

SAP Road Map for the SAP BusinessObjects Business Intelligence Solutions



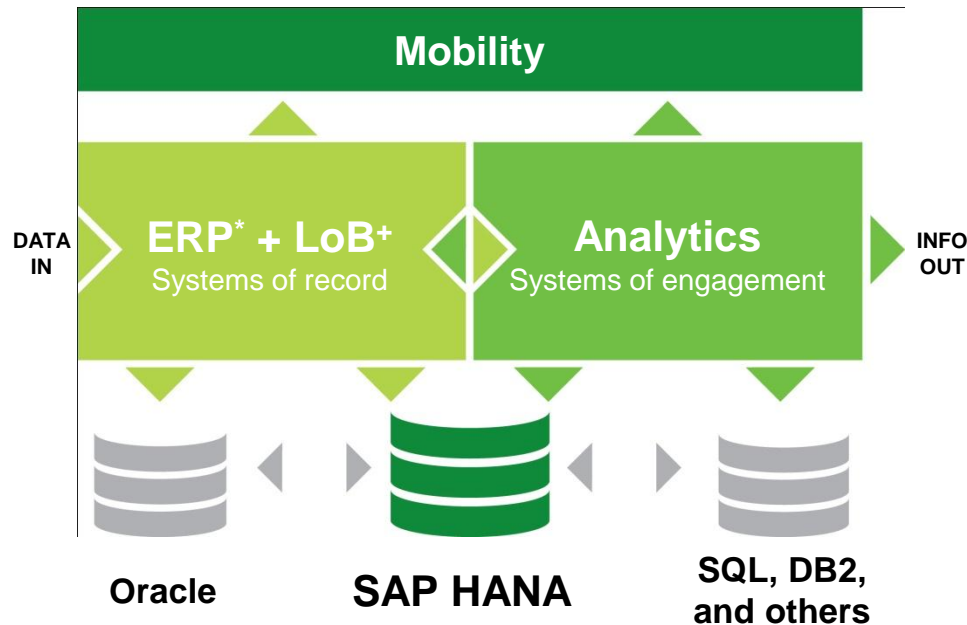
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SAP solutions for analytics

Constant innovation for our customers



- For over 40 years – SAP has enabled organizations to run their businesses better
- For over 4 years – SAP has enabled organizations to make sense of their data and run smarter with SAP solutions
- Last year – Mobility via Sybase acquisition
- This year – SAP HANA

*Enterprise resource planning +Line of business

Analytics solutions from SAP

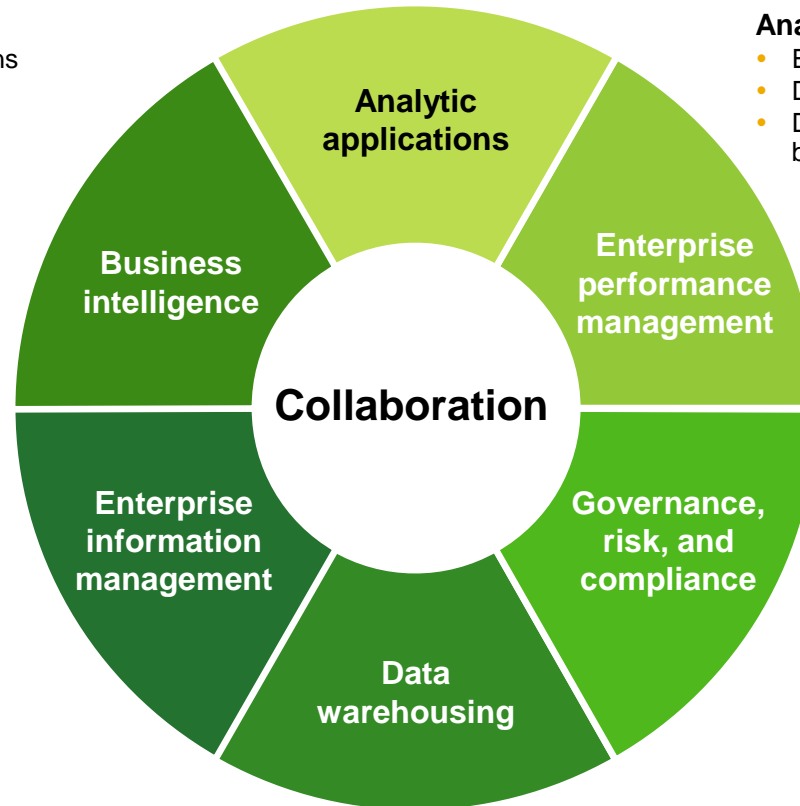
Key capabilities

Business intelligence (BI)

