE GROWTH THROUGH INNOVATION AND OVERSIGHT

As a professional services provider, you face more risk, more complexity, and more competition than ever before. You need to operate globally and deliver locally. You need business processes that allow you to be nimble, execute efficiently, and implement new service models.

Successful professional services firms focus on these key requirements:

- **Improving project visibility**. You need real-time visibility into all aspects of project delivery, from initial scoping to final billing. Practice leads need key information for informed decision-making. Getting visibility into the entire project and customer lifecycle, from project planning and execution to project control, increases your effectiveness and improves the bottom line.
- **Innovating service delivery**. You need to engineer required services, replicate their timely delivery, and meet customer expectations while improving profitability. Doing all this at once means that your operations must constantly evolve. You'll need real-time data access, plus analytic tools that give you complete visibility into service delivery.
- **Differentiating through client value**. You need to predict, then document, the value you deliver to clients. You need to evaluate the profitability of each project and client. Only then can you build a project portfolio that delivers a healthy return on investment.

SAP Business ByDesign

BUILDING ON A ROBUST, SCALABLE IT SOLUTION

The SAP® Business ByDesign™ solution is a flexible, robust, and scalable business management solution. It delivers the functionality you want, along with the extensibility you need, to grow your business. It provides timely, accurate, and actionable business intelligence that helps improve your insight into client and operational needs.

SAP Business ByDesign is a comprehensive, integrated solution that helps you manage business essentials quickly and easily. It offers complete integration of key business areas – business development, delivery and billing, project management, and more. Powerful analytics help you zero in on changes in the business environment and opportunities to serve clients more effectively. At the same time, SAP Business ByDesign has the flexibility you need to change, grow, and extend the reach of your business processes – so you can collaborate with partners across your network.

IS SAP Business ByDesign RIGHT FOR YOU?

The SAP Business ByDesign solution is a best fit for fast-growing professional services firms that don't want to build a large, expensive IT backbone.

- Fast deployment – as little as six weeks, depending on scope
- Delivered on demand and managed by SAP
- Monthly subscription pricing starting at US$149 per user
- Core business processes and best practices built in
- Ideal for companies with fewer than 100 users
- Available in China, France, Germany, India, the United Kingdom, and the United States

LEARN MORE

Learn more about SAP Business ByDesign in the professional services industry.

CONTACT US TODAY

Contact your SAP Channel Partner for more information.

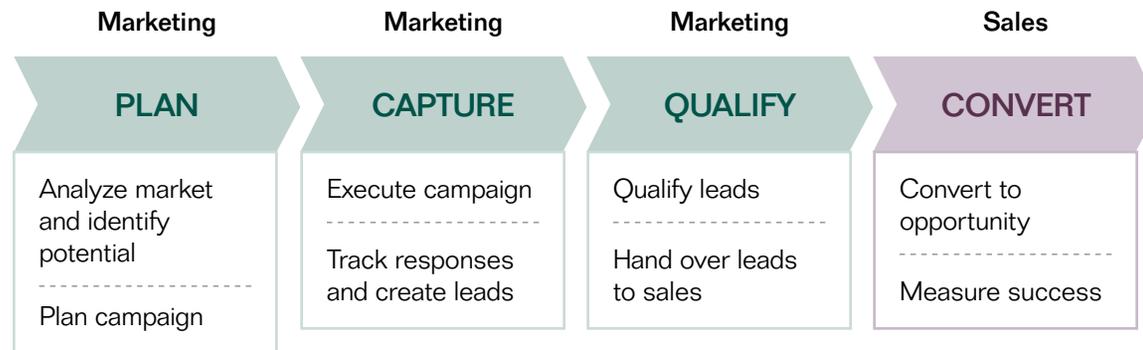Learn More

SELECTING THE RIGHT SOFTWARE

Hear Bruce Richardson of AMR Research talk about selecting business software.

Overview

NEED TO CONVERT PROSPECTS INTO CLIENTS?

