

# **Use Web 2.0 Tools to Build Better Products and Strengthen Customer Relationships**

## **Silicon Valley Product Management Association (SVPMA)**



John Burton  
Director, Product Management  
SAP Labs, LLC  
August 6<sup>th</sup>, 2008

## Speaker Background: John Burton

- Involved in enterprise software industry in Silicon Valley since 1999
- Product Management Director at SAP
- Moderator and “Top Contributor” of various SAP web forums
- Author of industry publications, wikis, blogs, and forthcoming book
- Taught SAP and business computer classes at Central Michigan University
- B.A. from University of Michigan, MBA from Central Michigan University
- *Consumed over 1,000 espresso-based coffee drinks last year*

<http://www.linkedin.com/in/sapjohnburton>

## Company Background: SAP

Third largest business software company in known universe...

Enterprise software provider of products such as

- Enterprise Resource Planning (ERP)
- Customer Relationship Management (CRM)
- Business Intelligence and other software

Over 51,000 employees, 47,800 customers, € 10 Billion annual sales

# Agenda



## Introduction

Public online discussion forums

Closed-door private online communities

Blogs

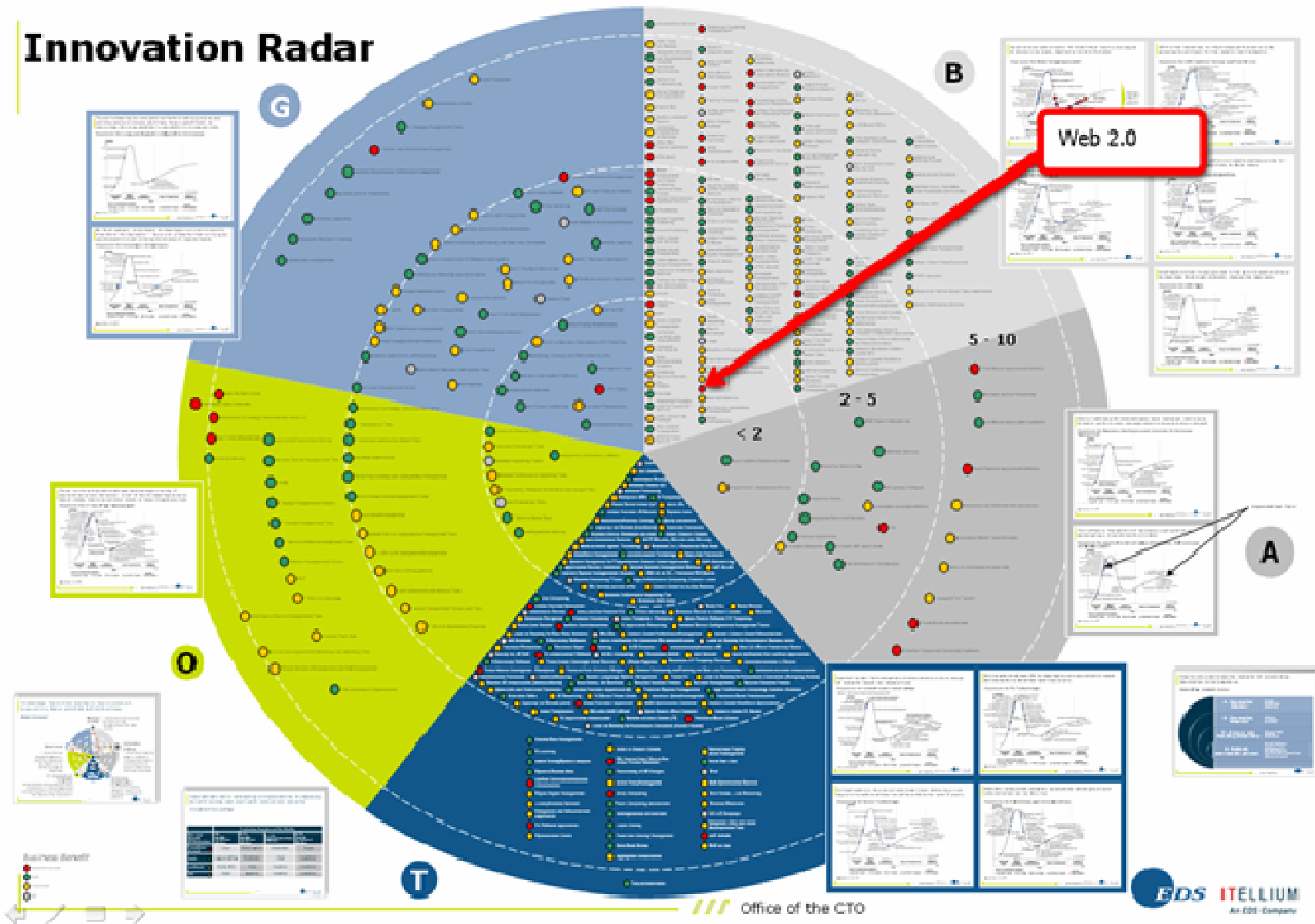
Wikis

Conclusion

# What is Web 2.0?

(Just Kidding, Next Slide Please!)

