

SAP Solution in Detail
SAP Crystal Solutions

THE CLEAR PATH TO BUSINESS INTELLIGENCE

OPTIMIZE DECISIONS WITH SAP®
CRYSTAL SOLUTIONS

Unreliable, untimely, and unworkable information is the frustration of all decision makers trying to improve business performance. SAP® Crystal solutions can help. With these integrated reporting, dashboard, presentation, and analysis solutions, you can gain broader insight, perform root cause analysis, and monitor real-time performance. Plus, on-demand SAP software further optimizes decision making by enabling you to improve collaboration and share secure business intelligence online. The result is faster, smarter business decisions that help you capture lucrative market opportunities before your competitors even realize they exist.



CONTENT

- 4 Drive Faster, More Intelligent Business Decisions**
- 5 Gain Broader Insight**
- 6 Perform Root Cause Analysis**
- 7 Monitor Business Performance in Real Time**
- 8 Automate Information Delivery and Consumption**
- 9 Collaborate and Share Business Intelligence Online**
- 9 Team Up for Successful Problem Solving with SAP StreamWork
- 9 Boost Productivity with SAP BusinessObjects BI OnDemand
- 10 Achieve Valuable Business Benefits**

DRIVE FASTER, MORE INTELLIGENT BUSINESS DECISIONS

RELY ON SAP® CRYSTAL SOLUTIONS

It's tough leading an organization in today's business climate. All companies, both large and small, are struggling with the same basic challenges: to deliver value to customers, reduce expenses, and get ahead of skillful competitors. Every day, employees at all levels make decisions that affect their organization's ability to meet these challenges. Unfortunately, in many cases these decisions are based on unreliable and unworkable information.

Most business reports today are pieced together from many data sources, including e-mails, spreadsheets,

and databases. Yet despite the multitude of sources, there is often not enough data – or too many conflicting “versions of the truth” – to make the quick, confident decisions that today's hypercompetitive environment demands. Even when data is available, it is either outdated or presented in a static format that decision makers must transpose into a spreadsheet for further analysis.

To enable faster, more intelligent business decisions, we offer SAP® Crystal solutions – an integrated group of reporting, dashboard, presentation, and

analysis software (see Figure 1). SAP Crystal solutions enable business users in organizations of any size to:

- Gain broader insight using the SAP Crystal Reports® family of offerings
- Perform root cause analysis with SAP Crystal Interactive Analysis software
- Monitor business performance in real time with data visualization tools including SAP Crystal Dashboard Design software and SAP Crystal Presentation Design software
- Rely on automatic information delivery with SAP Crystal Reports Server software

Plus, on-demand SAP software further accelerates decision making across organizations. This software includes the SAP StreamWork™ application for improving collaboration and the SAP BusinessObjects™ Business Intelligence (BI) OnDemand solution for sharing business intelligence online.

