

## **SAP® BusinessObjects™** **BUSINESS INTELLIGENCE PLATFORM** PLACING RELEVANT BUSINESS CONTENT WITHIN BUSINESS USER REACH

Agile and dynamic organizations require decision making and innovation at every level. Therefore, your IT department must have a flexible means of sharing and making available business intelligence (BI) content throughout the entire organization – not just for selected processes, applications, or people. With SAP® BusinessObjects™ BI solutions, your organization can provide relevant information to anyone – from the CEO to business analysts, field-based staff, suppliers, and partners.

With the release of the SAP BusinessObjects BI platform, SAP continues to build on its pioneering BI technology. The platform advances user autonomy to a new level with a semantic layer that presents business data under a single umbrella, enabling business users access to data regardless of where it resides. With relevant business content within their reach, your business users require less support from IT. Additionally, the platform's modular footprint allows you to tailor the software to your specific IT infrastructure and allows for a simplified deployment and a faster time to value.

### **Fresh Perspective from Any Data**

Business applications deployed across functions such as finance, HR, operations, and sales may provide specific insights, but often the individual revelations aren't enough. Organizations require a unified view of the business – and one that takes into account multiple data

sources. With the SAP BusinessObjects BI platform, your business users gain fresh new perspectives that previously were difficult to obtain.

### **Enhanced Semantic Layer**

The SAP BusinessObjects BI platform features an enhanced semantic layer, which is designed to make it easier for business users to work with enterprise data autonomously using common business terms. The semantic layer supports all data types, including true multidimensional support. Users can take advantage of universes based on two or more sources, thus gaining relevant perspectives that were never possible before. By accelerating your organization's ability to derive relevant information from more than one data source, the platform can help to dramatically improve the speed and quality of decisions and reduce IT time and costs.

### **Information to Everyone**

The platform extends BI to everyone, both inside and outside your organization, allowing them to create and consume information based on their individual preferences and roles. Whether your business users need standard reports, ad hoc queries and analyses, visualizations and dashboards, corporate data in a Microsoft Office environment, or simply access to BI content right on their desktops, the platform delivers. Armed with trusted information, your users are equipped to make better and faster decisions, leading to superior business performance and, ultimately, to remarkable results.

With an enhanced semantic layer that presents data in plain business terms, self-service information access, modular deployment options, and an optimized IT infrastructure, the SAP® BusinessObjects™ Business Intelligence (BI) platform helps you discover and share insights for better business decisions.



## Integration and Interoperability

Organizations need a flexible BI solution that integrates with their existing business applications and technology investments. The SAP BusinessObjects BI platform lets your organization make more corporate data available in a consumable form to a greater number of users. Enabling more complete data coverage, the platform lets you connect to any data source and select the most relevant data assets for your business users' needs. The platform also facilitates native integration with existing transactional systems and other business applications so organizations can consolidate and transform vast amounts of corporate data into reports, analyses, and dashboards.

## More Information with Less Reliance on IT

Companies today want to empower business users with tools that allow them to perform tasks that traditionally have been carried out by the IT department. The SAP BusinessObjects BI platform provides this end-user autonomy with an enhanced portal, known as the BI launch pad, and a new browser-based application, the BI workspace. The platform also supports large-scale information distribution on a local, regional, or global basis and ubiquitous delivery options.

## Personalized, Self-Service Access via the BI Launch Pad

The BI launch pad provides access to relevant information to anyone within your business network. As the access point to existing corporate information,

it presents information in an efficient and visually attractive way and saves business users from manually sifting through irrelevant information. Features include:

- **Filters and advanced search options** to quickly find the right information
- **Multiple tabs** that allow work on different documents simultaneously
- **Alerts** that enable faster responses to changing business conditions
- **Optimized workflow functionality** to schedule and distribute information to relevant people

## Personalizing Information Consumption with the BI Workspace

The BI workspace is a browser-based application that brings users a richer, easier-to-use experience for finding, organizing, and working with BI content. The workspace provides an intuitive means to unify the information that business users need for their daily activities. It eliminates the need to access multiple applications, providing relevant infor-

mation from a central location. The BI workspace displays content from SAP BusinessObjects BI solutions and also other content types, such as external Web pages, Microsoft Office documents, and Adobe PDF documents.

## Large-Scale Information Distribution

The SAP BusinessObjects BI platform supports distribution of content to a very large number of recipients (up to 1 million users). Publishing and scheduling functionality makes it possible to distribute personalized BI content to a wide audience in an automated and efficient manner. You can distribute documents on virtually any timetable, including by-the-minute, hourly, daily, or weekly schedules, as well as on month-end or quarter-end business calendars. Your users can share documents via e-mail or send them to destinations as varied as the BI launch pad, a printer, or a portal for further collaboration while maintaining content security.