- SAP BusinessObjects BI solutions
- BI clients
 - Reporting
 - Analysis
 - Dashboarding
 - Data discovery
- Integration and connectivity
 - Mobile BI
 - Integration with SAP HANA
 - Embedded analytics
 - Integration with the SAP NetWeaver Business Warehouse (SAP NetWeaver BW) component
- SAP BusinessObjects BI On Demand solution

Enterprise information management (EIM)

- Data services
- Master data management
- Event processing
- Content management
- Information governance



Analytic applications

- Extensible, role-based analytic solutions
- Designed to work with various data sources
- Designed for specific industries and lines of business

Enterprise performance management (EPM)

- Strategy management
- Planning, budgeting, and forecasting
- Profitability and cost management
- Financial consolidation
- Disclosure management and XBRL

Governance, risk, and compliance (GRC)

- Enterprise-ready GRC
- Access risk management
- Global trade services
- Continuous transaction monitoring

Data warehousing

- In-memory computing
- Enterprise data warehousing
- Data marts
- Data modeling

SAP BusinessObjects Business Intelligence Solutions



Market leadership

- Leading analysts rate SAP BusinessObjects business intelligence solutions as **number one overall**



Visionary

- Trusted data with **innovative and integrated EIM and BI solutions**
- Unique offerings for **in-memory computing, exploration, mobility, and collaborative decision making**



Broad adoption

- **>5 million** users of SAP Crystal Reports software
- **>3 million** users of SAP BusinessObjects Web Intelligence software; de facto leader in **software-as-a-service (SaaS) BI**

Vibrant partner ecosystem

- **>7,000** partners across major independent software vendors, OEMs, resellers, and consulting



Unified information

- Consumption of structured, unstructured, internal, and external data



Open technology platform

- Designed to operate in heterogeneous environments and well integrated with SAP software



User-friendly user experience

- Designed for all users

Solution designed for business users

- **>40,000** customers = **80%** of the Fortune 500

Global trends and their impact on business intelligence

- Everywhere mobility
- Big data
- Ubiquitous social networking and collaboration
- Increasingly pervasive BI



Everywhere mobility

- Enable BI clients for mobility
- Optimally leverage Sybase Unwired Platform

Big data

- Enable BI for in-memory solutions
- Enable BI for real-time operational systems, Internet activity, or streaming data

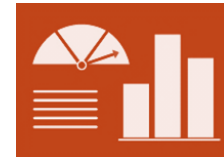
Social networking and collaboration

- Closely integrate BI collaboration solutions
- Identify opportunities to exploit collaboration in BI

Increasingly pervasive BI

- Move toward BI solutions that are increasingly simple to create, deploy, and use
- Use the ability to embed BI in other solutions

SAP's strategic focus on business intelligence



Core

- Core for innovation
- Complete BI suite
- Continued leadership

Creative

- Use by IT and departments
- Fast time to value
- Connection to the enterprise

Mobile

- First experience for BI
- Content to point of impact
- Expansion to untapped users

Extreme

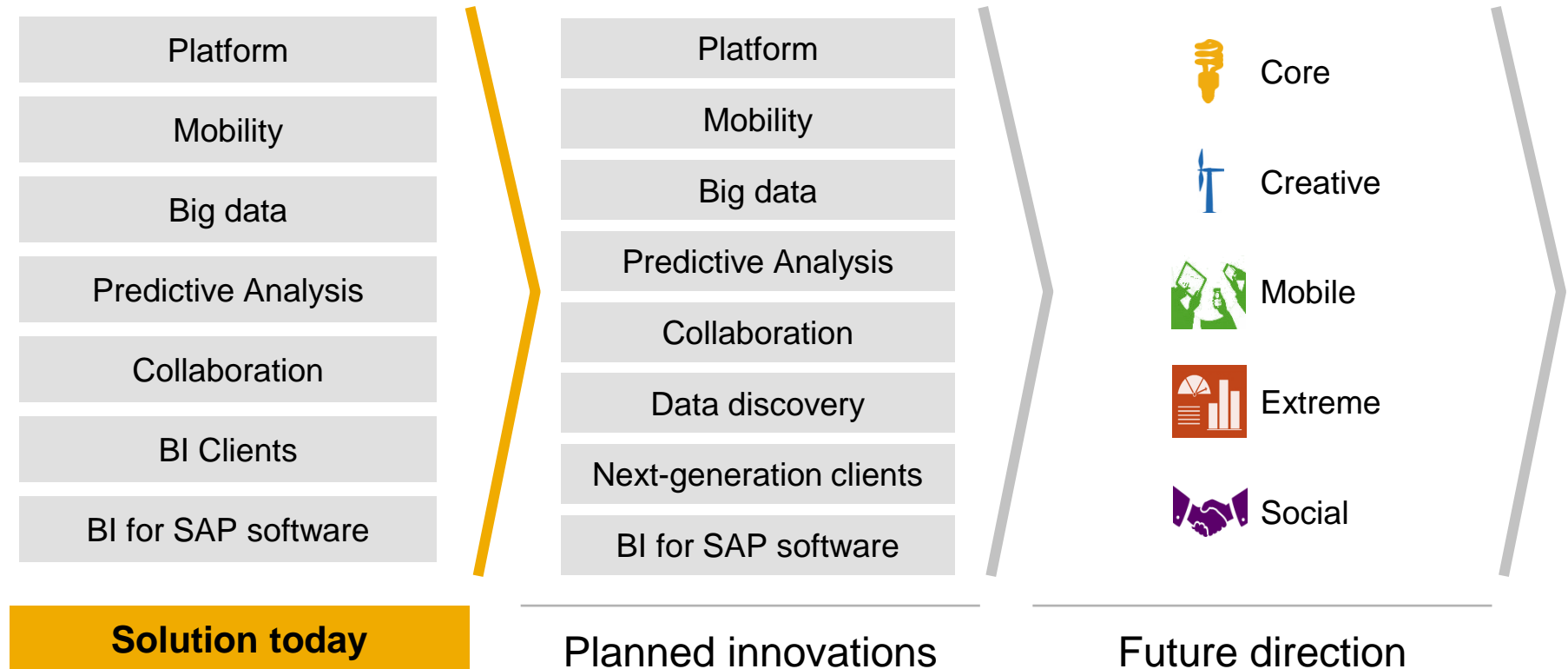
- Big data
- Real time
- Predictive

Social

- Ability to capture the decision
- Information in context
- Ability to leverage the network

Innovation without disruption

Road map for the SAP BusinessObjects Business Intelligence Solutions



SAP BusinessObjects Business Intelligence Solutions

Summary

Available now



- Core**
- Core for innovation
 - Complete BI suite
 - Continued leadership

	Key needs	Key innovations	Release
Core platform	<ul style="list-style-type: none"> • Quality and stability of core platform 	<ul style="list-style-type: none"> • Focused efforts to continue to improve provide innovation without disruption 	<ul style="list-style-type: none"> • SAP BusinessObjects Business Intelligence 4.0 platform, feature pack 3
Core platform	<ul style="list-style-type: none"> • Continuation of improved ease of use and total cost of ownership (TCO) 	<ul style="list-style-type: none"> • Hot backup and restore • Reduced TCO for multitenant installation • Lifecycle management integration in platform • Integrated and improved platform monitoring • Customization of BI launch pad 	<ul style="list-style-type: none"> • SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3
Semantic layer	<ul style="list-style-type: none"> • Increased semantic layer integration 	<ul style="list-style-type: none"> • Solutions on SAP HANA and Hadoop Hive • Increased platform support for ERP, Sybase, and Essbase 	<ul style="list-style-type: none"> • SAP BusinessObjects Business Intelligence 4.0 platform, feature pack 3

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Summary

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Core

- Core for innovation
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	Key needs	Key innovations	Release
Customization of platform	<ul style="list-style-type: none">• Increased flexibility around customization	<ul style="list-style-type: none">• Support for product customizations• RESTful Web service application programming interface (API)	<ul style="list-style-type: none">• SAP BusinessObjects Business Intelligence 4.0, feature pack 3
BI On Demand	<ul style="list-style-type: none">• Extension of BI capabilities with a low-cost, on-demand environment	<ul style="list-style-type: none">• Powered by SAP HANA• Even easier to try and buy	<ul style="list-style-type: none">• SAP BusinessObjects BI On Demand

