

SAP Anywhere

# Streamline the Way You Run Your Business

Helping Small Businesses Run Simple with a Front-Office Solution

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**SAP**

SAP Anywhere

# How SAP® Anywhere Helps Your Growing Business Run Simple

You're not in the technology business. You're in the fashion and beauty business. You're selling plumbing supplies, food, or specialty lighting. So don't use business software that forces you to spend more resources on IT support to help you integrate all your systems and business functions. **Get one solution that can run your entire business.**

The SAP® Anywhere solution is a complete front-office solution that helps you manage marketing, sales, e-commerce, and inventory while offering a seamless customer experience. Designed to be mobile, SAP Anywhere enables users to carry out their activities on

any device, anywhere, at any time – in the cloud. And your customers can shop or interact with your company any way they prefer.

Get back to what you do best. And let SAP Anywhere do the rest. Designed for companies with up to 500 employees, the solution is affordable and easy to use. And because it's offered as software as a service, you can deliver a consistent experience to employees and customers.

## **WHY DOES MY BUSINESS NEED SAP ANYWHERE?**

With a small to midsize business, you face new competitive forces on all fronts. You need a proactive strategy, and that strategy should include digital



presence, cloud, and mobile capabilities. To stay competitive, you have to reduce complexity and drive technology costs down by streamlining your business and simplifying your software landscape.

SAP Anywhere runs on the industry's most powerful in-memory computing platform, SAP HANA®. And because the solution is provided as a service, you access it over the Internet, which frees you from complex and expensive hardware management. In addition, SAP Anywhere is designed so businesses can be up and running within a week.

The solution not only helps you reach your full potential, it also enables you to go up against larger competitors to win and retain customers, grow revenue, and seize opportunities for growth. And as your business grows, you can be sure that your technology solution will grow with you.

**With a complete front-office solution running in the cloud, you can:**

- Integrate core business functions such as marketing, sales, e-commerce, inventory management, order management, and customer service.
- Eliminate the need to purchase, maintain, upgrade, and build interfaces to solutions from multiple niche vendors.
- Deliver accurate, real-time data from a single source to all business users, whether they are crafting a targeted market campaign or making a sale.
- Enable employees to manage and monitor operations from any device at any time, thanks to a mobile-first design.
- Enhance security with an integrated system.
- Rely on a software company that has an extensive history developing software for companies of all sizes and has the staying power for the future. SAP can help you manage as you grow.





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## KEY CAPABILITIES

SAP Anywhere puts the following capabilities into a single solution.

### Maintain Data for Customers and Vendors

Category	What You Can Do
<b>Customers</b>	<ul style="list-style-type: none"><li>• Keep track of the companies and customers with whom you do business, including names, addresses, and contact details</li><li>• Assign price lists to customers</li><li>• View detailed customer insights, such as customer ranking, order and opportunity summaries, top purchased products, and so on, in a dashboard</li><li>• Create and edit customer appointments and notes and view a complete history of marketing campaigns targeted to a customer</li></ul>
<b>Vendors</b>	<ul style="list-style-type: none"><li>• Keep track of all the vendors from which you purchase products, including contact details</li></ul>








## Manage Product-Related Data

Category	What You Can Do
<b>Product</b>	<ul style="list-style-type: none"><li>• Manage all product and SKU master data, including product descriptions, sales information, and price lists, and maintain channel-specific pictures for products</li><li>• Assign products to opportunities, quotations, orders, and other business documents</li></ul>
<b>Price list</b>	<ul style="list-style-type: none"><li>• Create different price lists, in addition to a standard price list, to offer customized prices across sales channels</li></ul>
<b>Category</b>	<ul style="list-style-type: none"><li>• Facilitate purchasing and optimize the setup of your online store by categorizing products hierarchically</li></ul>
<b>Warehouse</b>	<ul style="list-style-type: none"><li>• Maintain up-to-date product inventory with automatic adjustment of quantities upon each successful purchase or sale</li></ul>
<b>Currencies and exchange rates</b>	<ul style="list-style-type: none"><li>• Conduct business in more than one currency</li><li>• Define the required currencies and exchange rates, and set the transaction currency later</li><li>• Manage exchange rate differences between invoices and payments automatically</li></ul>
<b>Tax rules</b>	<ul style="list-style-type: none"><li>• Set tax rates and effective date range according to different factors to enable automatic tax identification in documents</li></ul>





