



**OPTIMIZING BUSINESS  
PERFORMANCE**  
WITH SAP® CRYSTAL SOLUTIONS



# CONTENT

## **4 CEOs Need Precise Business Intelligence to Run a Company Well**

4 Difficulties in Getting Good Management Information

4 Problems Extracting Data from Silos

4 Slow, Laborious Collection Process

4 Incomprehensible Numbers

## **5 What CEOs Require**

5 Automatic Data Access

5 Information on Demand

5 Easy-to-Understand Presentation

5 Automated Reports Produced with Templates

5 Intuitive Interactivity

## **6 SAP® Crystal Solutions**

7 Benefits Delivered by SAP Crystal Solutions

## **7 For More Information**

# CEOS NEED PRECISE BUSINESS INTELLIGENCE TO RUN A COMPANY WELL BUT TOO OFTEN FACE AN OCEAN OF DATA INSTEAD

Business intelligence provides CEOs with timely, critical knowledge about their companies so they can make the most informed and wisest decisions for the business – whether for day-to-day operations or for strategic planning.

Out of 250 senior IT executives from seven countries across Asia, 45.6% indicated that they will be increasing expenditure in business intelligence in 2011. The priority for spending on business intelligence in these companies has jumped to second place, up from fourth in the previous year, based on the results of the annual MIS Asia IT Nation Survey 2011, which was conducted from October to December 2010.

Senior company managers need timely and accurate information to keep them aware of the performance of the business. Relevant information must be extracted from the ocean of data floating in the information systems of the many departments of a company.

The information must be presented in a concise yet comprehensive manner, highlighting critical information for further examination and deliberation by the management.

Company management today not only must run their businesses well on a day-to-day basis, they must also be preemptive in exploring what-if scenarios of situations that could potentially threaten the very survival of the company. In a complex environment where partners and suppliers are increasingly interrelated, any contingen-

cies in one area of business could have far-reaching consequences that ripple through the other parts of the company. The recent disasters in Japan, for example, have disrupted global supply lines, production, and sales for many companies. Some companies that were ill-prepared for such disruptions have found themselves at the brink of failure.

Such contingency planning and business continuity imperatives put even greater demand and reliance on the quality of information that is needed by the company's senior management.

## Difficulties in Getting Good Management Information

Unfortunately, good information is not easy to come by. The rapid develop-

*Senior company managers need timely and accurate information to keep them aware of the performance of the business. Relevant information must be extracted from the ocean of data floating in the information systems of the many departments of a company.*

ment of IT has resulted in companies quickly rolling out new information systems dedicated for specialized purposes in different parts of the company over the years – often with little regard to integrating these systems.

## Problems Extracting Data from Silos

The first hurdle in getting management information to the board of directors usually lies with tapping disparate silos of information systems and merging the

raw data into useful information. This integration of various information systems not originally designed to talk with each other can be expensive and complex. Companies that balk at the costs involved are stuck with extracting the information separately and then manually compiling it into something sensible.

## Slow, Laborious Collection Process

The data collection process across the company is often slow and labor intensive. Precious time and energy go into collating data and formatting management reports for dissemination to the recipients. CEOs requiring certain management information are frequently frustrated either by the unavailability of data or by the wait necessary for the data to be compiled. What-if scenario

planning places even tougher demands on the data compilation crew within the various departments.

## Incomprehensible Numbers

Often the data that is finally compiled is formatted as tables upon tables of numbers that are difficult to grasp and absorb. It is not uncommon to see people in meetings frowning quizzically at the reams of spreadsheets in their handouts and on the presentation



screen. Their worries are compounded when they realize the spreadsheet they are holding may not be the most up-to-date version or contain the latest data.

### What CEOs Require

To keep up with the rapid pace of business management today, CEOs and their senior executives need a more responsive and nimble business intelligence infrastructure.

#### Automatic Data Access

Data should be tapped and extracted constantly and automatically from the information systems in the company so that reports always contain the latest, most up-to-date information. This will save costs and increase efficiency for

the company since the time spent by staff on tedious, repetitive, and error-prone manual data collection and compilation can be redirected to other jobs.

#### Information on Demand

Having live access to the company's databases from within the reports also allows management to get additional information quickly for critical decisions or to explore what-if scenarios for contingency planning.

#### Easy-to-Understand Presentation

The raw data from the lower-level supporting information systems should be organized and presented in a graphical manner that is easy for the CEO to grasp, instead of a sea of numbers in reams of spreadsheets.

#### Automated Reports Produced with Templates

Instead of having to devote precious hours to designing slick slide shows prior to every meeting, generation of the reports should be automated with templates. Once the CEO has specified how he or she wants the information presented, the IT staff need only create the report once using a reusable template. Future reports would be automatically generated based on the appropriate template without any need for additional formatting.

#### Intuitive Interactivity

Finally, the CEO should be able to explore what-if scenarios by varying parameters in the reports generated to see how the change in one parameter affects the other aspects of the company. For example, the CEO can explore how halving purchases from one supplier might affect the production line and ultimately the company's revenue, or how doubling the R & D budget might affect the profitability of the company. An intuitive user interface is needed so that CEOs can vary the parameters themselves – right in the report itself, without summoning the company's statistics department for supporting data – and thereby reduce IT support costs.

