**SAP Solution Brief**
SAP BusinessObjects Solutions

SAP BusinessObjects Business Intelligence Platform

# Increase Business Agility with the Right Information, When and Where It's Needed

## Quick Facts

### Summary

The SAP® BusinessObjects™ Business Intelligence (BI) platform is a flexible and scalable information infrastructure designed to help you more easily discover and share insights for better business decisions.

### Business Challenges

- Provide self-service access to information
- Improve business user autonomy by exposing a larger range of data in plain business terms

### Key Features

- **Information design** – Use graphical design tools to create the rich semantic layer (universe)
- **Information access** – Use the BI launch pad to provide access to BI content, widgets to deliver BI to a desktop, and BI workspace to assemble frequently used content
- **Publishing** – Distribute personalized BI content to a mass audience
- **Lifecycle management** – Manage BI content across development, testing, and production lifecycle
- **Platform administration** – Manage, configure, and audit a BI deployment from a central console
- **Portal integration** – Integrate content with Java-based and Microsoft SharePoint portals
- **Integration with applications** – Extend content to other applications with software developments kits

### Business Benefits

- **Better-informed participants** making better decisions with simpler, personalized access to information
- **Faster deployment and optimized use of IT infrastructure and resources** with one unified BI infrastructure
- **Tighter integration** with your existing IT infrastructure
- **Reduced IT workload** with simplified maintenance and administration options
- **Better use of IT resources** by enabling business users with self-service

### For More Information

To learn more, visit www.sap.com/sapbusinessobjects.

Empower your business users with self-service access to information so they can make better business decisions and achieve remarkable results with information delivered in context when they need it and where they need it.

Agile organizations require decision making and innovation at every level. Whether inside or outside of the organization, everyone needs access to the right information – from the CEO to business analysts, field-based staff, suppliers, and partners. The SAP® BusinessObjects™ business intelligence (BI) platform offers you flexible ways of sharing information and making it available throughout the entire organization – not just for selected processes, applications, or people.

Business users need a holistic view of their business, no matter where the data resides or in which format it is being stored. You can empower your end users with self-service access to information via a semantic layer that shields them from the complexity of the underlying data. With relevant business content within their reach, your business users need less support from IT. Additionally, the SAP BusinessObjects BI platform has a modular footprint that allows you to tailor the software to your specific IT infrastructure for a simplified deployment and a faster time to value.

## FRESH PERSPECTIVE FROM ANY DATA

Business applications deployed across functions such as finance, HR, operations, and sales may provide specific insights, but often these individual views aren't enough for fully informed decisions. Organizations require a unified view of the business – and one that takes into account multiple data sources. With the SAP BusinessObjects BI platform, your business users gain fresh new perspectives that previously were difficult to obtain.

### Self-Service Access to Information for Everyone

Business users don't understand the complexity behind data – and they don't need to. The SAP BusinessObjects BI platform features an enhanced semantic layer that uses common business terms designed to make it easier for business users to work with enterprise data. The semantic layer supports all data types, including true multidimensional support.

This platform extends BI to everyone, both inside and outside your organization, allowing people to create and consume trusted information based on their individual roles and preferences.

### Integration and Interoperability

Organizations need a flexible BI solution that integrates with their existing business applications and technology investments. The SAP BusinessObjects BI platform lets your organization make more corporate data available, in a more consumable way, to more users. The platform lets you connect to any data source and select the most relevant data assets for your business users' needs. It also facilitates native integration with existing transactional systems and other business applications, so organizations can consolidate and transform vast amounts of corporate data into relevant business information.

## LESS RELIANCE ON IT DEPARTMENT

Companies today want to empower business users with tools that allow them to perform tasks that traditionally have been carried out by the IT department. The SAP BusinessObjects BI platform provides this end-user autonomy with the BI launch pad and the BI workspace. The platform also supports large-scale information distribution on a local, regional, or global basis and ubiquitous delivery options.

### Personalized Information Access and Consumption

The BI launch pad provides access to relevant information to any appropriate person within your business network. As the access point to existing corporate information, it presents data in an efficient and visually attractive way and saves business users from manually sifting through irrelevant material.

