



## **ENHANCED SALES ORDER MANAGEMENT WITH SAP FOR WHOLESALE DISTRIBUTION**

**Find Product Information Quicker, Keep Customer Satisfaction High**

To ensure long-term customer loyalty, you must provide precise product information quicker than ever. This means bringing together a range of processes in an easy-to-access overview. With a unique range of enhancements to the sales order management solution, the SAP for Wholesale Distribution solution portfolio makes searching for products more efficient. With fewer process steps, you answer customer questions quicker and more reliably, keeping customers satisfied and increasing profitability.

Sales order management solutions nowadays are a blessing to companies looking to increase their sales volume. However, while these solutions contribute to simplifying the sales process considerably, they often lack the necessary speed and efficiency to adequately service customers' increasingly complex requirements. To keep up with these demands, you need a solution that helps you provide customers with the right information at the right time.

### **New Challenges for Wholesale Businesses**

To ensure long-term growth in sales volume, wholesale distributors have to accommodate an enormous variety of highly specific requirements. From pinpointing exact customer wishes out of portfolios of thousands of similar products to determining availability of a product and its closest stock location, you are often faced with a wide range of questions that need to be answered, ideally within seconds. Added to that, customers also expect discounts and the lowest prices combined with high availability and fast delivery.

Even though today's business climate is highly dynamic, software solutions for sales order management can sometimes be the very opposite. With different phases of the sales order process split up, sales reps often shuffle awkwardly between screens to find the right information. If you want to increase efficiency and revenue, your product search and material information processes need to be streamlined, flexible, and precise.

### **Streamlined Sales Order Management**

The SAP for Wholesale Distribution solution portfolio now brings a range of fully customizable enhancements to its sales order management solution. Designed to speed up your sales process, new features give your sales department a powerful tool to provide all of the information a customer needs – quickly and reliably. This not only reduces administrative effort by providing the facts you need in an easy-to-access overview; giving customers details on availability and customer-specific pricing almost immediately contributes greatly to increasing customer satisfaction and maximizing your profitability.

### **Powerful Search Process for Known Materials and Supplier Catalog Products**

With sales orders becoming increasingly complex, finding the right product is critical. Two powerful search engine functions – for known materials and for supplier catalog products – now simplify complex search queries and find products quicker. You can search by keywords for material groups and by synonyms, and factor in failure tolerance. You can fully customize how search results are sorted and enrich them with list prices and customer discount prices to guarantee customers' continued business.

### **Improved Availability Display**

Performance has been optimized with an intuitive view of availability of stock for selected plants. A traffic-light signaling system lets you know where products are available with what stock quantity, whether from your own plant, from plants defined as close by, or from other plants. Icons indicate if items can be delivered immediately or by available-to-promise (ATP) delivery dates, enabling you to inform customers reliably.

### **Simplified Material Creation for Catalog Products**

To ensure lean materials management, you depend on third-party suppliers' catalogs to find the required product from potentially millions of supplier products. Powerful sales order enhancements let you optimize supply chains by searching through

supplier catalog products all on the same screen. You can use the supplier catalog search results to create new materials on the fly in the material master. Existence checks prevent creation of duplicate materials. This improves inventory management and contributes to your company's viability by empowering you to give customers what they want – both to fit their tight schedules and in the long term.

### **Comprehensive Product Information**

Besides search enhancements for sales orders, the new material view displays a wealth of information on single items. After entering the item in the sales order – either on the basis of a search result or with the material number – the material view can be called to list data on dimensions and alternative materials, contact details for the regular vendor, ATP information, and price information. With a detailed history of a customer's previous orders and prices, you can give customer-specific discounts, yet another measure by which you keep customer satisfaction high.

### **Find Out More**

To learn more about how the sales order enhancements of SAP for Wholesale Distribution based on the SAP® ERP application can help your organization, call your SAP representative today or visit us online at [www.sap.com/industries/wholesaledistribution](http://www.sap.com/industries/wholesaledistribution).

### **Powered by SAP NetWeaver®**

SAP for Wholesale Distribution is powered by the SAP NetWeaver® platform. SAP NetWeaver unifies technology components into a single platform, providing the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver also helps organizations align IT with their business. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to compose and enhance business applications rapidly to drive business change.