

Top 10

Ten reasons small and midsize enterprises (SMEs) choose SAP to help transform their business.



1

Leadership

We are recognized as a leader by industry experts and trusted by SME customers.

2

Complete

We deliver a complete set of solutions designed for SMEs.

3

Choice

We offer choices to fit the way you do business.

4

Industry

We put our industry expertise to work for you.

5

Time to value

We help you start fast and see results in weeks.

6

Insight

Our business analytics solutions help you turn information into actionable insight.

7

Innovation

We deliver innovations that help your business succeed.

8

Growth

Our solutions are designed to adapt as your business grows.

9

Local

We support you wherever you are.

10

Ecosystem

Our extensive ecosystem of partners and customers gives you more choices and more resources.

Top 10

1
Leadership

2
Complete

3
Choice

4
Industry

5
Time to Value

6
Insight

7
Innovation

8
Growth

9
Local

10
Ecosystem

We are recognized as a leader by industry experts and trusted by SME customers.

SAP is a “Leader” in Gartner’s Magic Quadrant for ERP for product-centric midmarket companies



SME customer trust



88,000

SAP SME customers

80%

of SAP® Business One customers have less than 50 users

SAP serves customers worldwide

120
countries

24
industries

30+
languages

75
country offices

10,000
SME partners worldwide

Sources: LEFT: Gartner “Magic Quadrant for ERP for Product-Centric Midmarket Companies” (12/17/10); CENTER: SAP internal data Q2 2011 plus 2009 survey of 20,000 SAP customers. RIGHT: SAP internal.

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Top 10

1 Leadership

2 Complete

3 Choice

4 Industry

5 Time to Value

6 Insight

7 Innovation

8 Growth

9 Local

10 Ecosystem

We deliver a complete set of solutions designed for SMEs.

Business analytics solutions

SAP BusinessObjects™ Edge

Business intelligence and performance management software that fits your business

SAP BusinessObjects BI OnDemand

Complete, cloud-based business intelligence solution

SAP Crystal solutions

Simple and affordable business intelligence tools for everyday use

Better decisions



Best-run business



Streamlined processes

SAP Business One

Complete, integrated, and affordable ERP solution for small businesses

SAP Business ByDesign™

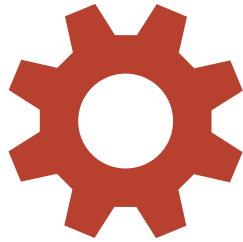
On-demand solution that is complete, integrated, and adaptable

SAP Business All-in-One

Powerful, industry-specific solutions for midsize businesses

Business management solutions

We offer choices to fit the way you do business.



Solutions

- ✓ Packaged
- ✓ Custom



Deployment

- ✓ On-premise
- ✓ On-device
- ✓ On-demand
- ✓ Hosted



Licensing

- ✓ Perpetual
- ✓ Subscription

We provide the complete, integrated functionality your small or midsize enterprise needs — delivered in the way you want.

Top 10

1
Leadership

2
Complete

3
Choice

4
Industry

5
Time to Value

6
Insight

7
Innovation

8
Growth

9
Local

10
Ecosystem

We put our industry expertise to work for you.



Support for
**24 major
industries**



Co-innovation from
partners and customers,
delivering 1,300+
**industry-specific
solutions**



Built-in
**best practice
support**



Without the out-of-the-box SAP Best Practices 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.

Top 10

1
Leadership

2
Complete

3
Choice

4
Industry

5
Time to Value

6
Insight

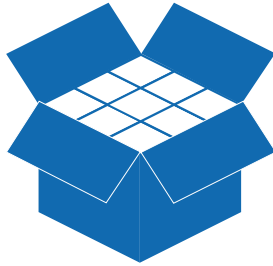
7
Innovation

8
Growth

9
Local

10
Ecosystem

We help you start fast and see results in weeks.



Innovative packaging

- Best practice templates
- Preconfigured and preintegrated applications



Fast time to value

- ERP in **2–12 weeks**
- BI in **1 day–8 weeks**



Affordable solutions

- Fixed scope
- Fixed cost



Our SAP software gave us an out-of-the-box solution that helped us accomplish our business goals at a cost that a start-up could afford.