The SAP Business ByDesign solution supports customer conversion from start to finish, integrating data across marketing, sales, and service to help you close the deal. Better analyze market potential. Plan, execute, and track campaigns. Capture and qualify leads to hand over to sales. Integration and insight across your entire business help you satisfy client requirements and achieve higher win rates.

Customer Conversion Process Flow

Marketing	Marketing	Marketing	Sales
PLAN	**CAPTURE**	**QUALIFY**	**CONVERT**
Analyze market and identify potential	Execute campaign	Qualify leads	Convert to opportunity
Plan campaign	Track responses and create leads	Hand over leads to sales	Measure success

Value of SAP Business ByDesign

SAP Business ByDesign DELIVERS VALUE

Scenario #1: You want to enhance lead generation and qualification, reduce lead cycle time, and improve conversion rates. You need to create and conduct effective campaigns, improve lead distribution, and prioritize opportunities for the biggest benefit.
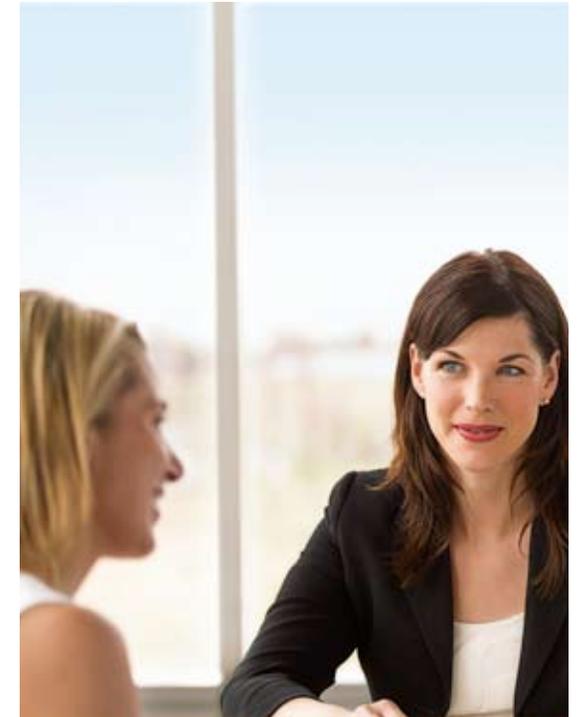
Scenario #2: You need to quantify and increase marketing's contribution to the bottom line, and increase marketing productivity. A comprehensive view of market competitors, new services, and prospects will help you grasp market dynamics and tailor offers.

Scenario #3: You want to reduce spending by tightening marketing and sales and using diverse communication channels. You need to support collaboration between marketing and sales, minimize disruption, and help ensure the highest lead impact.

SAP Business ByDesign software supports each of these scenarios with capabilities such as these:
- Streamlined lead and opportunity processes
- Improved transparency across the entire lead cycle, including lead funnel, opportunity pipeline, and win-loss ratio
- Built-in forecasting
- Automated pass of qualified leads
- Centralized information about competitors, markets, and offers

