

水晶报表 销售指南

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SAP Crystal Reports Offerings

Why Customers Need Dashboards
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SAP Crystal Interactive Analysis

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Selling SAP Crystal Reports with
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Microsoft Visual Studio

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Portals – Microsoft Sharepoint
& IBM Websphere

Databases – Oracle, IBM DB2, Linux,
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Adobe

Pricing and Licensing

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YOUR 销售指南

开始：本指南旨在帮助您选购正确的商务智能解决方案和产品

我们都销售那些产品

查询，报表，分析

SAP Crystal Reports

SAP Crystal Reports Server

SAP Crystal Reports Dashboard Design package

SAP Crystal Reports runtime server license

SAP Crystal Interactive Analysis
(available 2H)

仪表盘和可视化

SAP Crystal Dashboard Design, personal
edition (formerly known as Xcelsius Engage)

SAP Crystal Presentation Design
(formerly known as Xcelsius Present)

SAP Crystal Dashboard Design starter package

插件和第三方整合解决方案

SAP Crystal Reports Server, add-on for publishing

SAP Crystal Reports Server Integration, version for
Microsoft Outlook

SAP Crystal Reports Server Integration, version for
ESRI GIS software

SAP Crystal Reports Server, advanced
administration package

其他解决方案

SAP BusinessObjects Edge series

SAP BusinessObjects Enterprise

SAP StreamWork

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SAP CRYSTAL SOLUTIONS - BI INTENSITY

在整个决策过程中解决方案面向所有用户

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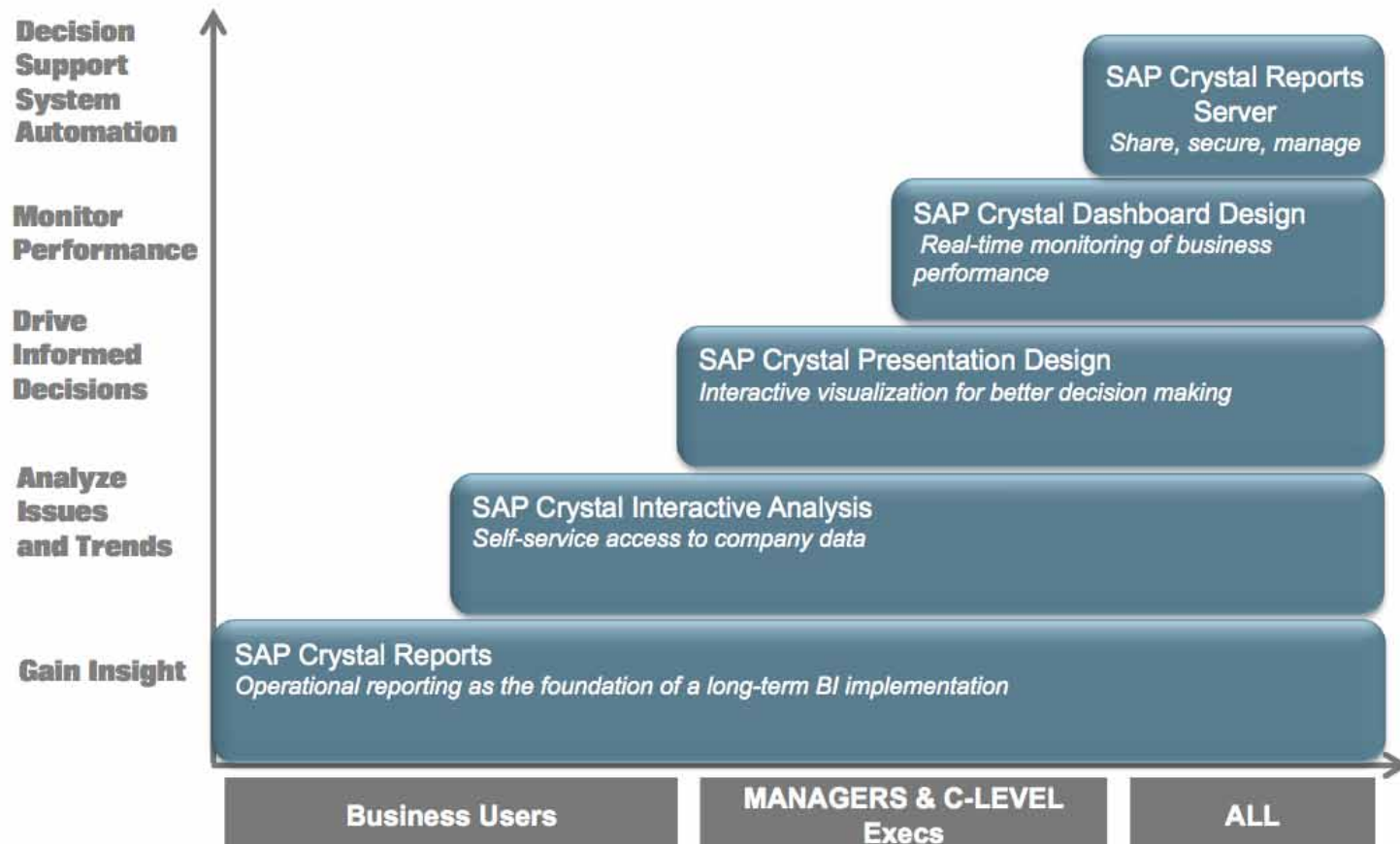
Portals—Microsoft Sharepoint
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WHY CUSTOMERS NEED REPORTING

介绍报表

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问题

解决方案

Databases aren't
user friendly



Format data for more
effective communication
and distribution

Answers to business
problems reside in
different places



Combine data for
presentation without
combining data sources

Different groups need
different levels of
access information



Report and data
level security

Checking multiple sources
is time consuming



Information you need
is automatically
updated and delivered

Technology barriers
prevent widespread
information sharing



Platform support and
deployment options enable
broad access to information

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SAP CRYSTAL REPORTS OFFERINGS

