

BI100

SAP BusinessObjects BI Solutions

Overview and Roadmap



Thierry Audas
Dan Kearnan
SAP BI Solution Marketing
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Agenda



1. **SAP BusinessObjects BI: Overview and Value**
2. **Integration into Your SAP Landscape: What's New**
3. **SAP BusinessObjects BI Roadmap for Q4 2010 and After**
4. **SAP BusinessObjects BI 4: Key Value for SAP Customers**
5. **Conclusion**
6. **Related Workshops/Lectures at SAP TechEd 2010**

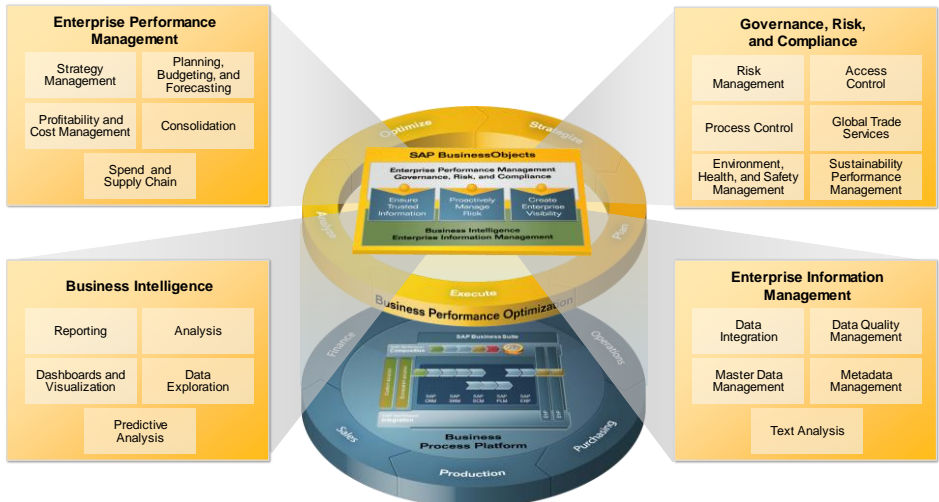
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The SAP BusinessObjects Portfolio

Enable Customers to Optimize Their Business Performance



Complete BI Suite to Put Together Information in the Users' Preferred Format



- How do I turn data into pixel-perfect formatted reports for greater insight?
- How do I visualize key performance indicators for better decision making?
- How do I answer ad hoc questions and interact with shared information?
- How do I uncover trends from historical data and make possible better forecasts?
- How do I find immediate answers to business questions?

