

Introducing Crystal Reports 2008 Developer Advantage

Deliver professional reporting in your web application

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THE BEST-RUN BUSINESSES RUN SAP™



Agenda



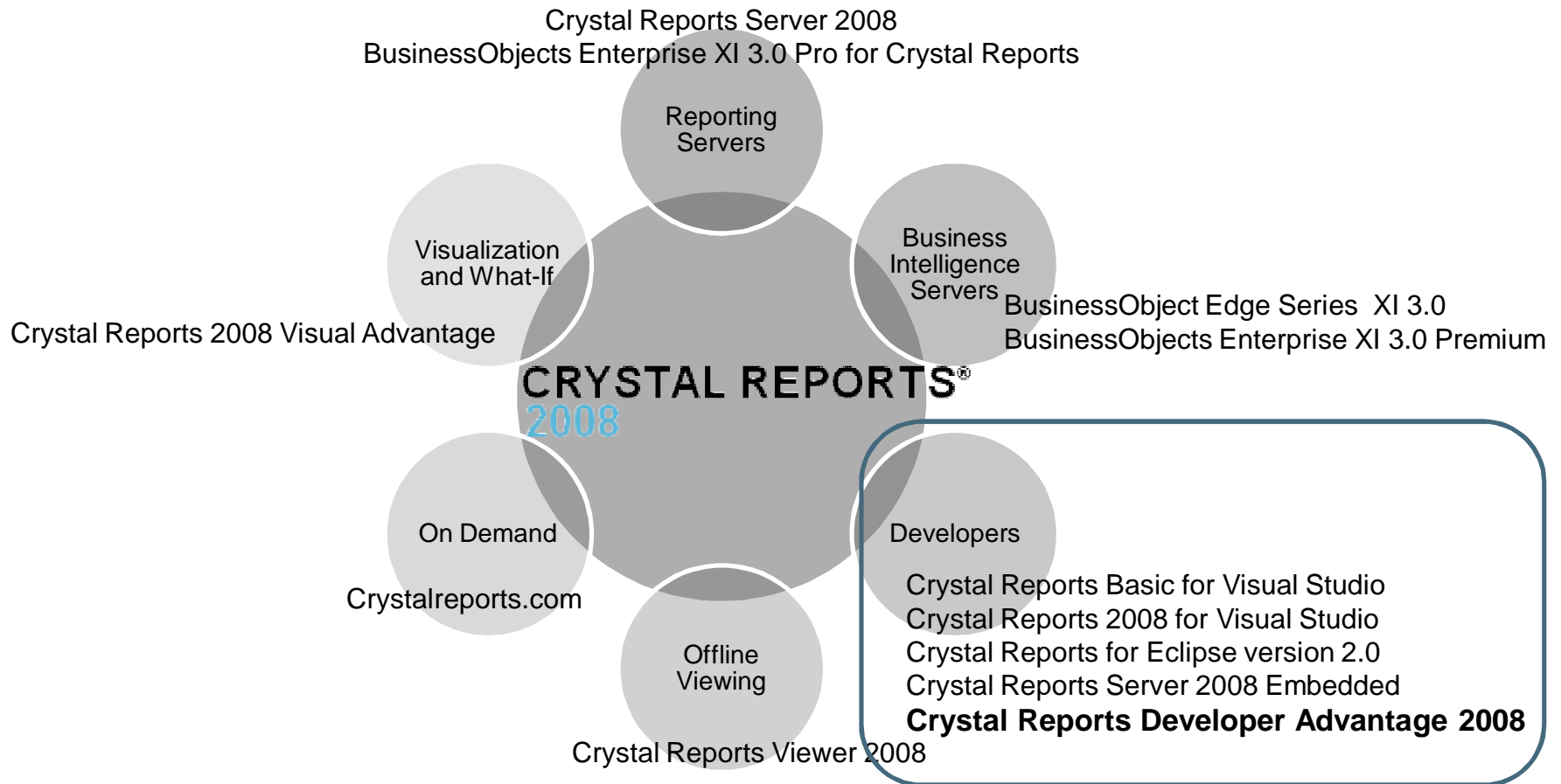
- 1. Crystal Reports 2008 Ecosystem**
- 2. Why Developers use Crystal Reports**
- 3. Introducing Crystal Reports 2008 Developer Advantage**
- 4. McManus Software + Consulting – The value of flexible licensing**
- 5. Business Objects Community**
- 6. Pricing and availability**

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Crystal Reports The Complete Reporting Solution



TOTAL REPORTING Essential. Insightful. Integrated.



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Why Crystal Reports?