SAP Business ByDesign further supports business development with integrated business intelligence and performance management that helps ensure up-to-date reports for every role and function in your organization. You can track metrics and assure performance in major marketing and sales areas, making it more likely that your offers generate high-impact leads.
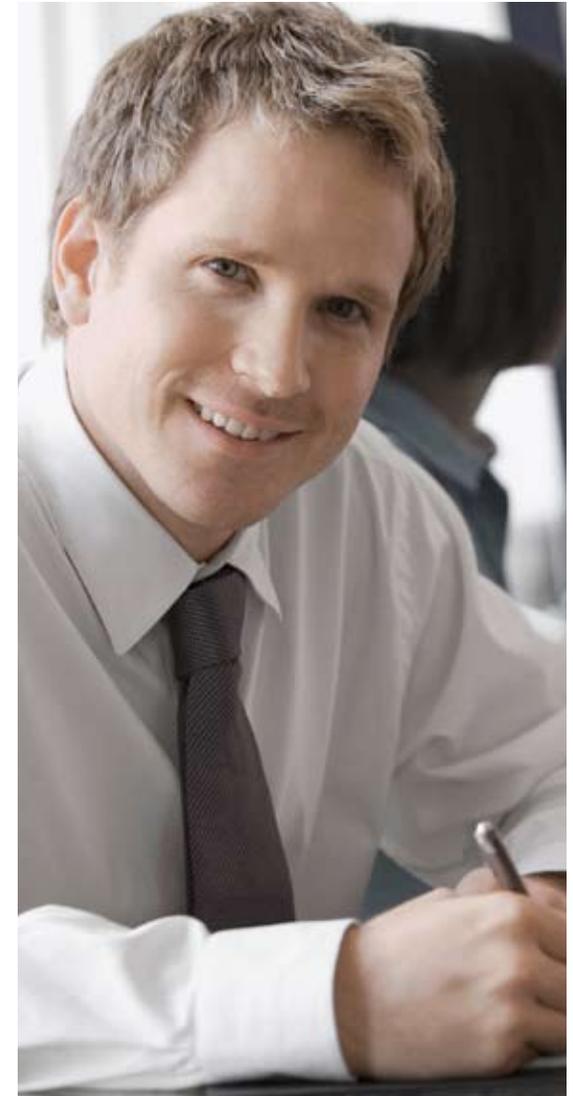
WHAT CAN YOU ACHIEVE WITH SAP Business ByDesign?

- More leads generated
- More leads converted
- Accelerated lead-to-cash cycle
- Accelerated lead-to-close ratio
- Increased pipeline velocity
- Reduced marketing costs
- Lower ratio of marketing costs over revenues
- Accelerated cash flow
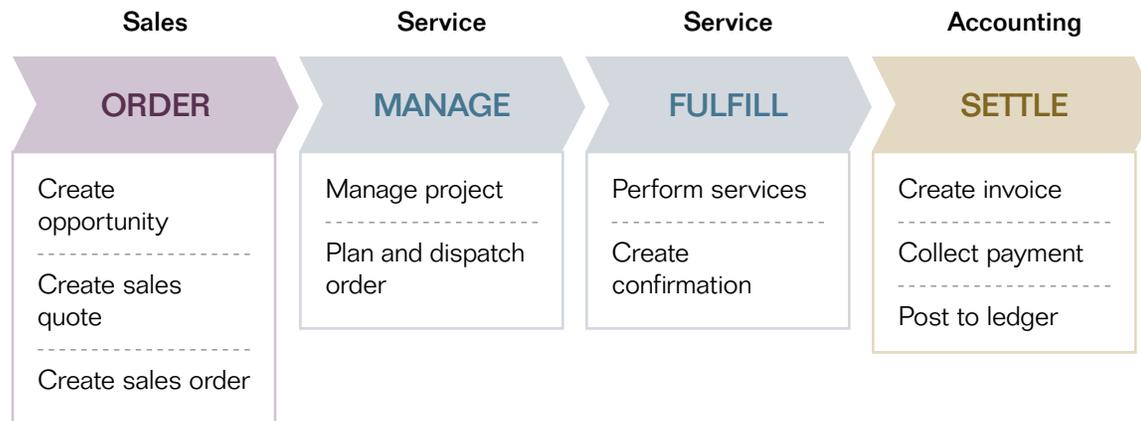
TARGETING THE RIGHT OPPORTUNITIES

[Hear Sandeep Ranjan, CEO of Prognosys Pvt. Ltd., discuss targeting the right opportunities](#).

Overview

SELLING REPEATABLE SERVICES?

The SAP Business ByDesign solution fully integrates sales, service delivery, invoicing, and financial accounting. With end-to-end support for sales, project management, service delivery, and billing, only SAP helps you sell and deliver services effectively while accelerating cash collection. SAP also provides variable pricing options such as fixed price or time and materials.

