



SAP Delivers the Software, We Deliver the Value.

# SAPBW BY THE NUMBERS



- Founded in **2008**
- Profitable since **Day 1**



- **10K** Website Visitors per Month
- **200+** Converted Leads per Month



- **11** Full-time Employees
- **Veteran-owned** Business

# MEET THE FOUNDERS



**LONNIE AYERS**

PMP, BSC, Capt. USAF (IRR)

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- 21 Year SAP Veteran
- SAP Certified in Various Modules
- 38 SAP Projects
- 150 Sales Cycles



**DOUG AYERS**

MBA, P.E.

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- 6 Year SAP Veteran
- Expert SAP BW, BusinessObjects, Webi & xCelsius
- Embedded Systems Expert
- 144 Software Projects

# CUSTOMERS WHO TRUST SAPBW



TASNEE التمنية



سكك حديد مصر تطلق تعديل مواعيد ٨ قطارات في شهر رمضان



أدنوك  
ADNOC



Boston  
Scientific  
Advancing science for life™



DELPHI  
Automotive Systems

سابك  
sabik



caprabo  
con EROSKI



U.S. ARMY



Kellogg's

SAIC

Lenovo



مجموعة الفيصلية  
Al Faisaliah Group



Brock

EGYPTAIR



# SELECT INDUSTRIES SERVED

While this list is **not exhaustive**, a few industries SAPBW has served in the past include:



Aerospace & Defense



Airlines



Postal



EC&O (Engineering,  
Construction & Operations)



Accounting



Professional Services



Petrochemical



Insurance



MRO (Maintenance, Repair  
& Overhaul)



More...

# OUR EXPERTISE – BUSINESS LINES



SAP BW



INBOUND MKTG



SAP BOBJ



EMBEDDED SYSTEMS



SAP PROJ MGT



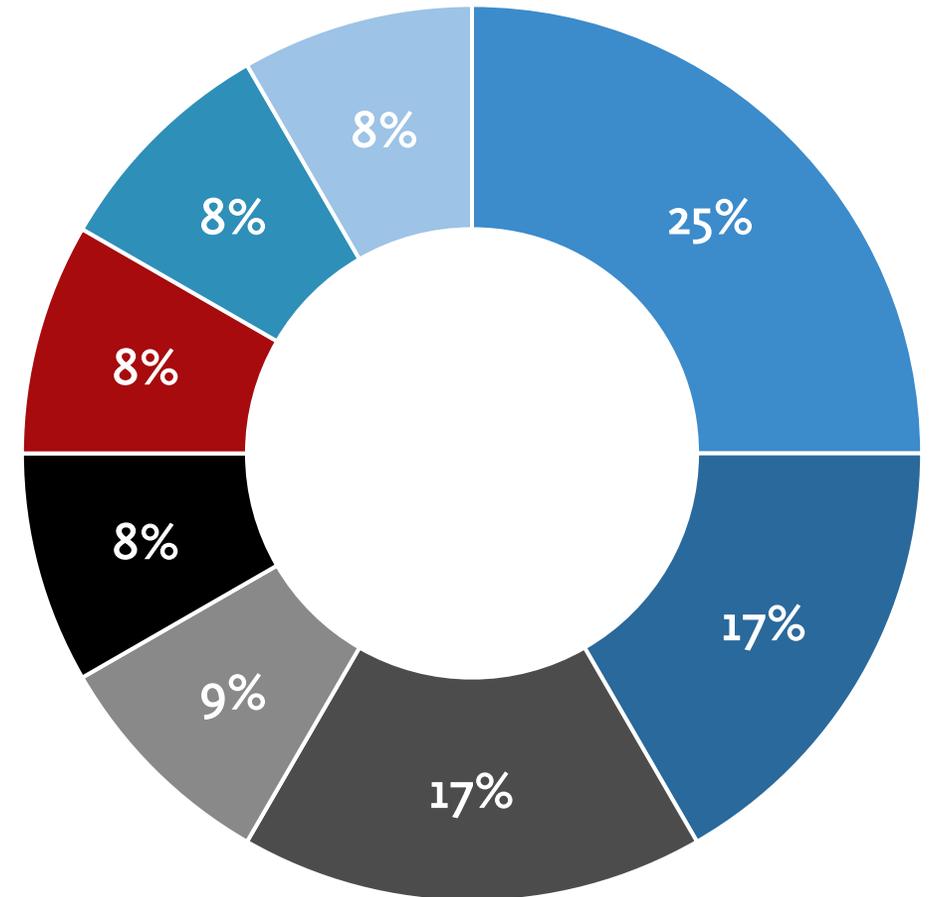
STRATEGY MGT



iOS APPS



STAFFING SERVICES



# SAPBW SERVICES

## SAP BW

**SAP Business Warehouse (SAP BI/BW)** is the name of the Business Intelligence, analytical, reporting and Data Warehousing solution produced by SAP.



