



**SAP NetWeaver**

# **SAP® BUSINESS INTELLIGENCE**

## **SAP® BUSINESS INTELLIGENCE YOUR BUSINESS, YOUR FUTURE, YOUR SUCCESS**

**SAP® Business Intelligence, a key component of the SAP NetWeaver™ platform, provides best-of-breed functionality – plus industry-specific features and best practices based on three decades of SAP experience. That means you can dramatically improve the management of your company by converting data into information and information into actionable insights. And that's why the best-run businesses run SAP.**

**The SAP NetWeaver platform is the open integration and application platform that provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, enabling change and reducing the need for custom integration.**

## GETTING A BETTER VIEW OF YOUR BUSINESS

Timely access to relevant information has always been critical to business success. Now it is even more important, with the widespread use of the Internet, wired and wireless data collection technologies such as radio frequency identification (RFID), and the subsequent increase in new data sources. As a result, companies have amassed huge amounts of data in an effort to understand their business, improve performance, and build stronger relationships with employees, customers, and partners.

But it's difficult to exploit that data – to make sense of it and put it to work across the enterprise. As many companies have learned, data is scattered throughout the organization in a variety of systems, and many companies have little more than a piecemeal approach to collating, organizing, and interpreting their data. They struggle with fragmented tools and fragmented data – and end up with a fragmented, incomplete view of their business.

SAP offers a better approach, one that paints a complete picture of a business: SAP® Business Intelligence (SAP BI).

As a component of the SAP NetWeaver™ platform, SAP BI brings together a powerful business intelligence platform, a comprehensive set of tools, planning and simulation capabilities, and data-warehousing functionality – delivered through sophisticated and user-centric enterprise portal technology to provide a coherent, comprehensive solution. That means you can use SAP BI to integrate data from across the enterprise and beyond, and then you can transform it into practical, timely business information to drive sound decision making, targeted action, and solid business results.



## PUTTING INFORMATION TO WORK



With SAP BI, you can have an accurate, complete, up-to-the-minute view of your entire business – information you can use to act and compete. For example, SAP BI gives you powerful tools to quickly and easily create and deploy graphical, interactive reports and applications. It supports ad hoc queries and distributes responses to the desktop, Web client, mobile devices, or e-mail.

### **INTEGRATE AND MANAGE DATA ACROSS THE ENTERPRISE**

SAP BI provides a data warehouse software component that ensures an integrated, consistent view of your enterprise data, as well as a suite of tools to analyze data from both internal and external sources. That means you can combine information from any source (SAP solutions and non-SAP systems), and you can link traditional business environments with e-business operations.

### **ANALYZE AND INTERPRET DATA TO CREATE BUSINESS INFORMATION**

SAP BI provides tools, such as query, reporting, and multi-dimensional analysis, to support collaborative decision making. Users can access data on detail or summary levels, and they can analyze and share business information using a Web browser. Users can create their own reporting environments, graphically represent data, and visualize relationships between business information and spatial information to produce geographical analyses. SAP BI visually represents data analysis in a variety of formats, including grids, graphs, maps, and more.

### **PLAN AND SIMULATE WITH ACCURATE, INTEGRATED DATA**

Industry-strength business planning and simulation capabilities are fully integrated into the SAP BI component. This means that the “single version of truth” does not end with reporting and analysis, but also extends to the domain of planning and business simulations. For example, you can develop your own planning applications or activate existing functions for financial budgeting or promotion planning.

### **APPLY INDUSTRY BEST PRACTICES TO MAXIMIZE ROI**

SAP BI provides a rich set of prepackaged, application-neutral business content and analytic tools tailored for multiple user roles in different industries. This content, which includes data extractors, report templates, metrics, and predefined reports, enables companies to leverage their IT investments and provides significant return on the business intelligence investments.

### **GIVE DECISION MAKERS A SINGLE POINT OF ACCESS TO INFORMATION AND TOOLS**

SAP BI lets you combine structured information (such as reports from daily business transactions) and unstructured information (such as e-mails and corporate documents), as well as data from external sources – all through your enterprise portal. You can securely deliver that information to executives, knowledge workers, and business partners around the world through a portal. And the portal's enterprise unification technology lets you access information from various sources and work across applications simply by dragging and relating business-object icons with applications on the user interface.

