

Power of Your SAP ERP Extended

- Add Mobile Force to your Sales Force



mSalesForceAutomation (mSFA) Advantage

ARTERIA

THE BEST-RUN BUSINESSES RUN SAP™



Agenda



- Arteria Technologies – An Introduction
- mSFA Advantage – Value Proposition
- Features
- Demo
- Technical Architecture & Implementation Details
- Summary

INTRODUCTION

- An SAP Software Solution and Service Partner based out of International Tech Park, Bangalore.
- Arteria is exclusively focused on Services and Products on SAP NetWeaver platform and help customers leverage the potential of SAP Net Weaver.
- We have over 150 SAP consultants based covering Technical and Functional skills
- Management team is **ex-SAP Labs** with several years of development, implementation and consulting experience.
- Key members holds patents in Financial Services domain (during their tenure with SAP).
- ISO 9001:2000 and ISO 27001:2005 Certified on all SAP projects, Arteria is on its way to achieving SEI CMM Level 3 Certification.

CREDENTIALS

- SAP NetWeaver Services partner in India.
- Awarded the “Best SAP NetWeaver Process Integration Partner 2007” for APJ.
- First and only partner to have a SAP certified NetWeaver Mobile Client
- SAP ISV with certified products and xApps Partner. Solutions have been developed with SAP India’s guidance and are certified by SAP Labs.
- SAP Co-Innovation Labs (COIL) partner in Bangalore.
- Arteria engages with SAP Labs and RIG for product feedback and enablement in emerging technologies like Interactive Forms and NetWeaver Mobile.
- SAP ePartner Certification solution Provider (Helps ISV in development and certification of their products).





NetWeaver based Products

- SupplierConnect Advantage
- DealerConnect Advantage
- SecondarySales Advantage
- Interactive Advantage
- Dashboards Advantage

Products on Mobile

- mApprove Advantage
- mDashboards Advantage
- mSalesForceAutomation Advantage

Productized Services

- ECM Advantage
- EDI Advantage
- SolMan Advantage

SAP NetWeaver Expertise

- SOA Consulting
- SAP NetWeaver Process Integration & B2B EDI
- SAP NetWeaver BW, CE, Portal, Mobile and MDM

Solution Extensions Expertise

- SAP Interactive Forms by Adobe
- SAP Archiving and Document Access by Open Text
- Seeburger EDI Adaptors
- Test Data Migration Server (TDMS)
- SAP BusinessObjects

Other Expertise

- SAP ABAP Custom & RICEFW Development
- SAP BASIS Services
- SAP Technical Upgrade
- Post Go-Live technical support

Customers



ADANI



asianpaints



DIMEXON
TOMORROW, TODAY.



TATA AUTOCOMP SYSTEMS LTD



— Manufacturing to Retailing —
A Unit of Vishal Retail Ltd.



TATA TELESERVICES LIMITED



AXIS BANK firepro
STAY SAFE



Noida Power Company Ltd.



Business Problems

- **Unprepared sales representatives** calling customers, prospects, or partners with limited insight into an account's history, account, decision-makers, timelines, etc
- **Poor customer data quality**, such as wrong contact person information, inaccurate order information etc

Solution – mSFA Advantage

- **Real-Time information on mobile devices** enables Sales representatives to be better prepared for customer meetings and calls leading to an improvement in response times to customers resulting in shorter sale cycles and higher customer satisfaction
- **High quality data:** Ability to update information online in the field leads to better data quality, reduced data entry errors and work duplication
- **Multi device support:** Supported on Symbian S60 platform, Blackberry and Windows mobile devices

Business Problems

- **Non documented sales activities**, such as visit reports, resulting in inaccurate resource planning, incomplete account handover, etc.
- **ERP Support**, Limited number of Applications work with SAP ERP

Technology

- SAP Netweaver Mobile 7.1
- Device Applications on native device languages
 - S60 – J2ME (LWUIT)
 - Blackberry – BB API/s based on J2ME
 - Windows – .Net Compact Framework
- Compatible with SAP ERP (Any version) or SAP R/3 and can support non SAP backend as well using SAP PI



SALES ORDER MANAGEMENT

- Friendly Order Entry user interface speeds up the ordering process thereby reducing the back-office tasks
- Data entry errors are minimized by use of context helps where possible on mobile device

ORDER TRACKING AND APPROVALS

- Near real time order status information at finger tips ensures that sales force can track their orders themselves thus saving time for selling
- Approvals of Sales Order on mobile using Arteria's **mApprove** shortens the sales cycle

ORDER DELIVERY MANAGEMENT

- Managing deliveries on the go, accelerates the sales process ensuring faster deliveries reducing communication delays and inventory cost

AVAILABLE TO PROMISE INVENTORY

- Near Real time ATP Inventory check ensure that goods are allocated to meet customer demand and commitments with virtual certainty of fulfillment according to plan

PAYMENT COLLECTION

- Near real-time customer billing, payments, and collection status information results in payments your bank account faster

ACCOUNT & CONTACT MANAGEMENT

- Save time and money by getting a complete view of customer account information including their buying power, thus maximizing your sales effectiveness

ROUTE PLAN & DAILY TASKS

- Application supports route planning and can push daily schedule from SAP ERP to the salesperson's handset

PERSONALIZED

- Each sales person has only own customers, order types, material codes, payment terms, sales area to ensure minimal database on the hand held.
- This personalization dataset is used for value help to assist in data entry and search while using the application.

