SAP Road Map for the SAP BusinessObjects Business Intelligence Solutions
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SAP solutions for analytics

- For over 40 years – SAP has enabled organizations to run their businesses better
- For over 4 years – SAP has enabled organizations to make sense of their data and run smarter with SAP solutions
- Last year – Mobility via Sybase acquisition
- This year – SAP HANA

*Enterprise resource planning  *Line of business
Analytics solutions from SAP

Key capabilities

**Business intelligence (BI)**
- SAP BusinessObjects BI solutions
- BI clients
  - Reporting
  - Analysis
  - Dashboarding
  - Data discovery
- Integration and connectivity
  - Mobile BI
  - Integration with SAP HANA
  - Embedded analytics
  - Integration with the SAP NetWeaver Business Warehouse (SAP NetWeaver BW) component
- SAP BusinessObjects BI On Demand solution

**Enterprise information management (EIM)**
- Data services
- Master data management
- Event processing
- Content management
- Information governance

**Analytic applications**
- Extensible, role-based analytic solutions
- Designed to work with various data sources
- Designed for specific industries and lines of business

**Enterprise performance management (EPM)**
- Strategy management
- Planning, budgeting, and forecasting
- Profitability and cost management
- Financial consolidation
- Disclosure management and XBRL

**Governance, risk, and compliance (GRC)**
- Enterprise-ready GRC
- Access risk management
- Global trade services
- Continuous transaction monitoring

**Data warehousing**
- In-memory computing
- Enterprise data warehousing
- Data marts
- Data modeling

**Collaboration**
SAP BusinessObjects Business Intelligence Solutions

Market leadership
- Leading analysts rate SAP BusinessObjects business intelligence solutions as number one overall

Visionary
- Trusted data with innovative and integrated EIM and BI solutions
- Unique offerings for in-memory computing, exploration, mobility, and collaborative decision making

Broad adoption
- >5 million users of SAP Crystal Reports software
- >3 million users of SAP BusinessObjects Web Intelligence software; de facto leader in software-as-a-service (SaaS) BI

Vibrant partner ecosystem
- >7,000 partners across major independent software vendors, OEMs, resellers, and consulting

Unified information
- Consumption of structured, unstructured, internal, and external data

Open technology platform
- Designed to operate in heterogeneous environments and well integrated with SAP software

User-friendly user experience
- Designed for all users

Solution designed for business users
- >40,000 customers = 80% of the Fortune 500
Global trends and their impact on business intelligence

- Everywhere mobility
- Big data
- Ubiquitous social networking and collaboration
- Increasingly pervasive BI

Everywhere mobility
- Enable BI clients for mobility
- Optimally leverage Sybase Unwired Platform

Big data
- Enable BI for in-memory solutions
- Enable BI for real-time operational systems, Internet activity, or streaming data

Social networking and collaboration
- Closely integrate BI collaboration solutions
- Identify opportunities to exploit collaboration in BI

Increasingly pervasive BI
- Move toward BI solutions that are increasingly simple to create, deploy, and use
- Use the ability to embed BI in other solutions
### SAP’s strategic focus on business intelligence

<table>
<thead>
<tr>
<th>Core</th>
<th>Creative</th>
<th>Mobile</th>
<th>Extreme</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core for innovation</td>
<td>Use by IT and departments</td>
<td>First experience for BI</td>
<td>Big data</td>
<td>Ability to capture the decision</td>
</tr>
<tr>
<td>Complete BI suite</td>
<td>Fast time to value</td>
<td>Content to point of impact</td>
<td>Real time</td>
<td>Information in context</td>
</tr>
<tr>
<td>Continued leadership</td>
<td>Connection to the enterprise</td>
<td>Expansion to untapped users</td>
<td>Predictive</td>
<td>Ability to leverage the network</td>
</tr>
</tbody>
</table>

**Innovation without disruption**
Road map for the SAP BusinessObjects Business Intelligence Solutions

Solution today

Planned innovations

Future direction

Platform
Mobility
Big data
Predictive Analysis
Collaboration
BI Clients
BI for SAP software

Platform
Mobility
Big data
Predictive Analysis
Collaboration
Data discovery
Next-generation clients
BI for SAP software

