

Business goals to achieve with SAP Crystal Solutions for small to midsize business

SAP Solution Brief
SAP Solutions for Small, Midsize Businesses

THE BEST RUN **SAP**



Understand your business and share the facts

Like all businesses, small and midsize companies are facing new challenges and opportunities as they strive to flourish within the modern digital economy.

Your company can take advantage of the benefits of its size, such as being able to innovate quickly with greater agility and less bureaucracy, while also preparing to scale and expand into new markets with efficient processes, data insights, and intelligent technology.

The goal is to do all this without losing any of the aspects of your business that have made it great.

SAP Crystal Reports, the de facto standard in reporting can help you with it. 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 management of small to midsize companies

1

Track your business

2

Produce business statements

3

Facilitate information flow

4

Engage with customers/suppliers

5

Keep your talent

6

Identify opportunities



1 Track your business

What data should you consider?

- Operational data (O data): sales, shipping, profit margin, ...
- Experience data (X data): satisfaction, brand image, morale, ...

Where is that data located?

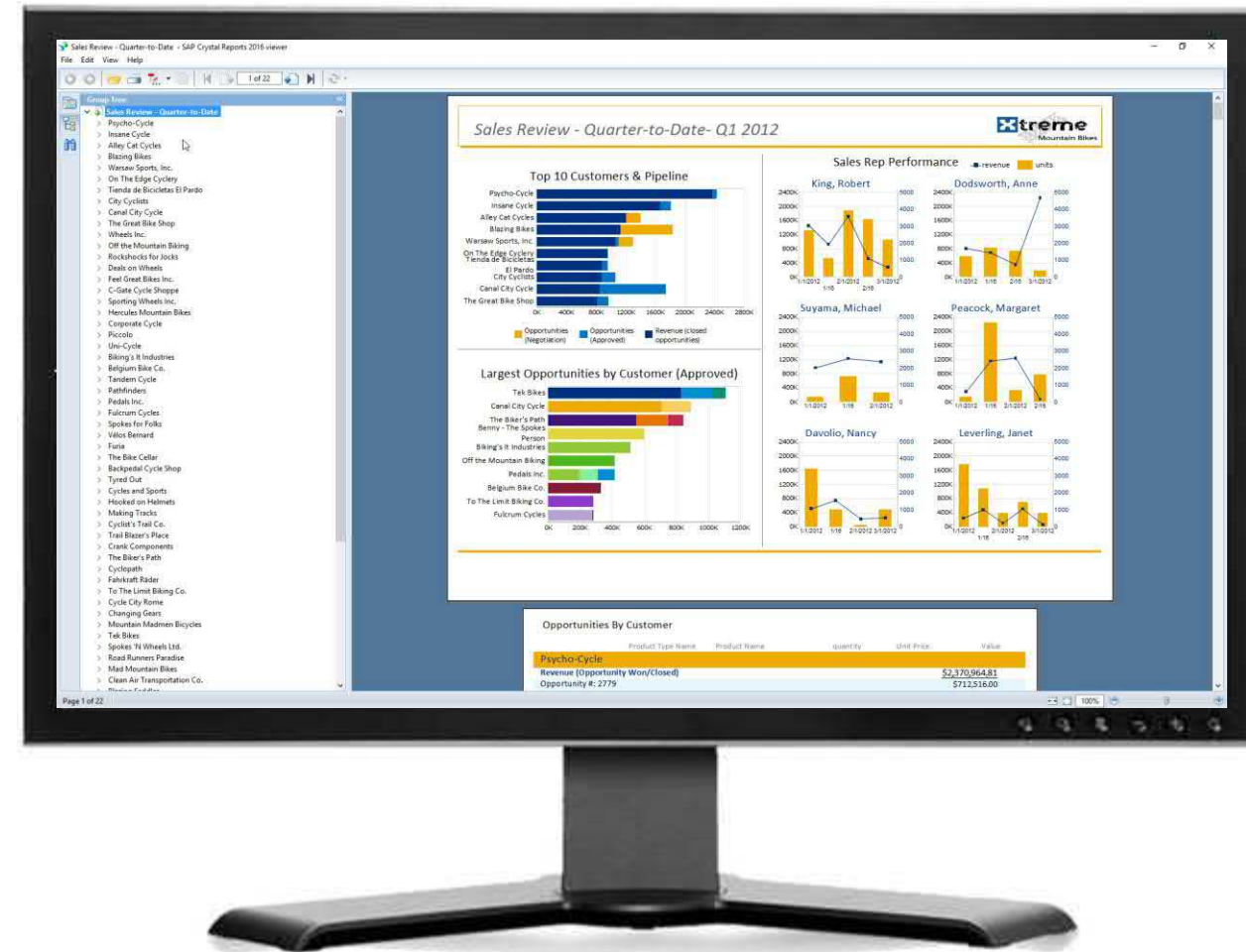
- Databases: MS SQL Server, MS Access, MySQL, SAP HANA, ...
- Cloud applications: Google Analytics, Qualtrics, Sage, ...
- Flat files: MS Excel, CSV, TXT, Weblogs, ...

