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Introduction: Market Trends and Challenges

Managing My Company

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Introduction: Market Trends and Challenges

Management has to make strategic decisions to assure the survival of a company, and must rely on the most accurate and the most current information coming from all business processes and business areas to make such decisions.

The ability to know exactly where the business is at any time – in relation to its strategic goals, sales forecasts, inventory levels, and production capacity, as well as its overall financial health – is a key differentiator. The competitive advantage lies in speed and reliability.

SAP Business ByDesign provides key functionalities to analyze a company's data, giving managers the necessary tools to make sound decisions, leading to increased revenue, maximized customer profitability, and reduced operating costs. Management dashboards deliver real-time, customized analytics and allow managers to accurately track the most important aspects of their business.

But we know the challenge. The daily schedule of managers is a relentless stream of meetings, customer and employee interactions, telephone conferences, and travel, as well as preparation for the same, leaving little time to work in a business system.

Introduction: Market Trends and Challenges

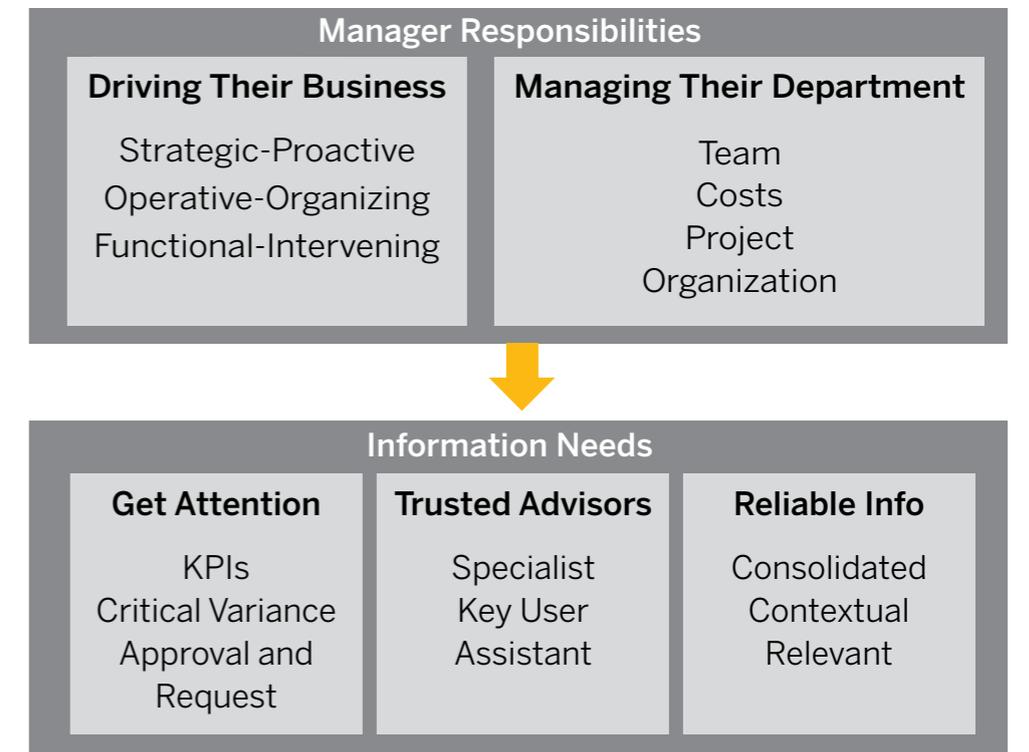Managing My Company

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Introduction: Market Trends and Challenges, Cont.

This is why SAP Business ByDesign follows the "management by exception" by exception paradigm: managers are automatically informed about critical situations, giving them more time to concentrate on strategic tasks. Exceptional situations are highlighted, alerts triggered by predefined thresholds are directly delivered, escalations, and approvals are immediately visible, not only on a desktop client, but also on several mobile devices such as the BlackBerry, iPhone, iPad, and others. As a result, managers can immediately identify and respond to issues and opportunities or meet new business requirements with minimal time and effort.

SAP Business ByDesign uses alerts to focus the manager's attention on issues requiring immediate attention, while providing reports to assess progress on long-term or strategic goals – so that managers get the most out of SAP Business ByDesign while spending the least amount of time doing so. This way, managers do not have to spend time on evaluating the company's health status – the solution "pushes" the relevant decision making KPIs directly to their work center. This innovative push principle is triggered by built-in mechanisms that constantly perform predefined and adoptable health checks in the background.

SAP Business ByDesign empowers management with more control over the business and supports better decision making. With the SAP Business ByDesign solution, managers get the information they need to run their departments, while executives get an overall view of company performance.

Management dashboards provide real-time analytics and allow managers to accurately track the most important aspects of their business.

Manager Responsibilities	
Driving Their Business	**Managing Their Department**
Strategic-Proactive Operative-Organizing Functional-Intervening	Team Costs Project Organization

Information Needs		
Get Attention	**Trusted Advisors**	**Reliable Info**
KPIs Critical Variance Approval and Request	Specialist Key User Assistant	Consolidated Contextual Relevant

Graphic: SAP® Business ByDesign® Empowers Managers to Make Better Business Decisions

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SAP Business ByDesign supports the management of people and budgets. It offers a tailor-made working environment for top managers as well as business area managers.

