SAP Business Intelligence Forum 2010
“The Butterfly Event”
Turing Information into Insight
Timo Elliott
Full Set of Solutions
1. Business Intelligence Usage Scenarios
2. Fast, Flexible Deployment
3. A Glimpse of the Future
4. Conclusion
Feedback from BI Users

“Are your BI applications easy to use?”

- They are easy to learn, navigate, and use, 32%
- They are somewhat difficult to learn, navigate, and use, 62%
- They are very difficult to learn, navigate, and use, 4%
- Don't know, 2%

Base: 82 IT decision-makers

Source Forrester: August 2008 Global BI And Data Management Online Survey
User Adoption

Segment users by business initiative, profile, and task

- See TDWI white paper: “Pervasive Business Intelligence: Techniques and Technologies to Deploy BI on an Enterprise Scale”
Double MAD

“Basic”
- Monitor
- Analyze
- Drill

“Advanced”
- Modeling
- Advanced analysis
- Deliberate & act

Managers
  - Graphical Data

Analysts
  - Summarized Data

Workers
  - Detailed Data

Business Applications
Management Dashboard to Exploration

- Ease of use and user autonomy
- From aggregated key performance indicators down to search and exploration of detailed information
- From Xcelsius dashboards to SAP BusinessObjects Explorer
- Access multiple heterogeneous data sources throughout the complete workflow
Exploration to Analysis and Detail Reports

- Simple, quick access to basic numbers and data
- Drill through and expand analysis with calculations, additional data, etc.
- From Explorer to WebIntelligence
- Access multiple heterogeneous data sources throughout the complete workflow
Power for Designers = Ease of Use For The Rest of Us

Input controls

Query on query

BI Services

+ rich client, extension points, personal data providers, multilingual, SharePoint...
Applications to Exploration

- Enable easy exploration without predefined reports
- Easy, secure use of existing application data with minimal setup
- From Application to Explorer
Slide and Dice Your Expenses (Or Anything Else)
Real-Time Dashboards: Complex Event Processing
Drinking Our Own Champagne
Dashboards to Exploration

Marketing Effectiveness Reporting (MER)
Volume, Value & Velocity (V3)

The Dashboard & the Explorer InfoSpaces

V3 consists of:
1. The Dashboard, which allows you to see the big picture and identify high-level problems in the marketing funnel and sales pipeline.
2. The Explorer InfoSpaces, which allow you to see account level details in order to explore, visualize, and collaborate. There are two Explorer InfoSpaces—one for opportunities and one for leads.
Drinking Our Own Champagne
Exploration to Analysis
Double MAD

Monitor

Analyze

Drill

Managers

Graphical Data

Analysts

Summarized Data

Workers

Detailed Data

Business Applications

“Advanced”

Modeling

Advanced analysis

Deliberate & act
Modeling and What-If

Meeting Cost Calculator

- BI Implementation
- BICC Manager
- IT Director
- Other
- Overhead per day
- Days

- Salary
- % Management
- Attendance
- Expenses
- Other Costs

- People Costs

Total Costs: £2,707

1,888
818

Show in dollars
Advanced Analytics

Looking back is only half the picture

- Take historical data; project forward for predictions
- Deeper intelligence for business users, not just data analysts

Applications

- Forecasting, churn analysis, modeling, affinity analysis, etc.
Advanced Analytics

- Forecasting
- Anomalies
- Clustering

- Influencers
- Trends
Deliberate & Act

Cohesive
- Bring together people, information, and business methods

Results-Driven
- Apply structure to teamwork, using the latest data.

Built for Speed
- On-demand and open

COLLABORATIVE DECISION-MAKING

COLLABORATIVE DECISION-MAKING

WHAT IS SAP STREAMWORK?
StreamWork is a solution that brings together people, information, and business methods to drive better results. It helps you:
- People: Get everyone on the same page.
- Information: Share documents and data all in one place.
- Methods: Provide structure with tools for forecasting and decision making.

HOW IT WORKS
StreamWork is a collaborative decision-making tool that helps you transform the way you work by bringing method to the madness. Discuss, Decide, Deliver.

SIGN UP NOW!
StreamWork Open Environment

REST-based API for easy integration with internal and external systems

Android

Xcelsius

YouTube

SAP Applications (WebDynpro)

Link from InfoView

Text-to-query
1. Business Intelligence Usage Scenarios
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**SAP BusinessObjects Edge Solutions**

