



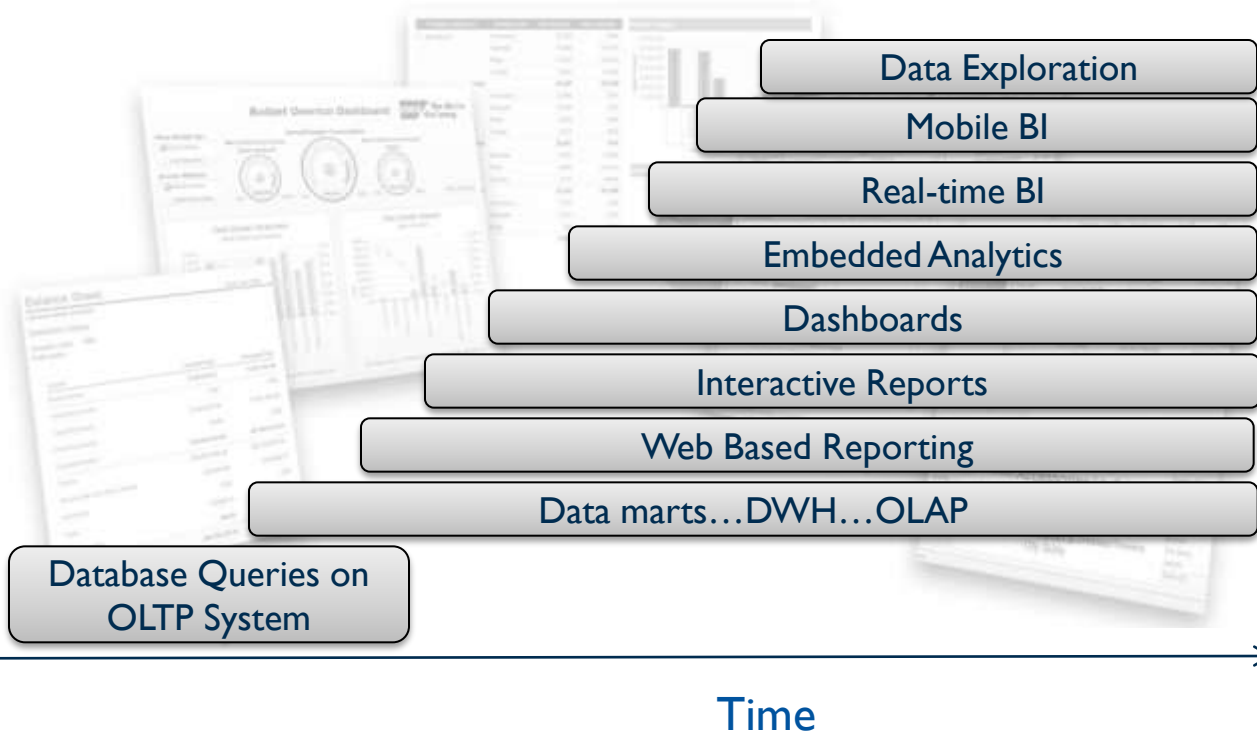
STRATEGIZING INFORMATION DELIVERY WITH SAP BUSINESSOBJECTS 4.0

[Learning Points

- Reporting tools available with SAP BusinessObjects 4.0
- Factors influencing selection of the right method to information delivery to end users

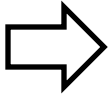


[The Evolution of BI



- ✓ Formatted Reports
 - ✓ Dashboards
 - ✓ Operational Reports
 - ✓ Ad-hoc Analysis
 - ✓ Advanced Analysis
 - ✓ Data Exploration
 - ✓ Mobility
 - ✓ Real-time
 - ✓ Data Mining
- Information Consumption Today

• Limited to Strategic Reporting
 • Offline Reports
 • Departmental Reports
 • Selected group of Analysts
 • Non-mission critical



