

5 Next Gen BI Technologies

SAP BusinessObjects
Products & Solutions Organization

- 1. Why is BI Still a Hot Topic?**
2. Search and Exploration
3. Acceleration
4. Mobile
5. Networked
6. Self Service



www.timoelliott.com

“When you two have finished arguing your opinions, I actually have data!”

Why is BI Still a Hot Topic?

The Drivers

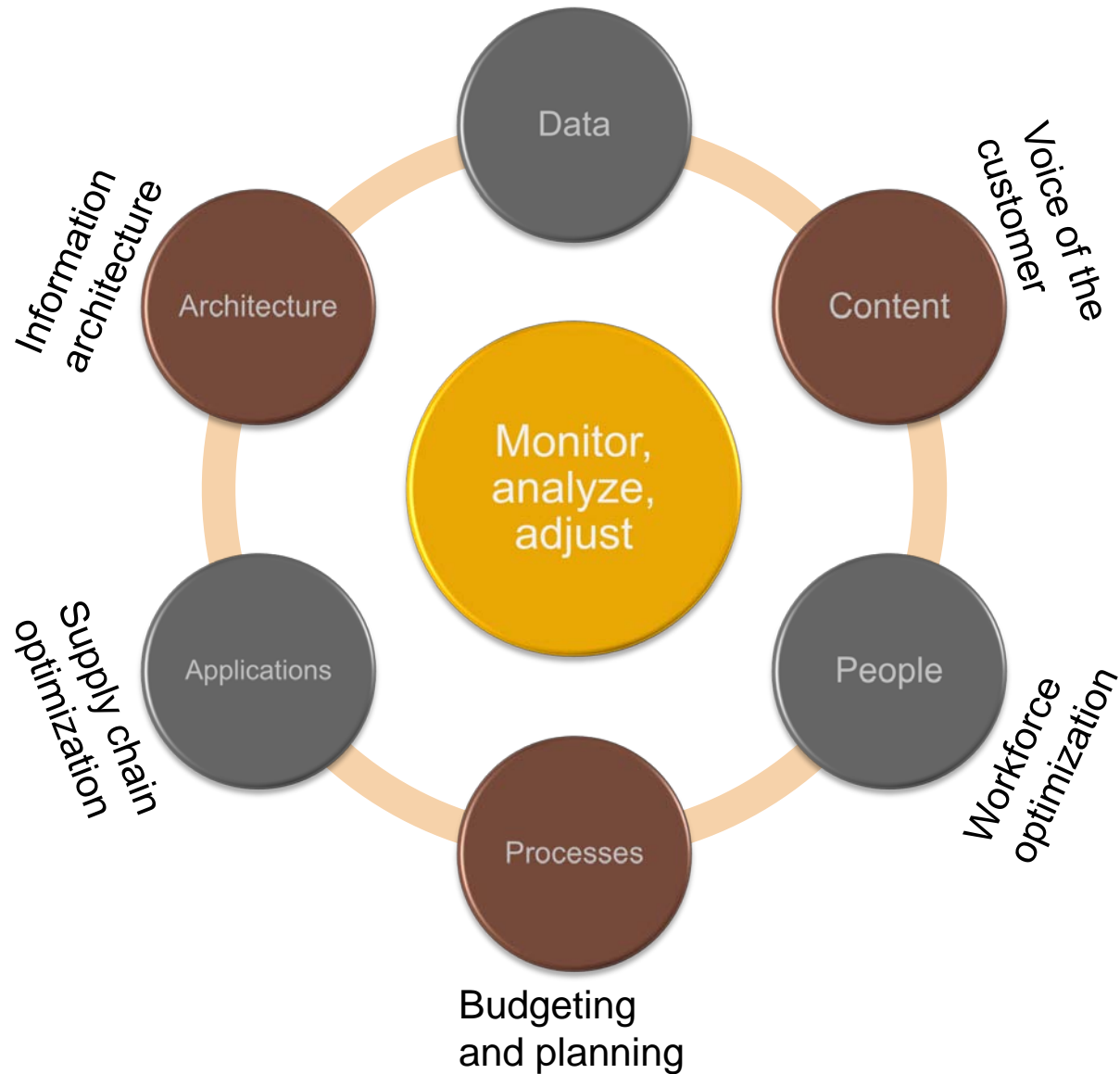


- Increasing data and content volumes
- Increasingly complex regulatory and general reporting requirements
- Growing and increasingly complex business operations
- Hunger for more insight about internal and external processes

MASTERING THESE = COMPETITIVE DIFFERENTIATION

Why is BI Still a Hot Topic?

