

# Channel Management Solution Map




**Release 2005**




# Channel Management

<b>Partner Management</b>	<b>Partner Lifecycle Management</b>	<b>Partner Recruitment</b>	<b>Partner Planning &amp; Forecasting</b>	<b>Partner Training &amp; Certification</b>	<b>Partner Networking</b>	<b>Partner Compensation</b>
<b>Channel Marketing</b>	<b>Content Management</b>	<b>Catalog Management</b>	<b>Campaign Management</b>	<b>Lead Management</b>	<b>Channel Marketing Funds</b>	<b>Partner Locator</b>
<b>Channel Sales</b>	<b>Accounts &amp; Contacts</b>	<b>Opportunity Management</b>	<b>Pricing &amp; Contracts</b>	<b>Interactive Selling &amp; Configuration</b>	<b>Quotation &amp; Order Management</b>	<b>POS &amp; Channel Inventory Tracking</b>
<b>Channel Service</b>	<b>Knowledge Management</b>	<b>Service Order Management</b>	<b>Live Support</b>	<b>Complaints &amp; Returns</b>	<b>Installed Base</b>	<b>Warranty Management</b>
<b>Channel Commerce</b>	<b>Collaborative Showroom</b>	<b>Distributed Catalog &amp; Content Management</b>		<b>Distributed Order &amp; Inventory Management</b>	<b>Hosted Partner Sites</b>	

## Partner Management

Partner Lifecycle Management	Partner Recruitment	Partner Planning & Forecasting	Partner Training & Certification	Partner Networking	Partner Compensation
<ul style="list-style-type: none"> <li>● Partner Profiling (S1)</li> <li>● Partner Monitoring (S1)</li> <li>● Self Services (S1)</li> <li>● Partner Segmentation (S1)</li> <li>● Partner Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Partner Registration (S1)</li> <li>● Prospective Partner Qualification (S1)</li> <li>● Prospective Partner Processing (S1)</li> </ul>	<ul style="list-style-type: none"> <li>● Sales Target Planning with Channel Partners (S1)</li> <li>▶ Partner Portfolio Planning (S1)</li> <li>● Forecasting &amp; Simulation (S1)</li> <li>● Sales Pipeline Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Partner Training &amp; Administration (S3)</li> <li>● Online Training (S3)</li> <li>● Online Testing (S3)</li> <li>● Partner Certification (S1)</li> <li>● Online Registration (S3)</li> </ul>	<ul style="list-style-type: none"> <li>● Collaboration Room (S5)</li> <li>▶ Partner Directory (S5)</li> </ul>	<ul style="list-style-type: none"> <li>● Compensation Planning (S1)</li> <li>● Compensation Calculation (S1)</li> <li>▶ Compensation Simulation (S1)</li> <li>● Compensation Settlement (S1)</li> </ul>

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# Channel Management

## Channel Marketing

Content Management	Catalog Management	Campaign Management	Lead Management	Channel Marketing Funds	Partner Locator
<ul style="list-style-type: none"> <li>● Content Authoring (S1)</li> <li>● Personalized Content Presentation (S1)</li> <li>● Sales and Marketing Library (S1)</li> <li>● Subscription (S1)</li> <li>● Automatic Document Classification (S1)</li> <li>● Search Engine (S1)</li> <li>● Collateral Catalog and Search (S1)</li> <li>● Collateral Ordering and Fulfillment (S1)</li> <li>● Collateral Download (S1)</li> </ul>	<ul style="list-style-type: none"> <li>● Catalog Authoring (S1)</li> <li>● Catalog Personalization (S1)</li> <li>● Browse and Search Catalog (S1)</li> <li>● Product Comparison (S1)</li> <li>● Product Promotions (S1)</li> <li>● Cross-Sell/Up-Sell (S1)</li> <li>● Web Search Support (S1)</li> </ul>	<ul style="list-style-type: none"> <li>● Campaign Planning (S1)</li> <li>● Segmentation with Channel Partners (S1)</li> <li>● Campaign View for Partners (S1)</li> <li>● Centralized Campaign Execution (S1)</li> <li>▶ Decentralized Campaign Execution by Partners (S1)</li> <li>● Campaign Monitoring (S1)</li> <li>● Campaign Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Lead Generation (S1)</li> <li>● Lead Qualification (S1)</li> <li>● Lead Distribution (S1)</li> <li>● Lead Notification (S1)</li> <li>● Lead Processing (S1)</li> <li>● Lead Monitoring (S1)</li> <li>● Workflow (S1)</li> <li>● Lead Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Budgeting &amp; Planning (S1)</li> <li>▶ Checkbook &amp; Fund Management (S1)</li> <li>▶ Fund Request Management (S1)</li> <li>▶ Claims Management (S1)</li> <li>▶ Channel Marketing Funds Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Search for Partner Store Locations (S1)</li> <li>● P Travel Direction (S1)</li> </ul>

