



**SAP® BusinessObjects™ EDGE BI,  
STANDARD PACKAGE**  
PREFERRED BUSINESS INTELLIGENCE  
CHOICE FOR GROWING COMPANIES

# EXECUTIVE SUMMARY

## BUSINESS INTELLIGENCE FOR MIDSIZE COMPANIES

SAP® BusinessObjects™ Edge BI software is the business intelligence (BI) choice for midsize companies that want to improve business processes, discover new opportunities, and get an advantage over the competition. It delivers affordable solutions that address BI requirements – from flexible ad hoc reporting, query, and analysis to dashboards and visualization to powerful data quality and integration.

SAP BusinessObjects Edge BI, standard package, offers midsize companies an extensive BI solution that helps them transform the way they use information to drive their business. The software helps provide an intuitive BI experience wherever and however you work – from mobile devices and dashboards to integration within Microsoft Office. It offers many features including:

- Flexible BI functions that you can configure to your business
- Secure, clear, and understandable data
- Adaptable deployment options for faster time to value



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# FLEXIBLE BI TO MEET YOUR BUSINESS NEEDS

## A SINGLE, AFFORDABLE PACKAGE

SAP BusinessObjects Edge BI, standard package, lets you deploy and use different business intelligence functions to complement the way you do business. It's available in a single, affordable package – so you can address the diverse needs of business users within your company and across your external value chain.

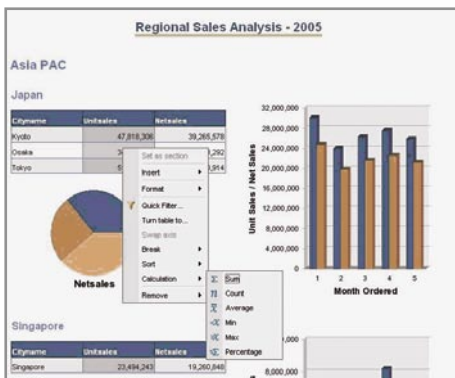


Figure 1: Access to Data Live Within a Web Browser

### Ad Hoc Reporting, Query, and Analysis for Business Users

With SAP BusinessObjects Edge BI, standard package, your decision makers can benefit from flexible ad hoc reporting, query, and analysis via the Web or offline – without relying on IT. Using an intuitive Web interface, business users can access company data (presented in business-friendly terms), analyze it using simple point-and-click functionality, and format it to meet personalized requirements. Your users have considerable flexibility in how they access, format, and interact with their data online or offline. “Gut-feel” decisions are replaced by accurate, fact-based decisions.

### Live Data Access Within Microsoft Office

Incorporating data into presentations, spreadsheets, and documents often is a time-consuming task – especially when you need updates. With SAP BusinessObjects Edge BI, standard package, your users conveniently access and use live company data directly, leveraging familiar tools like Microsoft Office and Microsoft Office SharePoint Server 2007. Because the data is live, it's instantly updated while retaining all formatting and calculations in the Microsoft Office document. Plus, your information is secure so colleagues view only the data they have the rights to access – whether it's inside the company firewall or over an extranet deployment.

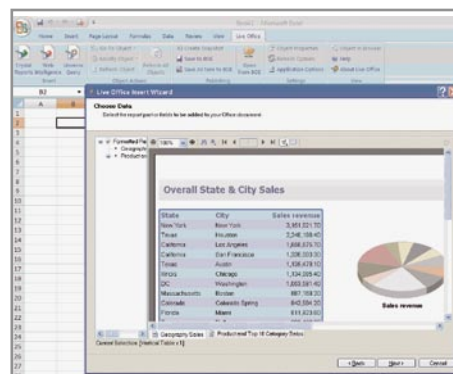


Figure 2: Accessing and Refreshing Data “Live” Within Microsoft Office

### Comprehensive Analysis Functionalities for Business Analysts

Business analysts spend a large amount of time analyzing and exploring information, requiring fast access to

large multidimensional data sources and the creation of complex business calculations. SAP BusinessObjects Edge BI, standard package, gives analysts a broad range of functions for multidimensional data sets, helping them to quickly answer business questions and share their analysis and work space with others.

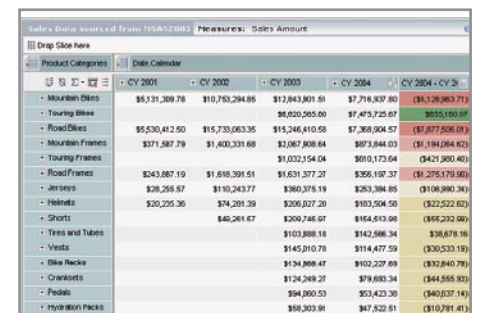


Figure 3: Complex Multidimensional Analysis

### Interactive Dashboard Viewing for Executives and Managers

For executives and managers, SAP BusinessObjects Edge BI, standard package, lets you deliver personalized business dashboards and stunning visualizations. It has intuitive point-and-click features, visual sliders, and gauges to help business users identify new opportunities and challenges. What-if analysis lets managers proactively understand the impact of decisions before they are made, potentially uncovering critical business issues and opportunities. Users can also present multiple kinds of BI content in a single view to receive a quick and consolidated look at your business performance.

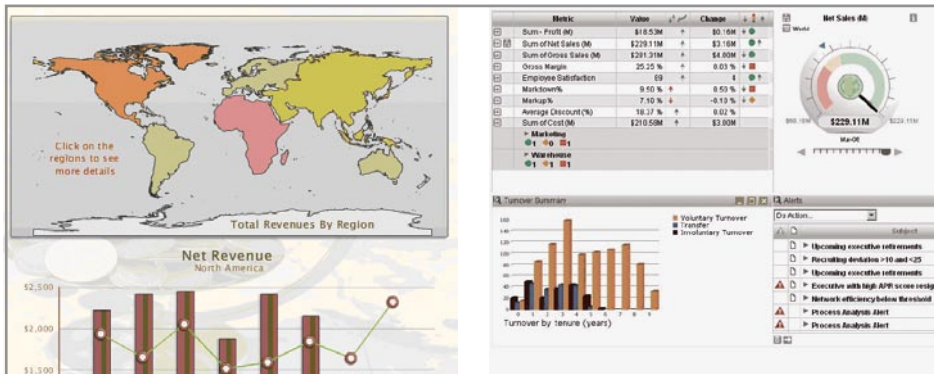


Figure 4: Visual Models and Dashboards for Insight into Issues and Opportunities

### Delivering Content on a Wireless Device

SAP BusinessObjects Edge BI, standard package, helps customers deliver their content over virtually any wireless device. Business users can drill into data and interact with reports and metrics to take immediate action. Customers can deploy the software quickly with no additional servers and fully leverage the underlying security of SAP BusinessObjects Edge BI. Business users can be notified when a new report has been scheduled or modified. They can also define what types of alerts they want to receive through their mobile device.

### Advanced Report Publishing for High-Volume, Personalized Reporting

Customers using SAP BusinessObjects Edge BI now can publish personalized reports – such as invoices, statements, and other marketing materials – to the first

100 recipients in a single publishing session. An additional license is available for publishing to more than 100 recipients. The software supports advanced report publishing, also known as report bursting. This functionality allows IT to create multiple reports based on different data sources and distribute them to a dynamic list of recipients – all with a single action. The reports can be loaded with data, personalized for each recipient, and combined into a single file, such as a .pdf file. Content can be optionally archived, printed, or e-mailed. This helps you schedule reporting more quickly and easily, and aids you in conducting more cost-effective one-on-one marketing campaigns and other personalized high-volume report runs.

### Flexible Deployment Leverages Your Current Investments

SAP BusinessObjects Edge BI, standard package, is designed for flexible deployment on a single server using Linux or Microsoft Windows software.

Its open architecture leverages many of the data sources, business applications, and platforms you've already invested in. For example, if your development platform of choice is Java, our solution includes a software development kit that allows you to customize your system to meet your specific needs. If your corporate portal is built using Microsoft Office SharePoint Server 2007, you can integrate BI from SAP BusinessObjects solutions and let business users view interactive BI content within a single environment. Regardless of which applications you use today for customer relationship management, enterprise resource

The software is available in a single, affordable package – so you can address the diverse needs of business users within your company and across your external value chain.

planning, financial planning, and other operations, SAP BusinessObjects Edge BI, standard package, offers flexibility to help you leverage and extend these investments.

# SECURE, CLEAR, UNDERSTANDABLE DATA

## THE RIGHT INFORMATION AT THE RIGHT TIME

With SAP BusinessObjects Edge BI, standard package, your users conveniently access and use live company data directly, leveraging familiar tools like Microsoft Office and Microsoft Office SharePoint Server 2007.

Information is useless unless you can access and understand it. With SAP BusinessObjects Edge BI, your business users don't have to spend time trying to understand the complexities of their data environment. Your users are empowered with self-service reporting and analysis based on relevant, understandable information.

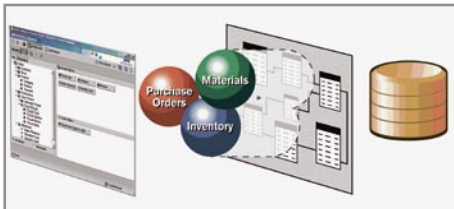


Figure 5: Data Presented to Users in Business-Friendly Terms

Part of a successful BI strategy is ensuring that the right users have access to the right information at the right time. We've built SAP BusinessObjects Edge BI using a proven intelligence platform that enables secure, managed information access for users both inside and outside your organization. Leveraging common security protocols like Lightweight Directory Access Protocol, Microsoft Active Directory, Kerberos, and those provided in Microsoft Windows NT, you can secure data at the user, group, object, or even row level. Your sensitive corporate information is protected yet accessible.

The rights the group "Marketing Management"				
General	The Right To:	Inherently	Explicitly	Final Status
	Add objects to the folder	Granted	-	Granted
	View objects	Granted	-	Granted
	Edit objects	Granted	-	Granted
Modify the rights users have to objects	Schedule the document to run	Granted	-	Granted
	Delete objects	Granted	-	Granted
Define server groups to process jobs	Delete instances	Granted	-	Granted
	Copy objects to another folder	Granted	-	Granted
	Schedule to destinations	Granted	-	Granted
	View document instances	Granted	-	Granted
Pause and Resume document instances	Securely modify rights users have to objects	Granted	-	Granted
	Reschedule instances	Granted	-	Granted
Schedule on behalf of other users	View objects that the user owns	-	-	Denied
	Edit objects that the user owns	-	-	Denied
Modify the rights users have to objects that the user owns	Delete objects that the user owns	-	-	Denied
	Delete instances that the user owns	Granted	-	Granted
	View document instances that the user owns	-	-	Denied
Pause and Resume document instances that the user owns	Securely modify rights users have to objects that the user owns	-	-	Denied

Figure 6: Secure, Role-Based Access to the Right Data and Functionality

# BUSINESS INTELLIGENCE DESIGNED FOR SUCCESS

AN EDGE ON THE COMPETITION

With SAP BusinessObjects Edge BI, standard package, your decision makers can benefit from flexible ad hoc reporting, query, and analysis via the Web or of-line – without relying on IT.

SAP BusinessObjects Edge BI, standard package, is designed to help you achieve ongoing success. Use it to leverage built-in system-auditing functionality to optimize performance and promote regulatory compliance. Our solutions for midsize companies are quickly becoming the preferred choice for companies seeking to improve business processes, discover opportunities, and get an edge on the competition.

By using BI software from SAP, you can gain insight into all aspects of your operations for improved business performance.

## For More Information

To learn more about the SAP BusinessObjects portfolio and solutions for midsize companies, visit our Web site at [www.sap.com/sapbusinessobjects](http://www.sap.com/sapbusinessobjects).



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