



## Targeted Email Delivery

myCommsCentre Targeted Communications is a powerful, SAP certified, information delivery solution.

The solution leverages existing user and employee groupings within your SAP R/3 systems to enable a granular and targeted delivery capability. Targeted messages can be delivered via email, portal, intranet, desktop, SMS or PDA.

This white paper focuses on delivery by email.

## Email Delivery Challenges

Most organisations use email as their main information delivery tool. However, what does your organisation do today when you need to target information at granular groups of email recipients, accurately?

Many organisations invest in ad-hoc, time-consuming, error prone manual processes to create numerous broadly pitched email distribution lists. These lists become out of date quickly, often duplicating all or part of other lists.

Users and employees become disengaged by the flood of emails that are often of little or no relevance. Low relevance and low quality of messages develops a user habit of deleting emails before opening.

If users do open all emails and spend time reading content not aimed at them, the time lost reduces productivity and ultimately profits.

In addition, limited or complex methods to email messages in multiple languages prohibit efficient communications.

## Unique Targeting Engine

myCommsCentre includes a globally unique element, it's sophisticated and powerful targeting and audit engine.

The targeting process involves an easy to use process wizard; with just a few mouse clicks a precise, granular targeting process can be achieved.

Emails can be targeted using any combination of the following types of data, as standard:

- SAP HR data
- SAP R/3 security roles

- any custom data repository
- SAP TEM/LSO courses

## Examples of Target Audiences

- managers and supervisors in a specific SAP Company Code
- employees who belong to a specific SAP Payroll Area who hold a specific Wage Type
- 'fixed contract' employees
- employees on a specific work schedule
- users who hold the Purchase Order Approver R/3 security role
- employees who drive a specific type of company car
- users who are Controllers in a specific SAP Company Code
- Business Partners in a specific country and vertical sector

myCommsCentre targeted emails are driven out of the SAP R/3 system and delivers information in the preferred language of targeted recipients.

## Dynamic Email Content

myCommsCentre enables you to author text or HTML email content. You can also include dynamic, profile based content generated from data in your SAP R/3 system.

Examples:

- Data Events in R/3: An Absence KPI is breached, as a result an email is automatically generated and delivered to the relevant manager. The email integrates R/3 KPI data to be reviewed by the manager. It can also include a link to a workflow process.
- Scheduled Periodic Messages: Absence statistics can be dynamically inserted into an email, personalised to each manager or supervisor.
- Salary or Bonus letters can be emailed to all employees, the data will be dynamically merged according to each recipient profile. All fully controlled and audited from your SAP system



- Customer and Supplier data can be merged into emails.

There is full flexibility to merge any SAP based data into targeted emails as required

## Schedule, Re-send & Escalate

All targeted emails that are driven out of the myCommsCentre targeting engine can be scheduled to send immediately or at a later date and time. Each send process checks that each recipient is still relevant; if a recipient transfers in the business and becomes relevant after the initial email targeting process they will be included.

myCommsCentre comes with a built in re-send capability:

- Periodic emails with embedded R/3 data can be scheduled in advance and sent automatically, delivering a low cost of ownership and a high level of accuracy.
- When a response is required you can automate re-sends to non-respondents and automate escalation emails to relevant managers.

## Audit & Report

Access to credible data demonstrating operational history and performance is essential. myCommsCentre provides visibility of the end to end process; audit and reporting enables easy access to all delivery and user activity data.

## Return on Investment

- 82% cost savings on targeted email information delivery
- 25% reduction in help desk and support costs
- 27% increase in end user productivity
- 76% cost reduction on paper based processes
- Achieve ROI in under 12 months

## Channel Support

- Email
- SAP Portal
- Intranet e.g. SharePoint, any web system
- Desktop
- SMS
- PDA

## Solution Benefits

- Reduce costs
- Increase employee to business alignment
- Minimize engagement attrition
- Increase employee productivity
- Improve business transformation
- Increase relevance and quality
- Reduce compliance risk

## About Promenta

Promenta develop and market specialist business communication software for the global market. In addition to myCommsCentre Targeted Communications, we also provide myCommsCentre Web Forms, a software only, SAP certified, web form creation and management solution.

[Examples from our client list](#)

For further information, please contact the Sales team:

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