

IMPROVE BUSINESS PROCESSES AND DECISIONS WITH TRUSTED DATA

SAP® BusinessObjects™ INFORMATION MANAGEMENT SOLUTIONS

“Information” is not always the first word that comes to mind when executives think about survival strategies. Yet according to acclaimed business strategist Don Tapscott, best-selling author of **Wikinomics**, having a strategy for managing your company’s information is absolutely essential, not only for weathering the current economic crisis, but also for positioning for future success.¹

Why? Because ever-increasing volumes of fragmented data – if not properly managed – can lead to unnecessarily high operational costs, poor business decisions, damaged customer and partner relationships, lost business opportunities, and steep penalties for failure to comply with regulations.

Fortunately, there is a better way. Firms that pay attention to their data are the ones that will survive and thrive. Helping to ensure your organization can fully capitalize on its enterprise data, SAP® BusinessObjects™ information management (IM) solutions combined with the master data management and information life-cycle management capabilities of the SAP NetWeaver® technology platform support the infrastructure requirements of your enterprise information management strategy. The combined IM solutions from SAP address the trusted data requirements of your operational and analytic initiatives, and support the data governance process that enables these initiatives. It helps you create a strategic information management vision while transforming your data into competitive advantage.

Building a Strategic Information Management Vision

Many organizations already have some aspect of information management functionality within their organizations, where they use tools for data integration, data quality management, data federation, master data management (MDM), metadata management, and information lifecycle management. Tactical solutions often are implemented on a piecemeal basis in support of business intelligence (BI), data warehousing, enterprise resource planning (ERP), customer relationship management (CRM), or data governance projects.

Although individual tools generally serve the specific purposes for which they were acquired, in isolation they lack the strength of a cohesive, integrated, and comprehensive information management approach. Adopting a unified information management approach helps elevate your data to a strategic asset – one that you can use to steer the business through challenging times.

A 2007 study by Accenture shows that the majority of organizations acknowledged the importance of an overarching information management vision.² Yet in 2009, Gartner predicts that due to underinvestment in information infrastructure, more than 35% of the top 5,000 global companies will regularly fail to make insightful decisions about significant changes in their business and markets.³

SAP® BusinessObjects™ information management solutions help transform data from enterprise systems, text sources, and the Web into a strategic asset – one that powers operational and analytical initiatives to help steer your enterprise to greater success, especially during an economic downturn.



1 Tapscott, Don. “Managing Enterprise Information: Architecting for Survival and Positioning for Success in Tough Times,” April 2009.

2 Accenture CIO Survey: Information Management Trends, 2007.

3 Gartner Business Intelligence Summit 2009, January 2009.

Adopting Proven Solutions

SAP BusinessObjects IM solutions minimize complexity while delivering comprehensive, proven solutions that enable:

- Trustworthy, timely, and relevant information – Improving business processes and empowering confident decision-making
- Enterprise agility – So your business can react to changes as the market evolves, and you can rapidly respond to new information requirements
- Increased productivity and greater efficiencies – Allowing IT to do more with less
- Fast results – With enterprise-class solutions that allow you to start with a small project and build towards an enterprise information management strategy

SAP BusinessObjects IM solutions help to drive your business by enabling opportunities, creating efficiencies, reducing costs, and mitigating risks.

Delivering Trusted Information

Having trusted information helps you, your colleagues, your department, and ultimately the entire enterprise to have confidence in your organization's direction and actions.

Based on your organization's requirements, SAP BusinessObjects IM solutions help you manage and deliver trusted data for operational and analytical applications. You can:

- Access all information, including traditional structured data found in databases, enterprise applications,

legacy systems, and flat files, as well as the unstructured data that resides in e-mails, call logs, Web sites, customer surveys, and industry reports

- Integrate, transform, and deliver data as needed for all your target systems and applications
- Improve data quality with data profiling and cleansing functionality, from any type of operational domain
- Deliver real-time data at the right times to your target applications
- Understand data context to increase confidence in decision making and to satisfy auditing compliance requirements

SAP BusinessObjects Information Management Solutions

Addressing the most important business requirements, SAP BusinessObjects IM solutions provide needed functionality for your operational, analytical, and governance initiatives. Data integration, data quality, and metadata management functionality helps you access any type of data – structured and unstructured – from any data source. It gives you native connectivity to heterogeneous applications such as SAP solutions, Oracle E-Business Suite, PeopleSoft Enterprise, JD Edwards EnterpriseOne, and Siebel.

