SAP Solution in Detail
Analytics Solutions from SAP

SAP BusinessObjects Business Intelligence Solutions

Enhance Your Offerings with Next-Generation Analytics Solutions from SAP

The Best-Run Businesses Run SAP™

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Quick Facts

Summary
Organizations looking to embed business intelligence (BI) and enterprise mobility in their solution offerings can use SAP® BusinessObjects™ BI solutions as competitive differentiators. Highly scalable and integrated, our advanced solutions offer data exploration, reporting, dashboards, mobile BI, and visualizations on a single, unified semantic layer, so independent software vendors and software-as-a-service providers can enhance applications for added value to customers.

Business Challenges
- Differentiate your solutions in a competitive marketplace
- Manage expanding information with solutions that drive better decision making
- Satisfy your customers that demand robust BI functionality on premise, on device, or in the cloud

Key Features
- **Mobile BI** – Let customers access information anywhere, whether they are exploring, reporting, or analyzing data
- **Multi-tenant environments** – Serve multiple customers on one platform while supporting data privacy and security
- **Reduced footprint** – Redistribute only the components you need from a rich choice of BI clients
- **Developer enhancements** – Increase flexibility with new application programming interfaces and more persistent customization-friendly functions

Business Benefits
- **Exposing data in plain business terms** with an enhanced semantic layer
- **Better-informed decision making** for your customers thanks to easier information access and BI solutions you can embed and customize
- **Operational excellence** due to trusted information, lower IT costs, and support for regulatory compliance
- **Greater scalability and performance** with 64-bit server architecture that can process a growing volume of data

For More Information
For more information, visit www.sap.com/ecosystem/partners/partnerwithsap/oem or e-mail oem_sales@sap.com. In the Asia-Pacific region, e-mail oem.apj@sap.com, oem.japan@sap.com, or oem.china@sap.com.

Embed Breakthrough Functionality – All on a Single Platform

Rapid business changes, the exponential growth of data, demands for better performance and productivity, and a "do more with less" mentality drive an increasingly competitive global marketplace. Sweeping advances in the technology landscape challenge software vendors to innovate and deliver more powerful, flexible solutions to keep pace with customer requirements. SAP® BusinessObjects™ business intelligence (BI) solutions meet the challenge with fast, scalable, proven software.

RUN BETTER WITH BUSINESS INTELLIGENCE

The complexity of how organizations operate globally compounds the challenges faced by many companies. At SAP we believe that the right BI solutions – that is, integrated, intuitive, robust, and lightning-fast software – can be an enormous benefit to OEM partners and their customers alike. That's why we continue to innovate in helping companies run better by delivering the next generation in business intelligence – today.

Your company recognized early on that BI functionality can enhance its own applications and deliver value to customers with data exploration, reporting, query, dashboards, and visualization functions, available on an array of platforms from desktops to mobile devices. When you chose SAP as your BI partner, we made a commitment to you to deliver the best BI solutions possible.

To this end, SAP has engineered a dramatic transformation that incorporates significant enhancements and innovations across our entire line of analytics solutions. Over the past few years, we've talked to our customers and our partners to understand their needs, frustrations, successes, and aspirations. We've listened closely, and the result is a breakthrough suite of BI software that stands as best in class, is highly scalable, and is tightly integrated – and it's all designed to give you an extra competitive edge.

Not only have we transformed our BI solutions, but we've also integrated our enterprise information management (EIM) solutions into a single, unified architecture – allowing you to provide to your customers and end users BI solutions built on trusted data.

Year after year, Gartner ranks SAP BusinessObjects solutions as a leader in vision and execution in Gartner's Magic Quadrant for BI Platforms. Our OEM partners can expect one set of solutions for BI and information management that is reliable, more easily configured, and easier to manage – resulting in lower costs of ownership. There is no need to build it yourself when you can use a best-in-class suite of BI solutions that scale to your needs – when you need it.

INCREASED EFFICIENCY, SIMPLIFIED USER EXPERIENCE

You asked for greater simplicity in implementation and deployment. Our comprehensive array of BI and EIM functionality meets your customers' needs, from analysis to data quality to visualization. We offer easy-to-use tools for different types of users, and "real" mobile and cloud solutions.

