

OEM Solutions

# OEM Solutions Guide

Innovate on SAP® Solutions and Platforms



The Best-Run Businesses Run SAP®



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As an SAP OEM partner, you can embed SAP® solutions and platforms directly into your applications. For your end customers, [it's the very best of both worlds](#): unparalleled SAP software functionality backed by your deep industry knowledge and expertise.

Embedding our market-leading cloud and on-premise software also frees up your development and engineering teams to concentrate on their core strengths. Of course, the benefits flow in both directions. Your market expertise helps push our products to ever-greater heights of innovation. Teaming up with SAP means that you can accelerate your time to market, lower development costs, and generate incremental revenue streams. With SAP platforms and embeddable solutions, you can help your customers meet their challenges with new and innovative functionality. In short, you can help your customers run even better.



# SAP Crystal Reports®

## DESIGN AND DELIVER PIXEL-PERFECT REPORTS

The SAP Crystal Reports® family of offerings, the de facto reporting standard, enables organizations to deliver insightful information to their internal and external users. Report authors work with a user-friendly interface to design pixel-perfect reports with guided interactivity. They have the option to securely publish personalized reports or embed reports in business applications.

The **key functions and features** of SAP Crystal Reports allow your customers to:

- Turn raw data into highly formatted, professional reports with guided interactivity
- Design very simple and extraordinary reports with maximum insight and impact
- Enjoy an optional user-friendly design environment that enables them to build reports in just a few minutes
- Deliver personalized reports that are easier to consume to end users anywhere, in any preferred format
- Deliver reports at high volumes inside and outside an organization

Your customers can use SAP Crystal Reports to meet the **challenges** they face, including:

- The need for visually appealing, high-quality presentations and information-rich documents with a prescribed look and feel

- The need for enterprise and operational reports
- The need for intensive data manipulation within the report to meet business needs – data transformation that uses complex business rules, layouts, and formatting based on business logic and data values
- The high cost of ownership for maintaining an in-house reporting solution and delivering personalized documents to end users
- Global and high-volume reporting needs

When your customers work with SAP Crystal Reports, they create **business value**. They can:

- Use consumable, pixel-perfect reports that enable business users to make decisions quickly
- Work with a reporting solution that can easily scale as the business grows
- Disseminate information to the entire organization more quickly and securely
- Enjoy a complete, comprehensive view of the business
- Access embedded, dynamic reports directly from a business application so that they can stay within the application for their reporting needs
- Fulfill the varying needs of a diverse business-user community with minimal use of technical resources



Teaming up with SAP means that you can accelerate your time to market, lower development costs, and **generate incremental revenue streams**.



SAP Crystal Reports benefits the following:

- IT staff and report authors who create reports for the business, partners, and external customers
- End users who need access to consumable reports with reliable data

### WHY SAP?

SAP Crystal Reports is a sound choice for you and your customers because it provides:

- Market-leading offerings with:
  - Adoption by more than 800 OEM companies
  - Some 17.5 million users who view reports each quarter
  - Usage in 188 countries
  - Nearly 25 years of history
- An ideal solution for enterprise reporting, including operational reports and external, customer-facing documents
- Full WYSIWYG report design for faster report development
- Mass personalization for hundreds to tens of thousands of users
- High-performance and scalable report viewing

### RELATED SAP SOLUTIONS

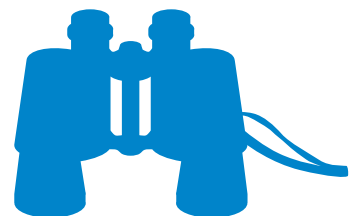
Your customers can also benefit from related SAP solutions:

- SAP Crystal Reports Server, OEM edition
- SAP Crystal Reports runtime server license
- SAP BusinessObjects™ Dashboards software
- SAP BusinessObjects Mobile software
- SAP BusinessObjects Web Intelligence® software

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Crystal Reports offerings, call your OEM relationship manager or visit us on the Web at [www.sap.com/solution/sme/software/analytics/crystal-reports/index.html](http://www.sap.com/solution/sme/software/analytics/crystal-reports/index.html).

The SAP Crystal Reports family of offerings, the de facto reporting standard, enables organizations to deliver **insightful information** to their internal and external users.



# SAP Crystal Server and SAP Crystal Reports Server, OEM Edition

## EMBED, ENABLE, AND EXTEND INFORMED DECISION MAKING

Extend your solution offering with the latest functionality from SAP Crystal Reports Server, OEM edition. The software offers an affordable next step for independent software vendors (ISVs) that want to embed rich, dynamic reporting in their applications. You can also intuitively scale report delivery to hundreds of end users through a dedicated report application server.

The **key functions and features** of SAP Crystal Reports Server software for OEMs allow your customers to:

- Leverage the power of SAP Crystal Reports software to create powerful, interactive reports
- Use a report application server service focused on processing tasks with a dedicated service for report processing
- Deploy with a single dedicated report processing service in a flexible, lightweight deployment
- Get interactive Web viewing, exporting, printing, report creation and modification, and more with intuitive integration in Java and Microsoft .NET solution, all with a small footprint
- Migrate to comprehensive business intelligence (BI) solutions as they grow

Your customers can use SAP Crystal Reports Server to meet the **challenges** they face, including:

- Delivery of professional reporting in commercial applications with minimal development effort and licensing impact

- Processing limitations in a thin-client environment
- Scalability for Web services and hosted or software-as-a-service (SaaS) environments
- Robust end-user access to high-quality reports and dashboards

When your customers work with SAP Crystal Reports Server, they create **business value**.

They can:

- Deliver sought-after functionality that offers increased value for your customers and expands your portfolio of products and services
- Provide high-quality embedded reports with little design time and at a high cost-value ratio
- Take advantage of exclusive pricing and flexible licensing options
- Help ensure that current investments in BI technology can be leveraged for future organizational growth

SAP Crystal Reports Server, OEM edition, benefits IT staff and developers who are making SAP Crystal Reports available for other users in their organization.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Crystal Reports offerings, call your OEM relationship manager or visit us on the Web at [www.sap.com/solution/sme/software/analytics/crystal-reports/index.html](http://www.sap.com/solution/sme/software/analytics/crystal-reports/index.html).



# SAP BusinessObjects Business Intelligence Suite

## ONE SUITE FOR ALL INSIGHTS

Empower your people with easy access to the BI and data exploration tools they need to make faster, more informed decisions. Our BI platform and software provide one suite for all insights – and one very high standard for enterprise BI. Boost your organization's collective IQ by giving all users information that can help them drive smarter processes, improve performance, and become more effective in everything they do.

The **key functions and features** of the solutions included in the SAP BusinessObjects BI suite allow your customers to:

- Extract real-time business intelligence from any data
- Increase user autonomy by exposing data in plain business terms
- Make information consumption simple, personalized, and dynamic
- Benefit from a flexible and scalable information infrastructure

Your customers can use the SAP BusinessObjects BI suite to meet the **challenges** they face, including:

- Gaining insight across the organization
- Providing the right access to information to the right people at the right time
- Lowering the total costs of ownership for BI solutions

When your customers work with the SAP BusinessObjects BI suite, they create **business value**. They can:

- Eliminate data-gathering time
- Improve operational efficiency
- Enable decision makers everywhere

## WHY SAP?

The SAP BusinessObjects BI suite is a sound choice for you and your customers because it provides:

- One standard for enterprise BI that can grow as your business grows
- Self-service BI while managing and maintaining trusted data
- Delivery of real-time insights on any device

## WHAT IS INCLUDED IN THE SAP BUSINESSOBJECTS BI SUITE

The following are included in the SAP BusinessObjects BI suite:

- SAP Lumira® software
- SAP BusinessObjects BI platform
- SAP BusinessObjects Web Intelligence
- SAP Crystal Reports
- SAP BusinessObjects Explorer® software
- SAP BusinessObjects Dashboards software
- SAP BusinessObjects Design Studio
- SAP BusinessObjects Analysis software
- SAP BusinessObjects Mobile software
- Runtime license for SAP HANA® software, allowing you to install SAP HANA for use as a server repository for SAP Lumira or for the BI platform repository

## FIND OUT MORE

For more information on how your customers can benefit from the solutions included in the SAP BusinessObjects BI suite, call your OEM relationship manager or visit us online at [www.sap.com/bi](http://www.sap.com/bi).





# SAP BusinessObjects Business Intelligence Suite, Analytics Edition

## A COMPLETE ANALYTICS SOLUTION IN ONE PACKAGE

The SAP BusinessObjects BI suite, analytics edition, brings together our best-of-breed BI solutions with a high-performing data store and data integration capabilities to offer an end-to-end analytics platform.

The **key functions and features** of the solutions included in the analytics edition allow your customers to:

- Empower users with easy access to the BI and data exploration tools they need to make faster, more informed decisions.
- Store massive volumes of data with low total cost of ownership
- Easily move transactional data into a data warehouse without any need for manual scripting or complex coding

Your customers can use the analytics edition of the BI suite to meet the **challenges** they face, including:

- Gaining insight across the organization
- Providing the right access to information to the right people at the right time
- Improving overall performance of analytics and BI systems

When your customers work with the analytics edition, they create **business value**. They can:

- Eliminate data-gathering time
- Improve operational efficiency

- Enable decision makers everywhere
- Lower the total costs of ownership for BI solutions

## WHY SAP?

The analytics edition is a sound choice for you and your customers because it provides:

- One end-to-end analytics solution that can grow as your business grows
- Enterprise BI and self-service BI while at the same time managing and maintaining trusted data
- Delivery of real-time insights on any device

## WHAT IS INCLUDED IN THE SAP BUSINESSOBJECTS BI SUITE, ANALYTICS EDITION

The following are included in SAP BusinessObjects BI suite, analytics edition:

- SAP BusinessObjects BI suite
- Runtime license of SAP IQ software
- Runtime license of SAP Data Integrator software
- SAP PowerDesigner® software, enterprise edition for data architects

## FIND OUT MORE

For more information on how your customers can benefit from the solutions included in the SAP BusinessObjects BI suite, analytics edition, call your OEM relationship manager or visit us online at [www.sap.com/bi](http://www.sap.com/bi).





# SAP BusinessObjects BI, Edge Edition

## A COMPREHENSIVE BI SOLUTION

SAP BusinessObjects BI software, Edge edition, is a comprehensive solution for small and midsize companies that need greater efficiency and transparency. This comprehensive, versatile software addresses any BI requirements – from flexible ad hoc reporting and analysis to dashboards, visualization, powerful data integration, and quality, along with prepackaged data mart solutions. SAP BusinessObjects BI software is available in four versions: a standard package, a version that includes data integration, a version that includes data management, and an analytics edition.

The **key functions and features** of SAP BusinessObjects BI, Edge edition, offer your customers:

- Ad hoc reporting, query, and analysis for business analysts
- Access to live data within Microsoft Office for business analysts
- Interactive dashboard viewing for executives and managers
- Self-service search and exploration
- Data integration and data quality functionality in one package

Your customers can use SAP BusinessObjects BI, Edge edition, to meet the **challenges** they face, including:

- Poor visibility and insight across the business that make it difficult to spot trends across product lines, regions, and years
- Poor organizational alignment and accountability that make it difficult to adapt quickly to changing business conditions
- High IT workloads and costs to deploy BI that make it difficult to enable business users to make informed decisions

When your customers work with SAP BusinessObjects BI, Edge edition, they create **business value**. They can:

- Improve visibility, insight, alignment, and accountability across sales, finance, and operations
- Increase sales effectiveness
- Enhance service for existing customers
- Gain greater control over costs and cash flow
- Manage the supply chain and capital assets better

SAP BusinessObjects BI, Edge edition, benefits the following:

- Department managers
- Information consumers
- CIOs, CFOs, and CEOs of growing companies

## WHY SAP?

SAP is a sound choice for you and your customers because:

- We are a leader in BI.
- SAP software is easier to deploy and maintain.
- SAP software offers a single version of truth with data integration, data quality management, and analytics.

## RELATED SAP SOLUTIONS

Your customers can also benefit from the SAP BusinessObjects BI platform.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP BusinessObjects BI, Edge edition, call your OEM relationship manager or visit us on the Web at [www.sap.com/solutions/sme/software/analytics/edge-medium-business.html](http://www.sap.com/solutions/sme/software/analytics/edge-medium-business.html).



# SAP BusinessObjects Web Intelligence

## INTERACTIVE ANALYSIS FOR BUSINESS INSIGHTS

SAP BusinessObjects Web Intelligence software offers business users self-service, ad hoc reporting and intuitive, interactive analysis – all through one integrated product. As a result, users at all levels of the business can find answers to their spontaneous and iterative business questions, turn business insights into effective decisions, and share trusted information and analysis across their organization.

