

SAP BUSINESSOBJECTS EDGE BI, WITH DATA MANAGEMENT

CENTRALIZED DATA QUALITY FUNCTIONALITY



The version of SAP® BusinessObjects™ Edge solutions BI software with data management enables small businesses and midsize companies to centralize the discovery, correction, and prevention of data quality issues. You can provide accurate, trusted business information and enhance decision making across the organization.

Making sense of the business world around you poses many challenges in an environment characterized by huge volumes of information stored across disparate databases and disconnected sources. The need to manage data never ends. If the business is growing organically by expanding into new markets and introducing services and products, you are constantly adding and altering processes, studying new metrics – and processing massive amounts of transactional data. Mergers and acquisitions may bring in expensive and difficult-to-maintain homegrown and legacy systems, out-of-date software, and a hodgepodge of data sources.

Companies of all sizes in all industries need business intelligence (BI) software to meet these challenges. But solutions intended for very large organizations don't fit the needs – or the budgets – of small businesses and midsize companies.

SAP® BusinessObjects™ Edge BI software enables companies to transform the way information is used to drive the business, delivering BI software specifically designed, packaged, and priced for small businesses and midsize companies.

The software helps you improve business processes, discover new opportunities, and gain competitive advantage. SAP BusinessObjects Edge BI software is available in three versions:

- SAP BusinessObjects Edge BI, version with data management
- SAP BusinessObjects Edge BI, version with data integration
- SAP BusinessObjects Edge BI, standard package

SAP BusinessObjects Edge BI with data management includes and builds upon the functionality of the version with data integration, which, in turn, is built upon the standard package. SAP BusinessObjects Edge BI with data management is a complete, unified solution that helps companies like yours create a trusted foundation of accessible, accurate data to enable users throughout the enterprise.

AFFORDABLE, POWERFUL DATA MANAGEMENT

DATA QUALITY FOR SMALL BUSINESSES AND MIDSIZE COMPANIES

However companies grow and expand, data quality issues, such as duplication, inaccuracies, complexity, and inconsistency, increase exponentially as more data and sources are added to the equation. In addition, many organizations employ manual processes to manage information – involving too many staff,

taking too much time, and devouring too many resources. Instead of being a valuable asset for business insight, data can act as an impediment to success without strong data management. The results hit the bottom line with missed business opportunities, inefficiency, and lower revenues and profits.

The version of SAP BusinessObjects Edge BI with data management is built to the specifications of small businesses and midsize companies. The software provides powerful, sophisticated functionality while meeting the budget and resources target ranges of businesses like yours. You can use the version of



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SAP BusinessObjects Edge BI with data management and gain from a complete, unified solution that lets you link, organize, and control information from disparate sources across the organization.

Cleanse, Harmonize, Autocorrect, and Synchronize Data

SAP BusinessObjects Edge BI with data management enables you to centralize the discovery, correction, and prevention of data quality issues across your organization. When you purchase lists for marketing campaigns, you can use the integrated address verification functionality of the software to automatically check the integrity of contact information for addresses in over 190 countries. You can logically sync address data, and review and make changes to contact data records. With trusted data, and timely and accurate information, your information users have a solid foundation for decision making.

Eliminating cumbersome, inefficient, and expensive manual data quality efforts provides high-quality data while reducing costs and improving productivity and effectiveness. What's more, automating rote and manual processes frees up your people to devote their time to value-added activities that drive the business. The software provides the tools they need, such as powerful data parsing, cleansing, and address verification functionality.

Centralized Approach for Data Integration and Data Quality

SAP BusinessObjects Edge BI with data management provides a centralized hub approach to information management across your organization. By using a single, integrated deployment for business intelligence, data integration, and data quality, you reduce your organization's IT complexity and software footprint and lower the total

cost of ownership (TCO). Other features include:

- A centralized business-rule repository, which helps ensure consistent data quality standards across projects, resulting in greater data quality collaboration and consistency
- Ability to secure the central repository, letting you control access to objects as well as lock objects for editing
- Native database access (to Oracle Database, Microsoft SQL Server, Open Database Connectivity, and flat files), which simplifies access to data

SAP BusinessObjects Edge BI with data management provides industry-leading BI software – and a foundation of trustworthy data. This accurate, trusted information supports sound, confident decision making. The results produced by the software, along with the user-friendly interface, fuel higher user adoption and drive enterprise efficiency and effectiveness.

FLEXIBLE BUSINESS INTELLIGENCE TAILORED TO YOUR BUSINESS

ADDRESS DIVERSE NEEDS WITH A SINGLE, AFFORDABLE PACKAGE

SAP BusinessObjects Edge BI with data management provides industry-leading BI software – and a foundation of trustworthy data. This accurate, trusted information supports sound, confident decision making.

SAP BusinessObjects Edge BI with data management builds upon the version with data integration. As a result, SAP BusinessObjects Edge BI helps you uncover new sales opportunities, spot and resolve critical issues before it's too late, make data-driven decisions, and improve customer or partner satisfaction through better information sharing. The software enables companies to improve business processes, discover new opportunities, and gain an advantage over the competition. It delivers affordable solutions that address any BI requirement – from reporting and analysis to data quality and integration.

Ad Hoc Reporting, Query, and Analysis for Business Users

With SAP BusinessObjects Edge BI, decision makers benefit from flexible ad hoc reporting, query, and analysis via the Web or offline – without relying on IT (see Figure 1). Using an intuitive Web interface, any business user can

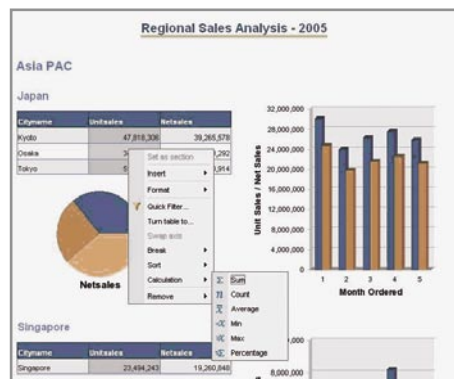


Figure 1: Accessing and Refreshing Data Live Within a Web Browser

access company data (presented in business-friendly terms), analyze it using point-and-click functionality, and format it to meet personalized requirements. Your users have considerable flexibility in how they access, format, and interact with their data online or offline. “Gut-feel” decisions are replaced by accurate, fact-based decisions based on a trusted data foundation. With data integration and data quality functionality, users can be confident the decisions they make are based on reliable data.

Live Data Access Within Microsoft Office for Business Users

Incorporating data into presentations, spreadsheets, and documents often is a time-consuming task – especially when you need updates. With SAP BusinessObjects Edge BI, users can conveniently access and use live com-

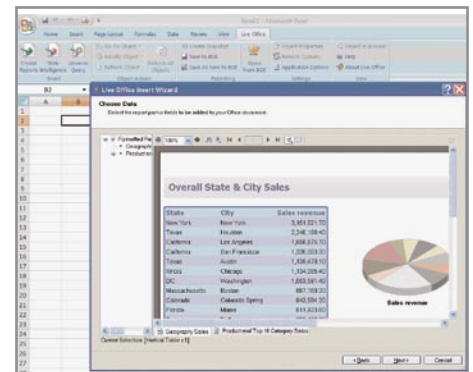


Figure 2: Accessing and Refreshing Data Live Within Microsoft Office

pany data directly, leveraging familiar tools like Microsoft Office and Microsoft Office SharePoint Server 2007. Because the data is live, it's instantly updated while retaining all formatting and calculations in the Microsoft Office document (see Figure 2). Plus, your information is secure, so colleagues view and access only data that they have the rights to access – whether it's inside the company firewall or over an extranet deployment.

Comprehensive Analysis Functionality for Business Analysts

Business analysts spend a large amount of time analyzing and exploring information, requiring fast access to large multidimensional data sources and the creation of complex business calcula-

