

SAP® BusinessObjects™ **DATA SERVICES**

ONE PRODUCT FOR DATA QUALITY AND DATA INTEGRATION

Explosion of Data Requires Solutions That Can Do More

In today's world of huge data volumes and multiple, disparate data sources, business users often are challenged to harness and make sense out of chaos. As organizations grow both organically and through mergers and acquisition, these problems keep mounting. Exponential growth in data is common, causing CIOs to question how best to utilize often strained and limited resources. Add to the mix the complex tools that require specialized, time-consuming training, and the picture becomes even bleaker.

At the core of every data initiative is the requirement for clean, trusted information. Data quality serves as the foundation for business intelligence (BI), enterprise resource planning (ERP), and customer relationship management (CRM) projects. However, data is often transient and volatile, residing in multiple areas and entering the information network from various sources.

The ability to support data quality within data integration and migration projects is fundamental for a sound information infrastructure. Yet many current solutions are highly complex, requiring specialized skills and resources. Often, these products are integrated loosely or not at all. The result is costly. Employees waste time working on one-off tactical projects that become outdated even before full implementation. And a truly integrated enterprise-quality solution that shares a common environment and development is nowhere in sight.

Taking the scenario a step further is the need for agility and access to data in a timely and efficient manner. Not only is this agility and access necessary to meet the stringent requirements of today's business leaders, but it's also critical to ensure adherence to ever-stricter government and legal requirements for data access and reporting.

Introducing SAP® BusinessObjects™ Data Services

SAP® BusinessObjects™ Data Services software is a breakthrough technology released for the enterprise information management market. The software unifies our leading data-quality and integration solutions – helping your organization to move, transform, and improve virtually any type of data anywhere, at any frequency. It provides one development, runtime, management, security, and data connectivity environment. With SAP BusinessObjects Data Services:

- Your data integration and data-quality processes become one.
- You have one solution for data management services.
- You can further extend your organization's enterprise-class capabilities as a customer using SAP BusinessObjects Data Quality Management software.

SAP BusinessObjects Data Services heralds a new day in information management, allowing greater agility, more-trusted information, and improved operations for your enterprise.

At the core of every data initiative is the requirement for clean, trusted information. SAP® BusinessObjects™ Data Services software is a breakthrough technology that unifies leading data-quality and integration solutions – helping your organization to move, transform, and improve its data.



Enterprise Agility

Business users can now design and deploy projects faster, working with a single solution to address the most critical and common needs for data quality and integration. With the breakthrough drag-and-drop development user interface (UI) of SAP BusinessObjects Data Services, your productivity results can escalate. You leverage skill sets as personnel work within the same UI to build data-quality and integration jobs. Using a common metadata repository, your developers can check objects in and out to promote development collaboration and drive standardization of data-quality rules. To help maximize time to market, you can leverage prebuilt data mart solutions for SAP, Oracle, and salesforce.com applications – deploying BI projects in weeks instead of months.

The Most Trusted Information

SAP BusinessObjects Data Services provides wide-ranging data-quality features to support various types of data, regardless of industry and operational domain. With SAP BusinessObjects Universal Data Cleanse software, virtually all data – including free-form, structured, and unstructured data – can be processed and cleansed. Global support is included with the latest release of SAP BusinessObjects Data Services – the software delivers an extensive data-quality product with support for information across over 234 different countries worldwide.

Understanding the impact of changing data is critical to managing an effective information network. With SAP BusinessObjects Data Services, your business users can see and react to changes from the source to the report, and for the first time this includes data-quality processes. In addition, the software supports full data governance with a thorough audit trail via data lineage across the entire BI infrastructure.

Maintaining compliance with government standards and regulations is critical to today's business and technical executives. Providing trusted information with standard data-quality business rules across the enterprise guarantees adherence.

Operational Excellence

Whether your needs are for a single data-quality project or a tool that can form the foundation of your information infrastructure, SAP BusinessObjects Data Services is your solution. It can fit your organization's requirements and scale, from small pilot projects to large enterprise-wide deployments.

A single solution equates to lower total cost of ownership. Dramatic reductions in costs and resources can be gained by installing, maintaining, and supporting one application. At the same time, with this single, intuitive solution you can accelerate your team's product proficiency. Overall, with only one environment for security, administration, development, and execution, you can improve your IT infrastructure.