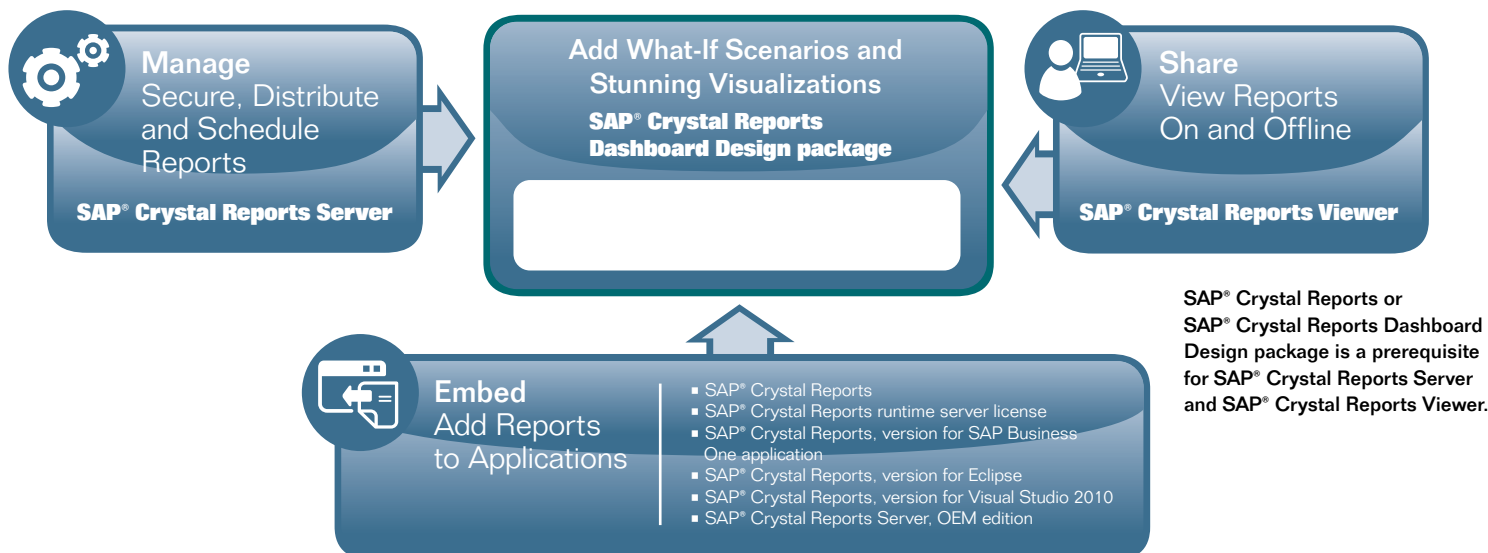
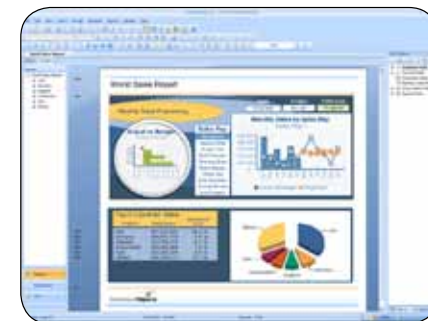
不同于其他的报表工具，水晶报表的SAP产品家族能够满足在任何需要报表需求以及任何的部署方式。

销售报表，库存跟踪，财务报表，更可以很容易地与强大的格式化能力和处理

简单易用报表设计工具，它是SAP水晶报表家族的一部分

报表设计完成后，可以通过很多方式部署

- In .Net thick client and Web applications
- In Java thick client and Web applications
- In dedicated reporting servers In SAP Crystal Reports Server as part of a reporting and dashboarding implementation
- As part of a broader Business Intelligence solution that includes dashboarding
- With a free desktop report viewer
- As part of a hosted service



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SAP CRYSTAL REPORTS OFFERINGS continued

设计报表

Recommend to everyone who needs to create or modify report templates: application developers, report designers, IT professionals, database administrators, and business users.

SAP Crystal Reports is the core of the SAP Crystal Reports family of offerings and is used to design report templates (RPT files).

解决方案亮点

- Access any data
- Connect to over 35 data sources including Microsoft SQL Server, Oracle, IBM DB2, OLAP and web services
- Interactive report viewing
- Interactive parameters and on-report sorting allows report consumers to customize their view, so one report meets many needs
- Adobe Flash and Flex integration
- Powerful crosstabs
- Multilingual reporting
- Built-in bar-code support
- Flexible pagination
- For information on developer solutions included with Crystal Reports, see the section 'Embed Reports into your Application' section

益处

- Empower users to explore report interactively
- Create compelling reports with stunning visualizations
- Develop powerful data mashups
- Save valuable report-design time
- Enjoy comprehensive report deployment options and an improved report designer

Licensing

Sold in named user licenses

- A runtime engine and viewer for embedding into applications is included in SAP Crystal Reports ; SAP Crystal Reports, version for Eclipse; and SAP Crystal Reports, version for Visual Studio
- Thick client or server applications that embed the runtime can be freely deployed internally within an organization
- Distribution of server applications that embed the runtime to external users like customers, partners, and suppliers requires the SAP Crystal Reports runtime server license

SAP CRYSTAL REPORTS OFFERINGS continued

报表设计中加入了可视化分析和假设分析

Recommend to everyone who needs to create or modify report templates: application developers, report designers, IT professionals, database administrators, and business users.

SAP Crystal Reports Dashboard Design package combines the power of SAP Crystal Reports with the beauty of SAP Crystal Dashboard Design. It consists of SAP Crystal Reports and SAP Crystal Dashboard Design, personal edition for one single, discounted price.

It allows you to:

- Author what-if scenarios in SAP Crystal Dashboard Design and embed these models in SAP Crystal Reports
- Populate what-if models using SAP Crystal Reports to access data
- Embed stunning visualizations, what-if scenarios and graphs from SAP Crystal Dashboard Design into your SAP Crystal Reports
- Use SAP Crystal Dashboard Design, personal edition to create standalone dashboards, visualizations, and what-if scenarios

授权

- Sold in named user licenses



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SAP CRYSTAL REPORTS OFFERINGS continued

管理你的报表

SAP Crystal Reports Server is a complete report and dashboard management solution that allows you to securely view, share, schedule, and deliver interactive information – over the web, via email, portals and Microsoft Office.

解决方案亮点

- Report scheduler
 - Set up reports to run at specific times or based on specific events
- Data-driven publishing
 - Publish personalized reports such as invoices, statements, and marketing materials to thousands of recipients
 - SAP Crystal Reports Server, add-on for publishing— This add-on provides the ability to publish reports to an additional 5,000 dynamic recipients
- LiveOffice
 - Easily embed accurate, refreshable report data within Microsoft PowerPoint, Excel, and Word documents
- Web Service Design tool
 - Expose company data via Web services for consumption in SAP Crystal Dashboard Design without writing a single line of code
- Security Options and Roles
 - Secure access to dashboards and reports
- Web-Based End-User and Administrator Interfaces
 - Manage, configure and secure end-user access to company data

解决方案益处

- Access interactive reports and dashboards on a single server
- Reduce cost with report scheduling for automatic distribution
- Share reports and dashboards on Microsoft Sharepoint and other portals for broader user access
- Deliver personalized reports to anyone, anywhere with data-driven publishing
- Refresh reports directly in Microsoft Office documents
- Integrate with custom .Net and Java applications
- Flexible, economical licensing that scales with your needs

