



**SAP® BusinessObjects™ EDGE BI
WITH DATA INTEGRATION**

THE PREFERRED CHOICE FOR GROWING
COMPANIES

THE BEST-RUN BUSINESSES RUN SAP™



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Overview

SAP® BusinessObjects™ Edge BI software is available with data integration. With this version of the software, you get visibility into all aspects of your business operations. You can uncover new sales opportunities, spot and resolve critical issues before it's too late, make data-driven decisions, and improve customer or partner satisfaction through better information sharing.

BUSINESS INTELLIGENCE FOR MIDSIZE COMPANIES

GET VISIBILITY INTO ALL ASPECTS OF YOUR BUSINESS OPERATIONS



The version of SAP BusinessObjects Edge BI that includes data integration is a flexible and complete BI solution that helps transform the way you use information to drive your business. The solution provides a simple, intuitive BI experience for where and how you work – supporting mobile devices and dashboards as well as integration with familiar Microsoft Office applications.

SAP® BusinessObjects™ Edge BI software is the business intelligence (BI) choice of midsize companies that want to improve business processes, discover new opportunities, and gain an advantage over the competition. It delivers affordable solutions that address just about any BI requirement, such as flexible ad hoc query reporting and analysis, dashboards and visualization, and powerful data quality and integration functionality.

The version of SAP BusinessObjects Edge BI that includes data integration is a flexible and complete BI solution that helps transform the way you use information to drive your business.

The solution provides a simple, intuitive BI experience for where and how you work – supporting mobile devices and dashboards as well as integration with familiar Microsoft Office applications. To help ensure reliable access to trusted information, SAP BusinessObjects Edge BI with data integration is built on a proven intelligence platform. Its many benefits include:

- Flexible business intelligence functionality tailored to your business
- Secure, clear, and easy-to-understand data
- Trusted data foundation for making confident decisions
- Rapid deployment options for faster time to value

FLEXIBLE BI TAILORED TO YOUR BUSINESS

ADDRESS DIVERSE NEEDS WITH A SINGLE, AFFORDABLE PACKAGE

SAP BusinessObjects Edge BI lets you deploy and use BI to complement the way you do business. A single, affordable package lets you address diverse user needs within your company and across your external value chain – quickly and flexibly.

Ad Hoc Reporting, Query, and Analysis for Business Users

With SAP BusinessObjects Edge BI, your decision makers benefit from flexible ad hoc reporting, query, and analysis via the Web or offline – without relying on IT (see Figure 1). Using an intuitive Web interface, any business user can access company data (presented in business-friendly terms), analyze it using simple point-and-click functionality, and format it to meet personalized requirements. Your users have considerable flexibility

in how they access, format, and interact with their data online or offline. “Gut feeling” decisions are replaced by accurate, fact-based decisions based on a trusted data foundation. With data integration and data quality functionality, users can be confident the decisions they make are based on reliable data.

Live Data Access Within Microsoft Office for Business Users

Incorporating data into presentations, spreadsheets, and documents often is a time-consuming task – especially when you need updates. With SAP BusinessObjects Edge BI, your users conveniently access and use live company data directly, leveraging familiar tools like Microsoft Office and Microsoft Office SharePoint Server 2007. Because the data is live, it’s instantly updated while retaining all formatting

and calculations in the Microsoft Office document (see Figure 2). Plus, your information is secure so colleagues only view and access data they have the rights to access – whether it’s inside the company firewall or over an extranet deployment.

Comprehensive Analysis Functionality for Business Analysts

Business analysts spend a large amount of time analyzing and exploring information, requiring fast data access to large multidimensional data sources and the creation of complex business calculations. SAP BusinessObjects Edge BI gives analysts a broad range of functions for multidimensional data sets, helping them answer business questions quickly and share their analysis and work space with others (see Figure 3).



Figure 1: Improve Productivity with Access to Data “Live” Within a Web Browser

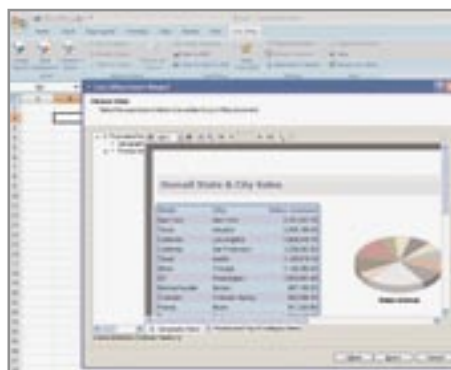


Figure 2: Improve Productivity with Access to Data “Live” Within Microsoft Office