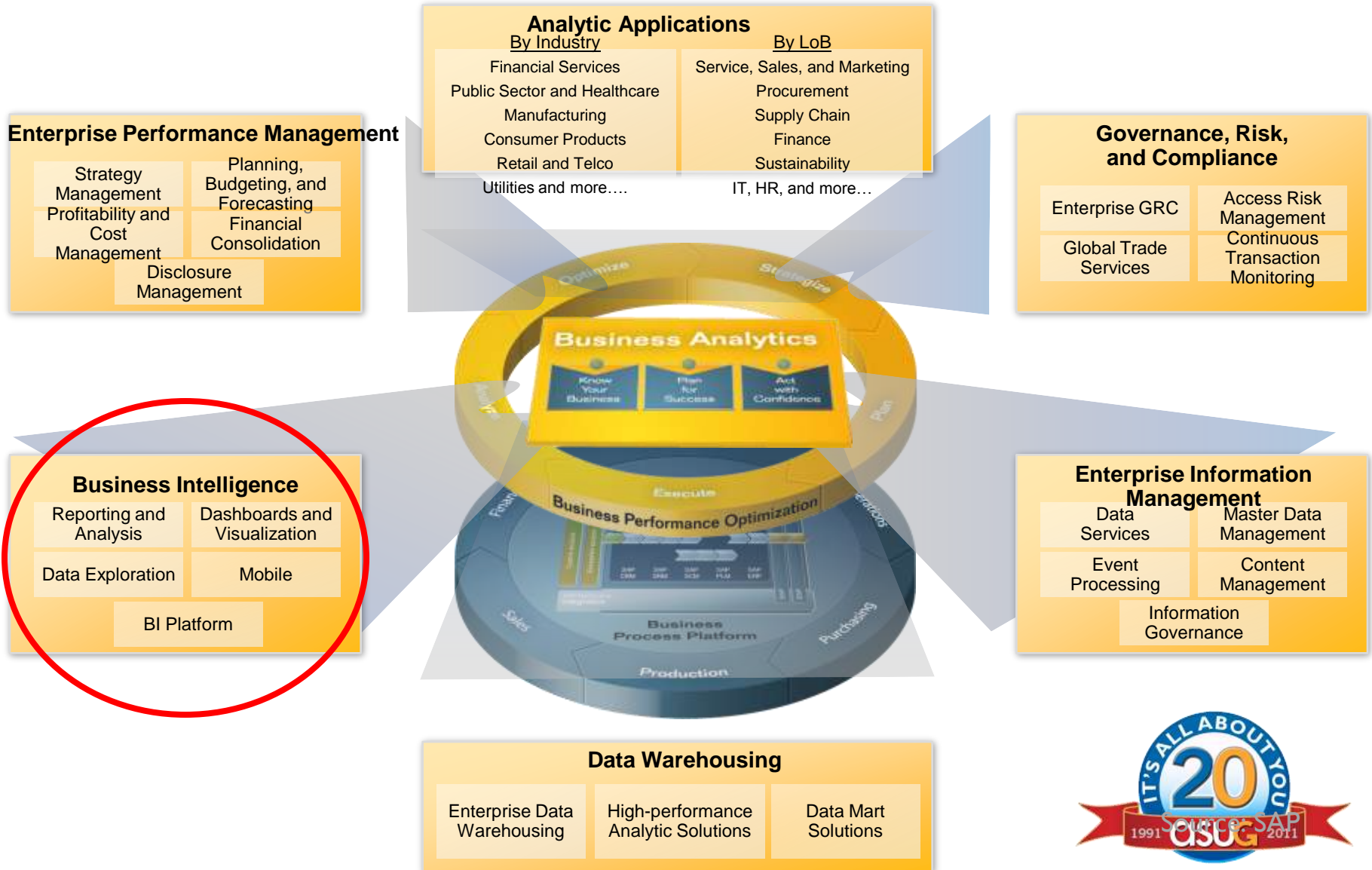
• Automated Reports
 • Real-time
 • Mobile BI
 • Enterprise-wide BI users
 • Self-service BI
 • Mission critical

