Alexander Peter
Director, Product Management Advanced Analysis

SAP Intelligence Platform & NetWeaver Group
SAP AG
Disclaimer

This presentation outlines our general product direction and should not be relied on in making a purchase decision. This presentation is not subject to your license agreement or any other agreement with SAP. SAP has no obligation to pursue any course of business outlined in this presentation or to develop or release any functionality mentioned in this presentation. This presentation and SAP's strategy and possible future developments are subject to change and may be changed by SAP at any time for any reason without notice. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. SAP assumes no responsibility for errors or omissions in this document, except if such damages were caused by SAP intentionally or grossly negligent.
Agenda

1. Overview
2. SAP BusinessObjects Advanced Analysis, Edition for Microsoft Office
3. SAP BusinessObjects Advanced Analysis, Web Edition
4. Appendix
SAP BusinessObjects Advanced Analysis

Two different product flavors:

SAP BusinessObjects Advanced Analysis, Web edition
- As premium web-based OLAP analysis client for business analysts to run ad hoc OLAP analyses, and create OLAP workspaces for private usage or sharing with others
- SAP BusinessObjects Advanced Analysis, Web edition completes SAP BusinessObjects’ client portfolio in the area of OLAP analysis and interoperates with offerings such as Web Intelligence & Crystal Reports
  → Successor of SAP BusinessObjects Voyager

SAP BusinessObjects Advanced Analysis, edition for Microsoft Office
- MS Office Add-Ins that allow ad hoc multidimensional analysis of OLAP sources in MS Excel, intuitive creation of BI presentations with MS PowerPoint as well as Excel workbook-based application design.
- SAP BusinessObjects Advanced Analysis, edition for Microsoft Office will evolve into a fully-fledged productivity suite for MS Office by converging with SAP BusinessObjects Live Office
  → Premium Alternative to SAP BEx Analyzer
Simplified Requirements and Current Tooling

**Power User Tools**
- Building Content (Dashboards, Reports, workspaces)
- Ad Hoc OLAP Analysis
- Interactive Reports & Analysis

**Easy BI consumption**
- Active/static Report Consumption
- Consuming Dashboards
- Exploration

**Key User**
- Business Analyst
- Business User / Information Consumer

**MS Office**
- Advanced Analysis, edition for MS Office
  - Building MS Office Content in Excel & PPt
  - Ad hoc Data Analysis in Excel

- Live Office
  - Consuming BI Content, e.g., WebI, CR

© SAP 2010 / Page 5
Interoperability Between Advanced Analysis and Other Clients in 2010

- Analysis is captured in a query object called analysis view that is shared between products in the SAP BusinessObjects suite (similar for the BEx query view in the BEx Suite).
- The analysis view captures the view on the data including filters and other features – it is stored in BO Enterprise.
- Advanced Analysis can create and consume the analysis view. The first clients who are able to consume it are CR & Web Intelligence. Each tool interprets the analysis view in a way that is consistent with its native environment.
- In the future, it is planned to be expanded to shared presentation layer state as well.
Agenda

1. Overview
2. SAP BusinessObjects Advanced Analysis, Edition for Microsoft Office
3. SAP BusinessObjects Advanced Analysis, Web Edition
4. Appendix
Use Cases for Advanced Analysis, edition for MS Office & Live Office

- Centralized creation of Advanced Analysis content (workbooks & PowerPoints)
- Sophisticated workbook design (VBA APIs and so on)
- Ad Hoc data access and data analysis, slicing & dicing, and so on, in Excel
- Ad Hoc embedding of BI data into PowerPoint presentations
- Consumes pre-defined BI content in Excel, PowerPoint & MS Word

Key User

Business Analyst

Business User / Information Consumer

MS Office

Advanced Analysis, edition for MS Office

Building MS Office Content in Excel & PPT

Ad hoc Data Analysis in Excel

Live Office

Consuming BI Content, e.g., WebI, CR

Note: the bigger the orange share, the more suitable the tool for the user segment
SAP BusinessObjects Advanced Analysis, Edition for Microsoft Office 1.0 – Prerequisites