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# Channel Management

## Channel Sales

Accounts & Contacts	Opportunity Management	Pricing & Contracts	Interactive Selling & Configuration	Quotation & Order Management	POS & Channel Inventory Tracking
<ul style="list-style-type: none"> <li>● Search &amp; List (S1)</li> <li>● Account Management (S1)</li> <li>● Fact Sheet (S1)</li> <li>● Interaction History (S1)</li> <li>● Activity Management (S1)</li> <li>● Activity Analysis (S1, S4)</li> <li>● Customer Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Opportunity Creation (S1)</li> <li>● Opportunity Qualification (S1)</li> <li>● Opportunity Distribution (S1)</li> <li>● Opportunity Notification (S1)</li> <li>● Opportunity Processing (S1)</li> <li>● Opportunity Monitoring (S1)</li> <li>● Sales Pipeline &amp; Forecasting (S1)</li> <li>● Sales Process &amp; Selling Methodologies (S1)</li> <li>● Activity Management (S1)</li> <li>● Workflow (S1)</li> <li>● Opportunity Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Price List for Partners &amp; Customers (S1)</li> <li>▶ Partner Sales Pricing (S1)</li> <li>● Customer &amp; Partner-Specific Pricing (S1)</li> <li>● Rule-Based Pricing (S1)</li> <li>● Contract Negotiation (S1)</li> <li>● Contract Pricing (S1)</li> <li>● Campaign-Specific Pricing (S1)</li> <li>● Special Pricing (S1)</li> <li>● Contract Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● P Guided Selling (P1)</li> <li>● Interactive Product Configuration (S1)</li> </ul>	<ul style="list-style-type: none"> <li>● Quotations (S1)</li> <li>▶ Proposal Generation (S1)</li> <li>● Ordering Products &amp; Services (S1)</li> <li>● Quotation &amp; Order on-Behalf (S1)</li> <li>● Availability Check (S1, S2)</li> <li>● Order Fulfillment (S1, S2)</li> <li>● Order Status &amp; Tracking (S1)</li> <li>● Credit Check (S1, S6)</li> <li>● Online Billing &amp; Payment (S1, S2)</li> <li>● Quotation and Order Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● POS Data Management (S1)</li> <li>● Channel Inventory Management (S1)</li> <li>● Price Protection (S1)</li> <li>● POS &amp; Inventory Analysis (S1, S4)</li> </ul>

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## Channel Service

Knowledge Management	Service Order Management	Live Support	Complaints & Returns	Installed Base	Warranty Management
<ul style="list-style-type: none"> <li>● Solution Search (S1)</li> <li>● Knowledge Base Management (S1)</li> <li>● Frequently Asked Questions (S1)</li> </ul>	<ul style="list-style-type: none"> <li>● Service Requests (S1)</li> <li>● Service Fulfillment (S1)</li> <li>● Entitlement Validation (S1)</li> <li>● Resource Planning (S1)</li> <li>● Status and Tracking (S1)</li> <li>● Service Order Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Call Back (S1)</li> <li>● Chat (S1)</li> <li>● E-Mail (S1)</li> <li>● Co-Browsing (P1)</li> </ul>	<ul style="list-style-type: none"> <li>● Complaints Management (S1)</li> <li>● Returns Management (S1)</li> <li>● Complaints &amp; Returns Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Installation Management (S1)</li> <li>● Product Registration (S1)</li> <li>● Installed Base Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Warranty Management (S1)</li> <li>● Warranty Analysis (S4, S1)</li> </ul>




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## Channel Commerce

Collaborative Showroom	Distributed Catalog & Content Management	Distributed Order & Inventory Management	Hosted Partner Sites
<ul style="list-style-type: none"> <li>● Multi-Partner Storefront (S1)</li> <li>● Partner Selection (S1)</li> <li>● Partner-Specific Pricing (S1)</li> <li>● Partner-Specific Availability (S1)</li>   <li>● Multiple Partners per Shopping Basket (S1)</li> <li>● Collaborative Showroom Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>● Distributed Catalog Authoring (S1)</li>   <li>● Multi-Partner Catalog (S1)</li> <li>● Customer-Specific Pricing by Partners (S1)</li> <li>● Catalog Import &amp; Export (S1)</li> <li>▶ Shared Content Management (S1)</li> </ul>	<ul style="list-style-type: none"> <li>● Order Processing by Partners (S1)</li>   <li>● Replenishment Orders (S1)</li> <li>● Fulfillment by Partner (S1)</li> <li>● Drop Shipment (S1)</li> <li>● Order Download for Partners (S1)</li>   <li>● Order Distribution (S1)</li> <li>● Checkout via External Shop (S1)</li> <li>▶ Hosted Inventory Management (S1)</li>   <li>● System-to-System Integration with Partners (S1)</li> <li>● Delivery Time Maintenance for Partners (S1)</li> <li>● Distributed Order Analysis (S1, S4)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Website Wizard (S1)</li> <li>● Partner-specific Product Catalog (S1)</li>   <li>▶ Partner-Specific Branding (S1)</li> <li>● Customer-Specific Pricing by Partners (S1)</li> <li>▶ Hosting Platform (S1)</li> </ul>

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## *Main Process:*

### **Accounts & Contacts**

## *Business Objectives:*

### **Improving Customer Service**

- Collaborate with business partners
- Strengthen partnerships and account management

### **Campaign Management**

### **Increasing Revenue**

- Develop new markets
- Improve sales lead generation and process
- Gain market share
- Efficient campaign planning and management

### **Catalog Management**

### **Improving Customer Service**

- 24x7 customer self-service

### **Channel Marketing Funds**

### **Improving Customer Service**

- Collaborate with business partners

### **Increasing Revenue**

- Develop new markets
- Gain market share

### **Collaborative Showroom**

### **Improving Customer Service**

- 24x7 customer self-service
- Collaborate with business partners

## *Main Process:*

### **Complaints & Returns**

## *Business Objectives:*

### **Improving Customer Service**

- 24x7 customer self-service
- Collaborate with business partners

### **Improving Service Delivery**

- Reduce administration, improve business processes
- Improve service quality

### **Reducing Operating Costs & Increasing Efficiency**

- Reduce of error rate by use of automated processes
- Improving service delivery

### **Content Management**

### **Improving Customer Service**

- 24x7 customer self-service
- Collaborate with business partners

### **Reducing Operating Costs & Increasing Efficiency**

- Improve asset and maintenance management
- Reduce administration, improve business processes
- Reduce transaction costs

### **Distributed Catalog & Content Management**

### **Improving Customer Service**

- Collaborate with business partners

### **Distributed Order & Inventory Management**

### **Improving Customer Service**

- Collaborate with business partners

### **Increasing Revenue**

- Improve order fill rate

## **Main Process:**

### **Hosted Partner Sites**

### **Installed Base**

### **Interactive Selling & Configuration**

## **Business Objectives:**

### **Improving Customer Service**

- Collaborate with business partners

### **Improving Customer Service**

- 24x7 customer self-service
- Collaborate with business partners
- Improve service quality

### **Improving Service Delivery**

- Reduce error rate
- Reduce administration, improve business processes
- Faster access to relevant information

### **Increasing Revenue**

- Enable cross-sell/up-sell capability

### **Improving Customer Service**

- 24x7 customer self-service
- Shorten proposal/quotation cycle
- Personalized customer interaction

### **Increasing Revenue**

- Enable cross-sell/up-sell capability
- Improve RFQ/RFP processes
- Offer multiple points of access