The **key functions and features** of SAP BusinessObjects Web Intelligence allow your customers to:

- Build their own queries from scratch or analyze an existing report
- Use an interactive and user-friendly toolbar, attractive charts, context-relevant menus, drag-and-drop features, and multilingual functions
- View data lineage, such as definition of document filters, report objects, variables, and data modifications
- Ask questions, combine data, and identify trends online or offline

Your customers can use SAP BusinessObjects Web Intelligence to meet the **challenges** they face, including:

- Dependence on IT staff for answers to business questions and backlogged IT reports
- Need for analysis across different types of data sources
- Need to analyze data, identify trends, and solve business issues online and offline

When your customers work with SAP BusinessObjects Web Intelligence, they create **business value**. They can:

- Enable business users with self-service access to heterogeneous sources
- Allow business analysts and information consumers to ask spontaneous and iterative business questions of their data
- Enable integrated and trusted analysis online or offline
- Permit the IT organization to act as a partner, driving business changes

SAP BusinessObjects Web Intelligence benefits the following:

- C-level executives
- Line-of-business (LoB) managers and business analysts
- CIOs and IT staff

## WHY SAP?

SAP BusinessObjects Web Intelligence is a sound choice for you and your customers because it provides:

- A user-friendly interface for business users with straightforward workflow and reporting
- A single tool for ad hoc query, reporting, and analysis
- Built-in search

## RELATED SAP SOLUTIONS

Your customers can also benefit from SAP BusinessObjects Dashboards software.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP BusinessObjects Web Intelligence software, call your OEM relationship manager or visit us on the Web at

[www.sap.com/pc/bp/erp/software/web-intelligence/index.html](http://www.sap.com/pc/bp/erp/software/web-intelligence/index.html).



# SAP BusinessObjects Dashboards and SAP BusinessObjects Design Studio

## SEE THE BUSINESS CLEARLY

Drive BI adoption across your organization with compelling, insightful dashboards and BI apps. Dashboard solutions from SAP can help you create mobile, highly interactive, role-based dashboards that are able to deliver trusted, aggregated numbers to your decision makers – anytime, anywhere.

Powerful controls and intuitive visualizations allow you to present complex business data clearly, giving decision makers an easier way to interact with data and test business scenarios – all with a single click.

The **key functions and features** of dashboard solutions from SAP provide your customers with:

- Interactive dashboards and BI applications including what-if analysis functions
- The ability to work with any data source, including the SAP HANA database
- Flexible deployment options
- A drag-and-drop user experience for dashboard design
- An extensible library of commonly used visualization components
- Sample templates to expedite the creation of dashboards
- Enterprise-level administration and scalability
- Multilingual support

Your customers can use dashboard solutions from SAP to meet the **challenges** they face, including:

- Monitoring key performance indicators (KPIs) to stay on track
- Visualizing data in an understandable and interactive framework
- Delivering critical information to all users with the right context

When your customers work with dashboard solutions from SAP, they create **business value**. They can:

- Improve decision making with visual simplicity to gain agility and competitive advantage
- Improve business performance based on current and accurate information that is always ready for drill-down and further analysis, including scenario planning with what-if functions
- Lower the cost of enterprise-grade dashboards and applications for the business

Dashboard solutions from SAP benefit the following:

- Executives and decision makers
- Operations managers
- Field users (insurance agents and sales and operations managers, for example)



## WHY SAP?

Dashboard solutions from SAP are a sound choice for you and your customers because they:

- Feature a community of loyal users, gurus, and experts unlike that of any other dashboard vendor
- Provide an extensive visualization component library
- Support KPI management, real-time data, and complex business-event data

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions, especially SAP BusinessObjects BI solutions, to make use of their existing investments.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP BusinessObjects Dashboards software and SAP BusinessObjects Design Studio, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/analytics/business-intelligence/software/overview/dashboard.html](http://www.sap.com/pc/analytics/business-intelligence/software/overview/dashboard.html).





# SAP BusinessObjects Explorer

## SIMPLICITY OF SEARCH WITH THE POWER OF BI

SAP BusinessObjects Explorer software brings together the simplicity and speed of search and exploration with the analytical power of BI to provide immediate, trusted answers to business questions. Business users employ familiar keyword search to find information hidden in data sources. They then navigate to and explore data directly. Existing reports and metrics are unnecessary. The software leverages the semantic layer, security, and administration services of the SAP BusinessObjects BI platform – thereby reducing IT backlog and making it deployable in days.

The **key functions** and features of SAP BusinessObjects Explorer provide your customers with:

- Keyword search functionality (similar to Internet search) that allows users to find information hidden in data sources and applications, eliminating the need to understand the data, where it's located, or how it's structured
- Direct, intuitive exploration of data without the need for existing reports or metrics
- Secure, trustworthy, and readily sharable information that makes use of existing investments in BI software
- A contextually relevant display of details and charts

Your customers can use SAP BusinessObjects Explorer to meet the **challenges** they face, including:

- Poor user adoption of BI across the organization
- Limited or no BI functions for casual information workers
- Failure of information to reach the business, resulting in gut-feel decisions

When your customers work with SAP BusinessObjects Explorer, they create **business value**. They have:

- Simplicity and speed of search that helps any information worker gain access to business questions immediately
- Analytical power of BI that enables faster reactions to evolving business challenges
- Secure, trustworthy, and quick deployment that delivers value in days, not months
- Self-service BI for all business users that delivers ROI quickly

SAP BusinessObjects Explorer benefits the following:

- CIOs and IT staff
- LoB managers
- Business analysts
- Supervisors, team leads, and individual contributors



## WHY SAP?

SAP BusinessObjects Explorer is a sound choice for you and your customers because it provides breakthrough features such as:

- Search keyword-driven analysis that finds a relevant data set and drives initial analysis and subselection of data
- Relevance-driven guided navigation that offers unified navigation and analysis driven by relevance algorithms
- Smart visualization technology that provides instant insight automatically
- Functionality that can choose and display the best chart, based on the data selected and keywords entered
- Integration that creates an enterprise BI platform

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP BusinessObjects Web Intelligence software
- SAP BusinessObjects Dashboards software
- SAP BusinessObjects Mobile software
- SAP Crystal Reports software

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP BusinessObjects Explorer software, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/analytics/business-intelligence/software/explorer/index.html](http://www.sap.com/pc/analytics/business-intelligence/software/explorer/index.html).



# SAP BusinessObjects Business Intelligence Platform

## RELEVANT BUSINESS CONTENT WITHIN THE REACH OF BUSINESS USERS

The flexible and scalable SAP BusinessObjects BI platform is designed to make it easier to discover and share insight for better decisions. Built on service-oriented architecture, the software supports a comprehensive BI suite on a single platform. With the SAP BusinessObjects BI platform, IT departments can extend insight through a single, trusted BI infrastructure that integrates with existing applications, information sources, and technology investments and provides everyone with decision-ready information.

The **key functions and features** of the SAP BusinessObjects BI platform offer:

- Information access – Self-service access to fact-based information
- Information design – Graphical design tools to create a rich semantic layer (universe)
- Publishing – Distribution of personalized BI content to a mass audience
- Lifecycle management – Management of BI content throughout the development, testing, and production lifecycle
- Platform administration – Management, control, and configuration of BI deployment from a central console
- Ad hoc reporting and interactive analysis using SAP BusinessObjects Web Intelligence

Your customers can use the SAP BusinessObjects BI platform to meet the **challenges** they face, including:

- Poor visibility into the information necessary for critical business decisions
- Increased IT support, training, and maintenance associated with multiple BI tools, platforms, and applications across the enterprise
- Delivery of the right information at the right time for an ever-increasing number of users inside and outside the organization, without incurring exponential infrastructure costs
- Reduced responsiveness of IT staff to business demands due to report and analytic backlogs

When your customers work with the SAP BusinessObjects BI platform, they create **business value**. They can:

- Provide fact-based, high-quality information, regardless of where the data resides
- Deliver relevant information to people when and where they need it
- Reduce IT workload with simplified maintenance and administration options

The SAP BusinessObjects BI platform benefits all information workers.



### WHY SAP?

The SAP BusinessObjects BI platform is a sound choice for you and your customers because it provides:

- Market leadership for a BI platform
- A single infrastructure for BI and enterprise information management (EIM)
- Customer validation of platform scalability

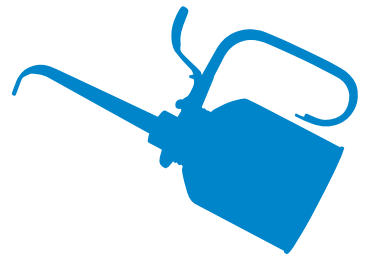
### RELATED SAP SOLUTIONS

Your customers can also benefit from SAP solutions for enterprise information management.

### FIND OUT MORE

For more information on how your customers can benefit from the features of the SAP BusinessObjects BI platform, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/analytics/business-intelligence/software/overview/bi-platform.html](http://www.sap.com/pc/analytics/business-intelligence/software/overview/bi-platform.html).

The flexible and scalable SAP BusinessObjects BI platform is designed to make it easier to discover and share insight for better decisions. Built on service-oriented architecture, the software supports [a comprehensive BI suite on a single platform](#).





# SAP BusinessObjects Mobile

## RUN SMARTER ANYWHERE

SAP BusinessObjects Mobile software allows organizations to access information immediately from a variety of mobile devices. Management and information workers can stay up-to-date and make decisions using the latest information. Sales and field service staff can provide the right customer, product, and work-order information where and when it's needed. All that helps shorten the sales cycles and increase customer satisfaction. Users can drill down on and interact with familiar reports and metrics, change the underlying data, trigger remote actions, and take immediate action.

The **key functions and features** of SAP BusinessObjects Mobile provide your customers with:

- Single-click access and navigation from mobile devices such as BlackBerry, Android, Windows Mobile, and iPad
- Optimized viewing of documents created in SAP BusinessObjects Web Intelligence and SAP Crystal Reports
- Support for report drilling, prompt selection, and report-to-report navigation
- An ability to respond directly and trigger remote processes
- Offline access with alerts for refreshed reports
- Smart search on smartphones for needed insight

Your customers can use SAP BusinessObjects Mobile to meet the **challenges** they face, including:

- Difficult access to relevant information when outside the office

- Failure to meet customer expectations or answer questions
- Limited visibility of time-critical information

When your customers work with SAP BusinessObjects Mobile, they create **business value**. They can:

- Analyze on the go
- Take action on your device
- Deploy quickly and safely

SAP BusinessObjects Mobile benefits the following:

- All industries and markets
- C-level executives
- Sales, operations, and LoB managers

## WHY SAP?

SAP offers a comprehensive mobile BI solution with support for major mobile devices.

## RELATED SAP SOLUTIONS

Your customers can also benefit from the SAP BusinessObjects BI platform, which helps them leverage their existing investment in SAP BusinessObjects Web Intelligence and SAP Crystal Reports.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP BusinessObjects Mobile, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/analytics/business-intelligence/software/overview/mobile-bi.html](http://www.sap.com/pc/analytics/business-intelligence/software/overview/mobile-bi.html).



# SAP BusinessObjects Analysis, Edition for Microsoft Office

## ANALYZE DATA FROM SAP BUSINESS WAREHOUSE AND SAP HANA WITHIN MICROSOFT OFFICE

SAP BusinessObjects Analysis software, edition for Microsoft Office, is an add-on for Microsoft Excel and PowerPoint. It helps controllers analyze data from the SAP Business Warehouse (SAP BW) application and the SAP HANA database, and it assists planners in performing budget or head-count planning. It also enables central creation of highly interactive Excel workbooks or PowerPoint presentations with BI content and distribution to business users.

The **key functions and features** of SAP BusinessObjects Analysis, edition for Microsoft Office, provide your customers with:

- The ability to analyze data from SAP BW and SAP HANA
- A modern look and feel, close to Excel PivotTables
- A rich application programming interface (API) with which to build powerful content
- Merging of central and local data
- The ability to create live PowerPoint BI presentations
- Integrated data planning using SAP BW

Your customers can use SAP BusinessObjects Analysis, edition for Microsoft Office, to meet the **challenges** they face, including:

- Keeping users in their familiar Microsoft Office environment
- Providing a powerful tool for multidimensional analysis, tightly integrated into the sources (SAP BW and SAP HANA)
- Enabling users to enrich their own data without downloading reports into shadow IT

When your customers work with SAP BusinessObjects Analysis, edition for Microsoft Office, they create **business value**. They can:

- Access all relevant data from SAP BW and SAP HANA
- Use Excel functionality to lay out the data at will
- Create PowerPoint presentations to tell BI stories

SAP BusinessObjects Analysis, edition for Microsoft Office, benefits the following:

- C-level executives
- LoB managers
- Business analysts
- Business users

## WHY SAP?

SAP BusinessObjects Analysis, edition for Microsoft Office, is a sound choice for you and your customers because it provides:

- The tightest integration into SAP BW and SAP HANA as data sources
- Flexibility for lines of business to enrich the data
- Familiar usability – very closely integrated into the Microsoft environment

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP BusinessObjects Analysis, edition for OLAP
- SAP BusinessObjects Design Studio

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP BusinessObjects Analysis, edition for Microsoft Office, call your OEM relationship manager or visit us online at [www.sap.com/pc/analytics/business-intelligence/software/data-analysis-microsoft/index.html](http://www.sap.com/pc/analytics/business-intelligence/software/data-analysis-microsoft/index.html).



# SAP Lumira

## EASY, FAST, AND ENGAGING SELF-SERVICE DATA VISUALIZATION

SAP Lumira software allows business users to unlock the full potential of their data with stunning, interactive visualizations. It empowers users to combine and analyze data from a variety of enterprise and personal sources and to present it in a visual way without having to ask for help from IT.