**Prerequisites**

- MS Office 2003 or higher (on MS Windows XP and higher)
  - Powerpoint Add-in only available as of MS Office 2007
- SAP NetWeaver BW 7.0 or higher**
  - Recommendation: use SAP NetWeaver BW 7.3 as there are significant TCO and integration improvements between BOE and NetWeaver
- SAP Business Objects Enterprise (BOE) XI 3.1 or higher: (can run side-by-side with SAP NetWeaver BW)
  - See next slide for information about platform capabilities
- Queries defined in SAP BEx Query Designer 3.5 (within SAP NetWeaver 7.0!) or 7.0+; also: direct access to SAP NetWeaver BW InfoProvider and query views
  - No need to migrate queries, no change in BW data models necessary
  - The SAP BEx Query Designer stays as it is and can continues to be the semantic modeling level for SAP NetWeaver BW data.
- Client Sizing: See SAP note 1466118

** Requirements may be higher for other clients

*Please note: these are preliminary statements. The statements remain to be finalized once Advanced Analysis, edition for MS Office becomes available."
Advanced Analysis, Edition for MS Office 1.0 – Platform Capabilities

- BOE is strategic BI platform for all SAP BusinessObjects Clients
  - BOE XI 3.1
    - Central provisioning of BW connections
    - Client-side Single-Sign On
    - Saving and sharing workbooks centrally (common xls / ppt InfoObject)
  - Planned for BOE XI 4.0 (as of begin of ramp-up for BOE XI 4.0)
    - Support system-type connection
    - Server-side and client-side Single-Sign On
    - Saving and sharing workbooks centrally (common xls(x) / ppt(x) InfoObject)
    - Lifecycle Management
    - Interoperability with other clients: WebI, Crystal Reports and SAP BusinessObjects
      Advanced Analysis, Web edition based on Analysis View
- Although technically possible and good for testing purposes direct operation of the Office Add-In on BW without BOE is not recommended for productive usage (main services like central repository, interoperability, and so on are not supported)

*Please note: these are preliminary statements. The statements remain to be finalized once Advanced Analysis, edition for MS Office becomes available.*
Advanced Analysis, Edition for MS Office
MS Excel Add-In with Query Panel
Advanced Analysis, Edition for MS Office
Design Panel

- **Views**
  - Analysis: Allows navigation, filtering, and so on
  - Information:
    - General information on the embedded data source or the workbook itself (i.e. last data refresh, created by, and so on)
    - All relevant information (filters, variables, and so on) at one glance, in one place
  - Components: Structural information view either from the data source or the worksheet perspective

- **Navigation**
  - Simplified drag&drop within panel or into grid to filter, drill-down, slice&dice, replace, and so on
  - Finger-tip access to hierarchies
  - Access to display attributes
New options for the end-user
- Define conditional formatting (formerly “exceptions”)
- Define filter by measure (formerly “conditions”)
- Define easy calculations and dynamic calculations
- Excel commentary on data cells

New hierarchy features
- Collapse into hierarchical structures (“display hierarchy”)
- Show/hide hierarchy levels
- Sort breaking hierarchies
Workbook Design
- Easy insertion of multiple data source (from multiple systems)
- Improved overview of BW elements in an Excel workbook
- Free formatting of text elements (cells with meta data retrieval formulas)
- New APIs as Excel formulas
- Add Excel-based charts

Easy consumption of Workbooks created by Advanced Analysis, edition for MS Office
- Add information on the data sources (name, last update, and so on)
- Add information on the filter status
- Integrate filter dialog

Sharing Workbooks/PowerPoint
- Save workbook/ppt presentation in BOE
Agenda

1. Overview
2. SAP BusinessObjects Advanced Analysis, Edition for Microsoft Office
3. SAP BusinessObjects Advanced Analysis, Web Edition
4. Appendix
Use Cases for Advanced Analysis, Web Edition

**Power User Tools**
- Building Content (Dashboards, Reports, workspaces)
- Ad Hoc OLAP Analysis
- Interactive Reports & Analysis

**Easy BI consumption**
- Active/static Report Consumption
- Consuming Dashboards
- Exploration

**Web**
- CR
- XCE
- AA Web
- WebI

**Key User**
- Creation of re-usable Advanced Analysis workspaces
- Not necessarily an expert for sophisticated BI Application Design

**Business Analyst**
- Ad Hoc data access and data analysis, slicing & dicing
- Creation of Advanced Analysis workspaces for personal use

**Business User / Information Consumer**
- Can use pre-defined Web workspaces
- Need to operate between Advanced Analysis and more BI consumer tools like Web Intelligence or Explorer

Note: the bigger the orange share, the more suitable the tool for the user segment.