### **Reducing Operating Costs & Increasing Efficiency**

- Lower communications expenses
- Reduce order processing costs

## *Main Process:*

### Knowledge Management

## *Business Objectives:*

### Improving Customer Service

- Collaborate with business partners

### Increasing Revenue

- Improve RFQ/RFP processes

### Lead Management

### Improving Customer Service

- Collaborate with business partners

### Increasing Revenue

- Improve sales lead generation and process
- Develop new markets
- Extend market share

### Live Support

### Improving Customer Service

- Collaborate with business partners
- Improve customer retention and loyalty
- 24x7 customer self-service

### Increasing Revenue

- Improve customer retention and loyalty

### Opportunity Management

### Improving Customer Service

- Collaborate with business partners

### Increasing Revenue

- Enable cross-sell/up-sell capability

## **Main Process:**

## **Business Objectives:**

### **Partner Compensation**

#### **Improving Customer Service**

- Collaborate with business partners

#### **Increasing Revenue**

- Improve retention of sales personnel

### **Partner Lifecycle Management**

#### **Improving Customer Service**

- Collaborate with business partners
- Strengthen partnerships and account management

### **Partner Locator**

#### **Increasing Revenue**

- Improve customer retention and loyalty

### **Partner Networking**

#### **Improving Customer Service**

- Strengthen partnerships and account management

#### **Increasing Revenue**

- Enable channel partners

#### **Reducing Operating Costs & Increasing Efficiency**

- Optimize investments in indirect channel

### **Partner Planning & Forecasting**

#### **Improving Customer Service**

- Collaborate with business partners

### **Partner Recruitment**

#### **Improving Customer Service**

- Collaborate with business partners

#### **Increasing Revenue**

- Develop new markets

#### **Reducing Operating Costs & Increasing Efficiency**

- Improve recruiting, hiring & HR processes

## **Main Process:**

### **Partner Training & Certification**

## **Business Objectives:**

### **Improving Customer Service**

- Collaborate with business partners

### **Reducing Operating Costs & Increasing Efficiency**

- Re-deploy labor to higher value-added activities
- Improve delivery of training & education

### **POS & Channel Inventory Tracking**

### **Improving Customer Service**

- Improve forecast accuracy
- Collaborate with business partners

### **Pricing & Contracts**

### **Improving Customer Service**

- Personalized customer interaction

### **Increasing Revenue**

- Improve customer retention and loyalty

### **Reducing Operating Costs & Increasing Efficiency**

- Reduce administration, improve business processes

### **Quotation & Order Management**

### **Improving Customer Service**

- Shorten proposal/quotation cycle

### **Increasing Revenue**

- Improve order fill rate
- Improve RFQ/RFP processes

### **Reducing Operating Costs & Increasing Efficiency**

- Reduce order processing costs
- Reduce transaction costs

## *Main Process:*

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### **Service Order Management**

## *Business Objectives:*

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### **Improving Customer Service**

- 24x7 customer self-service
- Collaborate with business partners
- Streamline service operations

### **Improving Service Delivery**

- Improve service quality

### **Reducing Operating Costs & Increasing Efficiency**

- Reduce administration, improve business processes
  - Reduce cost of services
  - Reduce order processing costs
- 

### **Warranty Management**

### **Improving Customer Service**

- Improved quality and accuracy
- Improve service quality

### **Improving Service Delivery**

- Reduce administration, improve business processes
- Reduce error rate
- Faster access to relevant information

### **Increasing Revenue**

- Enable cross-sell/up-sell capability

# Solution Map Product Table

<b>Key</b>	<b>Description</b>
<b>S1</b>	<b>mySAP Customer Relationship Management</b>
<b>S2</b>	<b>mySAP ERP</b>
<b>S3</b>	<b>mySAP ERP: SAP Learning Solution</b>
<b>S4</b>	<b>SAP NetWeaver Business Intelligence</b>
<b>S5</b>	<b>SAP NetWeaver Portal</b>
<b>S6</b>	<b>mySAP ERP / mySAP Customer Relationship Management</b>

# Solution Map Partner Interface Table

Key	Description
P1	Technology

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