The Clear Path to Business Intelligence
Quick Facts

Summary
Drive faster, more intelligent business decisions with integrated SAP® Crystal solutions for reporting, dashboards, data discovery, and visual analysis. On-demand software from SAP further optimizes decisions by helping improve collaboration.

Business Challenges
- Monitor business performance in a timely manner
- Create, manage, and distribute reports securely and cost-effectively
- Enable self-service access to BI for everyone
- Enhance collaboration among decision makers

Key Features
- **Actionable reports** – Design pixel-perfect, interactive reports with SAP Crystal Reports® software
- **Data visualization** – Acquire, transform, and visualize data from multiple sources with SAP Lumira™ software
- **Performance monitoring** – Gain insights with SAP Crystal Dashboard Design software
- **Automated information delivery** – Manage and distribute reports and dashboards with SAP Crystal Server software
- **Data discovery** – Explore, create mashups, and share data online or on a mobile device with SAP BusinessObjects Explorer® software
- **Collaborative decisions** – Problem solve with the SAP Jam social software platform

Business Benefits
- **Broader business insight** with current, accurate data
- **Sound decisions** with visualization and analysis of data from multiple sources – without relying on IT
- **Early detection** of new trends and changing conditions
- **Lower IT cost** with automated information delivery
- **Increased agility and productivity** with collaborative decision making and mobile access to reports and dashboards
- **Increased competitiveness** with secure online access to BI

For More Information
Call your SAP representative, or visit www.sap.com/sapcrystal.
Optimize Decisions with SAP® Crystal Solutions

Decision makers trying to improve business performance require reliable, timely information. With integrated reporting, dashboard, presentation, and analysis solutions, SAP® Crystal solutions can help you gain broader insight, perform root cause analysis, and monitor business performance in real time. On-demand software from SAP further optimizes decision making by letting you improve collaboration and share secure business intelligence online – for faster, smarter business decisions.

DRIVE FASTER, MORE INTELLIGENT BUSINESS DECISIONS

Offering reliable, timely access to business performance and insightful analysis, SAP Crystal solutions can help you capture lucrative market opportunities before your competitors even realize they exist.

It’s tough leading an organization in today’s business climate. All companies, both large and small, face 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, often there is 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 – integrated software for reports, dashboards, data discovery, and visual analysis (see Figure 1). SAP Crystal solutions enable business users in organizations of any size to:

- Gain broader insight using SAP Crystal Reports® software
- See the story hidden in your data with SAP Lumira™ software, which enables data visualization
- Monitor business performance and drill to detail with SAP Crystal Dashboard Design software
- Ask and answer questions at the speed of thought with SAP BusinessObjects Explorer® software
- Rely on automated information delivery with SAP Crystal Server software

Plus, on-demand software from SAP further accelerates decision making across organizations. This software includes the SAP Jam social software platform for improving collaboration and the SAP Lumira Cloud platform for sharing data visualizations online.

Figure 1: SAP® Crystal Solutions for Rapid, Intelligent Decision Making

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Gain Broader Insight

EMPLOY DECISION MAKERS WITH SAP CRYSTAL REPORTS SOFTWARE

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 20 years, SAP Crystal Reports software has helped business users and IT departments around the world achieve richer insight and greater productivity. 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 pixel-perfect, interactive reports for online, mobile, or standalone consumption, or to embed 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. See Figure 2 for a sample report.

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 that integrates with SAP Crystal Dashboard Design, and more. With such rich functionality, this flexible reporting software can deliver timely and accurate data to all your business users online, offline, or on their mobile devices.

Figure 2: Dynamic Reporting with SAP® Crystal Reports®
See the Hidden Story in Your Data

GET CLEAR ANSWERS WITH SAP LUMIRA

Finding information that’s not contained in a standard report can be difficult, and requests for additional views of the data or access to other data sources often result in user frustration and report backlog. For analysts and data-savvy business users who want to go beyond standard reports and need to access, merge, and manipulate data from multiple sources, and then visualize it without dependence on IT, there’s SAP Lumira (see Figure 3). An intuitive interface allows you to combine many types of data from different sources to uncover answers to iterative customer, product, and operational questions, such as:

- Which customers and channels are more profitable?
- Where else is this part used in my company?
- How do suppliers rank by cost, quality, and timeliness?

Download SAP Lumira and connect to your data in minutes. You can directly connect to semantic layers in the SAP BusinessObjects™ solution portfolio, SAP HANA® software, Microsoft Excel, or to a plethora of databases and start visualizing your data. You can merge, correct, and manipulate data, as well as perform calculations in a drag-and-drop environment. Visually analyze your data by building interactive charges and graphs, and iterate analysis as you go. Very quickly, you can go from downloading the application to analyzing data – without needing to rely on IT.

