SAP

SAP Fast Start Program in the New Reality

정수경

Director, SME Solution Center
SAP Asia Pacific Japan

New Technologies

Cloud Computing/ On-Demand

In-Memory

Mobile

- Cloud becomes reality
- Flexible, cost-effective deployment options
- Hardware moves to the cloud
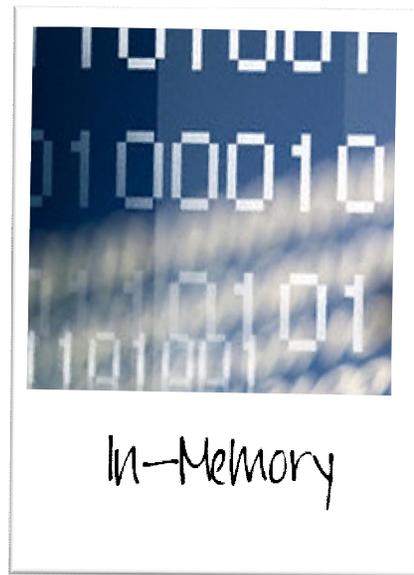
- Access to databases in main memory: 10,000 times faster than from storage drives
- Database moves to main memory

- ~60% of world's population on Mobile, still growing
- Anytime, anywhere
- Mobile device to access applications and to collaborate

SAP의 제품 전략:
Allowing For Different Speed of Innovation & Ease of Consumption

SAP

Orchestration

Extend Your Reach : on device

→ Analytical capabilities (SAP BusinessObjects)

→ All UIs, all devices, all "things"

| SAP on premise | SAP on demand | SAP on demand | non-SAP |

Innovate via Extensions : on demand

→ Extended capabilities for LOBs, Industries

→ Preferably On-Demand deployment

Scale Your Core Business : on premise

→ Best practices for all industries and market segments

→ Non-disruptive enhancements

→ SOA

성공하는 기업의 The "Secret"

최상의 비지니스의 실현

보다 나은 결정을
위한 완벽한 통찰

최대 효과

합리적인 프로세스와
빠른 실행

장애물
제한적 통찰
운영의 비효율
유연성 부족

현재시점

최대 효율
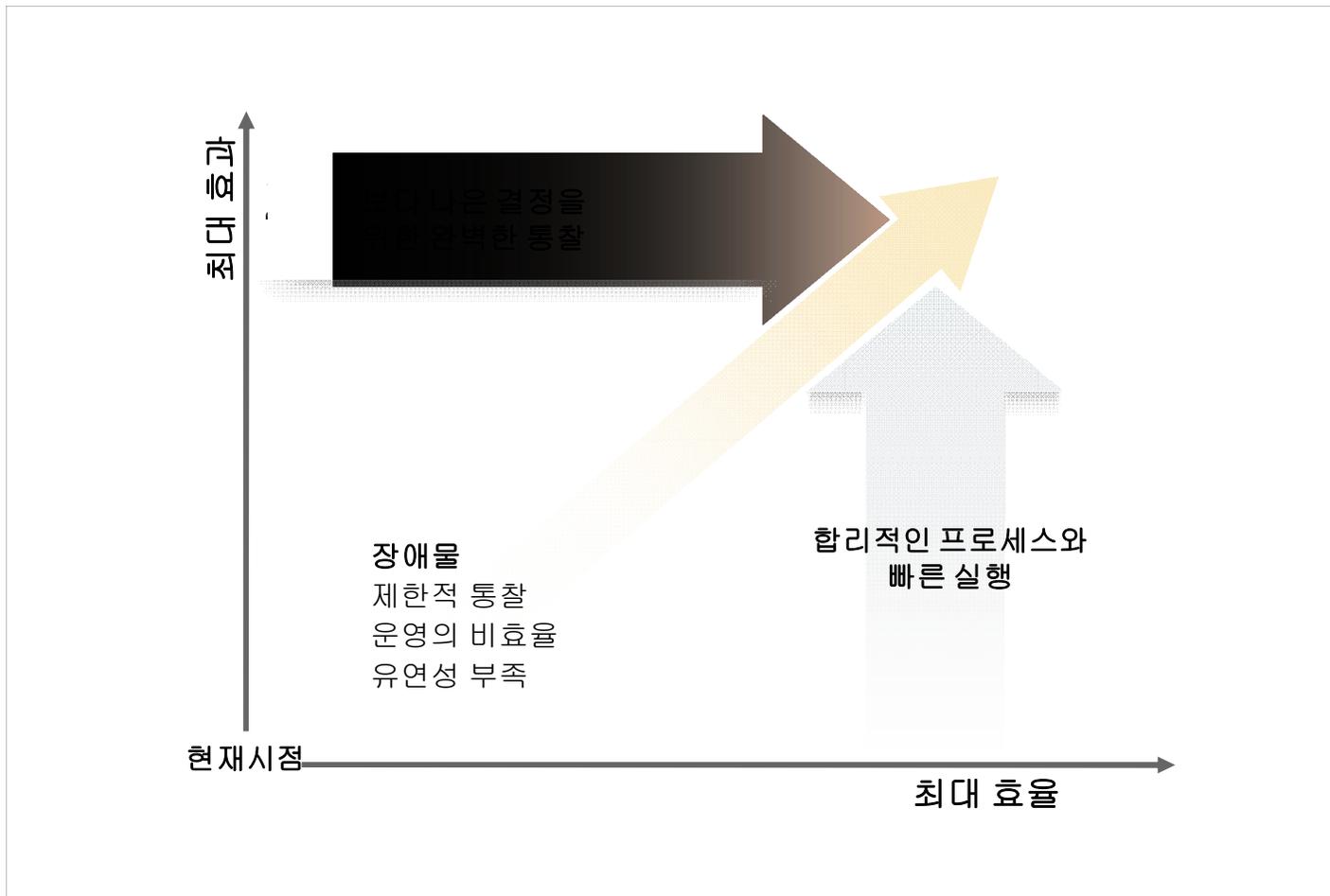
그 해결책은 바로 SAP: 투명성과 효율성이 만나는 곳
귀사의 요구사항에 맞춰 개발되고, 귀사의 성공에 맞춰 디자인된 솔루션

