

# Top 10

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



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## Leadership

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

2

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## Complete

We deliver a complete set of solutions designed for SMEs.

3

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## Choice

We offer choices to fit the way you do business.

4

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## Industry

We put our industry expertise to work for you.

5

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## Time to value

We help you start fast and see results in weeks.

6

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## Insight

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

7

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## Innovation

We deliver innovations that help your business succeed.

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## Growth

Our solutions are designed to adapt as your business grows.

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## Local

We support you wherever you are.

10

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## Ecosystem

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

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## 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.

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## 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™

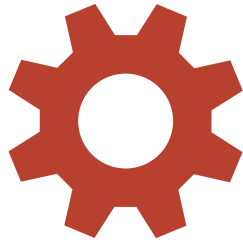
On-demand solution that is complete, integrated, and adaptable

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.

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## 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.*

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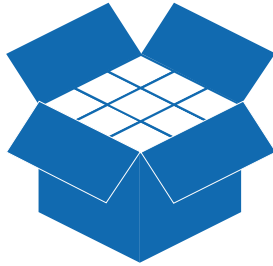
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## We help you start fast and see results in weeks.



### 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*



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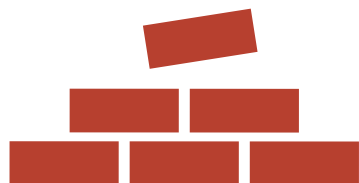
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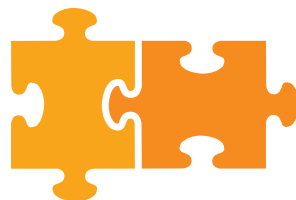
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## We deliver innovations that help your business succeed.



### 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

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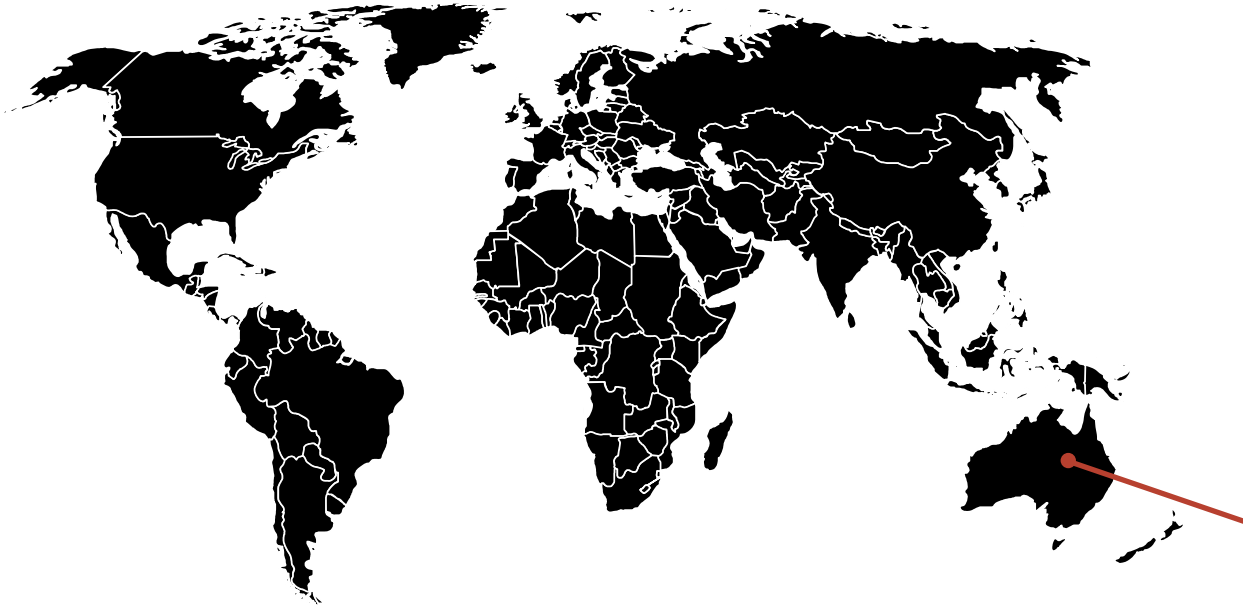
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## We support you wherever you are.



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*



Alice  
Springs

### 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



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