# TOP 10

**10 Business Goals** for Small and Midsize Companies and How to Achieve Them

**SAP** **Run Simple**

Like all businesses, small and midsize companies are facing new challenges and opportunities as they transition to a digital economy.

To learn more about the journey that these companies are embarking on, SAP commissioned an IDC research study of **3,904 business professionals in 13 countries.** One of the questions we asked was: "Looking at your company's business concerns in general, **what are the most immediate priorities for the next 12 months?**"

**Here we explore the top 10 business goals identified by survey respondents and look at tips on how to achieve those goals.**

# 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

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# Acquire New Customers

**Leverage insights from a variety of sources,** including social media and even data from devices based on Internet of Things (IoT) technology. By getting a 360-degree view of your potential customers, you can deliver relevant, targeted offerings in the moment of opportunity.

**Meet customer expectations to interact with you** through their preferred method, whether online, offline, or using mobile devices – and to have a consistent experience across every interaction.

**Provide business-to-business customers with the same ease** of interaction they experience during business-to-consumer purchases.

**Harness customer intelligence technology** and streamline sales and marketing processes to generate leads in a cost-effective manner.

"The journey we are on will allow us to connect our employees, suppliers, customers, and networks to our digital core. With SAP S/4HANA at the center, we are designing and building solutions that are mobile, intuitive, robust, and valuable, enabling our customers to be more autonomous and productive and to easily do business with us."

David Scullin, CIO, Ballance Agri-Nutrients

Source: Placeholder

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

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

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

Source: Placeholder

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# Improve Revenue Growth

Be sure that you aren't just growing your topline revenue, but that your growth is profitable. Track your profit margins and go-to-market costs around different verticals and product lines. Understand the profitability of new and existing customers to determine which customers you want to keep.
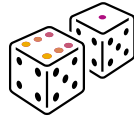
**Reduce the risk and cost associated with tackling new market opportunities** by taking advantage of cloud technology that can quickly scale with your business needs.
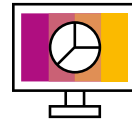
**Gain customer insights using analytics** to provide relevant cross-selling and up-selling opportunities.

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

## 40%

**Increase in online sales on average for customers using SAP Hybris solutions.***

*Based on SAP Hybris solution customer analysis

"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

# Increase Efficiency and Productivity

**Reduce time spent on administration with automated workflows** that leverage technology based on the Internet of Things 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.
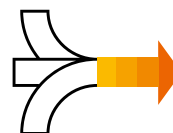
**Monitor your key performance indicators** across all functional areas of your business in real time to track progress and identify opportunities for improvement.

**Monitor cash flow** across the organization to manage cash and inventory more efficiently.

> " The SAP Business One® application 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."
>
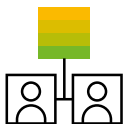> – Benjamin Sippl, CFO, Mugele Group

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.

# Reduce Cost

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

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

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

# 15%

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

" SAP S/4HANA Enterprise Management has made our operations more efficient by standardizing controls and reducing risk. Our decisions are better, faster, and information driven, giving us a definite competitive edge. We look forward to expanding our SAP portfolio."

– Manish Sinha, Head of IT, Vectus Industries Limited

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.

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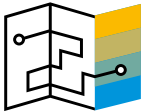
**Develop a technology road map to support your business growth and help you achieve your digital transformation goals**, giving you a competitive edge over companies that aren't as innovative.

**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.

Adopting the SAP Business ByDesign® solution early helped Living Proof solidify its business and prepare for pain-free growth.

**300%** revenue growth

**230%** increase in product line

**400%** more products produced

Source: http://sap-espresso.com/viewStory/668

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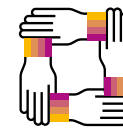
**Closely monitor new market developments** – including what your competitors are doing – to stay aware of new opportunities.

