



## THE SAP® BUSINESS ALL-IN-ONE FOR CONSUMER PRODUCTS SOLUTION ACHIEVE SUSTAINABLE PROFITABLE GROWTH

As a consumer products company, you operate in an environment characterized by dynamic demand, shrinking margins, and competition from manufacturers in low-cost labor markets. To succeed, you need to deliver new innovative products faster and at lower cost, streamline operations across your organization, and increase visibility into customer demands and market dynamics. You must also embed compliance and product safety into your core business processes and strengthen relationships with trade partners to ensure better service and responsiveness to retailer mandates.

The SAP® Business All-in-One for Consumer Products solution is based on SAP's 30 years of experience working with consumer products companies. This comprehensive enterprise resource planning solution delivers proven SAP software that is built on the SAP Best Practices for Consumer Products package. SAP Best Practices for Consumer Products is based on the best business practices of consumer products companies that SAP has identified in several thousand implementations. With this solution, you can manage processes from sourcing and manufacturing to sales and financial management and get every facet of your business running smoothly. This solution comes with tools and methodologies that enable you to tailor it to meet your needs and enable a safe implementation that minimizes time and costs.

### Leverage SAP Best Practices Packages

The foundation for SAP Business All-in- One for Consumer Products is SAP Best Practices for Consumer Products. This package delivers preconfigured software with documentation and implementation methodology that reflect the industry best practices you need to maintain a competitive advantage. SAP Best Practices for Consumer Products includes the following specific elements:

- Complete preconfiguration settings that let you run your software with minimal installation effort
- Extensive reusable documentation that you can use for self-study, evaluation, and project team and end-user training
- A clear implementation methodology based on a logical, step-by-step process

SAP Solution Brief  
SAP Solutions for Small Businesses  
and Midsize Companies  
SAP Business All-in-One for Consumer  
Products

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Midsize manufacturers of consumer products seeking to be innovative, be agile, and operate at peak efficiencies can now choose an affordable, integrated solution. The SAP® Business All-in-One for Consumer Products solution supports adaptability for growth – and fast deployment for a rapid ROI.

### Support Your Process Needs

Functionality in SAP Business All-in-One for Consumer Products supports the relevant business processes for your consumer products manufacturing or plant operations, from the shop floor to the back office, and from product sales to service (see figure):

- Project, document, and product data management
- Sourcing and procurement
- Manufacturing
- Sales and delivery
- Postsales support
- Traceability and quality management
- Inbound and outbound logistics, and inventory management
- Financials and controlling

With this solution, you can manage processes from sourcing and manufacturing to sales and financial management and get every facet of your business running smoothly.

### Effectively Manage Product Development

Managing development projects and launch activities is critical to capture market share. With this SAP Business All-in-One solution, you can set up a project plan, including the complete project structure, schedule, and assigned documents. A central point of access to critical deliverables and data enables your organization to realize more efficient and effective delivery of projects at all stages. You can also manage and integrate documents and link them to business objects such as bills of material, sales orders, and logistics operations.

### Improve Sourcing and Procurement

You need to improve the efficiency of purchasing activities, gain supply chain insight, and ensure raw material quality. This SAP Business All-in-One solution enables you to compare suppliers on the basis of price as well as product and administrative quality. It also includes

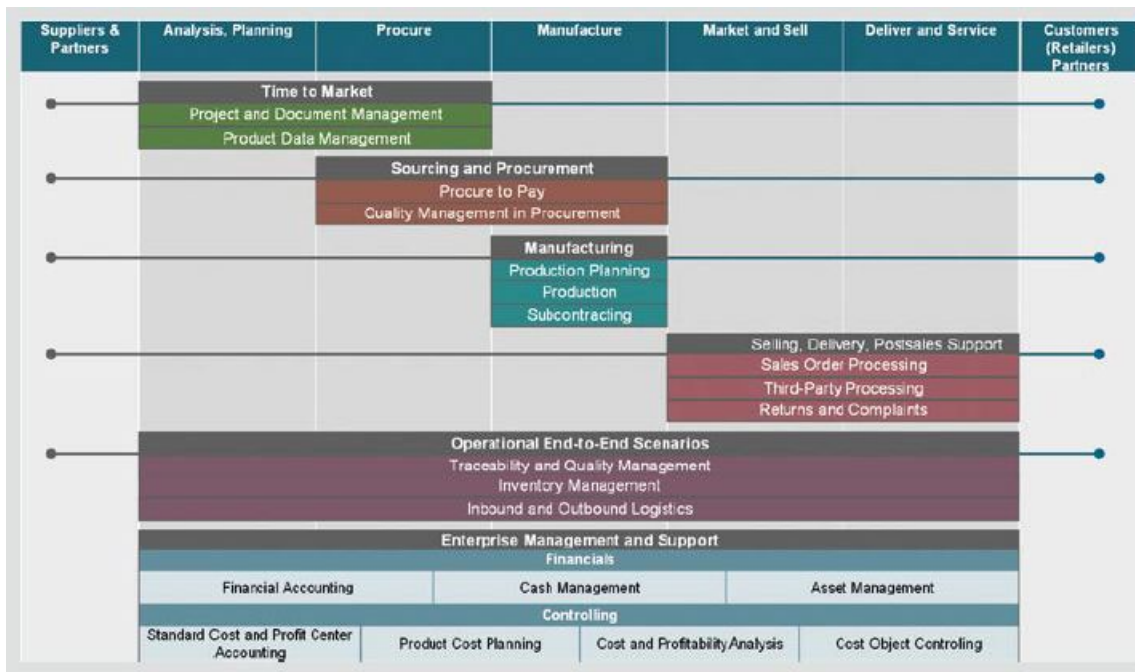


Figure: SAP® Business All-in-One for Consumer Products: Key Business Process Support

tools to help you gain greater spend visibility in procurement, automate operational tasks, and help manage quotations and contracts. As a result, you can lower your procurement costs and manage supplier agreements.

