

Empowering SAP's Sales Teams: Tripling Proposal Speed with Automated Self-Service Solutions

Success Highlights

SAP implemented a self-service platform using ResponseFull™ and RapidDocs™, reducing proposal creation time from 4-6 hours to 10-15 minutes.

Company Snapshot

Industry

Software Development

Company Size

10,000+

Location

Walldorf, BW



About

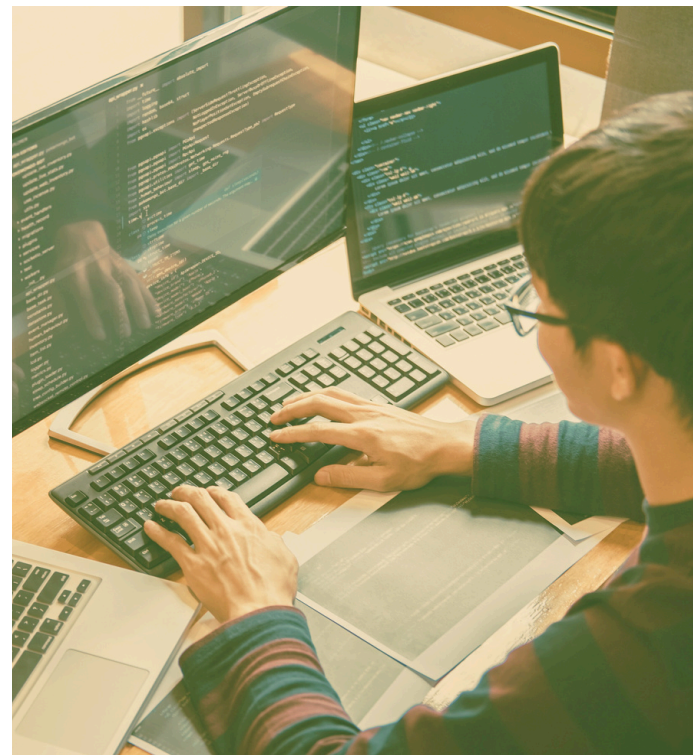
SAP is the leading enterprise application and business AI company. SAP stands at the intersection of business and technology, where their innovations are designed to directly address real business challenges and produce real-world impacts. SAP's solutions are the backbone for the world's most complex and demanding processes.

Challenge

SAP's sales teams manage thousands of deals and respond to thousands of RFPs annually. While the bid and proposal team's time is consumed with creating formal RFP responses, the organization cannot support the needs of every proposal while developing new business. To add further complication, product offerings and features are constantly evolving, rendering old content irrelevant and noncompliant. In addition, SAP's massive collection of content is centrally stored and shared across communication systems and geographies.

Solution

The Global SAP Bid and Proposal Management Team saw an opportunity to leverage the content management power of ResponseFull™ combined with RapidDocs™ to implement a robust self-service platform designed to support sales opportunities that fall outside of the team's capacity, or for parts of the business outside of the current support scope. Self-service now automates much of that sales proposal process.



Impact

SAP's sales teams could now create proposals in 10–15 minutes, whereas before it took them between four to six hours to complete this task on their own. SalesDocs™ (now upgraded and renamed, RapidDocs™) enabled the sales team to move toward an automated, self-service model. Compliance was guaranteed, and the sales team could truly focus their energy on developing new business.



Not only are sales representatives creating better proposals, but they're also doing it in a fraction of the time it used to take, which frees them up to spend more time in front of customers or to pursue more sales opportunities.

-Jamie Ninneman, Lead for the Global Bid and Proposal Management Team

Takeaways

SAP transformed its RFP process by adopting a self-service platform featuring ResponseFull™ and RapidDocs™, cutting proposal creation time from 4–6 hours to just 10–15 minutes. This automation guaranteed compliance and allowed the sales team to concentrate on generating new opportunities.