



SAP BusinessObjects

Next Generation BI OnDemand

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8th July 2010

THE BEST-RUN BUSINESSES RUN SAP™



Next Generation BI OnDemand

Agenda

- Why Software As A Service?
- SAP BusinessObjects OnDemand
- OnDemand or OnPremise?
- Customer Examples

Business Intelligence: Still A Challenge for Many

Difficult for business users

- Inaccessible and complex
- Underserved business areas
- New requests and upgrades take time and attention

Uphill battle for IT

- Growing number of data sources inside and outside the enterprise
- IT stretched to do more with less

Budget constraints

- CapEx versus OpEx

Top Roadblocks to BI Success ¹

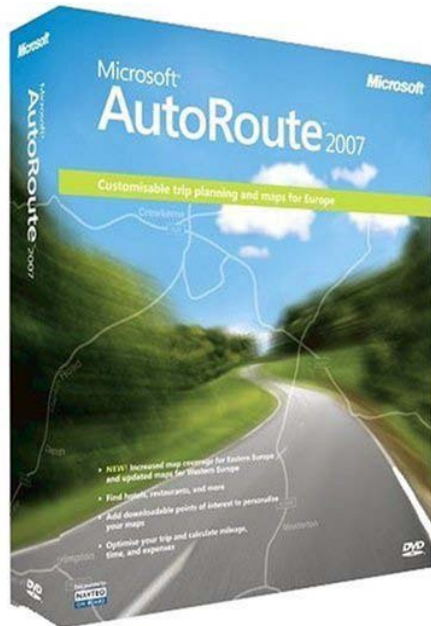
Challenge	Rank
Complexity of BI tools and interfaces	1
Cost of BI software and per-user licenses	2
Difficulty accessing relevant, timely, or reliable data	3
Insufficient IT staffing or excessive software requirements for IT support	4
Difficulty identifying applications or decisions that can be supported by BI	5
Lack of appropriate BI technical expertise within IT	6
Lack of support from executives or business management	7
Poor planning or management of BI programs	8
Lack of BI technology standards and best practices	9
Lack of training for end users	10

1. Doug Henschen, InformationWeek, "BI Efforts Take Flight", Oct 13, 2008

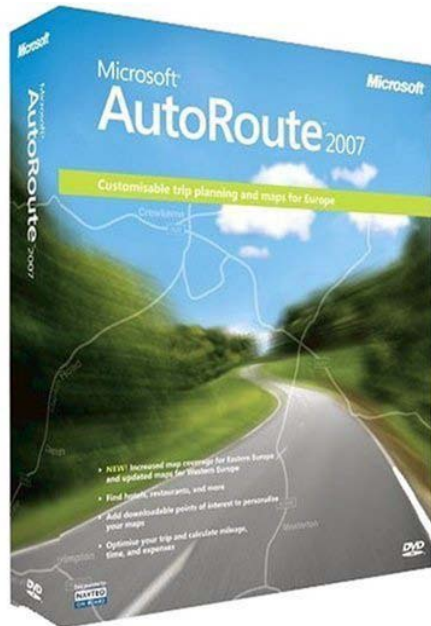
Why **Software As A Service** ?



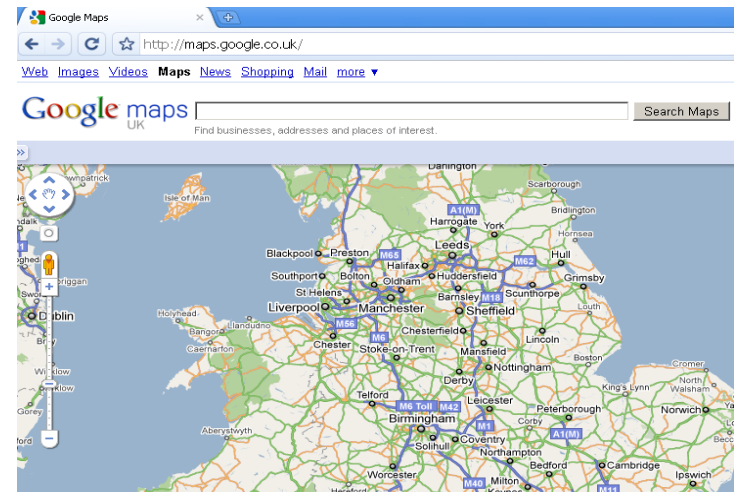
Why Software As A Service ?



