

TRANSFORM DATA INTO INSIGHT

SAP® BusinessObjects™ BUSINESS INTELLIGENCE SOLUTIONS

Worldwide, every business faces demands to cut costs, improve performance, streamline processes, and increase productivity. Your organization may also face a mission-critical issue that challenges these efforts: the inability to access and share timely, relevant, and trustworthy information that can help steer the way to confident, strategic decisions.

According to industry analyst groups, business intelligence (BI) is the most highly recommended strategic investment a company can make. Analyst firm Gartner cites BI as the top strategic technology that has the potential to positively affect business performance and dramatically improve your ability to accomplish your mission, by helping you make smarter decisions at every level of the business.¹ Management consultant firm McKinsey & Company suggests that mining your data for insights could generate savings and revenues that exceed any cost-cutting measures.² And Forrester Research finds that the value of BI becomes more apparent in tough economic climates when it is used as a corporate asset to continue to survive, compete, and thrive.³

Delivering Insight at Every Level of Your Organization

SAP® BusinessObjects™ comprehensive BI solutions enable your business users to access relevant, trusted information – the way they need it, whenever and wherever it's needed. Equipped with actionable insight, your users can make faster, better-informed decisions that increase productivity and improve performance.

SAP BusinessObjects solutions support a range of business functions from the CEO to the newest recruit, helping you to:

- **Make confident, data-based decisions** based on “one version of the truth”
- **Access timely, relevant information** you need, to meet the requirements of all types of users
- **Link strategy to execution**, leveraging data from all of your SAP and non-SAP data sources
- **Get answers when and where you need them** on any device, at any time
- **Transform data into actionable insight** for everyone across your organization
- **Uncover new or hidden opportunities** to increase your business' competitiveness
- **Explore corporate data in an intuitive way**, for immediate answers to your business questions

SAP® BusinessObjects™ business intelligence solutions redefine the way information empowers users, delivering insight through a single, trusted intelligence platform. By supporting a unified view of all information assets, they increase consistent analysis and informed decision making across the organization.



1 Gartner EXP, CIO report “Meeting the Challenge: The 2009 CIO Agenda,” January 2009.

2 McKinsey & Company, “Managing IT in a downturn: Beyond cost cutting,” Fall 2008.

3 Forrester Research, Inc., “BI Belt Tightening In A Tough Economic Climate,” February 2009.

Summary

With the full breadth and depth of SAP® BusinessObjects™ BI solutions, you gain insight into business operations at every level of your organization. Deliver trusted, actionable information to everyone inside and outside your organization using a single, flexible, and unified intelligence platform that integrates with your existing business applications and technology investments. Empower every individual to increase productivity, performance, and revenues.

Business Challenges

- Enable access to accurate, relevant information to enhance productivity and decision making
- Consolidate and aggregate data to support both simple and complex questions
- Minimize reliance on IT intervention for all your information needs
- Deliver actionable information to support decision making and enhance performance
- Enrich speed of decision making to eliminate missed opportunities, lost revenues, and cost escalation

Key Features

- **Unified information access** of all your information assets regardless of format or location
- **Comprehensive BI functionality**, to meet the needs of all your business users and decision makers
- **Intuitive, self-service user experience**
- **Single, flexible intelligence platform** for simplified deployment to more users across your organization

Business Benefits

- **Insight** into business operations at every level of the organization
- **Improved decision making** for every individual within your organization and its value chain
- **Increased competitiveness** with enhanced ability to predict and react to market changes and opportunities
- **Strengthened performance** through better decisions based on trustworthy, timely information from all sources
- **Heightened customer and market insights** leading to new or previously hidden opportunities

For More Information

To learn more about SAP BusinessObjects business intelligence solutions from SAP, visit our Web site at www.sap.com/sapbusinessobjects.

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