The **key functions and features** of SAP Lumira allow your customers to:

- Acquire, transform, and combine data from enterprise and personal sources without IT assistance
- Get immediate answers buried in massive volumes of data
- Build powerful visualizations, stories, and infographics with an engaging drag-and-drop interface
- Share insights throughout the organization with minimal time and effort

Your customers can use SAP Lumira to meet the **challenges** they face, including:

- The need to reduce users' dependency on IT to create a predefined query or report each time a new question arises
- The need to enable better use of corporate data and analytics without adding to IT's workload
- Empowering end users with self-service BI while maintaining good governance that's based on one IT-sanctioned security model and one BI platform

When your customers work with SAP Lumira, they create **business value**. They can:

- Deliver faster time to insight in a repeatable, self-service way

## SAP Lumira

Self-service data visualization for everyone



- Maximize business knowledge with big-picture insights and granular details
- Increase self-service data usage without adding to their IT department's workload
- Visualize any amount of data in real time

SAP Lumira benefits the following:

- Business analysts
- Business users
- IT staff
- Organizations with large volumes of data

### WHY SAP?

SAP Lumira is a sound choice for you and your customers because it provides:

- Faster time to insight in a repeatable, self-service way – without help from IT
- Beautiful, informative data visualizations that combine data from multiple sources in a single view
- Self-service data visualization on a trusted, governed BI infrastructure

### RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP BusinessObjects BI solutions.

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Lumira, call your OEM relationship manager or visit us online at [www.saplumira.com](http://www.saplumira.com).



# SAP Predictive Analytics

## MAKE SMARTER DECISIONS WITH SAP PREDICTIVE ANALYTICS

SAP Predictive Analytics software automates the creation of sophisticated predictive models using patented technology to provide unprecedented insight into your customers – from acquisition through cross-sell, up-sell, churn prevention, and generally taking the next best action with every interaction, across every customer channel. It's not all about algorithms – it's about integrating insights into real-world environments to solve real business problems.

The **key functions and features** of SAP Predictive Analytics provide your customers with:

- Automatic composition of analytical data sets
- Predictive models building
- In-database scoring and enterprise-class integration
- Ability to leverage social data and find influencers
- Business and executive summary reports
- Industry templates, such as for telecommunications, financial services, and retail

Your customers can use SAP Predictive Analytics to meet the data analysis challenges they face, including:

- Targeting new offers and campaigns to their customers and adapting faster to new behaviors and trends
- The ability to explore new types of data and fully use their Big Data investments
- The inherent complexity in deploying and using predictive analytics methods

SAP Predictive Analytics also helps your customers who face organizational **challenges** including:

- Difficulty in hiring skilled data scientists
- Difficulty in embedding predictive analytics into processes, information, or apps

When your customers work with SAP Predictive Analytics, they create **business value**. They can:

- Foster a predictive analytics democracy by giving more people access to the insight they need in context, at the decision point
- Help close the skills gap between data scientists and business users
- Enable what-if scenarios in real time on the SAP HANA platform
- Accelerate decision making to cut response times and improve business agility and outcomes
- Reduce the dependency on IT support
- Build sophisticated predictive models in minutes or hours, not weeks or months

SAP Predictive Analytics benefits enterprises that need to:

- Analyze large quantities of data
- Improve business performance through data-driven decisions
- Maintain and improve customer relations through customer analytics

SAP Predictive Analytics benefits these roles:

- CIOs and IT professionals
- Business users
- Business analysts
- Data scientists





### WHY SAP?

SAP Predictive Analytics is a sound choice for you and your customers because it provides:

- Performance and scalability
- Support for complex, real-time analytics
- Ease and speed of development and deployment

### RELATED SAP SOLUTIONS

Your customers can also benefit from the SAP HANA platform.

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Predictive Analytics, call your OEM relationship manager or visit us online at [go.sap.com/solution/platform-technology/predictive-analytics.html](https://go.sap.com/solution/platform-technology/predictive-analytics.html).



# SAP Business ByDesign®

## CLOUD BUSINESS SUITE FOR COMPANIES OF ALL SIZES

SaaS adoption is growing rapidly with companies of every size, as the benefits that the cloud offers become clear. SAP Business ByDesign® is a solution with financial, analytics, HR, and customer relationship management (CRM) functionality in the cloud, ready to deliver. The fastest way to capture new revenues is now available to partners who want to move quickly to the cloud.

The **key functions and features** of SAP Business ByDesign are:

- Native cloud technology and intelligent iAdapt business configuration that allows you to readily shape the available business scope into a single integrated application
- Analytics and mobile-enabled functionality across key business areas including HR, finance, sales, service, marketing, supply chain, procurement, and projects
- Support for end-to-end business processes that integrate your customers with their suppliers, and their workforce with core financial operations
- Open interfaces that streamline integration to best-of-breed applications
- True cloud operations to support OEMs with maintenance, upgrades, and scalability

Your customers can use SAP Business ByDesign to meet the **challenges** they face, including:

- How to move their financial and other core operations to the cloud today
- Reducing their operational costs and gaining the advantages of cloud computing
- Getting broad functionality with the ability to extend their cloud solutions to meet their own customers' requirements

When your customers work with SAP Business ByDesign, they create **business value**. They can:

- Improve insight with real-time analytics
- Increase productivity and results with advanced learning and ease of use
- Streamline business processes to improve effectiveness and drive down internal costs

SAP Business ByDesign benefits the following:

- CEOs, CFOs, and CIOs
- LoB managers
- Finance, sales, and service managers

## WHY SAP?

SAP Business ByDesign is a sound choice for you and your customers because it provides:

- A feature-rich product designed for ease of use
- A full SaaS solution that can be delivered and integrated quickly, supporting short time to market
- A mature cloud solution that fully supports integrations and extensibility

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Cloud for Customer
- SAP Cloud for Travel and Expense
- SuccessFactors® HCM Suite from SuccessFactors, an SAP company

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Business ByDesign, call your OEM relationship manager or visit us online at [www.sap.com/pc/tech/cloud/software/business-management-bydesign/verview/index.html](http://www.sap.com/pc/tech/cloud/software/business-management-bydesign/verview/index.html).



# SAP Jam™

## POWERFUL BUSINESS COLLABORATION PLATFORM ENHANCES THE EFFECTIVENESS OF ANY APPLICATION

Enabling social collaboration in the business place is a powerful way to enhance the benefits of your application. The SAP Jam™ social software platform utilizes the information your software generates, providing a collaborative way for your customers to act on that information, thereby accelerating and increasing the ROI of your application.

The **key functions and features** of SAP Jam offer your customers:

- Work patterns that incorporate prebuilt collaborative processes combining expertise, content, and best practices with real-time business data from your applications
- Structured collaboration to create workgroups for teamwork analysis, using pro and con analysis, ranking, approval, and tracking tools in your application
- External collaboration that can be integrated with other platforms for microblogging, feeds, discussions, and document sharing to drive users to your applications

Your customers can use SAP Jam to meet the **challenges** they face, including:

- Faster decision making – your application gives them the data; now give them a place to collaborate and act on that data
- Top-line improvement – share data quickly with the right people to make decisions on time, helping your customers meet their business goals
- Bottom-line improvement – reduce e-mail threads and conference calls by keeping dynamic groups updated and aware of changes quickly and easily

When your customers work with SAP Jam, they gain **business value**. They can:

- Drive data to their users fast, increasing the engagement and knowledge they need
- Make better decisions with better data and decision-making processes
- Engage their employees for enhanced collaboration and faster decision making

SAP Jam benefits the following:

- CIOs, CFOs, CEOs, VPs of applications, LoB leaders (sales, service, marketing)
- Organizations with fast-paced businesses, competitive environments, and distributed management
- Sales and service leaders; marketing and other executives where decisions are made by groups

### WHY SAP?

SAP Jam is a sound choice for you and your customers because it provides:

- One of the leading business collaboration solutions on the market today
- The platform and tools for full integration into your application and other third-party applications
- Features that business users need to get the most out of your applications

### RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SuccessFactors Learning, SuccessFactors HCM Suite
- SAP Cloud for Sales, SAP Cloud for Service

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Jam, call your OEM relationship manager or visit us online at [...](#)



# SAP HANA Cloud Platform

## THE PLATFORM AS A SERVICE FROM SAP

SAP HANA Cloud Platform is an in-memory cloud platform for today's increasingly networked, mobile, social, and data-driven world. With flexible subscription models and optional application, database, and infrastructure services, it provides instant access to the full power of the SAP HANA platform in the cloud. As the only cloud platform built on SAP HANA, it powers the real-time applications companies need to succeed in business today.

Customers, partners, and SAP are all building, extending, and running a wide variety of next-generation cloud-based applications on SAP HANA Cloud Platform. Examples include:

- A patient portal for hospitals
- A real-time traffic management system for a municipal port authority
- A nutrition portal for consumers
- Fan engagement applications for national sports teams
- Virtual-shopping mobile apps for retailers
- A customer engagement tool for sales representatives
- An online car-accessory configurator
- Delivery of personalized content and offers to public transit customers

These are mobile-ready Web and portal applications that bring together unstructured and structured business and social content with minimal IT involvement and disruption to existing systems.

The **key functions and features** of SAP HANA Cloud Platform provide your customers with:

- In-memory computing with SAP HANA

- Open programming standards with a Java-based Eclipse integrated development environment (IDE)
- Zero-footprint Web-based IDEs
- The ability to securely connect and extend existing on-premise and cloud-based applications
- Built-in services such as identity management, portal, data migration, and process integration
- Services for apps, database, and infrastructure
- Support for integration, analytics, mobile, portals, and collaboration
- The ability to run applications in SAP HANA directly or in the Java runtime environment

Your customers can use SAP HANA Cloud Platform to meet the **challenges** they face, including:

- Uncovering the signal from the noise in Big Data
- Extending existing on-premise solutions nondisruptively
- Customizing and extending cloud SaaS-based applications
- Building next-generation cloud-based applications around the Internet of Things, Big Data, and social media
- Optimizing operational costs

When you work with SAP HANA Cloud Platform, you gain access to SAP's enterprise platform expertise and our ecosystem for added **business value**. You can:

- Build on SAP's enterprise experience for scalable, secure, and reliable application results
- Use SAP core business process and vertical industry knowledge for an end-to-end integrated solution





- Extend SAP's market-leading solutions such as human capital management, supply chain management, supplier relationship management, and SaaS solutions
- Extend SAP and non-SAP solutions (on premise and in the cloud)
- Access SAP customers to market their applications using SAP HANA Marketplace
- Rapidly build, extend, and run cloud-based applications
- Integrate across business processes (on premise and in the cloud)

SAP HANA Cloud Platform benefits the following:

- CIOs who need to keep risks and costs low without compromising on innovation
- Business users who are engaged with beautiful SAP Fiori® apps on desktops and mobile devices
- Organizations with large volumes of data (product-specific beneficiary)
- Project leads

## WHY SAP?

SAP HANA Cloud Platform is a sound choice for you and your customers because it provides:

- An enterprise-class open-standards-based PaaS for business-critical applications
- 24x7 enterprise-class support
- Secure, reliable, and certified data centers
- Integrated e-commerce channels such as SAP HANA App Center to help our partners market and sell their applications to SAP customers
- An entrée to SAP's 290,000+ customers with SAP Business Suite and our industry solutions
- An attractive OEM model

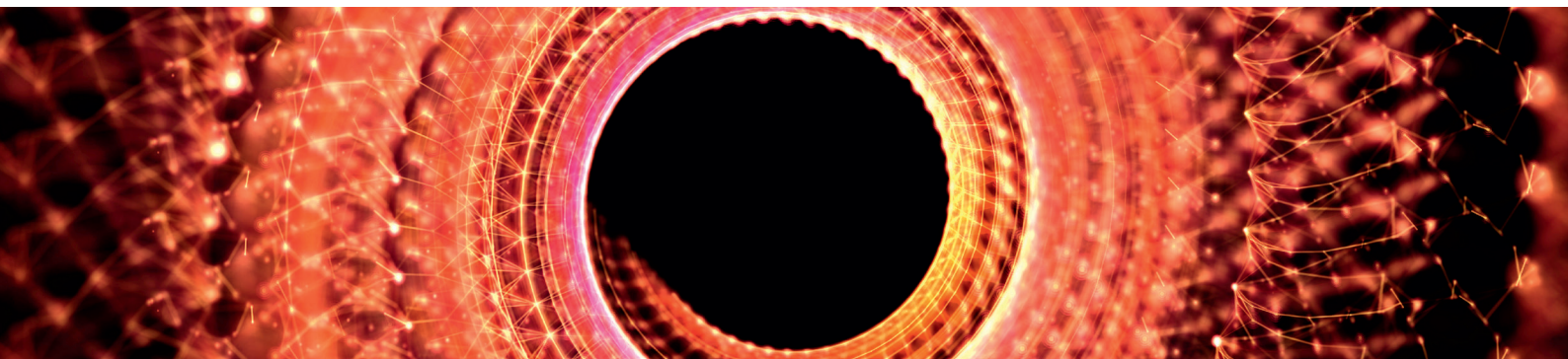
## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP HANA
- SAP Mobile Platform
- SAP Predictive Analytics

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP HANA Cloud Platform, call your OEM relationship manager or visit us online at [hcp.sap.com/index.html](http://hcp.sap.com/index.html).



