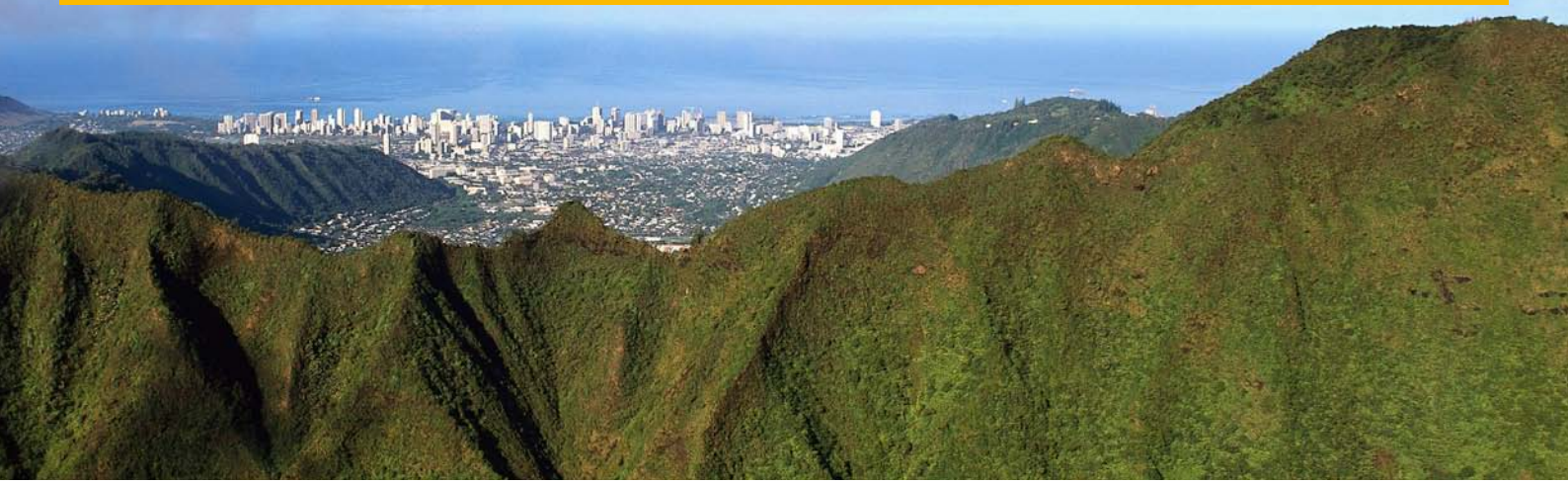
SAP Solution Brief
SAP BusinessObjects Business Intelligence Solutions

SAP Crystal Reports

Design and Deliver Pixel-Perfect Reports Presenting Business-Critical Information



Quick Facts

Summary
SAP® Crystal Reports® software continues a tradition of excellence in providing powerful, user-friendly, and dynamic reporting functionality. SAP Crystal Reports can help companies of all sizes deliver critical information to business users inside and outside the organization.

Business Challenges
- Insufficient access to high-quality data and reports that support fast decision making
- Company data that spreads across disparate sources and applications
- Inconsistent reporting approaches that fail to provide accurate information

Key Features
- **Professional report design** – Create highly formatted, pixel-perfect reports quickly
- **Broad data connectivity** – Connect to information sources across the organization directly or through the common semantic layer
- **Powerful, large-scale report delivery options** – Deliver personalized reports to hundreds of thousands of consumers' preferred destinations in their preferred language and format

