



SAP Crystal Success Profile:

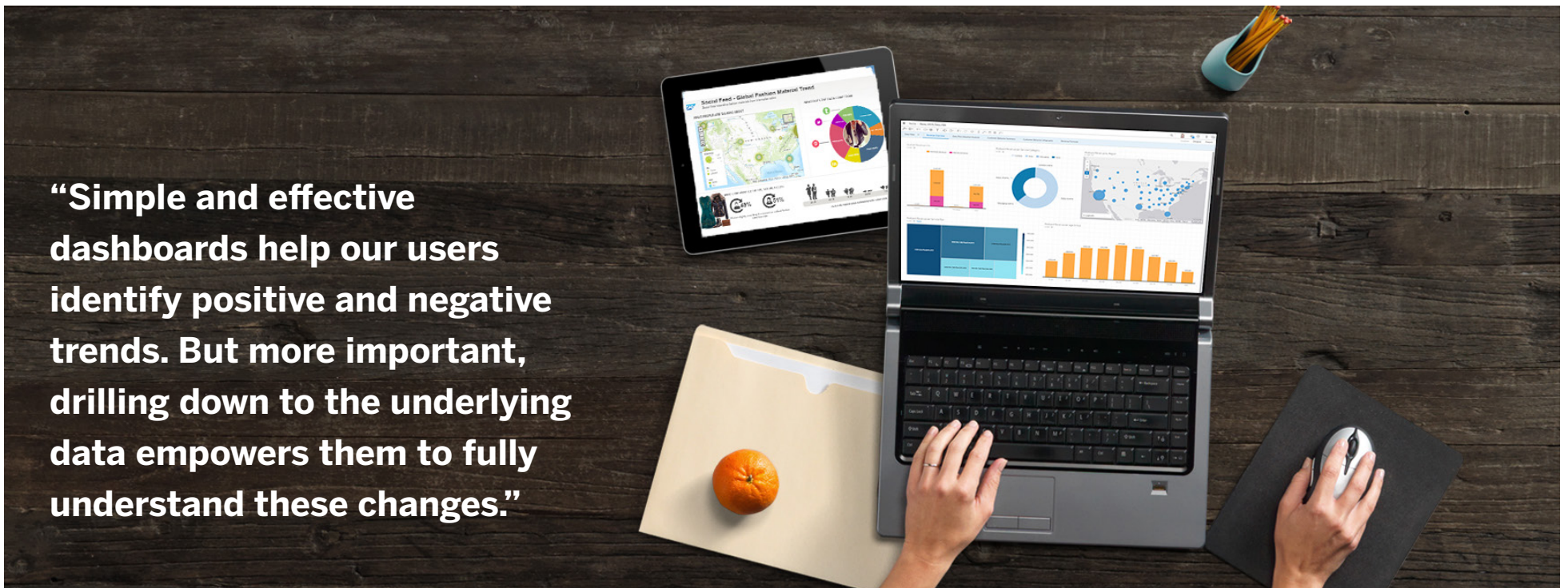


Adam Butt

General Manager, APB Reports

Adam Butt, general manager of APB Reports, is a firm believer in the power of the SAP® Crystal Reports. From his perspective, the solution's stability and predictable task handling are the keys to successful innovation of new reporting capabilities. We sat down with Adam to find out what intrigues him about analytics, how he uses SAP Crystal solutions, and why he continues to recommend these reporting solutions to his clients.




“Simple and effective dashboards help our users identify positive and negative trends. But more important, drilling down to the underlying data empowers them to fully understand these changes.”



A Day in the Life

As a business intelligence consultant, Adam generates, designs, and delivers unique reports for a variety of companies. His clients range from large to small businesses that span across industries such as oil and gas, manufacturers, medical providers, and educational institutions.

Kurt's daily activities can include the following:

-  Report creation for maintenance, procurement, and finance organizations, detailing events that impact quality, health, safety, budget, and key performance indicators.
-  Automation of alerts, purchase order approvals, and e-mail messaging .
-  Dashboard and reporting design for third-party platforms such as Microsoft SQL and solutions including Oracle and Microsoft.

Success Story

After experiencing first-hand the impact of SAP Crystal Reports, Adam immediately realized the solution's potential and continues to pass along this knowledge to his clients.

