THE FUTURE OF BUSINESS INTELLIGENCE FROM SAP IS NOW
NEXT-GENERATION DATA ANALYSIS FOR USERS OF MICROSOFT OFFICE

SAP® BusinessObjects™ Analysis software, edition for Microsoft Office, empowers business users to perform multidimensional analysis with Microsoft Office tools. Fitting into your existing software environment without disruption, it transforms data into business intelligence via an innovative user experience.

When it comes to business success, few things are more important than access to good data. From sizing up the competition and understanding customer needs to driving innovation and reducing the costs of operations, the best decisions you make are the ones that are based on solid data.

Yet even though organizations today find themselves awash in data, most struggle to deliver it to those who can use it most. These include financial controllers, sales operation managers, marketing campaign managers, and others who need timely access to data and insight to support strategically aligned decisions that ultimately improve business performance. For the most part, however, business intelligence (BI) remains the domain of power users and IT experts. Other employees who need insight into data to do their jobs effectively must wait hours or days for reports to be generated on their behalf. Some BI solutions aimed directly at these business users attempt to change this reality, but typically a poor user experience leads to low rates of adoption. The result of all this is that many critical business decisions are still made on gut feel rather than confirmable facts.

More Insight – Now

As an SAP customer using the SAP NetWeaver® Business Warehouse (SAP NetWeaver BW) component and SAP® Business Explorer (SAP BEx) tools, you've taken significant strides toward addressing this challenge. Now with SAP BusinessObjects™ Analysis software, edition for Microsoft Office, you can go even further.

This new offering delivers powerful multidimensional analysis functionality directly to business users working with Microsoft Office tools. In a familiar environment, your workers can perform analysis using intuitive drag-and-drop features to unlock insights into untold volumes of data, with results returned instantaneously. This helps you enhance business-user autonomy and improve employee productivity while optimizing your ROI and total cost of ownership (TCO) for both SAP NetWeaver BW and Microsoft Office.

Innovation Without Disruption

Designed as part of the next generation of business intelligence for SAP software environments, the edition of SAP BusinessObjects Analysis for use with Microsoft Office facilitates a smooth transition from SAP BEx. By adopting SAP BusinessObjects Analysis, you take the first step toward a new and more effective BI platform – without the technical disruptions that would otherwise interfere with daily business operations and impact the cost of IT functions.

Part of what makes this smooth transition possible is the fact that SAP BusinessObjects Analysis comes preintegrated to fit with your existing SAP software landscape. The offering is designed to minimize your implementation effort and facilitate user adoption by working with all your existing BI content. This includes multidimensional data sets, such as cubes developed for SAP NetWeaver BW and queries developed with SAP BEx. That means all your investments in cube and query design

are safe, and users transitioning from SAP BEx to SAP BusinessObjects Analysis can keep working with familiar assets.

Another strength of SAP BusinessObjects Analysis that significantly facilitates its adoption comes with its light footprint. This helps ensure a streamlined implementation in your existing SAP software landscape, with the option to adopt other SAP BusinessObjects business intelligence solutions later at your own pace. You can minimize the effort and risk associated with introducing new approaches to business intelligence while realizing immediate benefits with SAP BusinessObjects Analysis.

Simplicity and Higher Rates of User Adoption

It's a simple truism: the more complicated your BI tools are, the less people will use them. This is why SAP BusinessObjects Analysis is designed with simplicity and intuitiveness in mind. With just a few clicks of the mouse, your business users can gain access to timely, highly relevant business insight that can help them make more informed decisions. Accessible via familiar Microsoft Office tools, SAP BusinessObjects Analysis enables users to easily analyze any data set in SAP NetWeaver BW across multiple dimensions and hierarchies using filtering and drill-down functionality.

Because specific roles within a company tend to focus on a consistent set of data points, you can build standard analytical reports that meet the everyday needs of these roles. The consumer of this data can then slice and dice the information to reveal business insight as needed. From a single user-friendly

analysis design panel, business users can drag and drop data elements into their Excel spreadsheet and use the standard ribbons made popular by Microsoft Office tools to perform further analysis (see Figure).

The familiar environment and intuitive functionality of SAP BusinessObjects Analysis facilitate greater business-user autonomy and help to contain training and support costs. The end result is a self-service data analysis solution that puts greater power into the hands of daily business users who need insight now. This alleviates the business-user training burden, eliminates dependency on power users, and takes significant demand off of IT engineers, who can then refocus their energies on more value-added activities. Ultimately, it also leads to a high rate of user adoption.

Power and Speed

SAP BusinessObjects Analysis enables users to turn their everyday Microsoft Office tools into increasingly powerful applications for managing data and communicating business insight. For example, users can export or import analysis into Microsoft PowerPoint presentations as live elements so that their data is updated every time they open a presentation.

