

SAP Product Brief  
SAP Crystal Solutions  
SAP Crystal Presentation Design

## SAP® CRYSTAL PRESENTATION DESIGN

### MASTER THE ART OF DATA PRESENTATION

Use SAP® Crystal Presentation Design\* software to replace countless rows of data in static spreadsheets with eye-catching, interactive visualizations.

SAP® Crystal Presentation Design software takes you to a new level for presenting number-intensive reports, such as financial results and complex calculations. Suited for casual business users in organizations of any size, this software transforms Microsoft Excel spreadsheets into interactive data visualizations. Unlike other presentation software that merely allows you to inform your audience with static tables, charts, and graphs, SAP Crystal Presentation Design gives you the ability to engage and persuade your audience with interactive data presentations. Next time you give a presentation, bring your data to life with interactivity – so you can be sure of keeping your audience’s attention and interest (see Figure 1).

#### Make the Winning Argument

SAP Crystal Presentation Design allows you to turn Microsoft Excel data into professional-looking presentations through a straightforward point-and-click interface; no training is required. With our interactive analytics, you present data and complex calculations in a more insightful way than just static reporting. You can use SAP Crystal Presentation Design to engage, inform, and persuade your audience with dynamic visualizations and interactive presentations.

Leverage what-if scenarios – using graphical sliders, gauges, and input boxes – to demonstrate potential performance and outcomes, using data from your Microsoft Excel spreadsheet (see Figure 2). Because setting up the analysis requires little back-end effort, your users can enjoy real-time discussions for informed decision making.

#### Drive Business Performance

Share the power of information with your team. SAP Crystal Presentation Design lets you distribute interactive

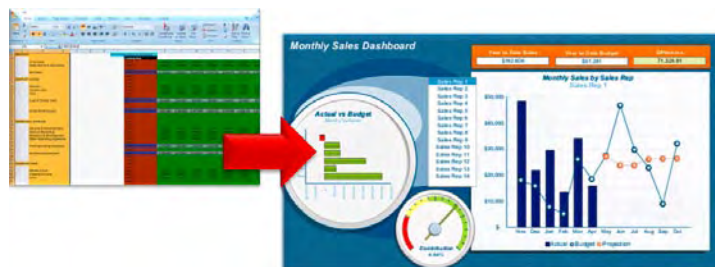


Figure 1: Versatile Presentation Options

\* Formerly known as Xcelsius® Present software.

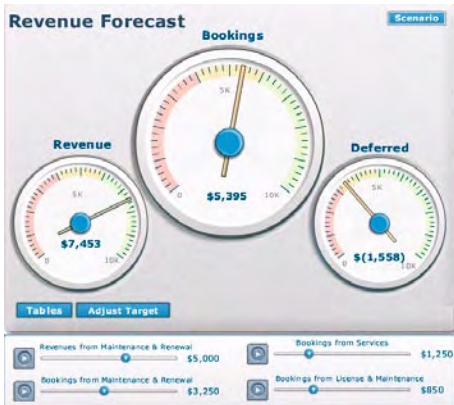


Figure 2: Revenue Forecast Visual Model

data presentations in Microsoft PowerPoint, Microsoft Word, and Adobe PDF to give your colleagues easier access to business data. In addition, SAP Crystal Presentation Design integrates with Adobe Acrobat 9, enabling your end users to save their what-if scenario analyses and share them with team members. The results? Faster, highly informed, and more intelligent business decisions that let you capture lucrative market opportunities – before your competitors even realize they exist.

### Take Control and Stand Out from the Crowd

Information overload is a condition plaguing every business decision maker today. With SAP Crystal Presentation Design, you can take control of the daily stream of rapidly growing business data to quickly uncover potential problems and take action to fix them – without relying on IT. A familiar Microsoft Excel-based design environment helps you add visual clarity to your data and

customize the look and feel of your data presentations to meet your unique needs. Best of all, SAP Crystal Presentation Design includes 10 preloaded, ready-to-use data presentation templates, so first-time users can immediately use and benefit from the software (see Figure 3). These templates are

Unlike static presentation software, SAP Crystal Presentation Design delivers interactive data presentations that help you engage and persuade your audience.

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, you can paste your existing data into the templates, creating presenta-

tions that help you make a lasting impression in the boardroom. Unique interactive functions let you bring your audience into your presentation and give deeper insight into data and its interrelationships, and shorten the time required to reach final decisions. With SAP Crystal Presentation Design, your colleagues will never look at you – or your data – the same way again.

### How It Works

SAP Crystal Presentation Design is designed to create Adobe Flash-based data presentations from Microsoft Excel spreadsheets in Microsoft Windows. It offers a feature-rich library of ready-to-use charts, maps, gauges, progress bars, and more for creating interactive and engaging data visualizations. Its point-and-click interface lets you quickly connect prebuilt charts and graphics to Microsoft Excel spreadsheets and deliver them live as part of a Microsoft PowerPoint, Microsoft Word, or Adobe PDF document (see Figure 4).



Figure 3: Income Statement Template

## Features

An excellent complement to Microsoft Excel, SAP Crystal Presentation Design lets you build:

- **Dynamic charts and graphs**, including bar charts, pie charts, and other insightful information displays
- **Microsoft Excel-based dashboards**, to consolidate multiple spreadsheets into a single visual interface
- **Data presentations**, helping you communicate necessary information to executives, customers, partners, and other business users
- **Visual what-if scenarios**, to envision potential business models and enrich decision making
- **Budget plans**, accommodating any number of schedules and formats
- **Executive summaries**, for highlighting key information
- **Forecast models**, tailored to your organization's needs
- **Visual business analytics**, for simplifying your business key performance indicators
- **ROI calculators**, for assessing return on investment
- **Financial models**, to support key financial operations

## Licensing

For each copy purchased, you may:

- **Design data presentations** – One named user may install and use SAP Crystal Presentation Design features to create data presentations and visual models. A design license cannot be shared among multiple individuals. If you require additional design licenses, you can purchase additional licenses for SAP Crystal Presentation Design.

Use SAP Crystal Presentation Design software to engage, inform, and persuade your audience with dynamic visualizations and interactive presentations.

- **Share data presentations** – With SAP Crystal Presentation Design, you may share your data presentations with an unlimited number of users.

SAP Crystal Presentation Design includes 10 pre-loaded, ready-to-use data presentation templates, so first-time users can immediately use and benefit from the software.

## For More Information

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

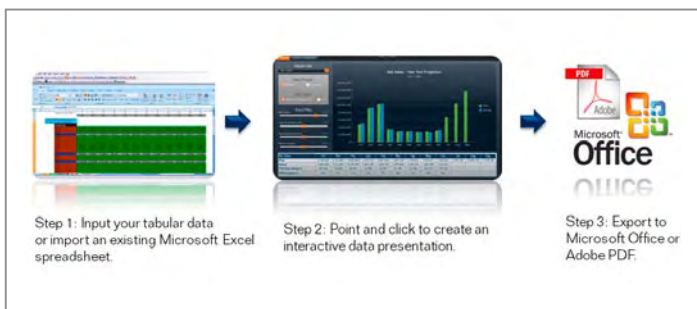


Figure 4: SAP® Crystal Presentation Design Workflow

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## Summary

SAP® Crystal Presentation Design is point-and-click data visualization software designed to create Adobe Flash-based interactive data presentations from ordinary spreadsheets – and share them via Microsoft Office and Adobe PDF. It enables business users to create professional-looking presentations – and shed light on possible business decisions with the power of what-if scenarios.

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## Business Challenges

- Transform number-intensive reports and spreadsheets into actionable presentations
- Make informed decisions by exploring what-if scenarios
- Create professional-looking presentations to engage, inform, and persuade your audience

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## Key Features

- **Point-and-click ease** – Build an interactive data presentation without any programming
- **Stunning presentation** – Impress your audience with eye-catching visualization
- **What-if scenarios** – See the impact of your decisions immediately
- **Prebuilt templates** – Get started instantly with ready-to-use data presentation templates
- **Integration with Adobe Acrobat** – Bring your PDF documents to life with interactive visualization

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## Business Benefits

- **Master the art of data presentation** using more than 60 prebuilt data visualization components
- **Make the winning argument** by performing impromptu, what-if scenario analysis to model the outcomes of your decisions
- **Drive better business performance** by transforming complex business data into easy-to-understand visualization to share with your team in the tool they use every day

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## For More Information

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

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