

Achieve Remarkable Results with SAP® BusinessObjects™ BI Solutions



Quick Facts

Summary

SAP® BusinessObjects™ business intelligence (BI) solutions help you achieve remarkable results by giving everyone in your organization the means to be highly effective. The solutions provide self-service access to critical information, so your people can achieve new insights, make better decisions, and act boldly like never before with minimal help from IT.

Business Challenges

- Improve performance of strategic business processes
- Empower employees to make better decisions more quickly
- Reduce reliance on IT resources to support information needs
- Use enterprise data to thoroughly understand your business and your customers

Key Features

- **Self-service** – Increase user adoption across lines of business using highly intuitive user interfaces designed for specific information needs and available through the desktop, Web, or mobile devices
- **Comprehensive functionality** – Break data and process silos with solutions that enable enterprise-wide reporting, analysis, dashboards, advanced analytics, and collaboration
- **Single platform** – Reduce management and deployment complexity and expand information services to business users using a shared infrastructure with SAP BusinessObjects enterprise information management solutions

Business Benefits

- **Increase productivity and efficiency** by giving business users intuitive, self-service access to the information they need, in plain business terms
- **Improve business agility and competitive advantage** by making informed and rapid decisions based on reliable, real-time business data
- **Reduce cost and risk** through simplified deployment and optimized use of IT infrastructure and resources

For More Information

Call your SAP representative, or visit us online at www.sap.com/bi.



When your business depends on people having the information they need to outperform the competition, you can depend on SAP® BusinessObjects™ business intelligence (BI) solutions. The solutions provide your entire workforce with self-service access to reliable, high-quality information regardless of where the data resides. Your people can **achieve new insights, make better decisions, and act boldly** – and do it all with minimal help from IT.

TURN INFORMATION INTO COMPETITIVE ADVANTAGE

Succeeding in today's business environment is tough, your competitive pressures are constant, and changes in the market are rapid and often unpredictable. To get ahead, businesses like yours must continuously improve operations so they can outperform the competition. This is why organizations must improve the flow of information to their people – everyone from the shop floor to the top floor, from those who make the sale to the ones who deliver finished goods. As your own company competes in a complex world, you need everyone in your business network – your employees, suppliers, and partners – to know everything about their business and customers and share insight so they can work smarter.

Know Your Business

SAP BusinessObjects BI solutions break down your existing data and process silos to provide business users with trustworthy and timely information no matter where your data resides. Even if your deployed software environment is highly heterogeneous, the solutions bring all your data together so it is both highly accessible and manageable.

Your business users gain self-service access to information based on their roles and preferences. There are a variety of formats and delivery options that can

be tailored to your specific information needs. SAP BusinessObjects BI solutions increase the speed of information delivery to all of your business users, whenever and wherever required – providing instant access to quality information on laptops, desktops, or mobile devices.

Make Confident Decisions

SAP BusinessObjects BI solutions transform how you and your entire business network make decisions. What do you need to make good, timely decisions? First, you need relevant, trustworthy, high-quality information about your business and customers, brought together from data sources across your organization. Second, you need to get this information to people when and where it's needed. Because SAP BusinessObjects BI solutions let you achieve and share deep insights into your business, you can make decisions quickly and confidently. These decisions empower bold action to ensure that your business competes and thrives.

Act Boldly

Executives must often make strategic decisions without a clear view of what is happening on the front lines. At the same time, businesses must communicate goals to their employees and align day-to-day activities with the overall strategy. SAP BusinessObjects BI solutions help you close the gap between strategy and execution by supporting accelerated,

collaborative decision making at all levels of your enterprise. You gain insight into every aspect of your business to monitor performance, spot inefficiencies, and identify opportunities for growth.

For each line of business, you can establish pertinent, real-time key performance indicators (KPIs) that align with your overall business strategy, so you can improve accountability and respond more quickly to changing business conditions. And by employing the latest alerting functionality available within the SAP BusinessObjects BI suite, your business users can create alerts that raise their attention when an event they need to respond to occurs.

