The Clear Intelligence Future: Simple, Seamless, Social, and Strategic
Timo Elliott
CUT COSTS

TAKE ADVANTAGE OF NEW TECHNOLOGY

CREATE NEW SERVICES

CREATE NEW PRODUCTS

MANAGE CASH FLOW

MAINTAIN EMPLOYEE MORALE

INCREASE WORKFORCE EFFECTIVENESS

ATTRACTION NEW CUSTOMERS

WORK ON SUSTAINABILITY

IMPROVE CUSTOMER SATISFACTION

EXPAND INTO NEW REGIONS

MANAGE CHANGE

CLOSE THE GAP BETWEEN STRATEGY AND EXECUTION

CUT COSTS

INCREASE TRANSPARENCY

ENSURE GOVERNANCE

INCREASE S

IMPROVE CU
CLEAR ENTERPRISES
SEE CLEARLY, THINK CLEARLY AND ACT CLEARLY
Skyrocketing BI Interest and Deployments

Expanding/Upgrading

- 2008: 11%
- 2009: 20%

Not Interested/Don't Know

- 2008: 30%
- 2009: 8%

Source: Forrester Survey, 2009
Market Growth

IDC: 2010 will see 260% more growth in BI than 2009

Contribution to analytics market growth 2007-2008 by vendor

Source: Gartner, 2009
"Of the total potential users that could use BI in your organization, approximately what percentage is currently using BI?"

Source: Gartner, 2009
Full Set of Solutions

- Strategy Management
- Planning, Budgeting and Forecasting
- Profitability and Cost management
- Consolidation
- Spend and supply chain

- Reporting
- Dashboard and visualization
- Query, Reporting and Analysis
- Search and Navigation
- Advanced Analytics

- Risk Management
- Access Control
- Process Control
- Global Trade Services
- Environment, Health and Safety

- Data Integration
- Data Quality Management
- Master Data Management
- Metadata Management
Taking Business Intelligence to the Next Level

Simple  Seamless  Social  Strategic
Simple
Ease of Use is The #1 Barrier to Deployment

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

<table>
<thead>
<tr>
<th>Season</th>
<th>Points (SUM)</th>
<th>Engine</th>
<th>Pos</th>
<th>Constructor(s)</th>
<th>Points</th>
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<tbody>
<tr>
<td>2003</td>
<td>1,248</td>
<td>Petronas</td>
<td>1</td>
<td>Ferrari</td>
<td>1,514</td>
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<tr>
<td>2004</td>
<td>1,404</td>
<td>Cosworth</td>
<td>2</td>
<td>McLaren-Mercedes</td>
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<td>2005</td>
<td>1,476</td>
<td>Honda</td>
<td>3</td>
<td>Renault</td>
<td>1,032</td>
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<td>2006</td>
<td>1,404</td>
<td>Toyota</td>
<td>4</td>
<td>Williams-BMW</td>
<td>881</td>
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<tr>
<td>2007</td>
<td>1,326</td>
<td>BMW</td>
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<td>BMW-Sauber</td>
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<tr>
<td>2008</td>
<td>1,643</td>
<td>Renault</td>
<td>6</td>
<td>Toyota-Sauber</td>
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<tr>
<td>2009</td>
<td>351</td>
<td>Mercedes</td>
<td>7</td>
<td>Honda</td>
<td>522</td>
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</tbody>
</table>

**Total (7)**: 8,613
“Easy” is Not the Same as “Simple”
Try it Yourself: microfinance.sap.com

What is the weekly income range of borrowers from Africa, who are women and in their thirties?

A. $40 or less
B. $50 or less
C. $120 or less
D. $1000

Hint:
Search for keyword “Female” from the search box.

More...

Status: Question 5 of 5
Correct: 4
Wrong: 0
Percent: 100%
Easy Budgeting, Planning, and Consolidation
Mobile Intelligence

More People, More Often, More Context

SAP BusinessObjects

SAP BusinessObjects Explorer for IPhone

Category: Business
Released Dec 10, 2009
Version: 1.0.203
Seller: SAP
© 2009 SAP BusinessObjects
6.5 MB

Free

Explore

App Store » Business » SAP BusinessObjects Explorer for IPhone
New Devices, New Opportunities
Go Faster

Column databases

Hardware Acceleration

In-Memory Processing

Lower Memory Costs
SAP BusinessObjects Explorer
Accelerated version

Any Data Source

SAP NetWeaver BW

SAP BusinessObjects Accelerator
Seamless
From “Simple” to “Seamless”

Google + Google Apps + Google maps, etc. etc. etc. etc. etc.

iPod + iTunes + iPhone + Apps
ALL Data
Top-to-bottom visibility required

Business Intelligence

Meta Data Mgt

Master Data Mgt

Data Warehousing

Data Quality

Data Integration
Editing ticket 596

Date: 2008 - May - 18 - 07:11

Severity: Critical
Status: Open

Comment:
Thank you for your recent shipment. I am facing big problems with some of your products. The shelf labels tear too easily, and my customers return them. Can I get a replacement? This is urgent, please contact me asap. This is Julie at Sapphire.
Thank you for your recent shipment. I am facing big problems with some of your products. The shelf labels tear too easily, and my customers return them. Can I get a replacement? **This is urgent, please contact me asap.** This is Julie at Sapphire.
Customer feedback