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Summary

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Core

- Core for innovation
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Key needs

Key innovations

Reporting

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• SAP Crystal Reports | <ul style="list-style-type: none">• Increase and improve connectivity options• Improve sharing of predefined content | <ul style="list-style-type: none">• JavaScript and RESTful Web services API• SAP ERP R/3 4.6C and later via a universe |
| <ul style="list-style-type: none">• SAP BusinessObjects Web Intelligence | <ul style="list-style-type: none">• Support hierarchies | <ul style="list-style-type: none">• Online library of report templates• Improved hierarchy support for SAP NetWeaver BW |

Dashboards

- | | |
|---|--|
| <ul style="list-style-type: none">• Provide richer data access• Improve monitoring of key performance indicators (KPI) | <ul style="list-style-type: none">• Consistent data access across third-party OLAP servers and SAP NetWeaver BW• Tree view selector and hierarchical scorecard components |
|---|--|

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Summary

Available now



Core

- Core for innovation
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- Continued leadership

Key needs

Key innovations

Discovery

- SAP BusinessObjects Explorer
- SAP Visual Intelligence

- Create user-defined dashboards without dependency on IT or training
- Improve adoption with intuitive behavior for date, time, and geographical dimensions

- Casual users to create their own compositions of visualizations (Eviews) in SAP BusinessObjects Explorer
- Time and geography awareness

- Get real-time answers on any volume of data
- View the big picture and drill down to details
- Share your findings instantly with others

- Easy to use and quick to install.
- View and interact with data stored in HANA
- Create analysis and stunning visualization on top of SAP HANA

Analysis

- SAP BusinessObjects Analysis, edition for Microsoft Office
- SAP BusinessObjects Analysis, edition for OLAP

- Address parity with SAP Business Explorer (SAP BEx)
- Integrate with SAP HANA
- Support additional SAP applications

- Support for analytic and calculation views in SAP HANA
- Continue to close gap with SAP BEx
- Support SAP Planning and Consolidation, SAP Profitability and Cost Management applications

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Summary

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Creative

- Use by IT and departments
- Fast time to value
- Connection to the enterprise

	Key needs	Key innovations	Release
Exploration Views	<ul style="list-style-type: none">• Empower casual users to experience self-service data discovery	<ul style="list-style-type: none">• Ability of casual users to create their own compositions of visualizations in SAP BusinessObjects Explorer software	<ul style="list-style-type: none">• SAP BusinessObjects Explorer in SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3

Solution today

SAP BusinessObjects Business Intelligence Solutions

Summary

Available now



Mobile

- First experience for BI
- Content to point of impact
- Expansion to untapped users

	Key needs	Key innovations	Release
Mobility	<ul style="list-style-type: none"> • Support more document types and features 	<ul style="list-style-type: none"> • Support for SAP Crystal Reports • Support for features of SAP BusinessObjects Web Intelligence: drill, sort and rank, sections, breaks, filters, hierarchical data, and prompts 	<ul style="list-style-type: none"> • SAP BusinessObjects Mobile 4.1
Integration	<ul style="list-style-type: none"> • Value opportunity with integration across other solutions 	<ul style="list-style-type: none"> • Integration with Sybase Unwired Platform • Integration with the SAP StreamWork application 	<ul style="list-style-type: none"> • SAP BusinessObjects Mobile 4.1

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Summary

Available now



Extreme

- Big data
- Real time
- Predictive

	Key needs	Key innovations	Release
Big data	<ul style="list-style-type: none"> • Best BI experience on big data with user-friendly interfaces on complex data deployments 	<ul style="list-style-type: none"> • Ability to access Hadoop Hive using the universe semantic layer • Ability to access analytic and calculation views of SAP HANA from all BI clients 	<ul style="list-style-type: none"> • SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3
Real time	<ul style="list-style-type: none"> • Increasing integration with ERP environments 	<ul style="list-style-type: none"> • Support in single and multisource universes for: <ul style="list-style-type: none"> – InfoSets in SAP ERP – Queries in SAP software – Functions in ABAP • One software platform that powers: <ul style="list-style-type: none"> – Embedded analytics – SAP Rapid Marts – SAP ERP rapid-deployment solution for operational reporting with SAP HANA • Support for ERP data access from universe semantic layer 	<ul style="list-style-type: none"> • SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3

