


# TOP 10

## Business Goals for Small and Midsize Companies and How to Achieve Them





Like all businesses, small and midsize companies are facing new challenges and opportunities as they strive to grow their business within the modern digital economy.

Your company can take advantage of the benefits of its size, such as being able to innovate quickly with greater agility and less bureaucracy, while also preparing to scale and expand into new markets with efficient processes, data insights, and technology. The goal is to do all this without losing any of the aspects of your business that have made it great.

**Read on to learn the top 10 business priorities shared by small and midsize companies\* and tips on how to achieve them.**

\*Source of the top 10 priorities list: "The Next Steps in Digital Transformation: How Small and Midsize Companies Are Applying Technology to Meet Key Business Goals," IDC InfoBrief, January 2017, sponsored by SAP and based on an IDC survey of 3,904 business professionals within companies with between 10 and 999 employees in 13 different countries.

# Top 10 Business Priorities

- 1** Acquire New Customers
- 2** Improve Revenue Growth
- 3** Increase Efficiency and Productivity
- 4** Reduce Costs
- 5** Enable Growth While Maintaining High Quality
- 6** Nurture Innovation
- 7** Promote Customer Loyalty
- 8** Improve Cash Flow
- 9** Increase Staff Retention and Development
- 10** Enhance Competitive Advantage

**1****Acquire New Customers****2**

Improve Revenue Growth

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Enhance Competitive Advantage

# Acquire New Customers



**Leverage insights from a variety of sources**, including online and offline transactions, marketing activities, service interactions, social media, and even data from devices based on Internet of Things (IoT) technology for a complete view of your customer.



**Engage with your customers** where and how they prefer – online or offline, mobile, social, or chat – and deliver consistent experiences through all these touch points.



**Deliver differentiated and contextual experiences**, whether you are selling to consumers or organizations.



**Harness new technologies** such as machine learning and the IoT to gain intelligence and efficiency in your customer acquisition processes.

“SAP Business One® helped us integrate all of our business processes onto a single platform, allowing us to analyze data more quickly and from different angles. This allows us to respond to customer demand much more quickly and accurately than we were ever able to in the past.”

Benjamin Sippl, CFO, Mugele Group

Adopting SAP® Hybris® Commerce helped DocMorris N.V. achieve these benefits:

**10%** growth through a responsive online shop

**3x** higher conversion rate in the online shop



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# Improve Revenue Growth



**Gain customer insights using analytics** to provide relevant cross-selling and up-selling opportunities.



**Reduce the risk and cost associated with tackling new market opportunities** by taking advantage of cloud technology that can quickly scale with your business needs.



**Close deals faster** by taking advantage of collaboration technology such as video conferencing and social collaboration platforms.

With SAP Hybris® Commerce Cloud solutions, annie selke achieved:

**94%** increase in online revenue for wholesale brand

**82%** increase in online revenue for retail brand

“As an [SAP] Ariba® Discovery Advantage Plus member, we are able to see and bid efficiently on an unlimited number of new opportunities that we previously might have otherwise missed out on, and we can significantly grow our business with the use of this e-commerce solution.”

– Julia Moore, Business Development, Eco Construction and Maintenance Management LLC



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## Increase Efficiency and Productivity



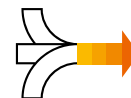
**Reduce time spent on administration** with automated workflows that leverage technology based on the IoT and machine learning.



**Access the information you need, quickly and easily**, with in-memory computing solutions providing data updates in real time, so that you can make decisions more quickly. Enhance decision making with real-time reporting in a format that suits you, such as with management dashboards.



**Simplify tasks and streamline processes** by using application technology with built-in, best-in-class business practices.



**Monitor your key performance indicators** across all functional areas of your business in real time to track progress and identify opportunities for improvement.

With the SAP Analytics Cloud solution, CubeServ AG realized:

**50x** faster dashboard generation

**10x to 100x** faster uploading, integration, and analysis of data

With SAP Jam™ Collaboration, the average time required to close a deal decreased by **9%**, shaving off about **10 hours** from every deal put together by a team.

