PREPARE TO BE BLOWN AWAY: THE 4.0 RELEASES OF BI & EIM SOLUTIONS HAVE LANDED!

Thursday 7th April
Royal College of Physicians, London
The SAP BusinessObjects Difference

TRUSTED

FAST

EASY

ANYTIME

PERVASIVE

COLLABORATIVE
Business Analytics from SAP

#1 combined: BI, EPM
Analytic Applications

Visionary Leader in every Gartner quadrant

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<table>
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<tr>
<td>SAP</td>
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<td>IBM</td>
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Many Thanks to our Sponsors

PREMIER SPONSOR:

GOLD SPONSORS:
Introducing Business Analytics at SAP EcoHub
Together Making the World Run Smarter

1,200 + Global Service and Technology Partners
800 + OEM Partners
7,000 + SAP Business Objects Partners
2 Million + Community Subscribers and
100,000 + Customers

http://ecohub.sdn.sap.com/irj/ecohub/analytics
Agenda - Morning

09:30  Welcome & SAP's Commitment to Business Analytics as a Key Element of the Company's Overall Strategy
      Colin Sharp, Senior Director

09:45  Business Analytics in 2011: The Big Leap Forward
      Timo Elliott, Technology Evangelist

10:30  Anytime, Anywhere Business Analytics: Deliver Engaging, Trusted Business Insight to Decision Makers on the Go
      Tony Harper, Business Information Management Director for SAP BI and Analytics, Capgemini

11:00  Coffee Break & Partner Exhibition

11:30  What IT Needs to Do to Make Pervasive Business Analytics Happen
      Alys Woodward, Program Manager for European Business Analytics Markets and Strategies, IDC

12:00  A Demonstration of Pervasive Business Analytics for Industry: Solve Your Business Issues with Our Industry Specific Analytical Applications
      Jeff Veis, Vice President, Industry Solutions & Strategic Initiatives & Andy Hirst, Senior Director

12:30  Buffet Lunch & Partner Exhibition
Agenda - Afternoon

13:30  Trusted Business Analytics: The Data Foundation and What’s New in the 4.0 Release of EIM Solutions  
      Barry Dodds, EIM Solution Consultant & Dave Pugh, EIM Solution Consultant

14:10  Faster Business Analytics: The Road to Analysing Business as it Happens with New In-memory Technology  
      Paul Barker, In-Memory Solution Consultant

14:30  Engaging Business Analytics Users with Improved Ease of Use: What’s New in the 4.0 Release of BI Solutions  
      Varik Torsteinsen, Head of BI Solution Consulting

15:00  Coffee Break & Partner Exhibition

15:30  A Demonstration of the New User Experience including the New Query, Reporting, Analysis and Visualisation Tools in the 4.0 Release of BI Solutions  
      Varik Torsteinsen, Head of BI Solution Consulting & Mark Robertson, BI Solution Consultant

16:15  An Exploration into the SAP BusinessObjects BI and EIM Roadmap including the New Mobile BI and BI OnDemand Solutions  
      Richard Neale, Head of Business Development, UKI

16:45  Close
Change Is The Only Constant
Surging Growth in Business Analytics

Know Your Business
Decide With Confidence
Act Boldly
Business Analytics Solutions from SAP
Most complete offering

Analytic Applications
- By Industry
  - Financial Services
  - Public Sector and Healthcare
  - Manufacturing
  - Consumer Products
  - Retail and Telco
  - Utilities and more…
- By LoB
  - Service, Sales, and Marketing
  - Procurement
  - Supply Chain
  - Finance
  - Sustainability
  - IT, HR, and more…

Enterprise Performance Management
- Strategy Management
- Planning, Budgeting, and Forecasting
- Profitability and Cost Management
- Financial Consolidation
- Disclosure Management

Business Intelligence
- Reporting and Analysis
- Dashboards and Visualization
- Data Exploration
- Mobile
- BI Platform

Governance, Risk, and Compliance
- Enterprise GRC
- Access Risk Management
- Global Trade Services
- Continuous Transaction Monitoring

Enterprise Information Management
- Data Services
- Master Data Management
- Event Processing
- Content Management
- Information Governance

Data Warehousing
- Enterprise Data Warehousing
- High-performance Analytic Solutions
- Data Mart Solutions
BI & EIM 4.0 Key Advantages

