

SAP Solution Brief

SAP for Utilities

SAP Document Presentment by
OpenText

SAP® DOCUMENT PRESENTMENT EXTENDS VALUE

INTEGRATED HIGH-VOLUME DOCUMENT PROCESSING WITH SAP FOR UTILITIES

The SAP® Document Presentment application by OpenText extends the value of SAP software with integrated, high-volume document processing. It reduces the number of calls to the call center and improves collections. SAP for Utilities solutions and SAP Document Presentment offer low-cost, high-value document communications.

Integrated High-Volume Document Processing Reduces Cost to Serve

Recent studies show that most utilities find the greatest potential to reduce cost to serve within customer service in billing, payment, and call center operations. When you combine the SAP® Document Presentment application by OpenText and the SAP for Utilities solution portfolio, you can realize significant savings in these areas. Through more effective communications, you can discover greater opportunities to increase customer satisfaction and generate value.

SAP Document Presentment simplifies the creation and delivery of bills and other customer documents – and increases their effectiveness – by integrating output from SAP software into an optimized, high-volume, document-processing environment.

The application enables you to personalize each document based on a customer's profile and billing information, even when you serve millions of customers. SAP Document Presentment also transforms regular bill presentations into one-to-one marketing communications. Non-technical businesspeople can rapidly create and directly implement cross-sell, up-sell, and other messaging that can be selectively and automatically embedded in customer documents.

SAP Document Presentment is designed for use with SAP for Utilities solutions. It expands the value of existing IT investments, significantly reduces operational costs related to documents, and

enables you to profit more from what you know about your customers to serve them better.

SAP for Utilities and SAP Document Presentment Deliver Value

You already use the core strengths of SAP software to integrate and automate your internal business processes. SAP Document Presentment extends that strength and value with an integrated document process that delivers four main benefits.

First, the solution optimizes high-volume production printing and distribution, which reduces billing costs while providing greater value through flexible bill format and delivery.

Second, SAP Document Presentment reduces your cost to serve and days sales outstanding through clear communications, along with the number of calls made by customers.

Third, personalization, rapid changes to bills, and message integration allow quick implementation of targeted customer programs.

Finally, the application leverages the information already stored in your SAP software so that you can profit from what you know.

You enjoy these benefits because the SAP software supports a comprehensive, end-to-end approach that optimizes the creation and distribution of bills and other documents to customers.



THE BEST-RUN BUSINESSES RUN SAP™



High-Volume Print Production Cuts the Cost of Operations

The combination of SAP for Utilities and SAP Document Presentment offers several significant opportunities to reduce the time and cost associated with producing utility bills.

Whether your printing operation is in-house or outsourced, optimized preparation is essential to ensure the efficiency and reliability of printing and delivery. SAP Document Presentment processes output from SAP software, sorts and bundles, and adds optical mark recognition (OMR) symbols to the bills. It prepares the output for optimized production printing, insertion and enveloping, and franking and postage.

High-volume print devices must receive the output in the correct technical format to add greater flexibility to your SAP software environment. SAP Document Presentment can produce output in virtually any technical format to deliver considerable savings for utilities that generate large numbers of customer bills.

SAP Document Presentment dynamically generates documents – including multiple brand elements such as logos, graphics, and details on company divisions or offices. Bills can be printed on blank paper and still reflect the utility's brand. Eliminating the need for preprinted forms also avoids the cost associated with their printing, inventory, and handling – while providing greater agility to promote new services or business units.

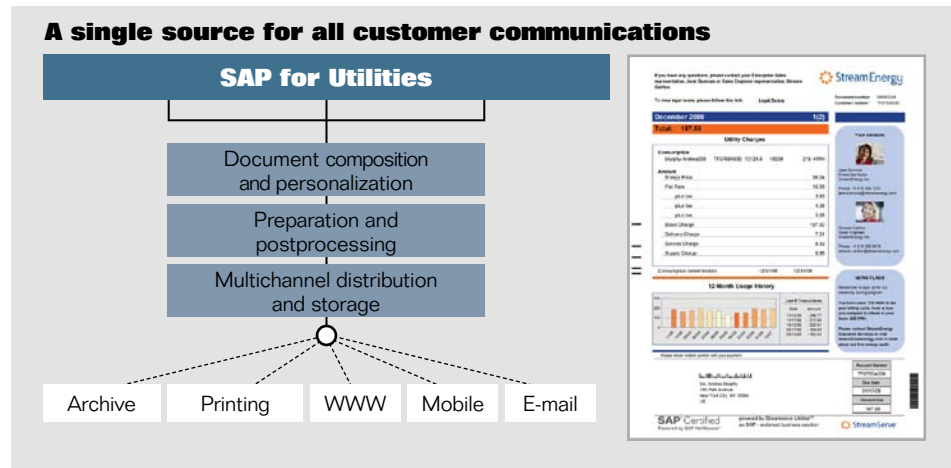


Figure: The SAP® Document Presentment Application by OpenText and SAP for Utilities

Reduce Cost to Serve, Lower Call Center Volume, and Improve Service

SAP Document Presentment enables you to design and produce much clearer customer communications rapidly. Because the information can be formatted in an easy-to-understand format, customers are less likely to be confused, even if their account statements are complex. This ability directly reduces the number of calls to customer support and contributes to a positive customer experience with the utility.