DIFFERENT NEEDS

ALL People, ALL Information, ONE Platform

Enabling BI Standardization Across the Enterprise



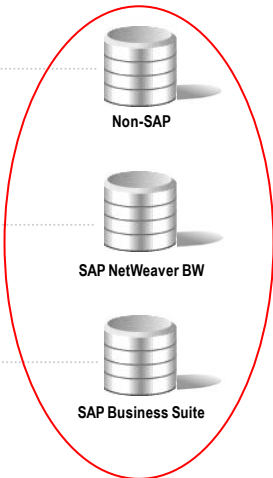
ALL People



ONE Platform

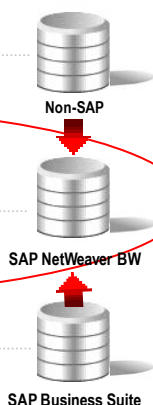


ALL Information



SAP NetWeaver Business Intelligence

SAP Customer Reality Today

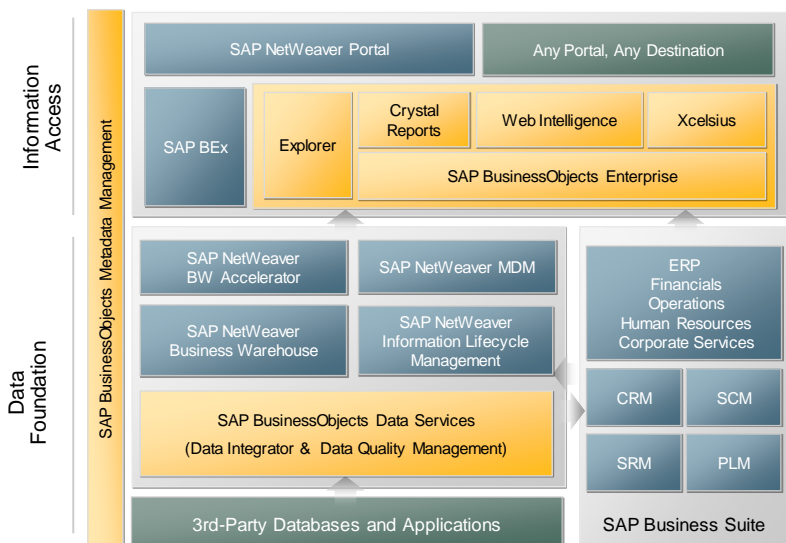


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Integration into Your SAP Landscape



Unique Integration Strengths

On-going R&D Effort on Integration Since SAP Acquisition



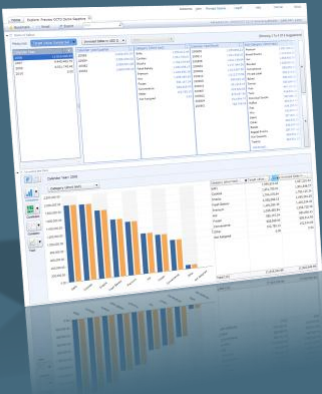
Unique Integration with SAP NetWeaver BW

- Non-disruptive Xcelsius access to BEx queries via BI consumer services (BICS)
- High-performance relational access to DSO and cubes with Data Federator
- Increased MDX query performance in Web Intelligence



- Optimal and recommended end-to-end SAP BI environment as of Q3'10
 - SAP BusinessObjects XI 3.1 SP3
 - SAP NetWeaver BW 7.01 SP6

SAP BusinessObjects Explorer, Accelerated Version

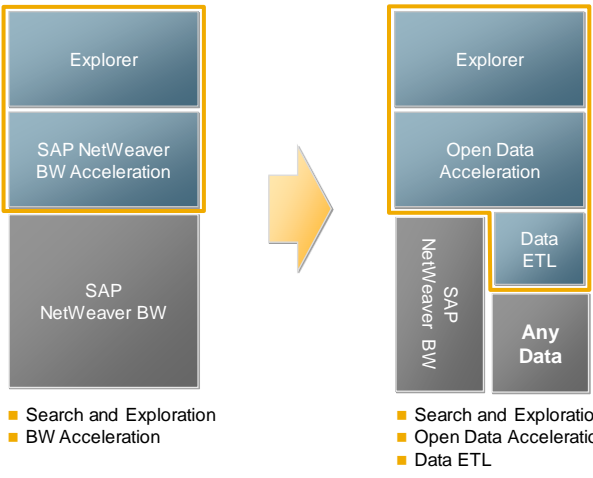


*“With Explorer, executives could get **answers in milliseconds** ... brand profitability, customer buying patterns ... this could change the way decisions are made”*

