

Introducing SAP BusinessObjects Explorer

Explore Your Business At the Speed of Thought



April 2009

Traditional BI tools fail to meet the needs of most casual information workers



Casual Information Workers

Who?

- Casual users whose information needs are underserved by traditional BI tools
- Information workers who want an easier, self-service environment to find and explore information
- Users involved in day-to-day decisions affecting their line of business

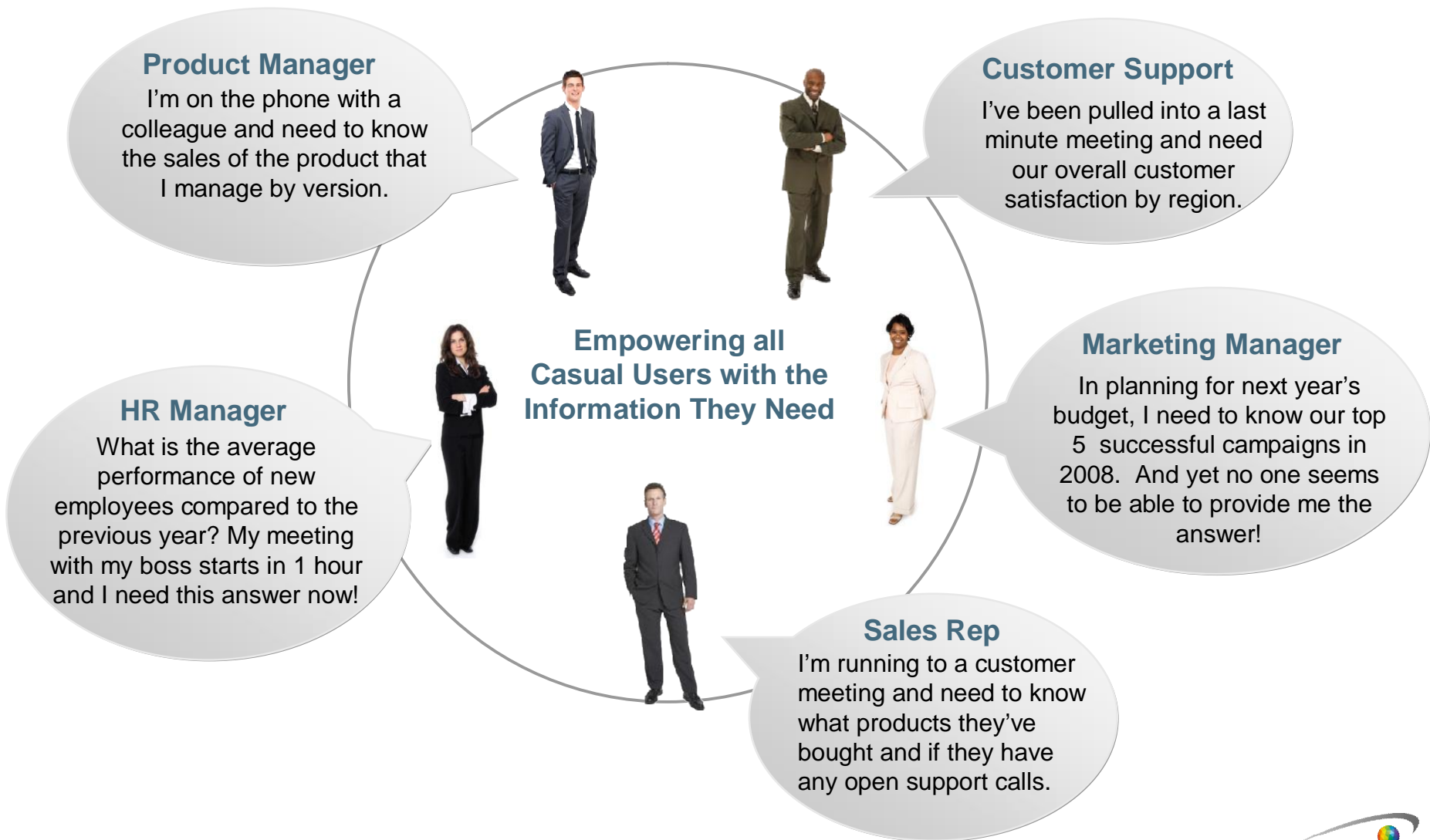
What do they need?

