How can business executives best understand where to optimize their core processes?

**Finance**
- Improve cash management
- Optimize planning and analysis

**Sales**
- Personalize buyer engagements
- Exceed revenue goals

**Procurement**
- Improve supplier relationships
- Reduce costs for indirect spend

**Manufacturing**
- Monitor and control production
- Speed time to market

**Supply chain**
- Balance supply and demand planning
- Optimize inventory

**Asset management**
- Extend the life of equipment
- Maximize uptime

The line-of-business (LoB) editions of the SAP® Innovation and Optimization Pathfinder service can show you how. Request your own recommendations report to get clear direction on achieving tangible outcomes. Your custom-tailored report provides:

**Innovation recommendations**
- Optimize your existing solution
- Extend your solution
- Move to next-generation capabilities

**Key business figures**
- Performance indicators
- Industry benchmarks and best practices
- Implications for the business

**Business process improvements**
- How to monitor
- How to enhance

Every SAP Innovation and Optimization Pathfinder report is:
- Custom tailored
- Data driven
- Interactive
- Free to all SAP support customers

Get insights and recommendations for the core processes of your LoB.

Finance
- Record to report
- Order to cash
- Procure to pay

Sales
- Market to sales orders
- Order to delivery sales

Procurement
- Strategic procurement
- Operational procurement
- Skill management

Manufacturing
- Demand to production plan
- Personalized order to production
- Global manufacturing network

Supply chain
- Plan to position
- Order to delivery supply chain

Asset management
- Asset operations and maintenance
- Asset performance and intelligence
- Health and safety management

Lead your LoB to the next level.
Take the first step today at sap.com/pathfinder-lob.