

Top 10

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



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

SAP is a “Leader” in Gartner’s Magic Quadrant for ERP for product-centric midmarket companies



SME customer trust



88,000

SAP SME customers

80%

of SAP® Business One customers have less than 50 users

SAP serves customers worldwide

120
countries

24
industries

30+
languages

75
country offices

10,000
SME partners worldwide

Sources: LEFT: Gartner “Magic Quadrant for ERP for Product-Centric Midmarket Companies” (12/17/10); CENTER: SAP internal data Q2 2011 plus 2009 survey of 20,000 SAP customers. RIGHT: SAP internal.

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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We deliver a complete set of solutions designed for SMEs.

Business analytics solutions

SAP BusinessObjects™ Edge

Business intelligence and performance management software that fits your business

SAP BusinessObjects BI OnDemand

Complete, cloud-based business intelligence solution

SAP Crystal solutions

Simple and affordable business intelligence tools for everyday use

Better
decisions



Best-run business



Streamlined
processes

SAP Business
One

Complete, integrated, and affordable ERP solution for small businesses

SAP Business
ByDesign™

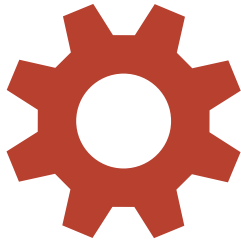
On-demand solution that is complete, integrated, and adaptable

SAP Business
All-in-One

Powerful, industry-specific solutions for midsize businesses

Business management solutions

We offer choices to fit the way you do business.



Solutions

- ✓ Packaged
- ✓ Custom



Deployment

- ✓ On-premise
- ✓ On-device
- ✓ On-demand
- ✓ Hosted



Licensing

- ✓ Perpetual
- ✓ Subscription

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

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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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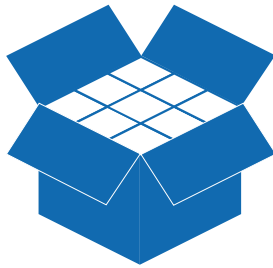
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Ecosystem

We help you start fast and see results in weeks.



Innovative packaging

- Best practice templates
- Preconfigured and preintegrated applications



Fast time to value

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



Affordable solutions

- Fixed scope
- Fixed cost

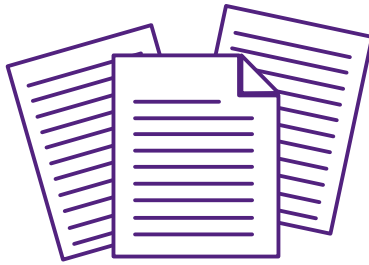


Our SAP software gave us an out-of-the-box solution that helped us accomplish our business goals at a cost that a start-up could afford.

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

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

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



Data clutter

Outdated information

Confusion



Insight

Real-time data

Confidence

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



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

Jason Ackerman, CFO and Founder, FreshDirect

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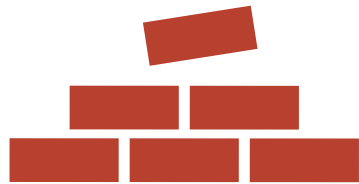
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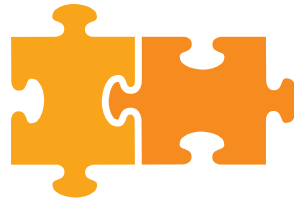
Ecosystem

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

Our pace-setting innovations include:



Mobility



Cloud computing



Analytics



In-memory



Rapid deployment
solutions

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

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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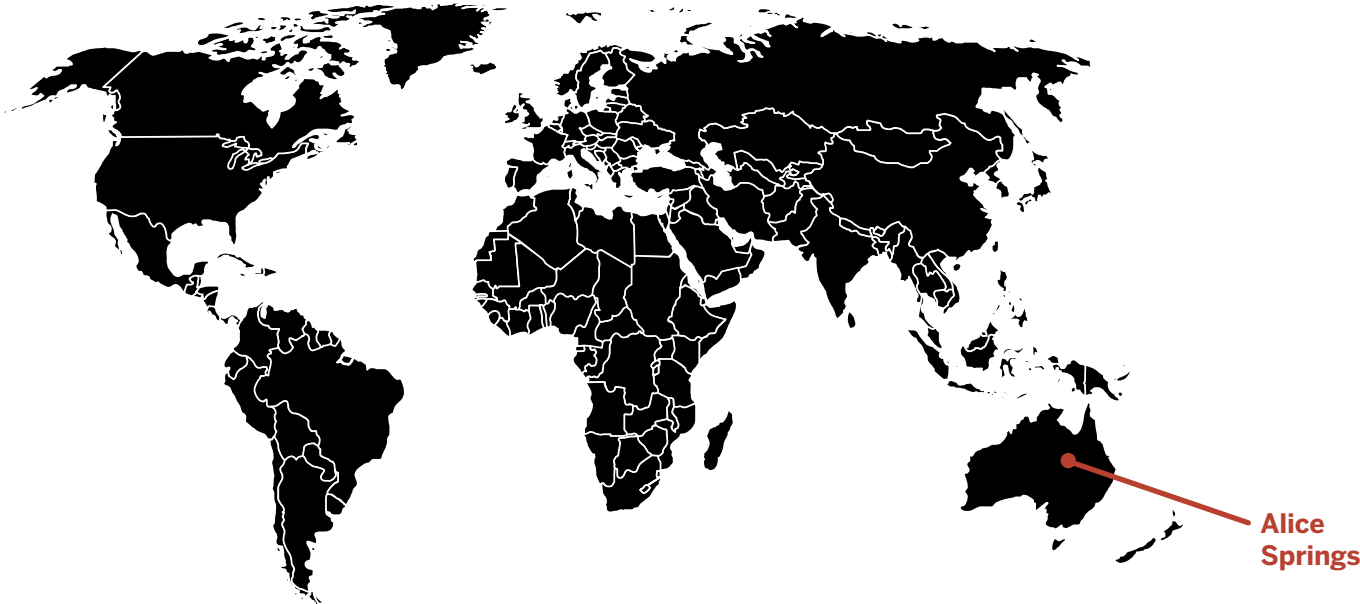
Ecosystem

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



Localized solutions, global presence

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

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

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

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

Breadth of coverage

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

Depth of knowledge

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



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