Customer Sentiment Analysis

Sentiment (Last 3 days)

Products  Geography  Competitors

Calendars & Planners

Small Wall Planner
Small Wall Calendar
Organizer Refill
Large Wall Planner

Overview  Comments

Click on a filter to remove it

urgent tickets only

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Next Generation On-Demand BI

More than 230,000 subscribers and growing
End-User Data Mashups

• Bring any web or on-prem data source to the cloud (i.e. XLS, CSV, RSS, Web Service, SFDC, RDBMS, Custom)
• WYSIWYG interface for combining datasets
• Dynamically created web service for each dataset
• One click to explore data and create dashboard widget
Best-Practice Analytics in SAP Applications
BI in SAP Business All-in-One
Preconfigured Reports

<table>
<thead>
<tr>
<th>Sales</th>
<th>Services</th>
<th>Purchasing</th>
<th>Manufacturing</th>
<th>Financials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Memo Analysis</td>
<td>List of Personnel Travel Expense</td>
<td>Purchasing Group Analysis</td>
<td>Work Center Analysis Dashboard*</td>
<td>AP Open Items</td>
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<tr>
<td>Customer Fact Sheet</td>
<td>Travel Behavior Dashboard*</td>
<td>Stock Overview</td>
<td>Controlling Dashboard</td>
<td>Cost Analysis Cost Center</td>
</tr>
<tr>
<td>Customer Standard Analysis</td>
<td></td>
<td>Vendor Comparison</td>
<td></td>
<td>Actual Plan Variance</td>
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<tr>
<td>List of Billing Documents</td>
<td></td>
<td>Vendor Fact Sheet</td>
<td></td>
<td>Cost Analysis Order by Actual Plan Variance</td>
</tr>
<tr>
<td>List of Sales Orders</td>
<td></td>
<td>Vendor Analysis</td>
<td></td>
<td>Financial Statements</td>
</tr>
<tr>
<td>Material Analysis</td>
<td></td>
<td>List of Sales Orders</td>
<td></td>
<td>GL Statement</td>
</tr>
<tr>
<td>New Quotations and Orders – Values and Numbers</td>
<td></td>
<td>List of Billing Documents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Organization Analysis</td>
<td></td>
<td>List of Sales Orders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Volume Analysis</td>
<td></td>
<td>List of Billing Documents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Dashboard</td>
<td></td>
<td>List of Sales Orders</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*) Xcelsius dashboard
Performance overview.

Our sales increased this year.

- The general performance is good given the market situation.

However, the number of guests is declining.
Social
Collaboration is Important…

36% of company performance

Gartner Strategic Planning Assumption

“In 2009, Collaborative Decision Making will emerge as a new product category that combines social software with BI platform capabilities”
Supermarine Spitfire
Information Collaboration Can be Difficult

Only 28 percent of executives say the quality of strategic decisions in their companies is generally good*

- Finding and involving the right people (influencers, experts)
- Working across geographies and networks
- Having relevant information
- Reformatting or sharing information for discussion
- Engaging the team (strategizing, synthesizing, brainstorming, etc.)
- Managing exceptions
- Obtaining visibility into why decisions were made
- Ensuring commitment to outcomes
- Tracking, measuring, and repeating successful activities or decisions
- Difficulty addressing work productively with disparate applications

*Source: Mckinsey survey
Introducing SAP StreamWork

Discuss. Decide. Done.

Introducing the people-connecting, data-sharing, decision-making tool that actually sets work in motion. Now that's best-run business.

SAPStreamWork.com
Free Xcelsius-Based PPT Twitter Tools at SAPWeb20.com

RT @hrportal: SAP has positioned itself as a thought leader by doing something completely un-SAP like #streamwork http://bit.ly/bkfS27 /via @sapweb20

TobiasA (Tobias Andersson)

fanc48 (Frank Arndt)

Hello everyone! I'm starting my presentation now #sapweb20

XcelsiusTweet (Timo Elliot)

SAP has positioned itself as a thought leader by doing something completely un-SAP like #streamwork http://bit.ly/bkfS27 /via @sapweb20

SAP has positioned itself as a thought leader by doing something completely un-SAP like #streamwork http://bit.ly/bkfS27

"SAP has positioned itself as a thought leader by doing something completely un-SAP like" #streamwork http://bit.ly/bkfS27

SAP has positioned itself as a thought leader by doing something completely un-SAP like #streamwork http://bit.ly/bkfS27

Here is the text I'd like to Tweet out #sapweb20

XcelsiusTweet (Timo Elliot)

