PUTTING BUSINESS INTELLIGENCE IN THE PALM OF YOUR HAND
WITH SAP® BusinessObjects™ MOBILE

SAP® BusinessObjects™ Mobile software gives workers direct access to critical reports and metrics – using their mobile device of choice. Designed to install quickly, it keeps your deployed workforce, partners, and customers connected for enhanced decision making and higher productivity.

In today's highly mobilized workforce, the need for timely business intelligence does not end when your people leave the office. Your managers need to make time-critical decisions on the road and require real-time visibility into project schedules, available resources, key performance indicators (KPIs), and more. Your sales reps need to answer customers' critical questions in order to close a deal or stay competitive – answers that should not have to wait until they return to the office. Your service personnel need up-to-date maintenance information to resolve problems without having to make additional on-site visits or contact staffing resources.

SAP® BusinessObjects™ Mobile software is designed to deliver this kind of critical information to your professionals, regardless of where they are located. By allowing your workforce to access key business intelligence (BI) data from the mobile devices they are already familiar with, the software helps you stay competitive in today's globalized, 24x7 business environment.

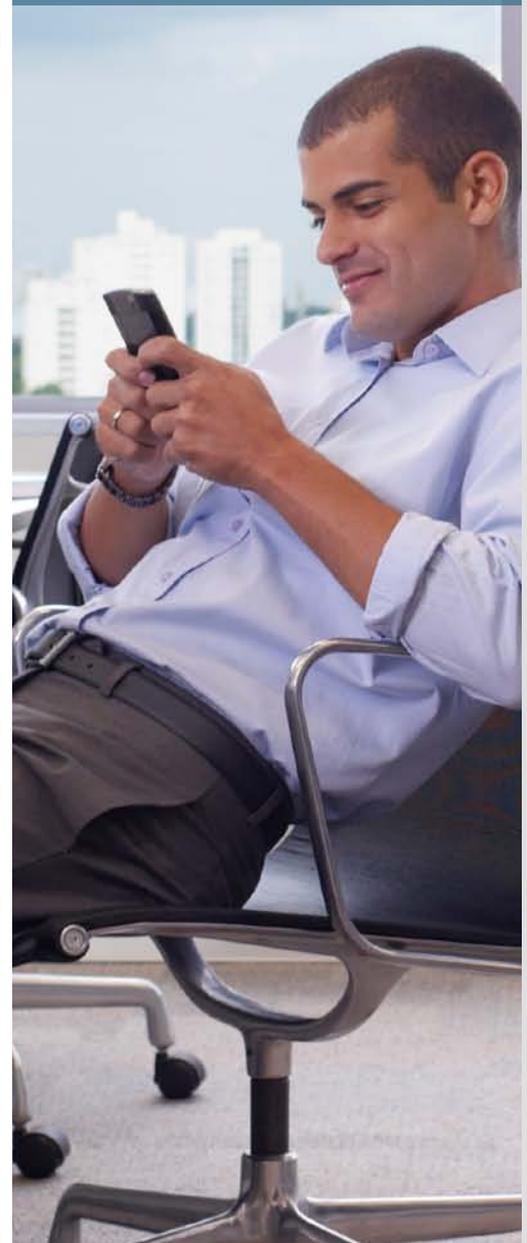### View and Execute on Key Information from Your Mobile Device

SAP BusinessObjects Mobile allows organizations to take BI on the road and let any user get personalized information from their mobile device of choice.

Management and information workers can stay up-to-date – helping to shorten sales cycles and increase customer satisfaction. With SAP BusinessObjects Mobile, users can quickly search for and find the information they need – drilling down and interacting with familiar reports and KPIs and taking immediate action. Because the software fully leverages the SAP BusinessObjects BI platform for security and other services, you can trust that the transmitted information remains secure and that the software can be centrally managed and deployed.

