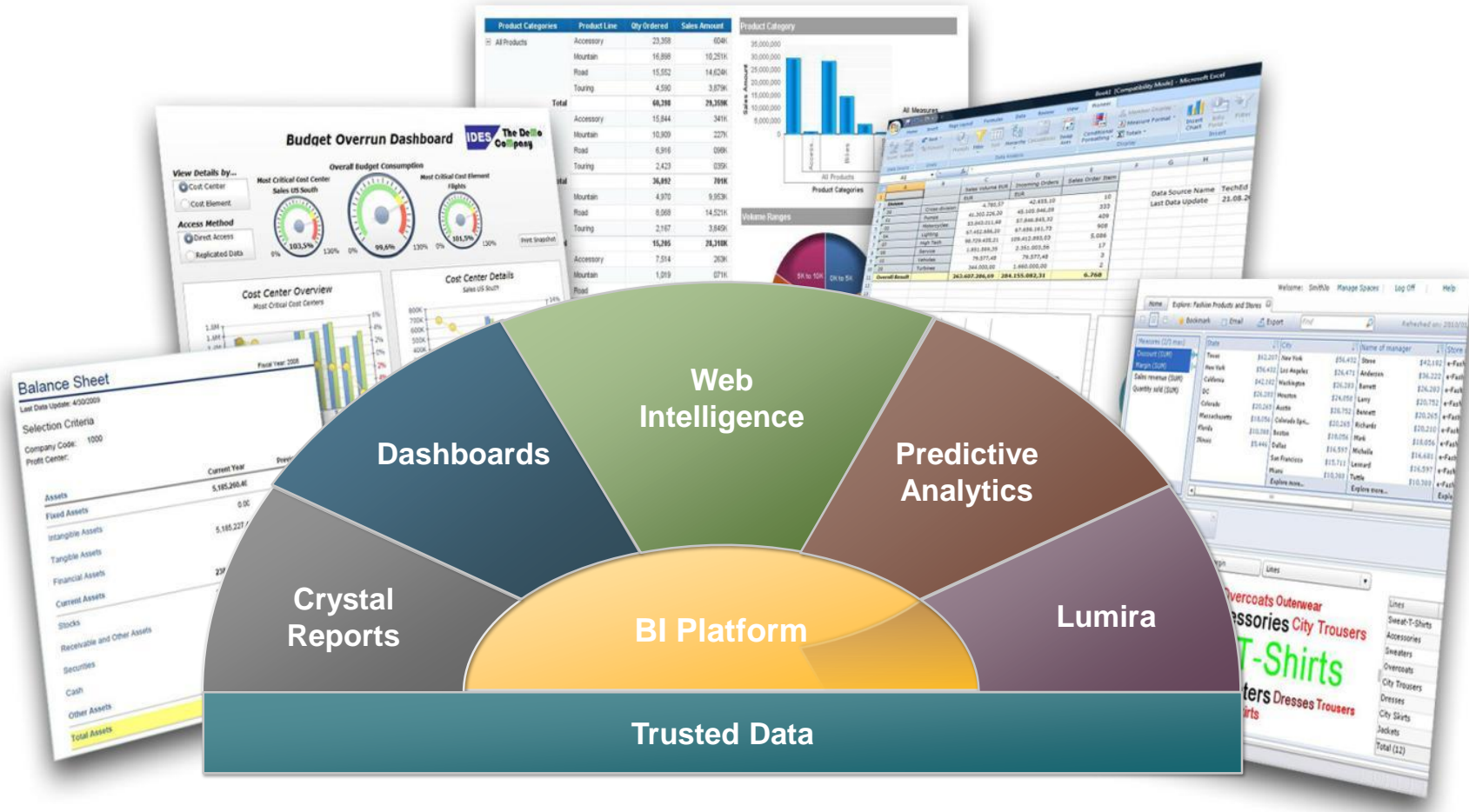


RUN COOLER



SAP BusinessObjects BI 4.x





DISTINCT QUESTIONS



How do I access corporate data reports for greater insight?

How do I visualize data for better decision making?

How do I answer ad hoc questions and interact with information?

How do I find immediate answers to business questions?

How do I integrate BI within my applications?

BI Launchpad

Dashboards and Visualization

Interactive Analysis

Lumira
Predictive Analytics

OEM Integration

1 BI SUITE



DISTINCT QUESTIONS



How do I access corporate data reports for greater insight?

BI Launchpad



How do I visualize data for better decision making?

Dashboards and Visualization



How do I answer ad hoc questions and interact with information?

Interactive Analysis



How do I determine trends from complex historical data and make possible better forecasts?