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授权

- Concurrent Access License (CAL) – for casual reporting users
- Named User License (NUL) – for dedicated access to reports and dashboards
- CAL and NUL can be combined to a maximum of 100 NUL and 250 CAL
- Data driven publishing functionality is available with CAL licenses only
- SAP Crystal Dashboard viewing and the use of the dashboard builder feature is available with NUL licenses only
- SAP Crystal Reports and SAP Crystal Dashboard Design licenses not included; must be purchased separately



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SAP CRYSTAL REPORTS OFFERINGS continued

在你的应用中嵌入水晶报表

The SAP Crystal Reports family of offerings offers a rich set of solutions for all types of developers.

| 需求 | 产品 | 价格 |
|---|--|---|
| Add reporting to a Java thick client app for any deployment. Add reporting to a Java Web application for internal deployments only. | SAP Crystal Reports, version for Eclipse | Free download |
| Add reporting to a .Net thick client app for any deployment. Add reporting to a .Net Web application for internal deployments. | Crystal Reports Basic for Visual Studio | Included in Visual Studio Professional Edition and higher |
| | SAP Crystal Reports, version for Visual Studio | Free download |
| Design reports faster with additional crosstab features, templates and barcodes. Access more data sources. Create compelling reports that embed Flash. Integrate with other applications with new export features. | SAP Crystal Reports | RMB 9582 |
| License your Java or .NET server application with the Crystal Reports runtime for external deployments. | SAP Crystal Reports runtime server license | RMB 47818 |
| Embedding scalable, high performance reporting into a commercial application. | SAP Crystal Reports Server, OEM edition | [Call OEM Sales] |

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SAP CRYSTAL REPORTS OFFERINGS continued

共享报表

SAP Crystal Reports viewer is a free download that enables anyone in your organization to read, print, and export reports without converting to another format like PDF. This preserves the sorting, parameter prompting, Flash, grouping, drill downs and other features available in SAP Crystal Reports.

Report consumers benefit from new levels of interactivity within a completely desktop-based report viewing tool.

SAP Crystal Reports viewer will not refresh report data, unless the report is part of a SAP Crystal Reports Server, SAP BusinessObjects Edge, or SAP BusinessObjects XI deployment.



WHY CUSTOMERS NEED DASHBOARDS AND VISUALIZATIONS

介绍仪表盘和可视化

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联系方式

ISSUE

SOLUTION

Spreadsheets are static and aren't compelling



Create simple and engaging interactive models

Need a comprehensive view of your data



Dashboards provide a comprehensive view of business performance

Discussions take place in real time; static data isn't conducive



Do on-the-fly analysis with visual components like gauges, sliders and dials

Limited IT resources



Anyone who can use Excel can create stunning visualizations with little to no training

Numerous, disparate data sources



SAP Crystal Dashboard Design connects to any ODBC or XML source

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SAP CRYSTAL DASHBOARD DESIGN SOLUTIONS

(Formerly known as Xcelsius Engage) continued

SAP Crystal Dashboard Design is point-and-click data visualization software designed for creating interactive dashboards and visual business models from Excel spreadsheets and corporate data sources to share via Microsoft Office, Adobe PDF, the Web, and corporate portals—all without any programming.

SAP Crystal Dashboard Design comprises multiple editions to meet a wide range of personal and departmental dashboarding needs:

创建供个人使用的仪表板

Target audience: Business and Power users

SAP Crystal Dashboard Design, personal edition, lets you create interactive dashboards from spreadsheets or a live data source, and share them via SAP Crystal Reports, Microsoft Office, Adobe PDF, AIR or the Web with point-and-click ease



方案亮点

- Easy enough for non-technical users
 - Point-and-click interface
- Get started right away
 - Built-in quick start guides and 10 pre-built templates for common presentation requirements
- Model potential business outcomes
 - Interactive what-if scenarios with visual components like sliders, gauges, and more
- Make your presentations stand out
 - More than 50 eye-catching visualization components, pre-set color schemes and presentation “themes”
- Interact with live company data in the tools you use every day
 - One-click export of live dashboards to Microsoft Office, Web, Adobe AIR, and PDF documents

主要优点

- Enable business users to create professional-looking dashboards that access live data
- Gain the confidence to take action by evaluating different what-if scenarios
- Transform complex company data into simple, actionable visual information
- Engage, inform and persuade your audience with stunning visualization
- Gain real-time insight into your business performance

SAP CRYSTAL DASHBOARD DESIGN SOLUTIONS

(Formerly known as Xcelsius Engage) continued

授权

- **Design dashboards** – One named user may install and use the personal edition of SAP Crystal Dashboard Design software to create dashboards and visual models. A design license cannot be shared among multiple individuals. If you require additional design licenses, you may purchase additional licenses of SAP Crystal Dashboard Design licenses. The personal edition of SAP Crystal Dashboard Design may not be used to create dashboards and visual models connected to SAP BusinessObjects software, SAP BusinessObjects Edge solutions, SAP Business Suite software, or the SAP NetWeaver® Business Information Warehouse component.
- **Share self-contained and live dashboards** – With the personal edition of SAP Crystal Dashboard Design, you may share, with an unlimited number of users, self-contained dashboards with an unlimited number of users. You may also share and dashboards connected to a live data source – as long as they are not connected to SAP BusinessObjects software, SAP BusinessObjects Edge solutions, SAP Business Suite, SAP NetWeaver Business Information Warehouse, or distributed as part of a commercial sales, rental, or lease agreement.

为部门或者小型企业创造仪表盘

Target audience: Business and Power users as well as IT Professionals

SAP Crystal Dashboard Design starter package is the dashboarding solution choice of small and mid-sized companies that want to stay ahead of the competition by delivering actionable insight via dashboards that provide a holistic view of their business performance. It includes a copy of SAP Crystal Dashboard Design, departmental edition and 10 SAP Crystal Dashboard Viewing option licenses.

