

SAP Road Map for SAP BusinessObjects Business Intelligence OnDemand

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Global trends and their impact on SAP BusinessObjects Business Intelligence (BI) OnDemand

Departmental and line-of-business (LoB) empowerment

Adoption of cloud and mobile

Data proliferation



Departmental empowerment:

- Quick time to value
- Simple and nimble user experiences
- Ability to create BI projects without IT involvement
- Ability to pay using operating expenses (OPEX) budget

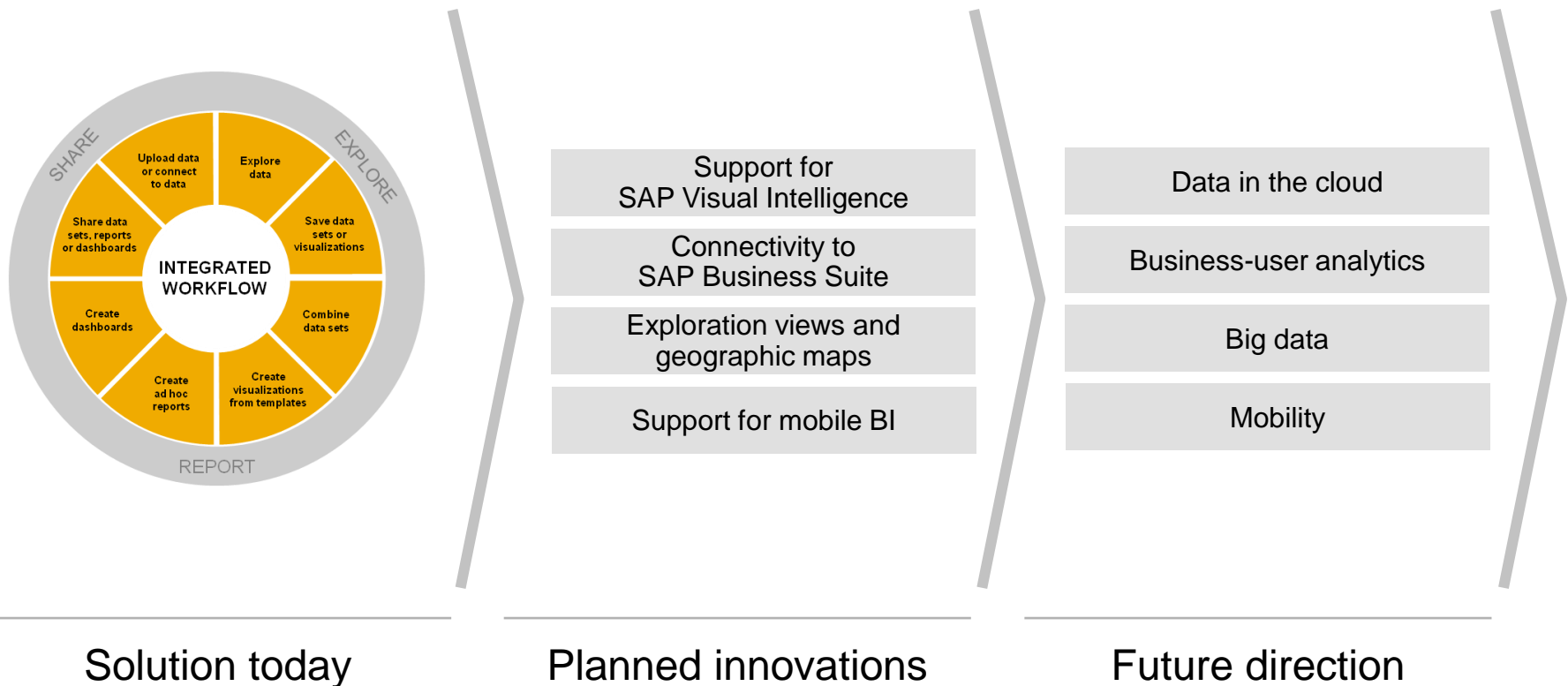
Cloud and mobile:

- Rapid adoption of cloud applications
- Rapid shift from desktop to mobile computing

