Top 10

Top 10 Reasons **Small and Midsize Enterprises (SMEs)** Choose SAP to Help Transform their Business

SAP

Top 10 Reasons Small and Midsize Enterprises (SMEs) Choose SAP to Help Transform their Business

1 Complete
We deliver a complete set of solutions designed for SMEs

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

3 Choice
We offer choices to fit the way you do business

4 Industry
We put our industry expertise to work for you

5 Time to value
We help you start fast and see results in weeks

6 Insight
Our analytics solutions help you turn information into actionable insight

7 Innovation
We deliver innovations that help your business succeed

8 Growth
Our solutions are designed to adapt as your business grows

9 Local
We support you wherever you are

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

Complete

We deliver a complete set of solutions designed for SMEs.

Analytics solutions

Edge solutions for SMEs
Business intelligence and performance management software that fits your business

SAP BusinessObjects BI OnDemand solution
Complete, cloud-based business intelligence (BI) solution

SAP Crystal solutions
Simple and affordable business intelligence tools for everyday use

Better decisions

Best-run business

Streamlined processes

SAP Business One
Complete, integrated, and affordable ERP solution for small companies

SAP Business ByDesign
On-demand solution that is complete, integrated, and adaptable

SAP Business All-in-One
Powerful, industry-specific solutions for midsize companies

Business management solutions

Leadership

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

SAP is a "leader" in Gartner's Magic Quadrant for single-instance ERP for product-centric midmarket companies

SME customer trust

SAP serves customers worldwide

199,500
SAP SME customers
(and growing)

80%
Of customers using SAP®
Business One have less than 50
users

120
Countries

25
Industries

30+
Languages

75
Country offices

13,000+
Partners worldwide

Choice

We offer choices to fit the way you do business
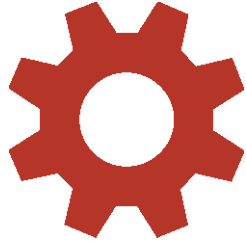
Solutions
- ✔ Packaged
- ✔ Custom

Deployment
- ✔ On premise
- ✔ On device
- ✔ On demand
- ✔ Hosted

Licensing
- ✔ Perpetual
- ✔ Subscription

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

Industry

We put our industry expertise to work for you

Support for
**25 major
industries**

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

Built-in
**Best-practice
support**

" "

Without the out-of-the-box SAP Best Practices packages and templates for the medical device industry,
we wouldn't have been able to implement our solution so quickly with so little customization.

Scott Baker, IT Manager, OraSure Technologies Inc.

Time to Value

We help you start fast and see results in weeks
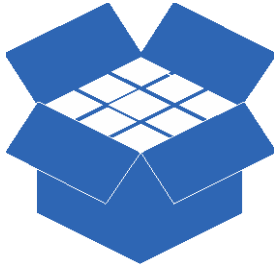
Innovative packaging

- Best-practice templates
- Preconfigured processes
- Pre-integrated applications

Fast time to value

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

Affordable solutions

- Fixed scope
- Fixed cost

" "

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

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

Insight

Our analytics solutions help you turn information into actionable insight

Data clutter → **Insight**

Outdated information → **Real-time data**

Confusion → **Confidence**

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

" "

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

Jason Ackerman, CFO and Founder, FreshDirect

Innovation

We deliver innovations that help your business succeed

We build

Leading the industry
in R & D investment

We integrate

Acquiring companies that
deliver innovation, not
legacy technology

We partner

Co-innovating new solutions
and technologies with
customers and partners

We are innovating in the following areas:

Mobile   Cloud computing   Analytics   In-memory computing   Rapid-deployment   Big Data