With SAP BusinessObjects IM solutions, you can access, integrate, improve, and deliver any type of data, anywhere across the enterprise and outside your firewall.

“Over 35% of the top 5,000 global companies will regularly fail to make insightful decisions about significant changes in their business and markets due to underinvestment in information infrastructure.”

Gartner Business Intelligence Summit 2009

Information Management for Operational Initiatives

The success of operational processes such as ERP or CRM depends on the completeness and accuracy of the data running these enterprise applications. With the SAP BusinessObjects Operational IM package, you can build a trusted data foundation running your business operations. The information management solutions help you:

- Support successful and timely data migration and consolidation, with the ability to move data from legacy applications to your new or upgraded enterprise application
- Improve effectiveness of your enterprise applications (such as ERP and CRM) by supplying high quality information
- Increase productivity and elimination of rework costs by validating data quality from the first entry point of your CRM or ERP systems and real-time cleansing of data during data entry
- Support services-oriented architecture initiatives with a core data foundation that provides data as a Web service

- Support master data consolidation for business entities such as customer, supplier, and product data

Information Management for Analytical Initiatives

According to a 2008 Economist survey, 90% of upper-level managers feel they don't have the necessary information for critical business decisions, and 50% of them are afraid they are making poor decisions as a result.⁴ Decisions are driven by facts and facts are driven by data. The role of information management in analytical initiatives is to help ensure that data leads to accurate facts, which in turn leads to better decisions. With the SAP BusinessObjects Analytical IM package, you can build a trusted data foundation underpinning your BI or performance management applications. The IM solutions help you:

- Ensure trustworthy data with automated correction, standardization, and consolidation of all types of data assets from all source systems
- Gain a complete 360-degree view of all information from your operational applications, partner systems, and internal and external text-based sources
- Ensure information transparency and data context with data integration, data quality, and real-time data federation tools
- Tap into hidden customer and market insights that are locked in unstructured data sources, such as customer satisfaction surveys, call center logs, emails, Web sites, and industry reports
- Manage data explosion with highly scalable solutions, flexible load balancing, grid computing, and data federation for the largest data warehouse environments – without degrading system performance
- Build trust in your BI with accurate, complete, and timely information and a single version of the truth across the enterprise
- Empower everyone to make better decisions with consistent, trusted, and accessible information, whenever or wherever it is needed
- Uncover competitive differentiation with a broad view of essential business information across all data sources and systems



Complete Solutions for Strategic Information Management

Now more than ever, companies need accessible, accurate, trusted, and well-understood information for their operational and analytical initiatives. SAP BusinessObjects IM solutions along with SAP NetWeaver provide the technology foundation to drive data management best practices and deliver the information that your leadership teams need the most to uncover new opportunities, reduce costs, and improve performance.

⁴ Kielstra, Paul. "In search of clarity: Unravelling the complexities of executive decision-making." The Economist, Economist Intelligence Unit, September 2007.

Summary

SAP® BusinessObjects™ information management (IM) solutions help you deliver trusted information for operational and analytical initiatives. The comprehensive IM solutions support data management best practices and provide the information you need to uncover new opportunities, reduce costs, and improve performance.

Business Challenges

- Increasing volumes of fragmented data lead to high operational costs, poor decisions, damaged customer relationships, and lack of compliance to regulations
- Data errors reduce the effectiveness of an organization's strategy and execution
- Disparate tools and technologies increase IT complexity and prevent an enterprise approach to information management

Supported Business Processes and Software Functions

- **Data migration** – Designed to help you transfer source data into a desired application or system more quickly and easily
- **Data quality management** – Cleanse, profile, and standardize data from SAP and other packaged or custom applications
- **Data integration** – Combine disparate data sources to support an enterprise data warehouse strategy, or use data federation for quick integration without physically moving the data
- **Data lineage** – Enable users to drill down and track data back to its original source
- **Consolidated metadata** – Integrate data sources and systems into an open, relational repository

Business Benefits

- **Transform data into a strategic asset**, available to all applications and users across the organization
- **Improved business process flow**, due to trusted, rationalized data across the enterprise
- **Increased competitiveness and organizational performance** with trusted information that drives more confident business decisions
- **Reduced risk**, with optimized compliancy and automated governance across the entire organizations

For More Information

To learn more about SAP BusinessObjects information management solutions and how they can help turn your data into a strategic asset, call your SAP representative or visit us on the Web at www.sap.com/sapbusinessobjects.

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