

INTERACTIVE ANALYSIS FOR BUSINESS INFORMATION AND INSIGHTS

EMPOWERING USERS WITH SELF-SERVICE ACCESS

To keep pace with the competition and seize timely opportunities, people in your organization need access to critical business intelligence (BI) to answer ad hoc questions and queries. Predefined reports created by IT are an excellent resource but don't answer all business users' needs. When further questions arise during the course of analysis, additional reporting demands can overwhelm IT and slow decision-making processes. Moreover, using various analytics tools can result in multiple versions of the truth, lead to decisions based on isolated, outdated, or erroneous data, and thwart the ability to learn from earlier decisions.

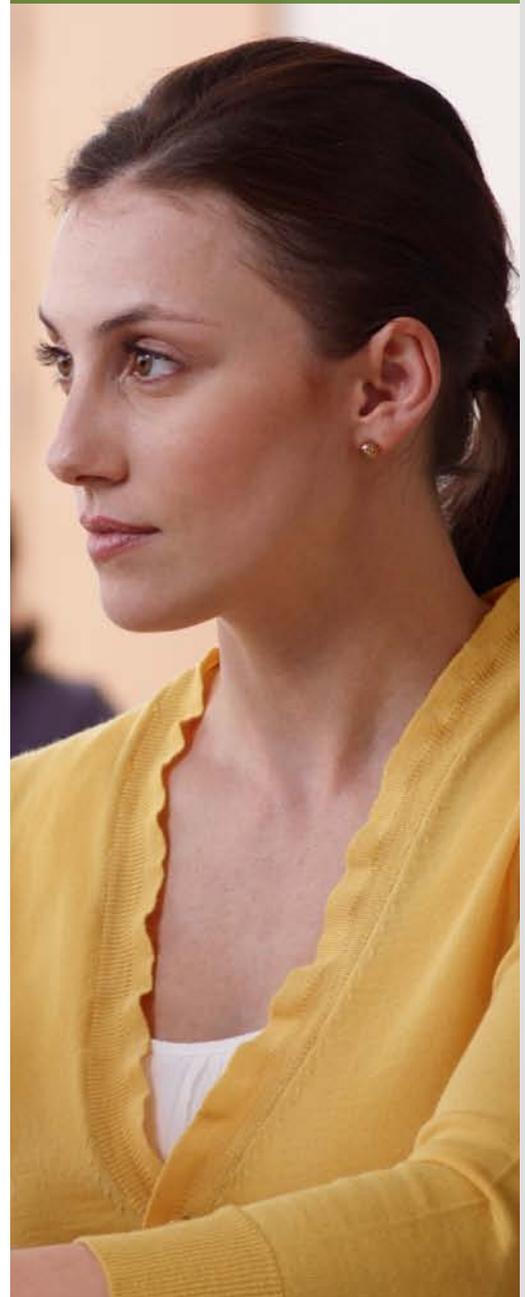
SAP® BusinessObjects™ Web Intelligence® software combines self-service access with ad hoc reporting and analysis – all in one integrated solution. Powerful new functionality enables businesses like yours to turn insights into effective decisions, improve productivity, and share knowledge across the organization. An improved, intuitive interface provides business users with drag-and-drop functionality to create free-form, dynamic reports without expensive, time-consuming help from IT. With a few clicks, users can access, format, and analyze information to identify trends and root causes. They can build two- and three-dimensional charts to visualize data for sharper analysis and deeper insights. The software is built on a trusted and agile BI platform and allows both online and offline use.

Powerful Ad Hoc Reporting Solution

Business analysts and nontechnical information consumers can use SAP BusinessObjects Web Intelligence to ask spontaneous and iterative business questions involving diverse sets of data. For example, people can compare the performance of suppliers this year over last year, combine the data with forecasts from Microsoft Excel spreadsheets, and access trusted enterprise data for more information. Business users can identify trends and areas within the supply chain to reduce costs and optimize profitability – all in a single session.

SAP BusinessObjects Web Intelligence is designed to support the typical decision-making lifecycle and the analysis and reporting process. Business users can follow the lifecycle and query, access, analyze, and share data – and they can enter the cycle at any stage, facilitating collaboration and enabling greater flexibility. People can start from scratch to build reports, solicit or weigh in with comments on reports, and also use and customize existing reports, leveraging previous learning and improving efficiency.

