SMART APPLICATION COMPANIES SELL MORE -
ADDING VALUE WITH ADVANCED REPORTING & BUSINESS INTELLIGENCE

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SAP BusinessObjects™
THE BEST-RUN BUSINESSES RUN SAP™
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Agenda

- Introductions
- Why Add Business Intelligence to your Application
- Introduction to Business Objects OnDemand
- Partnership Program
- Solutions Overview
- Architecture, Deployment and Integration
- Demonstration
- Q&A & Wrap Up

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Business Intelligence capabilities deliver added value to your applications

Business Value

- Self Service ad hoc reporting – drag and drop, ease of use
- Interactive dashboards with drill down - great opportunity to have an executive conversation
- Proactive vs reactive – through easy access to the correct data
- Utilize resources more effectively – focus on core competencies, not reporting
- Data aggregation – the right amount of information with the right focus

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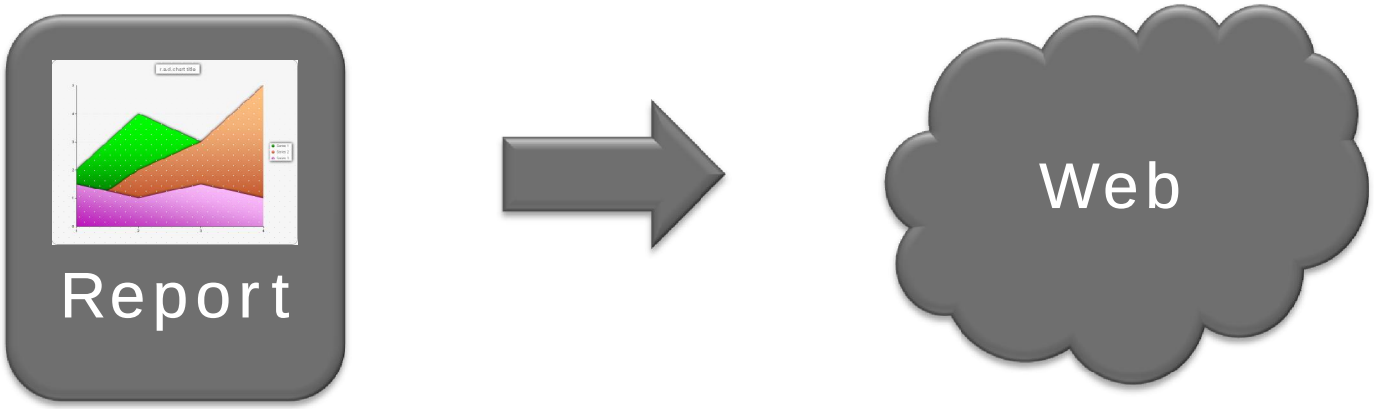
Where we started three years ago

"Let's find an easier way
to share Crystal Reports"



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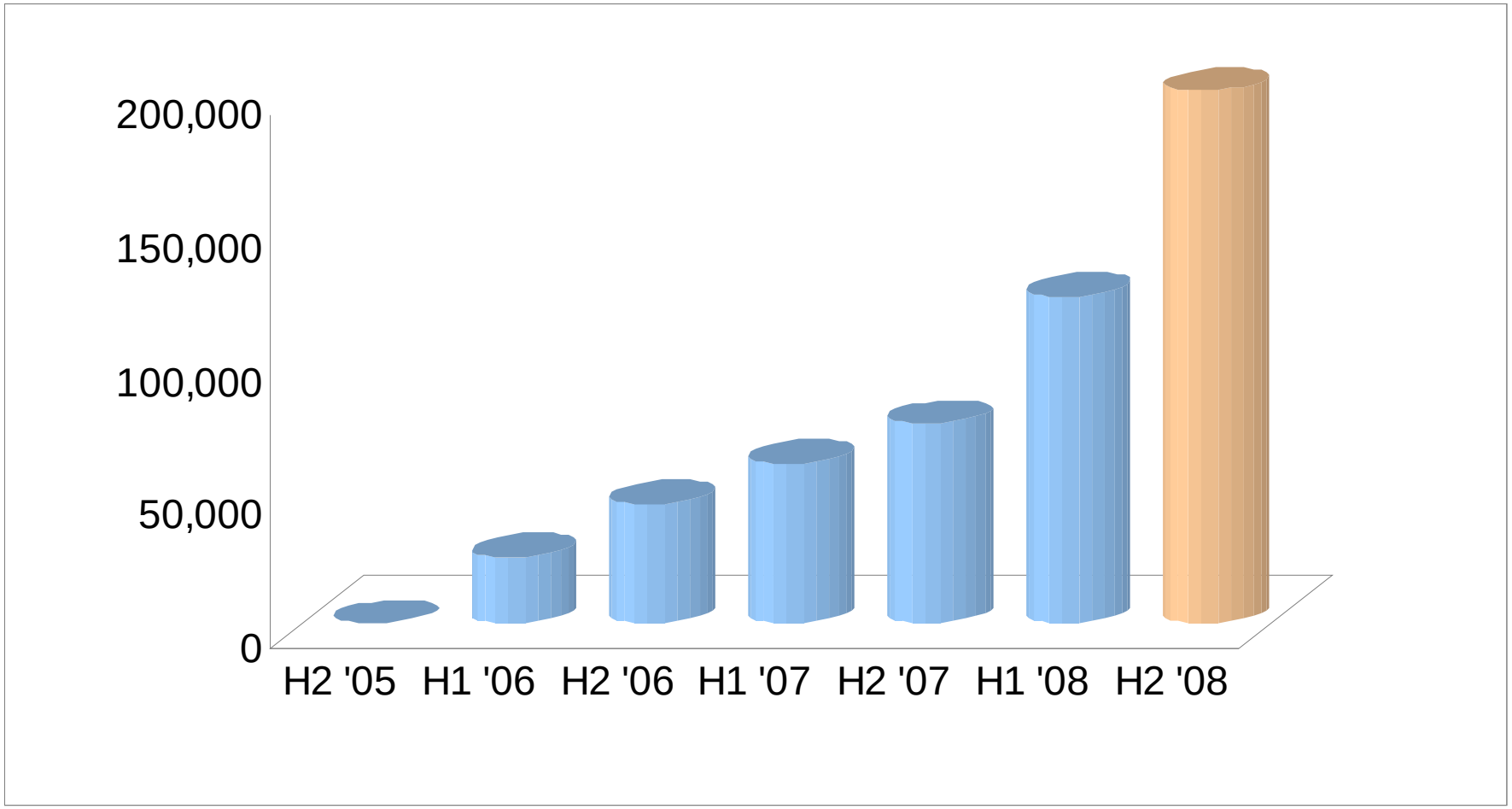
Where we are Today



