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YOUR 2009
CHANNEL SALES GUIDE

Get Started: This guide is designed to help you identify and qualify Business Intelligence (BI) opportunities for your customers. Business Objects, an SAP company, is the maker of Crystal Reports. Click on the item to learn more.

What Do I Have To Sell?

REPORTING
Crystal Reports
Crystal Reports Server
Crystal Reports Visual Advantage
Crystal Reports Developer Advantage

DASHBOARDING
Xcelsius Present
Xcelsius Engage
Xcelsius Engage Server

OTHER BI SOLUTIONS
BusinessObjects Edge Series
BusinessObjects Enterprise

We have channel resources available to you for your convenience. Remember to call the **Channel Hotline at 1.888.866.2366** to register and qualify your opportunity. Plus, please visit the Partner Extranet and register for your login information. The Partner Extranet is loaded with useful information about promotions, SKU Info, How-to-Sell Guides, etc ... **www.businessobjects.com/partners**

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2009 CHANNEL SALES GUIDE

WHY CUSTOMERS NEED REPORTING

Introduction to Reporting

ISSUE	SOLUTION
Databases aren't user friendly	Format data for more effective communication and distribution
Answers to business problems reside in different places	Combine data for presentation without combining data sources
Different groups need different levels of access information	Report and data level security
Checking multiple sources is time consuming	Information you need is automatically updated and delivered
Technology barriers prevent widespread information sharing	Platform support and deployment options enable broad access to information

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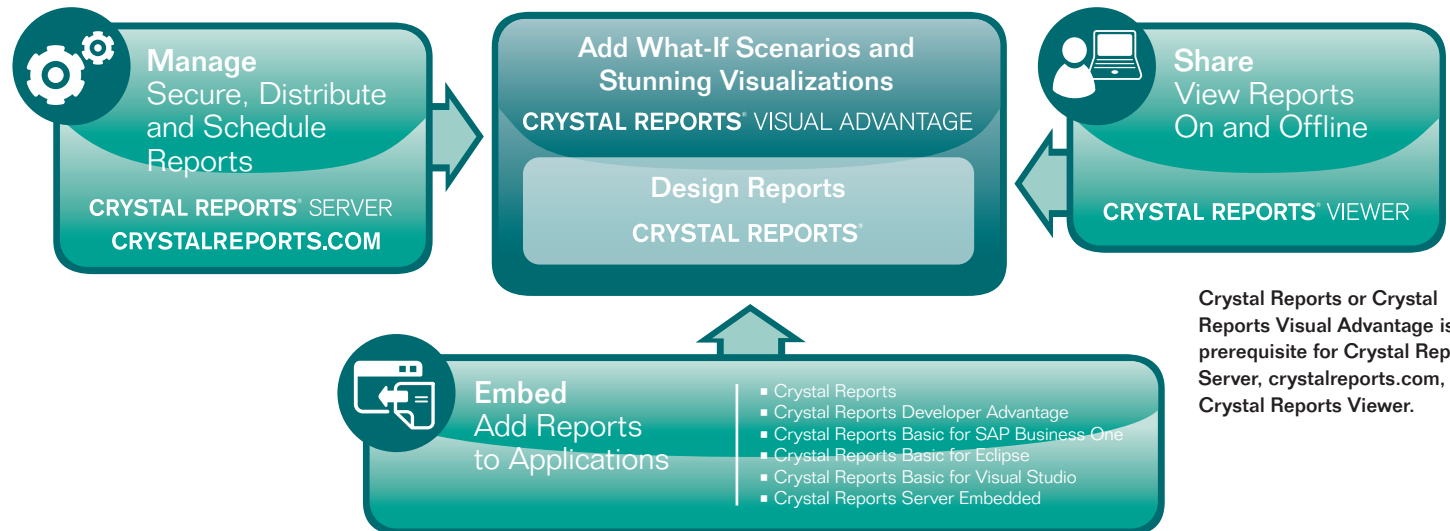
THE CRYSTAL REPORTS ECOSYSTEM

Unlike other reporting tools, the Crystal Reports Ecosystem can meet any reporting need, in any deployment style.

Sales reports, inventory tracking, financial statements and more can be easily addressed with the powerful formatting capabilities and easy-to-use report designer that is part of **Crystal Reports 2008**.