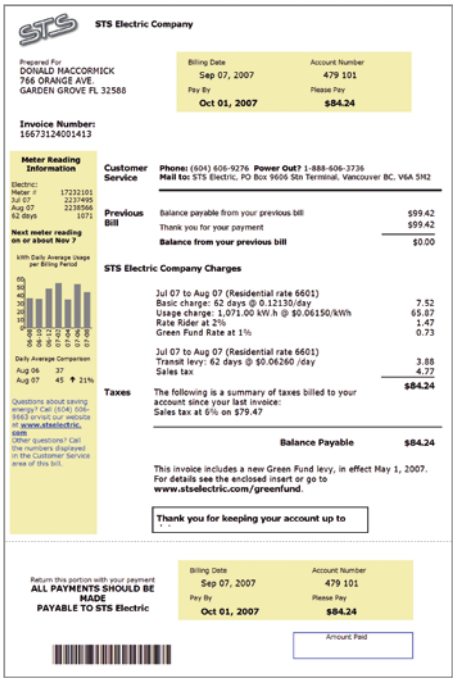
Business Benefits
- **Improve productivity and efficiency** with professional reports that give a clear picture of business performance
- **Help business users make better decisions more quickly** by providing reliable data from sources across the enterprise
- **Meet specific reporting needs** with flexible, customizable, and scalable reporting functionality
- **Minimize use of valuable technical resources** while meeting business users' requirements inside and outside the organization
- **Build stronger relationships** with your business users, customers, and partners by delivering reliable, personalized information

For More Information
To learn more, call your SAP representative or visit www.sap.com/solutions/sapbusinessobjects/large/business-intelligence/reporting-analysis/sap-crystal-reports/index.epx.

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. Based on reliable data from across your organization, these documents provide immediate value and answers to key questions.

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 to stay ahead of the competition. This means businesses across all industries must provide ready-to-consume information in operational and other reports to people internally and externally – including partners and customers. The reports must be mass personalized so they are individually relevant and then delivered to hundreds or thousands of recipients. How can organizations adopt a flexible and scalable reporting approach to deliver fast insight to decision makers?

Figure: A Variety of Elements Readily Combined in a Report



The answer lies with SAP Crystal Reports, the de facto standard in reporting. This software continues a two-decade tradition of excellence in providing powerful, user-friendly, and dynamic reporting functionality. SAP Crystal Reports can help companies of all sizes deliver personalized, highly formatted reports with relevant information to hundreds of thousands of business users. These documents may be operational reports necessary to run day-to-day business or external, customer-facing documents. In either case, the reports deliver accurate information that enables decision makers to answer critical questions at a glance and make solid decisions.

With SAP Crystal Reports, report authors can:

- Create highly formatted, pixel-perfect reports quickly
- Connect to data sources spread across the organization directly or through the common semantic layer
- Deliver personalized reports to business users in their preferred language and format and to their preferred destination (desktop, mobile device, or Web)

INTERACTIVE PIXEL-PERFECT REPORTS

The stunning, sophisticated reports built with SAP Crystal Reports software give decision makers visibility into enterprise performance for a clearer view of the business. Personalized, professional-looking documents can be pushed to or pulled by consumers to their choice of destination and are available for ready access.

Flexible features such as on-report sorting, filtering, and the ability to drill down into detailed information allow business users to answer more questions with fewer reports, thus significantly reducing dependency on IT. Examples of formatted documents include commission statements, financial statements, invoices, purchase orders, renewal notices, mailing labels, and checks.

ENHANCED, INTUITIVE DESIGN ENVIRONMENT

This user-friendly, best-in-class reporting solution provides an intuitive interface with efficient workflows that allow report authors to build elegant reports in a matter of minutes (see the figure). They can use point-and-click techniques and can simply drag and drop objects into the "what you see is what you get" (WYSIWYG) report canvas. Smart guidelines help report authors insert, move, and align objects by automatically adjusting the layout of the report. The software also allows report authors to insert summaries, variances, and other custom calculations without any programming.

POWERFUL, FLEXIBLE FUNCTIONALITY

SAP Crystal Reports provides a wide range of charting and visualization functionality to make your reports more appealing and easier for business users to consume. Conditional formatting allows fine-grained control of report appearance, with rich formula language that can embed business logic within reports. The integration of SAP

BusinessObjects™ Dashboards software with SAP Crystal Reports enables report authors to leverage a comprehensive library of easy-to-use interactive charts, maps, gauges, and sliders and quickly embed them into their reports – again without writing any program code.