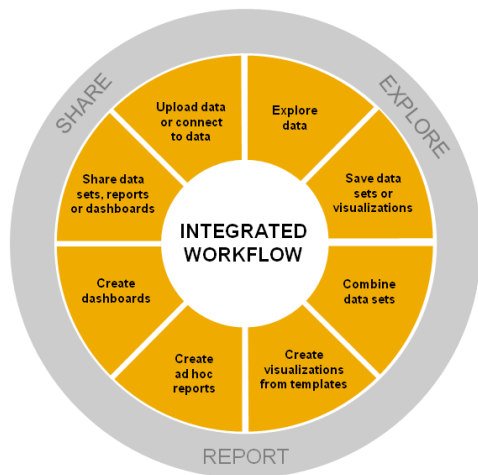
Data proliferation:

- Big data – exponential increase in volume of data
- User expectation of access to information

Overview of SAP road map for SAP BusinessObjects BI OnDemand



Overview of SAP road map for SAP BusinessObjects BI OnDemand



Solution today

Support for
SAP Visual Intelligence

Connectivity to
SAP Business Suite

Exploration views and
geographic maps

Support for mobile BI

Planned innovations

Data in the cloud

Business-user analytics

Big data

Mobility

Future direction

SAP BusinessObjects BI OnDemand: solution today

Complete, integrated solution:

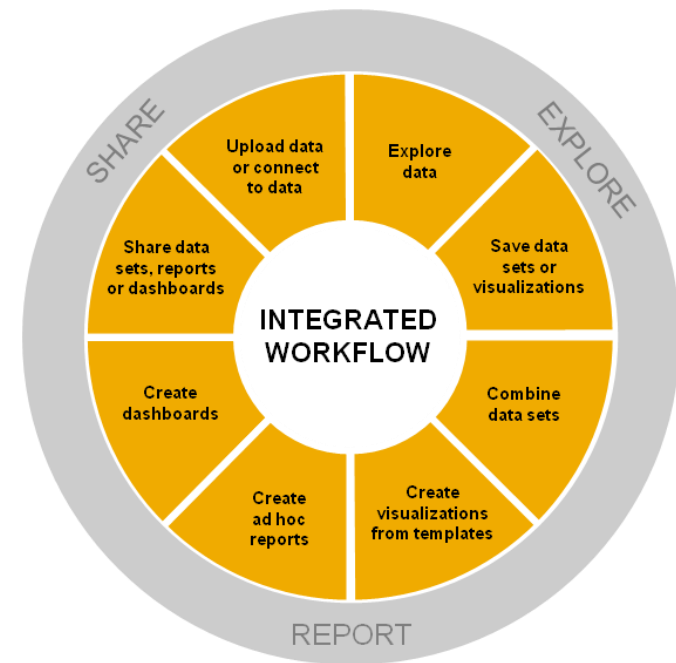
- Ability to explore and visualize your data
- Ability to build and share operational and ad hoc reports
- Ability to share content securely across your team

Always-on access to your data:

- Data available all the time in the cloud and available anywhere through our mobile solutions

User-friendly and turnkey:

- Ability to ramp up quickly without prior BI experience
- Powered by SAP HANA: lower data management efforts
- Free to try and easy to buy: pay as you go with your operating budget



Solution today

SAP BusinessObjects BI OnDemand: solution today

Available now

	Key needs	Key innovations	Release
Exploration	<ul style="list-style-type: none"> Quickly explore and visualize your data and gain insights quickly 	<ul style="list-style-type: none"> Upload, explore, and visualize your data using SAP BusinessObjects Explorer software 	<ul style="list-style-type: none"> Initial
Reporting	<ul style="list-style-type: none"> Create operational and ad hoc reports and share them securely 	<ul style="list-style-type: none"> Use SAP Crystal Reports and SAP BusinessObjects Web Intelligence software to build operational and ad hoc reports 	<ul style="list-style-type: none"> Initial
Mobility	<ul style="list-style-type: none"> Access your data and reports from anywhere 	<ul style="list-style-type: none"> Access your reports created in SAP BusinessObjects Web Intelligence and data in SAP BusinessObjects Mobile (for iPad) 	<ul style="list-style-type: none"> SAP BusinessObjects BI OnDemand – Q4 2011
SAP HANA	<ul style="list-style-type: none"> Bring data into the software without complex data maintenance 	<ul style="list-style-type: none"> Use SAP HANA to allow customers to bring data into SAP BusinessObjects BI OnDemand and not worry about some of the normal complexities of data management, such as indexing and optimization 	<ul style="list-style-type: none"> SAP BusinessObjects BI OnDemand – Q4 2011

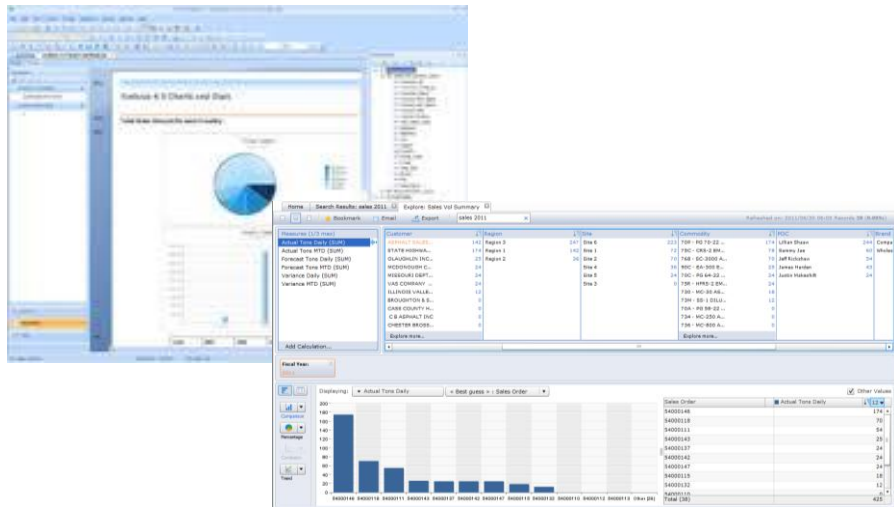
Solution today

Exploration and reporting

SAP BusinessObjects BI OnDemand: initial release

Solution enhancements

- Build operational reports using SAP Crystal Reports
- Create ad hoc reports using SAP BusinessObjects Web Intelligence
- Explore your data using SAP BusinessObjects Explorer



Key benefits

- Build pixel-perfect operational reports against nearly any data source using the market-leading report writer, SAP Crystal Reports. Publish and share to SAP BusinessObjects BI OnDemand.
- Perform ad-hoc, Web-based reporting (build reports on the fly in a Web browser and answer questions when they come to mind) using SAP BusinessObjects Web Intelligence. Query data sources; build reports with tables, graphics, calculations, and interactive components.
- Gain instant insight on your data by exploring and visualizing data using SAP BusinessObjects Explorer.

Solution today

Mobility and SAP HANA

SAP BusinessObjects BI OnDemand: Q4 2011 release

Solution enhancements

- Support for SAP BusinessObjects Mobile
- Support for SAP HANA



Key benefits

- Lowered costs of managing and maintaining your data in SAP BusinessObjects BI OnDemand
- Ability to automatically import data from salesforce.com into SAP HANA in SAP BusinessObjects BI OnDemand
- Anytime, anywhere access to your reports and data on an iPad and other mobile devices

