

mySAP.com®
E-Business Solutions



mySAP™
CONSUMER
PRODUCTS

THE BEST-RUN E-BUSINESSES RUN SAP



mySAP CONSUMER PRODUCTS IS OPEN, FOR BUSINESS

In today's world, no one is an island. Every individual, every department, and every company is part of a larger value chain that includes colleagues, customers, suppliers – and even competitors. That's why the mySAP.com® family of e-business solutions is built for the new realities of collaborative commerce. Each one is designed to work seamlessly with all other SAP solutions – and those of other providers. As a result, organizations around the world are open to new levels of efficiency, productivity, and profitability. Because mySAP.com solutions are open, for business.

As part of the mySAP.com family, mySAP™ Consumer Products brings this open approach to the special needs of the consumer products industry, providing the tools, business practices, and industry expertise you need to succeed in today's fully connected world.

WEATHERING IN TODAY'S ECONOMY – WITH EASE

Selling brands through multiple channels. Disappearing brand loyalty and fast-changing consumer needs. The headaches of product diversity and innovation, as well as product availability. With a thousand new ways to buy and sell over the Internet, collect consumer insight, and create new products, how can the consumer products industry keep the world well-supplied?

The industry of the world sees great advances and retreats. After all the energy spent on empty IPOs and roller-coaster stocks, sooner or later business comes back to fundamentals.

This doesn't mean the new economy has subsided from consciousness like a vanishing tide, taking its e-commerce potential back where it came from. Far from it. The true business revolution of the Internet is its capacity for direct, effective communication between customers and suppliers, a business climate of fully integrated processes, vast economies of scale, and lightning-fast commerce. This is important in the days of rising costs and – sometimes – falling production.

It may not be easy, but you need not go it alone. mySAP Consumer Products puts the full resources of extensive industry experience, e-business consulting, and the most advanced enterprise solutions in the world on your side. SAP provides the solutions you need to put flexible business processes in place to optimize internal operations and to create superior value for your customers.

But mySAP™ Consumer Products brings success in other ways. It lets you increase revenue and decrease costs. You remember those – the fundamentals. So at the end you can concentrate on what you could do best: inventing and marketing new products that meet consumers' needs.

With the power of mySAP Consumer Products, you can build brand value, deliver innovative products quickly, and shorten product life cycles. You must make promises to your customers, and then deliver on them. To do this, you must ensure that all your supply chain management, product delivery, and customer

relationship management all work together in a collaborative scenario, with suppliers, business partners and retailers, to satisfy customer needs. mySAP Consumer Products delivers on this promise.

Procure materials, produce goods, and sell them to your target market. That's the task. In the best of all possible worlds, you could concentrate on that job alone. That's where mySAP Consumer Products comes in. Whether you're a large or small manufacturer, you must work around market factors you can't control, regulate your own costs, and act quickly on opportunities in emerging markets.

Analysts call SAP the industry leader in enterprise solutions for the consumer products industry. It's no wonder. SAP's versatile array of powerful and integrated tools makes all the difference where success is concerned. Nothing replaces your own experience and discernment in business, but mySAP Consumer Products leverages these skills to put the very best tools in your hands.

The mySAP Consumer Products solution delivers the tools and automated, industry-specific processes you need to run your business effectively and profitably. It's the unified power of SAP's leading industry expertise with the best e-business technology available today.

mySAP Consumer Products gives you control of your costs and delivers critical information when and where it's needed. It gives you real-time information and decision-support reporting for executives. You get e-business at its best, proactively managing assets and maximizing your cash flow – better than the competition.

mySAP Consumer Products lets you stay on top of the markets in a changing economic world, and it gives you the ability to meet demand and changing customer needs quickly and effectively.

IF YOU WORK IN THE CONSUMER PRODUCTS INDUSTRY, YOU NEED SPEED AND RESPONSIVENESS



mySAP Consumer Products draws upon years of best business practices, data warehousing and reporting, and business intelligence – and all in your industry. Its product life-cycle management, supply chain management, customer relationship management, promotion planning, and sales and marketing capabilities are designed for your industry. Our portals and mobile workplaces align themselves directly with your needs.