### Flexibly Handle Manufacturing

You need to ensure high quality throughout the manufacturing process – and you have to aggressively control costs – whether that process is insourced or subcontracted. You can use this solution to manage multistep manufacturing processes to optimize your operations. With support for in-process and postprocess quality management, you can implement batch management for tracking and traceability of components or finished goods, thereby guaranteeing a quality check. The solution also supports cost object controlling, such as preliminary costing, simultaneous costing, and period-end closing.

### Optimize Sales and Delivery

Your partners require variable pricing, delivery tracking, invoicing, and payment coordination to help you effectively manage the entire customer order process. With this solution, you can do just that. You can define standard and ad hoc price lists more easily and quickly and execute sales faster through timely availability of key information. You can also meet the customer's enhanced service requirements by supporting stock availability checks and a variety of invoicing and payment methods. The result? Shorter order cycle times and higher perfect-order performance.

### Enhance Postsales Support

Efficiently handling postsales support, including returns and complaints, is key to ensuring customer satisfaction. This SAP Business All-in-One solution supports customer support activities, such as maintenance of products, spare parts, field service, and repair center; and "depot support," a third party handling quality and customer service. With this solution, you can handle complaints, concerns, and technical questions and efficiently manage the returns process.

### Enhance Traceability and Quality

The ever-growing consumer interest in high-quality products means you need to adhere to an increasing number of customer requirements. With this SAP solution, you can fulfill these requirements. The solution supports in-process compliance checks and automatically generates reports to help minimize the risk of noncompliance with regulations. Customizable dashboards provide visibility that enables your employees to make decisions with better information.

### Manage Inbound and Outbound Logistics and Inventory

Maintaining low inventory levels while avoiding out-of-stock situations is a high priority. But that's challenging when you lack visibility into inventory levels throughout the supply chain. With this solution, you can optimize both inventory levels and storage space on the basis of inventory planning and turnover. The result? Lower working capital requirements, more sales, and higher customer retention.

## Enhance Profitability and Financial Insight

With this SAP Business All-in-One solution, you can improve administrative and accounting efficiency because of process integration across the business that eliminates double checks and redundancies. With this solution you'll be empowered to analyze company profitability through profit-and-loss calculation by customer and brand.

## Gain Rapid Implementation and High ROI

You can rapidly implement the SAP Business All-in-One for Consumer Products solution using software that supports your business scenarios. In addition, the solution provides methodologies supporting a phased implementation. This streamlined approach facilitates a safe implementation and helps deliver immediate business value for a high overall ROI and a low total cost of ownership.

For smaller consumer products companies, the SAP Business All-in-One fast-start program can help you improve software acquisition, shorten implementation time, and reduce solution total cost of ownership. The fast-start program provides you with preconfigured, pretested software, which includes an SAP Business All-in-One solution configured for manufacturing companies, the SAP MaxDB™ database, and the Novell SUSE Linux Enterprise Server operating system. In addition, SAP and select hardware partners, such as HP, IBM, Intel Corporation, and Fujitsu, deliver this software preinstalled on optimized hardware. As a result, you get a joint hardware and software solution.

## Benefit from Industry-Specific Functionality

SAP Business All-in-One for Consumer Products provides functionality that supports business processes specific to your industry, offers a proven and safe approach for fast implementation, and scales to support your business as it grows.

To find out more, contact Bramasol at 1.866.625.9878 or visit us online at [www.bramasol.com](http://www.bramasol.com)

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## QUICK FACTS

### Summary

The SAP® Business All-in-One for Consumer Products solution is a comprehensive enterprise resource planning (ERP) solution based on proven best practices. Designed for rapid implementation at a predefined price, it helps deliver a fast ROI to support increased sales and decreased costs.

### Business Challenges

- Ensure profitability in a highly competitive marketplace
- Gain visibility across complex supply chains
- Satisfy health and safety requirements
- Deliver new products at low cost

### Key Features

- Project, document, and product data management – Launch innovative products more quickly and cost-effectively
- Improved sourcing and procurement – Purchase quality materials efficiently and cost effectively
- Flexible handling of manufacturing – Optimally execute manufacturing processes
- Optimized sales and delivery – Shorten order cycle times, better allocate promotional spend, and process rebates and commissions correctly
- Postsales support – Improve customer retention and loyalty through better customer service
- Traceability and quality management – Adhere to a growing number of customer Traceability and quality management – Adhere to a growing number of customer requirements
- Inbound and outbound logistics, and inventory management – Optimize inventory levels and storage space, and perform quality checks
- Financials and controlling – Improve administrative and accounting efficiency, satisfy legal and fiscal requirements, and analyze profitability
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### Business Benefits

- Improve efficiency with a business solution containing the functionality needed to support your processes
- Minimize total cost of ownership as a result of the solution's flexibility and scalability for implementing enterprise-wide changes and optimizing global deployment
- Confidently grow your business with the help of proven ERP software from SAP
- Improve time to value by leveraging tools and methodologies that help you get every facet of your business running quickly and smoothly

### For More Information

Contact Bramasol at 1.866.625.9878 or visit us online at [www.bramasol.com](http://www.bramasol.com)

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