

**Deloitte.**

# The CRM Solution You'll Do Flips For — Saves Time and Money — and Increases Speed to Value

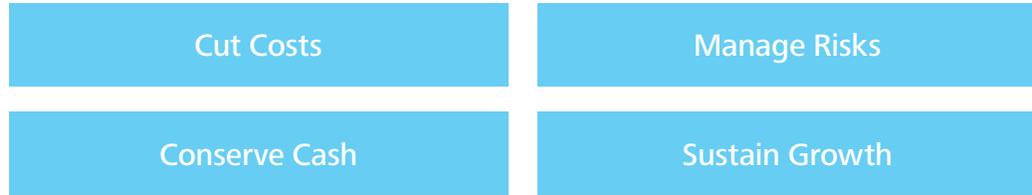
Implement and run only the processes you  
need today — address your top CRM  
issues with a solution tailored to your  
specific needs



## Driving customer value

Businesses today face an unprecedented combination of challenges: improving or preserving operational efficiencies that help hold down costs and conserve cash; managing legal, regulatory, and other risks; and striving to sustain growth at a time of broad economic downturn. Despite the difficulties posed by today's economy, Deloitte can help you meet these complex demands and drive customer value.

## Identifying key customer-facing issues



SAP and Deloitte recently conducted a series of executive round tables under the theme “Adapt to Thrive.” When participants were asked to tell us which issues were most top of mind, here’s what they said:

- Improve how well you know your customers and be able to take action to create stronger and more meaningful relationships
- Make agile and informed customer decisions—take advantage of a 360° view from interconnected front office, back office, and external data sources
- Rethink your value proposition on how to deliver your products and services at lower price points
- Improve ability to forecast what customers will buy
- Focus investment on high growth areas of the business
- Optimize pricing to drive higher margins
- Improve service experience to foster greater loyalty in anticipation of product buying cycles returning to expected levels
- Deliver a consistent experience over all customer interaction channels
- Fix operational issues – such as, improve order accuracy and inventory management, collect cash faster, and improve front office productivity—to drive quick wins
- Implement customer-facing capabilities at less cost, in reduced time, and with less risk
- Optimize tax position by taking advantage of doing business in lower tax base countries for buy/sell transactions

Deloitte’s SAP CRM Pre-Configured Solution is designed to help you address all of the issues identified by our round table participants and drive customer value through time and cost reductions and improved risk management.

## Why is our approach different—and accelerated?

Deloitte has listened. We have a unique solution. We deliver your needed capabilities faster to solve your most urgent customer facing issues sooner.

We know many executives are frustrated by traditional CRM approaches—they don’t effectively address the top-of-mind issues, they take too much time, and they’re costly on many levels. Further, many view them as gimmicky, too generic, and disappointing in delivering real, measureable benefits.

Deloitte’s SAP CRM Pre-Configured Solution approach is different and completely changes the rules of the game. We have created an innovative client experience to evaluate, implement, use, and support SAP CRM solutions. Here is a sampling of benefits of this new client experience:

- Enables you to try it out before committing
- Tailored to your specific needs, including hosting and financing
- Significant time, cost, and risk reductions for a typical project schedule
- Up and running with a production system in two to six months, as a result of a simple process for implementation
- Deployable in bite-sized quick wins—only implement the processes you need today