The software gives report authors great flexibility in creating reports. For example, authors are not limited by their printer-specific page sizes; they can customize page sizes and page breaks and can combine portrait- and landscape-oriented pages within the same report.

SUPERIOR CONNECTIVITY AND DATA ACCESS

With SAP Crystal reports, you can tap into virtually any data source, whether SAP or non-SAP. You can connect either directly or through the new semantic layer.

The robust, patented semantic layer not only hides the complexity of underlying data sources but also enables an easier, more consistent experience across all data sources. The semantic layer also supports the reuse of hierarchies, calculated fields, and metadata, helping make key information available rapidly. In addition, the semantic layer offers multisource universe functionality, delivering relevant information based on more than one data source. With broad and flexible access to data sources, including hierarchical sources, report authors can quickly turn any company data into compelling, feature-rich reports.

HIGH-PERFORMANCE CONTENT DELIVERY

SAP Crystal Reports runs on a flexible, scalable architecture to fit the needs of any size enterprise. You can publish reports to hundreds of thousands of business users inside and outside the organization. The reports can be made available on the Web, desktops, and mobile devices. Report authors can deliver information to meet the needs of business users in various roles inside and outside the company. For example, personalized commission statements can be published to thousands of recipients at a time, lowering your overall administration costs.

SAP Crystal Reports also allows you to embed your reports in transactional software systems such as enterprise resource planning or customer relationship management applications. Business users can work more efficiently and effectively by staying within the same application for their reporting needs. Operational workflows can also be integrated in reports generated with SAP Crystal Reports by embedding Adobe Flex applications. For example, business users can use these embedded applications to make operational choices such as writing back to the database.

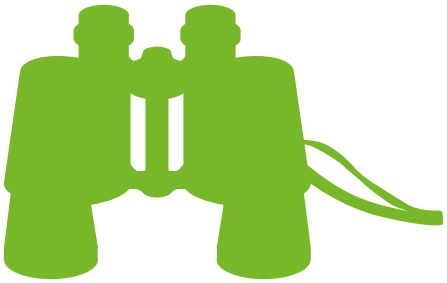
MULTILINGUAL INFORMATION IN A SINGLE DEPLOYMENT

For enterprises with global dealings in today's interconnected business environment, working with multiple languages is a must. SAP Crystal Reports offers multilingual functionality that 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, enabling organizations to standardize on a single reporting solution. This reduces deployment costs and gives a larger number of people access to trusted information.

CRYSTAL-CLEAR BENEFITS

With SAP Crystal Reports, report authors can create highly formatted, professional reports that provide business users across the enterprise with a clear picture of business performance and help improve productivity and efficiency. The software offers a full spectrum of data connectivity, is flexible and customizable, and scales to produce high volumes of reports.

Stunning, sophisticated reports give decision makers visibility into enterprise performance and a clear view of the business. This means business users can consume reports easily and take action immediately.



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The upshot is that you can meet the varying needs of your diverse community of business users, inside and outside the organization, with minimal use of technical resources. Your business users can get answers to their questions and make decisions more quickly. And you can build stronger relationships with your business users, customers, and partners by delivering reliable, personalized information.

Part of the SAP BusinessObjects portfolio of solutions, SAP Crystal Reports is an integral piece of a broader business intelligence (BI) strategy and provides information reliably and securely over the Web or within enterprise applications. SAP BusinessObjects solutions are open, action oriented, and connected. They deliver a complete, intuitive profile of business performance using any data from any application and any platform, and they encourage collaboration to improve decision making and resolve issues. SAP Crystal Reports scales to meet the needs of any size organization and leverages your investment in other SAP BusinessObjects BI solutions, reducing the overall cost of your enterprise BI deployments.

FIND OUT MORE

To learn more about SAP Crystal Reports software, call your SAP representative or visit www.sap.com/solutions/sapbusinessobjects/large/business-intelligence/reporting-analysis/sap-crystal-reports/index.epx.