SECURE

- Two factor authentication ensures the data on the device is secure
- The data transfer between Device and Mobile Server is using HTTPs ensuring maximum security in data transfer

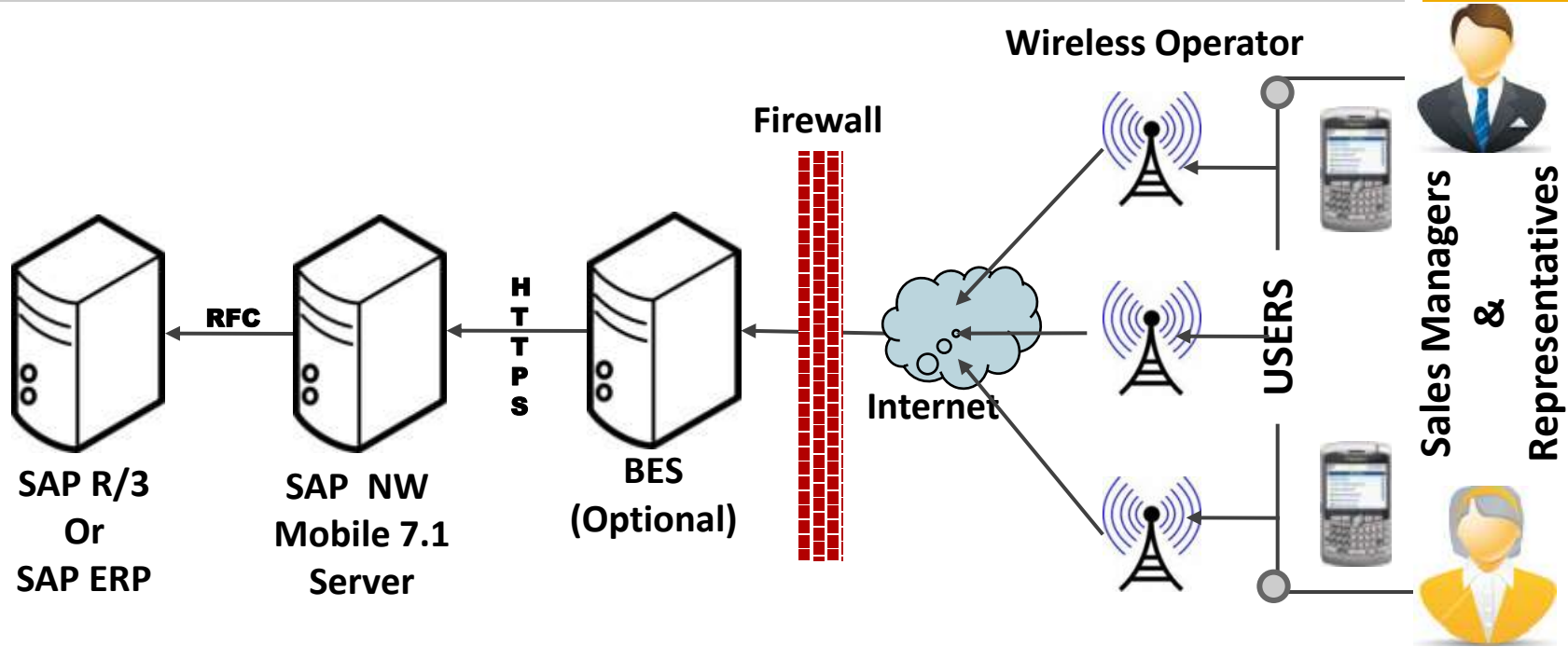
RAPID DEPLOYMENT

- The solution can be rapidly deployed within 4-6 weeks
- Leverage existing investments in SAP ERP without any making any changes in current processes

FOR BLACKBERRY DEVICES LEVERAGES ON BES MDS

- Increase IT productivity by streamlining BlackBerry deployments and reducing administrative tasks
- Provide Greater control and manageability of BlackBerry devices
- Brings in Industry-leading security features that meets strict IT requirements for information integrity and confidentiality

Technical Architecture, Implementation and Security



Solution Implementation

- End to end Sales Cycle Implementation
- Easy to deploy (Rapid Go-Live) in 6-8 weeks
- Easy to enhance and add functionalities
- Can be extended to all Mobile Device platforms

Security

- Authorization framework – Adheres to SAP Authentication schemes
- Monitoring tools to track flow of data between the mobile device and mobile server
- Transmission of data over secure channel