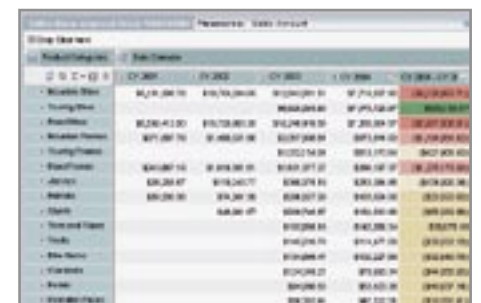


Figure 3: Empower Business Analysts to Perform Complex Multidimensional Analysis



Figure 4: Use Visual Models and Dashboards for Insight into Issues and Opportunities

Interactive Dashboard Viewing for Executives and Managers

SAP BusinessObjects Edge BI helps executives and managers deliver personalized business dashboards and stunning visualizations. It has intuitive point-and-click features, visual sliders, and gauges to help business users identify new opportunities and challenges. What-if analysis lets managers proactively understand the impact of decisions before they are made, potentially uncovering critical business issues and opportunities. Users can also present multiple kinds

of BI content in a single view to receive a quick and consolidated look at your business performance (see Figure 4).

Mobile BI for Business Users on the Go

SAP BusinessObjects Edge BI helps users on the go deliver their content over any wireless device. Users can drill down into data and interact with reports and metrics to take immediate action. Deployment is quick, requiring no additional servers, and fully leverages the underlying security of SAP BusinessObjects Edge BI. Users can

be notified when a new report has been scheduled or modified. They can also define what types of alerts they want to receive through their mobile device.

Flexible Deployment Leverages Your Current Investments

SAP BusinessObjects Edge BI is designed for flexible deployment on a single Linux or Windows server. Its open architecture leverages the data sources, business applications, and platforms you've already invested in. For example, if your development platform of choice is Java, our solution includes a software development kit that allows you to customize your system to meet your specific needs. If your corporate portal is built using Microsoft Office SharePoint Server 2007, you can integrate BI from SAP BusinessObjects Edge BI and let business users view interactive BI content within a single environment. Regardless of which applications you use today for customer relationship management, enterprise resource planning, financial planning, and other operations, SAP BusinessObjects Edge BI gives you the flexibility to leverage and extend these investments.

SECURE, CLEAR, UNDERSTANDABLE DATA

GET THE RIGHT INFORMATION AT THE RIGHT TIME

Information is useless unless you can access and understand it. With SAP BusinessObjects Edge BI, your business users don't have to spend time trying to understand the complexities of their data environment. They benefit from the robust data abstraction, which presents trustworthy data in understandable business terms (see Figure 5). Your business users are empowered with self-service reporting and analysis based on relevant information.

SAP BusinessObjects Edge BI includes an intuitive context panel for information analysis. It lets business users understand where the data is from and how it's being used – helping ensure greater insight and trust in the data your organization uses to make critical business decisions.

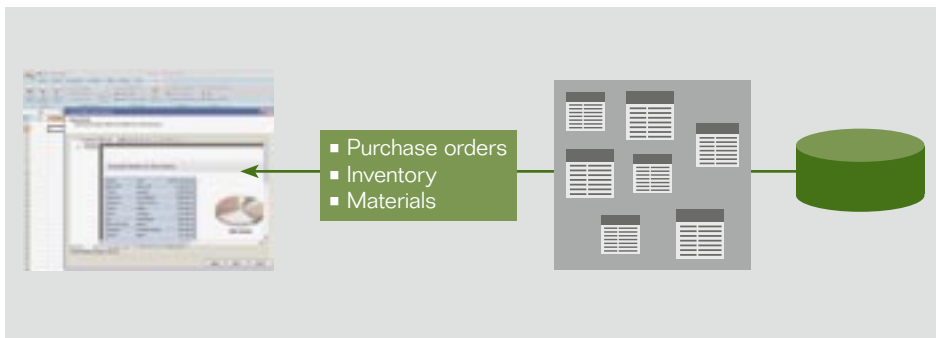


Figure 5: Data Presented to Users in Business-Friendly Terms

The rights the group "Marketing Management" has			
Object	For Right For	Authority	Actual Status
See objects in the folder		Granted	Granted
New objects		Granted	Granted
Del objects		Granted	Granted
Modify the rights users have to objects		Granted	Granted
Schedule the document to run		Granted	Granted
Check objects		Granted	Granted
Define some groups to process jobs		Granted	Granted
Cancel instances		Granted	Granted
Class objects to another folder		Granted	Granted
Schedule to distributions		Granted	Granted
New document instances		Granted	Granted
Pause and Resume document instances		Granted	Granted
Securely modify rights users have to objects		Granted	Granted
Resume instances		Granted	Granted
Schedule on behalf of other users		Granted	Granted
View objects that the user sees		-	Denied
Refresh objects that the user sees		-	Denied
Modify the rights users have to objects that the user sees		-	Denied
Cancel objects that the user sees		-	Denied
Define instances that the user sees	Granted	-	Granted
New document instances that the user sees		-	Denied
Pause and Resume document instances that the user sees		-	Denied
Securely modify rights users have to objects that the user sees		-	Denied

Figure 6: Secure, Role-Based Access to the Right Data and Functionality

Part of a successful BI strategy is ensuring that the right users have access to the right information at the right time. SAP BusinessObjects

A single, affordable package lets you address diverse user needs within your company and across your external value chain – quickly and flexibly.

