Clear Path to BI

SAP BusinessObjects BI Clients
Order of play

- One platform
- Summary of each client
- Selecting based on functionality
- Selecting based on audience
- Selecting based on business requirements
SAP Analytics Solutions
One Suite for All Insight

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

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

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

- SAP Lumira™
- SAP BusinessObjects Explorer
- SAP BusinessObjects Analysis
- SAP Predictive Analysis*

*SAP Predictive Analysis details are part of Advanced Analytics
SAP Lumira
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
SAP BusinessObjects Explorer
for business users to quickly access information on their own

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
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 OLAP investments with support for BW, HANA, Essbase, Analysis Services, and other OLAP sources
- High productivity for analysts through both Web and Excel based interfaces
- Premium alternative for BEx customers
SAP Infinite Insight
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

- SAP BusinessObjects Design Studio
- SAP BusinessObjects Dashboards (formerly SAP BusinessObjects Xcelsius)
SAP BusinessObjects 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
- Recommender

Universe Support
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
Reporting
Share Information

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

- SAP BusinessObjects Web Intelligence®
- SAP 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

Build pixel-perfect formatted reports for printing and operational reporting

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
BI Platform
Professional Grade

Agile Visualization  Dashboards and Apps  Reporting

Business Intelligence Platform

Universe Semantic Layer

ERP
SAP Business Suite
Oracle E-Business Suite
Teradata
SAP NetWeaver BW
PeopleSoft
JD Edwards

EDW
Oracle, IBM DB2,
Microsoft SQL Server
and other relational data
sources

SAP HANA Platform

MS Excel
Unstructured data in
Social Media and
Hadoop

Easbase
Microsoft AS
Oracle OLAP
Selecting the right SAP BusinessObjects client

... based on product capabilities
## Where does the data reside?

<table>
<thead>
<tr>
<th></th>
<th>Self Service</th>
<th>Dashboards and Apps</th>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lumira</td>
<td>Explorer</td>
<td>Design Studio</td>
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<tr>
<td>Universe</td>
<td>★</td>
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<td>★</td>
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<tr>
<td>Direct to database</td>
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<td>✘</td>
<td>✗</td>
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<tr>
<td>Flat files</td>
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<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>SAP HANA</td>
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<td>★</td>
<td>★</td>
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<td>SAP BW</td>
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</table>
Selecting the Right SAP BusinessObjects BI Client Comparing Product Capabilities

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<thead>
<tr>
<th></th>
<th>Crystal Reports for Enterprise</th>
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<th>Design Studio</th>
<th>Analysis for Office</th>
<th>Analysis for OLAP</th>
<th>Lumira</th>
<th>Explorer</th>
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</tbody>
</table>

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![Not Supported](red) - Not Supported

1. With Design Studio
2. With Explorer and Lumira Cloud
Where is the content consumed?

Self Service
- Analysis Office
- Infinite Insight
- Lumira
- Analysis OLAP
- Explorer
- Explorer

Dashboards and Apps
- Build Engaging Experiences
- Design Studio
- Dashboards
- Design Studio
- Dashboards
- Design Studio
- Dashboards

Reporting
- Distribute Information
- Web Intelligence
- Crystal Reports
- Web Intelligence
- Crystal Reports
- Web Intelligence
- Crystal Reports
Where is the content created?

**Self Service**

- Analysis Office
- Infinite Insight
- Lumira
- Analysis OLAP
- Explorer

**Dashboards and Apps**

- Build Engaging Experiences
- Design Studio
- Dashboards

**Reporting**

- Distribute Information
- Web Intelligence
- Crystal Reports
- Web Intelligence
Selecting the Right SAP BusinessObjects BI Client

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

<table>
<thead>
<tr>
<th>Self Service</th>
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<tbody>
<tr>
<td>Discover. Predict. Create.</td>
<td>Build Engaging Experiences</td>
<td>Distribute Information</td>
</tr>
<tr>
<td>Designer</td>
<td>Design Studio</td>
<td>Crystal Reports</td>
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<td>Analyst</td>
<td>Dashboards</td>
<td>Web Intelligence</td>
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<tr>
<td>Analysis Office/OLAP</td>
<td>Explorer</td>
<td>Web Intelligence</td>
</tr>
<tr>
<td>Infinite Insight</td>
<td>Lumira</td>
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</tr>
</tbody>
</table>
Who consumes the content?

**Self Service**
  - Explorer

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

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

**Decision Maker**
- Explorer
- Analysis Office/OLAP
- Infinite Insight

**Analyst**
- Design Studio
- Dashboards
- Web Intelligence
- Crystal Reports
- Lumira
SAP BusinessObjects BI portfolio
Who creates the content?

Report (Crystal Reports & Web Intelligence)
- Create **standardized reports** to review operational metrics
- Include **Alerts** that leverage information for follow up
- Share reports with larger audience and make use of product interoperability
- Enable **interactive reporting** capabilities to access and analyze a variety of data sources

Monitor & Analyze (Design Studio, Dashboards, Analysis for Office and OLAP)
- Create **prepared workbooks** that others can **consume and interact** with
- Analyze operational metrics inside the Microsoft Office environment
- Create **guided analysis** BI applications

Discover (Explorer & Lumira)
- Create assets to allow Analysts and Decision Makers to **search and explore** data by using search and visualizations to **answer ad-hoc questions** anywhere, anytime
- Combine, enrich, manipulate, and merge data to create information

Predict (Infinite Insight)
- **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 & Lumira)
- **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
SAP BusinessObjects BI portfolio
Who consumes the content?

Monitor & Analyze (Design Studio and Dashboards)
- Track and analyze company wide metrics using real-time interactive dashboards
- Share findings with upper management in form of presentations with live data
- Leverage what-if capabilities to evaluate different planning scenarios
- Leverage product interoperability to share findings with other BI clients
- Analyze information on the desktop, browser, and 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

Report (Crystal Reports & Web Intelligence)
- Consume pre-delivered reports
Selecting the right SAP BusinessObjects client

... based on your business requirements
“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 that each sales representative needs to be able to change the report “as they wish” as well as add local sales information from personal spreadsheets so that they can see the information by opportunity, product, week & month, and other angles. Actual hierarchies are only used limited.

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.”
Selecting the Right SAP BusinessObjects BI Client
Using Business Requirements – Sales Area

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>
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<tr>
<th>Capabilities</th>
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<td>What-if scenarios</td>
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- **Supported**: Green Circle
- **Not Supported**: Red Circle
Selecting the Right SAP BusinessObjects BI Client
Using Business Requirements – Sales Area

Summary

• Based on the combination of requirements from the Sales Area the recommendation would be to use
  – Web Intelligence
  – Lumira (note no .pdf output)
  – Mobile BI

• What – if Scenarios would be created using SAP BusinessObjects Dashboards or Design Studio
“As Executive Manager, 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
- 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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<thead>
<tr>
<th></th>
<th>Crystal Reports for Enterprise</th>
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Selecting the Right SAP BusinessObjects BI Client
Using Business Requirements – Executive Area

Summary

• Based on the combination of requirements from the Executive team the recommendation would be to use
  – Explorer
  – Design Studio or Dashboards
  – Mobile BI

• Lumira can be used to create Information Spaces consumed by Explorer

• In addition consider SAP HANA for performance improvements
Key Learnings

- 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.