WBSCM UPDATE

Feature	Status Corner	Did You Know ?	Ed Corner	Next Month	Ask Us

January 2008

F E A T U R E :
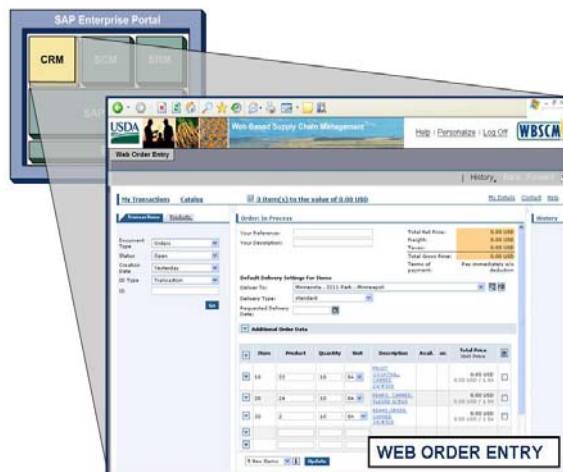
C U S T O M E R   R E L A T I O N S H I P   M A N A G E M E N T   (C R M)

This month's feature article is an overview of the CRM application and the functionality provided by CRM through the WBSCM Web Portal to address the USDA WBSCM business requirements.

SAP CRM Solution

WEB ORDER ENTRY

Though the SAP WBSCM solution is comprised of multiple applications from the SAP Business Suite product, these integrated applications act as **one** system with a **common** database and processes. The interaction of the applications is **seamless** to the user through the WBSCM Web portal. The WBSCM Web portal is the role-based secure access and entry point for a "single view" of the SAP WBSCM solution for all users.

SAP CRM standard out-of-the-box functionality spans Marketing, Sales and Service, E-Commerce, Interaction Center, and Channel Management core areas. CRM contains a tremendous amount of standard functionality, however not all of the standard functionality is scoped for the WBSCM solution.

The two CRM areas that the WBSCM solution will implement, *Order Management* and *Case Management,* are contained within the Sales and Service core areas.

Some of the features of CRM Order Management and Case Management that will be implemented for WBSCM are:

❖ Catalog management functionality to create commodity catalogs, views, and publish the commodity offerings to the customers

❖ Order management to enable customers to create orders on the web and route them through the appropriate approval process

❖ Complaint tracking functionality to allow customers to enter complaints against orders and have them routed through the appropriate workflow processes

❖ Recall management functionality to allow USDA to communicate recalls to the user community

Some of the benefits of implementing CRM as part of the overall WBSCM solution are:

- Customer self-service capabilities to enable State Distributing Agencies (SDAs) and their Recipient Organizations (RAs), Indian Tribal Organization (ITOs), and Private Volunteer Organizations (PVOs) to manage their own orders

- Integrated order management and complaint tracking functionality to enable USDA to track correlations between orders and complaints

- Real-time order status information

- Industry standard based e-commerce User Interface (UI), shopping cart and catalog functionality

SAP's CRM application's user interface (UI), shopping cart and catalog functionality is developed using proven industry e-commerce application best practices (similar to Amazon.com) to provide a simple online ordering experience for WBSCM users.

WBSCM Shopping Cart

USDA Domestic and International Orders will be processed with a common and standard catalog and shopping cart functionality similar to Internet e-commerce shopping sites such as eBay.

STATUS CORNER

WBSCM Team members are currently in the middle of the design phase reviewing and finalizing design scenarios. The design scenarios leverage common processes across the agencies to establish the common design foundation necessary for the upcoming Build Phase.

WBSCM Roadmap

The SRA Team leads across Procurement, Fulfillment, and Finance are working hand-in-hand with their USDA counterparts to validate and finalize these design scenarios.

The combined end-to-end design scenarios represent a blueprint, or an architectural drawing of the envisioned WBSCM solution. Similar to building a house, changes to the design and blueprint of the WBSCM solution may occur during the Build Phase, or construction of the WBSCM solution.

WBSCM Design Phase

In December, the WBSCM Team experienced an early preview of the envisioned WBSCM business solution through the Proof of Concept (POC) demonstration.

The POC demo focused on showing the USDA audience how WBSCM intends to support the business needs across Procurement, Fulfillment, and Finance functional areas. The demonstrated functionality included the following items:

- Entering Orders

- Creating Bid Invitations

- Responding to Bid Invitations

- Evaluating and Creating Awards

- Committing and Obligating Funds

- Matching documents and preparing to Pay Invoices

This POC demo is the foundation and first step toward the Final Design Demo (FDD) in which more of the WBSCM solution will be available for preview.

Did you know…?

*…that the WBSCM Team has completed more than **140** working sessions*

*…that the WBSCM Team has consulted with more than **160** USDA SMEs to date*

*…that there are approximately **1,500** government agencies worldwide using SAP**

…that the following US Government Agencies are using SAP*

- *Defense Logistics Agency (DLA)*
- *Internal Revenue Service*
- *United States Postal Service*

…that the SAP CRM 2008 Conference is March 3, 2008*

…that the SAP Online Community is a great way to access weekly blogs, e-Newsletters, Webcasts, and online documentation on SAP products

*(referenced from sap.com)

E D C O R N E R

- **WBSCM Terminology Job Aide:** The Training Team is mapping commonly used SAP and USDA terminology in a quick reference job aid.

  Examples of CRM terms:

  - *Sold-To Party:* A USDA Customer placing a commodity order (examples are SDAs, ITOs, and PVOs)

  - *Sales Order:* An order placed by a USDA customer for commodities (analogous to a commodity request through FARES or a commodity order through ECOS)

- **Training Plan:** The SRA Training Team is developing a plan to address WBSCM training for the USDA agency users

- USDA key personnel will be attending SAP 01 training in December/January

- SAP Sapphire 07 Conference topics available to download for free in video, audio, and PPT format (click on links below for more information):

  - Advancements in Government CRM

  - Defense Logistics Agency's approach using SAP CRM

N E X T M O N T H

February 2008

Next month's newsletter will feature Supplier Relationship Management (SRM) and will discuss the ongoing progress of the WBSCM solution and the preparation for the Build Phase.

A S K U S

Please email all WBSCM questions or suggestions to us directly:
WBSCM@kcc.usda.gov

You can find WBSCM related information at the following location:

- WBSCM Program Web site