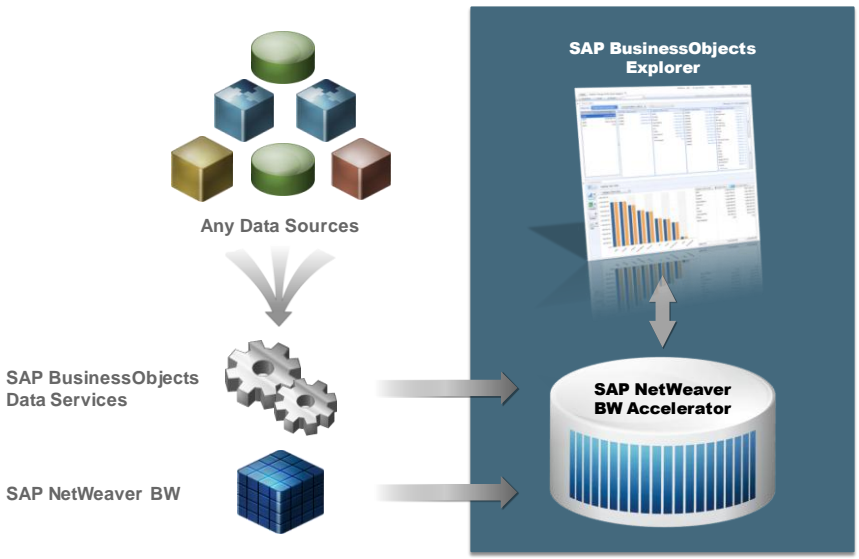
Sara Lee Corporation

Groundbreaking in-memory, self-service BI solution

What's New in the Accelerated Version



All Data, More Easily Available for BI



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SAP BusinessObjects BI Roadmap for Q4 2010 and After



Q4 2010

- SAP BusinessObjects Analysis, edition for Microsoft Office (Pioneer)
- SAP BusinessObjects BI 4.0 (Aurora)

In 2011 and after

- New Web application design capabilities
- Unified Web-based analysis client

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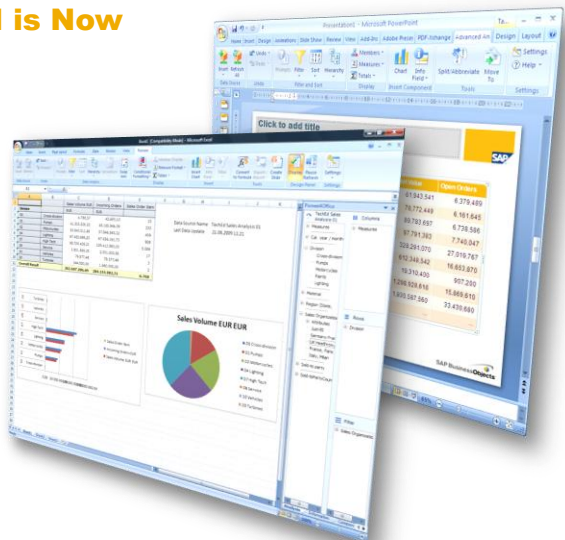
- New Web application design capabilities
- Unified Web-based analysis client

SAP BusinessObjects Analysis, Edition for Microsoft Office



The Future of SAP BI is Now

- Innovation without disruption
- Simpler and more intuitive
- More powerful



Business Impact Delivered with the SAP BusinessObjects BI 4.0 Suite



Know Your Business

- Insight into events as they happen
- Data quality rating and information stewardship for greater context
- Combined datasets for fresh perspectives

Transform Your Decision Making

- Engaging new user experience across the BI suite
- Right scale deployment for surfacing information everywhere needed
- People, information, and business methods together

Achieve Remarkable Results

- Actionable insight to work smarter and enable operational, tactical, and strategic tasks
- Context-aware information at the point of decision
- Effective use of information to maximize business performance



New Information Designer Tool

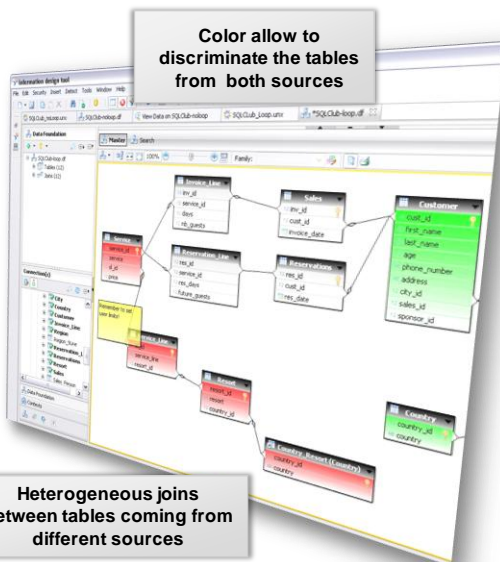
Single Environment for Accessing Multiple Data Sources