| Product Categories | CY 2001 | CY 2002 | CY 2003 | CY 2004 | CY 2004 - CY 2 |
|--------------------|----------------|-----------------|-----------------|----------------|------------------|
| Mountain Bikes | \$5,131,209.78 | \$10,753,294.85 | \$12,843,801.59 | \$7,716,837.80 | (\$4,126,963.71) |
| Touring Bikes | \$6,530,412.50 | \$15,733,063.35 | \$14,246,410.55 | \$7,369,804.57 | (\$7,377,256.01) |
| Mountain Frames | \$271,587.79 | \$1,400,331.88 | \$1,067,808.84 | \$873,844.03 | (\$1,194,064.62) |
| Touring Frames | \$243,887.19 | \$1,658,301.51 | \$1,631,377.27 | \$356,197.37 | (\$1,275,179.90) |
| Jerseys | \$28,255.87 | \$110,243.77 | \$380,375.19 | \$253,384.85 | (\$106,890.34) |
| Helms | \$30,235.36 | \$74,281.39 | \$200,027.20 | \$103,504.50 | (\$22,522.62) |
| Shorts | \$40,261.67 | \$209,746.07 | \$164,613.98 | \$164,613.98 | (\$66,232.06) |
| Tires and Tubes | | \$103,888.18 | \$142,686.34 | \$36,878.18 | |
| Vests | | \$145,010.70 | \$114,477.59 | \$30,533.13 | |
| Bike Racks | | \$134,868.47 | \$102,227.89 | \$32,640.79 | |
| Cranksets | | \$124,248.27 | \$79,883.34 | \$44,364.93 | |
| Pedals | | \$94,660.53 | \$53,423.30 | \$40,637.14 | |
| Innovation Packs | | \$58,303.89 | \$47,522.51 | \$10,781.41 | |

Figure 3: Empowering Business Analysts to Perform Complex Multidimensional Analysis

tions. SAP BusinessObjects Edge BI gives analysts a broad range of functions for multidimensional data sets, helping them answer business questions quickly and share their analysis and work space with others (see Figure 3).

Interactive Dashboard Viewing for Executives and Managers

SAP BusinessObjects Edge BI enables executives and managers to perform their business processes with personalized business dashboards and stunning visualizations. Intuitive point-and-click features, visual sliders, and gauges help

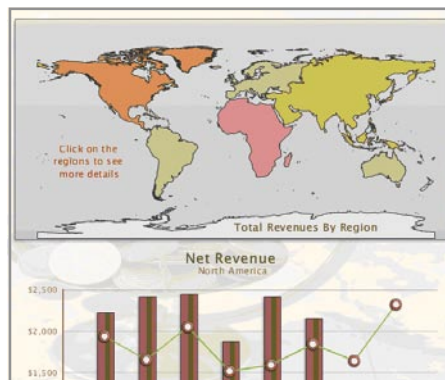


Figure 4: Visual Models and Dashboards for Insight into Issues and Opportunities

business users identify new opportunities and challenges. What-if analysis lets managers proactively understand the impact of decisions before they are made, potentially uncovering critical business issues and opportunities. Users can also present multiple kinds of BI content in a single view for a quick, consolidated look at business performance (see Figure 4).

Mobile BI for Business Users On the Go

SAP BusinessObjects Edge BI helps users on the go deliver their content over any wireless device. Users can drill down into data and interact with reports and metrics to take immediate action. Deployment is quick, requiring



no additional servers, and fully leverages the underlying security of SAP BusinessObjects Edge BI. Users can be notified when a new report has been scheduled or modified. They can also define what types of alerts they want to receive through their mobile device.

Secure, Clear, Understandable Data

Information is useless unless you can access and understand it. With SAP BusinessObjects Edge BI, your business users don't have to spend time trying to understand the complexities of their data environment. They benefit from

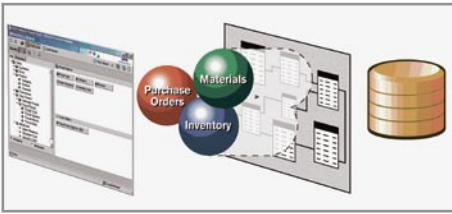


Figure 5: Data Presented to Users in Business-Friendly Terms

the robust data abstraction, which presents trustworthy data in understandable business terms. Your business users are empowered with self-service reporting and analysis based on relevant information.

SAP BusinessObjects Edge BI includes an intuitive context panel for information analysis. It lets business users understand where the data is from and how it's being used – helping ensure greater insight and trust in the data your organization uses to make critical business decisions.