Explorer



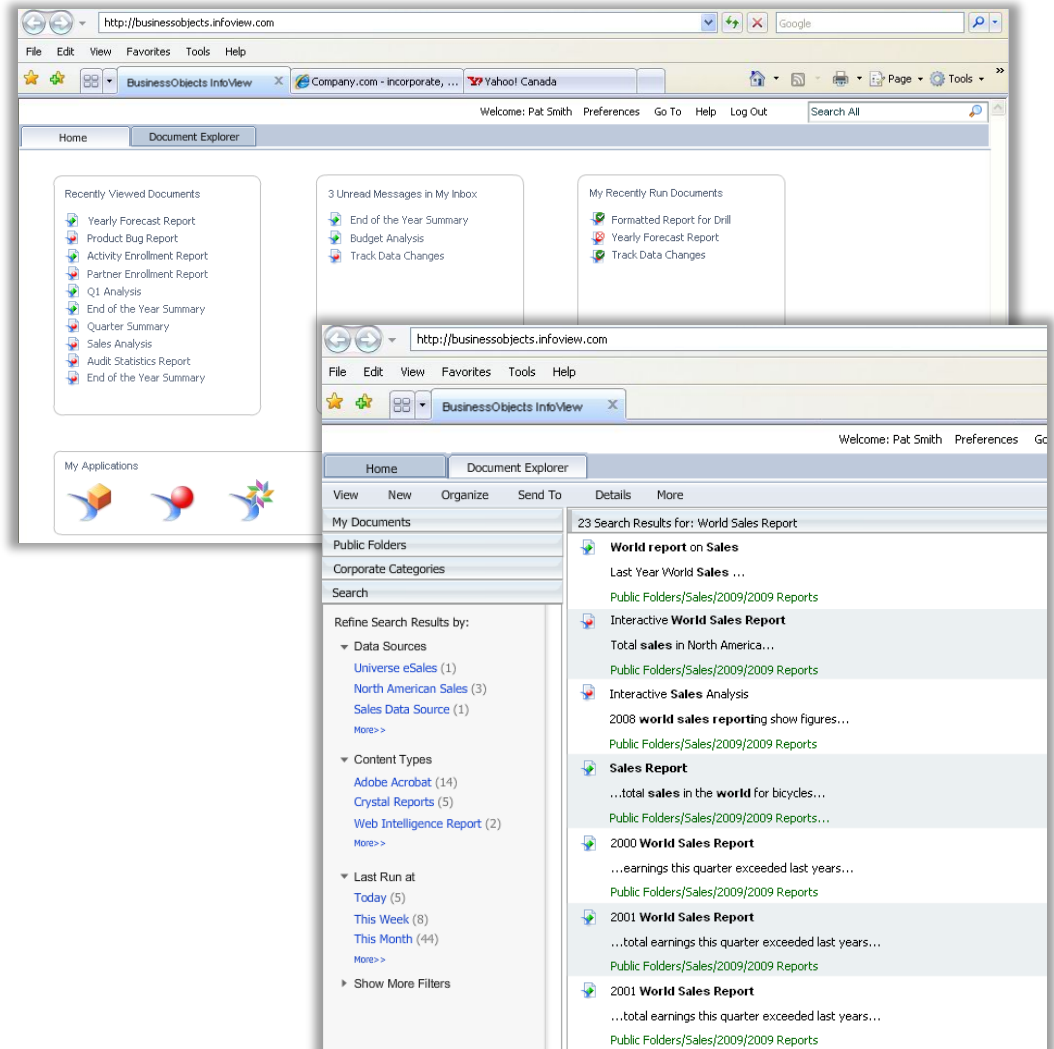
How do I find immediate answers to business questions?

OEM Integration

1 BI SUITE

Easier Content Navigation for All Users

- New self-service BI access making it easier to find all available content
- Enhanced filtering and search options reducing page scrolling
- Enhanced navigation for working with multiple documents at the same time
- Demo BI Launchpad



The screenshot displays the SAP BusinessObjects InfoView web interface. The browser address bar shows <http://businessobjects.infoview.com>. The page features a navigation bar with 'Home' and 'Document Explorer' tabs. Below the navigation bar, there are three main sections: 'Recently Viewed Documents' (listing reports like 'Yearly Forecast Report', 'Product Bug Report', etc.), '3 Unread Messages in My Inbox' (listing 'End of the Year Summary', 'Budget Analysis', 'Track Data Changes'), and 'My Recently Run Documents' (listing 'Formatted Report for Drill', 'Yearly Forecast Report', 'Track Data Changes'). A 'My Applications' section is also visible at the bottom left.

The second screenshot shows a search results page for 'World Sales Report'. The search bar contains 'World Sales Report' and the results list includes:

- World report on Sales
- Last Year World Sales ...
- Public Folders/Sales/2009/2009 Reports
- Interactive World Sales Report
- Total sales in North America...
- Public Folders/Sales/2009/2009 Reports
- Interactive Sales Analysis
- 2008 world sales reporting show figures...
- Public Folders/Sales/2009/2009 Reports
- Sales Report
- ...total sales in the world for bicycles...
- Public Folders/Sales/2009/2009 Reports...
- 2000 World Sales Report
- ...earnings this quarter exceeded last years...
- Public Folders/Sales/2009/2009 Reports
- 2001 World Sales Report
- ...total earnings this quarter exceeded last years...
- Public Folders/Sales/2009/2009 Reports
- 2001 World Sales Report
- ...total earnings this quarter exceeded last years...
- Public Folders/Sales/2009/2009 Reports



DISTINCT QUESTIONS



Benefits:
Easy access to information

How do I visualize data for better decision making?