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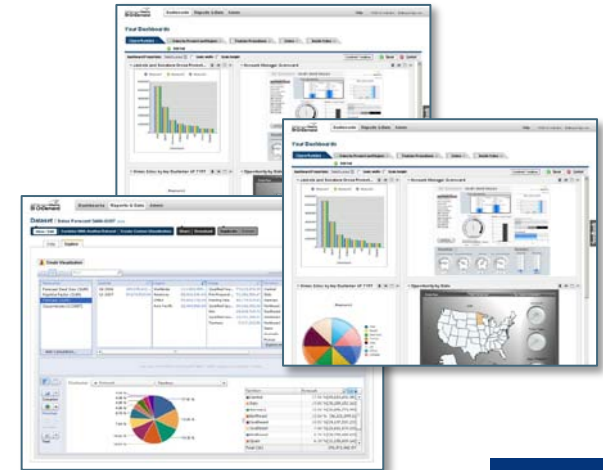


Google maps
UK



What if you could do this with your reporting?

- No messy software install
- No more service packs or bug fixes
- No training staff on how to administer it
- No need to buy, maintain a server and deal with IT
- Always 24x7 availability
- Multi-Tenanted



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Let someone else do the hard work...

- For a monthly subscription per user
- BI OnDemand will outsource your BusinessObjects reporting
- Take advantage of *OpEx* rather than *Capex*

SAP® BusinessObjects™ OnDemand



A man in a white shirt and tie is looking at a computer monitor. The background is a light, blurred office setting. A yellow banner is overlaid on the image, containing the text.

Solution and strategy: SAP BusinessObjects BI OnDemand

Solution: SAP BusinessObjects BI OnDemand Already #1 in SaaS business intelligence

On-demand BI since 2006

Market leader and innovator

260,000 subscribers and growing



COLUMBIA UNIVERSITY
MEDICAL CENTER
Discover. Educate. Care. Lead.



Business Intelligence OnDemand

Empowers business users to explore, report,
and share data anytime online

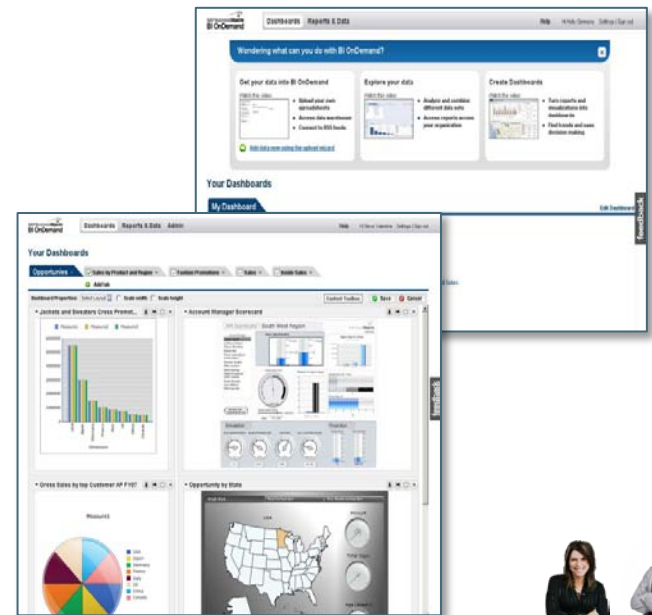


BI ON Demand gives you hosted;