Growth

Our solutions are designed to adapt as your business grows

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

Functionality that handles from 100 transactions to 1 million transactions

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

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

Local
We support you wherever you are

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

Simon Worssam, Director, The Alice Springs Watershed

Alice Springs
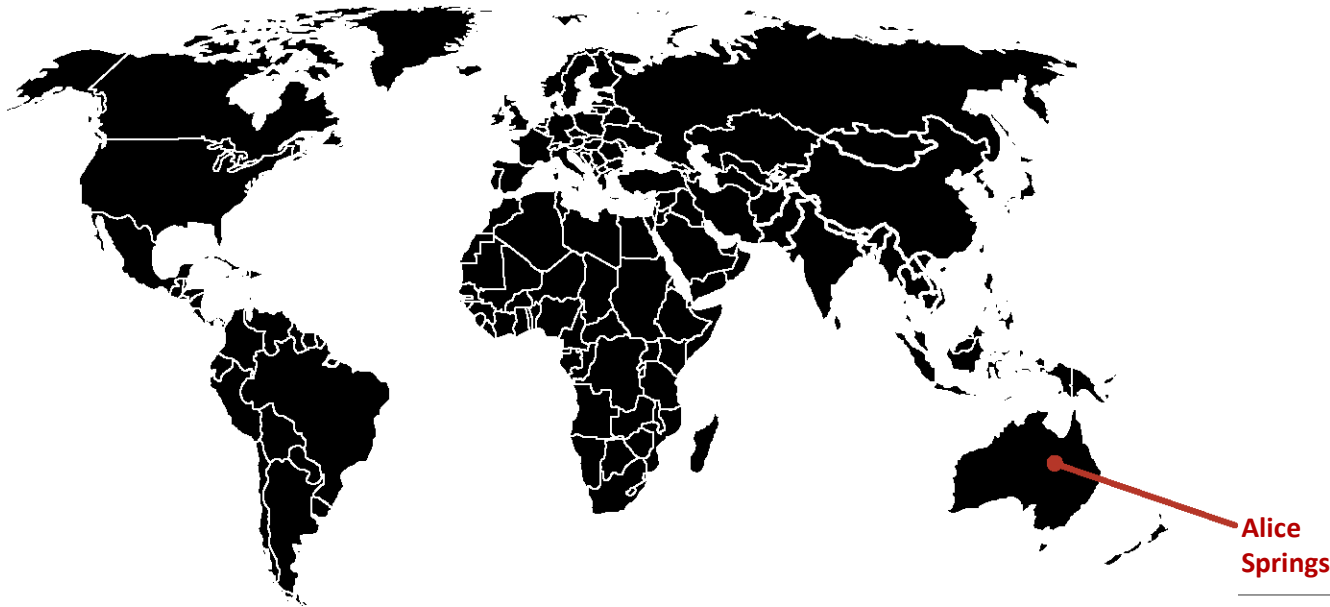
Localized solutions, global presence

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

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

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

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Source: SAP Internal – facts as of Q2 2013

Ecosystem

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

Breadth of coverage

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

Depth of knowledge

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

13,000+
Partners
(+3,000 value-added resellers)

199,500
SME customers
(and growing)

2,000,000
SAP Developer Network community members

SME customer
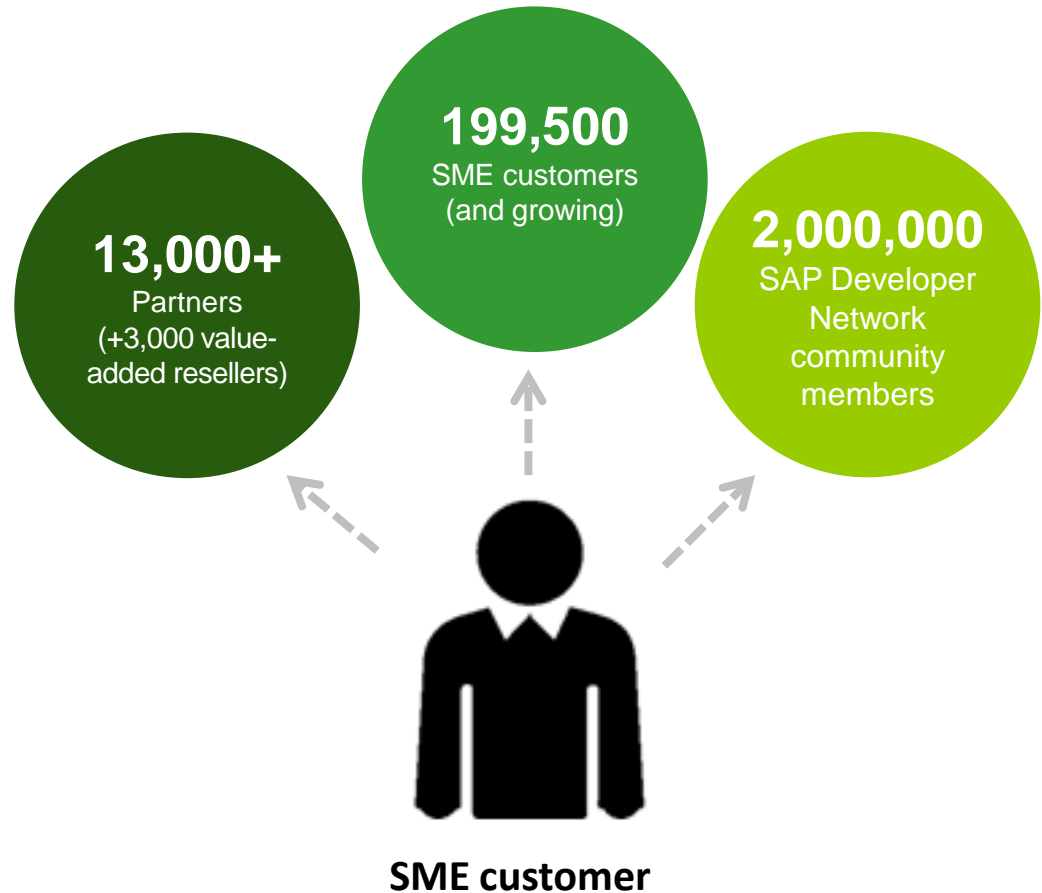
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