With SAP® BusinessObjects™ Web Intelligence® software, companies can perform sophisticated ad hoc reporting and analysis. Powerful functionality and an intuitive user interface enable your people to turn data into insights, improve decision making and productivity, and share knowledge across the enterprise.



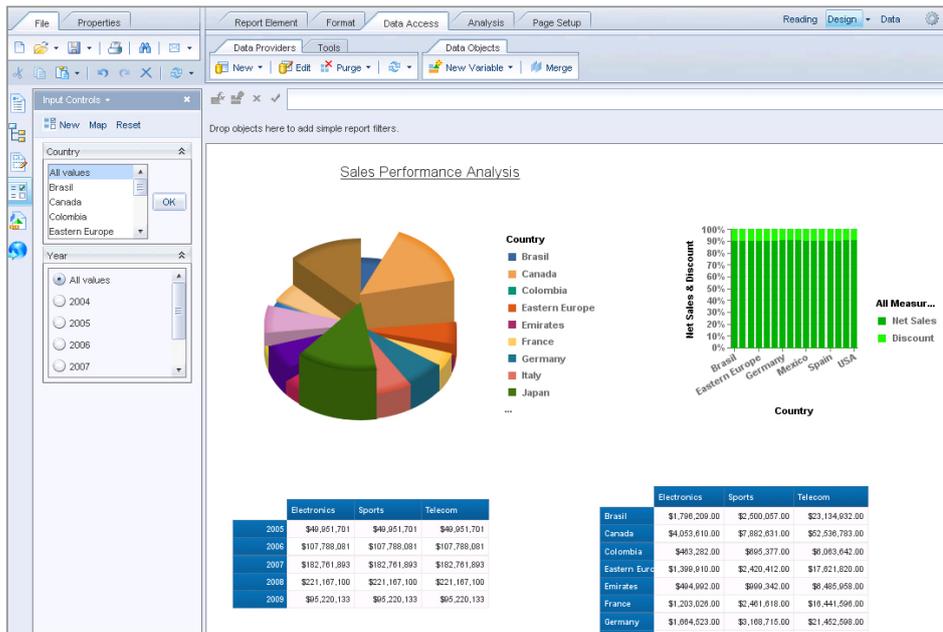


Figure: Examples of Ways to Ask Questions and Get Answers

Intuitive, Web-Based Interface for Self-Service Data Access and Analysis

The software offers self-service access to heterogeneous sources of data – such as data from relational and dimensional databases, personal files, and existing documents created in SAP BusinessObjects Web Intelligence. The standardized query panel makes it easier to access all types of data including multidimensional sources. A robust, patented semantic layer hides the complexity of underlying data sources, so people can analyze information using their own business terms. The semantic layer also makes reusable metadata and powerful calculation functionality available, to get to key information rapidly.

With SAP BusinessObjects Web Intelligence, business users can access, format, and analyze information in a single interface – there's no need for a separate analysis tool. The software offers a feature-rich, enhanced interface organized to reflect the natural analysis workflow. The interface has an updated, sophisticated look and feel that eases use for both new and experienced users. Commonly used features are just a click away. Context-related menus and drag-and-drop features improve usability and enhance productivity.

People can analyze and format reports by dragging and dropping report elements such as tables and charts. They can navigate information hierarchies to get deeper insight. On-the-fly browsing of data providers and result validation

provide a deeper understanding of data behind reports and analyses.

In short, the software lets business users analyze reports to find exactly the information desired rapidly. With minimal knowledge of underlying structures, people can use the intuitive interface to access and analyze data stored in multiple formats, including multidimensional or relational databases, Microsoft Excel spreadsheets, text files, and comma-separated values (CSV) files.

Sophisticated Visualization

Cutting-edge visualization functionality allows business users to view two- and three-dimensional charts and graphs and zero in on specific areas of focus for more powerful, revealing analysis (see the figure). Users can choose from different options including heat maps, tree maps, tag clouds, bar charts, and bubble charts. And they can quickly build these charts with simple drag-and-drop techniques and fine-grained, precision controls. For example, people can use variables in the title of the chart, set the plot area and chart area colors, and apply special effects, all in a single view.

Sharing Trusted Insights

SAP BusinessObjects Web Intelligence enables your organization to share its insights across a wide audience. Although your end users may sometimes need to build reports from scratch, they will often be able to answer current business questions by adjusting existing reports. With SAP BusinessObjects Web Intelligence, users can add more

context to existing reports to meet their information needs. The result is increased end-user confidence in business decisions made using timely, accurate, and interactive reports.