# SAP® CRYSTAL SOLUTIONS

## INFORMATION CEOS NEED, WHEN THEY NEED IT, IN THE RIGHT FORMAT

SAP® Crystal solutions are powerful software solutions that help CEOs get an ideal overview of their company, with timely and accurate information about the business presented in a graphical way that is easy to grasp. The software provides on-demand, actionable information that the senior management of a company can use to optimize business performance, and an interactive dashboard with the pertinent information and business modeling built in to study risks to the business using what-if scenarios.

With **SAP Crystal Reports® software**, data from the different corporate databases can be readily tapped for collation, reporting, analysis, distribution, and sharing. Information from any object linking and embedding database (OLE DB) or open database connectivity (ODBC) data source (for example, Microsoft SQL, Oracle, MySQL, or IBM DB2) can be accessed without writing any code.

Once the data is tapped and compiled, pertinent information can be extracted and generated into personalized reports and disseminated to thousands of end users, whether top management, line managers, and staff within the company or customers and partner companies outside the company. Multilingual reporting is also supported.

Operational workflows can be integrated into the reports generated with SAP Crystal Reports by embedding Adobe Flex applications to perform tasks such as writing back to update databases.

**SAP Crystal Dashboard Design software** packages the information into personalized graphical reports or dashboards that are stunning yet easy to understand. The dashboards can present all the critical information necessary for a firm's management to effectively "drive" the company.

Integrating the data from different sources into a single view also allows trend analysis to be performed and provides a better understanding of the business. Although the dashboard is typically designed to display top-level management information like key performance indicators or corporate scorecards, detailed information can be drilled into from within the dashboard for closer scrutiny.

External data feeds such as market data or feeds from Twitter can also be integrated via Web services.

The intuitive, interactive user interface for the dashboards employs sliders, gauges, and dials that enable the CEO and senior executives to visualize and manipulate parameters included in the report. There are over 250 built-in components such as charts, maps, dials, gauges, and other visualization components. Built-in maps are also available for geographical presentation and analysis of information.

These features allow users to get a deeper understanding of how the various parameters in the report are related to each other and explore what-if scenarios by varying the parameters

right from within the report itself – thereby reducing the dependency and workload on the IT department. The potential outcome of decisions can be viewed dynamically – without leaving the dashboard and without any additional coding.

These highly formatted dashboards and reports with what-if scenario models and interactive charts can be personalized and delivered via the Web or e-mail, incorporated in Microsoft Office applications or Adobe PDFs, or embedded in enterprise applications. As a result, you can leverage your reports to make better operational and strategic decisions.

Flash integration allows quick integration with external Web sites and portals, as well as integration with third-party applications such as Google Maps and Twitter.

**SAP Crystal Server software** manages the distribution of reports and dashboards and helps ensure that the information is secure, so that recipients view only the data they have the rights to access – whether it is inside the company firewall or over the Internet. The comprehensive range of security management reduces the cost of ownership by providing fine-grain control over every aspect of rights and access control for the reports.

With SAP Crystal Server, reports can be scheduled for automated delivery. This frees you from the tedious, time-consuming task of manually distributing reports to multiple recipients.

## Benefits Delivered by SAP Crystal Solutions

SAP Crystal solutions provide complete and integrated business information that gives you insight into every aspect of your business, so that you can monitor performance, spot inefficiencies, identify opportunities for growth, and plan against potential risks to the business.

The integration functionality of SAP Crystal Reports saves costs by streamlining the extraction of raw data from multiple data sources into actionable information.

SAP Crystal Dashboard Design packages your information into a visually stunning graphical presentation that is

SAP Crystal solutions provide complete and integrated business information that gives you insight into every aspect of your business, so that you can monitor performance, spot inefficiencies, identify opportunities for growth, and plan against potential risks to the business.

easy to understand and allows interactive what-if scenario testing right within the dashboard.

SAP Crystal Server makes the dissemination of personalized reports and dashboards to thousands of users a breeze.

### For More Information

Contact your SAP representative now to find out how SAP Crystal solutions can provide you with a clearer view of your company's vital information. You can also visit [www.sap.com/sapcrystal](http://www.sap.com/sapcrystal) for more in-depth descriptions of features and technical specifications of SAP Crystal solutions. And look for the newest version of SAP Crystal Reports, with expanded functionality that is even more user-friendly.

### Why Should You Consider SAP® Crystal Solutions?

Ask yourself these questions:

- Do you need to deliver compelling and visually stunning reports to your users?
- Do you need your reports to be delivered online and on schedule?
- Do you want these reports to be developed with minimal training?
- Do you need these reports to be live and interactive and allow the user to select parameters, drill down to details, and link to other reports?
- Do you need the ability to quickly develop live dashboards without writing code?

If the answer to any of them is yes, find out how SAP® Crystal solutions can help you today. Visit [www.sap.com/sapcrystal](http://www.sap.com/sapcrystal).

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, SAP HANA, 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 Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

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.

[www.sap.com/contactsap](http://www.sap.com/contactsap)