

EMPOWERING USERS WITH CRITICAL BUSINESS INFORMATION

SELF-SERVICE ACCESS TO DATA, REPORTING, AND ANALYSIS

Self-Service Information Access and Interactivity

Every hour of the day, users need to answer ad hoc questions and access business information. Many find it difficult to access critical business information that's not contained in standard reports. Requests for additional views of the data or for up-to-date information often result in user frustration and report backlog. Even when ad hoc query functionalities are available, they are typically difficult to use and don't provide users with a simple way of exploring information to gain a better understanding of critical business issues.

With SAP® BusinessObjects™ Web Intelligence® software, your users have

self-service access to data, reporting, and intuitive information analysis, all in one integrated product, helping them turn business insights into effective decisions. With a few clicks, your users can access and format information and then analyze it to identify underlying trends and root causes (see figure).

SAP BusinessObjects Web Intelligence empowers your users with self-service information access and interactivity, while delivering:

- Powerful online and offline ad hoc query and reporting features
- Integrated and trusted analysis functionality for all users
- A tool built upon a complete, trusted, and agile business intelligence (BI) platform

SAP® BusinessObjects™ Web Intelligence® software is a Web-based ad hoc query, reporting, and analysis tool. Designed to empower users with its intuitive interface running on a highly scalable, trusted business intelligence platform, this software will help you turn information into actionable insight and make better decisions in less time.



Figure: Examples of Ways to Ask Business Questions and Format Answers



Powerful On- and Offline Ad Hoc Query and Reporting Features

SAP BusinessObjects Web Intelligence provides an intuitive interface with powerful query and reporting features that allow business analysts and nontechnical information consumers to ask spontaneous and iterative business questions of their data. For example, you can compare the performance of suppliers this year over last year, combine the data with your forecast from your Microsoft Excel spreadsheet, and access the trusted data source for more detailed information. Then you can quickly identify trends and determine areas within the supply chain that you need to optimize to ensure maximum profitability – all within a single session.

Empower Your End Users via a Robust Semantic Layer

The patented semantic layer hides the complexity of underlying data sources by providing a business representation of organizational data – so your users can access information with SAP BusinessObjects Web Intelligence using their own business terms. The semantic layer also makes reusable report elements and powerful calculation functionality available, allowing your users to quickly access key information.

Access Information with an Intuitive, Web-Based Interface

With SAP BusinessObjects Web Intelligence, users can access and format information to suit their needs with an intuitive drag-and-drop Web interface. Users can customize the zero-footprint Web interface to meet specific user

With minimal knowledge of the underlying data structures, your users can access and synchronize data from multiple sources. And they can create custom formulas and use variables within a single report.

segments inside and outside the organization. In addition, with minimal knowledge of the underlying data structures, your users can access and synchronize data from multiple sources (whether structured, text-based, or even from spreadsheets, comma-separated values [CSV] files, and text files). And they can create custom formulas and use variables within a single report.

Power of Mobility When Working Offline

Analysis does not have to end when you are not connected to a network. You can use SAP BusinessObjects Web Intelligence to create queries and reports in an offline mode. Then you can synchronize your data when you reconnect to the network and share the results of the analyses you created.

Integrated and Trusted Analysis Functionality for All Users

SAP BusinessObjects Web Intelligence delivers a unique, single environment for accessing and interacting with information whether you are in an online or offline mode. Its interactive viewing framework helps ensure that a full range of users can access secure information, thereby reducing the number of tools you need to deploy to deliver trusted information analyses throughout your organization.

Access and Analyze Information in a Single Interface

With SAP BusinessObjects Web Intelligence, users can access, format, and explore information in a single interface without needing to implement a separate analysis tool. Its interactive viewing framework enables users to drill down into data and explore across different dimensions – delivering deeper insight and enabling more effective decision making. For example, you can move from annual sales summary data down to a specific quarter and then compare that with performance from a previous quarter. And you can do this regardless of whether the data is stored in a multidimensional, relational format, in a Microsoft Excel spreadsheet, or even in e-mails.