- Crystal Reports
- WebIntelligence Reports
- Xcelsius Dashboards
- Explorer Models

Ability to create:

- new WebI reports
- new Explorer models
- new Xcelsius visualisations



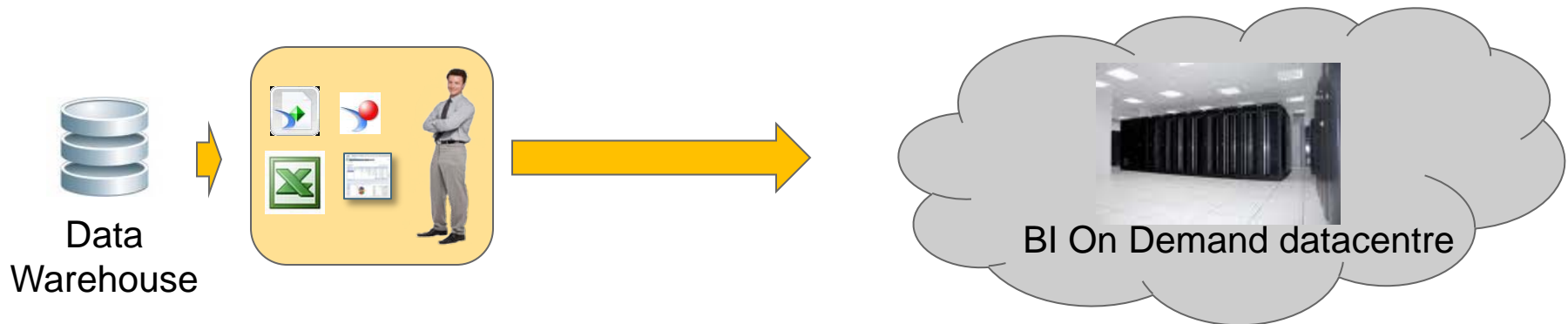
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Personal Edition

Upload your reports, Crystal, WebI, Xcelsius, Explorer Local data files, dashboards



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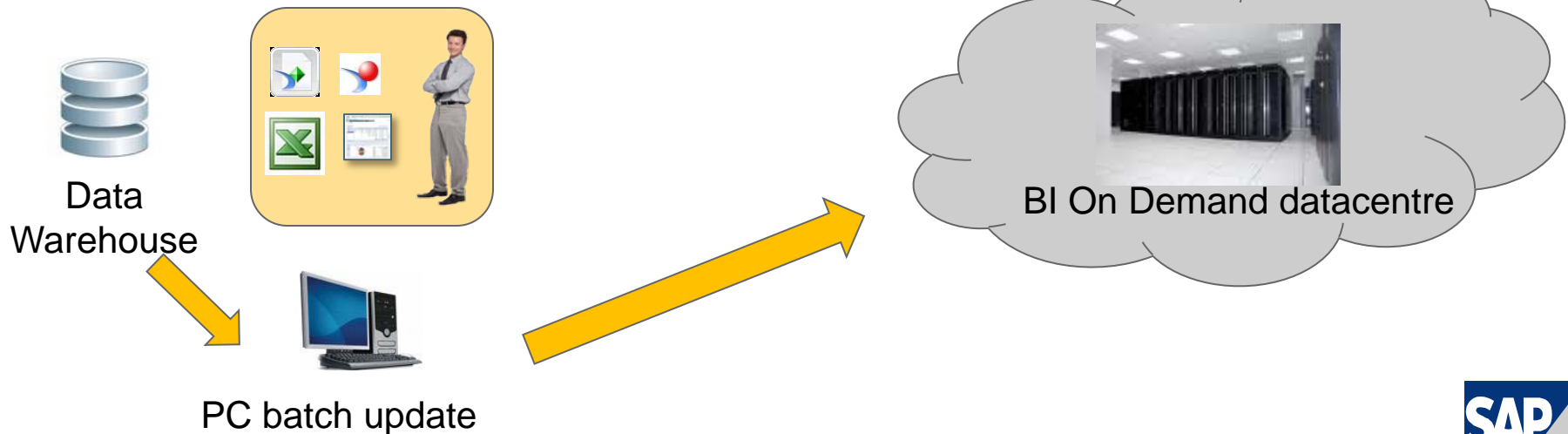


