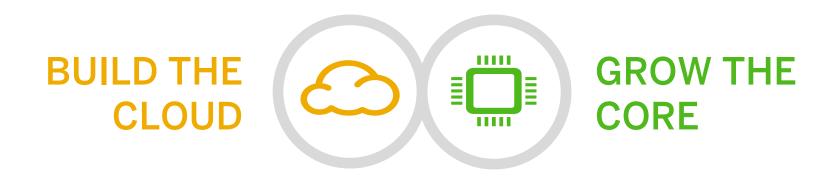
SAP Web Intelligence



P&I Analytics Strategy

Profitable transition to the Cloud while growing our stable core



SAP BusinessObjects Web Intelligence

for ad-hoc query and interactive reporting

Access to heterogeneous data sources

- Leverage semantic layer and common business terms
- Combine multiple data sources within a report

Flexibility and control

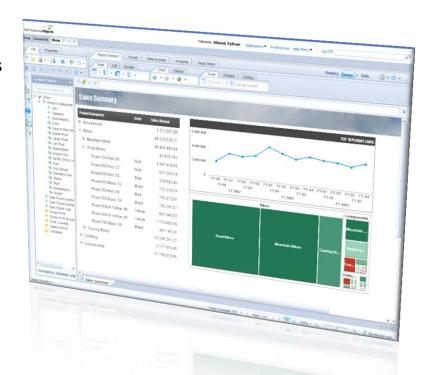
Create new reports or modify existing reports

Interactive and intuitive interface

 Use the organized toolbar, menus, drag-and-drop features, and charting options

Online and offline reporting

 Ask questions, analyze data, and identify trends no matter where you are (mobile, web, desktop)



SAP Web Intelligence

Some key facts about Webl today ...



25,000+ productive Customers and Partners: Top BI tool in the market



Company size: 50% Large 30% Medium 20% Small



Continuous incremental innovations: #1 BI tool for the enhancement requests asked on Idea Place