Faster access to many data sources

- Single development environment for building BI solutions and data federation jobs for multi-source universe data access
- Data Federator is integrated to leverage common security and administration
- Performance enhancements with engine update to support native DB syntax and new query optimizations

Color allow to discriminate the tables from both sources



Heterogeneous joins between tables coming from different sources

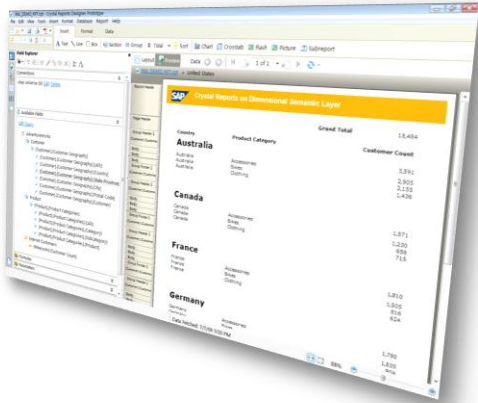
Engaging New User Experience

SAP Crystal Reports



Next-Generation Report Designer Experience

- New styling with ribbon bar look and feel
- Common query design experience across all data sources with new semantic layer
- Automated report translation for global deployments



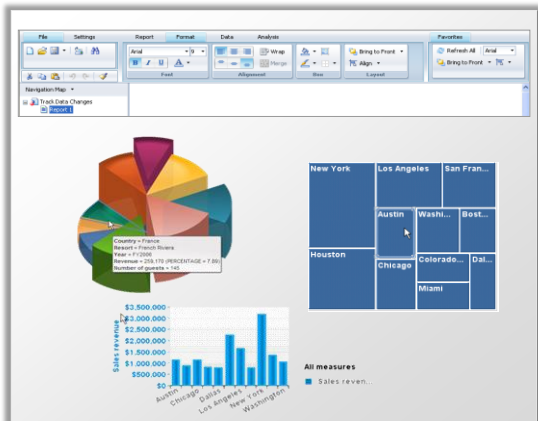
Engaging New User Experience

SAP BusinessObjects Web Intelligence



Refined User Experience and Interactivity

- Refined user experience with new charting options and toolbar
- Expanded interactivity for ad hoc and guided analysis workflows
- On-the-fly data browsing and query result validation



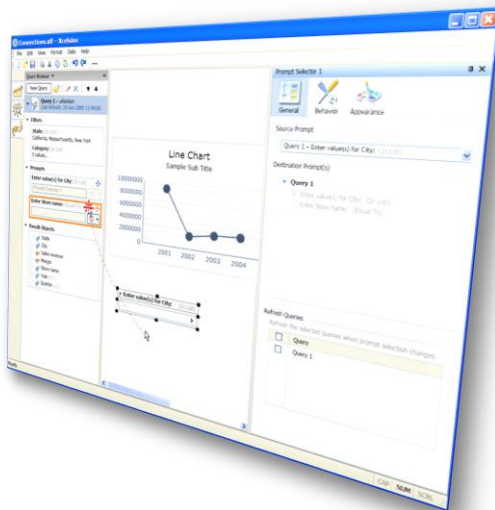
Engaging New User Experience

SAP BusinessObjects Dashboards



Simpler Authoring Experience

- Common design experience across all data sources with support for new semantic layer
- Improved authoring via query integration and direct access to semantic layer
- Alert consumption via BI platform services