Crystal Reports is the runtime engine that Developers want

- ☑ Lightweight, embeddable**
- ☑ Supports both .Net and Java applications**
- ☑ Supports both thick client and web applications**
- ☑ Supports all major web browsers – Firefox, Safari, and Internet Explorer**
- ☑ No dependencies on databases for functions like prompting and data refresh**
- ☑ Works with the most familiar and easy to use report designer**


How can you improve on this?

Make it simple and affordable to share with others

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Crystal Reports 2008 Runtime Redistribution

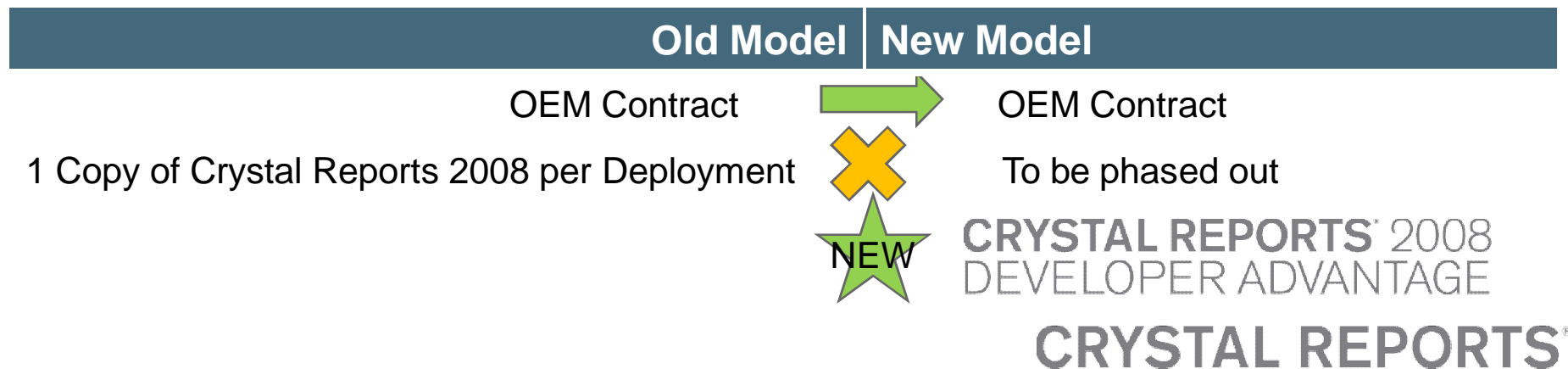


	Thick Client Application		Web Application	
	Internal*	External**	Internal*	External**
Crystal Reports 2008	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Crystal Reports for Eclipse 2.0	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Crystal Reports Basic for Visual Studio 2008	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

*Internal defined as usage by employees and contractors.

**External defined as usage by anyone else.

Changes to Web Application Redistribution for Crystal Reports 2008 only



Introducing Crystal Reports 2008 Developer Advantage



Deliver professional reporting in your web application

- ✓ A runtime license for the Crystal Reports 2008 .Net and Crystal Reports for Eclipse 2.0 runtime engine
- ✓ One-time fee to enable royalty-free deployment of these runtime engines in any number of web applications
- ✓ Share web application with the runtime engine with any number of external users
- ✓ Intended for ISVs that want to embed these runtime engines in their commercial web applications
- ✓ Intended for all organizations that want to embed reporting in applications that are used externally
- ✓ Not software – a paper license only

Benefits of the Developer Advantage runtime license

For All Organizations

- Simple report deployment license
- Take your business reports beyond the firewall
- Easy to buy - no contracts or commitments
- No userids to administer or per-user charges

For ISVs

- Gain pricing flexibility with a royalty-free license.
- Add reporting to applications at any price point
- Reduce development costs with single fixed price.
- Transition your thick client apps to the web

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- Version
 - The Crystal Reports 2008 .Net and Crystal Reports for Eclipse 2.0 runtime engine only.
 - Not older versions, and not future versions.

- Does not apply to the Crystal Reports 2008 report designer.

- Scalability
 - To help you self-select the appropriate technology for your requirements, see the new Component Reporting Scalability Whitepaper on SDN
 - We reserve the right to deny support when the component reporting engine is not used as intended.