Edge BI helps accomplish this with role-based access to information and functionality (see Figure 6). SAP built SAP BusinessObjects Edge BI on a proven intelligence platform to enable secure, managed information access for users both inside and outside your organization. Leveraging common security protocols like Lightweight Directory Access Protocol (LDAP), Microsoft Active Directory, Kerberos, and those provided in Windows NT, you can secure data at the user, group, object, or even row level. Your sensitive corporate information is always protected yet accessible.

A TRUSTED DATA FOUNDATION TO SUPPORT CONFIDENT DECISIONS

IMPROVE THE ACCURACY OF UNDERLYING DATA IN YOUR BI DEPLOYMENT

Improving the accuracy of the underlying data in your BI deployment is critical for user adoption and credibility of the solution. With the version of SAP BusinessObjects Edge BI that includes data integration, you can integrate data from disparate sources and cleanse and verify data quality, providing a trusted data foundation to give your business users reliable, timely, and accurate information.

Deliver Data Anywhere, Anytime

SAP BusinessObjects Edge BI with data integration allows midsize companies to easily explore, extract, transform, and deliver data. With the data integration functionality, you can easily move data volumes in real time or at any interval, allowing you to manage and organize disparate data systems to gain a single view of your organization.

Impact Analysis

An integral part of SAP BusinessObjects Edge BI with data integration is the unique ability to see how a change in your source data can affect both the extract, transform, and load (ETL) and BI environments. The metadata integration functionality provides comprehensive impact analysis, allowing you to see the effect of changes in the source systems as well as in the BI reports. As a result, you can easily manage change in your entire BI environment (see Figure 7).

Data Lineage

Data lineage is another benefit of SAP BusinessObjects Edge BI, allowing business users to view the context of data in their BI reports. Your users can see when data was updated, how it was computed, and where it came from – all the way back to the original transactional source. This visibility is critical to helping your users gain confidence in their information (see Figure 8).

Data Quality

Data quality functionality enables you to centralize the discovery, correction, and prevention of data issues across the organization. Users can integrate address verification to help ensure integrity of contact data at any country level. This robust function intelligently verifies address data and reviews and makes potential changes to your data records – a major breakthrough for



Figure 8: Data Lineage Visibility in Business Intelligence Reports for Trustworthy Information

organizations that typically manage data in manual processes involving many people. With timely and accurate information, your business users have a solid foundation for decision making. For more about data quality functionality, refer to the solution brief *SAP BusinessObjects Edge BI with Data Management*.



Figure 7: An Example Showing How Data Source Changes Affect the Entire Business Intelligence Environment

RAPID DEPLOYMENT OPTIONS FOR FASTER TIME TO VALUE

QUICKLY APPLY BI TO EXISTING LINE-OF-BUSINESS APPLICATIONS

Incorporating data into presentations, spreadsheets, and documents often is a time-consuming task – especially when you need updates. With SAP BusinessObjects Edge BI, your users conveniently access and use live company data directly, leveraging familiar tools like Microsoft Office and Microsoft Office SharePoint Server 2007.

Designed for rapid deployment, SAP BusinessObjects Edge BI lets you quickly realize the benefits of BI. Affordable all-in-one packaging gives you everything you need to get started with your BI needs – from a single installation for all the components to an easy upgrade path to a complete business intelligence solution from SAP.

Choose from a variety of quick-start packs to access a tailored collection of templates and data connections that help you quickly apply BI to your existing line-of-business applications or to meet any industry-specific needs. Built by SAP and trusted vendors, the quick-start packs help you get up and running with **relevant** BI in no time.



With SAP BusinessObjects Edge BI, your decision makers benefit from flexible ad hoc reporting, query, and analysis via the Web or offline – without relying on IT.

THE PREFERRED CHOICE FOR BUSINESS INTELLIGENCE

GET AN EDGE ON THE COMPETITION

The version of SAP BusinessObjects Edge BI that includes data integration is designed to support your ongoing success. Use it to leverage built-in system auditing functionality to optimize performance and facilitate regulatory compliance.

SAP solutions for small businesses and midsize companies are quickly becoming the preferred choice for companies seeking to improve business processes, discover opportunities, and get an edge on the competition. By using SAP BusinessObjects business intelligence solutions, you gain insight into all aspects of your operations for improved business performance.

To learn more about SAP solutions for small businesses and midsize companies, visit our Web site at <http://www.sap.com/usa/solutions/sapbusinessobjects/sme/edgeseries/index.epx>.



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50 093 412 (09/01)

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