# SAP HANA Cloud Platform Mobile Services

## MOBILE AS A SERVICE FROM SAP

To make the most of enterprise mobility, companies need an effective strategy that goes beyond application development. The mobile services on SAP HANA Cloud Platform provide a true mobile platform-as-a-service, or mPaaS, foundation to support and accelerate the rollout of highly scalable mobile apps with secure access to both on-premise and cloud-based solutions.

The benefits of enterprise mobility are clear. It increases employee productivity through connectivity with back-office software and improves efficiency and profitability by giving partners and consumers access to information on mobile devices. To gain these benefits, successful companies find it critical to have a sustainable, scalable, and flexible technology platform that can support and drive strategic enterprise mobility.

Companies like yours need a platform that provides a solid base for enterprise mobility. In addition to exposing back-end data through APIs, the platform must also support offline use, application updates, remote logging control, and security, as well as provide built-in analytics.

The **key functions and features** of SAP HANA Cloud Platform mobile services provide your company with:

- Notification for enabling real-time mobile apps
- App development with the SAP BusinessObjects Mobile SDK, embracing open standards
- Support for full offline use cases
- Lifecycle management for mobile apps
- Enablement of native capabilities for hybrid cross-platform mobile apps
- Reporting and analysis features to understand app usage
- Enhanced mobile security to help ensure data security

Your customers can use SAP HANA Cloud Platform mobile services to meet the **challenges** they face, including:

- Providing a compliant, solid basis for multiple mobile apps
- Finding a migration path from SAP Mobile Platform to a cloud-based mobile strategy
- Running a mobile strategy that is future proof and able to support a rapid pace of nondisruptive innovations

When your customers work with SAP HANA Cloud Platform mobile services, they create **business value**. They can:

- Run mobile apps without the need to run a mobile infrastructure
- Create or buy open-standards-based solutions that are ready for upcoming innovations



### WHY SAP?

SAP HANA Cloud Platform is a sound choice for you and your customers because it provides:

- Enterprise-class open-standards-based PaaS for business-critical applications
- 24x7 enterprise-class support
- Secure, reliable, and certified data centers
- An attractive OEM model

### RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP HANA
- SAP Predictive Analytics

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP HANA Cloud Platform, call your OEM relationship manager or visit us online at [hcp.sap.com/index.html](http://hcp.sap.com/index.html).



# SuccessFactors HCM Suite

## CLOUD SOLUTIONS TO DRIVE NEW TOP-LINE AND BOTTOM-LINE PERFORMANCE

SuccessFactors HCM Suite is a leader in the quickly growing cloud human capital management (HCM) software segment. As the costs and complexity of managing human capital increase, SuccessFactors HCM Suite represents a significant new revenue opportunity to solve a growing problem for your customers. A true SaaS solution, SuccessFactors HCM Suite meets the demands of customers today for elegant solutions that deliver a fast ROI.

The **key functions and features** of SuccessFactors HCM Suite offer your customers:

- SuccessFactors Employee Central – Managing employees is increasingly seen as a strategic initiative. Managing the costs of retaining talent starts with a centralized solution, where core HR data resides. This offering provides the next generation of core HR in the cloud.
- Talent management – Properly managed talent can increase your customer's top line and improve the bottom line, providing you with new value propositions to increase sales to your customers.
- Social Learning – Your customers have an increasing need to train their workforce, and social learning is in high demand as the most effective way to empower employees.

Your customers can use SuccessFactors HCM Suite to meet the **challenges** they face, including:

- Improving the top line by putting the right people in the right job at the right time
- Improving the bottom line by getting and keeping the right people today at reduced costs
- Sustaining growth by simplifying and speeding up the process of adding new employees while lowering costs

When your customers work with SuccessFactors HCM Suite, they gain **business value**. They can:

- Compete for better talent to grow their business by getting and keeping the best people available
- Expand their business more quickly and profitably
- Better align their workforce with their corporate objectives, helping ensure that financial business goals are met

SuccessFactors HCM Suite benefits the following:

- Chief people officers, CFOs, CEOs, VPs of HR, LoB leaders (VPs of manufacturing, service, and the like)
- Organizations with highly skilled employees, in competitive and volatile markets
- Legal, HR, learning, and other departments with large workforces



## WHY SAP?

SuccessFactors HCM Suite is a sound choice for you and your customers because it provides:

- The latest technology and an elegant solution designed for ease of use
- A market-leading solution used internationally by millions of customers, proving that SAP can provide the right product, scalability, and support for any OEM business
- One of the broadest SaaS product suites in the business, along with tools to help OEMs build their own solutions and utilize SuccessFactors HCM Suite for any market

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Business ByDesign (SaaS for enterprise resource planning)
- SAP Cloud for Travel and Expense (SaaS for travel management)

## FIND OUT MORE

For more information on how your customers can benefit from the features of SuccessFactors HCM Suite, call your OEM relationship manager or visit us online at

[www.successfactors.com/en\\_us.html](http://www.successfactors.com/en_us.html).





# SAP Business One®

## AFFORDABLE, SCALABLE, SMALL-BUSINESS SOFTWARE

Find innovative ways to reach new customers, maximize efficiency, and drive profitable growth – with the SAP Business One® application. This software, designed for small companies and mid-size businesses, can help your customers better manage every aspect of their organization – from sales and customer relationships to financials and operations. Because the application is powered by SAP HANA, customers can take advantage of in-memory computing, with the ability to analyze and transform their operations in real time. And because SAP Business One is available to deploy on premise or in the cloud, they get the flexibility they need.

The **key functions and features** of SAP Business One allow your customers to:

- Capture all business information in a single, integrated application providing visibility into the entire business and control over every aspect of operations
- Automate and streamline end-to-end business processes, including accounting, financials, sales, service, customer relationships, warehousing, and operations
- Improve decision making with integrated reporting and analysis tools powered by SAP HANA that let employees quickly and easily crunch through data
- Give employees on-the-go access with the SAP Business One mobile app for iOS and Android devices
- Get up and running in weeks with a solution that can be tailored to meet the changing needs of growing companies

Your customers can use SAP Business One to meet the **challenges** they face, including:

- Driving profitable growth by managing costs and protecting margins – essential to a company's ability to survive and thrive in any economic conditions
- Acquiring and retaining the best customers, by having a deep understanding of their needs and the agility to outmaneuver the competition
- Controlling cash flow, precisely monitoring every dollar coming into and going out of the company
- Delivering orders as promised, with availability-to-promise checks in real time, making stock-outs a thing of the past
- Maximizing results by optimizing the use of limited working capital, employees, and assets

When your customers work with SAP Business One, they create **business value**. They can:

- Automate key business processes to maximize operational efficiency while reducing errors and their associated costs
- Better understand their customers to tailor services to meet their demands and exceed their expectations, thereby maximizing revenue
- Put information into the hands of those who need it most across the enterprise, enabling more confident management of priorities and resources
- Use integrated analytics to make better-informed decisions in real time, and anticipate and respond more quickly to changes, thereby reducing risks



SAP Business One benefits C-level executives ranging from business owners in smaller firms to those who run finance, operations, and other functional areas in midsize companies.

### WHY SAP?

With proven solutions used by over 210,000 small and midsize enterprises, SAP is a sound choice for you and your customers. SAP Business One provides:

- A world-class enterprise resource planning application that has been chosen by over 47,000 companies worldwide
- A single, affordable solution for managing a business, helping ensure complete visibility and better control to run end-to-end processes professionally
- A flexible platform with worldwide coverage, used in over 150 countries, with 42 localizations and in 27 languages

### RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP BusinessObjects BI software, Edge edition
- SAP Lumira
- Mobile solutions from SAP

### FIND OUT MORE

For more information on how your customers can benefit from the features of the SAP Business One application, call your OEM relationship manager or visit us on the Web at [www.sap.com/solutions/sme/software/erp/small-business-management/overview/index.html](http://www.sap.com/solutions/sme/software/erp/small-business-management/overview/index.html).

Designed specifically for small businesses and sold exclusively through SAP partners, SAP Business One helps companies [streamline processes](#), act on timely information, and drive profitable growth.



# SAP Convergent Charging

## BILLING AND REVENUE INNOVATION MANAGEMENT SOLUTIONS

The SAP Convergent Charging application allows companies to gain pricing, rating, and bundling flexibility while supporting high performance, low total cost of ownership (TCO), and proven integration with operational and business systems.

The **key functions and features** of SAP Convergent Charging provide your customers with:

- Unconstrained pricing functionality – Complete pricing flexibility with high performance and no compromises
- Pricing and profit simulation – Definition of optimum price structures and bundles for customer segments
- Advanced rating features – Combination of different rate types within a single plan
- Real-time balance management – Full control of pricing of services and bundles
- Subscriber controls – Spending controls on a per-service basis

## NEW WAYS TO MONETIZE SERVICES EFFICIENTLY

Your customers can use SAP Convergent Charging to meet the **challenges** they face, including:

- Pricing, bundling, and rapidly introducing new integrated services to the market
- Offering services to all customers, regardless of their payment choice, while eliminating credit risk
- Proposing innovative, hybrid payment methods for service differentiation
- Handling high volumes of customers and transactions
- Monetizing and bundling services from multiple parties while properly compensating all partners

When your customers work with SAP Convergent Charging, they create **business value**. They can:

- Boost competitiveness and profitability by monetizing services
- Price any type of service in any type of business, add new services more easily, and up- and cross-sell new services
- Design pricing and promotion plans more easily with a GUI and test profitability before launch
- Compute royalties and commissions
- Manage massive transaction volumes at low cost in real time

SAP Convergent Charging benefits the following:

- Chief technology officers (CTOs)
- Heads of product management
- Heads of product marketing
- Heads of digital strategy
- Marketing, pricing, and revenue settlement managers
- Anyone involved in pricing, rating and charging, monetizing services, and cross-selling services

## WHY SAP?

SAP Convergent Charging is a sound choice for you and your customers because it provides:

- Ease of use, a user-friendly interface, quick implementation time, and predefined business rules
- A real-time rating and charging engine that handles both prepaid and postpaid services
- High-volume transaction capability at a low TCO

## FIND OUT MORE

For more information on how your customers can benefit from the features of the SAP Convergent Charging application, call your OEM relationship manager or visit us on the Web at

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



# Accelerated Application Delivery

## OVERCOME NETWORK PERFORMANCE ISSUES

Accelerated application delivery (AccAD) enables users to access their SAP applications over a WAN (Internet) from anywhere in the world at near-LAN speeds and take advantage of the performance benefits of SAP GUI compression.

The **key functions and features** of AccAD provide your customers with:

- The ability to provide worldwide access to Web-based applications from SAP at near-LAN speeds
- Optimization of generic third-party Web sites and Web-based applications
- Enhanced performance by utilizing AccAD network acceleration
- Reduced network traffic and infrastructure TCO

Your customers can use AccAD to meet the **challenges** they face, including:

- Slow performance, navigation, and login response times
- High network latency
- Low bandwidth and network congestion



SAP has thousands of application partners and [some 20 million users](#). We support more than 17 platforms, including leading enterprise systems and mobile devices.

When your customers work with AccAD, they create **business value**. They can:

- Improve the user experience with an application and, as a result, increase productivity
- Provide major improvement for SAP application-specific acceleration up to 1,000%, and 40% average improvement in the performance of Web-based SAP applications<sup>1</sup>

AccAD benefits IT managers and administrators.

## WHY SAP?

SAP is a sound choice for you and your customers because it provides:

- Better performance gains than a generic acceleration tool
- A best-of-breed solution for SAP enterprise applications
- Use of SAP GUI and acceleration of supply network collaboration

## FIND OUT MORE

For more information on how your customers can benefit from the features of AccAD, call your OEM relationship manager or visit us online at <http://scn.sap.com/community/accad-for-netweaver>.

1. <http://scn.sap.com/people/eneko.bilbao/blog/2010/06/16/an-argument-for-accad-improving-the-consistency-of-your-user-experience>



# SAP Workforce Performance Builder

## BUILDING THE SKILLS THAT CREATE VALUE

No matter how well a software solution has been configured and installed, the ultimate responsibility for delivering value lies with the people who use it. With SAP Workforce Performance Builder software, your customers can quickly and effectively provide their workforce with the skills for your solution that will build value and accelerate deployment.

The **key functions and features** of SAP Workforce Performance Builder offer:

- Powerful content creation features for help documents, e-learning courses, and simulations
- Performance support functionality with context-sensitive help and process guidance
- Management functionality for users and groups, content lifecycles, tasks and workflows, learning, and reporting
- Mobile learning and performance support across the entire workforce

Your customers can use SAP Workforce Performance Builder to meet the **challenges** they face, including:

- Helping ensure a rapid ROI from all IT solutions
- Reducing the costs of content development, process documentation, and training

- Providing users with context-sensitive help, accurate documentation, and e-learning courses
- Supporting change management with rapid information development and deployment
- Providing workforce enablement and performance support for all employees
- Reducing the time needed for automatic content updates after release changes and for localization of global rollouts

When your customers use SAP Workforce Performance Builder, they create **business value**.

They can:

- Simplify and accelerate adoption of any change event
- Maximize workforce productivity starting from day one
- Reduce help-desk inquiries by up to 62%
- Reduce support and training costs by up to 70%
- Accelerate process execution by up to 73%
- Accelerate documentation of processes by up to 92%

SAP Workforce Performance Builder benefits all areas of a company: CEOs, CFOs, COOs, CIOs, CTOs, LoB, IT, HR, help desk, change management staff, and more.





