

EXPLORE YOUR DATA WITH SAP BUSINESSOBJECTS EXPLORER™

FIND IMMEDIATE ANSWERS TO BUSINESS QUESTIONS

In order to make everyday business decisions, business users need intuitive access to corporate information. Unfortunately, traditional business intelligence (BI) tools, which often require significant training and an understanding of analytical methods, sometimes do not meet the needs of business users. Recent surveys show that these users often rely on “gut-feel” decision making. Many users say that they don’t have the time or the ability to learn how to use the powerful BI tools that could provide them with much-needed data. Sometimes they depend on IT for their answers. However, IT may already face a backlog of requests that prevents timely responses. Gut-feel decisions and dependence on IT support can result in a poorly informed workforce, which in turn can result in an underperforming organization.

These same business users have no problem, however, searching for information online or browsing for books on Amazon.com. What if your organization could combine the simplicity of Internet search with the power of BI?

SAP BusinessObjects Explorer™ software brings together the simplicity and speed of Internet search with the trust and analytical power of BI to provide immediate answers to business questions (see Figure 1). Business users can employ familiar keyword searches to find information hidden in data sources. They can then navigate to and explore the data directly; no existing reports or metrics are necessary. SAP BusinessObjects Explorer, part of SAP® BusinessObjects™ BI solutions, leverages the metadata layer (the semantic layer, or universes, of SAP BusinessObjects technology). In addition, it takes advantage of the security, trust, and administration services provided by the SAP BusinessObjects BI platform – thereby speeding its deployment and reducing IT backlog.

SAP BusinessObjects Explorer is designed for ease of use, allowing you to do the following:

- Start by entering a few search keywords
- View results and then explore via an exploration panel

SAP BusinessObjects Explorer™ software combines the simplicity and speed of search with the trust and analytical power of business intelligence. It enables you to find answers to your business questions intuitively and to share the information with others.

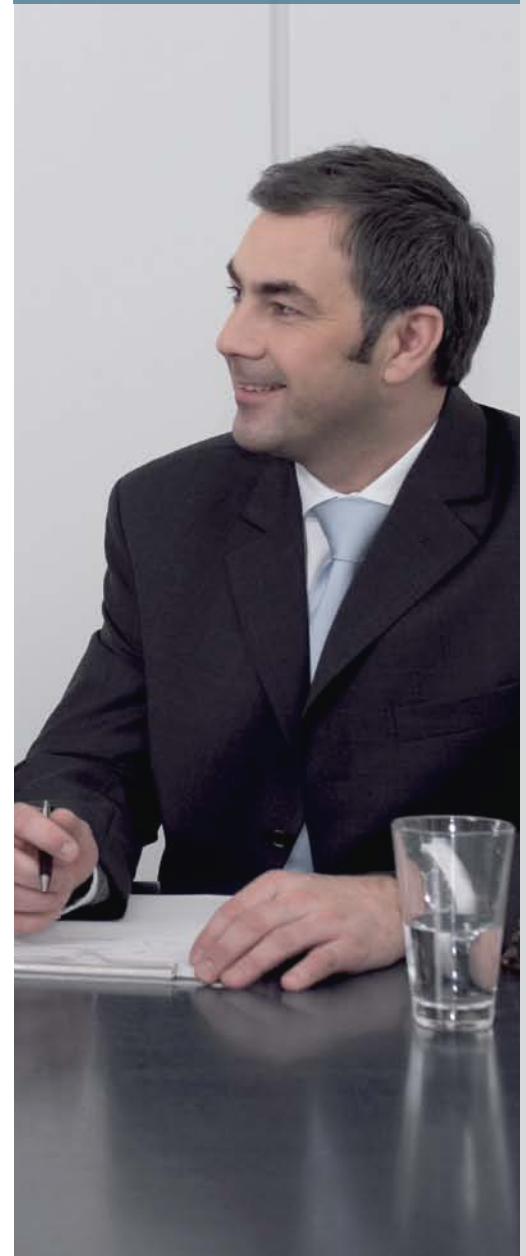
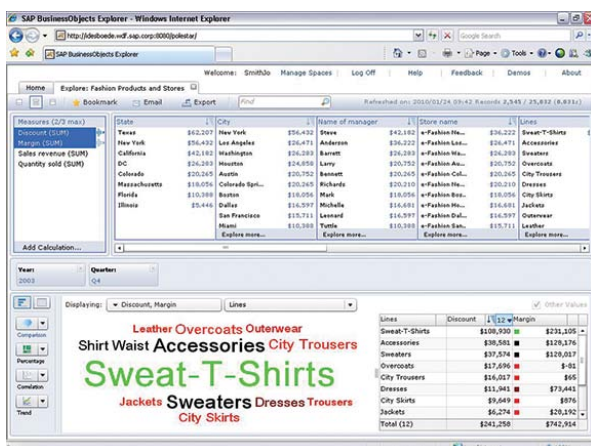


Figure 1: Instant Access to Relevant Information



- Automatically generate charts for optimal results
- Share results via e-mail and other formats
- Interoperate with SAP BusinessObjects Web Intelligence® software
- Access secure, trustworthy information

Simplicity and Speed of Search

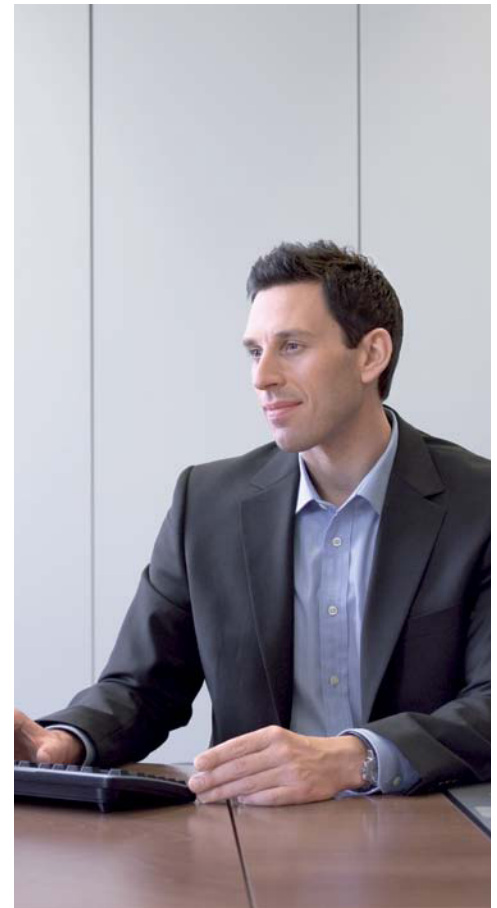
SAP BusinessObjects Explorer users simply enter a few search keywords to find the most relevant information instantly from across all their applications and data sources. Data sources and metadata are preindexed so that users can search and explore enterprise data sources such as operational systems and data warehouses directly and with near instantaneous speeds. No preexisting reports or metrics are required.

Analytical Power of BI

SAP BusinessObjects Explorer presents the most relevant keyword search results first and complements the

results with additional contextually relevant details. In addition, SAP BusinessObjects Explorer automatically generates the type of chart that best represents the information. For example, when displaying the percentage breakdowns of a multientry data set, it generates a pie chart; when comparing revenue and profit for multiple entities, it displays a bar chart (see Figure 2). Information workers benefit from this self-service discovery without needing to understand where the data is located or how it is structured. The experience is as easy as browsing an online store.

For example, a liquor distributor would like to understand wine purchasing behavior over various regions. When she types “wine sales region” into a search box, SAP BusinessObjects Explorer finds and presents a chart that shows wine revenues across organizational regions. Recognizing that time is the most relevant attribute associated with regional wine sales, the software automatically displays sales by year. Meanwhile, the liquor distributor has a choice of other



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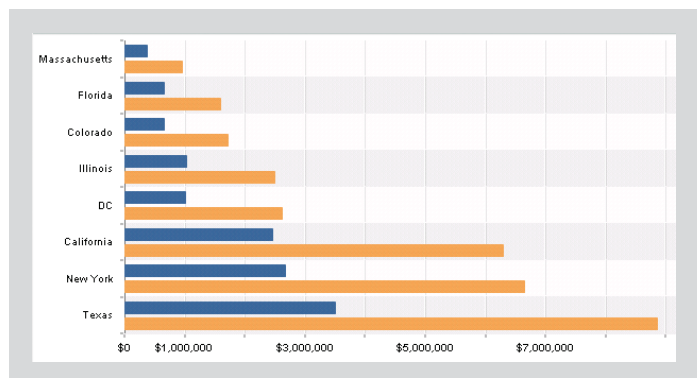
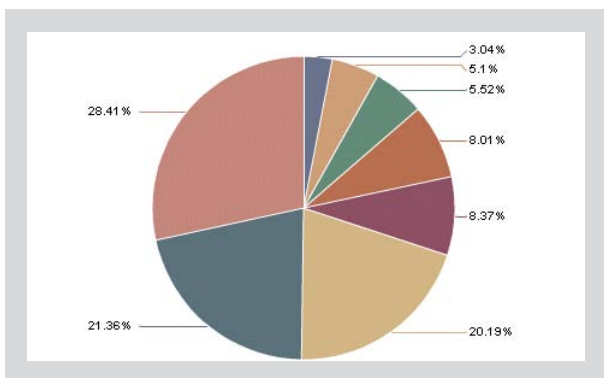


