



SAP® Business One Quick Reference Guide

What Is SAP® Business One?

Designed exclusively for small businesses, SAP® Business One is an affordable solution to manage their entire business across financials, sales, customers and operations, all in a single system. With SAP Business One, small businesses can streamline their end-to-end operations, get instant and complete information to respond faster to market needs, and accelerate profitable growth.

| Target Customer | At-a-Glance Facts |
|--|---|
| <ul style="list-style-type: none"> Small businesses with less than €50 million annual revenue and up to 100 employees Target verticals include: Retail, Wholesale Distribution, Manufacturing, and Professional Services Typically using a shrink-wrapped software package for their accounting needs, along with multiple other point-solutions to manage other specific business functions. | <ul style="list-style-type: none"> Market Opportunity: The total market for small business software is \$3 billion worldwide in license revenue. US, Germany, Japan, UK, and China, account for nearly 60% of this market. Main Competitions: The market is highly fragmented and includes a variety of locally offered solutions. Top global competitors include Microsoft Dynamics, Sage, Intuit, and Ufida. SAP Business One: 13,000 customers in more than 40 countries as of 2006, growing at over 40% year-over-year Partners & Eco-System: 1,300 partners worldwide, 350+ ISV add-on solutions for over 20 industries About SAP: SAP is the world's largest business software provider with over 35 years of experience. Today, nearly 50% of SAP customers are small and mid-size businesses with annual revenues of US\$200 million or less. |

| Customer Needs | SAP Business One Unique Selling Points (Key Messaging) |
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| <ul style="list-style-type: none"> Need to expand business to maintain and grow predictable income and increase profit margin Need to foster closer and better customer relationships to stay ahead of competition Hard to access accurate, complete information to respond to market needs Difficult to achieve efficiency and transparency with multiple systems that don't talk to each other Constantly reacting to day-to-day activities, instead of proactively focusing on ways to drive business forward. | <ul style="list-style-type: none"> A single system to streamline the entire business: improve operational efficiency by seamlessly integrating your entire business across financials, sales, customers and operations, eliminating redundant data entries & errors Get instant and complete information: use Excel-based drill-down reports to navigate through the complete set of business data to get the right information you need instantly, from the office or over the web Drive customer-centered growth: built-in CRM and E-commerce allow you to better manage sales cycles, expand online sales, and respond faster to your customers' needs with web-based customer self-service Proactively focus on what's important: workflow-based alerts enable you to respond to the most important business events as they occur, freeing you from constantly reacting to the day-to-day activities Adaptable to your changing needs: with an innovative, model-driven approach and 350+ ISV solutions, users can easily configure, customize and extend the system to meet specific business and industry needs. Designed specifically for small businesses: it is an affordable, awarding-winning product built from the ground up exclusively for small businesses by SAP, the world's largest business software provider. As a single, intuitive system, it is easy to install, simple to maintain, requiring minimal IT support and user training |



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| Key Differentiators | Top Customer Proof Points |
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| <ul style="list-style-type: none"> ▪ Comprehensive: Unlike other niche products such as Salesforce.com, SAP Business One provides a complete solution that starts with a set of integrated core business management functions, including financials, sales, customer, sales, e-commerce and operations ▪ A Single System: Unlike competitors who offer a collection of products that have been stiched together, SAP Business One offers a single, pre-integrated product built from the ground up - eliminating separate implementations, upgrades and complex integrations between them ▪ Instant & Complete Information: Only SAP Business One provides the Excel-based drill-down reports and “Drag & Relate” capabilities that allow business users to navigate through the complete business data for the right information they need, without technical expertise to program special reports ▪ 35 Years of Proven Experience: Only SAP brings over 35 years of focused business management experience in creating business applications that ensures fast alignment between business and technology capabilities to help businesses, large or small, improve efficiency and achieve better results. | <ul style="list-style-type: none"> ▪ Increased Sales @ Olsale: achieved 33% revenue growth in 12 months, daily transactions per employee grew 5 times without staff increase, ROI in less than 30 days! ▪ Streamlined Operations @ Siow Chiang & Co. with more than 3,000 items, the company now can update any transaction in real time. The company reduced order cycle time by 30% and stock levels by 20%. ▪ Instant Visibility @ Henry Designcentre: improved overall efficiency by streamlining processes and removing redundancies. Sales data is now delivered in real time, and a centralized database captures critical data. Transparency is improved across departments. ▪ Up and Running in 1 Month @ WMF: Their implementation went smoothly, completed in one month with a three-month parallel run that eased the transition and ensured proper data transfer. ▪ ROI in 6 Months @ Fagersdale USA: recouped its investment within six months through cost savings achieved by attaining visibility into key operational and financial information. |

SAP® Business One Key Product Capabilities

| Accounting & Financials | Sales & Customers | E-Commerce & Web Store | Purchasing & Operations | Inventory & Distribution |
|--|--|--|--|--|
| <ul style="list-style-type: none"> ▪ General ledger & journal entries ▪ Cost accounting ▪ Budget and project management ▪ Banking and statements ▪ Payment processing and reconciliation ▪ Financial statements and reporting ▪ Sales tax and VAT ▪ Multi-currency support | <ul style="list-style-type: none"> ▪ Opportunities and pipeline management ▪ Customer & prospect contact & activity ▪ Sales quotations & orders ▪ Sales & pipeline forecast ▪ Web-based customer relationship management ▪ Service contract management ▪ Service call management entry & tracking | <ul style="list-style-type: none"> ▪ Online product catalogs ▪ Web store integrated with inventory ▪ Online shopping cart ▪ E-mail and promotional campaigns ▪ Payment, tax and shipping handling | <ul style="list-style-type: none"> ▪ Purchase orders and deliveries ▪ Goods receipts ▪ Goods returns ▪ A/P invoice and ▪ Credit notes ▪ Bill of materials (BOMs) ▪ Production orders ▪ Forecasting ▪ Material requirements planning (MRP) | <ul style="list-style-type: none"> ▪ Items management, item queries, ▪ Receipt to stock, release from stock, and stock transactions ▪ Warehouse transfer and serial numbers ▪ Inventory revaluation ▪ Inventory replenishment ▪ Customer / vendor catalog ▪ Price lists and special pricing ▪ Batch management and pick and pack |
| Reporting & Administration | | | Human Resources | |
| <ul style="list-style-type: none"> ▪ Excel-based reporting, Drag & Relate ▪ Data migratin workbench, user defined fields, APIs ▪ SAP Business One Software Development Kit | | | <ul style="list-style-type: none"> ▪ Employee directory & administration ▪ Human resource reports | |

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