SAP® BusinessObjects™ Edge BI Software with Data Management

Timely, Accurate, and Trusted information for Growing Companies

Midsize companies like yours need business intelligence (BI) solutions that are both powerful and affordable. The latest release of SAP® BusinessObjects™ Edge BI software, built on the same technology foundation as the SAP BusinessObjects BI platform, provides new levels of refined, intuitive functionality for all your business users – and real-world deployment flexibility at an accessible price.

EXECUTIVE SUMMARY

Business Intelligence for Midsize Companies
SAP BusinessObjects Edge BI is designed and packaged to serve as a powerful intelligence platform for heterogeneous environments in midsize companies – a platform that is ready to meet your requirements today and support your growth in the future. The software is available in three versions:

- Standard package
- With data integration
- With data management

SAP BusinessObjects Edge BI, version with data management, includes and builds upon the functionality of the version with data integration. The version with data management is a comprehensive, unified solution that helps you create a trusted foundation of accessible, accurate data to enable people throughout your enterprise to process information.

SEEK AGILE AND TIMELY ACCESS TO DATA

In an environment characterized by huge volumes of information stored across disparate databases and disconnected sources, making sense of the business world around you poses many challenges. The need to manage data never ends. If the business is growing organically by expanding into new markets and introducing services and products, you are constantly

adding and altering processes, studying new metrics, and processing massive amounts of transactional data. Mergers and acquisitions may introduce expensive and difficult-to-maintain homegrown and legacy systems, out-of-date software, and a hodgepodge of data sources.

To gain control over your data, you need to build an agile and trusted data foundation that lets you rapidly respond to the information demands of operational or analytical processes and systems. Data quality and data integration capabilities serve as the foundation for analytical and operational initiatives. Analytical initiatives comprise data warehousing and business analytics, and operational initiatives encompass data migration, enterprise resource planning (ERP), and customer relationship management (CRM) planning.

Ensuring data quality within data integration and migration projects is fundamental for a sound information infrastructure. Yet highly complex solutions require specialized skills and resources. Often they are integrated loosely – or not at all. The results can be costly: Employees waste time working on one-off tactical projects, which become outdated even before full implementation, and a truly integrated enterprise-quality solution that shares a common environment and development is nowhere in sight.

Also imperative is the need to access data in a timely and efficient manner. Business leaders seek flexible, agile solutions that embrace speed, stability, and data quality while accommodating change. Rapid access to timely, accurate data supports confident decision making. With SAP BusinessObjects Edge BI, version with data management, you can:

- Manage an explosion of data
- Unlock insights hidden in unstructured text source
- Achieve operational excellence

MANAGE AN EXPLOSION OF DATA

SAP BusinessObjects Edge BI, version with data management, enables you to centralize the discovery, correction, and prevention of data quality issues across your organization – eliminating cumbersome, inefficient, and expensive manual data management processes.

Data Assessment and Continuous Monitoring

Data quality assessment is the inspection, measurement, and analysis of data to help business users understand data defects and the impact of those defects upon the business. Data profiling allows you to automatically recognize business rules and data relationships (across columns or fields) that might otherwise go unnoticed. SAP BusinessObjects Edge BI, version with data management, lets you perform the profiling directly within a current data warehouse or store, or you can load the data into the software and profile your data from there. With the software, you can establish data-range parameters and create automated alerts that will notify you if the analysis results exceed a specific parameter. The software offers a new intuitive business-user interface that helps guide users through data profiling, metadata management, and data quality monitoring. And it provides data quality dashboards that allow users to continuously monitor and govern their information.

Data Cleansing

The first step in the data cleansing process is parsing. Often, multiple data elements are collected and stored in a database grouped into single fields. Parsing identifies individual data elements and breaks them down into their component parts. It rearranges data elements in a single field or moves multiple data elements from a single data field to multiple discrete fields. After your data has been parsed, the next step is to ensure consistency across all your records. This is necessary to prepare the data for validation, correction, and accurate record matching.

Standardization includes business rules around formats, abbreviations, acronyms, punctuation, greetings, casing, order, and pattern matching – all examples of elements you can control to meet your business requirements. Data with incorrect elements is known as "dirty data." Cleansing dirty data involves correcting it and adding missing elements. Data cleansing can occur on a wide variety of data types. Depending on the data type, you can remove or correct dirty data using sophisticated algorithms and rules in conjunction with referential data. For example, you can use address information obtained from a national postal service to correct address data. SAP BusinessObjects Edge BI, version with data management, offers comprehensive global data cleansing coverage with support for over 230 countries – including an exclusive partnership with China Post. The software is unique in offering packages that provide cleansing for an individual's name, title, and firm for an extensive list of locales and languages, including Arabic, Catalan, Chinese

SAP BusinessObjects Edge BI is designed and packaged to serve as a **powerful intelligence platform for heterogeneous environments** in midsize companies – a platform that is ready to meet your requirements today and support your growth in the future.

