

SAP® BusinessObjects™ INFORMATION MANAGEMENT SOLUTIONS

MAKING BUSINESS INTELLIGENCE HOLISTIC AND STRATEGIC

According to the Economic Intelligence Unit survey of 2007, 90% of upper-level management feel they don't have the necessary information for critical business decisions, and 50% of them are afraid they are making poor decisions because of it.¹

Decisions are driven by facts and facts are based on data, but what if the data your organization is using is incorrect or incomplete? It could negatively affect the performance of your organization in the future.

People consume business intelligence (BI) in the form of reports, analyses, and dashboards so they can make informed decisions. The role of information management (IM) in analytical initiatives is to help ensure that the data used is accurate and shared by the entire organization. In this way, IM can transform a sea of data into something that users understand and can take action on.

A Trusted Data Foundation for Your BI Software

The need to deliver a trusted data foundation for your BI software is a critical prerequisite for the success of your BI and data warehouse initiatives. In advancing this objective, analytical IM supports trust, comprehensive information, and better decision making.

Trust

In challenging economic times, organizations recognize the importance of BI initiatives to drive key decisions and

enhance strategic planning. But too often, efforts to reduce costs, improve results, and streamline operations are undermined by a weak and inadequately managed information infrastructure. Too often business leaders and IT management recognize that important information exists both inside and outside the organization, but they lack the means to easily access, extract, and integrate the right data to enable effective decision support. IM solutions for analytical initiatives:

- Provide trustworthy data with automated correction and standardization functions
- Help consolidate all types of data assets from all source systems
- Create a single version of the truth across the enterprise that provides accurate, complete, and timely information

Comprehensive Information

The need for information continues to grow as do the sources of that information, forcing organizations to sift through ever greater amounts of data coming from structured and unstructured sources both within and outside the corporate firewall. With the SAP® BusinessObjects™ Analytical IM package, you gain a 360-degree view of all information from your operational applications, partner systems, and internal and external text-based sources. You can tap into customer and market insights captured in unstructured data sources, such as customer satisfaction surveys, call center logs, e-mail correspondence, Web sites, and industry reports.

Organizations must maximize their business intelligence and data warehouse investment. Besides pulling data together, understanding data management issues, and improving data quality, you need a trusted data foundation for your decision-making process. The SAP® BusinessObjects™ Analytical IM package can help.



1. *In Search of Clarity: Unraveling the Complexity of Executive Decision Making*. Sponsored by SAP America Inc., Paul Kielstra, March 2007.

By adding business context to master data, SAP software supports customer data integration, product information management, global data synchronization, and global spend analysis.

Better Decision Making

Today more than ever, you must provide everyone in your organization with consistent, trusted, and accessible information whenever and wherever it is needed. Only in this way can you empower them to make better decisions. You need to be able to manage the data explosion with highly scalable solutions, flexible load balancing, grid computing, and data federation for the largest data warehouse environments – without impacting system performance. And you need to be able to uncover competitive differentiation with a complete view of essential business information across all data sources and systems.

IM for Analytical Initiatives

A mature BI and data warehouse implementation provides reports, analyses, dashboards, and data delivery mechanisms that address multiple decision-making practices at multiple levels of the organization. IM contributes to the decision-making work of a wide variety of employees and departments because so many of them rely on BI and data warehouse information fed through IM software.

BI and data warehouse implementations have complex data requirements, but with the SAP BusinessObjects Analytical IM package, you can be sure you are getting information that is:

- **Complete** – Data warehouse and BI reports are based on data from multiple applications and third-party providers. IM solutions consolidate, enrich, share, and integrate data so decisions can be based on a single, complete view of the facts.
- **Clean** – Data from different sources is corrected, standardized, enhanced, and consolidated, regardless of whether that data is structured or unstructured.
- **Consistent** – Metadata management and master data management solutions provide you with data sources and impact analysis, which are key to auditability.
- **Current** – The analytical IM solutions handle decision data from many sources but also process it at right-time intervals. You always know how recently the data in a data warehouse or BI report was refreshed.

Analytical IM for Holistic Strategies

BI serves as a model for IM but requires skillful IM to become holistic and strategic. You can make BI and data warehouse initiatives more strategic by:

- Extending the data integration of the BI infrastructure not just to cover traditional extract, transform, and load operations but to include data federation, replication, and services for broad connectivity, operational BI, and real-time access
- Adding more data quality functions, such as matching and merging data, data cleansing, and data profiling

- Deepening solution integration for better collaboration, productivity, and object reuse
- Broadening semantic data management with metadata management functionality, including data lineage and impact analysis

Analytical Information for Informed Business Decisions

With consistent, trusted, and accessible information, your organization can:

- Build a comprehensive view of the business by consolidating data into a data warehouse or data mart
- Accelerate access to business information by giving employees access to the information they need at all times, thereby enabling strategic decision making
- Empower business users to make better decisions by giving them the ability to audit information, helping them build trust in the BI software deployments
- Improve performance management to achieve business insight

Accelerated Access to Business Information

By far the most important input to decision making is good data, but to be good data, it must be timely. With IM solutions for analytical initiatives, you are better able to:

- Make decisions within the context of specific business processes
- Find relevant information using an array of custom queries, dashboards, and enterprise search tools
- Get faster results from queries and analyses to complete business processes
- Gain access to key information that is up-to-date and accurate

Master Data Management Support for Data in Context

To maximize your ROI for BI initiatives and achieve the most trusted data foundation possible for business decisions, you need to be sure you are working with the same information everyone else in the corporation is working with. And everyone requires access to information that is up-to-date, accurate, and meaningful.

