SAP Solutions for Small Businesses and Midsize Companies

SAP® BusinessObjects™ Edge BI, Standard Package

Preferred Business Intelligence Choice for Growing Companies

The Best-Run Businesses Run SAP™

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Executive Summary

SAP® BusinessObjects™ Edge Business Intelligence (BI) software is ideal for midsize companies that want to improve business processes, discover new opportunities, and surpass the competition. The standard package delivers affordable functionality covering your BI requirements – flexible query, reporting, and analysis; stunning dashboards and visualization; and powerful data integration.

The standard package of SAP BusinessObjects Edge BI offers your midsize company an extensive BI solution that helps you transform the way you use information to drive your business. The software helps provide an intuitive BI experience for everyone in your organization and its ecosystem – from the CEO to business analysts, field-based staff, suppliers, and partners. The latest release of the standard package continues to build on SAP's pioneering BI technology. It advances user autonomy to a new level with a semantic layer that presents all business data under a single umbrella, giving the business users effortless access to the data they need regardless of where it resides.

Among the features that make SAP BusinessObjects Edge BI ideal for your midsize company are:

- Availability as a single, affordable package
- Flexible BI functions without reliance on IT
- Ability to deliver a fresh perspective on any data
- Simpler deployment that can scale with your needs

Flexible BI to Meet Your Business Needs

A SINGLE, AFFORDABLE PACKAGE

The standard package of SAP BusinessObjects Edge BI lets you deploy and use different business intelligence functions to complement the way you do business. All the functionality is available in a single, affordable package – so you can address the diverse needs of business users within your company and across your external value chain.

FLEXIBLE BI FUNCTIONS WITHOUT RELIANCE ON IT

Small and midsize corporations today want to empower individuals across the company – from management to sales, and operations to finance – with tools that let them perform tasks that traditionally have been carried out by the IT department. Giving people the ability to access the information they need when they need it, and to explore and analyze it on their own, makes them more efficient and effective at what they do. They can make better decisions more quickly – and become an engine that drives the success of the organization.

The standard package of SAP BusinessObjects Edge BI provides this end-user autonomy with an enhanced portal known as the BI launch pad, along with a new browser-based application called the BI workspace. This software also supports information distribution on a local, regional, or global basis and ubiquitous delivery options.

Efficient, 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 data, it presents information in an efficient and visually attractive way and saves business users from manually sifting through irrelevant material. 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 functionality that brings users a richer, easier experience for finding, organizing, and working with BI content. The workspace provides an intuitive means to unify the information that your business users need for their daily activities. By providing relevant information in a central location, it eliminates the need to access multiple applications. The BI workspace displays content from SAP BusinessObjects BI solutions as well as other content types, such as external Web pages, Microsoft Office documents, and Adobe PDF documents.

Ad Hoc Reporting, Query, and Analysis

With SAP BusinessObjects Edge BI, standard package, your decision makers can benefit from flexible ad hoc reporting, query, and analysis via the Web or offline – without relying on IT. Using an intuitive Web interface, business users can access company data that's presented in business-friendly terms, analyze it using intuitive point-and-click functionality, and format it to meet their own requirements. Your users have considerable flexibility in how they access, format, and interact with their data online or offline. "Gut feel" decisions are replaced by accurate, fact-based decisions.

Live Data Access Within Microsoft Office

Incorporating data into presentations, spreadsheets, and documents can be a time-consuming task – especially when you need updates. With the standard package of SAP BusinessObjects Edge BI, your users can 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. Plus, your information is secure, so colleagues view only the data they have the right 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 – which requires fast access to large multidimensional data sources and the creation of

complex business calculations. The standard package of SAP BusinessObjects Edge BI gives analysts a broad range of functions for multidimensional data sets, helping them to quickly answer business questions and share their analysis and workspace with others.

Interactive Dashboard Viewing for Executives and Managers
For executives and managers, SAP BusinessObjects Edge BI, standard package, lets you 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 allows managers to proactively understand the impact of decisions before having to make them, potentially uncovering critical business issues and opportunities. Users can also present multiple kinds of BI content in a single view to create a quick and consolidated look at business performance.