Once the reports are designed, they can be deployed in any number of ways:

- In .Net thick client and Web applications
- In Java thick client and Web applications
- In dedicated reporting servers
- As part of a broader Business Intelligence solution that includes dashboarding
- With a free desktop report viewer
- As part of a hosted service

Manage
Secure, Distribute
and Schedule
Reports

CRYSTAL REPORTS® SERVER
CRYSTALREPORTS.COM

**Add What-If Scenarios and
Stunning Visualizations**
CRYSTAL REPORTS® VISUAL ADVANTAGE

Design Reports
CRYSTAL REPORTS®

Share
View Reports
On and Offline

CRYSTAL REPORTS® VIEWER

Embed
Add Reports
to Applications

- Crystal Reports
- Crystal Reports Developer Advantage
- Crystal Reports Basic for SAP Business One
- Crystal Reports Basic for Eclipse
- Crystal Reports Basic for Visual Studio
- Crystal Reports Server Embedded

**Crystal Reports or Crystal
Reports Visual Advantage is a
prerequisite for Crystal Reports
Server, crystalreports.com, and
Crystal Reports Viewer.**

THE CRYSTAL REPORTS ECOSYSTEM continued

Design Reports

Crystal Reports 2008 is the core of the Crystal Reports Ecosystem and is used to design report templates (RPT files).

Core Features

- Connect to virtually any datasource with native, ODBC, OLE DB, and JDBC connectivity to relational, OLAP, XML, legacy, enterprise data and PC-based data

- Interactive parameters and on-report sorting allows report consumers to customize their view, so one report meets many needs

- Embed Adobe Flash and Adobe Flex into your reports for what-if scenario modeling, visualizations, and operational reporting

- Improved crosstabs for faster design of report tables

- For information on developer solutions included with Crystal Reports, see the section 'Embed Reports into your Application' section

Licensing

- Sold in named user licenses

- Thick client and Web applications that embed **Crystal Reports 2008** or **Crystal Reports Basic for Eclipse 3** can be freely deployed internally within an organization

- To deploy web applications to external users like customers, partners, and suppliers you need one license of Crystal Reports 2008 Developer Advantage

Recommend to everyone who needs to create or modify report templates: application developers, report designers, IT professionals, database administrators, and business users.

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THE CRYSTAL REPORTS ECOSYSTEM continued

Add Visualizations and What-If Scenarios to Reports

Crystal Reports 2008 Visual Advantage combines the power of Crystal Reports with the beauty of Xcelsius. It consists of **Crystal Reports 2008** and **Xcelsius Engage 2008** for one single, discounted price.

It allows you to:

■ Author what-if scenarios in **Xcelsius Engage 2008** and embed these models in a Crystal Report

■ Populate what-if models using Crystal Reports data access

■ Embed stunning visualizations, what-if scenarios and graphs from Xcelsius into your Crystal Report—and bind data with the click of a button

■ Use **Xcelsius Engage 2008** for additional, interactive visualization of report data

Licensing

■ Sold in named user licenses

Recommend to everyone who needs to create or modify report templates: application developers, report designers, IT professionals, database administrators, and business users.

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THE CRYSTAL REPORTS ECOSYSTEM continued

Manage Your Reports

Crystal Reports Server 2008

Beyond report design, **Crystal Reports Server 2008** is a complete report management solution for scheduling, securing and distributing reports over the Web. Reduce reliance on your IT department by enabling end users to easily access information when and where they want. Crystal Reports can be consumed on the Web, in documents sent via email, while disconnected from a network, and embedded in Microsoft Word, Excel, or PowerPoint documents.

Core Features

- Secure, schedule, and distribute reports from a single, stand-alone server
- Refresh reports directly from within Microsoft Office using **BusinessObjects Live Office**

Licensing

- Concurrent Access License (CAL)—to accommodate casual users
- Named User License (NUL)—for users needing dedicated access
- CAL and NUL can be combined
- **Crystal Reports 2008** licenses are not included for new customers and must be purchased separately

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Recommend to small organizations and departments that need a complete report management solution. Complements Crystal Reports 2008 with a complete set of report management tools.

THE CRYSTAL REPORTS ECOSYSTEM continued

Embed Reports into Your Applications

The Crystal Reports Ecosystem offers a rich set of offerings for all types of developers.