Get the Right Information at the Right Time

Part of a successful BI strategy is ensuring that the right users have access to the right information at the right time. SAP BusinessObjects Edge BI helps accomplish this with role-based access to information and functionality (see Figure 6). SAP built SAP BusinessObjects Edge BI on a proven business intelligence platform to enable secure, managed information access for users both inside and outside your organization. Leveraging common

security protocols like Lightweight Directory Access Protocol (LDAP), Microsoft Active Directory, Kerberos, and those provided in Microsoft Windows NT, you can secure data at the user, group, object, or even row level. Your sensitive corporate information is always protected yet accessible.

| The rights group "Marketing Management" | | | | |
|--|---|-------------|------------|--------------|
| General | The Right To: | Inheritedly | Explicitly | Final Status |
| | Add objects to the folder | Granted | - | Granted |
| | View objects | Granted | - | Granted |
| | Edit objects | Granted | - | Granted |
| | Modify the rights users have to objects | Granted | - | Granted |
| | Schedule the document to run | Granted | - | Granted |
| | Delete objects | Granted | - | Granted |
| | Define server groups to process jobs | Granted | - | Granted |
| | Delete instances | Granted | - | Granted |
| | Copy objects to another folder | Granted | - | Granted |
| | Schedule to destinations | Granted | - | Granted |
| | View document instances | Granted | - | Granted |
| | Pause and Resume document instances | Granted | - | Granted |
| | Securely modify rights users have to objects | Granted | - | Granted |
| | Reschedule instances | Granted | - | Granted |
| | Schedule on behalf of other users | Granted | - | Granted |
| | View objects that the user owns | - | - | Denied |
| | Edit objects that the user owns | - | - | Denied |
| Modify the rights users have to objects that the user owns | | - | - | Denied |
| | Delete objects that the user owns | - | - | Denied |
| | Delete instances that the user owns | Granted | - | Granted |
| | View document instances that the user owns | - | - | Denied |
| | Pause and Resume document instances that the user owns | - | - | Denied |
| | Securely modify rights users have to objects that the user owns | - | - | Denied |

Figure 6: Secure, Role-Based Access to the Right Data and Functionality

SAP BusinessObjects Edge BI helps you uncover new sales opportunities, spot and resolve critical issues before it's too late, make data-driven decisions, and improve customer or partner satisfaction through better information sharing.

YOUR BUSINESS BENEFITS

CENTRALIZE DATA QUALITY MANAGEMENT ACROSS YOUR ORGANIZATION

SAP BusinessObjects Edge BI with data management enables you to deploy and use BI to complement the way you do business. Fast, flexible information insight is available in a complete, unified solution – so you can address diverse needs within your company and across your external value chain. Self-service reporting and analysis based on relevant, easy-to-understand information provides a foundation of trusted data to inform better, faster, and more confident decision making.

The version of SAP BusinessObjects Edge BI with data management provides powerful functionality that enables you to centralize data quality issues throughout your organization. An intuitive context panel helps users understand the data source and how the data is being used – ensuring greater insight and trust in the data your organization uses to make critical business decisions.

The software enables secure, managed information access for users both inside and outside your organization, so that the right users have access to the right information at the right time. Leveraging common security protocols, you can make sure your sensitive corporate information is accessible – and protected.

Improving the accuracy and trustworthiness of the underlying data within your BI deployment is critical for user adoption. With the software you can integrate data from disparate sources and



What-if analysis lets managers proactively understand the impact of decisions before they are made, potentially uncovering critical business issues and opportunities. Users can also present multiple kinds of BI content in a single view for a quick, consolidated look at business performance.

cleanse and verify data quality, giving your people confidence in their data and in their BI software.

SAP BusinessObjects Edge BI with data management lets you see the effects of changes in the source systems down to the BI reports, enabling you to better manage your BI environment.

SAP BusinessObjects Edge BI with data management also makes an impact on the bottom line. You can deploy the software on a single Linux or Windows server, improving your ROI and TCO. The open architecture of the software

leverages the data sources, business applications, and platforms you've already invested in and gives you the flexibility to leverage and extend these investments.

Find Out More

To learn more about how the version of SAP BusinessObjects Edge BI with data management can bring integrated BI software to your small business or midsize company, contact your SAP representative or visit www.sap.com/usa/solutions/sapbusinessobjects/sme/edgeseries/index.epx.

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