SAP BusinessObjects BI Suite: Picking the Right BI Tool for the Job
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Full Spectrum Business Intelligence

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

Dashboards and Apps
- 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

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

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

- Visual Intelligence
- Explorer
- Analysis
- Predictive Analysis*
Visual Intelligence
to unleash business analyst creativity

Provides the freedom to understand your data, personalize it, and create beautiful content

Overview

Download and install on your desktop in less than 5 minutes
Insight from many data sources
Combine, manipulate and enrich data to apply it to your business scenarios
Self-service visualizations and analytics to tell your story
Optimized for SAP HANA for real-time on detailed data
Provide business users with a simple experience to independently ask and answer business questions on the fly

Overview

Quickly and easily explore your data using search
Easily visualize your data
Geographic and Time awareness
Build simple, interactive views (Exploration views)
Mobile ready
Charité Treats Patients Faster with Real-Time Information Delivered by SAP BusinessObjects Explorer

Company
Charité University Hospital Berlin

Industry
Healthcare

Products and Services
Patient care, university research, and teaching

Employees
12,922

Revenue
€1.2 billion

Web Site
www.charite.de

Partner
SAP AG

The company’s top objectives
- Access up-to-date figures more quickly
- Standardize how data is entered and saved

The resolution
- Potential to enhance existing SAP solutions
- Reduction in administration effort for appliance software
- Simple integration and future viability

The key benefits
- Ad hoc queries and simulations based on historical data
- More time for patients
- Rapid prescription of treatment in conjunction with partner institutions, thus eliminating redundant treatment
- Flexible access to analyses

“Today we analyze terabytes of data in a matter of seconds. This is of great advantage to both the executive management as well as to the doctors and patients.”

Martin Peuker, Vice CIO, Charite University Hospital Berlin
SAP BusinessObjects Analysis
for OLAP analysis

Provide Business Analysts with the ability to analyze OLAP data in both Excel and over the Web

Overview

Recommended for OLAP analysis scenarios (multi-dimensional analysis)
Quickly leverage your existing SAP investments with support for BW and HANA
High productivity for analysts through both Web and Excel based interfaces
Premium alternative for BEx customers
Fairfax Water: Meeting Public Sector and Analysis Requirements

**Company**
Fairfax Water

**Industry**
Utilities - water

**Products and Services**
Public drinking water

**Web Site**
www.fairfaxwater.org

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**The company’s top objectives**
- Meet public sector finance reporting requirements
- Increase reporting quality
- Meet demand for self service reporting and analysis

**The resolution**
- Familiar office-based UI that required no additional training
- Pivot Table-like reports with drag-and-drop functionality
- Quick to install and deploy

**The key benefits**
- Extend business intelligence beyond the IT department to other parts of the organization
- Information once buried deep in spreadsheets is available to many more managers and analysts
- Less reliance on IT means IT has more time to implement enhancement packs and fine tune existing solutions

“We wanted to get more reporting tools into the hands of users for project management and IT services to increase reporting quality and meet the increased demand from Microsoft Office users for self-service reporting and analysis.”

Tammy Powlas, senior Business Analyst, Fairfax Water
Predictive Analysis
to gain an extremely deep understanding of your business

Provide Business Analysts with sophisticated algorithms to take the next step in understanding their business and modeling outcomes.

Overview

Perform statistical analysis on your data to understand trends and detect outliers in your business

Build models and apply to scenarios to forecast potential future outcomes

Breadth of connectivity to access almost any data

Optimized for SAP HANA to support huge data volumes and in-memory processing
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)
Design Studio
for building analytic applications on BW and HANA

Provides a development environment that contains a broad library of controls and visualizations to build analytic applications on BW and HANA

Overview

Modern development environment and HTML5 runtime
Native BW and HANA support
Growing library of controls
Recommended for BW customers (especially those with BEx WAD investments)
SAP BusinessObjects Dashboards
for building custom dashboards on any data

Provides a rich set of visualizations and controls to build highly interactive dashboards on third-party data sources

Overview

Build rich, interactive dashboards and visualizations

Broad visualization library to support KPIs and executive dashboards

Leverage enterprise BI infrastructure with support for the semantic layer

Recommended for use on 3rd party data sources
Customers using Web Application Designer (WAD) should adopt Design Studio as their primary tool for creating dashboards and applications, both on the Web and on mobile devices.