Get Analysis and Critical Alerts on the Go

SAP BusinessObjects Mobile allows your remote workforce to view metrics and documents from SAP BusinessObjects Web Intelligence® or SAP Crystal Reports® software directly on their wireless devices and in real time. The same BI content you work with every day on the desktop is rendered and optimized specifically for handheld devices. This means even your new business users can access, navigate, and analyze familiar reports with no special training required. The software uses skillful visual interfaces to render the reports and critical KPIs you need in a clear, understandable format. Your business users can quickly drill down through charts and tables to view detailed reports and can interact with metrics and analytics to quickly retrieve information.

By allowing your workforce to access key business intelligence data from the mobile devices they are already familiar with, SAP BusinessObjects Mobile helps you stay competitive in today's globalized, 24x7 business environment.

By setting alerts to time-critical events based on KPI thresholds, newly published reports, or changes in existing report data, you can manage by exception. SAP BusinessObjects Mobile sends the necessary alerts through your mobile device when action from you is required, and the software provides you with access to powerful analytics whether or not you are online. Reports can be pushed onto the device or pulled by the user, and they are stored on the device for ready access. So even if you are on a flight and not connected to a network, you can still review your company's critical BI data and stay productive.

Act on Decisions from Your Mobile Device
SAP BusinessObjects Mobile is a two-way application that can be set up to enable users to update information. By triggering actions from your mobile device based on calls, text messages, or e-mail messages, you can enable fast decision making. For example, you can be alerted through your mobile device that a certain KPI has exceeded a threshold, get secure authentication for your access to the corporate network, and view the details related to the event.

The software has an intuitive, smart search functionality that lets you find the information you need by keyword and can give you complete access to your enterprise information – all through your mobile device. You can use SAP BusinessObjects Web Intelligence or SAP Crystal Reports to configure everything you need to see on your device.

For example, you can change prompts and notifications as well as customize reporting to meet your specific needs and business role.

Deploy Quickly and Safely
SAP BusinessObjects Mobile can be deployed in days and the application downloaded in minutes onto your mobile device. Your users can be up and running quickly because you can reuse your existing BI assets, such as metadata and security and administration policies. More important, you can reuse the reports you already built with SAP BusinessObjects Web Intelligence and SAP Crystal Reports. The software is optimized for viewing these reports, which reduces report development time.

In addition, your ownership costs are reduced because SAP BusinessObjects Mobile uses your existing security methodologies – extending the trust and reliability of the SAP BusinessObjects BI platform to the mobile environment. This makes centrally managed and deployed mobile content available 24x7, while preserving high data quality and full audit control. You can transmit all content over the wireless connection securely and efficiently using preconfigured settings to help improve the speed of installation, with no additional management software required. It can work with your existing mobile device enterprise software to install remotely across your mobile user base in an integrated and manageable way.

SAP BusinessObjects Mobile speeds up large data transfers while maintaining security: the data is first compressed,

then encrypted using standards-based encryption in addition to the specific encryption used by your device. While providing a robust, uniformly secure implementation across a broad spectrum of mobile platforms, the software leverages any additional security features offered by the individual platforms. This gives

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you added confidence, knowing that your information assets will remain secure on the mobile devices used by your workforce. Administrators have the option to block passwords from being stored on the devices, which enforces tighter security. All login credentials are encrypted before transmission. Additional security features and functionality include:
- Authentication through your deployed BI platform, Windows Active Directory, Lightweight Directory Access Protocol (LDAP), and the SAP ERP application
- Over-the-air security with encrypted messages between client and server using symmetric key algorithms, limited validity periods, and a cryptographic checksum at the end of each message, with encryption strength configurable up to 2,048 bits
- Offline security that includes encrypted local storage on mobile devices and use of lease key technology to protect data access within a configurable time period

Gain the Benefits of a Connected, Mobile Workforce

SAP BusinessObjects Mobile puts critical BI into the hands of the business users who need and can act on the information. It takes your organization to a new level of purpose and action. As a result, you can:
- **Make more informed decisions faster** with immediate access to online and offline information
- **Improve customer relationships** by providing your sales and field reps with customer-centric data that can help them answer customers' questions promptly and accelerate issue resolution

