



**SAP® SOLUTIONS FOR SMALL BUSINESSES
AND MIDSIZE COMPANIES**
MADE TO FIT YOUR NEEDS.
DESIGNED TO HELP YOU GROW.

SAP Solution Overview

SAP Solutions for Small Businesses and
Midsize Companies

THE BEST-RUN BUSINESSES RUN SAP™





BECOMING A BEST-RUN BUSINESS
BY LEVERAGING SAP® SOLUTIONS THAT
BEST FIT YOUR NEEDS



“Without the SAP Best Practices packages and templates for the medical device industry, we wouldn’t have been able to implement our solution so quickly with so little customization.”

Scott Baker, IT Manager, OraSure Technologies Inc.

For many small businesses and midsize companies like yours, achieving profitable and sustainable growth is both an aspiration and a challenge. With “economies of speed” as a distinct advantage, you can adopt a wide range of strategies for maintaining business momentum and outperforming much larger competition. Modern technologies such as integrated business software have become increasingly crucial to helping small and midsize companies gain higher operational efficiency and transparency while setting a solid foundation for future growth. SAP offers a complete portfolio of solutions designed specifically for businesses like yours. By leveraging SAP® solutions that best fit your needs, you can achieve profitable growth in a highly dynamic market.



Did You Know?

- SAP works with over 82,000 successful small and midsize enterprise (SME) customers around the world.
- SME customers represent 78% of the total SAP customer base.
- SAP has more than 10,000 local partners to support SME customer needs.

TURNING OBSTACLES INTO OPPORTUNITIES

DRIVING PROFITABLE GROWTH WITH IT

Market Dynamics and Challenges

To more effectively address the challenges in today's highly dynamic market, small businesses and midsize companies must increasingly focus their limited resources on the areas of highest impact:

- Managing costs and protecting margins are essential to a company's ability to survive and thrive in various economic cycles.
- Acquiring and retaining the best customers requires even faster response and deeper understanding of their needs and trends.
- Controlling cash flow and working capital requires companies to more precisely monitor every dollar.
- Maximizing results with scarce resources means companies must optimize the use of their limited working capital, employees, and assets.

Why Business Software Matters

As sophisticated business management software solutions become more readily available to small and midsize enterprises, they are emerging as essential management tools to help organizations cut costs, improve business performance, and enable revenue growth, especially in times of uncertainty. Integrated business software can:

- Connect your company's assets, employees, and customers to maximize operational efficiency while reducing errors and costs.
- Provide a complete view of your customers so you can tailor services to meet their demands and exceed their expectations, thereby maximizing revenue.
- Capture crucial data and deliver full transparency across the enterprise, which allows you to be more effective in managing priorities and optimizing resources.
- Provide real-time information so you can better control operations, make better decisions, and anticipate and respond more quickly to changes, thereby reducing risks.

Tips for Choosing the Right Software

When it comes to choosing the right business software for your company, one size doesn't fit all. Consider whether a solution can do the following:

- Support your end-to-end business processes
- Provide a complete view of your business
- Accommodate and match your available IT resources and skills
- Deliver the functionality you need yet still fit in your IT budget
- Scale and grow with your business over the next three to five years

THE SAP ADVANTAGE

SOFTWARE SOLUTIONS THAT BEST FIT YOUR NEEDS

Historically, finding the right business software has been a challenge for small businesses and midsize companies. Often, painful compromises result – from changing the way they do business to fit how the software works, to picking a solution far beyond their means to buy and maintain. Worse yet, many solutions quickly run out of headroom as business expands.

SAP brings a portfolio of powerful, integrated business software designed specifically for companies like yours, so you can get the solution that best fits your unique business needs, now and in the future, without compromising your needs and priorities.

A Powerful Combination

To help you manage your entire business more efficiently and with complete transparency, SAP offers two categories of solutions.

Business Management Software

Integrated business management solutions from SAP can automate and streamline your core business processes, such as order to cash, with support from end to end. By unifying your business on a single platform, you can drive higher operational efficiencies across your entire enterprise while gaining the control and transparency you need to move forward.

Business Analytics Software

Business analytics solutions from SAP optimize your company's business performance and effectiveness by allowing

you to instantly see and analyze the situations with complete hard facts – from entry-level reporting and ad hoc query and analysis to executive planning and using dashboards. By tapping into any data source anywhere inside your company, business analytics solutions from SAP transform data into crystal-clear, actionable insights, so you can instantly understand what's happening in your business and why – and most important, how to respond and plan ahead.

When Used Together

With the unique combination of business management and business analytics solutions from SAP, you gain a powerful advantage: you can become the most efficient at running your operations while being the most effective at managing your business. This is an essential foundation for making yours a best-run business.

Why an SAP® Solution?

Fits the Way You Do Business

You can choose from over 1,000 industry-specific solutions – from wholesale distribution to professional services – that support your end-to-end processes and unique requirements.

Fits Your Budget and Time

SAP® solutions are available with affordable licensing options, from subscription to financing, and with rapid implementation tools to help get you started in just weeks.