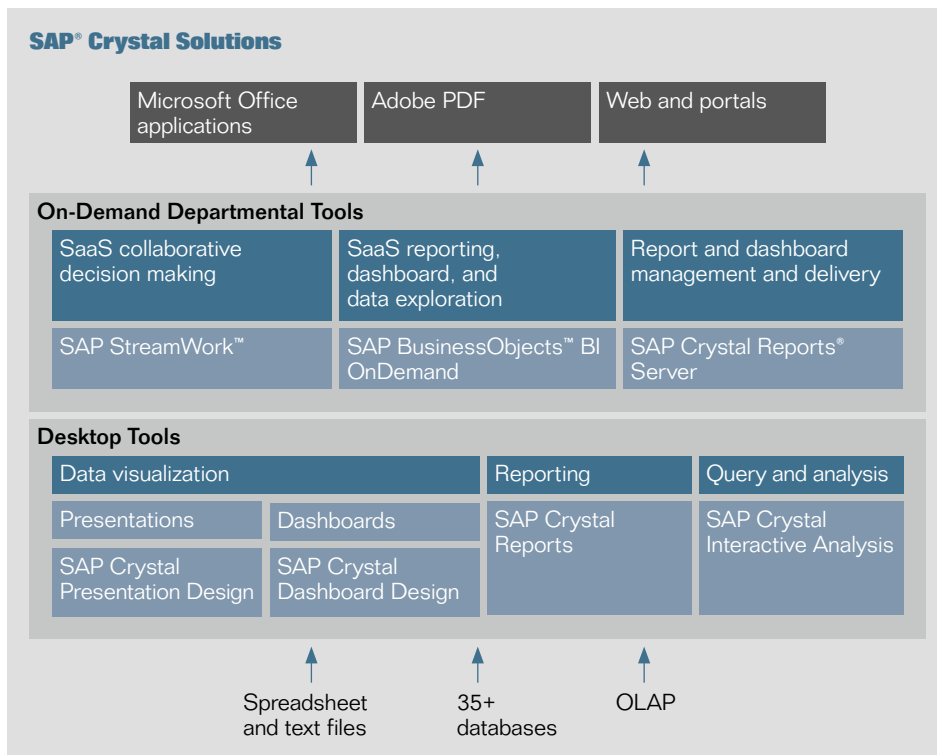


Figure 1: SAP Software for Rapid, Intelligent Decision Making

GAIN BROADER INSIGHT

EMPOWER DECISION MAKERS WITH SAP CRYSTAL REPORTS

Today, most organizations face a similar challenge. The information you need exists – but it's stored in disparate, inaccessible sources or in a format that's not usable. To succeed, organizations must provide the most requested information in an easy-to-consume format. For over 15 years, SAP Crystal Reports software has helped business users and IT departments around the world achieve richer insight and greater productivity (see Figure 2). With millions of active users and deployments in organizations of all sizes and across all industries, SAP Crystal Reports is widely recognized as the de facto standard for reporting today.

SAP Crystal Reports is a powerful, dynamic, and actionable solution that helps you design, explore, visualize, and deliver reports via the Web or embedded in enterprise applications. Business users can take advantage of reports with stunning visualizations, perform business modeling within each report, and execute decisions instantly – reducing dependency on IT and developers. SAP Crystal Reports can connect to almost any data source, including relational, online analytical processing (OLAP), and XML data. Whether the information you need resides in databases, files, logs, applications (such as customer relationship

management or enterprise resource planning software), or other data sources, you can access it using SAP Crystal Reports. Its comprehensive set of design features includes powerful cross-tabs, flexible pagination, built-in bar-code support to integrate with SAP Crystal Dashboard Design, and more. With such rich functionality, this industry-leading reporting software can deliver current and accurate data to all your business users.

SAP Crystal Reports is a powerful, dynamic, and actionable solution that helps you design, explore, visualize, and deliver reports via the Web or embedded in enterprise applications. Business users can take advantage of reports with stunning visualizations, perform business modeling within each report, and execute decisions instantly – reducing dependency on IT and developers.

