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## Business Insights for the Small and Medium Enterprise

December 2011

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#### GROW YOUR BUSINESS: Expert Advice and More

- Oilfield Services Industry Benchmarks Webcast
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### White Paper

#### Top Five Obstacles Companies Face - And How to Overcome Them

Tips for Small Businesses and Midsize Companies. To realize a competitive advantage, small-business leaders must address five common obstacles.

[Download the white paper to learn more.](#)

### Main Stories

#### Oilfield Services Industry Benchmarks Webcast

Without some perspective as to how your competitors are performing, it's difficult to know whether you're outperforming your peers - or if it's the other way around. Is a 15% operating margin good or bad? It may be a 2% year-over-year (YOY) increase for your business - but without knowing where your peers are at, how do you determine how you stack up and whether a celebration is in order?

Check out this recorded webinar and get some visibility into some industry benchmarks on specific business key performance indicators (KPIs) to help you get a handle on how you stack up against your competition and the leaders in the oilfield services industry.

[View the recorded webcast](#)

#### 2011: The Year in Review *Innovative SMEs Beat Back the Tide of the Economic Downturn*

Early in 2011, many SME executives were hopeful that the global economy would soon recover. But as each quarter rolled by, it was obvious that it was not going to be the year.

But as we interviewed our customers throughout 2011, many SME executives demonstrated resilience and innovation despite the macroeconomic trends. They focused on **improving their businesses**

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#### SAP Business One Mobile Application for iPhone

More and more, your business is on the move. And the SAP® Business One application helps you keep pace with the mobile world by providing a fully integrated mobile application for iPhone.

[Download the white paper](#)

#### SAP Business One iTour: A Hands-On Experience

Watch the series of quick, interactive video demonstrations, and learn how this powerful software can help propel your business to the leading edge.

[Watch the iTour.](#)

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**through innovative ideas, processes, and technologies.**

In this article, we summarize the most read SME newsletter stories over the past months and share the **two key innovation trends of the year:**

1. Doing the basics better
2. Investing only in IT that provides a competitive edge

From cash flow management to enterprise mobility to business intelligence, spend a moment to review the ways your fellow SMEs have beat back the tide of the economic downturn.

[Read the article](#)

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### **Integrated Field-Based Job Costing in the Oilfield Services Industry**

With a fully-integrated field-based job costing solution, businesses like yours can gain quicker access to the information they need, act on timely and complete information, and accelerate the profitability of ongoing oilfield jobs. Check out this eBook to see how using a completely integrated field-based job costing system can give you clear visibility into the true profitability of your projects.

[Download the eBook now!](#)

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### **2012: The Year Ahead Three Megatrends That Will Shape Your Strategy**

There's need to filter through the endless amounts of business predictions and advice for the New Year - we've done most of the heavy lifting for you.

We've summarized predictions from leading media, analyst, research and consulting firms including Gartner, IDC, Forrester, McKinsely and major news publications and then compared them to those from SAP's experts. The result is a succinct report on the **three 2012 megatrends** that will fundamentally change how SMEs do business in the coming year.

- Megatrend #1: Universal Connectivity
- Megatrend #2: BIG Data
- Megatrend #3: The Cloud

These megatrends will **influence how you invest in IT technologies** that keep you ahead of the competition, create business value and open up new opportunities. Find out what you need to know inside.

[Read the article.](#)

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