EMPOWERING USERS WITH CRITICAL BUSINESS INFORMATION
SELF-SERVICE ACCESS TO DATA, REPORTING, AND ANALYSIS

Self-Service Information Access and Interactivity

In any organization, business users need access to critical business intelligence (BI) in order to answer their ad hoc questions. These business users may get predefined reports from IT, but they may not find answers to additional questions in predefined standard reports. Without access to data, users can overwhelm IT with demands for additional views of data, resulting in a backlog of requests that prevents timely responses.

An organization that does not have an agreed-upon tool for analysis risks generating several versions of the same truth, which causes confusion and disagreements. Users make decisions based on isolated, outdated, or erroneous data. And they will not be able to learn from previous decisions. If they need to answer more questions, they ask IT for additional views of data. Then they must wait or make decisions based on their gut feeling.

The SAP® BusinessObjects™ Web Intelligence® software combines self-service access with ad hoc query, reporting, and analysis – all in one integrated product – to help business users turn insights into effective decisions. With a few clicks, users can access and format information and then analyze it to identify underlying trends and root causes (see the figure).

SAP BusinessObjects Web Intelligence empowers users with self-service information access and interactivity while delivering:
- Powerful online and offline ad hoc query and reporting features

Figure: Examples of Ways to Ask Business Questions and Format Answers
quarter and then compare that with performance from a previous quarter. And you can do this regardless of whether the data is stored in a multidimensional and relational format, in a Microsoft Excel spreadsheet, or even in e-mails.

In addition, with minimal knowledge of the underlying data structures, users can access and synchronize data from multiple sources, whether structured, text-based, or even from spreadsheets, comma-separated values (CSV) files, and text files. And they can create custom formulas and use variables within a single report.

Power of Mobility When Working Offline

Analysis does not have to end when you are not connected to a network. You can use SAP BusinessObjects Web Intelligence to create queries and reports in an offline mode. Then you can synchronize your data when you reconnect to the network and share the results of the analyses you created.

Multiple Delivery Options

SAP BusinessObjects Web Intelligence offers multiple information delivery options and integration points. You can deliver a document via desktop widgets to dashboards, Microsoft Office applications, mobile devices, and portals. It

### SAP BusinessObjects Web Intelligence

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### SAP BusinessObjects Web Intelligence

SAP BusinessObjects Web Intelligence provides an intuitive interface with powerful query and reporting features that allow business analysts and non-technical information consumers to ask spontaneous and iterative business questions of their data. For example, you can compare the performance of suppliers this year over last year, combine the data with your forecast from your Microsoft Excel spreadsheet, and access the trusted data source for more detailed information. Then you can quickly identify trends and determine areas within the supply chain that you need to optimize to ensure maximum profitability – all in a single session.

In a typical information lifecycle, business users ask a question, access data, and then analyze the data. Answers to each question generate more questions. Once the users discover insights, they share them with others. SAP BusinessObjects Web Intelligence completely supports this information lifecycle. And users can enter the lifecycle at any point. They can build a report from scratch to do their analysis, they can take someone else’s report and do their analysis, or they can just accept the report as it is.

### Self-Service Access via a Robust Semantic Layer

SAP BusinessObjects Web Intelligence offers self-service access to a variety of sources of data – corporate data, personal files, and even existing Web intelligence documents. The patented semantic layer hides the complexity of underlying data sources, so users can access information using their own business terms. The semantic layer also makes reusable report elements and powerful calculation functionality available, allowing users to quickly access key information.

### An Intuitive, Web-Based Interface

With SAP BusinessObjects Web Intelligence, users can access, format, and explore information in a single interface without needing to implement a separate analysis tool. The software offers a feature-rich interface with a familiar toolbar, right-click menus, and drag-and-drop features for interacting with data. Users can change and format reports by creating or modifying cells, tables, calculations, charts, filters, and objects. And they can drill down into data and explore across different dimensions, gaining deeper insight for more effective decision making. For example, you can move from annual sales data down to a specific quarter and then compare that with performance from a previous quarter. And you can do this regardless of whether the data is stored in a multidimensional and relational format, in a Microsoft Excel spreadsheet, or even in e-mails.

In addition, with minimal knowledge of the underlying data structures, users can access and synchronize data from multiple sources, whether structured, text-based, or even from spreadsheets, comma-separated values (CSV) files, and text files. And they can create custom formulas and use variables within a single report.

The intuitive interface offers full flexibility and control over data analysis and puts the power into the hands of the business users.
can also be integrated with custom applications.

**Integrated and Trusted Analysis Functionality for All Users**

SAP BusinessObjects Web Intelligence delivers a unique, single environment for accessing and interacting with information whether you are in an online or offline mode. Its interactive interface allows a wide range of users inside and outside the organization to access secure information, thereby reducing the number of tools you need to deploy to deliver trusted analyses throughout your organization.