Need	Product	Pricing
Add reporting to a Java thick client app for any deployment.	**Crystal Reports Basic for Eclipse 3**	Free
Add reporting to a Java Web application for internal deployments only.	**Crystal Reports 2008** (for designing reports to be deployed with **Crystal Reports Basic for Eclipse 3**)	$495 US
Add reporting to a .Net thick client app for any deployment.	**Crystal Reports Basic for Visual Studio 2008**	Included in **Visual Studio 2008 Professional Edition** and higher
Add reporting to a .Net Web application for internal deployments.	**Crystal Reports 2008** (includes **Crystal Reports 2008 for Visual Studio**)	$495 US
Add reporting to a Java or .Net Web application for external deployments. External deployment means: **1)** Exposing a server application to non-employees (like customers, partners) **2)** Embedding in a commercial Web application	**Crystal Reports 2008 Developer Advantage** includes: ■ **Crystal Reports 2008** ■ **Crystal Reports Basic for Eclipse 3** ■ External deployment licensing	$2,495 US
Embedding scalable, high performance reporting into a commercial application.	**Crystal Reports Server Embedded 2008**	[Call OEM Sales]

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THE CRYSTAL REPORTS ECOSYSTEM continued

Share Reports

Crystal Reports Viewer 2008 is a free download that enables anyone in your organization to read, print, and export reports without converting from another format like PDF. This preserves the sorting, parameter prompting, Flash, grouping, drill downs and other features available in **Crystal Reports 2008**.

Report consumers benefit from new levels of interactivity within a completely desktop-based report viewing tool.

Crystal Reports Viewer 2008 will not refresh report data, unless the report is part of a **Crystal Reports Server**, **BusinessObjects Edge Series**, or **BusinessObjects Enterprise Deployment**.

Recommend to customers who need a simple way to share reports with saved data.

CrystalReports.com is a service you can use to distribute Crystal Reports files over the Web instead of by email or hard copy. Reporting users always have access to the most current information available. Because we host your reports, you don't have to deploy anything or depend on IT.

Recommend to customers who need an easy, low-maintenance way to share reports inside or outside their organization.

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WHY CUSTOMERS NEED DASHBOARDS AND VISUALIZATIONS

Introduction to Dashboards and Visualizations

ISSUE	SOLUTION
Spreadsheets are static and aren't compelling	Create simple and engaging interactive models
Need a comprehensive view of your data	Dashboards provide a comprehensive view of business performance
Discussions take place in real time; static data isn't conducive	Do on-the-fly analysis with visual components like gauges, sliders and dials
Limited IT resources	Anyone who can use Excel can create stunning visualizations with little to no training
Numerous, disparate data sources	Xcelsius Engage connects to any ODBC or XML source

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THE XCELSIUS PRODUCT LINE

Xcelsius 2008 is a point-and-click data visualization software designed for creating interactive dashboards and visual business models from Excel spreadsheets and corporate data sources to share via Microsoft Office, Adobe PDF, the Web, and corporate portals—all without any programming.

The Xcelsius product family comprises two product groupings to meet two distinct needs: visual presentations and dashboarding.

Create Dashboards for Individual Use

Create interactive dashboards connected to a single live data source for real-time decisions using **Xcelsius Engage**.
Xcelsius Engage allows you to:

- Enable business users to create live and professional-looking dashboards
- Gain the confidence to take action by evaluating different what-if scenarios
- Transform complex company data into simple, actionable visual information
- Engage, inform and persuade your audience with Xcelsius stunning visualization
- Gain real-time insight into your business performance

Create Dashboards for Departmental Use or for Small Organizations

Xcelsius Engage Server has all the benefits of **Xcelsius Engage**, plus a Web services generator, to help you more easily connect to your data. And it includes integration kits for applications your customers use every day like Microsoft Reporting Services, Microsoft SharePoint, and IBM WebSphere. **Xcelsius Engage Server** allows you to:

- Do everything you can do with **Xcelsius Engage** and connect to multiple live data sources
- Get a holistic view of your business by consolidating multiple reports into a single dashboard
- Easily connect to your data with an automated Web services generator

Create Visually Stunning and Interactive Presentations

Xcelsius Present is a powerful data presentation tool that bridges the gap between data and the need for visual and interactive presentations. It allows you to:

- Develop and deploy professional-looking presentations from Microsoft Excel data with point-and-click ease
- Create interactive models with visual components like sliders and gauges for on-the-fly analysis
- Export your visualizations to Microsoft Office and Adobe PDF—and all interactivity is preserved

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OTHER BUSINESS OBJECTS SOLUTIONS

At Business Objects, an SAP company, we'd like to grow with your business intelligence deployment. As your organization or requirements grow, you can easily upgrade to **BusinessObjects Edge Series** or **BusinessObjects Enterprise**.

