

Product features to leverage with SAP Crystal Solutions for the small to midsize business

SAP Solution Brief
SAP Solutions for Small, Midsize Businesses



THE BEST RUN



Create reports and dashboards to run your business

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.

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 reporting needs of small to midsize companies

1

Connect to corporate data

2

Design reports and dashboards

3

Secure your environment

4

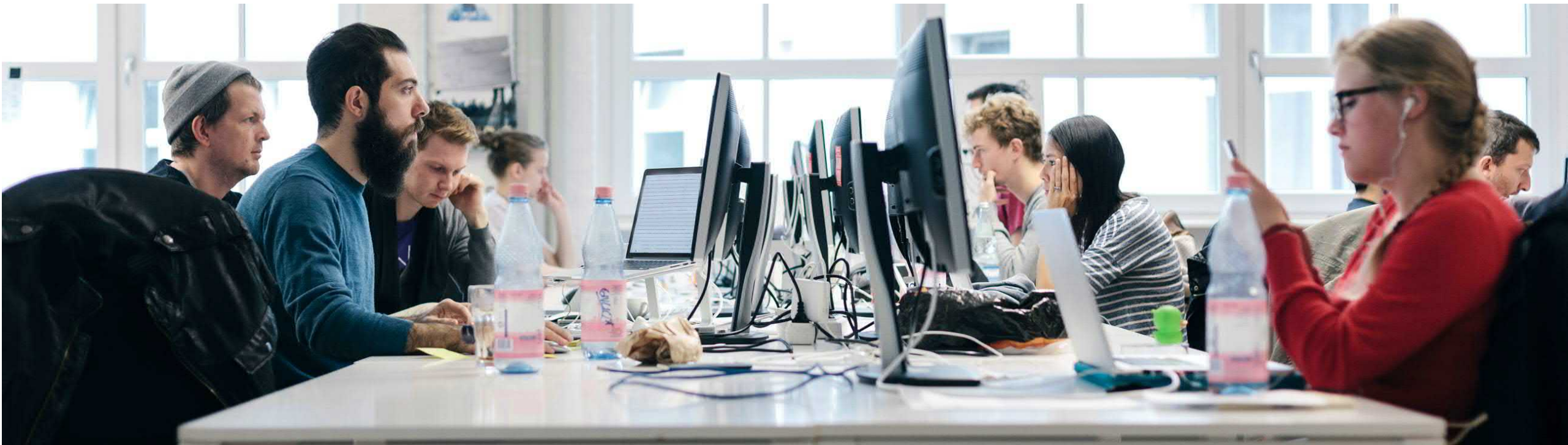
Analyse and share information

5

Leverage insights effortlessly

6

Frequently asked questions



1 Connect to your corporate data

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 all types of data formats

Use industry-standard protocols to access all your data contained in databases, spreadsheets, online applications, flat files, log files, ...