(simplified and traditional), Croatian, Czech, Danish, Dutch, English, Farsi, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Norwegian (Bokmål and Nynorsk), Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Thai, and Turkish.

Data Enhancement

Data enhancement is the process of enriching your existing data set by appending additional data to it. This provides a more complete view of your data that can help you, for example, more effectively target customers and prospects, take advantage of cross-selling opportunities, and fulfill your data quality strategy. With SAP BusinessObjects Edge BI, version with data management, enhancement options include:

- Full international postal information
- Additional certified United States Postal Service® (USPS®) postal options and support for Delivery Point Validation® (DPV®), Residential Delivery Indicator (RDI™), and Z4CHANGE, as well as interfaces with USPS LACSLink®, USPS ANKLink®, and USPS NCOALink®
- Longitude and latitude information to records for marketing initiatives that are geographically or demographically based
- Geospatial assignment of customer addresses for tax jurisdictions, insurance-rating territories, and insurance hazards
- Use of third-party referential data to enhance records

Data Matching and Consolidation

Problems start when you have incorrect information about entities, such as invalid contact information for your customers or partners; improper addresses, identification numbers, or ship-to or bill-to information; or incorrect material or product attributes. These problems are exacerbated if duplicates enter the system. It then becomes difficult to identify the correct entity to enter new information against and to verify even basic information, such as how many customers you have, which products they own, and which products come from which suppliers.

Duplicate records often exist in one or more source systems, so the goal of data matching is to determine whether records refer to the same entity. This involves evaluating how well the individual fields, or record attributes, match each other. Matching algorithms can help correct data entry errors, character transposition, and other data errors to match records.

You can set rules based on combinations of various elements matching at a certain threshold – for example, you may require the address line information and the first name information to match in order for records to be flagged as a possible match. Once matches have been identified, data from these matched groups can be salvaged and posted to form a single best record, or posted to update all matching records. SAP BusinessObjects Edge BI, version with data management, can match any writing script that is supported by Unicode, and it offers advanced matching functionality for data in the Chinese, Japanese, Korean, and Taiwanese writing systems. It also recognizes matches within different sources of data to create a unified view. You can match and consolidate internal account records as well as records that you purchase externally. Finally, the software offers predefined business-rule templates that you can modify for fast deployment.

UNLOCK INSIGHTS HIDDEN IN UNSTRUCTURED TEXT SOURCE

The text analysis functionality of SAP BusinessObjects Edge BI, version with data management, empowers you to unlock insights hidden in unstructured text sources, such as blogs, Web sites, e-mails, support logs, research, and surveys. This enables you to analyze people's thoughts and feelings on your business, products, and services. These new insights help enable competitive differentiation by allowing you to measure and understand exactly where your company stands with customers and noncustomers, how you compare to the competition, where you can make improvements, and what innovations or opportunities you can leverage for continued growth.

With this functionality, you can:

- Extract, categorize, and summarize key information from unstructured text and convert it to a structured format so that it can be an effective data source for data integration or business intelligence
- Tap into customer sentiments, market trends, industry buzz, and product and service issues so you can support corporate initiatives such as voice of the customer, root cause analysis, win/loss analysis, employee satisfaction, competitive intelligence, and customer retention
- Deploy fast, accurate, and flexible text analysis to support evolving data needs and provide a summarized, 360-degree view of volumes of data that previously would have been overwhelming

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- Extend SAP BusinessObjects Edge BI software to access and analyze information previously hidden in text – and surface the results through familiar BI tools such as SAP BusinessObjects Web Intelligence® software, SAP Crystal Reports® software, and dashboards
- Process unstructured text in more than 30 languages
- Reduce the need for and costs of manual research and outsourcing for unstructured data analysis

ACHIEVE OPERATIONAL EXCELLENCE

A single data management solution equates to lower total cost of ownership. Dramatic reductions in costs and resources can be gained by installing, maintaining, and supporting one application. At the same time, you can accelerate your team's production proficiency through transformations and object reuse. Just one environment lets you achieve cost-effective integration and fast time to value with deep integration across the SAP portfolio and non-SAP systems.

The Time Is Now

The latest release of SAP BusinessObjects Edge BI, version with data management, gives you the capacity to:

- Empower users to govern data and define data standards through an intuitive business-user interface
- Extend data views with text analysis to analyze unstructured text data sources
- Assess and improve data quality with a comprehensive solution that supports data within any industry, locality, or data domain – including customer, product, supplier, and material
- Provide instant traceability with impact analysis and data lineage capabilities, so users can make confident decisions
- Use data quality dashboards to monitor and trend how well data adheres to governance rules and standards
- Reduce costs, accelerate product proficiency, and simplify your IT infrastructure using a single solution

FOR MORE INFORMATION

To learn more about how SAP BusinessObjects Edge BI, version with data management, can deliver the advantages of a powerful BI platform to your midsize company, contact your SAP representative or visit us on the Web at www.sap.com/solutions/sapbusinessobjects/sme/edgeseries.

The Best-Run Businesses Run SAP™