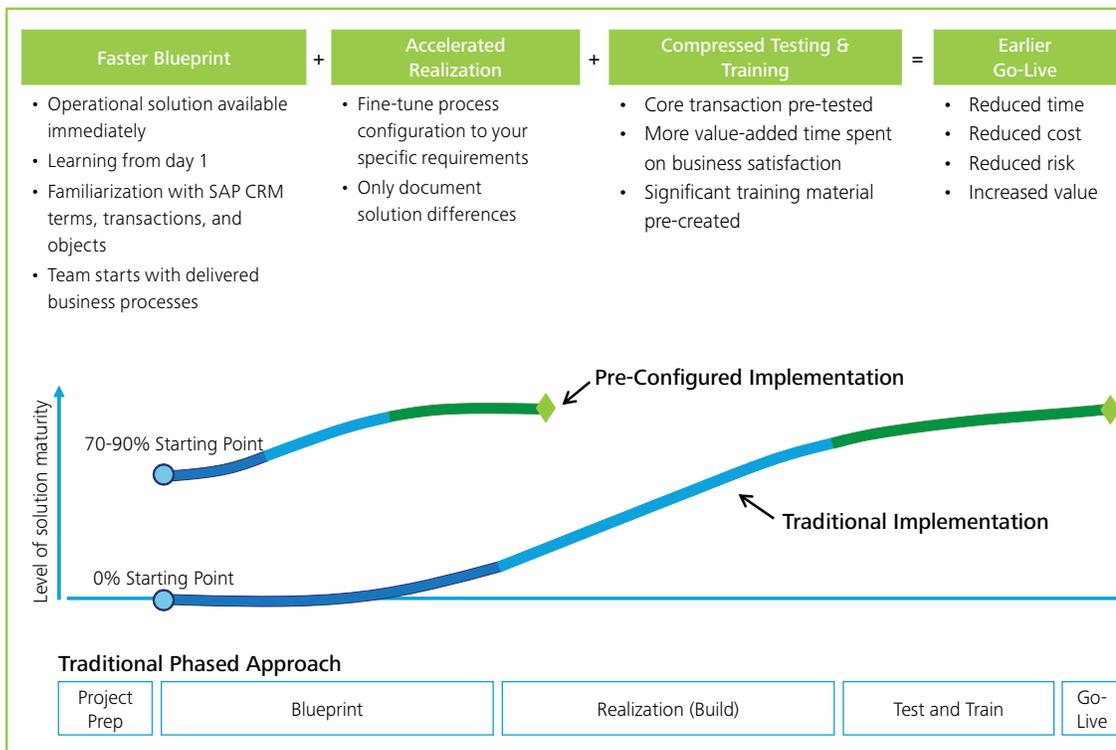
- Designed using industry best practices for company-specific applications
- Attractive, easy to use, and friendly interface
- Accelerates speed in getting to the integration and user acceptance testing stage of a typical development project
- Integrates with SAP ERP and other platforms to take advantage of business process integration from a single platform
- Built-in extensions, using Adobe Flex, such as EZR e-Commerce, and collaborative opportunity management for channel partners to extend the application beyond your enterprise—effectively and at a low cost point

## How it works

Deloitte has changed the way companies evaluate, implement, use, and support SAP CRM. We have created a new and innovative client experience to make the implementation and execution of SAP CRM easier, more efficient, and more satisfying. Here's how it works:

| Evaluation Experience  | Implementation Experience   | Use and Support Experience  |
|--|---|---|
| <p><b>You're In Charge</b></p> <ul style="list-style-type: none"> <li>• Define your business-specific requirements</li> <li>• Choose the processes you need</li> <li>• Constant validation workshop</li> <li>• Take it for a test drive in our Test Drive Environment</li> <li>• Tell us what else you need</li> </ul> | <p><b>Right First Time</b></p> <p>Based on your decisions, we take care of the details</p> <ul style="list-style-type: none"> <li>• Enterprise model creation</li> <li>• Load master data</li> <li>• Fine-tune processes</li> <li>• Security profile creation</li> <li>• Help desk set-up</li> <li>• Training</li> <li>• Conduct data conversion</li> </ul> | <p><b>Business Loves It</b></p> <ul style="list-style-type: none"> <li>• High user adoption</li> <li>• Industry-leading processes</li> <li>• Attractive, easy to use interface</li> <li>• Aids productivity and job satisfaction</li> <li>• Highly responsive help when you need it</li> <li>• Additional changes when you need them</li> <li>• Measurable results</li> </ul> |

## How we help you drive value — faster and cheaper



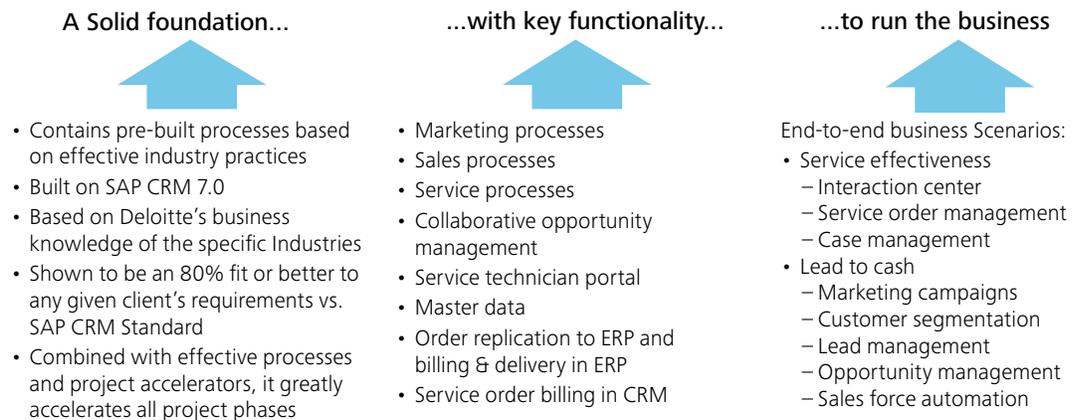
Deloitte has listened. Our approach is all about speed and time to value.