- Instant answers to “on-the-fly” questions without annoying time delays
- Intuitive interfaces with familiar ‘common language’ workflows
- Open access to all relevant corporate information
- No training required to get up and running

How do they get answers today?

- Request help from IT or business analysts - often leading to delays and frustration
- Rely on gut feel, intuition or best guess to make key decisions affecting important outcomes

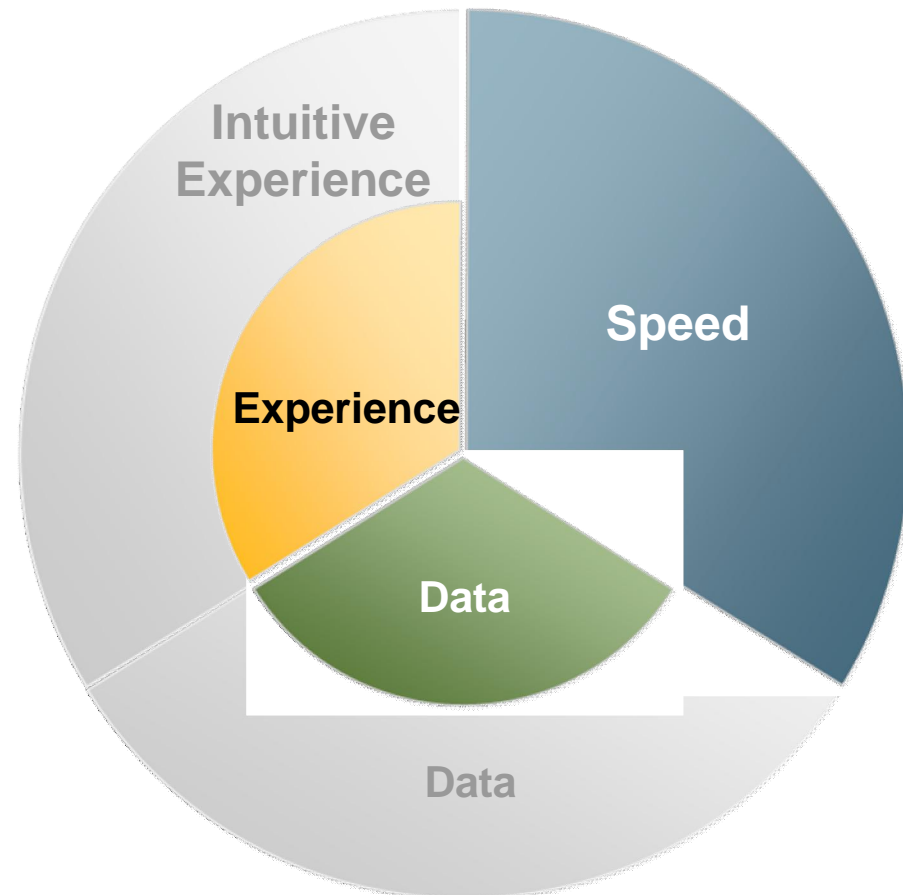
Majority of casual users are underserved by traditional BI tools



Casual users deal with trade-offs when using traditional BI solutions



You can have either **speed** on a small amount of data...