For all managers, SAP Business ByDesign delivers:

- Predefined content based on best business practices along a harmonized structure across all management levels
- Intuitive dashboards designed for infrequent use to support closed-loop decision making and execution
- Preprocessed and reliable information provided by trusted advisors to help ensure quick and efficient decision making.

In order to get the work done, managers can take action by themselves or – using the push principle – advise staff to perform certain tasks, and they can do it directly in the current business context without having the need for gathering additional information. Everything needed to take the decision has been collected and attached to the task by the system.

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Corporate Performance

Corporate performance provides a shared view of information that executives need in order to collaboratively manage their organization. An end-to-end perspective on business and operational performance is presented in a dashboard-style layout. The emphasis is on pushing highly relevant and exception-based content to attract the executive's attention. It is anticipated that the content will be mostly prepared by assistants or specialists, such as key user analytics.

To help manage corporate performance SAP Business ByDesign delivers an executive summary "all-on-one-page." This page is the single shared access point for executives to get the most important information about their company. For more information about the actual performance, SAP Business ByDesign provides key performance indicators (KPIs) that measure performance against the objectives of the company (actual achievements, time series), and a holistic view of important business topics from a corporate perspective. Dashboards allow selected business topics to be analyzed in an intuitive and attractive way.

In this way SAP Business ByDesign gives top management a quick overview of the most important figures they need. Corporate executives have a concise and up-to-the-minute picture of their enterprise with the KPIs they personally choose to manage it.

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Managing Business Areas and Managing People and Budgets

Business area managers, such as heads of sales, production, or procurement, use SAP Business ByDesign to:

- Measure their performance against a set of key KPIs including deadlines or external benchmarks
- Perform all operative business tasks, including reviewing, analyzing, making decisions, and approving activities
- Determine responsibilities for specific processes within daily operations
- Identify bottlenecks and trigger follow-up activities where appropriate
- Plan and forecast activities from beginning to end: initiate, monitor, and track plans and due dates
- View detailed employee information, such as skills, qualifications, availability, and performance
- Plan staffing and assignments inside and outside of the department, including permanent transfers
- Approve time off, travel expenses, and purchases
- Plan and monitor budgets, as well as directly access budget-related information in cost and profit centers
- Plan and change compensation
- Track status of projects in their area of responsibility.

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Corporate activity is governed by national and local laws and statutes that place a range of obligations on every enterprise and its employees throughout the world. For example, in the United States, Sarbanes-Oxley section 409 requires enterprises to rapidly and currently disclose material changes.

This necessitates closing the financial books in a timely manner in order to issue such disclosures that can protect investors.

Additional requirements within Sarbanes-Oxley focus on the accuracy of financial statements and the reliance on the internal control environment.

Managing the variety of compliance regulations in organizations requires an integrated set of concepts. Cornerstones for compliance in SAP Business ByDesign are business process transparency and internal controls. There are compelling technologies that support the enforcement of compliance-related requirements like identity and access management, authorizations handling, business task management, status and action management, information lifecycle management, electronic records, tracking and tracing functionality, audit trails, and alerting.

Application-specific functionality in SAP Business ByDesign, such as a parallel set of books, credit management in financial accounting, social insurance, and payroll tax in human capital management, helps you to achieve compliance.

Composite applications provide a holistic and integrated compliance approach.

The finance functions in SAP Business ByDesign enable companies to meet the country-specific regulatory requirements. They provide a fast close, as well as a transparent audit trail, which presents data from various sources including top-level aggregated figures (for example, general ledger account totals), valuated single items (from financial accounting documents), and the original data for a given process (from source documents).

With the changes to capital adequacy requirements from the Basel Committee on Banking Supervision (Basel II) the capital markets and legislators now require more transparency and speed in financial reporting. The embedded analytics in SAP Business ByDesign provide the necessary reporting framework.

SAP Business ByDesign supports both generic compliance requirements as well as country-specific requirements.

Generic compliance requirements for a constantly growing number of countries include: general accounting software principles, generally accepted accounting principless (GAAP), various forms of tax (such as VAT, payroll tax), data privacy protection, Intrastat and the Sarbanes-Oxley Act, as well as the requirements for companies resulting from Basel II.

Corporate Compliance, Cont.

Country-specific compliance functionality offers optimal support for different country versions (for example, tax and social insurance requirements, specific payment formats, reports, and the like).

SAP Business ByDesign was conceived as a solution that supports users with their compliance needs. Built-in functionality to support each country's accounting principles is an example of this concept, as are all of the aforementioned examples.

Executive management can concentrate on the strategic needs of the company instead of worrying about the tactical problems within an accounting support system. SAP Business ByDesign is already certified according to the regulations of several countries, and others will follow.

Germany

PS 880 certification of FP 2.6, May 2011 by Deloitte

PS 880 certification of FP 2.5, November 2010 by Deloitte

PS 880 certification of FP 2.0, November 2010 by Ernst & Young

France

Certification of FP 2.5, December 2010 by Infocert

UK

Certification of FP 2.0, November 2009 by ICAEW (The Institute of Chartered Accountants)

India

Recommendation workshop regarding FP 2.0 was held successfully in December 2009 by PriceWaterhouseCoopers