Solution today

SAP BusinessObjects Business Intelligence Solutions

Summary

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Extreme

- Big data
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- Predictive

	Key needs	Key innovations	Release
Insight-to-action framework	<ul style="list-style-type: none"> • Tighter integration between BI and operational environments 	<ul style="list-style-type: none"> • Invoke operational transactions in SAP and non-SAP applications from end user visualizations • Report-to-Report Interface (RRI) support in SAP software 	<ul style="list-style-type: none"> • SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3
Predictive analysis	<ul style="list-style-type: none"> • Uncover hidden trends and insights to take proactive action 	<ul style="list-style-type: none"> • Access the in-database predictive algorithms of SAP HANA • Read and write from data stored in: <ul style="list-style-type: none"> – SAP HANA – Universes – SAP Sybase IQ server • Use a drag-and-drop visual interface for data selection, preparation, and processing 	<ul style="list-style-type: none"> • SAP BusinessObjects Predictive Analysis (initial release)

Solution today

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Summary

Available now



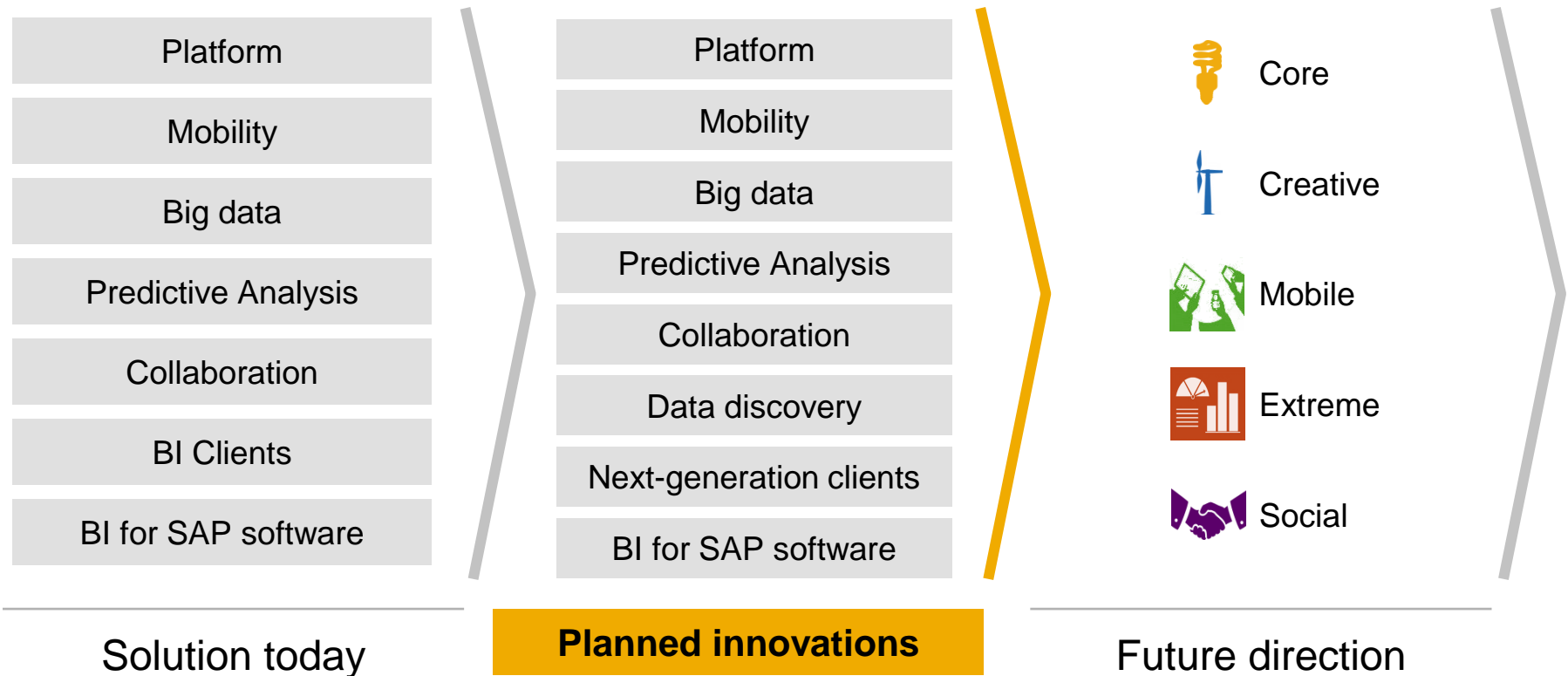
Social

- Ability to capture the decision
- Information in context
- Ability to leverage the network