The Glue



Why is BI Still a Hot Topic?

Unmet Expectations



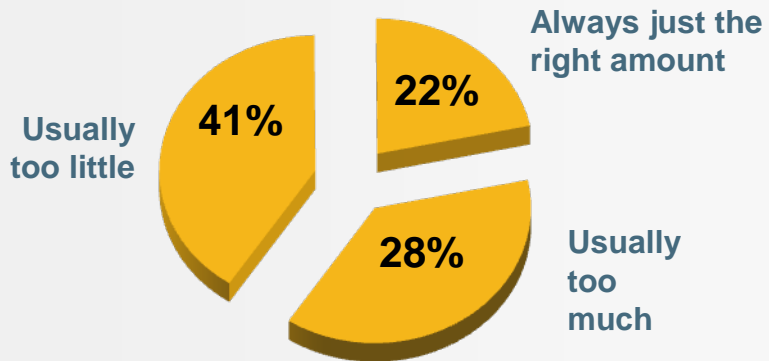
- Anecdotal evidence suggests average BI penetration in typical enterprise: 3% - 8%¹
- IT still develops most BI apps; end user self-service remains elusive²
- End users continue to feel that BI apps are difficult to learn, navigate, and use³
- Not all relevant data is available in enterprise BI apps, so many end users revert back to homegrown apps such as spreadsheets⁴

Why is BI Still a Hot Topic?

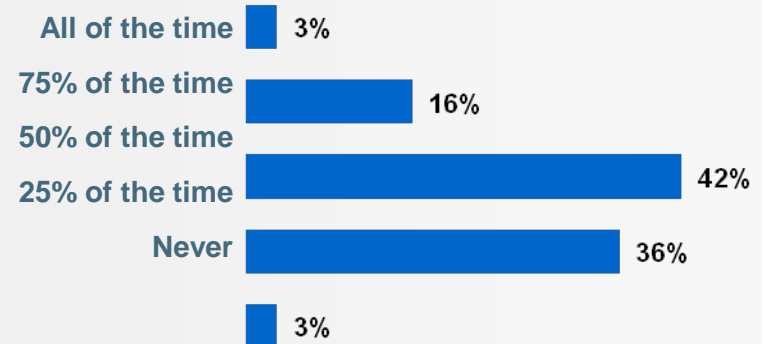
Dearth of Information



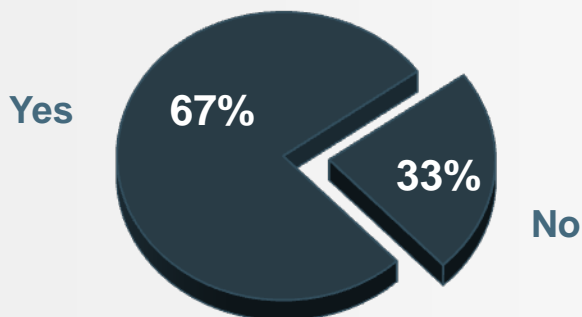
Information available for important business decisions



'Instinct-Feel' Decisions



Aware of bad decisions made due to insufficient information



Source: 2007 BusinessWeek Research Services Base: 675 US and European business executives and managers

Result:

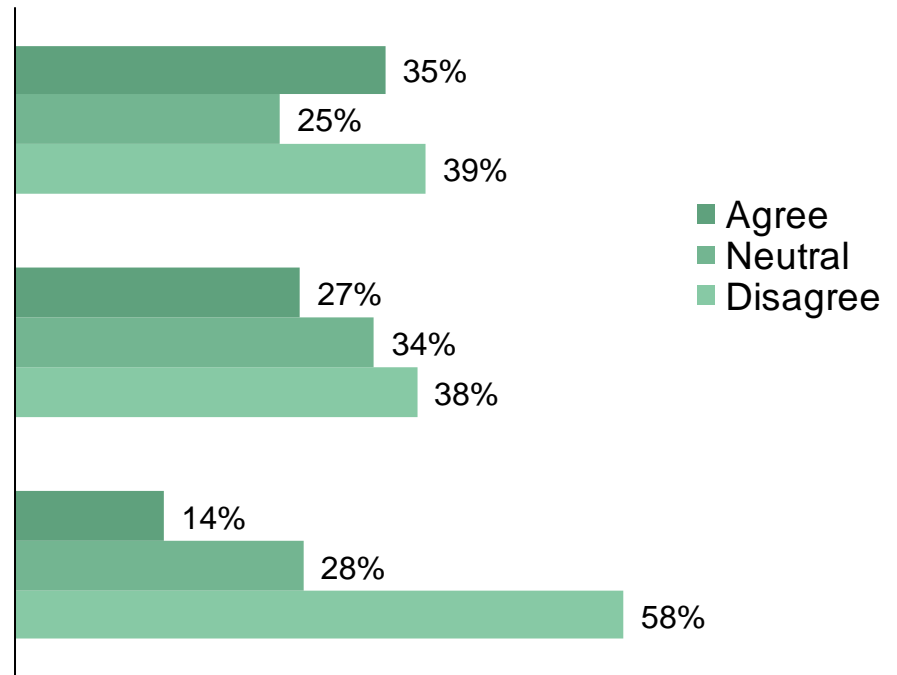
"Pervasive" BI Still Has a Long Way to Go



Pervasiveness: Enterprise BI applications are available to most strategic and operational decision-makers.

Enterprise BI application usage by tactical and operational decision-makers is above, the same, or below average compared with most organizations, where the average is 25%.

Enterprise BI application usage by strategic decision-makers is above, the same, or below average compared with most organizations, where the average is 50%.



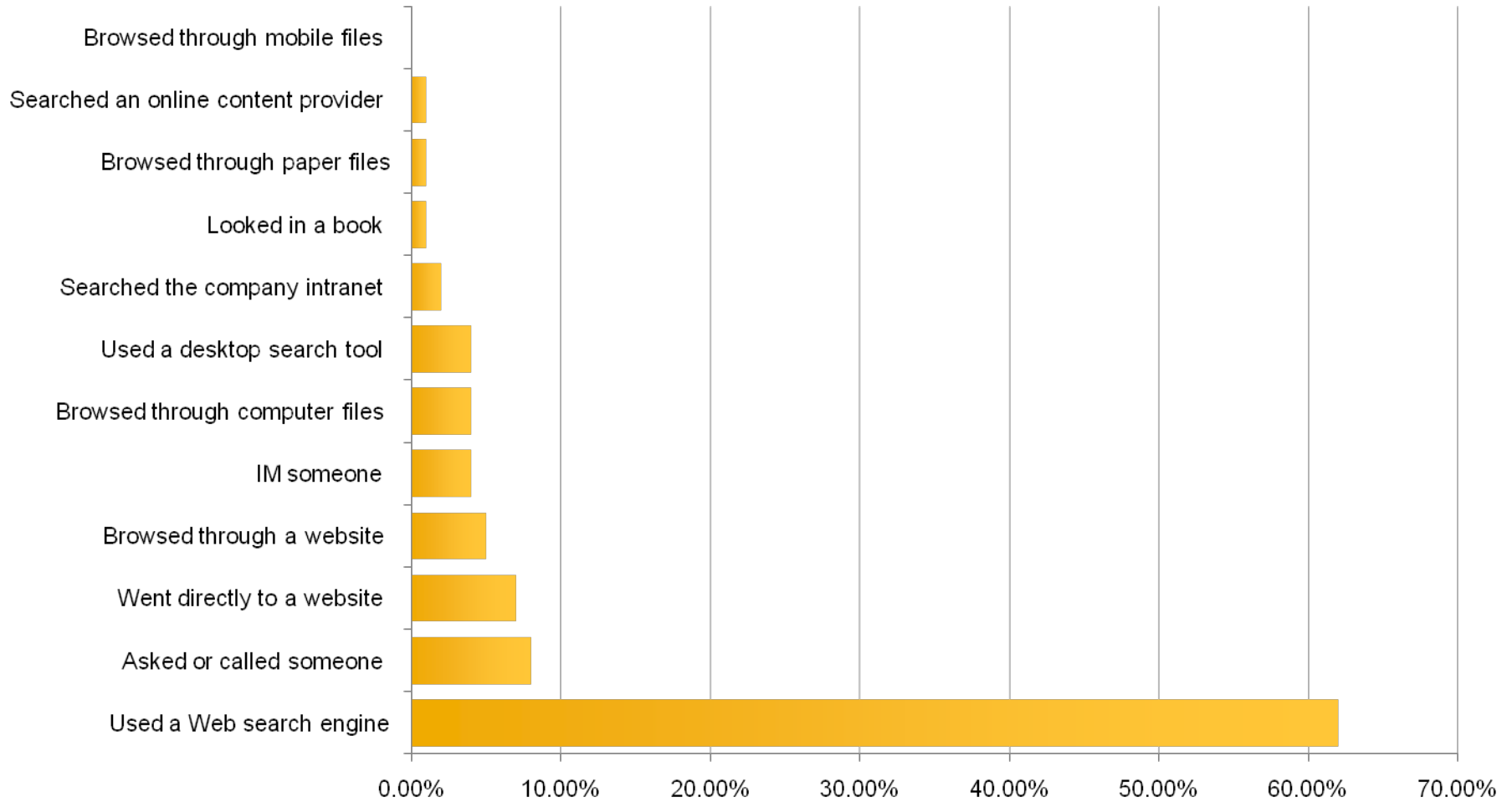
Base: 214 technology professionals familiar with their respective organization's BI efforts (percentages may not total 100 because of rounding)

