

BUSINESSOBJECTS EDGE PROFESSIONAL

Benefits of Business Intelligence

- Get visibility into all aspects of your business operations
- Uncover new sales opportunities
- Spot and resolve critical issues before it's too late
- Replace intuitive decisions with data-driven decisions
- Improve customer or partner satisfaction through better information sharing

THE PREFERRED CHOICE FOR GROWING COMPANIES

BusinessObjects™ Edge Series from Business Objects, an SAP company, is the business intelligence (BI) choice of mid-size companies that want to improve business processes, discover new opportunities, and gain an advantage over the competition. It delivers affordable solutions that address any BI requirement – from flexible ad hoc query reporting and analysis, to dashboards and visualization, to powerful data quality and integration.

Easy to deploy, flexible, and affordable, BusinessObjects Edge Professional provides mid-size companies with a complete BI solution that helps mid-size companies transform the way they use information to drive their business. The solution provide a simple, intuitive BI experience where and how you work – from search, mobile devices, and dashboards to Microsoft Office integration. Its proven BI platform and powerful data integration and data quality capabilities help ensure reliable and trusted information access. Its many benefits include:

- Flexible business intelligence capabilities tailored to your business
- Secure, clear, and easy-to-understand data
- Trusted data foundation for making confident decisions
- Rapid deployment options for faster time to value

FLEXIBLE BI TAILORED TO YOUR BUSINESS

BusinessObjects Edge Series lets you deploy and use BI to complement the way you do business. Our fast, flexible information insight is available in a single, affordable package – so you can address diverse user needs within your company and across your external value chain.

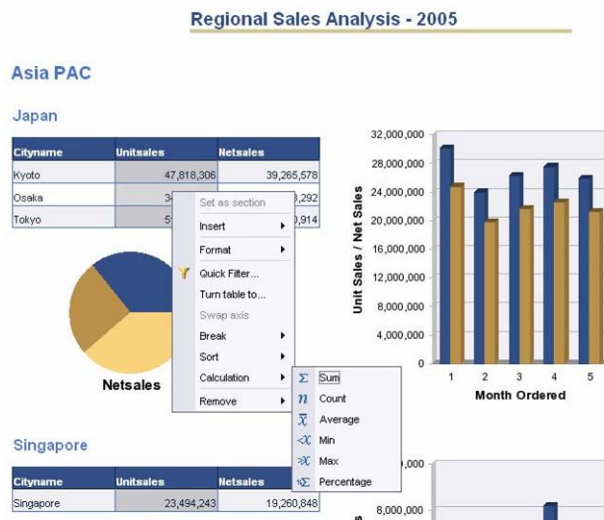


Figure 1: Improve Productivity by Accessing and Refreshing Data “Live” Within a Web Browser

Ad Hoc Reporting, Query, and Analysis for Business Professionals

Meeting Diverse User Requirements with Business Intelligence

- Ad hoc reporting, query, and analysis based on integrated, trusted data
- “Live” data access in Microsoft Office
- Dashboard viewing and interactive what-if analysis

With BusinessObjects Edge Series, your decision-makers benefit from flexible ad hoc reporting, query, and analysis via the Web or offline – without relying on IT. Using an intuitive Web interface, any business professional can access company data (presented in business-friendly terms), analyze it using simple point-and-click functionality, and format it to meet personalized requirements. Your users have complete flexibility in how they access, format, and interact with their data online or offline. “Gut-feel” decisions are replaced by accurate, fact-based decisions based on a trusted data foundation. With data integration and data quality capabilities, users can be confident the decisions they make are based on data they can rely on.

