

SAP Business One, version for SAP HANA

Ecosystem & Channels Product Marketing
March 2013



SME Business Priorities

Innovative business software can help address needs

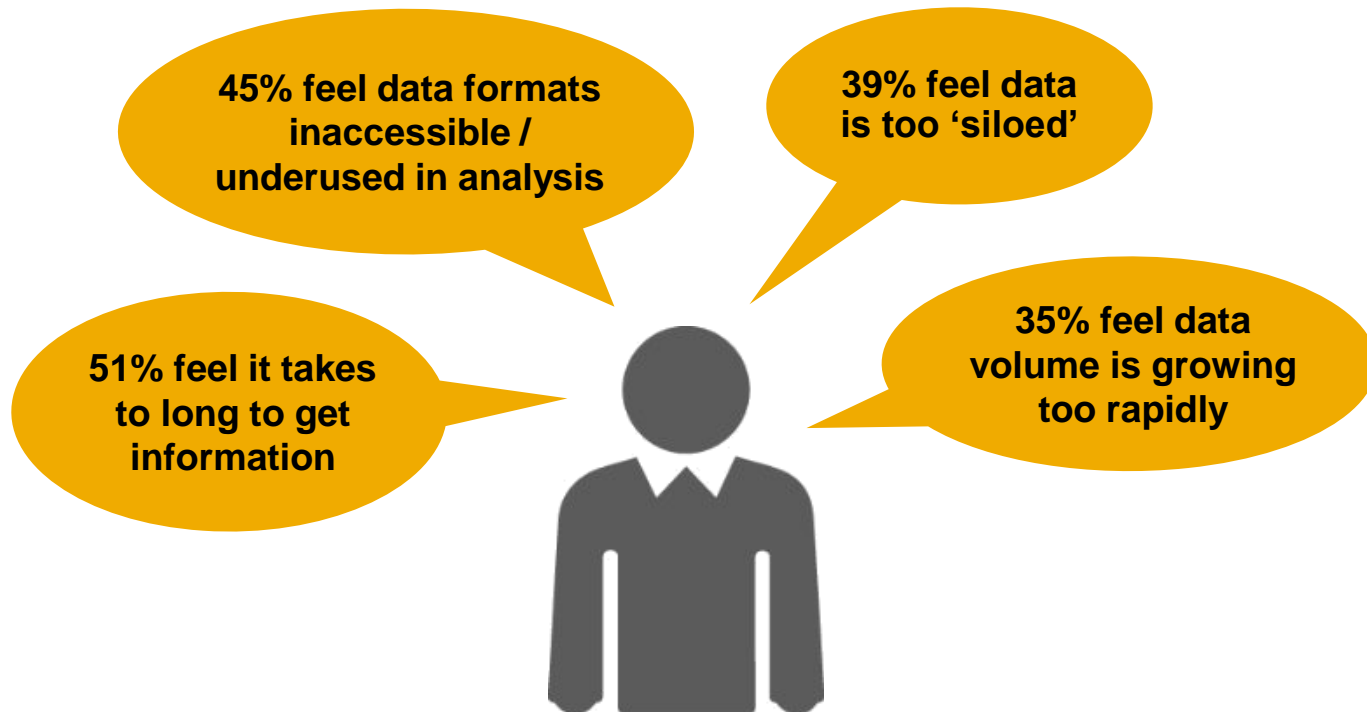
SMEs need to grow revenue, reduce cost, improve processes and optimize their human resources. Innovative business solutions can help SMEs to innovate, create competitive advantage, drive efficiencies and empower the employees.

Small and Midsize Business Priorities

	Small Business	Mid-Sized Business
Grow company revenues	62.2%	59.2%
Cost reduction	33.9%	46.0%
Improve efficiency / productivity	32.0%	48.5%
Customer satisfaction	47.4%	50.6%
Manage cash flow better	51.7%	29.7%
Staff development / retention	16.4%	26.4%
Energy costs	17.2%	21.1%
Mobile worker enablement	4.4%	19.1%

IDC's SMB Survey, 2012

Big data is impacting SME businesses as well



The "Big" aspect of Big Data is often in the eye of the beholder, and for smaller companies terabyte or even gigabyte scale data can pose the same problems and opportunities that petabytes do for global enterprises.

SAP Business One

The choice of SMEs and subsidiaries worldwide

Dedicated to helping our customers **Run Better**

38,000+

SAP Business One customers

2,000+

Large Enterprise affiliates running SAP Business One

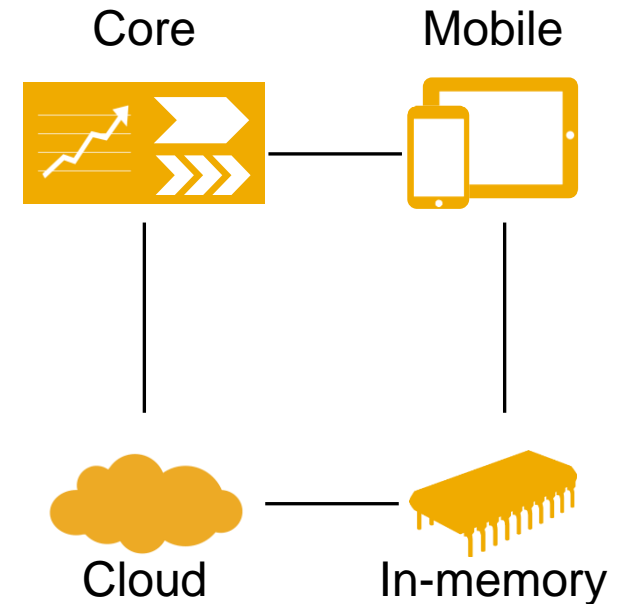
120+

 countries running SAP Business One

41

 country localizations,

27

 languages

The SAP Business One portfolio

Core

Functional
Geographical
Extensible
Integration



Global and Extensible

In-memory (SAP HANA)

New Business
Scenarios
Analytics
Scalability &
Performance



Insight to Action

On-demand

On-demand Offering
New Partner Types



Easy to Consume

Mobile

Mobile Offering
Enriched Customer
Experience



Access on the Go

Introducing SAP Business One, version for SAP HANA

Leverage the **power of HANA in-memory computing** to help small business become **smarter, faster** and run **simpler, innovating** their business and develop **competitive advantage**.



Agile: Get real-time business information at HANA speed when you need it so you can clearly define and focus on the right priorities.



Insight: Leverage the speed and the single platform (analytics and transaction) for unprecedented insight-to-action capability. Leverage the pre-delivered apps to solve “un-solvable” problems.



Efficiency: Empower employees with new innovative information search capability and interactive analysis tools to become more efficient and independent of IT staff .



Value: Priced for small businesses and designed for scalability, while maintaining a simplified IT landscape. Leverage SAP Business One as a platform to innovate your business and develop competitive advantage.

What's included:

SAP Business One, version for SAP HANA

One single system for transactions and analytics

Highly scalable, bigger through-put capabilities

New innovative out-of-the-box applications:
Cash-flow forecasting, advanced ATP, pervasive analysis

Fast Google like freestyle **enterprise search**

Pre-delivered **dashboards (6) and reports (4)** optimized for HANA

Powerful **interactive analysis reporting** tool with six pre-delivered semantic layers

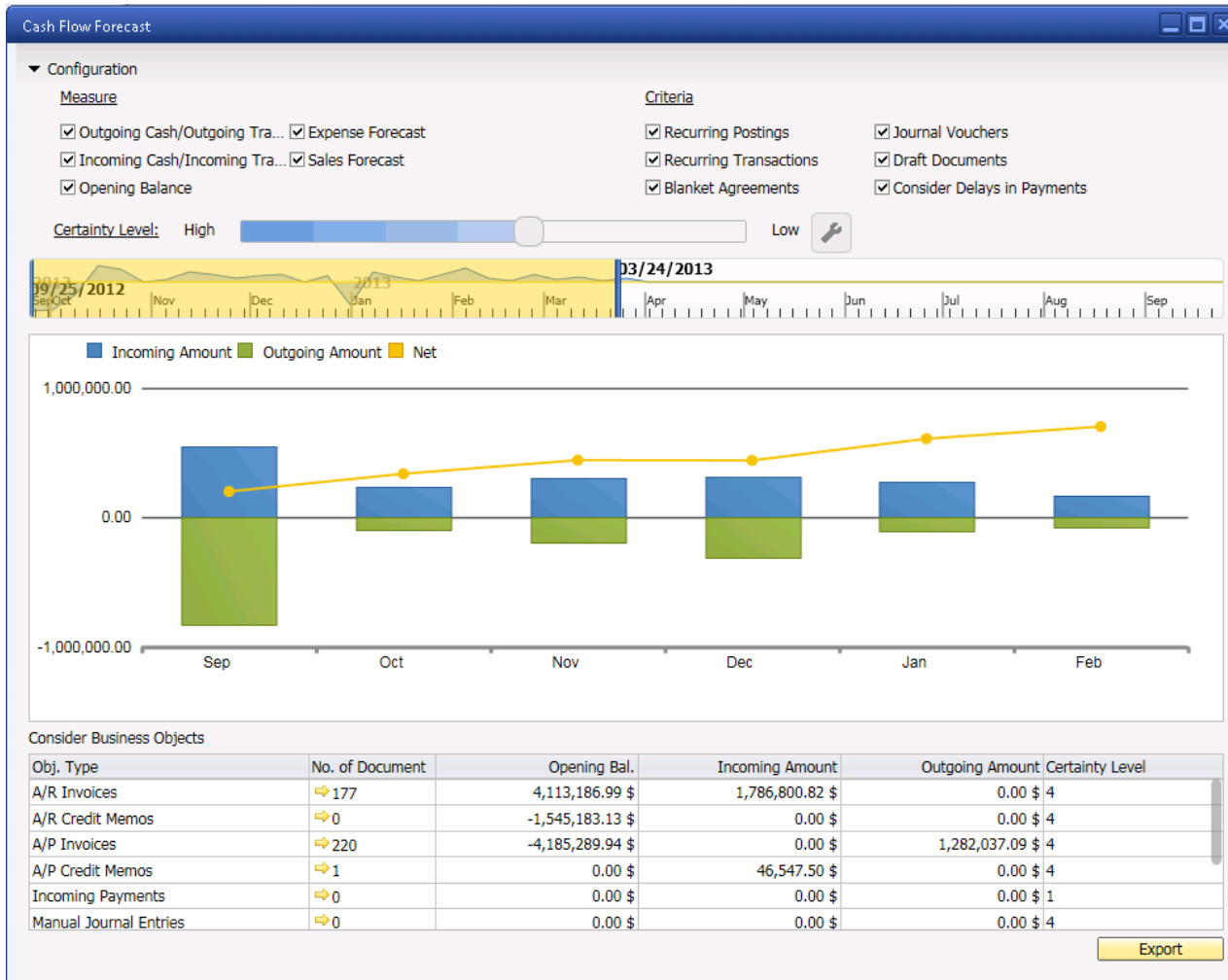
SAP HANA engine and studio allowing your to customize and/or build your own semantic layers.

Pre-delivered content:

Financials		
Dashboard	Customer Receivables Aging	
	Cash Flow Forecast	
Semantic Layer	Aging	Cost Center Analysis
	Profit & Loss Analysis	Liquidity Analysis
Sales & Marketing		
Dashboard	Sales Analysis	Delivery Analysis
Crystal Report	Periodic Sales Analysis by Customer	
	Customer Open Item List	
Semantic Layer	Sales Opportunity Analysis	
Purchasing		
Dashboard	Purchase Quotations	Inventory Status
Crystal Report	Inventory Turnover Analysis	
Service		
Dashboard	Service Call	
Cross Module		
Crystal Report	Monthly Customer Report (order, invoice, payment, return)	

Solution highlights

Cash flow forecasting



- Complete, accurate and timely picture of your cash flow
- POs and sales orders from recurring postings included in calculations
- Sophisticated calculations to help assess payment probability

Solution highlights

Advanced Available to Promise (ATP)

