Create a Universe: The SAP BusinessObjects Semantic Layer

Pierpaolo Vezzosi, Product Management,
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The Semantic Layer

1. Goals
2. What is it?
3. How it is used?
4. All clients
5. All sources
6. Conclusions

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THE SEMANTIC LAYER

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Semantic Layer Reduces Time to Business Intelligence

Business Needs

- Need timely access to data
- Changing business requirements
- Making decisions on trusted information

Time-to-trusted Information

IT/Data Bottlenecks

- Limited capacity to support users
- Competing priorities
- Lengthy ETL development cycles

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Semantic Layer Reduces Time to Business Intelligence

Business benefits

- Consistent user experience over all sources
- Empowered users
- Making informed decisions

Reduce Time-to-trusted Information (and cost)

Semantic Layer

IT/Data benefits

- Design to support additional sources in minutes or hours
- Increased agility
- Make BI available at the point of consumption

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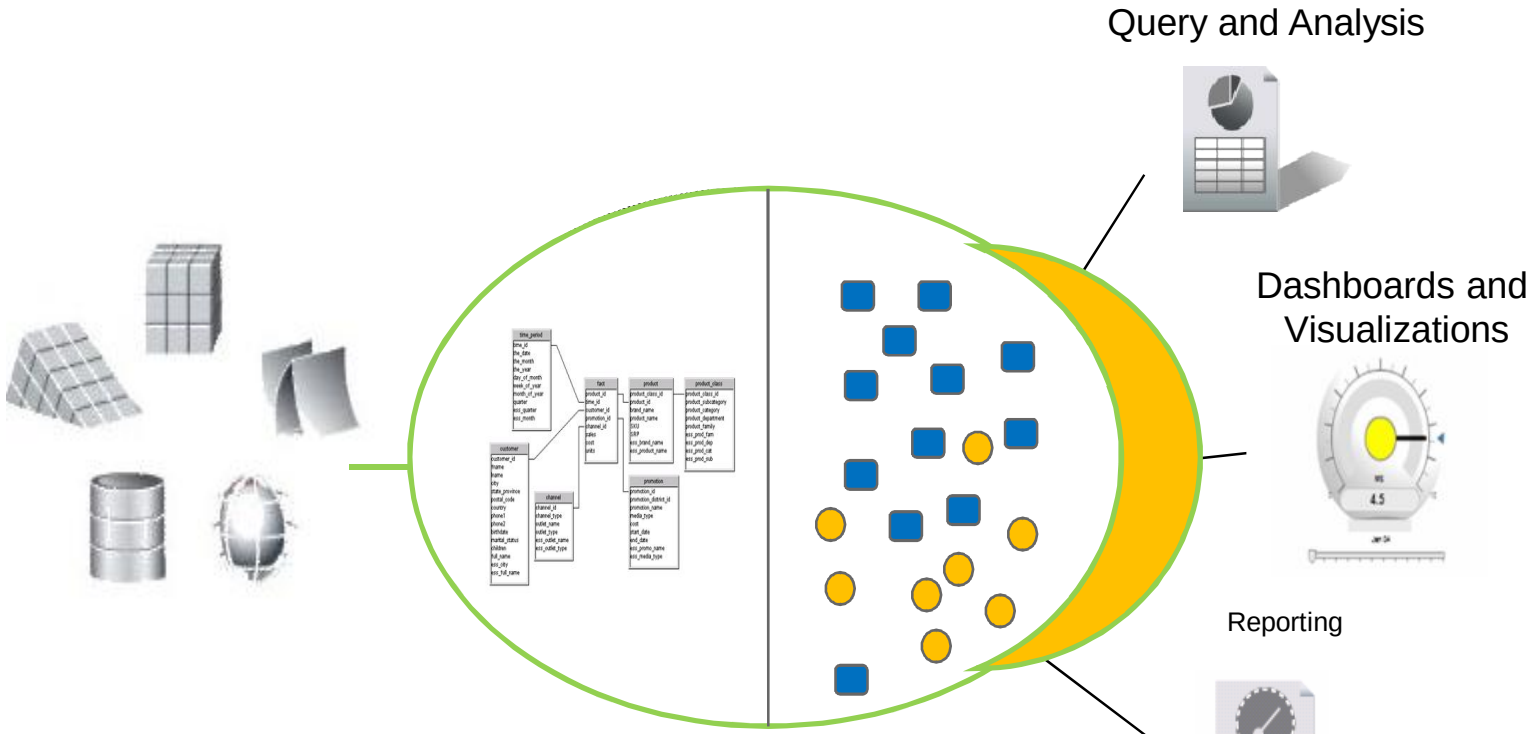
The Semantic Layer provides a secured access to data with simple business terms



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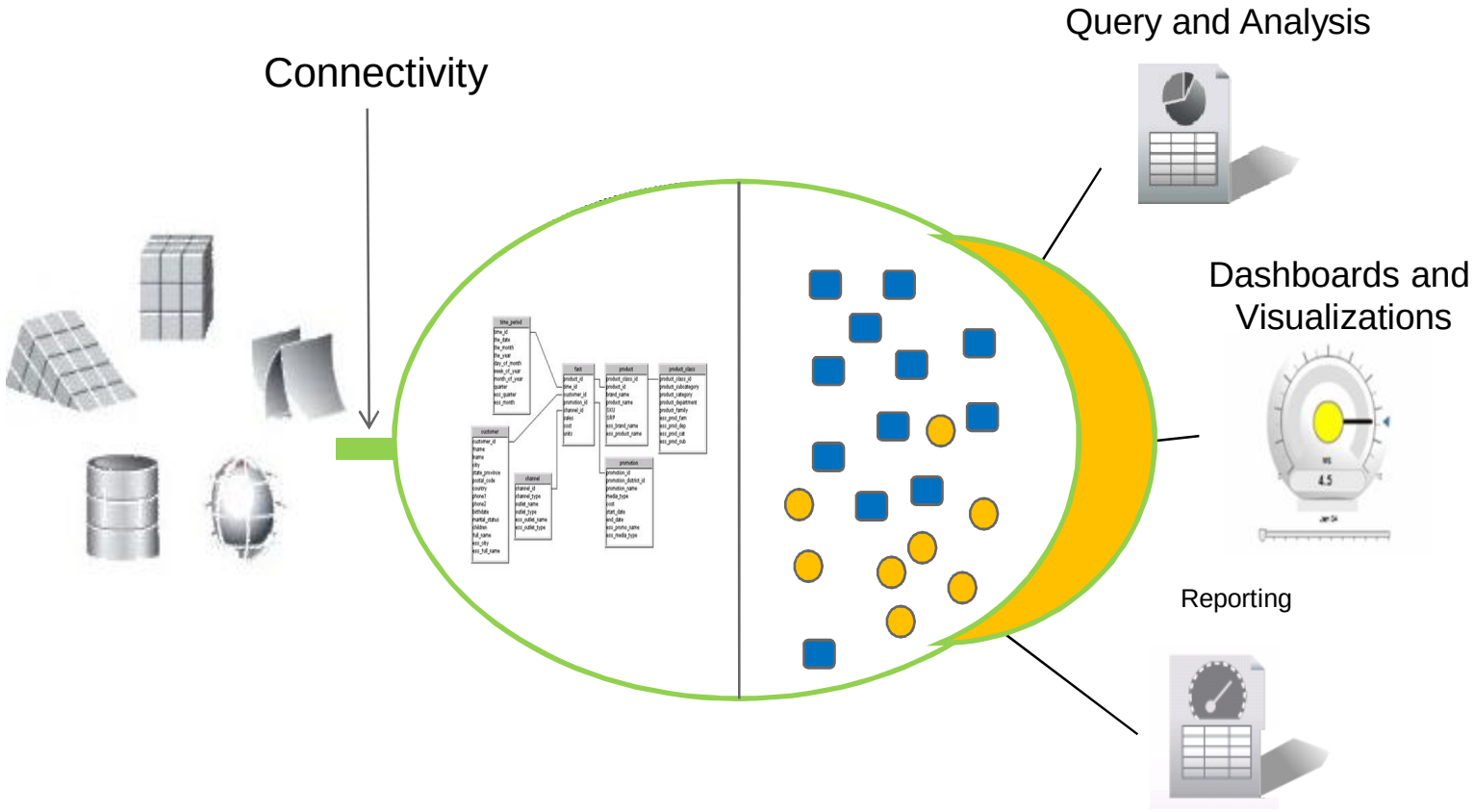
The Semantic Layer components



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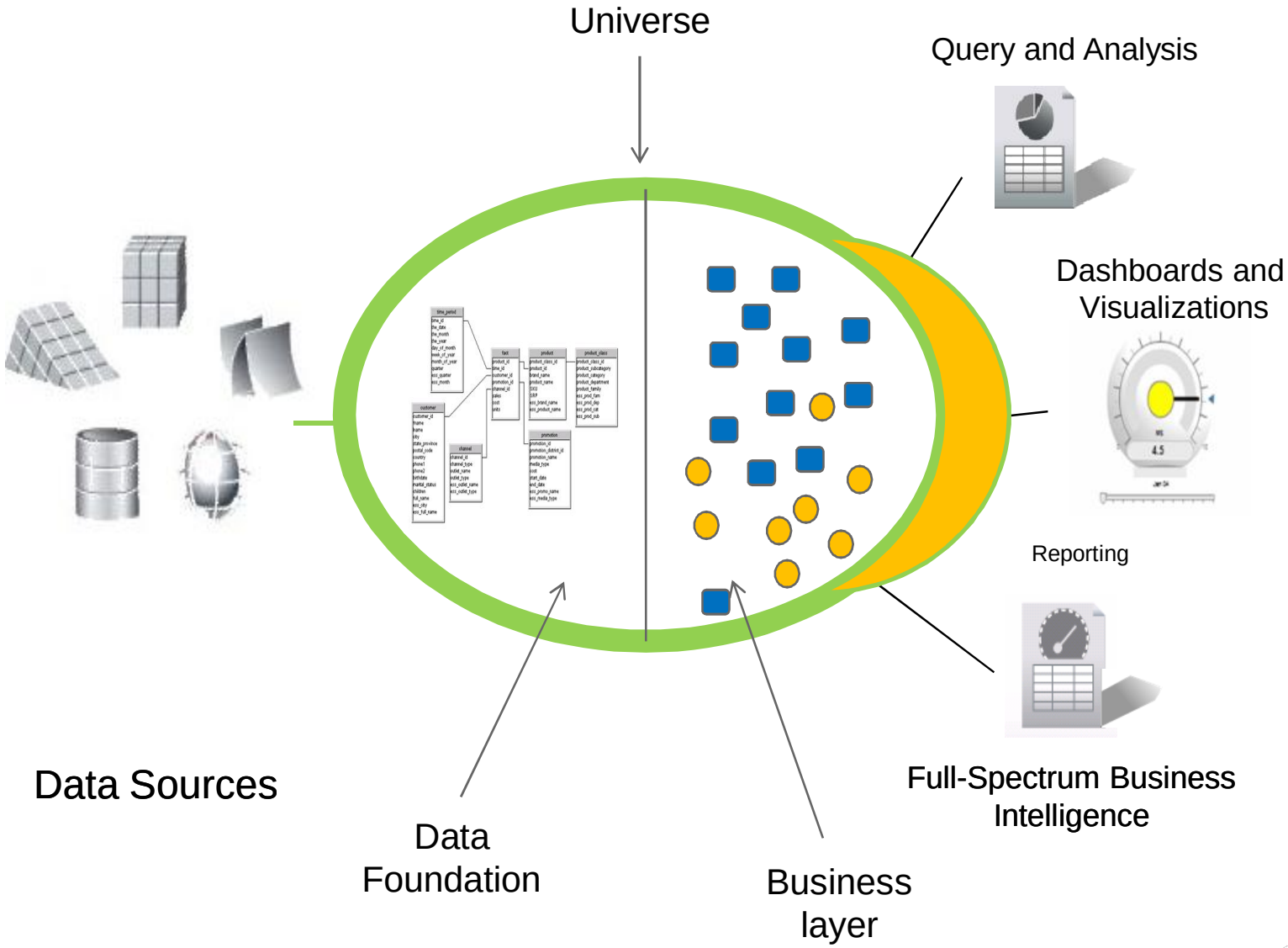
The Semantic Layer components



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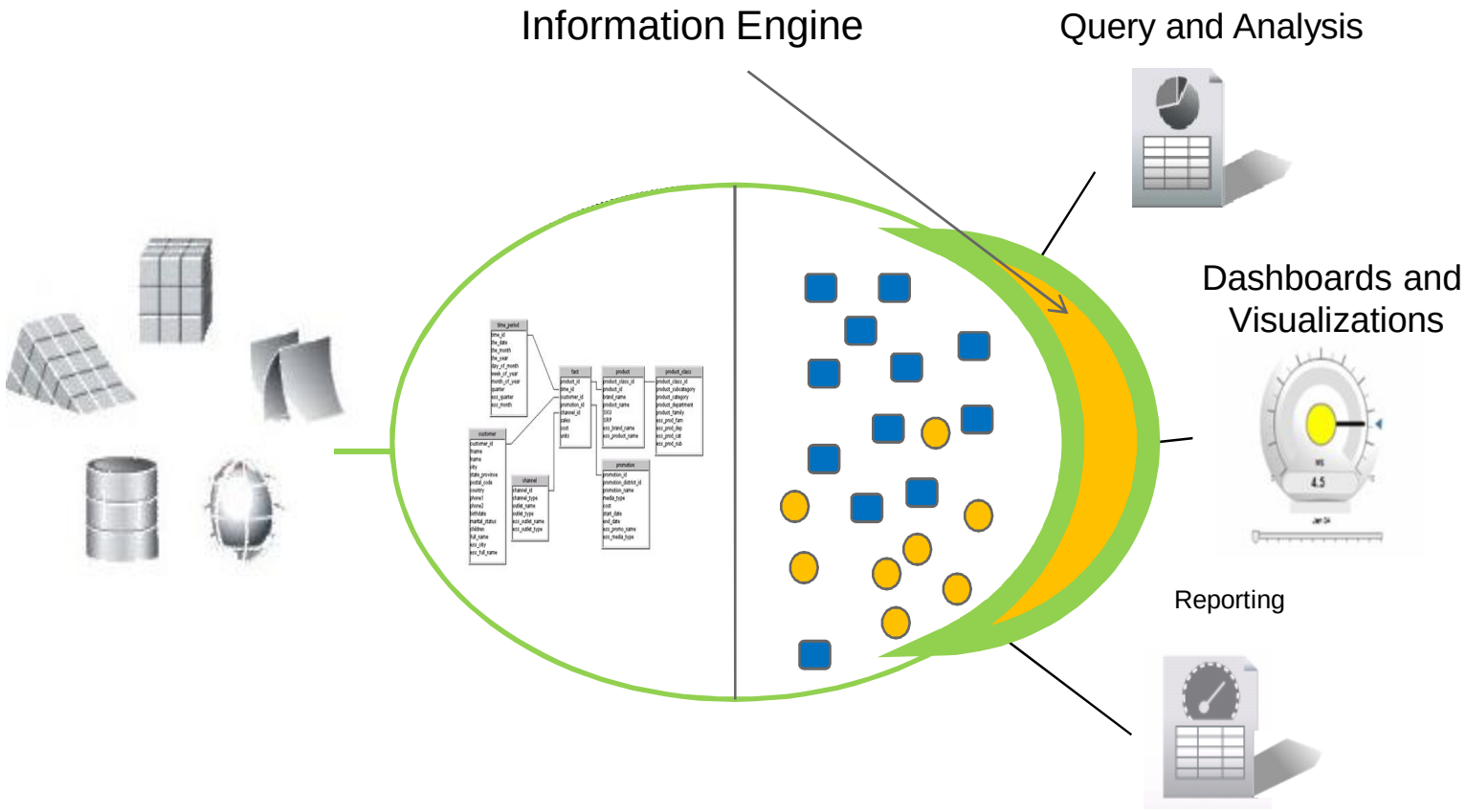
The Semantic Layer components