Core
Creative
Mobile
Extreme
Social
# SAP BusinessObjects Business Intelligence Solutions

## Summary

<table>
<thead>
<tr>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core platform</strong></td>
<td>• Quality and stability of core platform</td>
<td>• Focused efforts to continue to improve provide innovation without disruption</td>
</tr>
<tr>
<td><strong>Core platform</strong></td>
<td>• Continuation of improved ease of use and total cost of ownership (TCO)</td>
<td>• Hot backup and restore&lt;br&gt;• Reduced TCO for multitenant installation&lt;br&gt;• Lifecycle management integration in platform&lt;br&gt;• Integrated and improved platform monitoring&lt;br&gt;• Customization of BI launch pad</td>
</tr>
<tr>
<td><strong>Semantic layer</strong></td>
<td>• Increased semantic layer integration</td>
<td>• Solutions on SAP HANA and Hadoop Hive&lt;br&gt;• Increased platform support for ERP, Sybase, and Essbase</td>
</tr>
</tbody>
</table>

## Core
- Core for innovation
- Complete BI suite
- Continued leadership

## Solution today
SAP BusinessObjects Business Intelligence Solutions

Summary

<table>
<thead>
<tr>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customization of platform</td>
<td>• Increased flexibility around customization</td>
<td>• SAP BusinessObjects Business Intelligence</td>
</tr>
<tr>
<td></td>
<td>• Support for product customizations</td>
<td>4.0, feature pack 3</td>
</tr>
<tr>
<td></td>
<td>• RESTful Web service application programming</td>
<td></td>
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<td></td>
<td>interface (API)</td>
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<tr>
<td>BI On Demand</td>
<td>• Extension of BI capabilities with a low-cost, on-</td>
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<td></td>
<td>demand environment</td>
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</tr>
<tr>
<td></td>
<td>• Powered by SAP HANA</td>
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</tr>
<tr>
<td></td>
<td>•Even easier to try and buy</td>
<td></td>
</tr>
</tbody>
</table>

Core

- Core for innovation
- Complete BI suite
- Continued leadership

Solution today

Available now
# SAP BusinessObjects Business Intelligence Solutions

**Summary**

<table>
<thead>
<tr>
<th>Key needs</th>
<th>Key innovations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reporting</strong></td>
<td></td>
</tr>
<tr>
<td>- SAP Crystal Reports</td>
<td>- Support hierarchies</td>
</tr>
<tr>
<td>- SAP BusinessObjects Web Intelligence</td>
<td></td>
</tr>
<tr>
<td><strong>Dashboards</strong></td>
<td></td>
</tr>
<tr>
<td>- Provide richer data access</td>
<td>- Consistent data access across third-party OLAP servers and SAP NetWeaver BW</td>
</tr>
<tr>
<td>- Improve monitoring of key performance indicators (KPI)</td>
<td></td>
</tr>
</tbody>
</table>

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**Core**

- Core for innovation
- Complete BI suite
- Continued leadership

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**Solution today**
## SAP BusinessObjects Business Intelligence Solutions

### Summary

**Key needs**

**Discovery**
- SAP BusinessObjects Explorer
  - Create user-defined dashboards without dependency on IT or training
  - Improve adoption with intuitive behavior for date, time, and geographical dimensions

- SAP Visual Intelligence
  - Get real-time answers on any volume of data
  - View the big picture and drill down to details
  - Share your findings instantly with others

**Analysis**
- SAP BusinessObjects Analysis, edition for Microsoft Office
- SAP BusinessObjects Analysis, edition for OLAP
  - Address parity with SAP Business Explorer (SAP BEx)
  - Integrate with SAP HANA
  - Support additional SAP applications

**Key innovations**

- Casual users to create their own compositions of visualizations (Eviews) in SAP BusinessObjects Explorer
- Time and geography awareness

- Easy to use and quick to install.
- View and interact with data stored in HANA
- Create analysis and stunning visualization on top of SAP HANA