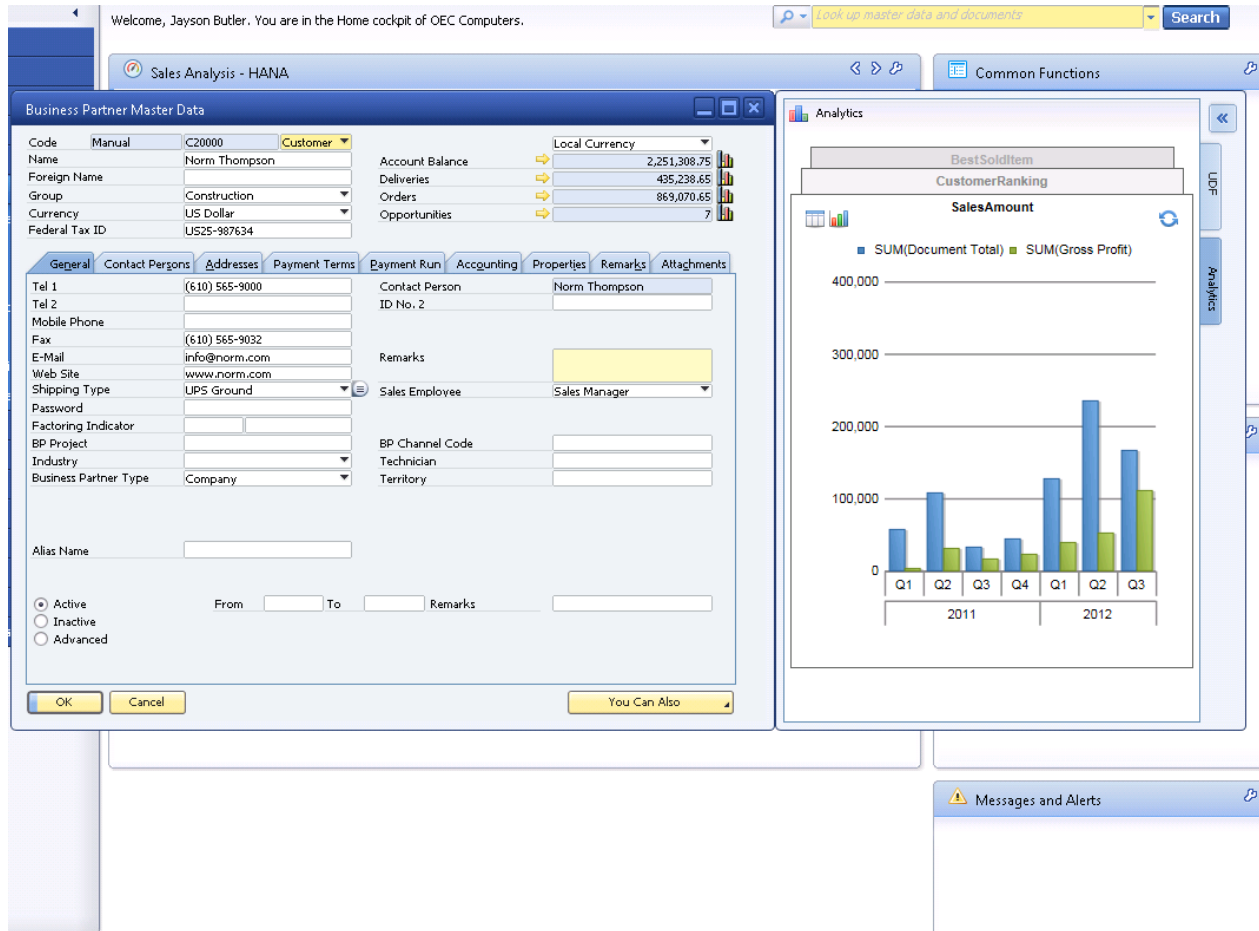
The screenshot displays the SAP Delivery Schedule Management interface. The main window shows the 'Delivery Schedule Management' title bar and a search bar. The 'Item' field is set to '001 - Apple iPhone 5 16GB' and the 'Warehouse' is '01 - General Warehouse'. The 'Sort By' is 'Delivery Date' and the 'Ascending' checkbox is checked. The 'Target Document' section shows a table with columns for Document, Business Partner, Qty (Inv. UoM), Confirmed, and Delivery Date. The table contains five rows of sales order data.

Document	Business Partner	Qty (Inv. UoM)	Confirmed	Delivery Date
1 Sales Order No.581 / Line0	C20000 Norm Thompson	120	0 / 120	09/22/2012
2 Sales Order No.571 / Line0	C40000 Earthshaker Corporation	30	30 / 30	09/22/2012
3 Sales Order No.572 / Line0	C70000 Aquent Systems	40	40 / 40	09/22/2012
4 Sales Order No.575 / Line0	C60000 SG Electronics	40	40 / 40	09/21/2012
5 Sales Order No.579 / Line0	C30000 Microchips	12	12 / 12	09/19/2012

- Real-time inventory transparency
- Dynamic aggregation of inventory on – hand, promised and desired
- Enable sales order re-scheduling to minimize cost

Solution highlights

Embedded pervasive analytics



- Embed analytical content in transaction screens
- Real-time analytics reflect transactional activity as it happens
- Enable front line employees to see data relevant to their job – at the moment it's needed

Solution highlights

Ad-hoc / Interactive analysis

Helps users explore and investigate more information before making decisions

- Improve productivity by putting the user in control of information
- Enables end users to create and run reports without requiring IT support
- MS Excel pivot tables connected to 8 pre-delivered OLAP Cubes make interactive analysis quick and simple