© SAP 2010 / Page 17
SAP BusinessObjects Advanced Analysis, Web Edition – Prerequisites

- **Prerequisites**
  - **Browser:** MS Internet Explorer 7 and 8, Firefox 3.5, Adobe Acrobat 8 and 9, and Safari 4 for Apple Mac.
  - **BOE XI 4.0**
  - **For SAP BW connectivity:** SAP NetWeaver BW 7.0 SP 23 or higher** or SAP NetWeaver BW 7.0 EHP1 SP5 or higher**
    - Recommendation: use SAP NetWeaver BW 7.3 as there are significant TCO and integration improvements between BOE and NetWeaver
    - Queries defined in SAP BEx Query Designer 3.5 (within SAP NetWeaver 7.0!) or 7.0+; also: direct access to SAP BW InfoProvider and query views (no need to migrate queries or change data models)
  - **For MSAS connectivity:** MS Analysis Services 2005 SP1 and SP2; Microsoft Analysis Services 2008

** Aurora program requirements may be higher for other clients

*Please note: these are preliminary statements. The statements remain to be finalized once Advanced Analysis, Web edition becomes available.
Roadmap for Enhanced Microsoft Analysis Services (MSAS) Support

- Planned support of following MSAS features in next SAP BusinessObjects Advanced Analysis, Web edition release(s)
  - Server-based named sets
  - Dimension attributes (within hierarchies)
  - Actions
  - KPIs
  - Drill-Through (available in Voyager)

*Please note: these are preliminary statements. The statements remain to be finalized once Advanced Analysis, Web edition becomes available.
Advanced Analysis, Web Edition Workspace with BW and MSAS Components

SAP BW 7.0 - Sales

Key Figures

Cal. year / month | Sales Volume EUR | Incoming Orders EUR
---|---|---
Overall Result | 318,804,298.00 | 323,741,883.88
02.1996 | 3,181,97 EUR | 3,181,97 EUR
03.1996 | 3,181,97 EUR | 3,181,97 EUR
04.1996 | 0.00 EUR | 0.734,19 EUR
05.1996 | 0.00 EUR | 2,292.54 EUR
06.1996 | 0.00 EUR | 24,239.07 EUR
07.1996 | 0.00 EUR | 50,623.00 EUR
08.1996 | 0.00 EUR | 2,157,385.25 EUR
09.1996 | 2,271,331.32 EUR | 2,942,602.35 EUR
01.1997 | 656,894.99 EUR | 563,460.59 EUR
02.1997 | 3,650,085.01 EUR | 3,957,208.30 EUR
03.1997 | 1,376,261.84 EUR | 1,291,015.24 EUR
04.1997 | 566,704.41 EUR | 452,568.01 EUR

MSAS 2008 - Organization and Distribution Channels

<table>
<thead>
<tr>
<th>Sales Organization</th>
<th>Distribution Channel</th>
<th>Overall Result</th>
<th>01 Direct Sales</th>
<th>02 Final customer</th>
<th>12 Sold for result</th>
<th>14 Service</th>
<th>16 Factory sales</th>
<th>30 Internet Sales</th>
<th>R1 Order store</th>
<th>P3 Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>0202. Jnu/EE</td>
<td></td>
<td>874,715.20 EUR</td>
<td>874,715.20 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1100. Germany Frankfurt</td>
<td></td>
<td>283,200,387.41 EUR</td>
<td>69,200,183.84 EUR</td>
<td>181,763,442.41 EUR</td>
<td>2,378,490.88 EUR</td>
<td>0.00 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000. UK Headquartes</td>
<td></td>
<td>0.00 EUR</td>
<td>0.00 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2200. France Paris</td>
<td></td>
<td>1,055,942.76 EUR</td>
<td>1,055,942.76 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2400. Italy Milan</td>
<td></td>
<td>9,592,568.00 EUR</td>
<td>9,592,568.00 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2600. Netherlands/Rotterdam</td>
<td></td>
<td>14,271,950.00 EUR</td>
<td>14,271,950.00 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3000. USA Philadelphia</td>
<td></td>
<td>3,200,350.90 EUR</td>
<td>64,892.15 EUR</td>
<td>2,712,720.99 EUR</td>
<td>1,546,767.63 EUR</td>
<td>4,595.20 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3800. USA Denver</td>
<td></td>
<td>7,170,385.76 EUR</td>
<td>6,421,660.50 EUR</td>
<td>695,002.60 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4000. Canada Toronto</td>
<td></td>
<td>10,936.72 EUR</td>
<td>10,936.72 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R100 Retail Germany</td>
<td></td>
<td>0.00 EUR</td>
<td>0.00 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R300 Retail USA</td>
<td></td>
<td>0.00 EUR</td>
<td>0.00 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6300. Services USA</td>
<td></td>
<td>1,020,362.37 EUR</td>
<td>1,020,362.37 EUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
New options for the end-user