Solution today

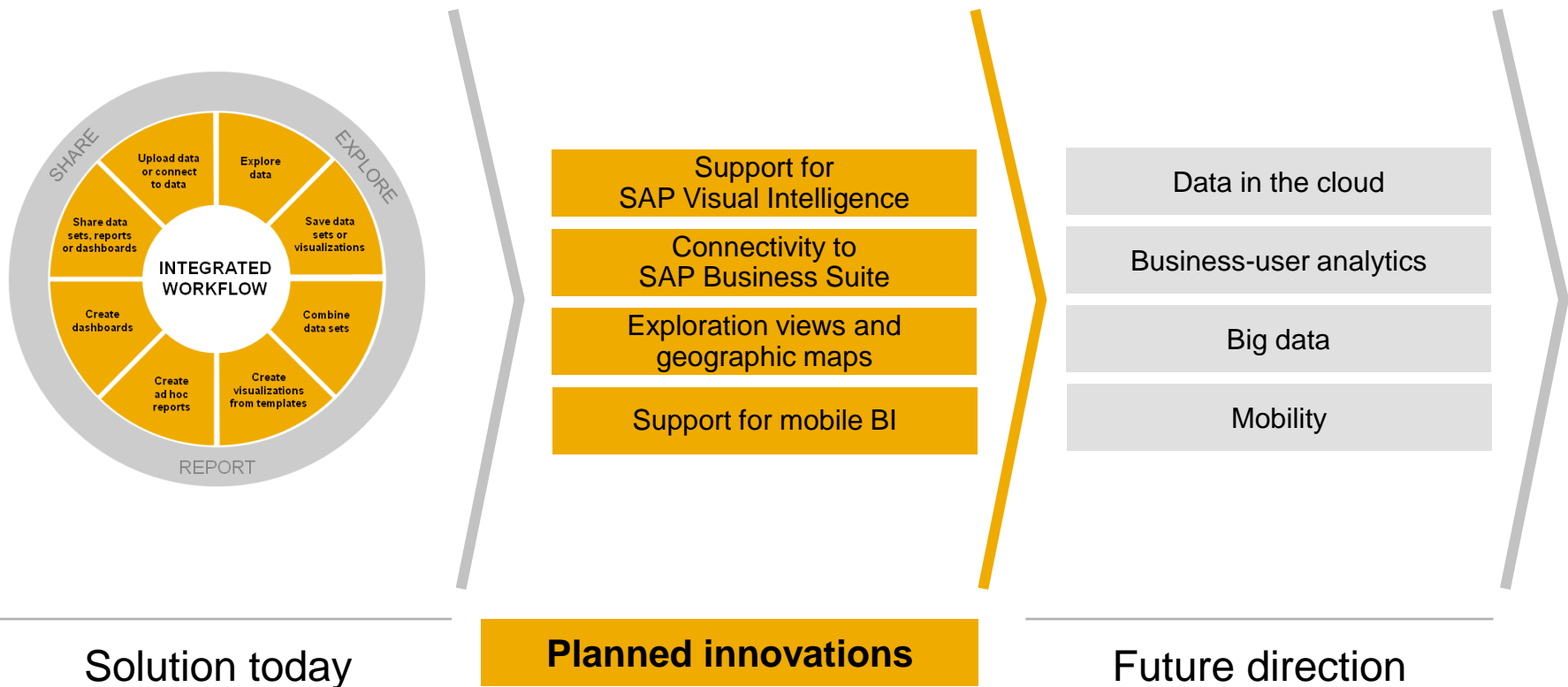
Key links for more information

SAP customers and partners

- [SAP BusinessObjects BI OnDemand](#)
- [Road maps on SAP Service Marketplace](#)
- [SAP's release strategy for large enterprises on SAP Service Marketplace](#)

Solution today

Overview of SAP road map for SAP BusinessObjects BI OnDemand



Planned innovations for SAP BusinessObjects BI OnDemand

Overview

	Key needs	Key innovations
Support for SAP Visual Intelligence	<ul style="list-style-type: none"> • Enable business users to access any data independently and share it with the business 	<ul style="list-style-type: none"> • Use SAP Visual Intelligence to acquire, manipulate and visualize data quickly – then publish to SAP BusinessObjects BI OnDemand
Connectivity to SAP Business Suite	<ul style="list-style-type: none"> • Connect to SAP Business Suite software for turnkey analytics at low time to value • Connect to our cloud applications for enhanced ad hoc analytics functionality beyond what is available in standard applications 	<ul style="list-style-type: none"> • Use turnkey BI packages that enable connectivity to SAP Business Suite, extraction to SAP BusinessObjects BI OnDemand, and standard analytics • Connect to our cloud products to enable enhanced ad hoc analytics functionality – SuccessFactors Workforce Analytics is the first target application
Support for exploration views and geographic maps	<ul style="list-style-type: none"> • Create compelling reports and dashboards without coding and share them instantly and securely • View information on interactive maps to understand spatial relationships in their data 	<ul style="list-style-type: none"> • Add exploration views functionality of SAP BusinessObjects Explorer • Add geographic maps functionality of SAP BusinessObjects Explorer
Support for SAP BusinessObjects Mobile	<ul style="list-style-type: none"> • Have analytics content available on the road – anytime and anywhere 	<ul style="list-style-type: none"> • Support enhancements to our on-premise BI mobility products – such as the ability to enable SAP Crystal Reports for mobility

