

THE ROLE OF AN SAP VALUE-ADDED RESELLER (VAR) IN DRIVING BUSINESS SUCCESS

Companies across all industries are increasingly realizing that if they want to simply [keep up with competition](#), they need an ERP system in place. And, if they want to stay ahead of competition, they need an advanced [ERP system like SAP](#). In fact, SAP customers represent [92% of the Forbes Global 2000 Companies and 86% of the Fortune 500](#).

That said, the success of your SAP system requires specialized expertise and resources. By instilling the help of an [SAP Value-Added Reseller \(VAR\)](#), you can guarantee expert guidance from the onset. Not only will they help you select and purchase the solution that's right for your business needs, but they will facilitate the deployment and offer a range of other services that can drive business success.

We further explore the role of an SAP Value-Added Reseller (VAR) below.



WHAT IS AN SAP VALUE-ADDED RESELLER (VAR)?

An SAP VAR is an organization authorized by SAP to sell its products and services. More than just a sales intermediary, a VAR adds value by providing additional services such as consulting, customization, integration, training, and support. This holistic approach ensures that businesses [maximize the benefits of their SAP investments](#). VARs are particularly valuable in industries with unique operational challenges and requirements.

DRIVING SUCCESS WITH INDUSTRY EXPERTISE

While each SAP VAR is unique, what sets [Crescense](#) apart is our industry expertise. Crescense offers software solutions designed specifically for the following industries and specialties:

Life Sciences

- Regulatory Components
- Biotech Pharmaceuticals
- Medical Device Contract
- Manufacturing Third-Party
- Logistics

Consumer Products

- Food & Beverage
- Fast-Moving Goods
- Consumer Healthcare
- Big-Box Manufacturers



Wholesale Distribution

- Food Wholesalers
- Beverage Wholesalers
- Drug Wholesalers
- Specialty Wholesalers



Retail

- Grocery
- Apparel
- Accessories

We dive further into the unique role an SAP VAR can play in these core industries below.

Ensuring Compliance and Efficiency for Life Sciences Organizations

The life sciences industry operates under stringent regulatory requirements where compliance, traceability, and quality control are paramount. [SAP solutions](#) are renowned for their robust compliance and traceability features, and SAP VARs can help enhance these capabilities, ensuring that life sciences companies remain compliant and efficient.

For instance, VARs can:

- Assist [life sciences companies in configuring SAP systems](#) to meet regulatory requirements, such as FDA guidelines and GMP standards.
- Configure SAP systems to provide end-to-end traceability of products, from raw materials to finished goods.

Driving Innovation for Consumer Products Companies

The consumer products industry faces unique challenges, including fluctuating demand, supply chain complexities, changing consumer preferences, and the need for constant innovation. [SAP solutions](#), with their robust data analytics and supply chain management capabilities, are well-suited to address these challenges, and SAP VARs can enhance the effectiveness of these solutions.



This could include:

- Helping consumer products companies harness the power of SAP's data analytics tools to make data-driven, informed decisions and stay ahead of the competition.
- Aiding in optimizing SAP's [supply chain management](#) modules so that businesses can respond to changes in demand.
- [Supporting companies](#) in leveraging SAP's product lifecycle management (PLM) tools to streamline the process of product development, from initial concept to market launch.

Streamlining Operations for Wholesale Distributors

Wholesale distribution is a complex industry, involving the management of large volumes of inventory, intricate logistics, supply chain disruptions, and diverse customer relationships. [SAP solutions](#) offer powerful tools for managing these complexities, with SAP VARs playing a critical role.

SAP VARs can help wholesale distributors:

- Enact SAP's inventory management modules to provide real-time visibility into stock levels, optimizing reorder points and reducing carrying costs.
- Optimize logistics and transportation processes using SAP's transportation management systems (TMS).
- Maintain strong relationships with customers by implementing and customizing SAP's CRM modules to help distributors [manage customer interactions](#), track sales performance, identify new business opportunities, and more.

Enhancing Operational Efficiency for Retailers

The retail industry is characterized by its dynamic nature and the need for constant adaptation to customer demands. SAP solutions, when implemented effectively, can [revolutionize retail operations](#) by providing real-time insights that can work towards improving inventory management and [enhancing customer experiences](#). SAP VARs play a pivotal role in this transformation.

What does this look like?

- Assessing the specific needs of a retail business and [tailoring SAP solutions](#) to fit those requirements.
- Ensuring that SAP systems [integrate smoothly with existing technologies](#), such as point-of-sale (POS) systems and eCommerce platforms.
- Providing comprehensive training programs and ongoing support to ensure that employees can effectively use the new tools and technologies.

WHY CRESCENSE?

Partnering with an SAP VAR like Crescense provides businesses in the retail, consumer products, life sciences, and wholesale distribution industries with several strategic advantages, but above all, it means working with industry experts that become an extension of your team.

We bring a wealth of expertise and industry-specific knowledge, ensuring that SAP solutions are the right fit for your unique business needs and optimized for maximum benefit. From initial consultation to ongoing support, we offer end-to-end services that ensure a smooth and successful SAP deployment.

As these industries continue to evolve, the strategic importance of SAP VARs will only grow, making them indispensable partners in the journey towards business excellence.

Whether your business is in the life sciences, consumer products, retail, or wholesale distribution industries, SAP has tailor-made solutions for you. No matter where you are on your SAP journey, Crescense is here to help.

Contact [the Crescense team](#) today to learn more.