Delivery and Billing Process Flow

Sales	Service	Service	Accounting
ORDER	**MANAGE**	**FULFILL**	**SETTLE**
Create opportunity	Manage project	Perform services	Create invoice
Create sales quote	Plan and dispatch order	Create confirmation	Collect payment
Create sales order			Post to ledger

Value of SAP Business ByDesign

SAP Business ByDesign DELIVERS VALUE

Scenario #1: You want to increase revenue by productizing services and broadening service offerings. You wish to understand customer needs, create targeted offerings, and pursue partnerships for service innovation.
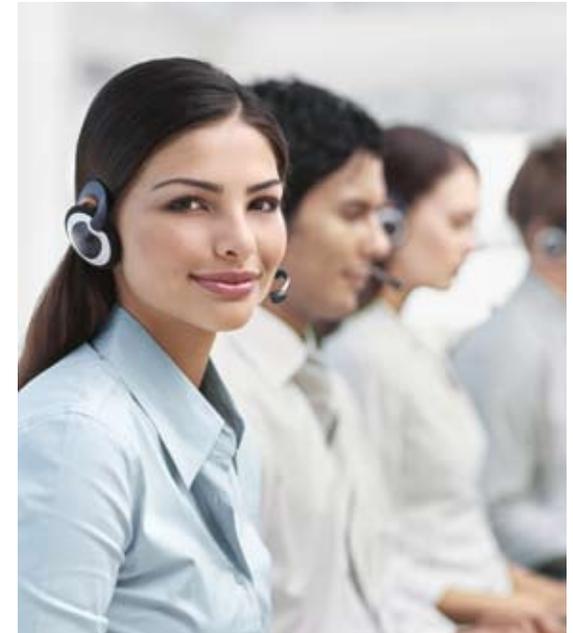
Scenario #2: You want to reduce the cost of delivering quality services while better utilizing your talent pool. You need an updated and holistic view of service delivery over the life of each project, so you can analyze how to reduce costs and improve quality.

Scenario #3: You want to reduce working capital by accelerating the order-to-cash services cycle. You need to simplify time, expense, and material reporting and integrate recording across functions.

SAP Business ByDesign software supports each scenario above with capabilities such as these:
- Collaboration within and beyond your walls to encourage innovation with partners and across the organization
- Powerful analysis to gain deeper insights at every step of project delivery
- Service management to handle both simple and complex projects
- Unified business scenarios from order capturing through execution and financial accounting

SAP Business ByDesign further supports billing and delivery with integrated business intelligence and performance management that helps ensure up-to-date reports for every role and function in your organization. You can track metrics and help assure performance in service delivery – from sales and delivery to billing and accounting – for the greatest overall positive impact.

WHAT CAN YOU ACHIEVE WITH SAP Business ByDesign?

- Increased sales pipeline
- Increased billable days
- Increased revenue from services
- Better service resource utilization
- Lower selling and administrative expenses related to providing services
- Shorter order-to-cash service cycle
- Accelerated cash flow
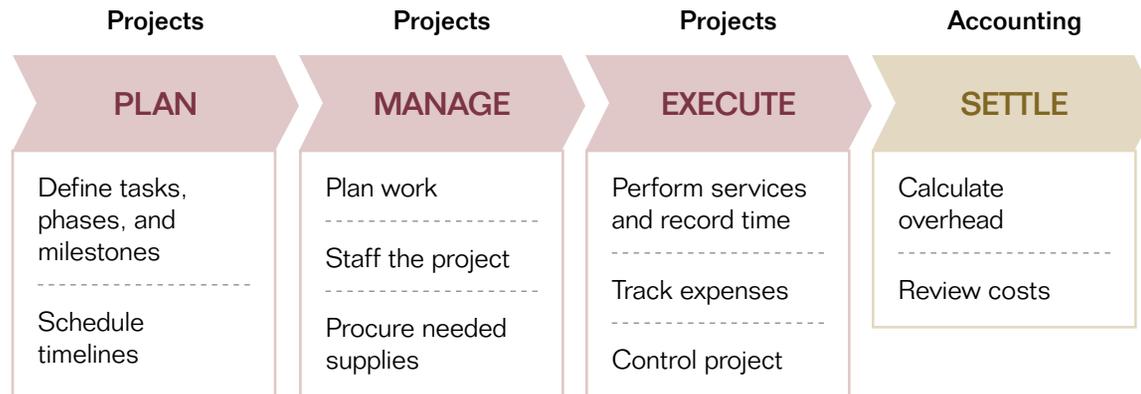- Reduced days sales outstanding