## Innovation Radar



## The Topic: Web 2.0

Web 2.0 is about enabling users to share information and collaborate

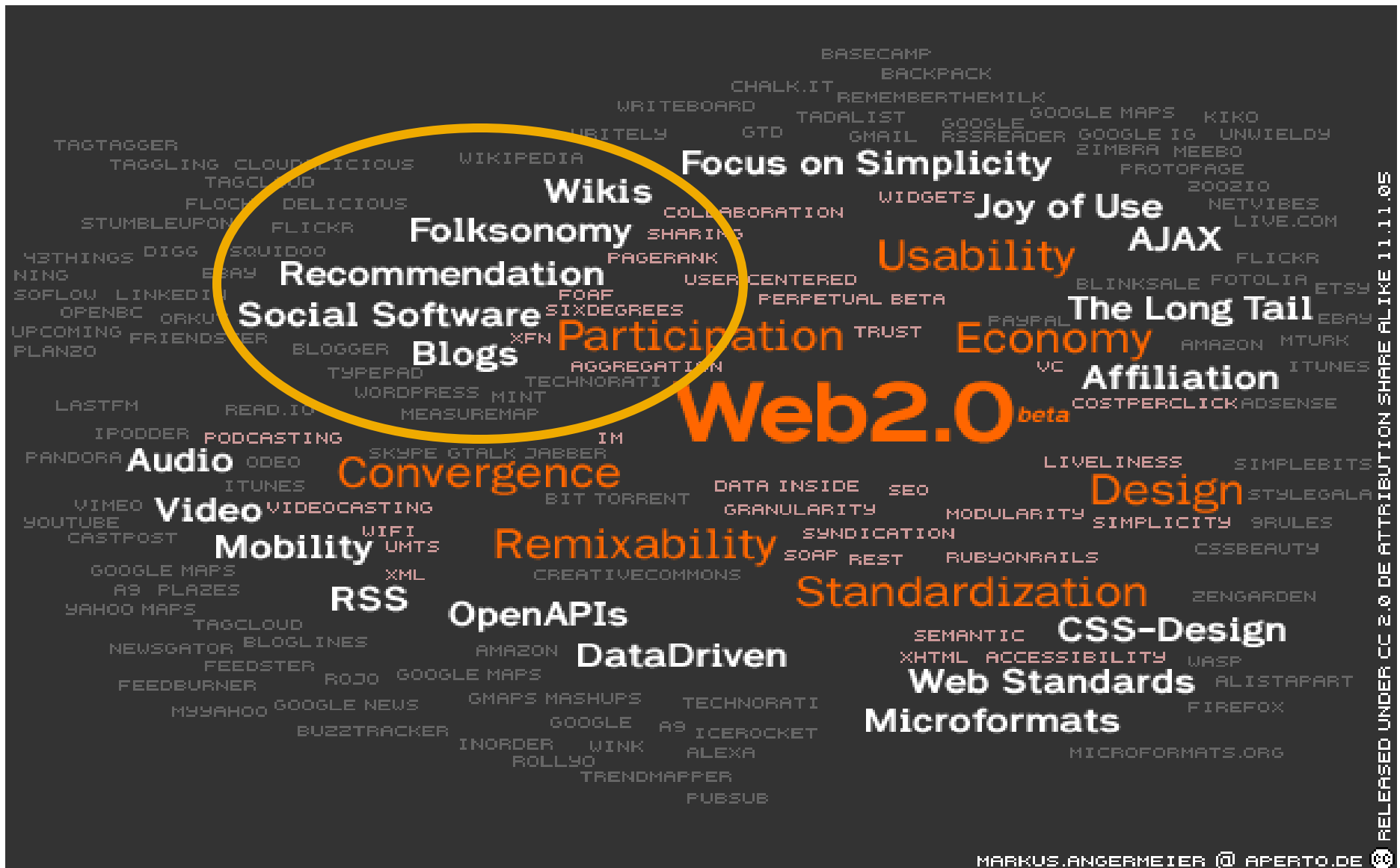
We will focus on Web 2.0 tools that can help you – as a product manager – build better products and strengthen customer relationships

- Public discussion forums
- Online private communities
- Blogs
- Wikis

Not in scope for this presentation

- Integration of social networking sites into your products
- Leveraging cloud computing
- Widgets, RSS feeds, etc.
- AJAX
- Creating mashups

## Web 2.0: In Scope Topics for Our Presentation



## The Challenge: Product Management “Lone Ranger Style”

As product managers, we are ultimately *responsible* for our products and our customers even though we might not technically *own* either

- We collect customer/market requirements
- We define new features and new products
- We sign off on the product before it is released to customers
- We often support the field
- We are sometimes even the first person to receive customer complaints

Additionally, we have numerous daily distractions that keep us from focusing on our real jobs – making sure our customers are successful

- Answering emails
- Attending meetings
- Filling in random templates, forms, reports

How do we do it all – without any help?

- Developers are churning away in their cubes, converting coffee into functions & subroutines
- Sales people are busy selling (and calculating their commissions)
- Quality management is obsessed with executing test scripts



## **The Answer: Relax (with a Nice Book and Latte) While Your Customers Do the Heavy Lifting**

Leverage Web 2.0 tools to make your products better, your customers happier, and your job easier

- Public discussion forums
- Closed-door private online communities
- Blogs
- Wikis

Enable your customers take over your job responsibilities

- Answering technical questions
- Defining new product requirements
- Creating product marketing collaterals
- Generating documentation and roll-out materials
- Coaching/training customers to represent your company like an employee

## **Web 2.0: The Internet Puts on a Jacket and Tie, Joins the Corporate World**

### **Dell IdeaStorm**

- Launched in February, 2007
- Allows customers to suggest ideas, vote on which ideas are best


### **MyStarbucksIdea**

- Launched in March, 2008
- Allows customers/employees to suggest ideas, vote on which ideas are best

### **SAP Community Network**

- Launched in December, 2007
- Discussion forums, blogs, wikis with points-based ranking system of ecosystem experts

# Dell IdeaStorm Forum



[Home](#)  
[Community](#)

[Ideas](#)  
[IdeaStorm](#)

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SUGGESTIONS:


# IDEASTORM


## WHERE YOUR IDEAS REIGN


The Dell Community has contributed: **9637** ideas | promoted **659635** times | **74469** comments


[popular ideas](#) | [recent ideas](#) | [top ideas](#) | [comments](#) | [ideas in action](#)

How IdeaStorm Works:


**POST...**  
your idea for a new Dell product/service.


**PROMOTE...**  
interesting ideas you want to see.

**DISCUSS...**  
with Dell and other users.

**SEE...**  
what we are planning to develop.

[all Ideas](#)  
6140

PROMOTE  


DEMOTE  



### No more plastic wrap, please


[Environment](#) submitted by [falbert](#) May 22

In the last shipment of computers I received I was shocked by the amount of plastic wrap used for items like power cords, USB cables, VGA/DVI cables. Do these items really need to be individually wrapped in a plastic bag. I can just imagine the tons of plastic used by Dell annually...

Something to think about

**101 Comments »**

PROMOTE  


DEMOTE  


### Standardize Power Cables for Laptops

[Accessories \(Keyboards, etc.\)](#), [Laptops](#) submitted by [badblood](#) 08/27/07 **\*\*UNDER REVIEW\*\***

Nothing is more annoying than laptop power cables that are not interchangeable from one computer model to another or from one brand of computer to another. Power cables have been standardized on most electrical appliances, including desktop computers for decades.

Make an effort to promote and implement standard power cables for laptops.

Status: Under Review

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


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Internet

# Starbucks "MyStarbucksIdea" Forum

my  
STARBUCKS IDEA

SHARE.  
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View All Ideas

Ideas In Action

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Top All-Time

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View Category: All

1 2 3 4 5 ... 5230

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to share, vote  
& discuss

SIGN IN

3100  
Points

✓  
Vote

Organic/Vegan

Posted by **zschmidl** to **Food**, 7/24/2008 9:33 AM

Add more vegan treats and pastries to your menu! 95% percent of the food you provide contains milk, eggs or animal flesh leaving little or no choice for AR advocates. Not only does it keep money out of your pocket, it kind of grosses us vegans out to see dead pig on your counter...

Furthermore, organic and fair-trade ingredients are of upmost importance. Your products are already pricey and considered high-quality, obviously people are willing to pay more for better food... By switching over to a more compassionate and progressive menu, you have absolutely nothing to lose.

Comments [66]

Recycling Cold Cups - Bins and Education

✓

CATEGORIES

PRODUCTS

Coffee & Espresso Drinks 12,824

Tea & Other Drinks 6,789

search

Done

Internet

# Agenda



Introduction

**Public online discussion forums**

Closed-door private online communities

Blogs

Wikis

Conclusion

# 1) Public Online Discussion Forums

What is it?