[Learn More >](#)

## SAP BOBJ

**SAP Business Objects (BOBJ)**, is a software solution that provides performance management, planning, reporting, query and analysis and enterprise information management.



[Learn More >](#)

## SAP PM

**SAP Project management** is the discipline of planning, organizing, motivating, and controlling resources to achieve specific SAP project goals.



[Learn More >](#)

## iPhone Apps

A **Mobile Application (or mobile app)** is a software application (program) designed to run on smartphones (iPhone or Android), tablet computers and other mobile devices.



[Learn More >](#)

# SAPBW SERVICES

## Inbound Marketing

**Inbound marketing** focuses on creating quality content aligned with customer interest that pulls people toward your company and product. This inbound traffic can then convert, close, and delight over time.



[Learn More >](#)

## Embedded Systems

**Embedded systems** are dedicated function computer systems often with real-time computing constraints. It is *embedded* as part of a complete device including hardware and mechanical parts.



[Learn More >](#)

## Strategy Consulting

**Strategic Consulting** defines and analyzes the impact of strategic policies, plans, projects, programs and resource allocation set by top management on behalf of owners.



[Learn More >](#)

## Staffing Services

**Staffing Services** is the process of acquiring, deploying, and retaining a workforce of sufficient quantity and quality to create positive impacts on an organization's effectiveness.



[Learn More >](#)

# SAPBW SERVICES



## SAP BW

- Datawarehouse Design and Implementation
- KPI Design



## SAP BOBJ

- BPC (Business Planning & Consolidation)
- Budgeting
- Product Costing
- Financial Consolidation (IFRS experience).

## SAP Project Management

- Greenfield
- Brownfield
- Upgrades



## iPhone Apps

- Enterprise Applications
- Delivered as Consumer Grade Mobile Apps Using SAP Fiori



# SAPBW SERVICES



## Inbound Marketing & Sales

- Inbound Lead Generation and Sales Consulting
- Sales Enablement
- Content Marketing

## Strategy Management

- Balanced Scorecard Certified Consulting
- Blue Ocean Strategies



## Embedded Systems

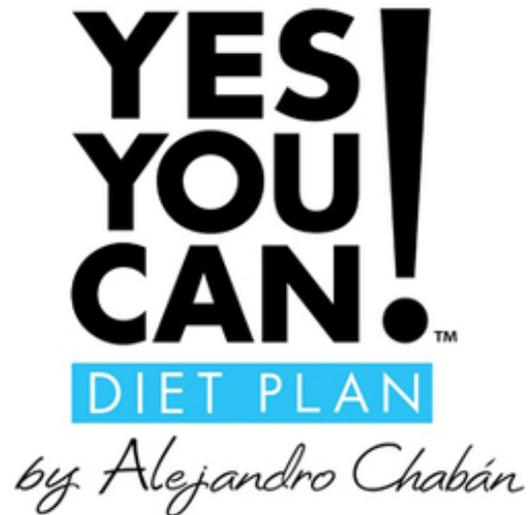
- Deep Automotive Industry Expertise

## Staffing Services

- Recruitment, Staff Augmentation, Logistics



# INBOUND MARKETING CASE STUDY



## Background

Startup fitness brand less than 3 years old. Had experienced rapid initial sales and marketing success. A celebrity driven brand, it had built its marketing platform on HubSpot and its sales platform on Salesforce.

## Problem

Their sales had declined dramatically and they did not have the inhouse HubSpot expertise to fix it. I was hired to work on-site to diagnose the problem, make recommendations, then implement them.

## Solution

I determined that though they had significant web traffic, their conversion funnel had broken due to technical design issues, as well as design approach problems. I also did a 'quick look' of all connected systems, including Salesforce, Five9, Zuora (Call Center), Shopping Cart, QuickBooks and their ERP systems.

## Recommendations

I redesigned their entire marketing funnel, upped their blogging output to 2 times a day, in Spanish and English, and fixed what was broken with both HubSpot, Salesforce and Zuora. I also vastly increased use of customer video testimonials of which we received hundreds.

## Outcome

Sales increased from **\$20,000 PM** to **\$ 4,800,000 in 3 months**



**SAPBW**  
CONSULTING

# CONTACT US

## Lonnie D. Ayers, PMP, BSC

 President, SAP BW Consulting, Inc.

 [Lonnie.Ayers@SAPBWConsulting.com](mailto:Lonnie.Ayers@SAPBWConsulting.com)

 +812-340-5581

## Doug Ayers, MBA, P.E.

 VP, SAP BW Consulting, Inc.

 [Doug.Ayers@SAPBWConsulting.com](mailto:Doug.Ayers@SAPBWConsulting.com)

 +256-665-7500