SAP BusinessObjects

Edge 솔루션
귀사의 요구사항에 맞추 비즈니스 **인텔리전스와 성과** 관리

Xcelsius
귀사 비즈니스 데이타의 **근사한 시각화**

Crystal Reports
견고한 **직관적인 레포팅** 소프트웨어

보다나은 결정을 위한 완벽한 통찰
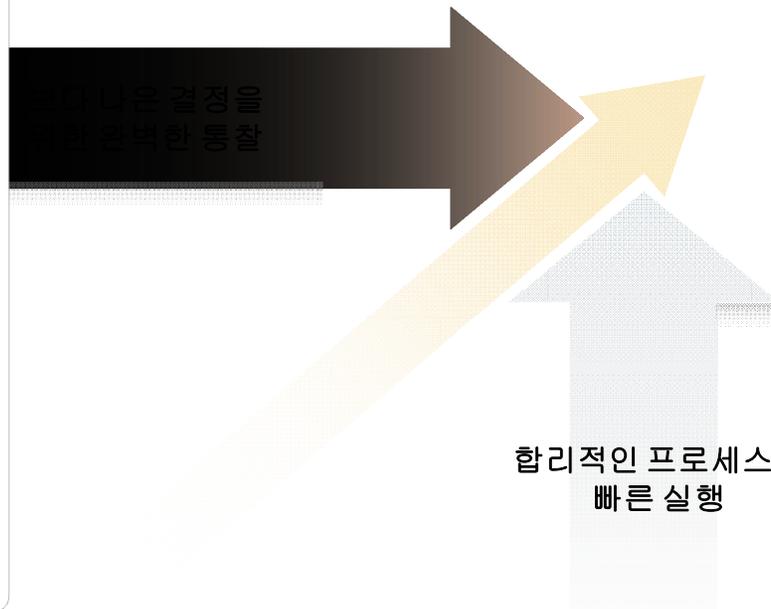
SAP CRM

충성도 높은 고객 확보를 위한 **고객 관계 관리** 솔루션

합리적인 프로세스와 빠른 실행

SAP Business One

전체 비즈니스의 관리를 위한 **단일의 통합된** 솔루션

Fast-Start Program
SAP Business All-in-One

사전 정의된 필수 솔루션을 정해진 기간안엔 구축

SAP Business All-in-One

고객의 전체 비즈니스 요구사항에 맞춰 광범위하고 통합된 **산업별 솔루션**

SME@SAP
2009 Report Card

77% of SAP's **95,000** customers are SME customers

6,000 companies in SME ecosystem

73,000 SME customers

>35 New customers per working day

90% of SAP's SME customers are in the lower ME and SE market

Increased Channel Mix by 3pp to **>50%**

Insides Sales represents **20%** of total SME Business

Tripled the **SME** customer base in the last **3** years

Statistics (as of 2009)	
Qualified Partners	1200+
Partner solutions	700+
Countries	52
Industries	24
Languages	25+