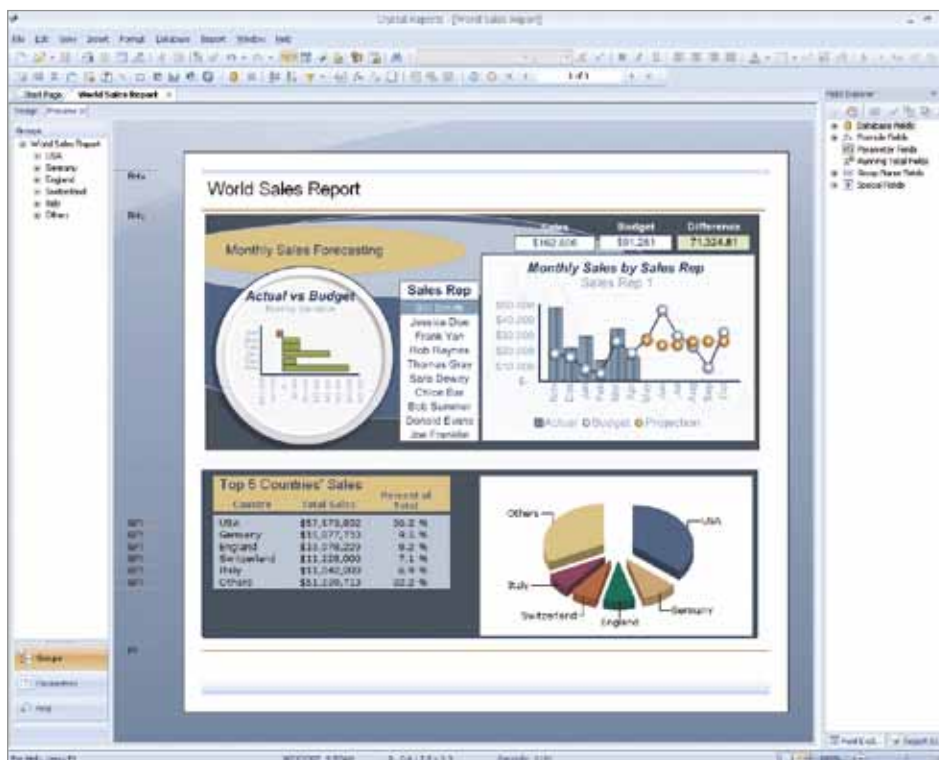


Figure 2: Dynamic Reporting with SAP® Crystal Reports® Software

PERFORM ROOT CAUSE ANALYSIS

GET CLEAR ANSWERS WITH SAP CRYSTAL INTERACTIVE ANALYSIS

Finding information that's not contained in a standard report can be difficult, and requests for additional views of the data often result in user frustration and report backlog. For business users who not only want to view standard reports but also need to analyze the data they see, there's SAP Crystal Interactive Analysis (see Figure 3). The software provides ad hoc query and

For business users who not only want to view standard reports but also need to analyze the data they see, there's SAP Crystal Interactive Analysis. The software provides ad hoc query and analysis functionality in a self-service environment for data-savvy business professionals. An intuitive interface allows you to combine many types of data from different sources into interactive documents and uncover trusted, shareable answers to spontaneous and iterative business questions.

analysis functionality in a self-service environment for data-savvy business professionals. An intuitive interface allows you to combine many types of data from different sources into interactive documents and uncover trusted, shareable answers to spontaneous and iterative business questions.

To use SAP Crystal Interactive Analysis, business professionals do not need to know structured query language (SQL). A metadata layer replaces obscure database terms with common business terms while maintaining data source connections and relationships. Adaptable to your skill level, drill-down features let you manipulate data in an

almost unlimited number of ways to gain deeper insights. Once you find the answer to your question, you can format the information without switching tools or environments; analysis and formatting functionalities are completely intertwined.