BusinessObjects Enterprise XI 3.0 Professional for Crystal Reports
This program is similar to **Crystal Reports Server 2008**, but able to scale to enterprise-wide deployments. **BusinessObjects Enterprise XI 3.0 Professional for Crystal Reports** supports clustering, failover, and multi-server deployments to ensure guaranteed availability and maximum performance to large numbers of reporting users.

Licensing

- CPU License

- Named User License (NUL)

- **Crystal Reports 2008** licenses are not included for new customers and must be purchased separately

  NOTE: This product is primarily sold through Business Objects sales representatives.

Recommend for larger organizations who wish to standardize Crystal Reports for enterprise-wide reporting.

Business Intelligence Servers

BusinessObjects Edge Series XI 3.0
Similar to **Crystal Reports Server** with additional business intelligence functionality like ad-hoc query and analysis with Web Intelligence and dashboarding with Xcelsius. **Edge Series** empowers end users to self-serve their own BI needs and to avoid IT overhead.

Licensing

- Concurrent Access License (CAL)

- Named User License (NUL)

- CAL and NUL can be combined. For frequent users, we recommend using NULs

- **Crystal Reports 2008** licenses are not included for new customers and must be purchased separately

Recommend to small to medium organizations looking for a complete business intelligence solution at mid-market prices.

OTHER BUSINESS OBJECTS SOLUTIONS continued

BusinessObjects Enterprise XI 3.0 Premium

Similar to **BusinessObjects Edge Series XI 3.0**, but able to scale to enterprise-wide deployments, **BusinessObjects Enterprise XI 3.0 Premium** supports clustering, failover, and multi-server deployments to ensure guaranteed availability and maximum performance to large numbers of business intelligence users.

Licensing

- CPU License

- Named User License (NUL)

- **Crystal Reports 2008** licenses are not included for new customers and must be purchased separately

- NOTE: This product is primarily sold through Business Objects sales representatives

Recommend to larger organizations pursuing an enterprise-wide business intelligence deployment.

SELLING CRYSTAL REPORTS AND XCELSIUS WITH OTHER SOLUTIONS

Selling With Microsoft

Microsoft®
GOLD CERTIFIED
Partner

Both Crystal Reports and Xcelsius can complement a variety of Microsoft solutions to leverage your customer's existing IT infrastructure and increase your deal size.

Microsoft Visual Studio

A Crystal Reports Basic for Visual Studio is embedded in Visual Studio Professional Edition and higher, but the version for Visual Studio isn't as robust as the full product, so there is a solid upsell opportunity for **Crystal Reports 2008**.

Here's why Visual Studio customers would upgrade to Crystal Reports 2008:

- **Editable preview**—edit your report while viewing with live data to save report design time
- **Support for Adobe Flash and Flex**—for integration into operational workflows and stunning visualizations within your reports
- **Powerful Cross Tabs**—a single tool for all your reporting needs, including financial reports
- **No Database Dependency at Runtime**—adding reports to your application doesn't introduce a database requirement

Qualifying Questions

- How are you currently accomplishing what-if scenarios and other on-the-fly analyses within your reports?
- From which datasources will your application pull reports?
- How much time do you waste by not being able to edit your report while viewing live data during report design time?

Recommend to developers who want to add reporting to their application!

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SELLING CRYSTAL REPORTS AND XCELSIUS WITH OTHER SOLUTIONS continued

Microsoft Reporting Services & SQL

How Crystal Reports Server 2008 Complements Microsoft SQL Server and Competes with Microsoft Reporting Services
Crystal Reports Server is the perfect complement to Microsoft SQL Server for stand-alone reporting. While Reporting Services is "included" in Microsoft SQL Server deals, your customer should choose **Crystal Reports Server 2008** as their reporting solution for SQL Server for these reasons:

Ability to Create Formatted, Interactive Reports—Connect to SQL Server data to transform data into highly formatted reports. Interactivity like on-report sorting and parameters reduces the burden on IT with one report that meets multiple needs.