方案亮点

SAP Crystal Dashboard Design, departmental edition has all the benefits of SAP Crystal Dashboard Design, personal edition plus additional data connectivity and platform integration options:

- **Integration with SAP Crystal Reports Server** – Dashboards and models created using SAP Crystal Dashboard Design starter package can connect to data within Crystal Reports Server. SAP Crystal Dashboard Design starter package can leverage SAP BusinessObjects Live Office software to connect to a report in SAP Crystal Reports Server
- **Connectivity to multiple data sources** – Flexible data access through Microsoft Excel spreadsheets, Adobe LiveCycle Data Services, XML data connections, and SAP BusinessObjects Live Office enables business users to create dashboards connected to multiple data sources
- **Portals and data connectivity pack** – SAP Crystal Dashboard Design, departmental edition, includes integration kits for Microsoft SharePoint and Microsoft Reporting Services, Adobe LiveCycle Data Services, and IBM WebSphere

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SAP CRYSTAL DASHBOARD DESIGN SOLUTIONS

(Formerly known as Xcelsius Engage) continued

主要优点

- Deliver a holistic view of your business performance via dashboards connected to multiple data sources
- Extend, manage and secure access to real-time company data with one-click export of your dashboards to SAP Crystal Reports Server and corporate portals
- Extend and maximize the value of your current IT solutions with highly visual front-ends
- Develop and deploy performance dashboards and business applications connected to your corporate data – in days instead of months

授权

To meet the dashboarding needs of SAP Crystal Reports Server customers and others, we offer the following licensing options:

SAP Crystal Dashboard Design starter package is perfect for non-SAP Crystal Reports Server customers wishing to deploy dashboards in their organizations—for each copy you may:

- **Designing Dashboards** – With each copy purchased, one named user may install and use SAP Crystal Dashboard Design starter package, features to create dashboards and visual models. You may not share a design license among multiple individuals. If you require more than one design license, you may purchase additional SAP Crystal Dashboard Design, departmental edition, licenses. SAP Crystal Dashboard Design starter package may not be used to create dashboards and visual models connected to SAP BusinessObjects software, SAP BusinessObjects Edge solutions SAP Business Suite software or the SAP NetWeaver® Business Warehouse component.
- **Sharing Self-Contained and Live Dashboards** – An SAP Crystal Dashboard Viewing option license must be acquired to access, view or use dashboards connected to live data sources. SAP Crystal Dashboard Design starter package, includes 10 licenses of SAP Crystal Dashboard Viewing option that allows you to share dashboards and visual models connected to live data sources with 10 named users. You can purchase additional SAP Crystal Dashboard Viewing option licenses to support a larger deployment size up to 100 named users.

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SAP CRYSTAL PRESENTATION DESIGN

(Formerly known as Xcelsius Present)

SAP Crystal Presentation Design is point-and-click data visualization software for transforming ordinary spreadsheets into professional-looking, interactive data presentations and sharing them via Microsoft Office or Adobe PDF. It offers a new way of informing, persuading others and planning for the future by enabling interaction with company data within the tools you use every day.

解决方案亮点

- Easy enough for non-technical users
 - Point-and-click interface
- Get started right away
 - Built-in quick start guides and 10 pre-built templates for common presentation requirements
- Model potential business outcomes
 - Interactive what-if scenarios with visual components like sliders, gauges, and more
- Make your presentations stand out
 - More than 50 eye-catching visualization components, pre-set color schemes and presentation “themes”
- Interact with company data in the tools you use every day
 - One-click export of interactive presentations to Microsoft Office and Adobe PDF documents



主要优势

- Create professional-looking presentations in just a few minutes
- Transform rows of data into interactive charts, maps and more
- Make informed decisions by exploring what-if scenarios
- Engage, inform and persuade your audience with stunning visualizations
- Design advanced data visualizations by using more than 50 pre-built analytics

授权

For each copy purchased, you may:

- **Design data presentations** – One named user may install and use SAP Crystal Presentation Design features to create data presentations and visual models. A design license cannot be shared among multiple individuals. If you require additional design licenses, you can purchase additional licenses for SAP Crystal Presentation Design.
- **Share data presentations** – With SAP Crystal Presentation Design, you may share your data presentations with an unlimited number of user.

SAP CRYSTAL INTERACTIVE ANALYSIS

The Need for Trusted, Self-Service Information

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问题

解决方案

Data is spread
across different
data sources



Powerful, multiple data
source analysis

Dependency on IT
to get access to
company data



Simple, fast, self-service
data access

Traditional reporting
tools lack flexible
on-the-fly analysis



Flexible and interactive
analysis framework

Version control and
integrity of data



Report meta data -
See where it comes and
how it gets manipulated

Company-wide reports
are too standardized



Adapt existing reports
to your own needs

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SAP CRYSTAL INTERACTIVE ANALYSIS continued

SAP Crystal Interactive Analysis, desktop edition, is a simple, powerful ad hoc query and analysis tool that delivers a self-service environment for data savvy business professionals. An intuitive interface allows you to combine any type of data from different sources into interactive documents and uncover trusted, shareable answers to spontaneous and iterative business questions.

解决方案亮点

- Easy enough for non-technical users
 - Intuitive drag and drop interface for building ad hoc queries
- Answer any business question, anytime
 - Simple, fast, self-service data access
- Single source of business information
 - Access and analyze information in a single interface
- Frame your own view of the business
 - Adapt existing reports to your current needs using an interactive analysis framework
- Analyze any data, anywhere
 - Combine data from multiple data sources, including SAP BusinessObjects BI On-demand, relational databases, online analytical processing servers, Microsoft Excel spreadsheets, and Web services
- Trust your data
 - Report metadata for end users (where the data comes from, and how it's been modified)
- Guide your organization to success
 - Trusted, Sharable Insight



主要优势

- Access and interact with company data in a single tool using everyday business terms
- Uncover trusted, shareable answers to spontaneous and iterative business questions
- Create ad-hoc reports and manipulate the data in an almost unlimited number of ways
- Reduce report backlog by providing self-service access to company data
- Gain deeper insight into your data with a rich feature set for data formatting, custom calculations, formulas, charts, track data changes, and more!

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Selling SAP Crystal Reports with
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Microsoft Visual Studio

Microsoft SQL Server and
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Microsoft Office

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& IBM Websphere

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Adobe

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SAP CRYSTAL INTERACTIVE ANALYSIS continued

授权

For each copy purchased, one named user may install and use SAP Crystal Interactive Analysis, desktop edition features to design interactive reports and documents. A design license cannot be shared among multiple individuals. If you require additional licenses, you can purchase additional licenses for SAP Crystal Interactive Analysis, desktop edition. SAP Crystal Interactive Analysis, desktop may not be used to create interactive reports and documents from SAP BusinessObjects software, SAP BusinessObjects Edge solutions SAP Business Suite software or the SAP NetWeaver® Business Warehouse component.



OTHER SAP SOLUTIONS

The Need for Collaborative Decision-Making

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问题

解决方案

Working across
geographies and
networks



Unite people, information,
and business methods into
a cohesive online working
environment

Engaging the team
(strategizing &
brainstorming, etc.)