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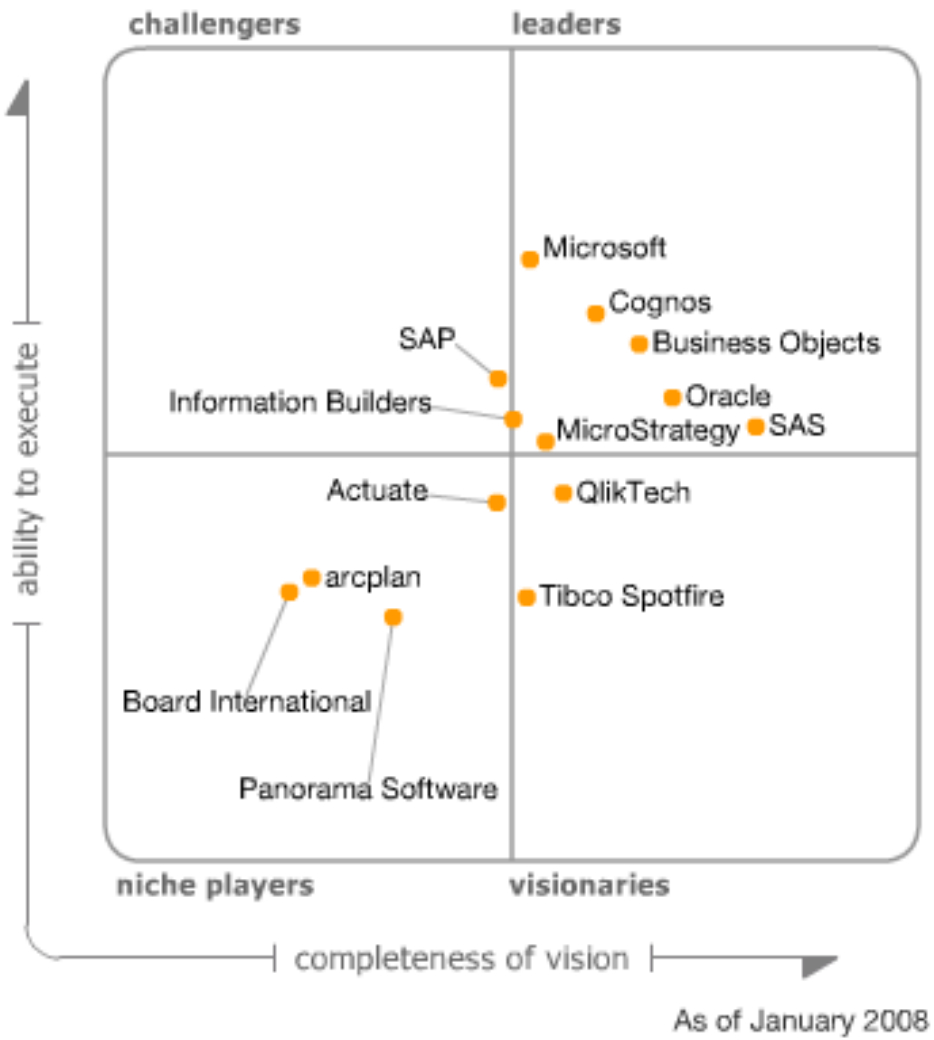
Technology Leader and Visionary



First and only OnDemand BI provider:

crystalreports.com
Business Intelligence OnDemand
Information OnDemand
200,000 subscribers

"The rapid growth of its OnDemand BI offerings, for which it now has more than 70,000 customers, ***makes Business Objects the de facto leader in SaaS BI****." (Gartner)*

Magic Quadrant for Business Intelligence Platforms, Q1 2008

1 Feb 2008, James Richardson, Kurt Schlegel, Bill Hostmann, Neil McMurchy

Source: Gartner, Inc.

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The OEM Program - Partnerships Built for Success

An OEM Partnership will help your company:

- **Increase revenue opportunities**
  - Raise average deal size with new product and service offerings
  - Reach high-level business user in a company
- **Reduce development time and costs**
  - Focus on your core applications and reduce development costs
  - Leverage proven Business Objects solutions and speed up time to market
- **Improve customer satisfaction**
  - Get higher customer value with extended functionality / features
  - Provide one solution from one vendor
- **Increase competitive differentiation**

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OEM GO TO MARKET PROGRAMS

- **Sales**
  - Dedicated OEM Partner Manager
  - Sales collateral and demonstrations
  - Technical Account Management / sales consultants
- **Partner Development Funds**
  - Assist with offsetting go to market associated costs
- **Technical Support**
  - Quicker access to Business Objects development
  - Developer resources, code samples, etc.
- **Training**
  - OEM Specific How To Half Hours
- **Marketing and Communications**
  - Partner Directory & Partner Listing on website
  - Marketing Programs: Events, PR/ case studies, etc.
  - Access to Partner Extranet and all customizable collateral marketing & communications

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Business Objects OnDemand Services

Business Intelligence OnDemand
(crystalreports.com,
Complete BI, EIM, Data Warehousing)

Information OnDemand
(information.ondemand.com)

Data Quality OnDemand
(information.ondemand.com)

External Application Integration
(i.e. Salesforce.com)

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Business Objects OnDemand Services

Deploy a business intelligence solution over the Web - without buying servers or installing software. Give insight to customers and partners immediately, without an IT project.

Business Intelligence OnDemand

Offload your business intelligence and data warehouse infrastructure onto our hosted platform—and start analyzing your data sooner.

Information OnDemand

Enhancing Business Intelligence with External information. Compare your organization's data to third-party market and financial data. Our prebuilt reports save you hours or days of preparation.

Data Quality OnDemand

Cleanse and verify addresses in your existing operational systems - or integrate address cleansing into leading applications such as Salesforce.com.

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Business Intelligence OnDemand & crystalreports.com

Crystalreports.com: An OnDemand business intelligence solution allowing you to instantly, simply and securely share reports and dashboards over the web

- Access via a browser
- View and drill down into Crystal Reports
- View dashboards with Crystal Xcelsius
- Schedule report updates
- Share other document types (Word, PowerPoint, Excel, PDF, etc)
- Alerts
- Refresh reports and dashboards with new data
- Schedule Crystal Reports with new data

Business Intelligence OnDemand: End-to-end business intelligence delivered OnDemand

- From data acquisition to
- Data cleansing and enrichment services to
- Full data management to
- Enterprise reporting, ad-hoc analysis & dash boarding all OnDemand

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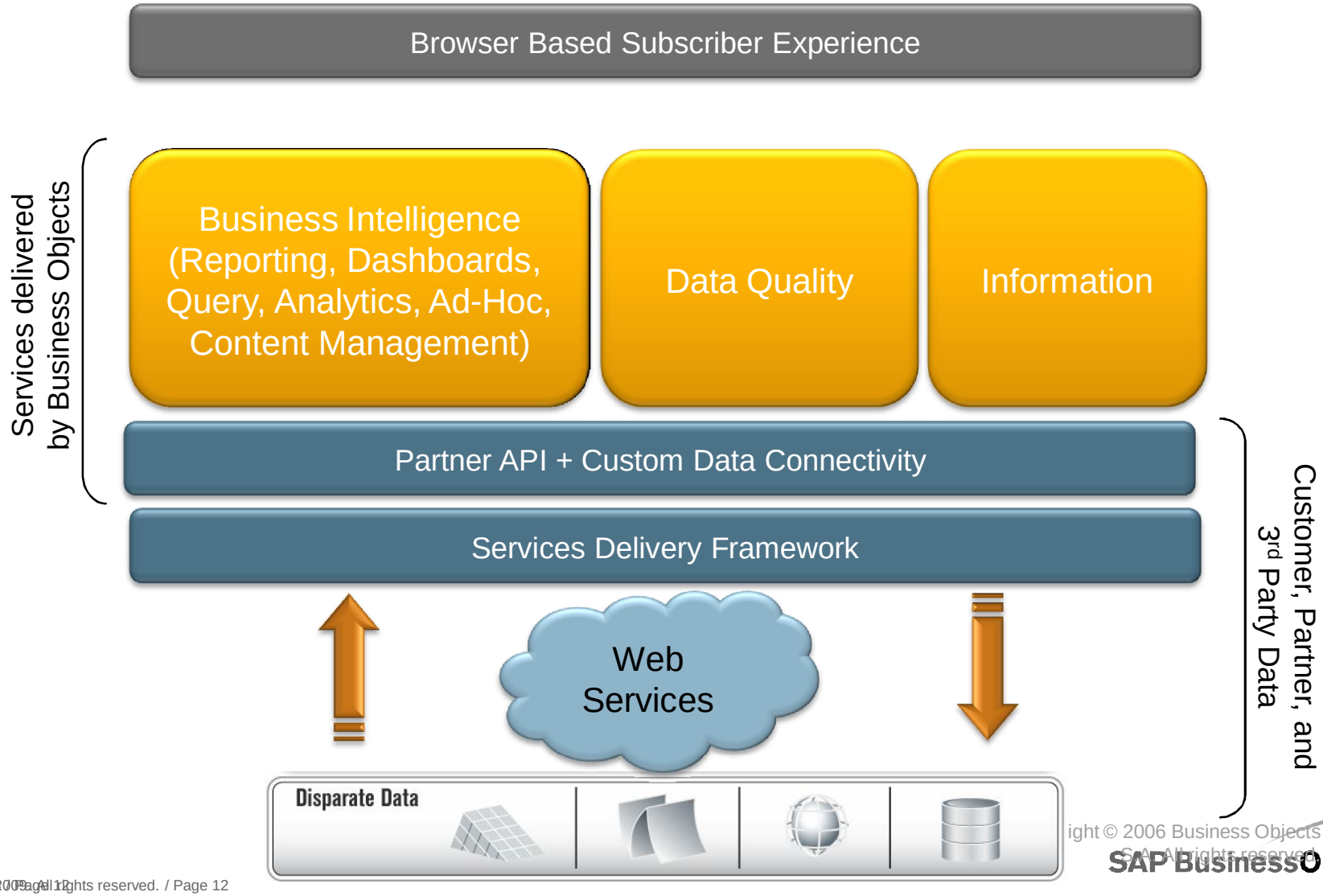
OnDemand Infrastructure