DEMO



Device Management

- For BES installations, the device management is configured using native features.
- For non-BES scenarios and additional security, SAP NetWeaver Mobile Device Management and Arteria's Mobile Advantage platform have features to secure business critical data

Security Scenarios

Scenario	Features
Device Left Unattended or falls in wrong hands	Application Password
Employee Resigned without Proper Exit or absconding along with the device	User Validity Check on Application Login to check if the user is still a valid employee
Device Lost	User Validity Check on Synchronization to check if the user is still a valid employee
Device Stolen	SIM Validity Check to ensure that only authorized SIM cards are allowed.
Trojan Software on Device	Signing the persistent Store

mSFA Advantage: Benefits Summary



mSFAs is a SAP Netweaver Mobile 7.1 based sales force automation tool for SAP ERP. It empowers your field to be connected with your SAP ERP, whenever they want, wherever they go. The application is supported on the popular Symbian S60 devices like Motorola, Nokia, Sony Ericsson, LG, Samsung, etc. and smart phones from Blackberry and Windows Mobile.



Sales Force Automation

- Self service functions for sales tea, to receive and update information on Orders, Inventory, Shipment, Pricing and Finance modules from **your existing SAP ERP**.
- Respond to customer requests on the spot, hence shortens sales cycle



Secure and Feature Rich

- Inbuilt security features to protect data.
- Modules: Orders, Customers, Contact Person, Inventory, Pricing, Invoices, Collections, Route Plan.



Lower TCO

- Single Platform: Runs on SAP NetWeaver
- Support for Blackberry, Symbian S60& Windows mobile devices.
- Rapid Go-Live of 6-8 weeks

Thank you for your Attention!

CONTACT US @

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ARTERIA



Device OS (device should have GPRS Connection)

OS	Version
Blackberry	> 4.2.1
Windows	> 6.0
Symbian	> S60 3 rd Edition

Device Space

Application	Installation Space	Message Size
mApprove	300 KB	5KB / workflow
mDashboards	700 KB	5 KB for 1 report with 5 lines and graph
mSFA	1.2 MB	10 KB / message

Appendix: Indicative Sizing



Development / QA Mobile Server

OS	NetWeaver	CPU	RAM	HDD
64 bit is mandatory for NWM 7.1	>= 7.1 SP9	1	2 GB	100 GB

Production Mobile Server

Users	Mobile Server			
	SAPS	CPU	RAM	HDD
100	800	2	4 GB	100 GB
150	1600	2	8 GB	100 GB
200	1600	2	8 GB	150 GB
250	1600	2	8 GB	150 GB
300	8000	8	8 GB	200 GB
400	8000	8	8 GB	200 GB

Non BES scenarios will require Public IP for the SAP NWMobile server.

Appendix: NWM 7.1 OS/DB (Jan 2010)



	Windows				AIX	HP-UX			Solaris		Linux Suse SLES9, SLES10, RedHat EL 4/5				IBMI	z/OS
	Server 2003 on x64 (64-bit)	Server 2003 on IA64 (64-bit)	Server 2008 on x64 (64-bit)	Server 2008 on IA64 (64-bit)	5.3, 6.1 (64-bit)	11.11 on PA-RISC (64-bit)	11.23, 11.31 on PA-RISC (64-bit)	11.23, 11.31 on IA64 (64-bit)	9, 10 on SPARC (64-bit)	10 on x64 (64-bit)	on x86_64 (64-bit)	on IA64 (64-bit)	on power (64-bit)	on System z (64-bit)	5.4, 6.1 (64-bit)	1.7, 1.8, 1.9 (64-bit)
Oracle 10.2	X	X	X	X	X	X	X	X	X	X	X	X	X	-	-	-
SQL Server 2005	X	X	X	X	-	-	-	-	-	-	-	-	-	-	-	-
SQL Server 2008	X	X	X	X	-	-	-	-	-	-	-	-	-	-	-	-
DB2 LUW V9.5	X	X	X	-	X	-	X(*)	X	X	-	X	-	X	-	-	-
MaxDB 7.6	X	X	X	X	X	X	X	X	X	X	X	X	X	-	-	-
MaxDB 7.7	X	X	X	X	X	X	X	X	X	X	X	X	X	-	-	-
DB2 for i 5.4, 6.1	APP	-	APP	-	-	-	-	-	-	-	-	-	APP	-	X	-
DB2 for z/OS V8, V9	APP	-	APP	-	APP	-	-	-	-	-	APP	-	-	APP	-	HA DB

Legend:

(*) DB2 for LUW V9.5 on HP-UX 11.31 on PA-RISC not available

X	Available for DB and APP
Qx	Planned for Qx
-	Neither supported nor planned

APP	Not for DB server. NetWeaver Application Server only
DB	Database Server only
HA	High Available Solution only. OS on 64-bit only
New installations on Unicode only. Non-Unicode available for upgrade only. Non-unicode is not available on Solaris x64.	