# dab Data Products – Sales & Distribution

Customer Brochure

dab Data Product Sales & Distribution helps companies optimize their sales operations through comprehensive visibility and decision-making capabilities. Our solution integrates sales data from across your **entire sales and distribution lifecycle** — from customer inquiries and quotations to order fulfillment and invoicing.

According to recent industry research, 42% of sales representatives feel they don't have enough information before making customer calls[1], while knowledge workers spend nearly 11.6 hours per week searching for the information they need to do their work effectively.[2] Our solution addresses these critical challenges by providing **real-time insights into your sales activities**. Users can track customer relationships, monitor sales performance, manage pricing strategies, and maintain current product and inventory information.

A key benefit is the **translation of technical SAP codes into business-friendly terms**, making information accessible without specialized knowledge. Our solution transforms raw sales data into structured formats that support daily reporting and provide a foundation for identifying revenue optimization opportunities.

Designed for sales teams, customer service departments, and analysts in organizations of all sizes, dab Data Product Sales & Distribution delivers the transparency and analytical capabilities needed to actively steer sales operations and maximize revenue potential.

**42%**

of sales representatives feel they don't have enough information before making customer calls.

**Getting started is straightforward:** we'll assess your SAP system, demonstrate the solution with your data, and implement a tailored plan that matches your sales organization's needs.

1 https://spotio.com/blog/sales-statistics/

2 https://venturebeat.com/data-infrastructure/report-data-silos-cause-employees-to-lose-12-hours-a-week-chasing-data/

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## Overview Data Product Sales & Distribution

The Data Product Sales & Distribution brings together essential sales information to help you track and optimize your entire sales process. By integrating data from customer master records, sales documents, pricing conditions, and material information, it **creates a comprehensive view of sales activities across your organization**.

This foundation allows you to **monitor sales performance, understand customer behavior, track pricing strategies, and ensure compliance with sales policies**. Each component of the data product serves a specific purpose in building this complete sales picture:

- Sales Document Header (VBAK) provides high-level information about sales transactions and customer orders
- Sales Document Items (VBAP) offers detailed line-item information for each sale
- Customer Master Data (KNA1) contains customer information for effective relationship management
- Material Master Data (MAKT, MARA, MBEW, MVKE) includes product information, pricing, and inventory details
- Pricing Condition (KONV) tracks discounts, surcharges, and special pricing agreements
- Sales-Relevant Master Data (VBKD) adds sales-specific terms and delivery information
- Sales Status Information (VBUK & VBUP) monitors order processing and fulfillment progress
- Reference Data & Customizing (T-Tables, etc.) translates technical codes into business language

Together, these components give you the insights needed to understand not just what was sold, but how the sales process flows through your organization and where opportunities for improvement exist.

## Sales Document Header (VBAK)

The Sales Document Header provides essential information about your **sales orders, quotations, and contracts**. It shows **who** created each document, **when** it was created, and **under what organizational and financial conditions** it was issued.

This data helps you understand how sales activities begin and who initiates them. You can see which teams are creating sales orders, whether proper approval processes are being followed, and if any unusual patterns exist in your sales activities. The header contains critical information like customer references, order values, sales organizations, and credit management details.

Beyond document creation, this section supports traceability by connecting sales documents to subsequent steps like delivery and invoicing. This ensures consistency throughout the sales lifecycle and provides accountability for each transaction.

With this information, you gain a clear foundation for analyzing sales behavior and understanding revenue commitments across your organization — all presented in business-friendly terms rather than technical SAP codes.

## Sales Document Items (VBAP)

The Sales Document Items section provides **detailed information about each individual item within your sales orders**. It shows what was sold, in what quantity, at what price, and under what terms. You can also see who created or modified each entry and their department.

This data includes important financial values such as net amounts, target quantities, and confirmed delivery quantities for accurate analysis across regions. It also captures key logistics information like delivery dates, shipping points, and business areas to support coordination between sales and fulfillment teams.

With this level of detail, you gain visibility into sales patterns at the line-item level. You can identify pricing trends, monitor alignment with quotations and contracts, and see which departments generate specific revenue. You can also distinguish between standard and special pricing arrangements to better understand customer relationships.

This granular view enables you to identify opportunities for upselling, ensure pricing compliance, and make better decisions based on actual sales data and customer purchasing behavior.

## Customer Master Data (KNA1)

The Customer Master Data section provides **comprehensive information about your customers and business partners**. It includes customer details, contact information, credit management data, and relationship classifications, along with when customers were added to your system.

This data helps you maintain accurate customer records, track customer relationships over time, and ensure proper documentation of business partnerships. You can see which customers are active or blocked, understand your customer landscape by region or category, and maintain compliance with credit management policies.

The section also shows who created each customer record and when, adding accountability to your customer management process. This helps you understand who in your organization manages customer relationships and how your customer base evolves over time.

With this customer intelligence, you can make better decisions about credit limits, manage compliance requirements more effectively, and strengthen your approach to customer relationship management and sales targeting.