## WHY SAP?

SAP Workforce Performance Builder is a sound choice for you and your customers across all industries because it provides:

- 360-degree IT landscape coverage across all applications
- Enterprise-wide learning and on-the-job guidance across all processes and employee roles, even on mobile devices
- Unmatched content creation functionality using a single-source approach and including highly flexible documentation outputs, simulations, in-context guidance, and more

## RELATED SAP SOLUTIONS

Your customers can also benefit from these related SAP solutions, which are ideal options to bundle with SAP Workforce Performance Builder:

- SAP Business One
- SAP Business ByDesign
- SAP Convergent Charging

## FIND OUT MORE

For more information on how you and your customers can benefit from the features of SAP Workforce Performance Builder, call your OEM relationship manager, visit us online at [www.sap.com/wpb](http://www.sap.com/wpb), or check out **SAP Store**.



# SAP Plant Connectivity

## THE BASIS FOR SENSE, PREDICT, ACT

SAP Plant Connectivity software enables the exchange of data between an SAP software system and the industry-specific standard data sources of different manufacturers, such as process control systems, plant historian systems, and statistical process control (SPC) systems.

SAP Plant Connectivity provides high-performing and robust real-time event notification capabilities and the necessary (bidirectional) means for new dimensions of shop floor automation.

The **key functions and features** of SAP Plant Connectivity provide your customers with important capabilities:

- They can receive tags and events from the connected source systems in production either automatically or upon request and forward them to the connected SAP systems.
- SAP Plant Connectivity provides built-in agents for OPC Unified Architecture, OPC Alarms and Events, OPC Data Access, OPC Historical Data Access, CitectHistorian, File Monitoring, IP21, ODBC, OLE DB, OSI PI, Proficy Historian, and TCP/IP socket.
- For additional proprietary protocols, a .NET /C#-based development kit is available.
- SAP Plant Connectivity can communicate with SAP Event Stream Processor; the SAP Manufacturing Execution, SAP Extended Warehouse Management, and SAP Manufacturing Integration and Intelligence applications; the SAP NetWeaver platform, and Web services

Your customers can use SAP Plant Connectivity to meet the **challenges** they face, including:

- Achieving robust and easy-to-configure shop floor connectivity

- Communicating with different software systems on the shop floor
- Having the ability to configure for one or more locations

When your customers work with SAP Plant Connectivity, they create **business value**. They can:

- Use SAP Plant Connectivity as the enabler for Big Data analytics and shop floor automation
- Provide implementations for specific and proprietary protocols
- Use SAP Plant Connectivity as a significant building block for the Internet of Things and Industry 4.0 use cases

SAP Plant Connectivity benefits the following:

- Production-related IT
- Any role that needs a better vertical integration from top floor to shop floor and vice versa

## WHY SAP?

SAP Plant Connectivity is a sound choice for you and your customers because it provides:

- A broad variety of bidirectional connectivity to the automation layer
- Smooth integration to business applications
- An environment that is easy to configure and enhance

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Event Stream Processor
- SAP HANA

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Plant Connectivity, call your OEM relationship manager or visit us online at [help.sap.com/pco](https://help.sap.com/pco).



# SAP NetWeaver Application Server for ABAP®

## EXTEND SAP SOFTWARE WITH THE POWER OF SAP HANA

We enable our partners to build new Web applications in an optimized ABAP® programming language environment highly integrated with the SAP HANA platform. It is designed to allow partners to construct extensions to SAP software with ABAP while taking advantage of the speed and power of SAP HANA.

The **key functions and features** of the SAP NetWeaver Application Server (SAP NetWeaver AS) component for ABAP provide your customers with:

- Reliable and mature technology based on ABAP
- A new programming paradigm in ABAP
- A Web user interface
- The ability to use the SAP HANA database

Your customers can use SAP NetWeaver AS for ABAP to meet the **challenges** they face, including:

- Delegating data-intensive processing to the database layer
- Creating extensions to SAP software that are seamless
- Using SAP HANA to best advantage

When your customers work with SAP NetWeaver AS for ABAP, they create **business value**. They can:

- Get the benefits of working with an application that is built on the latest SAP technology
- Run SAP NetWeaver AS 7.4 for ABAP as a hosted solution for their customers
- Enjoy a low total cost of ownership

SAP NetWeaver AS for ABAP benefits the following:

- Partners with an SAP technology skill set
- Partners looking for a solution with an excellent price-performance ratio
- Partners wanting to serve their customers with reliable SAP technology

## WHY SAP?

SAP NetWeaver AS for ABAP is a sound choice for you and your customers because it provides:

- The ability to run on the SAP HANA platform
- The newest SAP user interface technology
- The new programming paradigm in ABAP

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP NetWeaver 7.4
- SAP Adaptive Server® Enterprise

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP NetWeaver AS for ABAP, call your OEM relationship manager.



# SAP hybris® Commerce Suite

## THE INDUSTRY'S MOST MODERN, AGILE, COMPREHENSIVE COMMERCE SOLUTION

hybris, an SAP company, produces software that helps businesses around the globe sell more goods, services, and digital content through every touch point, channel, and device. hybris delivers omnichannel commerce solutions: state-of-the-art master data management for commerce and unified commerce processes that give a business a single view of its customers, products, and orders, and its customers a single view of the business. hybris has helped some of the world's leading organizations, including A.S. Watson, ASICS, Bridgestone, EE, Galeries Lafayette, Medtronic, Nestlé, Nespresso, Nikon, Rexel, Samsung Electronics, Ted Baker, Toys“R”Us UK, and W.W. Grainger, to attract, retain, and grow a profitable customer base. hybris sits at the heart of the customer engagement and commerce solutions from SAP, providing the foundation, framework, and business tools to create a holistic customer view across channels, simplify customer engagement, and solve complex business problems.

The **key functions and features** of SAP hybris® Commerce Suite provide your customers with:

- Centralized master data management for commerce
- Web content management, order management, advanced personalization, search and navigation, payment, and social commerce
- Cost center and budget management, advanced personalization, and cross-selling to support business-to-business (B2B) commerce requirements

- Dynamic bundling, product and solution configuration, subscription management, and entitlements to support the full customer lifecycle
- Omnichannel native touch points that include mobile, customer service, and in-store solutions
- A modern single commerce platform based on open standards

Your customers can use the suite to meet the **challenges** facing them, including:

- Separated system and data silos, which make delivering contextual and personalized customer experiences difficult
- Meeting today's empowered customers' needs by creating a single view of customer interactions
- Staying innovative and differentiated in a fast-paced and highly competitive market environment
- Optimizing operational processes
- Managing total cost of ownership

When your customers work with SAP hybris Commerce Suite, they create **business value**.

They can:

- Create seamless, highly relevant, and contextual experiences for their customers across all touch points
- Unify their commerce-related content and data in a central data repository
- Gain a single view of their customers, products, and orders and provide their customers with a single view of the business
- Gain maximum flexibility and innovation opportunities through a highly customizable and extensible platform



SAP hybris Commerce Suite benefits the following:

- CMOs
- CIOs
- VPs or directors of e-commerce
- Heads of digital transformation
- VPs of sales

### WHY SAP?

SAP has been a leader in software for 40 years and is now a leader in the cloud. It has provided the definitive back-office solution with the SAP ERP application and now transitions its innovation and leadership to front-office customer engagement with the acquisition of hybris.

Ranked as a “leader” by independent analysts, SAP has invested a tremendous amount of resources in technological innovation, constantly striving to improve and extend the platform to deliver new features and functionality. This innovation, combined with solid execution, helps ensure our customers can easily take advantage of the most advanced capabilities in today’s market, such as personalization, globalization, and mobile support. That’s why hundreds of global brands rely on solutions from SAP and hybris to power their omnichannel activities.

Key reasons why enterprises around the globe choose SAP hybris Commerce Suite include:

- Natively global: multisite, multilanguage, and multicurrency
- Flexibility and choice across on-premise and cloud deployment models
- Unique combination of full-function B2B and world-class business-to-consumer (B2C) solutions
- Agile, scalable, extensible: the last commerce platform you will ever need

### RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Cloud for Sales
- SAP Cloud for Service
- SAP hybris Marketing

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP hybris Commerce Suite, call your OEM relationship manager or visit us online at [www.sap.com/solution/lob/marketing/software/e-commerce/index.html](http://www.sap.com/solution/lob/marketing/software/e-commerce/index.html) or [www.hybris.com](http://www.hybris.com).





# SAP Visual Business

## MAKE COMPLEX APPLICATIONS SIMPLE TO USE

The SAP Visual Business interface is an interactive user interface (UI) technology that enables users to visualize data – both SAP and non-SAP – from various sources. It visualizes and combines enterprise data with geographical or 3D real-world scenes. It can both display information and transact with back-end systems while providing a graphical representation of data.

Support for the UI mashup concept enables users to find all information for their tasks in one application, without logging on to other systems or using the Internet. It is a welcome alternative to the classical work mode of running multiple applications to find information.

The visual display is an alternative to traditional UIs. Its relation to reality allows users to navigate intuitively through business data.

The **key functions and features** of SAP Visual Business provide your customers with:

- A transactional, seamlessly integrated, and fully interactive UI
- A framework that rapidly builds intuitive, interactive graphics for end users
- A framework that fits well into heterogeneous landscapes
- A framework that visualizes data in real time and aggregates and integrates information on a single screen

Your customers can use SAP Visual Business to meet the **challenges** they face, including:

- Closing the gap between business execution and insight

- Maintaining a view of the big picture even during moments of information overload
- Solving issues and making the right decisions quickly despite too much or contradictory data

When your customers work with SAP Visual Business, they create **business value**. They can:

- Reduce decision lag at the business
- Gain greater transparency
- Simplify usage and personalizing
- Improve decision making
- Reduce learning effort and cost due to an intuitive user interface

SAP Visual Business benefits companies trying to monitor or visualize complex business processes.

## WHY SAP?

SAP Visual Business is a sound choice for you and your customers because it provides:

- Fast adoption of individual business scenarios
- Low-cost configuration (no servers needed, simple UI)
- Integration of external content without development
- The ability to create complex applications with simple UIs

## RELATED SAP SOLUTION

Your customers can also benefit from SAP Lumira software.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Visual Business, call your OEM relationship manager or visit us online at [uxexplorer.hana.ondemand.com/\\_item.html?id=82#!/overview](http://uxexplorer.hana.ondemand.com/_item.html?id=82#!/overview).



# SAP Mobile Platform

With our mobile enterprise application platform, SAP provides the industry's most scalable, secure, and reliable solution for delivering enterprise applications to heterogeneous mobile devices. SAP Mobile Platform tames the complexity of developing and deploying multiple mobile applications. This approach delivers a comprehensive infrastructure that enables an enterprise to quickly roll out applications for task and knowledge workers who need to be connected to business processes and information.

The **key functions and features** of SAP Mobile Platform provide your customers with:

- A powerful 4GL tooling environment integrated with common integrated development environments (IDEs)
- Smooth integration to a variety of back-end data sources, with online and offline access to data
- A single administrative console to centrally manage, secure, and deploy mobile data, applications, and devices
- Tight integration with SAP Business Suite applications

Your customers can use SAP Mobile Platform to meet the **challenges** they face, including:

- Deploying multiple back-end systems to multiple device types
- Making existing business processes (such as workflows) mobile
- Requiring mobile business processes to be secured and managed

When your customers work with SAP Mobile Platform, they create **business value**. They can:

- Unwire the enterprise to drive real-time decision making
- “Future-proof” customer investments to reduce the complexity of extending enterprise applications to mobile devices
- Gain faster time to market and ROI on existing development expertise
- Achieve a strategic approach to enterprise mobility that is scalable

SAP Mobile Platform benefits the following:

- VPs of IT
- LoB managers
- Project leads



## WHY SAP?

SAP Mobile Platform is a sound choice for you and your customers because it provides:

- Flexible, open infrastructure to strategically respond to evolving device type and data source needs
- Mobile business workflow without the need for development expertise
- Integrated mobile device management and application provisioning
- Tight integration with SAP Business Suite

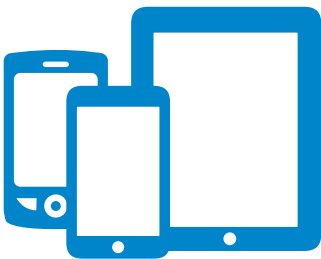
## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Afaria® mobile device management solution
- Mobile solutions from SAP

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Mobile Platform, call your OEM relationship manager or visit us on the Web at [www.sap.com/mobile/smp](http://www.sap.com/mobile/smp).



With our [mobile enterprise application platform](#), SAP provides the industry's most scalable, secure, and reliable solution for delivering enterprise applications to heterogeneous mobile devices.



# SAP Afaria

SAP Afaria is an on-premise mobile device management solution that simplifies complexity by providing a powerful, flexible, and secure option for managing mobile devices across the enterprise.

SAP Afaria helps ensure the management and security of mobile devices over any network for any size of deployment. It is highly customizable to meet the needs of companies that support the bring-your-own-device (BYOD) and corporate-owned device strategies. It can be deployed either in the cloud or on premise.

