

SAP NetWeaver



SAP® **BUSINESS** **INTELLIGENCE**

THE BEST-RUN BUSINESSES RUN SAP



mySAP™ BUSINESS SUITE: YOUR INDUSTRY. YOUR BUSINESS. YOUR FUTURE.

mySAP™ Business Suite is the world's most comprehensive family of business solutions, enabling adaptive business, complete integration, and easy collaboration over the Internet. And it's engineered to grow with your business.

mySAP Business Suite is powered by the SAP NetWeaver™ technology platform, an extensive integration and application platform that lays the foundation for new cross-functional business processes and lowers your total cost of ownership (TCO) by reducing the need for custom integration and by offering complete life-cycle management for your solution. This Web services-based platform is the foundation for the Enterprise Services Architecture, and it aligns people, information, and business processes across organizational and technological boundaries.

SAP® Business Intelligence provides best-of-breed functionality – plus industry-specific features and best practices based on three decades of SAP experience. That means you can dramatically improve the management of your company by converting data into information and information into actionable insights. And that's why the best-run businesses run SAP.

GETTING A BETTER VIEW OF THE BUSINESS



Timely access to relevant information has always been critical to business success. Now it is even more important with the advent of the Internet and the resulting influx of new data sources. As a result, companies have amassed huge amounts of data in an effort to understand their business, improve performance, and build stronger employee, customer, and partner relationships.

But it's difficult to truly exploit that data — to make sense of it and put it to work across the enterprise. As many have learned, data is usually scattered across an organization in a variety of systems, and many companies have little more than a piecemeal approach to organizing and interpreting their data. They struggle with fragmented tools and fragmented data — and end up with a fragmented, incomplete view of their business.

SAP offers a better approach, one that paints a complete view of a business: SAP® Business Intelligence (SAP BI).

SAP BI brings together a powerful business intelligence platform, a comprehensive set of tools, and data warehousing capabilities — all delivered through a sophisticated enterprise portal technology to provide a coherent, comprehensive

solution. That means that you can use SAP BI to integrate data from across the enterprise and beyond, and then you can transform it into practical, timely business information that can drive sound decision making, targeted action, and solid business results.



PUTTING INFORMATION TO WORK

With SAP BI you can have an accurate, complete, up-to-the-minute view of your entire business – information you can use to act and compete. For example, SAP BI gives you tools and capabilities that enable you to manage, integrate, analyze – and use – information.

INTEGRATE AND MANAGE DATA ACROSS THE ENTERPRISE

SAP BI provides a data warehousing solution that delivers an integrated, consistent view of your enterprise data, as well as a suite of tools to analyze data from both internal and external sources. That means you can combine information from across mySAP™ Business Suite solutions and non-SAP systems, and you can link traditional business environments with e-business operations.

ANALYZE AND INTERPRET DATA TO CREATE BUSINESS INFORMATION

SAP BI provides decision-support tools for mission-critical tasks, such as query, reporting, and multidimensional analysis to support collaborative decision making. Users can access data on detailed or summarized levels, and they can share and analyze business information from within their Web browser. Tools also allow users to create their own reporting environments, graphically represent data, and visualize relationships

between business information and spatial information to produce, for example, geographical analyses. SAP BI visually represents analysis in a wide variety of formats, including grids, graphs, maps, and more.

APPLY INDUSTRY BEST PRACTICES TO MAXIMIZE ROI

SAP BI provides a rich set of prepackaged business content tailored for different user roles in different vertical industries. This content, which includes report templates, metrics, and reports, accelerates return on investment (ROI) while ensuring that users are getting the most of their analysis.

GIVE DECISION MAKERS A SINGLE POINT OF ACCESS TO INFORMATION AND TOOLS

SAP BI lets you combine structured information (such as database reports) and unstructured information (such as e-mail and corporate documents), as well as internal information and external data – all through your enterprise portal. You can securely deliver that information to executives, knowledge workers, and business partners around the world via the Internet. And the enterprise portal's Enterprise Unification technology lets you access and act upon information from various sources and work across applications simply by dragging and dropping icons on screen.

COMMUNICATE THROUGHOUT AND BEYOND THE ENTERPRISE

SAP BI helps you to identify, manage, and share information assets. It allows decision makers to collaborate on analysis for further learning and action. For example, users may choose to add commentaries to reports and key figures, thereby automating approval processes.

MEASURE AND MANAGE BUSINESS PERFORMANCE

SAP BI's analytical and data modeling tools can help decision makers visually represent objectives, monitor progress toward goals, monitor the performance of key success factors using external and internal benchmarks, and model various scenarios to identify optimal strategies.