Casual users deal with trade-offs when using traditional BI solutions



... OR you can have **more data** at the expense of less speed

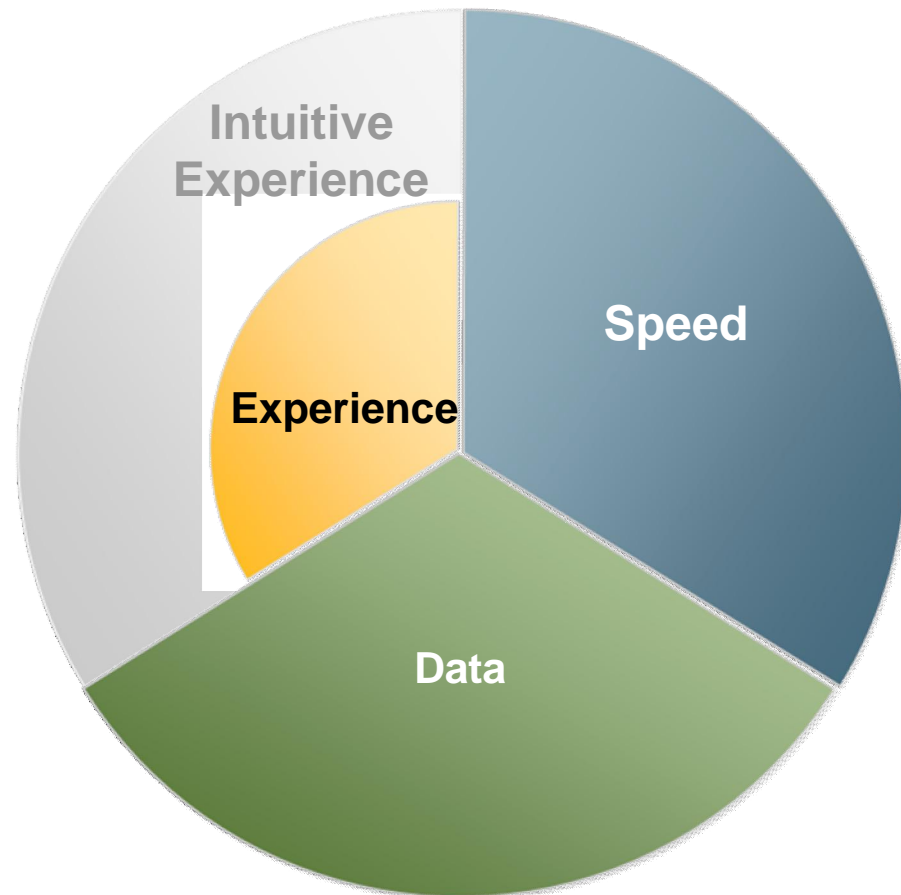


Casual users deal with trade-offs when using traditional BI solutions



But even with speed on large data volumes (thanks to BW Accelerator) users still **lack intuitive, easy-to-use interfaces and workflows**