Connect your data where they are

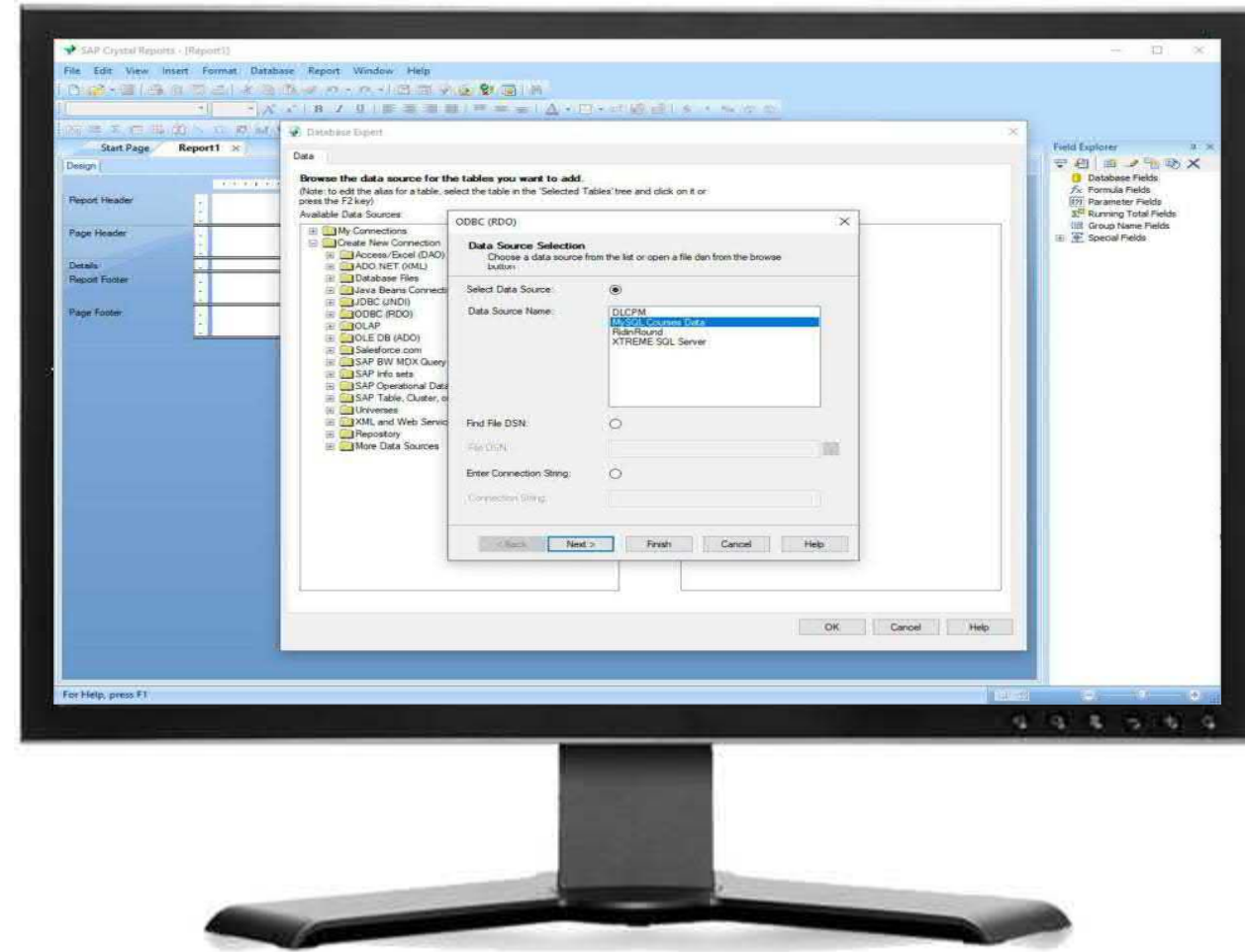
Use both on-premise and cloud-based data sources.

Connect to multiple sources for the same report

Leverage data handling tools to build a comprehensive picture of your business.

Map your data

Use included tools to streamline report building and analysis.



2 Design reports and dashboards

SAP Crystal Reports allows you to design reports as invoices, statements, letters, sales and operations reports, marketing materials, shipping documents, compliance documents, performance indicators, dashboards and many more.

Intuitive report creation

Design reports with drag and drop simplicity, utilize guides for sorting, grouping – all without needing to know any coding.

