Extending Self-Service Capabilities of SAP BusinessObjects BI

SAP Visual Intelligence and SAP BusinessObjects Explorer
IS BI ADOPTION STILL A CHALLENGE?
Among Knowledge Workers, Is It?

25%  50%  75%
Very Much...

50% of Knowledge Workers Have Access or Utilize BI / Analytics

Source: Information Week; Doug Henschen; 2012 BI and Information Management Trends; November 2011
Which of the following users have access or utilize BI/analytics today (2012)?

- C-Level Corporate Executives: 58%
- IT Management: 65%
- Business Analysts: 75%

Source: Information Week; Doug Henschen; 2012 BI and Information Management Trends; November 2011
Which of the following users have access or utilize BI/analytics today (2012)?

- 28% Sales force
- 24% Customer-Service Reps
- 8% All Employees

Source: Information Week; Doug Henschen; 2012 BI and Information Management Trends; November 2011
What are the barriers to adopting BI/analytics products enterprise wide?

- No Agreement on Product(s): 37%
- Scalability: 40%
- Ease-Of-Use Challenges: 45%

Source: Information Week; Doug Henschen; 2012 BI and Information Management Trends; November 2011
The BI Spectrum: Known Vs. Unknown

Traditional BI
Answers Known Questions

- Standard Reports
- Ad-hoc Reports
- OLAP & Visualization
- Dashboards & Scorecards
- Exploration & Visualization

Self-Service BI
Answers Unknown Questions

- Predictive Modeling

Organizational & Competitive Impact

Value
All Levels of The Business Have Questions

As the VP Operations, I would like to know...

As an Analyst, I need to know which of our customers are...

Suppliers

Plant

Warehouse

Distributor

Retailer

Consumers
There Are Challenges to Get Timely Answers

I am tired of waiting on others to provide the answers to the questions I have now.

I spend all my time preparing and sharing data with my team. I have no time to deliver valuable insights.
The Starting Point for Your Questions

- Search
- Explore
- Share

Explorer Web

Explorer Mobile

Cloud

Acquire

Transform

Visualize

Visual Intelligence

Explorer Explorer Web

Explorer Mobile

Cloud

Acquire

Transform

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Visual Intelligence

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Explorer Mobile

Cloud

Acquire

Transform

Visualize

Visual Intelligence
With SAP BusinessObjects Explorer, You ...

- Access data exposed by others
- Explore data using interactive visualizations
- Share answers and insight with other people
Type in Business Terms and ...

Use keyword search

Results ranked by data relevance
Start Exploring with Point-And-Click Interface

Faceted navigation

Best chart type auto generated
Create Ad Hoc Dashboards

Explore data behind the dashboard
Ad-Hoc Discovery Everywhere

Explore data behind the dashboard

Easily navigate dashboard
With Geo-Location Awareness

Analytics, maps and geo-location together

Visual map overlay on point-of-interest data
With SAP Visual Intelligence, You ...

- Acquire data from corporate & personal sources
- Synthesize and transform data the way you want it
- Iteratively discover data by building visualizations
Acquire Data

Growing list of Database Sources including Teradata, Sybase IQ, SQL Server and Oracle

Support online access for massive data volumes

Leverage investment in SAP Universes, both UNX and UNV
Transform Data Dynamically

Combine Corporate and Personal Sources

Easily Understand what is possible with contextual suggestions
Intuitive Discovery and Analysis Experience

- Consume, categorize, and filter measures and variables
- Automatic time and geography awareness
- Easy drag and drop for immediate ad-hoc views, no need to build queries or scripts
Beautiful Analytics to Convey and Share Knowledge
VISUAL INTELLIGENCE VS. EXPLORER: SPOT THE DIFFERENCES
Visual Intelligence Vs. Explorer: 3 Differences

1. Acquire Your Own Data
2. Transform Data The Way You Want It
3. Build Your Own Visualizations
USER POWERED, IT APPROVED!
- Self-Service - no need for IT to create report or dashboard
- Connected to enterprise BI - leverage existing BI assets
- Simple to manage and scale
DEMO
Latency in analysis of information impacts decisions

- **Real-time posting into Transactional System**
- **OLTP**
- **Data Warehouse / Marts**
- **OLAP**

**Real Life Business Transaction**
- Limited flexibility due to pre-defined data structures
- Long query run-times
- Loss of detail
- Long Wait times for reports

**Reporting Challenges**
- Large Volumes
- High Impact

**Analysis and Insight Action**
What if this would all happen real-time?

'Real Life' Business Transaction

Real-time Loading into SAP HANA

SAP HANA

IN-MEMORY

High Performance Large Volume Data Processing

Fast, flexible and detail analytics over large volumes

Analysis and Insight Action
Benefits – SAP Visual Intelligence on SAP HANA

**For the Business**

**Self-Service**
Ability for end-users to create and visualize their own analytics without engaging IT

**Faster Time to Analysis**
Achieve faster response time and better understanding with insight in visual form on SAP HANA

**Increased Adoption of Analytics**
Intuitive interface requiring minimal user training

**For IT**

**Total Cost of Ownership**
Leverage existing SAP HANA investment
1 platform to deploy and administer

**Connected to the Enterprise**
Leverage existing data, security, and administrative services

**Secure**
One IT-sanctioned security model and single sign on
Get Started

1. Learn about both solutions
2. See a demo
   On the show floor
3. Try it with your data!
   sap.com/tryvisualintelligence
Thank You!

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