

# Analytics for the small to midsize business with SAP Crystal solutions

SAP Solution Brief  
SAP Solutions for Small, Midsize Businesses



THE BEST RUN



# Understand your business and share the facts

Changing conditions in today's fast-paced business environment require decision makers in any organization to be well informed and respond quickly to emerging opportunities in order to stay ahead of the competition.

This means businesses across all industries must provide ready-to-consume information, as operational and other reports, to people internally and externally – including partners and customers.

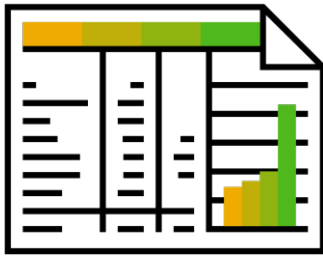
The reports can be mass-personalized so they are individually relevant and then delivered to tens, hundreds or thousands of recipients.

The answer lies with SAP Crystal Reports, the de facto standard in reporting. This software continues a two-decade tradition of excellence in providing powerful, user-friendly, and dynamic reporting functionality.

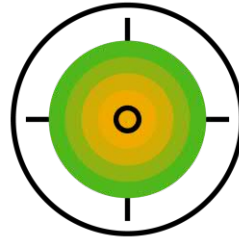


SAP Crystal solutions are developed for the reporting needs of small to midsize companies

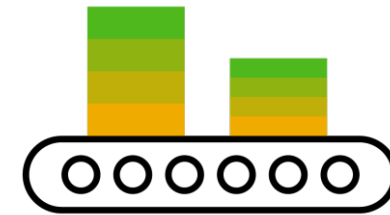
Cover all types of applications for all your business departments



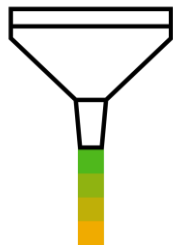
Financial reporting  
and invoicing



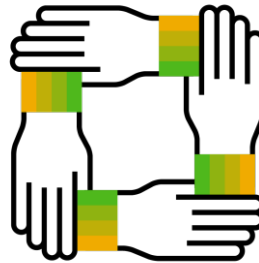
Communication  
and marketing



Purchasing and  
supply chain



Sales pipeline and  
sales analysis



Human resources  
and recruiting



User experience and  
customer relationship

# A flexible design platform for the power user

## Intuitive report creation

With SAP Crystal Reports you can design reports with drag and drop simplicity, utilize guides for sorting, grouping – all without needing to know any coding.

## Quick report parametrization

Build-in robust flexibility with the use of parameters such as date range, customer ID, cascading prompts (country, state, city, etc.), sort and drill-down features.