**TRUSTED**
EIM 4.0, EPM, GRC 10.0

**LIGHTNING FAST**
In-Memory Computing

**EASY**
SAP Business Objects 4.0

**WHENEVER, WHEREVER**
On Demand, On Device, On Premise

**PERVASIVE IN OPERATIONS**
Analytic Applications, Embedded Analytics, EPM

**INVOLVING THE RIGHT PEOPLE**
Streamwork, EPM
LIGHTNING FAST

In-Memory | Sybase IQ
Business Analytics Has Struggled to Keep Up
Gartner Says Data Warehousing Reaching Its Most Significant Inflection Point Since Its Inception

Key Data Warehousing Issues to be Discussed at Gartner Business Intelligence Summits, February 22-23 in Sydney, and May 2-4, Los Angeles

"In 2011, we are seeing data warehouse platforms evolve from an information store supporting traditional business intelligence (BI) platforms to a broader analytics infrastructure supporting operational analytics, corporate performance management and other new applications and uses, such as operational BI and performance management," said Donald Feinberg, vice president and distinguished analyst at Gartner. "Organizations are adding workloads with online transaction processing (OLTP) access, and data loading has moved to intra-day — approaching continuous — loading in many cases."
In-Memory Computing

Disk is 1Mx slower than direct memory: like a chef doing his shopping on mars
In-Memory Computing Costs have Plummeted

Cost of 1 Mb of memory in 2000: ≈$1

London Eye
135m / 450ft
In-Memory Computing Costs have Plummeted

Cost of 1 Mb of memory today: \(\approx 1\) cent

And shrinking….
Row vs. Column Databases

My Filing System

Row-based

Much Faster Analysis
Better Parallel Processing

My Wife’s Filing System

Column-based
Row-Based Data

Wasted space, and a full scan to aggregate any particular field
Column Data

More efficient data storage, better compression, faster queries
Combine Them: In-Memory, Column Database

Now you can store the entire supermarket right by your cooking counter
SAP HANA In-Memory Appliance

**Hardware Innovations**
- Multi-core Architecture (8 x 8 core CPU per blade)
- Massive parallel scaling with many blades
- 64-bit address space – 2TB in current servers
- 100 GB/s data throughput
- Dramatic decline in price/performance

**Software Innovations**
- Row and column store
- Compression
- Partitioning
- No aggregate tables
- Insert only on delta
“Typical” Business Intelligence Today

Business Intelligence

Slow

Painful

Expensive

Data Marts

Calculation Engine

Query Results

Query

Aggregates

Indexes

Data Warehouse

ETL

Copy

Operational Data Store

Data

Business Applications
In-Memory Computing

Up to 1,000x faster
No optimizations required
Column Databases

Up to 1,000x faster
More data in less space
Analytic Appliance

Up to 1,000x faster
Massively parallel, optimized for hardware
Real-Time Data

Real-time replication — why have a separate operational data store?
Operations and Analytics Together

Use a single appliance for both analytics and applications
Real-Time Analysis on Big Data
SAP.com/inMemory

ANSWERS 3600 TIMES FASTER. ANY QUESTIONS?

This is your unfair advantage. With SAP In-Memory Computing, data can be queried 3600 times faster—giving you insights you can act on immediately. Your competitors will still be pondering the numbers while you’re on to the next move.

Introducing SAP In-Memory Computing.

Visit sap.com/InMemory
SAP BusinessObjects BI 4.0 & Sybase IQ
The world's #1 BI Platform & Column based Analytic Server

SBOP Data Services
- Data Integrator (ETL)
- Data Quality Mgmt
- Data Replication
- Text Analytics

SBOP Applications
- Governance, Risk, Compliance Analytics
- Business Analytics Applications
  - Banking
  - Telco
  - Retail
  - Insurance
  - Hi-Tech
  - Public Sector

SYBASE IQ
- Column Store Analytics DBMS

SBOP BI Tools
- SAP BusinessObjects BI Platform
  - SAP Crystal Reports
  - Web Intelligence
  - Dashboards
  - Explorer
  - Predictive Workbench

4X Less Storage
5X Less DBA's
3X Less Software
5X Less Storage
The Speed of Business

“The time between ‘event’ and ‘action’ is rapidly closing.”