A major theme across our BI solutions is the unified user experience. We have spent significant time and effort standardizing the look and feel of the user interface among our BI solutions. This eases the transition from one BI solution to another, enabling a more productive experience with less time spent navigating menus.

Across these BI solutions, business users will discover a new and more sophisticated charting experience. We have taken the popular charting functionality of SAP BusinessObjects Explorer® software and extended it to SAP BusinessObjects Web Intelligence® software. Finally, the new release introduces additional interoperability workflows among SAP BusinessObjects Web Intelligence and SAP Crystal Reports® software. This means you can provide your customers with a cohesive user experience across all content, with a common look and feel – saving you time and effort in training your customers.

WORTH THE WAIT? YES!

In his blog entry entitled "Is SAP BusinessObjects 4.0 Worth the Wait?" (April 29, 2011), Boris Evelson, vice president and principal at Forrester Research Inc., made this comment:

"SAP BusinessObjects 4.0 suite is here . . . and the big question is: Was it worth the wait? In my humble opinion, yes, it was!"

Read the blog post at http://blogs.forrester.com/boris_evelson/11-04-29-is_sap_businessobjects_40_worth_the_wait.

UNIFIED PLATFORM ACROSS THE SPECTRUM

We've responded with an advanced solution that unifies BI and EIM functionality on a single, common architecture. Now you can easily connect all the analytics solutions together, reducing IT complexity and speeding deployment. One common framework to extract, clean, analyze, and visualize data makes it easier for IT and end users to use BI. We believe user adoption will dramatically increase because we've also dramatically improved the user experience. Flexible deployment options mean your customers can access their information and get business insights wherever, however, and whenever they need.

In this release, the semantic layer supports SAP BusinessObjects BI solutions across all data types, including true multidimensional sources, while reusing existing hierarchies and metadata. With the new semantic layer, or "universe," your users can also take advantage of universes based on two or more sources and get perspectives different from those in previous releases. Multisource universes allow real-time data federation within the semantic layer, so data can be sourced from different database vendors and database types. Multisource universes remove the need for complex extract, transform, and load (ETL), thereby reducing the total cost of ownership for integration projects. In some cases, this approach may even eliminate the need for a consolidated data warehouse.

These multisource universes can be authored with the information design tool, which creates a data foundation and a business layer based on multiple data sources. Source independence can be maintained while also keeping the ability to use native structured query language (SQL), if necessary.

There are also public application programming interfaces (APIs) to manage the universes. This includes publishing a universe to the central management console, assigning connections, updating connection parameters, and creating row-restriction profiles. These new APIs reduce development time and ease the integration and management of BI applications for you and your customers.

DELIVER TRUSTED DATA AND DEEPER INSIGHTS

The information explosion presents a massive challenge for organizations as they attempt to leverage their enterprise information assets by addressing data errors, data movement, and unstructured data. Now, you can help your customers run better with an agile, enterprise-class foundation for data quality, data integration, metadata management, and text and sentiment analysis. With SAP BusinessObjects EIM solutions, your customers gain access to trustworthy, relevant data supporting all critical business processes, regardless of data type, data domain, or data source. You can profile, extract, transform, and deliver any type of data anywhere across the enterprise, secure data through encryption, and also augment it – for example, by adding geographic coordinates.

You can consolidate and edit metadata from various data sources into a single repository, giving your customers a semantic view of data – and empowering them to analyze usage, change, and data lineage. Additionally, you can turn unstructured data – like e-mails, blogs, social media, Web sites, support logs, research, and surveys – into insight on customer sentiment, market trends, industry buzz, and product and service issues.

INTEGRATE, TRANSFORM, IMPROVE, AND DELIVER ALL DATA

Empower your customers to make better decisions, drive operational excellence, support regulatory compliance, and minimize IT costs based on trusted information. SAP delivers on its vision of providing user autonomy by exposing data in plain business terms with a new and significantly enhanced semantic layer.

PROVIDE IMMEDIATE ANSWERS TO BUSINESS QUESTIONS

You can put the power of BI into the hands of all your customers' business users – without the need for training.

The usual barriers to user adoption with data analysis tools are usability, understanding of the data, training requirements, and accessibility. SAP BusinessObjects Explorer is designed to enable quick and easy analysis so end users can analyze their data without the need for training or an understanding of the underlying data structure. Integrating SAP BusinessObjects Explorer into OEM applications is simple because it's fast to deploy and can be recast to fit your unique branding.

Enable Intuitive, Self-Serve Data Exploration

Through a Google-like search experience, users simply enter keywords to search for the most relevant business information, without the need for a predefined report or query. Intuitive visualization tools automatically generate the chart that best represents the information for ease of understanding. Your customers can get fact-based answers to ad hoc questions for immediate insights that can be easily shared via e-mail, an embedded URL, or other popular BI

export formats. They can create dashboard-like "views" of their data explorations (see Figure 1) and share them with other users on desktops or on their Apple iPads. Your customers' departments will benefit from fewer requests from report authors as users search and explore their business data themselves.

Enable Informed Decision Making

For almost two decades, millions of people around the world have relied on SAP Crystal Reports for powerful and dynamic reports from virtually any data source. Business professionals, report authors, and developers can transform overwhelming amounts of data into richly formatted documents and deliver meaningful information to business users, inside and outside their organizations. Your customers can use SAP Crystal Reports to leverage the power of the new semantic layer by accessing different data sources such as Oracle Essbase. And its new generation of powerful APIs makes SAP Crystal Reports even more extensible for your customers. The new online library includes reporting templates, dynamic visualizations (for example, tree maps, box plots, and more), an intuitive interface, extensive charting and formatting options, video files, powerful data mashup functions, and support for 22 languages. It's no wonder that SAP Crystal Reports continues to be the de facto standard in enterprise reporting.

Present Complex Data Clearly

Give your decision makers an easy way to interact with data and test future business scenarios with stunning dashboards and visualizations. Interactive gauges, charts, widgets, drop-down menus, and sliders enable them to present complex business data clearly.

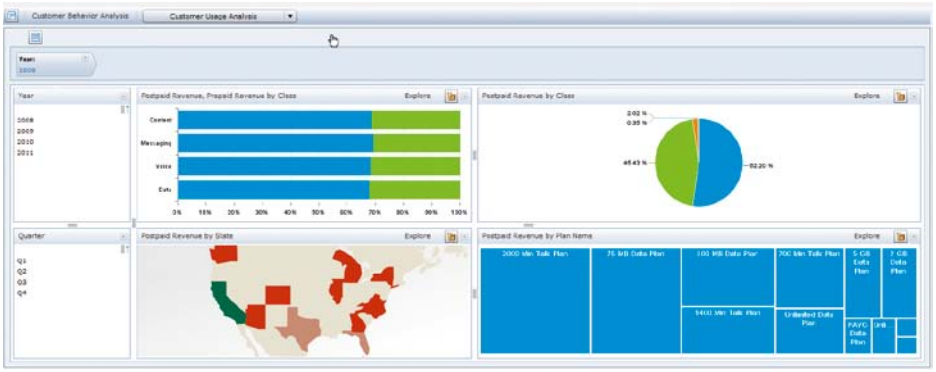
SAP BusinessObjects Dashboards software gets significant enhancements in two main areas: a better authoring experience and enterprise scalability and manageability. By natively supporting the new semantic layer, SAP BusinessObjects Dashboards shares a common interface for all data source access and offers improved query design. For the first time, authors can design dashboards and supporting queries without having to leave their authoring environment. A simplified design experience also eliminates Microsoft Excel work required in previous releases.

MAKE IT YOUR OWN: CUSTOMIZING ANALYTIC APPLICATIONS FROM SAP

As an OEM partner, you need the ability to customize and adapt to your specific deployment needs. In the latest versions of analytic applications from SAP, we have included the ability to customize the installer's product name, graphics, billboards, and workflow, embedding the key code. You are also able to customize the package by removing unused features, reducing the total package size. Additionally, in-product customization functionality enables you to unify the user experience between your products by customizing the product name, branding, and theme.

For large-enterprise deployments of dashboards, SAP BusinessObjects Dashboards takes advantage of new dedicated processing and cache services. Because these new services reside on the BI platform, additional infrastructure investments are not required. For large global deployments, dashboards can be served to users in multiple regions using local languages, eliminating the need to maintain multiple versions of the same document. You can build, deploy, and reuse your own visualization components using the software development kit, confident that the solution will scale internally and externally. Partners can build these components based on Adobe Flex 4.

Figure 1: Search, Explore, and Share Dashboard Views



Flexible Deployment Options – On Premise, On Device, On Demand

BETTER SUPPORT ON PREMISE

Whatever your deployment requirements, SAP has you covered. The unified BI and EIM platform is optimized for 64-bit server support as well as virtualization. The new comprehensive system for monitoring, diagnostics, and alerting provides the ability to capture runtime and metrics for reporting and notification. The platform is compatible with Microsoft Windows 7 and older, and it supports Microsoft Office 2010 (32-bit) and older, Microsoft SharePoint Services, and Oracle environments, including Oracle E-Business Suite, JD Edwards, PeopleSoft, and Siebel.

CONSUME INFORMATION ON DEVICE AND ON DEMAND

The impact of mobility on business is clear. According to IDC, by 2013 more than 1.19 billion workers worldwide will be using mobile technology, accounting for 34.9% of the workforce.[1] Gartner reports that 33% of BI functionality is expected to be consumed by mobile devices by 2013.[2] These business users are expected to handle critical tasks and decision making in real time, no matter where they are, and SAP will be there to help support them in this requirement.

As your BI partner, we made a commitment to deliver the best BI solutions possible. To this end, SAP has engineered a dramatic transformation incorporating significant enhancements and innovations across its entire line of solutions for analytics.

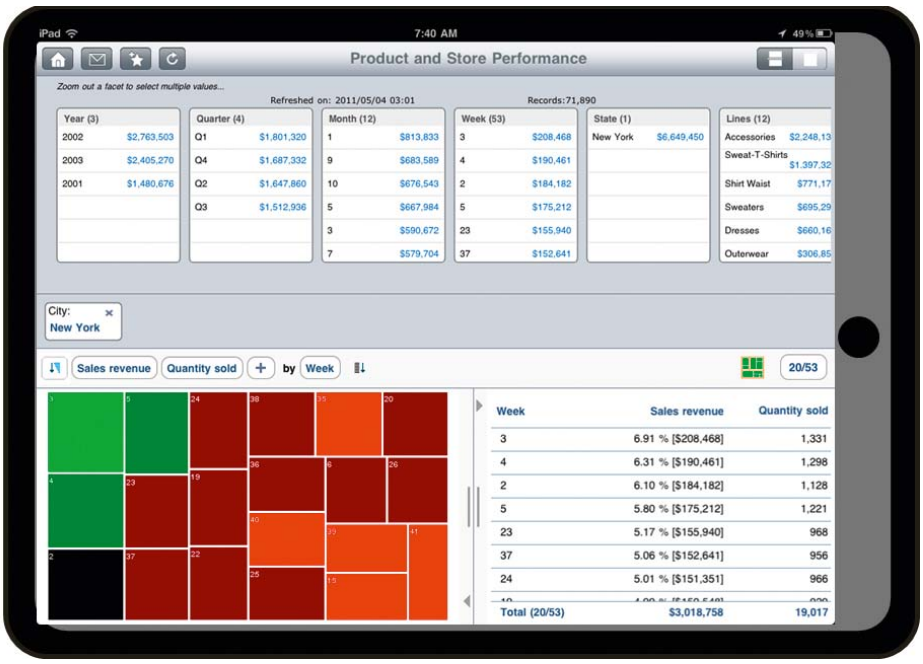
SAP and Sybase, an SAP company, deliver a comprehensive set of mobile enterprise solutions with tight integration to SAP software systems, for secure access to business processes anytime, anywhere, and on any device. Our goal is to become the preferred platform for the mobile ecosystem. The latest release of SAP BusinessObjects software makes it easier to consume BI anywhere – with SAP BusinessObjects Explorer, SAP Crystal Reports, and SAP BusinessObjects Web Intelligence software all available on the Apple iPad (see Figure 2).