From

To



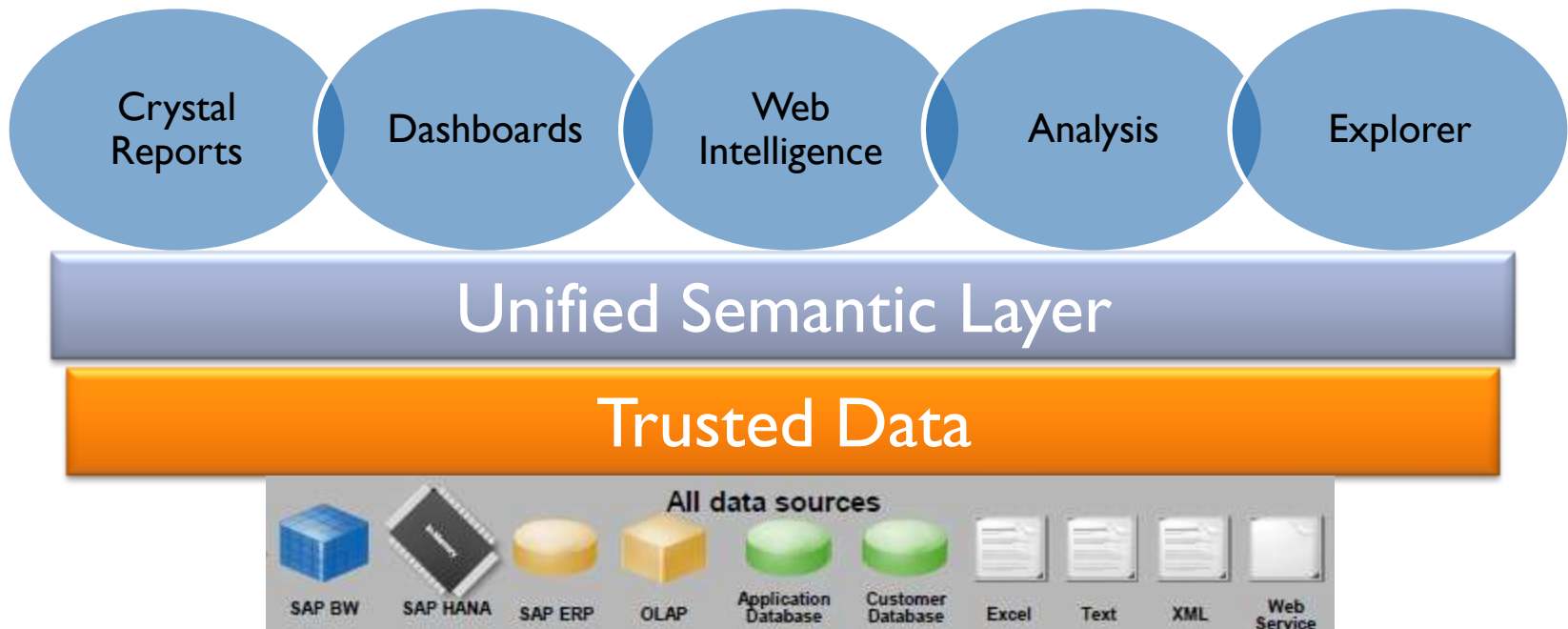
Business Analytics Solutions from SAP



Source: SAP



[SAP BusinessObjects 4.0

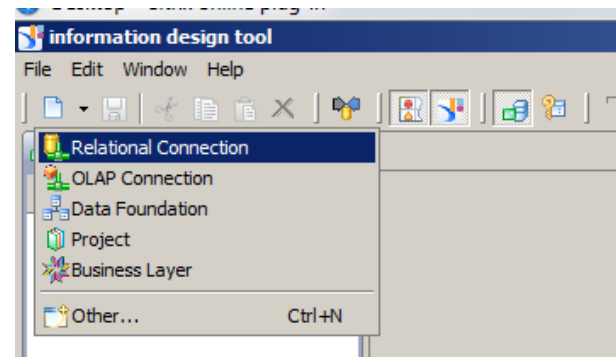


- Common user experience across different reporting tools
- Enhanced report design options
- Enhancements to data access methods
- New tools to drive self-service reporting



[Unified Semantic Layer – Information Design Tool

- Purpose: To create and deploy SAP BOBJ Universes
- Developer friendly design environment
- Connections to variety of relational and OLAP databases
- Connection → Data Foundation → Business Layer (Universe)
- Multisource Universes based on multiple relational connections
- Security Editor to define Universe security based on Data Security profiles and Business Security profiles



BI Launch Pad

The screenshot shows the SAP BusinessObjects BI Launch Pad interface. The browser address bar displays 'BI launch pad'. The SAP BusinessObjects logo is in the top left, and the user's name 'Welcome: B73~900/APALEKAR' is in the top right. The interface is divided into several sections: 'My Recently Viewed Documents', '0 Unread Messages in My Inbox', 'My Applications', and 'My Recently Run Documents'. Annotations include: 'Tab based browsing' pointing to the document tabs; 'User activity snapshot' pointing to the central content area; 'search the repository' pointing to a search bar; and 'Quick access to BI applications' pointing to a vertical list of application icons.

- Broadcasting capabilities
- BI Workspaces –Users are empowered to create their own content



[SAP Crystal Reports

- Positioning: Enterprise Reporting
- Developer friendly interface for report design
- Highly formatted reports with hierarchical sources
- Reports which combine data from multiple sources (based on unified semantic layer)
- Improved connectivity to SAP BW: Access SAP BEx queries directly using the SAP BICS connectivity
- Alert subscriptions to facilitate exception based reporting



[SAP BusinessObjects Web Intelligence

- Positioning: Ad Hoc Query, Reporting and Analysis
- End Users can perform their own analysis
- Connect to heterogeneous sources via unified semantic layer
- Access data from SAP BW InfoProviders using BEx queries (SAP BICS connectivity)
- Improved developer interface
- Support for hierarchical display
- Enhanced reusability (copy & paste)
- Charts and interactive navigation
- Track changes to the data
- Online, Offline, Mobile



[SAP BusinessObjects Dashboards

- Positioning : Dashboards, Visualization
- Flash based frontend
- BI platform at the backend optimized with:
 - Dashboards Processing Server
 - Dashboards Cache Server
- Improved dashboard development via query integration and direct access to semantic layer (drag and drop)
- Direct data binding from query results to charts and selectors
- Regional data format by User Preferred Viewing Locale



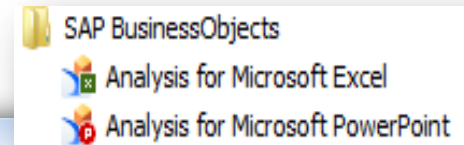
[Example

SAP BusinessObjects Analysis

- Positioning: Advanced Analysis

Edition for MS Office

- A premium alternative to SAP BEx Analyzer
- Familiar MS Excel experience with simplified drag-and-drop interactive interface
- Live workbooks embedded into PowerPoint