Apply structure to teamwork
with brainstorming,
strategizing, and
consensus-building methods

Obtaining visibility
into why decisions
were made



Create a corporate memory
of a decision by tracking
all discussions, feedback,
and decisions

Managing exceptions
and ensuring
commitment to outcomes



Get teams to commit to
drive to a quick,
successful outcome

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OTHER SAP SOLUTIONS continued

SAP StreamWork

SAP StreamWork is the first and only software as a service (SaaS) collaborative decision-making solution that brings together people inside or outside your organization with information for fact-based decision-making and interactive business tools for collecting feedback, strategizing, and brainstorming. It's meant to help orchestrate ad hoc work that would otherwise lack a structured process flow and to provide a place where outcomes are recorded for future reference.

方案亮点

- Be productive immediately
 - Connect with others at no charge or drive decisions for free
 - Customize to meet specific business needs
 - With an open architecture, developers can create custom business tools and integrations
- Streamline maintenance
 - Because it's software as a service (SaaS), it's delivered over the Web
 - No need to update or maintain software or hardware



Give structure to discussions and create a collective view with business methods. Choose from the built-in catalog to select business tools:

- **Agenda** – build meeting agendas and revise in real-time as the plan changes.
- **Ranking** – create and prioritize a list with the team.
- **Pro/Con table** – add pros and cons with comments from each contributor.
- **Consensus** – make a proposal, collect feedback, and get the team on the same page.
- **Quick poll** – collect input quickly on key questions for the team.
- **SWOT matrix** – analyze the competition.
- **Cost/benefit analysis** – map options to help highlight the best opportunities.
- **Responsibility matrices** – identify team responsibilities using proven approaches (RACI, DACI, ARCI, RASIC).

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OTHER SAP SOLUTIONS continued

益处

- Unite people, information, and business methods into a cohesive online working environment
- Leverage the knowledge of others and stay in synch with notifications, activity streams, and action items
- Work with the applications you use today including email (email (Microsoft Outlook®, Google Gmail™, etc.), WebEx® for online meetings, or EVERNOTE® for tracking notes or images)
- Create a corporate memory of a decision by tracking all discussions, information, feedback, analyses, and decisions. Re-use or repeat successful decisions

授权

- Available in two editions: basic and professional

SAP BusinessObjects Edge Series or SAP BusinessObjects Enterprise

Recommend for larger organizations who wish to standardize SAP Crystal Reports for enterprise-wide reporting.

As your organization or BI requirements grow, you can easily upgrade to SAP BusinessObjects Edge Series or SAP BusinessObjects Enterprise.

SAP BusinessObjects Enterprise XI 3.1 Professional for SAP Crystal Reports

This program is similar to SAP Crystal Reports Server, but can scale to multiple servers to support larger user populations, and supports dashboarding beyond 100 NUL.

授权

- CPU License
- Named User License (NUL)
- SAP Crystal Reports licenses are not included for new customers and must be purchased separately

NOTE: This product is primarily sold through SAP BusinessObjects sales representatives.

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OTHER SAP SOLUTIONS continued

Business Intelligence Servers

Recommend to small to medium organizations looking for a complete business intelligence solution at mid-market prices

SAP BusinessObjects Edge Series XI 3.1 Edge series is a complete business intelligence solution for small to medium sized organizations. In addition to SAP Crystal Reports viewing support, it includes a complete suite of integrated business intelligence functionality like Web intelligence for ad-hoc query and analysis, Voyager for OLAP Analysis, Explorer for data exploration, and Mobile for mobile BI consumption. Edge Series empowers end users to self-serve their own BI needs and to avoid IT overhead.

Licensing

- Concurrent Access License (CAL)
- Named User License (NUL)
- CAL and NUL can be combined. For frequent users, we recommend using NULs

SAP BusinessObjects Enterprise XI 3.1 Premium

Recommend to larger organizations pursuing an enterprise-wide business intelligence deployment.

Similar to SAP BusinessObjects Edge Series XI 3.1, but able to scale to enterprise-wide deployments, SAP BusinessObjects Enterprise XI 3.1 Premium supports clustering, failover, and multi-server deployments to ensure guaranteed availability and maximum performance to large numbers of business intelligence users.

授权

- CPU License
- Named User License (NUL)
- SAP Crystal Reports licenses are not included for new customers and must be purchased separately

NOTE: This product is primarily sold through SAP BusinessObjects sales representatives

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THIRD PARTY ADD-ONS AND INTEGRATION KITS

The SAP Crystal Reports Server, add-on for Microsoft Outlook, allows users to view reports, office documents, SAP Crystal Dashboard Design® documents, and dashboards directly from a familiar and readily accessible interface.

解决方案亮点

- Access and view all authorized SAP Crystal Reports Server folders and reports
- Schedule or reschedule reports (with parameters)
- Choose report output format
- Request notification of success or failure
- Request an email with the report instance
- Download instances and export in multiple formats
- Offline mode – Take report instances with you, schedule & retrieve reports even when disconnected from the Server

方案优势

- Improve and enhance BI user adoption
- Allows users to access their reports from directly within their familiar Microsoft Outlook environment
- Microsoft Outlook becomes BI Portal
- Familiar interface provides ease-of-use and flattens the learning curve
- “Ambient BI” reduces training efforts
- Add-in for Microsoft Outlook

SAP Crystal Reports Server, advanced administration package

The SAP Crystal Reports Server, advanced administration package is a powerful grouping of technologies focused on easing the challenges of administering the SAP Crystal Reports Server environment, and enhancing insight into the system.

方案亮点

- Advanced system management
- Introspection, governance, auditing
- Bulk report scheduling
- High volume instance management & monitoring
- High volume object & security management

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THIRD PARTY ADD-ONS AND INTEGRATION KITS continued

方案优势

- Automate whenever possible
- Remove error prone actions/inputs whenever possible
- Take action in bulk whenever possible
- Rapid response functionality
- Utilize the maximum information available for system introspection, optimization, and governance
- Automate system tracking & alerts for thresholds
- Optimize system storage for improved performance

SAP Crystal Reports Server, add-on for ESRI GIS software

The SAP Crystal Reports Server, add-on for ESRI GIS software offers bi-directional functionality between ESRI ArcGIS Server, ESRI ArcIMS, or ESRI ArcMap and SAP Crystal Reports Server.

解决方案亮点

- Dynamically embed images from ArcGIS Server or ArcIMS in a report, include report or map data in an acetate layer on the dynamically generated map
- Create report hyperlink to load ESRI GIS HTML viewer with report data as highlighted features, for an ArcGIS viewer include report or map data in an acetate layer
- Integrate ESRI GIS into reports, office documents, dashboards or portals
- Use SAP Crystal Reports Server dashboard builder to integrate SAP Dashboard Design analytics, ESRI GIS, SAP Crystal Reports into one dashboard

方案优势

- This solution puts maps and spatial data in your reports and dashboards which mean you can visualize the data in your report, on a map or you can color code the map based on data in your report. This solution puts the power of spatial analytics in your business intelligence to deliver enhanced understanding and decision making.