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### Core

- Core for innovation
- Complete BI suite
- Continued leadership

### Solution today
# SAP BusinessObjects Business Intelligence Solutions

## Summary

<table>
<thead>
<tr>
<th>Exploration Views</th>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Empower casual users to experience self-service data discovery</td>
<td>• Ability of casual users to create their own compositions of visualizations in SAP BusinessObjects Explorer software</td>
<td>• SAP BusinessObjects Explorer in SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3</td>
</tr>
</tbody>
</table>

### Creative
- Use by IT and departments
- Fast time to value
- Connection to the enterprise

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**Available now**

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**Solution today**
# SAP BusinessObjects Business Intelligence Solutions

## Summary

<table>
<thead>
<tr>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobility</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Support more document types and features</td>
<td>• Support for SAP Crystal Reports</td>
<td>• SAP BusinessObjects Mobile 4.1</td>
</tr>
<tr>
<td>• Support for features of SAP BusinessObjects Web Intelligence: drill, sort and rank, sections, breaks, filters, hierarchical data, and prompts</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Integration</strong></td>
<td>• Integration with Sybase Unwired Platform</td>
<td></td>
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<tr>
<td>• Value opportunity with integration across other solutions</td>
<td>• Integration with the SAP StreamWork application</td>
<td></td>
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</tbody>
</table>

## Mobile
- First experience for BI
- Content to point of impact
- Expansion to untapped users

## Solution today
# SAP BusinessObjects Business Intelligence Solutions

## Summary

<table>
<thead>
<tr>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
</tr>
</thead>
</table>
| **Big data** | • Best BI experience on big data with user-friendly interfaces on complex data deployments | • Ability to access Hadoop Hive using the universe semantic layer  
• Ability to access analytic and calculation views of SAP HANA from all BI clients | • SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3 |
| **Real time** | • Increasing integration with ERP environments | • Support in single and multisource universes for:  
– InfoSets in SAP ERP  
– Queries in SAP software  
– Functions in ABAP  
• One software platform that powers:  
– Embedded analytics  
– SAP Rapid Marts  
– SAP ERP rapid-deployment solution for operational reporting with SAP HANA  
• Support for ERP data access from universe semantic layer | • SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3 |

### Extreme

- Big data
- Real time
- Predictive

## Solution today
# SAP BusinessObjects Business Intelligence Solutions

## Summary

<table>
<thead>
<tr>
<th>Insight-to-action framework</th>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tighter integration between BI and operational environments</td>
<td>Invoke operational transactions in SAP and non-SAP applications from end user visualizations</td>
<td>SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Predictive analysis</th>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Uncover hidden trends and insights to take proactive action</td>
<td>Access the in-database predictive algorithms of SAP HANA</td>
<td>SAP BusinessObjects Predictive Analysis (initial release)</td>
</tr>
<tr>
<td></td>
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<td>Read and write from data stored in:</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>– SAP HANA</td>
<td></td>
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<td></td>
<td></td>
<td>– Universes</td>
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<td></td>
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<td>– SAP Sybase IQ server</td>
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<tr>
<td></td>
<td></td>
<td>Use a drag-and-drop visual interface for data selection, preparation, and processing</td>
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</tbody>
</table>

### Extreme

- Big data
- Real time
- Predictive

### Available now

## Solution today
## SAP BusinessObjects Business Intelligence Solutions

### Summary

<table>
<thead>
<tr>
<th>Social</th>
<th>Key needs</th>
<th>Key innovations</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Make better decisions by combining social collaboration with business intelligence</td>
<td>Send and schedule BI documents to a SAP StreamWork activity</td>
<td>SAP BusinessObjects Business Intelligence platform 4.0, feature pack 3</td>
</tr>
<tr>
<td></td>
<td>Send and schedule BI documents to a SAP StreamWork activity</td>
<td>Follow and collaborate on BI documents within BI launch pad</td>
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<td></td>
<td>Use mobile support</td>
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<td></td>
<td>Ability to capture the decision</td>
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<td></td>
<td>Information in context</td>
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<td></td>
<td>Ability to leverage the network</td>
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</table>

### Social

- Ability to capture the decision
- Information in context
- Ability to leverage the network

### Solution today

Available now
Road map for the SAP BusinessObjects Business Intelligence Solutions