“In the past, managers could take weeks or days to make important decisions, however to effectively compete globally, some companies are making critical decisions in hours, minutes or even seconds”

Paul Barsch, 2009

“If things seem under control, you’re just not going fast enough.”

-Mario Andretti
SAP BusinessObjects Event Insight
TRUSTED

360-degree view of your information
Reality Is, and Always Will be, Messy

But new architectures mean simplification and new opportunities

Different information sources
Different time horizons
Different access devices
Politics
Risk
Different levels of expertise
Different project phases
Different levels of analytic need
Better Access to More Relevant Information

New semantic layer

- Native multi-source support
- New information design tool
- 1 consistent user experience across the BI suite
New Authoring Environment

Information design tool

- New authoring paradigm
- Teamwork enabled
- Better project lifecycle management
- New security management
Information Steward
Please enter a Twitter search term in the box in the lower left-hand corner, and press Enter. For more detailed instructions, visit the sapweb20.com web site.
Unstructured Data

Add Text Here.
Text Data Processing for Unstructured Data

http://experience.sap.com/twitterta/sapsummit.jsp
Text Data Processing with SAP BusinessObjects Data Services

Data Services

One User Interface
One Metadata Repository
One Runtime Architecture
One Administration Environment
One Set of Connectors

ETL
Data Quality
Profiling
Text Analytics
EASIER
For Business Users | Analysts | Administrators

INTERACTIVE

UNIFIED

VISUAL
Grand Theft Auto
Progressive Expertise
One Unified Business Intelligence Suite
New Visual Experience Across The BI Suite

Modern styling and look

• New ribbon bar look and feel
• New charting options
• Improved workflows
WHENEVER

Self-Service | Personalized | In Your Hands
Mobile Opportunities

More People, More Often, More Context
Better Adapted for Analysis
# Formula One Driver Statistics

## British

### Jenson Button
- **Podium Ratio**: 20%
- **Points to Poles Rate**: 43

<table>
<thead>
<tr>
<th>Constructor(s)</th>
<th>Engine</th>
<th>Starts</th>
<th>Wins</th>
<th>Podiums</th>
<th>Poles</th>
<th>Points</th>
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<tbody>
<tr>
<td>SF-Honda</td>
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<td>50</td>
<td>0</td>
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<tr>
<td>Brawn-Mercedes</td>
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<td>8</td>
<td>9</td>
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<tr>
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<td>52</td>
<td>1</td>
<td>3</td>
<td>1</td>
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### Lewis Hamilton
- **Podium Ratio**: 52%
- **Points to Poles Rate**: 15

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<th>Poles</th>
<th>Points</th>
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<tbody>
<tr>
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<td>11</td>
<td>27</td>
<td>17</td>
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### Anthony Davidson
- **Podium Ratio**: 0%
- **Points to Poles Rate**: 0

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<td>17</td>
<td>206</td>
</tr>
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To:

Cc/Bcc, From: telio@timelliott.com

Subject:

Sales revenue by City, Lines

Sales revenue by Category

Sales revenue, Quantity sold by Year, Quarter

Sent from my iPad
Augmented Reality
Augmented Corporate Reality
Augmented Corporate Reality
PERVASIVE

Embedded Analytics
SAP BusinessObjects Application Portfolio
Analytic Applications

Healthcare
SAP BusinessObjects
Healthcare Quality Management

Healthcare
SAP BusinessObjects
Planning and Consolidation for Healthcare

Healthcare
SAP BusinessObjects
Staff Productivity Management for Healthcare

Life Sciences
SAP BusinessObjects
Healthcare Practitioner Spend Analysis & Reporting

Telco
SAP BusinessObjects
Customer Analysis and Retention for Telecom

Consumer Products
SAP BusinessObjects
Trade Promotion Effectiveness Analysis

Consumer Products
SAP BusinessObjects
On-Shelf Availability Analysis

Banking
SAP BusinessObjects
Planning and Consolidation for Banking

Banking
SAP BusinessObjects
Enterprise Risk Reporting for Banking

Insurance
SAP BusinessObjects
Enterprise Risk and Solvency Management for Insurance