2 years project improving QUALITY



30% are SAP customers 70% are agnostics



Ready for future growth: Webl extensibility / Collaboration

SAP Web Intelligence

Our customers: 76% of the Fortune Global 100, and many more













































































































































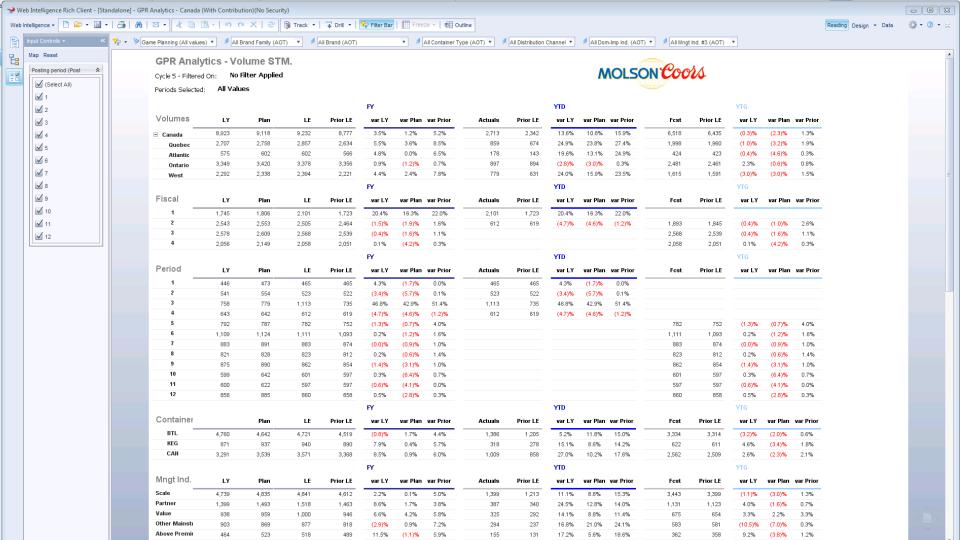


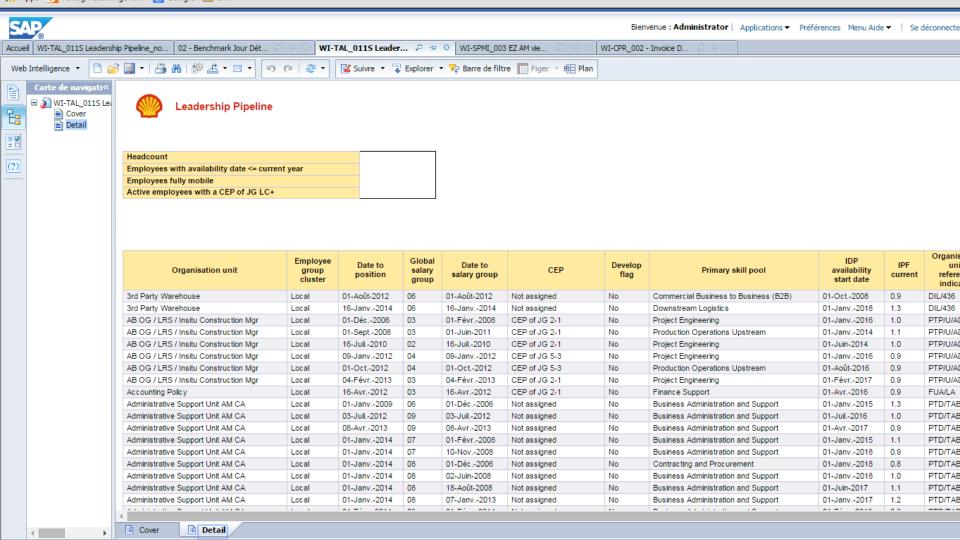


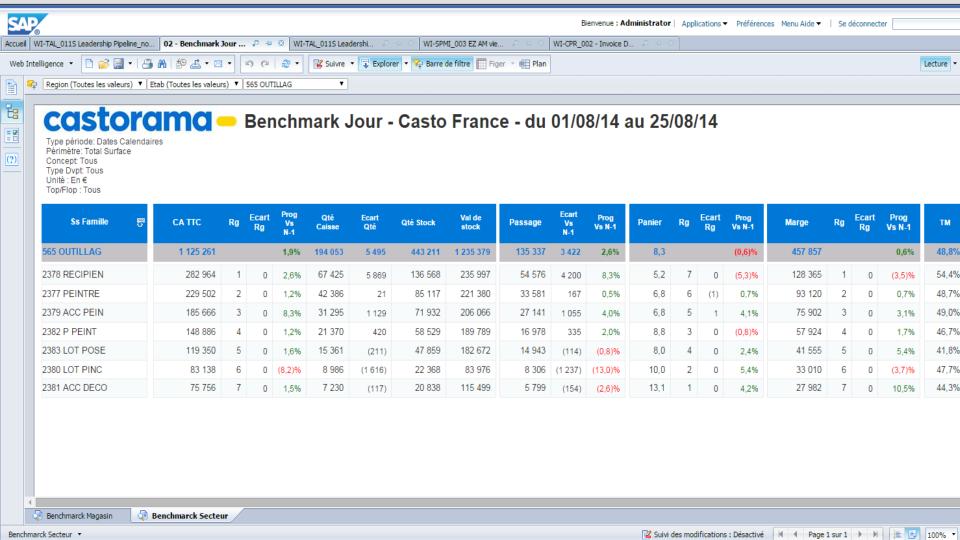


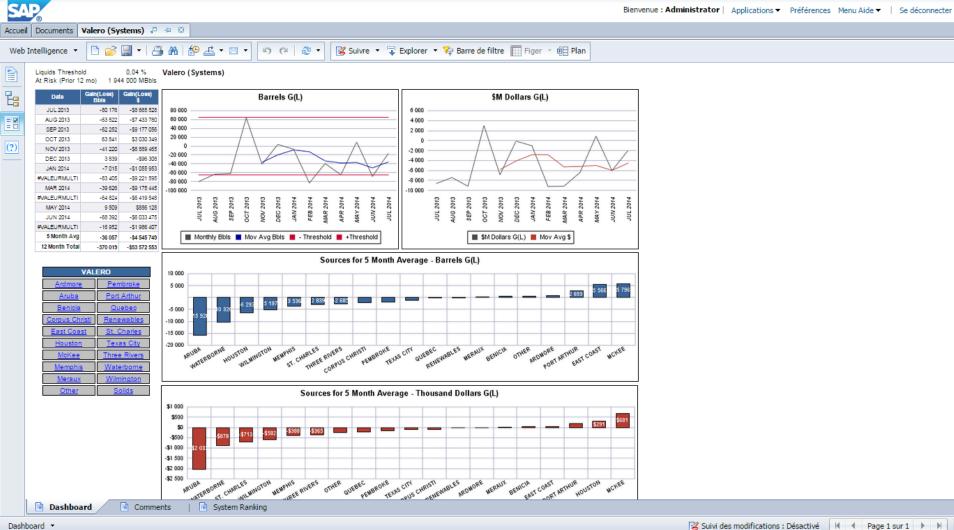


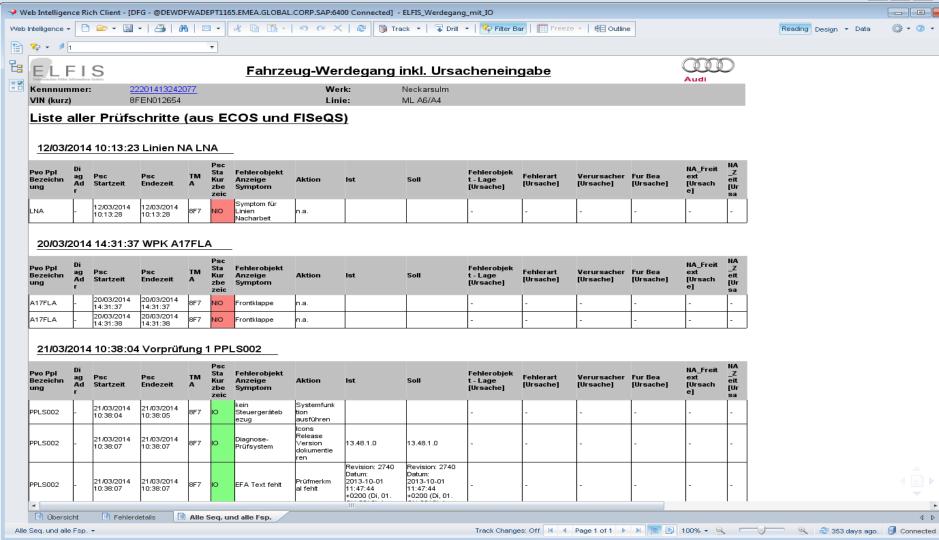








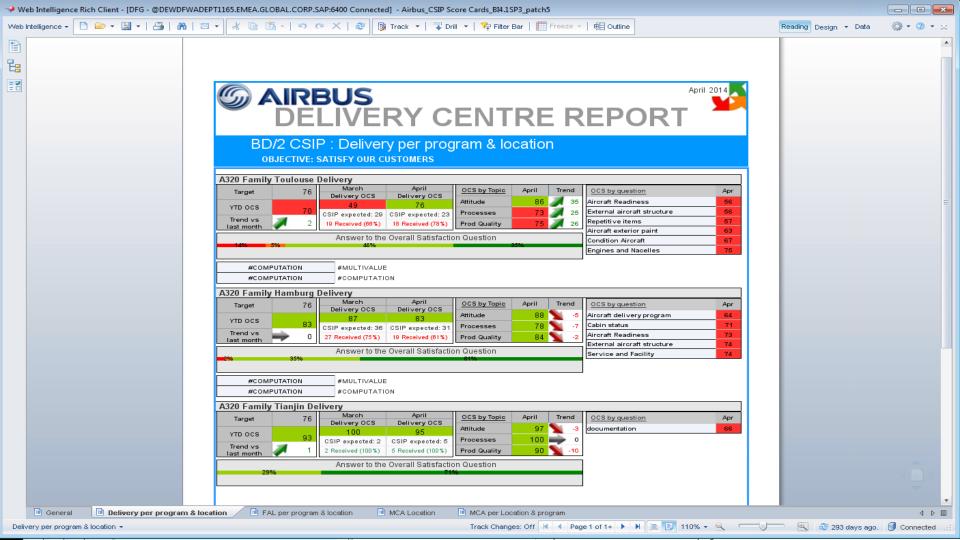


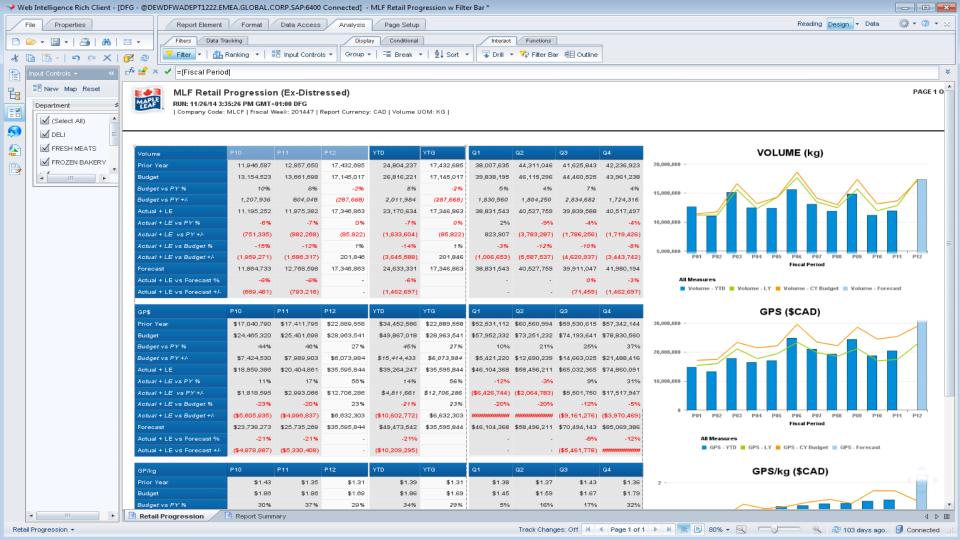


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Agenda

How Web Intelligence fits in the SAP BI product strategy

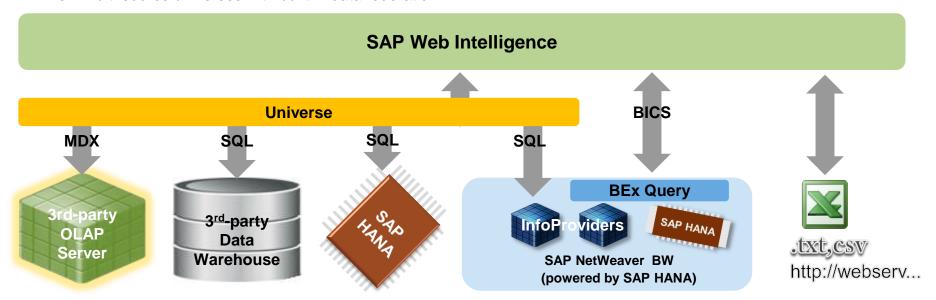