Innovative Search and Exploration Functionality
The Web-based search and exploration tool in SAP BusinessObjects Edge BI software allows novice and experienced users to find, navigate, and analyze corporate data on the fly. Results are displayed on interactive charts. The charts are generated dynamically to include the data most likely to interest the business user, and they are presented in the chart type that makes the selected data intuitive to analyze. When the user filters the search parameters, the graphical representation of the results changes accordingly. You can export results of the personal exploration view either as an image or into other applications to continue further calculations. Business users can act as data providers by uploading their own Microsoft Excel spreadsheets.

FRESH PERSPECTIVE ON ANY DATA

SAP delivers on its vision of providing user autonomy by exposing data in plain business terms with a new and significantly enhanced semantic layer (also referred to as the metadata layer, or universe). In this release, the semantic layer supports the standard package of SAP BusinessObjects Edge BI across all data types, including true multidimensional sources, while reusing existing hierarchies, key figures, and metadata. With the new semantic layer, users can also take advantage of universes based on multiple sources for new perspectives.

Enhanced Semantic Layer
SAP BusinessObjects Edge BI features an enhanced semantic layer that 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 software can help to dramatically improve the speed and quality of decisions and reduce IT time and costs.

Information to People Across and Beyond the Organization
SAP BusinessObjects Edge BI extends business intelligence to people inside and outside your organization, allowing them to consume information based on their individual roles and preferences. Whether your business users need standard reports, ad hoc queries and analyses, visualizations and dashboards, corporate data in a Microsoft Office environment, or simply

The standard package of SAP BusinessObjects Edge BI offers your midsize company a BI solution that helps you transform the way you use information to drive your business. The software provides an intuitive BI experience wherever and however your people work.

access to BI content right on their desktops, the software delivers. Armed with trusted information, your people are equipped to make better and faster decisions, leading to superior business performance and, ultimately, to remarkable results.

Content Delivery on a Mobile Device
The standard package of SAP BusinessObjects Edge BI helps your organization deliver content over virtually any mobile device. It now offers the same sophisticated charting experience found in the rest of our BI solutions, so mobile users can access key performance indicators and visualizations anywhere they are. It's easier for users to take action (via call, e-mail, or text) and be more productive. Common activities such as sending documents are only one click away. And with its enhanced support for mobile devices and technologies (such as Wi-Fi) and simplified configuration, the software is even easier to deploy across the enterprise.

SIMPLER DEPLOYMENT THAT CAN SCALE TO FIT YOUR NEEDS

The standard package of SAP BusinessObjects Edge BI is designed for flexible deployment on a single server using Linux or Microsoft Windows software. Its open architecture leverages many of 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 business intelligence from SAP BusinessObjects solutions 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 has the flexibility to help you leverage and extend these investments.

Part of a successful BI strategy is ensuring that the right users have access to the right information at the right time. We've built SAP BusinessObjects Edge BI using a proven intelligence platform that enables secure, managed information access for users both inside and outside your organization. Leveraging common security protocols like Lightweight Directory Access Protocol, Microsoft Active Directory, Kerberos, and those provided in Microsoft Windows NT, you can secure data at the user, group, object, or even row level. Your sensitive corporate information is protected yet accessible.

Business Intelligence Designed for Success

SAP BusinessObjects Edge BI is designed to help your company achieve ongoing success. You can use it to leverage built-in system auditing functionality to optimize performance and promote regulatory compliance. Our solutions for midsize companies are quickly becoming the preferred choice for organizations seeking to improve business processes, discover opportunities, and get an edge on the competition. By using BI software from SAP, you can gain insight into all aspects of your operations for improved business performance.

This version of SAP BusinessObjects Edge BI supports the following languages: Chinese (simplified and traditional), Czech, Danish, Dutch, English, Finnish, French, German, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, and Thai.

FOR MORE INFORMATION

To learn more about the standard package of SAP BusinessObjects Edge BI, visit our Web site at www.sap.com/solutions/sapbusinessobjects/sme/edgeseries/edge-bi.

ABOUT SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP® applications and services enable more than 109,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

Optimizing Business Performance Through Innovative Solutions

Our mission is to make every customer a best-run business. Our software and services help customers optimize their business processes. SAP customers can use business analytics to attain insight, efficiency, and flexibility to respond to changes in the business environment with more agility and effectiveness and capture the full benefits of business networks. By leveraging innovative technologies to help companies become best-run businesses, we help customers around the globe perform at a significantly higher level of effectiveness and efficiency. In reaching for this goal, we are also contributing to global economic development on a grand scale.

The software is available in a single, affordable package – so you can address the diverse needs of business users within your company and across your external value chain.

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