	Key needs	Key innovations	Release
Social	<ul style="list-style-type: none">• Make better decisions by combining social collaboration with business intelligence	<ul style="list-style-type: none">• Send and schedule BI documents to a SAP StreamWork activity• Follow and collaborate on BI documents within BI launch pad• Use mobile support	<ul style="list-style-type: none">• SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3

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Road map for the SAP BusinessObjects Business Intelligence Solutions



SAP BusinessObjects Business Intelligence Solutions

Summary



Core

- Core for innovation
- Complete BI suite
- Continued leadership

	Key needs	Key innovations
Semantic layer	<ul style="list-style-type: none"> • Easier use of and migration to SAP HANA Hadoop capabilities • Continued performance improvements 	<ul style="list-style-type: none"> • SAP HANA: <ul style="list-style-type: none"> – Dimensional access to models in SAP HANA – Performance improvements – Migration tools • Hadoop federation and extended support • IDT federation design
Core platform	<ul style="list-style-type: none"> • Support for an increasing number of platforms and technologies 	<ul style="list-style-type: none"> • Sybase ASA 12 support • Latest Microsoft technologies • Latest IBM and Oracle technologies • Latest browser technologies
Developer enablement	<ul style="list-style-type: none"> • Ability to address remaining upgrade blockers • Support for key software development kits (SDK) • Ability to allow more flexibility around themes and branding 	<ul style="list-style-type: none"> • Ability to create core SDKs to enable migration and provide extension points • Ability to convert Universes (.UNV) to (.UNX) programmatically • Enablement of custom branding capabilities

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Core

- Core for innovation
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	Key needs	Key innovations
Deployment simplification	<ul style="list-style-type: none"> • Improved installation experience • Simplified server deployment 	<ul style="list-style-type: none"> • User-friendly, more robust, and quicker installation experience • Server configuration tool enhancement
Software management simplification	<ul style="list-style-type: none"> • Improved software lifecycle management 	<ul style="list-style-type: none"> • Auto-update service to help system administrators manage the update of desktop clients • Software version management (standard representation, programmatic discovery, and asset visualization)
Multitenancy capability	<ul style="list-style-type: none"> • Ability to manage a large, centrally managed BI environment better 	<ul style="list-style-type: none"> • Ability to manage resource allocation to tenants actively, to avoid having a single tenant abuse the whole system • Enhanced tenant provisioning tool for universe management

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Core

- Core for innovation
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	Key needs	Key innovations
Reporting	<ul style="list-style-type: none"> • SAP Crystal Reports • SAP BusinessObjects Web Intelligence 	<ul style="list-style-type: none"> • More report insight on mobile devices • Increased capability and flexibility around Web services, configuration of UI, data sources and embedding BI • Better control of the execution of queries against SAP NetWeaver BW • Ability of developers to customize and extend the product
		<ul style="list-style-type: none"> • Mobile BI interactive mode allowing for drilling and sorting and a better mobile experience • Ability to add formatted reporting to custom applications with modern Web APIs and standards • Improved performance of SAP NetWeaver BW • Embedded and extended RESTful APIs for report consumption, scheduling, and changing data source
Dashboards	<ul style="list-style-type: none"> • Zen 	<ul style="list-style-type: none"> • Deploy dashboards to mobile users to make quicker, more informed decisions • Analyze data while travelling or disconnected • Develop analytic applications for use on the Web or mobile devices • Allow users to interact with data easily in highly customizable interfaces
		<ul style="list-style-type: none"> • HTML5 output for dashboards • Online or offline dashboards - For browser, desktop, and mobile • Ability to analyze data snapshots • State-of-the-art, user-friendly development framework • Build multidimensional analytical applications • Eclipse-based development environment • HTML5 rendering