How do I answer ad hoc questions and interact with information?

How do I determine trends from complex historical data and make possible better forecasts?

How do I find immediate answers to business questions?

BI Launchpad

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OEM Integration

1 BI SUITE



DISTINCT QUESTIONS



Benefits:
Easy access to
information

**How do I visualize
data for better
decision making?**

How do I answer ad
hoc questions and
interact with
information?

How do I determine
trends from complex
historical data and
make possible better
forecasts?

How do I find
immediate answers to
business questions?

BI Launchpad

**Dashboards and
Visualization**

Interactive
Analysis

Explorer

OEM Integration

1 BI SUITE

Engaging New User Experience

Dashboards



Welcome: John Smith

SAP Home Documents Auto insurance dashb...



AUTO INSURANCE RISK DASHBOARD

Mr. John Blakely



Date of Birth	1978/11/11
Marital Status	Married
Profession	Actor
Customer Type	On-line Agency
Driver license years	10
License State	NY
Number of Vehicles	2
Number of children	1
Main Commute reason	Work (office)

Flat 01-4 585 1234 Big Apple Street
No 32 NYC 11234,US

Claim History *

Past claims	Claim amount
2	\$2,895

Driving History *

Accidents Involved	Traffic Tickets
3	2

Add New +

NEW
KT 500



Car Info

Plate No	E7657565
Annual mileage	0-5000 KMS
Driver	Class A
Model	2010
Car category	SUV

Offer

No claim for a year

15% off



DISTINCT QUESTIONS



Benefits:
Easy access to information
OEM able within your apps

Benefits:
visual simplicity and interactivity

How do I answer ad hoc questions and interact with information?

How do I determine trends from complex historical data and make possible better forecasts?

How do I find immediate answers to business questions?

BI Launchpad

Dashboards and Visualization

Interactive Analysis

Explorer

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1 BI SUITE



DISTINCT QUESTIONS



Benefits:
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How do I answer ad hoc questions and interact with information?

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1 BI SUITE

Interactive Analysis enables consumers to answer their own questions



What are the top 5 European countries in terms of Widget sales?



I want to get rid of the noise of other regions and just see Europe.



How can I visualize the regional sales over each week?



I just want to highlight above average sales before I print.



How do products compare against each other in my region?



Overall Product Performance through Week 36

Product	Week 34	Week 35	Week 36	Sum
Widgets	\$169			
Thingamabobs	\$40			
Doohickey	\$39			

Region	Week 34	Week 35	Week 36	Sum	
North America					
Canada	\$6,520	\$0	\$7,177	(\$215)	\$13,482
USA	\$0	\$925	(\$325)	\$0	\$600
Sum	\$6,520	\$925	(\$325)	(\$215)	\$14,002
Europe					
Australia	\$7,977	\$5,020	\$14,154	\$135	\$16,075
Belgium	\$37,400	\$3,268	652	\$67	\$108,975
Finland	\$26,900	(\$942)	882,496	\$7	\$108,362
France	\$240,578	\$107,084	\$82,865	\$60,644	\$1,139,592
Germany	\$101,938	\$15,808	\$27,717	\$6,881	\$208,254
Greece	\$4,016	\$0	\$0	\$1,886	\$17,922
Ireland	(\$15,440)	(\$19,086)	(\$25,773)	\$1,883	(\$45,916)
Italy	\$241,748	\$36,340	\$56,314	\$23,339	\$566,491
Netherlands	\$772,809	\$1,327,823	\$615,374	\$2,211,055	\$4,934,812
Scandinavia	\$73,834	\$20,494	\$0	\$161,69	\$250,61
Spain	\$125,537	\$27,367	\$10,897	\$24,12	\$178,151
Switzerland	\$51,780	\$470	\$6,342	\$13,51	\$11,718
Sum	\$1,777,089	\$1,529,167	\$870,039	\$3,561,25	\$7,718,5
ASIAPAC					
Australia	\$67,868	\$157,804	\$293,777	\$21,426	\$540,876
China	\$189,640	\$411,200	\$247,081	\$192,843	\$1,034,764
India	\$49,882	\$45,933	\$362,804	\$209,715	\$868,404
Indonesia	(\$1,4231)	\$0	\$58,659	\$9,06	\$66,307
Japan	\$3,106,291	\$1,681,869	\$1,999,174	\$3,190,541	\$9,979,875
Philippines	\$0	\$0	\$16,653	\$28,875	\$40,528
Thailand	\$2,246	\$7,329	\$25,929	\$18,539	\$54,042
Sum	\$3,408,976	\$2,324,136	\$3,004,077	\$3,673,008	\$12,400,79
Americas					
Argentina	\$4,720	\$1,964	(\$3,489)		\$6,684

