

SAP BusinessObjects Business Intelligence 4.1

One Strategy for Enterprise BI

May 2013



SAP's Strategic Focus on Business Intelligence



Core

- Core for innovation
- Complete BI suite
- Continued leadership

Self-service

- Use by IT and departments
- Fast time to value
- Connection to the enterprise

Mobile

- First experience for BI
- Content to point of impact
- Expansion to untapped users

Extreme

- Big data
- Real time
- Predictive

Social

- Ability to capture the decision
- Information in context
- Ability to leverage the network

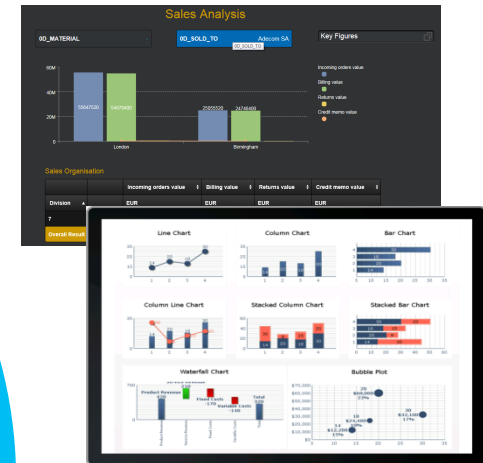
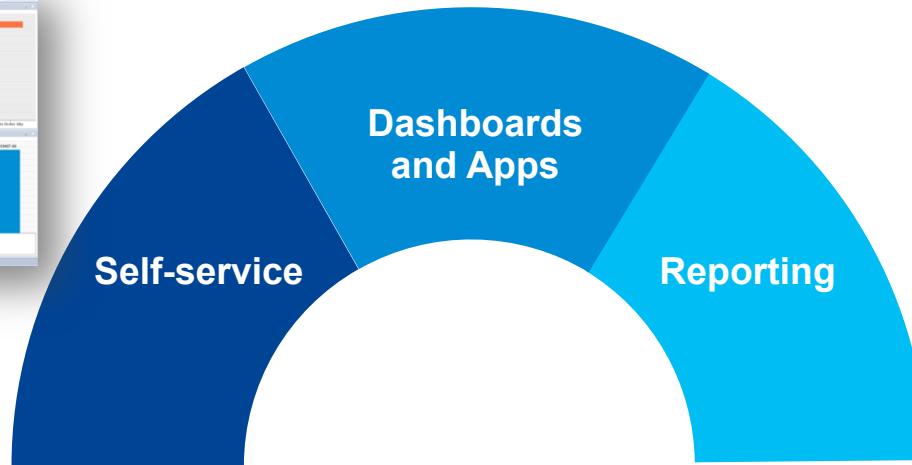
One Strategy for Enterprise BI

SAP Business Intelligence

One Suite for All Insight

Build Engaging Experiences

- Deliver engaging information to users where they need it
- Track key performance indicators and summary data
- Build custom experiences so users get what they need quickly



Discover. Predict. Create.

- Discover areas to optimize your business
- Adapt data to business needs
- Tell your story with beautiful visualizations

Distribute Information

- Securely distribute information across your organization
- Answer related questions by interacting with pre-defined reports
- Build printable reports for operational efficiency

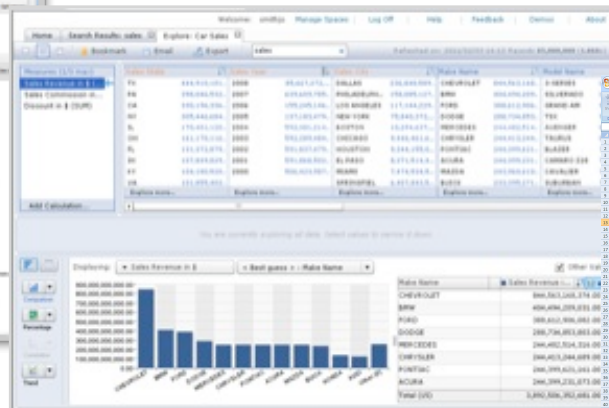
Self-service

Discover. Predict. Create.



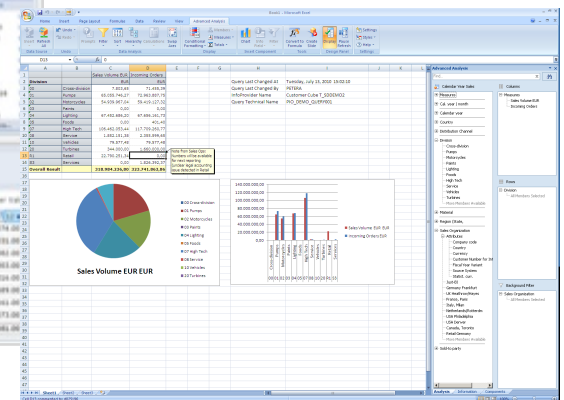
Agility for business analysts and business users

- Discover trends, outliers and areas of interest in your business
- Adapt to business scenarios by combining, manipulating, and enriching data
- Tell your story with self-service visualizations and analytics
- Forecast and predict future outcomes



Portfolio

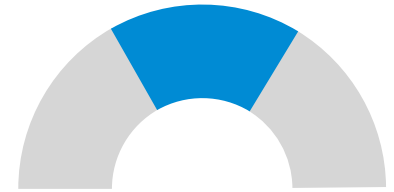
- Lumira
- Explorer*
- Analysis*
- Predictive Analysis*



* SAP BusinessObjects Explorer; SAP BusinessObjects Analysis; SAP Predictive Analysis

Dashboards and Apps

Build Engaging Experiences



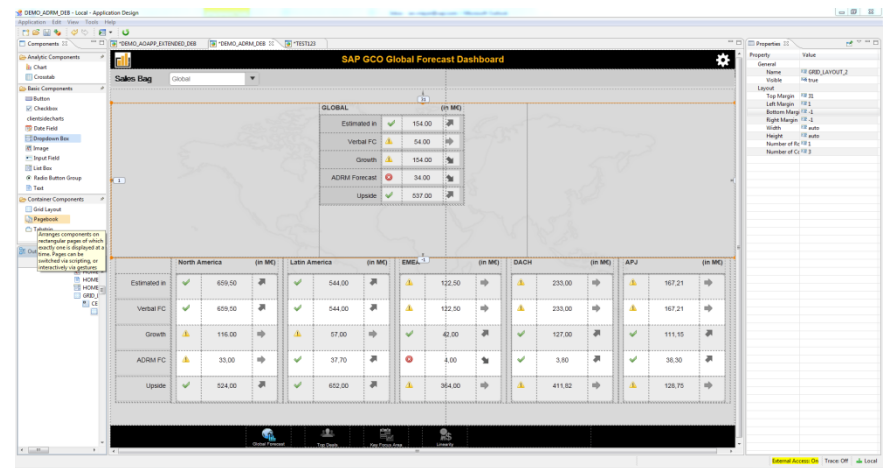
Build engaging, visual dashboards

- Powerful environment to build interactive and visually appealing analytics
- Rich set of controls: buttons, list boxes, drop-down, crosstabs, charts...
- Use custom code to extend and build workflows



Portfolio

- Design Studio*
- Dashboards (aka Xcelsius)*



* SAP BusinessObjects Design Studio; SAP BusinessObjects Dashboards

Reporting

Share Information



High productivity design for report designers

- Quickly build formatted reports on any data source
- Securely distribute reports both internally and externally
- Minimize IT support costs by empowering end users to easily create and modify their own reports
- Enhance custom applications with embedded reports

Portfolio

- Web Intelligence*
- Crystal Reports*

The screenshot displays the SAP BusinessObjects reporting environment. On the left, the 'Query Panel' shows a 'Universe outline' with various data sources like Account, Scenario, Organization, and Customer. Below it, a 'Data Preview' table lists sales data for France across different product categories and customer geographies.

In the center, the 'Member Selector' dialog is open, showing a hierarchical tree of 'AdventureWorks Cycle' members, including 'European Operations', 'France', 'Germany', and various divisions. A 'Summary' list at the bottom shows selected members like 'Northeast Division' and 'France'.

On the right, the 'World Sales Report' is displayed. It features a pie chart titled 'Top 5 Countries' and a table with the following data:

Country	Total Sales	Percent of Total
USA	\$57,573,832	36.2 %
Germany	\$15,077,750	9.5 %
France	\$13,078,229	8.2 %
Switzerland	\$11,238,000	7.1 %
Italy	\$11,042,200	6.9 %
Others	\$51,239,713	32.2 %

* SAP BusinessObjects Web Intelligence; SAP Crystal Reports

BI Platform

Professional Grade



Mobile Devices



Browsers



On Demand
Services



Embedded
Content



MS Office



Enterprise
Portals

Self-service

Dashboards and Apps

Reporting

Business Intelligence Platform

Universe Semantic Layer



ERP

SAP Business Suite
Oracle E-Business Suite
PeopleSoft
JD Edwards



EDW

SAP NetWeaver BW
TeraData
Other data warehouses



Oracle, IBM DB2,
Microsoft SQL Server
and other relational data
sources



SAP HANA Platform



MS Excel



Unstructured data in
Social Media and
Hadoop



OLAP Cubes

SAP BusinessObjects BI 4.1

What's different about this release?

4.1



First point release of SAP's market leading Business Intelligence Suite



Core stability and capability improvements from new innovations to incremental product advances from 4.0 to re-introduced features from XI3



All existing XI R2 and XI3 customers can migrate to this newest platform of SAP's BI Suite



New capabilities around self-service, dashboarding and mobile BI



Support of both net new and updated platforms

One Strategy for Enterprise BI



One Suite for All Insight



One Place for All Information



One Standard for Enterprise BI

One Suite for All Insight



Unified and Highly Personalized



Powerful Visualizations



Faster more Accurate Decisions

One Suite for All Insight



Unified and Highly Personalized

- Improved interoperability and usability across the BI suite
- Deliver engaging information to users when and where they need it
- Create custom experiences with embedded analytic extensions



Powerful Visualizations

- Monitor your business with specialized charting and geospatial analytics
- Empower end users with industry focused visualizations and spatial analytics
- Detect outliers and discover areas to optimize your business



Faster More Accurate Decisions

- Create and consume BI content from any mobile device
- Empower teams to deliver collaborative decisions
- Simplified deployment to accelerate time to value

One Place for All Information



Big Data Ready



Scale and Power



Speed to Deliver

One Place for All Information



Big Data Ready

- Support for Amazon Elastic MapReduce and Hadoop Hive
- Improved access to Oracle Exadata, Oracle OLAP and Oracle Essbase
- Enhanced workflow capabilities in conjunction with SAP HANA and BW



Scale and Power

- Immediate response time regardless of data volume
- Improved usability to build pervasive BI applications
- Integrate with SAP monitoring, lifecycle management, search, and user management



Speed to Deliver

- Enhanced design experience with new creation wizard and integrated data federation
- Automated universe deployment and lifecycle management
- Improved WebI report design performance against BW

One Standard for Enterprise BI



Professional Grade BI Platform



Quality Focused



Superior Breadth of Ecosystem

One Standard for Enterprise BI



Professional Grade BI Platform

- For any size business, small to large
- For any type of deployment, on-premise or on-demand
- For anyone across the organization, individuals, teams, or department



Quality Focused

- Increased efficiency to enhance decision making capability and productivity
- Non-disruptive production delivery and information governance across the organization
- Simplified architecture for increased IT responsiveness



Superior Breadth of Ecosystem

- Open and agnostic suite of products that can leverage existing BI investments
- Supported by global best practices for enhanced adoption
- Enable speedy deployment with shortened time to value