Customers of SAP BusinessObjects Dashboards should continue with dashboards and leverage the upcoming HTML5 functionality for on-device dashboards. Customers using SAP BusinessObjects Dashboards on top of SAP NetWeaver BW should strongly consider building their new dashboards in Zen.
Chemion Logistik: On the Right Track with Better Decision Making

**Company**
Chemion Logistik GmbH

**Industry**
Transportation and logistics

**Products and Services**
Third-party logistics, value-added services, facilities management

**Web Site**
[www.chemion.com](http://www.chemion.com)

**Employees**
1,000

**Revenue**
€124 million

**Partner**
SAP Consulting

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**The company’s top objectives**
- An integrated tool for reporting key performance indicators
- Investing in skills of employees
- Ensuring internal business processes are quick and efficient

**The resolution**
- SAP BusinessObjects BI and SAP data Services
- Complete the project ahead of schedule and below budget
- SAP BusinessObjects Dashboards aggregates the relevant key figures and analyses and displays the information as clear graphs in a user interface

**The key benefits**
- No need to manually export key figures and prepare reports
- Identify sudden jumps in sales or unusual customer behavior patterns even earlier
- IT and central controlling no longer worry about time intensive routine tasks

“With just a click of the mouse, managers now get an up-to-the-minute overview of the company’s position, allowing even more precise planning and controlling of activities.”

Daniel Wagner, Head of Controlling, Chemion Logistic GmbH
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
SAP BusinessObjects Web Intelligence for self-service query and reporting

Quickly build ad-hoc queries and reports without a knowledge of SQL or the underlying data structure

Overview

Market-leading self service reporting solution for rapid report creation

Support for multi-source semantic layer to bring together different sources of information – without having to know the DB structure or SQL

Content accessible from anywhere: Mobile, Web, Desktop
SAP Crystal Reports
for formatted reports

Overview

Access nearly any data source directly
Build reports that look exactly the way you want through pixel-perfect positioning, layout and templates
Powerful API to embed reports into applications
Optimized for high-volume reporting and publishing

Overview

Build pixel-perfect formatted reports for printing and operational reporting
Valero Energy: Fueling the Need for Information with Business Self Service

The company’s top objectives
- Improve access to business information across the organization
- Move report generation into the hands of the business users
- Support information needs of company decision makers

The resolution
- Self-service framework based on SAP NetWeaver technology and SAP BusinessObjects BI
- Operational dashboards to monitor 20,000 continuous data streams to manage current performance

The key benefits
- Business users generate their own reports as soon as they need the information
- Contributed to a first year energy cost reduction of $120 million
- Dashboards replace spreadsheets for decision making

“In the past, Valero’s IT built every Web page, generated all reports, and handled each security request. Once we had a strong business process platform in place, we wanted to enable business users to be more self-sufficient.”

Nayaki Nayyar, Vice President, Operations Systems Development, Valero Energy Corporation
### Future directions

<table>
<thead>
<tr>
<th>Discovery and Analysis</th>
<th>Dashboards and Apps</th>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deeper understanding of your data by automatically enriching with related corporate and public information</td>
<td>Get a real-time view of your business KPIs through native support for SAP HANA</td>
<td>Integrate formatted information in your applications through Web Service and RESTful APIs</td>
</tr>
<tr>
<td>Tell rich, interactive stories though powerful visualization and layout</td>
<td>Modern HTML5 controls enable interactive dashboards everywhere</td>
<td>Optimizations and enhancement requests</td>
</tr>
<tr>
<td>Direct access to nearly all data sources including enterprise, social and public data</td>
<td>High productivity for users by unifying Dashboards and Design Studio</td>
<td>Evolve with your infrastructure with support for new platforms and data sources</td>
</tr>
</tbody>
</table>

See SOD [here](#).
Selecting the Right SAP BusinessObjects BI Client

- ... based on product capabilities
## Selecting the Right SAP BusinessObjects BI Client

### Comparing Product Capabilities

<table>
<thead>
<tr>
<th></th>
<th>Crystal Reports for Enterprise</th>
<th>Web Intelligence</th>
<th>Dashboards</th>
<th>Analysis for Office</th>
<th>Analysis for OLAP</th>
<th>Explorer</th>
<th>Design Studio</th>
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<td>Product Interoperability</td>
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- **Supported**
- **Not Supported**
- **Targeted for Q4 2012**
Selecting the Right SAP BusinessObjects BI Client
Comparing Product Capabilities by Data Source

