## BI Use Cases

### High Level View

<table>
<thead>
<tr>
<th>Agility</th>
<th>Data Discovery</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Analyze and visualize data from multiple sources</td>
</tr>
<tr>
<td></td>
<td>Data analysis and visualization in Microsoft Excel</td>
</tr>
<tr>
<td></td>
<td>Self Service exploration and analysis of corporate data</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dashboards and Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self service composable dashboards</td>
</tr>
<tr>
<td>Interactive BI applications with a highly visual, interactive user experience</td>
</tr>
<tr>
<td>Interactive, professionally authored dashboards for executive consumption</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self service query and reporting</td>
</tr>
<tr>
<td>Publish reports to a dynamic list of recipients</td>
</tr>
<tr>
<td>Highly formatted reports like invoices, purchase orders</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standards</th>
</tr>
</thead>
</table>

Interoperability
Sharing
Security
Scalability
SAP Analytics Solutions
Optimized for Different Use Cases, Yet Interoperable

Professionally Authored
- Where there is a significant complexity to the BI content
- Standardized formats, sophisticated design, complex data mashups, or high levels of governance.
- Separates the creation environment from the consumption environment.

Self Service
- Not a product, but a way of working with software
- Business user, analyst, or executive answering their own questions
- Mobile or web based self service
- Combines the creation and consumption environment into a single seamless experience
Data Discovery
Mashup, Explore, and Analyze

Agility for business analysts and users

- Access, cleanse, and combine data from multiple sources
- Discover patterns, trends and outliers
- Tell your story with visualizations and analytics
- Answer any business question from a browser or mobile device
- Optionally provide a layer of security and governance for added trust

Portfolio

- SAP Lumira™
- SAP BusinessObjects Analysis
- SAP BusinessObjects Explorer

*SAP Predictive Analysis details are part of Advanced Analytics
## Data Discovery by Persona

<table>
<thead>
<tr>
<th>More Capability</th>
<th>Analyst</th>
<th>Decision Maker</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAP Lumira</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Data acquisition and mashups from multiple heterogeneous sources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Supports Universe semantic layer and SAP Business Suite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Data preparation and manipulation – cleansing and grouping.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Data exploration, rich visualizations, storytelling, infographics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Desktop, Web, Cloud, and mobile deployments</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Analysis for Office</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Data acquisition from HANA and BW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Data mashups via BW Workspaces (requires BW 7.3+ on HANA)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Excel based visualizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Rich hierarchical data functionality. Full access to all BW metadata.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Excel and PowerPoint Add in</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Analysis for OLAP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Data acquisition from HANA, BW, MS Analysis Services, Oracle OLAP, Essbase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Rich hierarchical data functionality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Web based deployment</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Explorer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Simple, consistent UI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Enables broad based data access with little training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Exploration views enables self-service dashboards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Web and mobile deployments</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Data Discovery Solutions – Data Access Matrix

As of Lumira 1.23, Analysis OLAP in BI 4.1, Analysis Office 2.0, Explorer in BI 4.1

<table>
<thead>
<tr>
<th></th>
<th>Data Preparation</th>
<th>Universe Access</th>
<th>Mashup Flattened BW Data with Other Data</th>
<th>Access Flattened BW Data</th>
<th>Access BW Data Hierarchically</th>
<th>Mashup Hierarchical BW Data using BW Workspaces</th>
<th>SAP HANA</th>
<th>Essbase, MS Analysis Services, Oracle OLAP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAP Lumira</strong></td>
<td>Desktop</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>SAP Lumira Server</strong></td>
<td>Browser</td>
<td>✔</td>
<td>View only</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td><strong>Analysis OLAP</strong></td>
<td>Browser</td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Analysis Office</strong></td>
<td>Excel and PowerPoint Addin</td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Explorer</strong></td>
<td>Browser via Flash</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

For additional details and limitations on BW data access by client, see [https://service.sap.com/sap/support/notes/1869560](https://service.sap.com/sap/support/notes/1869560)
Analyze and Visualize Data from Multiple Sources
SAP Lumira, Desktop edition

Accelerate your analysis by visualizing all your data to tell a compelling story

Overview

• Download and install on your desktop in less than 5 minutes
• Access data, combine it with other datasets, cleanse and enrich the data.
• Create visualizations from the standard graphs, or use the D3 engine to invent new visualizations
• Combine visualizations into simple dashboards or infographics
• Share with others in your team or organization
• When combined with the BI Platform, secure specific data sources to certain individuals for Trusted Data Discovery.
Analyze and Visualize Data from Multiple Sources
SAP Lumira Server

Share, secure, and modify Lumira visualizations and stories.