The **key functions and features** of SAP Afaria provide your customers with:

- A way to keep the security responsibility away from end users and within the control of IT personnel
- Support for a wide variety of smartphones, tablets, and desktops including iOS, Android, and Windows Phone 8
- The ability to push out software updates automatically and install them on devices without user intervention
- An on-device app catalog for easy mobile distribution of mobile apps

Your customers can use SAP Afaria to meet the **challenges** they face, including:

- Providing security that is foundational to wide-scale mobile adoption
- Ensuring support for the ever-changing mobile device landscape
- Protecting against the risk of lost or stolen devices

When your customers work with SAP Afaria, they create **business value**. They can:

- Provide employees with secure access to company resources including e-mail and mobile apps
- Minimize mobile user involvement in configuring devices and apps
- Provide advanced security with the ability to remotely lock and wipe managed devices
- Gain insight into mobile device usage and the ability to take immediate action on any mobile deployment

SAP Afaria benefits the following:

- VPs of IT
- CIOs
- Chief security officers
- IT managers and project leads

## WHY SAP?

SAP Afaria is a sound choice for you and your customers because it provides:

- The ability to manage both personal and corporate-owned devices at an application level
- Comprehensive functionality across a broad range of mobile devices
- A delivery model that meets the needs of any organization

## RELATED SAP SOLUTIONS

Your customers can also benefit from related solutions, including the SAP Mobile Documents solution for mobile content management.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Afaria, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/tech/mobile/software/solutions/device-management/security.html](http://www.sap.com/pc/tech/mobile/software/solutions/device-management/security.html).



# SAP Mobile Documents

## MANAGING MOBILE CONTENT AND PROTECTING CORPORATE ASSETS

Today, mobile workers use consumer file transfer tools, e-mail, and iTunes as standard ways to move business files from the corporate LAN or desktop to a mobile device. These everyday practices are risky. Businesses need to lock down their content and documents with policy-based controls to decrease risk and ensure comprehensive enterprise mobility management.

The SAP Mobile Documents solution is part of the SAP Mobile Secure portfolio. Its **key functions and features** offer your customers:

- Access to personal business documents and corporate content on Apple iPhone and iPad, Android, Microsoft Windows, Apple Macintosh, and through HTML5
- The ability to share files with teams, colleagues, and business partners from anywhere
- The power to access existing content stored in enterprise content management systems such as Microsoft SharePoint, Alfresco, OpenText, and other systems such as the Knowledge Management component of the SAP Enterprise Portal component and SAP Business Suite software

Your customers can use SAP Mobile Documents to meet the **challenges** they face, including:

- Addressing the BYOD phenomenon
- Accessing content stored in enterprise content management systems from mobile devices
- Replacing risky consumer-document-sharing solutions currently in use

When your customers work with SAP Mobile Documents, they create **business value**. They can:

- Reduce the complexity of accessing business content on mobile devices
- Increase productivity by defining a single, reliable source of truth
- Provide document access to employees while maintaining control over corporate data

SAP Mobile Documents benefits the following:

- All employees
- Users in all industries

## WHY SAP?

SAP Mobile Documents is a sound choice for you and your customers because it provides:

- Access to documents instantly on PCs, laptops, smartphones, and tablets
- The ability to share documents
- Access to enterprise content management systems through the Content Management Interoperability Services (CMIS) standard
- Cloud deployment

## RELATED SAP SOLUTIONS

Your customers can also benefit from solutions in the SAP Mobile Secure portfolio, including SAP Afaria for mobile device management.

## FIND OUT MORE

For more information on how your customers can benefit from SAP Mobile Documents, call your OEM relationship manager or visit us online at [www.sap.com/pc/tech/mobile/software/solutions/device-management/mobile-content-management.html](http://www.sap.com/pc/tech/mobile/software/solutions/device-management/mobile-content-management.html).





# Mobile Solutions from SAP

## ENGAGE CONSUMERS WITH PERSONALIZED EXPERIENCES, BOOSTING MOBILE COMMERCE AND LOYALTY

Your customers must adapt to the increasing demands of their **mobile consumers**. SAP's portfolio of mobile solutions can assist them in this endeavor. It includes the industry's most scalable, secure, and reliable platform, in addition to several applications that can easily be customized to any brand identity. These predefined frameworks enable end-to-end mobile experiences that cover loyalty, shopping, banking, payments, self-service, and more – applicable to any consumer industry.

Mobile solutions for consumers include **key functions and features** such as:

- Account management and user authentication
- Mobile banking: Balance enquiries, account transfers, check ordering, bill payment, alerts, and notifications – for both feature phones and smartphones
- Mobile loyalty: Collaborative shopping lists, digital loyalty card, personalized offers and sharing with Facebook, points redemption
- Mobile payments: Mobile wallet that supports credit, debit, and gift cards and enables stored value accounts

Your customers can benefit from these solutions to meet the **challenges** they face, including:

- Improving selling, marketing, and servicing
- Increasing consumer satisfaction and loyalty
- Meeting consumers' immediate demand for better mobile experiences

Mobile solutions for customer loyalty or mobile banking create **business value** by:

- Providing consumers with an app that enriches every interaction with a company's brand
- Delivering personalized and contextually relevant content at the right time
- Expanding companies' reach by optimizing the user experience across all operating systems and devices
- Speeding time to market with prebuilt components for loyalty, shopping, payments, and more
- Exceeding consumer expectations to drive sales, boost loyalty, and reduce operational cost

## WHY SAP?

SAP offers a portfolio of mobile solutions with a flexible, open infrastructure that enables consumer-facing brands to strategically respond to the evolving mobile ecosystem.

## RELATED SAP SOLUTIONS

Your customers can also benefit from the following SAP offerings:

- SAP Afaria
- **SAP Mobile Platform**

## FIND OUT MORE

For more information on how your customers can take advantage of mobile solutions for consumers, call your OEM relationship manager or visit us online at [www.sap.com/pc/tech/mobile/software/solutions/commerce-solutions.html](http://www.sap.com/pc/tech/mobile/software/solutions/commerce-solutions.html).



# SAP HANA

## REAL-TIME INSIGHT FOR REAL-TIME DECISIONS

SAP HANA is a market-leading in-memory platform for performing advanced, real-time analytics while simultaneously handling real-time transaction workloads. It combines database, data processing, and application platform functionality and can be deployed as an appliance or delivered through the cloud. As a technology foundation based on in-memory computing, SAP HANA can dramatically improve the performance of business applications for planning, forecasting, operational performance, and simulation.

The **key functions and features** of SAP HANA provide your customers with:

- A data platform delivering real-time, high-performance, online transaction processing (OLTP) and online analytical processing (OLAP) functionality
- A flexible, multipurpose, data source-agnostic, in-memory data platform capable of efficiently handling a variety of structured and unstructured data
- Smart data streaming capabilities to capture, filter, analyze, and take action on millions of events per second, in real time
- A powerful suite of predictive, spatial, and text analytics libraries enabling real-time business based on a unified analysis of all data types
- An easier-to-use modeling experience to further increase the autonomy of business users

- Dual OLTP-OLAP architecture that reduces the data footprint, saving storage costs and eliminating the need for data extraction and transfer from OLTP to OLAP
- Optimization on hardware provided and delivered by leading SAP technology partners
- A wide range of deployment options, including hardware appliances installed in customer data centers and cloud-based installations
- Quick ROI with rapid deployment

In addition, SAP HANA now includes a number of optional (separately licensed) capabilities to further extend its power as a complete application platform with unparalleled breadth:

- Smart data streaming with a high-speed event stream processing server that can be used to collect, analyze, and respond to incoming messages in real time
- Dynamic tiering
- Predictive analytics

Your customers can use SAP HANA to meet the **challenges** they face, including:

- Lack of real-time insight into operational data for timely decisions
- High TCO in maintaining current data landscapes to handle large and complex data volumes
- Complex business models required to perform critical analysis
- Storage costs and performance limiting the amount of stored data



When your customers work with SAP HANA, they create **business value**. They can:

- Gain real-time insight into large volumes of operational data to help ensure timely and accurate decisions
- Dramatically reduce IT costs associated with the purchase and maintenance of data infrastructure
- Take advantage of a flexible, open, and innovative application foundation for future analytic applications

SAP HANA benefits the following:

- Organizations with high-volume, data-intensive solutions
- CIOs and IT professionals
- Business users
- Business analysts

## WHY SAP?

SAP HANA is a sound choice for you and your customers because it provides:

- Complete, high-performance analytics, including both software and hardware components for a plug-and-play appliance offering
- Smooth integration with a customer's existing IT landscape because it is based on open standards
- A well-established partner community to help ensure smooth implementations while leveraging industry expertise

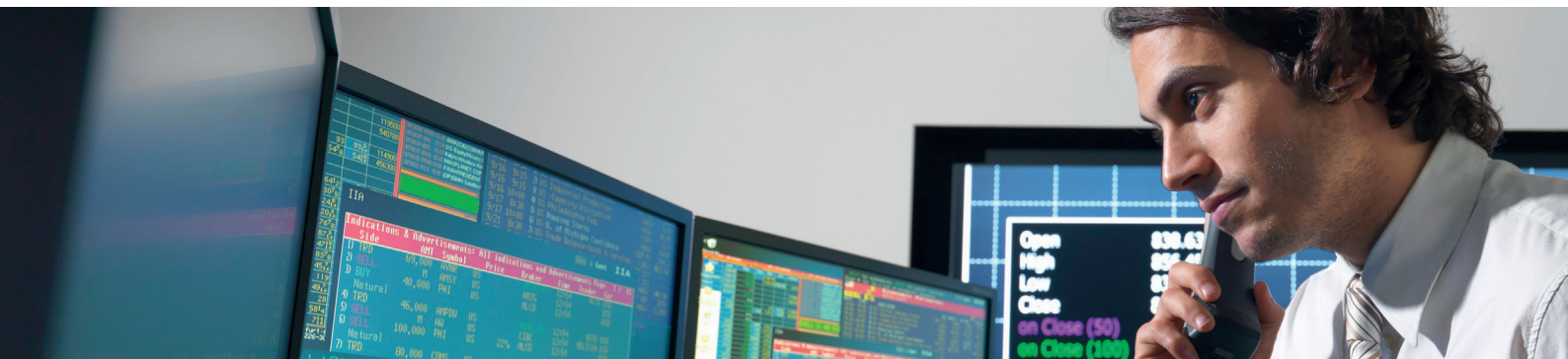
## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP BusinessObjects BI solutions and SAP solutions for enterprise information management
- SAP Predictive Analytics
- SAP Business One powered by SAP HANA

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP HANA, call your OEM relationship manager or visit us online at [www.saphana.com](http://www.saphana.com).



# SAP Advantage Database Server®

## FOR ISAM AND XBASE APPLICATION DEVELOPMENT

SAP Advantage Database Server® is a full-featured, easily embeddable, high-performance, client-server data management system specifically designed to meet the needs of business application developers. It is unique among the SAP database offerings in that it provides both Indexed Sequential Access Method (ISAM) table-based and Structured Query Language (SQL)-based data access, offering a growth path for database applications to utilize enterprise-caliber feature sets.

SAP Advantage Database Server excels in environments that use xBase or dBase styles of development, including Embarcadero Delphi, Visual FoxPro, Visual Objects, Xbase++, xHarbour, Clipper, and others.

The **key functions and features** of SAP Advantage Database Server provide your customers with:

- No database administration costs and an enterprise-caliber feature set
- Support for many programming languages and development environments to leverage existing investments
- A free “local server” dynamic link library (DLL) for embedded data access when a client-server installation is not available or desired
- A gradual conversion and growth path for legacy applications, eliminating the obstacles of implementing a new application

Your customers can use SAP Advantage Database Server to meet the **challenges** they face, including:

- Finding a scalable database with a small footprint that is easily embeddable, flexible, and provided at the right cost

- Avoiding database administration or on-site IT staff
- Enabling high performance across platforms

When your customers work with SAP Advantage Database Server, they create **business value**.

They can:

- Eliminate database administration costs
- Allow SAP Advantage Database Server to grow as their business grows, scaling from small-to-medium loads to larger enterprise loads
- Achieve high performance without an overbearing footprint
- Take advantage of self-tuning performance

SAP Advantage Database Server benefits the following:

- Small to midsize companies
- Companies with no on-site IT staff
- Companies that want a database they can quickly and cost-effectively embed into software

## WHY SAP?

SAP Advantage Database Server is a sound choice for you and your customers because it provides:

- Flexibility to access data from standard programming languages and any device
- Scalability to grow with your company
- Proven technology adopted by thousands of application vendors

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Advantage Database Server, call your OEM relationship manager or visit us online at [www.sap.com/pc/tech/database/software/advantage-database-server/index.html](http://www.sap.com/pc/tech/database/software/advantage-database-server/index.html).



# SAP Replication Server®

## REAL-TIME DATA REPLICATION

Your enterprise cannot afford disruptions to data access often caused by complex, geographically dispersed data environments. SAP Replication Server® is database replication software that distributes and synchronizes data across the enterprise to support reliable data delivery from multiple sources anywhere in the world, real-time reporting and analytics, and zero operational downtime for mission-critical applications.