<table>
<thead>
<tr>
<th></th>
<th>Design Studio</th>
<th>Crystal Reports for Enterprise</th>
<th>Web Intelligence</th>
<th>Dashboards</th>
<th>Analysis for Office</th>
<th>Analysis for OLAP</th>
<th>Explorer</th>
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<tbody>
<tr>
<td><strong>OLAP data sources</strong></td>
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<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td><strong>SAP NetWeaver BWA (for non-SAP data)</strong></td>
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<td>✗</td>
<td>✗</td>
<td>✗</td>
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<td><strong>SAP HANA</strong></td>
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<td>✓</td>
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<tr>
<td><strong>Relational data sources</strong></td>
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<td>✓</td>
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<td>✓</td>
<td>✗</td>
<td>✗</td>
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</tr>
</tbody>
</table>
# SAP BusinessObjects BI 4.x for OLAP data sources

## Hierarchical Reporting Capabilities

<table>
<thead>
<tr>
<th>Feature</th>
<th>Crystal Reports for Enterprise</th>
<th>Web Intelligence</th>
<th>Dashboards (BI4 SP04 connectivity)</th>
<th>Analysis for Office</th>
<th>Analysis for OLAP</th>
<th>Explorer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support for hierarchical member selection</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Support for hierarchical parameters</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>Support for hierarchies in charts and crosstab</td>
<td>✓</td>
<td>✓</td>
<td>Only Hierarchical Scorecard</td>
<td>✓</td>
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<tr>
<td>Support for “delegated measures”</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Support for hierarchical report design</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
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<tr>
<td>Switching between hierarchies on the fly</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
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<tr>
<td>Level based member selection</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
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<tr>
<td>Showing Leaves only / Lowest Level of the hierarchy</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>“Expand to Level” as a configuration option</td>
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<td>x</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Skipping Levels of a hierarchy</td>
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<td>x</td>
<td>x</td>
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<td>✓</td>
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<tr>
<td>Ranking data along hierarchies</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
</tr>
</tbody>
</table>
Where is the content consumed?

**Discovery and Analysis**
- Analysis Office
- Predictive Analysis
- Visual Intelligence
- Analysis OLAP
- Explorer
- Explorer

**Dashboards and Apps**
- Build Engaging Experiences
- Design Studio
- Dashboards
- Exploration Views
- Design Studio *
- Dashboards *
- Exploration Views

**Reporting**
- Distribute Information
- Web Intelligence
- Crystal Reports
- Web Intelligence
- Crystal Reports
- Web Intelligence
- Crystal Reports

* Targeted for Q4 2012
Selecting the Right SAP BusinessObjects BI Client

- ... based on your audience
Who creates the content?

**Discovery and Analysis**
  - Analysis Office/OLAP
  - Predictive Analysis
  - Explorer
  - Visual Intelligence

**Dashboards and Apps**
- Build Engaging Experiences
  - Design Studio
  - Dashboards
  - Exploration Views

**Reporting**
- Distribute Information
  - Crystal Reports
  - Web Intelligence
Who consumes the content?

**Discovery and Analysis**
  - Explorer
  - Analysis Office
  - Visual Intelligence

**Dashboards and Apps**
- Build Engaging Experiences
  - Design Studio
  - Dashboards
  - Exploration Views

**Reporting**
- Distribute Information
  - Crystal Reports
  - Web Intelligence

**Executive**
- Explorer

**Senior Mgmt**
- Analysis Office
- Explorer
- Visual Intelligence
Who consumes the content?

**Discovery and Analysis**
  - Analysis Office/OLAP
  - Predictive Analysis
  - Explorer
  - Visual Intelligence

**Dashboards and Apps**
- Build Engaging Experiences
  - Design Studio
  - Dashboards
  - Exploration Views

**Reporting**
- Distribute Information
  - Web Intelligence
  - Crystal Reports
SAP BusinessObjects BI portfolio
Who consumes the content?