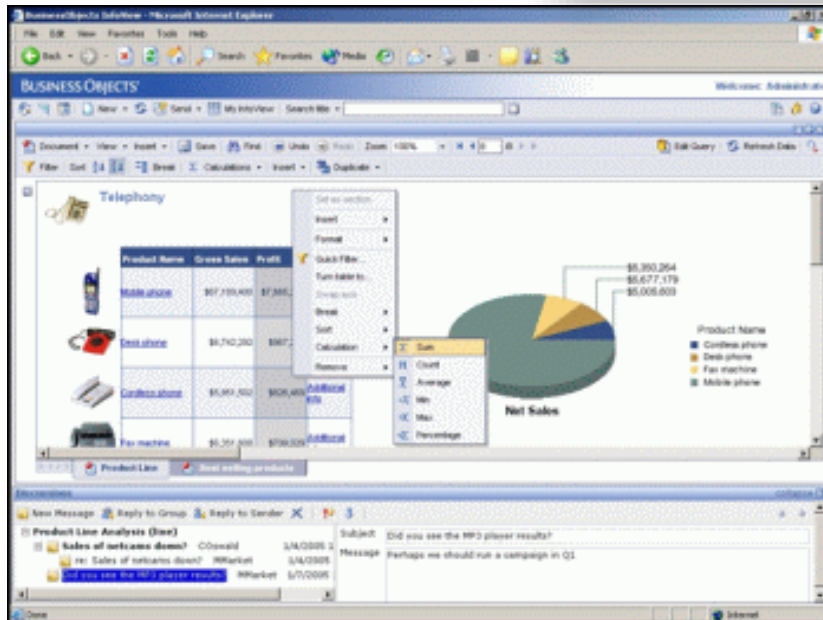
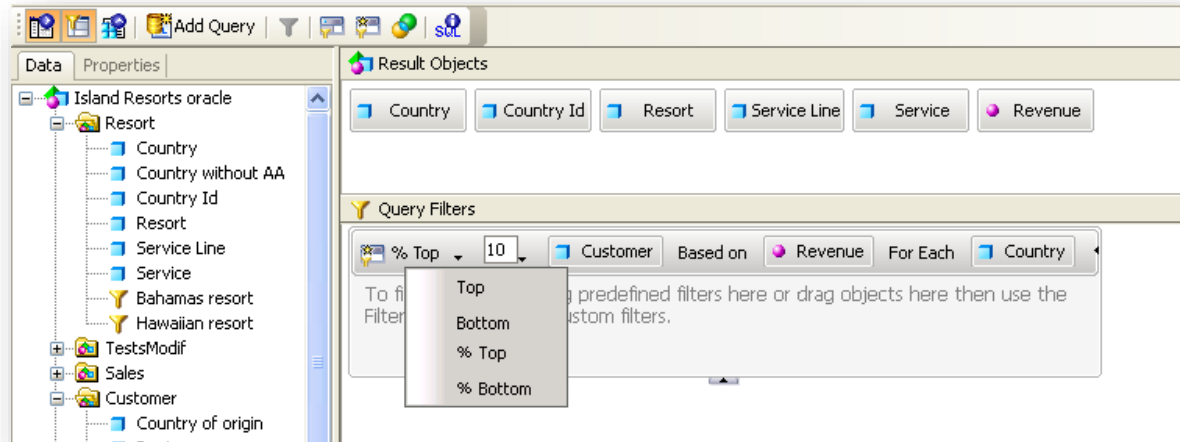
QUERY AND ANALYSIS



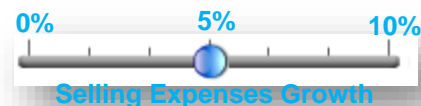
Powerful ad hoc query and integrated analysis

Interactive viewing for information consumers

DEMO WebIntelligence



- (Select All)
- 2010 - Vancouver
- 2006 - Turin
- 2002 - Salt Lake City
- 1998 - Nagano
- 1994 - Lillehammer





DISTINCT QUESTIONS



Benefits:
Easy access to
information

Benefits:
visual simplicity

Benefits:
user autonomy

How do I find
immediate answers to
business questions?

How do I find
immediate answers to
business questions?