### **COMMUNICATE THROUGHOUT AND BEYOND THE ENTERPRISE**

SAP BI helps you identify, manage, and share information assets. It allows decision makers to collaborate on reports and analyses for additional insight and action. For example, an analyst can add commentary to key figures in a budget report, thereby speeding up the budget approval process. Furthermore, integrated broadcasting technology allows reports to be scheduled and distributed automatically to extended audiences, within and beyond the corporate firewall.

### **MEASURE AND MANAGE BUSINESS PERFORMANCE**

The analytical and data modeling tools of SAP BI can help decision makers visually represent objectives and model scenarios to identify optimal strategies. They can monitor progress toward goals as well as the performance of key indicators by using external and internal benchmarks.

### **USE CLOSED-LOOP FEEDBACK TO DRIVE CONTINUOUS IMPROVEMENT**

With SAP BI, you can develop insight and knowledge about business performance and market dynamics with ease and speed. And using the enterprise portal, you can make business information available to a wide range of decision makers in a concise, focused format that allows them to act and institute improvements.



## DRIVING THE BOTTOM LINE



At SAP, we understand that only you know how to run your business. Our goal is to help you do what you do best: implement strategies for long-term success. That's why SAP BI provides the industry's only integrated, scalable, end-to-end business intelligence offering, enabling you to:

- Visually represent analyses in a wide variety of formats, including grids, graphs, and maps
- Quickly adjust strategy to respond to market changes
- Monitor the performance of key success factors using external and internal benchmarks
- Efficiently combine data from all enterprise data sources for rich analysis

- Perform business planning and simulation against integrated and validated data
- Communicate key performance indicators to all relevant constituents throughout and beyond the enterprise in a timely manner

SAP BI gives you a complete view of all your business operations and business information. It delivers the tools you need to exploit that information – by making the right decisions, setting strategy, and measuring the results of your business tactics.

With SAP BI, you can turn data into insight, and insight into improved operations in every area of your business.

## KEY FEATURES OF SAP® BUSINESS INTELLIGENCE

| FEATURE  | ADVANTAGE   |
|--|---|
| Web-based and formatted reporting and analysis | ■ Provides a full suite of tools for end-user reporting and analysis, including a powerful, user-friendly, Web-based interface with a secure, zero-footprint HTML client with full interactive capabilities   |
| Intelligent information delivery               | ■ Proactively delivers relevant information to users within and beyond the enterprise and to a variety of wired and wireless devices; schedules reports and alerts using a broad array of media and applications, including HTML, Microsoft Excel, and e-mail   |
| Microsoft-Excel-based reporting and analysis   | ■ Offers organizations the ability to leverage Microsoft Excel as a fully functional interface for all reporting and analysis needs, thereby minimizing end-user training and lowering TCO  |
| Advanced analytics                             | ■ Provides a full range of sophisticated analytical capabilities that go beyond simple data aggregation, such as advanced statistical and mathematical functions, data mining, and multidimensional analysis, thereby enabling, for example, the extraction of insight via fine-grained customer segmentation and deep analysis of terabytes of data  |
| Portal integration                             | ■ Seamlessly integrates with other components of the SAP NetWeaver™ platform, such as the SAP® Enterprise Portal component, which enables real-time information deployment and information sharing  |
| Data warehousing                               | ■ Provides a solid and scalable foundation for business intelligence that ensures accurate and timely integration of data from all sources, as well as a robust operating environment that guarantees availability. SAP BI supports the complete data warehousing process, including data extraction, transformation, and loading (ETL); archiving; and near-line storage. Web-service-enabled and integrated with SAP Exchange Infrastructure, SAP BI is the cornerstone for active information delivery through composite applications. |
| Business planning and simulation               | ■ Facilitates the development of custom planning applications as well as the use of planning applications right out of the box. A comprehensive security and workflow framework assures that planning tasks can be effectively managed and monitored throughout the organization.   |
| Open platform                                  | ■ Supports hundreds of software products that have been tested and certified for use with SAP BI, such as tools for ETL, scheduling, and monitoring, giving companies the utmost choice and flexibility to complement SAP BI with tools already in place or to be deployed  |
| Business content and analytic applications     | ■ Enables and leverages best business practices of customers by providing a rich set of prepackaged, application-neutral business content and analytic applications tailored for user roles in many industries, thereby accelerating deployment at lower cost while increasing ROI  |

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THE BEST-RUN BUSINESSES RUN SAP™



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