SAP's Three Key Pillars to Address the SME Market

Brand Expansion
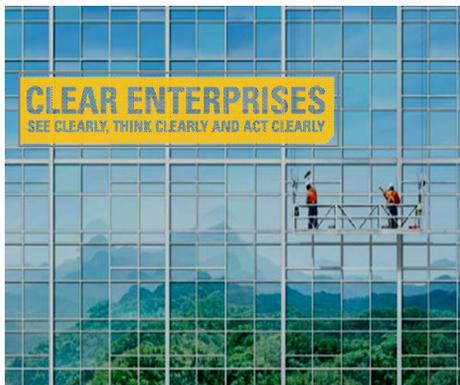
Brand Promise Extension

Portfolio Expansion

SAP Business **All-in-One**

SAP **BusinessObjects**

SAP Business **ByDesign**

SAP Business **One**

Best Fit Solution Portfolio

Channel Expansion

Channel Partner/ Open Ecosystem

Meeting the Needs of SME Customers
Solutions to Best Fit the Unique Needs of SME

SAP

SAP Business One

전체 비즈니스의 관리를 위한 **단일의 통합된** 솔루션

For **small businesses** who have outgrown their packaged accounting-only solutions

- On-premise deployment
- Traditional licensing
- Go live in 6~8 weeks
- General business functionality
- 550+ add-on solutions, many industry specific
- Available in 20 languages and 40 country-specific versions

Fast-Start Program
SAP Business All-in-One

사전 정의된 필수 솔루션을 정해진 기간안엔 구축

NEW Fast-Start Program

- Pre-tested, preinstalled solutions
- Predictable project scope
- Go live in 6~8 weeks

SAP Business All-in-One

고객의 전체 비즈니스 요구사항에 맞춰 광범위하고 통합된 **산업별 솔루션**

For **midsize companies** with **industry** needs that want a scalable foundation

- On-premise deployment
- Traditional licensing
- Go live in 8~16 weeks
- 660+ industry-specific solutions
- Available in 50+ countries

Your Business Complexity / IT Expertise →

Business Objects
Crystal Reports

Business Objects
Edge Series

Business Objects
Enterprise

Business Intelligence Solutions: Design, deliver & manage powerful reporting, End-to-end Business Intelligence, Scalable and customizable

**Giving Smaller Midsize Companies
Fast Time to Value**

SAP BUSINESS ALL-IN-ONE FAST-START PROGRAM

중견기업의 빠른 ERP 도입을 위한
## SAP Business All-in-One Fast Start Program

SAP

- 보는 그대로를 사용한다 (What you see is what you get). 마케팅, 영업 그리고 구현에서도!
- **낮추는 것이 실제로는 더 갖는것이다:** 위험도 낮추고, 비용 낮추고, 그러면서 빠른 구축과 ROI 실현
- 프로젝트 비용은 교육, 데이타 이관, Go-Live 그리고 지원에만 투자
- 일반적으로 필요한 프로젝트 비용의 약 60-80 % 정도면 첫번째 단계 시작 가능.
- 솔루션의 확장가능성을 반드시 살핀후, 필수 솔루션에 대해 초기에 적정한 투자로 구축후, 안정적인 사용이 보장된 상태에서 다음 단계로 프로젝트를 키워나가는 전략 필요

SAP Business All-in-One

SAP-in-a-Box System

Project Accelerators

SAP NetWeaver 2004s
SAP ERP 6.0

SAP All-in-One

SAP Best Practices

- Preconfigured Forms
- Common Authorsations
- Data Migration
- ASAP Focus Light
- plus others

SAP ERP & Guides
SAP Netweaver 04S
Predefined Hardware

- AiO UI enhancements
- Systems DEV, PRD
- Solution Manager
- Client Concept
- Transport management
- Content server DMS

Technical accelerators

프로젝트 1단계

필수사항 | 예산

100% → **40%**

Innovations Streamline Process

SAP

Evaluate   Acquire   Implement

Plan Solution	View Personalized Demo	Install System	Activate SAP Best Practices
Solution Configurator	*Customized Demo*	*Combined Stack*	*Solution Builder*

Get up and running in 8 to 12 weeks

SAP Business All-in-One Fast-Start Program

SAP

Customers achieving rapid ROI

Industry	Weeks	Customer
Professional Services	**3 weeks**	clockwork
High Tech and Electronics	**4 weeks**	greenblue
Auto Component Manufacturing	**6.5 weeks**	ADITYA
Steel Manufacturing	**8 weeks**	NELCAST LIMITED
Wholesale Distribution	**8 weeks**	BLUEFISH PHARMACEUTICALS
Life Science	**11 weeks**	dishman

BAIO FSP
Hi-Dis, Korea (Partner BnE)

SAP

QUICK FACTS

HI-DIS inc.