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Enterprise Class

The union of two top-tier products – SAP BusinessObjects Data Quality Management and SAP BusinessObjects Data Integrator software – in a single environment equates to a powerful product in the field. SAP BusinessObjects Data Services supports virtually any data source type, including unstructured data with true enterprise-wide connectivity to databases, appli-

cations, and mainframe applications. Thanks to the benefits of parallelization and grid computing, processing performance can be scaled up.

SAP BusinessObjects Data Services is fully compliant with Web services interoperability. It provides extensive Web services support to form the data foundation by providing data-quality and data integration services that underpin your business applications.

To support a global and distributed development environment, the software provides multiuser development collaboration where users can check objects in and out of a common metadata repository for both data-quality and integration jobs.

SAP BusinessObjects Data Services takes its enterprise position even further with a proven integration with other SAP applications.

SAP BusinessObjects Data Services – The Time Is Now

SAP BusinessObjects Data Services is the ideal vehicle for improving data quality. With this software, you can move and clean nearly any type of data, from structured to unstructured. Using this application can increase and greatly enhance your organization's operational efficiency. Plus, customers of our data-quality software can extend their enterprise-class capabilities.

SAP BusinessObjects Data Services supports data integration (physical), data quality, data profiling, data audit, and unstructured data with a single

product – one development user interface, metadata repository, runtime architecture, management console, security, and data connectivity layer. Other key features of the latest release of SAP BusinessObjects Data Services include:

- Instant traceability with impact analysis and data lineage functionalities that now include the data-quality process
- Data validation dashboard and process auditing for instant review
- Direct metadata exchange and integration from the modeling tool
- Codeless workflow design and administration to improve usability
- Multiuser support and security with central repository
- Transformation management that helps define best practices
- Data-flow design to quickly fix or link data transforms
- Thorough administration and reporting tools
- Highly scalable scripting language offering built-in functions
- Interoperability and flexibility with Web services-based applications
- High-performance parallel transformation and grid computing
- Broad source and target support

SAP BusinessObjects Data Services – The Right Solution

SAP BusinessObjects Data Services is your solution for delivering trusted data across the enterprise. Enterprise-class performance and functions allow you to address initiatives such as ERP, BI, data warehousing, data migration, and master-data management. Embedded data-quality services in your ERP or

At the core of every data initiative is the requirement for clean, trusted information. Data quality serves as the foundation for BI, ERP, and CRM projects.

CRM application help ensure that data is correct from the start – enabling downstream operations and business decisions to be made with trusted information. Data integration functions allow heterogeneous data from disparate sources to be used for broad view of the data, helping ensure that there are no gaps in business planning. Pre-defined SAP BusinessObjects Rapid Marts® packages deliver complex data in concise, open, and accessible models that can enable advanced analytics in days rather than months. Faster reports can mean faster decisions – enabling the truly agile enterprise.

Find Out More

To learn more about SAP BusinessObjects Data Services, please call your SAP representative or visit www.sap.com/sapbusinessobjects.

Summary

SAP® BusinessObjects™ Data Services software provides wide-ranging data-quality features to support virtually any type of data, regardless of industry and operational domain. The software unifies our leading data-quality and integration solutions – helping your organization to move, transform, and improve nearly any type of data anywhere, at any frequency. It provides one development, runtime, management, security, and data connectivity environment.

Business Challenges

- Maintaining data quality within data integration and migration projects
- Providing the agility and access to data necessary to meet business as well as government and legal standards

Supported Business Processes and Software Functions

- **Enterprise agility** – Design and deploy projects faster, working with a single solution to address the most critical and common needs for data quality and integration
- **Trusted information** – Provide wide-ranging data-quality features to support free-form, structured, and unstructured data, regardless of industry and operational domain
- **Operational excellence** – Improve your IT infrastructure by using a single solution for data quality and data integration
- **Enterprise class** – Use a data-quality and integration solution that can support enterprise-wide connectivity to databases, applications, and mainframe applications

Business Benefits

- **Opportunity to reduce total cost of ownership** by implementing and operating a single solution for data quality and data integration
- **Ability to design and deploy projects faster**, working with a single solution to address the most critical and common needs for data quality and integration

For More Information

To learn more, please call your SAP representative or visit us online at www.sap.com/sapbusinessobjects.

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