How should that data be presented?

- Dashboards: management cockpits, performance indicators, ...
- Presentations: strategy document, briefing document, ...
- Reports: weekly updates, financial report, ...

Which insights should you monitor?

- Comparisons: how did we perform (Year over Year, ...)
- Patterns: what is happening (recurrent issues, investments)
- Outliers: what can we change (quick fixes, operational issues)
- Trends: where does the business go (opportunities, threats)



2 Produce business statements

What needs should you cover?

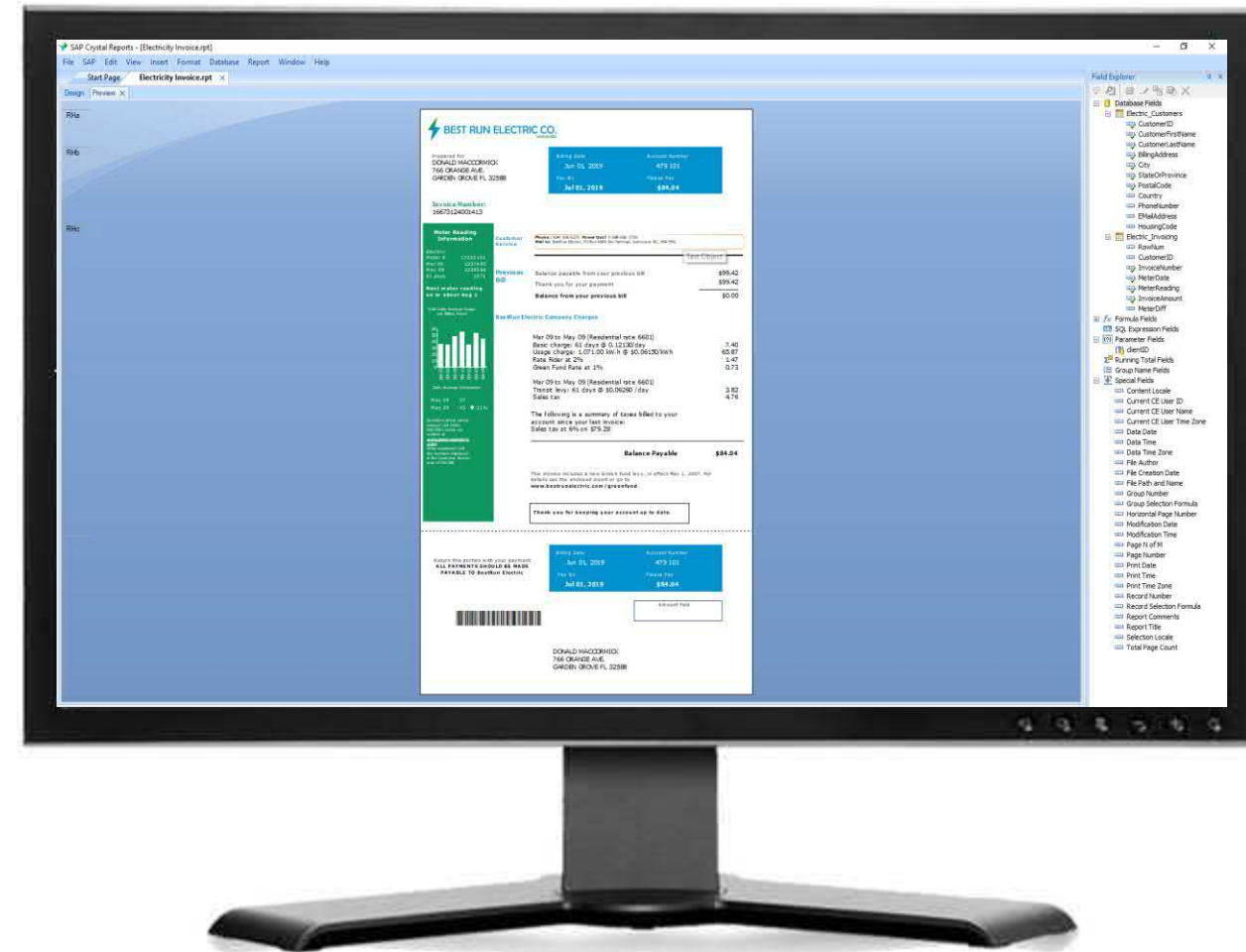
- Run your business: daily business reports
- Generate official communications: investors, government
- Investigate your data: one-off analysis, exception reports

What type of reports should you create?

- Management overview
- Finance and Controlling
- Shipping documents
- Invoices
- Sales, Customers and Services
- Human Resources
- Marketing
- Production
- Suppliers

What type of campaigns should you perform?

- Promotions
- Status statements
- Survey analysis
- Performance indicators



3 Facilitate information flow

What audiences should you involve?

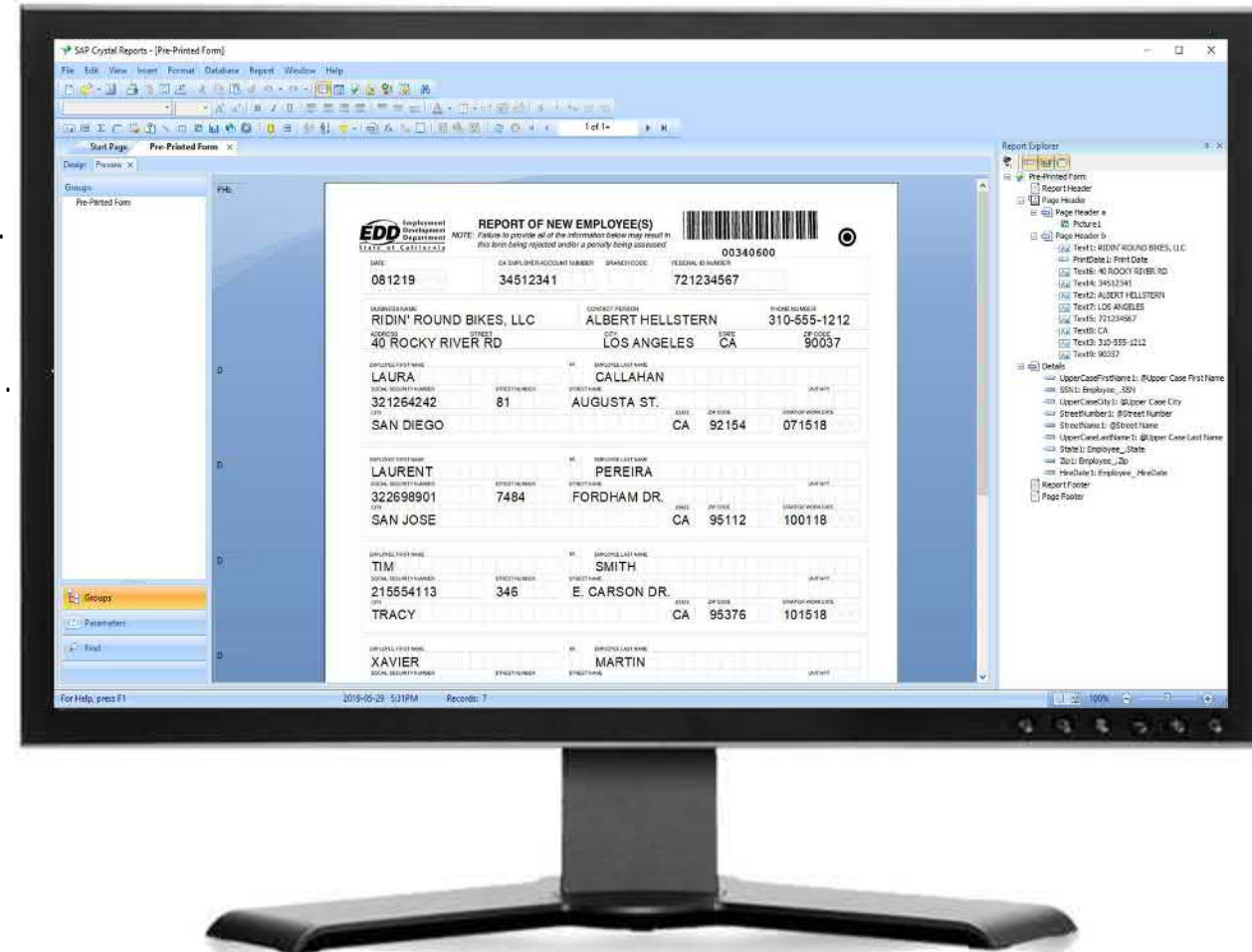
- Data specialists: database administrators, data scientists, ...
- Report developers: users with technical and business skills
- Business users: everybody in your organization
- Users outside of your business: customers, suppliers, partners, ...