Top 5 use scenarios

- What's new in the latest releases and updates
- Planned innovations and future directions
- Wrap-up

Ad Hoc Query

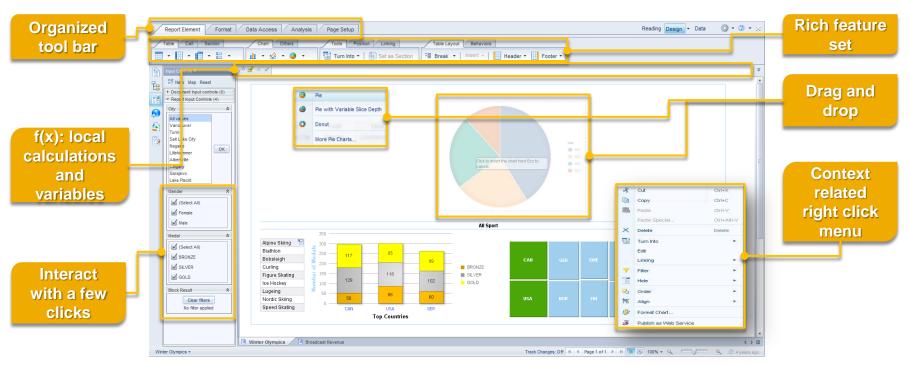
Access all data sources

- Best access method for each specific data source: BICS, SQL, MDX
- New dimensional universes for 3rd-party OLAP data sources
- New multi-source universes with built-in data federation



