



PRODUCTS

BusinessObjects Web-enabled Desktop Intelligence

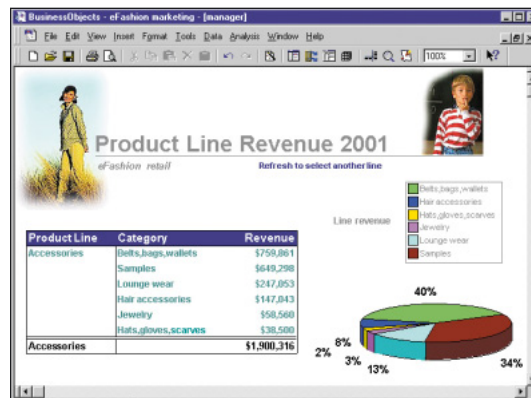
BusinessObjects provides integrated query, reporting, and analysis for the enterprise. It is a web-enabled, full-client product that allows users to easily track, understand, and manage the wealth of information stored in multiple data sources within and beyond the enterprise.

Track, Understand, and Manage

Your sales transaction, inventory, and customer information systems are all in place, but your users are now asking for better access to these data sources. You'll see that as standard reports begin to limit users' ability to drill down for more specific information, the demands on IT resources will also begin to increase.

For users who not only want to view standard reports, but also need to analyze the data they see, perform ad-hoc queries to fetch new data, and create their own reports—there's BusinessObjects™.

BusinessObjects is an easy-to-use business intelligence (BI) tool that enables users to track, understand, and manage the wealth of information stored in multiple data sources within and beyond the enterprise.



BusinessObjects provides users with autonomous access to the data they need for better decision making.

Whether users in your organization want easy-to-use reference reports, showing key indicators at a glance, or the ability to query and manipulate the results they see, BusinessObjects has all the functionality they need. Benefits of BusinessObjects include:

- ▶ User-friendliness
- ▶ Power
- ▶ Ease of deployment

BusinessObjects: Web-enabled Desktop Intelligence

Track, Understand, and Manage

"BusinessObjects is easy for end users to access because it gives them a single entry point through the InfoView BI portal."

Tom Nather,
Senior Systems Analyst,
Penske Logistics

"With BusinessObjects, we'll be able to leverage key business metrics in BI reports already published on our intranet as static HTML pages. We'll also be able to simply drag and drop data from these documents, add it to our data mart, and get reports that will give us a more complete vision of our business activity."

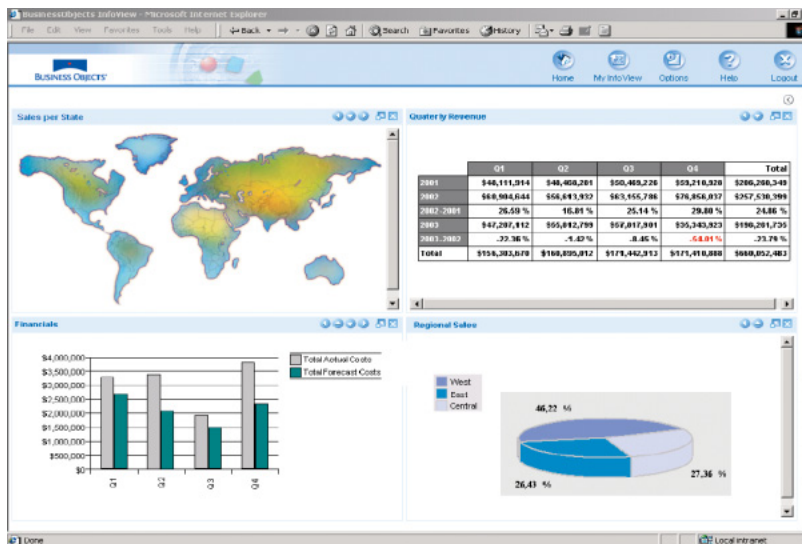
Brian L. Murphy,
Data Warehousing
Information Architect,
GE Medical Systems

► User-friendliness

Nothing is more important in a BI tool than ease of use. If your users find the tool difficult, the success of your entire information system can be at risk. BusinessObjects lets users easily create reports and analyze data themselves—freeing your IT resources to concentrate on other issues.