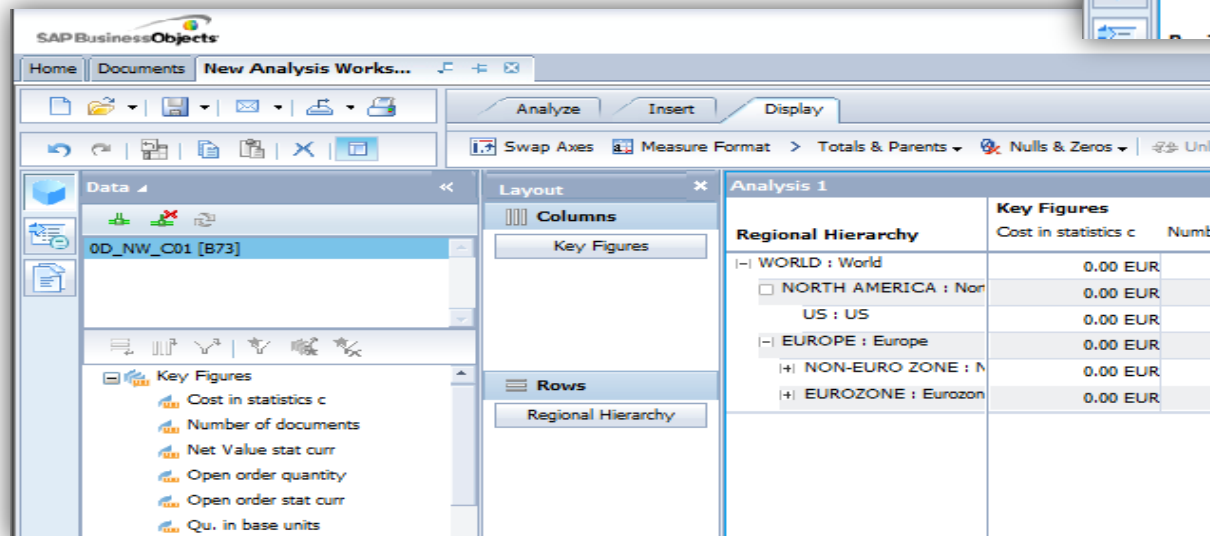
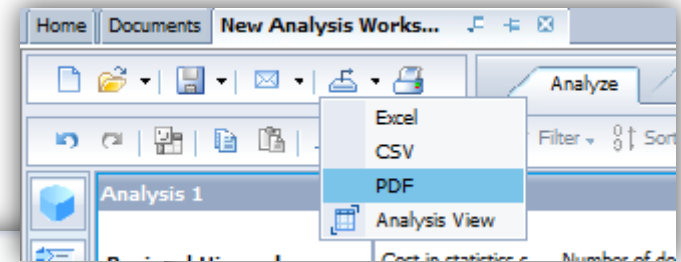
The screenshot shows the Microsoft Excel interface with the SAP BusinessObjects Analysis ribbon. The ribbon includes tabs for Home, Insert, Page Layout, Formulas, Data, Review, View, Live Office, Developer, EPM, Data Manager, Planning & Consolidation, Acrobat, and Analysis. The Analysis tab is active, showing options like Display, Pause Refresh, and Settings. Below the ribbon, the Analysis pane is open, showing a tree view of measures and rows. The main data table is displayed in the background.

	A	B	C	D	E	
1	Key Figures	Net Value stat curr	Number of documents	Open order quantity	Open order stat curr	Qu. in b
2	Calendar Year/Month	EUR		PC	EUR	
3	Overall Result	408,896,177.00	648.000	1,296	53,156,547.00	
4	[-] JAN 2011	30,466,267.00	54.000	108	3,960,618.00	
5	10	14,654,011.00	30.000	60	1,905,022.00	
6	12	13,022,890.00	18.000	36	1,692,978.00	
7	B2	2,789,366.00	6.000	12	362,618.00	
8	[+] FEB 2011	36,725,341.00	54.000	108	4,774,295.00	
9	[+] MAR 2011	34,120,097.00	54.000	108	4,435,619.00	
10	[+] APR 2011	36,813,625.00	54.000	108	4,785,773.00	
11	[+] MAY 2011	37,295,040.00	54.000	108	4,848,359.00	