EXECUTING WITH THE RIGHT TOOLS

Hear Rajesh Shah, SOO of Suh'dutsing Technologies, talk about having the right tools for execution.

Overview

NEED TO EXPAND AND DIVERSIFY YOUR PROJECT-BASED ACTIVITIES?

SAP Business ByDesign handles staffing of internal or external resources for all project types. SAP software integrates project management with other operational areas and covers all phases, from planning and execution to closing. Only SAP Business ByDesign captures and shares reliable project performance data in real time to help you get the greatest results from each and every project.

Project Lifecycle Process Flow

Projects	Projects	Projects	Accounting
PLAN	**MANAGE**	**EXECUTE**	**SETTLE**
Define tasks, phases, and milestones	Plan work	Perform services and record time	Calculate overhead
Schedule timelines	Staff the project	Track expenses	Review costs
	Procure needed supplies	Control project	

Value of SAP Business ByDesign

SAP Business ByDesign DELIVERS VALUE

Scenario #1: You look to drive revenues by focusing on profitable projects and service delivery innovation. You need to provide project managers with key information and encourage collaboration with partners on new, targeted offerings.

Scenario #2: You want to control project costs, improve operations, deliver projects on time, and meet customer expectations. You need to streamline the entire project lifecycle – from planning and execution to controlling.

Scenario #3: You seek to collect payments as soon as possible to increase cash flow and reduce capital requirements. You need to bill for services more quickly, accurately, and efficiently and optimize asset utilization.

SAP Business ByDesign software supports each of these scenarios with capabilities such as these:

- Holistic view of project performance
- Collaboration tools that connect internal and external resources
- Interactive dashboard with graphical view
- Complete document management
- Sophisticated project tracking and accounting
- Integration with sales, purchasing, HR, and finance
- Facilitated data input for billing

SAP Business ByDesign further supports project management activities with integrated business intelligence and performance management – helping ensure up-to-date reports for every role and function in your organization. You can track metrics and help assure performance throughout the project lifecycle, for the greatest overall positive impact.

WHAT CAN YOU ACHIEVE WITH SAP Business ByDesign?