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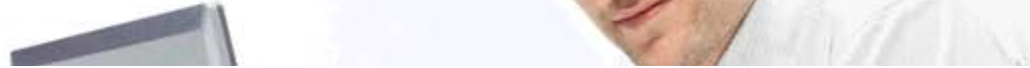
Essential Edition

Collaborate with groups of users, Batch update facility for Crystal reports, more storage, user level security



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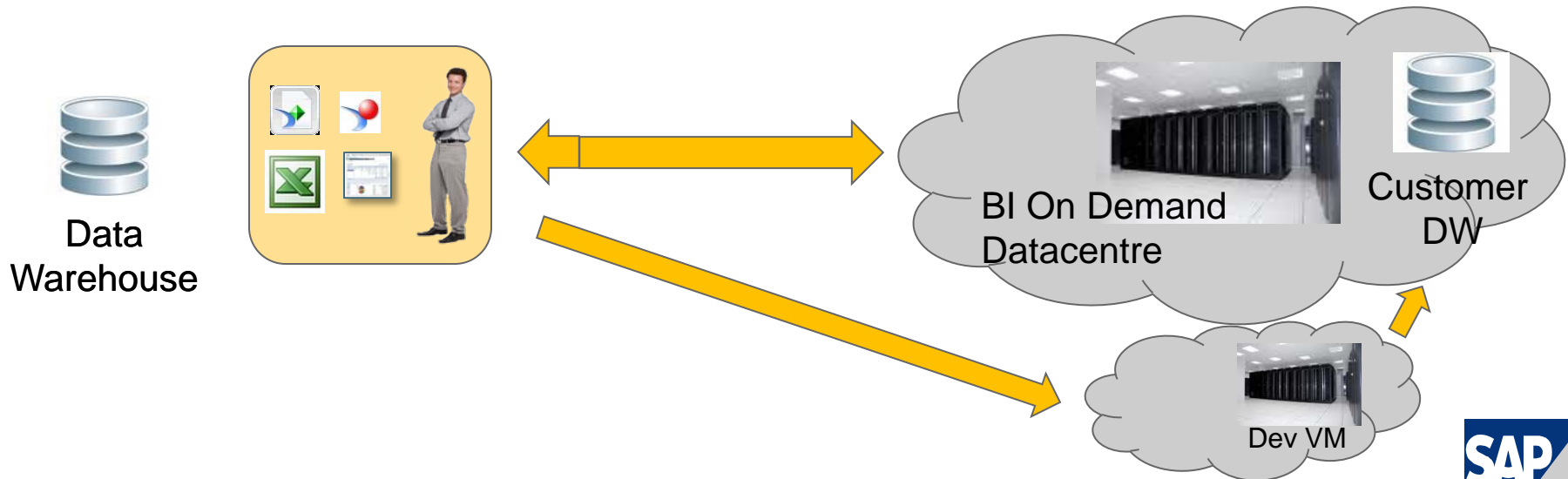
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Advanced Edition

