Better Run Business Intelligence: Simple, Seamless, Social, and Strategic

Photo by Timo Elliott
November 2010
POWERPOINT OVERLOAD CALCULATOR

Event Duration: 2 Days

Days

Presentations

Slides projected

Participants

Slides viewed: 0

Days

Presentations per day: 6

Slides per presentation: 30

Participants: 30

www.timoelliott.com
INFORMATION TECHNOLOGY
CASHFLOW

ATTRACTION NEW CUSTOMERS

EXPAND INTO NEW MARKETS

WORK ON SUSTAINABILITY

CLOSE THE BOOKS FASTER

INCREASE TRANSPARENCY

ENSURE GOVERNANCE

MAINTAIN EMPLOYEE MORALE

INCREASE WORKFORCE EFFECTIVENESS

CUT COSTS

INCREASE EFFICIENCY

INCREASE SUSTAINABILITY
Skyrocketing Analytics Interest and Deployments

Expanding/Upgrading

- 2008: 11%
- 2009: 20%

Not Interested/Don't Know

- 2008: 30%
- 2009: 8%

Source: Forrester Survey, 2009
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
SAP BusinessObjects Product Portfolio

**USE INSIGHT TO DRIVE PERFORMANCE**

**OPTIMIZE PERFORMANCE BY CONTROLLING RISK**

**TURN INFORMATION INTO INSIGHT**

**TAME INFORMATION CHAOS**
Taking Business Intelligence to the Next Level

Simple  Seamless  Social  Strategic
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%
- Don't know: 2%
- They are very difficult to learn, navigate, and use: 4%

Base: 82 IT decision-makers

Source Forrester: August 2008 Global BI And Data Management Online Survey
Ease of Use is The #1 Barrier to Deployment

### Top Roadblocks to BI Success

<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>
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Intuitive Interfaces
2009 Formula 1 Season

<table>
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<tr>
<th>Constructor</th>
<th>Chassis</th>
<th>Points</th>
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<td>172</td>
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<tr>
<td>Red Bull</td>
<td>RB5</td>
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<td>Ferrari</td>
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<td>BMW Sauber</td>
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<td>Force India</td>
<td>VJM02</td>
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<tr>
<td>Toro Rosso</td>
<td>STR4</td>
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Explore Driver Points  Explore Driver Statistics
Formula One 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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<td>3</td>
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</table>

Sum: 120 7 24 7 299

Lewis Hamilton

Podium Ratio 52%

Points to Poles Rate 15

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<th>Podiums</th>
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</table>
Try it Yourself: sap.com/explorerdemo

We already got you started by searching on "sales pipeline." Here you see a heat map of pipeline by product category.

**STEP 1**
Click Expected Total Value under Measures on top left.
BI 4.0: Engaging New User Experience Across The Suite

- Harmonized general user experience across the suite: icons, look & feel, terminology, query design experience

- Shared charting engine

Wide range of additional chart types: scatter, polar, dual axis, tag clouds, heat maps, etc.

Tooltips, direct interactivity & morphing effects

Fine-grained control of chart parameters and layout
Go Faster

Column databases

Hardware Acceleration

In-Memory Processing

Lower Memory Costs
SAP BusinessObjects Explorer
Accelerated version

Any Data Source

SAP NetWeaver BW
SAP High Performance Analytic Appliance (HANA)

Next Gen Business Analytic Applications
Business Intelligence, & Planning Applications

High Performance Analytic Appliance
Business Analytic Engine

Data Warehouse

Data Services
ERP data

Real Time/Events

SQL Unified Modeling MDX

In-Memory Computing Calculation Engine
Data management services
Business Analytic Engine
Mobile Dashboards and Exploration

New Devices, New Possibilities:
More People, More Often, More Context

RoamBI Partnership

SAP BusinessObjects Explorer for iPhone/iPad
SAP BusinessObjects Dashboards on Android
De NHM kijker

Eerste Romeinse nederzetting: "Oppidum Batavorum"

Jaartal: 12 voor Chr.

Afstand: 300 meter
The Power of Context
Best-Practice Analytics in Applications
SAP BusinessObjects Analytic Applications

- Healthcare
  - SAP BusinessObjects
  - Healthcare Quality Management
- Healthcare
  - SAP BusinessObjects
  - Planning and Consolidation for Healthcare
- Retail
  - SAP BusinessObjects
  - Sales Analysis for Retail
- Telco
  - SAP BusinessObjects
  - Customer Analysis and Retention for Telecom
- Consumer Products
  - SAP BusinessObjects
  - Trade Promotion Effectiveness Analysis
- Consumer Products
  - SAP BusinessObjects
  - On-Shelf Availability Insight
- Banking
  - SAP BusinessObjects
  - Planning and Consolidation for Banking
- Banking
  - SAP BusinessObjects
  - Enterprise Risk Reporting for Banking
- Public Sector
  - SAP BusinessObjects
  - Rapid Readiness Assessment for Defense
- Public Sector
  - SAP BusinessObjects
  - Planning and Consolidation for Gov (UK Version)
Analytic Applications for the iPad
Top-to-bottom visibility required

Business Intelligence

Meta Data Mgt

Master Data Mgt

Data Warehousing

Data Quality

Data Integration

Data Quality

Data Integration

Data Warehousing

Master Data Mgt

Meta Data Mgt

Business Intelligence

Top-to-bottom visibility required
EIM 4.0 Applications for Data Stewards
BI 4.0: New Semantic Layer
Exposing Business Data Under a Single Umbrella

- Query and Calculation Engine
  - Servicing Data
- Business Layer
- Data Foundation
  - Single or Multi-source
- Data Federation Engine