SAP BusinessObjects Analysis

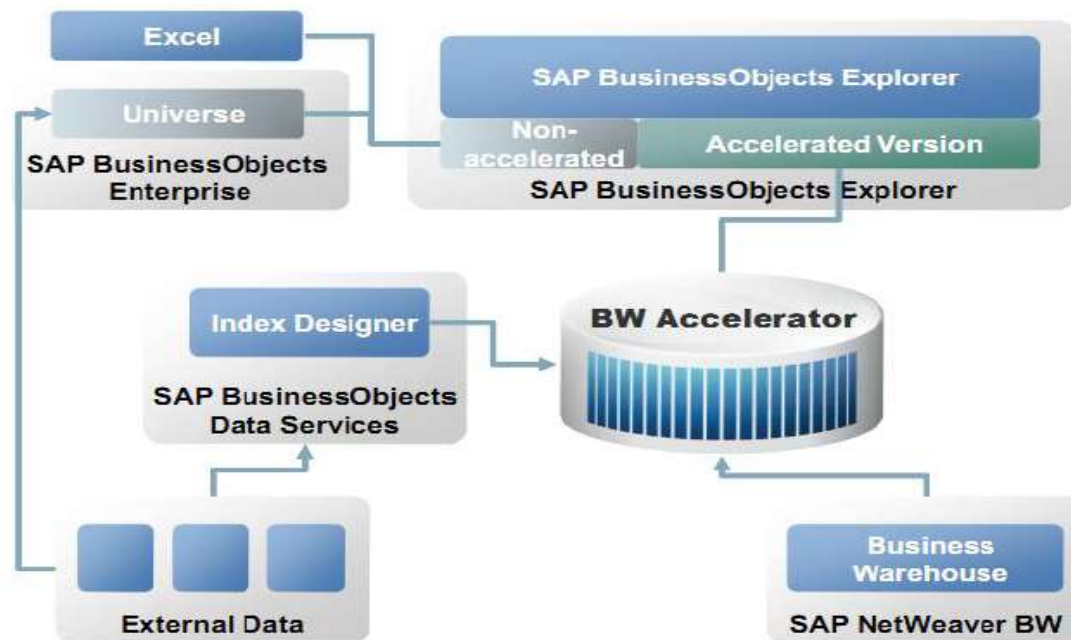
Edition for OLAP

- Pervasive web-based analysis
- Analysis task panels to configure features like Filters, Conditional formatting, Custom calculations, etc.
- Generate WebI and Crystal Reports
- Export capabilities to Excel and PDF



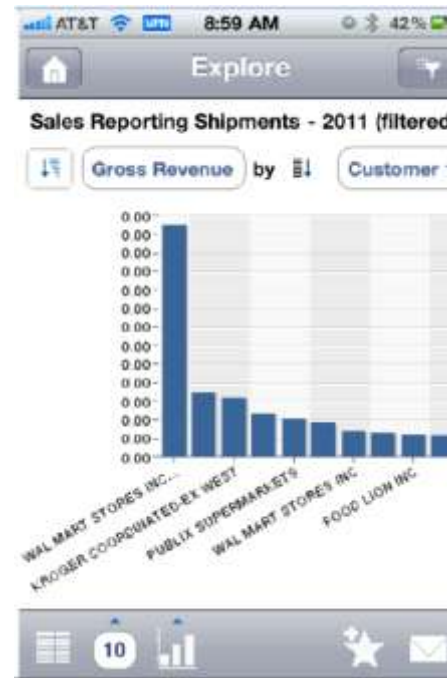
[SAP BusinessObjects Explorer

- Positioning: Discovery and Exploration
- Integration with BI Launch pad
- Supported by high performance of In-memory solutions
- Explore data from heterogeneous data sources