Reach your full potential by going up against larger competitors to win and retain customers, grow revenue, and seize opportunities for growth

## Run Marketing Campaigns and Drive Leads to Orders

### Category

### What You Can Do

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#### Target group

- Categorize customers in groups
- Assign customers to a group or filter customers by attribute and order history

#### Campaign

- Run campaigns and monitor engagement
- Generate leads, opportunities, quotations, and orders from campaigns
- View detailed analysis of results in a dashboard
- Link to MailChimp or Constant Contact to send e-mails and synchronize data, including number of customers that have clicked, opened, bounced, or forwarded e-mails

#### Lead

- Identify and qualify potential interest from a contact or customer

#### Opportunity

- Manage sales cycles, monitor progress, and review forecasts
- Convert opportunities to quotations and orders

#### Quotation

- Offer prices with discounts to customers and apply additional discounts



## Sell Across Multiple Channels

Category	What You Can Do
<b>Online store</b>	<ul style="list-style-type: none"><li>• Create your own online store and personalize the look and feel</li><li>• Manage product listings, present real-time inventory and pricing information, and use various promotion strategies</li><li>• Capture customer data automatically, process orders, and manage after-sales services</li></ul>
<b>Mobile point-of-sale (POS) app</b>	<ul style="list-style-type: none"><li>• Manage physical store sales with a mobile POS app on iPads</li><li>• Use a POS app to select or scan products, add them to a shopping cart, perform checkouts with discounts and promotions, and process refunds and returns</li></ul>
<b>Channel</b>	<ul style="list-style-type: none"><li>• Define multiple sales channels – direct sales, online store, Taobao, and Tmall</li><li>• Manage warehouses, payment accounts, and product listings by channel</li></ul>
<b>Taobao and Tmall trade</b>	<ul style="list-style-type: none"><li>• View and modify Taobao or Tmall orders and generate sales orders within the SAP® Anywhere solution with automatic synchronization</li></ul>
<b>Amazon.com trade</b>	<ul style="list-style-type: none"><li>• Map Amazon.com e-commerce listings to SKUs in SAP Anywhere to keep pricing and inventory automatically up-to-date</li><li>• Fulfill orders for Amazon.com purchases in SAP Anywhere</li></ul>



## Process Orders and Deliveries and Receive Payments

Category	What You Can Do
<b>Sales order</b>	<ul style="list-style-type: none"><li>• Maintain pricing, discounts, promotions, shipping costs, and tax details for inventory and noninventory products</li><li>• Track processing status and details, including stock preparation, fulfillment, and payment</li><li>• View related logistics documents, invoices and payments, service cases, and more</li><li>• Manage returns, refunds, and exchanges</li></ul>
<b>Sales delivery</b>	<ul style="list-style-type: none"><li>• Record product delivery with a description and quantity</li><li>• Assign a sales order to several delivery documents</li><li>• Handle all internal delivery processing</li></ul>
<b>Sales return</b>	<ul style="list-style-type: none"><li>• Record and track product returns</li><li>• Create a sales return from a return order</li></ul>
<b>Invoice</b>	<ul style="list-style-type: none"><li>• Create an invoice including products, quantities, agreed prices, and payment due date</li><li>• Cancel an invoice if issued in error</li></ul>
<b>Credit memo</b>	<ul style="list-style-type: none"><li>• Issue a credit memo in case of damaged goods, errors, or allowances</li></ul>
<b>Payment account</b>	<ul style="list-style-type: none"><li>• Configure multiple payment accounts, including cash, credit and debit card, Alipay, and Stripe</li></ul>