## Material Master Data (MAKT, MARA, MBEW, MVKE)

The Material Master Data section **combines product information from multiple sources** (MAKT, MARA, MBEW, MVKE) to provide comprehensive insights into your product portfolio. It includes **material descriptions, material types, pricing groups, and inventory valuations**.

This data connects your sales activities to actual products, showing not just what was sold but providing context about product characteristics, minimum order quantities, and material pricing groups. The inventory information helps you understand stock valuations, critical for delivery promises and profitability analysis.

The pricing group information enables you to understand how different products are categorized as pricing strategies, while material types help you analyze sales patterns across different product categories. This supports both tactical sales decisions and strategic product management.

With this product intelligence, you can analyze which products generate the most revenue, identify cross-selling opportunities, and ensure that sales promises align with actual inventory availability and product specifications.

## Pricing Conditions (KONV)

The Pricing Conditions section captures **all pricing elements applied to your sales transactions,** including discounts, surcharges, taxes, and special pricing agreements. It shows both the negotiated conditions and their actual application to sales documents.

This data helps you understand your true pricing performance beyond list prices. You can see which discounts are being applied, how frequently special pricing is used, and whether pricing strategies are being followed consistently across your sales organization.

The section tracks condition types, values in multiple currencies, and the application sequence of different pricing elements. This provides complete transparency into how final prices are calculated and which factors influence your margins most significantly.

With this pricing intelligence, you can optimize discount strategies, ensure pricing compliance, identify margin improvement opportunities, and understand the true profitability of different customer relationships and product combinations.

## Sales-Relevant Master Data (VBKD)

The Sales-Relevant Master Data section provides **sales-specific information that complements the main sales documents**. It includes payment terms, incoterms, billing schedules, and exchange rates that affect how sales transactions are processed and fulfilled.

This data helps you understand the commercial terms under which sales are made, including how payments are structured, how goods are delivered, and how currency fluctuations affect transaction values. It also provides insight into billing frequency and credit management processes.

The section tracks the specific terms negotiated with different customers and how these terms are applied consistently across multiple transactions. This ensures that commercial agreements are being honored and that sales processes follow established guidelines.

With this commercial intelligence, you can analyze the effectiveness of different payment terms, understand currency exposure, ensure compliance with international trade terms, and optimize billing processes for improved cash flow.

## Sales Status Information (VBUK & VBUP)

The Sales Status Information section (VBUK & VBUP) provides **real-time insight into where each sales document stands in your business process**. It tracks processing status, delivery status, billing status, and credit check status for both overall documents and individual line items.

This data helps you identify bottlenecks in your sales process, monitor fulfillment performance, and ensure that customer commitments are being met. You can see which orders are stuck in processing, which deliveries are overdue, and which invoices are pending.

The status information enables proactive management of your sales pipeline by highlighting exceptions and process delays before they impact customer satisfaction. It also provides accountability by showing which processes are completing on time and which require attention.

With this process intelligence, you can optimize workflow efficiency, improve customer service through better visibility, ensure timely fulfillment, and maintain high levels of customer satisfaction through proactive issue resolution.

## Reference Data & Customizing (T-Tables, etc.)

The Reference Data & Customizing section **enhances your sales data by adding context and clarity through various T-tables and customizing texts**. It translates technical SAP codes into business-friendly language, making reports and dashboards accessible to users without technical SAP knowledge.

Instead of seeing cryptic codes, your data shows clear terms like "Standard Order," "Rush Delivery," or "Volume Discount." This transformation makes information usable across departments and organizational levels, connecting sales to finance, logistics, and management.

The supporting fields connect your sales data to specific plants, company codes, sales organizations, distribution channels, and customer hierarchies. They also include historical information like creation dates and approval workflows, enabling you to track the full lifecycle of sales documents.

This enrichment allows you to build intuitive reports that work across departments, supporting compliance and audit preparation by making your data easier to verify and explain to stakeholders.

## Analytical Capabilities (dab AnalyticSuite)

When combined with the **dab AnalyticSuite**, the Data Product Sales & Distribution enables interactive analysis across five key areas:

1 **Customer and Sales Performance Analysis:** Examine how different customers and sales teams perform across various dimensions. Identify top customers, high-performing sales representatives, and potential opportunities for account expansion or territory optimization.

2 **Sales Order Lifecycle Management:** Follow each sales order from creation through delivery and invoicing. This reveals bottlenecks, helps streamline workflows, and ensures accuracy between quotations, orders, deliveries, and billing.

3 **Pricing and Margin Optimization:** Monitor pricing strategies, discount patterns, and margin development across the sales portfolio. This helps detect pricing inconsistencies, unauthorized discounts, or opportunities for price optimization.

4 **Process Flow and Timing Analysis:** Visualize the chronological flow of sales activities to identify process violations, optimize cycle times, and align resource planning with seasonal trends and customer buying patterns.

5 **Product and Market Intelligence:** Assess how effectively different products perform across various markets and customer segments. Identify high-margin products, slow-moving inventory, and cross-selling opportunities to improve overall portfolio performance.

These analytical capabilities can be **customized and integrated** with your existing reporting environment to support continuous improvement in sales operations and strategic decision-making.