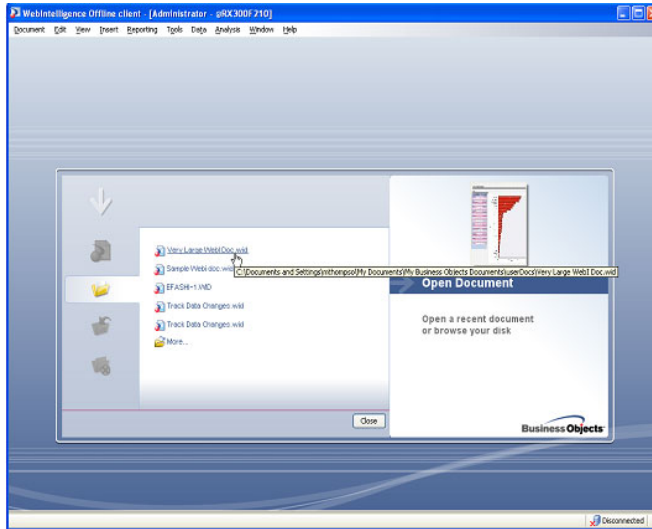


Figure 2: Perform Ad Hoc Analysis over the Web or Continue Offline

“Live” Data Access Within Microsoft Office for Business End-Users

Incorporating data into presentations, spreadsheets, and documents often is a time-consuming task – especially when you need updates. With BusinessObjects Edge Series, your users conveniently access and use live company data directly, leveraging familiar tools like Microsoft Office and SharePoint. Because the data is live, it’s instantly updated while retaining all formatting and calculations in the Office document. Plus, your information is secure, ensuring colleagues can only view and access the data they have the rights to access – whether it’s inside the company firewall or over an extranet deployment.

Flexible Deployment Options

- Deploy on Linux or Windows systems
- Customize using Java or .NET SDKs
- Access data stored in the applications and data sources you already use

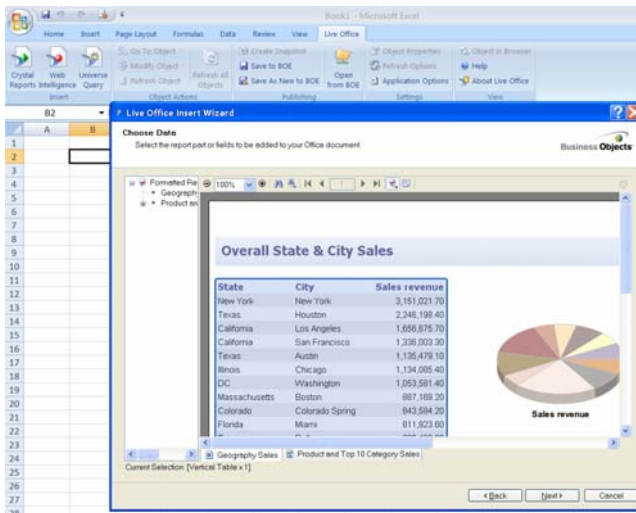


Figure 3: Improve Productivity by Accessing and Refreshing Data “Live” Within Microsoft Office

Comprehensive Analysis Capabilities for Business Analysts

Business analysts spend a large amount of time analyzing and exploring information, requiring fast data access to large multidimensional data sources and the creation of complex business calculations. BusinessObjects Edge Series gives analysts a full range of functions for multidimensional data sets, allowing users to quickly answer business questions and share their analysis and workspace with others.

Sales Data sourced from MSAS2005 Measures: Sales Amount					
Drop Slice here					
Product Categories					
Date.Calendar					
	CY 2001	CY 2002	CY 2003	CY 2004	CY 2004 - CY 2001
Mountain Bikes	\$5,131,309.78	\$10,753,294.85	\$12,843,901.51	\$7,716,937.80	(\$5,126,963.71)
Touring Bikes			\$6,820,565.60	\$7,475,725.67	\$655,160.07
Road Bikes	\$5,530,412.50	\$15,733,063.35	\$15,246,410.58	\$7,368,904.57	(\$7,877,506.01)
Mountain Frames	\$371,587.79	\$1,400,331.68	\$2,067,908.64	\$873,844.03	(\$1,194,064.62)
Touring Frames			\$1,032,154.04	\$610,173.64	(\$421,980.40)
Road Frames	\$243,887.19	\$1,618,391.51	\$1,631,377.27	\$356,197.37	(\$1,275,179.90)
Jerseys	\$28,255.57	\$110,243.77	\$360,375.19	\$253,384.85	(\$106,990.34)
Helmets	\$20,235.36	\$74,281.39	\$206,027.20	\$183,504.58	(\$22,522.62)
Shorts		\$49,261.57	\$209,746.97	\$154,513.98	(\$55,232.99)
Tires and Tubes			\$103,888.18	\$142,566.34	\$38,678.16
Vests			\$145,010.78	\$114,477.59	(\$30,533.19)
Bike Racks			\$134,868.47	\$102,227.69	(\$32,640.78)
Cranksets			\$124,249.27	\$79,693.34	(\$44,555.93)
Pedals			\$94,060.53	\$53,423.38	(\$40,637.14)
Hydration Packs			\$58,303.91	\$47,522.51	(\$10,781.41)

Figure 4: Empower Business Analysts to Perform Complex Multidimensional Analysis

Interactive Dashboard Viewing for Executives and Managers

For executives and managers, BusinessObjects Edge Series lets you deliver personalized business dashboards and stunning visualizations. With simple point-and-click, users interact with visual sliders and gauges to easily identify new opportunities and challenges. What-if analysis lets managers proactively understand the impact of decisions before they are made, potentially uncovering critical business issues and opportunities. Users can also present multiple kinds of BI content in a single view to receive a quick and consolidated glance of your business performance.

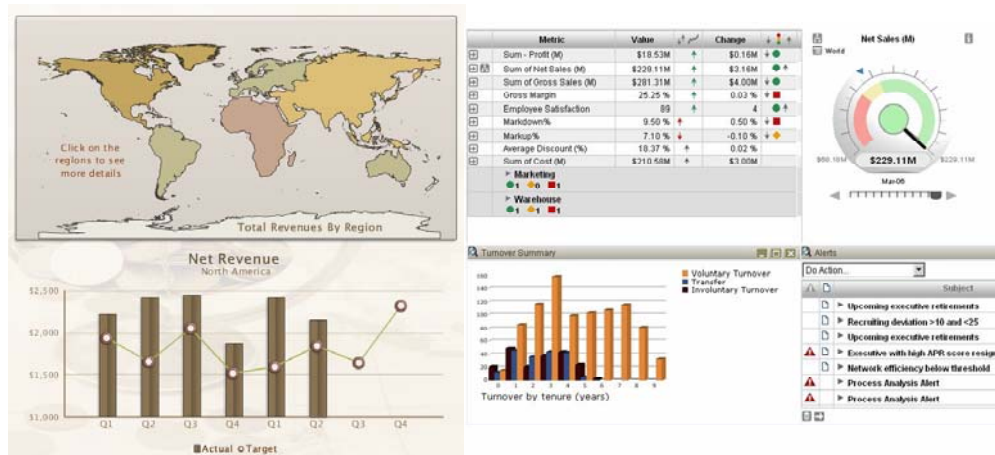


Figure 5: Interact with Visual Models and Dashboards for Insight into Issues and Opportunities

Mobile BI for End Users On the Go

For users on the go, BusinessObjects Edge Series customers have the capability to deliver their content over any wireless device. Users can drill and interact on reports and metrics and take immediate action. Deployment is quick and easy requiring no additional servers and fully

leverages BusinessObjects Edge Series security. 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 right through their mobile device.



Figure 6: View Your Business Intelligence on any Mobile Device

Flexible Deployment Leverages Your Current Investments

BusinessObjects Edge Series is designed for flexible deployment on a single Linux or Windows server. Its open architecture leverages the data sources, business applications, and platforms you've already invested in. For example, if your development platform of choice is Java, our solution includes a software development kit (SDK), which allows you to customize your system to meet your specific needs. If your corporate portal is built using SharePoint, you can easily integrate BI from Business Objects and let business users view interactive BI content within a single environment. Regardless of which applications you use today for customer relationship management (CRM), enterprise resource planning (ERP), financial planning, and other operations, BusinessObjects Edge Series gives you the flexibility to leverage and extend these investments.

Secure yet Easy Access to Data for Better Decision-Making

- Data abstraction layer presents data in business-friendly terms
- Intuitive context panel for greater data context
- Robust security options leverage your existing authentication protocols

SECURE, CLEAR, EASY-TO-UNDERSTAND DATA

Information is useless unless you can access and understand it. With BusinessObjects Edge Series, your business users don't have to spend time trying to understand the complexities of their data environment. They benefit from the robust data abstraction, which presents trustworthy data in easy-to-understand business terms. Your end-users are empowered with self-service reporting and analysis based on relevant, easy-to-understand information.

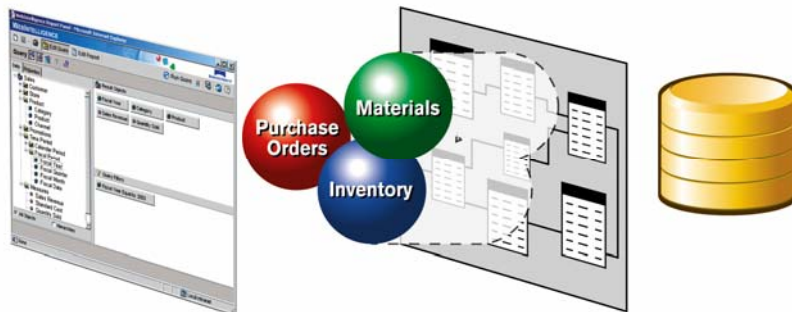


Figure 7: Present Data to Users in Business-Friendly Terms

BusinessObjects Edge Series includes an intuitive context panel for trusted information analysis. It lets end-users understand where the data is from and how it's being used – ensuring greater insight and trust in the data your organization uses to make critical business decisions.

Part of a successful BI strategy is ensuring the right users have access to the right information at the right time. We've built BusinessObjects Edge Series using a proven BI platform that enables secure, managed information access for users both inside and outside your organization. Leveraging common security protocols like LDAP, Windows NT, Active Directory, and Kerberos, you can secure data at the user, group, object, or even row level. Your sensitive corporate information is always protected yet accessible.

The rights the group "Marketing Management" has for the object "STS Corp":

General	The Right To:	Inheritedly	Explicitly	Final Status
	Add objects to the folder	Granted	-	Granted
	View objects	Granted	-	Granted
	Edit objects	Granted	-	Granted
	Modify the rights users have to objects	Granted	-	Granted
	Schedule the document to run	Granted	-	Granted
	Delete objects	Granted	-	Granted
	Define server groups to process jobs	Granted	-	Granted
	Delete instances	Granted	-	Granted
	Copy objects to another folder	Granted	-	Granted
	Schedule to destinations	Granted	-	Granted
	View document instances	Granted	-	Granted
	Pause and Resume document instances	Granted	-	Granted
	Securely modify rights users have to objects.	Granted	-	Granted
	Reschedule instances	Granted	-	Granted
	Schedule on behalf of other users	Granted	-	Granted
	View objects that the user owns	-	-	Denied
	Edit objects that the user owns	-	-	Denied
	Modify the rights users have to objects that the user owns	-	-	Denied
	Delete objects that the user owns	-	-	Denied
	Delete instances that the user owns	Granted	-	Granted
	View document instances that the user owns	-	-	Denied
	Pause and Resume document instances that the user owns	-	-	Denied
	Securely modify rights users have to objects that the user owns.	-	-	Denied

Figure 8: Secure Data to Ensure the Right User Can Perform the Right Actions on the Data They Have Access to

Benefits of Data Integration

- Explore, extract, transform, and deliver data
- View the impact of data source changes and track data back to its original source
- View the context of information in BI reports

TRUSTED DATA FOUNDATION TO MAKE CONFIDENT DECISIONS

Improving the accuracy and trust of the underlying data within your BI deployment is critical for user adoption and credibility of the solution. With BusinessObjects Edge Professional, you can integrate data from disparate sources and cleanse and verify data quality, providing a trusted data foundation to give your end-users reliable, timely, and accurate information.

Deliver Data Anywhere – Anytime

BusinessObjects Edge Professional provides data integration capabilities, allowing mid-size companies to easily explore, extract, transform, and deliver data. With the data integration capability of Edge Professional, you can easily move data volumes in real time or at any interval, allowing you to manage and organize disparate data systems to gain a single view of your organization.

Impact Analysis

An integral part of your BusinessObjects Edge Professional deployment is the unique ability to interchange metadata between the data integration and the BI platform. Metadata integration provides end-to-end impact analysis, allowing you to see the effect of changes in the source systems to the BI reports. As a result, you easily manage change in your BI environment.

