

BETTER DECISION MAKING WITH SAP® BusinessObjects™ BI PACKAGE

BUSINESS INTELLIGENCE FOR YOUR ENTIRE ORGANIZATION

Worldwide, every business faces demands to cut costs, improve performance, streamline processes, and increase productivity. Despite having invested substantial financial resources, time, and energy in state-of-the-art information systems and infrastructure, organizations still face a mission-critical issue that challenges these efforts: the inability to access and share timely, relevant, and trustworthy information that can help steer the way to confident decisions.

The result of not having access to the right information, at the right time, from whichever source can have serious impact for employees and decision makers. In a survey¹ conducted by *BusinessWeek*, only 21% of respondents said they have the right amount of information to make an informed busi-

ness decision, whereas the other 79% said they had too little or too much (see the figure). Even worse, three-quarters of the managers surveyed said they make bad decisions because they don't have sufficient information.

The effects of inadequate access to information, whether it is too little or too much, are profound and expose organizations to several risks and challenges. In a survey conducted by *The Economist* of 565 executives from various industries, having inadequate access to information was a contributing factor in lost productivity from a majority of respondents. Close to 50% of them mentioned that it contributed to flawed decision making and loss of agility when responding to competitive threats and new opportunities.

Not getting or having access to information not only hinders employees' decision-making ability and affects their individual performance – but it also has tremendous effects at the organizational level as well:

- Questionable data reduces productivity and challenges wide-ranging consensus.
- Decisions are delayed, resulting in missed opportunities, lost revenue, and cost escalation.
- Reduced confidence across the organization limits momentum and helps maintain the status quo, often the least-desirable outcome.

Amount of information available for important business decisions

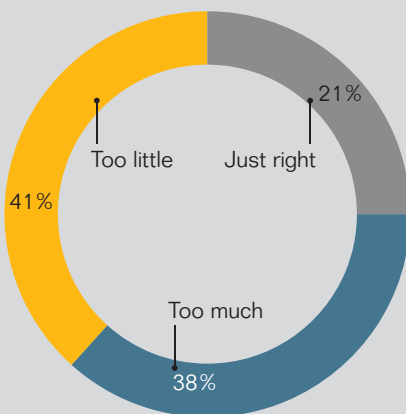


Figure: Only 21% Have the Right Amount of Information for Making Decisions

1. *BusinessWeek*, Research Services Base: 675 U.S. and European business executives and managers.

The SAP® BusinessObjects™ BI package lets you make a positive difference through effective decisions and execution by providing intelligent information to the right people – from the CEO to analysts to staff to suppliers and partners. It breaks down barriers and helps ensure that everyone has access to reliable information.



Compounded, these effects reduce profitability for the organization and severely limit its ability to react to changes as the market evolves.

SAP® BusinessObjects™ Business Intelligence Solutions

Imagine if every person in your business could make better-informed choices and decisions every time because they have the necessary information and context – and imagine the total effect on your business. The SAP® BusinessObjects™ BI package is a comprehensive software package that brings together the actionable insight required for confident decision making. It provides business users with access to unified information through a broad suite of business intelligence (BI) solutions for confident decision making and alignment across people and teams. It helps ensure that all people connected within an organization have immediate access to the reliable business information they need to do their jobs. It brings together all this functionality, integrated on one flexible and unified platform, to help you quickly deploy BI applications and add additional solutions as needed over time. The package includes the following solutions:

- Crystal Reports® software
- SAP BusinessObjects Web Intelligence® software
- SAP BusinessObjects Xcelsius Enterprise software
- SAP BusinessObjects Explorer software
- SAP BusinessObjects Voyager software
- SAP BusinessObjects Dashboard Builder software

- SAP BusinessObjects Live Office software
- SAP BusinessObjects Mobile software
- SAP BusinessObjects Enterprise Premium software
- SAP BusinessObjects Integration software
- SAP BusinessObjects Data Federator software
- SAP BusinessObjects Metadata Management software

Unify All Information

The SAP BusinessObjects BI package facilitates integration with existing IT infrastructures and data assets, in order to leverage existing investments, and also reduces the overall cost of ownership. It includes native data connectivity to:

- SAP solutions
- Oracle E-Business Suite applications
- PeopleSoft Enterprise applications
- JD Edwards EnterpriseOne applications
- Siebel software

This allows users to make the most of data stored in leading enterprise applications used by thousands of organizations worldwide and enables them to consolidate and transform vast amounts of corporate data into information for decision making.

For creating a real-time, unified view of your data sources with virtual data integration or for making multisource reporting and analysis easier, you can use SAP BusinessObjects Data Federator. The package also includes SAP BusinessObjects Metadata Manage-

ment for integrating and consolidating metadata into an open, relational repository. By tracking usage, conducting impact analysis, and managing data lineage, IT departments can reduce costs and maintenance associated with managing data from different BI applications.

Meet the Needs of All People

The SAP BusinessObjects BI package supports all the information access, interaction, and analysis needs of the different business users across your organization. By meeting the needs of nearly every role and every individual, businesses can gain smarter, better-aligned people, teams, and ecosystems. With comprehensive BI software from the package, people throughout your enterprise can access, format, analyze, explore, and share information across the organization with minimal dependence on IT resources and developers.