Promotional or informational messages can also be added dynamically, depending on the segment or services that each customer uses. The messages can contain tips on conservation or “green” initiatives, notices of service events, and so on.

SAP Document Presentment can also present billing data in various ways that make it easier to understand or put into context. You can use bar charts, pie charts, business graphics, and historical comparisons.

The result is a measurable reduction of calls to customer support. For calls that are necessary, SAP Document Presentment gives the call center representative an immediate view of an exact copy of the bill or document that the customer is calling about. Because both parties view the same document, questions can be answered faster and more easily. The call center uses the utility's archive copy, which the application automatically generates and distributes to the utility's archiving system as part of the production process. Utilities can also choose to regenerate documents on demand from the raw data in SAP software and then redistribute the documents to customers in their preferred channel and format (see Figure).

Personalized Communication Fuels Customer Satisfaction

You can improve customer satisfaction and the return on marketing programs by integrating – at no additional cost – the messages that customers read when they receive their bills. SAP Document Presentment dynamically personalizes each customer document, even when you produce millions of communications. For example, within the same production run, individual bills can be presented in different languages to accommodate the preferences of each customer.

You can include personalized messages within the customer bill by using rules-based, segmented information that your users manage and control directly.

Based on a customer's services and usage, the application can include special offers. It can also add ecofriendly messages or any valuable information that you wish to communicate.

Business users in your utility can create and control use of these personalized and dynamic messages.

Profit from What You Know

Your SAP software already has extensive functionality and information repositories that collectively hold a complete picture of your customer data. SAP Document Presentment complements that power with functionalities that enables you to coordinate and accelerate your existing bill presentation processes, create or capitalize on revenue-generating opportunities, and drive customer satisfaction.

SAP Document Presentment requires minimal or no changes to your other SAP software. Instead, it consolidates the output of SAP software into relevant, personalized documents for each customer, even when you produce millions of individual bills. The SAP software automatically delivers each bill via the channel and in the format that the customer prefers. The software also includes relevant offers and dynamic messaging designed by your business managers to capitalize on personal customer needs and opportunities for your company.



SAP provides an agile solution that makes each contributor's job easier, be it technical development, customer service, or business-level campaigns and marketing messages. The result is more profitable customer communications that are produced faster and at lower cost.

SAP Document Presentment enables the world's leading companies to communicate effectively with their customers, partners, and suppliers through the automated creation and presentation of documents in any format and channel.

Summary

Efficient and personalized processing of vast numbers of documents helps utilities reduce costs, increase value, and improve customer satisfaction. It makes communications with customers more effective and reduces the number of calls to the call center.

The SAP® Document Presentment application by OpenText extends the value of the SAP for Utilities portfolio to enable utilities to harness the power of their SAP software. Utilities can consolidate and accelerate their existing bill presentation processes, create or capitalize on revenue-generating opportunities, and reduce their cost to serve.

Business Challenges

- Reduce processing costs
- Improve the effectiveness of customer communications, bills, and campaigns
- Personalize communications
- Reduce call center costs
- Extend the power of SAP software

Key Features

- **Bill creation and delivery** – Integrate output from SAP software into an optimized, high-volume document processing environment.
- **Document personalization** – Address customers individually by using their profile and billing information
- **Bill preparation** – Help ensure the efficiency and reliability of electronic distribution, printing, and delivery, whether you print bills in-house or outsource printing to a third party
- **Bill presentation** – Transform regular presentations into one-to-one marketing communications with messaging that can be selectively and automatically embedded in customer documents

Business Benefits

- **Integrated document processing** without modifying your SAP software
- **Optimized high-volume production printing and mailing** with in-house or outsourced printing
- **Reduced cost to serve and days sales outstanding** because bills are presented in an easy-to-understand format
- **Rapid bill changes and message integration** for implementation of new customer programs
- **Multilingual support** to present bills in multiple languages

For More Information

To learn more on how SAP Document Presentment can extend the value of your SAP software and help you profit from what you know, please call your SAP representative or visit us at www.sap.com.

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