The **key functions and features** of SAP Replication Server software provide your customers with:

- High performance – Deliver fast data distribution and consolidation through optimized transaction performance, reduced replication-system latency, and continuous, real-time, transactional change data capture
- Distributed architecture – Achieve zero downtime of critical business applications and reliable delivery and recovery of data
- Bidirectional synchronization across heterogeneous data sources – Make synchronized operational data available where and when it is needed
- Centralized administration console – Support complex deployments from a single, easy-to-use console
- Flexible data translations – Replicate and synchronize from Microsoft SQL Server, SAP Adaptive Server® Enterprise, Oracle, and IBM DB2 database transactions

Your customers can use SAP Replication Server to meet the **challenges** they face, including:

- Delivering real-time operational data to SAP HANA

- Distributing and synchronizing data from multiple sources, across geographies, to multiple target systems
- Enabling business continuity for the global enterprise, including high availability and disaster recovery for SAP Business Suite applications
- Providing real-time availability of application data for reporting servers or enterprise data warehouses
- Integrating acquired data assets quickly and easily into the enterprise
- Migrating to new databases, hardware, or OS platforms
- Complying with industry regulations that require strict transaction tracking

When your customers work with SAP Replication Server, they create **business value**. They can:

- Help ensure that reporting and analytics systems are fed with a constant stream of real-time operational data for real-time insights
- Achieve maximum uptime for application databases, with proven disaster-recovery and high-availability capabilities
- Manage data in real time to address the complex data movement demands within the enterprise
- Unlock valuable data assets by freeing them from information silos
- Empower IT teams to efficiently perform essential data movement activities

SAP Replication Server benefits the following:

- CIOs
- Directors of data management
- Heads of data centers
- Chief application architects
- Database administrators and heads of SAP applications





## WHY SAP?

SAP Replication Server is a sound choice for you and your customers because it provides:

- Proven real-time, transactional data replication with low latency and overhead on source databases
- Proven support for mission-critical high availability and disaster recovery with warm standby
- Accelerated delivery of the benefits of SAP HANA – enabling a constant data feed from operational data sources to SAP HANA for real-time operational reporting and high-end analytics

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Adaptive Server Enterprise
- SAP SQL Anywhere® solutions
- SAP Business Suite
- SAP HANA
- SAP Data Services software

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Replication Server, call your OEM relationship manager or visit us online at [www.sap.com/pc/tech/database/software/sybase-data-replication-software/index.html](http://www.sap.com/pc/tech/database/software/sybase-data-replication-software/index.html).



# SAP PowerDesigner

## COLLABORATIVE, MODEL-DRIVEN ARCHITECTURE AND DESIGN

SAP PowerDesigner is enterprise architecture and business process documentation software used by both business and technology professionals. SAP PowerDesigner gives complex organizations the capability to plan, design, and execute business transformation. With our unique “link-and-sync” technology, SAP PowerDesigner is one of the most effective enterprise architecture modeling tools in the market today.

The **key functions and features** of SAP PowerDesigner provide your customers with the ability to:

- Capture or discover information about current business and information technology and capture the interaction between business and IT
- Design the enterprise future state, integrating technical and business transformation to lead enterprise information and technology change
- Communicate change impact to all stakeholders, collaborate in lockstep to follow the plan, and implement the transformed enterprises

Your customers can use SAP PowerDesigner to meet the **challenges** they face. It will help them:

- Describe:
  - Reverse-engineer the current state and build relationships
  - Capture all model viewpoints and perspectives in the desktop tool
  - Capture Business Process Model and Notation (BPMN) documentation in the Web-based tool

- Analyze:
  - Graphically represent impact analysis
  - Perform IT planning functions with the Web dashboard
  - Document road maps and plans for business transformation
- Define:
  - Model as-is and to-be states
  - Transform business models to technical models
  - Forward-engineer systems
- Execute:
  - Communicate the architecture and plan in the Web portal and reporting tools
  - Integrate with SAP and non-SAP technologies
  - Build schemas for the SAP HANA database

When your customers work with SAP PowerDesigner, they create **business value**.

They can:

- Help ensure IT and business strategies are established collaboratively and remain aligned
- Manage time, cost, and risk associated with the implementation of enterprise architecture
- Reconcile, manage, consolidate, and integrate disparate systems within the enterprise to optimize the IT portfolio and reduce operational costs

SAP PowerDesigner benefits the following:

- Business analysts
- Senior data and information architects
- Enterprise information architects
- Enterprise architects
- IT managers and IT directors
- CIOs and executive IT planners



## WHY SAP?

SAP PowerDesigner is a sound choice for you and your customers because it provides:

- Data, information, and enterprise architects with a powerful modeling solution
- Graphical communication of all business requirements and designs for the future
- Visualization of the links between all architectural layers to understand the impact of change
- Collaboration between business and IT with intuitive visualization and reporting tools
- Management of data as a strategic company asset to drive greater value and efficiency

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Business Suite
- SAP Solution Manager
- SAP solutions for the Internet of Things
- Intelligent business operations bundle from SAP
- SAP Process Orchestration technology
- SAP Information Steward software
- SAP HANA platform
- SAP BusinessObjects BI solutions

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP PowerDesigner, call your OEM relationship manager or visit us online at [www.sap.com/pc/tech/database/software/model-driven-architecture/index.html](http://www.sap.com/pc/tech/database/software/model-driven-architecture/index.html).



# SAP IQ

## SMARTER ANSWERS NOW

SAP IQ software is a relational database management system used by companies worldwide for advanced analytics, predictive modeling, stringent regulatory compliance, and rapid reporting. It is designed from the start for the most challenging analytics, with unsurpassed query performance on very large data sets and with large numbers of users.

The **key functions and features** of SAP IQ provide your customers with:

- High-performance analytics delivering 10 to 100 times faster performance over traditional systems
- An architecture for heavy ad hoc querying and many users
- Compression that reduces data storage by more than 70%
- Support for growing data requirements into the petabyte scale (and beyond)
- The ability to reduce administrative costs by up to 75%
- Quick ROI with rapid deployment
- Low TCO
- Support for virtually all commodity hardware and OS configurations
- Independent computing power and storage capacity providing scalability – at a reasonable cost

Your customers can use SAP IQ to meet the **challenges** they face, including:

- Slow delivery of reports
- Inability to meet data delivery service-level agreements
- Inability to ask ad hoc questions or perform unplanned analysis
- Inability of analysts to get information in a timely fashion
- Storage costs and performance that limit the amount of stored data

When your customers work with SAP IQ, they create **business value**. They can:

- Answer previously unanswerable analytic problems with 10 to 100 times performance improvement
- Reduce storage costs through integrated compression
- Dramatically lower TCO for reporting and analytic systems
- Move from reporting on business to predicting business

SAP IQ benefits the following:

- Enterprises that need to:
  - Analyze huge quantities of data
  - Improve business performance through data-driven decisions
  - Maintain and improve customer relations through customer analytics
  - Depend on timely reporting despite ever-changing report types and demands
- CIOs and IT professionals
- Business users
- Business analysts



## WHY SAP?

With more than 20 years devoted to its architectural refinement, SAP IQ is used in more than 3,600 companies. SAP IQ is a sound choice for you and your customers because it provides:

- Support for text data
- The ability to compress data to one-tenth the size of competing solutions
- Fast answers to ad hoc and complex questions
- Support for petabyte-scale databases including text and unstructured data
- Easier data management
- Lower TCO than any competitor solution

As of March 2014, SAP IQ, together with SAP HANA, owns the Guinness World Records certificate for the largest enterprise data warehouse.

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP BusinessObjects business intelligence solutions
- SAP solutions for enterprise information management

## Find Out More

For more information on how your customers can benefit from the features of SAP IQ, call your OEM relationship manager or visit us on the Web at [www.sap.com/solutions/tech/database/software/sybase-iq-big-data-management/index.html](http://www.sap.com/solutions/tech/database/software/sybase-iq-big-data-management/index.html).





# SAP Adaptive Server Enterprise

## A SOPHISTICATED TRANSACTIONAL DATABASE

SAP Adaptive Server Enterprise (SAP ASE) is a world-class extreme transaction processing database that supports data-intensive applications, addressing enterprise reliability and scalability with a lower overall TCO. It can be used to speed up deployment of both SAP Business Suite applications and commercial off-the-shelf (COTS) or custom applications.

The **key functions and features** of SAP ASE provide your customers with:

- Support for extremely high numbers of concurrent users, millions of transactions per minute, and exploding transactional data volumes
- Dramatic reduction of storage requirements by compressing both relational and unstructured data
- Protection from internal and external security breaches and data loss with encryption and directory services without impacting performance
- Increased resource usage efficiency and simplified administration with integrated administration tools
- Increased data availability through clustering technology

Your customers can use SAP ASE to meet the **challenges** they face, including:

- Escalating support costs
- Dynamic workload requirements
- Exploding data volumes
- Increasing numbers of concurrent users, transactions, and data sizes
- Security breaches
- Decreasing the total cost of managing application data

When your customers work with SAP ASE, they create **business value**. They can take advantage of:

- A database optimized for both SAP applications and technology offerings
- Extreme transaction processing that enables scalability and elasticity of transactions, data, and users in the cloud and on premise
- Native interoperability with SAP HANA and SAP Replication Server
- The ability to manage the data explosion with data compression, saving disk space and reducing retrieval times
- Integrated application and database administration using standard SAP tools
- Highly efficient processing and storage capacity, requiring less storage and less server processing power





SAP ASE benefits the following:

- CIOs
- Application development managers and teams
- Directors of data management
- Database administrators and SAP application administrators
- Synchronized product lifecycle and maintenance policies with SAP applications, avoiding unnecessary upgrades
- Integration with SAP applications
- Proven, low-stress migration from legacy databases

### WHY SAP?

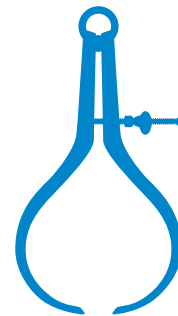
SAP ASE is a sound choice for you and your customers because it provides:

- Low and predictable TCO (license, support fee, maintenance efforts)
- No support fee lock-in through contract consolidation
- Simplified business and deployment planning through a single vendor – a trusted business partner

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP ASE, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/tech/database/software/adaptive-server-enterprise/index.html](http://www.sap.com/pc/tech/database/software/adaptive-server-enterprise/index.html).

SAP ASE is a world-class extreme transactional processing database that supports mission-critical data applications addressing **enterprise reliability and scalability** with a lower overall TCO.



# SAP SQL Anywhere

## FOR ON-PREMISE, ON-DEVICE, AND ON-DEMAND APPLICATIONS

The SAP SQL Anywhere suite provides comprehensive data management and data exchange technologies that enable the rapid development and deployment of database-powered applications. It is an embedded database technology ideal for OEMs that resell an application or a solution that requires a data store. SAP SQL Anywhere can provide data management for on-premise, on-device, and on-demand (SaaS) applications. This suite also includes synchronization technology that enables data captured in SAP SQL Anywhere to be integrated with leading enterprise systems.

OEMs are looking for best-of-breed components to build native applications. When it comes to an embedded database, they want:

- Low development costs
- Low maintenance costs and high reliability
- Flexible deployment
- An enterprise feature set
- Future-proof longevity

The **key functions and features** of SAP SQL Anywhere provide your customers with:

- Support for standard programming languages and development environments to utilize existing investments
- Database administration with no IT staff required

- The ability to run on any hardware, from commodity to high-end computers
- Flexibility for implementing unique functionality
- Support for leading platforms in the large enterprise market, as well as those used by small and midsize businesses, and an open environment allowing for easier integration with data centers

When your customers work with SAP SQL Anywhere, they create **business value**. They can take advantage of:

- Enterprise-caliber technology without bulky characteristics and with no artificial restrictions imposed on memory, CPU, or database file size
- Resource efficiency – minimal memory footprint, small disk-space requirements, and smart usage of computing resources (memory, CPU)
- Impressive performance on inexpensive hardware
- Scalability to thousands of users; hundreds of gigabytes of data
- Self-tuning features like a query optimizer, interquery and intraquery parallelism, and snapshot isolation that result in faster queries

SAP SQL Anywhere benefits the following:

- CTOs
- VPs of product development
- Product managers
- Support staff



## WHY SAP?

SAP has thousands of application partners and some 20 million users. SAP SQL Anywhere supports more than 17 platforms, including leading enterprise systems and mobile devices, and has been meeting data management and synchronization needs for over 15 years. SAP SQL Anywhere is a sound choice for you and your customers because it provides:

- Proven scalability from 1 to more than 150,000 users
- Self-managing and self-tuning data management
- Proven capacity to integrate data with the data center quickly and securely

## RELATED SAP SOLUTIONS

You and your customers can also benefit from related SAP solutions:

- SAP PowerBuilder® application development tool
- SAP BusinessObjects BI solutions
- SAP Mobile Platform

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP SQL Anywhere, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/tech/database/software/sybase-sql-anywhere/index.html](http://www.sap.com/pc/tech/database/software/sybase-sql-anywhere/index.html).



# SAP Event Stream Processor

## REAL-TIME AGILITY FOR COMPETITIVE, FAST-MOVING BUSINESSES

SAP Event Stream Processor (SAP ESP) enables rapid application development and deployment of robust applications that derive insight from streaming event data, empowering instant responses to changing conditions.