- Define conditional formatting (formerly “exceptions”)
- Define filter by measure (formerly “conditions”)
- Define simple and dynamic calculations
- Create custom calculations
- Insert comment in cell
Chart types from shared CVOM library: Column (Clustered, Stacked, 100% Stacked, 3D Clustered), Line, Pie, Bar (Clustered, Stacked, 100% Stacked), Scatter, Bubble, Radar, Box Plot

Interactivity – if a chart and a crosstab are linked to the same analysis, both components display the same data and update simultaneously whenever you make changes to either component.

Scope of Analysis – change window to focus on most important data in the chart.
Find Outliers: Performs a statistical analysis of the data to determine which values don’t seem to ‘belong’ with the rest of the data.

Select New Analysis to generate a separate crosstab with outliers only.
Find Trends: Determines whether a data series exhibits behavior that matches a pattern described by one of a set of statistical equations for trend analysis.
Advanced Analysis, Web edition leverages BOE platform services (LCM, persistency, authentication, and so on) and cannot be used without BOE.

The Advanced Analysis, Web edition Server component can be optionally installed on:
- NW J2EE 7.1 or on
- Any J2EE supported by BOE

Advanced Analysis workspaces & analysis views stored in BOE repository.

*SAP BusinessObjects Strategy Management, Profitability and Cost Management, Planning and Consolidation
Using of BEx Web Application Designer Templates in Advanced Analysis (Web)

- Integration of SAP BEx Web Applications into Advanced Analysis, Web edition runtime
- No additional SAP NetWeaver J2EE stack required
Interoperability: Reflect Business User Workflows

Provide access to others through publishing, scheduling, in multiple channels

Ask questions on existing analytic content or based on corporate data sources

Add context to better communicate the analysis results to others

Understand aggregates, details, components and relationships & interdependencies with other content

Each client strengths will be increasingly complemented by strengths of other tools

Share, distribute

Format, layout add context

Personalize, Analyze

Business User Information usage Life Cycle
Advanced Analysis (Web) and Interactive Analysis (formerly WebI)

**INTERACTIVE ANALYSIS**

- Report authors & General business users
  - Job function is one of two user-types:
    1. Report authors for self/others
    2. General business users & light analysis
  - No emphasis on reporting over analysis

**ADVANCED ANALYSIS, WEB EDITION**

- Business Analysts on OLAP sources
  - Job function involves analysis and extensive hierarchical navigation
  - Expect features to be optimized for analysis:
    Highly interactive drilldown, filtering & hierarchy handling

---

User information goals

Planned interoperability

No emphasis on Analysis over Formatting & Sharing

Emphasis on answering Questions with Analysis features
Agenda

1. Overview
2. SAP BusinessObjects Advanced Analysis, Edition for Microsoft Office
3. SAP BusinessObjects Advanced Analysis, Web Edition
4. Appendix
SAP Business Explorer (BEx)

- **Maintenance**
  - BEx 7.0 continues to be delivered with the next SAP NetWeaver BW releases. At this point in time, there's no planned end of life. The maintenance period is renewed with every major BW release.
  - BEx 3.5 is part of BW 3.5/SAP NetWeaver 04 and the maintenance cycle is coupled to this release (see SAP note 1410878). As BEx 3.5 is also compatible with a BW 7.0 backend and had been delivered with BW 7.0, SAP will maintain BEx 3.5 functionality within BW 7.0 and subsequent releases until the end of BW 7.0 maintenance cycle. Maintenance is NOT extended with BW 7.30 or other future releases. Note that full PAM support of BEx 3.5 cannot be granted by SAP – as Microsoft has removed, e.g., support for some components within Windows 7 that had been used by BEx Web Application Designer 3.5.

- **Coexistence BEx Analyzer and Advanced Analysis, edition for MS Office**
  - You can install BEx and Advanced Analysis on a single PC.
  - Only one add-in can be active in an Excel session (in other words, either BEx or Advanced Analysis can be active)
  - Opening an Advanced Analysis workbook activates the Advanced Analysis add-in.
  - Opening a BEx workbook activates the BEx add-in.