Source: Q4 2009 Global BI Maturity Online Survey

1. Why is BI Still a Hot Topic?
- 2. Search and Exploration**
3. Acceleration
4. Mobile
5. Networked
6. Self Service

Search and Exploration

Where do people look for information?



Web 2.0 at Work 2007, IDC

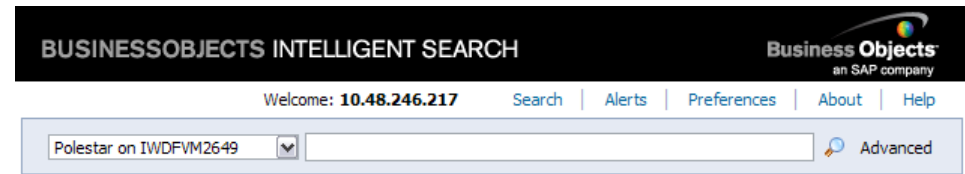
Search and Exploration

Everyone Uses Search



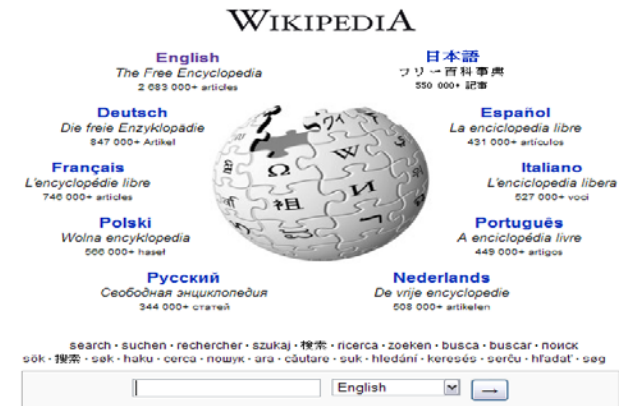
To instantly find facts

- Weather
- Stock Prices



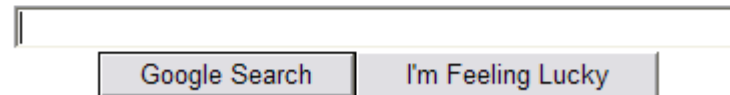
To access information not readily available

- New York city traffic map
- Restaurant reviews



To investigate or do research

- Ticket prices, hotels
- Curiosity about a subject



Finding and analyzing corporate information should be this easy



Use familiar key-word search to find business information

- Answer “on-the-fly” and investigative questions

Search directly on pre-indexed data

- No previous reports or metrics need exist
- Provide fast search and exploration

Search across all data sources

- Any semantic layer accessible source
- Any accelerated source

Search results: Information Spaces:

Score	5 Result(s)
	<p>▶ Fashion Store and Product Information Contains information about the sales of products and store performance for eFashion retail.</p>
	<p>▶ Sales Information This is the sales information - contains key figures for sales and discounting, for all product</p>
	<p>▶ STS Sales STS Sales retail sales information space which contains key figures for sales and discounting for</p>
	<p>▶ Industry Breakdown Breakdown of companies by industry and segment</p>
	<p>▶ Department of Defense Parts Procurement Contains information about parts orders and contractors for the DoD.</p>

Intuitively explore on data

- No data model or data knowledge required

Automated relevancy of results

- Most relevant information is displayed first
- Best chart type auto generated

Share insights with others

- Export to CSV or image
- Save it locally as a browser bookmark
- One-click send to email



