# Increase Business Agility with the Right Information, When and Where It's Needed

**SAP**

The Best-Run Businesses Run SAP™

Make better business decisions

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Empower your business users with self-service access to information so they can make better business decisions. The SAP® BusinessObjects™ Business Intelligence (BI) platform helps you transform to a digital enterprise and gives you flexible ways of sharing information – so you achieve remarkable results with information delivered in context when and where it's needed.

Advances in digital technology help companies reimagine their business models, giving rise to disruptive market entrants. As this shift accelerates in every industry, each organization must transform into a digital enterprise to not only survive but thrive.

Point solutions typically don't offer the breadth of market-proven capabilities or industry and process expertise needed for digital transformation, and they address only a fraction of the data available to an organization. They don't drive value across all dimensions and are likely to lead to more dark data, more silos, and more shadow IT teams, inhibiting both innovation and differentiation.

Whether inside or outside of the organization, everyone needs access to the right information – from your CEO to business analysts, financial-based staff, suppliers, and partners. With the SAP BusinessObjects BI platform, information is available throughout your entire organization – not just for selected processes, applications, or people.

# Get new insights from data for agile decision making

**Get new insights from data for agile decision making**

Obtain trusted data discovery for self-service access

Make more data available with integrated apps and resources

Enjoy personalized information access and consumption

Enable large-scale information distribution

With advances in digital technology, organizations need to incorporate robust, scalable, agile solutions that enhance decision making and innovation at every level. Enterprise BI applications that are IT optimized are robust and scalable, but they may lack agility; business-built BI applications are agile, but they may lack robustness and scalability.

The big opportunity for the digital enterprise is to give all employees and customers immediate insight into what is going on. However, too few organizations are able to capitalize on the opportunity to create value from their data. And too few people have access to data and analytics technology.

The SAP BusinessObjects BI platform addresses these issues, giving business users new perspectives that previously were difficult to obtain. The platform brings together the entire organization – finance, human resources, operations, supply chain, marketing, and sales – for more agile decision making. SAP provides analytics for everyone in the organization, along with collaboration. With access to over 200 different data sources, you'll never meet a data source you don't like. Our solutions enable you to access and blend any data – big or small – with analytics, enabling greater insights to your data and providing unparalleled data source connectivity.

# Obtain trusted data discovery for self-service access

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Ditch analytic tools that don't work together. Say goodbye to data silos and disconnected information. Now you can deliver the power of trusted data discovery and visualization to your entire organization on one secure platform with the server version of SAP BusinessObjects Lumira software for the SAP BusinessObjects BI platform. This software allows anyone in your organization to visualize and better understand data. Your business users can get up to speed quickly and analyze large volumes of data, whether it's in spreadsheets or databases, to find insights that captivate audiences and inspire action in real time. With the SAP BusinessObjects BI platform governing your data, the entire company shares a single version of the truth.

With self-service, there is less reliance on the IT department. You empower business users with tools that allow them to perform tasks that traditionally have been carried out by IT. With the SAP BusinessObjects BI platform and SAP BusinessObjects Lumira, your users can access and visualize data on a self-service basis, providing more time for both users and IT to focus on creating more business value. Now business users can fully access your investments in SAP BusinessObjects BI Universe–based data sources. Provide instant insight to your decision makers while enabling the scale you need along with trust for IT and management.

# Make more data available with integrated apps and resources

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IT benefits from the content security, governance, and management capabilities that are inherent to the SAP BusinessObjects BI platform. Take advantage of design tools to create a rich semantic layer, and manage, configure, and audit your BI deployment from a central console. Use powerful tools such as graphical and scheduling, lifecycle management, auditing and monitoring, and authentication and authorization.

By integrating with your organization's existing business applications and technology investments, the SAP BusinessObjects BI platform makes more corporate data available, in a more consumable way, to more users. Connecting to any data source, you select the most relevant data assets for your business users' needs. The platform also facilitates native integration with existing transactional systems and other business applications, so you can consolidate and transform vast amounts of corporate data into relevant business information.

The BI platform gives IT a flexible means to share BI content across the entire organization, so your users can make effective, informed decisions.

# Enjoy personalized information access and consumption

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The BI launchpad provides access to relevant information to any appropriate person within your business network. As the access point to existing corporate information, it presents data in an efficient, visually attractive way and saves business users from manually sifting through irrelevant material. Use the BI launchpad to provide access to BI content, widgets to deliver BI to a desktop, and a BI workspace to assemble frequently used content.

The BI workspace brings users a rich, easy-to-use experience for finding, organizing, and working with BI content. It provides business users with an intuitive means to unify the information they need for their daily activities. Plus, it eliminates the need to access multiple applications. You access relevant information from a central location, including other content types such as external Web pages, Microsoft Office documents, and Adobe PDF documents.

