



Business Objects Query and Analysis

Easy, Powerful, and Open Business Intelligence Products





A Foundation for Decision Making

Business Objects query and analysis products include: WebIntelligence®, an interactive web-based client; BusinessObjects™, a web-enabled desktop tool for report authoring and analysis; and BusinessQuery, an Excel-based desktop intelligence tool. Business users rely upon query and analysis products to get answers to ad hoc questions without assistance from IT. Built on a common information infrastructure (BusinessObjects Enterprise), users are able to analyze trends and make better decisions, while IT ensures timely and secure delivery of accurate information.

Query and Analysis

Business Objects query and analysis products deliver a proven foundation for decision making by offering:

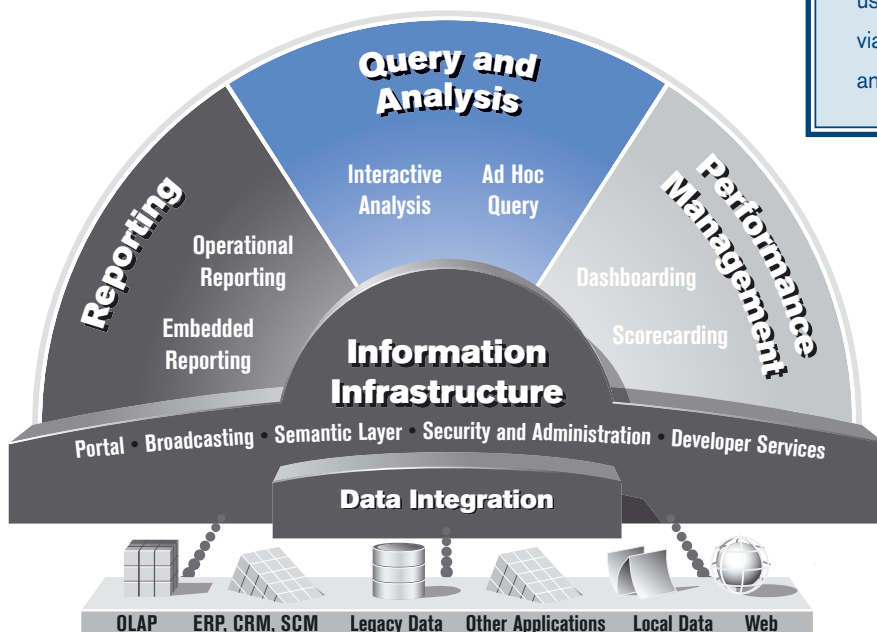
- ▶ Tools that are easy to learn and use
- ▶ Insight through powerful analysis capabilities
- ▶ Openness to leverage your existing IT investments

With business intelligence (BI), your organization can effectively shrink the gap between the data you have—and your organization's ability to analyze and understand it. Your enterprise business intelligence framework should address your end users' needs for query and analysis, reporting, and performance management:

Query and Analysis tools allow end users to interact with business information and answer ad hoc questions themselves with minimal knowledge of the underlying data sources and structures. These tools support query generation and basic report authoring as well as integrated analysis.

Reporting is the process of accessing data, formatting it, and delivering it as information inside and outside the organization.

Performance Management products help users track and analyze key business metrics via management dashboards, scorecards, and alerting.



The Business Objects product line provides the industry's leading suite of business intelligence products.

Easy to Learn, Easy to Use



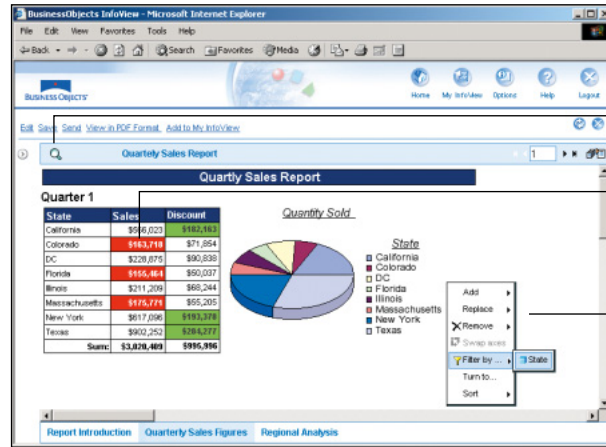
If employees throughout your organization are to rely upon query and analysis products to make better decisions, it's vital to deliver an interface that's intuitive and easy to use. You'll only be limiting the value of your BI solution if your users require advanced technical knowledge or find the tools difficult to use.