Report (Crystal Reports & Web Intelligence)
- Consume standardized reports to review operational metrics
- Receive alerts from pre-built reports and leverage information for follow up
- Use guided interactivity for filtering and selecting the right information
- Share reports with larger audience and make use of product interoperability
- Use interactive reporting capabilities to access and analyze a variety of data sources

Monitor & Analyze (Design Studio & Analysis for Office)
- Consume and interact with information using prepared workbooks
- Analyze operational metrics inside the Microsoft Office environment
- Follow guided analysis using pre-built BI applications

Predict (Predictive Analysis)
- Consume and interact with information to predict future outcomes
- Discover trends, patterns and sets
SAP BusinessObjects BI portfolio

Who consumes the content?

Monitor and Analyze (Analysis for Office, Analysis for OLAP & Design Studio)

- **Analyze** corporate information to fulfill ad hoc requests from management
- **Build and share** Microsoft Excel and web based BI applications for guided analysis
- Use Analysis as starting point and leverage **product interoperability** for details
- **Create and edit reports** without the need for IT or a report designer
- **Share** reports with larger audience and make use of product interoperability

Discover (Explorer & Visual Intelligence)

- **Answer ad-hoc questions** anywhere, anytime using historic and real-time data
- **Search and explore** information by using natural words and simple visualizations
- **Access** large volumes of information on-premise and on device
- **Combine, enrich, manipulate, and merge** information

Predict (Predictive Analysis)

- **Consume and interact** with information to predict future outcomes
- **Discover** trends, patterns and sets
Monitor & Analyze (Analysis for Office, Analysis for OLAP & Design Studio)

- Analyze and review corporate KPIs and measure progress towards set goals
- Share findings with upper management in form of presentations with live data
- Use actual and historical data for detailed planning scenarios to enable realistic forecasting
- Leverage product interoperability to share findings with other BI clients
- Analyze information on the desktop, via browser, and via mobile device

Report (Crystal Reports & Web Intelligence)

- Consume and change pre-delivered reports without the need for IT or a report designer
- Use interactive reporting capabilities to access and analyze a variety of data sources
- Share reports with larger audience and make use of product interoperability
Monitor & Analyze (Exploration Views & Design Studio)

- **Track and analyze** company wide metrics using real-time interactive dashboards
- **Leverage** what-if capabilities to evaluate different planning scenarios
- **Provide navigation for further analysis** using product interoperability
- Analyze information on the **desktop**, via **browser**, and via **mobile** device

Discover (Explorer)

- **Answer ad-hoc questions** anywhere, anytime using historic and real-time data
- **Search and explore** information by using natural words and simple visualizations
- **Access** large volumes of information **on-premise and on device**
Selecting the Right SAP BusinessObjects BI Client

- ... based on your business requirements
As Financial Manager for the West Coast Region of North America I need to be able to analyze cost and profit center actuals towards the allocated budget along several dimensions. I need to be able to see these measures along our company structures as well as being able to compare information from several sources. I also need to be able add my own calculation to answer on-demand requests from senior management.

I would like to leverage the information inside Microsoft Excel, but it also should be possible to use it in a browser.
What did we hear?

- Use of hierarchies (cost center / profit center / company structures)
- Usage of Microsoft Excel and browser based access
- Creation of calculations on the fly
- Accessing multiple sources
## Selecting the Right SAP BusinessObjects BI Client

### Comparing Product Capabilities

<table>
<thead>
<tr>
<th>Feature</th>
<th>Crystal Reports for Enterprise</th>
<th>Web Intelligence</th>
<th>Dashboards</th>
<th>Analysis, Edition for Microsoft Office</th>
<th>Analysis, edition for OLAP</th>
<th>SBOP Explorer</th>
<th>Design Studio</th>
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</thead>
<tbody>
<tr>
<td>Usage of Hierarchies</td>
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<tr>
<td>Using BEx Query Structures</td>
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- **Supported**
- **Not Supported**
Summary

Based on the combination of requirements from the Financial Area the recommendation would be to use:
- Analysis, edition for Microsoft Office
- Analysis, edition for OLAP
- Design Studio

Design Studio could be leverage to create a custom BI application / template for the user audience.

For less hierarchical driven reports and a more consumer (less power user) type of audience Web Intelligence might be an alternative.
The Sales Manager for Canada asked me to create a report for his sales representatives that would allow them to see their current sales pipeline. He mentioned that the information needs to be available in the office, on the road, and on mobile devices.