Personalize, Explore, and Discuss Information

Although your users may sometimes need to build their reports from scratch, they will often be able to answer current business questions by adjusting existing reports. With SAP BusinessObjects Web Intelligence,

users can edit queries and reports to reflect their latest information needs. In addition, when your users share a document, the software supports collaborative decision making via threaded discussions. These functionalities result in increased end-user confidence in business decisions made using timely, accurate, and interactive reports.

The Interactive Analysis Framework

SAP BusinessObjects Web Intelligence provides an interactive viewing framework that gives your users innovative, on-report analysis functionalities whenever they view reports. It reduces report backlog by allowing users to make their own changes instead of having to rely on IT. Moreover, with the interactive viewing framework, your users can review report metadata, such as the definition of measures used (for example, the formula to calculate revenue). They can even determine which data filters have been applied, where the data originated, and when it was last updated, helping ensure better information familiarity, context, and trust.

The track data changes feature improves user productivity by allowing users to quickly see the data changes in their reports after a refresh. Changes in the report, such as increases, decreases, or new or removed objects, are highlighted with different colors, which users can customize.

Built upon a Complete, Trusted, and Agile BI Platform

SAP BusinessObjects Web Intelligence is built on the proven and mature SAP BusinessObjects Enterprise software –

the industry-trusted BI platform. This helps ensure that it meets the performance demands of user query and analysis for all sizes of organizations.

BI Standardization via Shared Administration and Security

SAP BusinessObjects Enterprise delivers a single point of security and administration for all SAP BusinessObjects Web Intelligence users. This approach gives you full control of the user experience, the functionalities available to each user, and their security profiles. All your BI-related activities are centrally managed by SAP BusinessObjects Enterprise. This helps you reduce the overall cost of BI implementation across the organization. Moreover, with a single point of security and administration, you will be able to share information with customers, suppliers, and partners through a BI extranet. It also helps ensure that your users not only have the functionalities appropriate to their requirements, but they also have the freedom of self-service to access the information they need.

Global Delivery via a Single Deployment

It is crucial for global organizations to provide multilingual information access for their users. SAP BusinessObjects Web Intelligence is highly deployable, and users across the world can work with the software in their native language. SAP BusinessObjects Web Intelligence supports major Western European languages as well as multi-byte languages such as Japanese – all from a single server. Going beyond mere interface localization, SAP BusinessObjects Web Intelligence

helps your end users access and create reports containing Unicode data. Moreover, the semantic layer metadata and report prompt can be localized to the report viewer's language, enabling you to standardize on a single query, reporting, and analysis solution, thus reducing deployment costs.

Find Out More

To learn more about SAP BusinessObjects Web Intelligence or other SAP BusinessObjects solutions, call your SAP representative or visit us online at www.sap.com/sapbusinessobjects.

The Interactive Viewing Framework

Within a Web browser, users of reports in SAP® BusinessObjects™ Web Intelligence® software can:

- View report metadata
- View, edit, remove report, section, or block filters
- Format and resize cells, tables, and charts
- Recombine report objects and variables in tables and charts
- Set breaks and sorts
- Insert calculations
- Add rows and columns to tables
- Create and duplicate tables and charts
- Turn a grid into a chart or a chart into a grid
- Create formulas and variables
- Edit cell formulas in place

Summary

SAP® BusinessObjects™ Web Intelligence® software is a Web-based query, reporting, and analysis tool. It provides self-service access to business information, enabling users to analyze data, identify trends, and turn business insights into effective decisions.

Business Challenges

- Access critical information not found in standard reports in a self-service manner
- Gain a better understanding of critical business issues
- Compare data, analyze and identify trends
- Access information anywhere and at any time, whether offline or online
- Reduce report backlog in IT

Key Features

- **Online and offline query and reporting** – Ask questions, combine data, identify trends
- **Intuitive Web-based interface** – Customize the interface to meet specific user needs and synchronize data from multiple sources
- **Controlled and secure access** – Determine who can access what data and monitor usage
- **Single interface** – Access, format, and explore information without the need of a separate analysis tool
- **Interactive analysis** – Give users innovative on-report analysis functionalities

Business Benefits

- **Empowered decision making** resulting from better access to better data
- **Increased user confidence** in the business decisions made
- **Control** over data access and use of system resources
- **Reduction in the number of tools** needed to deliver information throughout the organization
- **Reduced overall cost** of business intelligence implementation across the organization

For More Information

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

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