Fits Your Level of IT Expertise

SAP solutions offer a wide range of deployment options, from customizable “on premise” to configurable “on demand,” enabling you to make the best use of the software.

Fits the Way Your Employees Work

SAP solutions are intuitive and user friendly, offering role-based navigation and task-based workflows so employees can work efficiently with minimal training.

Fits Your Future Plans

Built on more than 35 years of experience, SAP solutions are both modular and scalable, so you can build and expand at a pace that is ideal for your business.

SMALL AND MIDSIZE ENTERPRISES

SOLUTIONS DESIGNED SPECIFICALLY FOR BUSINESSES LIKE YOURS

Now you can get an SAP Business All-in-One solution more quickly and at a lower cost than ever before. Our innovative SAP Business All-in-One fast-start program allows you to design your solution online and get an immediate cost estimate. By providing predictable and bounded project scope and costs, the program enables fast implementation.



Business Management Software Solutions

Business management software available from SAP includes the following solutions.

SAP Business One Application

Designed specifically for small businesses that want to fully integrate their end-to-end business and grow, the SAP Business One application provides a single, affordable solution for managing the entire business, including accounting, financials, sales, service, customer relationships, warehousing, and operations. With SAP Business One, small businesses can streamline end-to-end operations, get instant and complete information, and accelerate profitable growth. Built upon SAP's decades of proven experience, SAP Business One is a complete and integrated world-class enterprise resource planning application that can be flexibly tailored to meet the quickly changing and industry-specific needs of small businesses as they grow. SAP Business One is delivered on a flexible platform with worldwide coverage and is supported locally by experienced resellers. Already adopted by tens of thousands of small businesses around the world,

companies can get started affordably with a few users and basic implementation.

SAP Business ByDesign™ Solution

The SAP Business ByDesign™ solution is the most complete, adaptable on-demand business management solution on the market, delivering the best of SAP software, on demand. The solution is specifically designed to address the needs of growing small businesses and midsize companies by providing the functional depth of a large-scale business management solution without the need for a large IT infrastructure. Delivered through an intuitive user interface, SAP Business ByDesign is a complete, integrated solution for managing financials, customer relationships, human resources, projects, procurement, and the supply chain. The solution includes embedded real-time analytics software and reporting software. SAP Business ByDesign enables companies to implement the entire solution or adopt only the particular functions they need to address their current business requirements and add incremental functionality later. Accessible from anywhere, SAP Business ByDesign is managed, monitored, and maintained by SAP experts in world-class hosted

data centers. This means that companies incur zero ramp-up cost and do not need to invest in hardware. SAP takes care of the maintenance and installation of upgrades, enabling companies to focus on their business and not on IT. They incur predictable operating expense with a pay-as-you-go monthly fee. In addition, companies using SAP Business ByDesign have the certainty and trust that come from SAP's financial strength and global leadership in business applications.

SAP Business All-in-One Solutions

SAP Business All-in-One solutions are designed for midsize or quickly growing small companies that need to optimize their business and outperform their competition. For companies that want to focus on operational excellence, business agility, and customer intimacy, the solutions provide in-depth functionality for running the entire business efficiently, with support for the specialized best practices of their industry. SAP Business All-in-One solutions give companies an integrated view of their business and readily scale and adapt to meet changing needs. Deploying an SAP Business All-in-One solution is affordable and predictable, with minimal business disruption and fast time to value.

Business Analytics Solutions

Business analytics solutions from SAP include the following.

SAP Crystal Solutions

The most widely used reporting solutions in the world, the SAP Crystal Reports® offerings allow you to design, create, manage, and deliver personalized reports either over the Web or embedded in other applications. Because you can connect to virtually any data source, interactivity empowers your business users to make actionable business decisions with minimal IT overhead. SAP Crystal Reports software is a best fit for small businesses and mid-size companies that have outgrown internally developed or spreadsheet-based reporting. SAP Crystal Reports integrates fully with SAP Business One.

The SAP Crystal Reports Dashboard Design package offers dynamic, customizable data visualization for viewing

and analyzing all your business data to make the best business decisions. It provides consolidated views of key metrics, so you can answer your business questions at a glance. You can interact with your data like never before and use your data to make informed decisions. SAP Crystal Reports Dashboard Design is a best fit for companies that need interactive business dashboards and the ability to perform what-if scenario analysis for more informed decision making.

SAP BusinessObjects™ Edge Solutions

The following solutions are designed for midsize companies that need scalable business intelligence (BI) and performance management software.

SAP BusinessObjects Edge BI Software

SAP BusinessObjects™ Edge BI software comprises comprehensive, versatile BI applications that provide unparalleled insight to manage your business. The software offers flexible reporting, ad

hoc analysis, dashboards, and visualization tools. Because it is built on a proven platform with open architecture, SAP BusinessObjects Edge BI software lets you leverage all of the data sources and applications you already use to run your business. This software is best for midsize companies that need scalable BI capabilities and the ability to “start anywhere” – from enterprise reporting to dashboards to data-mart implementation – and grow along with expanding needs.