Quick report parametrization

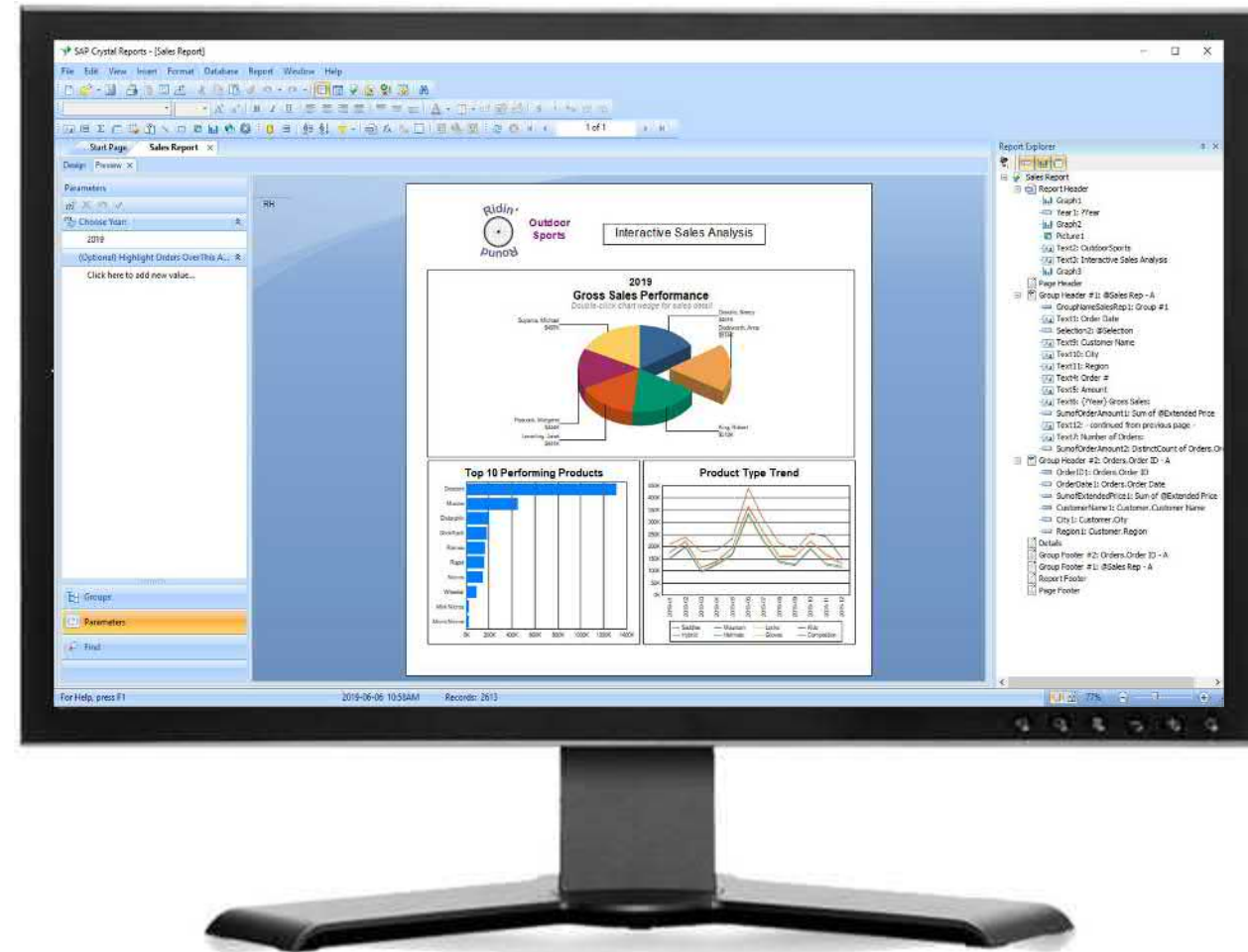
Use parameters such as date range, customer ID, cascading prompts (country, state, city, etc.), sort and drill-down features.

Go beyond standard

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

Pixel-perfect documents

Design reports and dashboards like a marketing agency: from business statements to dynamic marketing letters or posters.



3 Secure your data environment

SAP Crystal Server enables self-service access to reports, dashboards, and data exploration within a secure infrastructure.