The BI workspace brings users a richer, easier-to-use experience for finding, organizing, and working with BI content. The workspace provides an intuitive means to unify the information that business users need for their daily activities. It eliminates the need to access multiple applications, providing relevant information from a central location, including other content types such as external Web pages, Microsoft Office documents, and Adobe PDF documents.

### Large-Scale Information Distribution

The SAP BusinessObjects BI platform supports distribution of content to a very large number of recipients (up to 1 million users). Publishing and scheduling functionality makes it possible to distribute personalized BI content to a wide audience in an automated and efficient manner. Your users can share documents via e-mail or send them to destinations as varied as the BI launch pad, a printer, or a portal for further collaboration while maintaining content security.

### Ubiquitous Delivery Options – Online, Offline, or On Device

Relevant information must be visible to an extended business network of colleagues, partners, and supply chain

counterparts. Users must be able to access pertinent information on all the interfaces they use in their daily work, including browsers, applications, desktops widgets, or mobile devices. The SAP BusinessObjects BI platform offers information delivery options that simplify and personalize BI consumption. Your network of associates can consume relevant BI content dynamically and change parameters as required – independently of IT, and without needing to write code.

**Trusted Information for Any Microsoft Office User**

Business users often spend too much time trying to collect corporate data for use in Microsoft Office documents. Usually the data resides in multiple systems, and it's hard to be sure you're working with the most recent information. The cycle of uncertainty repeats every time you need to update or change data. And on top of the challenges with accessing and trusting the data, few if any safeguards are in place to make sure it only goes to the authorized recipients. With the SAP BusinessObjects BI platform, you can integrate information within your Microsoft Office environment – which means you can quickly embed accurate, refreshable data into documents, spreadsheets, and presentations.

## SIMPLIFIED, RIGHT-SCALE DEPLOYMENT

A flexible and scalable information infrastructure, the SAP BusinessObjects BI platform is designed to let everyone in your organization discover and share insights for optimal decision making. The platform includes an extensive set of tools on a single platform, so your IT department can extend BI to any application or process, in any environment.

**One Unified Information Infrastructure**

Instead of maintaining two different infrastructures for BI and enterprise information management (EIM), the SAP BusinessObjects BI platform enables one unified infrastructure for data assets and analytics. The unified environment frees your IT department to respond to ever-changing business requirements. You can deploy and maintain BI and EIM applications more efficiently across your organization while supporting heterogeneous environments. To further optimize IT productivity, the BI platform offers built-in performance optimization technology and comprehensive lifecycle management support.

**Leveraging Fast, Modular Deployment Options**

The SAP BusinessObjects BI platform can accommodate everything from small, nimble departmental deployments to global implementations required by Fortune 500 companies. It lays the foundation for fast, modular use, reducing deployment and maintenance costs. Automated functionality and tools streamline the BI deployment so IT departments can focus on other tasks. The platform reduces the total cost of ownership by supporting modern 64-bit architectures and virtualization environments.

**Achieving Scalability Without Disruption**

Built on a scalable, service-oriented architecture, the BI platform helps your IT department quickly add BI services and tools to existing deployments while minimizing operation disruptions. You can distribute multiple BI processes on a single computer or server or across multiple machines, especially those crucial to system availability. Start with a single BI project on one platform, and grow to support an enterprise-wide standardization initiative on multiple platforms – without jeopardizing system availability.

The SAP BusinessObjects BI platform gives your IT department a flexible means to share BI content throughout the entire organization, empowering your business users to make effective, informed decisions.

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## ENTERPRISE-WIDE BENEFITS

The SAP BusinessObjects BI platform gives your IT department a flexible means of sharing BI content throughout the entire organization, empowering your business users to make effective, informed decisions. The platform enables a wide range of business benefits:

- **Improved business user autonomy** by exposing data in plain business terms and increasing the range of data accessible to business users
- **Better-informed participants** that support better decisions by making information consumption simpler, personalized, and dynamic
- **Faster deployment and optimized use of IT resources** with one unified BI and EIM infrastructure
- **Tighter integration** with your existing IT infrastructure, tapping any data source and application regardless of format or location
- **Reduced IT workload** with simplified maintenance and administration options
- **Increased responsiveness** by improving the overall ability of IT departments to delegate information requests to business users

## FOR MORE INFORMATION

To learn more about SAP BusinessObjects business intelligence solutions, visit www.sap.com/sapbusinessobjects.