Current limitations frustrate casual users, **leading to poor BI adoption**



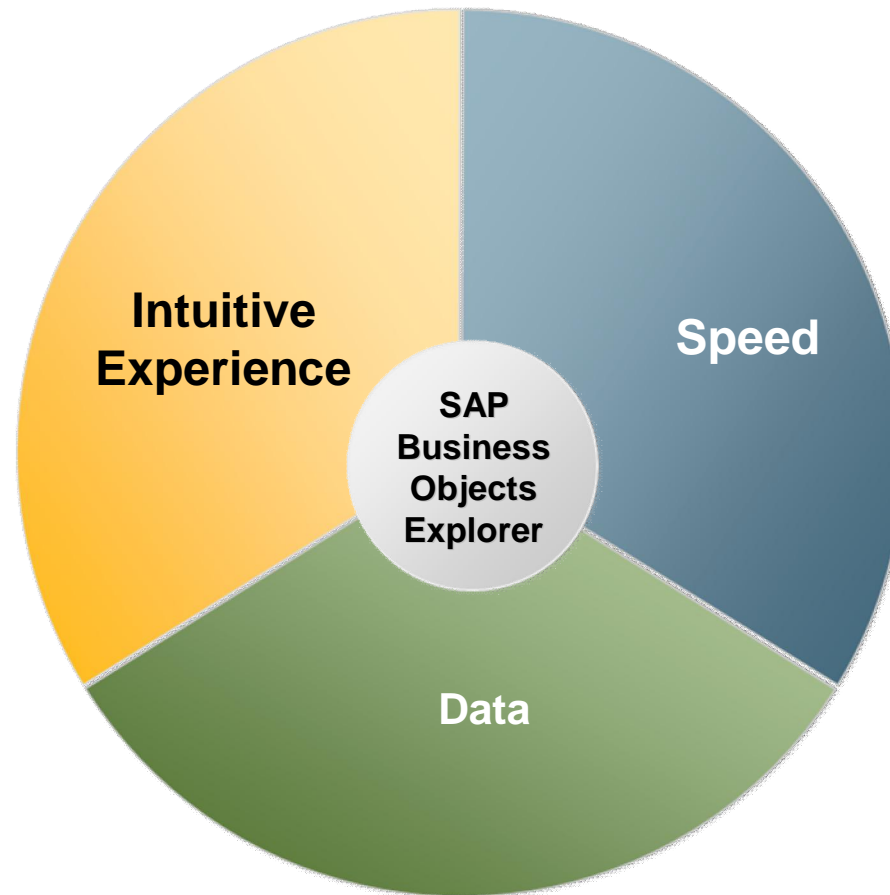
For the first time...
Explore your business at the speed of thought



For the 1st time we provide

...for all
casual
users

Immediate
insight...



...on mountains of data

SAP BusinessObjects Explorer Overview



A self-service, search-driven, and discovery solution for exploring and analyzing your enterprise data

- SAP BusinessObjects Explorer **brings together** the high performance in-memory capabilities of the **BW Accelerator** with an intuitive front-end interface for information search and exploration.
- The primary use case is **searching & exploring** large volumes of enterprise data to **discover relationships and uncover root cause**
- A **casual user** of BI can gain immediate 'insight at the speed of thought' **without needing assistance** from a business analyst or IT

The screenshot displays the SAP BusinessObjects Explorer interface. At the top, a search bar contains the text "sales revenue t-shirt" and a "Search" button. Below the search bar, a results bar indicates "4 results matching sales revenue t-shirt". The main content area shows two search results:

