SAP Solution Brief
SAP BusinessObjects Business Intelligence Solutions

Improve Performance and Optimize Strategic Decisions with Powerful BI Support

Quick Facts

Summary

Business analytics services from SAP facilitate a quick implementation of applications tailored to your most pressing information needs. The services can help you get the business results you expect and improve the return on your software investment.

Business Challenges

- Get the right information to the right people at the right time
- Create performance metrics that identify key business impacts
- Produce reliable data that shows the true effect of process improvements
- Provide executives with interactive dashboards for monitoring key operations

Key Features

- **Performance analytics** – Enhance dashboard analytics, management reporting, and operational reporting through vision workshops and support for project scoping, pilot deployment, and production deployment
- **Implementation services for in-memory computing technology** – Introduce business value into your organization through dramatically increased data performance
- **Software upgrades and migration** – Create a technical road map and deploy new offerings for one or more business areas
- **Introductory offerings** – Quickly install and configure the SAP® BusinessObjects™ Business Intelligence (BI) platform

Business Benefits

- **Gain competitive advantage** through greater business insight
- **Facilitate quick implementations** tailored to your specific needs
- **Harness the value of your software** by creating a comprehensive strategy for information delivery
- **Address future BI needs** by developing additional data exploration scenarios

For More Information

Call your SAP representative, or visit us online at www.sap.com/services/business-analytics.

To enable effective strategic decisions and optimal business performance, do your performance metrics identify key business impacts? Does your data show the true effect of process improvement? Do your executives have interactive dashboards for monitoring key operations? Business analytics services from SAP provide fully integrated and reliable data in appropriate visual contexts to help you quickly and cost-effectively enhance your strategies for information delivery.

The sheer volume of data available to businesses today requires a strong focus on organizational drivers that have the greatest impact on performance. Visibility into your critical business operations can be compromised if you lack appropriate metrics for monitoring line-of-business (LOB) performance, an architecture for delivering fully integrated and reliable data, or a customized visualization strategy for getting the right information to the right people. Without this support, key business questions go unanswered or are answered incorrectly.

Many organizations have pockets of data scattered among different departments and applications. They may not have a comprehensive strategy for managing performance or the ability to design cohesive, fully integrated systems that meet all their needs for business intelligence. Even if they have deployed dashboards that display performance metrics, those dashboards are often not optimized for maximum transparency or fully utilized by top executives and LOB managers.

Business analytics services from the SAP® Services organization target your most critical enterprise goals to help you analyze, manage, and improve performance. They can help you identify key performance drivers that are unique to your organization and create a new data infrastructure and dashboard visualization strategy that will deliver reliable information to all areas of your enterprise.

A COMPREHENSIVE APPROACH TO BUSINESS INTELLIGENCE

Many SAP customers with reporting tools such as those in the SAP NetWeaver® Business Warehouse (SAP NetWeaver BW) component wish to use their tools more effectively or expand their performance management footprint by adding SAP BusinessObjects™ business intelligence (BI) solutions. Open and platform independent, these solutions let you connect to nearly any underlying technology. Fully integrated, portable, and interoperable, they provide the ideal foundation for optimizing business performance.

Using business analytics services from SAP, you can assess, design, and implement a customized performance management strategy that provides the metrics, data infrastructure, and visualization you need in a matter of weeks. This comprehensive approach to BI can streamline software implementations, improve user adoption, and minimize costs. The services give you an enterprise-centric road map for maximizing strategic and analytical functions in your SAP tools for BI.

SERVICES FOR PERFORMANCE ANALYTICS

Services that support performance analytics offerings from SAP help you plan your BI strategy and deploy dashboard tools, management reports, and operational reports. You can establish frameworks for specific business contexts that include all the available metrics most important to your business. You can establish visualization design patterns that provide high visibility and ease adoption for specific audiences. You can see what data is available and weigh the cost of acquiring new data against its business benefit.