-  **2004**
Adam discovers Crystal Reports 8.5 as a senior consultant at a maritime
-  **2007**
Adam decides to expand his organization's use of the reporting solution to include Crystal Reports XI and basic automated reports.
-  **2010**
Adam establishes a new reporting consultancy business, where he can apply his expertise in SAP Crystal Reports and further develop his automated reporting solutions by using Visual Cut from Millet Software.
-  **2013**
Adam designs a solution based on SAP Crystal Reports to help his oil and gas clients that specialize in shipping and offshore operations move from ad hoc data pulls to automated dashboard creation.
-  **2016**
Adam continues to recommend SAP Crystal Reports to his clients for all reporting including automated and dashboard solutions. At the same time, he is expanding his business into new markets:

“Reports generated from SAP Crystal Reports are helping our clients operate more efficiently – impacting their bottom lines significantly.”



Top Business Benefits

During our conversation, Adam noted key factors that set SAP Crystal Reports apart from other reporting applications.

- Ease of creating and deploying professional reports with data that can be trusted
- Powerful engine that processes large data sets quickly
- Fast connection with virtually every database source
- A range of functionalities that handle almost all scenarios
- Dynamic controls for conditional formatting

Questions and Answers

Q: What is the biggest challenge businesses face when it comes to business intelligence (BI) and data?

A: There are so many things to consider when working with BI and data. But at the end of the day, businesses need to see emerging opportunities and risks quickly and easily. Far too many data visualizations have elements – such as 3D and gradient-color schemas and unnecessary graphics – that distract users from what the data is saying. SAP Crystal Reports cuts through all that clutter and lets the real story unfold

Q: How have your clients changed the way they use data over the past five years?

A: Most of our clients are moving from ad hoc reporting to automated reporting solutions and dashboards. Simple, informative dashboards are helping them identify positive and negative trends and drill-down to underlying data to fully understand those changes.

Q: What's your best tip for generating reports that give an accurate view of the business?

A: It's important to specify a set of firm requirements before creating a report. First, you need to identify the right source for the insights you want. Then, determine how that information should be grouped, sorted, calculated, and filtered. And because we are very visual beings, selecting the right colors, fonts, and layouts are equally important as you strike the balance between eye-appealing and distracting. But above all, the final report should always be professionally designed with 100% data quality.

“Far too many data visualizations have elements that distract users from what the data is saying. SAP Crystal Reports cuts through all that clutter and lets the real story unfold.”



Helping Businesses Operate Simpler – One Report at a Time

When discussing how SAP Crystal solutions are making a difference, Adam didn't hesitate to offer his testimony.

“My clients and their business users are all very highly skilled and knowledgeable in their fields; they just need the right data to perform their jobs as effectively and efficiently as possible. And with SAP Crystal Reports, they are accomplishing this balance. Automation of purchase-order approval systems has saved my clients a significant amount of time. On-demand reports with flexible filtering allow users to find the information they need quickly. And dashboard solutions highlight emerging risks and provide insights to resolve them before they impact operations. The changes SAP Crystal brings are just incredible.”



♥ Anatomy of a Data Geek

In every aspect of his life, Adam is always inspired to innovate new and interesting ways to visualize data. This constant experimentation empowers him to discover best practices that improve his clients' reporting experiences. For example, he is using BI reporting and dashboards to track his loan payments and saving goals while ensuring that he is on the right path to financial freedom. He even used automated reporting to track his progress in sending Christmas cards.

Learn more about the SAP Crystal solutions suite, including [SAP Crystal Reports](#), [SAP Crystal Dashboard Design](#), and [SAP Crystal Server](#), to discover how you can turn business data into actionable business intelligence.



Crystal Solutions



SAP Crystal Success Profile:



Kurt Reinhardt

Senior Business Intelligence Consultant/Architect at Crystal Advantage, LLC

For decades, SAP Crystal has inspired a passionate community of fans. We sat down with one of them, Business Intelligence Consultant Kurt Reinhardt, to find out how he uses SAP Crystal solutions, what he loves about analytics, and why he continues to recommend SAP Crystal solutions to his clients.

“With business intelligence, you can make responsible business decisions that affect the lives of your customers and the people who work for your company.”



A Day in the Life

As a business intelligence consultant and architect, Kurt writes reports and designs unique solutions for clients. He also helps train users to get the most out of **SAP Crystal solutions**.

Kurt's clients range from large organizations to small businesses and span a variety of industries, from hospital organizations to credit unions to manufacturers and real estate agencies.

Kurt's daily activities can include the following:



Writing reports for clients (for example, pulling data from various sources to create and schedule regular financial reporting for a credit union client).



Advising clients on which software to invest in based on their size and the capabilities they require (for example, determining how SAP Crystal Server can benefit a small business, such as a local real estate agency).



Training clients to use solutions such as SAP Crystal Reports, ensuring they get the most out of the tools at hand and don't waste time or money purchasing additional software to do a job Crystal Reports can handle.

Success Story

Throughout his career, Kurt has always found value in SAP Crystal solutions and continues to pass along that value to the clients he advises.



1990s

Kurt first encounters SAP Crystal Reports while working as an analyst.



1999

Kurt begins work as a reports consultant using SAP Crystal solutions.



2006

Kurt gives his first talk at a conference in San Francisco. The subject? Pro tips for SAP Crystal Reports.



2008

Kurt moves to his current position, where he writes and modifies reports for clients in industries ranging from healthcare to aerospace engineering using SAP Crystal solutions.



2014

After racking up several levels of SAP Crystal certification, Kurt gives another talk, "SAP Crystal Reports: One Size Does Not Fit All," at the SAP Analytics and Business Objects User Conference.



2016

As clients become increasingly interested in modeling and other forms of predictive analytics, Kurt continues to recommend SAP Crystal solutions.

"Several years ago 'big data' was the trend; now it's predictive analysis."



Top Business Benefits

According to Kurt, these are the factors that truly set SAP Crystal solutions apart.

- Pixel-perfect operating capabilities that enable users to create and distribute reports with a consistent look and feel
- A user-friendly interface that's easy to understand, where other tools on the market are too “developer-centric” and not intuitive for business users
- The ability to connect with almost any data source
- A very robust scheduling and distribution engine in SAP Crystal Server

Questions and Answers

Q: What is the biggest challenge businesses face when it comes to business intelligence and data?

A: The biggest challenge is the ability to keep up with where business intelligence is going and what tools you need to be successful. A lot of companies underestimate the importance of a central business intelligence solution.

Q: How has the way your clients use data changed over the past five years?

A: Many clients, even small clients, have realized that they want more than just a weekly call-center report or sales report. They want to see things like key performance indicators; they want some predictive analysis. They want to do that what-if analysis scenario, so they can see how changes will immediately impact them. Whether they're a sales company, or they deal with patients, or they're a bank, they want to do analysis, not just review operational data.

Q: How can SAP Crystal solutions benefit small businesses?

A: There's such a broad range of features available that makes it pretty invaluable to an organization, especially small ones that are used to “piecemealing” offerings together or doing a lot of work in tools like Excel and a lot of manual labor. The ability to automate and easily access functionality is unparalleled.

Fun Fact

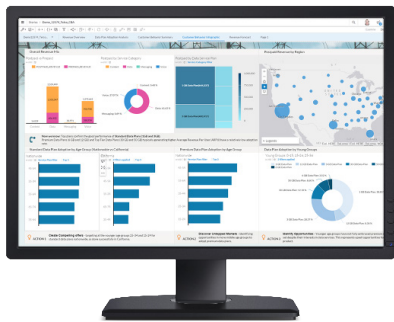
As a side project, Kurt worked as the associate producer for a video game, helping distribute the product throughout the United States and in Europe. He even conducted online surveys of gamers to gather demographic data to help identify the target audience of the game. He then visualized the responses in a series of charts using SAP Crystal Reports.



Making a Difference with Data

We asked Kurt to talk about a time SAP Crystal solutions made a difference in a business outcome for one of his clients. Without missing a beat, Kurt told a story that blew us away.

"I have a hospital client in Seattle, for whom I've done a lot of head-down reporting work over the last couple of years. They had a situation in which one of their pediatric clinics was in danger of being shut down, and they didn't have any good data readily available to show the effectiveness of the clinic. I was able to dig through the data using Crystal Reports to provide some really distinct measures of their ability to succeed and the impact they were making on the patients they've had. The end result of this one report – that we've now scheduled on a regular basis for them so that they can track performance – is that we saved the clinic from being shuttered."



Learn more about the SAP Crystal solutions suite, including [SAP Crystal Reports](#), [SAP Crystal Dashboard Design](#), and [SAP Crystal Server](#), to discover how you can turn business data into actionable business intelligence.



Crystal Solutions

♥ Anatomy of a Data Geek

Seeing the world through the eyes of an analyst means Kurt finds lots of opportunities to apply business intelligence in his personal life. For example, he tracks his nutrition and fitness data to help predict his performance in health challenges and other competitions.