Users can also leverage an improved software development kit that uses the native Visual Basic programming language to build pervasive Microsoft Excel–based applications. This can enable you, for instance, to build a budgeting and planning application that writes and reads updated budget data to and from SAP NetWeaver BW as
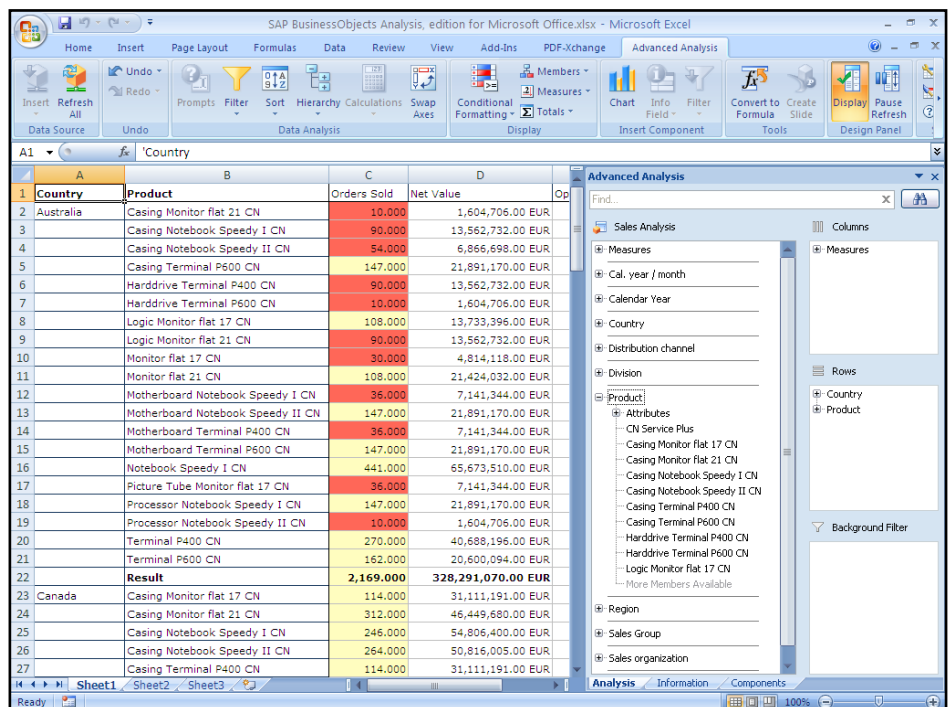

Figure: Analysis Ribbons and Design Panel in Microsoft Excel

your central data source. In the end, your users have more power to bring data into their everyday work environment to improve decision making and increase business performance.

Even for power users and IT staff members, one of the most commonly cited complaints about traditional BI tools is poor performance. SAP BusinessObjects Analysis changes this equation thanks to tight integration with SAP in-memory acceleration technologies such as SAP NetWeaver Business Warehouse Accelerator and SAP High-Performance Analytic Appliance software. These technologies allow immediate response times regardless of data volume, making the user experience for SAP BusinessObjects Analysis far more satisfactory.

Benefits Today, Benefits Tomorrow

A significant advantage to adopting SAP BusinessObjects Analysis is that it lays the groundwork for ongoing benefits as you proceed along the business intelligence maturity curve. What's more, SAP NetWeaver BW – which you already use – remains your business intelligence foundation. Over time, as your organization grows more and more accustomed to SAP BusinessObjects Analysis, you can move at your own pace to adopt other

solutions in the SAP BusinessObjects solution portfolio. This helps you round out your BI capabilities so that you can apply more and more insight to improve day-to-day decision making.

While SAP BusinessObjects Analysis makes your future brighter, it also delivers tangible business benefits in the here and now. For lines of business, it supports better business monitoring and reveals insights that allow workers on the front lines to make informed decisions that align with corporate strategy. For IT, it supports greater user satisfaction and enterprise-wide adoption through self-service features that empower business users while alleviating demand on IT staff.

SAP BusinessObjects Analysis delivers benefits for the business as a whole as well. It minimizes ramp-up costs by reusing existing business intelligence content and helps to improve the productivity of Microsoft Office users by embedding BI functionality directly into the tools they use. Its light footprint, furthermore, helps ensure a streamlined implementation that mitigates risk. In the end, you'll be able to optimize your TCO for your business intelligence environment while enjoying a high ROI as your business users extract greater value from the software and more insight from your business data.

In a familiar environment, your workers can perform analysis using intuitive drag-and-drop features to unlock insights into untold volumes of data, with results returned instantaneously.

Find out More

To learn more about how SAP BusinessObjects Analysis can help your organization improve business performance by gaining better insight into business data, call your SAP representative today or visit us online at www.sap.com/solutions /sapbusinessobjects/large/business -intelligence/advanced-analytics /index.epx.

Summary

SAP® BusinessObjects™ Analysis software, edition for Microsoft Office, is a next-generation business intelligence (BI) solution that provides Microsoft Office users with intuitive functionality for powerful multidimensional analysis. It fits without disruption into your existing SAP software environment so you can smoothly transition from SAP Business Explorer (SAP BEx) tools to SAP BusinessObjects BI solutions.

Business Challenges

- Deliver timely business intelligence to all users enterprise-wide
- Enable business analysts to make informed decisions based on solid data

Key Features

- **Content reuse** – Provide users of SAP BEx with existing cubes developed for the SAP NetWeaver® Business Warehouse (SAP NetWeaver BW) component and queries developed with SAP BEx
- **Analysis panel** – Empower users to quickly filter, slice, dice, and drill down into data to uncover business insights
- **Familiar user experience** – Equip users to access analytical functions with Microsoft Office ribbons
- **Application programming interface** – Build pervasive, Excel-based BI applications with more flexibility and programmatic control
- **Live Microsoft PowerPoint presentations with embedded analysis** – Present visuals with up-to-date information directly refreshed from SAP NetWeaver BW
- **High performance** – Boost the power of Microsoft Excel to uncover insights immediately regardless of data volume through in-memory acceleration

Business Benefits

- **Quick ramp-up** thanks to a light footprint and reuse of existing data sets
- **Higher productivity** by embedding analysis into familiar Microsoft Office tools
- **Improved decision making and lower business risk** by delivering business intelligence to end users to provide business insight on a daily basis
- **Lower training and IT support costs** due to intuitive functionality and increased business-user autonomy
- **Rapid ROI and lower total cost of ownership** with analysis tools that leverage your existing SAP and Microsoft Office software

For More Information

Call your SAP representative, or visit
www.sap.com/solutions/sapbusinessobjects/large/business-intelligence/advanced-analytics/index.epx.