+ Hosted Data Warehouse, advanced security, single sign on



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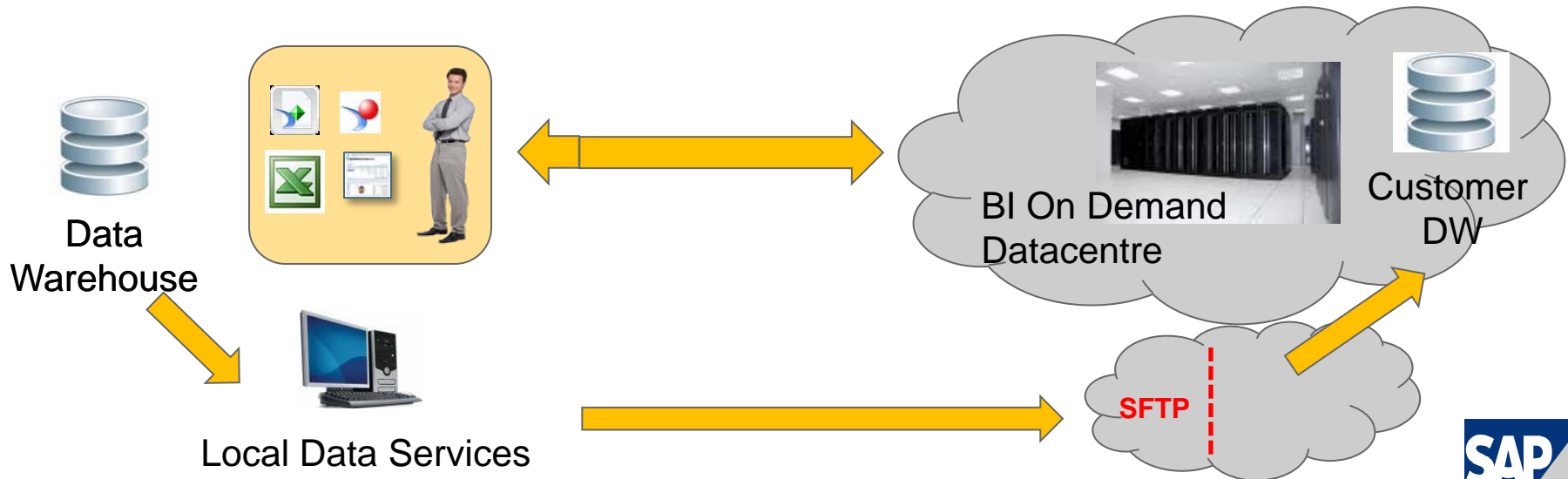
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BI OnDemand Packages

	Personal Edition	Essential Edition	Advanced Edition
	For Individuals	More storage and security for your team, department, or company	Full-featured functionality for all of your business data
Pricing	Free	Subscription per user/month	Subscription per user/month
<ul style="list-style-type: none"> Special pricing for existing users of SAP BusinessObjects Edge or SAP BusinessObjects Enterprise: On-premise BI to on-demand BI connectivity 			
Upload spreadsheets, reports, and dashboards (including Microsoft Excel, Crystal Reports, Xcelsius , SAP® BusinessObjects™ and Web Intelligence)	√	√	√
Explore, search, and visualize data using SAP® BusinessObjects™ Explorer technology	√	√	√
Combine data from multiple sources in a few clicks	√	√	√
Share data sets, visualizations, reports, and dashboards	√	√	√
Perform ad hoc query and analysis	√	√	√
Create comprehensive dashboards with interactive reports and visualizations using easy drag and drop functionality	√	√	√
For more advanced usage, create templates and interactive visualizations from scratch (beta functionality)	√	√	√
Support for Salesforce CRM application	√	√	√
Connect to RSS feeds or on-demand data sources	√	√	√
Connect to on-premise data sources			√
Data warehouse <ul style="list-style-type: none"> Optional: Pre-configured data warehouse for Salesforce CRM application 			√ (3 GB included. Min of 1 user dev envir req'd)
Security	Personal data security	User and group level security	User, group, and row level securit. Single sign-on support available.
Storage	10 MB	2 GB	2 GB
Support	Forums	Forums, email	Forums, email, phone (outbound)
Add-on services (priced separately, dependent on requirements)		Additional content storage	<ul style="list-style-type: none"> Additional storage (content and data) Development environment

SAP BusinessObjects OnDemand Strategy

Instant: Business intelligence for everyone

- For the 75% of employees who don't use BI today*
- Complete, intuitive, turnkey