Coy Wright, VP of IT, Pacific Drilling Services Inc.

Sources: CENTER: benchmark from customers, partners, and internal 2010 (Numbers are estimates only. Actual implementation time depends on customer requirements and specific customer situation.)

Our business analytics solutions help you turn information into actionable insight.



Data clutter

Outdated information

Confusion



Insight

Real-time data

Confidence

Our business analytics solutions free you from sorting through ad hoc reports, spreadsheets, and databases – giving you the insight that drives better decision making.



SAP has helped us see our business very clearly in a cost-effective manner. We can put in place better controls and enable managers to run their operations more efficiently.

Jason Ackerman, CFO and Founder, FreshDirect

Top 10

1

Leadership

2

Complete

3

Choice

4

Industry

5

Time to Value

6

Insight

7

Innovation

8

Growth

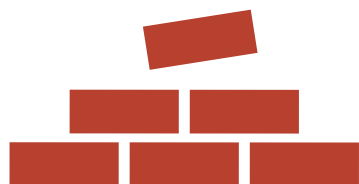
9

Local

10

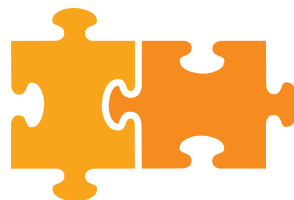
Ecosystem

We deliver innovations that help your business succeed.



We build

Leading the industry in
R & D investment



We integrate

Acquiring companies that
deliver innovation, not
legacy technology



We partner

Co-innovating new solutions
and technologies with
customers and partners

Our pace-setting innovations include:



Mobility



Cloud computing



Analytics



In-memory



Rapid deployment
solutions

Our solutions are designed to adapt as your business grows.



Proven scalability to support from 10 users to more than 1,000 users

Functionality that handles from 100 transactions to 1 million transactions

Adaptable solutions that provide options for adding new functionality, enabling new business models, or growing internationally

