

THE PREFERRED BUSINESS INTELLIGENCE CHOICE

DESIGNED FOR GROWING COMPANIES

Comprehensive BI Solutions for Growing Companies

The SAP® BusinessObjects™ Edge software is the business intelligence (BI) choice of midsize companies that want to improve business processes, discover new opportunities, and edge out the competition. It includes affordable solutions that can address just about any BI requirement, such as operational reporting, flexible ad hoc query reporting and analysis, dashboards and visualization, and data quality and integration. The solution provides an intuitive BI experience for where and how you work – supporting search, mobile devices, and dashboards, as well as integration with familiar Microsoft Office applications. And because it is built on a proven platform with open architecture, SAP BusinessObjects Edge lets you leverage the applications, data sources, and platforms you already use to run your business.

Flexible Solutions to Address Your Complete BI Needs

This software is offered in three options to meet your needs today and grow along with your company (see the figure):

- SAP BusinessObjects Edge, standard package
- SAP BusinessObjects Edge, version with data integration
- SAP BusinessObjects Edge, version with data management

SAP BusinessObjects Edge, Standard Package

SAP BusinessObjects Edge, standard package, helps midsize companies get started with business intelligence. It includes the core functionality necessary to empower end users with greater BI insight. Through flexible ad hoc reporting, query, analysis, and dashboards, users can make fast, data-driven decisions – all without relying on IT. Users also benefit from the convenience of data access in the tools they use every day, like Microsoft Office and Microsoft SharePoint applications. Plus, built on a proven, open intelligence platform, the standard package provides secure, managed information access, so the right user receives the right information at the right time.

SAP BusinessObjects Edge with Data Integration

SAP BusinessObjects Edge offers a version with data integration that enables confident decision making based on trusted business intelligence. It combines the power of data integration with essential functionality for end users, such as ad hoc reporting, query, analysis, and dashboards for better information insight and reliability. The version with data integration is designed to give your users greater confidence in the data they are using to make decisions. Once again, this software is built on a proven, open intelligence platform that helps ensure that information gets to the right people, when and where they need it.

The SAP® BusinessObjects™ Edge software is ideal for midsize companies wanting to improve business intelligence (BI) processes and get an edge on the competition. It can help you address just about any BI requirement – and leverage the applications, data sources, and platforms your company already uses.



SAP BusinessObjects Edge with Data Management

SAP BusinessObjects Edge is also available in a version that provides comprehensive data management functionality for midsize companies. With added functionality to help improve data quality, it enables you to centralize the discovery, correction, and prevention of data issues across the organization. Users can integrate address verification to help ensure integrity of contact data. This functionality intelligently verifies address data and suggests potential changes to your data records. With trusted data and timely, accurate information, your business users will have a solid foundation for decision making.

BI Within Multiple Business Management Applications

As the leading BI solution designed for small businesses and midsize companies, SAP BusinessObjects Edge is built on an open and heterogeneous platform so your organization can have a complete, trusted view of all its information assets.

Integration with SAP Applications

SAP BusinessObjects Edge has been enhanced to provide even tighter integration within SAP software environments – delivering an extensive BI solution for SAP customers. The enhancements are designed to help you achieve:

- Lower cost of ownership
- Quicker implementation for realizing value faster
- Flexibility to integrate with existing and future SAP software environments

- An even more intuitive experience for end users, especially in the area of self-service reporting and analysis

Improvements have been made in the following areas of SAP BusinessObjects Edge:

- Management of data warehouse semantic layers in the SAP NetWeaver® Business Warehouse component
- Extended support for data warehouse metadata
- Better integration with the SAP NetWeaver Portal component
- Data integration with SAP BusinessObjects Rapid Marts® packages that are available for SAP solutions

Integration with Microsoft Applications

Recently, Microsoft has refreshed many components of its technology platform, such as Microsoft Windows Server 2008, Microsoft SQL Server 2008, Internet Information Services 7.0, and Microsoft Visual Studio 2008. SAP BusinessObjects Edge supports Microsoft SharePoint Services and Microsoft Office SharePoint Server 2007 and benefits from a number of architectural changes required for the upcoming release of the integration kit for Microsoft SharePoint Server. SAP BusinessObjects Edge is also the answer for organizations wishing to extend insight from BI to any Web or Microsoft .NET application. IT departments and developers can reuse the functionality of the intelligence platform, such as scheduling and security, or embed the existing content in applications by using our updated Microsoft .NET intelligence platform software development kit.

SAP BusinessObjects Edge lets you leverage the applications, data sources, and platforms you already use to run your business.

Delivering Content on a Wireless Device

With SAP BusinessObjects Edge, you can now deliver content over any wireless device. Users can drill into data and interact with reports and metrics to take immediate action. Deployment is quick, requiring no additional servers, and fully leverages the underlying security of SAP BusinessObjects Edge. 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 Publishing for High-Volume, Personalized Reporting

With SAP BusinessObjects Edge, you can now 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. Also known as “report bursting,” advanced report publishing allows IT to create multiple reports based on different data sources – loaded with data, personalized for each recipient, and combined into a single file (such as Adobe PDF) – and then distribute them

to a dynamic list of recipients, all with a single action. Content can be optionally archived, printed, or e-mailed. This makes scheduling much faster and easier, enabling cost-effective, one-on-one marketing campaigns and other personalized, high-volume reporting.

Quick-Start Packs for Faster Time to Value

As a midsize company, your organization shouldn't have to spend your limited time and resources getting up and running with BI. SAP BusinessObjects Edge offers optional quick-start packs to help you tailor BI to meet your specific needs.