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Core

- Core for innovation
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Key needs

Discovery

- SAP BusinessObjects Explorer

- Leverage already-defined data sources
- Faster time to answers on any volume of data with improved integration with SAP HANA

Key innovations

- Ability to map objects from an existing information space to another data source
- Renewed support of universes prior to version 4.0 (.unv)
- Upgrade of SAP BusinessObjects Explorer to SAP HANA

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Core

- Core for innovation
- Complete BI suite
- Continued leadership

Key needs

Analysis

- SAP BusinessObjects Analysis, edition for Microsoft Office
 - Leverage existing investments in workbooks of SAP BEx
 - Easily combine corporate data with personal data for analysis and sharing
- SAP BusinessObjects Analysis, edition for OLAP
 - Take full advantage of in-memory capabilities of SAP HANA
 - Connect to SAP and non-SAP data sources
 - Simplify the experience of consuming multidimensional data and analyses

Key innovations

- Conversion of simple Web Analyzer tool workbooks
- Support for work spaces
- Support for hierarchies and variables in HANA
- Essbase connectivity
- User interface customization and simplification

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Creative

- Use by IT and departments
- Fast time to value
- Connection to the enterprise

Key needs

Data discovery – SAP Visual Intelligence

- Increased simplicity and ease of use
- Faster time to answers
- Simpler and easier installation and use, with no IT or developer dependency

Key innovations

- Increased business user autonomy and richer information context
- Improved integration with SAP HANA
- SAP Visual Intelligence desktop version for user autonomy

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Mobile

- First experience for BI
- Content to point of impact
- Expansion to untapped users

Key needs

Mobility

- Ability to reach more decision makers with a simplified user experience on more devices
- Solutions that are user-friendly and easy to navigate

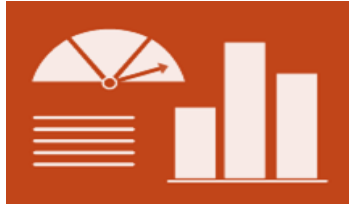
Key innovations

- Ability to bring BI to new decision makers on Android and iPhone devices
- Completely redesigned user experience for report navigation, favorites, and instance control

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Extreme

- Big data
- Real time
- Predictive

Key needs

Key innovations

Big data

- Enhanced support of SAP HANA for all tools
- BI project enablement on big data

- Wider adoption of functionalities of SAP HANA in all BI client tools
- Ability to move a BI project on third-party sources to SAP HANA

Predictive analytics

- Simplified analyses
- Visualization of large data volume

- Simpler and easier method to create analyses via wizard
- Expanded visualization capabilities

Planned innovations

SAP BusinessObjects Business Intelligence Solutions

Summary



Social

- Ability to capture the decision
- Information in context
- Ability to leverage the network

