

SOLUTIONS FOR SAP®



Solutions for SAP®

Streamline your SAP applications and business processes

Multi-channel communications | Order to cash automation | Legacy application decommissioning | Archiving & ILM



www.macro4.com



Unlock the power of enterprise documents

Every day, documents drive countless interactions with your customers and deliver vital information throughout your business. Making sure the right documents reach the right people – in whatever electronic or paper format they need – has never been more important.

However, it can be hard to manage the increasing volume of documents that flow into and out of any thriving organization. Meeting increased demand for personalized web and mobile communications, while continuing to handle 'traditional' paper documents efficiently, adds even further complexity.

Macro 4 can help you meet these challenges and manage enterprise documents with confidence, in all of your core business processes.

Our SAP-certified solutions integrate seamlessly with your SAP applications to provide enhanced document and data management capabilities that help you run a lean, highly competitive business operation and deliver standout customer service.

“We were impressed with the depth of Macro 4’s specialist knowledge about the process of archiving data and documents from SAP applications. Having worked with Macro 4 before, we were also confident in their ability to deliver a complete solution to meet our individual needs, rather than just a piece of technology.”

Graham Parkes
SAP Program Architect, Severn Trent Water



SAP® Certified
Integration with SAP NetWeaver®

Macro 4 solutions for SAP at a glance

Multi-channel communications

- ▶ **Supports effective customer interaction through tailored online and printed communications, using output from SAP and other business systems**

Creates personalized documents, manages electronic and print delivery and provides online access for customers and employees, for efficient, one-to-one service

Order to cash automation

- ▶ **Works with your SAP SD (sales and distribution) and finance applications to reduce manual effort throughout the order to cash process**

Helps you streamline sales order processing, make a smooth transition to eInvoicing, resolve invoice disputes faster and fully automate cash allocation

Legacy application decommissioning

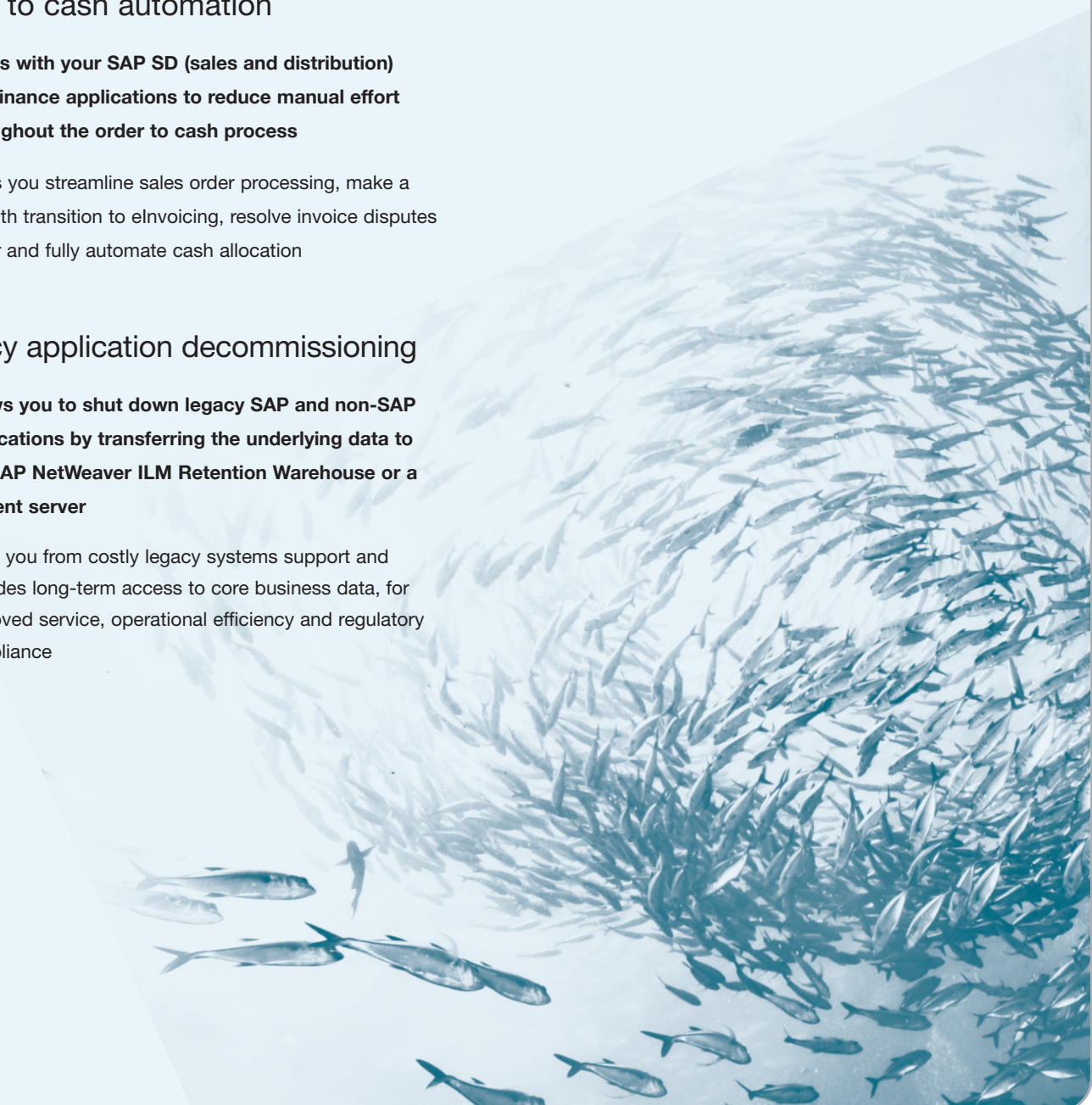
- ▶ **Allows you to shut down legacy SAP and non-SAP applications by transferring the underlying data to the SAP NetWeaver ILM Retention Warehouse or a content server**