Works with Best in Class Technologies—Use Crystal Reports to connect to numerous data sources, not just SQL Server. The heterogeneity doesn't stop at data sources; it also has to do with how you share your data. Crystal Reports understands complex environments and is designed to work with technologies from multiple vendors like Adobe Flash and salesforce.com.

Adobe Flash and Flex Integration— Create visually stunning, operational reports by seamlessly integrating these technologies. Embed what-if scenario models created in Xcelsius right into your Crystal Report.

Lower Total Cost of Ownership—Reporting Services are included with Microsoft SQL Server; but when you look at the total cost of ownership, Reporting Services aren't free. IT best practices recommend your reporting solution run on a separate server than your data processing—which would require an additional license of SQL Server.

Connect to Live Data from within Microsoft Office—**Crystal Reports Server 2008** includes Live Office, so you can embed live, refreshable reports right into your Microsoft Office documents.

Unique Focus on Business Intelligence—Crystal Reports has been focused on reporting for over 15 years.

Offline Report Viewing—**Crystal Reports Viewer** is a free download that allows report consumers to view their reports offline, without needing to export the report to another format. This means that report interactivity, like drill downs, is preserved and they can view their report from anywhere at anytime.

Secure Reports—Create reports with report, group, and user-level security to ensure the right people have access to the right information.

SELLING CRYSTAL REPORTS AND XCELSIUS
WITH OTHER SOLUTIONS continued

Qualifying Questions

- From what data sources (other than SQL Server) do you need to report?

- How do you plan to share reports throughout your organization? If in Microsoft Office documents, would it help if these documents were live? If not, is offline report viewing important to you?

- Are any of the reports you use confidential? What type of measures does your reporting solution take to ensure users can access sensitive information securely?

- What type of interactivity do your reports currently have? Would Flash integration make your reports more visually compelling?

- How do your users currently access reports? Would it help if they could access them over the Web, via intranet or extranet applications, or through a portal like Microsoft SharePoint?

Recommend to database administrators and report developers who want a more robust reporting solution for a lower total cost of ownership.

How Xcelsius Complements Microsoft SQL Server and Reporting Services
Xcelsius Engage Server extends the value of Microsoft SQL Server and Reporting Services products across by improving data access and data consumption. Consolidate multiple Reporting Services reports and SQL data into a single dashboard for a holistic view. Make your dashboards visually stunning and engaging with beautiful graphs, what-if scenarios, sliders, gauges, and more.

Challenges:

- Databases aren't user friendly, and business users can't create their own reports without IT support or programming skills

- Business users are overwhelmed with too many reports and data sources that don't address their concerns

- Company data is only available in static, dull reports or in complex IT applications that require extensive end-user training

- IT can't keep up with the number of requests that come in for business reports in a timely manner

Solution:

- **Xcelsius Engage Server** provides point-and-click live data connectivity to Microsoft SQL Server and Reporting Services—enabling even the least tech-savvy business users to access live company data and create their own business dashboards and presentations

- **Xcelsius Engage Server** enables users to consolidate multiple SQL Server reports and data into a single, business dashboard for a more comprehensive view

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SELLING CRYSTAL REPORTS AND XCELSIUS
WITH OTHER SOLUTIONS continued

- Interactivity and what-if capabilities allow business users to manipulate data to answer their business questions

- **Xcelsius Engage Server** helps Microsoft customers save time, money, and IT resources by providing out-of-the box integrations with SQL Server products while expanding the reach and use of their IT solutions for better decision making

Recommend to customers who need to consolidate numerous Reporting Services reports and SQL Server data into a single dashboard.

Qualifying Questions

- How are you currently consolidating numerous Reporting Services reports?

- What other datasources would you like to compare and contrast to your Reporting Services/SQL Server data? Would it be helpful if you could see these data sources and your Reporting Services/SQL Server data in a single view?

- How do your users currently access company data? Would it be helpful if they could access it in Microsoft Office documents, by PDF, on the Web or in SharePoint?

- How are your users currently accessing corporate data? Do they usually need to access more than one source for a comprehensive view?

