

EIM Product Update/Product Direction

Two Basic Assumptions with Enterprises Today...



- 1) All of the data is NOT in one place
- 2) All of the data is NOT perfect



Business Questions



Q: What % of workers have made a business decision which later turned out to be wrong due to flawed data?

A: 75%*

Q: How much time do IT workers spend weekly on verifying the accuracy of the data?

A: 30% of their work week* (a day & a half)

Q: What % of workers have all the data they need to confidently make business decisions?

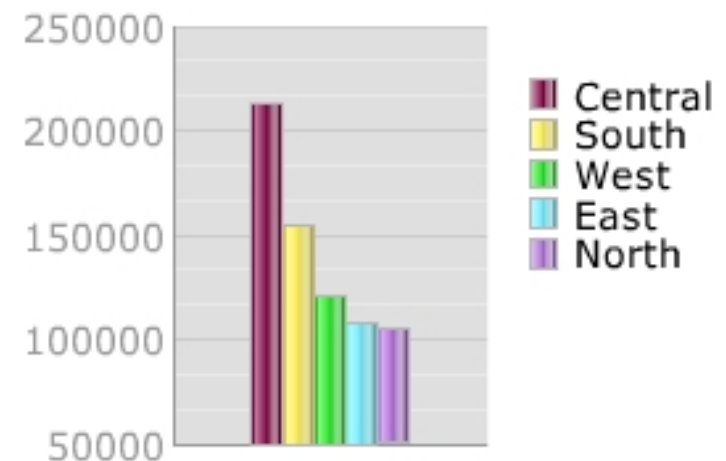
A: Only about 10%*

*Based on a recent survey of information workers in the US, Great Britain, France, and Germany, commissioned by Business Objects and conducted by Harris Interactive, June 2006

Janet Got Her Report Completed... Just In Time!



Regional Sales Results
Year End 2006



It took Janet and IT a lot of time to gather the information she needed.

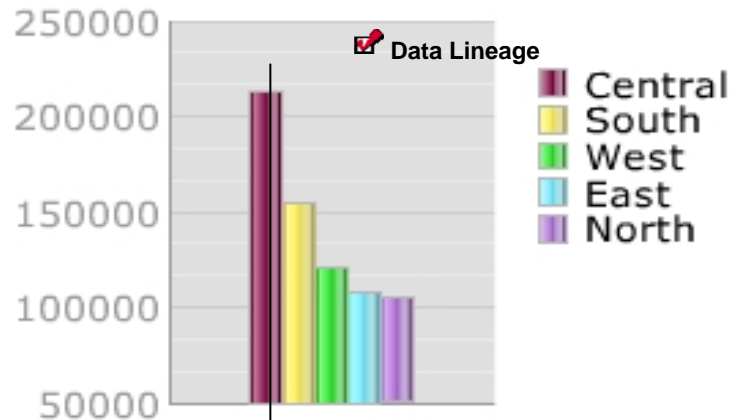
She wasn't sure about where the data came from originally or how it was calculated.

She worried that the data may be wrong and wasn't confident about sharing it at the meeting.

It's More Than Pretty Reports and Charts...



Regional Sales Results
Year End 2006



Business Intelligence isn't just about how you look at your information.....

It's about *knowing* it's correct

Profiling, Data Integration, Data Quality, Auditing, Validation and Lineage (trace-ability)

Look to the Cookie!!!