Frees you from costly legacy systems support and provides long-term access to core business data, for improved service, operational efficiency and regulatory compliance

Archiving and information lifecycle management (ILM)

- ▶ **Manages access to documents and moves older data from your live SAP systems into long-term, online storage, with optional SAP NetWeaver ILM integration**

Increases productivity in document-related business processes, releases database capacity for improved system performance and enforces corporate policies to meet your data retention obligations





Multi-channel communications

Increase your reach with effective electronic delivery

Business leaders understand the value of reaching out to customers, employees and business partners using every available communication channel, from websites and mobile applications to personalized printed documents. In practice, however, the truly multi-channel enterprise can be slow and painful to achieve. Adapting your SAP applications and other business systems to work with new customer touchpoints is a particular challenge, fraught with risks and hidden costs.

To help you meet this challenge Macro 4 has developed technology that enables a progressive, controlled and painless transition to electronic delivery.

Our multi-channel communications software takes output from your SAP applications and delivers it, in a suitable format, to any electronic channel or printer. It frees you from the problem of managing delivery from multiple applications to multiple channels and also allows you to send data directly to your customers' business systems. SAP-certified integration ensures seamless access to documents and data from any SAP application.

"We have been impressed by the level of support and professionalism we have seen from Macro 4, and they have become valued partners in our plans for growth."