How should you represent your data?

- Interactive Reports: where data can be ranked, sorted, filtered, ...
- Static Reports: where data can only be consumed as they are
- Dashboards: where data can be compared
- Alerts: where action is needed

Where should the insights be available?

- Desktop computers: SAP Crystal, MS Office, PDF Format, ...
- Web applications: MS SharePoint, develop in .NET and Java
- Mobile devices (iOS, Android): cost free SAP App



4 Engage with customers/suppliers

What data should you collect?

- Sales: bookings, quantities, sales channels, ecommerce
- Customer: loyalty card id, market basket, purchase history
- Supplier: shipping data, quality data, tracking data
- Product/Services: productions, issues, inventory
- Geographic: store location, customer location
- Sentiment: customer experience, net promoter score

Which analysis could you run?

- Sales: average deal size, market basket, ...
- Customer: profitability, satisfaction, acquisition, ...
- Product: sales, growth, return rate, ...
- Marketing: conversion rate, potential analysis, ...
- Controlling: invoice payment, cash management, ...

What benefit could you get?

- Streamline your suppliers network
- Drop logistics costs
- Reduce cost of sale
- Engage your customers for up/cross-sell
- Reduce customer churn rate



5 Keep your talent

What categories should you consider?

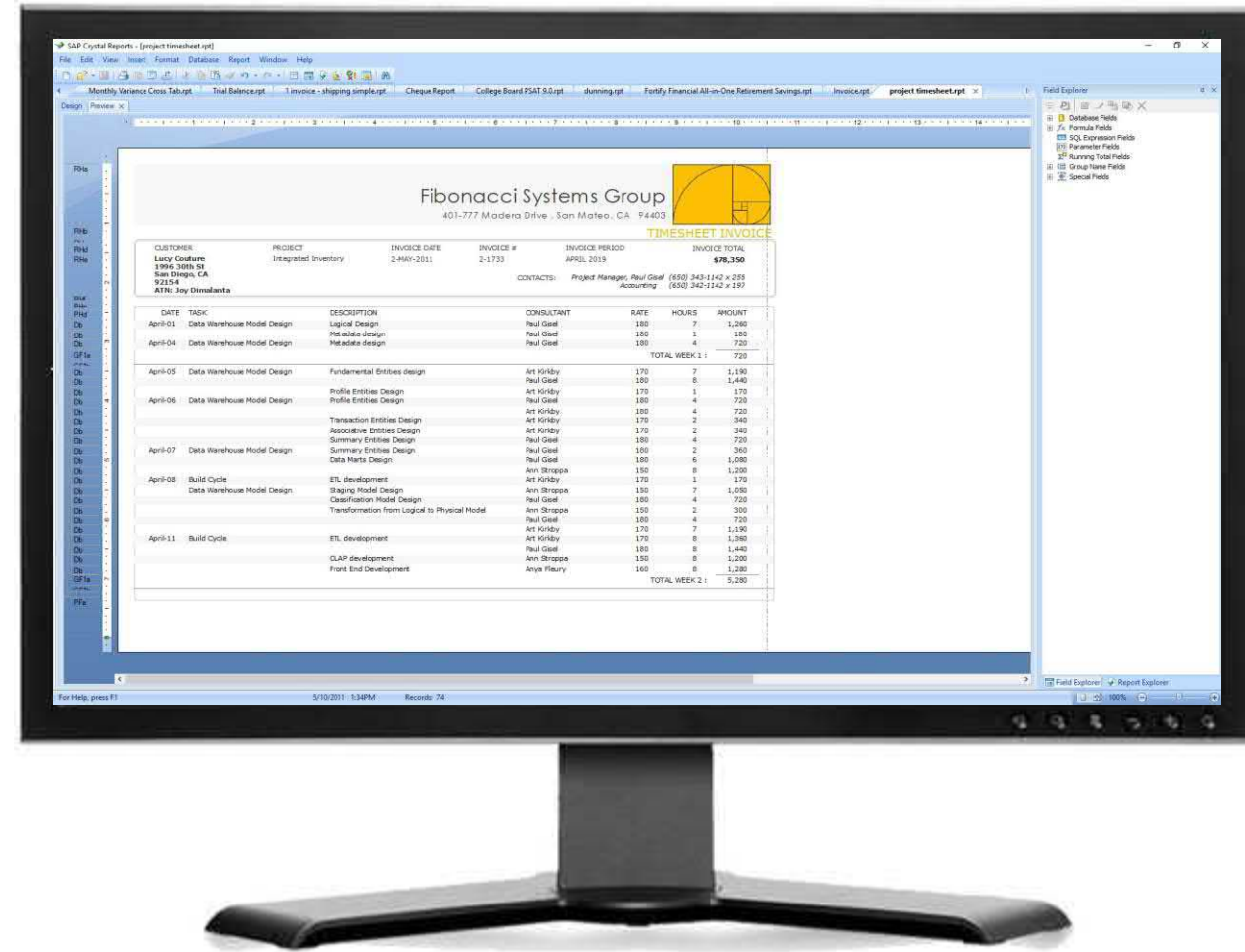
- Employee satisfaction
- Employee promotion
- Employee recruitment
- Customer service level
- Expenses management

What initiative could you launch?

- Salary analysis per category
- Timesheet management
- Early talent program
- Employee progression
- Gender equality
- Environment friendly activities
- Corporate social responsibility

What benefit could you get?

- Reduce employee turn-over
- Create a stronger team
- Be competitive in the marketplace



