

# SAP® BusinessObjects™ INTERACTIVE ANALYSIS, OEM EDITION

## STAND-ALONE RICH CLIENT DELIVERING SELF-SERVICE BI

The OEM edition of SAP® BusinessObjects™ Interactive Analysis software enables customers and partners to deliver ad hoc business intelligence workflows to end users. Your business users can tap into a range of functionality that spans data access, analysis, and reporting. Business semantics, exposed as objects ready for drag and drop, provide the foundation for intuitive workflows – enabling your business users to ask very specific or very broad questions and to conduct basic or deep analysis. Because answers often lead to other questions, SAP BusinessObjects Interactive Analysis allows you to ask questions at any step during analysis, reporting, or consumption of workflows. This blurring of the traditional separation of runtime and

design time activities provides a unique experience for your users and reflects how business users actually work and think.

The OEM edition of SAP BusinessObjects Interactive Analysis is differentiated from other vendor offerings, providing solutions for the following partner-specific scenarios:

- Partners who wish to provide a stand-alone, ad hoc business intelligence (BI) client for business users as part of their solution
- Existing partners using Crystal Reports® software who want to complement their reporting solution with a self-service offering designed for the business user

The OEM edition of SAP® BusinessObjects™ Interactive Analysis software is designed to help SAP customers and partners enrich their business intelligence solutions for end users. A lightweight, stand-alone rich client can be branded, customized, and embedded into partner solutions.

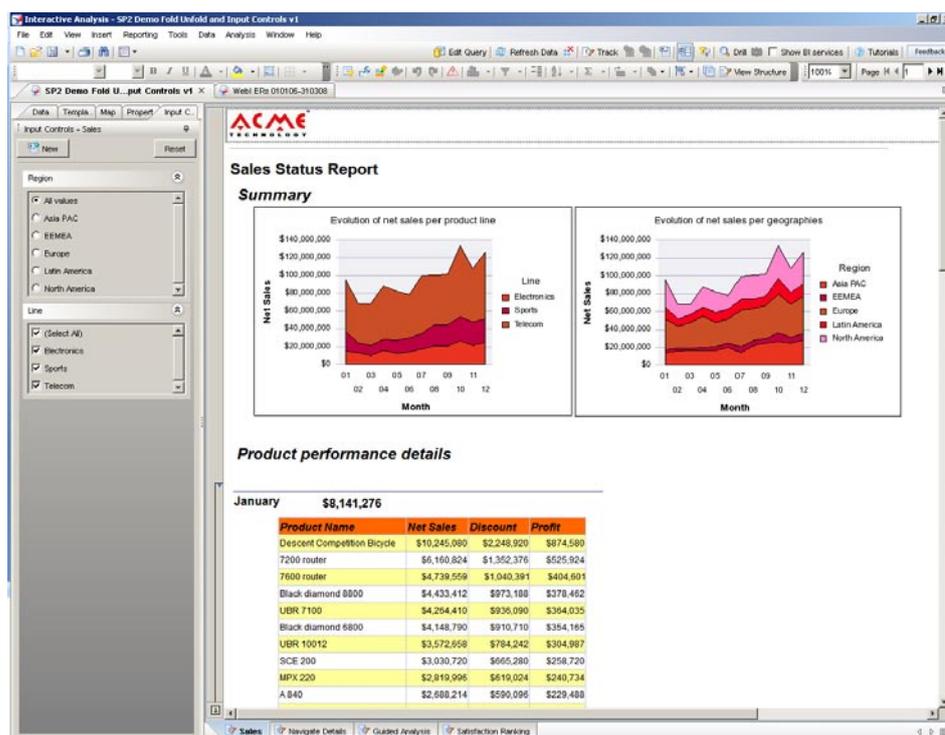
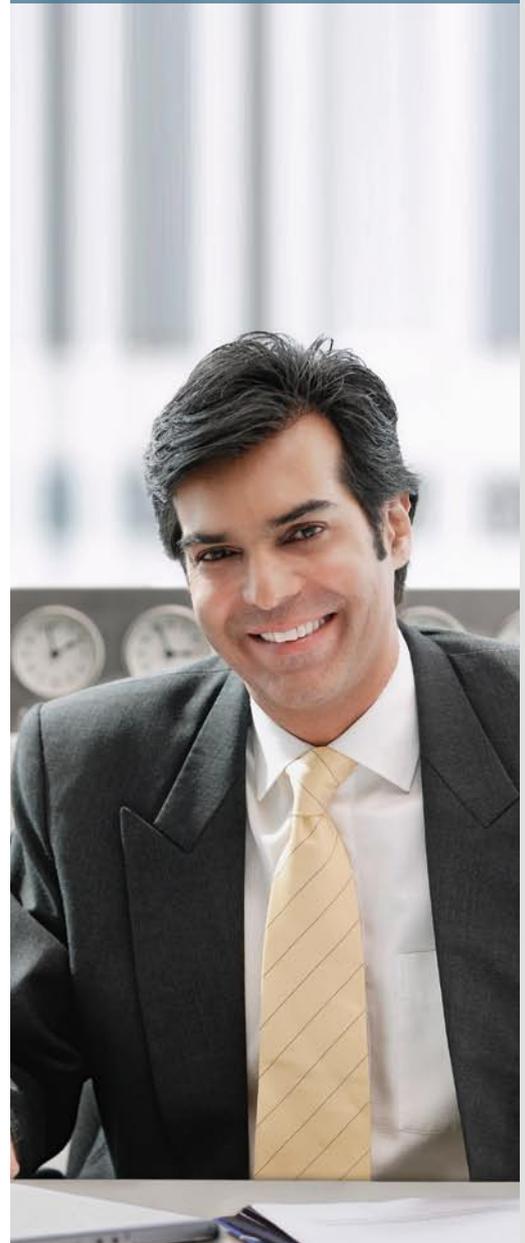


Figure 1: Users Able to Analyze Ad Hoc or Prebuilt Reports Created from Any Data Source



- Existing partners using two-tier full client and SAP BusinessObjects Desktop Intelligence™ software who require a new flexible user experience built on a modern architecture that can scale with their needs

## Incorporating Personal Data Sources

The OEM edition of SAP BusinessObjects Interactive Analysis enables your business users to retrieve data from relational and online analytical processing (OLAP) data sources. Users can combine or merge these different sources, so common dimensions and their measures are displayed and analyzed within the same tables and charts. Inevitably, most business users

also store critical business content within Microsoft Excel files (or within .csv and .txt files). With the OEM edition of SAP BusinessObjects Interactive Analysis, your business users can also create BI content from their personal Microsoft Excel, .csv, or .txt files. If desired, this personal BI data can be combined with the source data that is delivered with the partner's solution, allowing personalized content for the end user.

## Ease of Customization, Building with Migration in Mind

As an SAP partner, our BI tools help you to differentiate and extend your solutions. At the same time, you want seamless integration into your work-

flows and user experience. The OEM edition of SAP Interactive Analysis includes a new software development kit (SDK) that enables a broad range of customization for our partners. With the SDK, you can support simple branding, restrict features, embed workflows, or allow deep workflow customizations that match the specific workflows your solutions and customers require.

An application programming interface (API) service called extension points gives you a wide range of control over the final end-user experience. Through simple customization, you can limit the functionality exposed in the user interface (for simplicity or for providing up-sell opportunities to more complete functional versions). More detailed customizations allow you to completely alter workflows, so your particular solution exactly matches end-user capabilities, the peculiarities of the data, or the interactions and communications with other aspects of your partner solution.

Architected in a way to facilitate the migration of your customization efforts, API extension points provide a layer between client code and the externalized events to be customized. This mitigates the need for dramatic rewrites of customized code as you move to new versions.

## Universes Enabling Business User Interactivity

As part of a partner's solution development, the creation of a universe provides business semantics. Universe creation is a powerful first step toward

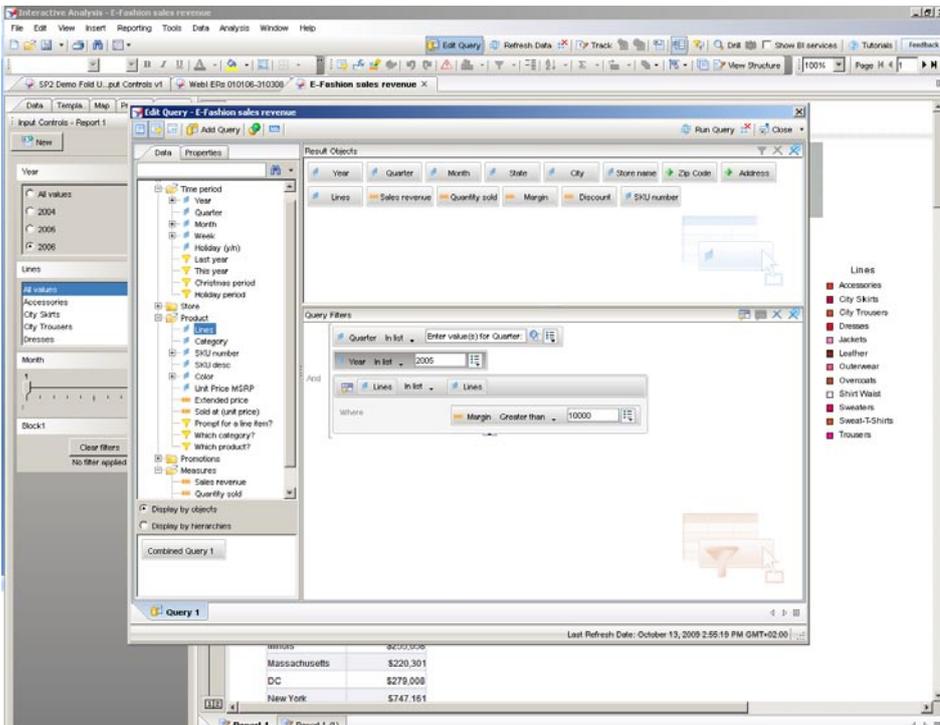


Figure 2: Universes That Enable Simple Query, Report Interactivity, and Synchronization

enabling flexible, business-user workflows. The effort spent to develop your universe can be a simple, wizard-driven task or a more detailed modeling exercise that exposes the universe's full functionality – advanced security handling, optimized queries, complex context handling, specific data aggregation needs, and so on. The effort depends on partner needs, customer security requirements, and data complexity.

Universes also offer additional power levers to driving revenue. You can build universes to expose specific solutions within a larger, layered offering. For instance, partners could offer a “starter kit” with basic universe functionality that would help customers get up and running in minutes. Offering premium universes can provide a flexible means for up-selling customers to a solution with more advanced functionality. Customized universe offerings could be used to provide customers using SAP BusinessObjects Interactive Analysis software with connectivity to complementary data sources (in addition to the partner's data source) in their environments. Each of these scenarios is possible with the universe designer as part of your solution development kit.

### Guided Analysis Features Enabling Self-Service

First-time users can get started with existing SAP BusinessObjects Interactive Analysis software reports with no training. Guided analysis features like input controls, fold and unfold, track changes, and more enable nontechnical users to gain better insight into their data with just a few clicks. Plus, end

users can edit existing queries and reports as needed to reflect their latest information needs. The software reduces report backlog by allowing users to make their own changes instead of having to rely on IT.

### Offline Today, Online Tomorrow

The OEM edition of SAP BusinessObjects Interactive Analysis provides essentially the same features and workflows as the online versions of SAP BusinessObjects Web Intelligence® software (that is, the Java report panel and dynamic HTML deployment options available with SAP BusinessObjects Enterprise Professional and SAP BusinessObjects Enterprise Premium software). Additionally, for content created with SAP BusinessObjects Interactive Analysis, the file format is exactly the same as with the online options. This means the investment you and your customers make around training, customization, and content creation for SAP BusinessObjects Interactive Analysis can be easily migrated to a Web-based deployment of SAP BusinessObjects Enterprise Professional. This functionality provides a unique proposition that helps ensure a smooth transition as your customers' requirements grow to include the platform.

### Bundled With Your Solution, Delivered on a CD

The OEM edition of SAP BusinessObjects Interactive Analysis software weighs in at a mere 500 MB total. Thus, the application – including sample files – can be bundled with your solutions and delivered on a CD or DVD to your customers.



Because answers often lead to other questions, the software allows you to ask questions at any step. This functionality provides a unique experience for your users and reflects how business users actually work and think.

### Find Out More

To learn more about SAP BusinessObjects business intelligence solutions, visit us at [www.sap.com/sapbusinessobjects](http://www.sap.com/sapbusinessobjects).

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## Summary

The OEM edition of SAP® BusinessObjects™ Interactive Analysis software is designed to help SAP customers and partners enrich their business intelligence (BI) solutions for end users. A lightweight, stand-alone rich client can be branded, customized, and embedded into partner solutions. Additionally, the software helps partners differentiate their solutions with a self-service and fully featured BI offering.

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## Business Challenges

- Minimize reliance on IT resources
- Reduce complexity of reporting and analysis for end users
- Enhance report interactivity and analysis without being connected to the data source
- Provide a flexible, scalable infrastructure to deliver more information to more users

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## Key Features

- **Intuitive, self-service user experience** – Access information through familiar interfaces and workflows
- **Broad BI functionality** – Enable ad hoc analysis and reporting for business users without requiring SAP BusinessObjects Enterprise Professional software
- **Flexible data sources** – Allow end users to combine Microsoft Excel, .csv, and .txt files with partner data sources
- **Flexible partner solutions** – Embed workflows and allow partners to customize and brand the user experience

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## Business Benefits

- **Simplified deployment** for business users, with self-service BI functionality complementing existing reporting solutions
- **Stand-alone, ad hoc BI client** available for business users as part of partner solutions
- **Small footprint** of only 500 MB simplifies the delivery of bundled solutions on a CD or DVD
- **Scalable BI platform** supports an increasing numbers of users, processes, and data volumes

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## For More Information

Call your SAP representative, or visit us at [www.sap.com/sapbusinessobjects](http://www.sap.com/sapbusinessobjects).

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