## Easy report sharing

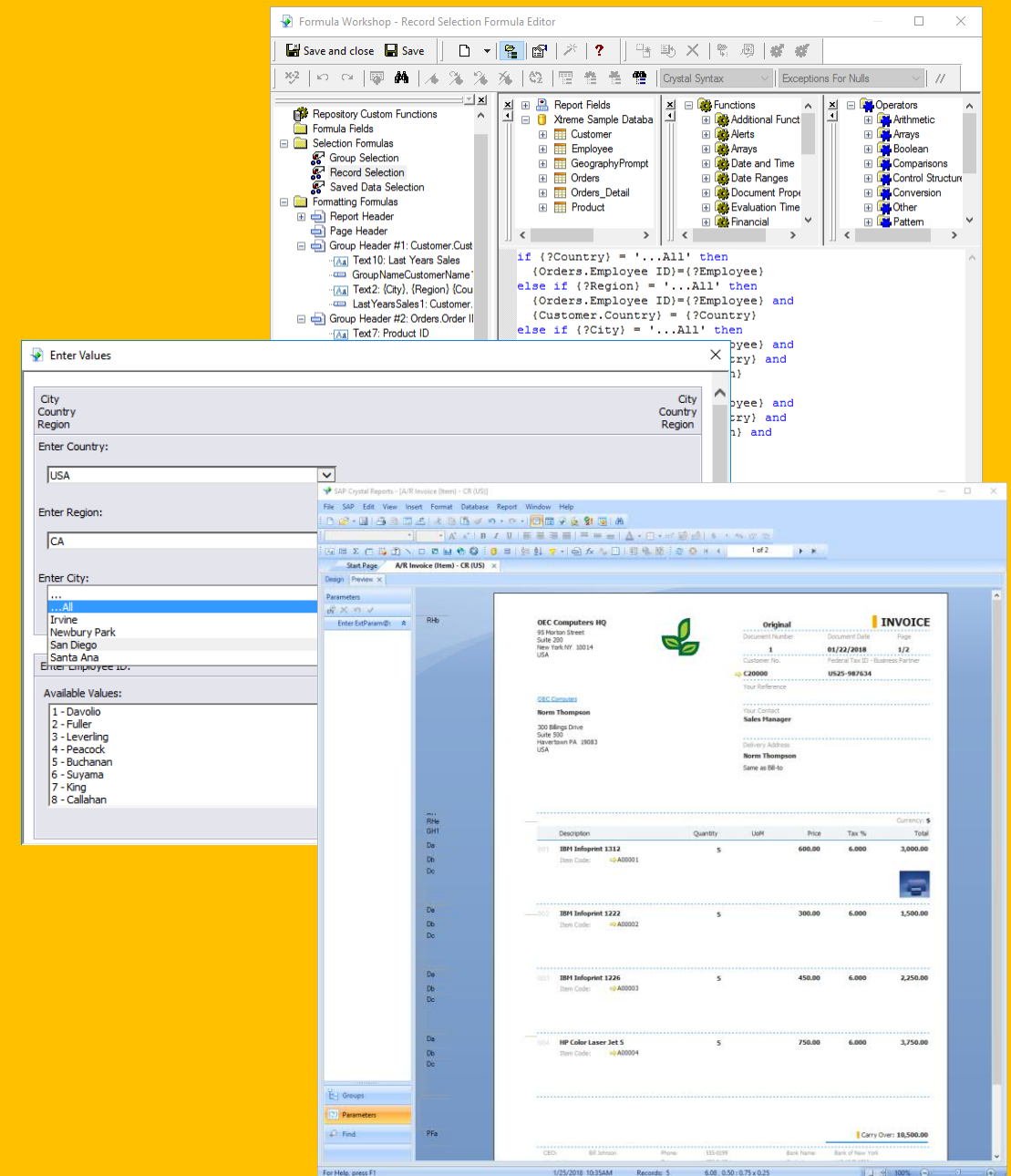
Export to popular formats such as Excel, PDF, Word or text to provide facts and insights for external and offline users.

## Pixel-perfect documents

Print or share highly formatted and engaging analytics.

## Go beyond standard

Embed dynamic images and barcodes to extend beyond regular business reports.



# A secured environment for the IT administrator

## Effortless user identification

With SAP Crystal Server, use single sign-on to secure and simplify users' access with LDAP and AD integration.