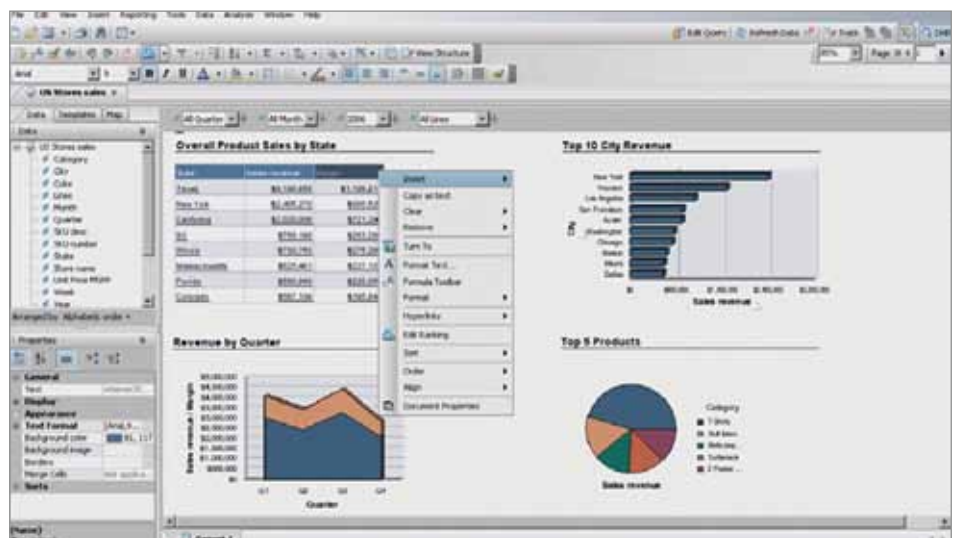


Figure 3: Ad Hoc Query and Analysis with SAP® Crystal Interactive Analysis Software

MONITOR BUSINESS PERFORMANCE IN REAL TIME

IMPROVE AGILITY WITH SAP CRYSTAL DASHBOARD DESIGN

Business decisions often require immediate action, so waiting for information is never an option. SAP Crystal Dashboard Design offers a simple yet effective way for decision makers to gain real-time insights into critical business data and take action to improve business performance (see Figure 4). It includes interactive dashboard and visualization software designed to provide simplified, at-a-glance views of data for strategic decision making. SAP Crystal Dashboard Design empowers users to create their own actionable view of the business by utilizing a library of stunning data visualization components and what-if scenario functionality to model potential business outcomes.

With SAP Crystal Dashboard Design, business users can create Adobe Flash-based dashboards from Microsoft Excel spreadsheets and live data sources. It offers a feature-rich library of ready-to-use charts, maps, gauges, progress bars, and more for creating interactive and engaging data visualizations. Its point-and-click interface lets you quickly connect prebuilt charts and graphics to personal data in spreadsheets or live company data via XML data feeds or Web services. You can then deliver the charts and graphics live as part of Microsoft Office, Adobe PDF, Adobe Flash (SWF file format), Adobe AIR, and the Web. The result is an interactive dashboard with live data connectivity for accurate, consistent information, providing you with immediate and trusted results.

SAP Crystal Dashboard Design offers a simple yet effective way for decision makers to gain real-time insights into critical business data and take action to improve business performance. It includes interactive dashboard and visualization software designed to provide simplified, at-a-glance views of data for strategic decision making.

Leveraging the technical innovation of SAP Crystal Dashboard Design, SAP Crystal Presentation Design empowers business users to turn Microsoft Excel data into professional-looking presentations through an intuitive point-and-click interface. Interactive functions let you engage your audience, give deeper insight into data and its interrelationships, and speed decision making. In just seconds, you can paste existing data into built-in templates, creating presentations that help make a lasting impression in the boardroom.



Figure 4: Actionable Business Views with SAP® Crystal Dashboard Design Software



AUTOMATE INFORMATION DELIVERY AND CONSUMPTION

SHARE REPORTS AND DASHBOARDS WITH SAP CRYSTAL REPORTS SERVER

In addition to keeping enterprise systems up and running, many IT departments are also tasked with creating, managing, and distributing reports and dashboards throughout the organization. And they're looking for an intuitive, affordable, scalable way to do it.

SAP Crystal Reports Server provides a complete report and dashboard management solution (see Figure 5). It lets you securely view, share, schedule, and deliver interactive information over the Web via e-mail, portals, and Microsoft Office. It helps you deliver the right information to the right people at the right time – at reduced IT cost. SAP Crystal Reports and SAP Crystal Dashboard Design empower your business users to design interactive reports and dashboards – while SAP Crystal Reports Server enables you to share them securely across the enterprise. You can set up reports to run at specific times or publish personalized

reports such as invoices, statements, and marketing materials to thousands of recipients. SAP Crystal Reports Server addresses the complete information delivery process – from data access and report and dashboard design to report management and delivery, including content integration with portals and enterprise applications.