Highlights
- Consistent business user experience
- Trusted access to information
- Heterogeneous access over all sources
- Multi-source perspective
Customer Support

- customer satisfaction
- is priority #1
- at Office Supplies
- learn more

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

Click on a filter to remove it

urgent tickets only

Overview

Comments

Products

Geography

Competitors

Calendars & Planners

Small Wall Planner
Small Wall Calendar
Organizer Refill
Large Wall Planner

0 0.5 1 1.5 2 2.5 3 3.5

Positive Neutral Negative

2006-Q1 2006-Q2 2007-Q1 2007-Q2 2008-Q1 2008-Q2

Positive Neutral Negative
BI 4.0: Easier Access to Unstructured Data
Process Data from Structured and Unstructured Sources

Data Services XI 3.2
- Development
- User Interface
- Metadata
- Repository
- Runtime
- Architecture
- Administration and Connectors

Data Services 4.0
- One User Interface
- One Metadata
- Repository
- One Runtime
- Architecture
- One Administration Environment
- One Set of Connectors

Text Analysis
- Development
- User Interface
- Metadata
- Repository
- Runtime
- Architecture
- Administration and Connectors

Structured Data

Unstructured Data
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.
Events
SAP BusinessObjects Event Insight

Monitor for patterns

SAP BusinessObjects Event Insight Grid

External Portal

CC-US-AZ

CC-APAC

CC-EMEA

SAP BusinessObjects Event Insight quality control

Alert

Dashboard
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?”

- Almost all, 17%
- Some, 32%
- 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
Corporate AND Personal Data
Using the Same Infrastructure

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

SAP BusinessObjects
Web Intelligence for analysts

SAP BusinessObjects
Explorer w/Excel for casual users

http://explorer.onedemand.com
On-Demand Business Intelligence
Next Generation On-Demand BI

More than 230,000 subscribers and growing
BI On-Demand: 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?
- Do you worry about peak usage on your BI system?
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

“Collaborative Decision Making will emerge as a new product category that combines social software with BI platform capabilities”
Supermarine Spitfire
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
93% of Us Think We’re Better than Average Drivers
Coming Soon: StreamWork Enterprise

ON PREMISE

StreamWork Enterprise Agent

LDAP & AD

BOE

SUITE

SHARE POINT

GOOGLE

FUTURE

HTTPS

CLOUD / INTERNET

StreamWork Cloud

WEB

MOBILE

DESK TOP

CLIENTS
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

120% of conference attendees don’t believe statistics in presentations

Source: balanced scorecard collaborative
A Strategic Approach

Enterprise Performance Management
- Strategy Management
- Profitability and Cost Management
- Spend and Supply Chain

Governance Risk and Compliance
- Risk Management
- Process Control
- Environmental, Health and Safety

Business Intelligence
- Reporting
- Dashboards and Visualization
- Advanced Analytics

Information Management
- Data Integration
- Master Data Management

Search and Navigation
- Query, Reporting, and Analysis

Advanced Analytics
- Consolidation

Consolidation
- Planning, Budgeting and Forecasting

SAP BusinessObjects
- Enterprise Performance Management
- Governance, Risk, and Compliance
- Business Intelligence
- Information Management

Business Performance Optimization
- Execute
- Plan
- Strategize

Global Trade Services
- Access Control
- Data Quality Management

Environmental, Health and Safety
- Process Control
- Risk Management

Data Integration
- Data Integration
- Master Data Management

Metadata Management
- Data Quality Management
- Master Data Management

Information Management
- Search and Navigation
- Query, Reporting, and Analysis

Advanced Analytics
- Consolidation
- Planning, Budgeting and Forecasting

Governance Risk and Compliance
- Risk Management
- Process Control
- Environmental, Health and Safety

Business Intelligence
- Reporting
- Dashboards and Visualization
- Advanced Analytics

Enterprise Performance Management
- Strategy Management
- Profitability and Cost Management
- Spend and Supply Chain

Information Management
- Data Integration
- Master Data Management

Metadata Management
SAP BusinessObjects BI 4.0
The Best BI Suite for Everyone

Unified BI Suite
- Modern styling and unified look and feel
- Refined interactivity with shared charting, alerting, and search options
- Common query design experience across all data sources

New Semantic Layer
- Native multi-source support for fresh perspectives
- New information design tool for heterogeneous access over all sources
- New abstraction layer for multi-dimensional data sources

More Users, Less Overall Cost
- Enhanced scalability with virtualization and native 64-bit support
- Comprehensive system diagnosis and monitoring
- New auditing for compliance and usage analysis
Start With SAP BusinessObjects BI Now – For Benefits Today and Tomorrow

- **BEx Queries**
  - Analysis for Office
  - Dashboards

- **Explorer**
  - Analysis for OLAP
  - Crystal Reports

- **Web Intelligence**
  - with the full BI suite

**LOB Benefits**
- Solid and safe foundation
- Innovation with no disruption
  - Simpler, more intuitive, powerful
  - Better monitoring of the business

**IT Benefits**
- Increasing user satisfaction and adoption, and more user self-service

- Best-of-breed BI expansion
  - Google-like
  - Self-service
  - Pixel-perfect

- Trusted insights for all users, all data, on one platform

Increased speed and agility with cost effective in-memory computing
“Computers are useless. They can only give you answers.” - Pablo Picasso
Intelligence = Information + PEOPLE

Implement New Strategy
Launch Product
Integrate Acquisition

Information
Collaboration
Strategy Management

Best practice
Business Process
Finance

Knowledge Management
Taking Business Intelligence to the Next Level

Simple  Seamless  Social  Strategic
Thanks!

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Email: timo.elliott@sap.com

BI Blog: timoelliott.com

SAP Web 2.0 Blog: sapweb20.com

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