SAP BusinessObjects BI 4.1

Summary of new features



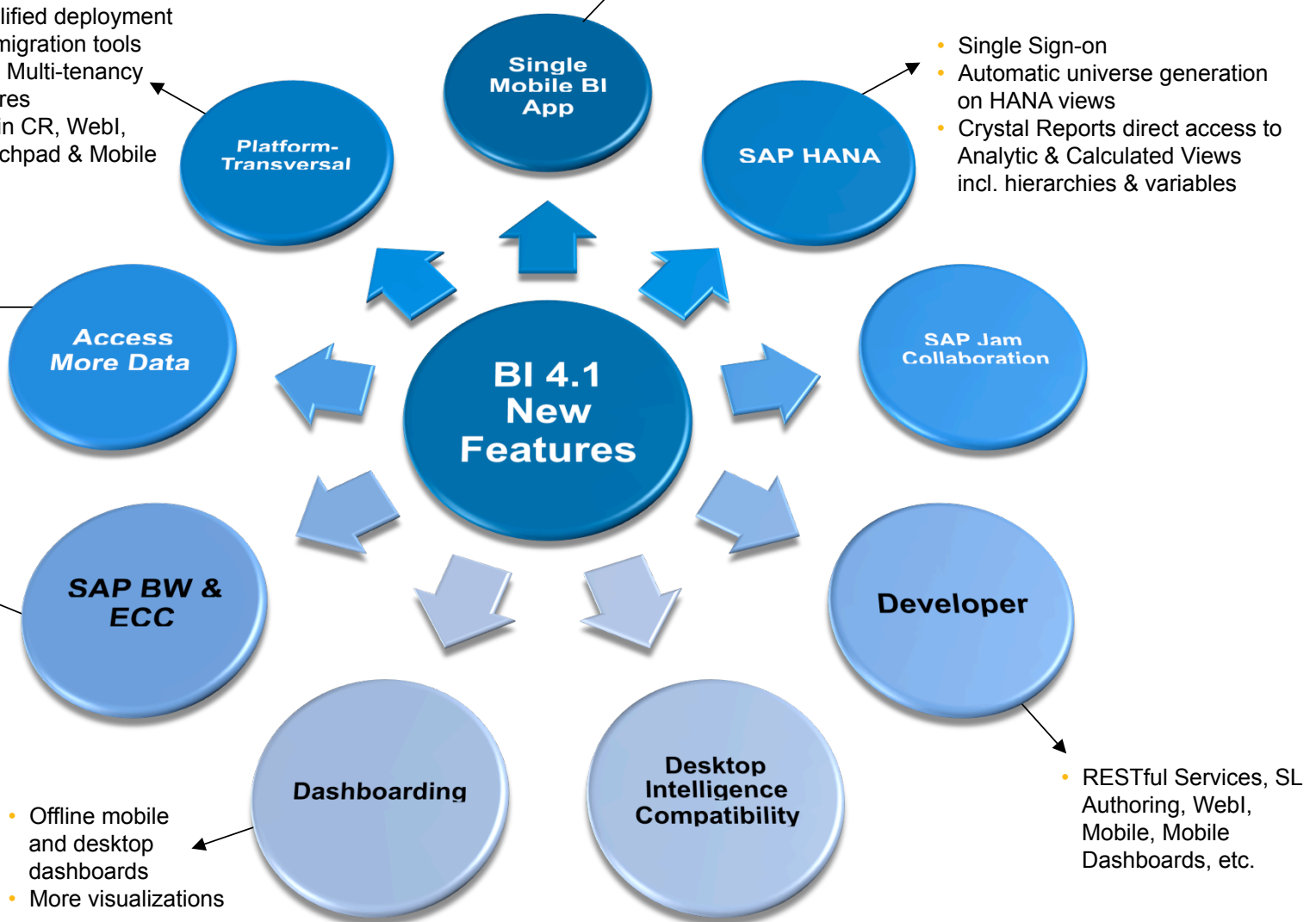
- SUP 2.2 & SUP cloud support
- QR Code & Barcode Scan Support
- Android for WebI & Dashboards

- Simplified deployment and migration tools
- More Multi-tenancy features
- RTL in CR, WebI, Launchpad & Mobile

- Single Sign-on
- Automatic universe generation on HANA views
- Crystal Reports direct access to Analytic & Calculated Views incl. hierarchies & variables

- Oracle Exadata, Oracle OLAP, Oracle Essbase, Hadoop on Amazon Elastic MapReduce, Teradata 14, Teradata OLAP, OData, XML, Web Services

- Variable Variant Support (A OLAP, Design Studio)
- Publishing (A Office)
- Convert analysis to Mobile (A OLAP, A Office)



Key Links

- sapbusinessobjectsbi.com
- sap.com/learnbi
- sap.com/bivirtualization
- sap.com/bisizing
- service.sap.com/roadmap
- [How to Select the Right BI Tool for Your Environment](#)
- [SAP's Release Strategy for Major Releases of SAP BusinessObjects BI](#)

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.