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SELLING SAP CRYSTAL SOLUTIONS WITH OTHER SOLUTIONS

Selling With Microsoft



无论是水晶报表还是水晶易表都可以与微软的解决方案相互补充，使您充分利用现有IT基础设施

Microsoft Visual Studio

Recommend to developers who want to add reporting to their application!

SAP Crystal Reports, version for Visual Studio is free for use with Microsoft Visual Studio. However, it is not as robust as the full product, so there is a solid up sell opportunity for SAP Crystal Reports.

Why Microsoft Visual Studio customers upgrade to SAP Crystal Reports:

- 更多功能
 - Editable preview – edit your report while viewing to save report design time.
 - Integrated barcodes
 - Templates to apply consistent designs
- 更多的数据访问
 - Over 35 data sources including OLAP data like Microsoft Analysis Services.
 - Web services and XML driver
 - DataDirect ODBC and wire protocol drivers
- 更多报表设计功能
 - Add custom rows and columns to your crosstabs
 - Embed Flash visualizations
 - Build XSLT transformations to export your report in any format

Qualifying Questions

[查看Crystal Reports完整版与Crystal Reports For Visual Studio的区别](#)

- How are you currently accomplishing what-if scenarios and other on-the-fly analyses within your reports?
- From which data sources will your application pull reports?
- How much time do you waste by not being able to edit your report while viewing live data during report design time?

SELLING SAP CRYSTAL SOLUTIONS WITH OTHER SOLUTIONS continued

Microsoft Reporting Services & SQL

Recommend to database administrators and report developers who want a more robust reporting solution for a lower total cost of ownership.

SAP Crystal Reports, version for Visual Studio是一个免费版本，可以与Visual Studio一起使用，然而并不是一个完整版本

Visual Studio用户可以通过升级的方式购买完整产品包

How SAP Crystal Reports Server complements Microsoft SQL Server and competes with Microsoft Reporting Services

SAP Crystal Reports Server is the perfect complement to Microsoft SQL Server for stand-alone reporting. While Reporting Services is “included” in Microsoft SQL Server deals, your customer should choose SAP Crystal Reports Server as their reporting solution because:

- Host both SAP Crystal Reports and SAP Crystal Dashboard Design content on a single server.
- Create formatted, interactive reports based on SQL Server data.
- SAP Crystal Reports designer allows you to edit reports with saved data – saving time designing reports.
- Data driven publishing enables the distribution of thousands of personalized reports to a dynamic list of recipients. Microsoft customers have to use SQL Server Enterprise to benefit from this feature.
- Interactivity like on-report sorting and parameters reduces the burden on IT with one report that meets multiple needs.
- Works with Best in Class Technologies like Adobe Flash, salesforce.com, and Mozilla Firefox. With Reporting Services some features are unavailable in Firefox and Safari browsers.
- **Adobe Flash and Flex Integration** – Create visually stunning, operational reports by seamlessly integrating these technologies.
- Embed what-if scenario models created in SAP Crystal Dashboard Design right into your SAP Crystal report.
- Separate report processing from database processing to accelerate both your reports and your database.
- **Connect to live data from within Microsoft Office** – SAP Crystal Reports Server includes Live Office, so you can embed live, refreshable reports right into your Microsoft Office documents.
- **Point-and-click connectivity to Microsoft SQL Server** – SAP Crystal Reports Server includes an automatic Web service generator that allows anyone expose SQL Server data as a Web service without any programming.
- Integrate custom Java and .Net applications.
- **Flexible licensing** – CAL licensing provides the flexibility of a Processor license, with the freedom of being able to run the software on a system with as many processors as you want. Also, when running SAP Crystal Reports Server within a virtualized environment, adding and removing CPUs does not trigger licensing events. This is ideal for both extranet and virtualization scenarios.
- **Unique Focus on Business Intelligence** – SAP Crystal Reports has been focused on reporting for over 15 years.

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SELLING SAP CRYSTAL SOLUTIONS WITH OTHER SOLUTIONS continued

- 离线浏览报表 SAP Crystal Reports Viewer可以免费下载，客户可以离线浏览报表，无需导出到其他格式的报表。这意味着保留了报表的交互性，像钻取等，客户可以随时随地查看从他们的报告。
- 安全报表 创建报表分组和用户级别的权限的安全性报表，以确保正确的人能够访问正确的信息

Qualifying Questions

- Do you need to provide combinations of summary dashboards and detailed reports to your users?
- How do you plan to share reports throughout your organization? If in Microsoft Office documents, would it help if these documents were live? If not, is offline report viewing important to you?
- Are any of the reports you use confidential? What type of measures does your reporting solution take to ensure users can access sensitive information securely?
- What type of interactivity do your reports currently have? Would Flash integration make your reports more visually compelling?
- Do you use SAP Crystal Reports or SAP Crystal Reports Server and need data driven publishing?
- How do your users currently access reports? Would it help if they could access them over the Web, via intranet or extranet applications, or through a portal like Microsoft SharePoint?

How SAP Crystal Dashboard Design starter package complements Microsoft SQL Server and Reporting Services

Recommend to customers who need to consolidate numerous Reporting Services reports and SQL Server data into a single dashboard.

SAP Crystal Dashboard Design starter package extends the value of Microsoft Reporting Services products across by improving data access and data consumption. Consolidate multiple Reporting Services reports into a single dashboard for a holistic view. Make your dashboards visually stunning and engaging with beautiful graphs, what-if scenarios, sliders, gauges, and more.

挑战

- Databases aren't user friendly, and business users can't create their own reports without IT support or programming skills
- Business users are overwhelmed with too many reports and data sources that don't address their concerns
- Company data is only available in static, dull reports or in complex IT applications that require extensive end-user training
- IT can't keep up with the number of requests that come in for business reports in a timely manner

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水晶报表 销售指南

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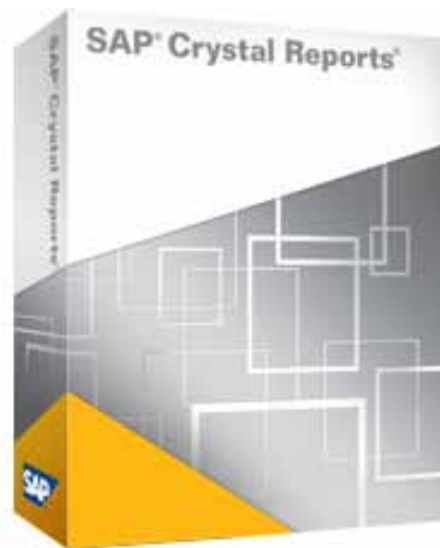
continued

解决方案

- SAP Crystal Dashboard Design starter package provides point-and-click live data connectivity to Microsoft Reporting Services—enabling even the least tech-savvy business users to access live company data and create their own business dashboards and presentations
- SAP Crystal Dashboard Design starter package enables users to consolidate multiple SQL Server reports and data into a single, business dashboard for a more comprehensive view

Qualifying Questions

- How are you currently consolidating numerous Reporting Services reports?
- What other data sources would you like to compare and contrast to your Reporting Services data? Would it be helpful if you could see these data sources and your Reporting Services data in a single view?
- How do your users currently access company data? Would it be helpful if they could access it in Microsoft Office documents, by PDF, on the Web or in SharePoint?
- How are your users currently accessing corporate data? Do they usually need to access more than one source for a comprehensive view?