- Headquarters: Cayman, UK
- Project Site: Incheon, Korea
- Industry: High tech - Mobile
- Products and services: Keypad, TSP (Touch Screen Pad)
- Revenue: 100,000,000,000 won (€56.5 million)
- Employees: 500
- Web site: www.hi-dis.com
- SAP solution and services: SAP Business All-in-One solution
- Implementation partner: BIZTECH&EKTIMO Co., Ltd. (BnE)
- No. of Users : 32
- Go Live : June 1st, 2009

Challenges and Opportunities

- Process optimization & coordination after M&A
- Implement HI-DIS Global standard process quickly
- Synchronize operation process of HI-DIS Korea & China
- Improve decision making via better management of disparate data
- Gain real-time control by integrating major business processes

Objectives

- Install integrated, affordable software that provides visibility and automation to optimize operations
- Define HI-DIS Global Standard process and synchronize process of Korea & China company
- Build global single management process & system like Standard cost, General master budget
- Improve links between operations and finance

Implementation Highlights

- 3-week Evaluation & 12-week Deployment timeline
- Focus on people ready like SAP Best Practice process education
- Focus on Data ready like first introduction of Manufacturing BOM

Why SAP

- Predefined industry best-practice process and pre-made best-practice functionality for High-tech manufacturing
- Functionality and features suited to requirements of HI-DIS global management
- Robust, scalable solution that supports ambitious growth goals
- Flexible software to meet changing needs

Benefits

- Rapid implementation of industry best-practice functionality for high-tech manufacturing.
- Safe investment built on SAP's proven world-class process & scenario that enable optimization & coordination after M&A
- Better visibility and control of production, inventory, logistics, and subcontractors

BAIO FSP
DONGSUH INDUSTRIAL CO.,LTD. Korea (Partner BnE)

SAP

QUICK FACTS

DongSuh Industrial Co., Ltd.

- Headquarters: Korea
- Project Site: Korea, Ansan-city
- Industry: Automotive
- Products and services : Piston Ring, Piston Cap
- Revenue: 100,000,000,000 won ($ 89.02 million)
- Employees: 400
- Web site: None
- SAP solution and services: SAP Business All-in-One solution
- Implementation partner: BIZTECH&EKTIMO INC. (BnE)
- No. of Users : 35
- HW : IBM
- Go Live : 2009.10.05

동서공업㈜

Challenges and Opportunities

- No infrastructure for Efficiency & Effectively of Integrated Management and Flexibility of outside environment
- Lack of standard process for maximizing production and live integration for cross function
- Insufficient production planning integrated with Sales / Purchase / Production
- Inaccuracy of stock information due to manual AR/AP management
- Inadequacy of company-wise finance standard and integrated controlling

Objectives

- Achieve company-wise efficiency through innovation and integration
- Automation for production closing
- Collaboration with customers and suppliers
- Optimization for operational information
- Standard for closing and cost management
- Accuracy of integrated logistics planning related with sales and purchase

Implementation Highlights

- 3-week Evaluation & 12-week Deployment timeline
- Focus on people ready like SAP Best Practice process education
- Focus on Data ready like first introduction of Manufacturing BOM

Why SAP

- Predefined industry best-practice process and pre-made best-practice functionality for Automotive manufacturing
- Robust, scalable solution that supports ambitious growth goals
- Flexible software to meet changing needs

Benefits

- Rapid implementation of industry best-practice functionality for Automotive manufacturing.
- Better visibility and control of production, inventory, logistics, and subcontractors

Fast Start Customer Success:
MC Technologies, 6 weeks to go live!

Quick Facts & Needs	Challenges & Solution

MC technology

Quick Facts
- Headquarter: Suwon, South Korea
- Project Site: Suwon, South Korea
- Industry: FABless semiconductor
- Products Driver-IC
- Revenue: 16 Billion won (2008)
- 60 employees
- Implementation partner **BnE** BIZTECH & ektinno

Needs
- Profit management through cost analysis
- Seeking clear enterprise management and growth through introduction of proved Global Solution
- Increasing operational efficiency
- Global Standard Business Process

Challenges
- Provide solution that can be integrated with corporate financial and procurement systems
- Improve decision making via better management of disparate data
- Gain real-time control by integrating major business processes

