

How SaaS BI Can Improve Your Efficiency in Uncertain Times

SAP BusinessObjects OnDemand
February 4, 2009

What If...

You had to do your job with a typewriter?

Business Objects[™]
an SAP company

SAP[®]

Smith-Corona the world's most complete
family of quality typewriters



52 years ago today, that is exactly what the Smith-Corona company wanted you to do.

- Type your document
- Make copies
- Send to recipients in meetings or via postal mail

Is this fundamentally different than what we do today?

Let's see a demonstration of what we can do now...

Demo



What You Saw In The Demonstration

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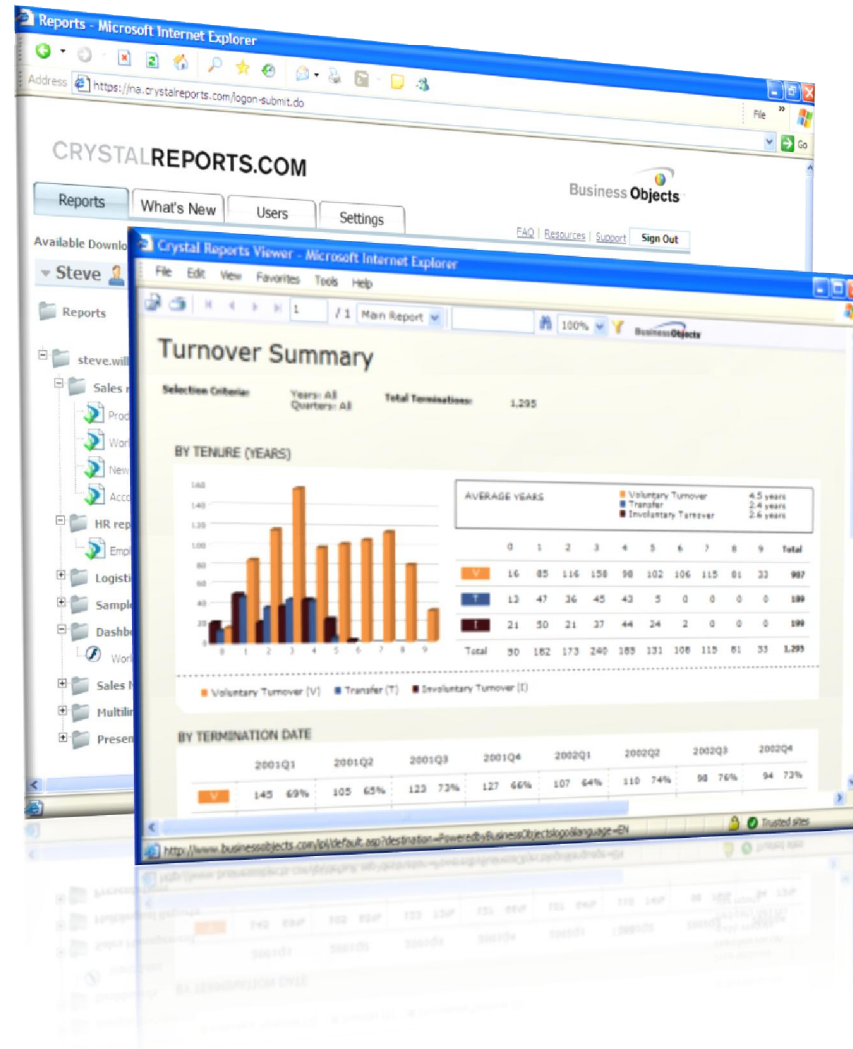
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crystalreports.com

- Access via a browser
- View and drill down into your Crystal Reports
- Schedule report updates
- Refresh reports and dashboards live
- Connect to web-based and on-premise data sources

BI OnDemand

- Hosted data warehouse for improved performance
- Daily data capture jobs (ETL)
- Ad-hoc reporting
- Development environment
- Content creation environment



Data Access: Push and Pull

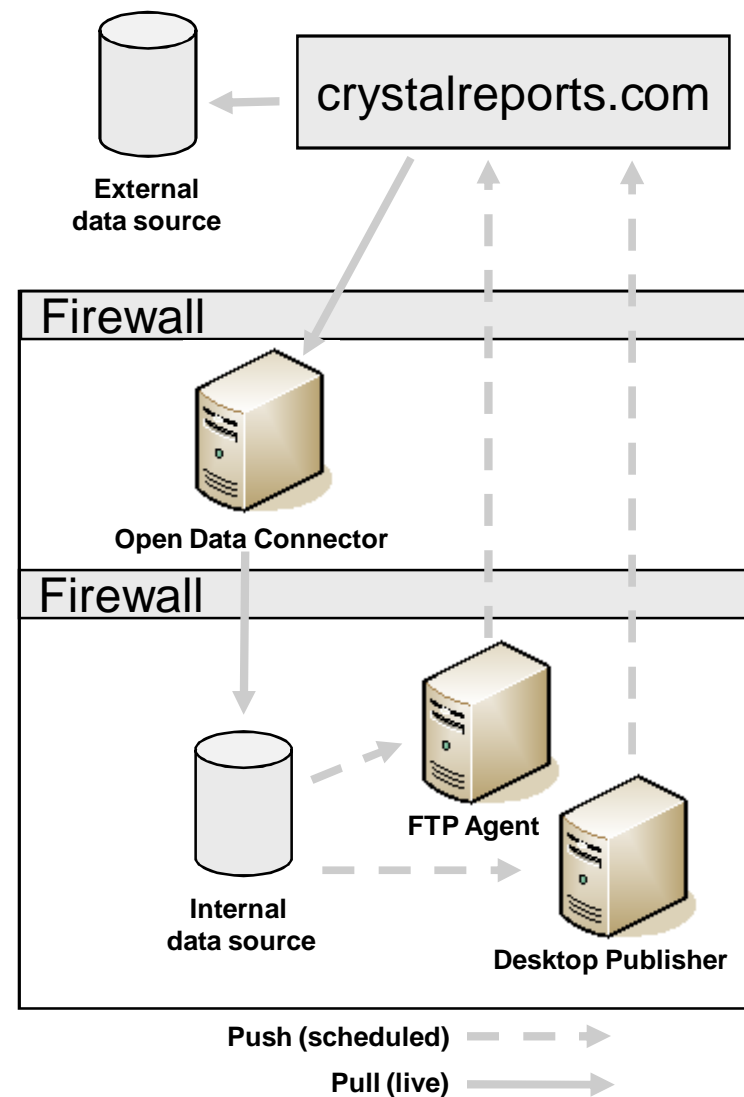


Push

- Pushing data easy to setup but data refresh is not live
- Desktop Publisher
 - Very versatile, easy to setup
 - Most popular way to push data
- FTP Agent
 - For large data refresh
 - Connects to hosted warehouse

Pull

- Pulling data harder to setup but allows live connectivity
- Web services
 - Connect directly to on-line apps like Salesforce, NetSuite
 - Versatile, fast, easy
- Open Data Connector
 - Connect via proxy to internal data sources
 - Versatile, but harder to setup



BI Is Still A Challenge For Many Companies



Business users still find BI challenging

- Complex tools, difficult interfaces
- Lack of relevant, timely, or reliable data
- Limited BI coverage and support for the data and applications they need to access

Uphill battle for IT

- Growing number of data sources, inside and outside the enterprise
- Security concerns
- High cost/ long deployment of BI on-premise projects

Top Roadblocks to BI Success ¹

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

1. Doug Henschen, InformationWeek, "BI Efforts Take Flight", Oct 13, 2008

Those Same Challenges Drive Opportunity for SaaS BI



SaaS benefits address business user and IT challenges

- Cost effective – “Pay as you go”
- Quick deployment – Fast time to value
- Limited IT resource needs for implementation and management

Business users are driving most SaaS purchasing decisions

- Initiated by line of business managers
- Approved as joint decision between line of business and IT

Improving Efficiency With Business Objects OnDemand



- Teamwork from a central source of information
- Confidence to move quickly
 - Control of the data source
 - Control of the calculations and definitions
 - One location, one version
 - Highlight areas that need attention
 - Scheduled updates
- Always available
 - No dependence on emailed files
 - Access from a browser

And It Is Not Just SMEs Who Are Adopting SaaS BI



Automatic Data Processing, Inc.