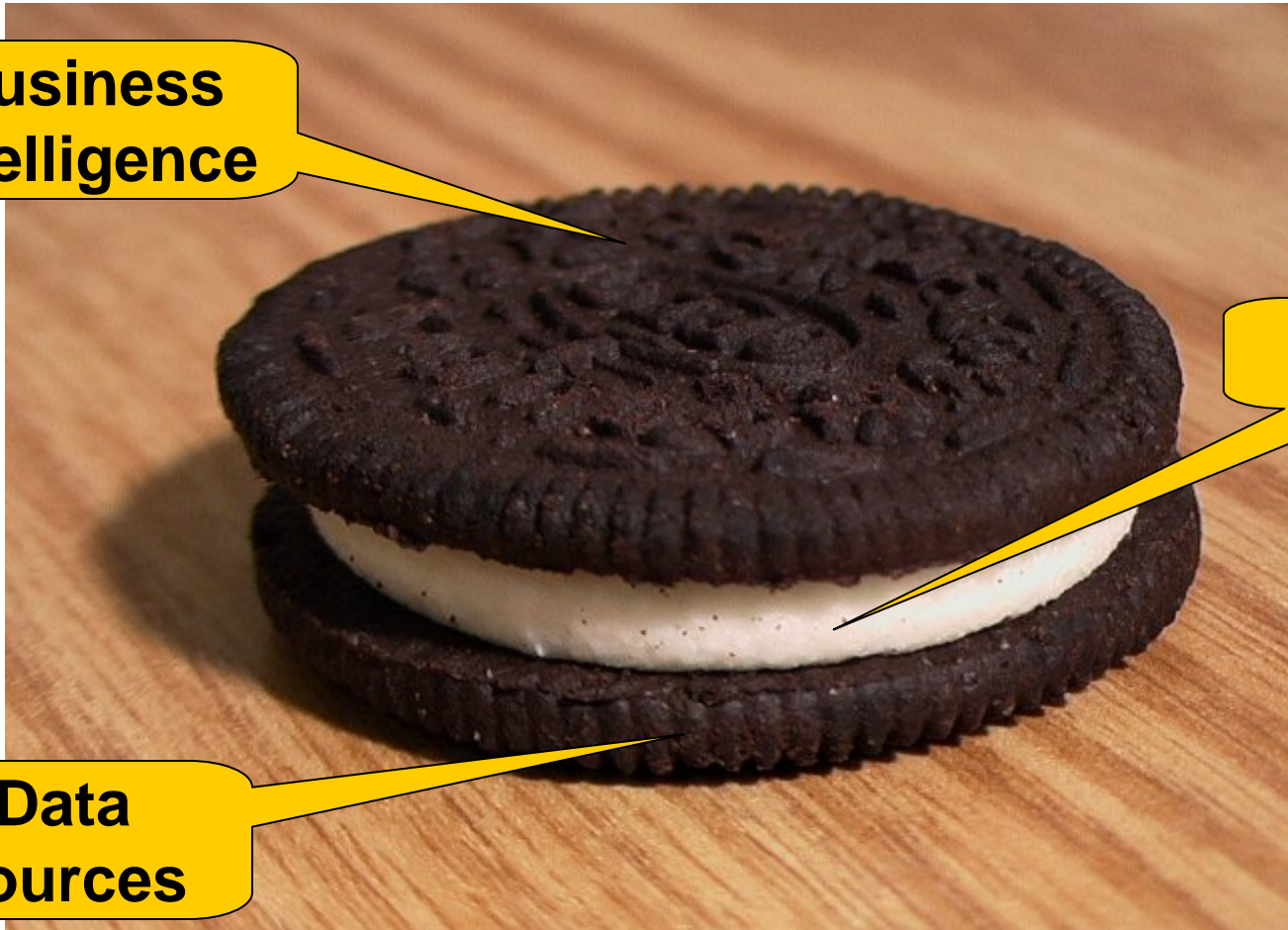
SAP

EIM is what makes our “cookie” unique!

**Business
Intelligence**

EIM

**Data
Sources**



EIM – Everything In the Middle...



Business Intelligence

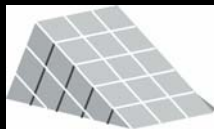


Metadata Management = *Trusted information*

Data Integration = *Gain complete view of business*

Data Quality/Cleansing = *Improve information reliability*

Data



Business Objects EIM Products



Business Intelligence



BusinessObjects Universe



Metadata Management

Universe Mgmt, Data Lineage, Impact Analysis

Metadata Manager

Batch & RT Data Integration

Data Integrator (ETL)

Rapid Marts

Data Federator (EII)



Data Quality

Data Preview and Profiling, First Logic DQ/DC suite, Validation and Auditing Transforms in DI Library