SELLING CRYSTAL REPORTS AND XCELSIUS WITH OTHER SOLUTIONS continued

Microsoft Office

SAP Crystal Presentation Design 如何补充Microsoft Office系统

Microsoft Excel is a great way to get started analyzing company data. But users who want to bring their presentations and data analysis to the next level need a more robust tool. For example:

- Microsoft Excel only offers a library of standard charts
- Sharing and updating Excel data and charts is manual, time consuming, and not conducive to on-the-fly discussions
- A spreadsheet of just rows and columns of data doesn't help anyone

SAP Crystal Presentation bridges the gap between static spreadsheets and the need for visual, interactive presentations:

- Over 65 data visualization components including charts, gauges, sliders, dials, progress bars, maps, calendar selectors, and more
- On-the-fly what-if scenarios for informed decision making

SAP Crystal Interactive Analysis 如何补充 Microsoft Office系统

Microsoft Excel is a great way to share data and get started analyzing company data before sharing the results with other colleagues or managers. But users want to benefit from the data-sensitive context, for example:

- A spreadsheet of just rows and columns of data doesn't help anyone
- Excel files do not have the built-in capability to expose the origin of the data at all times and in all situations
- Users cannot manipulate data objects; calculations are only done at the cell level
- Reporting happens in the context of a grid

SAP Crystal Interactive Analysis 额外增加了对Excel数据的洞察力

- Users deal with a common definition of data objects, not just cell values, greatly facilitating analytical workflows
- Rich document metadata offers users a complete picture of where the data comes from, leading to trust in decisions based on Interactive Analysis documents
- Free-form layout, combined with powerful reporting functionalities allows users to communicate their analysis efficiently and effectively

SAP Crystal Reports Server 如何补充 Microsoft Office系统

SAP BusinessObjects Live Office included with SAP Crystal Reports Server, allows access to corporate data within Microsoft Office so business users don't need to depend on IT for support. They can embed SAP Crystal Reports documents data into Microsoft Word, Microsoft Excel, Microsoft PowerPoint, and Microsoft Outlook applications. Data can be refreshed on-demand, so users are always working with the most current data in the Microsoft Office application. SAP BusinessObjects Live Office interoperates with Microsoft SharePoint Server and SAP Crystal Reports Server to help ensure corporate data is managed in a secure and centralized repository.

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SELLING SAP CRYSTAL SOLUTIONS WITH OTHER SOLUTIONS^{continued}

PORTALS—Microsoft Sharepoint & IBM Websphere

Recommend to individuals who want to embed interactive and visually stunning dashboards into their portals and customers who want to consolidate data from numerous sources (including portals) into a dashboard.

How SAP Crystal Dashboard Design starter package complements Microsoft SharePoint & IBM WebSphere

SAP Crystal Dashboard Design starter package is the perfect complement to corporate portals like Microsoft SharePoint and IBM WebSphere.

SAP Crystal Dashboard Design starter package complements corporate portals in two ways:

- 1. Share Information Hosted in Your Portal** – Consolidate information hosted in your portal (and in various other data sources) into a single dashboard for an at-a-glance view of your organization's performance.
- 2. Embed Interactive Visualizations and Dashboards Directly into Your Portal** – There is no need to be limited by the weak visualization tools included in IBM WebSphere and Microsoft Sharepoint. Full integration with IBM Websphere and Microsoft SharePoint is included in SAP Crystal Dashboard Design starter package, so you can easily post compelling and interactive dashboards to your corporate portals.

Qualifying Questions

- What sort of graphs and charts do you currently share within your corporate portal?
- How do your end users perform what-if scenarios and other interactive analysis within their portal?
- What other data sources complement the content in your portal?

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Databases—Oracle, IBM DB2, Linux, Microsoft Access and SQL Server

Recommend SAP Crystal Reports to IT managers for reporting off their databases. Or recommend SAP Crystal Reports Dashboard Design package to increase the order value and enhance their reporting capabilities with stunning SAP Crystal Dashboard Design visualizations and what-if scenarios.

How SAP Crystal Reports Complements Database Opportunities

SAP Crystal Reports connects to virtually any datasource so it is a fantastic complement to most database deals, including Microsoft SQL Server (covered on page XX), Microsoft Access, Oracle, IBM DB2, and Linux Servers.

为什么数据库用户需要SAP Crystal Reports

Databases are not user-friendly tools and extracting database content requires coding skills. But SAP Crystal Reports allows you to easily extract and format data in a consumable way.

Simple Report Creation – SAP Crystal Reports visual report designer makes it simple to create highly formatted reports.

Create Interactive Reports – SAP Crystal Reports are not static, formatted reports; they are interactive. Report consumers can easily modify reports with interactive parameters and on-report sorting to answer their business questions. What-if scenarios created in SAP Crystal Dashboard Design can easily be embedded into SAP Crystal Reports, allowing report consumers to understand potential outcomes for informed decision making.

Flexible Reports Access Options – SAP Crystal Reports can be exported to a variety of formats, including Microsoft Office and Adobe PDF.

SAP Crystal Reports viewer – which is a free download—allows report consumers to open .rpt files (the Crystal Reports file format) online or offline, and all interactivity is preserved. With SAP Crystal Reports Server, you can host reports online or embed live reports into Microsoft Office documents. Crystalreports.com is also available for connected, online report consumption.

Meet Regulatory Requirements – Accurate, secure reporting is required for many regulatory compliance legislations, including Sarbanes Oxley. SAP Crystal Reports makes it easy to meet these requirements.

Connect to Numerous Data Sources – Most organizations have more than one data source from which they need to report. With SAP Crystal Reports, they can consolidate data from numerous sources into a single source.