ADOPT A BI SUITE THAT IS COMPREHENSIVE AND COST-EFFECTIVE

SAP BusinessObjects BI solutions comprise a comprehensive BI suite that includes reporting, analysis, dashboard, and data exploration software, all available on the same platform (see the table). This makes the suite highly cost-effective for IT to maintain, while providing consistent and intuitive user interfaces for business users.

Enjoy a Common User Experience Across Solutions

SAP BusinessObjects BI solutions establish a unified user experience across all offerings. This makes the transition from one BI solution to another much simpler, with less clicking and time spent navigating menus, and helps ensure higher productivity and speed of adoption for your business users. They can access, format, analyze, navigate, and share information in any way they like. And because your people can build and share their own reports, your IT resources can shift focus away from report preparation to more value-added activities.

What You Can Do with SAP® BusinessObjects™ BI Solutions

SAP® BusinessObjects™ Business Intelligence (BI) Solution	Description
SAP BusinessObjects Analysis software	Run advanced multidimensional analysis by following intuitive drag-and-drop functionality that encourages user adoption
SAP BusinessObjects Dashboards software	Design and deploy sophisticated visualizations of key performance indicators with unparalleled interactivity
SAP BusinessObjects Explorer™ software	Combine the simplicity and speed of Internet search with the trust and analytical power of BI to provide immediate answers to business
SAP BusinessObjects Mobile software	Provide your team with immediate access to critical information and key metrics using their mobile device of choice
SAP BusinessObjects Web Intelligence® software	Perform ad hoc reporting and analysis without the need to understand the complexity of the underlying data sources
SAP Crystal Reports® software	Design, format, and deliver reports anywhere they are needed – on the Web, within enterprise applications, and in multiple languages

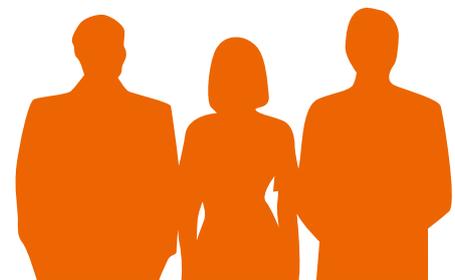
Make Information Come to Life and Share Insight

The solutions make it easier than ever to create rich data visualizations and share them across the organization. You can make your KPIs highly visible and improve accountability using sophisticated charting functionality that is available across several SAP BusinessObjects BI solutions, including SAP BusinessObjects Mobile software.

Deploy Small, Grow Big, and Keep Costs Low

SAP BusinessObjects BI solutions can be deployed in organizations of any size – from small departments to large global organizations. By including all sorts of automations and tools that make the BI deployment faster and almost invisible to IT, the platform also lays the foundation for lower implementation and maintenance costs. Equally important, the SAP BusinessObjects BI platform fully supports the latest performance and efficiency innovations in the data center, such as 64-bit architectures and virtualization environments. You can also give your IT staff members the tools they need to optimize the health and performance of your entire BI landscape with new monitoring functionality.

Your business users gain **self-service access to information** based on their roles and preferences. There are a variety of delivery options that can be tailored to your specific information needs.





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All of your business users share a powerful semantic layer that exposes data across your enterprise in plain business terms. All of your data types, including multidimensional data sources, are supported within the semantic layer. This reduces the deployment and management costs of your BI infrastructure and lets you keep and reuse existing metadata without the help of IT.

EMPOWER ALL YOUR PEOPLE TO DO MORE

SAP BusinessObjects BI solutions help your people to be more effective in everything they do. The solutions can:

- **Increase productivity and efficiency** by providing intuitive, self-service access to business information in plain business terms
- **Improve business agility and competitive advantage** by enabling informed and rapid decisions based on reliable and real-time business data

- **Reduce cost and risk** with simplified deployment and optimized use of IT infrastructure and resources

FOR MORE INFORMATION

To learn more about how SAP BusinessObjects BI solutions can help your business run better, contact your SAP representative today or visit www.sap.com/bi.

ABOUT SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 109,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.



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