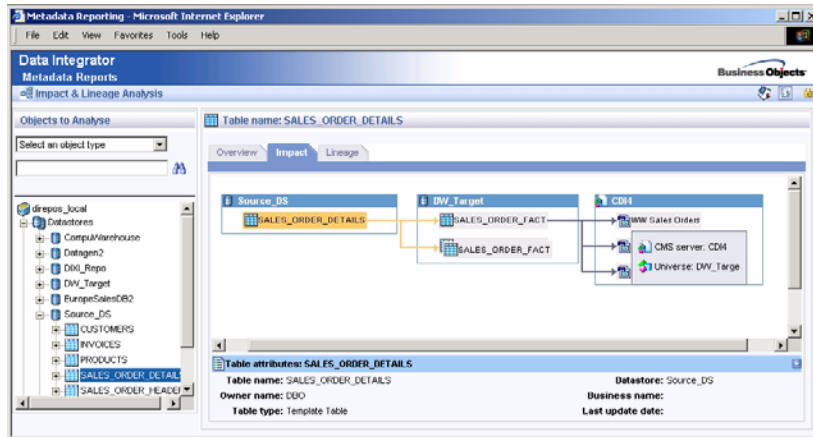


Figure 9: Impact Analysis – See How Data Source Changes Affect Your Entire BI Environment

Data Lineage

Data lineage is another benefit of BusinessObjects Edge Series, allowing BI users to view the context of data in their BI reports. Your users can see when data was updated, how it was computed, and where it came from – all the way back to the original transactional source. This visibility is critical to helping your users gain better trust in their information.

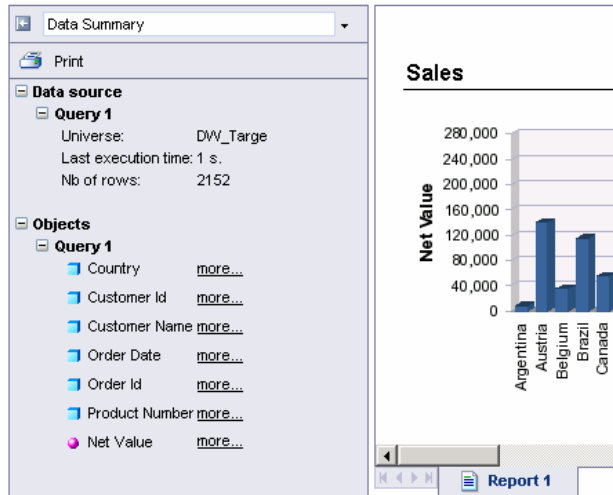


Figure 10: Data Lineage – with the Ability to See Data Lineage Right Within Their BI reports, Users Trust the Information.

Data Quality

Data quality gives customers the ability to centralize the discovery, correction, and prevention of data issues across the organization. Users can integrate address verification to ensure integrity of contact data at any country level. This capability intelligently verifies address data, and reviews and makes potential changes to your data records. This robust capability is a major break-through for organizations that typically manage data in manual processes involving many people. With trusted data, and timely and accurate information, your information users have a solid foundation for decision-making.

RAPID DEPLOYMENT OPTIONS FOR FASTER TIME TO VALUE

Designed for rapid deployment, BusinessObjects Edge Series lets you quickly realize the benefits of BI. Affordable, all-in-one packaging gives you everything you need to get started with your BI needs – from software licenses to technical support to software updates and maintenance services.

Choose from a variety of QuickStart Packs to access a tailored collection of templates and data connections that help you quickly apply BI to your existing line of business applications or

industry needs. Built by Business Objects and our experienced BI partners, our QuickStart Packs help you get up and running with *relevant* BI in no time!

ASSURED SUCCESS FROM THE BUSINESS INTELLIGENCE LEADER

BusinessObjects Edge Professional is designed to assure your ongoing success. Use it to leverage built-in system auditing capabilities to optimize performance and ensure regulatory compliance. Or contact our customer assurance organization for technical assistance – at no additional charge.

Our solutions for mid-size companies are quickly becoming the preferred choice for companies seeking to improve business processes, discover opportunities, and get an edge on the competition. By using BI from Business Objects, you easily gain insight into all aspects of your operations for improved business performance.

To learn more about Business Objects solutions for mid-size companies, visit our Web site at www.businessobjects.com/grow.

businessobjects.com



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