On Demand

Our BI software-as-a-service (SaaS) solution enables business users to intuitively explore, report, and share data "in the cloud" anytime, without the challenge of a long, complex technology project. Business users can be up and running in a matter of minutes at a much lower cost than developing and maintaining their own proprietary reporting tools. The platform is built on a service-oriented architecture that supports multi-tenant cloud deployments, so you can serve a wide range of customers on a single platform while providing data security and privacy.

Mobile Enterprise Solutions on Apple iPad	Benefits
SAP BusinessObjects Explorer® software	Interaction with exploration views, navigation through different time and geography dimensions, and support for smart visualizations that auto-adapt to the device's orientation, making the user experience that much more friendly
SAP® Crystal Reports® software	Support for features such as document refresh, parameterization, and search
SAP BusinessObjects™ Web Intelligence® software	Expanded support for features such as drilling, sorting and ranking, sections, breaks, and filtering
SAP BusinessObjects Mobile software integration with Sybase® Unwired Platform and the SAP Afaria® mobile device management solution	Best-in-class BI functions in a mobile environment on one of the most secure and extensible mobile platforms in the market

Figure 2: Explore Data on an Apple iPad



ENABLE FAST DEPLOYMENT, OPTIMAL PERFORMANCE

The SAP BusinessObjects BI platform helps you get your BI infrastructure off the ground quickly and efficiently, giving you more time to respond to ever-changing business requirements. The platform supports global, multilingual deployments and heterogeneous environments running mixed operating systems, including HP-UX, IBM AIX, Microsoft Windows Server, Red Hat Linux, Sun Solaris, and SUSE Linux. It also supports a broad range of application servers and databases, so it fits right into your existing IT infrastructure with minimal changes. Equally important, the platform supports data- and content-level security for multi-tenant environments, whether you decide to co-locate customer data or isolate it in dedicated data stores.

Once in place, the SAP BusinessObjects BI platform uses advanced technology to optimize performance and help ensure high-volume throughput without compromising response times. For example, caching services and built-in load balancing help cut response time and reduce usage of network resources. This enables you to generate significantly more reports through adaptive data sharing. The platform gives administrators key insights into peak system loads, processing efficiency, and usage patterns so that you can monitor and properly configure your BI deployment for optimal performance.

The latest release of SAP BusinessObjects solutions has many improvements that further reduce IT support costs and effort. These include:

- Revamped lifecycle management functions that are now integrated into the central management console
- Integrated and improved monitoring of BI deployments using a graphical view
- Improved logs for tracing errors, which ease technical support
- For SaaS partners, the ability to delegate administration to tenants
- A new tool to streamline and automate tenant provisioning process, reducing the administrative burden on customers

OUR COMMITMENT TO YOU

We're committed to helping your customers get the most out of their analytics solutions from SAP, delivering actionable, easy-to-understand information any way they want it – on premise, on device, and on demand. No matter where technology takes us next – whether it's mobile devices, the cloud, or something not yet invented – SAP will be there leading the way for BI and for our OEM partners. Our goal is to deliver you the best business solutions. Our promise is to provide you with ongoing innovations that will help you achieve remarkable results, today and tomorrow.

FIND OUT MORE

To learn more about how your company can use SAP BusinessObjects BI and EIM solutions to add value to your offerings and build stronger customer relationships, visit us online at www.sap.com/ecosystem/partners/partnerwithsap/oem or contact us in North America and EMEA at oem_sales@sap.com and in the Asia-Pacific region at oem.apj@sap.com, oem.japan@sap.com, and oem.china@sap.com.

ENDNOTES

1. Stephen D. Drake, Justin Jaffe, and Raymond Boggs, *Worldwide Mobile Worker Population 2009–2013 Forecast, IDC*, Doc. #221309, December 2009.

2. Gartner, *Press Release: Gartner Says New Relationships Will Change Business Intelligence and Analytics*, January 6, 2011, www.gartner.com/it/page.jsp?id=1513714.

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