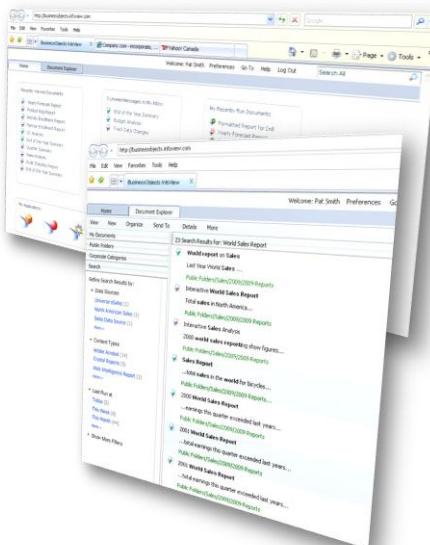
Engaging New User Experience

BI Launch Pad



Self-Service Information Consumption

- New self-service BI access making it easier to find all available content
- Enhanced filtering and search options reducing page scrolling
- Enhanced navigation for working with multiple documents at the same time



Engaging New User Experience

BI Workspace



Personalized Information Consumption

- Organizing and displaying any BI content with decreased IT dependency
- Simple WYSIWYG authoring for creating and modifying content
- Inter-portal communication enabling information exchange between components



Improved SAP BusinessObjects BI Platform

Local – Regional – Global



Global Readiness and Scalability

- Multilingual BI delivery across geographic locations
- Enhanced scalability with virtualization and 64-bit support
- Continued heterogeneous platform and database support



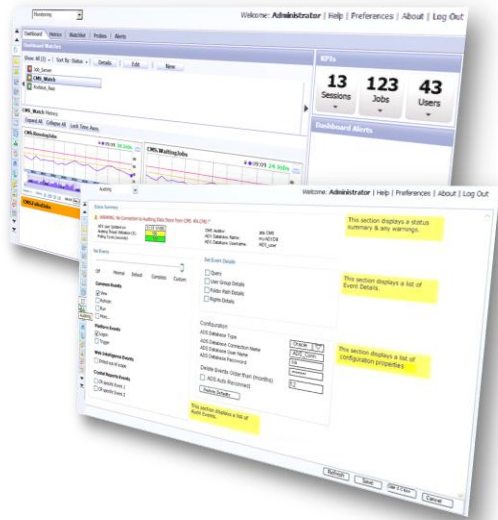
Improved SAP BusinessObjects BI Platform

System Monitoring and Diagnosis



Comprehensive System Monitoring and Diagnosis

- Automatic diagnosis for performance optimization
- Health dashboard, watches, and alerts for tailored system insight
- Complete auditing tracking for compliance and usage analysis



SAP BusinessObjects BI Roadmap for Q4 2010 and After



Q4 2010

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- SAP BusinessObjects BI 4.0 (Aurora)

In 2011 and after

- New Web application design capabilities
- Unified Web-based analysis client

New Web Application Design Capabilities in SAP BusinessObjects BI Solutions



High Productivity Web Application Design for SAP NetWeaver BW

- Modern look-and-feel
- WYSIWYG
- Extensible



Currently planned availability with SAP BusinessObjects BI 4.1

Unified Web-Based Analysis Client

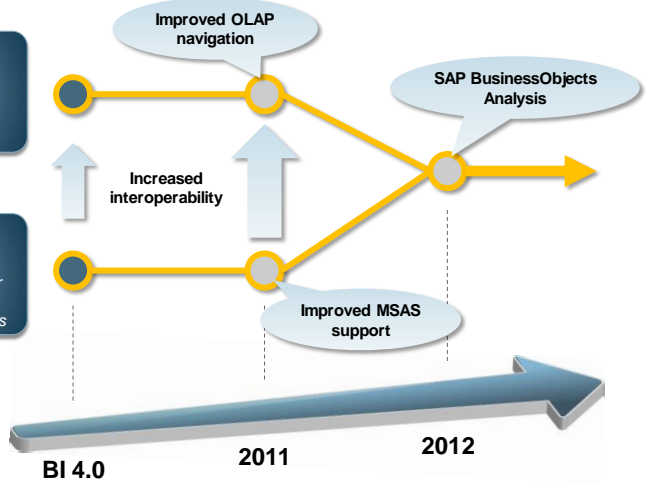
From Interoperability to Convergence



Unified Web-Based Analysis Client for Relational and OLAP Sources

SAP BusinessObjects Web Intelligence
Interactive analysis for relational and OLAP sources