Why SAP & FSP
- Predefined industry best-practice process and pre-made best-practice functionality for High-tech manufacturing
- Functionality and features suited to requirements of MC technology
- Flexible software to meet changing needs

Implementation Highlights
- Go-Live in **6 weeks**
- Scope: BAiO FSP manufacturing
- 10 users
- H/W partner - IBM

A Solution You Will Not Outgrow

Evaluate Acquire Implement

Adapt and scale your solution as your business grows
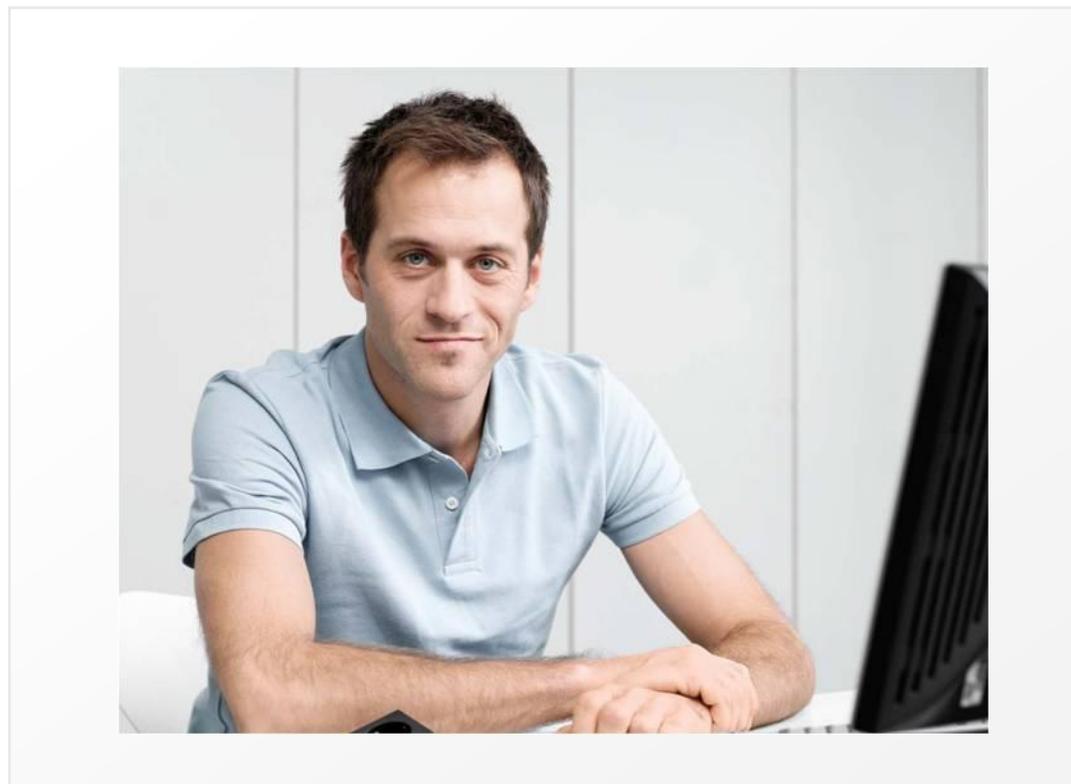
- Solutions are based on world-class SAP applications with state-of-the-art technology

- Scalable architecture enables growth from 10 to 1,000-plus users

- Flexible design helps you:

    - Grow internationally with solutions supporting multiple countries, languages, and currencies

    - Add new business functions and integrate new ones

    - Increase industry functionality; expand from a single industry-specific process to encompass many others

Know Your Costs and Scope Up Front

Solution configurator: Intuitive online tool simplifies configuration choices and provides you with an immediate cost estimate

- Recommends a set of relevant business scenarios for your industry

- Provides a cost estimate of the complete solution – software, hardware, and implementation services

