CRYSTALREPORTS.COM FOR OEM PARTNERS

OEM Partnership benefits
Reduce reporting & analytics development time

Offer new products and services to customers

Increase customer satisfaction with new BI features

Flexible monthly subscription pricing

Simple
Easy to integrate with your applications

Share information securely over the Web

Enable your end users to easily find and access the information they need

Secure
Based on proven reporting and information delivery technology from the worldwide market leader

Encrypted access and communication of report data using a trusted security model

WEB-BASED REPORT SHARING

The ability to make key business decisions based on timely and accurate information is a fundamental requirement in today's competitive world. Until now, real-time access to reports and dashboards has been available only to those who could afford to purchase and manage large-scale business intelligence (BI) solutions. The typical alternative has been static (and often outdated or inaccurate) files delivered via email or hard copy. This approach is inconvenient, time-consuming, and unwieldy for both report authors and decision-makers. What's needed—for both OEM partners *and* your end-user customers—is a solution that eliminates the need for capital expenditure on software and hardware, shortens deployment cycles, and lessens the reliance on technical resources.

Business Objects has developed crystalreports.com, a Web-based platform that allows organizations to share crucial information with the right people in a simple and secure manner. The industry-leading crystalreports.com solution is designed to provide instant access to reports without the need for technical resources or capital budgets. It is simple to use, and it can be easily integrated into your applications using the Business Objects Web Services API.

No more having to save reports to a static format and then emailing them to users—or worse, printing them out and distributing hard copies. No more customers calling to get a report that was sent weeks ago because they can't find the email. With crystalreports.com, you can eliminate these bottlenecks and share reports easily and securely over the Web. crystalreports.com is the natural choice for independent software vendors that wish to add reporting and BI capabilities to their applications in an on-demand model.

OEM PARTNERSHIPS FOR SUCCESS

Whether your company offers software as a service, a packaged application, or both, a Business Objects OEM partnership reduces development time and gets your BI solution to market sooner. The partnership is designed to fit your company's unique business and software development requirements, and to ensure success with:

- Flexible licensing options
- Experienced sales support
- Innovative marketing support and tools
- Global OEM technical customer support
- Comprehensive education programs and consulting services

An OEM partnership frees up development time, so your developers can focus on the core technology and get products to market faster. And as customer demands for deeper analysis and performance management increase, so will revenue opportunities for your company. crystalreports.com offers your customers greater insight into application data, with tools that are easy for any end user to work with.

INSTANT, SIMPLE, SECURE

Conceived as a completely self-serve report sharing platform, crystalreports.com does not require OEM partners to purchase or install additional software or hardware. Since there is nothing to deploy, you don't need to rely on your development team or other internal technical resources to develop the reporting and analytics capabilities. The flexible licensing model is based on monthly subscription fees that include all upgrades, maintenance, and future enhancements.

For report authors, crystalreports.com makes sharing information securely over the Web as easy as sharing photos with your friends. Simply create or refresh the report you want to share, upload it to crystalreports.com, add the names and email addresses of the end users you wish to share the report with, and submit. Each time the report is refreshed, crystalreports.com will automatically alert the report users.

Another key feature is silent sign-on through the OEM partner application. Using our API, partners can integrate crystalreports.com into their applications, making it possible for their customers to silently sign on to crystalreports.com through their native application interface.

In addition, the solution provides a number of options for implementing live refresh of reports hosted on crystalreports.com. Our capabilities make it easy to share data from your existing on-premise applications and ensure that your end users can refresh and view reports in real time. You can now deliver live data access to your end users anywhere, from any data source that crystalreports.com can connect to.

Built with reporting and information delivery technology from the market leader with more than 43,000 corporate customers worldwide and over 125,000 on-demand subscribers, crystalreports.com has a proven heritage of reliability and security. It is hosted on an infrastructure that has achieved SAS 70 Type II certification, offering encrypted access and communication of report data using a trusted security model. This security model allows you to segregate reports and apply security at a folder level, thereby enabling the sharing of information with internal and external users.

Support for multiple content types, such as Crystal Xcelsius dashboards, PDF, Microsoft Excel, and Microsoft Word, transforms crystalreports.com from a simple report sharing platform into a true Web-base collaboration tool. There are also various options for achieving live data connectivity, including integration with Force.com, part of the Salesforce.com portfolio. The solution provides multiple ways to connect to data; we will work with you to determine how best to access your data and get it into the system.

If you are an existing Business Objects customer, the integration of crystalreports.com into your applications further leverages your investment. Your vital business data already resides in Crystal Reports as rich visual information, and now you can share that information in its highly interactive format without the need to convert it into a static document. You can also extend the value of your existing Crystal Reports Server or Business Objects Enterprise solution; simple plug-ins enable you to schedule a report to crystalreports.com, just as easily as you schedule the distribution of an email or PDF file today.

ondemand.com
businessobjects.com

Business Objects
an SAP® company

© 2008 Business Objects. All rights reserved. Business Objects owns the following U.S. patents, which may cover products that are offered and licensed by Business Objects: 5,555,403; 5,857,205; 6,289,352; 6,247,008; 6,490,593; 6,578,027; 6,831,668; 6,768,986; 6,772,409; 6,882,998; 7,139,766; 7,299,419; 7,194,465; 7,222,130; 7,181,440 and 7,181,435. Business Objects and the Business Objects logo, BusinessObjects, Business Objects Crystal Vision, Business Process On Demand, BusinessQuery, Crystal Analysis, Crystal Applications, Crystal Decisions, Crystal Enterprise, Crystal Insider, Crystal Reports, Desktop Intelligence, Inxight, the Inxight Logo, LinguistX, Star Tree, Table Lens, ThingFinder, Timewall, Let there be light, Metify, NSite, Rapid Marts, RapidMarts, the Spectrum Design, Web Intelligence, Workmail and Xcelsius are trademarks or registered trademarks in the United States and/or other countries of Business Objects and/or affiliated companies. All other names mentioned herein may be trademarks of their respective owners. Part # WS000-X