BI Launchpad

Dashboards and
Visualization

Interactive
Analysis

Explorer

Data Exploration

1 BI SUITE



DISTINCT QUESTIONS



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Lumira
Predictive Analytics

Data Exploration

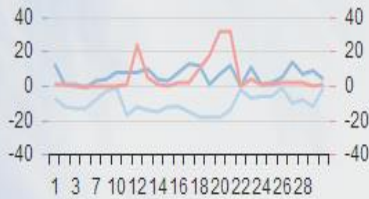
1 BI SUITE

Exploring Data By Building Interactive Visualizations



Flight Cancellation Analysis

Events :
Snowy Days



» Controls

Events

Selection: 1/4

Foggy Days

Rainy Days

Shiny Days

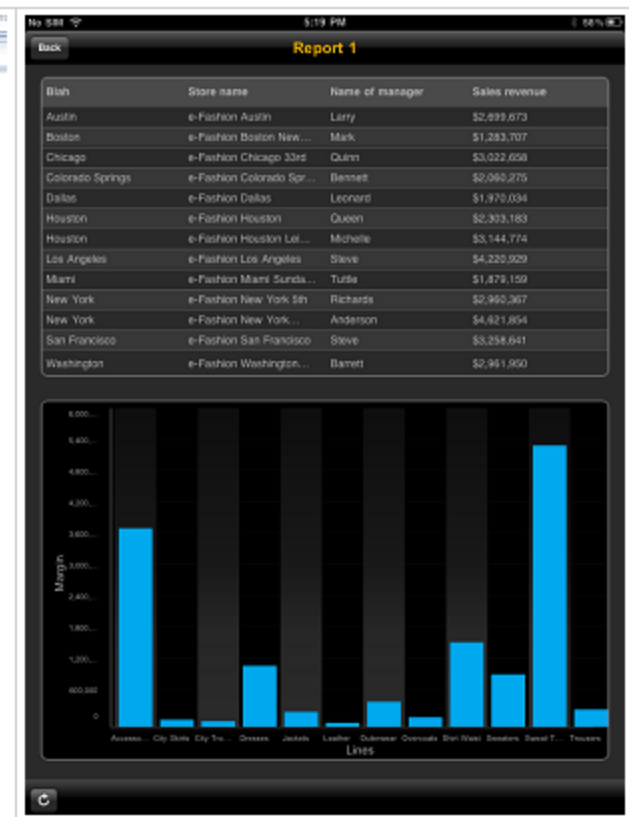
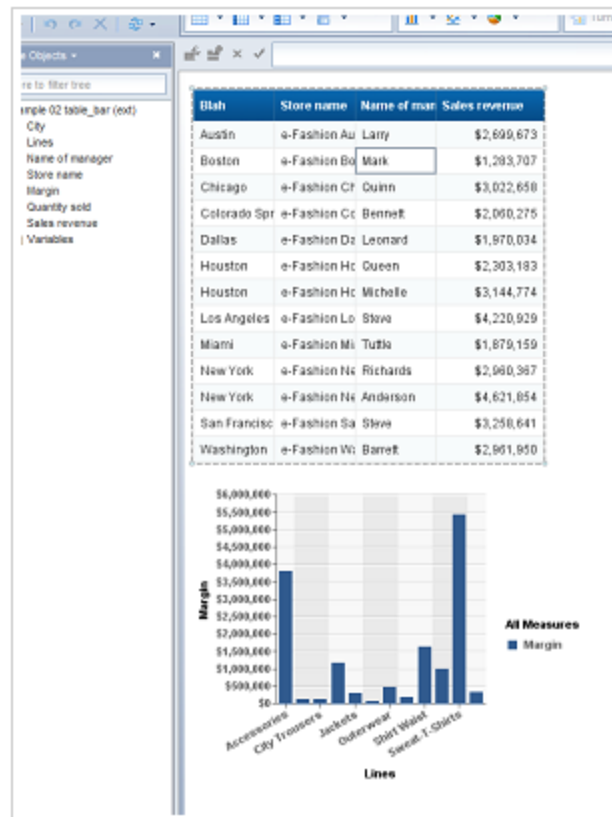
Snowy Days

