

# BI WIDGETS



**What's a Widget?**  
A widget is a mini-application that allows easy and fast access to frequently used functions and provides visual information right from the desktop.

**Business Pain**  
Without easy and fast access to key information, decision-making is on hold while you spend many hours sifting through and updating large amounts of data.

**Why Business Objects?**  
Delivering always-on intelligent information right to your desktop, BI Widgets lets you quickly extend insight from BI to new and existing business audiences.

## PERSONALIZED INTELLIGENT INFORMATION FOR EVERYONE

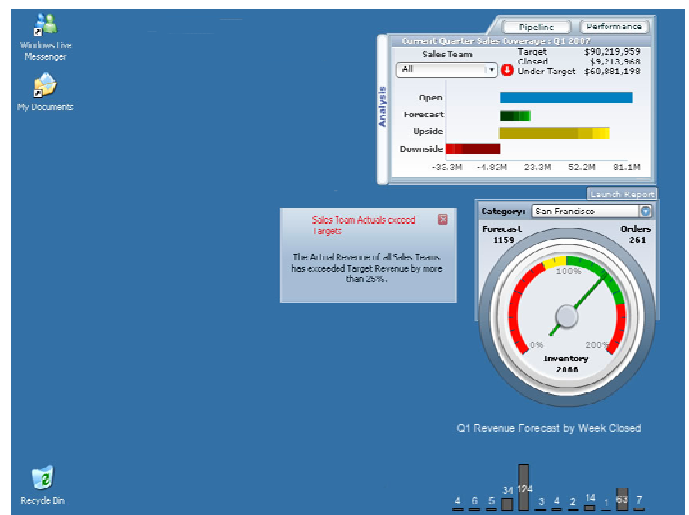
To deliver the decision-making insight needed by everyone inside your organization, your IT department must have flexible means of sharing and making available business intelligence (BI) content. BI Widgets from Business Objects, an SAP company, allows your organization to provide intelligent information to anyone – from the CEO to business analysts, to field-based staff, to the newest hire – directly onto their desktops. Blend BI content, Microsoft Windows, and existing BusinessObjects™ Enterprise XI platform capabilities to provide a unique, stylish, and personalized user experience. With BI Widgets, your users can easily access and monitor the information that matters to them right from their desktops.

BI Widgets provides the following benefits:

- **Simplifies access to BI and increases productivity** by having key information available at users' fingertips
- **Reduces the cost of delivering BI** by taking advantage of existing BI platform capabilities and content
- **Facilitates BI adoption within your organization** by minimizing BI infrastructure changes and IT assistance requirements

## ALWAYS-ON INTELLIGENCE AT YOUR FINGERTIPS

BI Widgets accelerates decision-making by bringing always-on BI to any user in your organization. Your users can search, select, personalize, and keep the information that matters to them in one convenient location – the desktop. Users can search for existing BI content, such as BusinessObjects Web Intelligence® reports, BusinessObjects Xcelsius® Enterprise dashboards, and alerts, and keep only key information by pasting it right into the desktop. Users don't have to login to another portal, application, or website to view the BI data they need the most. It's always available at their fingertips, right on the desktop. Finally, BI Widgets users can set the refresh rate – the rate at which a given widget refreshes the currently displayed BI content – and make sure they always get the most up-to-date information available.



*With BI Widgets, Anyone from the CEO to the Newest Hire Can Get the Information that Matters to Them Right from Their Desktop*

## LEVERAGE YOUR BI PLATFORM INVESTMENT

Secured BI is available to any user's desktop by capitalizing on BusinessObjects Enterprise robust platform capabilities, such as security, scalability, and high availability. BI Widgets

secures content delivery by leveraging the security model defined and maintained in BusinessObjects Enterprise so your administrators can maintain content control. It also leverages and extends your existing BI investment by quickly delivering the same trusted content many business users rely on to everyone in your organization.

By leveraging the BusinessObjects Enterprise repository and content such as existing reports, queries, dashboards, alerts, and metadata, you can be confident that the information that users access via BI Widgets is timely, consistent, and accurate. With BI Widgets, there's no need to duplicate or recreate BI content – everyone accesses BI content that's already available on your BusinessObjects Enterprise system. Users can view and monitor familiar Business Objects BI content, such as Web Intelligence reports, Xcelsius dashboards, alerts, and even external sources such as RSS feeds.

## **FACILITATE BI ADOPTION**

BI Widgets represents an opportunity to expand BI usage across your organization without having to deploy additional applications, servers, and portals. BI Widgets makes it easy for your IT department to provide BI to users since no additional server software is needed. BI Widgets relies on lightweight web services to deliver most up-to-date information available from BusinessObjects Enterprise. It uses web services built on internet protocols and open standards and deployed on the same BusinessObjects Enterprise server infrastructure. By using web services, you can make BI content available across corporate firewalls to remote office and home office workers.

Providing access to ready-for-consumption intelligence on top of everyone's desktop has never been easier. BI Widgets doesn't require training, specialized skills, or IT assistance. By using their Microsoft Windows XP or Vista desktop and a simple drag-and-drop interface, your users can select content that matters to them, personalize it, and drag it onto their desktop without having to rely on IT. Finally, BI Widgets makes it simple to integrate BI directly within the desktop, taking advantage of the power and interactivity of today's personal computers.

## **SUMMARY**

BI Widgets allows IT departments to deliver at-a-glance intelligence to everyone – from the CEO to the newest hire – right on their desktops. It makes key information simple to access and easy to monitor without having to change your existing BI infrastructure. BI Widgets extends insight from existing BI content to new audiences, increases user self-sufficiency, and leverages Business Objects BI platform capabilities – such as the existing repository and security model. When it comes to delivering BI to everyone in your organization, BI Widgets and BusinessObjects Enterprise represent a true cost-efficient alternative. Ultimately, BI Widgets is about providing always-on key information to everyone making the decisions that impact the overall success of your organization – right from the most-often used application, their desktop.

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