Microsoft Office

How Xcelsius Present Complements Microsoft Office

Microsoft Excel is a great way to get started analyzing company data. But users who want to bring their presentations and data analysis to the next level need a more robust tool. For example:

- Microsoft Excel only offers a library of standard charts

- Sharing and updating Excel data and charts is manual, time consuming, and not conducive to on-the-fly discussions

- A spreadsheet of just rows and columns of data doesn't help anyone

Xcelsius Present bridges the gap between static spreadsheets and the need for visual, interactive presentations:

- Over 65 data visualization components including charts, gauges, sliders, dials, progress bars, maps, calendar selectors, and more

- One-click exports to Adobe PDF, Microsoft Word, and PowerPoint

- On-the-fly what-if scenarios for informed decision making

SELLING CRYSTAL REPORTS AND XCELSIUS WITH OTHER SOLUTIONS continued

- One-click export to Office, PDF, Web, and corporate portals
- Flexible design capabilities, including various themes and fonts

Anything you create in Xcelsius can be exported to Microsoft Office with a single click—maximizing your current IT investments.

Qualifying Questions

- How do you currently share and present your Excel data?
- How do you handle interactive discussions and on-the-fly data analysis?
- What sort of limitations have you encountered with Excel's current graphing capabilities?
- How could you benefit from more interactivity?
- Do you find it difficult to inform or persuade your audience with your current business tools?

How Crystal Reports Complements Microsoft Access (See Page 17 - Databases Section)

PORTALS—Microsoft Sharepoint & IBM Websphere

How Xcelsius Engage Server Complements Microsoft Sharepoint & IBM WebSphere
Xcelsius Engage Server is the perfect complement to corporate portals like Microsoft Sharepoint and IBM WebSphere. **Xcelsius Engage Server** complements corporate portals in two ways:

1. **Share Information Hosted in Your Portal**—Consolidate information hosted in your portal (and in various other data sources) into a single dashboard for an at-a-glance view of your organization's performance.

2. **Embed Xcelsius Visualizations and Dashboards Directly Into Your Portal**—There is no need to be limited by the weak visualization tools included in IBM Websphere and Microsoft Sharepoint. Full integration with IBM Websphere and Microsoft Sharepoint is included in **Xcelsius Engage Server**, so you can easily post compelling and interactive dashboards created in Xcelsius into both of these solutions.

**Recommend to individuals who want to embed interactive and visually stunning dashboards into their
portals and customers who want to consolidate data from numerous sources (including portals) into a dashboard.**

SELLING CRYSTAL REPORTS AND XCELSIUS
WITH OTHER SOLUTIONS continued

Qualifying Questions

- What sort of graphs and charts do you currently share within your corporate portal?
- How do your end users perform what-if scenarios and other interactive analysis within their portal?
- What other datasources complement the content in your portal?

Recommend Xcelsius Engage Server to customers who want to embed interactive dashboards into their corporate portals.

Databases—Oracle, IBM DB2, Linux, Microsoft Access and SQL Server

How Crystal Reports Complements Database Opportunities
Crystal Reports 2008 connects to virtually any datasource so it is a fantastic complement to most database deals, including Microsoft SQL Server (covered on page 13), Microsoft Access, Oracle, IBM DB2, and Linux Servers.

Why Database Customers Need Crystal Reports
Databases are not user-friendly tools and extracting database content requires coding skills. But Crystal Reports allows you to easily extract and format data in a consumable way.

Simple Report Creation—Crystal Reports 2008 visual report designer makes it simple to create highly formatted reports

Create Interactive Reports—Crystal Reports are not static, formatted reports; they are interactive. Report consumers can easily modify reports with interactive parameters and on-report sorting to answer their business questions. What-if scenarios created in Xcelsius can easily be embedded into Crystal Reports, allowing report consumers to understand potential outcomes for informed decision making.

Flexible Reports Access Options—Crystal Reports can be exported to a variety of formats, including Microsoft Office and Adobe PDF. **Crystal Reports Viewer**—which is a free download—allows report consumers to open .rpt files (the Crystal Reports file format) online or offline, and all interactivity is preserved. With **Crystal Reports Server**, you can host reports online or embed live reports into Microsoft Office documents. **Crystalreports.com** is also available for connected, online report consumption.

Meet Regulatory Requirements—Accurate, secure reporting is required for many regulatory compliance legislations, including Sarbanes Oxley. Crystal Reports makes it easy to meet these requirements.

Connect to Numerous Data Sources—Most organizations have more than one data source from which they need to report. With Crystal Reports, they can consolidate data from numerous sources into a single source.

