Top 10

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

SAP®

1

Leadership

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

2

Complete

We deliver a complete set of solutions designed for SMEs.

3

Choice

We offer choices to fit the way you do business.

4

Industry

We put our industry expertise to work for you.

5

Time to value

We help you start fast and see results in weeks.

6

Insight

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

7

Innovation

We deliver innovations that help your business succeed.

8

Growth

Our solutions are designed to adapt as your business grows.

9

Local

We support you wherever you are.

10

Ecosystem

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

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| 1 **Leadership** | 2 Complete | 3 Choice | 4 Industry | 5 Time to Value | 6 Insight | 7 Innovation | 8 Growth | 9 Local | 10 Ecosystem |

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

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

SME customer trust

88,000
SAP SME customers

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

SAP serves customers worldwide

120 countries

24 industries

30+ languages

75 country offices

10,000 SME partners worldwide

Top 10

We deliver a complete set of solutions designed for SMEs.

Business analytics solutions

SAP BusinessObjects™ Edge

Business intelligence and performance management software that fits your business

SAP BusinessObjects BI OnDemand

Complete, cloud-based business intelligence solution

SAP Crystal solutions

Simple and affordable business intelligence tools for everyday use

Better decisions

Best-run business

Streamlined processes

SAP Business **One**

Complete, integrated, and affordable ERP solution for small businesses
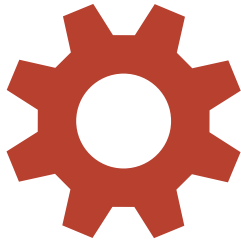
SAP Business **ByDesign™**

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

SAP Business **All-in-One**

Powerful, industry-specific solutions for midsize businesses

Business management solutions

We offer choices to fit the way you do business.

Solutions
- ✔ Packaged
- ✔ Custom

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

Licensing
- ✔ Perpetual
- ✔ Subscription

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

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1 Leadership   **2** Complete   **3** Choice   **4** Industry   **5** Time to Value   **6** Insight   **7** Innovation   **8** Growth   **9** Local   **10** Ecosystem

We put our industry expertise to work for you.

Support for **24 major industries**

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

Built-in **best practice support**

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

Scott Baker, IT Manager, OraSure Technologies Inc.

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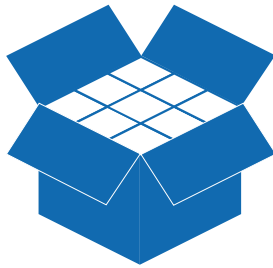
Innovative packaging

- Best practice templates
- Preconfigured and preintegrated applications

Fast time to value

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

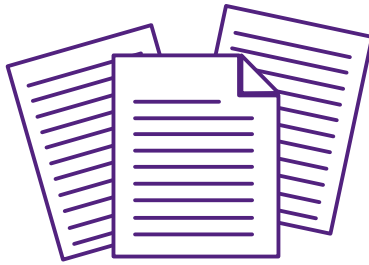### Affordable solutions

- Fixed scope
- Fixed cost

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

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

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

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1	2	3	4	5	**6**	7	8	9	10
Leadership	Complete	Choice	Industry	Time to Value	**Insight**	Innovation	Growth	Local	Ecosystem

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

Data clutter → **Insight**

Outdated information → **Real-time data**

Confusion → **Confidence**

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

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

Jason Ackerman, CFO and Founder, FreshDirect

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1 **Leadership** 2 **Complete** 3 **Choice** 4 **Industry** 5 **Time to Value** 6 **Insight** **7 Innovation** 8 **Growth** 9 **Local** 10 **Ecosystem**

We deliver innovations that help your business succeed.
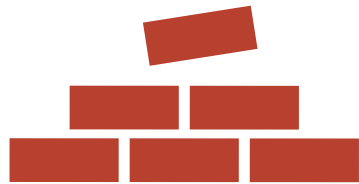
We build