- An Internet discussion forum is a web applications for facilitating discussions between people

Goals

- Entice experts in your ecosystem (customers, partners, consultants, etc.) to answer questions and help trouble-shoot technical issues for other customers
- Enable customers to find existing solutions or reach out to peers for real-time assistance
- Provide information on how to resolve most common issues
- Reach out to customers for new requirements and product feedback

Usage

- **Public** collaboration between your company and your customers and partners

Benefits


























- Reduces workload on your organization (and on you personally)
- Enables customers to connect with each other and share tips, tricks, experiences
- Provides faster customer service from experts
- Roll in customer requirements
- Lowers cost of service/support and increases profit margin



# Reduced Workload on Service Organization by Shifting Support to Ecosystem

Forum / Category	Views	Threads / Messages	Last Post
<ul style="list-style-type: none"> <li> <b><a href="#">Enterprise Resource Planning (ERP)</a></b>  Questions regarding ERP Operations and ERP Corporate Services development and implementation are discussed here. (Questions regarding modules like <b>SD, PP, MM, and LE</b> are welcomed too. <a href="#">[Wiki FAQ]</a>) </li> </ul>	258,459	8,629 / 25,854	Aug 4, 2008 10:16 PM Last Post By: <a href="#">anil Satya »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP Financials</a></b>  Questions regarding ERP Financials development and implementation are discussed here. (Questions to FI and CO modules are welcomed too.) <a href="#">[Wiki FAQ]</a> </li> </ul>	1,759,033	47,260 / 170,822	Aug 4, 2008 10:19 PM Last Post By: <a href="#">Rupang Shah »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP Financials - Controlling</a></b>  Questions regarding Controlling module in ERP Financials development and implementation </li> </ul>	41,142	1,216 / 4,054	Aug 4, 2008 10:19 PM Last Post By: <a href="#">SAP Student »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP Financials - Asset Accounting</a></b>  Questions regarding Asset Accounting module in ERP Financials development and implementation </li> </ul>	22,657	783 / 2,879	Aug 4, 2008 9:28 PM Last Post By: <a href="#">SF Low »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP HCM (HR)</a></b>  Questions regarding ERP Human Resource Management development and implementation are discussed here. (Questions to the HR module are welcomed too.) <a href="#">[Wiki FAQ]</a> </li> </ul>	992,681	22,066 / 95,486	Aug 4, 2008 10:19 PM Last Post By: <a href="#">pavana reddy »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP - Logistics Materials Management (MM)</a></b>  ERP - Logistics - Material Management (better know as MM) Forum for questions and comments concerning inventory and producing management in mySAP ERP <a href="#">[Wiki FAQ]</a> </li> </ul>	1,626,791	40,673 / 171,758	Aug 4, 2008 10:19 PM Last Post By: <a href="#">Sundaram ManiKu... »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP - Sales and Distribution (SD) General</a></b>  Questions and comments regarding Enterprise Resource Planning Sales &amp; Distribution Collaboration are posted here. <a href="#">[Wiki FAQ]</a> </li> </ul>	1,749,927	37,669 / 164,017	Aug 4, 2008 10:14 PM Last Post By: <a href="#">Sandeep Bhowmick »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP SD Billing</a></b>  ERP SD Billing (all Billing related Topics like Invoice Creation, Accounting, Pricing; Taxes, Rebate Processing ...) </li> </ul>	26,327	604 / 2,321	Aug 4, 2008 9:48 PM Last Post By: <a href="#">Kishore Kumar »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP SD Sales</a></b>  ERP SD Sales (all Sales related Topics like Sales Order Creation, Scheduling Agreements ...) </li> </ul>	51,666	1,420 / 5,431	Aug 4, 2008 10:18 PM Last Post By: <a href="#">Dhananjay. »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">SAP ERP 6.0 Upgrade</a></b>  Questions &amp; discussions regarding upgrades to SAP ERP 6.0 (including ERP Central Component ECC 6.00 and ERP's underlying SAP NetWeaver 2004s technology). Use this forum to better understand your upgrade options, decide upon a technical approach for your upgrade, and then prepare for your upgrade project. <a href="#">[Wiki FAQ]</a> </li> </ul>	97,514	1,520 / 6,792	Aug 4, 2008 9:47 PM Last Post By: <a href="#">Naveen Govindu »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">Enterprise Asset Management (EAM)</a></b>  Discussions involving Enterprise Asset Management (EAM) <a href="#">[Wiki FAQ]</a> </li> </ul>	114,873	2,286 / 10,382	Aug 4, 2008 10:12 PM Last Post By: <a href="#">Ramesh bk »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP Employee Self-Service</a></b>  The ERP Employee Self-Service forum is a meeting point for Employee Self-Service developers and consultants around the globe. Here you can consult and exchange ideas with other experts. <a href="#">[Wiki FAQ]</a> </li> </ul>	66,952	2,053 / 9,281	Aug 4, 2008 9:21 PM Last Post By: <a href="#">Nico Tirtawidjaja »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP SCM Logistics Execution</a></b>  In this forum you can create and review discussions regarding the ERP SCM Logistics Execution (Shipping &amp; Transportation, Warehouse Management, Handling Units). </li> </ul>	39,092	996 / 3,002	Aug 4, 2008 8:00 PM Last Post By: <a href="#">Vineet Kumar »</a>
<ul style="list-style-type: none"> <li> <b><a href="#">ERP SCM Customer &amp; Vendor Master</a></b> </li> </ul>			Aug 1, 2008 5:22 PM

# Let Customers Provide 'Customer Service' to Each Other

Replies: 2 - Pages: 1 - <a href="#">Last Post</a> : Jul 30, 2008 6:27 PM Last Post By: Deepak Ahuja Threads: [ <a href="#">Previous</a>   <a href="#">Next</a> ]	
<a href="#">Roger Gomez San...</a> Posts: 1 Registered: 7/29/08 <a href="#">Forum Points: 0</a>	<div>  <b>PPOMA_CRM from IC Web</b>  Posted: Jul 29, 2008 6:44 AM </div> <div>  <a href="#">Edit</a>        <a href="#">Reply</a> </div> <p>Hi all,</p> <p>Is there any menu option to manage Organizational Structure (tx PPOMA_CRM) from ICWEB ??</p> <p>Thanks</p>
<a href="#">Frank Elton</a> Posts: 6 Registered: 10/12/07 <a href="#">Forum Points: 16</a>	<div>  <b>Re: PPOMA_CRM from IC Web</b> ★  Posted: Jul 30, 2008 6:42 AM  in response to: <a href="#">Roger Gomez San...</a> </div> <div>  <a href="#">Edit</a>       <a href="#">Reply</a> </div> <p>Go to Sales Operations--&gt;Organizational Model, you should be in familiar territory there.</p>
<a href="#">Deepak Ahuja</a> Posts: 312 Registered: 11/12/07 <a href="#">Forum Points: 340</a>	<div>  <b>Re: PPOMA_CRM from IC Web</b> ★  Posted: Jul 30, 2008 6:27 PM  in response to: <a href="#">Roger Gomez San...</a> </div> <div>  <a href="#">Edit</a>       <a href="#">Reply</a> </div> <p>Hi,</p> <p>You can go to  SAP Menu -&gt; Internaction Center -&gt; Supporting Processes</p> <p>You will find option to change org model there.</p> <p>Regards,</p>



# Enable Users to Search the Forum To Find Immediate Answers

[Expert Forums](#)

## Forum Search

Use the form below to search the forum content. You can choose to search all content or restrict it to certain forums or dates.