Planned innovations

Support for SAP Visual Intelligence

Solution enhancements

- Support the ability to publish content from SAP Visual Intelligence to SAP BusinessObjects BI OnDemand

Key benefits

- Business users and analysts can use SAP Visual Intelligence to connect to data quickly, manipulate and clean up the data, visualize it, and then share it via SAP BusinessObjects BI OnDemand. SAP Visual Intelligence provides users with the data discovery and connectivity they need; SAP BusinessObjects BI OnDemand provides a managed platform to share and interact with that content securely.



Planned innovations

Connectivity to SAP Business Suite

Solution enhancements

- Connectivity to SAP Business Suite with standard extractors to load into SAP BusinessObjects BI OnDemand and with packaged BI content
- Connectivity to our cloud applications to provide enhanced ad hoc analytics functionality

Key benefits

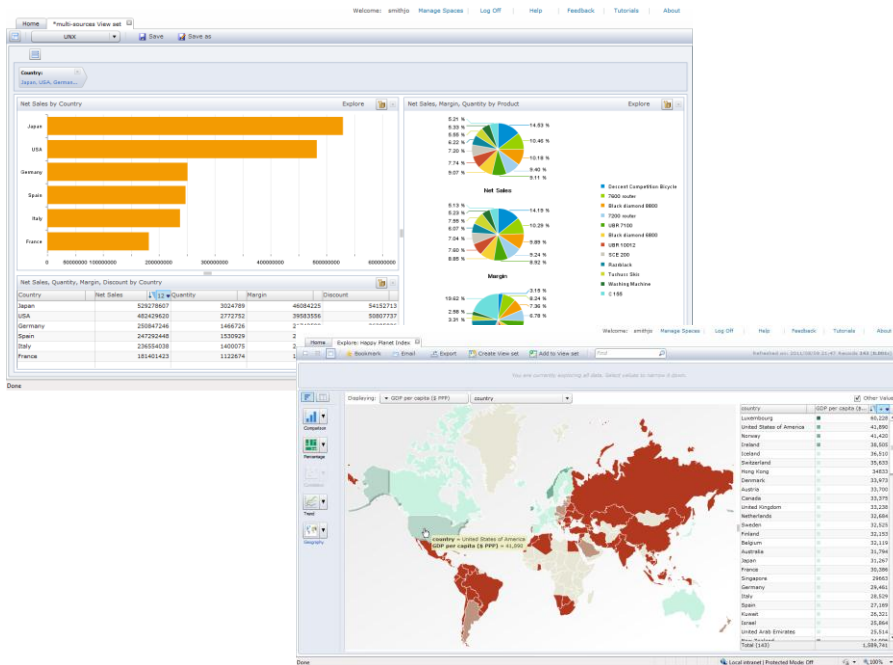
- Turnkey, low-time-to-value solution for departments to enable analytics on their data in SAP software

Planned innovations

Support for exploration views and geographic maps

Solution enhancements

- Support for latest functionality of SAP BusinessObjects Explorer



Key benefits

- Ability to create exploration views, which are light dashboards that business users can create independently. They are highly interactive and have user-friendly visual elements and navigation capabilities.
- Ability to view data on a map, which better allows users to understand how their business is performing geographically.
- Ability to view a second dimension in visualizations in SAP BusinessObjects Explorer – for example, a user can now see both product categories and product lines on the same graphic.
- Native support for SAP HANA – which allows for exploration of large amounts of data.

