

Business Intelligence Platform Roadmap – Short Version

Product Management SAP NetWeaver BI
February 2008



This document is intended to outline future product direction, and is not a commitment by SAP to deliver any given code or functionality. Any statements contained in this document that are not historical facts are forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The timing or release of any product described in this document remains at the sole discretion of SAP. This document is for informational purposes and may not be incorporated into a contract. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

The Evolution of Business Intelligence



1990s

2000s

2010s

BI Tools

Expert tools for a few

Environment: one business application
Challenge: functional limitations

BI Suite

Information democracy

Environment: multiple applications
Challenge: single version of truth

Process-Centric BI

BI as part of business processes

Environment: entire value chain
Challenge: complexity

Traditional BI

- Information dissemination defined and controlled by IT
 - Collect data
 - Integrate in corporate standard models
 - Disseminate on standardized channels
- Present an accurate and accountable picture of the past
- Understand why things happened
- Primarily for strategic use

Key Business Drivers

- Globalization
 - Short product cycles
 - Flat hierarchies
 - Global competition
- Innovation
 - Engine for success
 - Competitive differentiator
 - Culture of flexibility
- Efficiency
 - High number of decisions
 - Increased responsibilities
 - Compliance and transparency

Next-Gen BI

- Intelligence needs defined by business
 - Monitor business activities
 - Plan for business objectives
 - Respond to changed business models
- Plan, monitor and improve activities to reach objectives
- Integrated intelligence from strategy to execution
- Interlink business processes with BI

Customer Challenges



Business Intelligence complexity

- End user is crucial to success of any BI initiative
- Too many different tools with steep learning curves
- Complex data models beyond the understanding of business

Flexibility to respond to change

- Technology cannot keep up with the speed of thought
- Data models quickly get out of sync with business models
- Disconnect between business and IT leads to misunderstandings and long development cycles

Information fragmentation

- Information is locked away in application silos and heterogeneous sources
- Integrating information requires expert knowledge
- Disconnect between analytic and operational applications

Business Intelligence Platform



Business Intelligence Platform

Information Discovery & Delivery

Query, Reporting, & Analysis

Reporting

Analysis

Dashboards

Search

Information Delivery

Advanced Analytics

Predictive

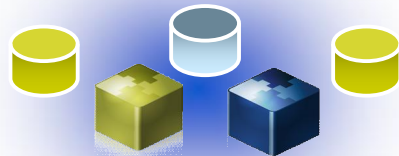
Enterprise Information Management

Data
Integration

Data
Quality

Metadata
Management

Data Mart
Solutions



**Business Applications
& Structured Data**

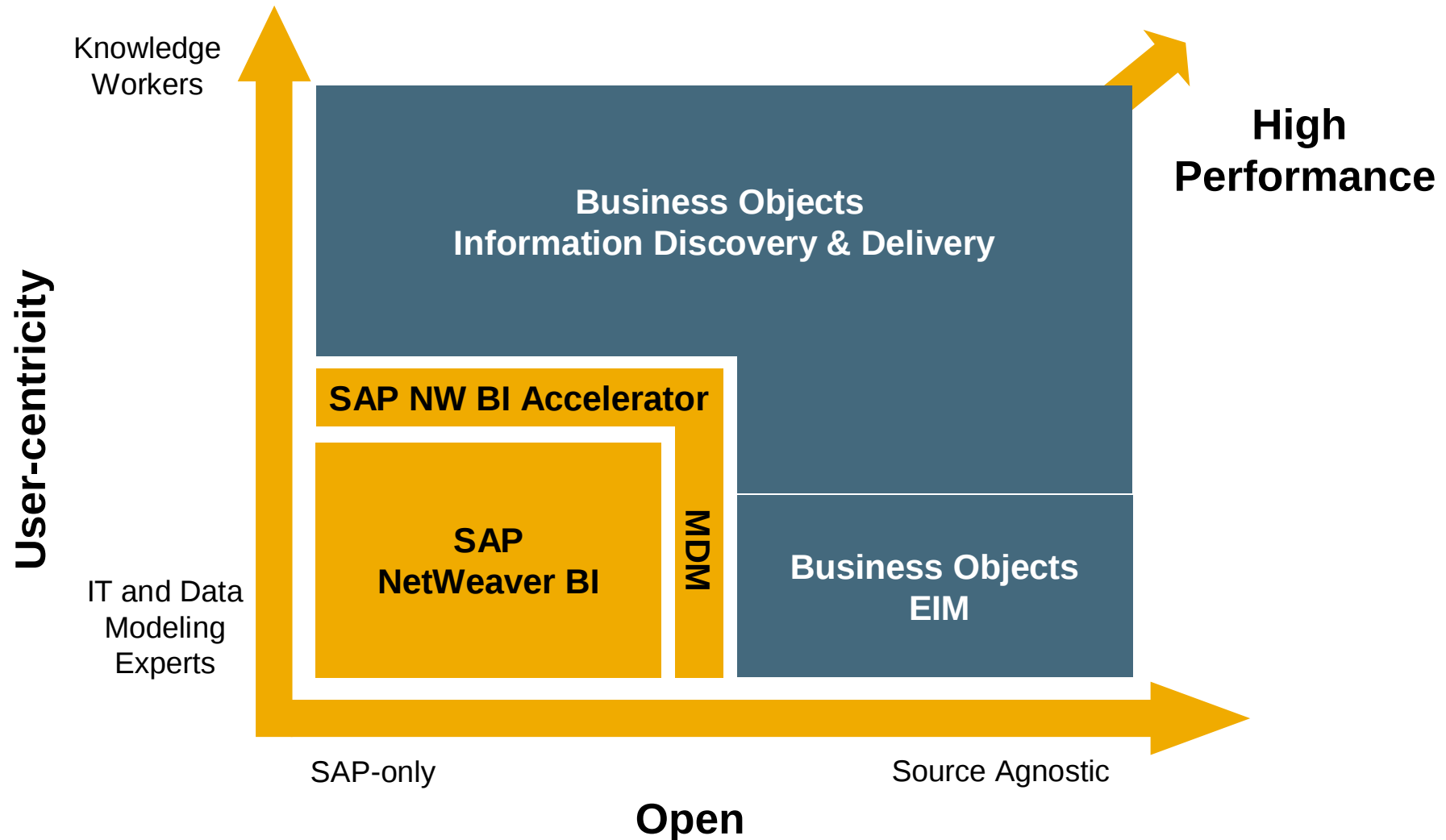


**Unstructured
Data**



**Cloud
Data**

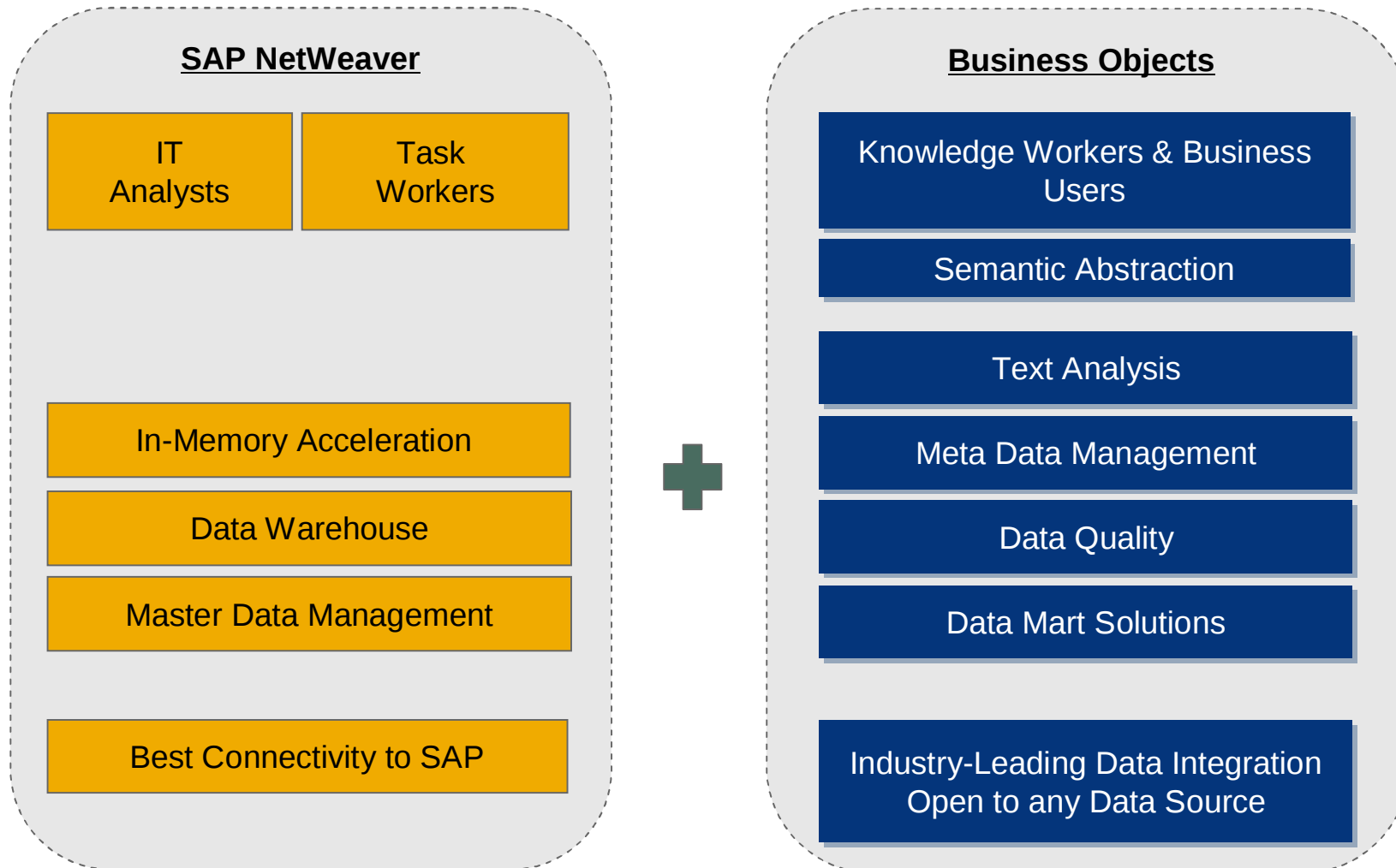
The New Business Intelligence Platform and SAP NetWeaver: A Perfect Match



The New Business Intelligence Platform and SAP NetWeaver: A Perfect Match



The Alignment, Extension & Augmentation of two leading, **complementary** BI & EIM solutions



Value Overview of the Combined Offering



A **complete, end-to-end** BI platform supporting QR&A, Performance Optimization and Business Suite

The SAP Business Intelligence Platform

USER CENTRIC

**HIGH
PERFORMANCE**

OPEN

All Employees

All Views on Information

Next Generation Analysis Engine

Scaleable Information Delivery

Data Accuracy and Consistency

Any Source

Premium Packages



Enterprise Query, Reporting and Analysis

Visualization and Reporting

Data Integration and Data Quality Management

- Interactive visualization
- Easy data exploration and search like query
- All data (including unstructured)



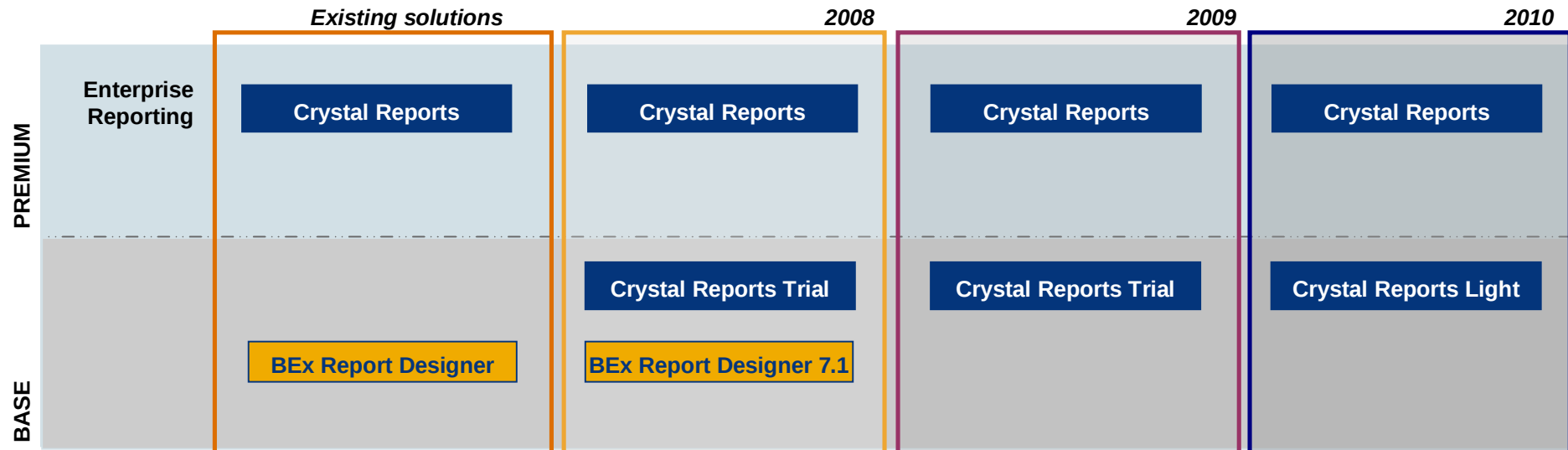
- Market leader in enterprise reporting
- Embedded, interactive visualization
- All data (including unstructured)



- Enterprise-class data integration
- Market leader in data quality
- Deep integration with BI



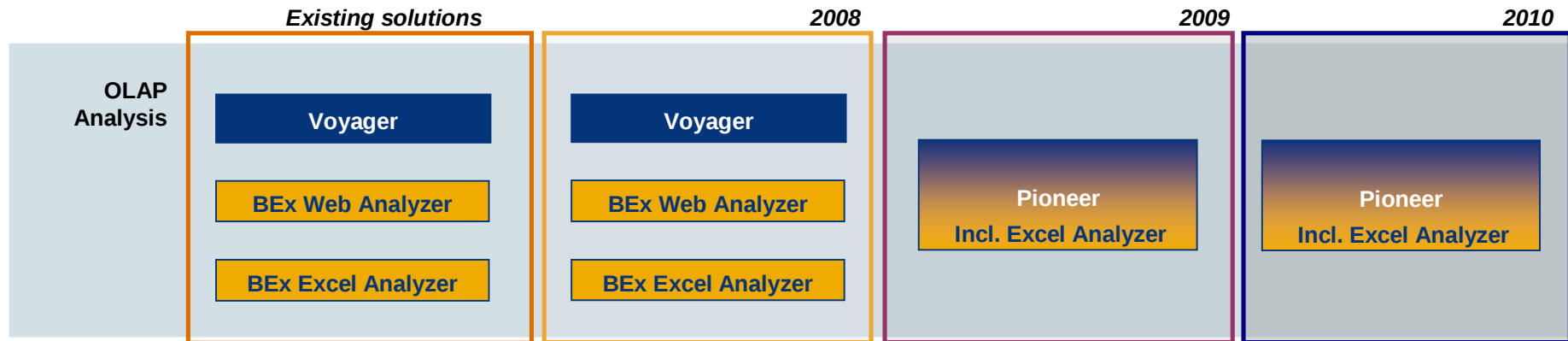
BIP Product Roadmap: Strategic Focus on Premium Offering



Key Points

- For BI Tools the strategic focus going forward and the key investments will go towards the premium offerings based on today's Business Objects product portfolio.
- BEx Report Designer 7.1, last release in 2008, available without enhancements until 2010, maximum maintenance until 2016, will be replaced with Crystal Light product.
- 30 day Crystal Reports trial distributed via SDN in Q1.

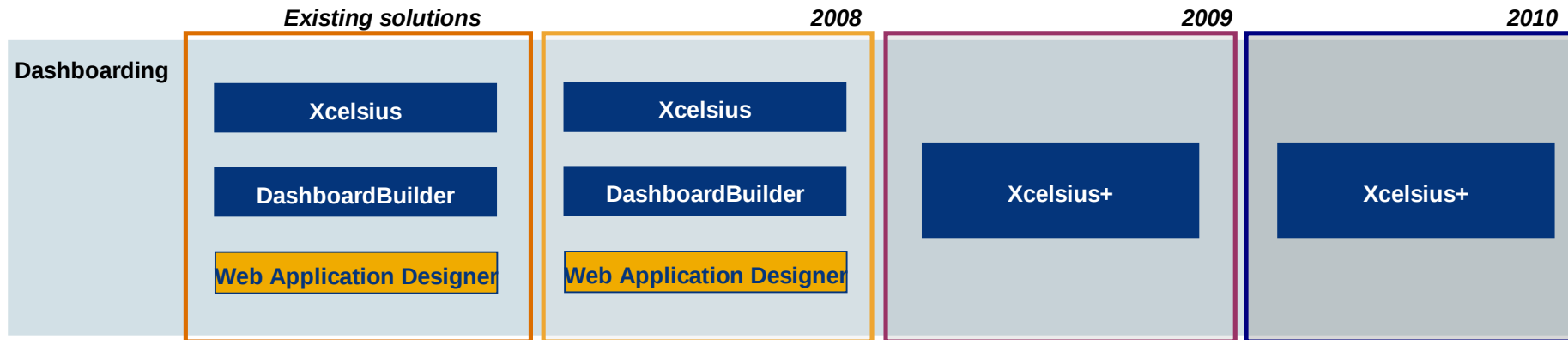
BIP Product Roadmap: Strategic Focus on Premium Offering



Key Points

- Pioneer (code name for 2009 release) provides superset of capabilities from both BEx 7.0 and Business Objects Voyager. Voyager customers migrate to Pioneer. BEx Web Analyzer will not be further enhanced.
- Pioneer will include Excel Analyzer capability.

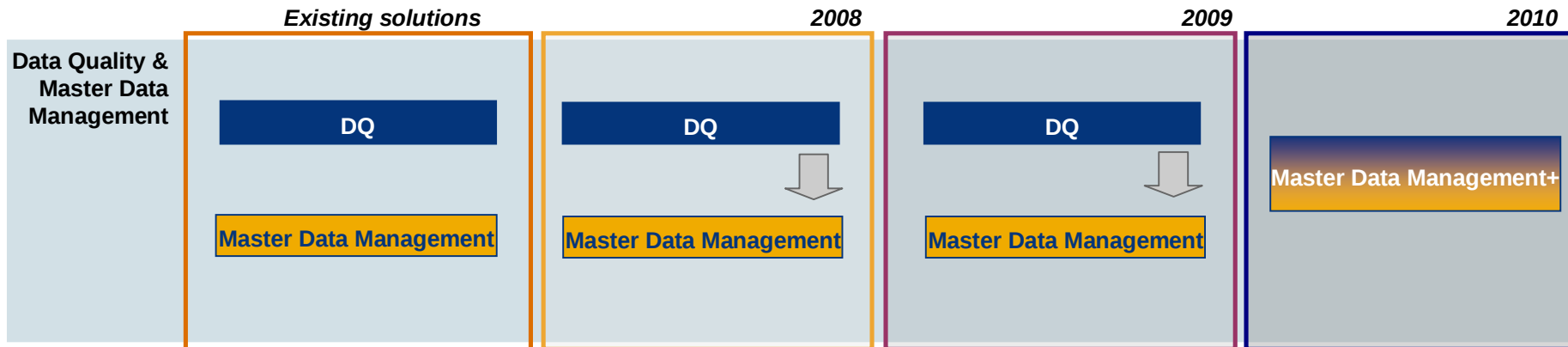
BIP Product Roadmap: Strategic Focus on Premium Offering



Key Points

- Xcelsius+, a future release of Xcelsius, will become the flagship product for dashboarding.
- BEx Web Application Designer will not be further enhanced beyond the release 7.0 EhP1 in 2008.

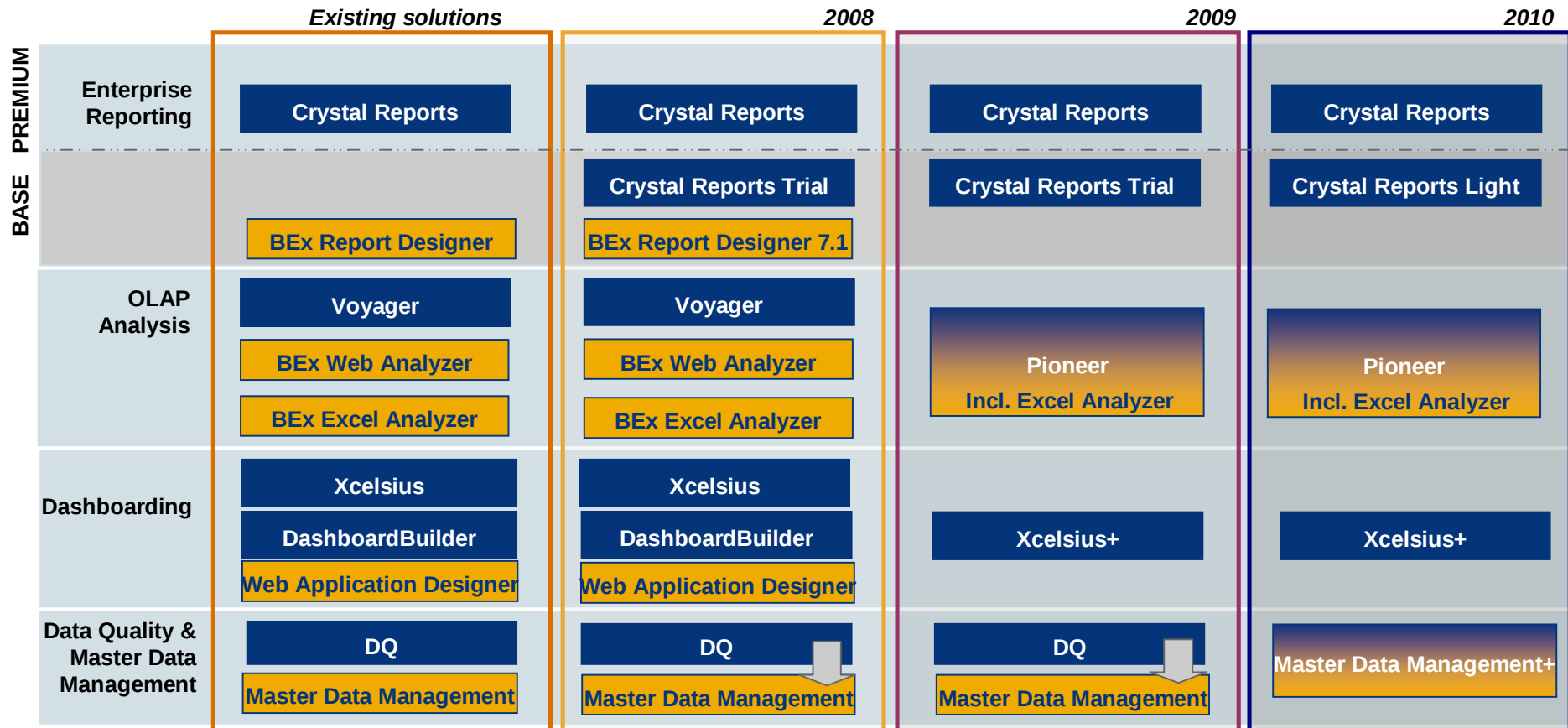
BIP Product Roadmap: Strategic Focus on Premium Offering



Key Points

- SAP NetWeaver MDM will be able to consume content from Business Objects Data Quality (DQ) in 2008: data cleansing and de-duping before load into master.
- By 2010 we will deliver tight integration of DQ with an enhanced version of Master Data Management.
- DQ will continue to be available as a standalone offering.

BIP Product Roadmap: Strategic Focus on Premium Offering



Key Points

- Products not explicitly mentioned here continue on their existing roadmap, examples (not a complete list): Business Objects Web Intelligence, Rapid Marts, SAP BW, NetWeaver BIA, etc.

BOBJ
SAP

Thank You



- Thank you for your investment in SAP products, we remain **committed** to your success and will protect that investment.
- With Business Objects, SAP adds **best-in-class, open, end-to-end business intelligence** and **information management** capabilities to the industry-leading business software portfolio.

For more Information:

- Please visit: sap.com/businessobjects/ or businessobjects.com/solutions/sap/

Thank You



- With Business Objects, SAP adds **best-in-class, open, end-to-end business intelligence** and **information management** capabilities to the industry-leading business software portfolio.

For more Information:

- Please visit: sap.com/businessobjects/ or businessobjects.com/solutions/sap/



No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, Duet, Business ByDesign, ByDesign, PartnerEdge and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned and associated logos displayed are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to SAP. This document is a preliminary version and not subject to your license agreement or any other agreement with SAP. This document contains only intended strategies, developments, and functionalities of the SAP® product and is not intended to be binding upon SAP to any particular course of business, product strategy, and/or development. SAP assumes no responsibility for errors or omissions in this document. SAP does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

SAP shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. SAP has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages

Weitergabe und Vervielfältigung dieser Publikation oder von Teilen daraus sind, zu welchem Zweck und in welcher Form auch immer, ohne die ausdrückliche schriftliche Genehmigung durch SAP AG nicht gestattet. In dieser Publikation enthaltene Informationen können ohne vorherige Ankündigung geändert werden.

Einige von der SAP AG und deren Vertriebspartnern vertriebene Softwareprodukte können Softwarekomponenten umfassen, die Eigentum anderer Softwarehersteller sind.

SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, Duet, Business ByDesign, ByDesign, PartnerEdge und andere in diesem Dokument erwähnte SAP-Produkte und Services sowie die dazugehörigen Logos sind Marken oder eingetragene Marken der SAP AG in Deutschland und in mehreren anderen Ländern weltweit. Alle anderen in diesem Dokument erwähnten Namen von Produkten und Services sowie die damit verbundenen Firmenlogos sind Marken der jeweiligen Unternehmen. Die Angaben im Text sind unverbindlich und dienen lediglich zu Informationszwecken. Produkte können länderspezifische Unterschiede aufweisen.

Die in diesem Dokument enthaltenen Informationen sind Eigentum von SAP. Dieses Dokument ist eine Vorabversion und unterliegt nicht Ihrer Lizenzvereinbarung oder einer anderen Vereinbarung mit SAP. Dieses Dokument enthält nur vorgesehene Strategien, Entwicklungen und Funktionen des SAP®-Produkts und ist für SAP nicht bindend, einen bestimmten Geschäftsweg, eine Produktstrategie bzw. -entwicklung einzuschlagen. SAP übernimmt keine Verantwortung für Fehler oder Auslassungen in diesen Materialien. SAP garantiert nicht die Richtigkeit oder Vollständigkeit der Informationen, Texte, Grafiken, Links oder anderer in diesen Materialien enthaltenen Elemente. Diese Publikation wird ohne jegliche Gewähr, weder ausdrücklich noch stillschweigend, bereitgestellt. Dies gilt u. a., aber nicht ausschließlich, hinsichtlich der Gewährleistung der Marktgängigkeit und der Eignung für einen bestimmten Zweck sowie für die Gewährleistung der Nichtverletzung geltenden Rechts.

SAP übernimmt keine Haftung für Schäden jeglicher Art, einschließlich und ohne Einschränkung für direkte, spezielle, indirekte oder Folgeschäden im Zusammenhang mit der Verwendung dieser Unterlagen. Diese Einschränkung gilt nicht bei Vorsatz oder grober Fahrlässigkeit.

Die gesetzliche Haftung bei Personenschäden oder die Produkthaftung bleibt unberührt. Die Informationen, auf die Sie möglicherweise über die in diesem Material enthaltenen Hotlinks zugreifen, unterliegen nicht dem Einfluss von SAP, und SAP unterstützt nicht die Nutzung von Internetseiten Dritter durch Sie und gibt keinerlei Gewährleistungen oder Zusagen über Internetseiten Dritter ab.

Alle Rechte vorbehalten.