Key needs

Social

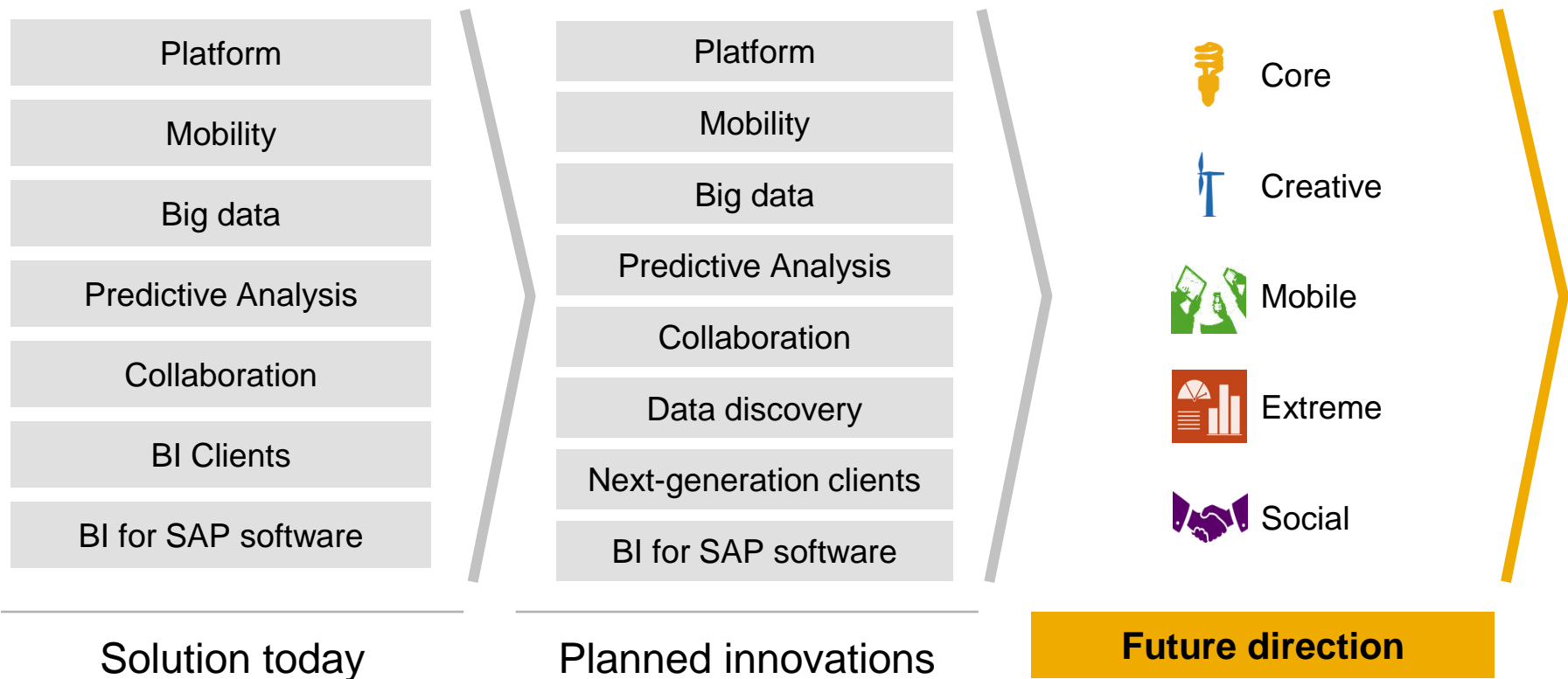
- Enable easier and smoother collaboration on business data, information sharing, and inclusive decision making

Key innovations

- Comment while viewing report instances from BI launch pad
- Send reports to SAP StreamWork from within the launch pad

Planned innovations

Road map for the SAP BusinessObjects Business Intelligence Solutions



SAP BusinessObjects Business Intelligence Solutions

Future Direction



Core

- Core for innovation
- Complete BI suite
- Continued leadership

Future direction

Comprehensive business intelligence platform

- All users
 - All data
 - All landscapes
-

Convergence across domains

- On premise
 - On device
 - On demand
-

Enterprise scalability

Enterprise integration

Future direction

SAP BusinessObjects Business Intelligence Solutions

Future Direction



Creative

- Use by IT and departments
- Fast time to value
- Connection to the enterprise

Future direction

Compress time from information to insight

Empower the analyst

- Ease of use
 - Unleash creativity
 - Unbounded and smooth (department or enterprise)
-

Empower IT

- Easy to deploy
- Enterprise scalability
- Liberate parts of organization that are blocked

Future direction

SAP BusinessObjects Business Intelligence Solutions

Future Direction



Mobile

- First experience for BI
- Content to point of impact
- Expansion to untapped users

Future direction

Mobile for everyone

Optimal end-user experience

Driver of increasing consumption

Mobile-driven action

Future direction

SAP BusinessObjects Business Intelligence Solutions

Future Direction



Extreme

- Big data
- Real time
- Predictive

Future direction

Analytics first – driver of action rather than measuring past actions

Optimally consume of extreme data performance

High resolution BI – optimized perspective from summary to transactions

Ubiquitous BI

Future direction

SAP BusinessObjects Business Intelligence Solutions

Future Direction



Social

- Ability to capture the decision
- Information in context
- Ability to leverage the network

Future direction

Converge collaboration and business intelligence

Enable real-time social analysis

Capture collaboration context at all points in the information supply chain

Future direction

Key links for more information

SAP customers and partners

- [SAP named worldwide market-share leader for business intelligence In 2011: Gartner](#)
- [Road maps on SAP Service Marketplace](#)
- [SAP's release strategy for large enterprises on SAP Service Marketplace](#)
- [SAP BusinessObjects BI Solutions on sap.com](#)

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