Functions for dashboard analytics, management reporting, and operational reporting are delivered in the following steps:

- **Vision workshops** – Creating an overall program of performance management products, services, and processes that will help you meet your core business objectives
- **Scoping and pilot deployment** – Analyzing your overall performance management solution and addressing the most pressing challenges in a pilot environment
- **Production deployment** – Deploying your solution incrementally, based on a particular set of users, key performance indicators, or reports

Dashboard Analytics

Dashboards provide the business insight executives need to monitor the operations of their organizations. If your dashboard strategy or deployment is not optimized, you can't fully leverage your investment or enhance organizational performance. Services supporting dashboard analytics from SAP can help you design dashboards that give executive managers visibility into business effectiveness and efficiency at every level. You can use this support to transform business requirements into key performance drivers that integrate and flow throughout the enterprise and design a closed-loop view of performance across all lines of business.

Management Reporting Analytics

Management reporting analytics provide cross-functional and root cause

measurements for LOB managers. Business analytics services from SAP can help you design and implement management reporting tools that provide a cross-functional view of your business and facilitate root cause analysis using drill-down and navigation functions.

Operational Reporting Analytics
Operational reporting analytics give LOB managers both operational and transactional information. Business analytics services from SAP can help you design and implement support for operational reporting that provides a single functional view of your business and lets you reach a large user community with timely information.

SERVICES FOR IN-MEMORY COMPUTING

Implementation services for in-memory computing technology can introduce business value into your organization through dramatically increased data performance. They can help you assess the value that in-memory technology can provide your organization, deliver a fast-time-to-market solution, or provide a more holistic solution to cover many business scenarios.

You benefit from the proven integration experience, support for best practices, and global delivery that SAP offers. This can reduce risk and help your implementation proceed more smoothly and quickly. The return on your investment is more immediate, due to faster adoption by users and reduced time and cost.

UPGRADE AND MIGRATION OFFERINGS

Business analytics services from SAP can help SAP customers upgrade to the current version of the SAP BusinessObjects Business Intelligence platform as well as non-SAP customers migrate to the software. SAP Services can provide proven methodologies and tools that facilitate a successful deployment to a single BI platform. Like services supporting performance analytics, upgrade and migration services are delivered in distinct steps:

- **Upgrade or migration assessment** – Providing a technical road map for deploying SAP BusinessObjects BI solutions and covering topics such as security, reports, and infrastructure
- **Initial scoping increment** – Helping you deploy the software in one business area
- **Additional deployment increments** – Helping you quickly deploy the software in additional business areas

INTRODUCTORY OFFERINGS

In today's tough economic environment, SAP Services recognizes that some customers may want an initial introduction to BI solutions that lets users leverage the benefits of operational reporting without a full-scale implementation across all business units.

There are several short-time-to-value services for implementing SAP BusinessObjects BI solutions that support the installation and configuration of the SAP BusinessObjects BI platform. These include forward-looking advisory services, advice on how to use the tools, next steps for moving forward, and deployment of pilot reports using SAP Crystal Reports® offerings or SAP BusinessObjects Web Intelligence® software.

FASTER, MORE COST-EFFECTIVE IMPLEMENTATIONS

A comprehensive BI strategy is key to powerful performance management. Using business analytics services from SAP can facilitate a quick implementation of applications that are tailored to suit the most pressing needs of your enterprise. The services can help ensure that you get the business results you expect and a rapid return on your investment.

Business analytics services from SAP can also help you harness the value of your current IT systems by developing a comprehensive strategy for information delivery. This strategy can align appropriate metrics, data, and visualization. It can help you provide the right information to the right people at the right time for enhanced decision making. You can address future needs by developing additional data exploration scenarios.

By relying on business analytics services from SAP to assess your current processes and IT environment and design and implement engagements that suit your particular needs, you can avoid expensive up-front costs and complete your implementations on time and within budget.

FOR MORE INFORMATION

To learn more, call your SAP representative or visit us online at www.sap.com/services/Business-Analytics.

The business analytics services give you an enterprise-centric road map to help you maximize strategic and analytical functions in your SAP tools for business intelligence.

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