SAP BusinessObjects Edge Planning and Consolidation

The SAP BusinessObjects Edge Planning and Consolidation application, available as a version for the SAP NetWeaver® technology platform and a version for the Microsoft platform, is designed to meet all of your budgeting, planning, consolidation, and reporting requirements. It supports the full array of top-down and bottom-up financial and operational planning needs as well as consolidation processes necessary to help ensure the smoothest, most timely financial close possible – all through a single application.

SAP BusinessObjects Edge Strategy Management

The SAP BusinessObjects Edge Strategy Management application provides the scorecarding functionality that can help you improve execution against strategic goals by tying metrics to initiatives, plans, and operational activities – so you can explicitly communicate accountability throughout the business. Greater visibility and transparency help employees see how their day-to-day actions impact business goals.

“Insights from SAP BusinessObjects solutions allow us to identify and implement business controls to proactively manage this complexity. It is important to continue to make the business more streamlined and efficient, especially as we look to growing beyond the New York City market.”

Jason Ackerman, CFO and Founder, FreshDirect.

SOLUTION COMPARISON

AT A GLANCE

Business Management Solutions

	SAP® Business One Application	SAP Business ByDesign™ Solution	SAP Business All-in-One Solutions
What it is	A single, integrated solution to manage your entire business	The best of SAP software, delivered on demand	Comprehensive, integrated industry solutions to power your business end to end
What it's best for	Small businesses that have outgrown their packaged, accounting-only solutions	Companies that need business software but don't want to support a large IT backbone	Midsized companies with industry needs that want a scalable foundation
Industry	Primarily used in wholesale, retail, professional services, and light manufacturing	Primarily used in manufacturing, professional services, and distribution	Used in all major industries
Key functionality	General business management functionality* and more than 550 add-on solutions, many of them industry specific	General business management functionality*	General business management functionality* and more than 700 industry-specific solutions
Deployment	On premise**	On demand	On premise**
Implementation	6–8 weeks	4–8 weeks	8–16 weeks***
How to buy	Traditional licensing	Monthly subscription	Traditional licensing

* General business management functionality typically includes financials, purchasing, inventory, operations, production, sales and customer relationship management, built-in analytics, and reporting.

** Hosting options are available through SAP channel partners.

*** Implementation time may be shortened to 6–8 weeks with the SAP Business All-in-One fast-start program.

Business Analytics Solutions

	SAP® Crystal Solutions	SAP BusinessObjects™ BI OnDemand Solution	SAP BusinessObjects Edge Solutions
Summary	Intuitive reporting, dashboards, and ad hoc analysis solutions for small businesses and functional departments	Software-as-a-service solution providing complete, intuitive, turn-key business intelligence	Comprehensive business intelligence and performance management software – specifically for midsize companies
What needs it's a best-fit for	Need for affordable reporting with access to any data source, intuitive exploration and analysis, visualizations and interactive dashboards, and the ability to perform what-if analysis	Need for a comprehensive BI solution for exploring, reporting on, and sharing data that delivers insight quickly and reduces the burden on IT	Need for comprehensive capabilities for enterprise reporting, ad hoc query and analysis, dashboards and visualization, data management, planning and budgeting, or strategy management
Company size/ number of employees	10–500	1–5,000+	100–2,500
Industries	All major industries	All major industries	All major industries
Key functionality	Report design, viewing, management, sharing, and distribution plus: <ul style="list-style-type: none"> ▪ Data visualizations ▪ Interactive dashboards ▪ What-if scenario analysis ▪ Access to any data source 	<ul style="list-style-type: none"> ▪ Report creation, user defined ▪ Data visualization and dashboard creation ▪ Reports and dashboards on a single server ▪ Report personalization ▪ Ad hoc reporting, query, and analysis ▪ Data integration 	Comprehensive functionality including: <ul style="list-style-type: none"> ▪ Ad hoc analysis ▪ Dashboards ▪ Data integration ▪ Data quality ▪ Data marts ▪ Budgeting, planning, and consolidation ▪ Strategy management
Deployment	<ul style="list-style-type: none"> ▪ On premise ▪ Desktop ▪ On demand ▪ Hosting 	On demand	<ul style="list-style-type: none"> ▪ On premise ▪ Hosting
Implementation	1–8 days	Immediate	4–8 weeks
How to buy	Traditional licensing or monthly subscription	Monthly subscription	Traditional licensing

SUMMARY

SAP: AN EXPERIENCED PARTNER FOR PROFITABLE GROWTH

Small businesses and midsize companies that can best align IT investments with business goals and requirements are best positioned to achieve sustainable and profitable growth. By working with SAP and our experienced partners in your local market, you get the support your company needs with a solution specifically designed for your business requirements. Our fully integrated, adaptable business management and business analysis solutions can help you optimize your business by enabling better collaboration, coordination, productivity, and efficiency. It's no wonder that more than 82,000 small businesses and midsize companies around the world have turned to SAP to help them become best-run businesses.

To find out which SAP solution is right for your company, contact your local SAP representative or visit www.sap.com/solutions/sme.



SAP offers a complete portfolio of solutions designed specifically for businesses like yours. By leveraging SAP solutions that best fit your needs, you can achieve profitable growth in a highly dynamic market.

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