

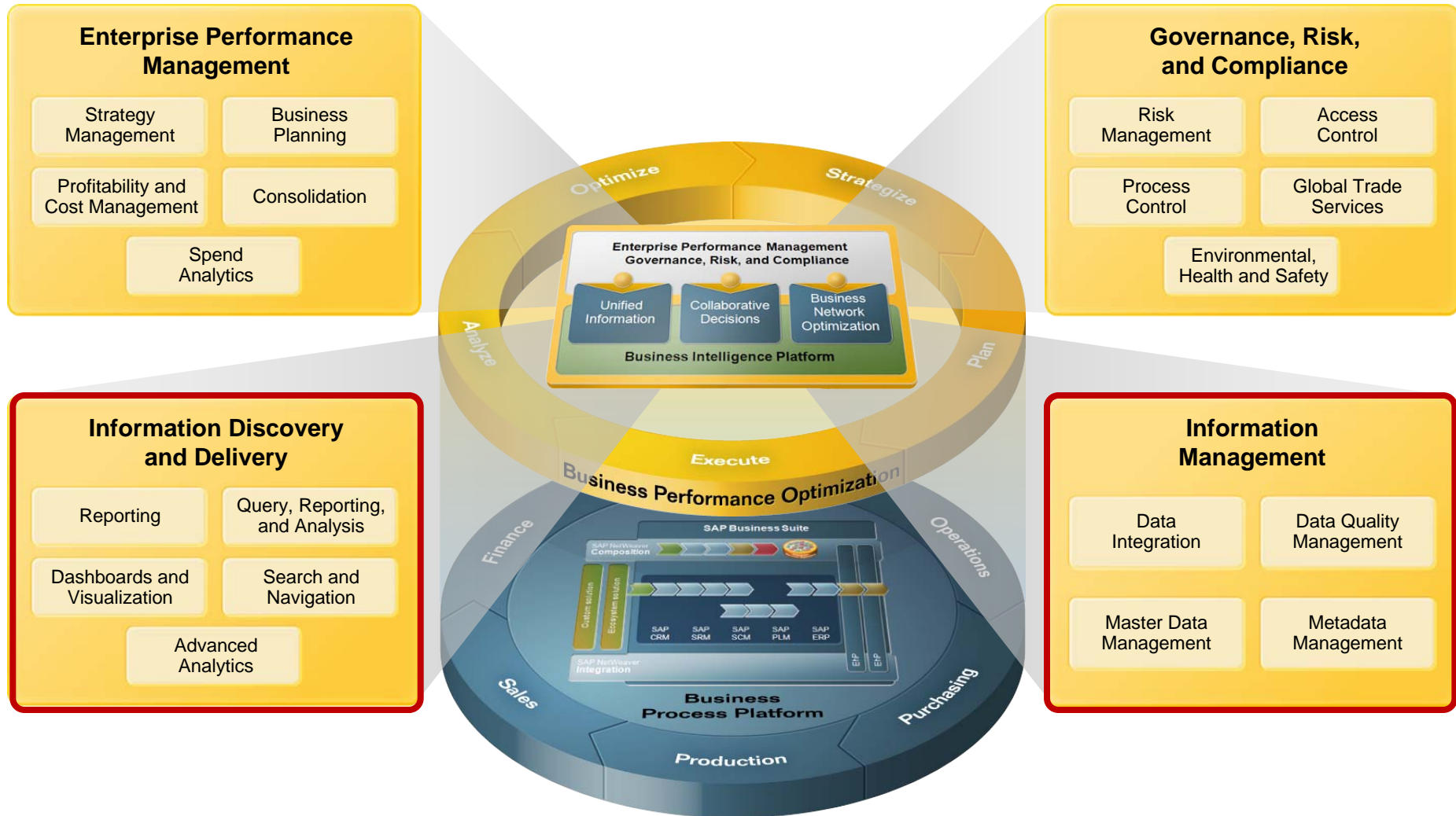
# Extending The Value of SAP with the SAP BusinessObjects Business Intelligence Platform Product Integration Roadmap



**Naomi Tomioka Phipps**  
Principal Solution Advisor  
Business User  
South East Asia

22<sup>nd</sup> April, 2010

# SAP BusinessObjects Solution



# SAP BusinessObjects BI and EIM Solutions

## All Information, All People, One Platform



**ALL  
People**

### Multi Client Consumption



Enterprise  
Portals



Embedded in  
Enterprise Apps



MS Office



On Demand  
Services



Browsers



Mobile

**ONE Platform**

### Common Management

Admin  
Console

Security

Storage

Scheduling &  
Publishing

Systems  
Management

Repository

### Business Intelligence

Data  
Exploration

Advanced  
Analysis

Interactive  
Analysis

Dashboards  
and  
Visualization

Reporting

Predictive  
Analytics

### Enterprise Information Management

#### Common Semantic Layer

Metadata  
Management

Data Integration  
& Federation

Data  
Quality

Master Data  
Management

Text  
Analysis

Embeddable Engines  
and  
Software Development Kits

Intelligence Platform

**ALL  
Information**

### Data Sources



ERP, CRM, SCM...  
(SAP & Non-SAP)



OLAP Servers, Data  
Warehouses & Marts



Other  
ODBC, XML



Documents,  
Email...



RSS

# Agenda



## 1. SAP and Business Objects – A Perfect Match

### 2. Product Integration Roadmaps

2.1 Visualization and Reporting

2.2 Ad Hoc Query and Analysis

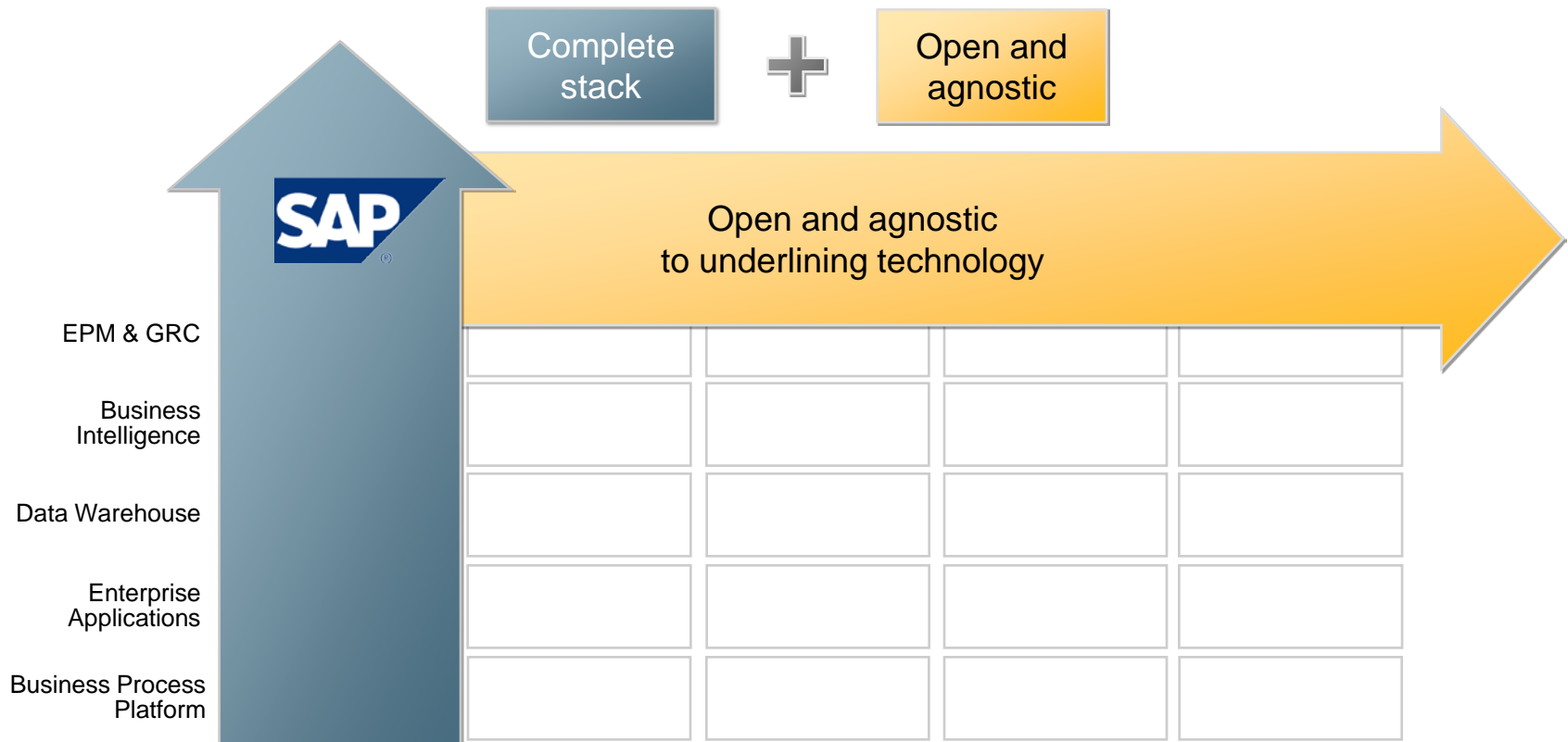
2.3 Accelerated Business Intelligence

2.4 Business Content Embedded within Business Processes

### 3. Conclusion and Recommendation

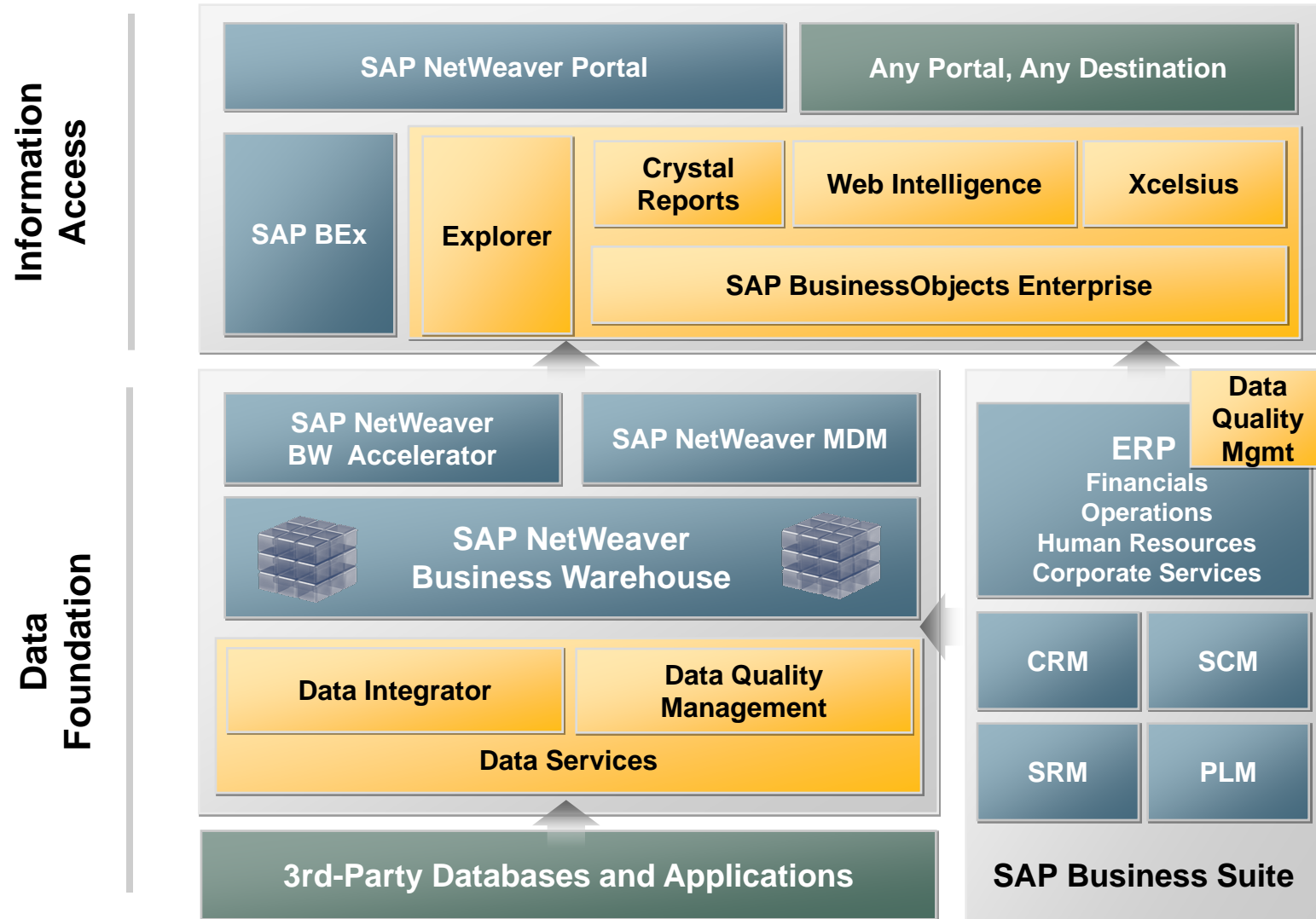
# SAP BusinessObjects

## Complete stack – open and agnostic



# The new Business Intelligence Platform

## Value added within an SAP landscape



# Planned Product Directions for BI Solutions

## Richest offering for all business users

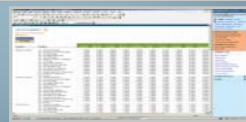


### Discovery & Exploration



Explorer

### Enterprise Reporting



Report Designer



Crystal Reports

### Ad Hoc Query, Reporting, & Analysis



Web Intelligence

### Dashboards, Visualization



Web App Designer

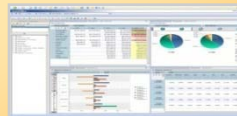


Xcelsius

### Advanced Analysis

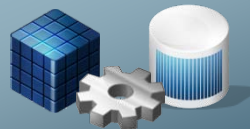


SAP BEx Analyzer



Voyager

### Enterprise Data Warehousing & BI Platform



SAP NetWeaver BW and BWA



SAP BusinessObjects Enterprise



# Planned Product Directions for BI Solutions

## Richest offering for all business users



**Discovery &  
Exploration**

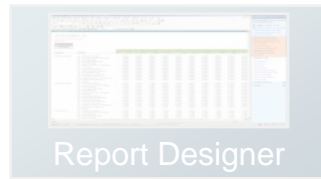
**Enterprise  
Reporting**

**Ad Hoc Query,  
Reporting, &  
Analysis**

**Dashboards,  
Visualization**

**Advanced  
Analysis**

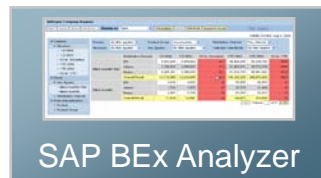
**Enterprise Data  
Warehousing  
& BI Platform**



Report Designer



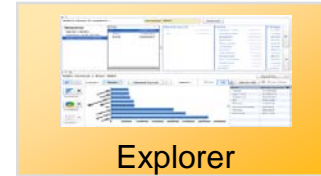
Web App Designer



SAP BEx Analyzer



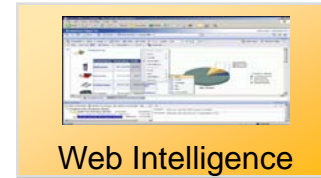
SAP NetWeaver BW and BWA



Explorer



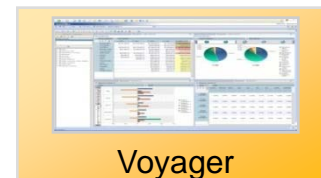
Crystal Reports



Web Intelligence



Xcelsius



Voyager



SAP BusinessObjects Enterprise



# Planned Product Directions for BI Solutions

## Richest offering for all business users



**Discovery &  
Exploration**



Explorer

**Enterprise  
Reporting**



Report Designer



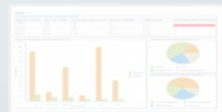
Crystal Reports

**Ad Hoc Query,  
Reporting, &  
Analysis**



Web Intelligence

**Dashboards,  
Visualization**



Web App Designer



Xcelsius

**Advanced  
Analysis**

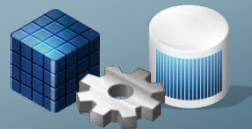


SAP BEx Analyzer



Voyager

**Enterprise Data  
Warehousing  
& BI Platform**



SAP NetWeaver BW and BWA



SAP BusinessObjects Enterprise

# Planned Product Directions for BI Solutions

## Richest offering for all business users



**Discovery &  
Exploration**



Explorer

**Enterprise  
Reporting**



Report Designer



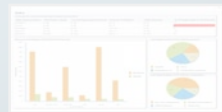
Crystal Reports

**Ad Hoc Query,  
Reporting, &  
Analysis**



Web Intelligence

**Dashboards,  
Visualization**



Web App Designer



Xcelsius

**Advanced  
Analysis**

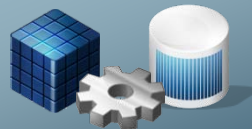


SAP BEx Analyzer



Pioneer

**Enterprise Data  
Warehousing  
& BI Platform**



SAP NetWeaver BW and BWA



SAP BusinessObjects Enterprise

# Agenda



1. SAP and Business Objects – A Perfect Match

## 2. Product Integration Roadmaps

### 2.1 Visualization and Reporting

2.2 Ad Hoc Query and Analysis

2.3 Accelerated Business Intelligence

2.4 Business Content Embedded within Business Processes

3. Conclusion and Recommendation

# SAP BusinessObjects Xcelsius Enterprise

## Enterprise dashboarding and data visualization



Provides **rapid development** of highly interactive dashboards and data visualization through a **flexible** and **easy to use** interface



### Easy-to-Use

- Drag and drop interface . Free form layout, sizing and layering of visual controls.
- Dashboards in deployed in weeks, prototype validation in days. No coding required.

### Visual

- Intuitive and engaging, removes casual users adoption barriers
- Rich set of high impact visualizations

### Interactive

- Fine grain eventing, mouse over or mouse click events can change any visualization on dashboard
- Navigation within BI data tailored to the business requirements

### Flexible

- Deploy in web based application including portals
- Deploy in desktop applications including Adobe PDF and MS Office
- Extensible visualization library and data connectors using Xcelsius SDK

### SAP & Non-SAP Data Sources

- Leverage investment in SAP BusinessObjects and SAP NetWeaver with specific data connectivity
- Open connectivity options through web service and XML connectors
- Enable real-time dashboard updates through leveraging of Adobe Live Cycle Data Services connectivity

# Dashboarding and Data Visualization

## Enhanced integration with SAP NetWeaver BW



### Today: flexible options for heterogeneous deployments

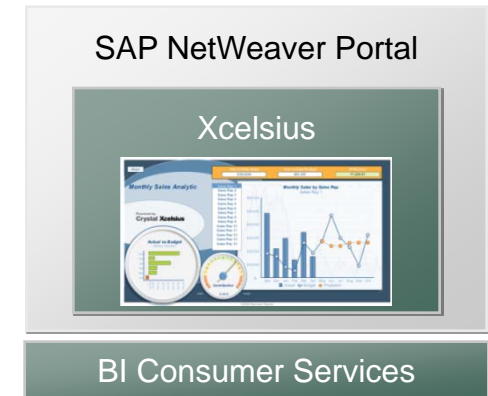
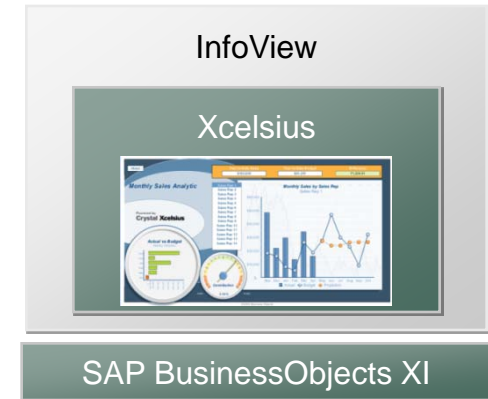
- Dashboarding and visualization across SAP and non-SAP data sources
- Leverage existing universes, Crystal Reports and/or Web Intelligence documents
- Leverage SAP BusinessObjects XI information infrastructure

### Today: new end-to-end integration to SAP NetWeaver

- High performance data access to SAP NetWeaver BW based on BI Consumer Services (BICS)
- Low TCO with direct consumption of BEx queries and views
- Integrate with SAP NetWeaver BW lifecycle and text translation

### Tomorrow\*: improved user experience

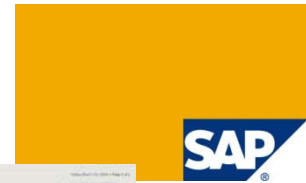
- OLAP selectors for SAP NetWeaver BW with hierarchy navigation
- New high impact interactive visualizations



**\* Currently planned availability in 2010**

# Crystal Reports

## Enterprise reporting



Is the market leading **standard in enterprise reporting** that provides **connectivity** to any type of data and **empowers all end users** with a simple and scalable **deployment model**



### The Standard in Reporting

- The SAP standard enterprise reporting tool for all applications from SAP Business All-in-One to SAP Business Suite
- Easy access to Crystal Reports skills in the market

### Report Formatting

- Precise object layout and positioning
- Complete control over font, layout, pagination
- High fidelity rendering in all clients and in print

### Open Connectivity

- Access to both SAP NetWeaver BW and SAP ERP data
- Access to virtually any data source or back-end system

### End-User Empowerment

- Sort and filter without querying the database
- Embed Flash for powerful visualization and what-if scenarios
- Interoperability with other clients like Pioneer

### Enterprise Deployment

- Multiple broadcasting and file format options for enterprise-wide deployments
- Consume reports offline with Crystal Reports Viewer

# Agenda



## 1. SAP and Business Objects – A Perfect Match

## 2. Product Integration Roadmaps

2.1 Visualization and Reporting

**2.2 Ad Hoc Query and Analysis**

2.3 Accelerated Business Intelligence

2.4 Business Content Embedded within Business Processes

## 3. Conclusion and Recommendation

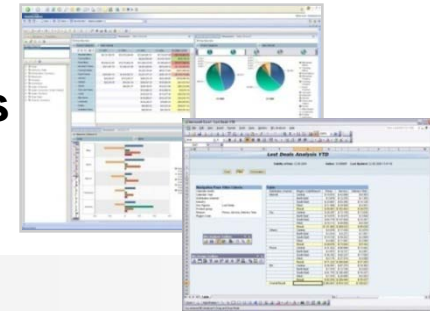


# Project Pioneer

## Advanced OLAP analysis client



**High-performance** next generation OLAP analysis client for **SAP / non-SAP environments**; **adaptable** to needs of business analysts, **embeddable** into SAP business processes



### High Performance

- Optimized direct OLAP data access and built-in support for SAP NetWeaver BWA

### SAP & Non-SAP Environments

- Key OLAP engines: SAP NetWeaver BW, MS Analysis Server, Essbase
- Best TCO for SAP and Non SAP platforms

### Adaptable

- Available in a web 2.0 based and MS Office based flavor

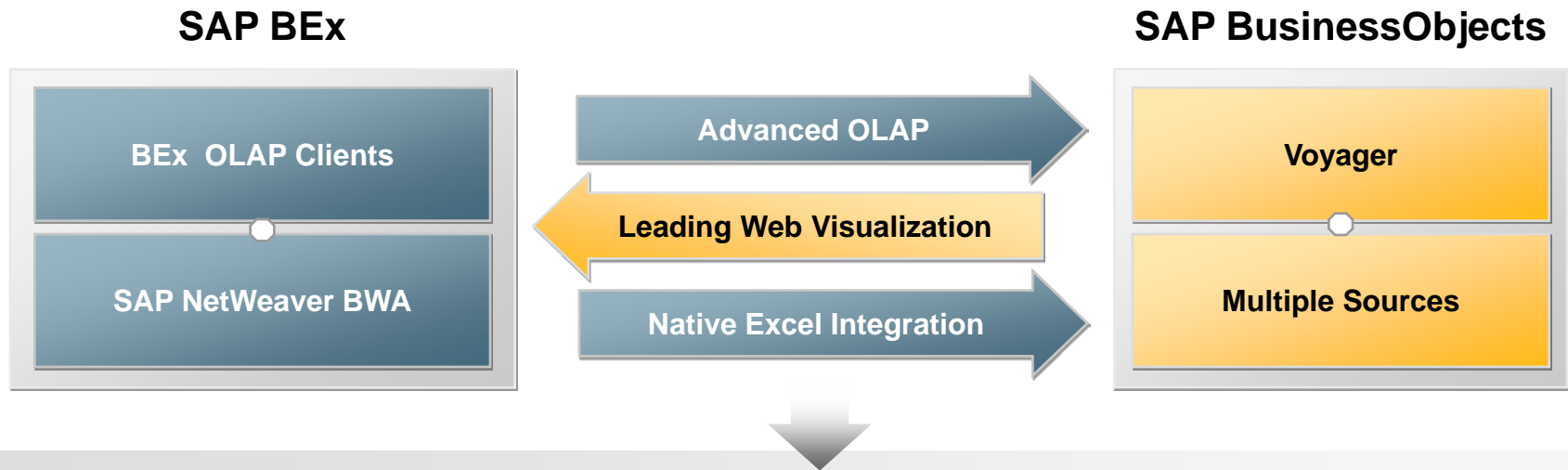
### Extend the Reach

- Highly interoperable with tools such as Web Intelligence, Xcelsius, Crystal Reports, Live Office

### Embeddable

- Embedded into core business processes of SAP Business Suite, SAP Business by Design, and SAP BusinessObjects EPM solutions

# Project Pioneer Overview



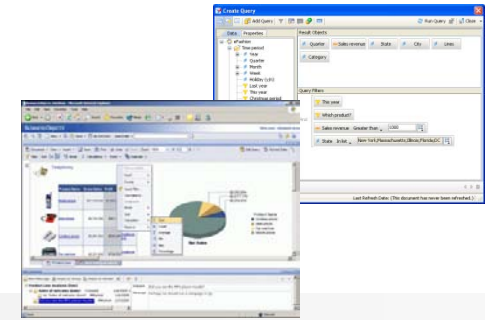
- Combine Business Objects expertise for innovative UIs with SAP know-how for advanced OLAP clients
  - OLAP analysis for SAP NetWeaver BW, SAP BusinessObjects EPM solutions, and 3<sup>rd</sup>-party OLAP
- Take the best of both worlds and add substantial new innovations on top
  - Tight Microsoft Office integration, guided OLAP analysis, and predictive analysis services
- Win-win situation for BEx Analyzer and Voyager customers
  - Safe existing investment + accelerated new innovations
- Fully leverage BW Accelerator's in-memory analytic engine capabilities

# SAP BusinessObjects Web Intelligence

## Ad hoc query, reporting, and analysis for casual users



**Self-service ad hoc analysis and reporting enabling casual users to ask questions on any data, make decisions, and share information with others across the organization**



### Ad Hoc Query, Reporting & Analysis

- Self-service reporting designed with the casual user in minutes
- Users can analyze data and answer their questions in a single environment

### Combine SAP & Non-SAP Data

- Combine data from SAP NetWeaver BW and non-SAP data, including Excel, in a single report

### Intuitive, Easy to Use

- Easy-to-use BI tool empowering end users to access and analyze the information they need
- Free-form layout with light formatting and printing capabilities

### Accessible Anywhere

- Web Intelligence reports can be viewed online, offline, on mobile devices, in dashboards, in MS Office, and on the desktop

# SAP BusinessObjects Web Intelligence

## Enhanced integration with SAP NetWeaver BW



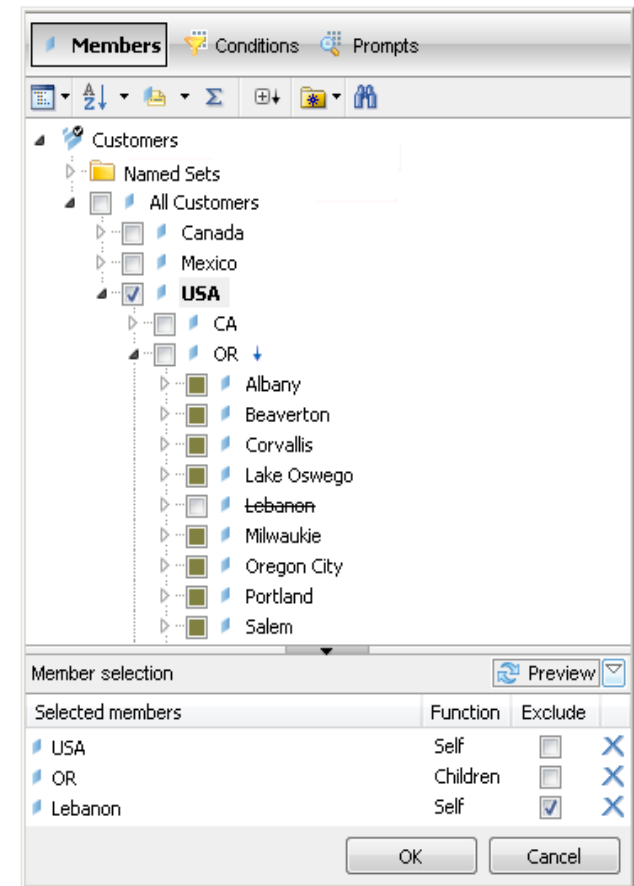
### Today: common user experience for heterogeneous deployments

- Common user experience to enable business user access to and mashing up of SAP and non-SAP data sources, including Excel
- Improved OLAP universe data access to SAP NetWeaver BW for better MDX query performance and lower TCO
- Unique direct access to SAP NetWeaver BW for enhanced BI scenarios thanks to SAP BusinessObjects Data Federator

### Tomorrow\*: improved support for SAP NetWeaver BW dimensional concepts

- SAP NetWeaver BW hierarchies integrated into Web Intelligence query and interactive reporting models
- Direct BICS access to BEx queries to protect and leverage investments in BEx query design
- Interoperability with Pioneer to conduct ad-hoc reporting from OLAP analysis