**Personalize, Explore, and Discuss Information**

Although your users may sometimes need to build reports from scratch, they will often be able to answer current business questions by adjusting existing reports. With SAP BusinessObjects Web Intelligence, users can edit queries and reports to meet their information needs. In addition, when users share a document, the software supports collaborative decision making via threaded discussions. These functionalities result in increased end-user confidence in business decisions made using timely, accurate, and interactive reports.

**Data Lineage and Impact Analysis**

The software also provides definition of document filters, report objects, variables, and formulas and keeps track of any data modification. This definition can be carried across the different formats of an SAP BusinessObjects Web Intelligence document. This functionality allows business users to review metadata and offers IT a clear view of how a change will impact other applications and reporting environments.

**Built on a Trusted Intelligence Platform**

SAP BusinessObjects Web Intelligence is built on the proven and mature SAP BusinessObjects intelligence platform – the SAP BusinessObjects Enterprise software. This helps ensure that it meets the performance demands of user reporting and analysis for all sizes of organizations. The SAP BusinessObjects intelligence platform delivers a single point of security and administration for all SAP BusinessObjects Web Intelligence users. This approach gives you full control of the user experience, the functionalities available to each user, and their security profiles. All your BI-related activities are centrally managed by the SAP BusinessObjects Enterprise software. This helps reduce the overall cost of BI implementation across the organization. Moreover, with a single point of security and administration, you will be able to share information with customers, suppliers, and partners through a BI extranet. It also helps ensure that your users have the functionalities appropriate to their requirements and the freedom of self-service to access the information they need.

**Multilingual Information via a Single Deployment**

It is crucial for global organizations to provide their users with multilingual information access. SAP BusinessObjects Web Intelligence is highly deployable, and users across the world can work with the software in their native language. SAP BusinessObjects Web Intelligence supports major Western European languages as well as multibyte languages such as Japanese – all from a single server. Going beyond mere interface localization, SAP BusinessObjects Web Intelligence helps your users access and create reports containing Unicode data. Moreover, the semantic layer metadata and report prompt can be localized to the report viewer’s language, enabling you to standardize on a single query, reporting, and analysis solution, thus reducing deployment costs.

**Self-Service BI with Flexibility and Control**

SAP BusinessObjects Web Intelligence delivers self-service information access to your business users, providing full flexibility and control on data analysis and interactivity. Business users have fingertip access to decision-quality information – they can investigate issues, identify the root causes of problems, and explore new opportunities. They need not rely on IT or expert programmers to create reports.

With SAP BusinessObjects Web Intelligence, IT can deliver self-service BI to your business users. With self-service BI, IT is no longer burdened with a backlog of reports and need not build and maintain variations of a single report. By providing a flexible, powerful ad hoc query, reporting, and analysis tool to business users, you enable IT to focus on other value-added activities.

**Find Out More**

For more information about SAP BusinessObjects Web Intelligence, call your SAP representative or visit us online at [www.sap.com/sapbusinessobjects](http://www.sap.com/sapbusinessobjects).
Summary
SAP® BusinessObjects™ Web Intelligence® software is an ad hoc query, reporting, and analysis tool. It provides self-service access to business information, enabling users to analyze data, identify trends, and turn business insights into effective decisions.

Business Challenges
- Access critical information not found in standard reports in a self-service manner
- Gain a better understanding of critical business issues
- Compare data, analyze and identify trends
- Access information anywhere and at any time, whether online or offline
- Reduce report backlog in IT

Key Features
- Online and offline query and reporting – Ask questions, combine data, and identify trends no matter where you are
- Single source of information – Combine different types of data sources within a report
- Interactive and intuitive interface – Use familiar toolbar, right-click menus, and drag-and-drop features
- Flexibility and control over data analysis – Build your own report from data sources or start from an existing report
- Consistent, familiar metadata – Leverage the SAP BusinessObjects semantic layer and common business terms with which people are familiar
- Data lineage – View definition of document filters, report objects, variables, and formulas and keep track of any data modification
- One tool for query, reporting, and analysis – Access information, analyze it, format it, and share your insights with colleagues, all within the same tool

Business Benefits
- Empowered decision making resulting from better access to better data
- Increased user confidence in the business decisions made
- Control over data access and use of system resources
- Reduction in the number of tools needed to deliver information throughout the organization
- A single solution for ad hoc query, reporting, and analysis throughout the organization
- Reduced overall cost of business intelligence implementation across the organization
- Enhanced role for IT as a business partner supporting and driving business changes

For More Information
Call your SAP representative, or visit us online at www.sap.com/sapbusinessobjects.