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

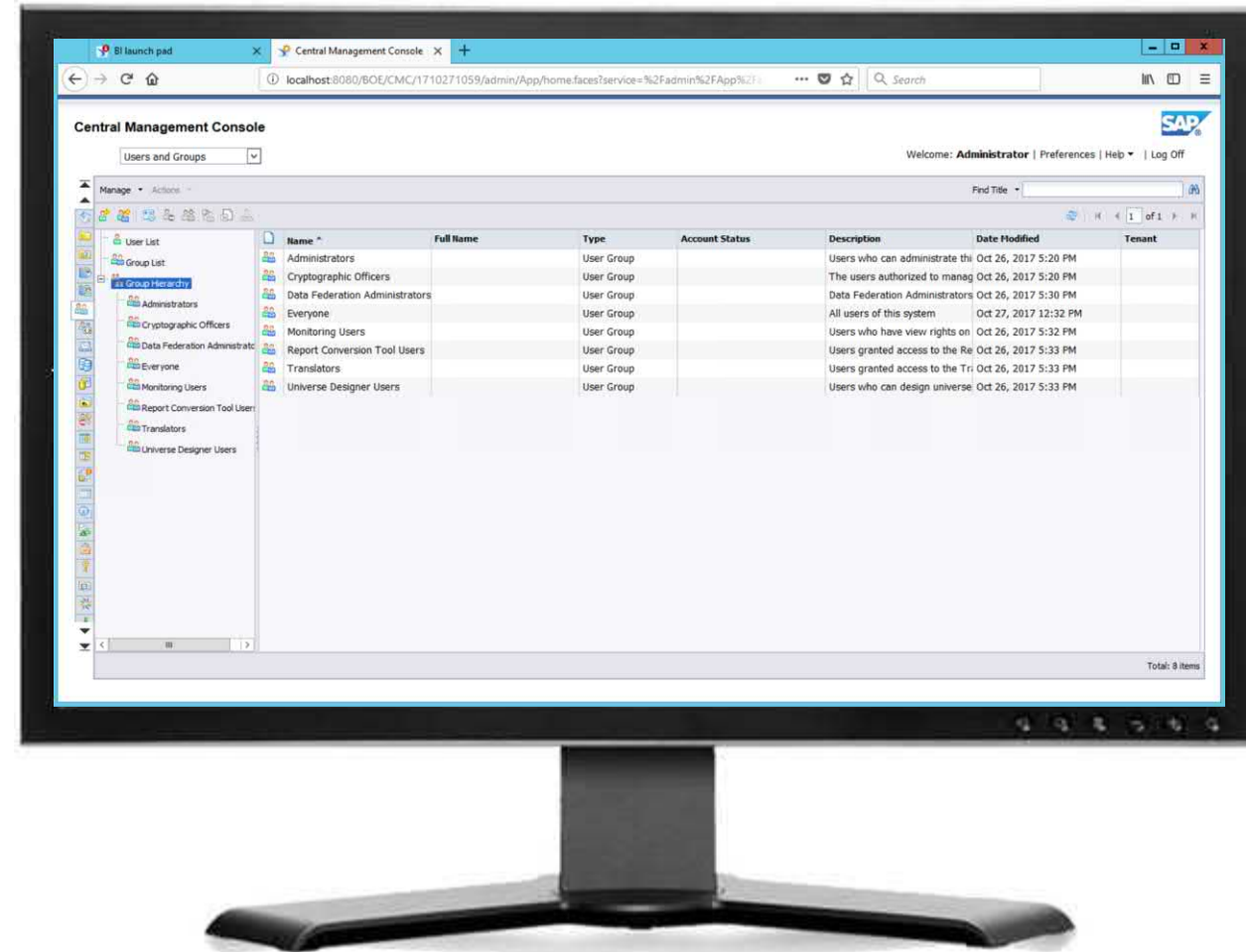
Lock down levels of ability and capabilities a user has within the platform to access, view, refresh, export or print.

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.



4 Analyse and share information

SAP Crystal Server enables business users to make timely, fact-based decisions while reducing reporting backlogs and simplifying administration for your IT team.

