

## SAP Product Brief

SAP Crystal Solutions

SAP Crystal Dashboard Design and  
SAP Crystal Presentation Design



## VISUALIZE AND PRESENT INTERACTIVE INFORMATION

### TURN DATA INTO DYNAMIC BUSINESS INTELLIGENCE DASHBOARDS

Take control of complex data and give it meaning! Use SAP® Crystal Dashboard Design software to create insightful dashboards from any data source with point-and-click ease. Use SAP Crystal Presentation Design software to create professional, interactive data presentations from Microsoft Excel spreadsheets.

Every information worker is swimming in data. And with more and more of it flooding in, it can feel like you're drowning in spreadsheets and transactional data. Take control of complex data and give it meaning with SAP® Crystal solutions dashboard and visualization software.

#### Transform Data with SAP Crystal Dashboard Design

Business users of all skills levels can quickly turn raw data into sophisticated dashboards with SAP Crystal Dashboard

Design software. Your organization's business users can create dynamic charts and graphs, data presentations, visual what-if scenarios, ROI calculators, and scorecards. Develop executive summaries, forecast models, key performance indicator (KPI) dashboards, operational dashboards, and dashboards based on Microsoft Excel or a live data source. Monitor real-time business performance, identify critical data relationships, and predict future performance. Consolidate multiple reports and data from various locations into a single dashboard, giving you a holistic view of your company's data. And you can do all this yourself, without help from IT or a technical specialist.

#### Build Powerful Dashboards

With SAP Crystal Dashboard Design, you can create professional dashboards from any type of live company data via the universe semantic layer in SAP Crystal Server software, Web services, or Microsoft Excel spreadsheets. With a feature-rich library of ready-to-use charts, maps, gauges, drill-down charts, and progress bars, plus a point-and-click interface for connecting prebuilt charts and graphics to data, you can create interactive data visualizations based on Adobe Flash and Adobe Flex technologies (see Figure 1).

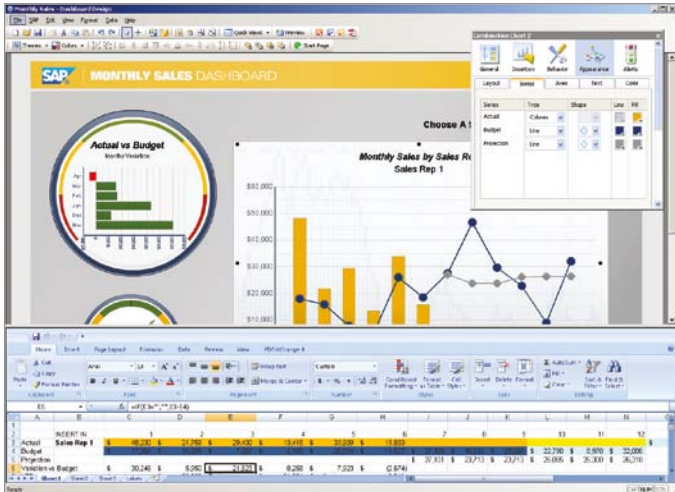


Figure 1: Interactive Visualizations Created with Charts, Maps, Gauges, and More

The new universe semantic layer integration allows for drag-and-drop data access without having to know anything about SQL or Web services. After creating your query, you can directly bind data elements to dashboard components or prompts, bypassing the need to store data in an intermediate spreadsheet. These improvements make it easier for all types of users to quickly create powerful dashboards (see Figure 2).

If your users are creating a dashboard from Microsoft Excel, they never need to alternate back and forth between Excel and SAP Crystal Dashboard Design because the data-mapping process is fully integrated with the designer tools. IBM WebSphere and Microsoft SharePoint users can integrate your dashboards into your portal without coding and readily create complex dashboards that interact across portlets.

Using the prebuilt themes and color palettes, you can customize the look and feel of your data presentations and dashboards to correspond with your corporate brand.