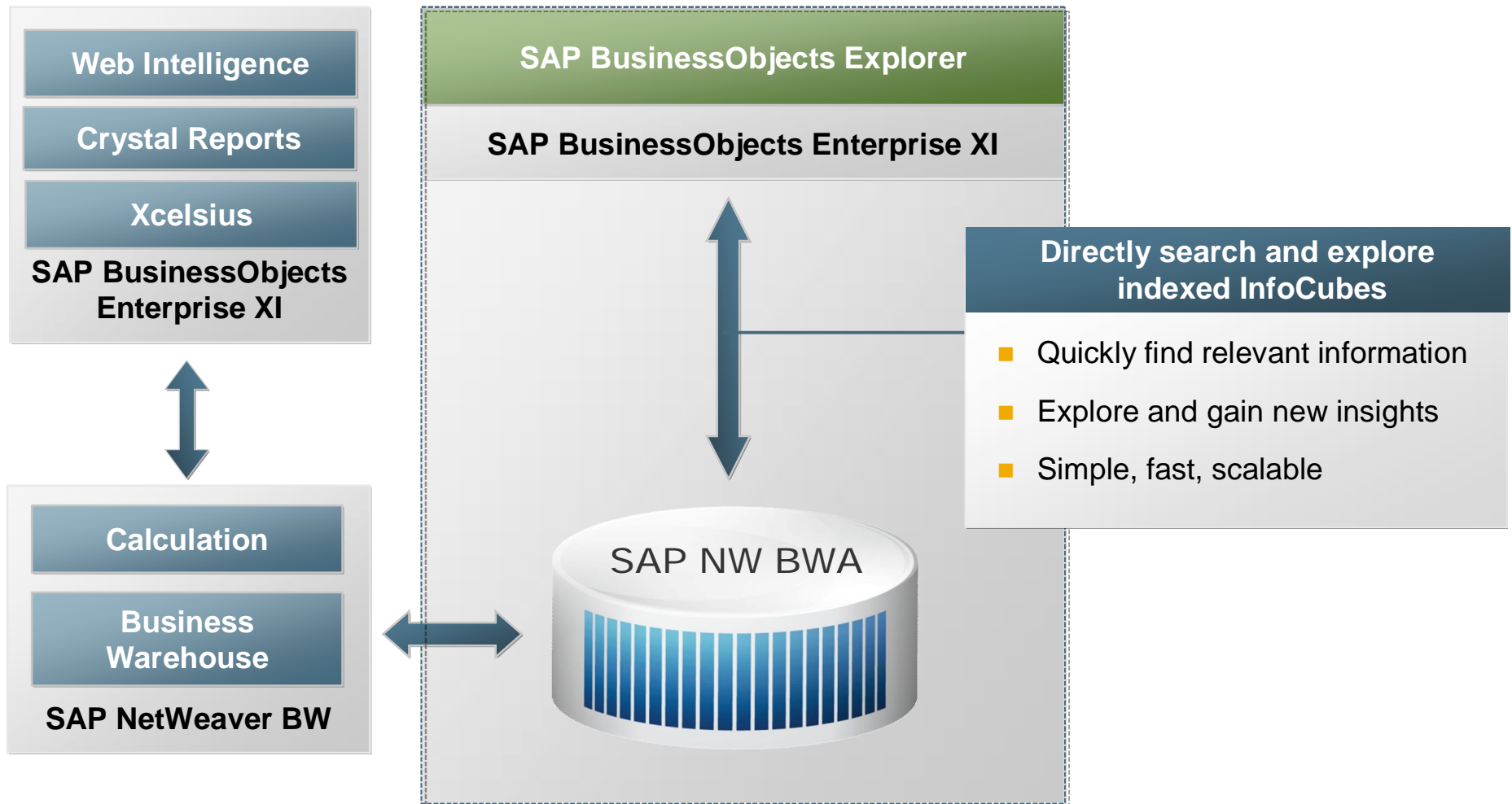
- Sales Revenue by Customer** Accounts 11 / 07 / 2007
This exploration space contains all customer account sales activity across product channels such as kitchenware, fashion, and home entertainment...
Sales Revenue Customer: T-shirt (10) Lines: T-shirt (2) Quantity Sold
- Sales Revenue by Lines** eFashion 05 / 06 / 2007
Please use this exploration space to explore your customers activity and examine sales of product lines such as t-shirts, dresses and accessories across...
Sales Revenue Lines: T-shirts, Sweat t-shirts Quantity Sold Quarter

On the right side, there is a "Items to Select" panel with a table of measures and a pie chart. The table shows the following data:

Year	SKU desc	Color
2001	Polo Collared T-Shirt	Ivory
2002	Whisky Dancer T-S...	Chocolate
2003	Long-Sleeved Torn ...	
	Flower Patterned T-...	
	Long-sleeved Crew...	
	Long-Sleeved Velve...	
	Loose-Fitting T-Shirt	
	Pomodoro Lace T-S...	
	Advanced...	

The pie chart shows the distribution of sales revenue by city. The largest slice is for Austin, with a sales revenue of \$7,940 (13.97%). Other slices include 16.8%, 15.34%, 13.93%, 9.52%, 8.63%, 6.57%, 6.23%, 5.95%, and 3.03%.