Welcome, [John Burton](#)



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Search Forum Content	
Search Terms:	<input type="text" value="CTI configuration"/> <input type="button" value="Search"/> <a href="#">Search Tips</a>
Category or Forum:	<input type="text" value="• CRM - Interaction Center"/>
Date Range:	<input type="text" value="Last 90 Days - 5/6/08"/>
Results Per Page:	<input type="text" value="15"/>

Search Results » Messages: 2 - Search Terms: "CTI configuration"

Sort by:

1. **CTI Configuration**

Posted on: May 7, 2008 8:23 PM, by user: [Tarang Goel](#) -- Relevance: 100% -- [Show all results within this thread](#)

Hi Can anyone help me out with **CTI** vendors? Also tell me the various steps that I need to take in order to configure **CTI**? Thanks Tarang ...

2. **CTI for IC Webclient**

Posted on: Jun 10, 2008 10:46 PM, by user: [rajasekhar](#) -- Relevance: 21% -- [Show all results within this thread](#)

currently working on IC Webclient.now my client needs telephony integration withCRM .Can we do **CTI configuration** for IC Webclient, bcoz i know taht **CTI** integration can be done for IC Winclient.If it is ...

# Enable Users to Search the Forum To Find Immediate Answers

Message Search

Jump To a Message Board

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Messages

Users

10 results per page

Advanced Mode

search terms

results per page

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1 - 6 of 6 results (0.14 seconds) as of 44.2 minutes ago

First Page

Previous Page

Next Page

SCORE	SUBJECT / MESSAGE BOARD	AUTHOR	REPLIES	VIEWS	DATE/TIME
100%	<a href="#">Power Edge 2500</a> / PowerEdge Server - Upgrade Hardware Hi , I have a Dell <i>Power Edge</i> Server STag - 68xzn01 . We wanted to <i>add</i> an additional 933 MHZ	Zulfi79	0	105	05-12-2003 10:28 AM
88%	<a href="#">Power Edge 2500 Upgrade</a> / PES App - Win 2000 I have a <i>Power Edge 2500</i> , Penntium III 1.4 ... . I would like to <i>add</i> a faster <i>processor</i> and more RAM	mjdebell5	1	413	08-24-2005 01:22 PM
72%	<a href="#">POWER EDGE 2500 SERVICE TAGES 8QZ8X11 AND 9QZ8X11</a> / PowerEdge Server - Upgrade Hardware I WANT TO <i>ADD</i> A2ND <i>PROCESSOR</i> TO THE ABOVE MACHINES, HOW DO I ORDER THEM	LVOIGHT	1	31	07-14-2004 09:13 AM
6%	<a href="#">Re: Should DeLL REALLY support upgraded Video Cards?</a> / Laptop - Video ... at a higher price. The 5150 has a desktop <i>processor</i> ... . Okay so now the manufacturers are putting the same <i>processors</i>	Tombo777	0	387	02-09-2004 04:29 PM
6%	<a href="#">My computer buying tips for those who are thinking about buying a newer toy! The alternative view.</a> / Laptop - General Hardware ... with a desktop <i>processor</i> . (See 5150 overheat shutdown threads ... . Especially those who <i>add</i> 20-30 % to the initial cost	Tombo777	12	587	01-31-2004 07:39 AM
4%	<a href="#">XPS M170 Gamer's Review!</a> / Laptop - General Hardware ... @ Pentium® M <i>Processor</i> 760 (2 GHz/2MB Cache/533MHz FSB ... (it really <i>add's</i> to the experience). I also tossed	dprimm	16	2424	11-03-2005 11:42 AM

Jump to Page: 1

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# Push FAQs and Corporate Content to Customers

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Messages: 9,218 - Threads: 2,521 - Filter:  - Pages: 51 - [ [1](#) [2](#) [3](#) [4](#) [5](#) | [Next](#) ]

	Thread	Author	Views	Replies	Last Post
	<a href="#">CRM 2007 Cookcook?</a>	<a href="#">John Burton</a>	850	0	Jun 27, 2008 6:49 AM Last Post By: <a href="#">John Burton</a> »
	<a href="#">Documentation for Interaction Center (IC) WebClient</a>	<a href="#">John Burton</a>	1,930	0	May 27, 2008 3:58 PM Last Post By: <a href="#">John Burton</a> »
	<a href="#">Welcome and Rules of Engagement</a>	<a href="#">Gali Kling Schn...</a>	2,013	0	Nov 15, 2006 5:38 AM Last Post By: <a href="#">Gali Kling Schn...</a> »
	<a href="#">custom fields in ICWC</a>	<a href="#">Raghu Devagiri</a>	533	4	Aug 4, 2008 7:03 AM Last Post By: <a href="#">Helder Da Costa</a> »
	<a href="#">difference between custom controller and component controller</a>	<a href="#">Shilpi Pasricha</a>	44	3	Aug 4, 2008 6:06 AM Last Post By: <a href="#">Abdullah Ismail</a> »
	<a href="#">field in one component to be made available in another component</a>	<a href="#">Shilpi Pasricha</a>	47	2	Aug 4, 2008 6:02 AM Last Post By: <a href="#">Abdullah Ismail</a> »
	<a href="#">how to create a domain in stand alone system</a>	<a href="#">padmarao mota</a>	8	0	Aug 4, 2008 4:14 AM Last Post By: <a href="#">padmarao mota</a> »
	<a href="#">how to create a domain in stand alone system</a>	<a href="#">padmarao mota</a>	4	0	Aug 4, 2008 4:13 AM Last Post By: <a href="#">padmarao mota</a> »
	<a href="#">Restriction of changes of master data in BP based on BP number</a>	<a href="#">Bhanu Prakash Kar</a>	4	0	Aug 4, 2008 3:06 AM Last Post By: <a href="#">Bhanu Prakash Kar</a> »