Jason McKnespiey
Senior Technical Architect, B&Q

Every step of the process is controlled centrally, including:

- ▶ **Delivery management** – capture of documents and data from diverse business applications and delivery via email, online presentment (with optional email notification), fax, production and local printers, or direct data exchange with external business systems
- ▶ **Workflow** – allowing you to swiftly and simply define the right combination of delivery channels to suit different customers, applications or content, according to business rules and customer preferences
- ▶ **Format transformation** – using business rules you can transform content into different formats, such as PDF or XML, alter its appearance using document composition and add personalized marketing messages
- ▶ **Online document retention** – storage of documents and data in any required format, for online access and archiving
- ▶ **End-to-end monitoring** of all delivery processes via a central management interface, with full tracking and exception alerts
- ▶ **Accounting and reporting** to identify trends, assist capacity planning and proactively avoid delivery problems

Multi-channel communications help you to:

- Save time and reduce costs by eliminating the programming and configuration changes needed to 'hardwire' delivery channels within your core business applications
- Increase competitiveness as you are able to introduce new customer communication channels more quickly
- Turn transactional customer documents such as bills and statements into tailored marketing communications, to support cross-selling
- Eliminate data entry errors by exchanging data directly between business systems
- Improve service by allowing customers more flexible delivery choices
- Reduce risk by controlling and monitoring content delivery using a single, specialist solution

Order to cash automation

Raise financial performance to a new level

Macro 4 offers a suite of modular solutions that help SAP customers address important information management challenges at four key stages of the order to cash process:

Sales order processing

Order processing bottlenecks can lead to dissatisfied customers, and invoice disputes further downstream. Our software makes the sales order process faster, and more accurate, by eliminating manual data entry: customer orders are captured electronically, key data is extracted and new sales orders are then created automatically on your SD system. Printing of delivery documentation is also controlled and monitored – with automated re-routing in the event of a printer failure – to prevent shipping delays.

eInvoicing

Paper invoices are costly to send, slow to arrive and environmentally unfriendly. Many organizations are therefore moving away from printed invoices, and expect their suppliers to do likewise. Macro 4 can help you introduce electronic invoicing quickly, without needing to adapt your core SAP applications. Your customers can sign up for eInvoicing via a secure web portal, opt for email or online invoices and receive detailed invoice data, for convenient upload into their financial systems.

Credit control

Gathering together all documents needed for credit control can be highly time consuming, and sending copies of misplaced proof of delivery (POD) documentation to customers only adds further delay. Our credit control module addresses the problem by providing instant access to all relevant documents, directly from your SAP financial applications. Credit controllers are able to resolve invoice queries faster and email documents to customers while on the phone, and customers can access their own PODs online.

Cash allocation

For most organizations, cash allocation remains a manually intensive 'black art' that occupies a disproportionately large number of people, often reaching crisis point at month end. Our software replaces manual cash allocation with an automated process that intelligently matches invoices against data extracted from your payment files, cheques and remittance advices. Typically over 90 per cent of payments are allocated automatically; any exceptions can be matched in minutes and applied automatically next time round.

Order to cash automation helps you to:

- Drive up efficiency by cutting out manual, paper-intensive processes
- Improve performance against key measures such as day sales outstanding, aged debt and unallocated cash
- Prevent payment delays due to 'lost' documents and increase cash flow
- Produce less paper and reduce not only your printing and mailing costs but also your environmental impact
- Increase customer loyalty by fulfilling orders faster and meeting demand for eInvoicing
- Achieve more, with fewer people, at lower cost

Legacy application decommissioning

Set data free from your legacy applications

Following an SAP implementation many organizations are left with legacy applications that they are forced to keep 'alive' because they contain critical historical information, required for operational reasons or compliance.

Mergers, acquisitions and company re-structuring can also leave organizations with surplus applications, as can consolidation projects that replace multiple divisional or regional SAP implementations with a single, overarching system.

Keeping these legacy systems alive, just to view the data, puts a real strain on resources. Hardware and software maintenance charges steadily consume IT budgets, and supporting the applications often requires expensive legacy IT skills that are in short supply.

Macro 4 frees you from the burden of maintaining legacy systems. Using our tried and tested methodology you can decommission any SAP or non-SAP application quickly and cost effectively.

First we analyze your data retention and access requirements and examine the structure of your legacy data. Then we extract the data and reformat it so that, when viewed online, it will display as meaningful information that makes sense to business users.