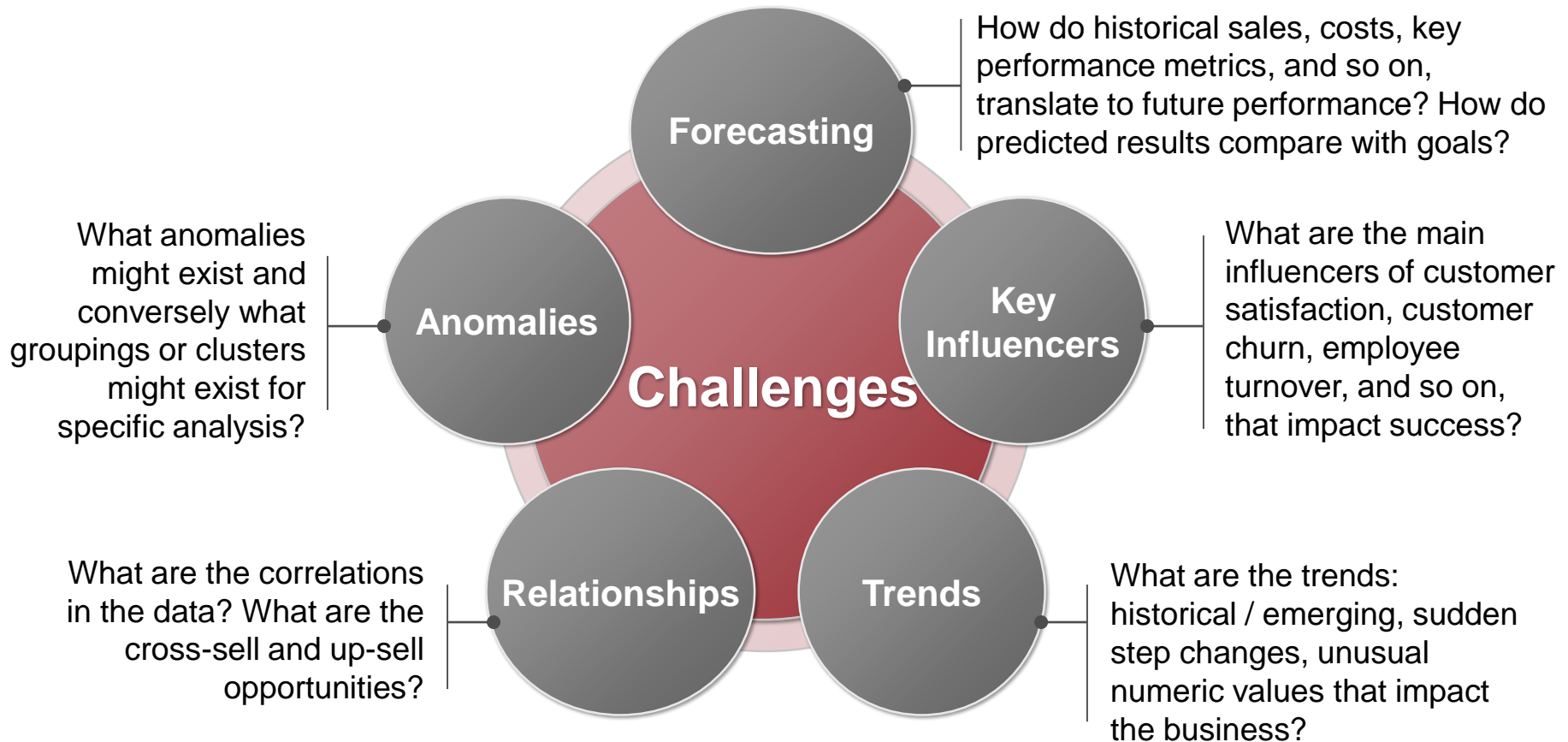
SAP BusinessObjects Mobile BI

Leverage existing tools & skills



- Interactive Reports & Dashboards using standard SAP BusinessObjects applications
- Simple to design
- Fast to deploy





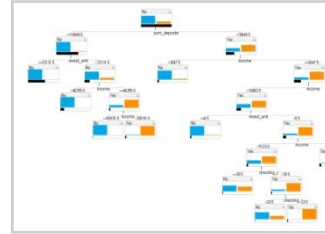
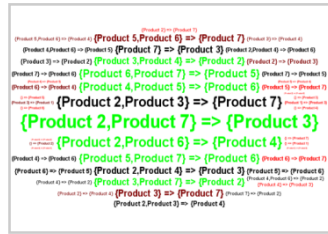
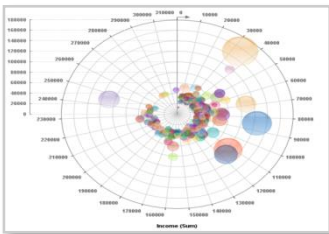
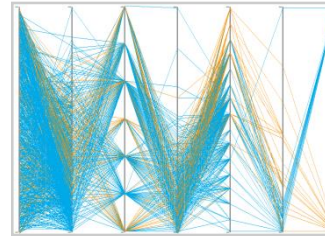
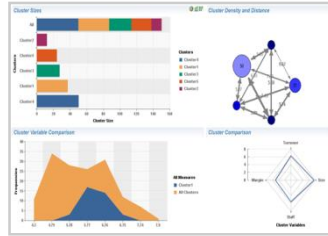
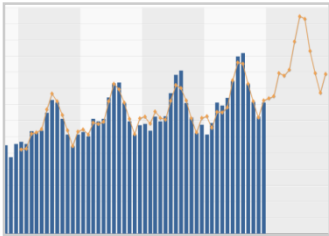
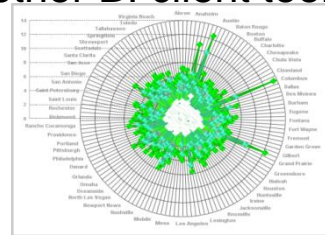
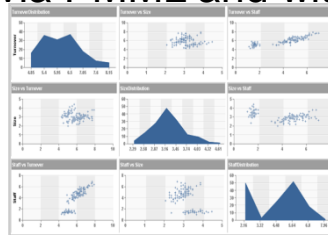
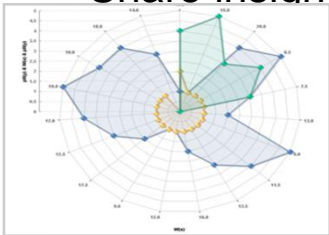
SAP BusinessObjects Predictive Analysis



- Visualize, discover, and share hidden insights

- Advanced visualization designed where you'd expect it – natively from within the modelling tool

- Share insights via PMML and with other BI client tools



- Tree Map Chart
- Heat Map
- Pie Chart
- Pie with Variable Slice Depth
- Multiple Pie Chart
- Donut Chart
- Column Chart
- Bar Chart
- Column Chart with Dual Value Axes
- Line Chart
- Line with Dual Axes
- Surface Chart
- Combined Column and Line Chart
- Combined Column and Line Chart with Dual Value Axes
- Stacked Column Chart
- 100% Stacked Column
- Stacked Bar Chart
- 100% Stacked Bar
- 3D Column Chart
- Box Plot Chart
- Radar Chart
- Multiple Radar Chart
- Tag Cloud Chart



DISTINCT QUESTIONS



Benefits:
Easy access to
information

Benefits:
visual simplicity with
interactivity

Benefits:
user autonomy

Benefits:
Simplicity and insight

How do I find
immediate answers to
business questions?