Flexible: On-demand or hybrid deployment

- One platform, choice of delivery

Extensible: Line of business and industry-specific solutions

- The standard for on-demand BI

Innovative: Iterate and deliver

- Rapid value delivery



* Cindi Howson, BIScorecard, 2009 Successful BI Survey – 25% of employees in an organization are using BI today

BI OnDemand with Salesforce

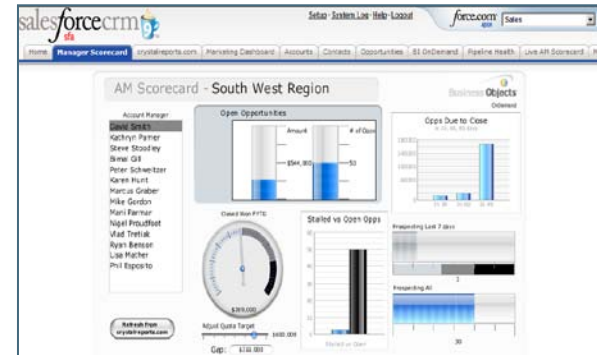


Features:

- Exploration, reporting, and sharing of Salesforce data, visualizations, and dashboards
- Professional looking reports
- Complete pipeline view by combining with non-Salesforce data
- Data warehouse in the cloud configured in as little as a day (for large data sets, faster reporting, or combining Salesforce data with other corporate data)

Benefits:

- Complete sales management and analysis
- More accurate forecasting
- Faster and more professional reporting
- Improved decision-making with ad hoc, what-if, and trend analysis



A close-up photograph of a hand pointing at a document. The hand is in the foreground, with the index finger pointing towards the left. The document is out of focus, showing some text and a grid pattern. A yellow rectangular box with a white question is overlaid on the image.

OnDemand or OnPremise ?

Which Choice is Best?

On-Demand

- Smooth cash flows
- Leverage consumption-ready capabilities
- Rapidly add new functions to scale with growth
- Ensure productivity quickly
- Provide more control for the business

Integrated, Combined Model

- ***Realize benefits of other models, and...***
- Rely on a single vendor for all lines of business
- Drive process efficiency and business insight across all systems
- Ensure privacy and compliance, regardless of deployment model

On-Premise

- Support business-specific processes and practices
- Leverage embedded industry expertise
- Reduce costs and increase agility with multiple options

BI OnDemand: Is it right for your project?

Qualifying Questions:

- Are you on a tight time line?
- Do you use Salesforce.com or any other SAAS offering?
- Do you have tight IT resources (personal and hardware wise)?
- Are you having challenges getting access to CAPEX?
- Do you want share data with customers/partners?
- Am I allowed to put data outside of my firewall?
- Are there any legislative reasons why I can't?
- Do I absolutely need to connect to On-Premise data? (ie: BW)
- Do you worry about peak usage on your BI system?



Customer examples

Customers of all sizes benefit



“BI OnDemand delivers ADP’s Crystal Reports & Xcelsius content online, giving us valuable **insight into our sales performance** & sales opportunities resulting in **more effective leadership and sales execution.**”

Darrin Farnsworth, Director, Sales Automation Projects



“...I was the only one in the company who could design and develop reports. This will dramatically change with the new BI OnDemand application, because **now anyone can build these reports. They don’t have to be writers or developers, but can be your average end-user.**”

Angie Reese, CRM Business Applications Manager



"Most SMBs lack the necessary resources to hire full-time developers or report writers, and with BI OnDemand, you don't need to. **As a business user, I automated meaningful BI in a matter of days.**"

Scott Cohenford, Director of Business Planning and Analysis



Experience it yourself at bi.ondemand.com



Email:
carl.streatfield@sap.com

SAP Web 2.0 Blog:
sapweb20.com

Explorer in the Cloud prototype:
<http://explorer.ondemand.com>

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