Web-based access

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

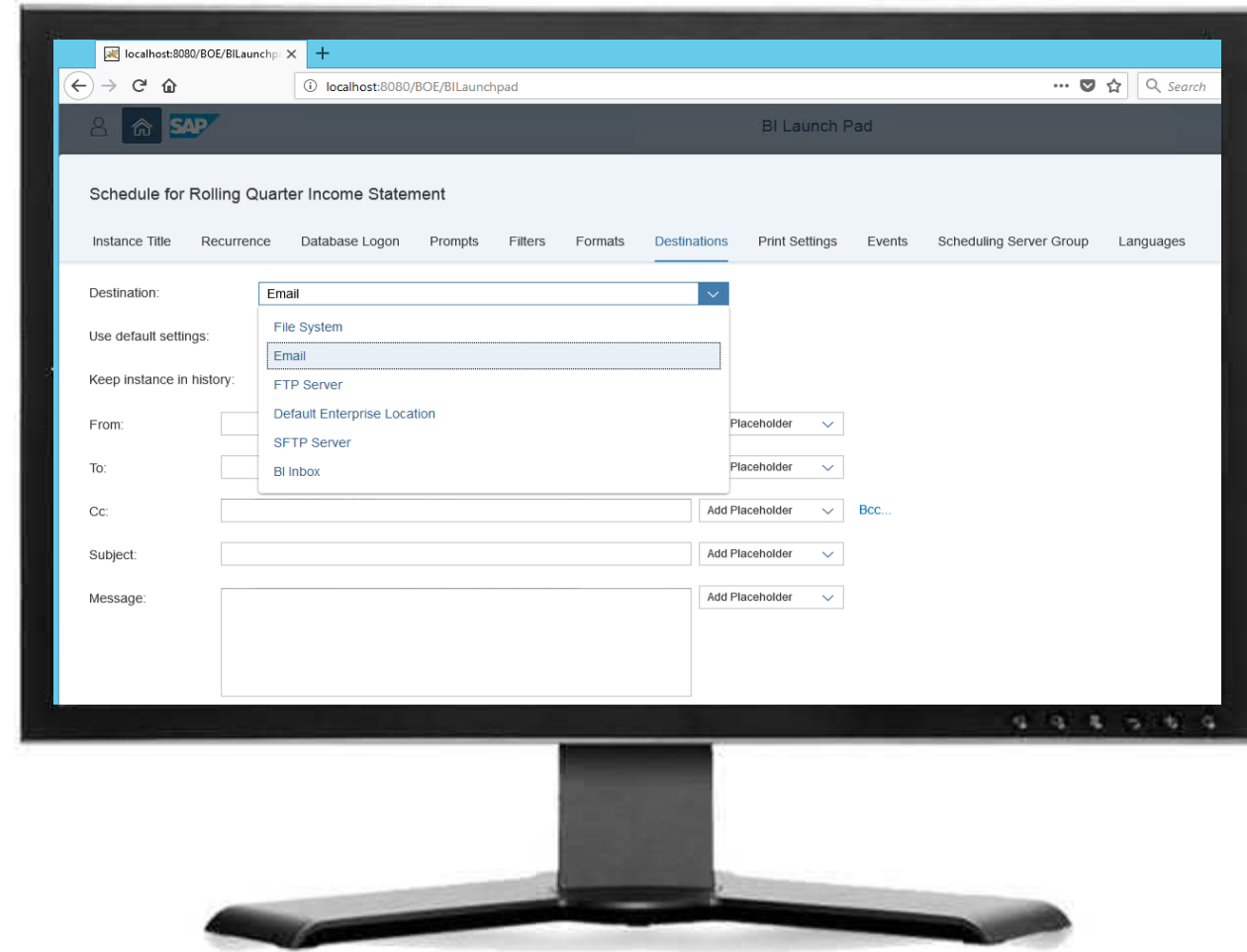
Automate the process of running and distributing reports with scheduling, and publish individualized reports to mass recipients.

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.



5 Leverage insights effortlessly

SAP Crystal Solutions allow users to consume your reports easily.

