

SAP Solution Brief

SAP BusinessObjects Business Intelligence Solutions
SAP BusinessObjects Design Studio

Objectives

Solution

Benefits

Quick Facts

Deliver Mobile, Trusted Insights Through Professionally Designed BI Applications



The Best-Run Businesses Run SAP®



Align individuals around trusted insights for better decisions

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You've made huge strides in making business data readily available for analysis and reporting using solutions such as the SAP® Business Warehouse (SAP BW) application and the SAP HANA® platform. But to make full use of your existing data and drive the adoption of business intelligence for **better decision making**, you need to put the right information at decision makers' fingertips.

Business intelligence (BI) applications and dashboards have proven to be a strong driver and enabler of BI adoption. But to get your executives and business users to use them, dashboards must be mobile, highly interactive, tailored to user needs, and able to deliver trusted, aggregated numbers. What if you could quickly and cost-effectively create stunning, interactive visualizations with dashboards based on your executives' exact requirements – and do so while reusing your existing assets?

Now you can – with SAP BusinessObjects™ Design Studio. This breakthrough solution gives you the tools and flexibility to create visualizations, dashboards, and even BI applications – all supporting a highly interactive mobile or desktop experience. Guided navigation helps people access the insights they need. And because the software connects directly with SAP BW and SAP HANA, you can reuse your existing data assets while reducing the risk of errors.



Maximize engagement through interactive, compelling visuals

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Transform data into powerful insight, quickly and flexibly

Lower costs of enterprise-grade applications for your business

The best BI applications consolidate data into a reliable visualization that tells a story, helping your executives gain new insights into the business. SAP BusinessObjects Design Studio lets you tailor BI applications and visualizations that integrate directly with SAP BW, SAP HANA, and semantic layers (universes) as well as your business processes and enterprise resource planning (ERP) suite. Direct integration eliminates errors when connecting to your critical data and helps you to build on existing queries and analyses in these systems. And because BI applications are optimized for processing Big Data, performance is fast. In addition, executives who want to take a

closer look at their dashboard key performance indicators (KPIs) can simply export the data to SAP Lumira® software for analysis, without involving IT.

The result is an accurate business view that you can tailor to your needs using a large set of visualization components. Your executives can trust the aggregated KPIs that the dashboards incorporate because they are IT built and verified for accuracy. Data aggregation helps break down organizational silos for rapid, informed decision making. Using guided navigation features built into the design, you can find exactly what you want to know quickly.



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Lower costs of enterprise-grade applications for your business

SAP BusinessObjects Design Studio lets you connect natively to data stored in SAP BW, SAP HANA, or any semantic layer and use interactive visualizations to turn it into actionable insights. You can create a variety of charts – dual axis, trellis, waterfall, line, column, stacked column, bar, stacked bar, surface, radar, bubble, scatter plot, and combinations – and add dials, gauges, and geographic maps. These visualizations help people detect hidden patterns, trends, and correlations in Big Data. You have unlimited flexibility to customize your BI application to your business by adding components using the software development kit.

You can also create new BI applications that help people perform an activity more quickly

and easily, for example, viewing sales by product and by region by flipping between different multidimensional analyses. These applications, which run on mobile devices such as the Apple iPad, give you greater design flexibility and empower users to change chart types and filters and drill down on data in seconds. As you move from static applications to dynamic BI applications, you can also incorporate multidimensional visualizations.

These features – combined with fast, broad publishing of visualizations – help people feel comfortable interacting with BI and mobile apps. And this helps accelerate BI adoption.



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Not only can you deliver better insights, but you can do so quickly and cost-effectively thanks to powerful development features. Our Eclipse-based application design environment is designed for ease of use. And the intuitive “what you see is what you get” design experience and drag-and-drop functionality in cross-tabs means endless opportunities to create dashboards that meet your exact specifications. For example, you can take advantage of:

- Prebuilt templates and guided steps to design faster and with professional results
- A central library of design components, such as buttons, tabs, icons, graphics, and

drop-down menus, to add new features in seconds

- Hierarchies you've already defined, as well as predefined hierarchies and online analytical processing (OLAP) functionality
- Queries, InfoCubes, and views from SAP HANA
- Multiple analyses in one view

And because the design environment renders dashboards and other visualizations in HTML5, what you create is ready for immediate deployment on standard Web browsers and the Apple iPad.



The stage is set for scalability and enterprise readiness, thanks to support for SAP HANA, SAP Business Warehouse, BI, and other solutions.



Exploit your data by making business insights mobile

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By delivering better business insights, SAP BusinessObjects Design Studio increases the value of your data and drives BI adoption in your organization. It's never been easier to deliver a holistic, trusted view of data that helps everyone stay focused on what's really important to success.

You can create custom dashboards for executives and other professionals who need them, and then use these visualizations to drive organizational alignment around key initiatives, monitor KPIs, and foster timely decision making and actions that improve business results.

With this powerful solution, you can:

- Empower everyone with actionable, trusted insights to drive more profitable decisions
- Create an information-driven culture by getting a broad audience to interact with compelling visuals anytime, anywhere – using mobile dashboards based on data from SAP BW
- Drive BI adoption and ROI using broadly published dashboards with high adoption rates and BI applications with multidimensional, interactive visualizations
- Reduce development time and cost with the native connections with SAP BW and SAP HANA and by capitalizing on already-defined analyses

Give executives exactly the right dashboards to guide your business to new insights and execute on the business vision.





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Summary

SAP® BusinessObjects™ Design Studio increases the value of your data through better insights enabled by interactive data visualizations and a holistic, trusted view of the enterprise. Now your IT staff and business analysts can create dashboards and business intelligence (BI) applications quickly and cost-effectively, making the trusted data in your SAP Business Warehouse (SAP BW) application, the SAP HANA® platform, and semantic layers (universes) mobile. You can incorporate guided navigation and draw on already-defined analyses in the design studio.

Objectives

- Allow people to digest petabytes of information
- Understand root causes
- Align people around a shared version of the truth and action plan

Solution

- Direct connection to SAP BW, SAP HANA, and semantic layers for trusted key performance indicators
- Multidimensional, interactive, and mobile-ready visualizations
- Scalability for broad publication
- Reuse of assets in queries, InfoCubes, and SAP HANA
- Flexible, drag-and-drop design environment

Benefits

- Flexible customizations with the software development kit
- Secure and trusted data from direct connections
- Mobile-ready high-value information
- Scalable across your entire business network
- Time and money saved with reusable assets
- Rapid adoption of intuitive applications

Learn more

To find out more, call your SAP representative today or visit us online at www.sap.com/design-studio.



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