BI Launchpad

Dashboards and
Visualization

Interactive
Analysis

Lumira
Mobile BI

OEM INTEGRATION

1 BI SUITE



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Is it difficult to embed
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OEM Integration

1 BI SUITE

SDK for a complete Integration



Lightwave Technologies Inc. - Product Insight - Microsoft Internet Explorer

Address: http://cd3boe:8080/aghwaiveTech/reportu/reports.jsp

ORDER / INVOICE

Lightwave Technologies
1012 Beach Street
Vancouver, BC
Canada, V6E2V2

Lightwave Technologies Inc. - Product Insight - Microsoft Internet Explorer

Address: http://cd3boe:8080/aghwaiveTech/reportu/reports.jsp

Product Catalog
Last Refresh: 6/10/2010 9:57:05PM

Lightwave Technologies

Hi rbright
Toggle Report Menu

Refresh Report List

For Card payment complete here...
Card Number: * * * * *
Card Holder Signature: *

View Report

Product Catalog

Access2.jpg

Desktop

Desktop1.jpg

Notebook

What ITP Analysis

ACH-Inventory

Inventory Status
Last Refreshed: 6/10/2010 9:58:05PM

Lightwave Technologies

Hi rbright
Toggle Report Menu

Refresh Report List

Favorites

Ad Hoc Query Analysis

Dashboards

Operational Reporting

Total Sales By Region

Top Purchased Items

Order History

Order Invoice by Order ID

Order Invoice by Date Range

Inventory Status

Order Details by Date

Product Catalog

Order Invoice

Total Orders

What ITP Analysis

ACH-Inventory

Inventory by Supplier

Sum of Number in Inventory

Product Name

Item ID	Supplier	Product Name	Item Description	List Price	Unit Cost	Number in Inventory
EST-8	1.00	LT3300 Enterprise Server	Top of the line	12,000.00	11,000.00	1
EST-9	1.00	LT8200 SMB Server	Small Value	5,500.00	4,000.00	3
EST-3	1.00	LT5000 Color Laser 3-1	Best Buy	500.00	400.00	10
EST-4	1.00	LT2000 Inkjet	Good Value	150.00	100.00	10
EST-5	1.00	LT2000 Inkjet	Sound Quality	150.00	100.00	10
EST-13	1.00	LT100 2GB DDR3 Memory	Stays Cool	500.00	450.00	10
EST-2	1.00	LT4000 Color Laser	Best Buy	500.00	400.00	114
EST-20	1.00	LT2000 B&W Laser	Sound Quality	150.00	100.00	114
EST-25	1.00	LT8500 Enterprise Server	Highly Available	9,000.00	8,100.00	172
EST-12	1.00	LT101 Notebook Battery	Long Life	80.00	60.00	172
EST-1	1.00	LT4000 Color Laser	Multi page	200.00	150.00	196
EST-17	1.00	LT8500 Desktop PC	Home Office Grade	1,500.00	900.00	216
EST-6	1.00	LT8000 SMB Server	Excellent Machine	4,500.00	4,000.00	222
EST-21	1.00	LT3000 B&W Laser	Great Value	150.00	100.00	232
EST-24	1.00	LT8500 Enterprise Server	World Class Speed	8,900.00	8,000.00	242
EST-10	1.00	LT8200 SMB Server	Versatile	850.00	750.00	247
EST-7	1.00	LT8000 SMB Server	New Model	3,500.00	3,000.00	256
EST-26	1.00	LT8100 SMB Server	Cost Effective	4,000.00	3,500.00	252
EST-18	1.00	LT5100 Notebook PC	Lightweight	900.00	850.00	266
FST-27	1.00	LT8100 SMB Server	Value Buy	4,400.00	4,000.00	274

QUERY AND ANALYSIS : HOW ?

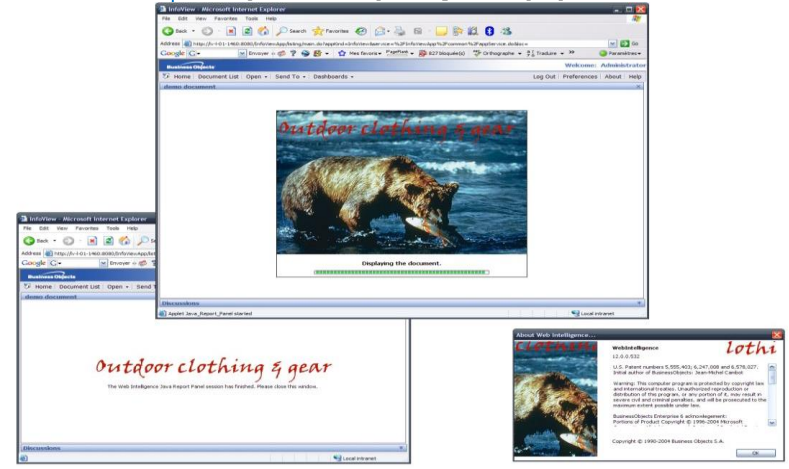


Make the most common customizations accessible. Customize without writing a line of code.