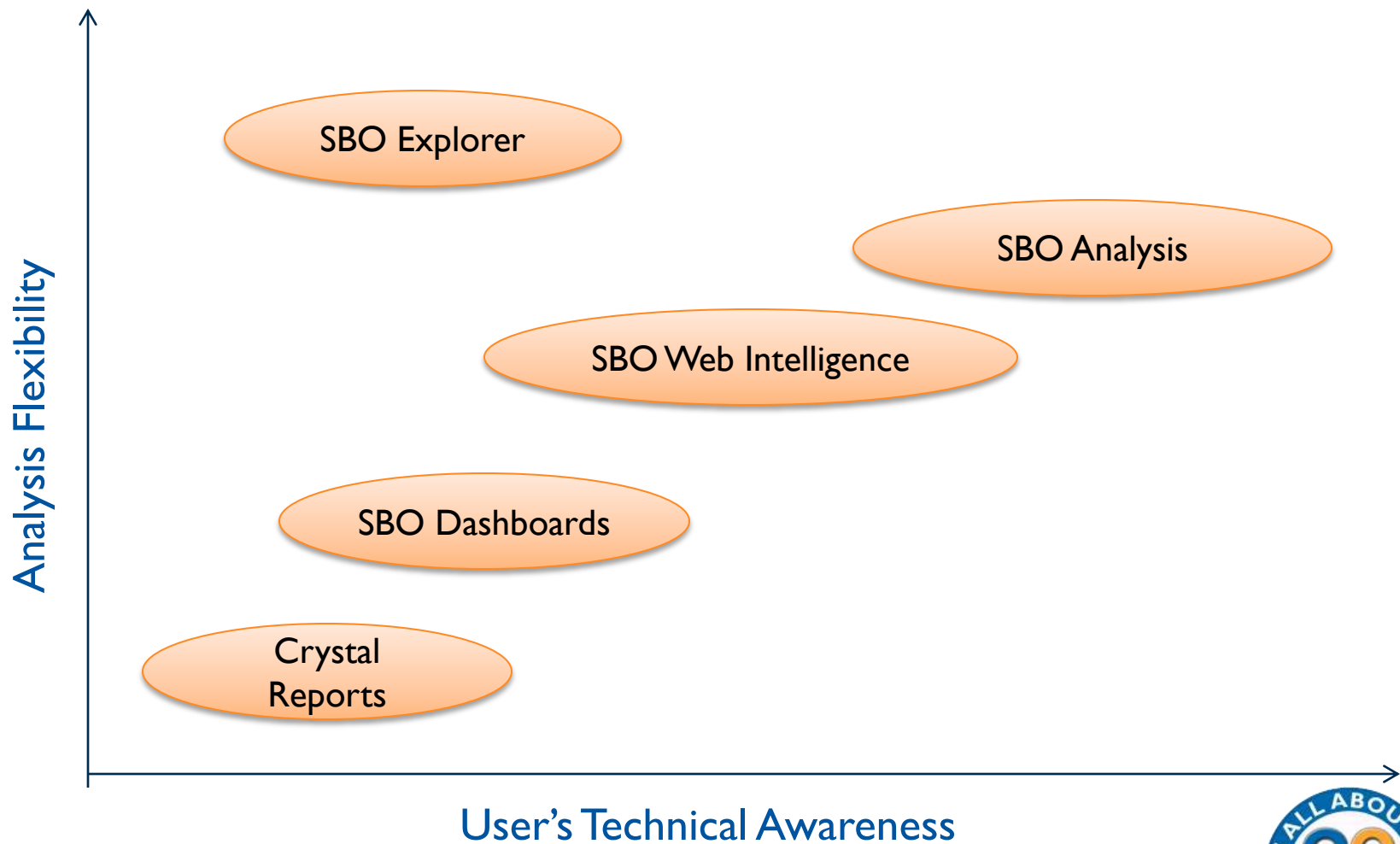


[SAP BusinessObjects Explorer

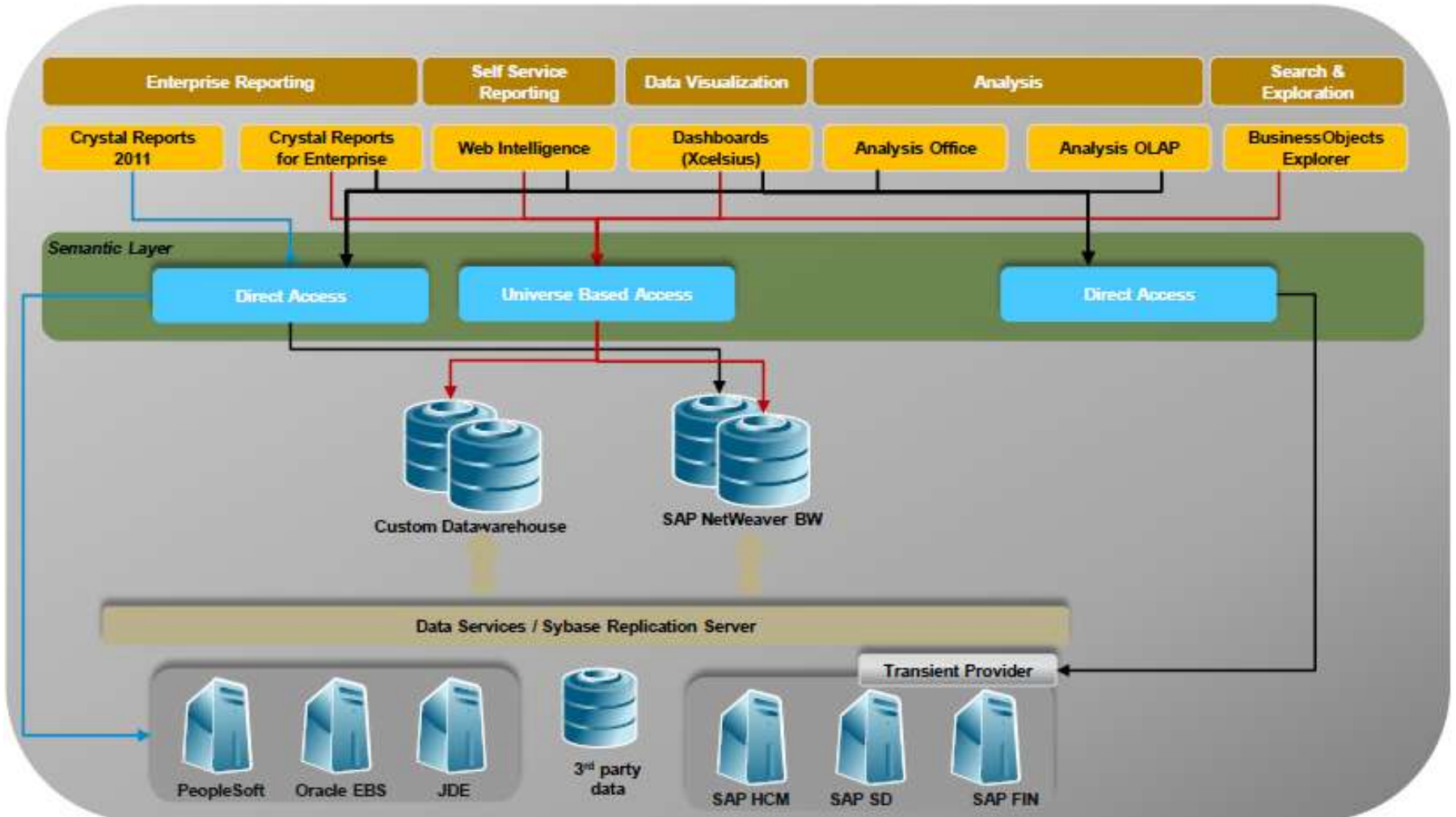
- Simple to understand with high speed of search through huge amount of data
- No data model or technical knowledge required
- Search results are based on relevancy
- Compatible for Mobile usage