Source: "The Total Economic Impact" of SAP Jam Collaboration, a July 2016 commissioned study conducted by Forrester Consulting on behalf of SAP.



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# Reduce Cost



Practice strategic sourcing to lower costs associated with finding and qualifying suppliers by using advanced collaboration tools and business commerce networks.



Use your team members efficiently and reduce staff overhead through effective scheduling and by matching your available resources to your needs.



Improve your supply chain with visibility across every step of the process by tracking customers' demands, asset utilization, and inventory levels.



Cut the cost of IT ownership by purchasing integrated software – such as suite solutions rather than point solutions – so you have less to manage.

# 15%

Reduction in operating costs for Vectus Industries when the company deployed the SAP S/4HANA® Enterprise Management solution.

SAP Analytics (formerly SAP BusinessObjects™ Analytics) led to 60% lower costs related to business processes and repeated tasks or procedures over a three-year period.

Source: "The Total Economic Impact of SAP BusinessObjects Analytics," an October 2016 commissioned study conducted by Forrester Consulting on behalf of SAP.



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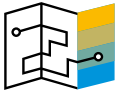
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## Enable Growth **While Maintaining High Quality**



**Develop a technology road map** to support your business growth and help you achieve your digital transformation goals, giving you a competitive edge over companies that aren't as innovative.



**Analyze your performance in real time**, compare actual results against a forecast, and proactively identify areas for improvement.



**Simplify processes by integrating software** across purchasing, finance, accounting, and the shop floor.



When you are expanding internationally, **choose technology from vendors who understand global requirements** such as tax legislation and provide solutions that help you stay compliant.

“ With the introduction of SAP Business One, we have a 64% improvement in business efficiency. We have established a system to support the growth of Seojin Chemical by standardizing information and managing changes. We have completed all preparations to enter the world market.”

– In-Kyu Song, Senior Consultant, Seojin Chemical Co. Ltd.

Adopting the SAP Business ByDesign® solution early helped Living Proof prepare for pain-free growth:

**300%** revenue growth

**230%** increase in product line





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## Nurture Innovation



**Leverage analytics for rapid feedback** on what's working and what's not working to ensure that your innovations are moving in a positive direction.



**Facilitate input** from across the organization and across geographical borders, with both internal and external stakeholders such as customers and business partners. Use a range of collaboration tools and platforms to help people share knowledge and ideas.



**Closely monitor new market developments**, including what your competitors are doing, to stay aware of new opportunities.

“SAP Business ByDesign multiplies the capabilities of our finance and project teams while improving the efficiency of critical processes and reporting. By reducing the time spent on administration, we can concentrate more on scientific activities that can advance the development of life-saving vaccines.”

– Dr. Odile Leroy, Executive Director, European Vaccine Initiative

“With SAP Cloud Platform, we are able to bring the Internet of Things to life. Our bots and sensors are making a difference in people's lives and indeed changing the world. That makes me proud.”

– Robin Kearon, SVP Channels & Alliances, Kore.ai



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# Promote Customer Loyalty



**Listen to your customers.** Monitor social media conversations and make it easy for people to contact you with issues or feedback.



**Use your loyalty programs to capture more insights** into your customers' preferences so that you can offer relevant and valued promotions.



**Make the after-sale customer experience feel personal** by providing service teams with a comprehensive view of customer details and previous interactions.

With SAP BusinessObjects™ business intelligence solutions, P.N. Gadgil & Sons achieved

**90%** customer satisfaction.

“ SAP Hybris solutions enable us to make use of our customers' buying histories, and SAP Predictive Analytics software guides us to make the right product suggestions that fit their profiles. We use these applications for managing the points program that we provide in our outlets to build customer loyalty.”

– Tohru Yami, President, Snow Peak



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## Improve Cash Flow



**Gain visibility into your operations** to more accurately project required cash buffers.



**Track “cash in and cash out” processes** as they occur so that you can more tightly manage cash flow.



**Manage your accounts receivable carefully** by establishing a days-sales-outstanding goal, developing clear policies for customer credit, and following up promptly on overdue payments.



**Use data insights** to efficiently manage your staff, supply chain, and production operations, reducing inventory and resource requirements.