Figure 3: Visualize, Transform, and Analyze Data with SAP® Lumira™ Software
Monitor Business Performance and Drill to Detail

IMPROVE AGILITY WITH SAP CRYSTAL DASHBOARD DESIGN

Business decisions often require immediate action, so waiting for information is not an option. SAP Crystal Dashboard Design offers a simple yet effective way for your decision makers to gain immediate 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 data views (as presented in Figure 4) for strategic decision making and the ability to drill to detail for root cause analysis. SAP Crystal Dashboard Design provides executives and business professionals with a personalized view of the business with role-based security and what-if scenario functionality to model potential business outcomes.

With SAP Crystal Dashboard Design, you can create HTML5 or Adobe Flash dashboards from Microsoft Excel spreadsheets or 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), and Adobe AIR, as well as through Web and mobile applications. The result is an interactive dashboard with live data connectivity for accurate, consistent information, providing you with immediate and trusted results. The dashboards can be accessed not only on desktops and laptops, but also on mobile devices such as tablets and smartphones.

Figure 4: Actionable Business Views with SAP® Crystal Dashboard Design Software
Explore Data at the Speed of Thought with SAP BusinessObjects Explorer

SEARCH AND EXPLORE YOUR BUSINESS DATA – ANYTIME, ANYWHERE

Get immediate answers to your pressing business questions. SAP BusinessObjects Explorer combines the simplicity and speed of an Internet search with the analytical power of business intelligence – for faster, more informed decision making.

A metadata layer replaces obscure database terms with consistent business terms while maintaining data source connections and relationships, so you can be confident you have an accurate and shared view of the business.

SAP BusinessObjects Explorer software gives you richer information in context, using visualizations, mashups, and geolocation enrichments to illuminate your data. Designed for ease of use, the software helps your business users quickly unlock data hidden in transactional systems and discern patterns and trends to discover immediate answers to their questions – all without relying on assistance from IT.

With SAP BusinessObjects Explorer, you can give all of your users the autonomy to:

- Search and discover the information they need, using keyword searches that require no set workflow, query building, or data model knowledge
- Share dashboards and visualizations with peers, using simple point-and-click data exploration to build sharable dashboard views in a self-service way – without IT’s help
- Enable ad hoc exploration everywhere, not just on the desktop, exploring data online and offline on mobile devices (see Figure 5): anyone can tap, swipe, and zoom their way to business answers from any location

Figure 5: Tap into Answers on Your Mobile Devices Using SAP BusinessObjects Explorer
Automate Information Delivery and Consumption

SHARE REPORTS, DASHBOARDS, AND TRUSTED DATA WITH SAP CRYSTAL 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 Server provides a comprehensive business intelligence management solution (see Figure 6). It lets you securely view, share, schedule, and deliver interactive information – including content from SAP Crystal Reports, SAP Crystal Dashboard Design, SAP Lumira, and SAP BusinessObjects Explorer – over the Web via e-mail, portals, mobile devices, and Microsoft Office. It helps you deliver the right information to the right people at the right time – at reduced IT cost. 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 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 Server is the perfect complement to Microsoft software, such as Microsoft SQL Server, Microsoft Outlook, and Microsoft SharePoint, along with custom Microsoft .NET applications. It adds data-driven publishing to Microsoft SQL Server Standard Edition and includes Microsoft SharePoint and Microsoft Office integration kits to access content in SAP Crystal Server from the tools you use most. It also lowers IT cost by integrating reporting, dashboards, and data discovery into a single server.

Figure 6: Report and Dashboard Management with SAP® Crystal Server Software
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 information to all business users
• Support sound decision making with an intuitive user interface for ad hoc business questions
• Spot trends early by monitoring performance and drilling to detail
• Reduce IT cost by automating the delivery of the right information to the right people at the right time

STREAMLINE DECISION MAKING WITH COLLABORATION SOFTWARE FROM SAP

To further optimize decision making, you can use SAP Jam to help you improve collaboration (see Figure 7).

Team Up for Successful Problem Solving with SAP Jam

SAP Jam provides a social collaboration environment that enables teams to perform collective problem solving. You can bring order to chaos by involving and keeping everyone on the same page with notifications, blogs, wiki pages, and comments and discussions. 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 strength, weakness, opportunity, and threat (SWOT) analysis.

Additionally, you can upload and share information to help ensure your team is making the best decisions based on the latest facts — and you can develop and analyze hypotheses using intuitive data exploration and visualization. You can even collaborate using different mobile devices such as tablets and smartphones. 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.

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.