

2010 Business Objects User Conference Recap



[GREG REISCHLEIN
ASUG INSTALLATION MEMBER
MEMBER SINCE: 2007

[DAVID SWIERENGA
ASUG INSTALLATION MEMBER
MEMBER SINCE: 2005

[SARAH MERTZ
ASUG INSTALLATION MEMBER
MEMBER SINCE: 1998

Sheila Ryan
RAD Innovation Partners
Bret Martin
Sense Corp

[Location



Walt Disney World Swan & Dolphin Orlando, FL



[Special Guest



Mickey & Minnie Mouse



[ASUG General Session Stage



[Tuesday, October 5: General Session



Bridgette Chambers, CEO, Americas' SAP Users' Group

- Dedicated Presence on ASUG Board
 - Rob Jenkins, Vice President, Business Intelligence, Suddenlink
 - Represent BO products and users in the Board Meetings
- Valueship Program
 - 18-month free membership
 - Through end of 2011
- Strategic SIG Leadership Team
 - Work with community members and SAP to address the top customer concerns
- Advisory Leadership Team
 - Will act as sounding board for community concerns and work directly with ASUG Headquarters to ensure the education and networking needs of the community are being met
- ASUG Influencer Summit
 - Create a list of priorities and criteria that will shape the direction of the Business Objects community within ASUG and identify the success factors that will measure the community's progress



[Tuesday, October 5: General Session

Bridgette Chambers, CEO, Americas' SAP Users' Group



- ASUG Influencer Summit
 - **SAP Listened**
 - Agreed to dedicate a key resource to support the ASUG SAP BusinessObjects community
 - The following areas will be included:
 - Support and Maintenance
 - Education
 - Product Direction/Roadmaps
 - SAP integration

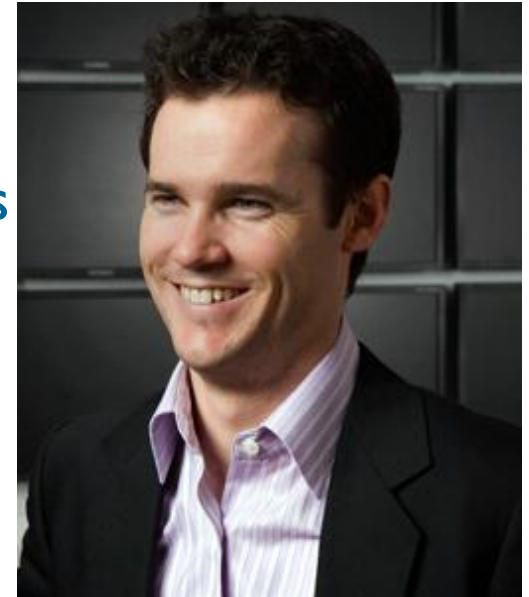


[Tuesday, October 5: General Session

Peter Sheahan, Author & Entrepreneur



- FL!P: How to Find and Exploit Opportunities in an Upside-Down World
- Organizations need to shift mindset of leaders
- Must develop a deep understanding of the changing expectations of both customers and talent
 - Predicting the Future
 - Better processes to provide opportunity for improvement
 - Using business intelligence to leverage information



[Tuesday, October 5: Education Sessions



- BI Strategy
- Dashboarding
- Business Objects Data Management
- Infrastructure
- Xcelsius-Design and Development
- Xcelsius-Integration
- Webi/Deski
- EPM Universe
- Crystal Reports
- Explorer
- EPM
- GRC

[Tuesday, October 5: SAP Usability Lab



- Attendees can test and evaluate new and existing products and solutions
- