

**Paint a big red
bull's-eye on
the back of
your portfolio
companies.**



SAP software is now the perfect size and perfect price for you and your portfolio companies.

It's never been easier to transform any company into an irresistible target.

Your firm made it through the tough times and now, at last, your portfolio companies are in growth mode.

Now, it may be time to cash in and put some capital to work elsewhere—before new target company valuations grow too rich. But frankly, some of your businesses are still struggling to manage their growth using a mix of spreadsheets, off-the-shelf accounting software and various other applications. And that can be a red flag to potential buyers.

On the other hand, the words “we run SAP” send a strong message to potential investors and buyers doing their due diligence. Those three words say, “we want to be the best,” and “we fit in easily with other SAP-run businesses.” And that can make a huge difference in valuations.

And now it's easier than ever for small to midsize companies – like those your portfolio – to join the best-run businesses that run SAP.

SAP® Business ByDesign™ offers powerful SAP software that's the perfect size and perfect price for growing businesses. And we can have your companies up and running in a matter of weeks.

Full Visibility. Full Control.

SAP Business ByDesign is a scalable, on-demand ERP solution that draws on four decades of SAP experience with thousands of companies, large and small.

Its powerful features help your companies manage everything from accounting to supply chain to HR. And its real-time analytics give you and your companies critical decision-making information at the touch of a button.

For the first time, you and your companies will have full visibility and full control over the big picture—and the smallest details. Including real-time insights into cash flow, profitability, sales, and other key performance indicators. So you'll be better able to help your companies reach their true potential.

Plus, SAP Business ByDesign enables your companies to run their businesses using today's mobile devices. So you can have insight while on the go and they can make real-time decisions anyplace, any time.



Johnson Products discovers the beauty of SAP Business ByDesign.

Learn how SAP Business ByDesign helped Johnson Products—a leading hair care products company that was acquired in 2007 by RC Fontis, St. Cloud Capital, and Plus Factor, LLC—achieve its goals for visibility, control, and improved customer service. To download a free case study, visit <http://fm.sap.com/johnsonproducts>.

Cloud-Based Simplicity and Savings.

SAP Business ByDesign is cloud-based software – delivered on-demand. So it requires virtually no IT resources, no big servers to support, no maintenance, and no upgrades.

As a result, your capital stays right where it belongs – building value through strategic investments. While your companies quickly get the benefits of a sophisticated ERP solution.

Built specifically for small to midsize companies like yours, our Private Equity Starter Package can have either you or your portfolio companies up and running in six weeks* with a fixed implementation. And if you want to just get your feet wet with our CRM Starter Package, you can be up and running in as quickly as three weeks*. There's no better way to achieve immediate business benefits while gaining a flexible blueprint for future growth.



Contact your local SAP Channel Marketing Manager for more information.

*Implementation time may differ depending on the specific customer situation and customer requirements

© 2011 SAP AG. SAP and the SAP logo are trademarks and registered trademarks of SAP AG.