The **key functions and features** of SAP ESP provide your customers with:

- A complex event processing (CEP) engine that processes high-volume, high-speed event streams to detect important events and respond in real time
- Visual studio for rapid development and deployment – 67% to 85% less time, according to SAP customers
- Adapters and application programming interfaces that enable integration with a wide variety of data sources

Your customers can use SAP ESP to meet the **challenges** they face, including:

- The desire to predict their business needs
- High volume and velocity of data (internal and external) that are overwhelming existing systems
- The need for complex analysis to be performed in real time
- Long development cycles inherent in the current approach to real-time analytics

When your customers work with SAP ESP, they create **business value**. They can take advantage of:

- A market-leading product for real-time analytics in capital markets

- A leader in low-latency performance and capacity to handle extreme data streams
- Support for developing robust, real-time applications in a fraction of the usual time required
- A simple and powerful development environment
- Native interoperability with SAP HANA

SAP ESP benefits the following:

- CIOs
- VPs of IT
- IT staff
- LoB managers

## WHY SAP?

SAP ESP is a sound choice for you and your customers because it supports:

- Quick reaction to critical events with real-time, event-driven analytics
- Processing and analysis of multiple streams of high-speed, high-volume complex event data in real time
- Initiation of automatic responses to changing conditions
- Complex real-time analytics
- Extremely high performance and scalability
- Rapid development time for fast ROI
- Native integration with other SAP technologies including SAP HANA

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP ESP, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/tech/database/software/sybase-complex-event-processing/index.html](http://www.sap.com/pc/tech/database/software/sybase-complex-event-processing/index.html).



# SAP Data Services

## LEVERAGE AN AGILE, RELIABLE DATA FOUNDATION

SAP Data Services software delivers a single enterprise-class solution for data integration, data quality management, text analytics, data profiling, and metadata management. The software allows you to move, improve, govern, and unlock value from your enterprise information to support operational and analytical initiatives.

The **key functions and features** of SAP Data Services provide your customers with:

- Broad application and system support – Access to and integration of data sources and targets
- Processing of native text – Ability to unlock meaning from unstructured text data for increased business insights from Twitter, call logs in CRM software, or e-mail
- Intuitive business-user interfaces – Guidance through the process of standardizing, correcting, and matching data to reduce duplicates and identify relationships
- Data quality dashboards – Display of the impact of data quality problems on all downstream systems or applications
- Maximized productivity and simplified maintenance – Transformation and cleansing of all types of data, regardless of industry or data domain, and the ability to utilize a centralized business-rule repository and object reuse
- High performance and scalability – Ability to meet high-volume needs through parallel processing, grid computing, and bulk data-loading support

Your customers can use SAP Data Services to meet the **challenges** they face, including:

- Many complex (and nonintegrated) tools required to integrate data and ensure data quality; high cost of installation, maintenance, and deployment
- Incomplete data from a variety of data sources, reducing visibility across the enterprise
- Inaccurate data, leading to poor decision making
- Inability to audit or analyze data to ensure data quality

When your customers work with SAP Data Services, they create **business value**. They enjoy:

- Faster time to value and reduced TCO with a single solution to address critical and common needs for data integration, data quality, text analytics, data profiling, and metadata management
- A complete view of information with a single solution that supports enterprise-wide connectivity to databases, applications, and data stores
- Improved data quality with data-cleansing features across free-form, structured, and unstructured data, regardless of industry or operational domain
- Improved information governance with an innovative business-user interface for information stewardship



SAP Data Services benefits the following:

- Any company that wants to standardize on a reusable and consolidated solution as a foundation for critical information management functions to support an EIM strategy
- Any company that requires a complete, trusted, and well-understood source of information for business analytics
- Customers that are implementing a BI strategy and embarking on a data warehouse project
- Customers with many data models, databases, data warehouses, and semantic layers (universes)
- Is a market leader in data integration and data quality according to the 2013 Gartner Magic Quadrant for Data Integration Tools<sup>2</sup>
- Is a market leader in master data management (MDM) according to the Q1 2014 Forrester Wave on MDM
- Supports heterogeneous data environments

#### WHY SAP?

SAP Data Services is a sound choice for you and your customers because it:

- Saves time and money, as a single solution for core information management tools

#### RELATED SAP SOLUTIONS

Your customers can also benefit from SAP BusinessObjects business intelligence solutions.

#### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Data Services, call your OEM relationship manager or visit us on the Web at [www.sap.com/solutions/sapbusinessobjects/large/information-management/data-services/index.epx](http://www.sap.com/solutions/sapbusinessobjects/large/information-management/data-services/index.epx).

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# SAP Data Integrator

## TRUSTED DATA FOR MORE-EFFECTIVE DECISIONS AND PROCESSES

SAP Data Integrator software enables your organization to extract, transform, and load (ETL) data from anywhere and at any frequency across the enterprise and outside your firewall. As a result, IT organizations can help ensure the integrity of data, maximize developer productivity, and accelerate data integration.

The **key functions and features** of SAP Data Integrator offer your customers:

- Comprehensive data integration functionality – Access to and integration of data from any source and design of an efficient, reliable data integration process
- ETL functionality – Movement and integration of data in batch or real time
- Flexible information management – Management of change and metadata from disparate systems
- Single solution (interface, architecture, and engine) for ETL and data quality – Rapid development of data integration and quality projects thanks to breakthrough ease of use

Your customers can use SAP Data Integrator to meet the **challenges** they face. They can:

- Overcome data integration issues, such as information silos, data inconsistencies, and hidden assets
- Tap into unstructured information sources, such as e-mail, Web, reports, surveys, contracts, and a wide range of internal and external content
- Deliver trusted information that supports operational and analytical initiatives, such as customer relationship management, enterprise resource planning, BI, data warehousing, data migration, and master data management

When your customers work with SAP Data Integrator, they create **business value**.

They enjoy:

- Insight, with a single, trusted view of their data
- Enhanced productivity, with a single user interface developing data integration and data quality processes
- Trending and other analyses, with timely access to information

SAP Data Integrator benefits the following:

- IT and technical staff
- Developers and database administrators working on data migration or reporting projects
- Data integration or data management professionals

## WHY SAP?

SAP Data Integrator is a sound choice for you and your customers because it offers:

- Ease of use
- Faster time to value
- A single solution for data integration and data quality management

## RELATED SAP SOLUTIONS

Your customers can also benefit from SAP BusinessObjects BI solutions and SAP Data Quality Management software.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Data Integrator, call your OEM relationship manager or visit us on the Web at [www.sap.com/solutions/sapbusinessobjects/large/information-management/data-integration/dataintegrator/index.epx](http://www.sap.com/solutions/sapbusinessobjects/large/information-management/data-integration/dataintegrator/index.epx).



# SAP Data Quality Management

## CORRECT, CONSISTENT, AND COMPLETE DATA

SAP Data Quality Management software allows organizations to centralize the discovery, correction, and prevention of data quality issues across the enterprise regardless of source or type. It helps ensure the integrity and completeness of data and maximizes developer productivity for operational, analytic, or governance initiatives. As a result, your customers can leverage trusted, timely, and accurate information – so that users have a solid foundation for decision making.

The **key functions and features** of SAP Data Quality Management provide your customers with:

- The ability to standardize, parse, cleanse, enhance, and match any data source or type
- A centralized business-rule repository for reuse and governance across the enterprise
- A global address validation engine for more than 240 countries
- Point of entry with real-time data quality validation

Your customers can use SAP Data Quality Management to meet the **challenges** they face, including:

- Inability to trust data due to incomplete and inaccurate data in records
- Difficulty in determining the right recipients for marketing campaigns

- Inaccurate order information that causes delayed or lost shipments and lower customer satisfaction
- High costs due to account duplications, even when response rates are low
- Long time needed to close the books due to poor reporting quality

When your customers work with SAP Data Quality Management, they create **business value**.

They can:

- Improve business-user efficiency and deliver on compliance requirements through better data governance
- Enable employees to have full confidence in the accuracy and relevance of data with data lineage for auditing
- Reduce risk and maximize return on investment by leveraging consistent, high-quality information
- Use a drag-and-drop UI to address data quality management and integration
- Repurpose the data integration framework by using a shared central repository for development collaboration

SAP Data Quality Management benefits the following:

- CIOs
- IT staff



### WHY SAP?

SAP Data Quality Management is a sound choice for you and your customers because it provides:

- Ease of use, a user-friendly interface, quicker implementation time, and predefined business rules
- Access to global data

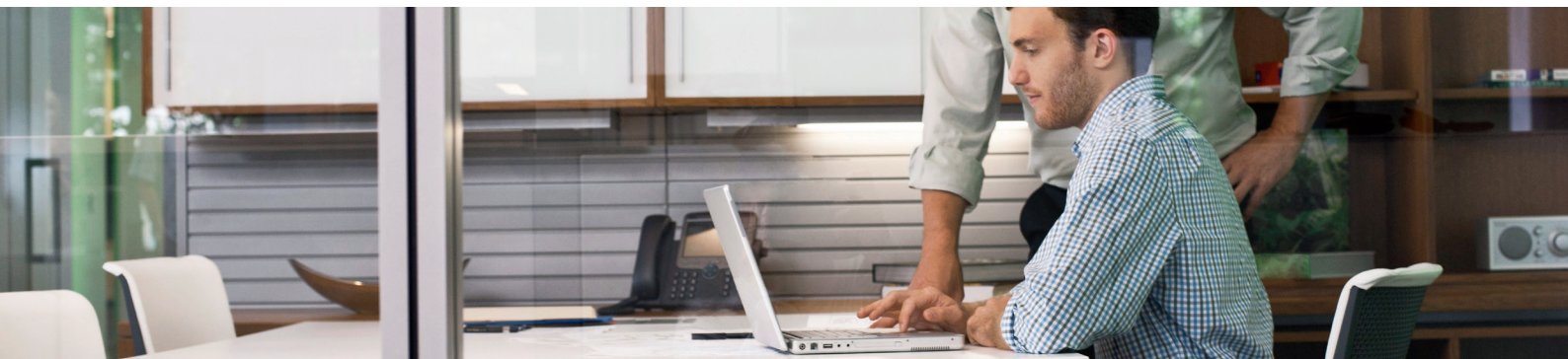
### RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Data Integrator
- SAP BusinessObjects BI solutions

### FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Data Quality Management, call your OEM relationship manager or visit us on the Web at [www.sap.com/pc/tech/enterprise-information-management/software/data-quality/index.html](http://www.sap.com/pc/tech/enterprise-information-management/software/data-quality/index.html).



# SAP Information Steward

## A SINGLE SOLUTION FOR PROFILING AND METADATA MANAGEMENT

SAP Information Steward software provides the tools needed to understand and analyze the quality of enterprise information. With integrated data profiling and metadata management functionality, the software provides continuous insight into the quality of data.

The **key functions and features** of SAP Information Steward provide your customers with:

- Data profiling – Improve information trustworthiness and reduce the risk of propagating bad data
- Metadata management – Consolidate, integrate, and audit metadata from all relevant sources
- Root cause and impact analysis – Determine the origin of data quality problems and how they impact downstream processes or information assets
- Validation rule management – Define data validation rules against data sources and apply rules continuously to monitor data quality
- The ability to create a metadata business glossary – Promote a common understanding and acceptance of business terms and build a central location for organizing them
- Development of cleansing packages – Create and reuse the rules, patterns, and dictionary that comprise data-cleansing packages

Your customers can use SAP Information Steward to meet the **challenges** they face, including:

- Enabling collaboration between business and IT personnel
- Improving governance of data quality processes
- Increasing visibility into enterprise information
- Enhancing understanding of data quality metrics through concise dashboards and scorecards
- Building a central repository for metadata management and data validation rules

When your customers work with SAP Information Steward, they create **business value**. They can:

- Empower data stewards with a single environment to discover, assess, define, monitor, and improve the quality of their enterprise data asset
- Create a collaborative environment for IT and business users
- Improve information governance and quality
- Reduce the complexity of the IT landscape thanks to a single solution for data profiling and metadata management
- Increase efficiency and reduce data costs with an environment that enables business and IT users to collaborate more effectively
- Improve data management processes by using tools that support better governance
- Enhance data quality with increased visibility into the reliability, origins, and lineage of data

SAP Information Steward benefits the following:

- CIOs
- VPs of IT
- Data stewards
- Business analysts



## WHY SAP?

SAP Information Steward is a sound choice for you and your customers because it provides:

- An integrated solution encompassing metadata management, business glossary, data quality assessment, data quality monitoring, and a data-cleansing solution
- One central place for data stewards and business analysts to collaborate and govern their data assets
- Various perspectives for understanding and analyzing the quality of data

## RELATED SAP SOLUTIONS

Your customers can also benefit from related SAP solutions:

- SAP Data Services, Edge edition
- SAP Data Quality Management, Edge edition

Prerequisites include the following:

- SAP Information Steward is built on the SAP BusinessObjects BI platform.
- A metadata management Multi-Source Integrators by MITI (CPU) license is required to connect to multiple metadata sources.

## FIND OUT MORE

For more information on how your customers can benefit from the features of SAP Information Steward, call your OEM relationship manager or visit us on the Web at [www.sap.com/solutions/tech/enterprise-information-management/software/data-integrity-steward/index.html](http://www.sap.com/solutions/tech/enterprise-information-management/software/data-integrity-steward/index.html).



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