

SAP BusinessObjects™ POLESTAR

COMBINING THE SIMPLICITY AND SPEED OF SEARCH WITH THE TRUST AND ANALYTICAL POWER OF BUSINESS INTELLIGENCE

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In order to make everyday business decisions, business users depend on the ability to access and understand information. Unfortunately, recent surveys show that these users often rely on “gut-feel” decision making due to their inability and lack of time to learn the powerful business intelligence (BI) tools that could provide them with this much-needed data. These same users, however, find it trivial to search for information online or browse for books on Amazon.com. What if your organization could combine the simplicity of search with the power of BI?

SAP® BusinessObjects™ Polestar software brings together the simplicity and speed of search with the trust and analytical power of BI to provide immediate answers to business questions. Business users employ familiar keyword searches to find information hidden in data sources. They can then navigate and explore directly on data; no existing reports and metrics are necessary. SAP BusinessObjects Polestar is an integrated part of SAP BusinessObjects XI solutions. SAP BusinessObjects Polestar leverages the BI solution’s metadata layer (SAP BusinessObjects universe), as well as its security, trust, and administration services – thereby reducing IT backlog and making your BI solution deployable in days.

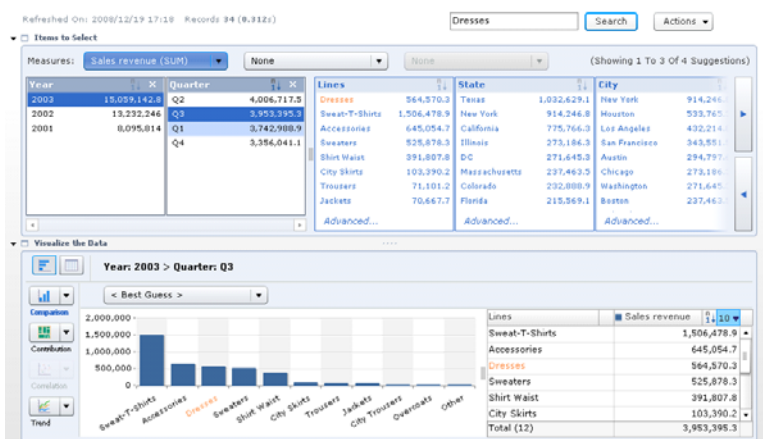


Figure 1. Combine the Simplicity and Speed of Search with the Trust and Analytical Power of BI

SAP BusinessObjects Polestar is designed for ease of use. For example, you:

- Start by entering a few search keywords
- View results then explore via an exploration panel
- Auto-generate charts for optimal results
- Share results via email and other formats
- Integrate with SAP BusinessObjects Web Intelligence® software
- Access secure, trustworthy information

Simplicity and Speed of Search

SAP BusinessObjects Polestar users simply enter a few search keywords to find the most relevant information instantly from across all of their applications and data sources. Data sources and metadata are pre-indexed so that users can search and explore enterprise data sources such as operational systems and data warehouses directly and with near instantaneous speeds. No pre-existing reports or metrics are required.

Analytical Power of BI

SAP BusinessObjects Polestar presents the most relevant keyword search results first, and complements it with additional contextually relevant details. In addition, SAP BusinessObjects Polestar auto-generates the chart that best represents the information. For example, when displaying percentage breakdowns of a multi-entry data set, it generates a pie chart; when comparing multiple members like revenue and profit, it displays a bar chart. Information workers benefit from this self-service discovery without needing to understand the data, where it is located, or how it is structured. The experience is as easy as browsing an online store.

For example, a liquor distributor would like to understand purchasing behavior of wines over various regions. When she types, “wine sales region” into a search box, SAP BusinessObjects Polestar finds and presents a chart that shows revenues of wine across organizational regions. Recognizing that time is the most relevant attribute associated with regional wine sales, the software automatically displays sales by year. The liquor distributor has a choice of dynamic categories for viewing data, to iteratively see new information. For example, to browse by a characteristic like sweetness, she can switch the view from revenue to inventory, and drill to more granular details that describe types of wine and subregions. As she spontaneously and iteratively navigates through new information, additional information choices are presented to her – all at the speed of thought.

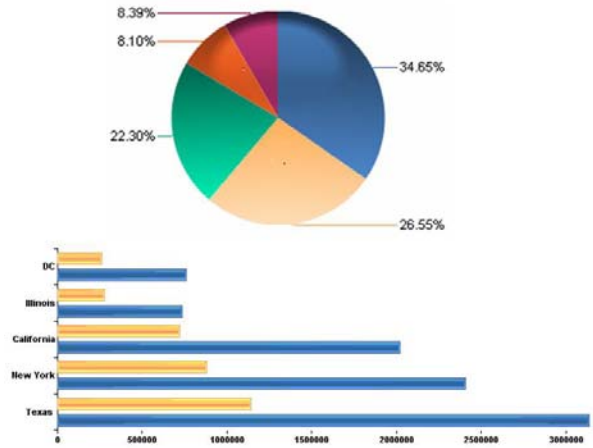


Figure 2. Polestar presents the most relevant results and auto-generates the chart that best represents the information.

Insight derived from SAP BusinessObjects Polestar is easily sharable with others. Users can copy and paste Web links into SAP BusinessObjects Polestar, making insight easily sharable via email and instant messaging applications.

Search and exploration findings can also be exported to Microsoft Excel for further sharing options.

SAP BusinessObjects Polestar also provides the flexibility of integrating with SAP BusinessObjects Web Intelligence® software. Users can export the insight discovered in SAP BusinessObjects Polestar to BusinessObjects Web Intelligence reports. They can fully leverage the functionalities of SAP BusinessObjects Web Intelligence software to create additional calculations and charts, and format tables on the exported data. This enables them to explore unexamined areas of business via SAP BusinessObjects Polestar and do focused analysis on SAP BusinessObjects Web Intelligence.

Secure, Trustworthy, and Deployable in Days

SAP BusinessObjects Polestar is build on top of the SAP BusinessObjects XI solutions infrastructure, services, and functionality. BI platform security is applied across all SAP Polestar searches and exploration, ensuring users only have access to permitted data. User search results and exploration leverage SAP BusinessObjects universes and common business terms that have been standardized across the business and with which people are comfortable and familiar. This single view of the truth, along with trusted data quality, integration, and reliable platform services, ensure user trust and confidence in decision making. And by increasing self-service BI and maintaining IT control, SAP BusinessObjects Polestar empowers the business while reducing IT report creation backlog. SAP BusinessObjects Polestar leverages existing SAP Business Objects investments, reusing existing security, metadata, and other BI platform services – making it easy to administer, and quick to deploy, often in a matter of days.

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