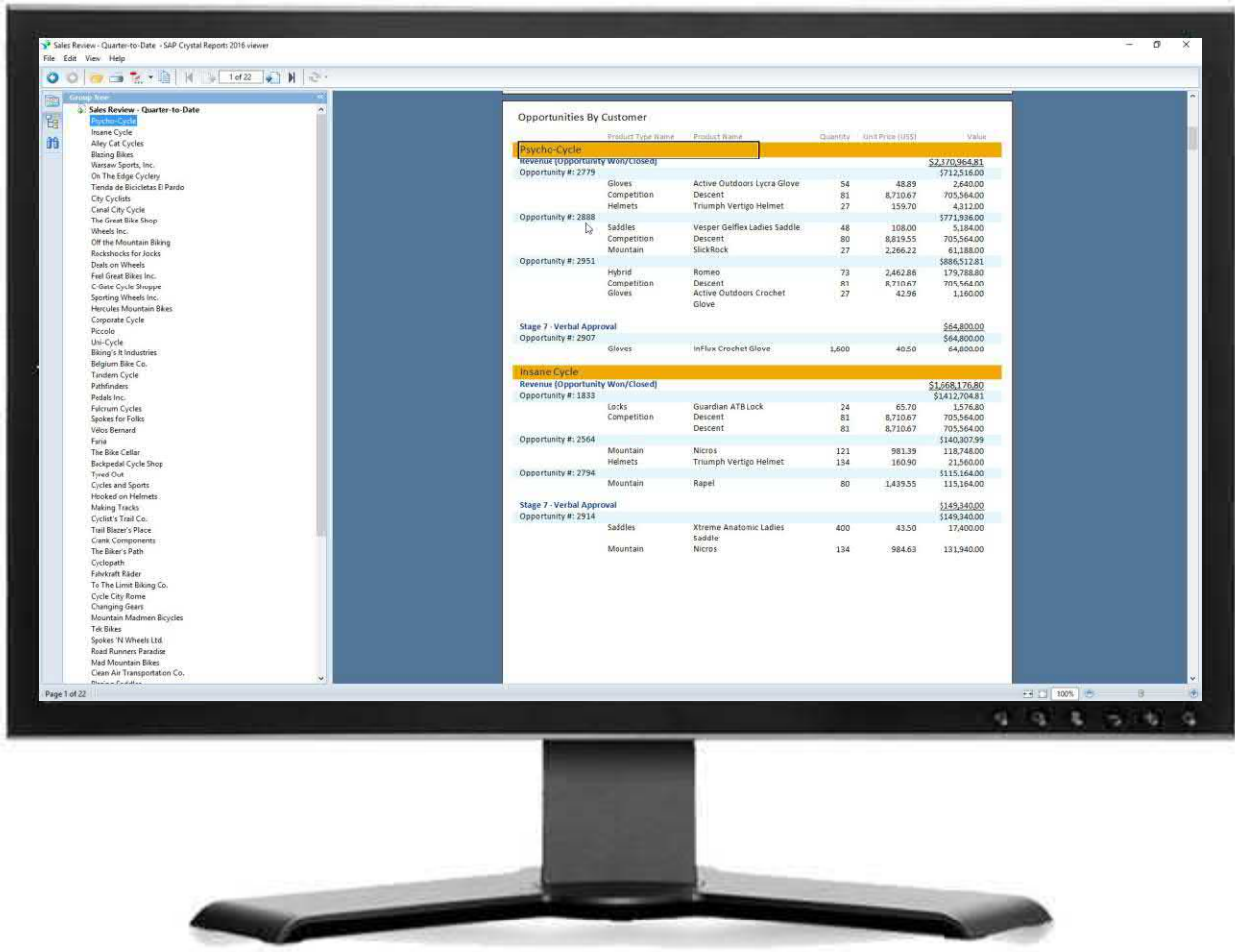
Leverage multilingual functionality
Allows report authors to deliver reports in their business users' native languages. Report authors can create a single report that can be published in multiple languages.

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.

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

Free viewer
Leverage SAP Crystal Reports Viewer for dynamic report consumption.



6 Frequently asked questions

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 SAP 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.



Trust SAP Crystal solutions to run your small to midsize business



Affordable

for small and medium sized businesses



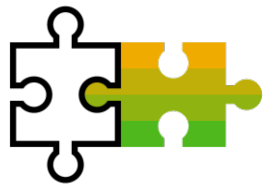
Secured

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

Design and automatically deliver personalized and 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.
- Manual data extraction from various data sources for report creation processes as a weekly repetitive task.

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 at the expected cadence.

© 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.