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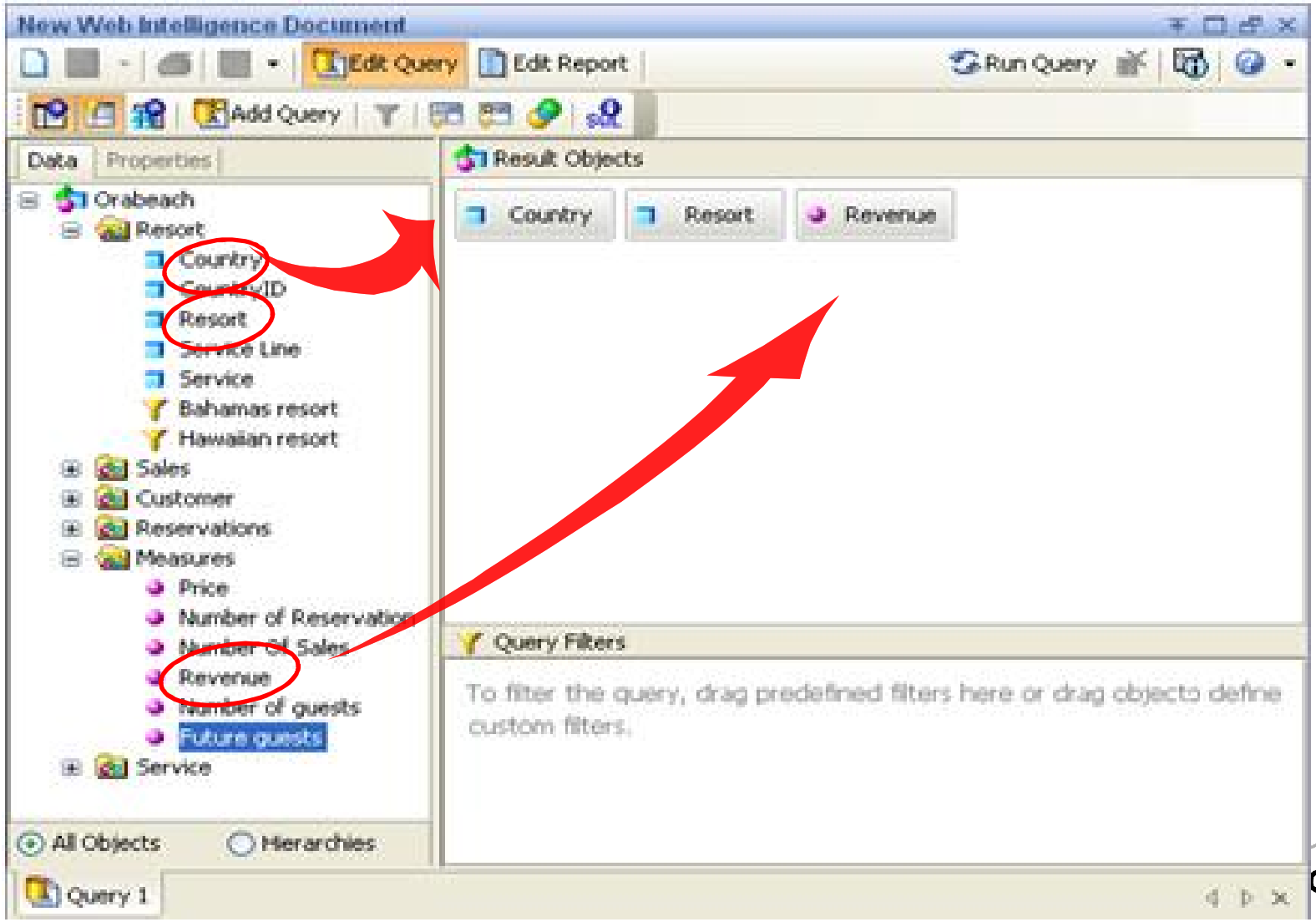
Drag-&-Drop SQL Query Generation
Patented Technology

Need to report the *Revenue* by *Resort* in every *Country*?