The package offers role-specific and configurable interfaces for all levels of business users, wherever they are, and covers the full spectrum of BI functionalities, including:

- **Advanced analytics** – Specifically designed for business analysts, SAP BusinessObjects Voyager enables them to explore online analytical processing (OLAP) data, answer business questions, discover trends, and then share their analysis with others. Analysts can gain insight by accessing and viewing the full range of OLAP data available within your organization.

- **Dashboards and visualization** – With SAP BusinessObjects Xcelsius Enterprise and SAP BusinessObjects Dashboard Builder, you can transform how you view your business by interacting with sophisticated visual representations of processes and performance. Intuitive visualizations give key decision makers the ability to interact with data and test out future business scenarios.
- **Interactive analysis** – With SAP BusinessObjects Web Intelligence, both self-service access to data and intuitive information analysis are available in one solution. With just a few clicks, users simply interact with existing reports and analyses or use plain business terms and build powerful queries answering ad hoc or spontaneous questions.
- **Reporting** – Crystal Reports is an intuitive BI solution that helps you create flexible, compelling reports with stunning visualizations. Allow report designers to create highly formatted reports, connected to virtually any data source, and empower your business users to manipulate data while decreasing the number of reports IT needs to maintain.
- **Data exploration** – Extend the reach of BI to all information workers with SAP BusinessObjects Explorer. With immediate insight into a vast amount of data, business users can explore business at the speed of thought and be better equipped to make sound, timely decisions.

The SAP BusinessObjects BI package also includes SAP BusinessObjects Live Office – the solution for easy self-service access to BI from within

Microsoft Office – and SAP BusinessObjects Mobile for remotely accessing your favorite reports, metrics, and right-time data with a single click of your wireless device.

Leverage One Platform

The SAP BusinessObjects BI package delivers insight through a single, trusted BI platform and redefines the way information empowers business users by including one of the best platforms for heterogeneous environments – SAP BusinessObjects Enterprise software. A flexible and scalable information infrastructure, it enables everyone in your organization to discover and share insight for optimal decision making. Built on service-oriented architecture so that IT departments can extend BI functionality to any application or process in any environment, SAP BusinessObjects Enterprise delivers:

- Agility for the business
- Simplified deployment to more business users
- Tailored integration with existing IT infrastructure

A BI platform is a vital part of an overall enterprise IT infrastructure. Users rely on it to access corporate information and to track, understand, and manage the business. SAP BusinessObjects Enterprise helps make your business more agile by enabling your IT team to deliver – on the same, proven information infrastructure – the game-changing BI functionality required by innovative individuals and visionary companies while minimizing operation disruptions and accommodating increasing numbers of users and growing volumes of information.

SAP BusinessObjects Business Intelligence solutions provide all business users with access to unified information through a broad suite of BI tools for confident decision making and alignment across people and teams on a single, scalable BI platform.

The SAP BusinessObjects BI package helps you get your BI infrastructure up and running quickly and efficiently, giving your IT department more time to respond to ever-changing business requirements. It can deploy and maintain BI applications for business users across your organization while supporting heterogeneous environments.

By providing comprehensive integration functionalities, the SAP BusinessObjects BI package helps your developers expand the reach of BI information and services inside and outside the firewall, so your organization can share, integrate, and embed BI functionality in applications, services, tools, and business processes.

Find Out More

To learn more about SAP BusinessObjects business intelligence solutions, visit our Web site at www.sap.com/sapbusinessobjects.

Summary

With the SAP® BusinessObjects™ BI package, you gain insight into business operations at every level. It lets you deliver trusted, actionable information to everyone inside and outside your organization, using a single, flexible, and unified intelligence platform that integrates with existing applications and technology investments. You can empower every individual to increase productivity, performance, and revenues.

Business Challenges

- Enable access to accurate, relevant information to enhance productivity and decision making
- Consolidate and aggregate data to support both simple and complex questions
- Minimize reliance on IT intervention
- Provide a flexible, scalable information infrastructure as you deliver more information to more users
- Enrich the speed of decision making to eliminate missed opportunities, lost revenue, and cost escalation

Key Features

- **Unified information** – Access all information assets, regardless of format or location
- **Comprehensive business intelligence (BI) functionality** – Meet the needs of all business users and decision makers (reporting, interactive analysis, dashboards and visualization, data exploration, and advanced analytics)
- **Intuitive, self-service user experience** – Access information through familiar interfaces and workflows
- **Single, flexible intelligence platform** – Simplify deployment to more users
- **Scalability and performance** – Accommodate increasing numbers of users, more processes, and growing volumes of information with service-oriented architecture

Business Benefits

- **Insight** into business operations at every level
- **Improved decision making** for everyone in the organization and its value chain
- **Increased competitiveness** with enhanced ability to predict and react to market changes and opportunities
- **Strengthened performance** through better decisions based on trustworthy, timely information
- **Heightened customer and market insights**, leading to new or hidden opportunities
- **Simplified deployment** to more users, making secure, self-service BI functionality accessible to everyone

For More Information

Call your SAP representative, or visit us at www.sap.com/sapbusinessobjects.

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