[Tool Positioning Summary

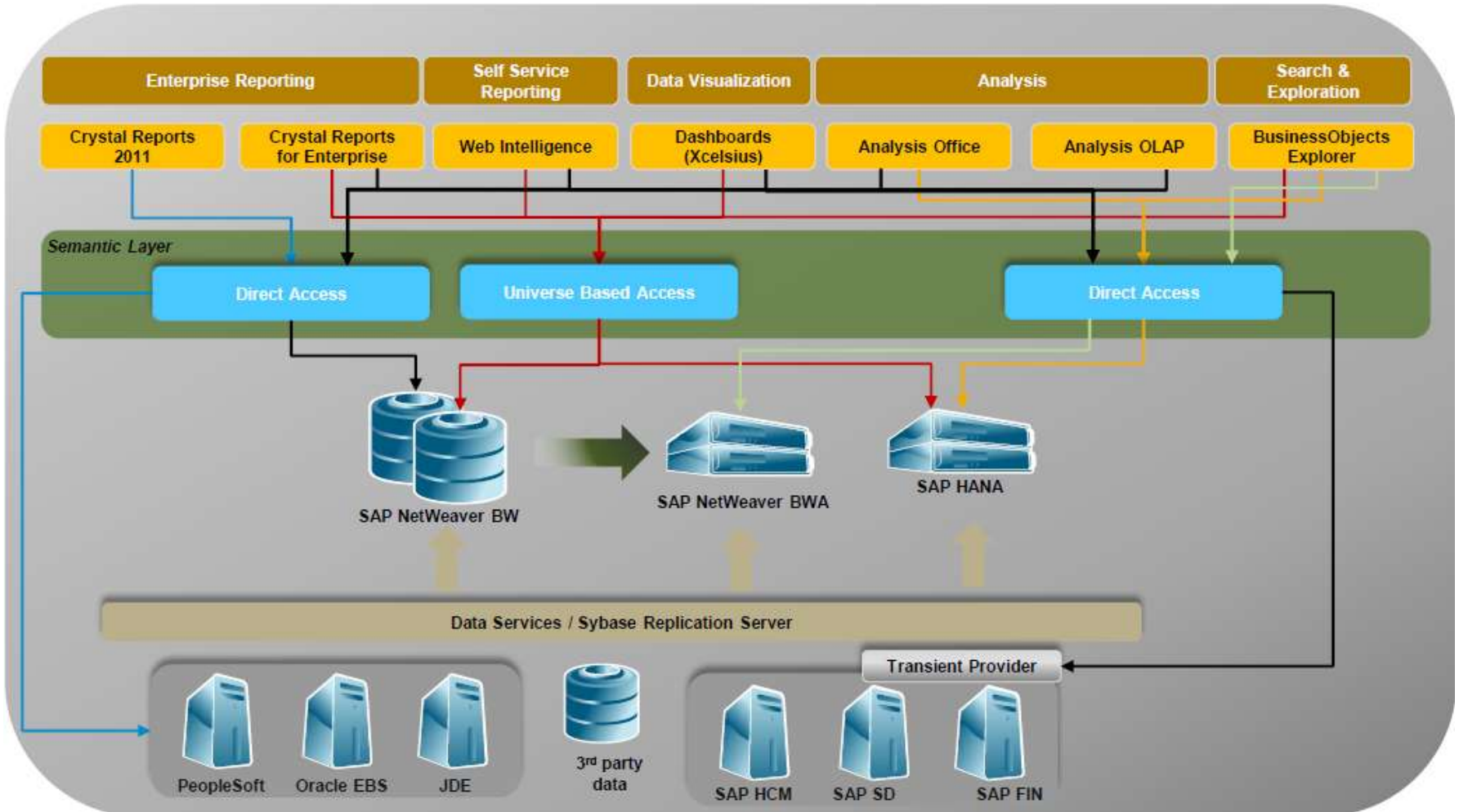


BI Landscape and Connectivity



Source: SAP

BI Landscape and Connectivity with In-memory Analytics



Source: SAP

[Influencers

Delivery Mechanism	How is the report delivered? Mobile/Offline/Portal
Data Latency	Real time data Historical data
Data Presentation	Excel/Web Detailed/Dashboards/Amount of data to be displayed Formatted/Open for Analysis
Target Audience	Corporate Users/Business Analysts/Technically Capable
Level of Detail	Aggregated/Process KPIs/ Operations
Type of Analysis	Fixed Format/Exploration/Advanced analysis



[Illustration - I

Delivery Mechanism	Reports should be broadcasted every morning
Data Latency	Data from overnight data loads
Data Presentation	Hierarchical Report with a strict layout
Target Audience	Corporate
Level of Detail	Aggregated/Process KPIs/ Operations
Type of Analysis	Detailed tabular report

Key Influencer/s: Data Presentation

Recommended Match: SAP Crystal Reports



[Illustration – II

Delivery Mechanism	Web-based
Data Latency	Data from overnight data loads
Data Presentation	Combined tabular and graphical representation
Target Audience	Sourcing Managers
Level of Detail	Operational details
Type of Analysis	Ad Hoc Analysis

Key Influencer/s: Target Audience, Type of Analysis

Recommended Match: SAP BOBJ Web Intelligence



[Illustration – III

Delivery Mechanism	Web-based
Data Latency	Data from overnight data loads
Data Presentation	Combined tabular and graphical representation
Target Audience	Data Analysts
Level of Detail	Operational details
Type of Analysis	Ad Hoc Analysis