Trusted sites



# Push FAQs and Corporate Content to Customers

## Desktop - General Hardware

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	THREAD	REPLIES	AUTHOR	LATEST POST
	<b>Desktop General Hardware FAQ (Updated 7/10/2008)</b>	0	<a href="#">DELL-FAQ</a>	11-15-2007 08:05 AM by <a href="#">DELL-FAQ</a>
	<b>POLICY - Dimension 5150/E510 Blinking Amber LED (No power or No post)</b>	0	<a href="#">DELL-Chris_M</a>	04-21-2008 08:15 AM by <a href="#">DELL-Chris_M</a>
	<b>Dimension 3100 graphics problem with goodle earth and sims2</b>	1	abduljj	08-05-2008 08:23 PM by <a href="#">Davet50</a>
	<b>Dell XPS 200 Hardware Upgrades</b>	1	Matthew Wiebel...	08-05-2008 09:09 PM by <a href="#">shesagordie</a>
	<b>T3400 4 monitors</b>	0	CJdrummond1	08-05-2008 05:12 PM by CJdrummond1
	<b>Dell Precision 490 Dual Xenon Temps</b>	0	pmcnano	08-05-2008 02:16 PM by pmcnano
	<b>Configure hotkey to open iTunes instead of RealPlayer</b>	1	ipodgeenie	08-05-2008 05:25 PM by <a href="#">RoHe</a>
	<b>Diagnostic Lights - Dell Dimension 8250</b>	1	algwrg	08-05-2008 02:00 PM by <a href="#">ejn63</a>
	<b>Dell DIM 2350 - NIC Driver for Windows 2003 Server Enterprise Edition</b>	1	alpamht	08-05-2008 03:58 PM by <a href="#">mombodog</a>

# Agenda



Introduction

Public online discussion forums

**Closed-door private online communities**

Blogs

Wikis

Conclusion

## 2) Closed-Door Private Online Communities

### What is it?

- A private online community is a collection of web resources (such as discussion forums, articles, downloads, etc.) only made available to select users (e.g., your best customers)

### Goal

- Provide secure collaboration area for select partners and customers to share ideas in a safe secure business network with built in governance

### Usage

- **Private** collaboration between your company and select customers and partners for Intellectual Property (**IP**) **relevant** topics or other **confidential** discussions


### Benefits

- Confidential information is protected from competitors
- IP relevant documents are protected by mutual non-disclosure agreements
- Customers feel comfortable sharing semi-private information that they might not want released to “the street” or to competitors

# Example of Private Online Community

## CRM Elite Council Members Only

Overview

 All Content (14)

 Discussions (6)

 Documents (6)



 Blog Posts (2)

Set as default tab

### Recent Discussions

- |   |                                       |   |
|---|---------------------------------------|---|
|  <b>Re: business workflow within CRM</b><br>1 week ago                                 | by <a href="#">Linda Van de Wiele</a> |  |
|  <b>SAP CRM 2007 business case</b><br>2 weeks ago                                      | by <a href="#">Prasoon Kejriwal</a>   |  |
|  <b>Re: Further discussion on Account &amp; Contact Management</b><br>2 weeks ago      | by <a href="#">Thomas Young Jr</a>    |  |
|  <b>Re: CRM 7.0 Credit Card solution??</b><br>3 weeks ago                              | by <a href="#">Jack Nehmer</a>        |  |
|  <b>Re: Rule Modeler UI Requirements Gathering - PM needs Feedback!</b><br>3 weeks ago | by <a href="#">Kimberly Davis</a>     |  |

### Recent Documents

- |   |                                      |   |
|---|--------------------------------------|---|
|  <b>Fun with CRM Video - Suitable to forward internally within your organization</b><br>4 days ago | by <a href="#">Thomas Young Jr</a>   |  |
|  <b>Account &amp; Contact Management - Data Mgmt Std Functionality Slides</b><br>5 days ago        | by <a href="#">Thomas Young Jr</a>   |  |
|  <b>Customer Profile Survey (if you haven't filled this out yet)</b><br>1 week ago                 | by <a href="#">James Goldfinger</a>  |  |
|  <b>Improving Performance with PCUI Advanced Search</b><br>1 month ago                             | by <a href="#">William Pritchett</a> |  |

### Welcome

Welcome to the **private** collaboration workspace for CRM Elite Council.

Based on popular demand, this workspace is specifically targeted for our most valuable and collaborative customers. We are confident your participation in this community will provide significant value to all, including SAP as we learn more about your experiences with SAP CRM.

Of course, you are also welcome to share personal experiences as part of the intimate nature of this organization.


### Quick Links:

[CRM BPX Site](#)

### Topics

 **Mobility**

 **Palo Alto June 18-20**

 **June 2007 - Chicago Event**

## Additional Recommendations for Using Private Closed-Door Online Communities

Web 2.0 is about using the unique strengths of the Internet and Web based tools (i.e., easy information sharing and collaboration) to change the way your business operates.

Yet, you also have to recognize the limitations of the Internet and Web 2.0. For example, it's very hard to buy someone a drink and connect on a deep personal level via e.g., a Wiki page.

### **Recommendation:**

If you regularly use private online communities for your best customers, supplement them with real face-to-face meetings once or twice a year.





# Agenda



Introduction

Public online discussion forums

Closed-door private online communities

**Blogs**

Wikis

Conclusion

## 3) Blogs

### What is it?

- Blogs are regularly updated, journal-style web sites, sorted in reverse chronological order

### Goals

- Entice experts in your ecosystem (customers, partners, consultants, etc.) to share their knowledge, success stories and experiences (even painful ones) of your products
- Push information and marketing messages to customers
- Collaboratively drive thought leadership and brand value together with ecosystem

### Usage

- Public sharing of information with the world (or anyone who will listen)

### Benefits

- Customers create marketing and sales-related collaterals on your behalf
- Customers “sell” your products (often more effectively than paid internal sales force)
- Customers create online documentation and how-to guides on your behalf
- You can deliver marketing messages and other important information in a reader-friendly, informative, casual style

# Encourage Customer Blog Entries: Live Customer Affidavits

## Blogs



### Eclipse Aviation goes live with SAP CRM 2007

[Mike Burianek](#)


[Business Card](#)

**Company:** Eclipse Aviation

Posted on Apr. 17, 2008 01:25 PM in [CRM](#), [Aerospace and Defense](#)

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## Our CRM History

Eclipse has been live on one version or another of SAP CRM 3.0 - CRM 4.0, since 2003. We rolled out the SAP GUI based Interaction Center for Sales, and Customer Service in order to track prospects and customers and all associated activities. We also rolled out Campaign management early on in order to send out email blasts to our account base and to replace a less than reliable ACT! system.

All of the SAP CRM system releases have been functional, but never well accepted or particularly liked. Out of the 80+ users we have in the system, there were only about 10 users that could comfortably navigate within - it basically had become "shelfware".

## It is and was always about the User Interface...

In late 2007, the sales management team asking for a better "sales" solution tool. They had seen and proposed going to a Salesforce.com solution because it was instantly understood and management could better view what leads they were actively pursuing.

### **The ROI was simple, if we could increase usability to help sell just one more aircraft -it would pay for itself!**

Reviewing Salesforce.com it was apparent that the usability would be high, but the integration already established with SAP (HR org structure, material master, customer master, equipment records, Adobe forms integration) would have to be developed or dropped. Moving away from SAP did not make sense from a data or integration perspective.