Overview

- Browser based access to existing Lumira visualizations and storyboards.
- Create new visualizations and storyboards from existing Lumira data.
- Supports any deployment model:
  - SAP HANA deployments
  - Integrated into SAP BusinessObjects BI Platform
  - Standalone, unintegrated with SAP HANA or the BI Platform
Enable Business Analysts to analyze multidimensional BW and HANA data in Excel and PowerPoint

Overview

- For multi-dimensional analysis scenarios
- Leverage your existing OLAP investments with support for BW, HANA
- Integrates with Microsoft Excel and PowerPoint
- Create compelling Excel based analytic applications
- Create data ‘sandboxes’ when used with BW Workspaces
- Instantly create Design Studio applications for broad distribution
- Premium alternative for BEx Analyzer customers
Explore and Analyze Corporate Data
SAP BusinessObjects Analysis for OLAP

Enable Business Analysts to analyze and visualize OLAP data over the web

Overview

- For multi-dimensional analysis scenarios
- Leverage your existing OLAP investments with support for BW, HANA, Essbase, Analysis Services, and other OLAP sources
- Fast to rollout with browser based interface
- Instantly create Design Studio applications for broad distribution
- Premium alternative for Bex Analyzer customers
Explore and Analyze Corporate Data
SAP BusinessObjects Explorer

Provide business users with a simple experience to ask and answer business questions on the fly

Overview

- Little to no end user training
- Easy to setup – nothing to author other than a thin semantic layer
- Quickly and easily explore your data using search
- Easily visualize your data
- Geographic and Time awareness
- Build simple, interactive views (Exploration views)
- Mobile ready
Dashboards and Analytic Apps
Dashboards and Analytic Applications
Build Engaging Experiences

Build engaging, visual dashboards and analytic applications

- Build interactive and visually appealing analytics
- Have IT author the application, or empower the business to compose their own dashboards from prebuilt components

Portfolio

- SAP Design Studio
- SAP BusinessObjects Dashboards
Overview

• Supports Universe data sources, BW, and HANA
• Empower end users to compose their own dashboards
• Create input-enabled planning applications against BW-IP or the BPC Embedded model
• Native support for virtually all BW metadata types
• Deploy Design Studio dashboards to all 3 platforms: BI Platform, BW, and HANA
Enable End Users To Create Their Own Composite Dashboards
SAP Design Studio

Application designers determine the degree of re-use of individual components

Users are empowered to create and recreate their own composable dashboards

Agility benefit: End users can quickly create the dashboard layout they want.

Governance benefit: IT provides reusable, trusted dashboard components.
Build Interactive Dashboards and Analytic Applications
SAP Design Studio

When used with the BPC Embedded Model, Design Studio can be used to build comprehensive input-ready planning applications.

Individual values can be locked while building a plan for other values.
SAP BusinessObjects Dashboards
for building custom dashboards on any data

Provides a rich set of visualizations and controls to build highly interactive dashboards on third-party data sources

Overview

• Build rich, interactive dashboards and visualizations
• Broad visualization library to support KPIs and executive dashboards
• Leverage Universe semantic layer
• Recommended for use on 3rd party data sources
Guidance for Dashboard Projects

Customers using SAP NetWeaver BW or SAP HANA as a data source should adopt SAP Design Studio as their primary tool for creating dashboards and applications, for both Web and mobile deployment.

Existing customers of SAP BusinessObjects Dashboards should continue with Dashboards and leverage the HTML5 functionality for mobile dashboards.

Customers starting a new project on any data source should strongly consider building new dashboards with SAP BusinessObjects Design Studio.