If only I had a job where I could use these tools. Seriously cool stuff:

http://www.sapweb20.com/blog/powerpoint-twitter-tools/

SAP has positioned itself as a thought leader by doing something completely un-SAP like #streamwork http://bit.ly/bkfS27

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Real-time audience voting via Twitter, directly in Powerpoint: http://bit.ly/bPNper #twitter #social #vote #poll

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Strategic
Turning Strategy into Action

95% of a typical workforce does not understand its organization’s strategy

90% of organizations fail to execute their strategies successfully

86% of executive teams spend less than one hour per month discussing strategy

70% of organizations do not link middle management incentives to strategy

60% of organizations do not link strategy to budgeting

Source: balanced scorecard collaborative
Strategy Management

**Pathways** visualize short, medium and long term strategy together with accountability, initiatives and measures aligned to corporate strategy.

**Custom** diagrams help gain user adoption of corporate strategy.

**Fishbone** diagrams highlight critical inter-dependencies that may cause initiatives to fail.

Pilot Fashions will be a top three specialty provider of women’s clothing and accessories.

- Actual
- Plan

- Diversify product lines
- Scale throughout the Northeast

Responsibilities: Roger Forreth
Pathway peak date: Dec 2010
Description:
This pathway is about expanding our presence across the US. We will increase our emphasis on stores in new markets rather than expansion in existing markets.

Objectives:
- Be a trusted advisor for fashion
- Become a destination store for high-quality
- Elevate employees to valued associates
- Leverage all employee experiences
- Maintain consistent sales growth
“The budget is the bane of corporate America”

Jack Welch, ex-CEO, GE
Budget Game Rules

- Always negotiate the lowest targets and the highest rewards
- Always make the bonus, whatever it takes
- Never put customer care above sales targets
- Never share knowledge or resources with other teams — they are the enemy!
- Always ask for more resources than you need, expecting to be cut back to what you actually need
- Always spend what’s in the budget
- Always have the ability to explain adverse variances
- Never provide accurate forecasts
- Always meet the numbers, never beat them
- Never take risks
Performance Management Leadership

IDC: SAP is market leader in Analytic Applications

“Microsoft supports SAP BPC as a preferred solution”

Source: Gartner (January 2010)
Governance, Risk, and Compliance
GRC Leadership

Figure 1. Magic Quadrant for Continuous Controls Monitoring

Source: Gartner (March 2010)
Sustainability Performance Management

- Set strategic goals, objectives tied to KPI’s
- Monitoring against targets and benchmarks
- Performance reporting
- Root cause analysis
- Dashboards and Scorecards
- Align performance results to financial, manufacturing, HR, and other operational areas
Sustainability Performance Management

Our Goal - Reducing Carbon Footprint to 2000 Levels by 2020

Your Abatement Results

2020 Business as Usual Footprint

+ 50 %

Business as usual

2020 Target

Required Off-Set to Meet

549 kTons

291 kTons

Create your own abatement scenario by using the gold sliders

Scope 1 (Business as Usual = 128 kTons)

Scenario 128 kTons of CO2

Business as usual

On-Site Fuel Combustion

Corporate Cars

Corporate Jets

27 KTon

99 KTon

3 KTon

150%

0%

150%

0%

150%

0%

150%

0%

Scope 2 (Business as Usual = 134 kTons)

Scenario 134 kTons of CO2

Business as usual

Purchased Electricity - Facilities

Purchased Electricity - Data Centers

District Heating

82 KTon

51 KTon

1 KTon

150%

0%

150%

0%

150%

0%

Scope 3 (Business as Usual = 287 kTons)

Scenario Footprint: 287 kTons of CO2

Business as usual

Business Flights

Rental Cars

Train Travel

Paper

Employee Commuting

195 KTon

18 KTon

3 KTon

3 KTon

67 KTon

150%

0%

150%

0%

150%

0%

150%

0%

150%

0%

150%

0%
Taking a Holistic, Integrated Approach

- Strategy Management
- Planning, Budgeting and Forecasting
- Profitability and Cost management
- Consolidation
- Spend and supply chain

- Reporting
  - Dashboard and visualization
  - Query, Reporting and Analysis
  - Search and Navigation
  - Advanced Analytics

- Enterprise Performance Management
- Governance, Risk and Compliance
- Optimize performance by controlling risk
- Tame information chaos
- Use insight to drive performance

- Data Integration
- Data Quality Management
- Master Data Management
- Metadata Management

- Risk Management
- Access Control
- Process Control
- Global Trade Services
- Environment Health and Safety

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Building A Clear Enterprise
Gaining visibility through entire cycle

- Risks
- Predictable Performance
- Confident Decisions
- Strategic Alignment
- Opportunities
- Execution
Business User Application Platform

Information

Collaboration

Strategy Management

Best practice

Knowledge Management

Business Process

Finance
Taking Business Intelligence to the Next Level

Simple  Seamless  Social  Strategic
CLEAR ENTERPRISES
SEE CLEARLY, THINK CLEARLY AND ACT CLEARLY
Thanks!

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