With SAP S/4HANA, Convergent IS achieved:

**48%** reduction in days sales outstanding

**12%** improvement in vendor spend management compliance

“ Soccer is a purely cash-flow-driven business. Sometimes even when I’m on the field, I’ve got finances in my head. With SAP Business ByDesign, I can focus on the game.”

– Mario Hamm, Director of Finance, FC Nürnberg e.V.



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# Improve Staff Retention and Development



**Blend talent management and collaboration** not only to transform the new-hire experience and help employees ramp up quickly, but also to accelerate employee development and career progression.



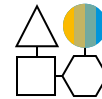
**Engage employees and motivate them** to perform at their best through ongoing dialog with managers and continuous coaching and feedback.



**Provide clear and compelling career paths** to engage employees and cultivate talent, supported by blended learning opportunities.



**Foster a learning culture** by increasing collaboration and knowledge sharing between employees, managers, and experts.



**Cultivate talent and develop leadership programs** that are fully integrated with succession planning.

“ By enabling us to track an employee at every stage of their career at BCLC and to follow their development, SAP SuccessFactors® HCM Suite gives us the tools to improve our succession rate.”

– Wayne Porterfield, Director Talent Management, British Columbia Lottery Corporation

With SAP SuccessFactors solutions, truesign gained:

**70%** reduction in effort required to execute performance evaluation

**3x** faster goal definition and alignment execution



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# Enhance Competitive Advantage



**Respond faster to a changing market by using analytics** to track critical information about competitors, prices, and discounts.



**Improve the customer experience** with a collaborative approach that is supported by information sharing across digital business networks.



**Maintain tight cost control** by using real-time analytics to optimize operational processes.



**Disrupt traditional business models** and take your company to the next level by exploiting new opportunities offered by digital transformation.



**Be ready to adapt to changing business models** and ensure that you can scale quickly and flexibly to meet new requirements as your company grows.

“ SAP SuccessFactors solutions put the best data on talent we've ever had right at our fingertips. It streamlined succession planning and recruiting processes to help us attract and retain talent and compete much more effectively.”

– Shawn Richardson, Director of HR and Organizational Development and Training, TranSystems Corporation

“ We are able to obtain real and reliable data in order to improve our products more scientifically and improve our competitiveness.”

– Guo Renyong, Director of IT, Asia Cuanon Technology Shanghai Co. Ltd.



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## Why Do Small and Midsize Companies Choose SAP?

With SAP software, every function and department can work together to connect processes from across the business, put resources in the right place, and simplify how work gets done. Our solutions help growing businesses like yours stay focused on both getting new customers and retaining the ones you have. And we can equip employees to make informed, in-the-moment decisions, so you can track business performance, outmaneuver competitors, and keep your business moving forward.

**You will be ready for the challenges and opportunities ahead – because you'll never outgrow SAP, no matter where your business takes you.**



### Manage your business

Connect every person and process – from finance and expense reporting to procurement and inventory – into an integrated engine that can scale efficiently, control costs, manage compliance, and help your team make the quick decisions required to run your business your way.



### Engage your customers

Focus the entire organization on creating meaningful customer experiences – giving employees the context they need to adapt each customer interaction to match what each customer needs.



### Empower your people

Give employees, managers, and your entire HR department the tools to efficiently grow their teams and their own careers – so you can recruit and retain the workforce you need to take your business where you want it to go.



### Improve your decision making

Put decision-driving insights into the hands of your entire team – so they can see what's happening today, anticipate the future, and take smart, in-the-moment actions to keep your business on track for success.



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## Next Steps

To explore the SAP portfolio of solutions for small and midsize companies, please visit [www.sap.com/sme](http://www.sap.com/sme) or try the [SAP solution finder tool](#), which offers solution recommendations and resources based on your company's needs.

**Learn more about some of the customers featured in this e-book:**

- [The Annie Selke Companies/Fresh American LLC](#)
- [European Vaccine Initiative](#)
- [Snow Peak](#)
- [TranSystems Corporation](#)
- [Vectus Industries Limited](#)

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Or contact your SAP representative.



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