**\* Currently planned availability in 2010**



# Agenda



## 1. SAP and Business Objects – A Perfect Match

## 2. Product Integration Roadmaps

2.1 Visualization and Reporting

2.2 Ad Hoc Query and Analysis

**2.3 Accelerated Business Intelligence**

2.4 Business Content Embedded within Business Processes

## 3. Conclusion and Recommendation

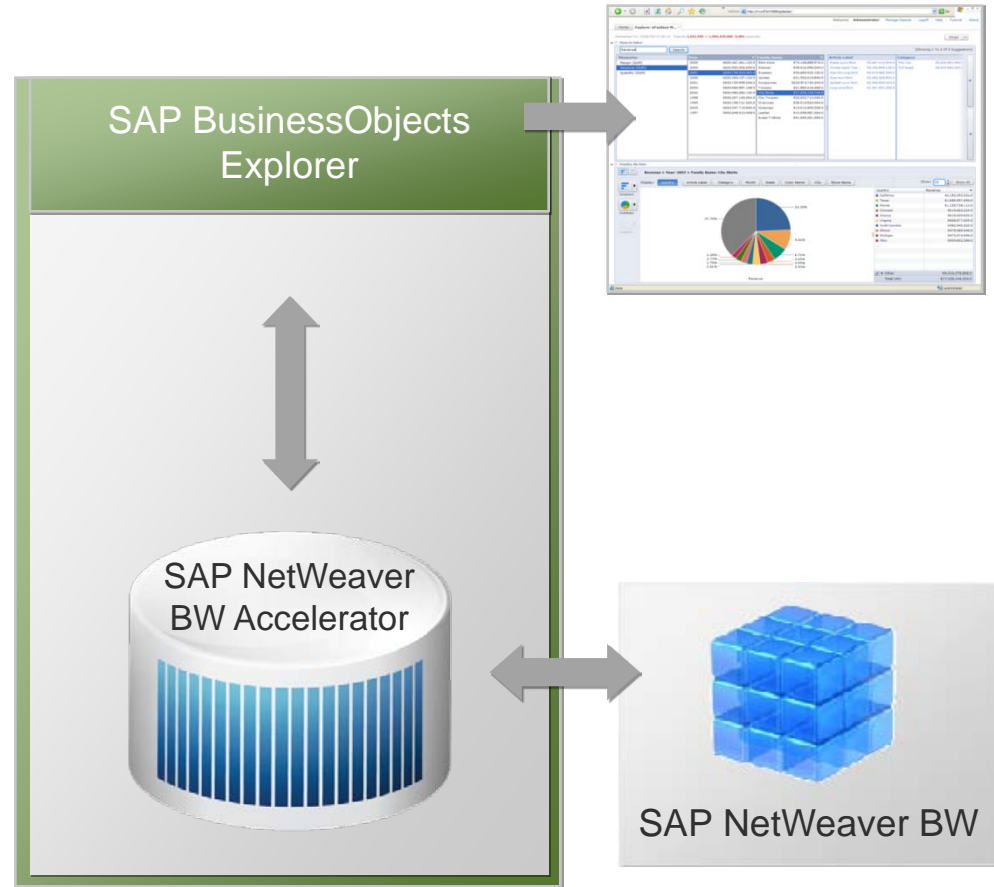
# Introducing SAP BusinessObjects Explorer Accelerated version for SAP NetWeaver BW



## A self-service, search-driven, and discovery solution for exploring your enterprise data

- Intuitive user experience for casual business users, **no training required**
- Search and explore large volumes of enterprise data to **discover relationships and uncover root cause**
- Business users gain immediate 'insight at the speed of thought' **without needing assistance** from a business analyst or IT

***Available today***



# Agenda



## 1. SAP and Business Objects – A Perfect Match

## 2. Product Integration Roadmaps

2.1 Visualization and Reporting

2.2 Ad Hoc Query and Analysis

2.3 Accelerated Business Intelligence

**2.4 Business Content Embedded within Business Processes**

## 3. Conclusion and Recommendation



# SAP BusinessObjects Business Content

## Delivered in SAP Business Suite for enhanced operational BI



### **Pre-defined and delivered Crystal Reports and Xcelsius dashboards embedded in all SAP Business Suite applications**

- SAP Business Suite customers have access to new business content
- Embedded within the standard business processes of the SAP Business Suite
- Across all SAP Business Suite applications: ERP, CRM, SCM, PLM, and SRM

### **Low TCO with deep integration to SAP Business Suite**

- Direct access to transaction data and metadata in SAP Business Suite and NetWeaver BW
- Unified life cycle management to deploy reports and dashboards
- Integrated design experience to build/embed within business processes

### **Customers need to explore investing further in SAP BusinessObjects**

- To leverage pre-defined reports and dashboards outside of standard business processes
- To modify pre-defined dashboards, or design new reports or dashboards

### ***Currently planned availability with SAP Business Suite 7 Innovations 2010***

This presentation and SAP's strategy and possible future developments are subject to change and may be changed by SAP at any time for any reason without notice. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

# Agenda



1. SAP and Business Objects – A Perfect Match
2. Product Integration Roadmaps
  - 2.1 Visualization and Reporting
  - 2.2 Ad Hoc Query and Analysis
  - 2.3 Business Content Embedded within Business Processes
- 3. Conclusion and Recommendation**



**All innovation** and development in the BI front-ends is now focused on the SAP BusinessObjects BI solutions while **the BI front-end tools within SAP NetWeaver will no longer be the strategic direction**

SAP will continue to **protect your investments in SAP NetWeaver** BI front-end tools (SAP BEx suite) through **SAP Enterprise Support**

However, **SAP recommends** that customers adopt the SAP BusinessObjects business intelligence platform for **enhanced and strategic BI needs**

The **SAP BusinessObjects business intelligence platform fully leverages** SAP NetWeaver Business Warehouse (BW) **and** SAP NetWeaver BW Accelerator meaning **there is no reason to disrupt current SAP data warehouse projects**

# Thank you!