## Use Cases

These real-world applications demonstrate how organizations can use the dab Data Product Sales & Distribution to address common challenges:

### Sales Performance and Pipeline Management

- Which sales representatives are achieving their targets and which need support?
- How is our sales pipeline developing across different regions and product lines?
- What is our win rate for quotations and how can we improve conversion?
- Which customers represent the greatest revenue potential for expansion?

Use Case #1

A technology company used these insights to identify that their enterprise sales team had **a 23% higher close rate** when following structured qualification processes, leading to standardized training that **improved overall team performance by 31%.**

### Pricing Strategy and Margin Protection

- Are we maintaining consistent pricing across different customer segments?
- Which discounts are most effective at closing deals without sacrificing margin?
- How do our prices compare to competitive benchmarks by product category?
- Where can we optimize pricing to improve profitability?

Use Case #2

A manufacturing business discovered that their field sales team was **applying discounts 40% more frequently** than their inside sales team for the same products, enabling them to implement pricing guidelines that **improved margins by 8%** while maintaining sales volume.

### Customer Relationship Management

- Which customers have the highest lifetime value and strongest loyalty?
- Who are our most reliable customers for payment terms and order consistency?
- Which customer relationships are at risk and need attention?
- How can we segment customers for targeted sales efforts?

**Use Case #3**

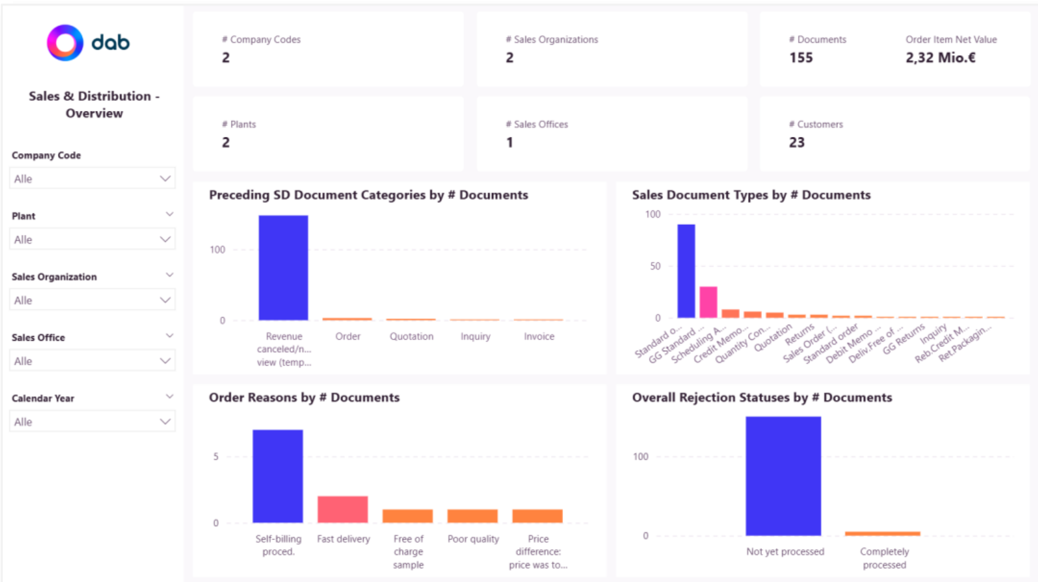
A distribution company identified their top 50 customers by profitability rather than volume, **discovering that 20% of their customers generated 65% of their profits**, allowing them to reallocate resources for maximum impact.

### Operational Excellence and Process Optimization

- What's our average time from quotation to order and how can we accelerate it?
- Which processes in our sales cycle create the most delays?
- How effectively are we managing credit limits and payment terms?
- Where can we automate routine tasks to free up selling time?

**Use Case #4**

A services organization discovered that **35% of quotes required manual interventions** that **added an average of 3.2 days to their sales cycle**, reducing time-to-quote by 60% through process automation.




*Power BI Report "Data Product Sales & Distribution" Page "Overview" displaying key organizational metrics along with visual breakdowns of sales documents.*

## Summary and next Steps

This Data Product transforms your sales and distribution data into meaningful business insights. It provides visibility across the entire sales process by connecting customers, products, orders, pricing, and fulfillment information into a unified view.

The solution helps you understand sales performance patterns, ensure pricing compliance, manage customer relationships effectively, and identify opportunities for revenue optimization. Information is presented in business-friendly language, making it accessible to users without technical expertise.

### Key Benefits include:

- Complete visibility across the sales and distribution lifecycle
- Multi-dimensional analysis of sales performance and pricing metrics
- Clear understanding of customer behavior and sales team effectiveness
- Improved compliance with pricing policies and credit management procedures
- Better decision-making based on comprehensive sales insights

**Ready to transform your sales operations?** Our implementation approach makes it easy to get started:

1 **Assessment**: We evaluate your SAP environment and sales data needs

2 **Demonstration**: See the solution in action with your actual data

3 **Implementation**: We set up a tailored solution in your environment

4 **Activation**: Gain immediate access to 21 specialized analyses

**Contact us today** to discover how dab Data Product Sales & Distribution can help you achieve greater efficiency, visibility, and strategic value from your sales operations.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