

SAP Solution Brief

SAP BusinessObjects BI Solutions
SAP Crystal Solutions
SAP Lumira

Objectives

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Benefits

Quick Facts

Ignite Your Creative Ideas with Fast and Engaging Data Discovery



The Best-Run Businesses Run SAP™

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Tap into your data – big and small

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In today's fast-paced environment, taking full advantage of massive amounts of data available to businesses is a prerequisite for success. You need to gather and quickly make sense of all data – large and small, in diverse forms, and on multiple platforms. This means going beyond spreadsheets and basic reports and moving to a **fast, engaging, and visual way** of presenting data.

What if you could pull data directly from your enterprise and personal sources, bringing them together in a repeatable, easily understood way without having to ask for help from IT? Just think if you could “point and click” to manipulate data, organizing and consolidating it the way you want it without a single line of code or an additional modeling layer.

You can do all this and more with SAP® Lumira™ software. This breakthrough solution redefines the notion of self-service information by giving

you direct connectivity to enterprise data in relational databases, SAP BusinessObjects™ or SAP Crystal Server software semantic layers (universes), and personal data sources such as spreadsheets. By combining data from different sources and lines of business into a single view, you can answer questions quickly, without depending on IT. And when you connect to the SAP HANA® platform, answers buried in massive amounts of data appear as quickly as you process thoughts.



Reduce data prep time with point-and-click data manipulation

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Quickly create engaging visualizations

Reduce dependence on IT

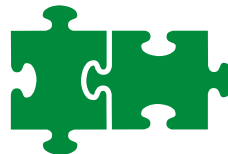
Business analysts typically have to “prepare” data before they even start an analysis or discovery process, consuming precious time and resources. You may want to eliminate a column you don’t need, add a new one that includes a formula, or aggregate data under two categories. For example, to view sales for convenience stores and independent grocery stores, data may be aggregated and renamed as a “small stores” group.

SAP Lumira provides transformation tools to facilitate these mundane – but important – tasks. Using this innovative software, you can prepare data by:

- Enriching it with geographic and time hierarchies

- Automatically creating useful measures based on existing data
- Formatting and cleaning existing data (for example, duplicating, grouping, and trimming)
- Merging data sets based on a common attribute or key
- Adding sophisticated formulas without any coding

You can perform all of these transformations without having to write any scripts or code. And best of all, if the data is refreshed, your transformations are automatically applied to the new data.



Quickly prepare and transform data so that it suits your analytical needs.



Quickly create engaging visualizations

Reduce data prep time with point-and-click data manipulation

Quickly create engaging visualizations

Reduce dependence on IT

Once you've prepared your data, the next step is to use visualizations to convey key insights about your business, customers, and operations. Often, the most important insights can't be gleaned from quantitative information, such as rows of numbers. You need powerful, interactive visualizations of data to truly see what's most important.

SAP Lumira lets you build visualizations with an engaging drag-and-drop interface. The result? Beautiful graphics and visualizations rendered in real time that support and enhance your iterative thought processes. Whether you create simple bar charts, display bubble charts on maps, or showcase a multidimensional

chart, SAP Lumira gives you beautiful analytics to convey and share insights with minimal time and effort. You can:

- Surface patterns and relationships by selecting chart types suited for your analysis (for example, bar, radar, surface, tag cloud, bubble, and scatter charts)
- Identify trends with line and multiline charts
- Show the percentage of parts to a whole with pie charts and tree maps
- See the big picture at a glance and drill down into the details using filtering data in columns, facets, and charts
- Show data with geolocation context using country charts and geographic bubble charts



Reduce dependence on IT

Reduce data prep time with point-and-click data manipulation

Quickly create engaging visualizations

Reduce dependence on IT

For businesspeople, one of the biggest barriers to faster insight can be waiting for IT to create a predefined query or report each time a new question arises. With SAP Lumira, your IT department can enable better use of corporate data and analytics without adding to its workload. Equally important, IT can avoid having to create additional, siloed infrastructures across your organization to support increased demand for data-driven visualizations, as the software can connect to your SAP BusinessObjects Business Intelligence (BI) platform or SAP Crystal Server software.

With SAP Lumira, your IT department can:

- Deliver insight using a self-service approach, as there is no need for IT to create predefined or custom queries and reports
- Provide data discovery functions that are connected to the enterprise (for example, to existing data, metadata, and personal sources)
- Focus on its core mission of delivering information to the business in a timely manner while maintaining good governance that's based on one IT-sanctioned security model and one BI platform



Deliver insight using self-service, so that people no longer need IT's help every time a new question arises.



**Improve time to insight
and business agility**

Improve time to insight and business agility

SAP Lumira software provides one of the fastest, most engaging ways to get answers from your data – both large and small. Empowering you to pull data directly from enterprise and personal data sources and bring it together in a repeatable way without IT assistance, the software redefines the notion of self-service information.

Armed with point-and-click data manipulation, you can quickly organize and consolidate data however you want it – without writing a single line of code or creating an additional modeling layer. You can also enhance your data using

semantic enrichment (such as geolocation and time dimensions). Plus, you can automate transformation workflows in a repeatable, self-service way without IT assistance.

Using an engaging interface and beautiful visualizations, you can analyze data quickly and discover unique insights to share for rapid time to insight and business agility.

And because the software can connect to the SAP HANA platform, you can instantly find answers – even when they are buried in massive volumes of data.



Turn your enterprise data into a source of rich insights that make your business more agile, effective, and competitive.



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Summary

SAP® Lumira™ software helps you bring together and transform large and small data to discover hidden insights and answers. Designed for ease of use, the software combines fast data manipulation with engaging visualizations, allowing you to combine and analyze data from a variety of enterprise and personal sources. As a result, you quickly discover unique and valuable insights – no scripts, predefined queries, or reports required.

Objectives

- Acquire and combine data from enterprise and personal sources without IT assistance
- Visualize data quickly and discover unique insight that can be shared enterprise-wide
- Get immediate answers buried in massive volumes of data

Solution

- Access and acquire data without any scripting
- Combine and transform enterprise and personal data sources in a repeatable, self-service way
- Create beautiful graphics and visualizations to convey and share knowledge
- Get accurate, real-time answers from any volume of data

Benefits

- Deliver faster time to insight in a repeatable, self-service way
- Maximize business knowledge with big-picture insights and granular details
- Increase self-service data usage without adding to your IT department's workload
- Visualize any amount of data in real time

Learn more

Call SAP or visit www.sap.com/lumira.



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