- Delivers a report that can be shared with others in your company

- Connects you with SAP or a local partner who can advise you on next steps

Remove the Complexity of Software Purchase

Preintegrated software stack lowers cost and simplifies purchase

| |
|---|
| **SAP Best Practices** |
| **SAP ERP and/or SAP CRM** |
| **SAP MaxDB™** |
| **SUSE Linux Enterprise or Microsoft Windows** |
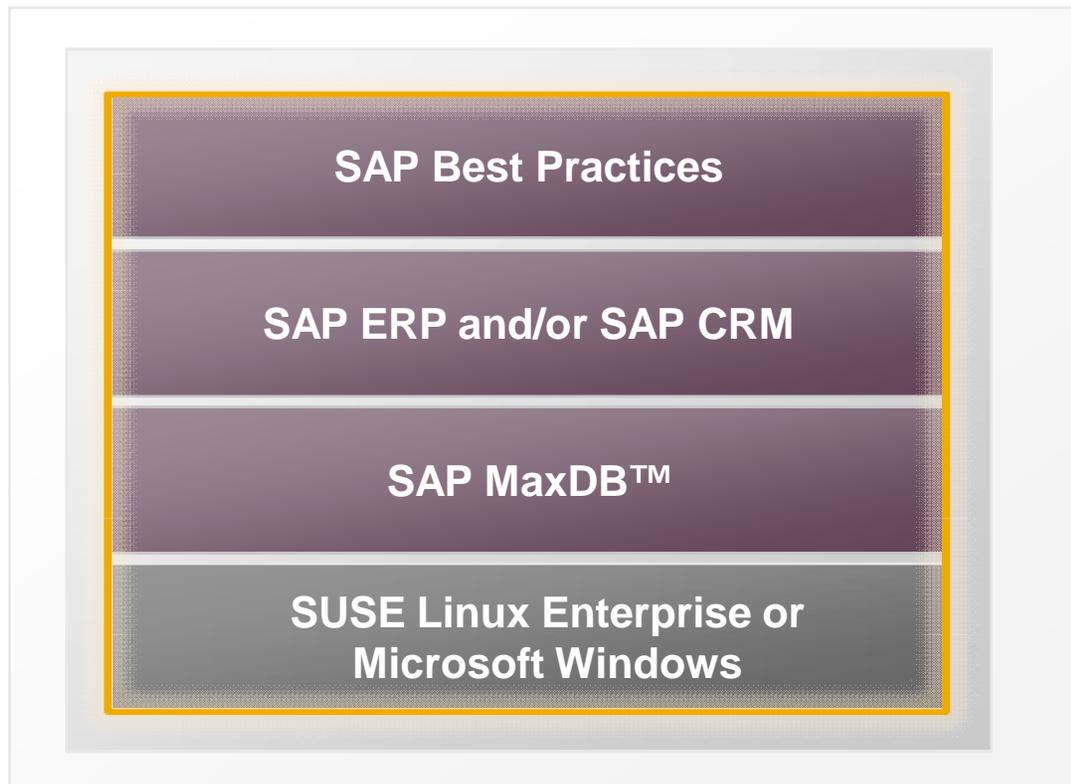
- Simply priced software that provides lower license, installation, and operating costs

- Combined SAP applications, SAP Best Practices, and database with a choice of operating system in one pretested solution

- Verified to run on specified hardware from certified vendors

- Option for Novell SUSE Linux Enterprise operating system and SAP MaxDB™ database – for lower TCO

Simplify Hardware Acquisition

Evaluate	Acquire	Implement

SAP

Standardized hardware offerings save time, resources, and installation costs

Combined Solution Stack

Pre-integrated Software Stack

- SAP Best Practices
- SAP ERP / SAP CRM
- SAP MaxDB
- SUSE Linux Enterprise or Microsoft Windows

Optimized Hardware Stack

Plus system management, backup, remote services, …
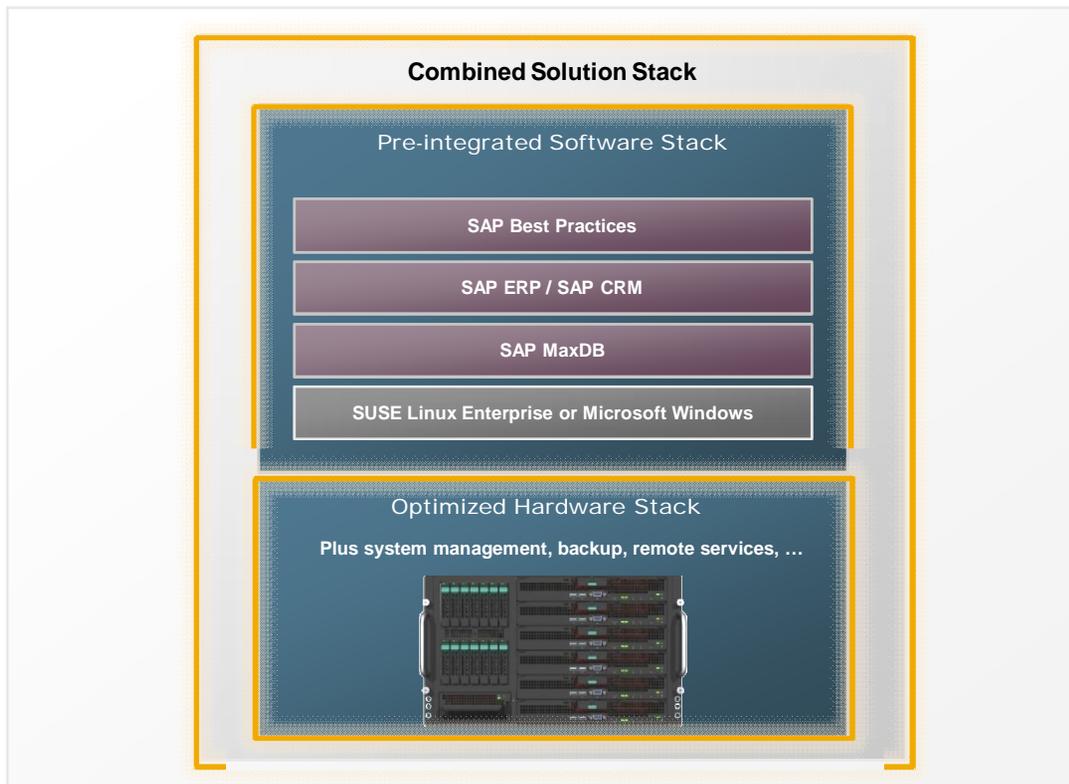
- Hardware is provided by select partners: Intel, HP, IBM, and Fujitsu