You can choose to transfer your data to the SAP NetWeaver Information Lifecycle Management Retention Warehouse or an online content server.

From here your legacy data can be retrieved by business users, from their familiar SAP applications, eliminating the inconvenience of logging into separate systems to access older information.

The data is secured in a read-only format, to meet your compliance obligations. You can also apply additional controls to enforce your corporate policies for data retention and destruction, and to support automated e-discovery and legal hold.

Once all useful data has been extracted, the original application can be decommissioned, together with any underlying software and hardware.



Legacy application decommissioning helps you to:

- Cut your legacy hardware, software and support costs significantly, or even eliminate them completely
- Raise productivity and service levels by providing faster access to older customer data throughout your business
- Meet your compliance obligations by storing key data in a tamper-proof, legal archive
- Reduce reliance on scarce and expensive legacy IT skills
- Free up space and reduce running costs in your data center
- Stop firefighting legacy application problems and spend more time on innovation



Archiving and information lifecycle management

Optimize SAP performance

Data archiving

A growing SAP database is a given for most SAP customers. However, unchecked growth can impair system performance, resulting in poor response times. Upgrades, backups and database restores all take longer, which increases the risk of lengthy system downtime, and storage costs can start to spiral.

Macro 4's data archiving solutions help you reduce database growth through regular archiving of SAP data, as recommended by SAP AG. Older data is automatically removed from the live system, compressed and then transferred to an online content server residing on low cost storage media. Up to 80 per cent of your database capacity can be released, leading to an immediate performance improvement.

The archived data remains instantly accessible to users, from any SAP application, in a read-only format. Any archived data can be reported on, alongside data in the live SAP environment.



Free database health check

As a first step for SAP customers considering data archiving, Macro 4's free database health check calculates how much disk space could be saved by archiving, and from which SAP applications.

Email healthcheck@macro4.com to find out more.

Document archiving

SAP-generated documents can also be moved into the archive, to release additional database space. An exact replica of the original document is stored, for audit and compliance purposes. Archiving ensures convenient, long-term access to documents such as print lists once they have been removed from the SAP spool and avoids the performance impact of re-generating documents on the live system.

Similarly, scanned inbound documents, such as supplier invoices, can be added to the archive and integrated with SAP business workflow to increase the efficiency of key processes such as accounts payable.

Information lifecycle management

Organizations seeking additional control over data and documents can extend their archiving solution to include SAP NetWeaver Information Lifecycle Management. Advanced retention management features allow you to set detailed policies for data retention periods and compliant destruction of data and documents at end of life. The additional control over information is of particular value to organizations operating within highly regulated industries.

To address the issue of rising business litigation, automated e-discovery and legal hold functionality help you identify and protect information required as part of legal case management.

Archiving and ILM help you to:

- Boost organizational productivity and service levels by improving system response times
- Complete SAP upgrades and database restores faster, with less downtime, less business risk and at lower cost
- Reduce your storage needs, and defer costly storage upgrades, by compressing excess data and documents and moving them to low-cost storage media
- Avoid mistakes and delays caused by manual document handling and data entry
- Process documents from multiple geographical locations, to support flexible working practices
- Ensure regulatory compliance, using retention management and legal hold



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Why Macro 4?

Macro 4 has been successfully implementing SAP document and data management solutions for over a decade. We work with organizations in all major market sectors, including financial services, utilities, manufacturing, retail and the public sector.

Macro 4's solutions are designed to complement your SAP applications and are fully integrated, using certified interfaces. This approach increases productivity by allowing SAP users to access documents and archived data directly from their familiar SAP screens and avoids the need to log into a separate application to search for additional information.

Our professional services team provides specialist consulting and implementation skills to ensure that every project runs smoothly and meets the customer's business objectives.

Macro 4 software solutions are available for outright ownership, as hosted applications and as software as a service (SaaS).

For more information on Macro 4 products and services visit www.macro4.com.

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