Use Case #1: Standard Reporting

Organize information your way with free-form reporting



Use Case #2: Interactive Reporting

Gain business insight with interactive reports



Use Case #3: Information Sharing

Share Web Intelligence reports with others

Web Intelligence



End users can:

Share Web Intelligence document in different format







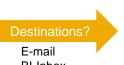


Send directly to other users via e-mail _____, or BI-Inboxes

End users and/or IT can:

 Create a secured Scheduling task or a Publication to automate the sharing process

Define "Report-Bursting"



E-mail BI-Inbox FTP server File system



Use Case #4: Mobile Analytics

Consume Web Intelligence reports on your preferred mobile device

Consume Web Intelligence reports with the SAP BusinessObjects Mobile app

- Push Web Intelligence document directly in the mobile BI inbox
- Securely consume information while being connected and disconnected
- Interact with reports via input controls, element linking or geo-maps
- Take immediate action via "send to" actions (annotate and share)



Use Case #5: Custom Development

Customize and extend Web Intelligence, or integrate it into your application

REST Web Services APIs

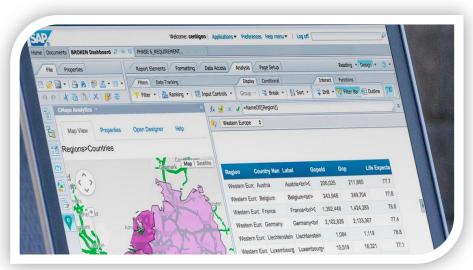
- Consumption workflows of Web Intelligence document
- Data providers and query specification creation
- Document authoring
- Scheduling workflows

UI customization

- Personalize Web Intelligence clients
- Customization per user group in CMC
- Customization of UI elements and actions

JavaScripts Extension Points

- Personalize Web Intelligence clients
- Add or customize features



*centigonsolutions.com

Agenda

- How Web Intelligence fits in the SAP BI product strategy
- Top 5 use scenarios

What's new in the latest releases and updates

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What's New in Web Intelligence 4.1 SP1 BI 4.1 GA in August 2013

Freeze headers

- Keep table rows or columns visible while scrolling
- User defined number of first rows or columns to freeze

Custom color palettes and color assignment

- Creation and edition of custom palettes to manage chart coloring
- Color assignment improvements

Measure delegation

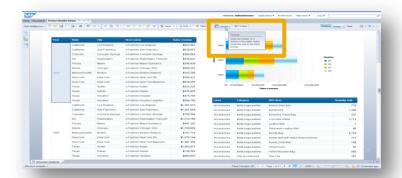
- Auto-refresh option at server and document level
- Reduce #unavailable by delegating measure calculation

Merged objects

- Can add/remove object to a merged object
- Allow merged objects with hierarchy

<u>Usability</u>

- Report header/footer properties re-organization
- Fold/unfold on table in reading mode in HTML
- · List of value (LOV) selector in formula editor
- Single query execution in query panel





Focus on Quality: Increase Performance

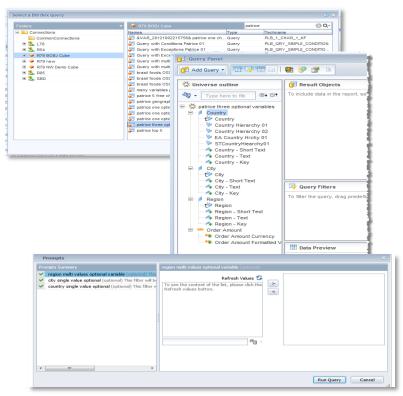
Launch of the Web Intelligence Rich Internet Application

Create/edit BW/BEx reports

- 4.1 faster than 4.0 to open query panel
- Up to 80% (1) faster with BW 7.30
- Up to 60% (1) faster with BW 7.01 / 7.0

Refresh BW/BEx reports with variables

- 4.1 faster than 4.0 to refresh reports with variables
- Up to 20% (1) faster to display variable screen
- Up to 50% (1) faster to execute queries



(1) data collected in specific development lab conditions; may not be representative of production deployment conditions

Performance Improvements for BI 4.1 on BW 7.x

Significant performance improvements for report developers and consumers:

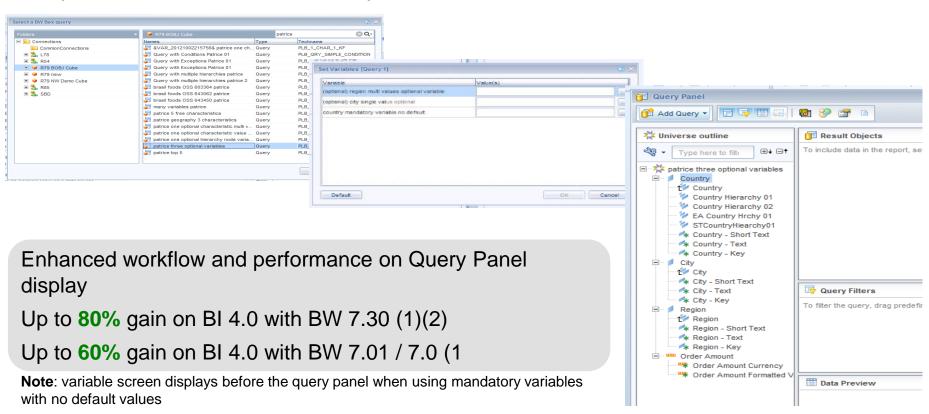
 On report creation or edit with WebIntelligence or Crystal Reports for Enterprise on BEx queries



• On **report refresh** with WebIntelligence or Crystal Reports for Enterprise on BEx queries with variables

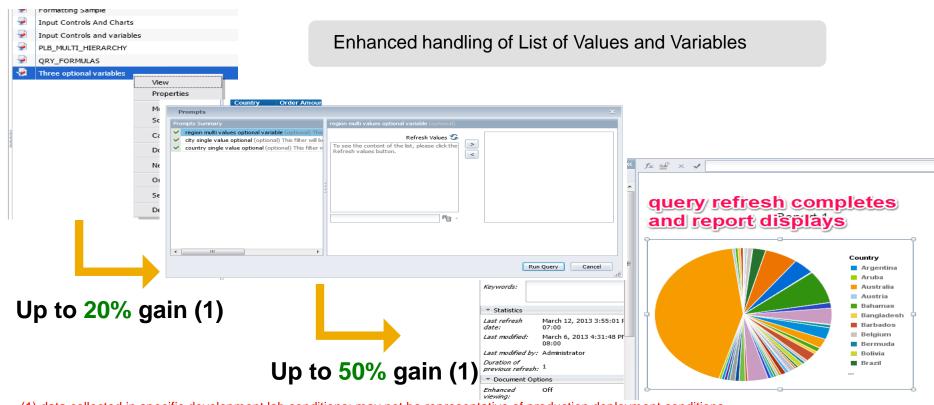


Report creation or edit on BEx queries



- (1) data collected in specific development lab conditions; may not be representative of production deployment conditions
- (2) see appendix for details on BW pre-requisites

Report refresh on BEx queries



(1) data collected in specific development lab conditions; may not be representative of production deployment conditions

SAP application integration

SAP BW

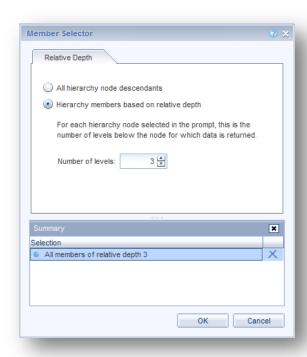
- Level selection for Hierarchy Node Variable
- Level selection based on relative depth for Hierarchy Variable
- Variable selection before query panel display

SAP HANA

Query stripping

SAP ERP

- Support optional parameters with no default value
- Query stripping



November 2013

Custom grouping

- Group values of dimension under another label
- Auto-creation of « Other » categories for non grouped values

Excel data source

- Creation/edition of Excel data provider directly from the applet
- Excel data provider based on file stored in the BI repository

Image and chart management

- Use of variables for dynamic background image definition
- Waterfall colors control

Usability enhancements

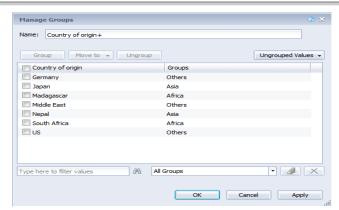
- Icons for quick access to number formatting
- Predefined cell for prompt answer
- Display full report name in tab in rich client and applet

Schedule export to TXT

One more format when scheduling Webl documents







March 2014

HANA variables and input parameters

HANA variables are mapped to query prompts

Input controls

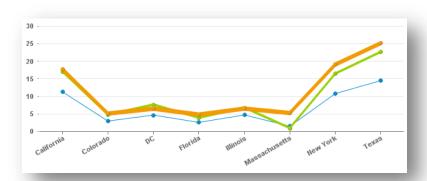
- Hide the "All Values" option
- Duplicate reports with input controls

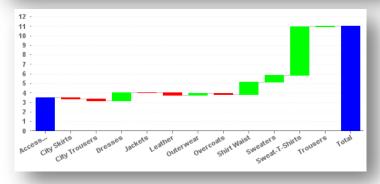
Charts

- · Line charts with different line widths
- Waterfall charts with reference lines between columns or bars

Right to Left support, including Hebrew

Support for SharePoint 2013





Set default level for hierarchy expansion

- Now you can set the default hierarchy member levels that are visible in a hierarchy table
- Those levels will remain visible at the preferred level, even after a refresh or data purge

Dynamic BEx variable default value when scheduling

- Before 4.1 SP4, the default value for BEx variables when scheduling a Web Intelligence document was static
- Starting from 4.1 SP4, the default value can be dynamically provided by the BEx query when the scheduled document is executed

Planned Innovations in Web Intelligence 4.1 SP5

November 2014

Incremental enhancements to facilitate adoption

- BW manual prompt entry including BW pattern matching
- Free-hand SQL data provider (Deskl migration/refresh)
- UI customization per document folder
- HANA sampling at report design time

Extension of the REST Web Services API

More options for OEMs and partners to customize, extend, and embed

Agenda

- How Web Intelligence fits in the SAP BI product strategy
- Top 5 use scenarios
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Planned innovations and future directions

Wrap-up

SAP Web Intelligence

Do you know Web Intelligence for the coming 4.2 release?

synchronized multiple sources track changes robust semantic layer styles & templates

open dataprovider SDK & extensions advanced filtering

empower end users powerful reporting interactivity

formatting most flexible trusted BI HANA direct access

any data source ad hoc query share & reuse

report linking integrated

filter & drill

BW direct access HANA on line formulas & variables

annotations

web-based high-quality reports rendering delegation

query & report market-leading business intelligence parallel DP refresh self-service information access

controlled and secure information access

Web Intelligence roadmap

Simplify

- Multi-select in tables (shift + click)
- FHSQL UI in Java Client

Extend

- Support Navigation path in JS SDK
- UNX support in Live Office (APOS)
- Improved RelativeDate() formula
- Cancel Query
- Performance improvements

Enhance

- Support BI Variants in prompt panel
- Change source improvements
- Global Input Control
- Dynamic default values for prompt
- Hana multivalued Input parameters
- Block OLAP Query without measure



TRUSTED FOUNDATION

- (SL/IDT) Set Analysis
- (SL/IDT) Linked Universes
- Performance improvements (Parallel DataProvider execution)
- Report block delegated rendering (X-Block, for new chart type in Webl)
- Advanced Filtering capability (Cascading Input Control)

ENABLE THE BUSINESS

- Annotations
- · Webl Shared Objects (with reference)
- Templates
- Geo-Maps

PATH TO THE FUTURE

- HANA Direct Access
- HANA Online (delegation)
- Custom Data Provider

WARNING: This is not a commitment! This is the current state of planning and may be changed by SAP at any time.

PLANNED INNOVATIONS (release BI4.1 SP06)

FUTURE DIRECTION (release BI4.2)

Agenda

- How Web Intelligence fits in the SAP BI product strategy
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Wrap-up

Wrap-Up

Some useful links:

1. Web Intelligence on SCN: http://scn.sap.com/community/businessobjects-web-intelligence

 Web Intelligence 4.1, where to start (official tutorials/videos) ? http://scn.sap.com/docs/DOC-7819

 Advanced Tips & Tricks to create great Web Intelligence documents: http://scn.sap.com/docs/DOC-50171

4. Best Practices to Design a Web Intelligence document : <u>http://scn.sap.com/docs/DOC-58571</u> <u>http://scn.sap.com/docs/DOC-58532</u>



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Thank you