SAP BusinessObjects Analysis, edition for OLAP
Multi-dimensional analysis for SAP NetWeaver BW and MS SQL Server Analysis Sces



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SAP BusinessObjects BI 4



The Best BI Suite for SAP

Innovation without Disruption

- Leverage all of your investments – BW cubes and BEx query design
- Transition BEx analyzer users to the next generation of SAP BI
- Adopt SAP BusinessObjects BI platform at your own pace

Simpler and More Intuitive

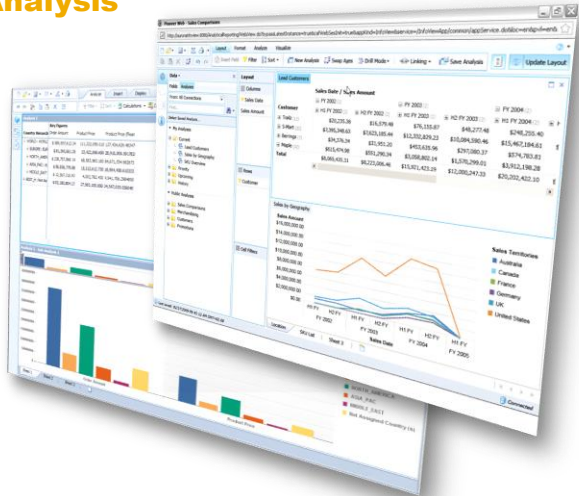
- Increase business user autonomy and self-service usage
- Boost BI adoption for more informed decision making across the enterprise
- Minimize user training, support and customization costs

SAP Landscape Simplification

- Tighter integration with the SAP NetWeaver technology platform
- BI standardization from the board room to the shop floor
- Increased speed and agility with cost effective in-memory computing

Uncover Deep Business Insights with Self-Service Analysis

- Self-Service Access
- Deep Business Insights
- Leverage All Your Investments



Landscape Simplification for Lower TCO with Enhanced SAP NetWeaver Platform Integration



SAP Solution Manager integration

- Unified system monitoring
- End-to-end root cause analysis

SAP NetWeaver Identity Manager integration

- Centralized user management
- End-to-end Single Sign-on through SAML

SAP Change & Transport System integration

- Unified change and transport management
- Lifecycle Manager triggered from SAP CTS+

Common semantic layer

- SAP BEx queries and universes converge
- Investments in SAP BEx queries are protected

Common infrastructure

- Continued support for SAP NetWeaver WAS
- Added support MaxDB as a repository database

Embedded Analytics in the SAP Business Suite

Actionable Insight in Your Business Processes

SAP

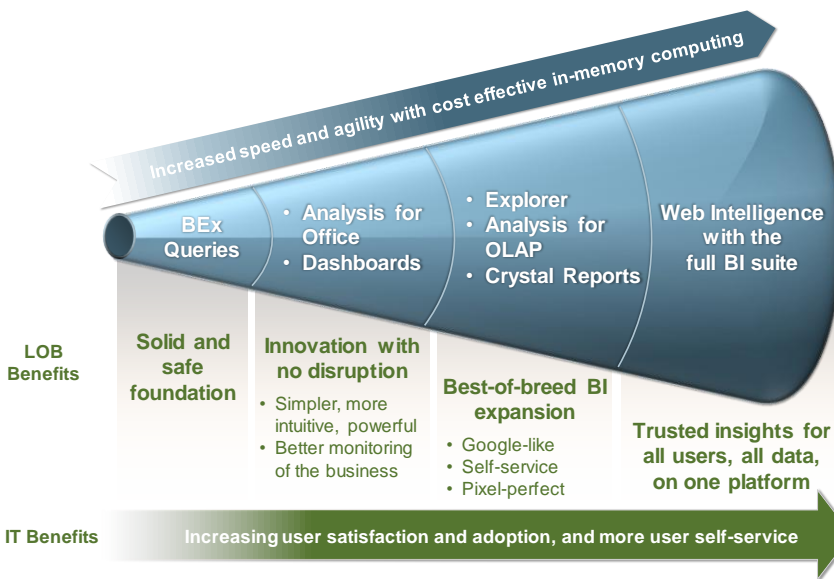
- Pre-defined best practice SAP BusinessObjects business content
- Unique integration to SAP Business Suite
- Pervasive best-of-breed BI from the board room to the shop floor