Public Sector
SAP BusinessObjects
Readiness Assessment for Defense and Security

Public Sector
SAP BusinessObjects
Planning and Consolidation for Public Sector

Public Sector
SAP BusinessObjects
Planning for Public Sector

Retail
SAP BusinessObjects
Sales Analysis for Retail

Media
SAP BusinessObjects
IP Rights Analysis

Oil & Gas
SAP BusinessObjects
Upstream Operations Performance Analysis
Enterprise Risk Reporting for Banking

Gather data and connect to multiple sources

Define KPIs, metrics, and dimensions

Generate dashboards, reports, and guided analysis

Create metadata model and universe
THE RIGHT PEOPLE

Collaboration
93% of Us Think We’re Better Than Average Drivers
What Technologies Do We Use for Making Decisions?

We rely on people!

Source: IDC
Results-Driven Collaboration

* Requires IT integration using built-in APIs and SAP StreamWork enterprise edition if advanced security is required.

Try it now! sapstreamwork.com
SAP Social Intelligence

Status Feeds, Discussion Threads
SAP Social Intelligence

Expertise location — Relationship Mining — Social Network Analysis
SAP Social Intelligence
StreamWork Enterprise Edition

Employees, customers, and partners

SAP StreamWork, basic or professional editions

On Demand

SAP StreamWork web application or mobile clients*

Feed, integration, and method APIs

Ecosystem

On Premise

SAP StreamWork enterprise agent

Feed and integration APIs

Enterprise & 3rd party applications

Enterprise directories (LDAP, AD)

IT

Proxy

FIREWALL

*SAP StreamWork mobile clients available end of 2010.
SAP StreamWork also works in web browsers on the Apple iPad and iPhone
Embedding StreamWork Into Applications

Sales Methodology: 1541, Network Installations, ADCOM COMPUTER

Opportunity Details

General Data
- Type: Sales Methodology
- ID: 1541
- Description: Network Installations
- Prospect: ADCOM COMPUTER
- Prospect Address: 9100 42nd St / Mercer island WA 98040
- Main Contact: Bettina Jung
- Employee Responsible: Mr. Perry Johnson

Forecast
- Exp. Sales Volume: 200,000.00 USD
- Weight: Exp. Sales Vol.: 100,000.00 USD
- Exp. Total Value: 190,550.00 USD
- Perfor. for Forecast: 
- Territory: Illinois

Notes
- Why is the customer looking for a new solution?
- What is he currently using?
Business Analytics from SAP
Most complete offering

Data Sources/Warehouses
- SAP
- Other Application/Data Sources
- Social Media Content
- Unstructured Content
- OLAP Servers, Data Warehouses & Marts

Analytic Capabilities
- Industry & LOB Analytic Applications
  - Performance Management
  - Risk and Compliance Management
  - Business Intelligence
  - Enterprise Information Management
  - Data Warehousing

Access
- Mobile
- Browsers
- On Demand Services
- MS Office
- Enterprise Portals

Services and Best Practices
- Performance Management
- Risk and Compliance Management
- Business Intelligence
- Enterprise Information Management
- Data Warehousing
- Social Media Content
- Unstructured Content
- OLAP Servers, Data Warehouses & Marts
- SAP
- Other Application/Data Sources

Dashboard/Report

Most complete offering
## The SAP Difference

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<th>TRUSTED</th>
<th>LIGHTNING FAST</th>
<th>EASY</th>
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<tr>
<td>EIM 4.0, EPM, GRC 10.0</td>
<td>In-Memory Computing</td>
<td>SAP Business Objects 4.0</td>
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<tr>
<td><strong>RISK</strong></td>
<td><strong>SAP In-Memory Computing</strong></td>
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<tr>
<th>WHENEVER, WHEREVER</th>
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<td>On Demand, On Device, On Premise</td>
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<td>Streamwork, EPM</td>
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**The SAP Difference**

- **Lightening Fast**: In-Memory Computing
- **Easy**: SAP Business Objects 4.0
- **Whenever, Wherever**: On Demand, On Device, On Premise
- **Pervasive in Operations**: Analytic Applications, Embedded Analytics, EPM
- **Involving the Right People**: Streamwork, EPM

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**Note:** The visual content includes various icons and images that represent the concepts described.
Thank You!

Business Analytics Blogs:
http://blogs.sap.com/analytics/
http://timoelliott.com

timo.elliott@sap.com