Flexible configuration options so you can buy what you need now, add more later

Top 10

1
Leadership

2
Complete

3
Choice

4
Industry

5
Time to Value

6
Insight

7
Innovation

8
Growth

9
Local

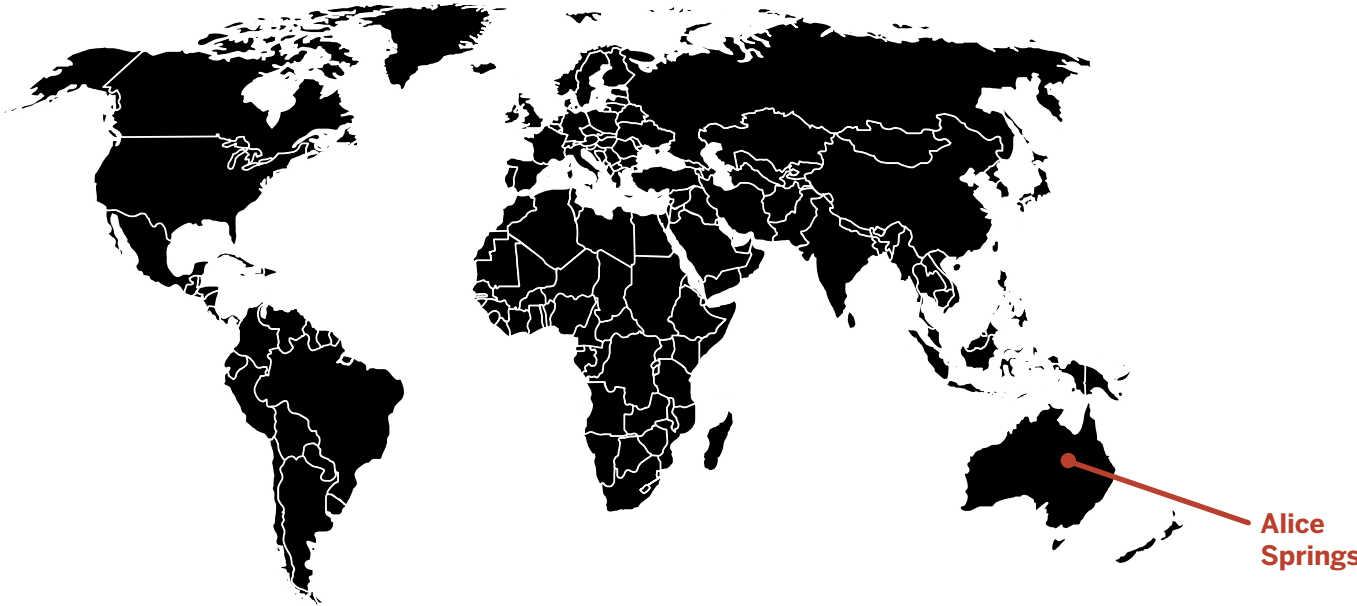
10
Ecosystem

We support you wherever you are.



There are hundreds of SAP partner applications available from everywhere on earth. And if they can help in Alice Springs, 1,500 kilometers from the nearest major city, they can help anywhere.

Simon Worssam, Director, The Alice Springs Watershed



Localized solutions, global presence

SAP solutions for small businesses and midsize companies meet global and local business requirements in **80+ countries**

Our solutions are available in **30+ languages** and **50 country-specific versions**

SAP and partners support you worldwide on a local level with **24x7 service** and **7 global support centers**

Our extensive ecosystem of partners and customers gives you more choices and more resources.

Breadth of coverage

Our extensive network of partners and customers expands the range of products, services, and problem solving

Depth of knowledge

Access the industry-specific business expertise and technical know-how you need to meet your business and IT challenges



Top 10

© 2011 SAP AG. 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 AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

Microsoft, Windows, Excel, Outlook, and PowerPoint are registered trademarks of Microsoft Corporation.

IBM, DB2, DB2 Universal Database, System i, System i5, System p, System p5, System x, System z, System z10, System z9, z10, z9, iSeries, pSeries, xSeries, zSeries, eServer, z/VM, z/OS, i5/OS, S/390, OS/390, OS/400, AS/400, S/390 Parallel Enterprise Server, PowerVM, Power Architecture, POWER6+, POWER6, POWER5+, POWER5, POWER, OpenPower, PowerPC, BatchPipes, BladeCenter, System Storage, GPFS, HACMP, RETAIN, DB2 Connect, RACF, Redbooks, OS/2, Parallel Sysplex, MVS/ESA, AIX, Intelligent Miner, WebSphere, Netfinity, Tivoli and Informix are trademarks or registered trademarks of IBM Corporation.

Linux is the registered trademark of Linus Torvalds in the U.S. and other countries.

Adobe, the Adobe logo, Acrobat, PostScript, and Reader are either trademarks or registered trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Oracle is a registered trademark of Oracle Corporation.

UNIX, X/Open, OSF/1, and Motif are registered trademarks of the Open Group.

Citrix, ICA, Program Neighborhood, MetaFrame, WinFrame, VideoFrame, and MultiWin are trademarks or registered trademarks of Citrix Systems, Inc.

HTML, XML, XHTML and W3C are trademarks or registered trademarks of W3C®, World Wide Web Consortium, Massachusetts Institute of Technology.

Java is a registered trademark of Sun Microsystems, Inc.

JavaScript is a registered trademark of Sun Microsystems, Inc., used under license for technology invented and implemented by Netscape.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, 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.

The information in this document is proprietary to SAP. No part of this document may be reproduced, copied, or transmitted in any form or for any purpose without the express prior written permission of SAP AG.

This document is a preliminary version and not subject to your license agreement or any other agreement with SAP. This document contains only intended strategies, developments, and functionalities of the SAP® product and is not intended to be binding upon SAP to any particular course of business, product strategy, and/or development. Please note that this document is subject to change and may be changed by SAP at any time without notice.

SAP assumes no responsibility for errors or omissions in this document. SAP does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

SAP shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. SAP has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages.