



CORPORATE PERFORMANCE

DRIVE THE COMPANY'S BUSINESS AND MAJOR BUSINESS AREAS

For executives who want to run their business strategically

SAP® Business ByDesign™ helps executives be proactive and organized by giving them reliable information from trusted sources, so they can intervene when needed.

Unlike many other solutions, SAP software provides a central work space that supports executives in designing and executing corporate strategy.

SAP Business ByDesign gives executives a holistic data view that provides insights into business topics in an intuitive and attractive way.

What can be improved?	How do I improve?	What does SAP® software enable?	What can I achieve?
#1 Effectively manage and run the business and major areas of the company	Monitor business and operational performance	Overview of business and operational performance; dashboards and management by exception	<p>Operating metrics: Less time needed to analyze business and operational performance; more data transparency</p> <p>Financial results: More revenue and lower costs resulting from increased collaboration and data sharing</p>
#2 Share performance-relevant information among executives within the company	Create a shared information space for the executive community	Key performance indicators (KPIs) and RSS feeds specifically for business executives	<p>Operating metrics: Faster decision making and communication; increased productivity due to data access</p> <p>Financial results: Positive financial impact due to greater trust, transparency, and use of analytical data</p>
#3 Smoothly execute strategic goals	Easily track the progress of strategic goals	KPIs for effectively monitoring strategic goals; functionality for management by exception	<p>Operating metrics: Faster execution of corporate strategies based on an enterprise-wide view of trusted data</p> <p>Financial results: Better business performance from clearer goals; reduced cost from poor decision making</p>

What can be improved?

How do I improve?

What does SAP software enable?

What can I achieve?

#4 Gain fast and easy access to analytical information

Bring corporate insights directly to executives' desktops

Comprehensive analytical information at the fingertips of executives

Operating metrics: More strategic use of analytical data; greater ability to model business-critical changes

Financial results: Reduced reporting cost as a percentage of revenue

50 096 561 ext (09/09)

©2009 by SAP AG.

All rights reserved. SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in other countries. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.