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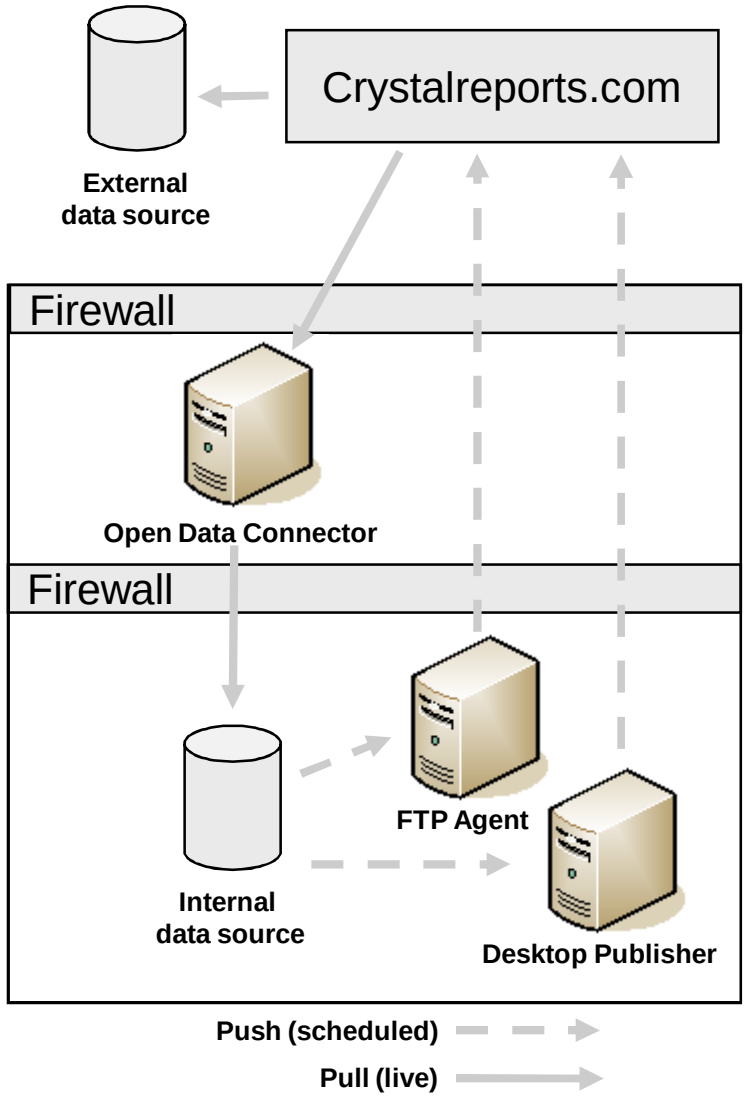
Data Access: Push and Pull

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
  - Versatile, fast, easy
- Open Data Connector
  - Connect via proxy to internal data sources
  - Versatile, but required IT server resources