- Software-as-a-service excluded
 - Applications where a fee changes hands in exchange for application access are *not* covered by Developer Advantage.
 - An OEM license is required in this case.
 - Example: reporting embedded in in a CRM app in the cloud requires an OEM license.
 - Example: reporting in a web application that extends your supply chain to partners, suppliers is covered by Developer Advantage

How ISVs Can Leverage Developer Advantage



Include Report Design Capability	Offer Optional Report Design Capability	Direct Customers to Buy Their Own Report Designer
<ul style="list-style-type: none">▪ Report Design is an expected part of your application▪ Sign an OEM contract to redistribute Crystal Reports 2008 with your application▪ All customers of your application get report design capability▪ You benefit from discounted pricing per unit of Crystal Reports 2008	<ul style="list-style-type: none">▪ Report Design is an optional part of your application▪ Become a SAP reseller and offer Crystal Reports 2008 on your price list as an option▪ Keep the margin on every unit of Crystal Reports 2008 you sell▪ Developer Advantage pays for itself!	<ul style="list-style-type: none">▪ Report Design is an optional part of your application▪ Direct customers that want report design capabilities to buy from a SAP reseller (like CDW)

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How All Organizations Can Leverage Developer Advantage

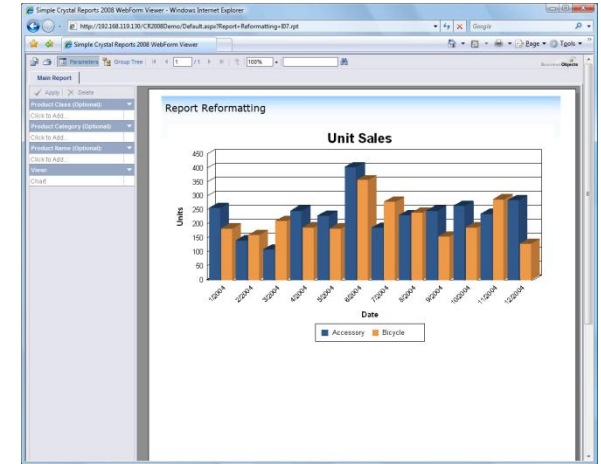
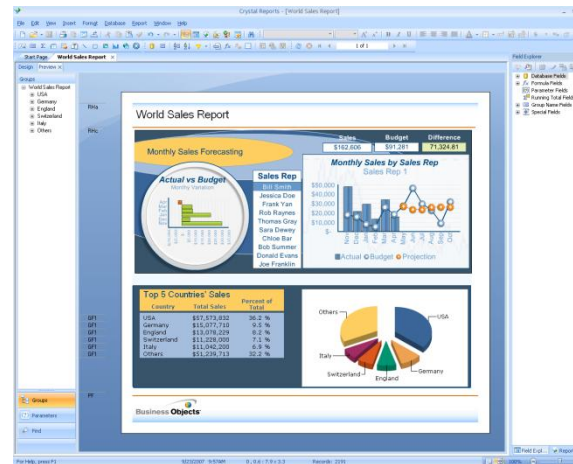
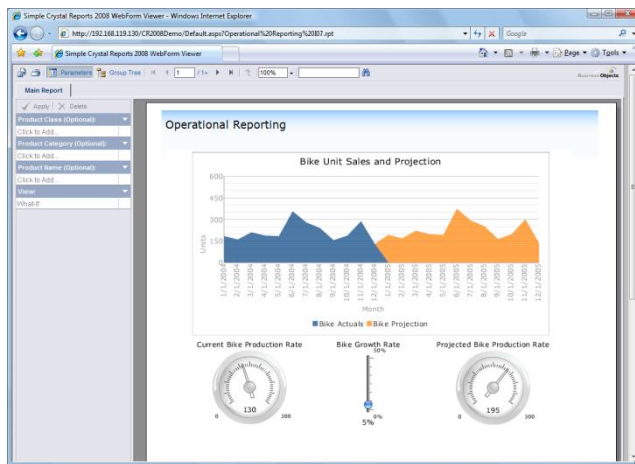


Add Reporting to More External Facing Applications

- Runtime licensing is now a single fee for unlimited applications
- No more relationship between number of licensed report designers and number of web applications with Crystal Reports
- Share your web application with confidence to many partners, suppliers, and customers.

Lowest cost of ownership and deployment

- Leverage your existing skillset in Crystal Reports
- Deploy to either .Net, Java, or both
- Full support for all major web browsers
- Easy to use end user experience requires virtually no end user training.





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■ IT departments

- Share reporting with customers, partners, suppliers over the web.

■ Small ISVs

- Add affordable, professional reporting in their commercial application

■ VAR organizations

- Build custom apps for IT that embed reporting and are shared externally

■ Paint Points Addressed

- Simple, easy to buy license.
- Lowers cost of adding professional reporting to applications.
- Brings professional reporting to lower cost applications.
- No need to identify users of applications ahead of time.

Delivering Professional Reporting In Your Web Application



1-877-857-7407
answers@mcmanusconsulting.com

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Learn about...



- What customers expect today
- The challenge to deliver
- Solutions with an advantage
- Eliminating cost concerns from the equation

Customers expect real time data over the web...



