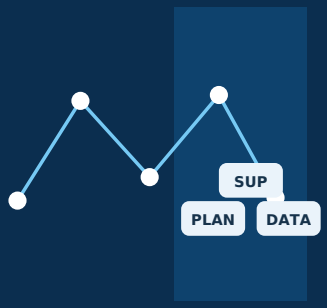
PORTFOLIO CASE STUDY

SAP Business Network Multi-Offer Landing Page

Integrated planning, supplier collaboration, and conversion-focused content

Patrick Fitzgerald

Content writer



PORTFOLIO RECONSTRUCTION

A finished presentation of a complex SAP Multi-Offer Campaign Landing Page delivery sheet. The copy is preserved and lightly polished; the visual hierarchy is recreated specifically for portfolio use.

HERO	EDUCATE	PROVE	CONVERT
Planning	**3**	**3**	**3**
value proposition	planning resources	collaboration stories	next-step offers
Get started today	White paper + tour + info sheet	Customer + webcast + IDC	Demo + portfolio + on-demand

Client: SAP | Product: SAP Business Network + SAP Integrated Business Planning | Format: Multi-offer landing page

PAGE STRATEGY

Turn supplier data into a planning advantage

The page moves from a clear planning promise to practical resources, customer evidence, and conversion paths—giving visitors multiple ways to deepen engagement without losing the core supply-chain story.

CONTENT JOURNEY

1. **Hero**
   Better collaboration
2. **Section 1**
   Planning resources
3. **Section 2**
   Customer proof
4. **Section 3**
   Next-step conversion

SEARCH + PUBLISHING COPY

PAGE TITLE

Strengthen Your Planning Investment with SAP Business Network

META DESCRIPTION

Learn how to get more out of your investment in integrated business planning (IBP) and take planning to the next level with timely supplier data.

SEO KEYWORDS

integrated business planning, IBP, SAP Business Network, supply chain planning, planning software, supplier management

WRITING CONTRIBUTION

Hero messaging, section headlines and subheads, nine offer headlines and descriptions, CTA copy, SEO title and description, keyword strategy, and image alt text within a governed SAP landing-page system.

Hero + planning resources

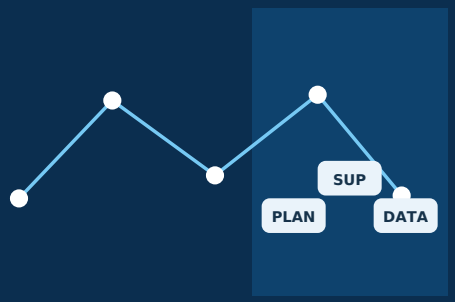
The page opens with a direct planning value proposition, then immediately gives visitors three ways to explore the operational impact of supplier-connected planning.

SAP BUSINESS NETWORK

Supercharge planning with better collaboration

Go beyond traditional supply and demand models

Get started today



PLANNING RESOURCES

Reimagine supply chain planning

See how SAP Business Network for Supply Chain connects planning with timely supplier updates on capacity, inventory, and lead times.

WHITE PAPER

Inject confidence into supply chain planning

Explore what can be achieved when demand planners, suppliers, logistics partners, and contract manufacturers collaborate end-to-end.

Read the white paper

PRODUCT TOUR

Take control of your multi-tiered supply chain

Walk through this product demo to see how SAP Business Network connects planners with up-to-date inputs on supplier capacity, lead times, and commitments.

Access the product tour

INFO SHEET

Increase the agility of your plan-to-deliver operations

Learn how SAP Business Network Planning Collaboration together with SAP IBP can increase the agility of your plan-to-deliver operations and help you keep pace with fast-changing markets.

Read the info sheet

Explore stories of collaboration

Discover how SAP Business Network helps leading organizations infuse transparency, resilience, and sustainability into their supply chains.

CUSTOMER PROOF + THOUGHT LEADERSHIP

Explore stories of collaboration

Discover how SAP Business Network helps leading organizations infuse transparency, resilience, and sustainability into their supply chains.



CUSTOMER STORY

Making supply chain collaboration more efficient and agile

Learn how Mabe, a global appliance manufacturer, extended IBP to include supplier collaboration. The result: better visibility, tighter alignment, and faster responses to disruption.

Read the story



WEBCAST HUB

Lessons from leaders navigating supply chain complexity

Hear best practices from industry leaders who have revolutionized their supply chain processes—from direct sourcing and supplier collaboration to streamlined logistics operations.

Visit the webcast hub



IDC WHITE PAPER

Driving bottom-line benefits with SAP Business Network

Get this white paper from IDC, sponsored by SAP, to read interviews with eight customers and gain insights into the quantitative and qualitative benefits of using SAP Business Network.

Read the white paper

Portfolio landing-page reconstruction

Get started today

Jump-start your transformation and drive ROI by collaborating with our industry and subject matter experts.

CONVERSION + NEXT STEPS

Get started today

Jump-start your transformation and drive ROI by collaborating with our industry and subject matter experts.



DEMO

Let’s connect to talk about your needs

Let an expert show you how SAP Business Network connects planners with up-to-date inputs on supplier capacity, lead times, and commitments.

Request a demo



PORTFOLIO

Build your business case for SAP Business Network

Learn how SAP Business Network is always evolving to help you achieve transparency, resilience, and sustainability across your supply chains.

Explore our portfolio



ON-DEMAND

How to infuse resiliency into your supply chain

Join SAP experts for insights on how network-aware planning—powered by analytics, AI, and automation—can elevate your supply chain strategy.

Watch on demand now

Portfolio landing-page reconstruction

WHAT THE WORK DEMONSTRATES

Complex landing-page copy made easy to navigate

The assignment required dozens of governed fields, multiple asset types, SEO considerations, accessibility copy, and a clear progression from education to action.

CONTENT ARCHITECTURE

Nine offers are organized into a coherent journey rather than presented as a content dump.

COMPLEX-TECH CLARITY

Supplier collaboration, IBP, planning inputs, resilience, and ROI are translated into concise business-facing copy.

CTA HIERARCHY

The page balances education, product exploration, customer proof, and high-intent actions such as requesting a demo.

SEO + ACCESSIBILITY

Page metadata, keywords, and image alt text are treated as part of the writing assignment—not as afterthoughts.

ASSET ORCHESTRATION

White papers, product tours, customer stories, webcasts, and solution pages feel like one experience.

ENTERPRISE DISCIPLINE

The copy works within strict character limits, component rules, governance, and SAP editorial conventions.

Portfolio note

This presentation reconstructs the finished reading experience from an SAP Multi-Offer Campaign Landing Page delivery sheet. Internal workflow instructions, IDs, reviewer names, and URLs have been removed; the visual treatment does not represent the exact final production design.