



Fact Sheet

SAP Business One Starter Package

Boost Sales & Market Reach with SAP Business One Starter Package

Fixed-Scope Version Matches Needs and Budgets of Small Companies

SAP Business One stands out as an affordable, comprehensive solution for managing small enterprises. Yet the solution has typically proven to be “too much” for many companies with five or fewer users.

The SAP Business One Starter Package provides a fixed-scope version of SAP Business One that more ideally meets the needs of very small companies. It allows partners to offer fixed-price implementation that sets clearer and more tangible customer expectations, resulting in greater customer satisfaction and more repeat business for partners.

Where the SAP Business One Starter Package Fits In

The market potential is huge. Many small companies get by with off-the-shelf solutions such as Quickbooks and Sage, or running non-integrated business applications such as CRM. Though these products may not quite meet the needs of the users, those on a particularly tight budget can find it difficult to step up to the price points of SAP Business One — despite the proven value in enabling more effective management of everything from sales and financial performance to purchasing and inventory processes. The SAP Business One Starter Package was specifically created for clients needing a small business management solution for up to five users. The limited functional scope of this solution still delivers unparalleled capabilities, yet at considerably lower overall costs in implementation as well as licensing.

As a channel partner offering the SAP Business One Starter Package, you can confidently compete at the smaller business end of the market while giving these customers a clear growth path. Then, when the time is right, they can easily upgrade to the standard edition of SAP Business One without having to invest in new software. Customers simply import the new licenses to take immediate advantage of all of the extended functionality in SAP Business One.

Selling the Starter Package

Any SAP partner can sell the SAP Business One Starter Package, but the solution is an especially attractive offering for those resellers focused on volume selling. In order to keep sales confined to the target market, the Starter Package has the following restrictions:

- Limited functional scope (advanced features such as cost accounting, budget planning, “pick and pack” inventory, etc., are not included)
- A maximum of five users per customer
- The Starter Package may not be combined with other existing user types (such as Professional User, Limited Users, etc.).

Reach a whole new market, improve margins, increase customer satisfaction, and lay the groundwork for future business!

Because of the standardization of the solution, Web-based demonstrations and customer self-qualification should serve to minimize reliance on face-to-face engagement with prospective customers during the sales process. Under normal circumstances the prospect will quickly recognize whether the solution is right for his or her business. At that point, discussion will center on how the implementation will proceed. Usually an average sales cycle should take no longer than four weeks and require no more than one customer demo.

Making Implementation Work for You

The Starter Package leverages a pre-packaged implementation framework to control costs and expedite service, allowing partners to become more profitable on small deals. The implementation framework consists of four main elements:

- **Starter Package Scope Document (Solution Map)** – An overview of business process functionalities as well as implementation actions
- **Predefined Implementation Work Packages** – Activities handled by the partner/and or key user to implement the required functionality, and supported by generic topic descriptions, blueprinting possibilities, detailed work instructions and flash movies
- **Starter Package Implementation Plan** – An integrated plan to support partner and customer efforts to structure and document implementation activities, including starting points, and roles and responsibilities as well as the deliverables for each package
- **Preconfigured Content** – A localized template that can be used on the customer side as the basis for the implementation (or partners can use their own template as a starting point)

Besides this, the Starter Package comes with end-user documentation to help minimize training. This documentation includes product help files, standardized work instructions, and Flash-based demos for key business process and implementation tasks.

Depending on the scope of the project, implementation can usually be accomplished in three to 10 days, versus two to eight weeks for the standard edition of SAP Business One. Check out SAP Channel Partner Portal to see if the Starter Package implementation framework is available in a version for your country that you can take as an example for your own implementation offering.

SAP Business One Starter Package Features

With enough functionality to run a small business of up to five users, the Starter Package delivers a fixed scope version of SAP Business One including basic accounting and finance, sales and customer relationship management, purchasing and supplier relationship management, inventory and distribution, reporting and administration functionality.

As a special offer to small businesses, the Starter Package also comes with some predefined mobile scenarios allowing each owner of a small business to access SAP Business One remotely. The Starter Package will also accommodate any partner or SAP add-ons (except Copy Express or Fixed Assets). Add-ons, however, that significantly extend the functional scope of the Starter Package should be avoided, because they may diminish the simplicity and fast-to-implement value of the Starter Package.

Get [more information](#) and find assets (including license comparison chart) to help you sell the SAP Business One Starter Package.

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