Our SAP CRM Pre-Configured Solution streamlines the typical software development lifecycle while being a tight fit to your business needs. Rather than having to start with a blank sheet, Deloitte's Pre-Configured Solution incorporates industry best practices and knowledge of your specific objectives to help you achieve measurable results.

In short, we have pre-configured and mapped predictable steps to reduce the risks and costs of a lengthy development lifecycle. At the same time, we have targeted value-added business processes and identified best practices to help you better execute key marketing, sales, service, and integration functions that are critical to your success. We believe our solution offers the right balance of saving time and optimizing your investment without sacrificing quality. And we believe the closer you look, the more impressed you will be.

### What's inside?

We invite you to look under the hood. What you'll find is a high performing solution with



### Key accelerators

Deloitte's approach automatically includes the accelerators you need to reduce time, cost, and resources and increase speed to value.

- Best practices IndustryPrint™ business process
- Business process mapped to SAP CRM
- CRM roadmap templates
- Business process procedures
- ERP integration middleware
- Testing scripts
- Training and user guides
- Configuration process procedures
- Master data management procedures
- Adobe Flex extensions
- Integration to Microsoft Outlook

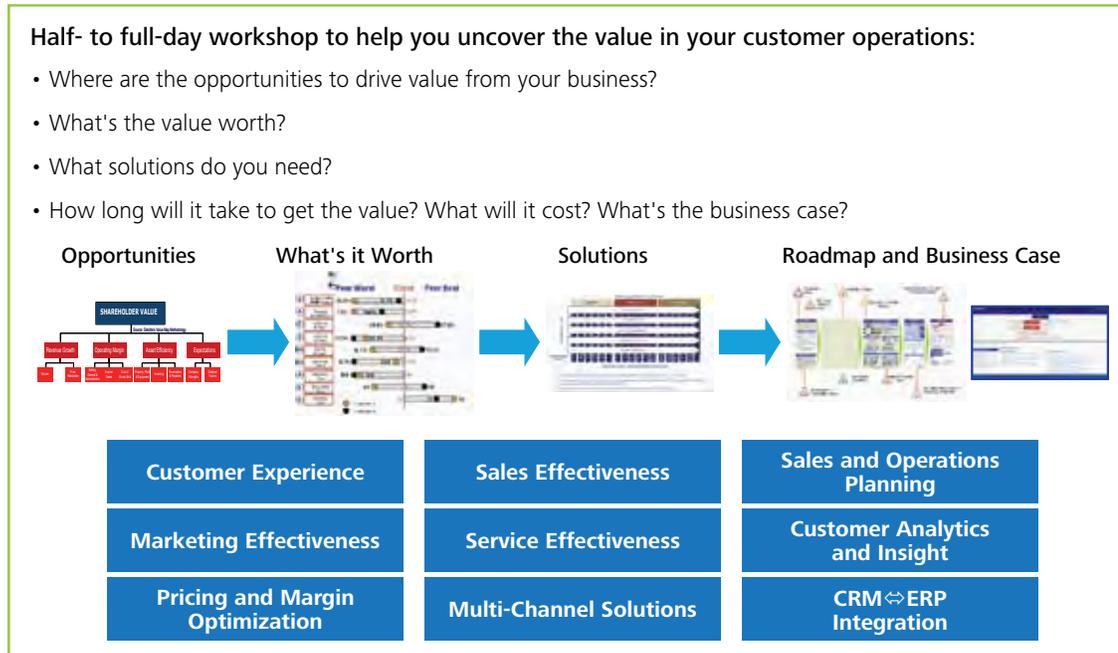
It's easy to get started: we'll discuss with you the capabilities of our SAP CRM Pre-Configured Solution as it relates to your issues. Our proprietary Enterprise Value Map™ helps guide the discussion, linking what you do from a strategic and operational standpoint to value generation. Next, to assist in decision making, our "Move-the-Needle" analysis helps identify the specific value to be realized with SAP CRM, and Value Print helps quantify expected benefits and costs.

Once you are on the desired track, you then pick the processes you need from the SAP CRM Process Catalog. From there, we'll create your application by putting those into an SAP CRM Test Drive™ environment. Now, you can try it out. One of our SAP CRM Driving Instructors™ will be there to assist throughout, helping you to take full advantage of industry-effective best practices and specific functionality for sales, marketing, service, ordering, pricing, call centers, channel management, and integration with other platforms. Finally, our streamlined implementation process facilitates the deployment of the most efficient production-ready solution for your business.