Solution today

Planned innovations

Future direction

Platform
Mobility
Big data
Predictive Analysis
Collaboration
BI Clients
BI for SAP software

Platform
Mobility
Big data
Predictive Analysis
Collaboration
Data discovery
Next-generation clients
BI for SAP software

Core
Creative
Mobile
Extreme
Social

Future direction
## SAP BusinessObjects Business Intelligence Solutions

### Summary

#### Core
- Core for innovation
- Complete BI suite
- Continued leadership

#### Key needs

<table>
<thead>
<tr>
<th>Semantic layer</th>
<th>Key innovations</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Easier use of and migration to SAP HANA Hadoop capabilities</td>
<td>• SAP HANA:</td>
</tr>
<tr>
<td>• Continued performance improvements</td>
<td>- Dimensional access to models in SAP HANA</td>
</tr>
<tr>
<td></td>
<td>- Performance improvements</td>
</tr>
<tr>
<td></td>
<td>- Migration tools</td>
</tr>
<tr>
<td></td>
<td>• Hadoop federation and extended support</td>
</tr>
<tr>
<td></td>
<td>- IDT federation design</td>
</tr>
</tbody>
</table>

#### Key innovations

<table>
<thead>
<tr>
<th>Core platform</th>
<th>• Sybase ASA 12 support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Support for an increasing number of platforms and technologies</td>
<td>• Latest Microsoft technologies</td>
</tr>
<tr>
<td></td>
<td>• Latest IBM and Oracle technologies</td>
</tr>
<tr>
<td></td>
<td>• Latest browser technologies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Developer enablement</th>
<th>• Ability to create core SDKs to enable migration and provide extension points</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ability to address remaining upgrade blockers</td>
<td>• Ability to convert Universes (.UNV) to (.UNX) programmatically</td>
</tr>
<tr>
<td>• Support for key software development kits (SDK)</td>
<td>• Enablement of custom branding capabilities</td>
</tr>
<tr>
<td>• Ability to allow more flexibility around themes and branding</td>
<td></td>
</tr>
</tbody>
</table>
### SAP BusinessObjects Business Intelligence Solutions

#### Summary

<table>
<thead>
<tr>
<th>Key needs</th>
<th>Key innovations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deployment simplification</strong></td>
<td><strong>User-friendly, more robust, and quicker installation experience</strong></td>
</tr>
<tr>
<td>• Improved installation experience</td>
<td>• Server configuration tool enhancement</td>
</tr>
<tr>
<td>• Simplified server deployment</td>
<td></td>
</tr>
<tr>
<td><strong>Software management simplification</strong></td>
<td><strong>Auto-update service to help system administrators manage the update of desktop clients</strong></td>
</tr>
<tr>
<td>• Improved software lifecycle management</td>
<td>• Software version management (standard representation, programmatic discovery, and asset visualization)</td>
</tr>
<tr>
<td><strong>Multitenancy capability</strong></td>
<td><strong>Ability to manage resource allocation to tenants actively, to avoid having a single tenant abuse the whole system</strong></td>
</tr>
<tr>
<td>• Ability to manage a large, centrally managed BI environment better</td>
<td>• Enhanced tenant provisioning tool for universe management</td>
</tr>
</tbody>
</table>

#### Core

- Core for innovation
- Complete BI suite
- Continued leadership

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**Planned innovations**
SAP BusinessObjects Business Intelligence Solutions