Organizations know that poor-quality data leads to poor business decisions. To eliminate this hindrance to healthy corporate behavior, SAP provides a single master data management solution to manage all master data object types. By adding business context to master data, SAP software supports customer data integration, product information management, global data synchronization, and global spend analysis.

Data Marts, Data Warehouses, and Data Excellence

The number one risk for building a data mart or data warehouse is data quality. If defective or dirty data is loaded into the data warehousing software and wrong decisions are made, then credibility is lost due to poor data quality and the road to recovery could be long and difficult. The following points should be kept in mind when initiatives for building a data warehouse are on the table:

- Investment in data quality – profiling, standardization, and identity matching – rewards an organization many times over. Increasing volumes of fragmented or erroneous data lead to high operational costs, poor decisions, damaged

customer relationships, and lack of compliance to regulations. Data errors reduce the effectiveness of an organization's strategy and execution.

- Complexity and variety of data integration affect the scale of investment. Inconsistent schemas and too many definitions of customer and product data cause coordination costs to escalate. Many-to-many relationships between multiple operational systems and data warehousing software are complex and costly to manage. SAP BusinessObjects IM solutions can help you get control of your data and metadata while keeping your total cost of operations down.

Products That Maximize ROI in Data Warehousing Initiatives

To maximize ROI for BI and data warehousing initiatives, you must consolidate and improve the quality of information used. The SAP BusinessObjects Analytical IM package delivers an array of products designed to help you achieve just that. They include:

- [SAP BusinessObjects Data Services](#) software – Delivers integrated and trusted information across the enterprise with a single product for powerful data integration and data quality capabilities
- [SAP BusinessObjects Data Integrator](#) software – Automates data extraction and transformation and the movement of data from diverse data sources across the enterprise
- [SAP BusinessObjects Data Quality Management](#) software – Standardizes, corrects, enhances, and unifies data from any source and delivers it to your information users

- [SAP BusinessObjects Universal Data Cleanse](#) software – Tailors data cleansing to your business so you can see all your data in the same light
- [SAP BusinessObjects Data Quality Management](#) software, version for SAP solutions – Maximizes the value of the SAP ERP application and the SAP Customer Relationship Management application through data quality management functions embedded within the SAP software environment
- [SAP BusinessObjects Data Insight™](#) software – Monitors, analyzes, and reports on the quality of information, whether it's in a relational database or in a flat file in an open system or mainframe environment
- [SAP BusinessObjects Metadata Management](#) software – Allows you to integrate and consolidate metadata into an open and relational repository, track usage, conduct impact analysis, manage data lineage, reduce project costs, and simplify your workload
- [SAP BusinessObjects Data Federator](#) software – Creates a real-time, unified view of your data sources with virtual data integration
- [SAP BusinessObjects Rapid Marts®](#) packages – Accelerate the deployment of your analytic projects, with versions for SAP solutions, Oracle applications, Siebel applications, and PeopleSoft applications

Find Out More

To learn more about SAP BusinessObjects IM solutions and how they can help turn your data into a strategic asset, call your SAP representative or visit us on the Web at www.sap.com/sapbusinessobjects.

Summary

The SAP® BusinessObjects™ Analytical IM package provides a complete solution to manage and deliver a trustworthy data platform for your analytical applications. The information management (IM) solutions provide you with reliable data and accurate facts, which help your employees make good business decisions.

Business Challenges

- Implement a comprehensive solution that helps your organization establish a trusted data foundation
- Achieve high-quality data as a basis on which to build a data mart or data warehouse
- Improve decision making and overall performance by providing employees with access to timely, relevant information
- Increase productivity through reliable data
- Seize opportunities, gain revenues, and contain costs through prompt, appropriate business decisions

Key Features

- **Data cleansing** – Cleanse all types of business, customer, and operational data, regardless of industry or application
- **Trusted decision making** – Make confident, better decisions based on trusted data accessed and visualized through front-end tools
- **Data consolidation** – Consolidate, integrate, and audit your metadata to increase corporate-wide trust and confidence
- **IT and business collaboration** – Develop enterprise-wide metadata to enhance business and IT collaboration for faster results

Business Benefits

- **Increased corporate confidence** through a 360-degree view of all your information sources
- **Reduced operating costs** through elimination of rework by providing information that meets the needs of nearly every role and every individual inside and outside your organization
- **Increased continuity of corporate strategy execution** by providing all employees access to real-time information

For More Information

To learn more about SAP BusinessObjects IM solutions, call your SAP representative today or visit us on the Web at www.sap.com/sapbusinessobjects.

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