SELLING CRYSTAL REPORTS AND XCELSIUS WITH OTHER SOLUTIONS continued

Adobe Flash and Flex Integration—**Crystal Reports 2008** took reporting to the next level with full Flash and Flex integration. This makes reports visually stunning and operational, with the ability to add what-if scenarios (with Flash models created in Xcelsius) and action-oriented Flex code. **Crystal Reports 2008 Visual Advantage** is a bundle of **Xcelsius Engage 2008** and **Crystal Reports 2008** for a single, discounted price.

Secure Reports—**Crystal Reports Server** allows you to secure reports at the report, group, and user levels, making sure the right people have access to the right information.

Manage Reports—Enforce security, schedule, and distribute reports centrally using **Crystal Reports Server**.

Recommend Crystal Reports 2008 to IT managers for reporting off their databases. Or recommend Crystal Reports 2008 Visual Advantage to increase the order value and enhance their reporting capabilities with stunning Xcelsius visualizations and what-if scenarios.

Qualifying Questions

- What are the reporting requirements for your database?

- Are any of the reports you use confidential? What type of measures does your reporting solution take to ensure users can access sensitive information securely?

- What type of interactivity do your reports require? Are your report consumers able to modify reports to answer their business questions?

- What regulatory compliance legislation measures do you need to adhere to (HIPAA, Sarbanes-Oxley, etc.)?

- How many reports are you currently maintaining? Would interactivity like parameter panels help reduce the number of reports you need to create and maintain?

- Do your users want to use Flash-based, what-if scenarios and Flash videos in their reports to make better decisions?

- How do you plan to share reports throughout your organization? Would it help if they could access them over the Web, via intranet or extranet applications, or through a portal like Microsoft SharePoint?

SELLING CRYSTAL REPORTS AND XCELSIUS WITH OTHER SOLUTIONS continued

Adobe

How Xcelsius Present Complements Adobe Acrobat

Traditionally Adobe PDF documents were:

- Static and text-based
- A tool for one-way information sharing
- Not actionable

However, PDF documents have gotten a lot more exciting. **Xcelsius 2008** integration with Adobe Acrobat 9 allows business users to create PDF documents that are:

- **Interactive**—Using sliders, dials and menus, end-users can interact with companies from within PDF documents
- **Scenario-based**—End-users can evaluate multiple what-if scenarios and share results with colleagues for informed decision making
- **Action-centric**—Unique interactivity allows end-users to quickly discover trends and make collaborative decisions to drive better business performance

Recommend Xcelsius Present to Adobe Acrobat customers, so they can make their PDFs interactive.

Qualifying Questions

- How often do you use PDF documents?
- Do you create PDF documents with Excel charts?
- Would you like your PDF documents to be interactive?

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PRICING AND LICENSING

Product	Full Product	Upgrade	Details
Xcelsius Engage 2008	$895 USD € 730 EUR	$400 USD € 320 EUR	❯ One designer ❯ Unlimited viewing
Xcelsius Engage Server	$7500 USD/ 5 CAL € 6000 EUR/ 5 CAL	n/a	❯ One designer license ❯ Five concurrent users can access connected dashboards
Xcelsius Present	$195 USD € 160 EUR	$149 USD € 129 EUR	❯ One designer license ❯ Unlimited distribution through documents, presentations, and PDF files
Crystal Reports 2008	$495 USD € 479 EUR	$295 USD € 299 EUR	❯ Designer—licensed per named user ❯ Unlimited internal redistribution of thick and thin client apps ❯ Unlimited external redistribution of thick client apps only ❯ No external redistribution of thin client apps
Crystal Reports 2008 Visual Advantage	$995 USD € 849 EUR	$595 USD € 509 EUR	❯ Includes **Crystal Reports 2008** and **Xcelsius Engage 2008**
Crystal Reports Server 2008	$6495 USD/5 CAL € 4995 EUR/5 CAL $2495 USD/5 NUL € 1995 EUR/5 NUL	$4495 USD/5 CAL € 3495 EUR/5 CAL $1795 USD/5 NUL € 1495 EUR/5 NUL	❯ Named user licenses (NUL) and concurrent access licenses (CAL) can be combined to a maximum 20 CAL and 100 NUL
Crystal Reports Developer Advantage	$2495 USD € 1995 EUR	n/a	❯ Unlimited redistribution of the runtime engine
Crystal Reports Basic for Eclipse 3	Free	Free	❯ To embed reports into your Java application.* *Upgrade to **Crystal Reports 2008** for enhanced design features and database connectivity

Pricing is subject to change. Please refer to the official pricelist before contacting partners.

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