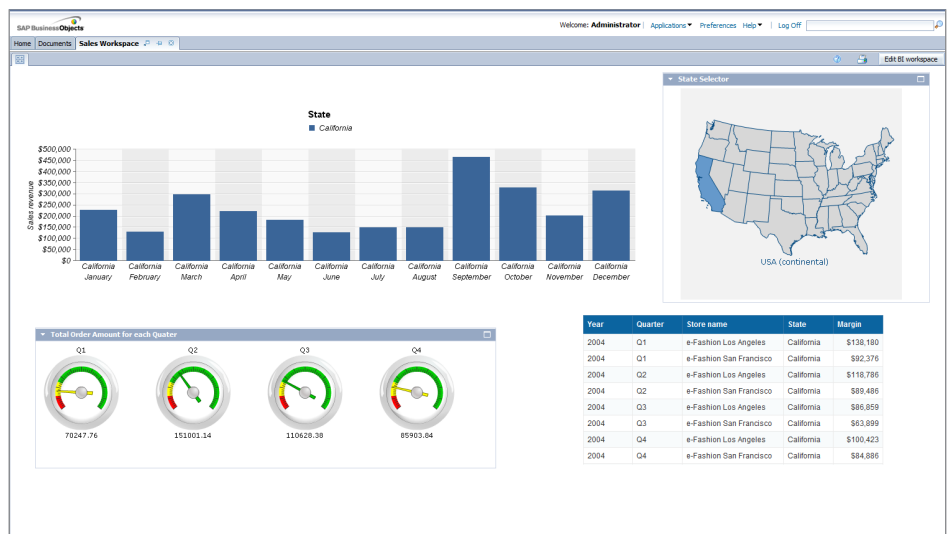


Figure: Business Intelligence Workspace

### Ubiquitous Delivery Options – Online, Offline, or On Device

Relevant information must be visible to an extended business network of colleagues, partners, and supply chain counterparts. Users must be able to access pertinent information on all the interfaces they use in their daily work, including browsers, applications (such as Microsoft Office suite), desktops using widgets, or mobile devices. The SAP BusinessObjects BI platform offers information delivery options that simplify and personalize BI consumption. Your network of associates can consume relevant BI content dynamically and change parameters as required – independently of IT and without needing to write code.

### Simplified, Right-Scale Deployment

A flexible and scalable information infrastructure, the SAP BusinessObjects BI platform is designed to enable everyone in your organization to discover and share insights for optimal decision making. The software comprises an extensive set of tools on a single platform, so your IT department can extend BI to any application or process, in any environment.

### One Unified Information Infrastructure

Instead of maintaining two different infrastructures for BI and enterprise information management (EIM), the SAP BusinessObjects BI platform enables one unified infrastructure for data assets and analytics. The unified environment frees your IT department to respond to ever-changing business requirements. You can deploy and maintain BI and EIM applications to users more efficiently across your organization while supporting heterogeneous

environments. To further optimize IT productivity, the BI platform offers built-in performance optimization technology and comprehensive lifecycle management support.

### Leveraging Fast, Modular Deployment Options

The SAP BusinessObjects BI platform can accommodate everything from small, nimble departmental deployments to global deployments required by FORTUNE 500 companies. It lays the foundation for fast, modular use, reducing deployment and maintenance costs. Automated functionality and tools streamline the BI deployment so IT departments can focus on other tasks. Even more compelling, by supporting modern 64-bit architectures and virtualization environments, the platform reduces the total cost of ownership.

### Achieving Scalability Without Disruption

Built on top of a scalable, service-oriented architecture, the BI platform helps your IT department to quickly add BI services and tools to existing deployments while minimizing operation disruptions. You can distribute multiple BI processes on a single computer or server or across multiple machines, especially those crucial to system availability. Start with a single BI project on one platform, and grow to support an enterprise-wide standardization initiative on multiple platforms – without jeopardizing system availability.

The platform's near-linear scalability is demonstrated by published benchmarks and numerous deployments with user bases greater than 20,000. The scalability allows for predictable costs,

helping your organization to be fiscally responsible as needs evolve and as you add more users over time.

### Enterprise-Wide Benefits

The SAP BusinessObjects BI platform provides your IT department with a flexible means of sharing BI content throughout the entire organization, empowering your users to make effective, informed decisions. The platform enables a wide range of business benefits:

- **Improved business user autonomy** by exposing data in plain business terms and increasing the range of data accessible by business users
- **Better-informed participants** that support better decisions by making information consumption simpler, personalized, and dynamic
- **Faster deployment and optimized use of IT resources** with one unified BI and enterprise information management infrastructure
- **Tighter integration** with your existing IT infrastructure, tapping any data source and application regardless of format or location
- **Reduced IT workload** with simplified maintenance and administration options
- **Increased responsiveness** by improving the overall ability for IT departments to delegate information requests to business users

### For More Information

To learn more about SAP BusinessObjects business intelligence solutions, visit [www.sap.com/sapbusinessobjects](http://www.sap.com/sapbusinessobjects).

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## Summary

The SAP® BusinessObjects™ Business Intelligence (BI) platform is a flexible and scalable information infrastructure that is designed to help you more easily discover and share insights for better business decisions.

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## Business Challenges

- Enable everyone to know their business by delivering relevant information in a self-service way
- Improve business user autonomy by exposing data in plain business terms and increasing the range of data accessible by business users

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## Key Features

- **Information design** – Use graphical design tools to create the rich semantic layer (universes)
- **Information access** – Use the BI launch pad to provide access to BI content, widgets to deliver BI to a desktop, and the BI workspace to assemble and unify frequently used content
- **Publishing** – Distribute personalized BI content to a mass audience
- **Lifecycle management** – Manage BI content across the development, testing, and production lifecycle
- **Platform administration** – Manage, control, configure, and audit a BI deployment from a central console
- **Portal integration** – Integrate content with Java-based and Microsoft SharePoint portals
- **Integration with application** – Extend content to other applications with the BI platform's software development kits

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## Business Benefits

- **Better-informed participants** making better decisions with simpler, personalized, and dynamic access to information
- **Faster deployment and optimized use of IT infrastructure and resources** with one unified BI and enterprise information management infrastructure
- **Tighter integration** with your existing IT infrastructure, tapping any data source and application regardless of format or location
- **Reduced IT workload** with simplified maintenance and administration options
- **Increased responsiveness** with IT's improved ability to focus on IT tasks while enabling self-service for business users

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## For More Information

To learn more about SAP BusinessObjects business intelligence solutions, visit [www.sap.com/sapbusinessobjects](http://www.sap.com/sapbusinessobjects).

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