- Predefined configurations address sizing, storage, backup, failover, redundancy, security, management, and network needs

- Offerings are pretested to run the preintegrated software stack and are optimized for performance and cost

Achieve Rapid Time to Value

Evaluate	Acquire	Implement

Go live with minimal business disruption and increased productivity
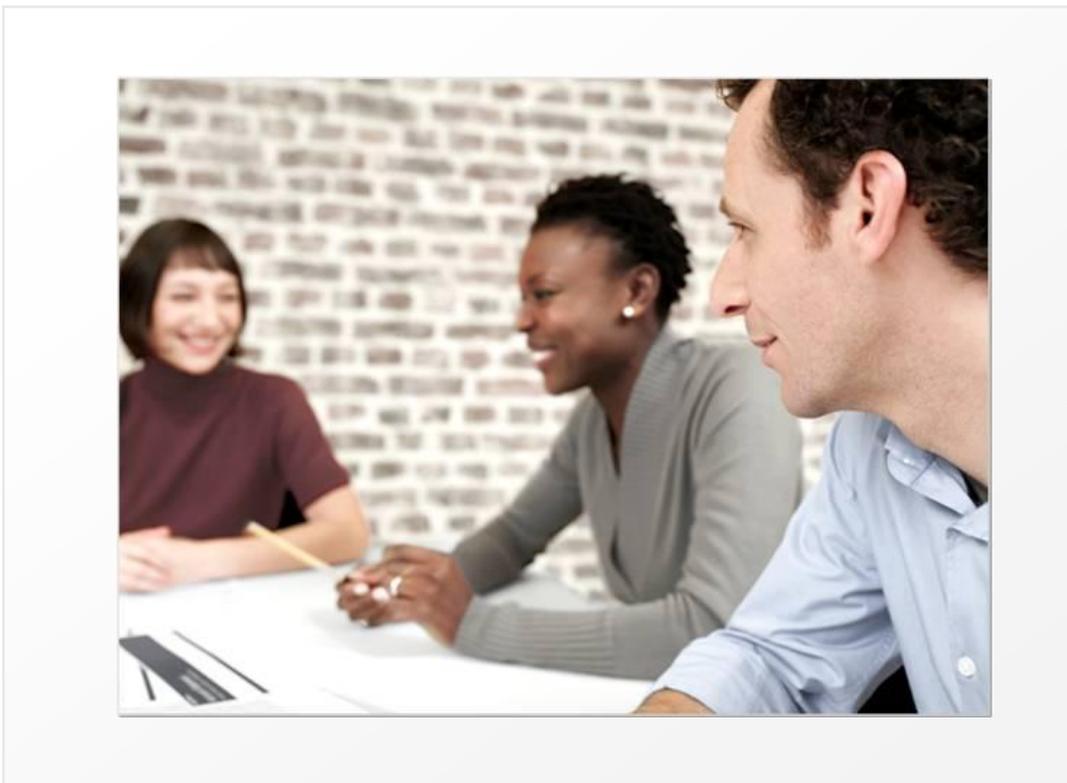
- Installation process is simple, with implementation in as little as 8 to 12 weeks

- Best-practice process templates eliminate the need for lengthy requirements gathering, process definition, and customization

- Software documentation simplifies system setup and configuration.