See [SAP’s analytics blog](https://www.sap.com) for more detail on our dashboarding strategy and direction.
Reporting
Reporting
Create, Format, and Distribute Information

High productivity design for report designers

- Quickly build formatted reports on any data source
- Securely distribute reports both internally and externally
- Minimize IT support costs by empowering end users to easily create and modify their own reports
- Enhance custom applications with embedded reports

Portfolio

- SAP BusinessObjects Web Intelligence®
- SAP Crystal Reports
Overview

- Market leading solution to enable business users to create and modify their own reports.
- Support for the multi-source Universe semantic layer brings together different sources of information – without having to know the DB structure or SQL
- Content accessible from anywhere: Mobile, Web, Desktop

Quickly build ad-hoc queries and reports without a knowledge of SQL or the underlying data structure
SAP Crystal Reports
for formatted reports

Build pixel-perfect formatted reports for printing and operational reporting

Overview

- Access nearly any data source directly or via the Universe semantic layer
- Create invoices, purchase orders, receipts
- Create data-driven publications to burst personalized report books to internal and external users
- Content accessible from anywhere: Mobile, Web, Desktop
- Embeddable into custom applications
Landscape Guidance
SAP Analytics Solutions
For Specific Personas

- **Analyst**
  - Data Discovery

- **Designer**
  - Dashboards and Apps
  - Reporting
SAP Analytics Solutions
For Third Party Data Sources

Professionally Authored
- Design Studio Dashboards
- Crystal Reports Web Intelligence

Self Service
- Lumira Analysis for OLAP Explorer
- Lumira\(^1\) Explorer\(^2\)

Dashboards and Apps
- Web Intelligence

Data Discovery
- Analyst

Designer

1) Lumira Edge, Lumira Server or Lumira Cloud
2) Exploration Views
SAP Analytics Solutions
For SAP Business Suite and SAP HANA Integration

Professionally Authored

Design Studio

Crystal Reports
Web Intelligence

Dashboards and Apps

Reporting

Self Service

Data Discovery

Lumira
Analysis Office
Analysis for OLAP
Explorer

Lumira\(^1\)
Explorer\(^2\)

Web Intelligence

1) Lumira Edge, Lumira Server or Lumira Cloud
2) Best used with SAP HANA. Not recommended for integration with non-accelerated SAP Business Suite.
Interoperability
Overview of Interoperability in the BI Suite

The Importance of Interoperability
It enables a persona switch – insights created by analysts can be broadly distributed in reports, dashboards, and analytic applications.

It creates leverage – analysis clients are often too complex for casual users. However t

There are 4 Primary Ways of Creating Interoperability In the BI Suite
Direct Export from Analysis Office, Analysis OLAP to Design Studio
Interoperability using Analysis Views
Integration using OpenDoc formatted hyperlinks
Using the Report to Report Interface to integrate with SAP applications
Interoperability in the BI Suite
Direct Export from Analysis Office, Analysis OLAP to Design Studio

Analysis Office Workbooks and Analysis OLAP Workspaces can be exported to equivalent Design Studio applications.

These are automatically generated applications which can be further edited by a designer for broad deployment.

This technique allows the insights of a few analysts to be broadly shared and secured.
Interoperability in the BI Suite
Analysis Views

Analysis Views are saved navigation states of analyses, including filters, hierarchies, and available metadata. It represents the data definition, not how it is visualized.

1. Create an Analysis View in Analysis OLAP or Office
2. Open an Analysis View in Crystal Reports, Web Intelligence, Analysis OLAP, Analysis Office
Interoperability in the BI Suite
OpenDocument links

OpenDocument formatted links pass context as parameters to other BI Platform documents:
- Enables drilling down from summary level dashboards to report level detail
- Or drill-across from one dashboard to another
- Any BI Platform document can be a source and target for an OpenDocument link
Interoperability in the BI Suite
Taking Action on Insights

The report says that inventory is low. Now what?

Use the Report to Report Interface to jump directly to a SAP transaction to order new inventory.

Other jump destinations include:
- SAP Queries
- Transactions
- Reports
- Applications
- Web Addresses

The target action can be parameterized using the cell you’re jumping from to maintain context.
Resources
Key Links

sapbusinessobjectsbi.com
Getting started with SAP BI
sap.com/upgradebi
sap.com/learnbi
sap.com/bivirtualization
sap.com/bisizing
service.sap.com/roadmap

Replay of the SAP BusinessObjects Client Convergence Webcast

SAP BusinessObjects BI Support Matrix for SAP BW

SAP’s Release Strategy for Major Releases of SAP BusinessObjects BI
Thank you