- Improved project performance
- More offerings
- Increased revenue and profits by project
- Increased revenue from expanded service
- More billable days
- Shorter learning curve
- Increased project profitability
- Lower project costs
- Less time elapsed from recording to billing and collecting
- Reduced days sales outstanding
- Improved return on assets assigned to projects
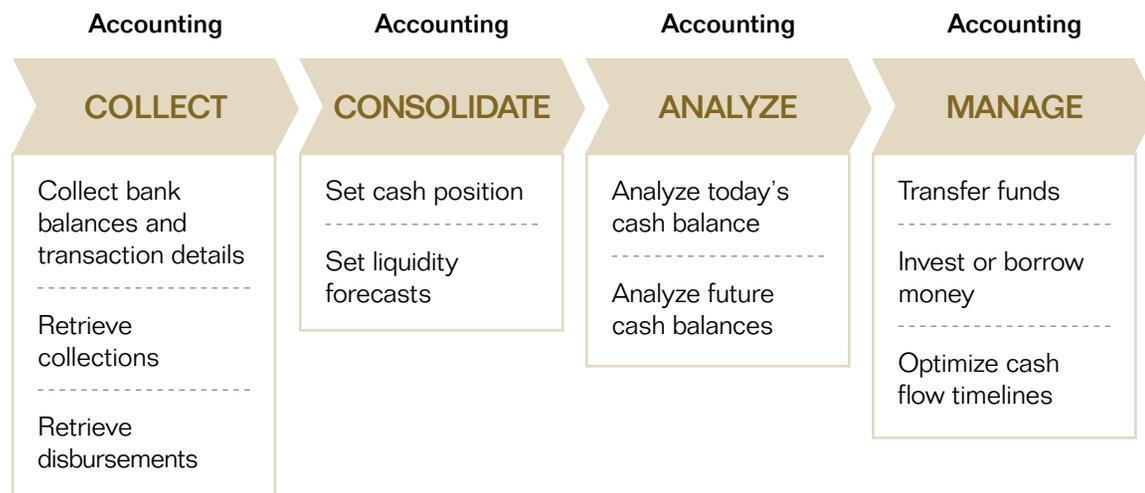
THE RIGHT INFORMATION FOR THE RIGHT USERS

Hear Patti Charlton, CFO of ResearchPoint, talk about getting project information to the right users.

Overview

NEED TO MANAGE CASH FLOW FLUCTUATIONS AND LIQUIDITY?

SAP Business ByDesign combines data from payables, receivables, taxes, payments, and liquidity management to provide automated cash updates. Manage cash and liquidity from the liquidity snapshot, consolidations, analysis and forecasting, and money transfers – and optimize your cash flow.

Cash and Liquidity Management

Accounting	Accounting	Accounting	Accounting
COLLECT	CONSOLIDATE	ANALYZE	MANAGE
Collect bank balances and transaction details	Set cash position	Analyze today's cash balance	Transfer funds
Retrieve collections	Set liquidity forecasts	Analyze future cash balances	Invest or borrow money
Retrieve disbursements			Optimize cash flow timelines

SAP Business ByDesign DELIVERS VALUE

Scenario #1: You need to quickly and accurately identify cash flow, liquidity gaps, and opportunities for improvement. You need to increase visibility across cash transactions, balances, and liquidity positions.

Scenario #2: You want to enable cash managers to identify, and act in time to address, fluctuating cash flow. You need cash management tools to analyze and process funds transfers quickly and efficiently.

Scenario #3: You seek to reduce the time and effort required to gain visibility across cash balances and transaction flows. You want to unify processes and improve transparency across cash sources and activities.

Scenario #4: You seek to improve planning by consolidating and forecasting cash and liquidity projections. You need easy-to-use consolidation and forecasting processes to project cash shortages or surpluses.

SAP Business ByDesign software supports each of these scenarios with capabilities such as:
- Analytics for financial value chain management
- Bank balance reports
- Liquidity monitoring
- Tools to determine, initiate, and execute funds transfers to manage liquidity
- Automated data collection on bank account balances, transactions, distributions, and more
- Built-in analysis
- Consolidation of liquidity data
- Comprehensive analysis and forecast

SAP Business ByDesign further supports your cash and liquidity management processes with integrated business intelligence and performance management that helps ensure up-to-date reports for every role and function in your organization. You can track metrics and help assure optimal cash flow performance.

WHAT CAN YOU ACHIEVE WITH SAP Business ByDesign?

- Accelerated period-end financial close
- Fewer systems, databases, and other equipment used during the financial close
- Reduced closing costs due to fewer employees involved in closing
- Lower total cost of capital
- Increased investor confidence
- Reduced interest rates from banks and stakeholders

BRINGING FINANCIAL CLARITY TO THE BUSINESS

Hear Brent Walters, CFO of OneVision Solutions, discuss bringing financial clarity to the business.

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THE BEST-RUN BUSINESSES RUN SAP™

SAP