- Real Time Information Delivery and self service – today's competitive advantage
- Web applications lack real solutions for secure integrated reporting....
...forcing every company to develop from scratch
- The cost of custom applications is devastating...
... and ongoing support has limited benefits

Without the information to make real time decisions customers will go somewhere else.

The Challenge with Web reporting until today...



- Businesses need internet accessible applications with superior reporting to match industry competition
.....but are stricken by lack of licensing for an unknown and varying user count.
- Crystal Reports offer the best reporting solutions
....but licensing limitations forced companies to select an inferior solution or develop from scratch.
- Projects put on hold, or Crystal Reports shops forced to migrate over to inferior reporting tools.
- Silos of information or new data warehousing
the only way to deliver web reporting.

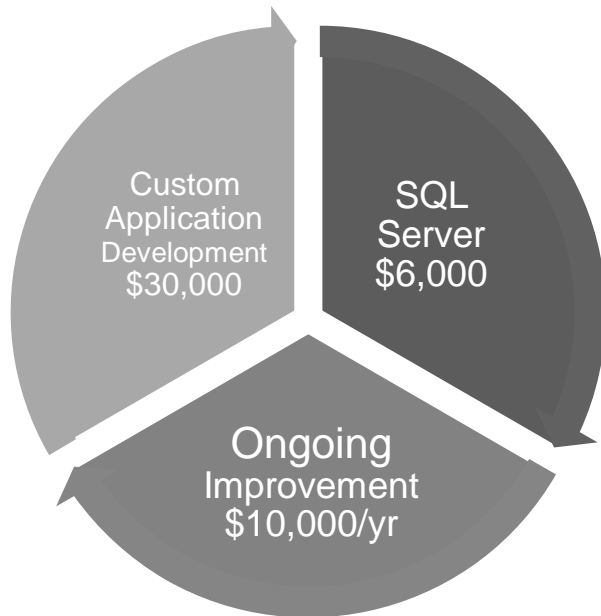


- Report Launch and Developer Advantage enable the power and flexibility of a custom implementation
- Offer on demand reports to anyone, anywhere, over the web
- True self service report consumption for clients and users
- The most powerful reporting embedded with a single line of code
- Long Term Advantages: Simple and cost effective...
..... OK! How much will I save?

Eliminating cost concerns from the equation

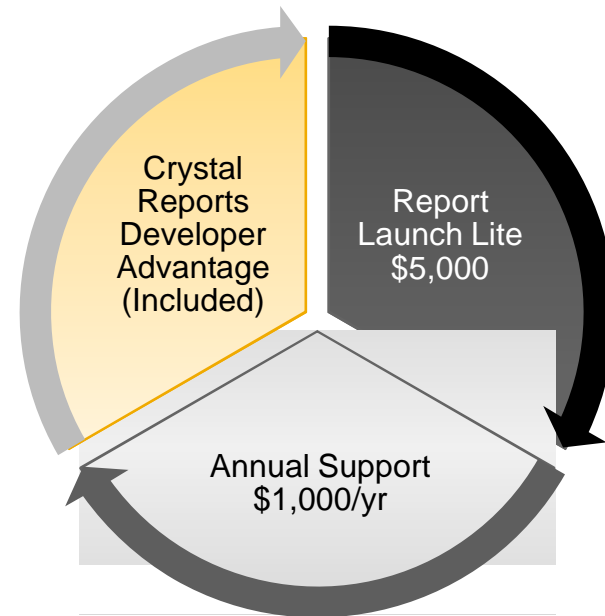


Traditional Solution



\$46,000 the 1st year

The Developer Advantage



\$6,000 the 1st year

The solution to fit every budget built on the strength of Crystal Reports.

Business Objects Community

A vibrant communication platform for Developers



Wiki

Advanced Search

Content Library

Customer & Partner Contributors

Featured Content

Getting Started

Contextually Related Topics

Whitepapers & Articles

Top Contributors

Education / Awareness Topics

Community Content

Increased Community

Physical Events

Community TV (video)

Community Events

Blogs

Public Discussion Forums

Downloads

Best Practices

eLearning

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Crystal Reports 2008 Developer Solutions Pricing and Availability



AVAILABLE NOW

Pricing

- Crystal Reports for Eclipse 2.0
- Crystal Reports 2008
- Crystal Reports 2008 Developer Advantage

MSRP

Free (registration required)

\$495 / €479

\$2,495 / €1,995

Global Availability

- Distribution
- E-store
- Telesales
- OEM

More information available at: www.sap.com/solutions/sapbusinessobjects/sme/reporting

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Questions and Answers



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2008

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answers@mcmanusconsulting.com

[www.sap.com/solutions/sapbusinessobjects/sme/
reporting](http://www.sap.com/solutions/sapbusinessobjects/sme/reporting)

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