Key Influencer/s: Target Audience, Type of Analysis

Recommended Match: SAP BOBJ Analysis, edition for OLAP



[Illustration - IV

Delivery Mechanism	Mobile
Data Latency	Data from overnight data loads
Data Presentation	Data Visualization
Target Audience	Sales Representatives
Level of Detail	Unknown
Type of Analysis	Open for Analysis

Key Influencer/s: Type of Analysis, Level of Detail,
Delivery Mechanism

Recommended Match: SAP BOBJ Explorer



[Illustration - V

Delivery Mechanism	Web-based
Data Latency	Real-time
Data Presentation	//Various//
Target Audience	Customer Service Managers
Level of Detail	Ticket/Incident Level (High volume)
Type of Analysis	Real-time dashboards and data exploration

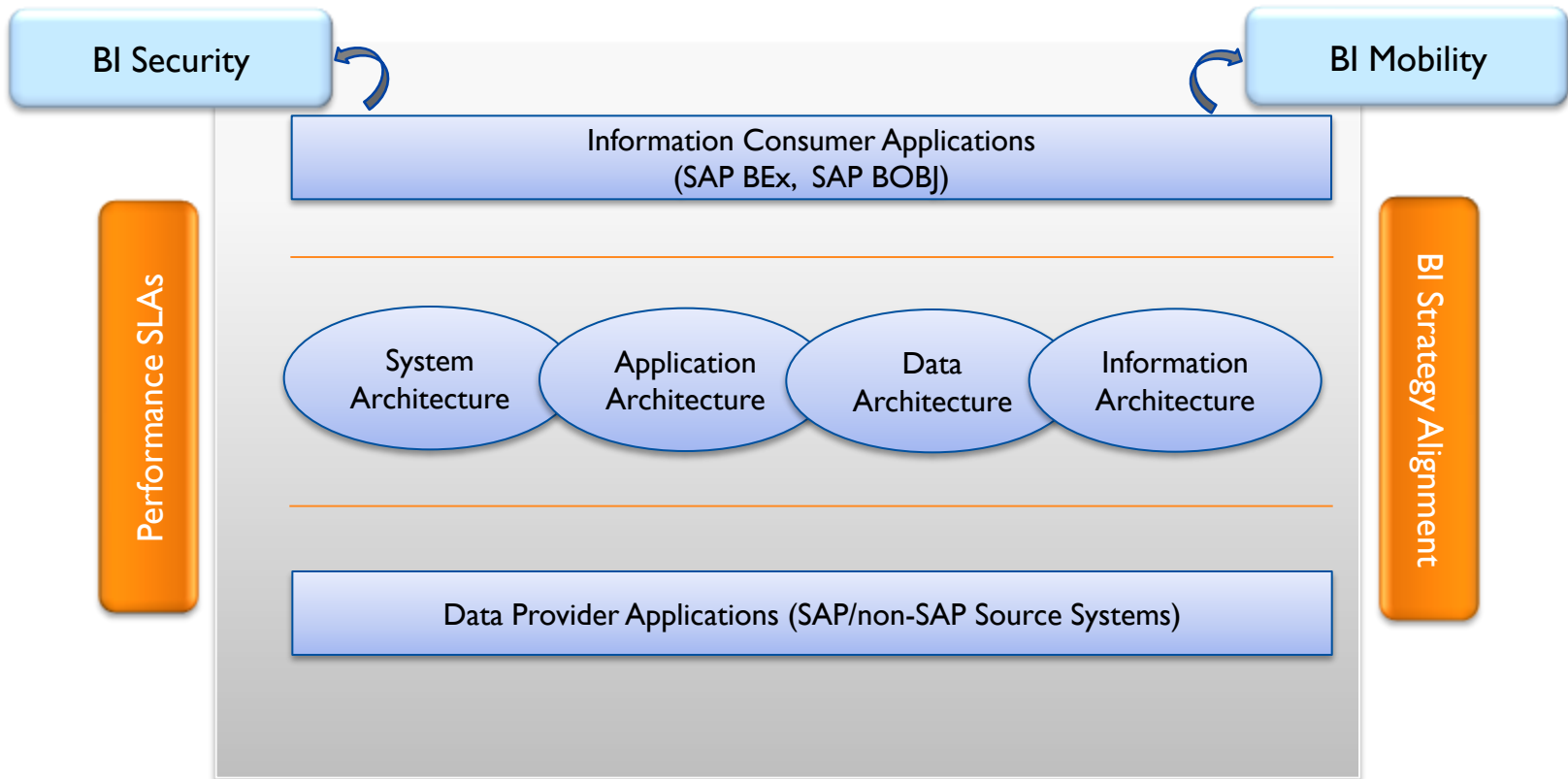
Key Influencer/s: Data Latency, Data Volume, Type of Analysis

Recommended Match: SAP BOBJ 4.0 with SAP HANA

* For SAP BW customers: SAP BOBJ 4.0 on Hybrid Providers with BWA



[The Right Approach



Enterprise BI Architecture Framework



[Key Learnings

- “One size doesn’t fit all”
- A detailed discussion on requirements is necessary to understand key influencers and to select right information delivery mechanism
- Ensure to have a strong business case for In-memory business analytics around:
 - Data Latency
 - Data Volume
 - Type of Analysis



[Questions?

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