Leading the industry in R & D investment
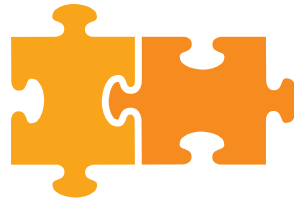
We integrate

Acquiring companies that deliver innovation, not legacy technology

We partner

Co-innovating new solutions and technologies with customers and partners

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Our pace-setting innovations include:

Mobility   Cloud computing   Analytics   In-memory   Rapid deployment solutions

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Source LEFT: SAP analysis of public financial statements, based on three-year average R & D as percent of revenue

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Our solutions are designed to adapt as your business grows.

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

Functionality that handles from 100 transactions to 1 million transactions

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

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

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We support you wherever you are.

" "

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

Simon Worssam, Director, The Alice Springs Watershed

Alice Springs
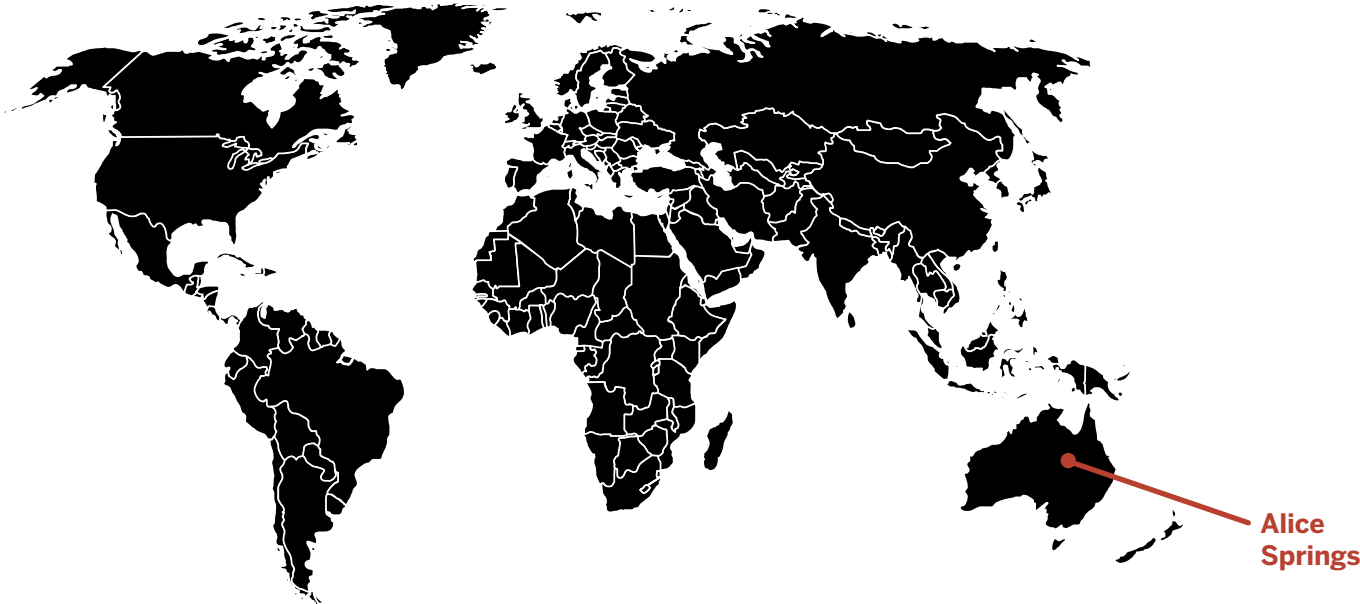
Localized solutions, global presence

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

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

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

Sources: SAP Internal Q2 2011

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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

10,000
SME partners
(3,000 VARs)

88,000
SME customers
(and growing)

2,000,000
SDN community
members

SME customer

Sources: SAP Internal - Facts as of Q2 2011 from Corporate Communications

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