1. Why is BI Still a Hot Topic?
2. Search and Exploration
- 3. Acceleration**
4. Mobile
5. Networked
6. Self Service

Acceleration

It's Not Just In-Memory



Columnar data storage

Chipset optimization

Data Compression

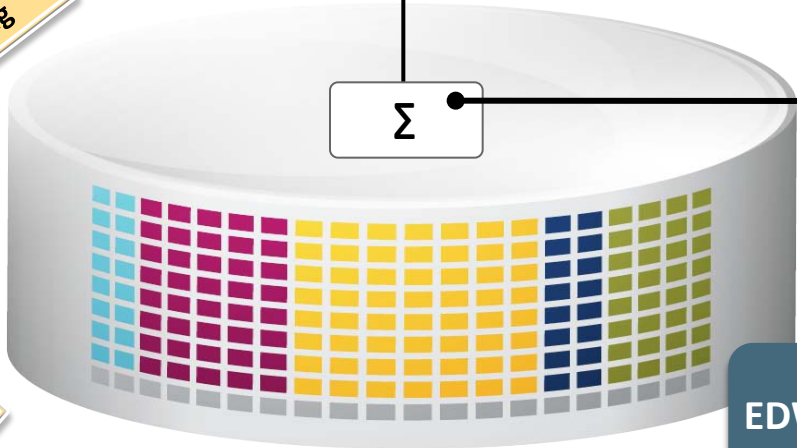
Mpp Shared Nothing

In-Memory



Business Analytic Engine

- Calculations on the fly
- Lightning fast
 - Always same performance
 - Any query



- Compression, columnar optimized for analysis
- Agile
 - low TCO
 - Fast to upload

EDW, DMs, DBs, Apps

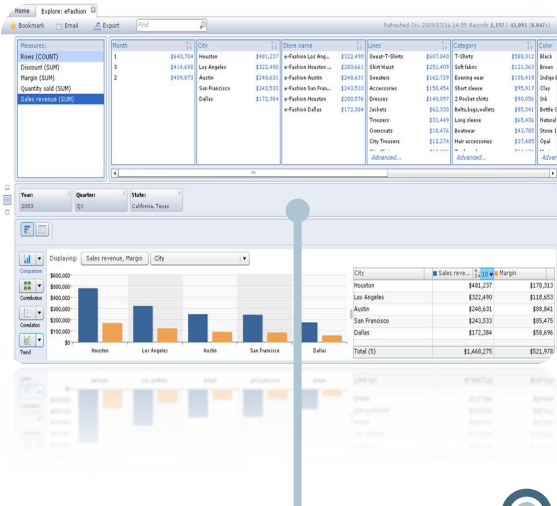
■ Hardware Enablers

- Declining cost of memory
- 64-bit computing
- Multi-core
- MPP

■ Benefits

- Real-time end-user analysis
- Fast queries against large volumes of data
- BI at the “speed of thought”