Planned innovations

Support for mobile BI

Solution enhancements

- Support for the latest features of mobile BI
- Support for the latest features of the SAP BusinessObjects Explorer mobile app



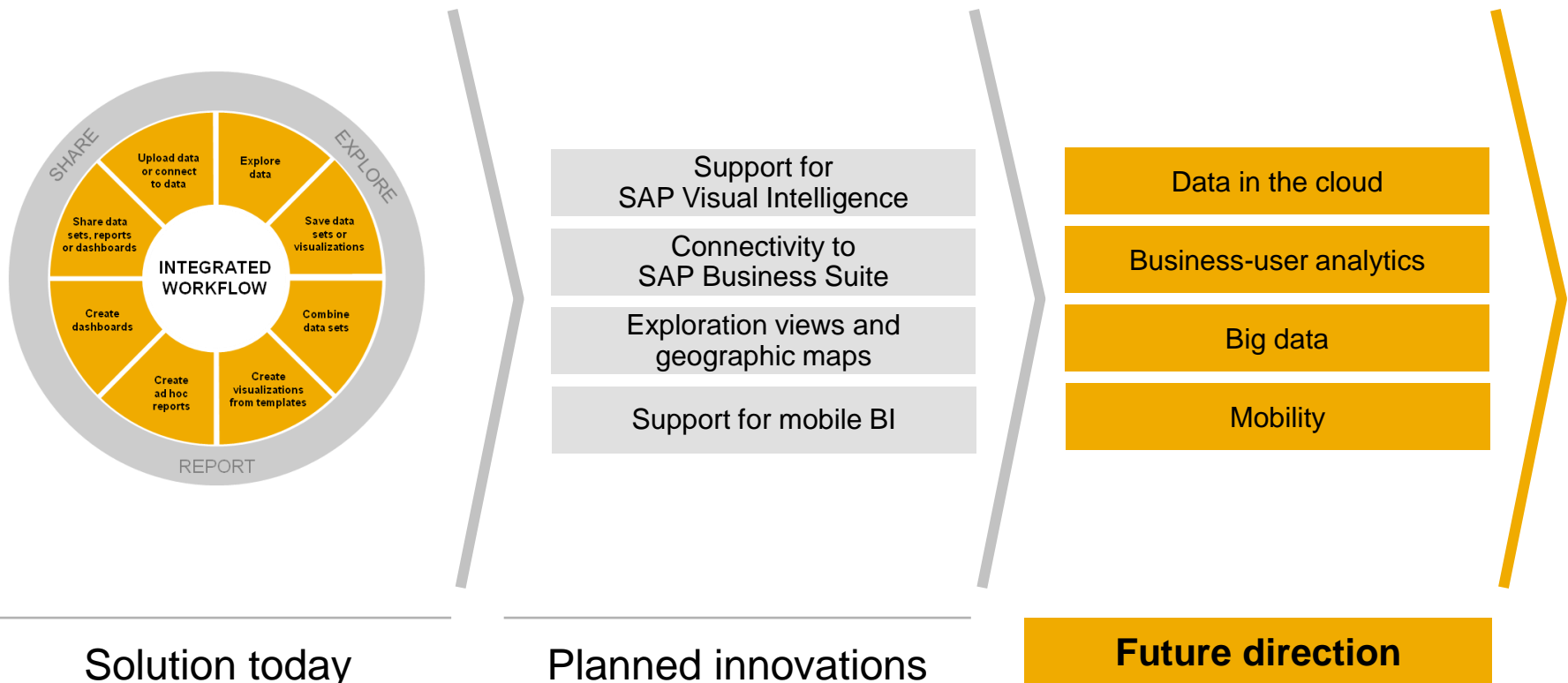
Key benefits

- Ability to view reports created in SAP Crystal Reports on iPad – for anytime, anywhere access to operational reports
- Ability to view and interact with exploration views (light business-user dashboards) on iPad for anytime, anywhere access to light dashboards



Planned innovations

Overview of SAP road map for SAP BusinessObjects BI OnDemand



Key trends driving future innovation areas for SAP BI OnDemand



Data in the cloud

- Increasingly, data is being created and stored in the cloud
- Our cloud analytic services can quickly connect to cloud data and make it available for analytics



Business User Analytics

- Business users expect to quickly access information and perform analytics independently



Big data

- In memory capabilities allow for us to support large data volumes and enable new scenarios – such as speed-of-thought question and answering



Mobility

- Access our cloud analytics (data and content) from anywhere

“Gartner Says Nearly 1/3 of Organizations Use or Plan to Use Cloud Offerings to Augment Business Intelligence Capabilities”

Gartner,

<http://www.gartner.com/it/page.jsp?id=1903814>

Drivers

- Time to value
- Cost concerns
- Lack of available expertise

Future direction



Thank you

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