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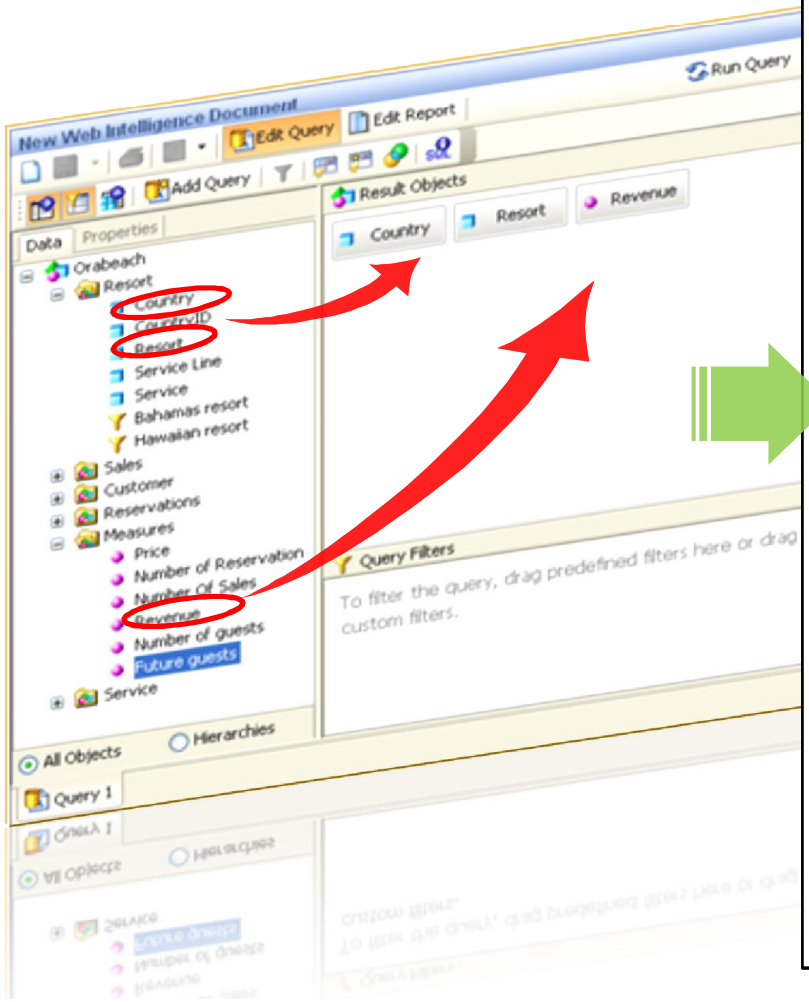


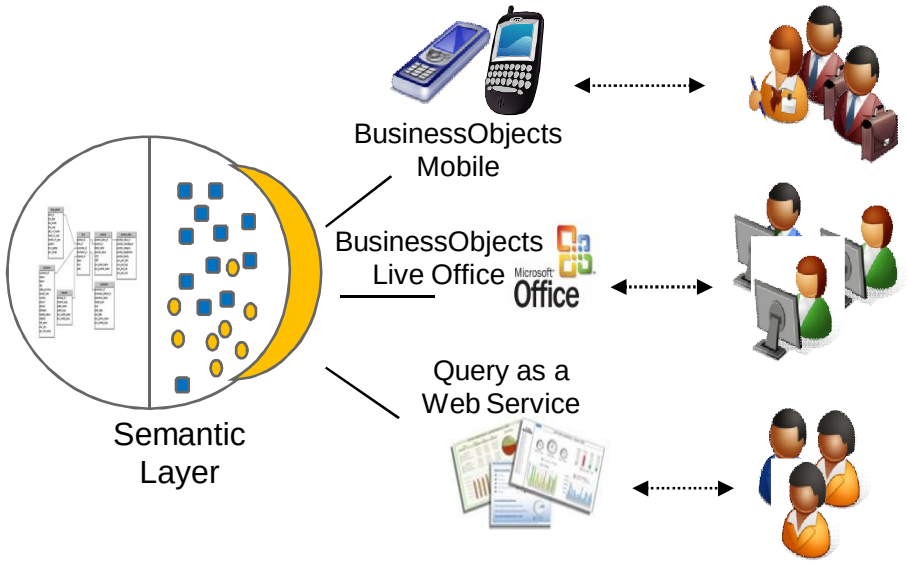

```
SELECT
   RESORT_COUNTRY.COUNTRY,
   RESORT.RESORT,
   sum(INVOICE_LINE.DAYS *
   INVOICE_LINE.NB_GUESTS * SERVICE.PRICE)
FROM
   INVOICE_LINE INNER JOIN SERVICE ON
   (INVOICE_LINE.SERVICE_ID=SERVICE.SERVICE
   _ID)
   INNER JOIN SERVICE_LINE ON
   (SERVICE.SL_ID=SERVICE_LINE.SL_ID)
   INNER JOIN RESORT ON
   (SERVICE_LINE.RESORT_ID=RESORT.RESORT_ID
   )
   INNER JOIN COUNTRY  RESORT_COUNTRY ON
   (RESORT.COUNTRY_ID=RESORT_COUNTRY.COUNTR
   Y_ID)
GROUP BY
   RESORT_COUNTRY.COUNTRY,
   RESORT.RESORT
```