SAP BusinessObjects Explorer Overview



Introducing SAP BusinessObjects Explorer Game-changing synergy



Introducing SAP BusinessObjects Explorer



Bring BI to All Business Users

- Simplicity and speed of search
- Intuitive data exploration and visualization
- Fast response across mountains of data

Help IT to Be Successful

- Easy and efficient to manage and scale
- More reactive to business with faster delivery
- Based on proven reliable infrastructure



Simplicity and speed of search

Bring BI to all business users



Use Your Words, Find the Answer

- Familiar key-word search to find business information
- Answers “on-the-fly” and investigative questions

Tap ALL Information

- Any source – SAP NetWeaver BW, RDBMS, OLAP, unstructured
- No pre-work or training wheels required
- Searches directly against indexed data
- No previous reports or metrics need to exist
- Fast search and free form exploration

The screenshot shows a search interface with a search bar containing the text "sales revenue t-shirt" and a "Search" button. Below the search bar, there are search results. The first result is titled "Sales Revenue by Customer" and includes a description: "This exploration space contains all customer account sales activity across product channels such as kitchenware, fashion, and home entertainment...". It also shows filters for "Sales Revenue", "Customer: T-shirt (10)", "Lines: T-shirt (2)", and "Quantity Sold" with a link to "7 more...". The second result is titled "Sales Revenue by Lines" and includes a description: "Please use this exploration space to explore your customers activity and examine sales of product lines such as t-shirts, dresses and accessories across...". It also shows filters for "Sales Revenue", "Lines: T-shirts, Sweat t-shirts", "Quantity Sold", and "Quarter" with a link to "5 more...".

Intuitive data exploration and visualization bring BI to all business users



Intuitively Explore Data

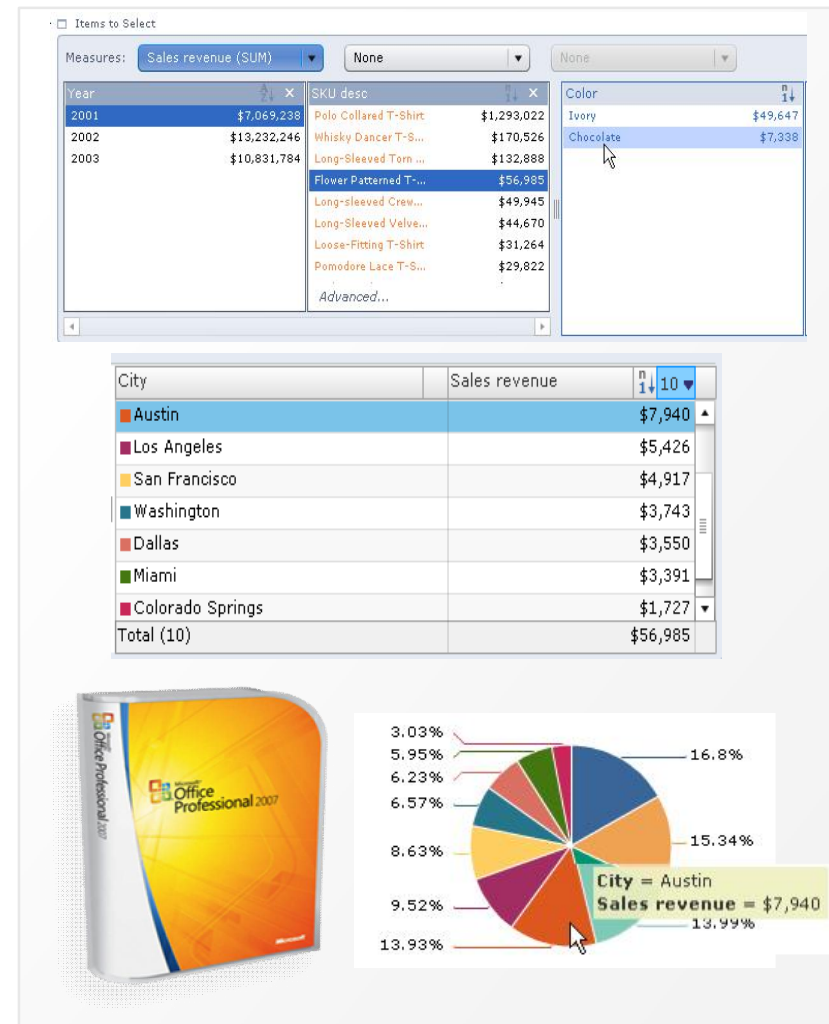
- No data model or data knowledge required