# Enable large-scale information distribution

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Relevant information must be visible to an extended business network of colleagues, partners, and supply chain counterparts. Users must be able to access pertinent information on all the interfaces they use in their daily work, including browsers, applications, desktops, widgets, and mobile devices.

The SAP BusinessObjects BI platform allows you to distribute personalized BI content to a very large number of recipients (up to 1 million users) in an automated and efficient manner. Your users can share documents via e-mail or send them to destinations as varied as the BI launchpad, a printer, or a portal for further collaboration while maintaining content security.

Content can be published to the SAP BusinessObjects BI platform to be viewed, edited, refreshed, and scheduled. The platform extends BI to everyone, both inside and outside your organization, so people can create and consume trusted information based on their individual roles and preferences.

Information delivery options simplify and personalize BI consumption – online, offline, or on device. Your network of associates can consume relevant BI content dynamically and change parameters as required – independently of IT, and without needing to write code.

# Enable right-scale deployment with a unified infrastructure

**Enable right-scale deployment with a unified infrastructure**

Make use of fast, modular, scalable deployment options

Tap into enterprise-wide benefits

A flexible and scalable information infrastructure, the SAP BusinessObjects BI platform is designed to let everyone in your organization discover and share insights for optimal decision making. The platform includes an extensive set of tools on a single platform, so your IT department can extend BI to any application or process in any environment.

The unified infrastructure frees your IT department to respond to ever-changing business requirements. It can deploy and maintain BI applications more efficiently across your organization while supporting heterogeneous environments. To further optimize IT productivity, the BI platform offers built-in performance optimization technology and comprehensive lifecycle management support.

The SAP BusinessObjects BI platform enables a single unified infrastructure for data assets and analytics.

# Make use of fast, modular, scalable deployment options

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The SAP BusinessObjects BI platform offers scalability, accommodating everything from small, nimble departmental deployments to global implementations. It lays the foundation for fast, modular use, reducing deployment and maintenance costs. Automated functionality and tools streamline the BI deployment so IT departments can focus on other tasks. Support for modern 64-bit architectures and virtualization environments reduces total cost of ownership.

Built on a scalable, service-oriented architecture, the BI platform helps IT to quickly add BI services and tools to existing deployments while minimizing operation disruptions. IT can distribute multiple BI processes on a single computer or server or across a range of machines. Start with a single BI project on one platform, and grow to support an enterprise-wide standardization initiative on multiple platforms – without jeopardizing system availability. Enterprise speed and scalability lets you grow your analytics strategy at the right pace for your business.

SAP can meet your analytics demands as your business grows – on premise, in the cloud, or as a hybrid approach. Accelerate your digital transformation by knowing your data is safer and more secure in any environment, and surpass challengers with enterprise speed and scalability.

# Tap into enterprise-wide benefits

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The SAP BusinessObjects BI platform gives you a flexible means of sharing BI content throughout the entire organization with a scalable, unified BI infrastructure and optimized use of IT resources. Exposing data in plain business terms and making data more accessible improves user autonomy.

The BI platform integrates with your existing IT infrastructure, so you can tap any data source and application regardless of its format or location. By making information consumption simpler, personalized, and dynamic, and by taking advantage of self-service anytime, anywhere, with access to key BI insight delivered in context, your business users can make effective, better-informed decisions. And with trusted data discovery, businesspeople can better understand data and use it to effectively engage their audience.

Travel at "light speed" and run SAP BusinessObjects BI platform on premise, in the cloud, or as a hybrid approach.

## Summary

The SAP® BusinessObjects™ Business Intelligence (BI) platform is a flexible, scalable information infrastructure that helps you more easily discover and share insights for better business decisions. The integrated, unified infrastructure enables scalability from one to many tools and interfaces on premise, in the cloud, or as a hybrid approach.

## Objectives

- Provide self-service access to a single version of the truth and a trusted foundation across the enterprise
- Improve business user autonomy by exposing a larger range of data in plain business terms
- Gain real-time BI from any data on any device, anytime, anywhere
- Make information consumption simple, personalized, and dynamic

## Solution

- Enable broad data source integration with unified BI infrastructure and support for SAP and non-SAP data sources
- Manage BI content across development, testing, and production lifecycle
- Extend content to other applications with software developments kits

## Benefits

- Self-service access to personalized, in-context BI content for better decisions, faster deployment, and better use of IT resources
- Trusted data delivery to decision makers anytime, anywhere, on any device
- Reduced IT workload with simplified maintenance and administration options

## Learn more

To learn more, visit www.sap.com/bi.

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