



SAP SALES CLOUD

MORE THAN JUST A CRM SOLUTION

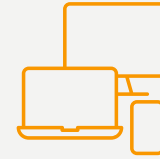




Increased sales volume through 360-degree view of the customer



Real-time analyses and clear dashboards through mobile access



Improved efficiency through mobile access



Many years of SAP experience of the FIS Group

The number of information and contact channels continues to grow. This makes it more and more difficult for sales managers to keep an eye on all information on sales prospects and customers. A modern CRM solution helps to manage sales opportunities efficiently and to provide customers with the right information at the right time.

CENTRAL AND HOLISTIC MANAGEMENT OF CUSTOMER DATA

SAP Sales Cloud makes prospective and existing customers the focus of sales activities. The comprehensive CRM solution enables sales managers to easily manage customer data in one central user interface. Information on contacts, companies and sales opportunities is clearly displayed and can also be called and adjusted in a mobile way. It is updated in real time so that the right data is always available to every employee. By integrating the ERP system, master data, such as prices and conditions, can also be used in the Sales Cloud solution. The integration of MS Outlook or IBM Notes, for instance, helps the sales team fully concentrate on their customers without time-consuming administrative activities.

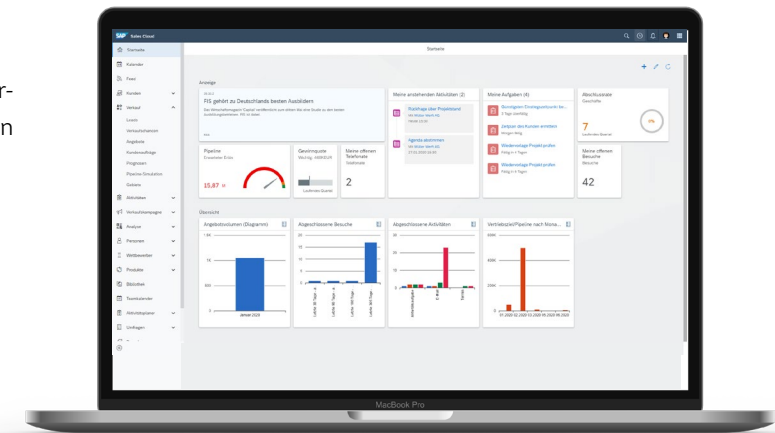
DIGITIZING THE SALES PROCESS – FROM LEAD TO CONTRACT

SAP Sales Cloud can be used to holistically map SD processes - from lead to contract signing. It can also be used to recognize sales opportunities at an early stage by providing numerous clear dashboards and reports in real time. The progress of acquisitions can be tracked easily and progress rewarded. Leads and opportunities are clearly managed and tracked in the Sales Cloud solution. With effective Territory Management as well as exact forecasts and proportional planning, SAP Sales Cloud enables the stringent implementation of the SD strategy. The generated deals can be executed quickly and easily by designing the contracts for standard quotations within the Sales Cloud solution. Important data is available through ERP integration. Collaboration functions facilitate the coordination with customers.

MARKETING AND SALES DEPARTMENTS WORK HAND IN HAND

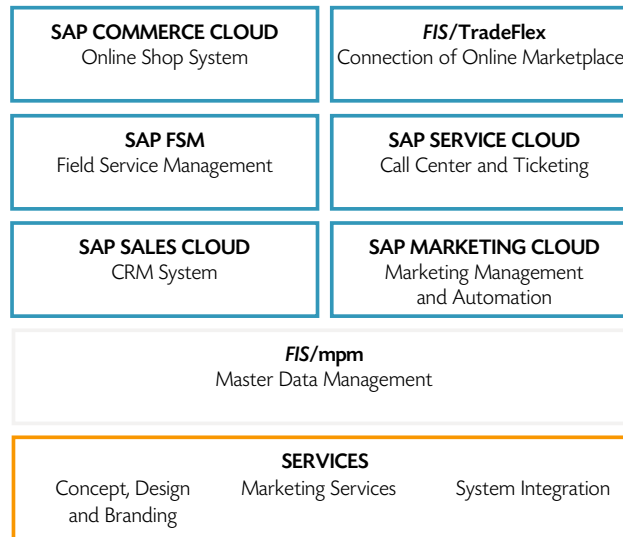
To make the most of sales potentials, marketing and sales departments must work closely together. SAP Sales Cloud

provides basic functions for marketing and sales promotions. This enables the segmentation of target groups, which can then be used to send personalized e-mails. Leads, tasks and phone calls can be generated automatically from these actions. If its basic functions are not sufficient, SAP Sales Cloud can be extended by the SAP Marketing Cloud solution. The deep integration between SAP Sales Cloud and SAP Marketing Cloud enables companies to close the gap between lead generation in the marketing department and the transfer of leads to the sales team.



CUSTOMER EXPERIENCE WITH THE FIS GROUP

By offering SAP solutions for marketing, sales, service and e-commerce, the FIS Group provides companies with an all-in-one package for their CX strategy. Smart applications for the integration of online marketplaces and master data management complement the portfolio. By providing full support with professional services, such as conception, design or online marketing, we bring customer experience to a new level..



SAP SALES CLOUD HIGHLIGHTS

- Comprehensive management of customer data
- Efficient opportunity and lead management
- Comprehensive reporting and customer-focused analysis
- Quotation and contract management
- Integration of ERP and third-party systems (such as Outlook, telephony)
- Basis functions for marketing and sales promotions

TOGETHER WE ARE STRONG

Together, Medienwerft and FIS - two companies of the FIS Group and certified SAP partners – cover the entire range of SAP Customer Experience. They offer the all-in-one package for marketing, sales and distribution, service and e-commerce: from consulting, conception and design to technical implementation.

FIS Informationssysteme und Consulting GmbH is the roof of the FIS Group. FIS mainly focuses on individual SAP consulting and the execution of SAP projects. In the area of Customer Experience, FIS is the expert for SAP processes and their technical integration.

Medienwerft GmbH is one of the most experienced internet agencies in Germany. Its core competence is the development of e-commerce applications and digital communication concepts for brands. This makes Medienwerft an expert for UX design, e-branding and web shops.

Together, FIS and Medienwerft are strong partners for SAP and Customer Experience.

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