> "Now that our people can gain insights that were just too difficult in the past, they are thinking differently and coming up with new solutions that help our business."
>
> – Akihiro Minagawa, Corporate Officer and General Manager of the Business Process Innovation Department, Snow Peak (SAP S/4HANA Enterprise Management, SAP Hybris solutions, SAP Predictive Analytics software)
>
> Source: **www.sap.com/documents/2017/04/4c1f5ae3-b67c -0010-82c7-eda71af511fa.html**

> 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
>
> Source: **www.sap.com/documents/2016/10/961f2179-927c-0010-82c7 -eda71af511fa.html**

> 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.
>
> Source: Placeholder

# 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 postsale customer experience feel personal** by providing service teams with a comprehensive view of customer details and previous interactions.

> " With SAP Business One powered by SAP HANA®, Antarc was able to increase customer service levels in a matter of months. The result has been an incredible 90% improvement in customer satisfaction."
>
> – Neha Malde, Head of Finance, Antarc Ltd.
>
> Source: http://hana.sap.com/content/dam/website/saphana/en_us/PDFs/customerstories/antarc-increasing-market-share-and-customer-satisfaction-with-sap-businss-one-powered-by-sap-hana.pdf
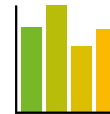
# Improve Cash Flow

**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.

**Reduce production costs** by accessing data in real time to monitor and control operations closely.

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

" 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.

Source: Placeholder

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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 on-going dialog with managers and continuous coaching and feedback.
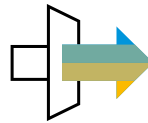
**Provide clear and compelling career paths** to engage employees and cultivate talent, supported by blended learning opportunities.

**Foster a learning culture** by increasing collaboration and knowledge sharing between employees, managers, and experts.
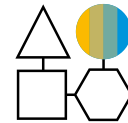
**Cultivate talent and develop leadership programs** that are fully integrated with succession planning.

SAP Jam reduces the costs to train and onboard new employees by **19%** as well as reducing the costs to create content and travel costs associated with training.

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

New hires are **58%** more likely to stay at a company three years later if they completed a structured onboarding process.

Source: "**Global Human Capital Trends 2016**," Bersin by Deloitte, Deloitte University Press, 2016.

" 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

Source: **www.sap.com/documents/2016/11/b0870ac2-977c-0010 -82c7-eda71af511fa.html**

# Enhance Competitive Advantage

**Respond faster to a changing market by using analytics** to track critical information about competitors, prices, and discounts.
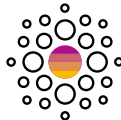
**Improve the customer experience** with a collaborative approach that is supported by information sharing across digital business networks.

**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.

> " Thanks to SAP S/4HANA, we are achieving the digital transformation that will help us strengthen our competitiveness in a fast-moving marketplace."
>
> – Faizan Mustafa, CIO, Indus Motor Company Ltd.

Source: Placeholder

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# Why Do Small and Midsize Companies Choose SAP?

SAP is a partner you'll never outgrow, no matter where your business takes you.

## Our solutions help you:

### Manage your business
SAP offers solutions for enterprise resource planning to support companies of any size, with cloud and on-premise options. You can 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
The SAP Hybris Commerce solution helps you to focus the entire organization on creating meaningful customer experiences. Give employees the context they need to adapt each customer interaction to match what each customer needs.

### Empower your people
With SAP SuccessFactors® solutions and the SAP Jam collaboration platform, you can give employees, managers, and your entire HR department the tools to efficiently grow their teams and their own careers. You can recruit and retain the workforce you need to take your business where you want it to go.

### Improve your decision making
Analytics solutions from SAP help you to visualize your data, interpret results, and make better decisions. 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 moving forward.

To explore the SAP portfolio of solutions for small and midsize companies, please visit **sap.com/smb** or try the **solution finder tool**, which can provide information on recommended solutions based on your company's needs.

**www.sap.com**/contactsap

**SAP** **Run Simple**