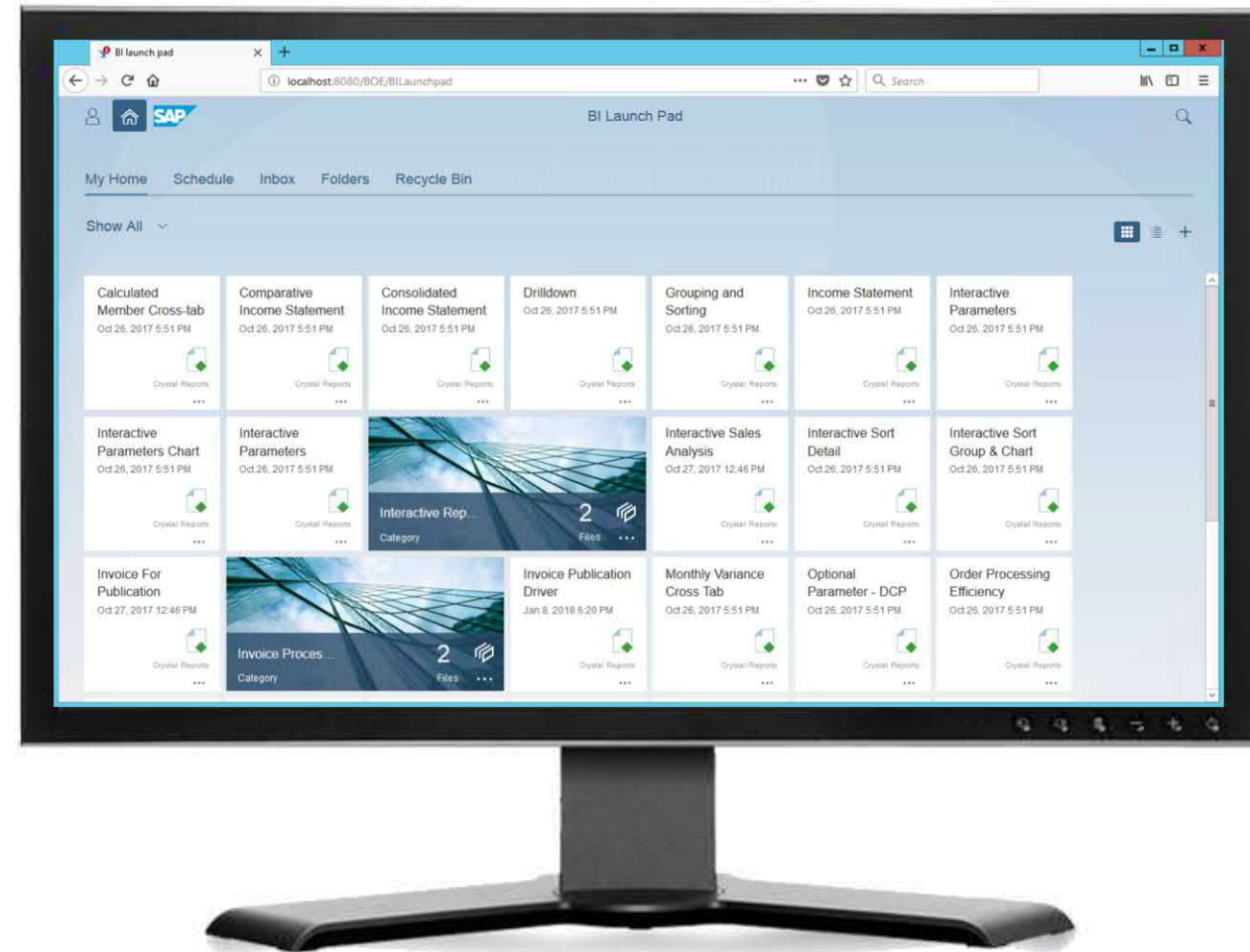
6 Identify opportunities

What type of opportunities?

- Financial: revenue increase, cost savings
- Products: new offerings, product improvement, pricing
- Services: new offerings, quality management
- Customers: new segments, incentives, discounts
- Suppliers: delivery accuracy, compliance
- Growth and expansion: new markets, new countries
- Market visibility: digital promotions, digital stores

What goals should you pursue?

- Create a more Intelligent Enterprise
- Rely on a single version of your data truth
- Make relevant reports available to each team member
- Keep all your data history for rich data analysis



Trust SAP Crystal solutions to run your small to midsize business



Affordable

for small and medium sized businesses



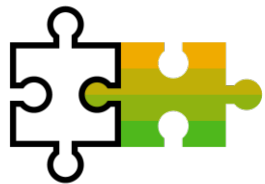
Secured

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



4.2 out of 5 stars

average user rating on Trustradius, Capterra, G2crowd



28 languages

supported natively



1,000,000+ users

run Crystal products around the world

Examples of small to midsize customers who run SAP Crystal Solutions for their Analytics and Reporting needs

- Cities, counties, regions, commissions, boards, government authorities, industry authorities, commissions, military and intelligence organizations, police and fire departments, law enforcement centers, sheriff offices, courts of justice, prisons.
 - Schools, children centers, daycare, libraries, retirement houses, event centers, museums, national parks, amusement parks, stadiums and sport centers, harbors, airports, bus and train companies.
 - Start-ups, independent shop owners, organic stores, green businesses, circular economy players, contractors, co-working spaces, digital marketplaces.
 - Truck and taxi companies, car dealers, rental companies, repair shops, logistics companies, warehouses, builders, manufacturers.
- Publishing houses, press groups, local newspapers, digital news groups, accountants, banks, financial groups, insurances, trading firms.
 - Consulting companies, staffing companies, employment agencies, software and hardware companies.
 - Hospitals, health organizations, medical system companies, doctors, nurses, dental companies, day treatment centers.
 - Pharmacies, drugstores, laboratories, pharmaceutical companies.
 - Non-profit organizations, charities, non-governmental groups, associations, cooperatives, sports teams, sports federations.
 - Application developers, services partners, consultants.

© 2020 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary. These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company 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.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See <https://www.sap.com/about/legal/privacy.html> for additional trademark information and notices.