SAP Crystal Reports Server is the perfect complement to Microsoft software, like SQL Server, Outlook, and SharePoint, along with custom .NET applications. It adds data-driven publishing to SQL Server Standard Edition and includes SharePoint and Microsoft Office integration kits to access content in SAP Crystal Reports Server from the tools you use most. It also lowers IT cost by integrating reporting and dashboards into a single server.

SAP Crystal Reports Server provides a complete report and dashboard management solution. It lets you securely view, share, schedule, and deliver interactive information over the Web via e-mail, portals, and Microsoft Office. It helps you deliver the right information to the right people at the right time – at reduced IT cost.



Figure 5: Report and Dashboard Management with SAP® Crystal Reports® Server Software

COLLABORATE AND SHARE BUSINESS INTELLIGENCE ONLINE

WORK SMARTER WITH ON-DEMAND SOFTWARE FROM SAP

Team Up for Successful Problem Solving with SAP StreamWork

SAP StreamWork provides a cohesive online environment that enables teams to perform collective problem solving. You can bring order to chaos by involving people from inside or outside the company and keeping everyone on the same page with notifications, activity streams, and action items. With proven, interactive tools from the built-in catalog, you can plan agendas, assign responsibilities, rank lists of items, brainstorm options, poll the team, or strategize using SWOT (strengths, weaknesses, opportunities, and threats) analysis. You can upload and share information to help ensure the team is making the best decisions based on the latest facts – and develop and analyze hypotheses using intuitive data exploration and visualization. You can even work with existing applications such as e-mail, Cisco WebEx, and Evernote. And once the decision is made, you can create a corporate memory that contains all participants, discussions, information, feedback, methods, and the final decision – all in a single place.

Boost Productivity with SAP BusinessObjects BI OnDemand

In today's fast-paced business environment, you need to know your decisions are based on the most current data. And as capital budgets dwindle, you want to maximize your investment in new technology.

SAP BusinessObjects BI OnDemand helps you do both. This self-service BI solution supports an intuitive process for business users to explore, report, and share data “in the cloud” anytime, without the challenge of a long, complex technology project. Because it's offered in a software-as-a-service (SaaS) model, it helps business users get up and running in a matter of minutes.

Using the interface in SAP BusinessObjects BI OnDemand, you can follow an intuitive process to upload a spreadsheet, bring in different data sources, and explore your data with the software's unique search and browse functionality. The integrated solution lets you create accurate, timely dashboards and reports. That means you no longer need to pull together sales reports from various sources or manually create pivot tables, charts, and graphs. You can also perform ad

hoc what-if analyses. And there's no need to share spreadsheets and reports via e-mail or paper; instead, you can share the information online.

SAP StreamWork empowers employees by providing a collaborative decision-making environment. The software brings together people, information, and methods for collecting feedback, brainstorming, strategizing, and building consensus to drive results quickly.