The Power of Mobility – Working Offline

SAP BusinessObjects Web Intelligence delivers a unique, single environment for accessing and interacting with information – whether business users are in online or offline mode. People can create queries and reports in offline mode and then synchronize data when reconnected to the network and share the results. The interactive interface allows users inside and outside the organization to access secure information, reducing the tools needed to deliver trusted analyses throughout the enterprise.

Multiple Delivery Options

SAP BusinessObjects Web Intelligence offers multiple information delivery options and integration points. Business users can deliver a document to dashboards, Microsoft Office applications, mobile devices, and portals. Built on an open platform, the software can also be integrated with custom applications.

Multilingual Information in a Single Deployment

It is crucial for global organizations to provide end users with multilingual information access. SAP BusinessObjects Web Intelligence allows users around the world to work with the software in their native language. The software supports major Western European languages as well as multibyte languages such as Japanese – all from a single server. Beyond interface localization, SAP

BusinessObjects Web Intelligence helps end users access and create reports containing Unicode data. The semantic layer metadata and report prompt can be localized to the report viewer's language, enabling your organization to standardize on a single query, reporting, and analysis solution, thus reducing deployment costs.

Data Lineage and Impact Analysis

The software defines document filters, report objects, variables, and formulas and keeps track of data modifications. Definitions can be carried across the different formats of a document created in SAP BusinessObjects Web Intelligence. This allows business users to review metadata and offers IT a clear view of how a change will impact other applications and reporting environments.

Benefits of Flexible, Self-Service BI

SAP BusinessObjects Web Intelligence offers self-service information access to your business users, providing full flexibility and control on data analysis and interactivity. Business users have decision-quality information at their fingertips – they can investigate issues, identify the root causes of problems, and explore new opportunities. They need not rely on IT or expert programmers to create reports.

With self-service business intelligence available throughout the enterprise, IT is no longer burdened with a backlog of reports and need not build and maintain multiple variations of numerous queries and reports. By implementing the flexi-

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ble, powerful ad hoc query, reporting, and analysis tool to your end users, you enable IT to focus on other value-added activities.

Part of the SAP BusinessObjects portfolio of solutions, SAP BusinessObjects Web Intelligence software serves as the foundation of a broader BI strategy and provides information reliably and securely over the Web or within enterprise applications. The software scales to meet the needs of any size organization and leverages your investment in other SAP BusinessObjects BI solutions, reducing the overall cost of your enterprise BI deployments.

Find Out More

To learn more about SAP BusinessObjects Web Intelligence or other solutions in the SAP BusinessObjects portfolio, call your SAP representative or visit us online at www.sap.com/sapbusinessobjects.

Summary

With SAP® BusinessObjects™ Web Intelligence® software, users can perform sophisticated ad hoc reporting and analysis. Enhanced functionality and an intuitive interface in the new release help people turn insights into effective decisions, improve productivity, and share knowledge across the organization.

Business Challenges

- Enable self-service access to information spread across data sources and not found in standard reports
- Improve understanding of business issues with data and trend analysis
- Provide access to information on-site and remotely at any time
- Reduce report backlog in IT

Key Features

- **Access to heterogeneous data sources** – Combine multiple data sources within a report
- **Online and offline reporting and analysis** – Ask questions, analyze data, and identify trends no matter where you are
- **Interactive and intuitive interface** – Use the organized toolbar, menus, drag-and-drop features, and charting options
- **Flexibility and control** – Create new reports or modify existing reports
- **Consistent, familiar metadata** – Leverage semantic layer and common business terms
- **Data lineage** – View definitions of document filters, report objects, variables, and formulas and keep track of data modifications

Business Benefits

- **Improve decision making and user autonomy** with better access to better data
- **Increase confidence** in business decisions made
- **Gain new insights** by breaking data silos
- **Improve productivity** with enhanced intuitive interface
- **Enable ad hoc reporting and analysis** with repeatable framework
- **Spread insights across the organization** by sharing interactive reports
- **Control data access** and use of system resources
- **Reduce tools** needed to deliver information throughout the organization with unified query, reporting, and analysis software
- **Cut overall cost** of business intelligence implementation across the organization
- **Enhance IT role** as a business partner supporting and driving business changes

For More Information

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

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