Semantic Layer
Open Access to Any client and user

Extend BI to new business audiences by reusing the semantic layer metadata

Access the semantic layer and the underlying data

- From any BI platform tool
  - BusinessObjects Mobile
  - BusinessObjects Live Office
  - BusinessObjects Polestar
  - Crystal Reports,
  - Web Intelligence
  - Xcelsius
- From any web enabled application—Query as a Web Service
  - Deliver secure BI in any application
  - Enable machine-to-machine access to live data
  - Deliver BI to users in their environment
  - Only expose the BI needed by users



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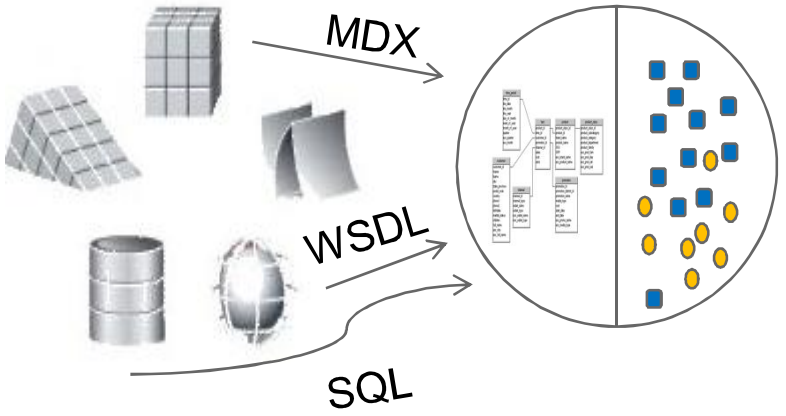
Semantic Layer
Access any data type

Universes make it easy to access, analyze and enrich all data in your organization regardless of the underlying source

Universes do not impose a data warehousing strategy, vendor, a schema, a way to store your data

Universes provide native access to

- OLAP sources
- Relational sources
- XML and web services
- JavaBean



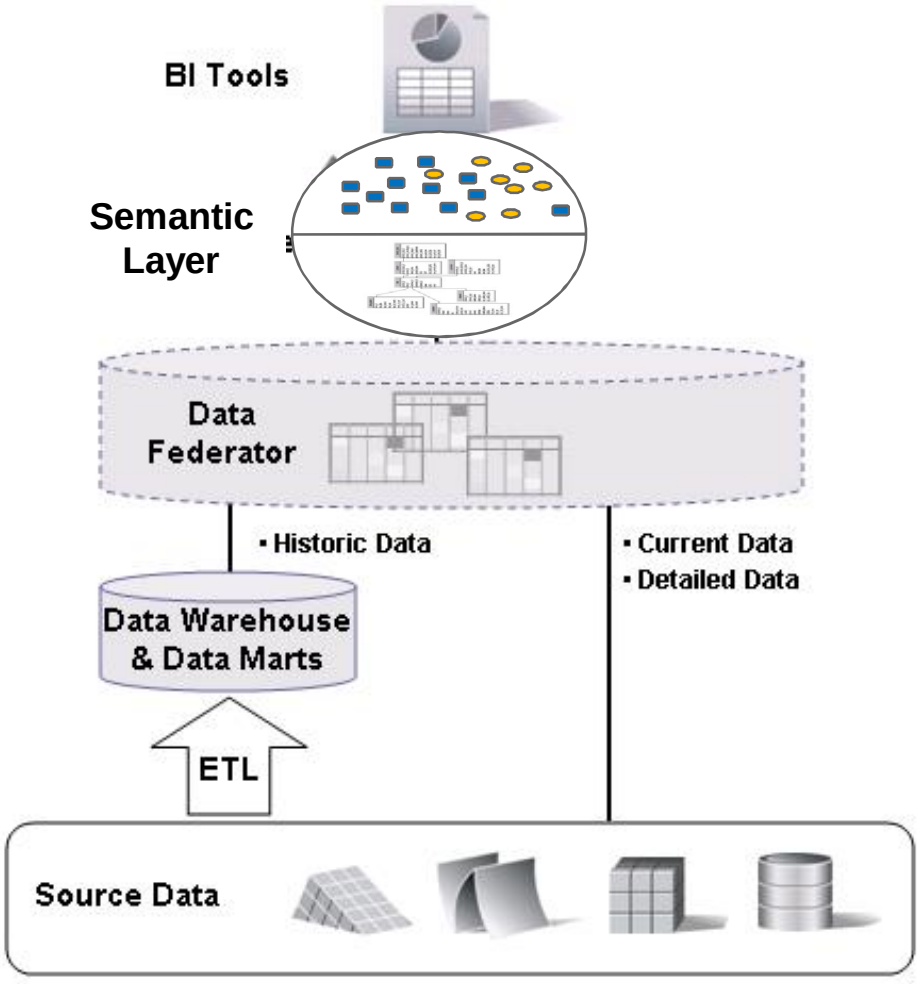
Combine with Data Federation for more Agility