Adobe Flash and Flex Integration – SAP Crystal Reports took reporting to the next level with full Flash and Flex integration. This makes reports visually stunning and operational, with the ability to add what-if scenarios (with Flash models created in SAP Crystal Dashboard Design) and action-oriented Flex code. SAP Crystal Reports Dashboard Design package is a bundle of SAP Crystal Dashboard Design, personal edition and SAP Crystal Reports for a single, discounted price.

Secure Reports – SAP Crystal Reports Server allows you to secure reports at the report, group, and user levels, making sure the right people have access to the right information.

Manage Reports – Enforce security, schedule, and distribute reports centrally using SAP Crystal Reports Server.

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SELLING SAP CRYSTAL SOLUTIONS WITH OTHER SOLUTIONS continued

Qualifying Questions

- What are the reporting requirements for your database?
- Are any of the reports you use confidential? What type of measures does your reporting solution take to ensure users can access sensitive information securely?
- What type of interactivity do your reports require? Are your report consumers able to modify reports to answer their business questions?
- What regulatory compliance legislation measures do you need to adhere to (HIPAA, Sarbanes-Oxley, etc.)?
- How many reports are you currently maintaining? Would interactivity like parameter panels help reduce the number of reports you need to create and maintain?
- Do your users want to use Flash-based, what-if scenarios and Flash videos in their reports to make better decisions?
- How do you plan to share reports throughout your organization? Would it help if they could access them over the Web via intranet or extranet applications, or through a portal like Microsoft SharePoint?



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Get Started

SAP Crystal Solutions - BI Intensity

Why Customers Need Reporting

SAP Crystal Reports Offerings

Why Customers Need Dashboards
and Visualizations

SAP Crystal Dashboard
Design Solutions

SAP Crystal Presentation Design

SAP Crystal Interactive Analysis

Other SAP Solutions

Third Party Add-Ons and Integration Kits

**Selling SAP Crystal Reports with
Other Solutions**

Microsoft Visual Studio

Microsoft SQL Server and
Reporting Services

Microsoft Office

Portals – Microsoft Sharepoint
& IBM Websphere

Databases – Oracle, IBM DB2, Linux,
Microsoft Access & SQL Server

Adobe

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SELLING SAP CRYSTAL SOLUTIONS WITH OTHER SOLUTIONS_{continued}

Adobe

Recommend SAP Crystal Presentation Design to Adobe Acrobat customers, so they can make their PDFs interactive.

SAP Crystal Presentation Design 如何补充 Adobe Acrobat

Traditionally Adobe PDF documents were:

- Static and text-based
- A tool for one-way information sharing
- Not actionable

However, PDF documents have gotten a lot more exciting. SAP Crystal Presentation Design integration with Adobe Acrobat 9 allows business users to create PDF documents that are:

- **Interactive** – Using sliders, dials and menus, end-users can interact with companies from within PDF documents
- **Scenario-based** – End-users can evaluate multiple what-if scenarios and share results with colleagues for informed decision making
- **Action-centric** – Unique interactivity allows end-users to quickly discover trends and make collaborative decisions to drive better business performance

Qualifying Questions

- How often do you use PDF documents?
- Do you create PDF documents with Excel charts?
- Would you like your PDF documents to be interactive?

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PRICING AND LICENSING

| 产品 | 价格 | 升级 | Details |
|--|---|----------|---|
| SAP StreamWork Pro | \$30/3 month €27/3 month \$108/1 year €97/1 year | | <ul style="list-style-type: none"> ▶ Per named user |
| SAP Crystal Interactive Analysis, Desktop Edition | RMB 21551 | | <ul style="list-style-type: none"> ▶ Per named user |
| SAP Crystal Presentation Design enterprise license | RMB422159 | n/a | <ul style="list-style-type: none"> ▶ 针对一个企业内部的所有员工授权 |
| SAP Crystal Dashboard Design personal edition | RMB 17252 | RMB 8611 | <ul style="list-style-type: none"> ▶ Per named user Dashboard design for personal use ▶ No viewing license required |
| SAP Crystal Dashboard Design departmental edition | RMB 23716 | RMB 4335 | <ul style="list-style-type: none"> ▶ Per named user Dashboard design for departmental use ▶ Requires viewing license |
| SAP Crystal Dashboard Viewing option | RMB 54031 | n/a | <ul style="list-style-type: none"> ▶ Viewing of connected dashboards created with SAP Crystal Dashboard Design, departmental edition ▶ 10 named user viewing license |
| SAP Crystal Dashboard Design starter package | RMB 64859 | | <ul style="list-style-type: none"> ▶ Bundle of SAP Crystal Dashboard Design, departmental edition, and SAP Crystal Dashboard Viewing option ▶ 1 named user of dashboard design ▶ 10 named users of viewing |

Pricing is subject to change. Please refer to the official pricelist before contacting partners.

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| Product | Full Product | Upgrade | Details |
|---|-----------------------------------|-----------|---|
| SAP Crystal Reports | RMB 9582 | RMB 5774 | <ul style="list-style-type: none"> ▶ Per named user Runtime license included ▶ Internal redistribution of the runtime in thick client and server apps ▶ External redistribution of the runtime in thick client apps only ▶ External redistribution of server apps requires the runtime server license for SAP Crystal Reports |
| SAP Crystal Reports Dashboard Design package | RMB 19165 | RMB 11413 | <ul style="list-style-type: none"> ▶ Bundle of SAP Crystal Reports and SAP Dashboard Design, personal edition |
| SAP Crystal Reports, version for Visual Studio | Free | Free | <ul style="list-style-type: none"> ▶ For embedding the SAP Crystal Reports runtime engine into .NET applications |
| SAP Crystal Reports, version for Eclipse | Free | Free | <ul style="list-style-type: none"> ▶ For embedding the SAP Crystal Reports runtime engine into Java applications |
| SAP Crystal Reports runtime server license | RMB 47818 | n/a | <ul style="list-style-type: none"> ▶ External redistribution of server apps with the SAP Crystal Reports runtime engine |
| SAP Crystal Reports Server | RMB 152880/5CAL RMB 56425/5NUL | | <ul style="list-style-type: none"> ▶ Named user licenses (NUL) and Concurrent Access Licenses (CAL) can be combined to a maximum of 250 CAL and 100 NUL on a single server |
| SAP Crystal Reports Server, add-on for publishing | RMB 127636 | | <ul style="list-style-type: none"> ▶ 5,000 Recipients License |
| SAP Crystal Reports Server, add-on for ESRI GIS | RMB 383164 | | <ul style="list-style-type: none"> ▶ Per server |
| SAP Crystal Reports Server, add-on for Microsoft Outlook | RMB 383164 | | <ul style="list-style-type: none"> ▶ Per server |
| SAP Crystal Reports Server, advanced administration package | RMB 510925 | | <ul style="list-style-type: none"> ▶ Per server |

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