<table>
<thead>
<tr>
<th>IT / All Lines of Business</th>
<th>Finance / Plan Owners</th>
<th>Executives/Operational</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAP BusinessObjects Edge BI, with data management</strong> <em>adds:</em></td>
<td><strong>SAP BusinessObjects Edge Planning and Consolidation</strong></td>
<td><strong>SAP BusinessObjects Edge Strategy Management</strong></td>
</tr>
<tr>
<td>▪ Data validation</td>
<td>▪ Financial and operational planning</td>
<td>▪ Strategy maps</td>
</tr>
<tr>
<td>▪ Global address cleanse*</td>
<td>▪ Budgeting</td>
<td>▪ Scorecards</td>
</tr>
<tr>
<td><strong>SAP BusinessObjects Edge BI, with data integration</strong> <em>adds:</em></td>
<td>▪ Forecasting and modeling</td>
<td>▪ Metrics management</td>
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<tr>
<td>▪ Graphical ETL</td>
<td>▪ Financial consolidation</td>
<td>▪ Objectives and initiatives tracking</td>
</tr>
<tr>
<td>▪ Impact analysis</td>
<td>▪ Statutory reporting</td>
<td></td>
</tr>
<tr>
<td>▪ Data lineage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SAP BusinessObjects Edge BI, standard includes:**
- Enterprise reporting
- Interactive analysis
- Dashboards and visualization
- Data exploration
- Mobile

*Requires subscription to postal address data (sold separately)*
SAP BusinessObjects Explorer
Accelerated version

Any Data Source

SAP NetWeaver BW
Business Intelligence OnDemand

SAP® BusinessObjects™ OnDemand

The data you have. The insights you need to grow.

On-demand business intelligence drives decisions forward.

FREE - SIGN UP NOW

SAP BusinessObjects BI OnDemand

Explore, report, and share your data with SAP BusinessObjects BI OnDemand. It's a comprehensive business intelligence solution in a software-as-a-service (SaaS) model that helps you get up and running in minutes.

- Get a complete view of your business
- Support informed decision-making
- Save time with self-service BI

Learn More

BI FOR SALESFORCE

Leverage your data in Salesforce CRM for faster, more robust sales reporting and analysis.

Learn more

ADDRESS CLEANSING

Cleanse and verify addresses in your operational systems or integrate address cleansing directly into your applications.

Learn more
### Sales by State and Product Line

**California**

<table>
<thead>
<tr>
<th>Product Line</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>Sum</th>
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<tbody>
<tr>
<td>Accessories</td>
<td>$489,666</td>
<td>$1,053,537</td>
<td>$325,803</td>
<td>$1,869,006</td>
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<tr>
<td>City Skirts</td>
<td>$11,072</td>
<td>$22,776</td>
<td>$41,085</td>
<td>$74,934</td>
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<tr>
<td>City Trousers</td>
<td>$10,935</td>
<td>$22,932</td>
<td>$14,316</td>
<td>$48,184</td>
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<td>Dresses</td>
<td>$110,210</td>
<td>$209,984</td>
<td>$235,059</td>
<td>$555,253</td>
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<td>Jackets</td>
<td>$38,369</td>
<td>$51,849</td>
<td>$62,617</td>
<td>$152,835</td>
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<tr>
<td>Leather</td>
<td>$26,912</td>
<td>$41,089</td>
<td>$5,189</td>
<td>$73,189</td>
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<tr>
<td>Outerwear</td>
<td>$60,165</td>
<td>$135,169</td>
<td>$5,363</td>
<td>$200,696</td>
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<tr>
<td>Overcoats</td>
<td>$22,094</td>
<td>$45,651</td>
<td>$13,620</td>
<td>$81,364</td>
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<tr>
<td>Shirt Waist</td>
<td>$193,186</td>
<td>$280,918</td>
<td>$350,555</td>
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<tr>
<td>Sweaters</td>
<td>$70,720</td>
<td>$141,920</td>
<td>$290,029</td>
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<tr>
<td>Sweat-T-Shirts</td>
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<td>$619,761</td>
<td>$1,595,535</td>
<td>$2,788,298</td>
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<tr>
<td>Trousers</td>
<td>$97,881</td>
<td>$157,094</td>
<td>$53,509</td>
<td>$308,484</td>
</tr>
</tbody>
</table>

**Sales revenue**

![Bar chart showing sales revenue for each year](chart.png)
<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Owner</th>
<th>Views</th>
<th>Date</th>
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<tbody>
<tr>
<td>Formatted Report</td>
<td>Web Intelligence</td>
<td>You</td>
<td>4</td>
<td>03/10/2010</td>
</tr>
<tr>
<td>Formatted Report Example</td>
<td>Web Intelligence</td>
<td>You</td>
<td>40</td>
<td>01/29/2010</td>
</tr>
<tr>
<td>Formula One Driver Statistics</td>
<td>Web Intelligence</td>
<td>You</td>
<td>2</td>
<td>04/12/2010</td>
</tr>
<tr>
<td>Report with Input Control</td>
<td>Web Intelligence</td>
<td>You</td>
<td>0</td>
<td>01/29/2010</td>
</tr>
<tr>
<td>Report with Prompt</td>
<td>Web Intelligence</td>
<td>You</td>
<td>3</td>
<td>01/29/2010</td>
</tr>
<tr>
<td>Simple sales report with drill</td>
<td>Web Intelligence</td>
<td>You</td>
<td>38</td>
<td>01/29/2010</td>
</tr>
</tbody>
</table>
Personal Data is Increasingly Important

“What portion of the information you need to report on and analyze is available to, and accessible from, your BI applications?”