Summary

<table>
<thead>
<tr>
<th>Reporting</th>
<th>Key needs</th>
<th>Key innovations</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>More report insight on mobile devices</td>
<td>Mobile BI interactive mode allowing for drilling and sorting and a better mobile experience</td>
</tr>
<tr>
<td></td>
<td>Increased capability and flexibility around Web services, configuration of UI, data sources and embedding BI</td>
<td>Ability to add formatted reporting to custom applications with modern Web APIs and standards</td>
</tr>
<tr>
<td></td>
<td>Better control of the execution of queries against SAP NetWeaver BW</td>
<td>Improved performance of SAP NetWeaver BW</td>
</tr>
<tr>
<td></td>
<td>Ability of developers to customize and extend the product</td>
<td>Embedded and extended RESTful APIs for report consumption, scheduling, and changing data source</td>
</tr>
<tr>
<td></td>
<td>Deploy dashboards to mobile users to make quicker, more informed decisions</td>
<td>HTML5 output for dashboards</td>
</tr>
<tr>
<td></td>
<td>Analyze data while travelling or disconnected</td>
<td>Online or offline dashboards - For browser, desktop, and mobile</td>
</tr>
<tr>
<td></td>
<td>Develop analytic applications for use on the Web or mobile devices</td>
<td>Ability to analyze data snapshots</td>
</tr>
<tr>
<td></td>
<td>Allow users to interact with data easily in highly customizable interfaces</td>
<td>State-of-the-art, user-friendly development framework</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Build multidimensional analytical applications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Eclipse-based development environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML5 rendering</td>
</tr>
</tbody>
</table>

Core

- Core for innovation
- Complete BI suite
- Continued leadership
SAP BusinessObjects Business Intelligence Solutions

Summary

Core
- Core for innovation
- Complete BI suite
- Continued leadership

Key needs
Discovery
- SAP BusinessObjects Explorer
  - Leverage already-defined data sources
  - Faster time to answers on any volume of data with improved integration with SAP HANA

Key innovations
- Ability to map objects from an existing information space to another data source
- Renewed support of universes prior to version 4.0 (.unv)
- Upgrade of SAP BusinessObjects Explorer to SAP HANA

Planned innovations
# SAP BusinessObjects Business Intelligence Solutions

## Summary

<table>
<thead>
<tr>
<th>Key needs</th>
<th>Key innovations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis</td>
<td></td>
</tr>
<tr>
<td>- SAP BusinessObjects Analysis, edition for Microsoft Office</td>
<td>- Conversion of simple Web Analyzer tool workbooks</td>
</tr>
<tr>
<td>- Leverage existing investments in workbooks of SAP BEx</td>
<td>- Support for work spaces</td>
</tr>
<tr>
<td>- Easily combine corporate data with personal data for analysis and sharing</td>
<td>- Support for hierarchies and variables in HANA</td>
</tr>
<tr>
<td>- Take full advantage of in-memory capabilities of SAP HANA</td>
<td>- Essbase connectivity</td>
</tr>
<tr>
<td>- Connect to SAP and non-SAP data sources</td>
<td>- User interface customization and simplification</td>
</tr>
<tr>
<td>- Simplify the experience of consuming multidimensional data and analyses</td>
<td></td>
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</table>

### Planned innovations

**Core**
- Core for innovation
- Complete BI suite
- Continued leadership
# SAP BusinessObjects Business Intelligence Solutions

## Summary

### Key needs

<table>
<thead>
<tr>
<th>Data discovery – SAP Visual Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increased simplicity and ease of use</td>
</tr>
<tr>
<td>• Faster time to answers</td>
</tr>
<tr>
<td>• Simpler and easier installation and use, with no IT or developer dependency</td>
</tr>
</tbody>
</table>

### Key innovations

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>• Increased business user autonomy and richer information context</td>
</tr>
<tr>
<td>• Improved integration with SAP HANA</td>
</tr>
<tr>
<td>• SAP Visual Intelligence desktop version for user autonomy</td>
</tr>
</tbody>
</table>

### Creative

| • Use by IT and departments |
| • Fast time to value       |
| • Connection to the enterprise |

### Planned innovations
## SAP BusinessObjects Business Intelligence Solutions

### Summary

<table>
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<tr>
<th>Mobile</th>
<th>Key needs</th>
<th>Key innovations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Ability to reach more decision makers with a simplified user experience on more devices</td>
<td>• Ability to bring BI to new decision makers on Android and iPhone devices</td>
</tr>
<tr>
<td></td>
<td>• Solutions that are user-friendly and easy to navigate</td>
<td>• Completely redesigned user experience for report navigation, favorites, and instance control</td>
</tr>
</tbody>
</table>

**Planned innovations**

- **Mobile**
  - First experience for BI
  - Content to point of impact
  - Expansion to untapped users
### SAP BusinessObjects Business Intelligence Solutions