And the mySAP Consumer Products solution delivers the full arsenal of SAP's cross-industry enterprise solutions to empower employees, customers, and business partners for successful collaboration. All of it offers the full integrity and power of the mySAP.com® e-business platform. Here are the cross-industry mySAP.com solutions you can take advantage of:

mySAP™ Enterprise Portals gives employees and approved users a role-based, enterprise portal to access all the information, applications, and services they need. With mySAP Enterprise Portals, they can actively collaborate via the Internet anytime, anywhere and using almost any device.

mySAP™ Customer Relationship Management (mySAP™ CRM) is a powerful, comprehensive solution to help you manage every aspect of a customer-centric business. Above all, it enables you to meet and exceed your customers' expectations, helping you to keep them loyal and your business profitable.

mySAP™ Supply Chain Management (mySAP™ SCM) transforms supply chain management from a linear, sequential process into a collaborative community. It lets customers, partners, and suppliers synchronize their supply chain activities and ensure the stability of business deliverables.

mySAP™ Exchanges creates value by connecting multiple business partners within a single collaborative hub to drive business processes across the entire value chain instead of restricting them to a single organization.



mySAP™ Supplier Relationship Management (mySAP™ SRM), which builds on mySAP E-Procurement, significantly increases purchasing efficiency by eliminating costs, finding new sources of value, and meeting the challenges of increased competition and global markets.

mySAP™ Business Intelligence (mySAP™ BI) combines data warehousing with comprehensive analytics for the mySAP.com e-business platform using the world's most comprehensive set of solutions to gather and interpret information. Category management and real-time management capabilities let sellers and customers remain productive using different product categories.

mySAP™ Product Lifecycle Management (mySAP™ PLM) reduces time-to-market by providing a complete solution to manage and retrieve all product-related information – from the first idea through design and production to product obsolescence.

mySAP™ Human Resources (mySAP™ HR) helps you optimize your investment in your employees. Only mySAP HR supports HR professionals in specifying employee capabilities down to the line management level. It combines strategic HR features with workforce analytics and content to fully demonstrate HR's contribution to the bottom line.

mySAP™ Financials makes sure your business generates value for investors and stakeholders and increases the value of intangible assets using new analytic tools and management systems.

mySAP™ Mobile Business extends the reach of mySAP.com beyond desktop PCs and wirebound networks. With mySAP Mobile Business, you can access collaborative business solutions anywhere, anytime. Your company can deliver paralleled levels of service and support to your employees, customers, and business partners. mySAP Mobile Business helps field reps improve their relationships with customers because they have the correct information – market information, pricing information, and delivery dates – at their fingertips.



SURFING TODAY'S ECONOMY



mySAP Consumer Products is a leading, industry-specific enterprise solution, backed up by the full suite of powerful mySAP.com enterprise tools, from the leading e-business solution provider in the world. Internet aggressive, fully integrated and scalable, flexible and embracing, this customized solution delivers major business benefits:

- World-leading e-business technology
- Full integration with the mySAP.com e-business platform, opening up a new world of value creation, personalization, and collaboration

- Web-enabled software so you can take advantage of the Internet's power
- Improved customer responsiveness through advanced consumer insight
- Improved decision-making capabilities with the right tools for decision makers
- End-to-end supply chain management, covering all the steps needed to market the final product
- Strengthened supply chain partnerships
- Business solution consulting
- 24 x 7 support

mySAP Consumer Products is a sound investment in your company's future, delivering a faster return on investment in several important ways. You can:

- Reduce expenses using automated, Web-based processes and by collaborating with suppliers, retailers, and wholesalers
- Analyze operating costs, consumer behavior, and market trends
- Develop efficient promotions and marketing activities

PROFITABILITY WITH POWER

mySAP Consumer Products delivers a comprehensive, integrated e-business solution that helps you collaborate and succeed in today's economy – you know, the profitable one.

For more information about how this unique solution can help your company achieve your goals for customer satisfaction and profitability, visit our Web site at www.sap.com/consumerproducts

mySAP CONSUMER PRODUCTS DELIVERS POWERFUL FEATURES AND BENEFITS

FEATURE	BENEFIT
Extensive customer profiling tools for market analysis	<ul style="list-style-type: none"> ■ Increased customer loyalty ■ Efficient targeting of niche groups ■ Realized opportunities for cross-selling and up-selling ■ Entire customer relationship life cycle effectively managed
Integrated content management	<ul style="list-style-type: none"> ■ Integrated sales and distribution across all media and channels ■ Opportunities for a rich range of flexible processes for subscriptions, billing, and commissions
Reporting and analysis for sales and marketing	<ul style="list-style-type: none"> ■ Aggregated information from any and all internal and external sources ■ Necessary reporting and analysis capabilities for all employees ■ Enhanced decision-making ability
End-to-end processes support	<ul style="list-style-type: none"> ■ Integration with sophisticated supply chain management systems ■ One-button forecast-to-orders process ■ Increased order-fulfillment accuracy ■ Instant market analysis and restructurizing ■ Quick reconfiguration of pricing structures and logistics channels
Industry-specific solutions	<ul style="list-style-type: none"> ■ Tailored solution for the beverages industry ■ Tailored solution for the apparel and footwear industry



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