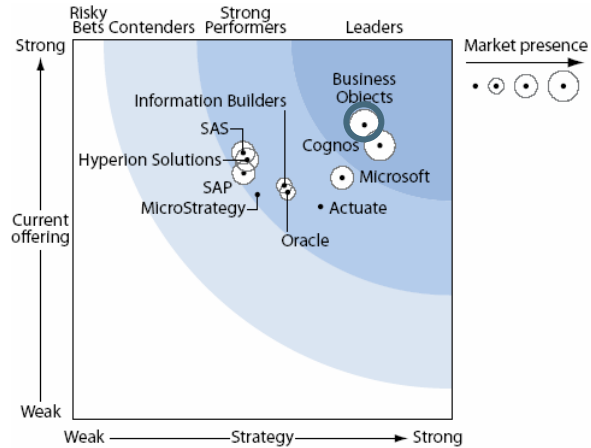
Data



INDUSTRY LEADERSHIP ACROSS BI CATEGORIES

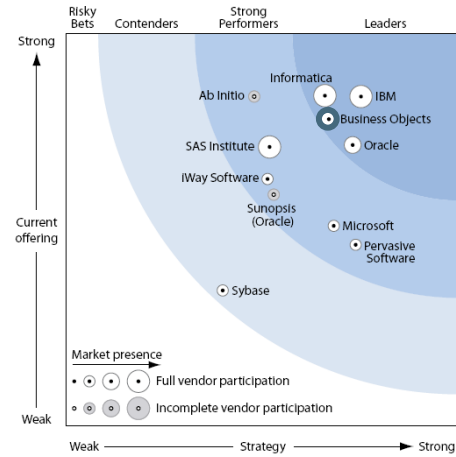


Analytic Reporting



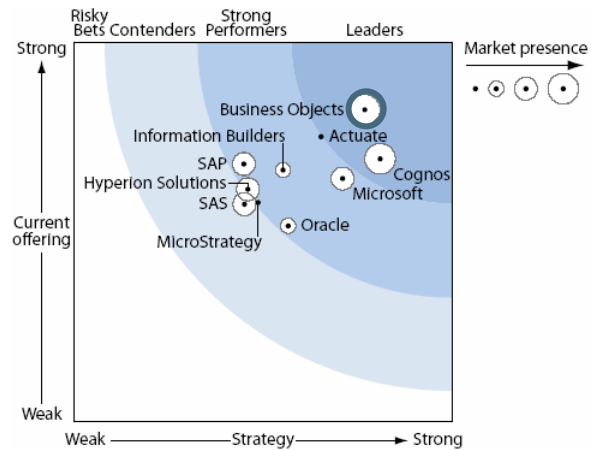
Forrester Wave™: Business Intelligence For Analytic Reporting, Q1 2006
2 Feb 2006

ETL



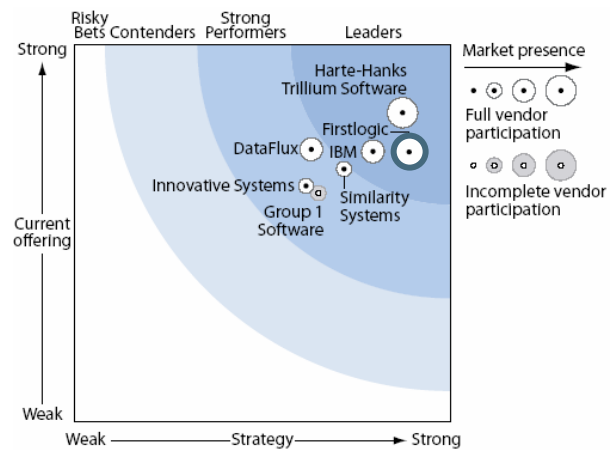
Forrester Wave™: Enterprise ETL, Q2 2007

Enterprise Reporting



Forrester Wave™: Business Intelligence For Enterprise Reporting, Q1 2006
2 Feb 2006

Information Quality

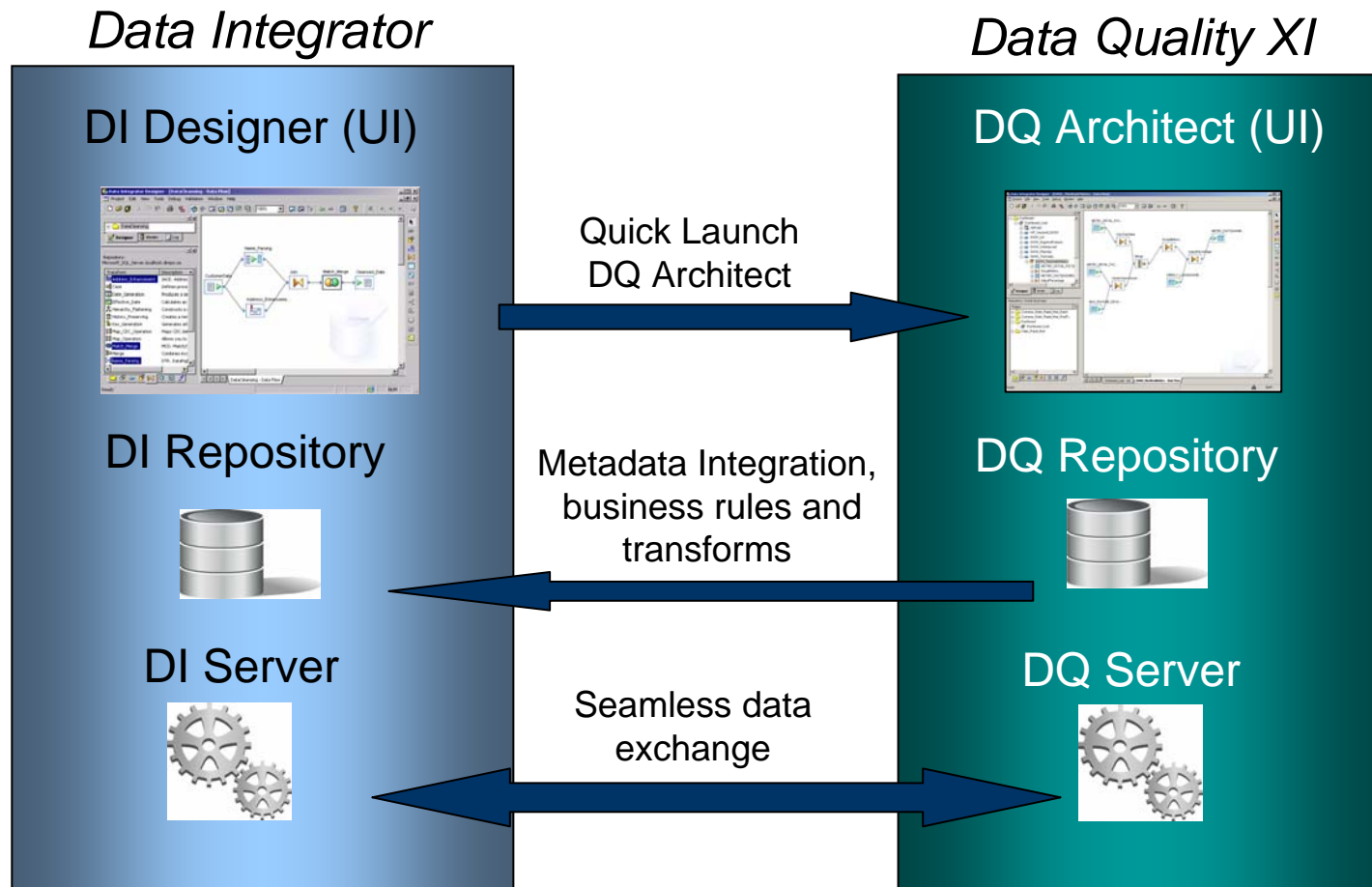


Forrester Wave™: Information Quality Software, Q1 2006
17 Jan 2006

Data Services

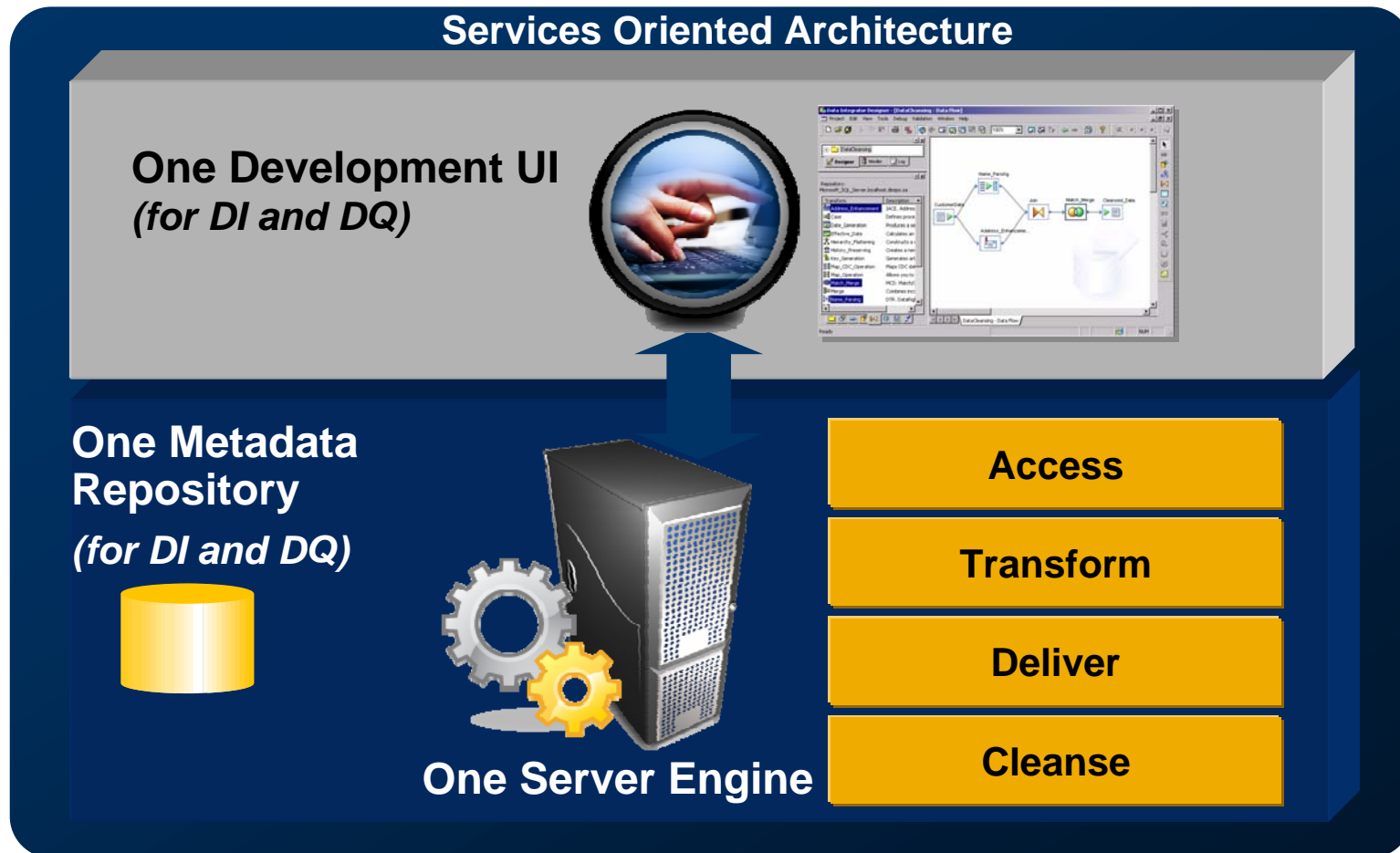
THE BEST-RUN BUSINESSES RUN SAP





Metadata integration between DI and DQ, servers interact seamlessly to exchange data

BusinessObjects Data Services Single Platform for DI and DQ



A single development UI. Single server will process both DQ and DI functionalities. Supported by a common metadata repository, administration and security services, scheduling, parallel processing, and data connectivity layer.

SAP Business Objects: Serious About Data Services...



I am particularly impressed with EIM.

The big deal about this release is that SAP Business Objects has gone a step further and introduced a common user interface. That is, data integration, data cleansing and data profiling use the same interface. This is a serious advantage: you can do everything from a single screen.

That's not all of course. There are facilities for defining validation rules when you are moving data, which will be particularly useful when doing migrations.

There is support for a wide range of non-relational data sources, including flat files, XML (DTDs and schemas), COBOL copybooks and Excel workbooks.

SAP Business Objects is a serious player in the data integration market and Data Services XI 3.0 is a major contender.

[Philip Howard, Director of Research - Technology, Bloor Research](#)

Project Area

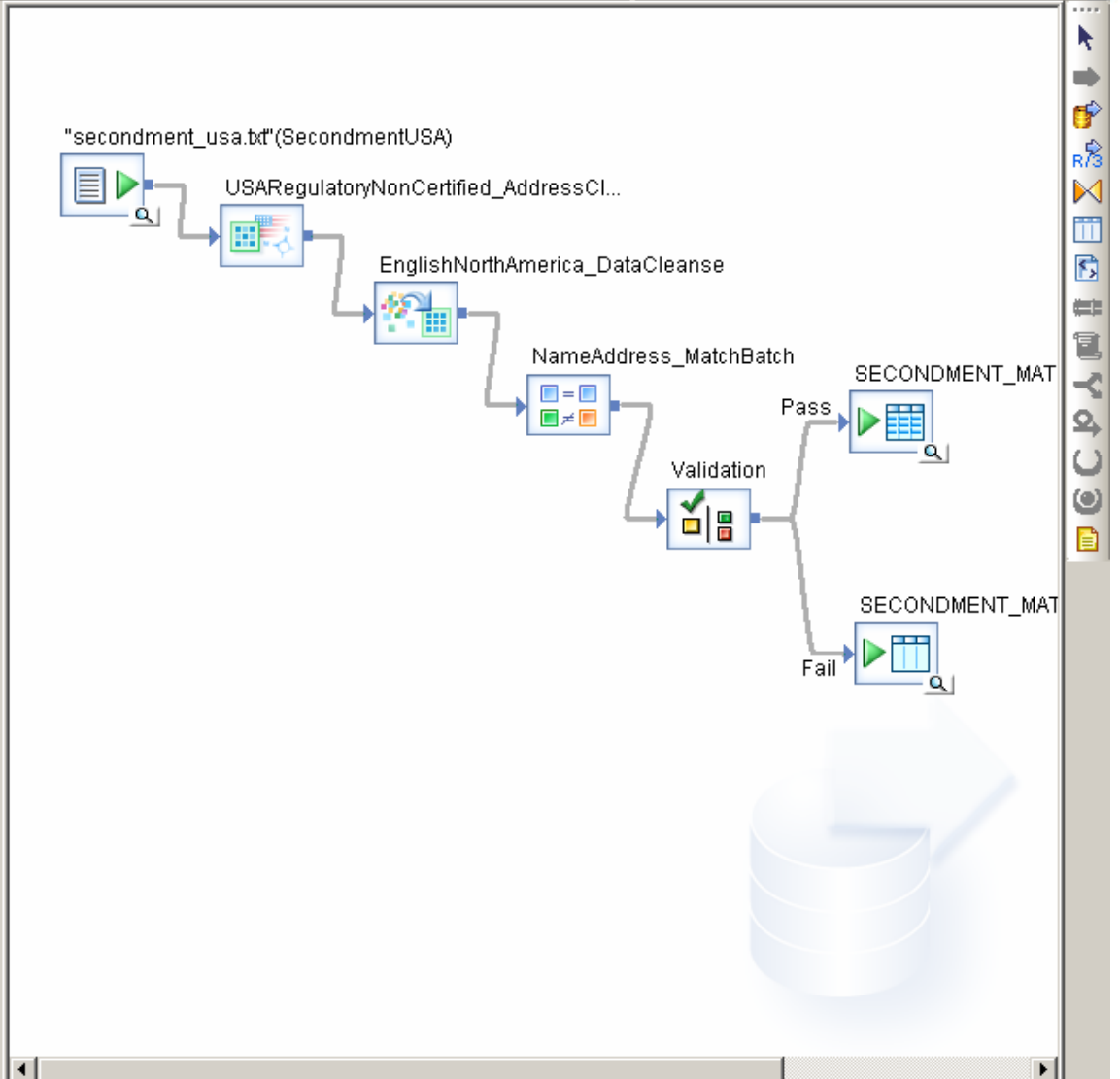
- Secondment
 - Job_DEMO_MatchWizard
 - DF_DEMO_MatchWizard
 - Job_Secondment_AddressCleanseUSA
 - Job_Secondment_AddressCleanseUSAwithGeo
 - Job_Secondment_DataCleanseEnglish
 - Job_Secondment_DataCleanseProduct