**Summary**

<table>
<thead>
<tr>
<th>Extreme</th>
<th>Key needs</th>
<th>Key innovations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Big data</td>
<td>Wider adoption of functionalities of SAP HANA in all BI client tools</td>
</tr>
<tr>
<td></td>
<td>• Enhanced support of SAP HANA for all tools</td>
<td>• Ability to move a BI project on third-party sources to SAP HANA</td>
</tr>
<tr>
<td></td>
<td>• BI project enablement on big data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Predictive analytics</td>
<td>Simpler and easier method to create analyses via wizard</td>
</tr>
<tr>
<td></td>
<td>• Simplified analyses</td>
<td>• Expanded visualization capabilities</td>
</tr>
<tr>
<td></td>
<td>• Visualization of large data volume</td>
<td></td>
</tr>
</tbody>
</table>

### Planned innovations

- Big data
- Real time
- Predictive
### SAP BusinessObjects Business Intelligence Solutions

**Summary**

<table>
<thead>
<tr>
<th><strong>Social</strong></th>
<th><strong>Key needs</strong></th>
<th><strong>Key innovations</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enable easier and smoother collaboration on business data, information sharing, and inclusive decision making</td>
<td>Comment while viewing report instances from BI launch pad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Send reports to SAP StreamWork from within the launch pad</td>
</tr>
</tbody>
</table>

**Social**

- Ability to capture the decision
- Information in context
- Ability to leverage the network

**Planned innovations**
# Road map for the SAP BusinessObjects Business Intelligence Solutions

<table>
<thead>
<tr>
<th>Solution today</th>
<th>Planned innovations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platform</strong></td>
<td><strong>Platform</strong></td>
</tr>
<tr>
<td><strong>Mobility</strong></td>
<td><strong>Mobility</strong></td>
</tr>
<tr>
<td><strong>Big data</strong></td>
<td><strong>Big data</strong></td>
</tr>
<tr>
<td><strong>Predictive Analysis</strong></td>
<td><strong>Predictive Analysis</strong></td>
</tr>
<tr>
<td><strong>Collaboration</strong></td>
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</tr>
<tr>
<td><strong>BI Clients</strong></td>
<td><strong>Data discovery</strong></td>
</tr>
<tr>
<td><strong>BI for SAP software</strong></td>
<td><strong>Next-generation clients</strong></td>
</tr>
<tr>
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</tr>
</tbody>
</table>

**Future direction**

- Core
- Creative
- Mobile
- Extreme
- Social
SAP BusinessObjects Business Intelligence Solutions
Future Direction

Future direction

Comprehensive business intelligence platform
• All users
• All data
• All landscapes

Convergence across domains
• On premise
• On device
• On demand

Enterprise scalability

Enterprise integration

Core
• Core for innovation
• Complete BI suite
• Continued leadership
**Future direction**

Compress time from information to insight

Empower the analyst
- Ease of use
- Unleash creativity
- Unbounded and smooth (department or enterprise)

Empower IT
- Easy to deploy
- Enterprise scalability
- Liberate parts of organization that are blocked

**Creative**
- Use by IT and departments
- Fast time to value
- Connection to the enterprise
Mobile

- First experience for BI
- Content to point of impact
- Expansion to untapped users

Future direction

Mobile for everyone
Optimal end-user experience
Driver of increasing consumption
Mobile-driven action
SAP BusinessObjects Business Intelligence Solutions
Future Direction

Extreme

• Big data
• Real time
• Predictive

Future direction

Analytics first – driver of action rather than measuring past actions
Optimally consume of extreme data performance
High resolution BI – optimized perspective from summary to transactions
Ubiquitous BI
Future direction

Converge collaboration and business intelligence

Enable real-time social analysis

Capture collaboration context at all points in the information supply chain

Social

• Ability to capture the decision
• Information in context
• Ability to leverage the network
Key links for more information
SAP customers and partners

- SAP named worldwide market-share leader for business intelligence In 2011: Gartner
- Road maps on SAP Service Marketplace
- SAP’s release strategy for large enterprises on SAP Service Marketplace
- SAP BusinessObjects BI Solutions on sap.com
Thank you
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