

EMBEDDED ANALYTICS SOFTWARE IN SAP® BUSINESS SUITE

TRANSFORMING THE WAY BUSINESS- PEOPLE GAIN INSIGHT

In today's highly competitive, fast-moving global economy, information is king. The company that can glean actionable insights from mountains of data is the company that can react quickly and effectively to market conditions, seize new opportunities, and establish competitive advantage.

This is why companies all over the world place high value on business intelligence (BI) tools that can deliver such insight. The problem is that until now, BI has focused primarily on one segment of the business-user population: those who develop business strategy. When it comes to those who execute that strategy, BI has not been readily available.

The fact is, many frontline workers today must wait for critical BI to be generated for them by sophisticated users before they can take action. Often, by the time this information is distributed to the workers who need it, opportunities have slipped away.

What's needed is a way to embed BI directly into the business processes that workers execute on a daily basis. The information must be timely, actionable, and delivered in a way that is meaningful to the person who needs it. Only in this way can companies expect their employees to make strategy-aligned decisions that meet the objectives of the business. This is where SAP can help – with business analytics software now embedded in SAP® Business Suite applications.

Closing the Gap Between Strategy and Execution

Embedded software delivers preconfigured business analytics content based on SAP BusinessObjects™ solutions technology directly to the SAP Business Suite applications you use every day. Actionable, context-relevant reports and dashboards based on SAP Crystal Reports® software and SAP BusinessObjects Dashboards software offer a modern, compelling, and smooth user experience that helps to optimize the efficiency of business processes. Delivered in a familiar environment to help ensure adoption, the software can be quickly and cost-effectively deployed, extended, and customized, so you can address definable business needs today and expand over time as needed. In the end, you can increase the value of your existing investment in SAP applications with powerful BI based on the data that those applications generate. With improved insight that extends from the boardroom to the shop floor, you can close the gap between strategy and execution to meet the needs of the enterprise as a whole.

Actionable Insight Like Never Before

The point of business intelligence is to deliver insights that people can act on to do their jobs more effectively. Through pixel-perfect reports and interactive dashboards, business analytics software embedded in SAP applications delivers the right information to the right person at the right time – always in the context of whatever business process

To do their jobs in a way that aligns with business strategy, today's workers need relevant, timely, and actionable information – delivered in the context of the business process they're executing. This is what you get with business analytics software embedded in SAP® Business Suite applications.



the user is executing. The BI, in other words, finds your workers rather than them having to find the BI. Without the need to exit the process and access a separate BI tool, your workers are more productive. And because they are empowered to take the right action at the right time in alignment with corporate strategy, they are also more effective. This helps to improve your overall business performance.

A sales executive, for example, can access predefined dashboards that display key performance indicators on the value of lead opportunities directly from the SAP Customer Relationship Management application. A corporate controller, on the other hand, can access detailed reports on income statements and cash flow directly from the SAP ERP application. In either case, the insight is delivered in the workspace of the business user and made relevant, in the most appropriate format, according to the duties of the corresponding business role.

What's more, the software draws both from real-time transactions and from the SAP NetWeaver® Business Warehouse component. This lets you extract greater value from the data you already have, decreasing your total cost of ownership and increasing your return on existing investments.

Business Analytics Content That Supports Best Practices

Embedded business analytics software gets you up and running quickly with preconfigured reports and dashboards and built-in support for proven best practices. Natively integrated with SAP

Business Suite applications, the software leverages critical metadata in your SAP application landscape in a way third-party tools simply cannot. Business analytics content moves smoothly from the data provisioning layer to the presentation layer for easier consumption, resulting in actionable, context-relevant insight that supports more effective decision making.

Take, for example, the dashboard for the SAP Credit Management application. Shown in Figure 1, this dashboard helps your workers quickly analyze critical credit management issues such as credit exposure or average credit limit utilization for customers of various risk classes. Based on the insight provided, workers can take a variety of actions such as preparing for a specific customer's credit default or developing an initiative to reduce overall credit exposure in critical risk classes.

Another dashboard, shown in Figure 2, is designed specifically for HR roles. It

allows the user to quickly get an overview of the skills and competencies of all employees, as well as the position requirements within the organization. Based on this information, your HR organization can more effectively identify hiring priorities and take steps to fill them based on the strategic requirements of the organization.

While space prevents a full review of all predefined business analytics content available, it should be noted that each report and dashboard delivered allows users to drill down to more granular levels of detail. This helps workers get additional information and resolve issues as quickly as possible.

What's more, because it is imbedded into applications that support existing processes, this content helps to reinforce requirements such as regulatory compliance. In the end, you can minimize the risks associated with noncompliance and increase the business value of existing business processes.



Figure 1: Dashboard for Credit Management Analysis

Deep and Unique Integration

The tight integration of the business analytics software embedded in your SAP application landscape benefits both your employees and your IT organization. Employees get modern, easier-to-understand visualizations of complex data that can be consumed at a glance. This leads to higher rates of user adoption, minimizing the risk of your investment.

For IT, the level of integration makes for easier deployments that build on existing investments rather than requiring an entirely new approach to BI. This makes extension, customization, and the development of entirely new reports and dashboards easier, because the processes involved fit into existing applica-

tion and data lifecycles. And because the software leverages preexisting roles that IT has already defined for your SAP software environment, authorization and access controls are not an issue during implementation. The end result is fewer headaches for IT and a better user experience for your employees.

Real Benefits, Really Fast

Delivering actionable insight based on business analytics content and deep integration with your existing SAP application landscape, embedded business analytics software helps your workers make better decisions that align with corporate strategy. The software also enhances the value of your existing investment in SAP applications and the

With business analytics software embedded in SAP Business Suite applications, your workers don't have to find the business intelligence. It finds them.

data they generate. By augmenting the user experience with actionable insight gleaned from transactional and historical data in your environment, your employees become more effective. And because the insight is delivered in the context of the business process they are executing, your employees also become more productive. This makes for higher rates of satisfaction, leading to higher rates of adoption. Ultimately, you can drive better decision making throughout the organization and follow through on corporate objectives with greater effectiveness.

Learn More

For more information on how embedded business analytics software in SAP applications can help you close the gap between business strategy and execution, call your SAP representative today or visit www.sap.com/analytics.

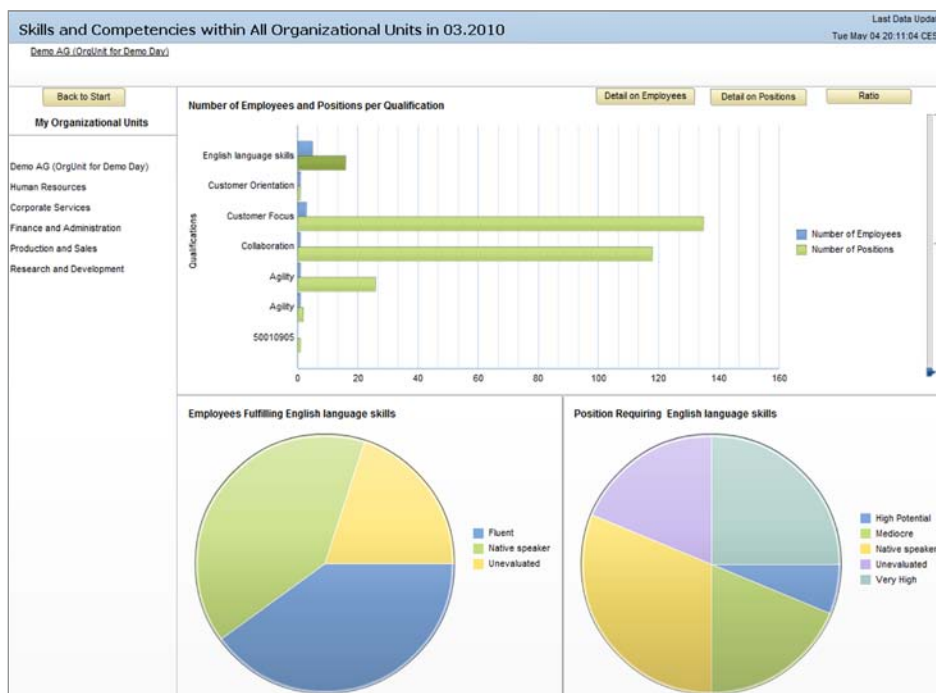


Figure 2: Dashboard for Analyzing Corporate Skills and Competencies

Summary

Successful companies always seek ways to close the gap between the development of business strategy and its day-to-day execution. Doing so requires the timely delivery of relevant, actionable, strategy-aligned information to frontline workers – in the context of the business process they're executing. This is what you get with business analytics software now embedded in SAP® Business Suite applications.

Business Challenges

- Deliver accurate and timely information to frontline workers
- Align business strategy with execution
- Support more effective decision making

Key Features

- **Context-relevant, actionable insight** – Deliver meaningful insight to the right workers at the right time, within the business process they're executing
- **Preconfigured business analytics content** – Use preconfigured reports and dashboards to gain deep, actionable insight into transactional and historical data
- **Deep and unique integration** – Leverage your existing investment in SAP applications and data with new business intelligence functionality that integrates with existing processes

Business Benefits

- **More efficient business processes** with access to relevant information during the course of process execution
- **Improved alignment between strategy and execution** through timely insight delivered to frontline workers to support better, faster business decisions in alignment with corporate strategy
- **Greater end-user satisfaction and adoption** through modern, compelling visualization of business data delivered in a timely, context-relevant manner
- **Enhanced value of existing investments** through more effective business processes and more useful data and applications
- **Fast, cost-effective deployment** to accelerate the time to actionable insight with project jump-start and easier extension and customization

For More Information

To learn more about how business analytics software embedded in SAP applications can help you close the gap between business strategy and execution, call your SAP representative today or visit us online at www.sap.com/analytics.

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