SAP BusinessObjects™

SEE YOUR BUSINESS CLEARLY
EMPOWERING DECISION MAKERS AT ALL LEVELS WITH TIMELY INSIGHT

With SAP® BusinessObjects™ Dashboards software, you can give decision makers instant access to information they can quickly grasp, interact with, and act upon. Drag-and-drop design functions simplify creation of interactive visuals that enable faster, more informed decisions for stronger business performance.
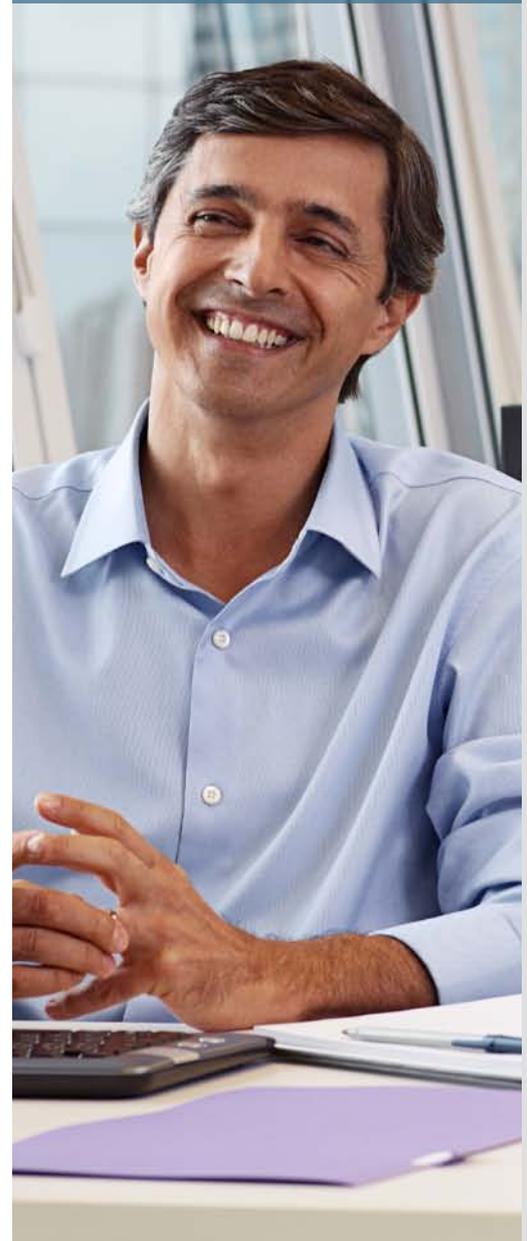
Dashboards are now widely recognized as essential tools for monitoring business performance and empowering decision makers to make informed decisions more quickly. Traditionally reserved for upper management, these powerful data visualization tools are now making their way across all levels of organizations. Leading businesses understand that to ensure ongoing competitive advantage, they need to unlock the power of essential data for employees at all levels – because taken collectively, every decision helps or hurts the business. Armed with the data visualizations tailored for their roles and needs, people can quickly understand, interact with, and act on key business information to improve business performance.

The challenge, then, is to select the best data visualization and dashboard software for your business – software that's flexible enough to meet the diverse needs of people at different levels and roles within your organization, not just executive management. With the SAP® BusinessObjects™ Dashboards software, you can readily create interactive analytics that can be turned into personalized dashboards. It has never been easier to present complex business data quickly and clearly – and give decision makers an immediate and insightful way to test out business scenarios with the click of a mouse.

Create Flexible, Personalized Dashboards – Quickly and Efficiently

SAP BusinessObjects Dashboards is a drag-and-drop visualization and dashboard tool that you can use to turn interactive visualizations of data into personalized dashboards for executives and business users. Drop-down menus, sliders, and editable labels and colors allow you to customize the presentation of complex business data so that it's done clearly, compellingly, and in a role-appropriate way for different employees.

Armed with the right dashboards, users can see trends and relevant key performance indicators, interact with data, test out scenarios, and more – right from their desktops. For example, executives can perform what-if analysis to understand changes in the business under different conditions, assess key metrics related to performance, and drill down to more detailed reporting when needed. And business users can access time-sensitive information using a self-service model and receive visual or auditable cues or alerts for exception management and dynamic situations.

When SAP BusinessObjects Dashboards is used in conjunction with SAP BusinessObjects business intelligence (BI) solutions, you can also publish secure and personalized dashboards while leveraging one BI infrastructure. This means your dashboards have the same security, the same data, and the ability to drill into the same reports.

Figure 1: Dashboard Designed for Monitoring Credit Risk

Experience Unparalleled Interactivity

With SAP BusinessObjects Dashboards, executives and business users can track operations and gauge company performance with real-time dashboards; data updates are enabled by direct integration with SAP BusinessObjects Event Insight software, which supports scalable, real-time monitoring of business activities and their impact on business performance.

People can use these interactive visualizations to make more informed decisions, perform scenario planning, and share insights across the business ecosystem. For example, executives can better align with employees and business partners on meeting company goals, as well as gauge business performance, understand the impact of changing conditions, and perform what-if analysis. Similarly, sales executives can use dashboards to illustrate sales information for different products across various

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markets and regions. Using what-if analysis functionality built into dashboards, they can see, for instance, how decreasing inventory for a particular product line might affect sales in a specific region. Because these visual models stay connected to data sources, they are constantly refreshed, providing up-to-date insight for the user.

Gain Unrivaled Flexibility

SAP BusinessObjects Dashboards enables you to instantly visualize your operational and analytical information assets, as well as embed, interact with, and share dashboards within portals, reports, Microsoft PowerPoint presentations, and PDFs. Dashboards can be securely sourced from any live data connection – and from any back-end system – via Web services connectivity, a direct connection to SAP BusinessObjects semantic layers (or universes), or a BI consumer services connector into the SAP software environment. As a result, it's faster and easier than ever to share up-to-date, key operational metrics in output formats optimized for different contexts and audiences.

Using the solution development kit from SAP BusinessObjects Dashboards, you also have the flexibility to extend dashboards to include any number of custom visualization components. For example, your internal IT resources or preferred solution integrator can develop, deploy, and reuse your own visualization components, such as a mapping component.

Design Inspirational Dashboards

Leveraging SAP BusinessObjects Dashboards, you can design inspirational dashboards that can help employees run

your business better. It's easy to start small (for example, by focusing exclusively on executive dashboards) and scale up to a large initiative that delivers operational and tactical dashboards and other visualizations across the enterprise. With the flexible design options of SAP BusinessObjects Dashboards, you can create visual models in many forms, including dashboards, dynamic charts and graphs, visual business analytics, and business presentations.

Equally important, the software provides a wide variety of tools, templates, and widgets that help IT and business users rapidly build innovative dashboards that range from simple to extraordinary. These dashboards are designed for ease of use to help ensure widespread adoption. For example, leveraging an intuitive design environment, you can quickly create professional-looking models using a

library of commonly used, prebuilt visualization components, such as skins, maps, charts, gauges with multiple indicators, scorecards, and selectors. You simply drag and drop the components you want into a prebuilt template or free-form design and link the design to the data sources you want to populate the visualization.

Key Benefits

Given the complexity and dynamic nature of the current business environment, there has never been a greater need for a flexible, personalizable visualization and dashboard solution that gives people the exact information and insight they need to be effective, efficient, and proactive. With SAP BusinessObjects Dashboards, your organization benefits from:

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- Improved business agility and competitive advantage by increasing decision makers' ability to interpret data quickly and effectively
- Better business performance based on current, accurate information, always ready for drilling down for a closer look and what-if analysis
- Stronger corporate security, with sensitive data protected by the security features in the SAP BusinessObjects BI solutions

Learn More

Are you ready to quickly and cost-effectively create personalized dashboards to support decision making that drives stronger business performance? Learn more about how SAP BusinessObjects Dashboards software fits all your requirements for data visualization by visiting www.sap.com /sapbusinessobjects.
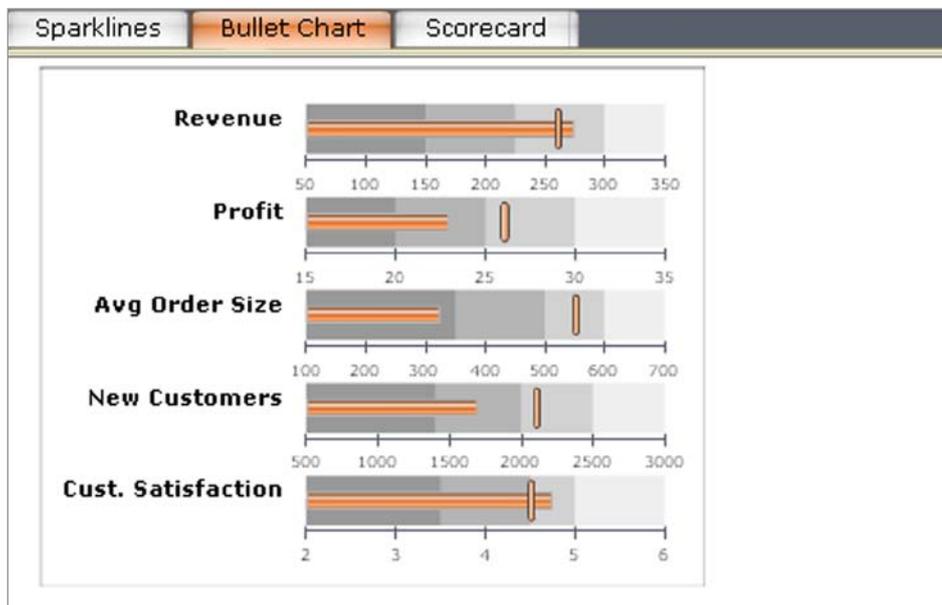

Figure 2: A Bullet Chart – One of the Many Standard Visualization Components

Summary

Give decision makers key business information they can quickly understand and collaboratively act upon using intuitive, interactive visual models presented in dashboards. SAP® BusinessObjects™ Dashboards software helps you create personalized dashboards that support decision making for stronger business performance.

Business Challenges

- Present data to decision makers in a way that makes it most easily and quickly understood
- Provide data needed for decision making that is always up-to-date
- Make data available to those who should have access to it and secure from those who should not

Key Features

- **Interactive visual models** – Use a variety of menus, tools, and prebuilt components to present complex business data clearly and dynamically
- **Personalized dashboards** – Present the data decision makers need in the most usable form for each viewer
- **Leverage your semantic layer investment** – Build your dashboards leveraging the semantic layer used in your existing reports
- **Live data connectivity** – Link to reports and documents created in SAP BusinessObjects solutions for the most current information
- **What-if analysis** – Evaluate business options by manipulating data with user-friendly interactive tools
- **Secure data access** – Maintain control in every visual model over who is authorized to see what information

Business Benefits

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- **Better business performance** based on current, accurate information always ready for drilling down for a closer look and what-if analysis
- **Stronger corporate security** by protecting sensitive data with the security features in the SAP BusinessObjects business intelligence solutions

For More Information

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

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