The Eclipse Aviation internal SAP team had seen the SAP on-demand product and instantly saw usability improvements. We asked our SAP account representative about what version supported the new User Interface (UI). We were told that it was an interim release version that was currently in Ramp-up: CRM 2006s. We applied for ramp up immediately. (We have participated in Ramp-up projects in the past and are comfortable with the process and the risks associated.

In January 2008, CRM 2007 came into ramp-up and we switched our request to that version. We finally received the software in mid January and had a Sandbox loaded for testing late in January.


### The Project

#### **We called it a Technical Upgrade ++:**

- Functionality the users had in the CRM 4.0 would remain the same with almost no deviation.
- The UI and the way the data is accessed would be different.
- This was going to be a short implementation, the sales team was driving hard for a better interface ASAP and the budget was not unlimited.
- Our system was ideal for a short implementation: very few custom developments. We had a small but strong Functional and Technical team in place and were enthused about the upgrade.

### The Rollout and reactions



 Trusted sites

# Encourage Customer Blog Entries: Product Reviews

## Blogs

### SAP CRM 2007 Test Drive at Mayo Clinic


[Brian Brost](#)

[Business Card](#)

**Company:** Mayo Clinic (Mayo Collaborative Service, Inc.)

Posted on Aug. 04, 2008 01:55 PM in [CRM](#)

 [Subscribe](#)

 [Print](#)

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## Mayo Clinic - who we are - how we currently use SAP CRM

Mayo Clinic's DLMP delivers high-quality laboratory testing services to the staff of Mayo Clinic and thousands of health care organizations around the world. The department performs more than 17 million laboratory tests annually and touches more than 4 million patients worldwide through its laboratory sites in Rochester, Minnesota, Jacksonville, Florida, and Wilmington, Massachusetts.

We are using SAP CRM to support sales and services within Mayo Clinic's Department of Laboratory Medicine and Pathology (DLMP). Our current implementation of SAP CRM 5.0 is primarily providing SFA functionality to our sales departments and call tracking and escalation for a portion of our call center. Our long-term vision for CRM is to fully support the 24/7 call center which handles over a million calls per year in addition to serving as the source of all our client information and interactions for our external laboratory business.

## Our Goal...Improve User Adoption

Up to this point in time, we have experienced challenges in user adoption mainly due to the usability of our current version of CRM. While we realize usability is not the only gap that we have yet to tackle before realizing additional value for CRM, it's been the most "visible" and highly communicated to date. Our leadership group also recognized the dependency that usability has on adoption and, subsequently, business value when dealing with CRM. This was our catalyst to seek out solutions for usability.



Naturally we were excited to see SAP's new CRM 2007 and its focus on improving the user experience. However, there was some warranted hesitation by our leadership group to simply fund an upgrade. They wanted assurance that this would truly resolve the issues they were hearing about in terms of usability- despite the demos that were previously seen. Therefore, when our planned implementation partner for CRM 2007 proposed a hosted CRM 2007 sandbox, we figured this could be the "proof of concept" that we need.

**Our decision was to let our business users "test drive" it for themselves using Infrastructure as a Service (IaaS) and determine if the new interface would resolve the current pain points.**

## Hosted SAP CRM 2007 Sandbox Environment

# Encourage Customer Blog Entries: Configuration Guides

## Blogs



### CRM: Contact Center Simulator Setup

[Stephen Johannes](#)

[Business Card](#)

**Company:** Bunge North America

Posted on May. 21, 2008 06:40 AM in [CRM](#)

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## Introduction

You have just been asked to give a demo of the CRM IC webclient and need to setup the contact center simulator with your CRM system. You have looked at the standard documentation and realized there are some "gaps". We will go through this process to eliminate those gaps. We will focus more on how to put the configuration steps together, rather than how to perform each step.

## Prerequisites

Your CRM 52/2007 system should be a dual-stack installation. This means you have a SAP Java installation available. You will also need full J2EE admin rights on your CRM java stack and access to SM59 plus the IC webclient customizing steps. We assume you understand basic CRM IC webclient configuration.

## Reference Materials

The following SAP standard help documentation will give you a better understanding of some of the steps we perform below:

ICI - Overview SAP Help -

[http://help.sap.com/saphelp\\_nw04s/helpdata/en/46/0aaa44abb314dce10000000a155369/frameset.htm](http://help.sap.com/saphelp_nw04s/helpdata/en/46/0aaa44abb314dce10000000a155369/frameset.htm)

Security Guide BCB/ICI SAP Help -

[http://help.sap.com/saphelp\\_nw70/helpdata/EN/9c/8688408bc0bb4de10000000a1550b0/frameset.htm](http://help.sap.com/saphelp_nw70/helpdata/EN/9c/8688408bc0bb4de10000000a1550b0/frameset.htm)

## Configuration Procedure

### Step 1: Turn on the nodes in SICF on the CRM ABAP stack

I mention this step first as it is not in the standard documentation and was the root of my pain during my initial setup. In order for the CCS simulator to work the following ICF nodes must be activated:

- /default\_host/sap/bc/soap/ici
- /default\_host/sap/bc/soap/ICI\_CCS

### Step 2: Define the Simulator destination in SM59

You will create a new HTTP destination type G that has the following properties:

- Target Host: java stack app server FQDN



# Disseminate Information and Drive Marketing Messages with Corporate Blogs

## Blogs



**John Burton**   
**Company:** SAP

 1.0

Archive

John Burton is a simple man with a computer keyboard and a desire to change the way CRM software is developed, deployed and used. John was born on an Indian reservation in Michigan's Upper Peninsula. He was educated in the streets and public school system of Lansing, Michigan where he received acclaim as a writer, personally receiving an award from the Mayor of Lansing. He attended the University of Michigan (Ann Arbor) on a full scholarship, where he studied contemporary American poetry. After quickly realizing that very few "poet wanted" job ads appeared in the newspaper, he went back to school and received an MBA from Central Michigan University where he taught business computer classes to undergraduate students. John joined SAP Labs in 1999 and has worked with the CRM Interaction Center team for over 8 years. In his free time, when not Blogging, John enjoys reading and writing poetry. John is currently writing a book about the SAP CRM Interaction Center for SAP-Press that he hopes will become an international best seller. John's first book, "A Detailed Study of the Underground Mating Habits of Moles," failed to sell many copies outside of academic circles!