Acceleration Search and Exploration



At the speed of thought

■ Performance acceleration factor between 10 and 100



20 million records

records



100 million records

records



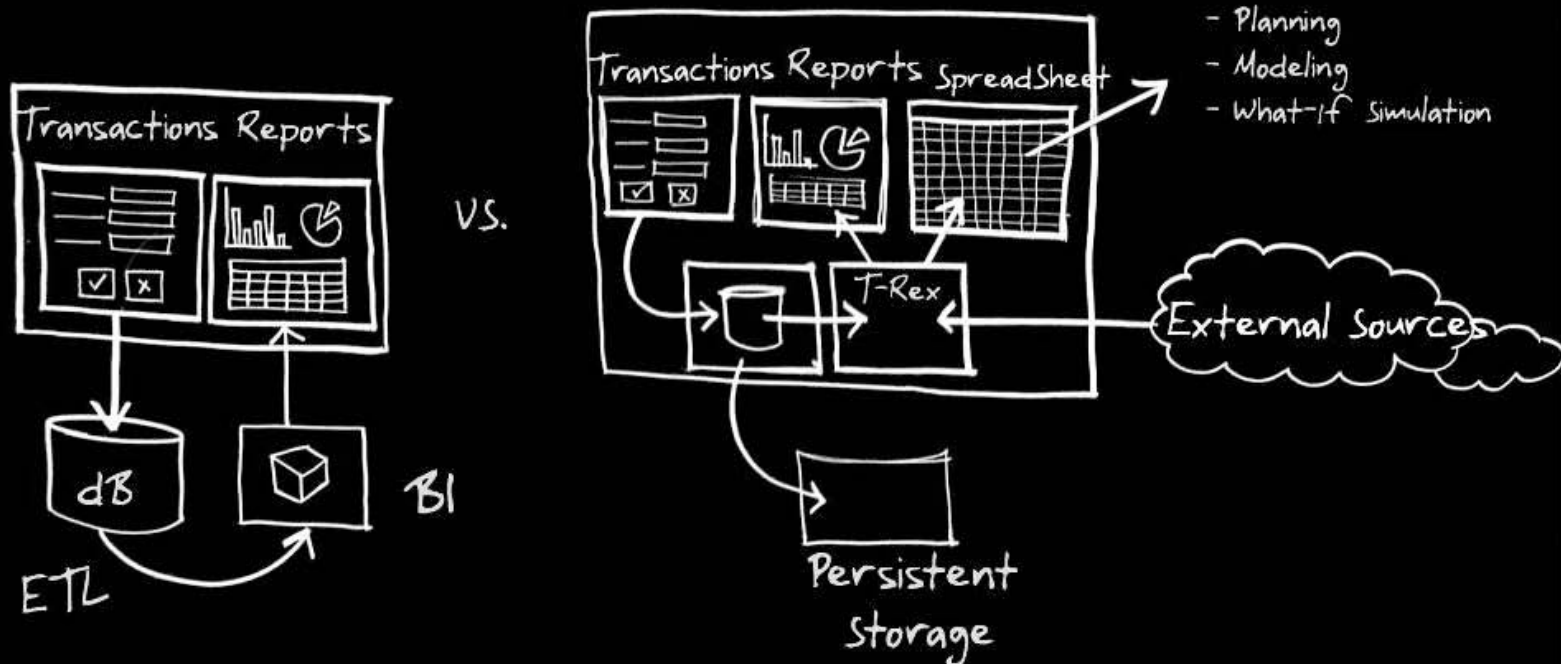
500 million records

records



Project HANA

!
36/Million Records < 1 sec



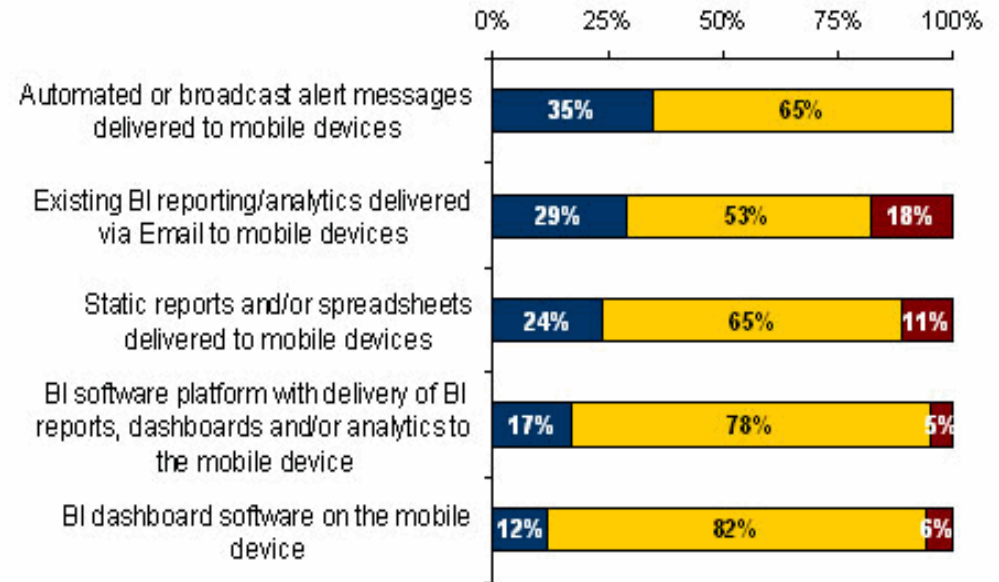
Agenda



1. Why is BI Still a Hot Topic?
2. Search and Exploration
3. Acceleration
- 4. Mobile**
5. Networked
6. Self Service



Best-in-Class Technology Adoption Plans



SOURCE: ABERDEEN GROUP ■ Current ■ Planned ■ No Plans

At the World Mobile Conference in February 2009, GSMA announced that the number of mobile phones in the world has exceeded four billion with prospects of hitting six billion in 2013

1 Billion worldwide mobile workers in 2011
75% in the US

Mobile is top of mind¹

- Growth in investing for mobile workforce apps is 2nd to BI
- Top 5 priority in 70% CIOs
- Top 3 in 30% CIOs

In upcoming years

- Enterprise adoption will be the norm
- US Spending on apps will top \$9 billion by 2011² with double digit growth

¹ Gartner, Oct 2006

² Compass Intelligence, May 2007

Aberdeen Group
A Harte-Hanks Company

56% of 'best-in-class' companies characterise their BI implementation as being wide-spread throughout the company or pervasive.