Self-Service BI

BI enables you to get answers related to your specific information needs or business problems. Business Objects query and analysis products empower all users to answer their business questions by creating ad hoc queries and exploring reports that support their specific decision processes. By offering users the ability to create their own queries and perform simple to complex analysis, WebIntelligence reduces training requirements and maximizes end-user productivity. Ad hoc data access, via an easy to use and learn interface, results in greater user adoption, better business insight, and more informed decisions.

Easy End-User Report Analysis and Modification

With WebIntelligence, our thin-client query and analysis product, your users can get instant insight into their data with on-report analysis capabilities. They can quickly drill into or slice and dice data to gain new business perspectives on their information. They can also quickly refine their reports by dragging and dropping new data elements onto the report. Other one-click functions such as table pivot, ranking, filters, and adding commonly used calculations help your users better understand their reports and ask ad hoc questions of their data—without resource-intensive IT involvement.



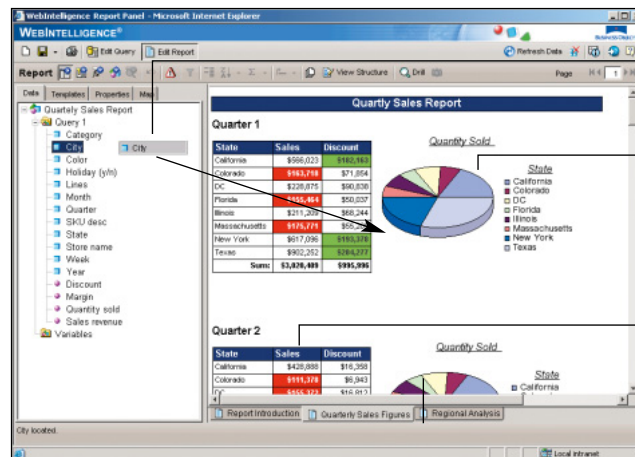
Quickly drill into details.

Spot trends by highlighting alerts.

Perform analysis with one-click functionality.

Drag-and-Drop Report Creation

Creating reports with BusinessObjects, WebIntelligence, and BusinessQuery is as easy as dragging a few business indicators onto a blank page. For new users, templates and wizard-driven interfaces can assist in building reports and conducting analyses in a guided step-by-step process. Your users can quickly visualize information by combining data from disparate sources and creating tables, charts, hyperlinks, and pictures. And users are presented with data in everyday business terms—not obscure database terminology. No knowledge of complex data structures or query languages is required.



Drag and drop objects to create a report.

Visualize information as you build a report.

Combine multiple tables and charts to share the information needed.

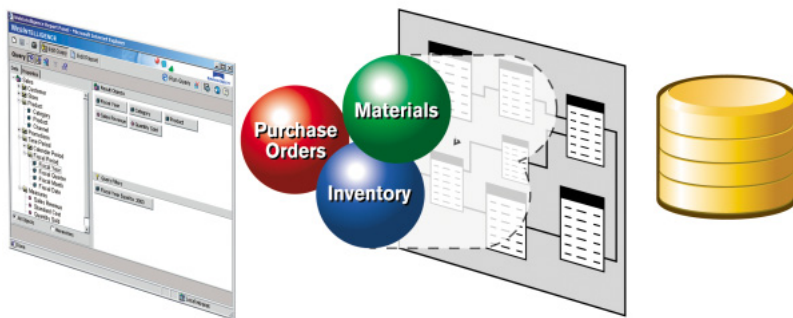


Insight Through Powerful Analysis

As users move beyond report viewing and into the world of analysis, it is crucial that their desire to explore and navigate through data is coupled with tools that enable easy analysis. Business Objects query and analysis products allow users to evolve from passive report viewing to active on-report analysis. Once comfortable with data presentation and delivery, they will want to move to interactivity through a web client. Depending on the user's role in the organization, this may then mature further into an analyst role, whereby report authoring and advanced editing is required. The power of Business Objects query and analysis products lies in their ability to meet the needs of all user types, as well as to produce analyses and calculations with correct results across a series of complex and varied data sources.