Figure 1: Sales Performance KPI as a Tree Map

- **Boost productivity** by enabling workers outside of the office to continue to work effectively
- **Keep business processes running smoothly** by monitoring KPIs
- **Lower total cost of ownership** through reuse of deployed BI reports and leveraging the security and deployment functionality of your deployed BI platform

For More Information
To learn more about how SAP BusinessObjects Mobile software can keep your entire workforce effective and productive while on the move, contact your SAP representative today or visit www.sap.com/sapbusinessobjects.
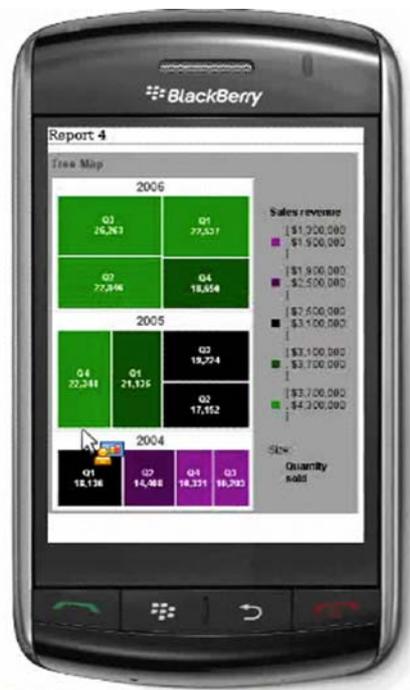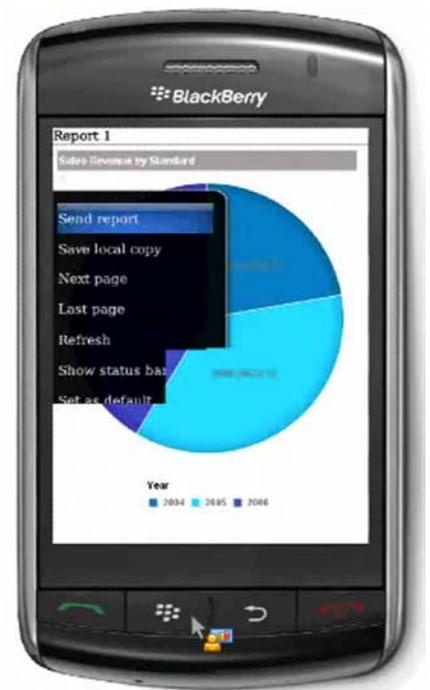

Figure 2: Reports Sent from Mobile Device

Summary

SAP® BusinessObjects™ Mobile software allows business users to take business intelligence (BI) on the road. By enabling them to view and update role-based enterprise information from their mobile device of choice, the software keeps your entire workforce fully effective and productive while they are on the move. Because the software fully leverages the SAP BusinessObjects business intelligence (BI) platform, users get the latest information securely and benefit from highly integrated solution management and deployment.

Business Challenges

- Enable personnel to make time-critical decisions even when disconnected from the enterprise network
- Satisfy customer expectations using real-time business insight while working in the field
- Improve workflow and productivity through secure, remote access to relevant business information

Key Features

- **BI access from virtually any mobile device** – Access your BI reports and metrics in real time or offline using the same BI content you work with everyday on your desktop
- **Rapid updates and data searches** – View and update enterprise information using intelligent keyword search functionality
- **Leverage deployed BI infrastructure** – Simplify deployment and maintenance by using the functionality of the SAP BusinessObjects BI platform
- **Alerts** – Get notification of data changes and refreshed reports
- **Enhanced security** – Take advantage of the security functionality of your deployed BI platform as well as the native security features of your mobile device
- **Over-the-air installation** – Deploy the software using a wireless connection

Business Benefits

- **Better decisions** through direct access to online and offline information
- **Improved customer relationships** by providing sales and field reps with customer-centric information
- **Higher productivity** by keeping those working outside of the office informed
- **Lower total cost of ownership** through reuse of deployed BI reports

For More Information

Call your SAP representative, or visit us at www.sap.com/sapbusinessobjects.

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