Easy Report Creation

Creating reports with BusinessObjects can be as easy as dragging a few business indicators onto a blank sheet. Thanks to its patented semantic layer, BusinessObjects presents users with everyday business terms, not obscure database terms. To use BusinessObjects, there is also no requirement for SQL knowledge. Your users can quickly create powerful reports—for finance, sales, and more—that contain useful tables, charts, hyperlinks, and pictures.



BusinessObjects provides full-client functionality over the web. Users can work with their reports through a BI portal from a standard browser.

On-report Analysis

BusinessObjects gives your users instant insight into their data with on-report analysis. Powerful analytic functions allow users to quickly drill down into their data (e.g., from region to state to city) or slice and dice to obtain different views of their data (e.g., sales by product or sales by region). Other one-click functions such as table pivot, monthly variance, ranking, alerts, and filters help users better understand their data.

Integration

BusinessObjects offers your users a single interface for their query, reporting, and analysis needs. This minimizes training and the need to switch between different tools to meet varying BI requirements. BusinessObjects also gives users quick and easy access to their reports through the single entry point of the InfoView BI portal.

► Power

The value of a BI tool is relative to the range of information it allows users to access, as well as how easy it is to use. BusinessObjects offers the greatest access to the widest variety of data sources. Its open object model means it can act as both a BI development platform and as an off-the-shelf BI tool.

Multiple Data Source Integration

Users expect and need to be able to compare and combine data from different sources, without worrying about where it comes from. A BusinessObjects report can combine data from multiple data sources: relational databases, enterprise resource planning (ERP) systems, OLAP servers, Excel spreadsheets, XML, and the internet. In a BusinessObjects report, for example, your users could combine information from a costs database and an Excel spreadsheet to compare budget to actual.



Customize your BI environment to better access and analyze your various organizational data sources.

Efficient, Accurate Data Retrieval

The patented query technology behind a BusinessObjects report uses multi-pass SQL to ensure that no matter how complex the database design, your users will get correct results every time. In addition, reports can make full use of aggregate data held in your databases, eliminating unnecessary calculations and reducing access times.

Powerful Customization

BusinessObjects includes Microsoft Visual Basic for Applications (VBA) and a powerful open object model. Using VBA or other standard Windows programming languages, you can create customized BI applications and embed query and reporting functionality in enterprise applications.

"BusinessObjects is extremely easy to deploy, given that there is no client-side software to administer."

Tom Nather,
Senior Systems Analyst,
Penske Logistics

► Ease of Deployment

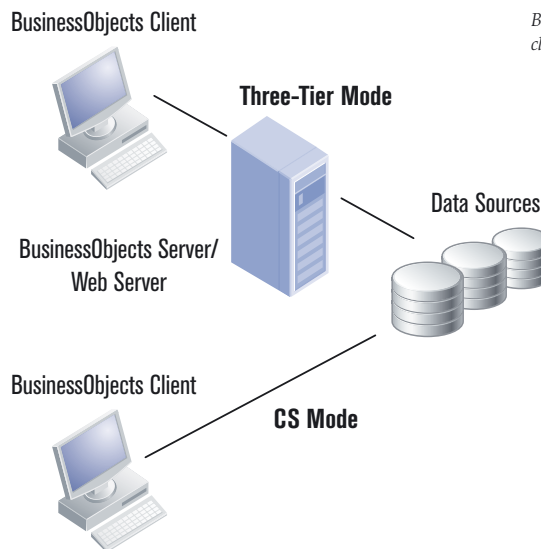
Each user group within your organization may have different needs as to how they access their reports. BusinessObjects offers the greatest choice of deployments, including client/server and web-enabled full-client, all in an environment that is easy to maintain and manage.

Zero Administration

BusinessObjects can self-install and self-update from a centralized server. There is no need for client middleware. For your IT staff, this translates into dramatic savings in time, energy, and cost.

One Security System

BusinessObjects can leverage your existing security setup, for example, by inheriting profiles from the Windows NT security system or by using your lightweight directory access protocol (LDAP) server. The centralized BusinessObjects security setup allows tight control over user access to source data—right down to individual data rows. It also enables you to show or hide functionality to further increase security or simplify the interface.



BusinessObjects can operate in either a client/server or three-tier web mode.

Modern Architecture

BusinessObjects offers full-client functionality in both a traditional client/server and a three-tier web architecture. This means your users can access their reports from a standard web browser. Processing is then intelligently distributed between the client and middle tier so that users can format and analyze their reports even while working offline. Finally, a distributed component architecture (DCA) ensures scalability, load balancing, and failover on the middle tier.

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