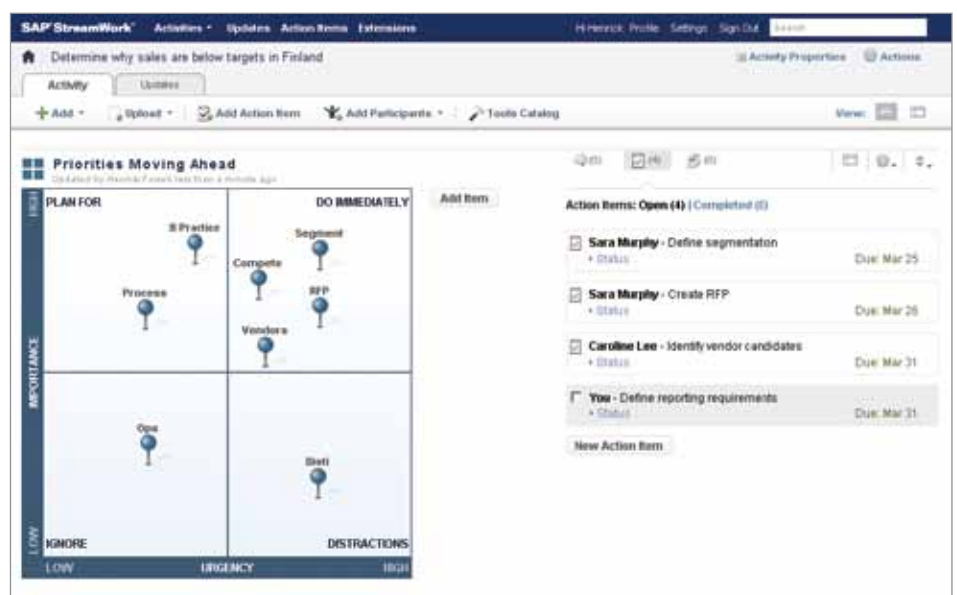


Figure 6: Collaborative Decision Making with the SAP® StreamWork™ Application



ACHIEVE VALUABLE BUSINESS BENEFITS

LEVERAGE THE POWER OF YOUR BUSINESS INTELLIGENCE

With SAP Crystal solutions, you can realize the following business benefits:

- **Enable broader business insight** by delivering current and accurate data to all business users
- **Support sound decision making** with an intuitive user interface for performing ad hoc queries and analysis
- **Increase business agility** by monitoring performance in real time
- **Reduce IT cost** by automating the delivery of the right information to the right people at the right time

To further optimize decision making, you can use on-demand SAP software – including SAP StreamWork for improving collaboration and SAP BusinessObjects BI OnDemand for sharing business intelligence online.

Find Out More

To learn more about how SAP Crystal solutions can enable faster, more intelligent business decisions, call your SAP representative today or visit www.sap.com/sapcrystal.

SAP BusinessObjects BI OnDemand is a self-service solution that supports an intuitive process for business users to explore, report, and share data “in the cloud” anytime, without the challenge of a long, complex technology project. Because it’s offered in a software-as-a-service (SaaS) model, it helps business users get up and running in a matter of minutes.

QUICK FACTS

www.sap.com/contactsap

Summary

Drive faster, more intelligent business decisions with integrated SAP® Crystal solutions for reporting, dashboards, presentation, and analysis. On-demand SAP software further optimizes decisions by improving collaboration and letting you share secure business intelligence online.

Business Challenges

- Information in disparate, inaccessible sources or unusable formats
- Need for self-service ad hoc query and analysis
- Lag time in business performance monitoring
- Inability to create, manage, and distribute reports securely and cost-effectively
- Poor collaboration among decision-making teams
- Lack of online, self-service access to business intelligence (BI)

Key Features

- **Dynamic, actionable reporting** – Design, explore, visualize, and deliver reports with SAP Crystal Reports® software
- **Root cause analysis** – Answer key questions in a self-service environment with SAP Crystal Interactive Analysis software
- **Real-time performance monitoring** – Gain insights into critical data with SAP Crystal Dashboard Design software and SAP Crystal Presentation Design software
- **Automatic information delivery** – Manage and distribute reports and dashboards with SAP Crystal Reports Server software
- **Collaborative decision making** – Perform collective problem solving with the SAP StreamWork™ application
- **Online self-service BI functionality** – Enable business users to explore, report, and share data “in the cloud” with the SAP BusinessObjects™ BI OnDemand solution

Business Benefits

- **Broader business insight** by delivering current and accurate data
- **Sound decision making** with an intuitive interface for performing ad hoc queries and analysis
- **Increased business agility** by monitoring performance in real time
- **Reduced IT cost** by automating the delivery of the right information to the right people at the right time
- **Improved productivity** by empowering employees with a collaborative decision-making environment
- **Increased competitiveness** with an on-demand solution that provides secure online access to BI

For More Information

Call your SAP representative, or visit www.sap.com/sapcrystal.

50 100 444 (10/05)

©2010 SAP AG. All rights reserved.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, Clear Enterprise, SAP BusinessObjects Explorer, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP France in the United States and in other countries.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies (“SAP Group”) for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

THE BEST-RUN BUSINESSES RUN SAP™