Tailored to Your Business

Quick-start packs help you give practical, real-world relevance to your BI deployment. Each pack includes a tailored

collection of templates and data connectors based on specific requirements and best practices. Combined with optional rapid deployment services, quick-

Through flexible ad hoc reporting, query, analysis, and dashboards, users can make fast, data-driven decisions – all without relying on IT.

start packs can help you get your BI system up and running – and adding value to your company – in just a short time.

Developed by Industry Experts

Quick-start packs are built by trusted vendors who have a long-standing history and expertise in working with midsize companies to apply BI to specific industries or lines of business. With these packs, you can be confident about getting your deployment right – from the start.

Help Ensure Success with the Business Intelligence Leader

SAP BusinessObjects Edge is designed to help ensure your ongoing success. As your company evolves and grows, you can readily upgrade to the version for data integration or for data management to take advantage of additional functionality. To learn more about SAP solutions for small businesses and midsize companies, visit our Web site at www.sap.com/sapbusinessobjects.

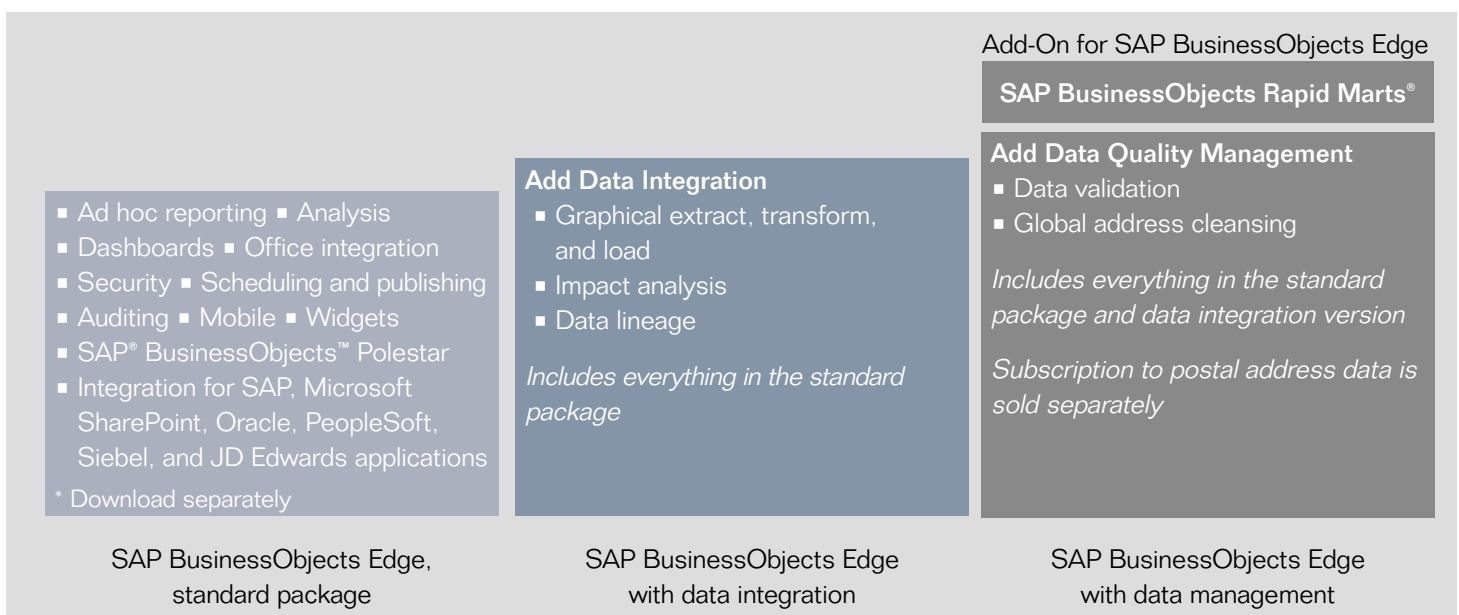


Figure: Three Options Available with SAP BusinessObjects Edge

Summary

The SAP® BusinessObjects™ Edge software is the business intelligence (BI) choice of midsize companies. It includes affordable solutions that can address BI requirements from operational reporting to flexible ad hoc query reporting and analysis, to dashboards and visualization, to powerful data quality and integration, to planning and budgeting.

Business Challenges

- Improve business processes for better decision making and ability to compete
- Meet BI requirements for planning, budgeting, reporting, and dashboards
- Integrate BI with the applications and data your company already uses
- Give users secure access to BI whenever and wherever they need it

Key Features

- **Choice of solutions** – Select from three packages to meet the requirements of your company, and then upgrade smoothly as your needs change
- **Ad hoc query, reporting, and analysis** – Help business users make fast, data-driven decisions through self-service, without relying on IT staff
- **Familiar applications and platforms** – Use data within Microsoft Office applications as well as SAP or Oracle software environments
- **Wireless delivery** – Interact with and share reports over mobile devices
- **Advanced report publishing** – Publish personalized reports to thousands of recipients in a single session
- **Tailored implementation** – Use quick-start packs to help customize the software to your specific customer requirements

Business Benefits

- **Improved business agility and competitive advantage** with a BI solution that supports fast, sound decisions based on up-to-date, trustworthy data
- **Cost savings** achieved through integration of BI data with your current applications and software environment
- **Greater flexibility** by having BI available for use when, where, and how your business users need it
- **Faster ROI** through quick implementation and tailoring of software to your requirements

For More Information

To learn more about SAP BusinessObjects Edge, call your SAP representative or visit us online at www.sap.com/sapbusinessobjects.

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