#### Predict the Future

Now that you can view company data in an understandable format, you can take another big step forward and predict future performance. You can perform what-if analysis with interactive sliders that adjust your assumptions and immediately demonstrate the impact of your decisions. Built-in alerting and trending allow you to spot trends, patterns, and areas of concern. SAP Crystal Dashboard Design updates models in real time so visualizations and analysis are always based on the most accurate and up-to-date data available.

#### Share the Insights

Deliver live dashboards via Microsoft Office, Adobe PDF, Adobe SWF,

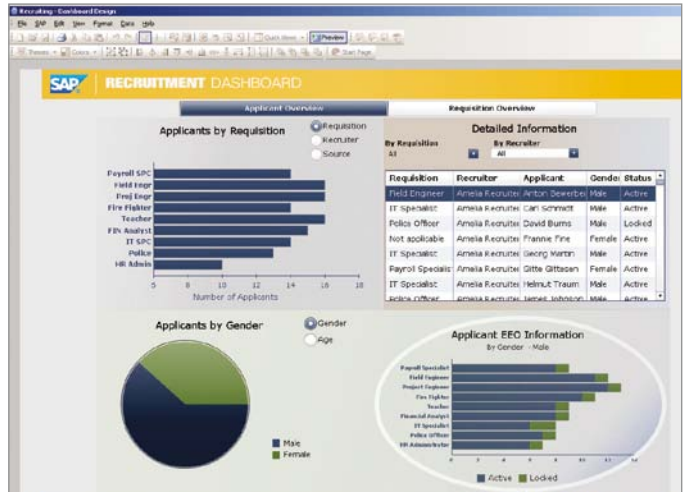


Figure 2: Dashboard Summarizing Critical Information, Based on Live Company Data

Adobe AIR, SAP Crystal Server, and even as high-quality, printed models, with a simple click. Adobe Acrobat 9 users can also embed, resize, and move around models inside PDF documents.

For SAP Crystal Reports® software users, SAP Crystal Dashboard Design provides an intuitive workflow for integrating interactive visual models inside SAP Crystal Reports. You can create interactive charts, maps, and what-if scenarios for your reports in just a few minutes, and embed the interactive components into SAP Crystal Reports. You save hours of manual coding by using SAP Crystal Reports to access the data and integrate it into your model.

For application developers and ISVs, models from SAP Crystal Dashboard Design – delivered in Adobe Flash file format (SWF) – can be readily embedded into Web or thick-client applications. SAP Crystal Dashboard Design also includes a software development

kit for Adobe Flex so you can create custom visualization components and data connectors.

### Transform Spreadsheets with SAP Crystal Presentation Design

If you can use Microsoft Excel, you can use SAP Crystal Presentation Design software to create eye-catching data presentations. Change number-intensive spreadsheets, such as financial results and complex calculations, into interactive, analytic visualizations. You can present data and complex calculations in a way that goes far beyond static tables, charts, and graphs and can lead you to insights you may not have seen otherwise.

### Create Professional Visual Presentations

Turn ordinary Microsoft Excel data into professional presentations through a straightforward point-and-click interface (see Figure 3). First-time users can immediately use SAP Crystal Presentation Design, with no training required. The software offers a familiar Excel-based design environment, along with 10 preloaded, ready-to-use data presentation templates. The templates are tailored for specific business functions, such as human resources, sales, marketing, finance and accounting, as well as different vertical segments such as government and education. In just seconds, users can paste existing data into the templates to create polished presentations. They can also incorporate graphical sliders, gauges, and input boxes to show potential performance and outcomes, using data from Excel spreadsheets.

### Drive Business Performance

SAP Crystal Presentation Design is an excellent complement to Microsoft Excel. Use it to build dynamic charts and graphs; consolidate multiple spreadsheets into a single visual interface; and create visual what-if scenarios, budget plans, executive summaries, forecast models, ROI calculators, financial models, and visual business analytics – all in minutes.

Distribute Flash-based, interactive data presentations to everyone who needs the information via Microsoft

PowerPoint, Microsoft Word, and Adobe PDF. Using presentations created in SAP Crystal Presentation Design, your recipients can even create their own what-if scenario analyses and save them in Adobe PDF format to share with team members.