54% of those firms say that over half of the reports they create within their internal BI applications are re-used for delivery to mobile BI.

TMCnews

[February 24, 2009]

GSMA Celebrates Success of 2009 Mobile World Congress

Feb 24, 2009 (Daily Independent/All Africa Global Media via COMTEX) -- Over 47,000 visitors from 189 countries attended the GSMA Mobile World Congress, the leading event for the mobile communications industry, which officially closed on Thursday last week in Barcelona, Spain, according to figures released by the global GSM association.

Intuitively explore on data

- No data model or data knowledge required
- Web or Mobile

Automated relevancy of results

- Most relevant information is displayed first
- Best chart type auto generated

Share insights with others

- Export to CSV or image
- Save it locally as a browser bookmark
- One-click send to email



Mobile and Acceleration

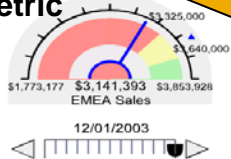
BI



Drillable

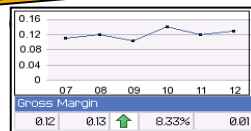
Drillable Chart

Performance Metric



Prf	REV	PLAN	%
cpercey	166.2k	159.6k	104
jgrossel	1215k	119.7k	101
pmacdo	156.1k	153.9k	101
ronaldo	1412k	136.8k	103

Metric Trend



Alerts Inbox

Subject	Date
Asia PAC sales goal not reached	10/05/16
Employee satisfaction above target!	10/05/16
European net sales reach target	10/05/16
No dogs product raised to 3	10/05/16



Remote Action

Rep Pipeline - Page 1

Calling Ali Meziani 00123456789

Volume 1,101

My Number 1519 989 7465

WED, SEP 13 4:14pm



Agenda



1. Why is BI Still a Hot Topic?
2. Search and Exploration
3. Acceleration
4. Mobile
- 5. Networked**
6. Self Service

Cloud Applications: SaaS, PaaS, On demand, Off Premise...

- ISV develops and hosts a web-native software application/platform
- Customers consume as an Internet service
- Customers subscribe on a monthly, quarterly basis

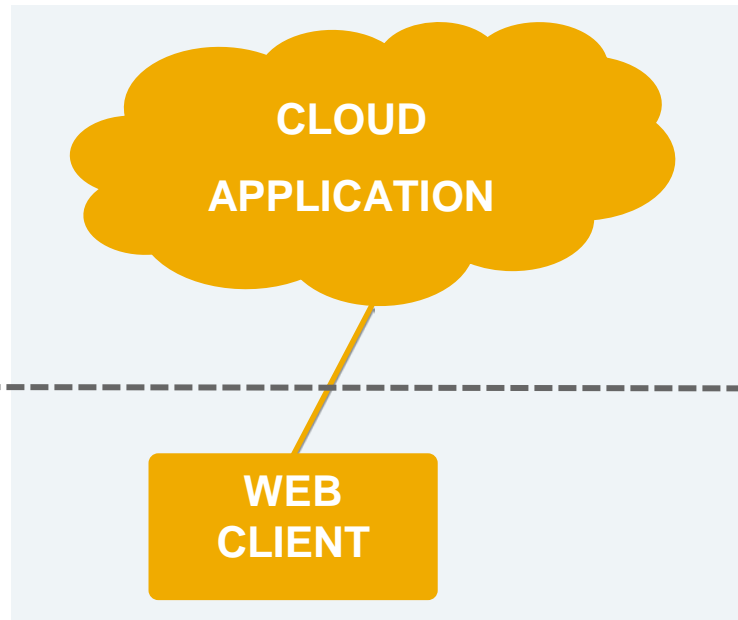
Cloud Market Growth

- 49% of companies now plan to use cloud-based apps for mission-critical applications (18% in 2006)
- 26% of companies have at least one SaaS application (11% in 2006)
- SaaS adoption will grow to 47% in 2007 (65% by 2010)
- Large enterprises that have adopted SaaS deploy an average of 3.4 applications (to average 7 by 2010)