## Get started now on your path to speed and value

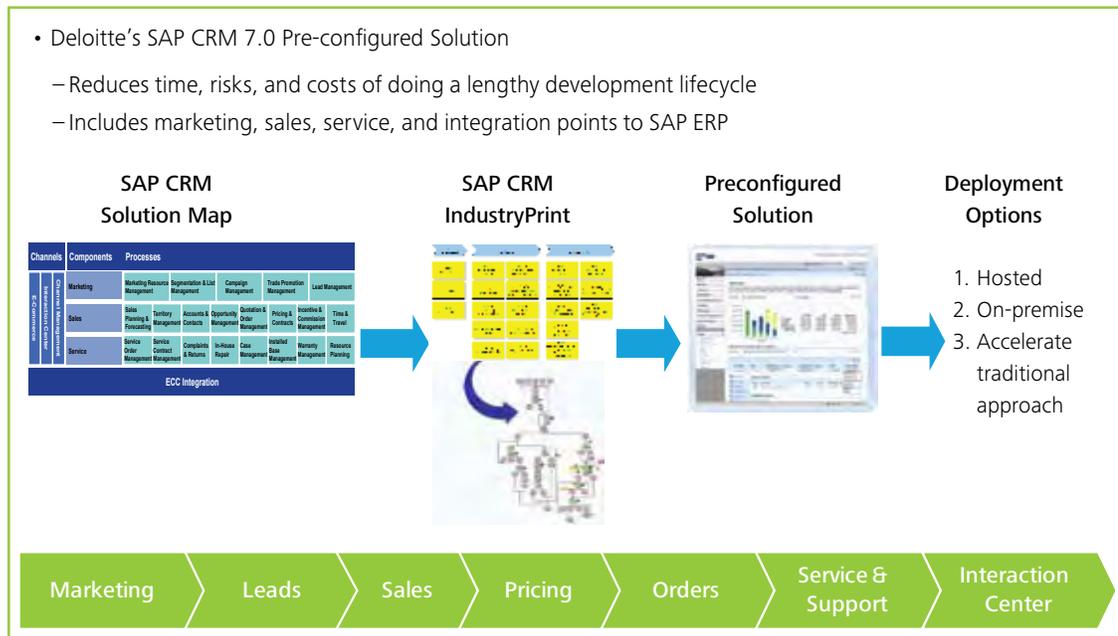
The first step is to uncover customer value as you address your top-of-mind customer issues. We offer a workshop to help you navigate the path forward.

### Value



### Speed

The next step is to demonstrate to you how to resolve your customer issues faster:



Deloitte's SAP CRM Pre-Configured solution is also the perfect way to achieve value and speed through a series of bite-sized quick wins. Speed is achieved through waves of functionality being delivered every "100 Days." Value is delivered in several controlled, impactful waves vs. one big, risky, monolithic project.

## Deploying Deloitte's SAP CRM Pre-Configured Solution

As you go through our accelerated SAP CRM experience, we support several deployment options – traditional on-premise or we can host and provide application support. We can even start with hosting and bring in-house later. Our goal is to make the process easy and worry free, while helping you achieve the full range of benefits.

### Why Deloitte?

We have reduced the time, cost, and risk for you to deploy SAP CRM capabilities in your business. At the same time, we offer our clients an innovative experience that provides the advantages of speed and value. We created this solution to benefit our client's business, and we would like to see you take advantage of it.

### Seeing is believing

Contact one of our professionals listed below to see the SAP CRM Pre-Configured Solution. Let's discuss how we can solve your customer issues today with speed and value.

### For more information, please contact:

#### Americas

**Andy Main, Principal**  
Deloitte Consulting LLP  
SAP CRM Leader  
amain@deloitte.com  
+1 303 898 5903

#### Europe

**Helmut Burckhardt, Principal**  
Deloitte – Germany  
hburckhardt@deloitte.com  
+49 89 29036 7910

#### Asia

**Paul Henley, Principal**  
Deloitte – Singapore  
phenley@deloitte.com  
+65 62327 111

#### Solution team

**Karl Rupilius, Senior Manager**  
Deloitte Consulting LLP  
SAP CRM Solution Leader  
krupilius@deloitte.com  
+1 650 544 7799

**Jaco Van Eeden, Senior Manager**  
Deloitte Consulting LLP  
SAP CRM Adobe Alliance Lead  
jvaneeden@deloitte.com  
+1 908 391 5308

**Jim Goldfinger, Senior Director**  
SAP Americas  
CRM Customer Value Network  
james.goldfinger@sap.com  
+1 908 391 6164

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