USE CLOSED-LOOP FEEDBACK TO DRIVE CONTINUOUS IMPROVEMENT

With SAP BI, you can develop insight and knowledge about business performance and market dynamics with ease and speed. And using the enterprise portal, that business information can rapidly be made available to a wide range of decision makers in a concise, focused form that allows them to act and institute improvements.



SAP BUSINESS INTELLIGENCE DELIVERS REAL BUSINESS BENEFITS SUCH AS:

Improved business efficiency and productivity through:

- Enterprise-wide collaboration
- Role-based solutions to meet individual needs
- Visibility into your entire business

Enhanced business relationships because:

- Users are more effective in their roles
- Everyone is empowered with the right tools
- People are more responsive to clients
- Partner and supplier relationships are improved

Increased business value because you:

- Leverage investments and drive innovation
- Eliminate guesswork
- Enhance communication and joint planning
- Respond to change more easily
- Access real-time, mission-critical information
- Gain significant ROI

Reduced cost thanks to:

- Easy-to-use interface
- Efficient administration
- Low total cost of ownership

DRIVING THE BOTTOM LINE



At SAP we understand that only you know how to run your business. Our goal is to help you do what you do best: implement strategies for long-term success.

That's why SAP BI offers the industry's only integrated, end-to-end business intelligence offering, enabling you to:

- Visually represent analysis in a wide variety of formats, including grids, graphs, maps, and more
- Quickly adjust strategy to respond to market changes
- Monitor the performance of key success factors using external and internal benchmarks
- Efficiently combine data from all enterprise data sources for rich analysis
- Communicate key performance indicators to all relevant constituents throughout and beyond the enterprise in a timely manner

SAP BI gives you a complete view of all your business operations and information. It gives you the tools to use information to make the right decisions, set strategy, and measure the results of your business tactics.

In short, with SAP BI, you can turn data into insight, and insight into improved operations in every area of your business.



KEY FEATURES OF SAP BUSINESS INTELLIGENCE

FEATURE	ADVANTAGE
Web-Based Reporting and Analysis	<ul style="list-style-type: none"> ■ SAP® BI provides a full suite of tools for end-user reporting and analysis. This suite includes a powerful, user-friendly, Web-based interface with a secure, zero-footprint HTML client with full interactive capabilities.
Information Delivery	<ul style="list-style-type: none"> ■ Timely delivery of relevant information to users within and beyond the enterprise is critical. SAP BI proactively delivers and schedules reports and alerts. And it uses a broad array of popular media, including HTML and Microsoft Excel. It can even deliver reports to wireless devices.
Microsoft Excel-Based Reporting and Analysis	<ul style="list-style-type: none"> ■ Many organizations rely on Microsoft Excel for spreadsheet-related applications. SAP BI offers those organizations the ability to leverage the familiar Microsoft Excel interface as a fully functional interface for all reporting and analysis needs. This approach minimizes end-user retraining and lowers the total cost of ownership.
Advanced Analytics	<ul style="list-style-type: none"> ■ SAP BI goes beyond simple data aggregation to provide a full range of sophisticated analytical capabilities, including advanced statistical and mathematical functions and the fullest range of multidimensional analysis available. This analytical sophistication enables you to extract hidden insight via fine-grained customer segmentation, deep analysis of terabytes of data, and more.
Mobile Business Intelligence	<ul style="list-style-type: none"> ■ More and more enterprises are empowering their employees and other constituents with valuable business intelligence without tethering them to a PC. SAP BI provides both proactive and interactive business intelligence capabilities to a full range of mobile and wireless devices, providing anywhere, anytime access to mission-critical information.
Portal Integration	<ul style="list-style-type: none"> ■ SAP BI integrates seamlessly with SAP Enterprise Portal, SAP's portal solution, and allows for real-time information deployment using SAP's Unification and iView technologies. For more information on SAP Enterprise Portal, please visit www.sap.com/ep.
Data Warehousing	<ul style="list-style-type: none"> ■ Data warehousing is the foundation for business intelligence. A solid data warehousing platform ensures accurate and timely integration of data from all enterprise data sources, as well as a robust operating environment with guaranteed availability. SAP BI supports the complete data warehousing process, including data integration, data transformation, warehouse management archiving, and near-line storage.
Business Content	<ul style="list-style-type: none"> ■ SAP BI leverages the best practices of its more than 4,000 customers by providing a rich set of prepackaged business content tailored for different user roles in different vertical industries. This content, which includes report templates, metrics, and reports, accelerates deployment while providing valuable expertise.

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