By tweaking a property file

- Change the look of the interface
 - Splash screen, logo
- Redefine feature set
- Create customized Viewers

```
#####  
# Java Report Panel Customization  
# keywords are: enable, disable or hidden  
#####  
# Customize images  
#JavaReportPanel.splashscreen.image=/my_splashscreen.png  
#JavaReportPanel.about.image=/logo.png  
#JavaReportPanel.logo.image=/logo_small.jpg  
  
# Determines visibility of "Edit Query Panel" button  
JavaReportPanel.query.panel=enable  
  
# Reporting toolbars  
JavaReportPanel.reporting.toolbar.main=enable  
JavaReportPanel.reporting.toolbar.reporting=enable  
JavaReportPanel.reporting.toolbar.formatting=disable|  
JavaReportPanel.reporting.toolbar.navigation=hidden  
  
# Reporting Frames  
JavaReportPanel.reporting.frame.data=hidden  
JavaReportPanel.reporting.frame.reportmap=hidden  
JavaReportPanel.reporting.frame.templates=hidden  
JavaReportPanel.reporting.frame.properties=hidden
```



:t element

BI PLATFORM : HOW ?



Java, .NET or Web Service SDK

Application User Synchronisation

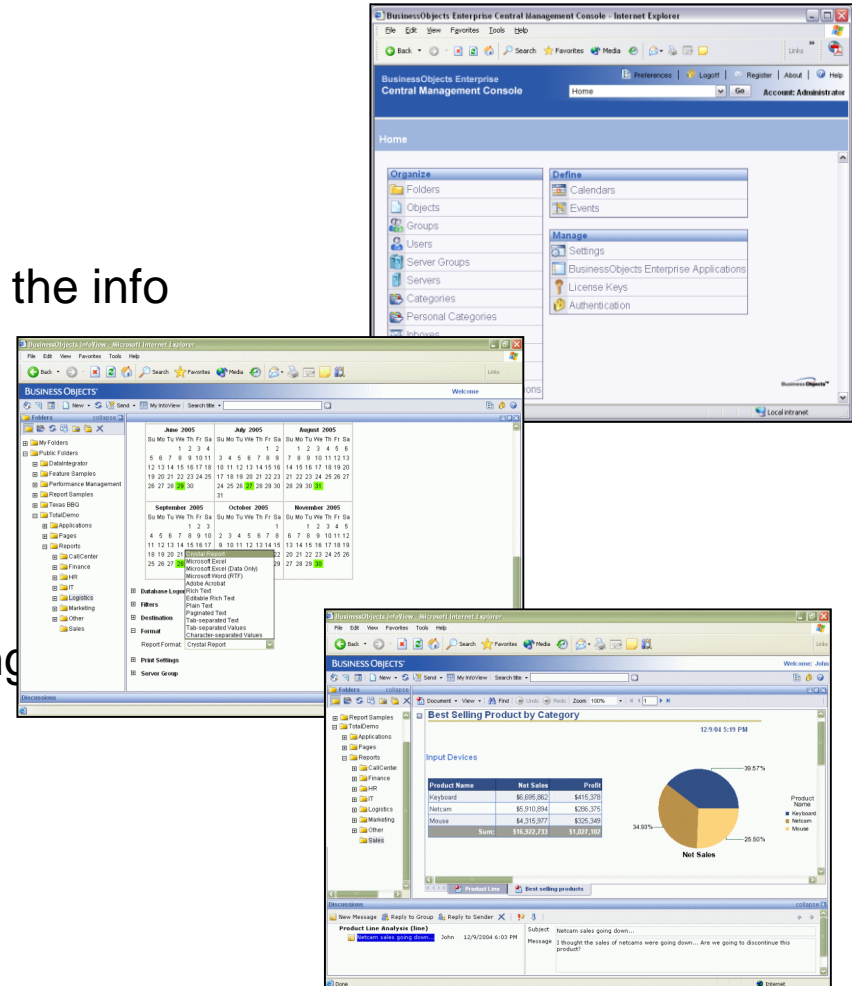
- create\boe_create_user.jsp
- Uses BOE SDK to create new BOE user with the info from the lightstore new user form

SSO (Silent)

- BOE_logon.jsp
- Uses BOE SDK to perform silent sign on using authentication

Universe

- Row Level Security
- Report security is done through BOE Security
- SAP BusinessObjects BI 4.x Developer SDK Library





DISTINCT QUESTIONS



Benefits:
Easy access to
information

Benefits:
visual simplicity with
interactivity

Benefits:
user autonomy

Benefits:
Simplicity and
powerfull analysis

Benefits:
Integration in any
application

BI Launchpad

Dashboards and
Visualization

Interactive
Analysis

Lumira
Mobile BI

OEM Integration

1 BI SUITE

Q&A





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