Enterprise Information Integration (EII) or data federation is:

- Agile and rapid data integration
- On-demand access to data
- Real-time delivery of information
- **Multi-source access to SAP NW BI (Q1'09)**

Data Federator offers:

- Easy, reliable, and real-time access to disparate data—regardless of data structure and location
- Non invasive technology—no need to write back to production systems
- Deep integration and compatibility with the BI platform
- Flexibility and optimized performance
- Seamless connectivity to an ever-increasing list of databases and data sources
- The most advanced query optimizer available in the market today



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CONCLUSIONS

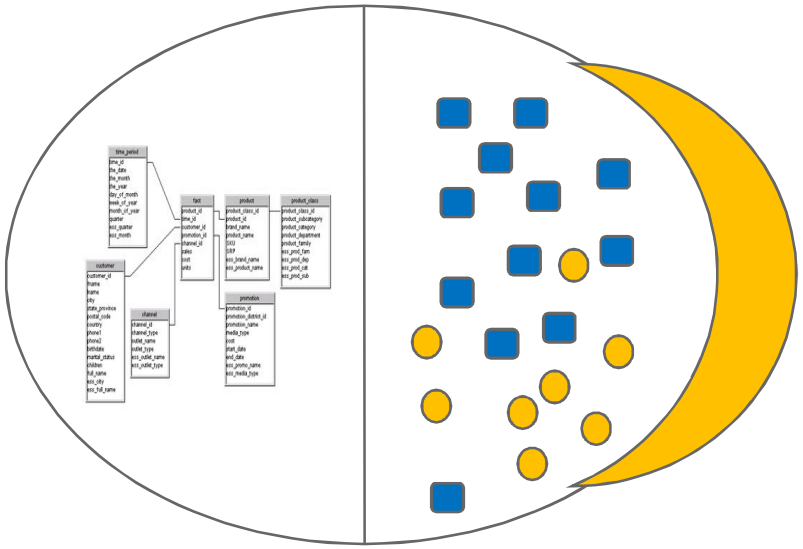
Conclusion

Semantic Layer the foundation for Business Intelligence

1. Agile
   - Any source, any schema, no data transformation needed
   - Multi-source combining SAP and non SAP data
   - Universes on OLAP data sources allow a larger number of users with different profiles to query, report, and analyze on OLAP data sources
   - Lower TCO and faster ROI

2. Consistent access
   - Single User Experience over all data
   - All Business Objects clients
   - Open to any application via Web Services

3. Trusted
   - Reliable
   - Secured
   - Reusable



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Further Information

SAP Public Web:

BusinessObjects Enterprise Portal:
www.sdn.sap.com/irj/boc/businessobjects-enterprise

SAP Developer Network (SDN): www.sdn.sap.com

Business Process Expert (BPX) Community: www.bpx.sap.com

BusinessObjects Semantic Layer forum:
https://forums.sdn.sap.com/forum.jspa?forumID=308

Related SAP Education and Certification Opportunities

http://www.sap.com/education/

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Thank you!