He also stressed out that each sales representative needs to be able to change the report “as they wish” so that they can see the information by opportunity, product, week & month, and other angles. Actual hierarchies are only used limited.

For him as Sales Manager for Canada, he mentioned it would be a great value to be able to run some simple scenarios to see how certain changes could impact the pipeline, for example a change in the product cost or price.

... and he then also mentioned that sometimes people prefer just to get an eMail with a PDF file.
What did we hear?

- The information needs to be available on-premise (in the office), offline (on the road), and on mobile devices.
- Users need the ability to change the report and change the view on the data.
- Only limited use of hierarchies.
- Distribution of the reports via eMail in a PDF format is also required.
- For the Sales Management some simple what-if scenarios would be a great asset.
## Selecting the Right SAP BusinessObjects BI Client
### Comparing Product Capabilities

<table>
<thead>
<tr>
<th>Feature</th>
<th>Crystal Reports for Enterprise</th>
<th>Web Intelligence</th>
<th>Dashboards</th>
<th>Analysis for Office</th>
<th>Analysis for OLAP</th>
<th>Explorer</th>
<th>Design Studio</th>
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<tbody>
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- **Supported**
- **Not Supported**

* Targeted for Q4 2012
Summary

Based on the combination of requirements from the Sales Area the recommendation would be to use

- Web Intelligence
- Interactive Analysis Desktop
- Mobile BI

What – if Scenarios will be created using SAP BusinessObjects Dashboards or Design Studio
As Executive Manager in this company I need consolidated information, which provides me with a high-level overview on all critical corporate KPIs. I need to be able to access this information anytime, anywhere.

If needed I need to be able to get to the root cause and see the detailed information.

I also can not always wait for my business analyst of IT to send me the information when I ask them a question. It would be good to be able to simply search for the answer by entering my question.
Selecting the Right SAP BusinessObjects BI Client
Using Business Requirements – Executive Area

What did we hear?
- Consume highly aggregated information
- Strong data visualizations needed
- Provide the ability to drill down and navigate to detailed information when needed
- Fast response time
- Information needs to be available via mobile device
- Allow for search and exploration
## Selecting the Right SAP BusinessObjects BI Client

### Comparing Product Capabilities

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<td>Drill Down / Navigate to detailed information</td>
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</table>

*This BI clients are not suitable for the intended audience.*

*Targeted for Q4 2012*
Summary

- Based on the combination of requirements from the Executive team, the recommendation would be to use:
  - SAP BusinessObjects Design Studio or Dashboards
  - SAP BusinessObjects Explorer
  - SAP BusinessObjects Explorer for mobile devices

- In addition, consider SAP NetWeaver BWA or SAP HANA for performance improvements
Selecting the Right SAP BusinessObjects BI Client

Different Needs Require Different Experience

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### Phases

Selecting the Right SAP BusinessObjects BI Client

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### Audience

- Who is your audience?
- What are the skills of your audience?
- How is your audience using the software right now?
- Remember, a business analyst in sales might be different to a business analyst in finance

### Use Case

- What are the business requirements?
- What is the audience doing with the information? How are they doing this today?
- How is your audience using the software right now?
- Create a use case on department level, don’t try to make one use case for all your requirements

### Auditing

- Use SAP BusinessObjects Auditing to track the BI activity
- Use SAP NetWeaver BW statistics to track the activity on BW
- Leverage the information in combination with the IT and BW team for performance improvements

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ASUG
Your BI Strategy should start with the business requirements, not with the DWH.

Start by defining your requirements and your desired outcome.

Focus on the business pain points by area. One use case after the other – not all in once.

Understand your audience. Let them describe their workflow. Listen!

Remember – Your BI Strategy starts with the business requirements.. Not with the DWH.
Books for more information


Inside SAP BusinessObjects Explorer (SAP Press, 2010)

Integrating SAP BusinessObjects BI Platform 4.x with SAP NetWeaver (SAP Press, 2011)

Inside SAP BusinessObjects Advanced Analysis (SAP Press, 2010)
Key links for more information
SAP customers and partners

• SAP named worldwide market-share leader for business intelligence In 2011: Gartner
• Road maps on SAP Service Marketplace
• Getting started with SAP BusinessObjects BI Solutions on SDN
• SAPs release strategy for major releases of SAP BusinessObjects BI
Thank you for participating.

Please provide feedback on this session by completing a short survey via the event mobile application.

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