

# BUSINESSOBJECTS WEB INTELLIGENCE



## SELF-SERVICE INFORMATION ACCESS AND INTERACTIVITY

Every hour of the day, users need to answer ad hoc questions and interact with business information. Many find it difficult to access critical business information that's not contained in standard reports. Requests for additional views of the data or up-to-date information often result in end-user frustration and report backlog. Even when ad hoc query capabilities are available, they typically are difficult to use and don't provide users with a simple way of exploring information to better understand critical business issues.

With BusinessObjects™ Web Intelligence® from Business Objects, an SAP company, self-service access to data, reporting, and intuitive information analysis are all available in one integrated product, helping your users turn business insights into effective decisions. With a few clicks, users can access and format information, and easily analyze it to understand underlying trends and root causes.

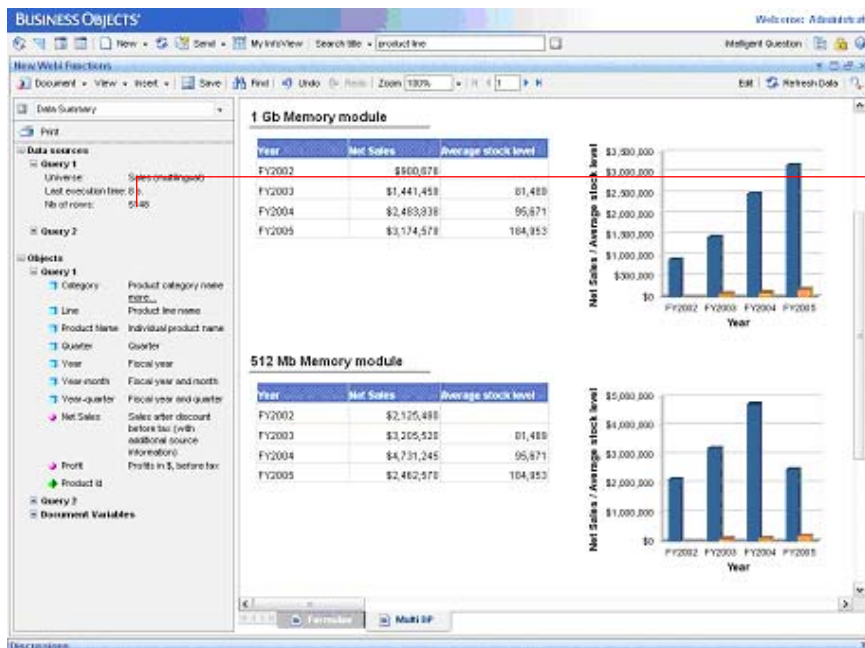
BusinessObjects Web Intelligence empowers your users with self-service information access and interactivity, while delivering:

- Powerful on-line and offline ad hoc query and reporting
- Integrated and trusted analysis for all users
- A tool built upon the most complete, trusted, and agile business intelligence (BI) platform

### BusinessObjects Web Intelligence

A Web-based query, reporting, and analysis tool designed to empower the maximum number of users via an easy-to-use interface running on top of a highly scalable, trusted, BI platform.

With Web Intelligence, you can do better decisions in less time, by turning information into actionable insight at the speed of thought.



Report and ETL metadata increases trust.

Figure 1: Ask Your Own Business Questions and Easily Format Information with Web Intelligence

## POWERFUL ON-LINE AND OFFLINE AD HOC QUERY AND REPORTING

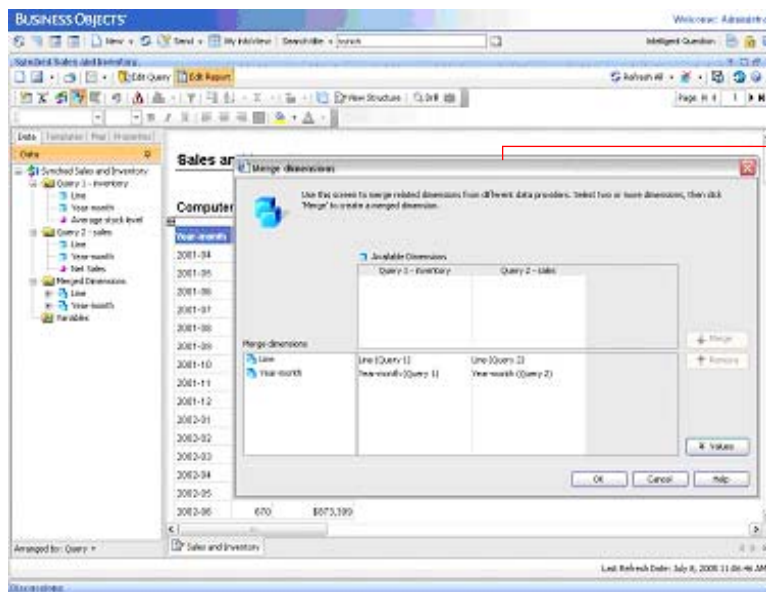
BusinessObjects Web Intelligence provides an easy-to-use interface with powerful query and reporting features that allow your business analysts and nontechnical information consumers to ask spontaneous and iterative business questions of their data. For example, a user can easily compare the performance of suppliers this year over last year, combine with his forecast from his Excel spreadsheet, access the trusted data source for more detailed information, and quickly identify trends and determine areas within the supply chain that can be optimized to ensure maximum profitability – all within a single session.

### Empower Your End Users via a Robust Semantic Layer

The patented Business Objects semantic layer, the Business Objects universe, hides the complexity of underlying data sources by providing a business representation of organizational data – so your end users can easily access information with Web Intelligence using their own business terms. The semantic layer also makes reusable report elements and powerful calculation capabilities available, allowing your users to quickly access key information.

### Make Query Building Easy with an Intuitive, Web-Based Interface

With Web Intelligence, users can access and format information to suit their needs with an easy-to-use, drag-and-drop Web interface. And, you can customize the zero-footprint Web interface to meet specific user segments inside and outside of the organization. In addition, with minimal knowledge of the underlying data structures, your users can access and synchronize data from multiple sources (whether structured, text-based, or even Excel spreadsheets, CSV, and txt files), create custom formulas, and use variables within a single report.



Data can be brought together from different data sources to answer questions.

Figure 2: Simple Drag-and-Drop Query and Report Building

### Ensure Controlled and Secure Information Access

BusinessObjects Web Intelligence puts security and control in the hands of your IT department. The central management console of BusinessObjects Enterprise –, the industry-trusted BI platform – gives you granular control over who can access what data right down to the database-row level and which specific features can be accessed. This control allows you to easily monitor usage and prevent runaway queries and overuse of system resources. It also

ensures that your users not only have the capabilities appropriate to their requirements, but also have the freedom of self-service to access the information they really need.

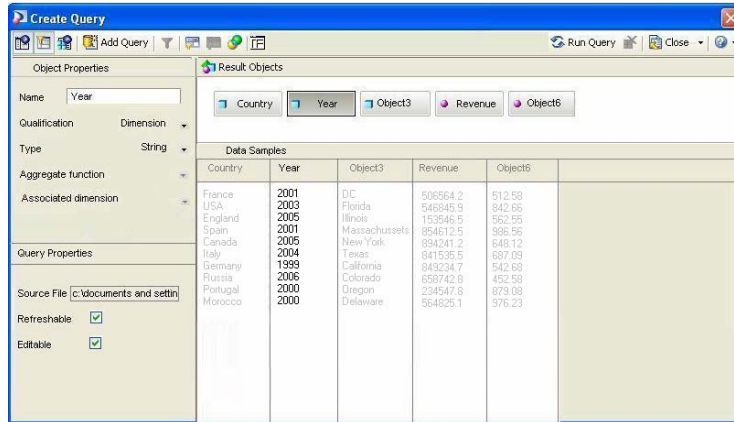
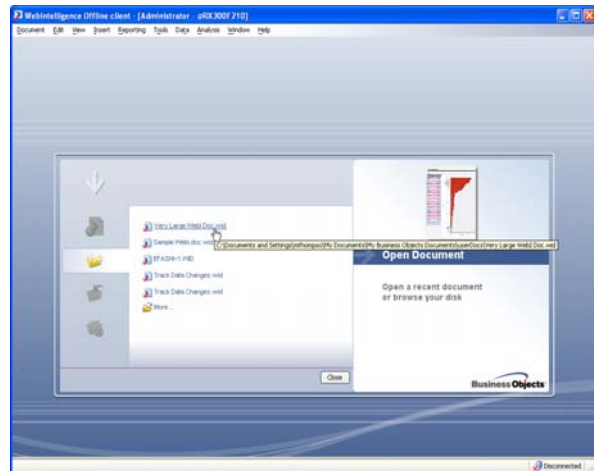


Figure 3: Bring in Excel and CSV File Data Easily

### Power of Mobility with Offline

Analysis does not have to end when you are not connected to a network. Use Web Intelligence's rich client to create queries and reports in an offline mode. Then seamlessly synch when reconnected to the network to share the results of the analyses created.

Figure 4: Continue your analysis while working offline



## INTEGRATED AND TRUSTED ANALYSIS FOR ALL USERS

BusinessObjects Web Intelligence delivers a unique, single environment to access and interact with information whether it's in an online or offline mode. Its interactive viewing framework ensures that a full range of users can access secure information, thereby reducing the number of tools you need to deploy to deliver trusted information analyses throughout your organization.

### Access and Analyze Information in a Single Interface

With Web Intelligence, end users can access, format, and explore information in a single interface, without the need to implement a separate analysis tool. Its interactive viewing framework offers the ability to drill down into data and explore across different dimensions – delivering deeper insight and more effective decision-making. For example, you can move from annual sales summary data down to a specific quarter, and then compare that with performance from a previous quarter – regardless of whether the data is stored in a multidimensional, relational format, in an Excel spreadsheet, or even in emails.

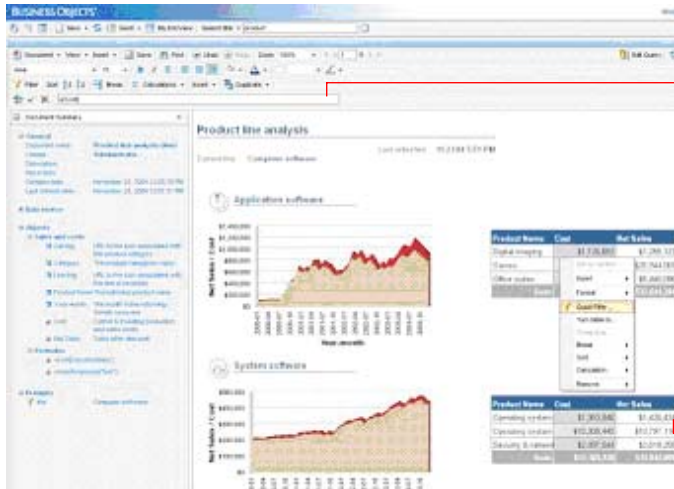
## Easily Personalize, Explore, and Discuss Information

Although many of your users may need to build their reports from scratch, it is often sufficient for them to adjust existing reports to answer current business questions. With BusinessObjects Web Intelligence, users can easily edit queries and reports to reflect their latest information needs. In addition, when your users share a document, Web Intelligence offers insights and supports collaborative decision-making via threaded discussions. These capabilities result in increased end-user confidence in the business decisions made using timely, accurate, and interactive reports.

### The Interactive Viewing Framework

Within a Web browser, the consumers of BusinessObjects Web Intelligence reports can:

- View report metadata
- View, edit, remove report, section, or block filters
- Format and resize cells, tables, and charts
- Recombine report objects and variables in tables and charts
- Set breaks and sorts
- Insert calculations
- Add rows and columns to tables
- Create and duplicate tables and charts
- Turn a grid into a chart or a chart into a grid
- Create formulas and variables
- Edit cell formulas in place



Customize capabilities and interface to meet the needs of specific users.

Interactive viewing framework provides simple report editing and exploration.

Figure 5: Users Can Easily Format and Explore Data

### The Interactive Analysis Framework

BusinessObjects Web Intelligence provides an interactive viewing framework that gives your end users innovative, on-report analysis capabilities whenever they view reports. It reduces report backlog by allowing users to make their own changes, rather than relying on IT. As well, with the interactive viewing framework, your end users can review report metadata, such as the definition of measures used (for example, the formula to calculate revenue), and even information such as which data filters have been applied, where the data originated from, and when it was last updated, ensuring better information familiarity, context, and trust.

The track data changes feature improves user productivity by allowing users to quickly see the data changes in their reports after a refresh. Changes in the report (increases, decreases, or new, removed objects) are highlighted with different colors, which are customizable.

Figure 6: Know immediately what has changed

State	City	Items	Sales revenue	Quantity sold
Massachusetts	Boston	Accessories	\$32,567	233
Massachusetts	Boston	City Skirts	\$5,752	37
Massachusetts	Boston	City Trousers	(1,985)	-1
Massachusetts	Boston	Dresses	\$35,388	248
Massachusetts	Boston	Jackets	\$5,723	38
Massachusetts	Boston	Leather	\$1,468	7
Massachusetts	Boston	Overcoats	\$2,953	9
Massachusetts	Boston	Shirt Waists	\$35,353	211
Massachusetts	Boston	Sweaters	\$27,498	213
Massachusetts	Boston	Sweat-T-Shirts	\$103,576	623
Massachusetts	Boston	Trousers	\$2,679	16
California	Los Angeles	Accessories	\$167,291	1,359
California	Los Angeles	City Skirts	\$14,226	88
California	Los Angeles	City Trousers	\$6,348	35
California	Los Angeles	Dresses	\$89,219	644
California	Los Angeles	Jackets	\$17,688	105
California	Los Angeles	Leather	\$37,312	258
California	Los Angeles	Outerwear	\$42,834	392
California	Los Angeles	Overcoats	\$11,034	52

## **BUILT UPON THE MOST COMPLETE, TRUSTED, AND AGILE BI PLATFORM**

BusinessObjects Web Intelligence is built on the proven and mature BusinessObjects Enterprise BI platform. This ensures that it meets the performance demands of end-user query and analysis for all sizes of organizations.

### **Enable BI Standardization via Shared Administration and Security**

BusinessObjects Enterprise delivers a single point of security and administration for all Web Intelligence users, ensuring full control of the user experience, the capabilities available to each user, and their security profiles. All your BI-related activities are centrally managed by BusinessObjects Enterprise – our trusted platform for all BI capabilities. This helps you reduce the overall cost of BI implementation across the organization.

### **Deliver Query, Reporting, and Analysis Globally via a Single Deployment**

It is crucial for global organizations to provide multilingual information access for their users. BusinessObjects Web Intelligence is highly deployable, and users across the world can work with Web Intelligence in their native language. Web Intelligence supports major Western European languages, as well as multi-byte languages such as Japanese – all from a single server. Going beyond mere interface localization, Web Intelligence helps your end users to access and create reports containing Unicode data. Plus the semantic layer metadata and report prompt can be localized to the report viewer's language. It's also available on Windows, UNIX, and Linux platforms, enabling you to standardize on a single query, reporting, and analysis solution, thus reducing deployment costs.

### **Extending the Reach of Interactivity and Analysis Beyond the Enterprise**

By leveraging the administration and security capabilities of BusinessObjects Enterprise, BusinessObjects Web Intelligence provides a flexible and secure environment – a key requirement for organizations that deploy BI applications to users outside their network. Whether it is improving corporate decision-making or sharing information with customers, suppliers, and partners through a BI extranet, BusinessObjects Web Intelligence delivers self-service insight, easy interactivity, and flexible customization so that you can meet all of your end-user query and analysis requirements.

### **Deliver Self-Service Access to Trusted Insight**

BusinessObjects Web Intelligence helps organizations make more effective and timely business decisions. By offering self-service information access and analysis, Business Objects provides your organization with the extreme insight you need to extend your competitive advantage. To learn more about BusinessObjects Web Intelligence or BusinessObjects XI, visit our Web site at [www.businessobjects.com](http://www.businessobjects.com).

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