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Start With SAP BusinessObjects BI Now – For Benefits Today and Tomorrow

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Conclusion



The suite of SAP BusinessObjects BI solutions is the recommended and strategic BI front-end offering for SAP NetWeaver BW and other data sources



SAP BusinessObjects Explorer, accelerated version, builds upon synergies between BusinessObjects and NetWeaver, beyond integration improvements



SAP BusinessObjects Analysis, edition for Microsoft Office, is available right now to start the transition to the next generation of SAP BI without disruption



SAP BusinessObjects BI 4.0 enables lower TCO through simplified end-to-end landscape and unified life cycle management across the complete SAP stack



SAP Business Suite users are also gaining access to best-of-breed BI with SAP BusinessObjects BI 4.0 solutions embedded within business processes



SAP recommends transitioning in a phased approach starting now with SAP BusinessObjects Analysis and continuing with SAP BusinessObjects BI 4.0

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Further Information



SAP Public Web:

SAP Developer Network (SDN): www.sdn.sap.com/irj/sdn/bi

SAP BusinessObjects Community (BOC): www.sdn.sap.com/irj/boc

SAP BusinessObjects Explorer live demo: www.sap.com/explorerdemo

New!

Related SAP Education and Certification Opportunities

www.sap.com/.../businessobjectstraining/sbopbisolutions/index.epx

Related Workshops/Lectures at SAP TechEd 2010

BI102 SAP BusinessObjects Analysis: Overview

BI160 Two Hour, Hands-On Tour of the SAP BusinessObjects BI Solutions

BI161 Leveraging SAP Crystal Reports with SAP NetWeaver BW and SAP ERP

BI162 Using SAP BusinessObjects Explorer as a Starting Point for Analysis

BI163 OnDemand BI: Easy, Instant, Secure Business Intelligence for Everyone

BI200 What's New in SAP BusinessObjects BI 4.0 for SAP BusinessObjects BI platform

BI201 Best Practices and Methodologies for Upgrading SAP BusinessObjects Enterprise to SAP BusinessObjects BI 4.0



Related Workshops/Lectures at SAP TechEd 2010

BI202	Best Practices and Tips for Best Performance of SAP BusinessObjects XI 3.1 on SAP NetWeaver BW
BI203	How to Design and Deploy High Performing SAP BusinessObjects Dashboard s (Xcelsius)
BI204	Overview of SAP's Strategy for SAP BusinessObjects Mobile
BI260	SAP BusinessObjects Analysis, edition for Microsoft Office
BI262	Learn and Practice the New Multi-source Semantic Layer Modeling
BI263	Learn and Practice the New Multidimensional Semantic Layer for SAP NetWeaver BW and OLAP Sources
BI264	Building Dashboards that Rock with SAP BusinessObjects Dashboards (Xcelsius)
BI265	Best Practices for Using SAP BusinessObjects Web Intelligence with SAP NetWeaver BW, Today and Tomorrow
BI300	SAP BusinessObjects Analysis, edition for OLAP, Best Practices
BI360	Technical Deep-Dive into SAP BusinessObjects Analysis, edition for Microsoft Office
EIM261	Utilize SAP NetWeaver BW Accelerator and SAP BusinessObjects Explorer to Analyze Huge Amounts of Non-SAP Data
EIM262	Model your Enterprise Data Warehouse with SAP NetWeaver Business Warehouse 7.3
EIM300	SAP NetWeaver Business Warehouse 7.3 Feature List Overview and Roadmap
EIM301	Business Value Through New Analytical Engine / BW Accelerator capabilities



Feedback

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