Designer Monitor Log

Local Object Library

Repository: Microsoft_SQL_Server.CDI5EIM.DSRepoLocal2.TITAN

Transform	Description
Data Integrator	
Data_Transfer	Allows a data flow to sp
Date_Generation	Produces a series of dat
Effective_Date	Calculates an 'effective-
Hierarchy_Flattening	Flattens hierarchical dat
History_Preserving	Creates a new row only
Key_Generation	Generates artificial keys
Map_CDC_Operation	Maps CDC data using re
Pivot	Rotates the values in sp
Reverse_Pivot	Rotates the values in sp
Table_Comparison	Compares two data sets
XML_Pipeline	Reads and processes lar
Data Quality	
Associate	Associate Base Transfor
Country_ID	Country ID Base Transfi
Data_Cleanse	Data Cleanse Base Tran
Global_Address_Cleanse	Global Address Cleanse
Global_Suggestion_List	Global Suggestion List B.
Match	Match Base Transform
USA_Regulatory_Address_Cleanse	USA Regulatory Address
User_Defined	User Defined Base Tran



COMPETITIVE COMPARISON MATRIX



	SAP Business Objects	IBM	INFA Informatica
One Development UI			
One Metadata Repository			
One Runtime Architecture			
One Admin Environment			
Common Connectors & Security			
ETL/DQ as a single product			

Master Data Management

THE BEST-RUN BUSINESSES RUN SAP



It's the Foundation that Runs Your Enterprise



MDM is a centralized repository for data with workflow and business rules to allow the user to define a master version of **customer, vendor and product** data.

It's the Foundation that Runs Your Enterprise

Master data is often stored in multiple, disconnected systems/databases

Unmanaged master data is notoriously inaccurate, full of discrepancies, incomplete and leads to poor business decisions

Is this the same customer?



CustID	Name	Street
66899	W. Smith	100 Park Av.

?

CustID	Name	Address
W0605	Bill Smith	100 Park St.

What Do Business Want to Gain From An MDM Solution - Strategic Benefits



Optimized IT Landscape

Flexibility / Productivity

Reduced Costs

Better Decision Making

“Data is an asset - Systems are temporary but Data lasts forever” Intel Reference, 9/06

What Do You Need to Effectively Support an MDM Deployment...



Primary MDM Reqs.

- Understanding of Source Data
- Connectivity to the Source Data (broad support)
- Open & Flexible Data Model/Repository
- Bulk Data Movement In & Out of MDM
- Real Time Data Movement
- Data Cleansing (Names and Addresses)
- Data Cleansing (Products, Parts, SKUs)
- Data Consolidation/Match/Merge
- Data Enhancement
- Complex Data Transformations
- Hierarchy Management
- Workflow Management
- Governance and Stewardship
- Harmonization/Synchronization