## Granular data security

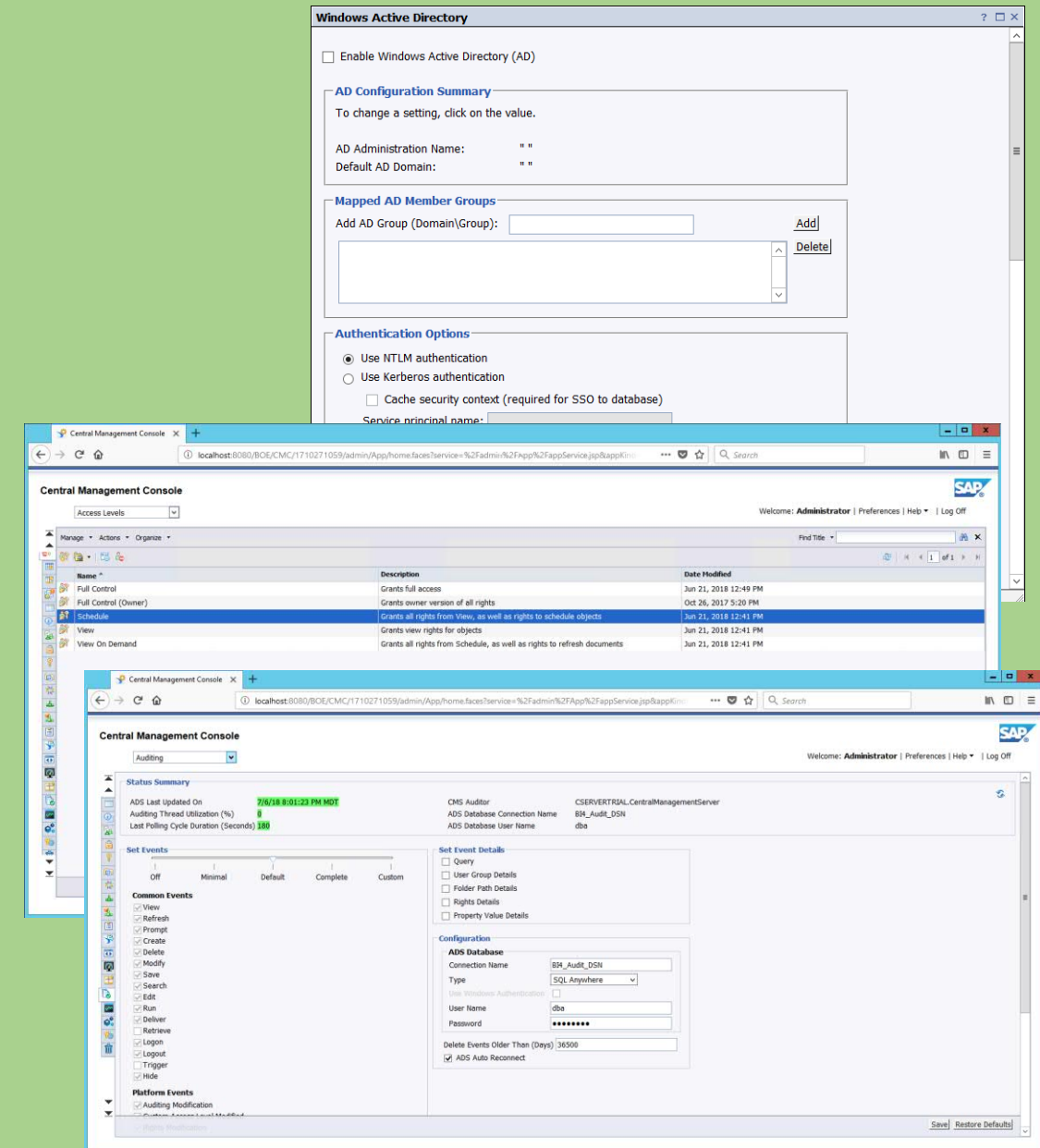
Lock down levels of ability and capabilities a user has within the platform to access, view, refresh, export or print.

## Manage reports

Have peace of mind with auditing available for you to track changes. Find out which reports are proving most useful by how often they are run and by whom, and which reports to update or remove.

## Mobile business analytics

Enable secure mobile access to self-service BI reports.



# A pleasant experience for the business user

## Web-based access

With SAP Crystal Server, business users can access their shared reports and documents via a flexible, simple to use, web-based portal secured with single sign-on.