Automated Relevancy of Results

- Most relevant information is displayed first
- Best chart type auto generated

Share Insights with Others

- Export to CSV and Excel
- Save it locally as a browser bookmark
- One-click to send a link to the results by email



Fast response across mountains of data

Bring BI to all business users



Consistent and fast response time

- Highly consistent and predictable response time
- Increased response time x5, when comparing to highly tuned queries
- Increased response time x10 to 100, when comparing to non-tuned queries

Exploration across mountains of data

- No boundaries - access to any corporate data
- Uncover connections where you thought none existed
- See the big picture, but navigate to the details



Help IT to be successful

Transforms IT into an agile business partner



Easy and efficient to manage and scale

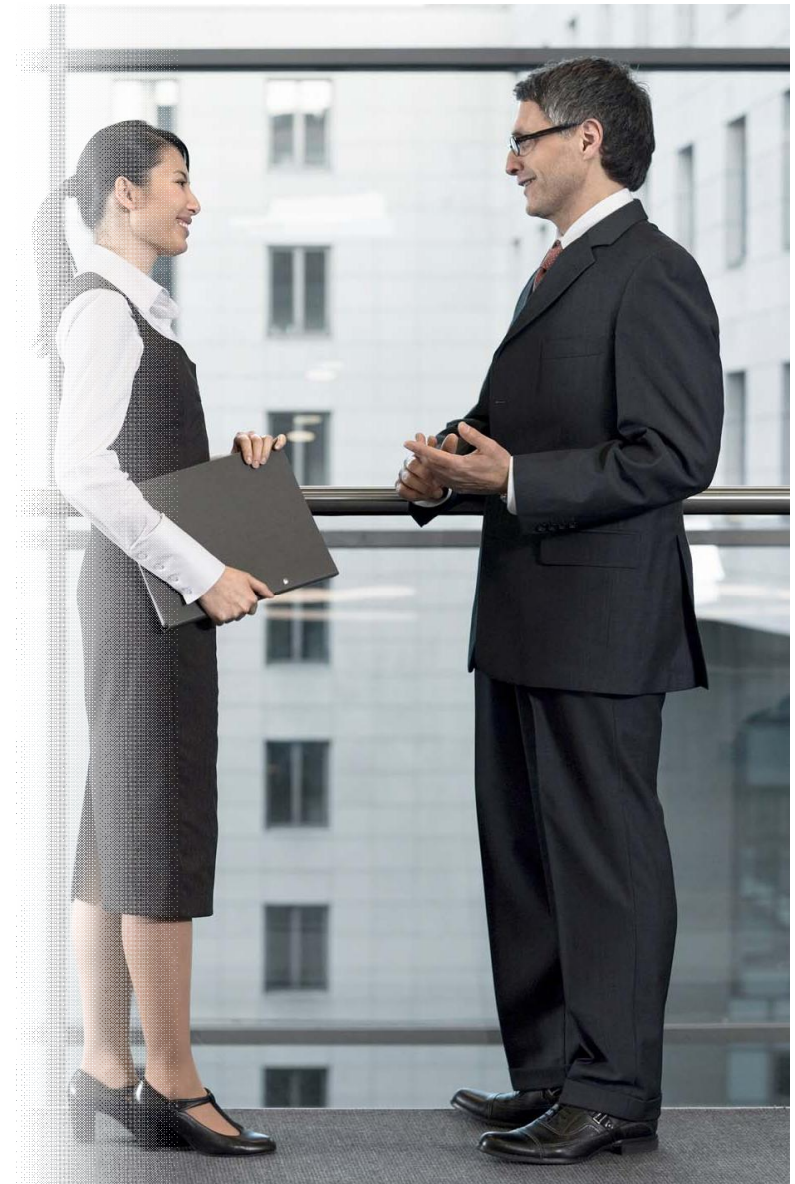
- Serve more users without impacting IT budget
- Free up time towards more value-added activities