- Dedicated data migration tool streamlines transfer of legacy data

- Prepackaged business content, speeds deployment and increases user adoption

Critical Success Factors of FSP

- **Business**

- **Marketing**

- **Sales**

- **Deployment**

Critical Success Factors – Business Level

- **C-Level commitment to the approach**

- **Investment in dedicated team**

- **Sales, Pre-Sales & Deployment to attend training**

- **Need to institutionalize the approach (접근 방법의 제도화)**

  - **Methodology reinforcement sessions (방법론 강화 세션필요)**

- **SAP to mentor first opportunity**

Critical Success Factors – Marketing

- **Packaging of message, not just software**

- **1 : Many, as long as possible**

- **Long marketing engagement to gain trust**

- **Reference benefits, not just reference customers**

- **Opportunity Qualification**

  - **Early in the sales cycle**

  - **Desire to adopt Best Practice business processes**

  - **No external consultant (customers that want your help to buy)**

Critical Success Factors – Sales

- **Marketing (& ISE) to Local Sales handoff, later in the buying process**

- **Opportunity Qualification**

  - **Willing to conform to Best Practice business processes (Baseline)**

  - **Want or need some quick benefits**

  - **Budget, Authority, Need, Timescale (BANT)**

- **Lead, but don't push**

- **Sell phased approach**

  - **Phase 1 – Baseline Deployment**

  - **Phase 2 – Appropriate packaged addons**

  - **Phase 3 – Any SAP (or ISV) functionality**

- **Involve the deployment team**

  - **No Surprises**

Critical Success factors for Sales (2/3)

- **Marketing**

    - Pre-packaged collateral / Fast-Start value proposition (Industry Specific Value Proposition, Solution Brief)

    - Web led Demand Gen

    - Getting on the short list of the prospect now!

- **Sales Approach**

    - Stick to Prescriptive Sales Approach (Qualifying Customer to Solution)

    - Standard response to scope change request – A second wave opportunity

    - Inside Sales (Telesales when it becomes available)

    - Alternative option is to grow the opportunity to traditional SAP Business All-in-One

        ➔ Should be an exception

Critical Success factors for Sales (3/3)

SAP

- **Deployment Approach**
  - SW pre-installed on HW (ready to run shipment to customer)
  - No configuration
  - WYSIWYG
  - Tight Project Management

- **Partner Commitment**
  - 100% to suggested Approach
    - dedicated sales
    - dedicated delivery team (can deliver to 1 - 2 at one time)
  - ~ XX New Names/yr (Volume model)
  - Profitability Calculator for partner (show what success would look like)
  - Acceptance of the common SAP Business All-in-One Baseline Package

- **HW/OS/DB**
  - Pre installed stacks available from different HW vendors
    - may vary by country
  - Linux as preferred OS (lower TCO)
  - MaxDB is preferred database (lower TCO)

Critical Success Factors – Deployment

- Sales handoff to Deployment

- Mutual Contract Understanding & Management

    - What has been bought

    - Who will use it

    - When will it be available

- Trusted lead consultant to explain to the business *why* a process is as is

- Deployment consultants to explain to user *how* to use it

- Reactive support consultant to maximize customer satisfaction

- Use of Fast-Start accelerators to maximize efficiency

Critical Success Factors Summary
Go To Market

Partner

- Partner Business Model – From Service to License selling

- Dedicated Team at Partner [align with a specific sales & deployment approach]

Sales Engagement (SAP and Partner)

- Qualify Prospect to the offering

- Fixed-scope industry solution for Prospect

Deployment

- Stick to WYSIWYG rather than WYWIWYG

- Tight Project Management & Expectation setting

# The Fast-Start Program
Speeding Time to Value

SAP

Simplify
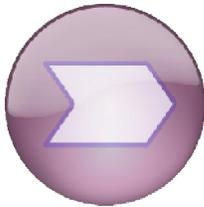
- Easily configure online and get cost estimates up front

- View personalized demonstrations of your business-specific scenarios

Accelerate
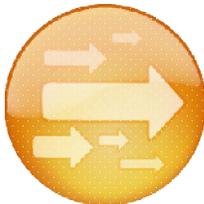
- Achieve fast time to value by leveraging tools and methodologies that get all facets of your business running quickly and smoothly

- Minimize total cost of ownership

Grow

- Take advantage of solutions that are based on proven SAP ERP software that can be easily adapted and scaled to your changing needs

- Confidently scale and grow your business

Thank you!