## Mass personalization

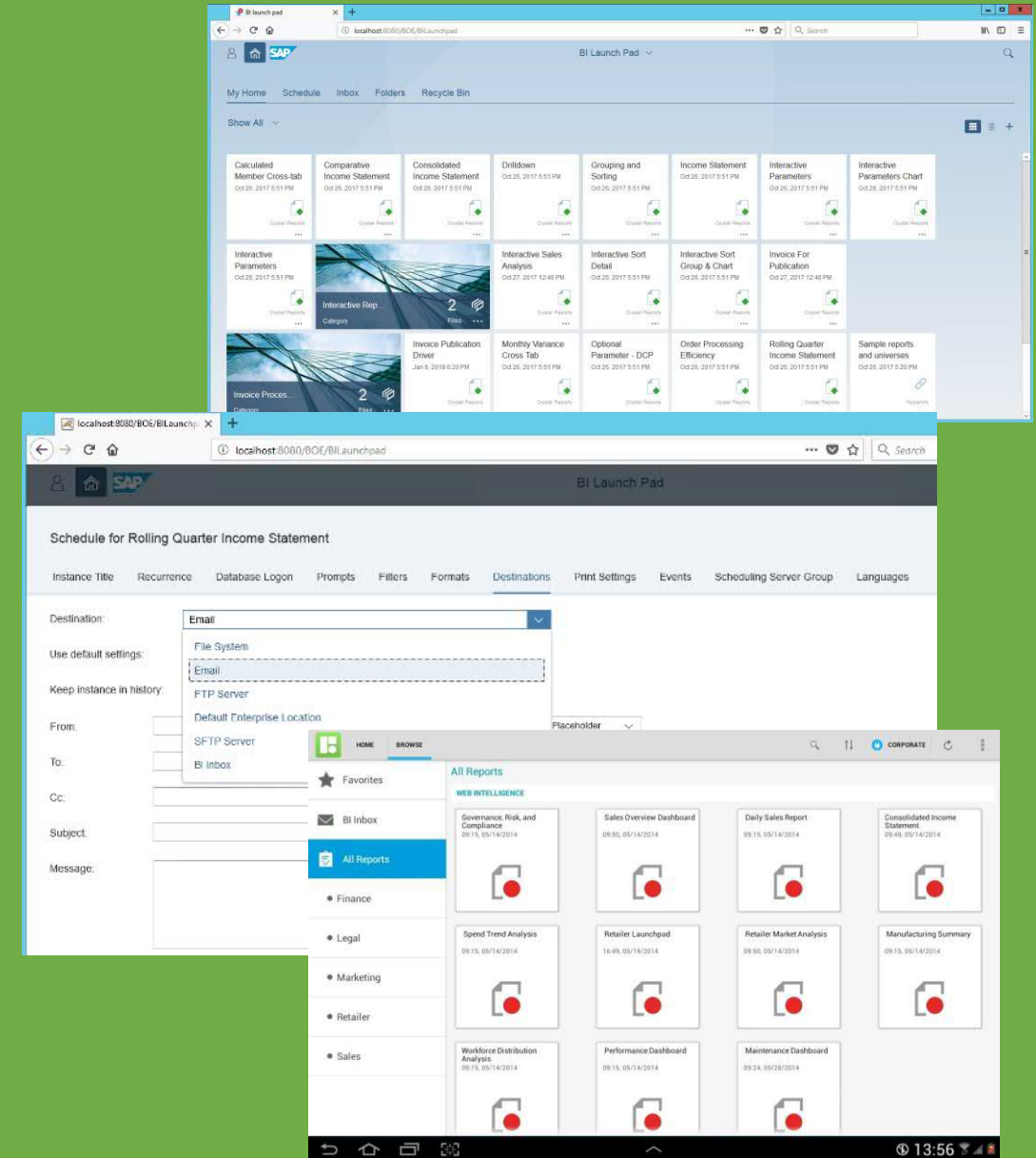
Automate the process of running and distributing reports with scheduling, and publish individualized reports to mass recipients.

## Mobile consumption

Access shared content through free apps for iOS and Android.

## Reports connected to multiple data sources

Base a single document on multiple data sources and generate it in a familiar format.



# SAP Crystal Reports

## Enterprise capabilities at a price affordable by small and midsize companies

SAP Crystal Reports software enables report authors to transform data from virtually any source into pixel-perfect, data-rich documents and deliver them to external and internal consumers.