The screenshot displays the SAP Business One interface with a Microsoft Excel window open. The Excel window shows a pivot table with the following data:

Row Labels	EXPENSE_LC	REVENUE_LC
Monitor *	17,688	137,488
2009	0	5,208
2010	17,688	56,864
2011	0	75,416
New York Sales Office *	0	32,175
2010	0	13,045
2011	0	19,130
PC *	1,518	61,184
2009	0	2,888
2010	1,518	24,873
2011	0	33,424
Philadelphia Sales Office *	6,600	88,129
2009	0	11,550
2010	6,600	42,014
2011	0	34,565
Printer *	2,244	100,964
2009	0	4,505
2010	2,244	38,958
2011	0	57,501
San Francisco Sales Office *	14,850	92,917
2009	0	1,050
2010	14,850	62,000
2011	0	39,866
Grand Total *	42,900	512,855

The SAP Business One interface includes a navigation pane on the left with categories like Administration, Financials, Sales Opportunities, and Reports. The Reports section is expanded to show 'Interactive Analysis' with sub-options like Cost Center Analysis and Profit Loss Analysis. The SAP Business One logo is visible in the bottom right corner.

Solution highlights

Enterprise 'Google-like' Search

- Access all SAP Business One data with freestyle search
- Seamless user experience
- Locate business information just as you would on the internet

The screenshot displays the SAP Business One search interface. The search results are filtered for 'AP Credit Memo' and show a list of 27 resources. The first five results are visible, each with a summary of key data points such as BP Code, Posting Date, Total Credit, Buyer, and Status. A table is shown for the second result, 'AP Credit Memo - 2', with columns for Line, Item, Quantity, Unit Price, Discount %, and Line Total. The table contains four rows of data.

Line	Item	Quantity	Unit Price	Discount %	Line Total
1	C00008	40	150	0	6000
2	C00009	40	15	0	600
3	C00010	40	15	0	600
4	C00011	40	30	0	1200

How partners succeed with SAP HANA



Co-Innovate

Leverage the SAP HANA platform to co-create leading edge applications with vast ecosystem of partners



Expand and Specialize

Opportunity to transform business with game-changing technology



Scale Capacity

Expand in house knowledge around leading technologies, in key markets

SAP Business One customer experiences with SAP HANA



SAP Business One, version for SAP HANA provides stability and ease of use beyond our expectations. Due to the pre-configuration we were able to go live within one week.

Stefan Schaffer, CEO

- IT consulting company based in Germany, founded in 2011
- **Reduced administrative efforts** by replacing spreadsheet-based processes
- Integrated reporting provides **better insights** on the profitability of different business activities and reduces the time required for tax declarations.
- **Enterprise search** instantly retrieves any document from within the system



The enterprise search is fantastic! The real-time replication also ensures all reports have up to the second information allowing accurate decisions to be made.*

Darren de Vries, CIO

- Telecommunications provider in South Africa
- **Enterprise search** helps users quickly find any relevant data or transactional information
- **Accurate decisions** made based reports using up-to-the-second information
- **Empowered employees** have access to easy to use tools, giving them the confidence to generate their own reporting content, making them less dependent on consultants