### [Spell Check Integration with CRM and IC WebClient?](#)

Update: Apply SAP note 1169540 to enable right-click context menus, required for certain third-party spell-check tools. End-of-update. Explore the different options for integrating third-party and browser-based spell checking tools into the IC WebClient and CRM WebClient. *Apr. 14, 2008*

Comments: 0 Rank: 7090 Page Views: 716 (Stats updated nightly)

### [SAP Insider - CRM 2008 Post Presentation Q&A - The fundamentals of SAP CRM Interaction Center](#)

This is one in a series of postings by the presenters of the SAP Insider Conference "CRM 2008" held in Las Vegas, March 2-5. The comment/talkback feature below provides an opportunity for attendees to interact directly with the presenters and comment or ask questions about their respective CRM presentations. *Mar. 3, 2008*

Comments: 6 Rank: 6923 Page Views: 789 (Stats updated nightly)

### [SAP Insider - CRM 2008 Post Presentation Q&A - What's new in the SAP CRM Interaction Center for SAP CRM 2006s and SAP CRM 2007](#)

This is one in a series of postings by the presenters of the SAP Insider Conference "CRM 2008" held in Las Vegas, March 2-5. The comment/talkback feature below provides an opportunity for attendees to interact directly with the presenters and comment or ask questions about their respective CRM presentations. *Mar. 3, 2008*

Comments: 3 Rank: 6919 Page Views: 790 (Stats updated nightly)

### [Does Automated Outbound Dialing Fit in Your CRM / Call Center Strategy?](#)

Learn how automated outbound dialing modes such as preview dialing, power/progressive dialing, and predictive dialing can be leveraged in your call center as part of your Customer Relationship Management (CRM) strategy. *Jan. 15, 2008*

Comments: 1 Rank: 6442 Page Views: 996 (Stats updated nightly)

### [What is Computer Telephony Integration \(and Why Do I Need It?\)](#)

Learn about Computer Telephony Integration (CTI) and Multi-Channel Integration for the SAP CRM Interaction Center. Add telephony, e-mail, and chat to your call center, contact center, interaction center, or customer care center. *Oct. 29, 2007*

Comments: 1 Rank: 4179 Page Views: 2285 (Stats updated nightly)

### [SAPphone versus ICI \(Integrated Communication Interface\)](#)

Learn about two options for enabling computer telephony integration (CTI) and multi-media integration into the CRM Interaction Center: SAPphone and ICI (Integrated Communication Interface) *Oct. 25, 2007*

Comments: 2 Rank: 4763 Page Views: 1937 (Stats updated nightly)

# Disseminate Information and Drive Marketing Messages with Corporate Blogs

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## Select Systems Now Available with Ubuntu 8.04

Fri. Jul. 13, 2008

by Daniel Judd, Product Group Strategist

After months of testing and development we are ready to release [Ubuntu 8.04](#) (Hardy Heron) on select Dell consumer systems. For consumers in the [United States](#), [France](#), [Germany](#), [Spain](#), [Canada](#), [United Kingdom](#) and many Latin American countries (like [Mexico](#) and [Colombia](#)) Ubuntu 8.04 will be offered on the [XPS M1330N](#) and [Inspiron 1525N](#) notebooks and the [Inspiron 530N](#). Click on any of the country links above or go to [www.dell.com/ubuntu](http://www.dell.com/ubuntu) to place your order. :)

In early August, we will also add the XPS M1530n and Studio 15n to the line-up. This is just in time for [LinuxWorld](#) where we will participate in a number of the conference sessions. That will be your chance to hear directly about what's been accomplished over the last year and where we see it going in 2009.

In her post, [Anne Camden mentions](#) some of the new features the Ubuntu 8.04 brings. Beyond that, we took steps to make our Linux images more accessible to a global audience by including the ability to select your language during the first boot process. While this does not mean we're shipping in every country (yet) it's a step in the right direction. Stay tuned for a technical details post from John Hull will provide a good overview of the work we did on the new release. Similar post from him on Ubuntu 7.04 and 7.10 releases have proved to be pretty popular with the Linux community.



digg



del.icio.us

email this

62 comment(s)

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## Wal-Mart to Test Solution Station Concept with Support from Dell

Mon. Jul. 14, 2008

by Downs Deering, Director—Retail Services

You may recall that in April, [Lionel blogged about](#) our intent to develop premium services and services in retail. Well, today we have a little more information to share—specifically a concept Wal-Mart will begin testing in select stores called Solution Station by Dell.

These services are designed to make it easier and more affordable for people to set up and use digital lifestyle technology. Beginning this month, Wal-Mart will be testing Solution Station by Dell services in about a dozen Dallas-area Wal-Mart stores.

These services will be available on Dell and other branded systems and include things like home television installation, PC set-up, wireless network set-up, computer upgrades, services designed to protect computers and in-home training. Wal-Mart customers in the test locations can also sign up for basic computer support and repair for their laptops and desktops.

We'll keep you posted as we explore different ways to support our retail partners in the marketplace.

# Agenda



Introduction

Public online discussion forums

Closed-door private online communities

Blogs

**Wikis**

Conclusion



## 4) Wikis

### What is it?

- A wiki is a collection of web pages that people can edit or contribute to collaboratively

### Goal

- Provide your ecosystem (customers, partners, etc.) with collaborative Web tools that allow users to edit documents, share ideas, or monitor the status of a project

### Usage

- Public/private, collaborative creation and maintenance of information, documents or projects

### Benefits

- Reduces workload on your company's product management and information development organization
- Increases timeliness, relevancy, and accuracy of information about your products and their usage by customers
- Allowing various experts to collaborate on documents and projects

# Enable Collaborative Creation and Maintenance of Information with Wikis

[My Home](#) > [Wiki Sandbox](#) > [Home](#) > [Usage of Shared buffer concept in JIT \(Industry specific Automotive\)](#)

## Usage of Shared buffer concept in JIT (Industry specific Automotive)

Welcome [John Burton](#) | [History](#) | [My Preferences](#) | 

[View](#) [Edit](#) [Comments \(0\)](#) [Attachments \(0\)](#) [Notify Moderator](#) [Info](#) [Request Points](#) [Points](#)

 [Additional Features](#)  [Add Page](#)  [Add News](#)

 [Add Diagram](#)

Added by [VIJAYESH V.V](#) , last edited by [VIJAYESH V.V](#) on Aug 05, 2008 ([view change](#))

Labels: (None) [EDIT](#)



### Introduction

In JIT , the basic data is fetched and stored in the shared buffers to avoid

frequent access to the database tables. This concept of shared buffers is

mainly to reduce database access. The master data is accessed once and stored in this temporary storage and any further access is to the buffer and not the database. The key reason is performance improvement and reduce load on database.

### Function

In JIT whenever the master data is changed[ JIT customer data , JIT Material data , JIT component group data ] the changes are updated in the database and not in the shared buffer. Hence the reorganization of the buffers needs to be triggered manually

through the transaction JITR ( report :- R.JITMREO01)

### Options in JITR

#### 1)Recreate basic data in shared buffer

The first option refreshes the shared buffers.