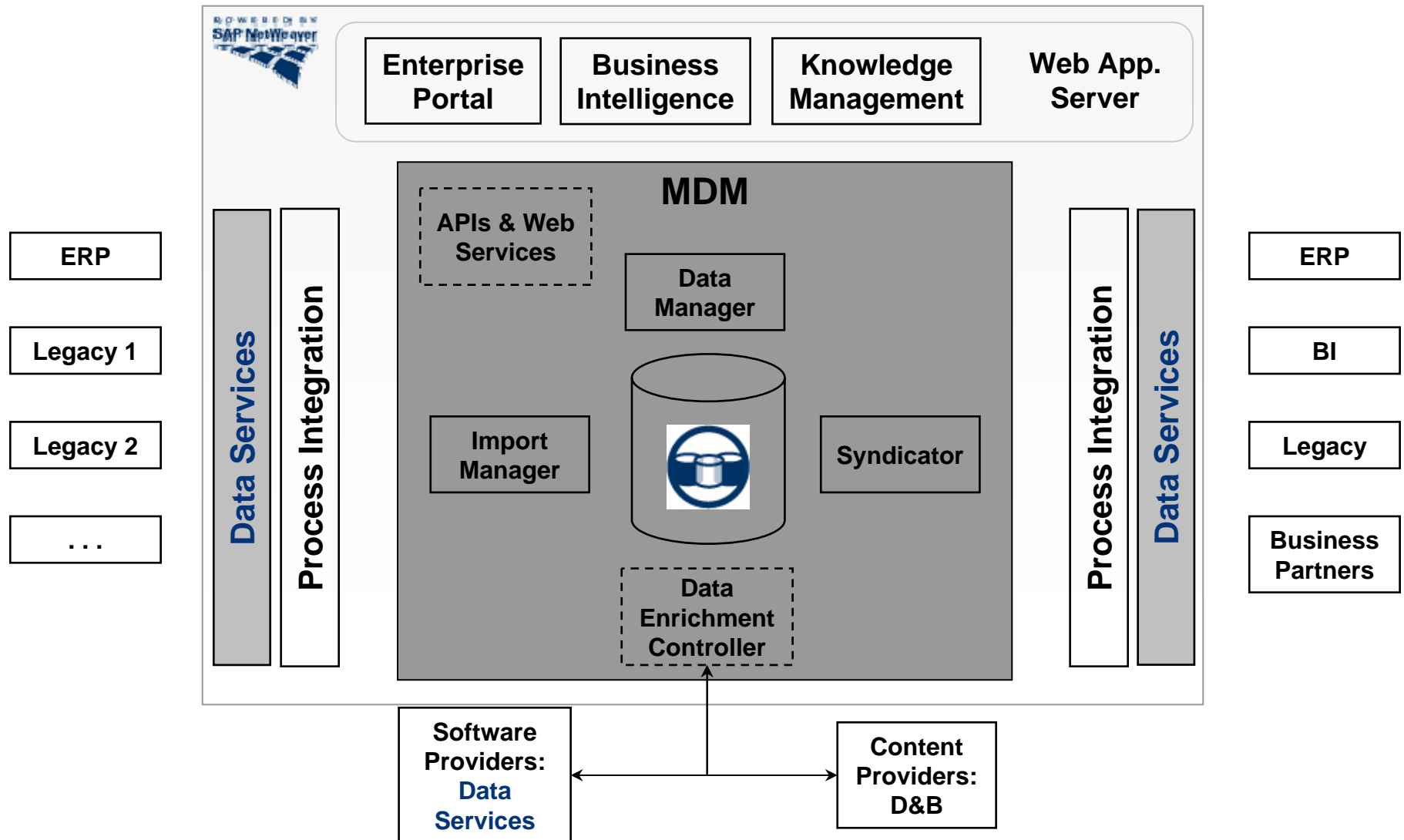
What SAP MDM & EIM Provides

- Data Profiling (Data Insight/Data Services)
- Data Integrator & Process Integrator
- MDM
- Data Integrator
- Process Integrator
- Data Quality (Data Services)
- Data Quality (Data Services/UDC)
- Data Quality & MDM
- Data Quality & MDM
- Data Integrator & Data Quality (Data Services)
- MDM
- MDM
- MDM
- MDM, Process Integrator & Data Integrator

MDM – Architecture



Consolidation ◆ Harmonization ◆ Central Management



Questions...