### Connect to any data source

Leverage data from sources such as MS Excel, MS Access, SQL and Oracle, Hadoop, IBM DB2, Salesforce.com and SAP HANA.

### Broad data formats

Design reports as invoices, statements, letters, sales and operations reports, marketing materials, shipping documents, compliance documents, performance indicators, and many more.

### Leverage multilingual functionality

Allows report authors to deliver reports in their business users' native languages. Report authors can create a single report that can be published in multiple languages, enabling organizations to standardize on a single reporting solution.

### Powerful reporting

Use built-in sort, formulas, ranking, conditional formatting, parameters, group and search capabilities – as well as refresh.

### Stay compatible

Export to formats such as PDF, Word, Excel, CSV, text, or print with pixel-perfect precision of design.



# SAP Crystal Server

## Manage your complete business in a secured way

SAP Crystal Server enables self-service access to reports, dashboards, and data exploration within a secure infrastructure. Enable business users to make timely, fact-based decisions while reducing reporting backlogs and simplifying administration for your IT team.

### Powerful BI Delivery

Access reports, dashboards, and explore corporate data to get relevant, timely information, all from a single solution.

### Guided data exploration

Find critical information across all your applications and data sources with simple keyword searches and intuitive data exploration capabilities.

### Data-driven publishing

Automate the publishing and delivery of personalized reports – or even customer invoices - to one recipient, or thousands. This feature is included with CAL licenses only.

### Integration with MS Office and MS SharePoint

Provide users with information, inside the applications they use the most.

### Instant mobile access

Deliver interactive information securely to mobile devices through free-to-download apps from Apple App Store or Google Play.



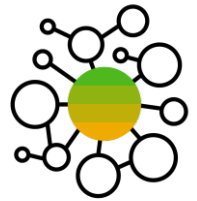
# Leverage SAP Crystal solutions for all your employees, customers and business partners

## Analyse and report your activities and your processes



### Affordable

for small and medium sized businesses



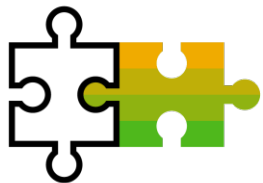
### Universal

connect to all your data sources



### Powerful

pixel-perfect design capabilities for the power user



### Flexible

report interaction for the end user



**27 years of experience**  
the de-facto standard for desktop reporting



**28 languages**  
supported natively



**150 countries**  
and territories covered



**1,000,000+ users**  
run Crystal products around the world

# Frequently asked questions about SAP Crystal solutions

What is SAP Crystal Reports? A report design tool installed with a one-time purchase of a user license.

How does it work? Utilize a connection to your data sources, then create a WYSIWYG report using drag & drop and design wizards.

Why is this something I should consider? Create the reports you need and make them look the way you want, then run them with interactive inputs - no coding required.

I created a relevant report, so what's next? Upload it to Crystal Server for easy and powerful report distribution, and share your insights with end users.

What do the license options for SAP Crystal Server 2016 mean? Named User License (NUL) is ideal for administrators and power users for guaranteed access. Concurrent Access License (CAL) is for a general, intermittent audience and includes unlimited data-driven publishing capabilities.



# Design and deliver pixel-perfect reports to present business-critical information

## Business Challenges

- Insufficient access to high-quality data and reports that support fast decision making.
- Company data is spread across disparate sources and applications.
- Inconsistent reporting approaches that fail to provide accurate and trusted information.
- Lack of pixel-perfect report design capabilities to produce high quality documents for internal and external business users.

## Solution Benefits

- Improve productivity and efficiency with professional reports that give a clear picture of business performance.
- Help business users make better decisions more quickly by providing reliable data from sources across the enterprise.
- Meet specific reporting needs with flexible, customizable, and scalable reporting functionality.
- Minimize use of technical resources while meeting business users' requirements inside and outside the organization.
- Build stronger relationships with your business users, customers, and partners by delivering personalized information.

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