## Manage Inventory Across Multiple Warehouses and Ship Products

Category	What You Can Do
<b>Goods receipt</b>	<ul style="list-style-type: none"><li>• Increase inventory levels manually, without needing a purchase document</li></ul>
<b>Goods issue</b>	<ul style="list-style-type: none"><li>• Reduce inventory levels manually, without needing a sales document</li></ul>
<b>Inventory transfer</b>	<ul style="list-style-type: none"><li>• Transfer inventory from one warehouse to another</li><li>• Carry out an inventory transfer as a consignment</li></ul>
<b>Inventory counting</b>	<ul style="list-style-type: none"><li>• Verify the quantity and condition of items in a warehouse</li></ul>
<b>Shipping</b>	<ul style="list-style-type: none"><li>• Set up shipping rates and assign them to sales channels, such as free shipping, fixed rate, or a dynamic shipping rate based on weight and region</li><li>• Set up packaging boxes and generate a cost-effective way to pack and ship an order</li><li>• Manage carriers and their shipping label templates for batch printing of labels during the pick-and-pack process</li></ul>





## Replenish Inventory and Manage Purchases

### Category

### What You Can Do

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#### Inventory replenishment

- Monitor stock by warehouse, product category, vendor, or stock status
- Use inventory insights to create purchase requests as either drop-ship or regular purchases
- Process purchases for selected orders with inventory replenishment connected to order-to-cash processing

#### Purchase request

- Record purchase requests sent to your purchasing department or vendors as purchase orders
- Specify product description, quantity, pricing, and tax details

#### Purchase receipt and return

- Record the receipt of products purchased from vendors
- Close the related purchase request by generating a purchase receipt
- Record the return of products to vendors



## Handle After-Sales Service

Category	What You Can Do
<b>Knowledge base</b>	<ul style="list-style-type: none"><li>• Provide solutions for various situations to streamline customer service and to increase support</li><li>• Assign knowledge-base items to service cases as references for solving customer issues</li></ul>
<b>Customer service case</b>	<ul style="list-style-type: none"><li>• Deal with customer complaints or inquiries</li><li>• Enable customers to create and follow up with service cases in their online store account</li></ul>

## Gain Insights with Analytics and Improve Productivity

Category	What You Can Do
<b>Reports and analytics</b>	<ul style="list-style-type: none"><li>• Analyze data with charts, graphs, and tables</li><li>• Gain insight into day-to-day business performance from key performance indicators</li><li>• Use predefined filters and dashboards, or create custom dashboards by defining filters for each business object using drag-and-drop widgets</li></ul>
<b>Customized home page</b>	<ul style="list-style-type: none"><li>• Personalize your home page to provide a complete overview of ongoing business and important updates</li></ul>



# Realize Your Full Potential with SAP Anywhere

## **CHOOSE A SIMPLE, AFFORDABLE, AND RELIABLE SOLUTION**

SAP Anywhere simplifies your business by smoothly integrating sales, marketing, e-commerce, and inventory activities into one complete front-office system. It's easy for you and your employees to use, and it offers your customers an attractive and intuitive interface for engaging with you. It's designed and built for mobile use, so it works on any device.

SAP Anywhere can help your small business gain crucial peace of mind in a volatile economy – and it is a solution you can afford without sacrificing the agility you depend on. No need to spend more money on IT – SAP Anywhere has you covered. No implementation worries – SAP Anywhere is a service hosted by SAP in the cloud, so you

have zero hardware costs or concerns. You'll be running smoothly – hands off – within a week.

Finally, this powerful solution sharpens your edge and protects your lead in the marketplace. You can be confident of having the strongest product out there, because you're in partnership with SAP, a long-time market leader in business software. We have a 40-year history of helping business of all sizes run better. And we're committed to your continuing success as you grow your business. Let us help your business reach its full potential by running more simply.

## **LEARN MORE**

To find out what SAP Anywhere can do for your business, visit [www.sapanywhere.com](http://www.sapanywhere.com) and see a demo or sign up for a free trial.



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**The Best-Run Businesses Run SAP®**