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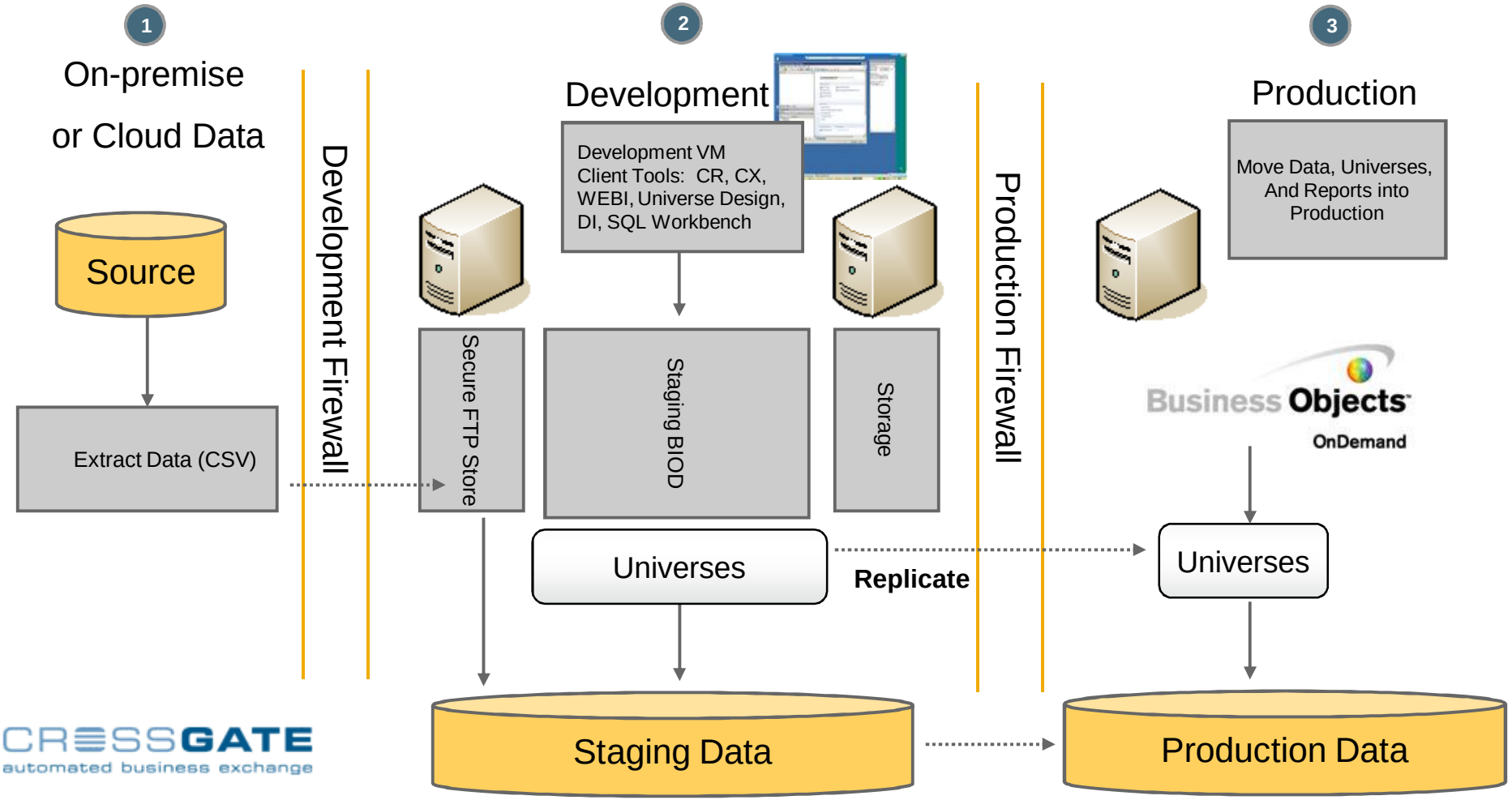
Business Intelligence OnDemand



CROSSGATE
automated business exchange

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Thank you!

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