Robust Semantic Layer Resolves Complex Data Schemas and Ensures Correct Results

Data is useless if you cannot trust its validity. The flexible query technology from Business Objects delivers multi-pass SQL to resolve the complexities among a wide variety of data sources. Your users become self-sufficient, knowing they can access data for reporting and analysis purposes with the confidence that they are extracting correct information. As users work autonomously, IT still retains control. IT administrators define and refine metadata and set security roles down to the row level.



A patented semantic layer insulates business users from underlying data complexity.

Rich Data Navigation and User-Defined Analysis

Business intelligence users, especially analysts, want more than simple static reports. Answering that next question is the power of Business Objects query and analysis products. Users can drill down on one table, for example, navigating from year to quarter to month. This gives them answers to those more detailed questions, while maintaining the integrity of the remainder of the report. And reports are not limited to the information contained within them. With a simple mouse click, users can drill beyond the scope of the original report to harness the power of the entire data warehouse. There is no limit to the amount of information users can analyze. Beyond navigation, analysts can expand their exploration by easily building custom calculations or adding additional information to the reports they receive.

Access Virtually Any Data Source and Combine Disparate Data

Some query and analysis products are limited in the types of information they can access. With Business Objects query and analysis products, you can easily query, view, and analyze a wide variety of sources. Common data sources that exist in many BI systems are relational databases, enterprise resource planning (ERP), OLAP, XML, Excel, and the web. Users leverage leading OLAP servers to swiftly slice, dice, and drill through information and answer questions such as, "What are my top ten products, by revenue, in my top ten stores?" With query and analysis products from Business Objects, users can leverage OLAP and relational data sources and combine data sources. As analysis moves from your OLAP server to relational reports, WebIntelligence knows the equivalent objects in both environments, maintains context, and returns only relevant information.

Leverage Your Existing Investments



When deploying any software solution, it's critical to ensure flexibility, easy integration with your existing investments, and the lowest total cost of ownership (TCO). Business Objects query and analysis products offer a great variety of deployability, accessibility, and manageability options. This minimizes the efforts on IT, while providing end users with the information they need, when they need it.

Open Standards Support and Connectivity to Leading Platforms and Operating Systems

Business Objects software has become a universal BI solution by adopting industry standards such as .NET and J2EE. The adoption of these standards allows our customers and partners to deploy BI solutions that tightly integrate with their existing frameworks. Delivered on the leading operating systems, Business Objects query and analysis products also take advantage of industry standards, from Java to XML, and allow security integration with LDAP directories.

Accessibility for All Users

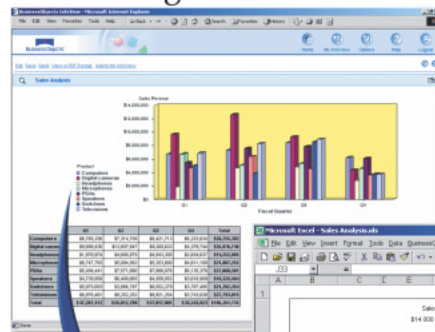
Business Objects query and analysis products provide information in a format designed to support all skill levels—from the casual user to the power analyst and the executive manager. Your users can access information and reports via a portal or dashboard, email, or commonly-used desktop applications like Microsoft® Excel and Adobe Acrobat®. Whatever their information delivery preference, all users can get value from business intelligence.

Supporting Information Infrastructure

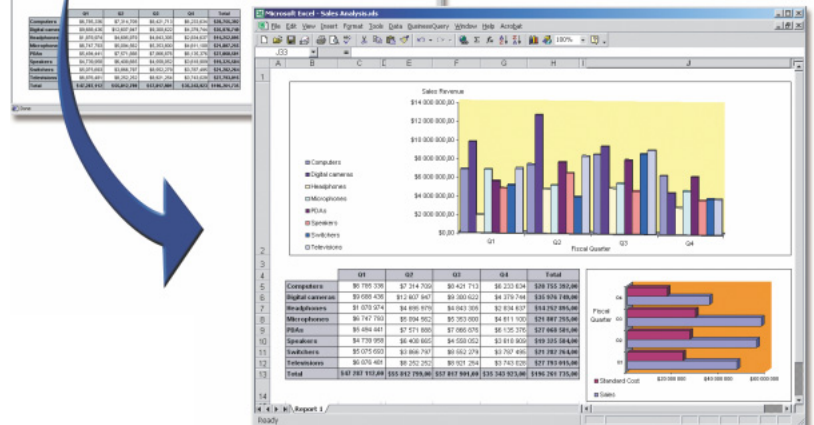
As your BI deployment grows, user requirements and demands increase. To meet these demands, Business Objects query and analysis products are supported by an information infrastructure called BusinessObjects Enterprise. A BI portal, broadcasting, centralized security, administration, and auditing capabilities help you get insight into the BI system itself and ensure scalability for your growing needs. Auditing capabilities allow system administrators to access information such as server load, client internet protocol (IP) address and login names, the number of successful and failed logins, the duration of individual user sessions, and other user activities.