- Some, 32%
- Almost all, 17%
- Most, 23%
- About half, 23%
- Don’t know, 4%

Base: 82 IT decision-makers
(Percentages do not total 100 because of rounding)

Source Forrester: August 2008 Global BI And Data Management Online Survey
Single Strategy for Both Corporate and “Shadow” BI

Best of both worlds: allow people to access and analyze their own data, without any IT help, but with centrally-provided infrastructure.

SAP BusinessObjects Interactive Analysis for analysts

SAP BusinessObjects Explorer w/Excel for casual users

http://explorer.ondemand.com
Welcome to the SAP Business Objects Explorer Demo Version Preview

With SAP Business Objects Explorer software demo version for Microsoft Excel, you can visually explore and analyze your Excel spreadsheets. Use this demo version with financial data, catalogs, customer lists, music libraries, and many other types of data. Simply upload your Excel file, and you'll be looking at your data in a whole new way.

Try it with your data: upload your Excel file below

Choose File: No file chosen

.xls, .xlsx

Automatically Detect columns

Ex: "sales", "quantity", "amount", etc

What's new?
Explorer is integrated with SAP ALVs!...
From ISP, you can now upload your ALVs directly to Explorer: no need for intermediate steps in Excel. All details in the section below...

Do you know this tip?
How to save a view, how to share information, why did you get an error message... click here

More on how to use Explorer on SAP ISP?
How to leverage my time booking, controlling details... click here

Watch the video
(2:30 minutes)
Agenda

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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 website.
Explore ALL Relationships

Enterprise 2.0

- Wikis
- Portals
- Yammer
- Cubetree
- Jive

Corporate Systems

- SAP Apps
- Identity Management
- Cross-functional teams
- Documents
- Email

Real-World

- Meetings
- Business Networks
- Partners, Suppliers, Customers
- Professional Associations
- Conferences

Web

- Twitter
- Blogs
- Facebook & LinkedIn
- Personal sites
- Professional sites
Relationship-Augmented Systems
Enterprise 2.0
Community Analytics

The 2.0 Adoption Council
Flexible Business Process — Collaboratively

Google Wave

John (1) - Google Wave

Sarah M (and John L, Mary T, ...):
John, regarding home loan approval, we need to start thinking about the post-merger process. Perhaps we can start with a high level process for new customers in order to understand how we can effectively leverage cross-selling.

SAP gravi

Flow Objects
- Events
- Activities
- Gateways

Tools

Loan Application
- Credit Check
- Customer Permission
- Offer Home Loan
- Offer Mortgage
- Offer Life Insurance

Google Wave
StreamWork and Gravity Extended
De NHM kijker

Eerste Romeinse nederzetting: “Oppidum Batavorum”
Jaartal: 12 voor Chr.
Afstand: 300 meter
Branch performance
Relative performance: +10%
More details
Maintenance
Last checked: 28/9/09
Relative performance: +10%
More details
SAP Inventory

Window Display
Performance last week:
+10%
More details
SAP Augmented Corporate Reality
(proof of concept only)
SAP BusinessObjects Innovation Center

innovation-center.sap.com
Mid-Term BI Roadmap

All Information
- All data, more easily available for BI
- Trusted Information for better decisions
- Information governance

All People
- Engaging new user experience across the BI suite
- Deeper analytical insight for all users
- Greater interoperability and workflow efficiency

One Platform
- Global readiness and scalability
- Comprehensive system monitoring and diagnosis
- Expanded deployment options
Taking a Holistic, Integrated Approach
Thanks!

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Email: timo.elliott@sap.com

BI Blog: timoelliott.com

SAP Web 2.0 Blog: sapweb20.com

Follow me: twitter.com/timoelliott
Enterprise Reporting

Provide information easily and securely

Integrate information across data sources

Scalable, large-scale distribution

Tightly embedded into your business applications
Self-Service Query and Analysis

Empower business users
- Interactive viewing and analysis plus ad hoc query for business users
- “Universes” for a business-centric view of information
- Advanced OLAP analytics for power users

Remove IT bottleneck
- Users access information they need without calling IT
- Controlled and secured by IT
Dashboards and Visualization

Intuitive and attractive
- Based on Adobe Flex technology
- Embed easily into other dashboards, portals, reports

Interactive information
- Familiar Excel interface for simple model building
- Controls like sliders for powerful “what if” scenario modeling
Data Exploration

BI for all business users

- Simplicity and speed of search
- Intuitive exploration and visualization
- Fast response across mountains of data
- No training required

Help IT be successful

- Easy and efficient to manage and scale
- Fast delivery and value to business
- Reuse BI infrastructure
Information Infrastructure

Publish secure information to 100s of thousands of people

From where they work – portal, desktop, office, or mobile