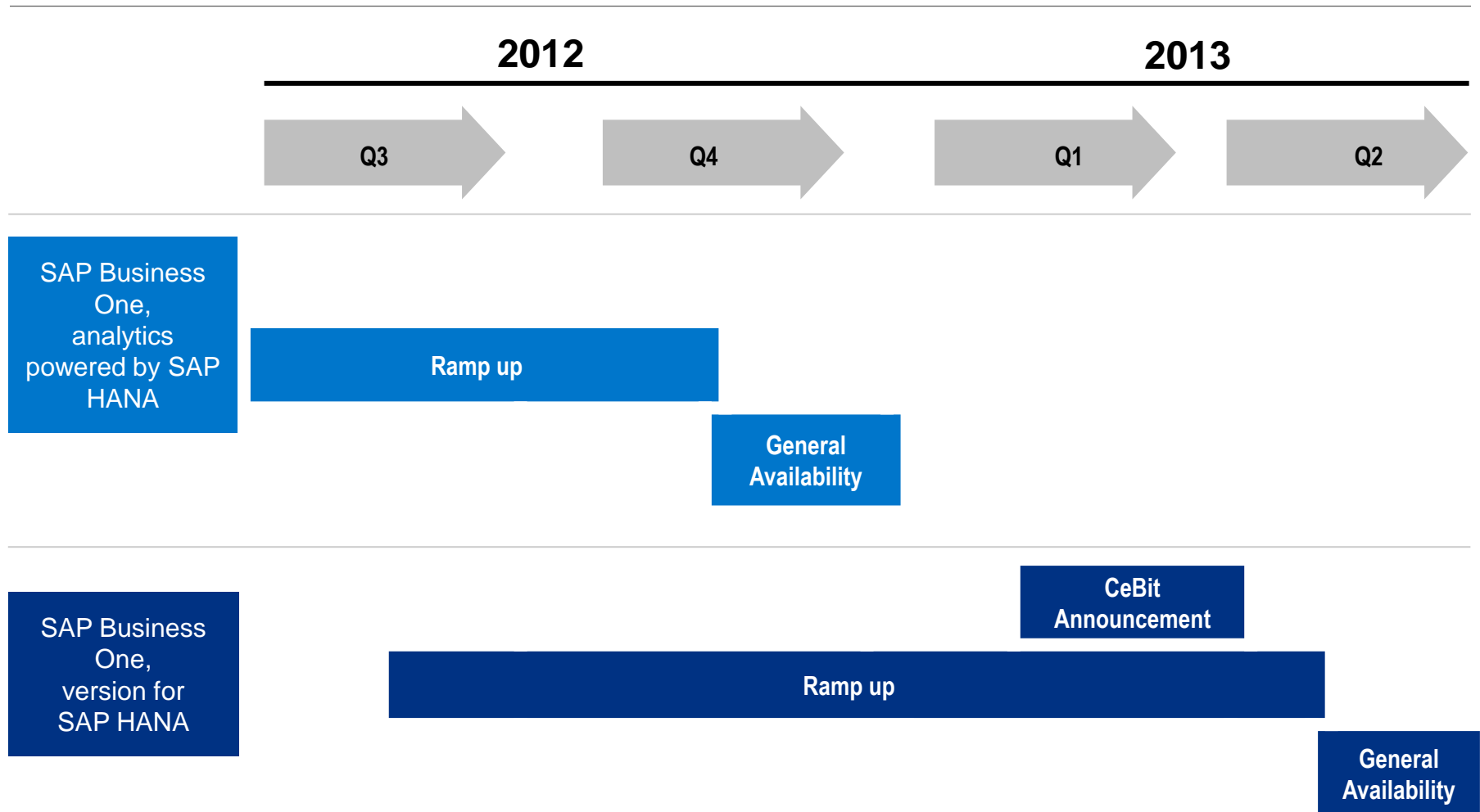
*use analytics for SAP Business One powered by SAP HANA



Appendix

SAP Business One on SAP HANA products

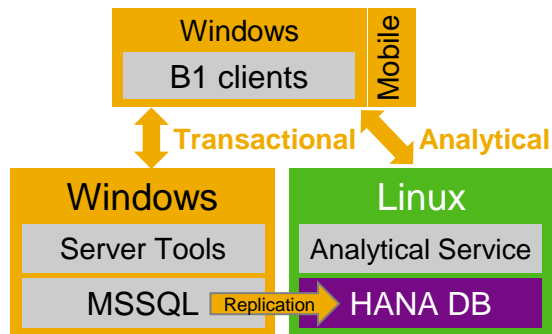
Product timeline



SAP Business One and SAP HANA offerings



SAP Business One analytics powered by SAP HANA



Key features

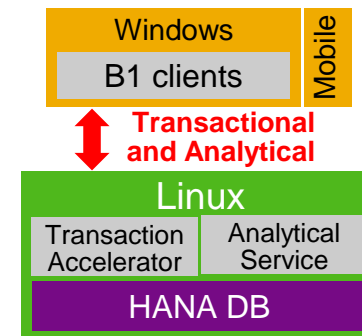
- Enterprise Search
- Dashboards and analysis
- Ad-hoc interactive reporting

General availability
since Dec 2012

Key benefits

Speed and flexibility with analytics based on an in-memory database side-by-side with a transactional server

SAP Business One, version for SAP HANA



Key features

- Enterprise Search
- Dashboards and analysis
- Ad-hoc interactive reporting
- Pervasive analytics
- Extreme apps (advanced ATP and cash flow forecasting)

In ramp-up since
Sep 25th 2012

Key benefits

Performance and innovation with a transactional system running on an in-memory database on one appliance



Thank you