By understanding system use, administrators can then optimize resources and access by controlling the system metadata, data security, and product component functionality. Using integrated administration, auditing, and data integration products, you can guarantee optimal system performance across the BI environment.

WebIntelligence



Delivery options support popular formats such as HTML, Adobe Acrobat, and Microsoft Excel.



Microsoft Excel



Common BI Infrastructure

In today's intensely competitive business environment, good decision making requires access to accurate and timely information throughout your organization. It also requires an ability to share knowledge with your partners, suppliers, and customers. Business Objects query and analysis products are supported by an information infrastructure that provides the essential components and processes needed to deliver information intelligently, securely, and in a centralized manner. BusinessObjects Enterprise helps IT departments reduce their TCO by centralizing security, scheduling, publishing, administration, management, and performance tuning.

Comprehensive Delivery Options

With BusinessObjects Enterprise, you can deliver precise and relevant information to a mass audience. Alternatively, you can supply the information needs of your organization, partners, suppliers, and customers over the web by providing a BI portal. Also, your users can schedule or share reports based on a designated time period or an event. This means that users get reports only when needed—which limits information overload. Additionally, they can receive documents in a variety of formats including Business Objects reports, HTML, Excel, and Adobe Acrobat.

"Thanks to Business Objects, we look forward to giving Volkswagen AG employees—from finance and product development to purchasing and production and our subsidiaries worldwide—a real-time view of business, which will lead to improved customer service and satisfaction."

Dr. Ottmar Beckmann, Director of IT,
Volkswagen AG

Centralized Administration and Security

The information needs of your users will vary based on their job role, department, specific projects, and other factors. Moreover, certain information may be sensitive, such that only certain users or groups can access it. BusinessObjects Enterprise provides a robust security model that integrates with your existing security and authentication systems, so that users can only access the reports and information intended for them.

Information is your organization's most valuable asset, and you need to control access to it. If you extend your BI solution to suppliers, partners, and customers, it becomes even more important to create an environment that gives you the right level of role-based security control.

The Proven BI Standard



Business Intelligence Standardization

Today's leading organizations are striving to manage the complexity and cost of information technology through standardization. While niche vendors may provide acceptable technology at the department level, the costs of integration and support at the enterprise level require the choice of a single vendor to provide a complete BI solution. This solution should include end-user reporting, query and analysis, and performance management capabilities that are supported by a common information infrastructure and data integration. Standardizing on a single BI infrastructure for the organization can provide many benefits:

- ▶ Reduced deployment and training costs
- ▶ Improved manageability and control resulting in lower ongoing costs
- ▶ Elimination of information silos, thereby giving users access to a consistent shared view of enterprise data
- ▶ Increased flexibility to meet new requirements in a cost-efficient and rapid manner

Why standardize on Business Objects? That's simple—we're the proven leader.

A Track Record of Success

Founded in 1990, Business Objects pioneered the modern BI industry by inventing a patented semantic layer that insulates users from the complexity of databases. Today, Business Objects products are used around the world, and available in 13 languages. Millions of users in over 24,000 organizations and in more than 80 countries rely on our products. In tandem with our hundreds of global business partners, we stand ready to meet your business intelligence needs. To learn more about Business Objects products and services please visit: www.businessobjects.com.



In a survey of DM Review Magazine readers, Business Objects was named among the Top 5 vendors based on market share, product quality, and customer satisfaction.



For the third straight year, readers of Intelligent Enterprise chose Business Objects as the best in business intelligence.

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