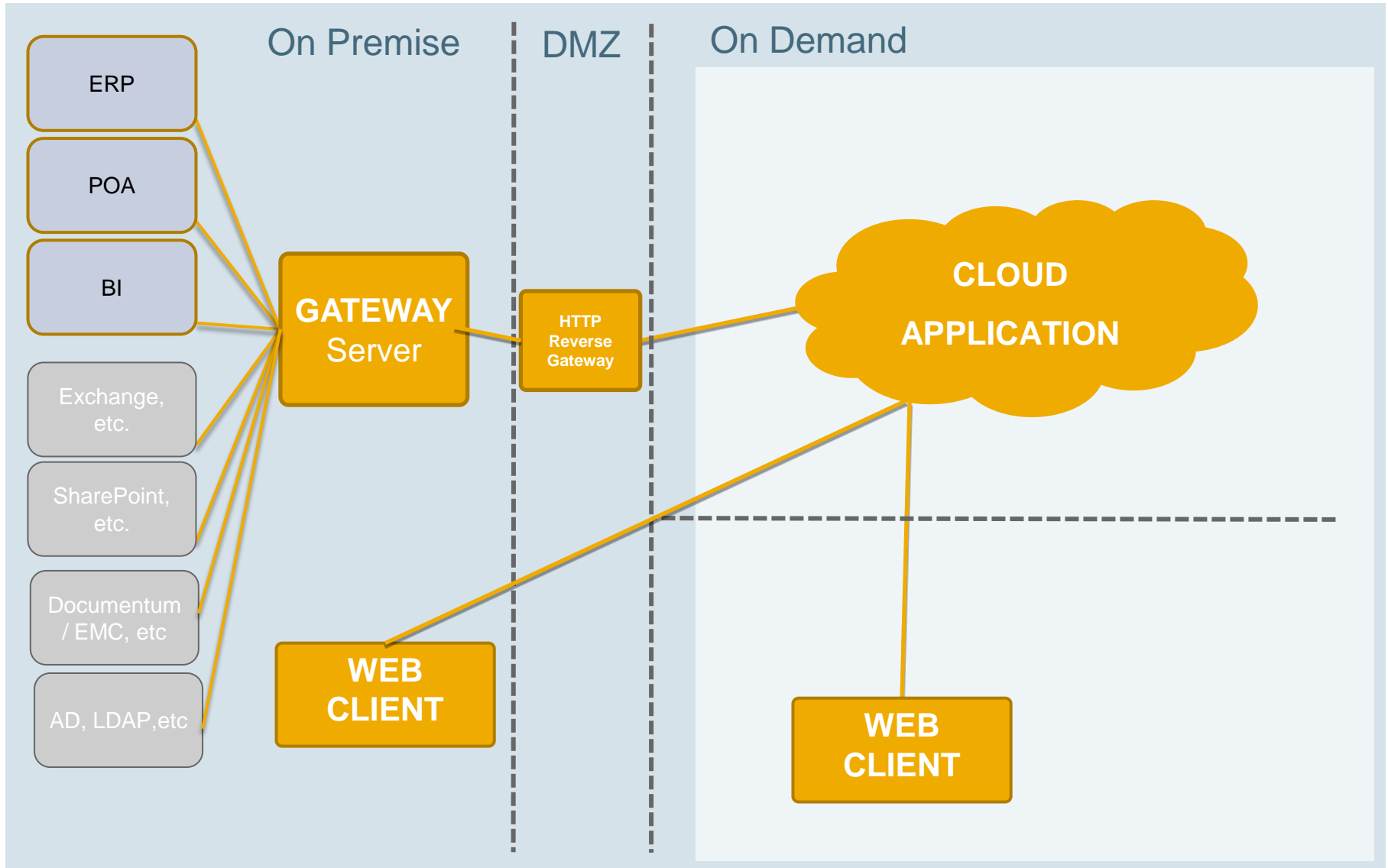
Networked On Demand Only



On Demand



Networked On Demand Meets On Premise





On Premise server networked with On Demand application “makes the Cloud safe for IT” by providing enterprise-class management features while enabling seamless, secure, and audited access to backend enterprise systems for business users.

■ Value for IT:

- Easy to install, update, and maintain – base install needs to be as easy as a home “Internet router”
- Integration with existing directories (AD & LDAP) for automatic provisioning and authentication
- Auditing and alerting of content, activities, and users (even Cloud actions)
- Policy management, enforcement, and alerting to adhere to existing IT policies
- Revocation: secure and guaranteed deletion of enterprise-owned content in the Cloud

■ Value for Enterprise Users:

- Single Sign-On (SSO) to Cloud using enterprise credentials
- Ability to perform federated search across any number of backend enterprise systems
- Unified access for all data sources to enable adding or refreshing content to the Cloud

Agenda



1. Why is BI Still a Hot Topic?
2. Search and Exploration
3. Acceleration
4. Mobile
5. Networked
- 6. Self Service**

- Search and Exploration
- Acceleration
- Mobile
- Networked
- ALL OF THE ABOVE ENABLES SELF SERVICE