

Solutions Overview

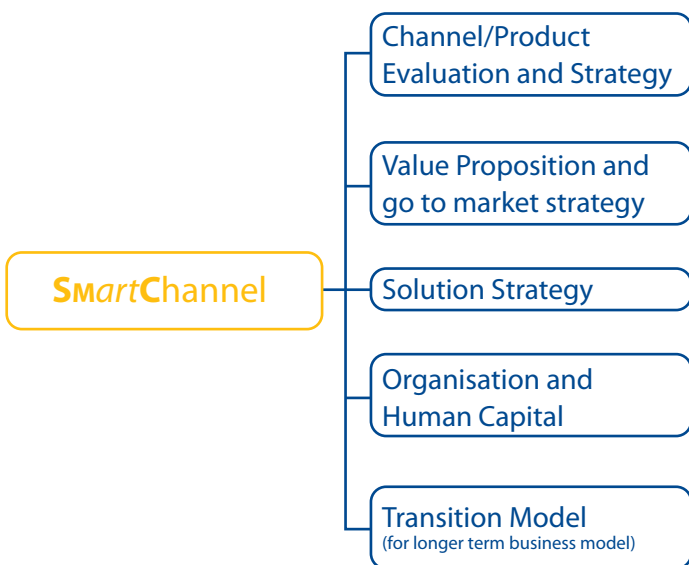
SmartChannel is the strategy element of SMB's Channel Enablement solution for new and existing SAP Channel Partners.

The solution is designed to enable both new and existing Channel Partners to focus on generating license revenues, whilst reducing the immediate need to invest in an in-house service and support infrastructure.

The emphasis is on accelerating Partner enablement whilst phasing start up costs. This means that Channel Partners can bring forward revenue generating opportunities, whilst secure in the knowledge that their back-office capability is supported through the sales and initial project implementation phase.

SmartChannel aims to support Channel Partners who want to further penetrate the small and medium enterprise (SME) market.

THE **SmartChannel** ENABLEMENT MODEL



SmartChannel is a flexible package of business development tools and deliverables enabling the Channel Partners to evaluate manage and position template solutions within their target market sector.

THE **SmartChannel** SOLUTION ELEMENTS

Key solution elements include:

- Market Sector Positioning
- Solution Architecture
- Objectives /strategy definition
- Business planning & go to market strategy
- Technical support during the creation and development of your Baseline and Best Practices Solution
- Education and training of your sales, pre-sales and consulting resources
- SAP accreditation documentation
- Transition planning into a product and services organisation
- Resource profiling and recruitment

TeamSMB

The SMB Solutions team, branded as **TeamSMB**, provide multi-modular skill sets, mid-enterprise expertise and SAP implementation methodology expertise. This is backed up by our Consultancy Principals team who have many years experience gained from working at SAP UK, and with a number of UK SAP Partners and VAR's.

CHANNEL/PRODUCT EVALUATION AND STRATEGY

We work closely with the channel partner to help them develop their go-to-market strategy. Our aim is to minimise the time from inception to first deal close, whilst phasing their investment over this period. This minimises the start up costs, and initial cash outlay over a period of time, making controlled ramp-up of channel activities realisable.

We work with the Channel Partner in determining the correct SAP solution architecture for their target market and in drawing up strategies for the required solution build. This will be done in conjunction with identifying key market positioning messages, and in helping draw up a realist business plan for the sector.

VALUE PROPOSITION & GO TO MARKET STRATEGY

Our senior team is experienced in deriving a compelling value proposition and go to market strategy. They can provide guidance, support and market experience to ensure sales success.

ORGANISATION BUILD & HUMAN CAPITAL

SMB Solutions provide expertise for your business infrastructure ensuring your organisation and teams are able to address the specific needs of the market. Advice is available on the types of SAP skilled resource required, and via our recruitment business, we are able to help source suitable people to help grow your team. Further we will help you identify your teams training requirements and can provide mentoring, consultant shadowing and training to enable knowledge transfer into your team.

SOLUTION STRATEGY

We are able to advise and help you with the solution architecture and build of your solution development and also provide a delivery strategy to ensure that key drivers are met.

Our consultants are experienced in the development and build of SAP templates, and can provide functional and technical support, liaison with the SAP global development centre, and advice on SAP accreditation strategy.

TRANSITION MODEL (for longer term business model)

The **SmartChannel** solution offering continues beyond your customers go-live. **SmartChannel** also provides expert advice and consultancy on how to build the support infrastructure required, and ensures that you are able to meet and exceed your customer's on-going support requirements. This supports long term customer referencability of your projects and will help to further leverage additional license sales into the customer account.

SmartChannel: A COST EFFECTIVE SOLUTION

The **SmartChannel** solution for the SAP Channel Partners gives you access to highly experienced SAP consultants. At SMB Solutions, we understand both the needs of mid-enterprise business requirements and the SAP software products.

SMB develops consultants to have multi modular skill sets, mid-market expertise and up-to-date training, methodology and strategy experience. Our management experience is based on working day-to-day with SAP Channel Partners, and working for SAP's SME team.

SMB BUSINESS SOLUTIONS

SMB Solutions (SMB) is the dedicated SAP consultancy and software services division within SMB Group Ltd, with business activities in the UK and Overseas. Our target market is the SAP SME market place including subsidiaries of larger organisations. We work directly with mid-enterprise customers as well as SAP SME Divisions and the SAP Partner community.

SMB understands the needs of mid-enterprise companies and their business system requirements. Our approach means that we work in partnership with them to ensure that the solution delivered in is line with their needs and the implementation process has minimum impact on business operations.

Additional consulting solutions are available from SMB Group and for further information please refer to our website at www.smbolutionsgroup.co.uk or e-mail: info@smbolutionsgroup.co.uk