■ Overview

- ADP is one of the world's largest providers of comprehensive business outsourcing solutions
- 46,000 employees and 585,000 clients worldwide

■ BI Goals

- Create sales leadership and mentoring program to improve sales pipeline management
- Improve sales rep and project manager productivity

■ BI Challenges

- Manual data manipulation & reporting (Excel, Access, PDF)
- Data inconsistencies, minimal standardization
- 8,000+ reports (duplicates, non-compliant, ad-hoc/one off)
- Issues running large data volume reports
- Lack of ability to schedule reports
- No integration between on-premise and salesforce.com
- No interactive dashboards
- Need for single sign-on and ability to leverage existing security model

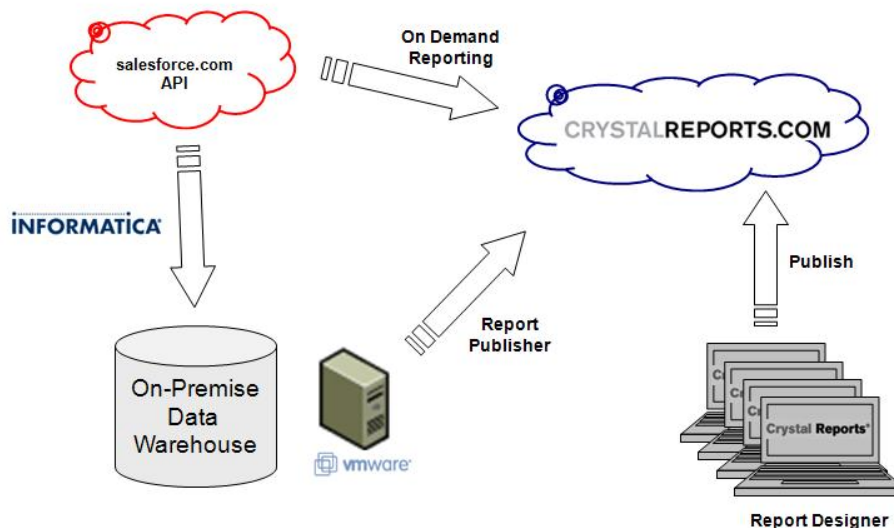
Enterprises See Value in Combining SaaS with On-Premise Investments

Business Objects
an SAP company

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■ Powerful Solution

- 1,700+ users
- Provides sales dashboards throughout the organization
- Combined SaaS and on-premise products for complete solution
- crystalreports.com (Business Objects) – SaaS report sharing, scheduling, and distribution
- Cloud data and on-premise data sources
- Report and dashboard building



ADP

Automatic Data Processing, Inc.

■ Results

- 10% improvement in team member coverage
- 15% improvement in data quality
- Estimated 30 min/day average time savings for field sales leaders
- Estimated 1 hour/day average time savings for divisional project managers.

Customer success stories



Process Group	Reference Customers	Benefits Realized	BOBJ Capabilities
Revenue Optimization/ Sales Force Effectiveness		<ul style="list-style-type: none"> A salesperson can access three years of historical buying trends for a customer in 2 minutes 	<ul style="list-style-type: none"> Enterprise query, reporting & analysis
		<ul style="list-style-type: none"> Model retail revenue and labor requirements more accurately through an automated process accumulating attendance data 	<ul style="list-style-type: none"> Enterprise query, reporting & analysis
		<ul style="list-style-type: none"> Gain \$4 back from \$1 spent on margin enhancement scorecard that provides insight into margin detail 	<ul style="list-style-type: none"> Visualization & reporting
		<ul style="list-style-type: none"> 30 min/day average time savings for field sales leaders and 1 hour/day for divisional sales managers 10% improvement in team member coverage, 15% improvement in data quality 	<ul style="list-style-type: none"> On-demand business intelligence
Customer Insight/ Marketing Optimization		<ul style="list-style-type: none"> Provide the marketing team unique insights into customer buying patterns via standardized and consolidated millions of customer records 	<ul style="list-style-type: none"> Data integration & data quality Visualization & reporting
		<ul style="list-style-type: none"> Ability to view the fastest-selling products and which products are close to completely sold-out 	<ul style="list-style-type: none"> Visualization & reporting
		<ul style="list-style-type: none"> Double profitability per guest via mobile access to guest volume and traffic pattern changes 	<ul style="list-style-type: none"> Visualization & reporting Enterprise query, reporting & analysis
		<ul style="list-style-type: none"> Optimize marketing spend by reducing cost per order by 33% – a \$15.6 M savings 	<ul style="list-style-type: none"> Visualization & reporting

Other SaaS BI Examples



Customers

- Rapid Advance (SME)
 - Cash advance services for small and mid-sized businesses
 - Using crystalreports.com
 - 800 reports distributed daily
- Web 2.0 company
 - Using BusinessObjects BI OnDemand
 - Loads 50,000+ new records every day
 - Analyzes customer service
 - Set new SLAs for response times



Partners

- OpenAir has incorporated crystalreports.com into their professional SaaS product
- Forthright has incorporated crystalreports.com into their dispute resolution solutions



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