More reactive to business with faster delivery

- Build a bridge between business users and IT
- Increase business user autonomy
- Raise IT services to new levels

Based on proven reliable infrastructure

- 1,000's of deployed SAP NetWeaver BW customers
- 100's of successful BW Accelerator implementations
- All industry segments, including CPG, Retail, Insurance, Telco, Manufacturing, etc.



Customer feedback to date



“

If you know how to use a computer you can use Explorer.”

This is a perfect tool for our managers who don't know what they are looking for.”

Finding information is as easy as searching the Internet.”

The point and click interface allows users to pick what they want - like you would do on any website.”



Highlights

- Classified the target population as the 'active information user' and further defined them as 'users who have more questions'
- Best for 'managers' who need to explore different business areas but aren't served by existing in-house BI tools

Top Likes

- Ease-of-use
- Business user empowerment
- Eye-catching look and feel – 'wow' factor in the interface
- Left with the impression that responses would be very quick

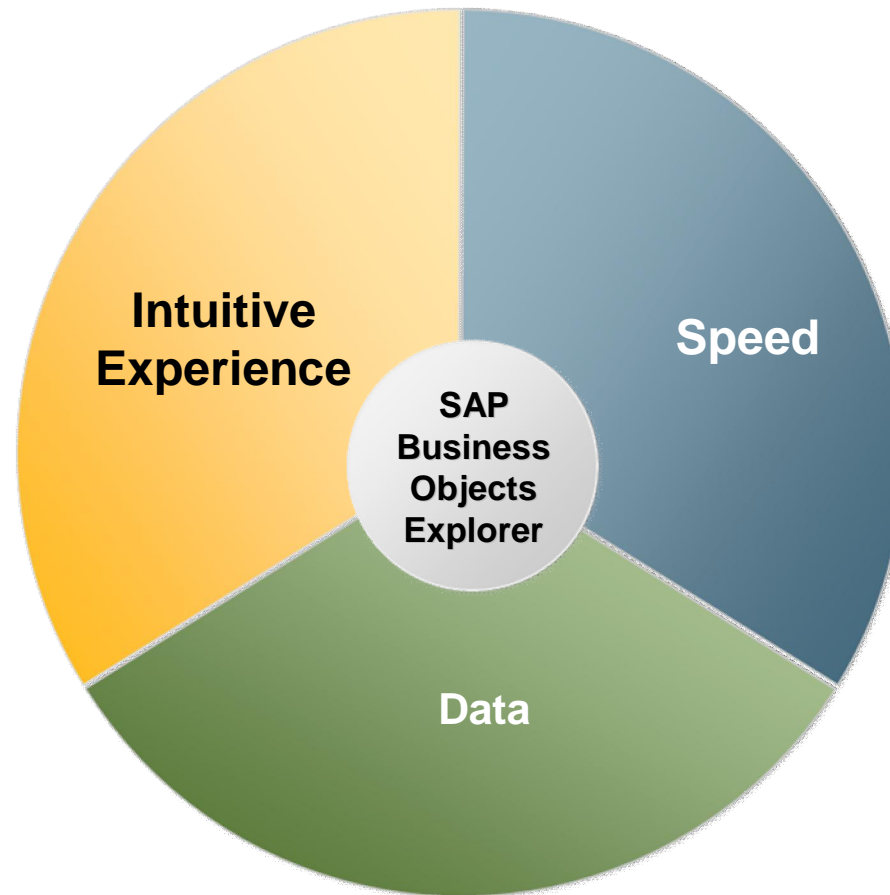
Conclusion:
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Thank you!