### For More Information

To learn more about SAP Crystal Dashboard Design and SAP Crystal Presentation Design software, please visit our Web site at [www.sap.com/sapcrystal](http://www.sap.com/sapcrystal).

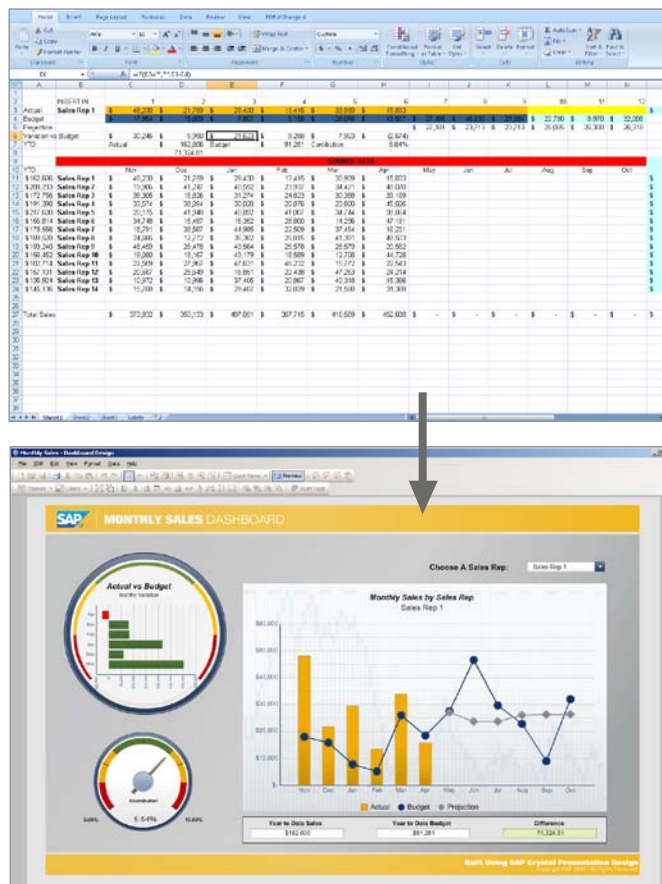


Figure 3: Turn Microsoft Excel Spreadsheets into Professional Data Presentations

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## Summary

SAP® Crystal Dashboard Design software lets users of all skill levels create insightful and engaging dashboards from any data source with point-and-click ease. The resulting data visualizations present key performance indicators within stunning, consumable dashboard views. SAP Crystal Presentation Design software enables business users to create professional, Adobe Flash-based interactive data presentations from ordinary Microsoft Excel spreadsheets, and share them via Microsoft Office and Adobe PDF.

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## Business Challenges

- Too much information from too many disparate sources
- Lack of access to latest company data
- Complex and static spreadsheets and reports
- Minimal IT resources

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## Key Features

SAP Crystal Dashboard Design:

- **Performance monitoring** – Consolidate multiple reports and data from various locations into a single dashboard
- **Improved decision making** – View corporate data in an understandable format
- **Predictive modeling** – See the impact of your decisions immediately with what-if scenarios based on real-time data
- **Information management** – Use the tools you already have to make information available to everyone

SAP Crystal Presentation Design:

- **Point-and-click ease** – Build an interactive data presentation without any programming
- **What-if scenarios** – See the impact of your decisions immediately
- **Prebuilt templates** – Get started instantly with ready-to-use data presentation templates
- **Export functionality** – Share your presentations via Microsoft Office and Adobe PDF

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## Business Benefits

- **Gain real-time, holistic monitoring** of summary performance information
- **Predict future performance** by viewing your data in an understandable format
- **Save time, money, and resources** with intuitive software and flexible deployment options
- **Make better business decisions** by understanding and interacting with your data
- **Drive better business performance** by turning complex business data into easy-to-understand visualizations

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## For More Information

To learn more, please visit our Web site at [www.sap.com/sapcrystal](http://www.sap.com/sapcrystal).

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