JIT customer data - Data in Table JITCU is present in the buffer table JITSB (CU)

JIT material data - Data in Table JITMA is present in the buffer table JITSB (MA)

JIT part group - Data in Table JITPG is present in the buffer table JITSB(PG)

#### 2)Reorganize JIT material master data

# Agenda



Introduction

Public discussion forums

Closed-door private online communities

Blogs

Wikis

**Conclusion**

# To Blog or Wiki?

## Open discussions or closed doors?

### Blog

- Written by an individual
- Published once and not ever changed/updated
- Short, journal-style entries
- Sorted by entries in reverse chronological order

### Public Online Discussion Group

- Open to the world
- Appropriate for most general topics
- Anonymous (guest) users or registered users
- Limited IP protection and confidentiality

### Wiki

- Worked on by teams or groups
- Regularly modified/updated
- Larger articles or projects
- Organized logically by topic

### Private, Closed-Door Online Community

- Invitation only, closed-door format
- Ideal for IP relevant or confidential topics
- Only registered, password-protected users
- Fully supported by non-disclosure agreements

## **Summary: Use Web 2.0 to Drive Communication, Collaboration, Adoption, and Co-Innovation**

### **Communication Channel** → Driving Communication

- Reach out to customers and users “in context”
- News channel
- Support product launch

### **Interaction Channel** → Driving Collaboration

- Enable customer-to-customer interaction
- Enable company-to-customer interaction
- Virtual networking

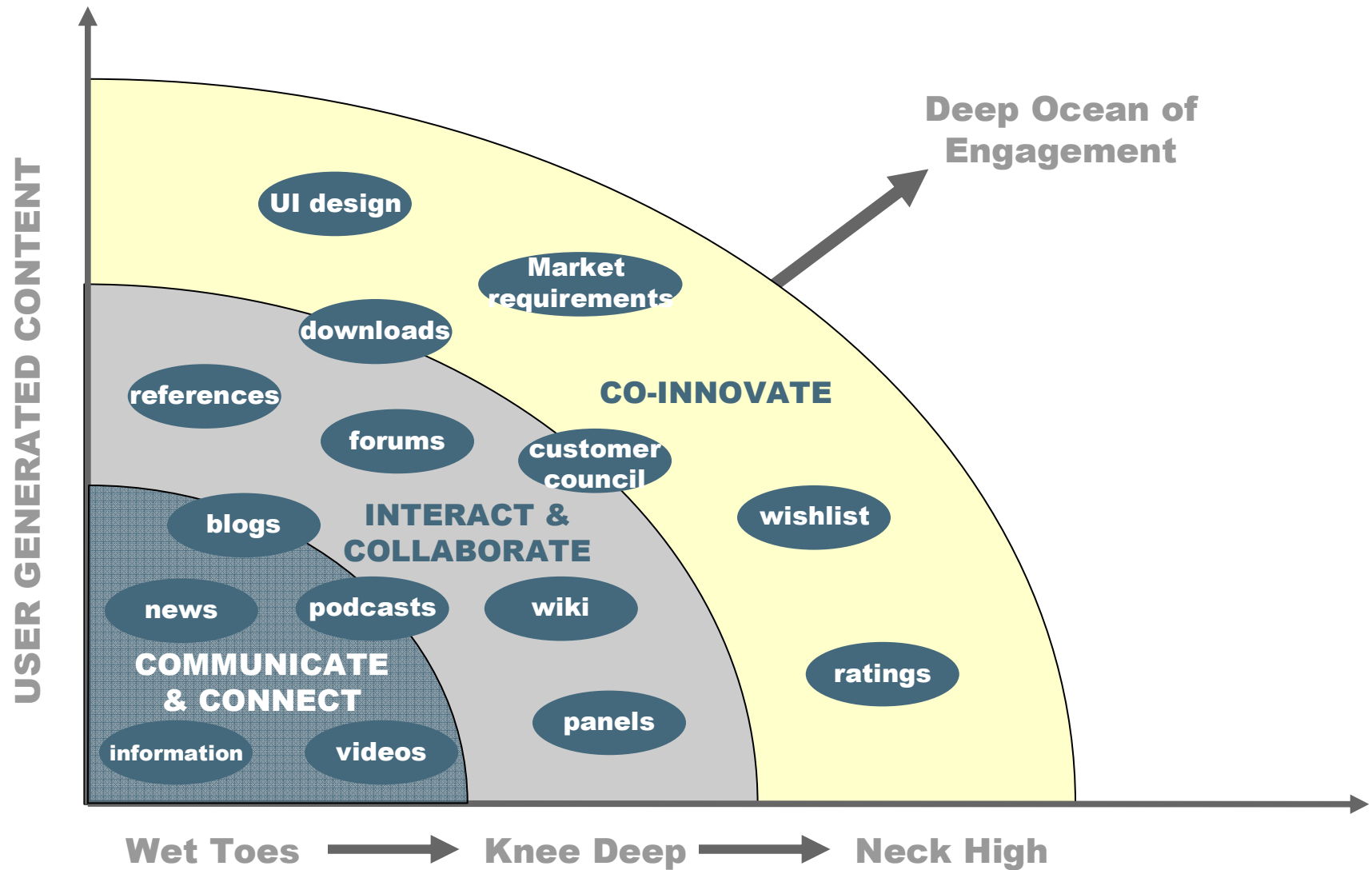
### **Support Channel** → Driving Adoption

- Implementation support
- Problem solving
- Sharing best practices and experiences

### **Feedback Channel** → Driving Co-Innovation

- Discuss ideas
- Get feedback
- Build better products

# Timeline for Engaging Your Customers to Collaboratively Define and Build Products



## Example of Success That Can Be Achieved with Web 2.0 Tools

Example of success that can be achieved with Web 2.0 tools. SAP launched a new online forum (for one product area) in December 2007

- 140 blogs since launch
- 2,500 views of one customer go-live blog
- 7,000 homepage hits in one month
- 35,000 views of video clips
- 85,000 forum contributions/postings
- 800,000 forum visits (views)

## Web 2.0 Risks, and Ways to Deal Risks

While there are many advantages to using Web 2.0 tools to allow your ecosystem to assist you with your job, there are also risks.

- Disgruntled employees, customers or competitors may abuse the system
- Users may not be aware of the rules of engagement
- People might have the motivation to get involved, but not the required skills

Things you can do

- Clearly state and enforce the **rules of engagement**
- Enforce proper etiquette and behavior using **moderators** – trusted expert users (from within your organization or outside)
- Utilize a peer-awarded **point system** to identify top experts versus “trolls”
- Implement a **mentor program** where top experts coach new bloggers on proper techniques and etiquette



# (Properly) Motivate Your Ecosystem to Participate

There are a number of simple and inexpensive ways to encourage individuals to participate

- Provide useful content, resources, and networking opportunities that help people do their jobs
- Points-based incentive systems with rewards (even just inexpensive token gestures) can be a highly powerful
- Personal recognition of top contributors (e.g., monthly top 3) can foster friendly competition
- Featuring top contributors prominently in articles, presentations and real-life events also encourages further participation and motivates individuals who are looking for new career opportunities, promotions, or just some (well-deserved) recognition



## Q&A

Questions?