Figure 2: Generation of Charts That Best Represent the Information

categories for viewing data if she wishes to see new information. For example, to browse by a characteristic such as sweetness, she can switch the view from revenue to inventory and drill to more granular details that describe types of wine and subregions. As she spontaneously and iteratively navigates through new information, additional information choices are presented to her – all at the speed of thought.

Insight derived from SAP BusinessObjects Explorer can be shared readily with others. Users can send the link to SAP BusinessObjects Explorer via e-mail and instant messaging applications and share their insights. Search and exploration findings can also be exported to Microsoft Excel for further sharing options.

SAP BusinessObjects Explorer also provides the flexibility of integrating with SAP BusinessObjects Web Intelligence software. Users can export insights discovered in SAP BusinessObjects Explorer to SAP BusinessObjects Web Intelligence reports. They can fully leverage the functionalities of SAP BusinessObjects Web Intelligence software to create additional calculations and charts and then format tables on the exported data. This enables them to explore unexamined areas of business via SAP BusinessObjects Explorer and to do deeper analysis on SAP BusinessObjects Web Intelligence.

Secure, Trustworthy, and Quick to Deploy

SAP BusinessObjects Explorer is built on the SAP BusinessObjects BI platform, services, and functionality. BI platform security is applied across all SAP BusinessObjects Explorer searches and exploration, which helps to ensure that users have access only to permitted data. User search results and exploration functions are available from the launch pad of the SAP BusinessObjects BI platform. These functions leverage the semantic layer and common business terms that have been standardized across the business and with which people are comfortable and familiar.

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This single view of the truth, along with trusted data quality and integration and reliable platform services, helps ensure trust and confidence in decision making. SAP BusinessObjects Explorer leverages existing investments in SAP BusinessObjects solutions, reusing existing security, metadata, and other BI platform services, which makes it easier to administer and quicker to deploy.

By increasing self-service BI and maintaining IT control, SAP BusinessObjects Explorer empowers the business while reducing IT report creation backlog.

Delivering Self-Service BI to All Business Users

SAP BusinessObjects Explorer offers value to your IT staff and to business users. The software empowers organizations to extend the reach of BI to all business users. By increasing self-service BI and maintaining IT control, SAP BusinessObjects Explorer empowers the business while reducing IT report creation backlog.

With immediate insight into all of the data, business users quickly and intuitively find answers to all their business questions – so they are better informed and equipped to make timely, confident decisions. Ultimately, SAP BusinessObjects Explorer helps enable higher-performing organizations.

For More Information

To learn more about SAP BusinessObjects Explorer, call your SAP representative or visit us on the Web at www.sap.com/explorer.

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Summary

SAP BusinessObjects Explorer™ software combines the simplicity and speed of Internet search with the trust and analytical power of business intelligence (BI) to provide immediate answers to business questions.

Business Challenges

- Improve end-user adoption of BI tools to enable fact-based decisions
- Reduce IT report creation backlog

Key Features

- **Simplicity and speed of Internet search** – Enter a few search keywords to find the most relevant information instantly from across all data sources
- **Contextual exploration** – Gain additional contextually relevant details when searching – no data model or data knowledge required
- **Automated relevancy and chart generation** – Work with a solution that presents the most relevant keyword search results first and automatically generates the chart that best represents the information

Business Benefits

- **Higher performing organizations**, thanks to pervasive BI and fact-based, timely decisions
- **Enhanced role for IT** as a proactive business partner supporting and even driving business changes, thanks to shorter time to delivery and heightened agility

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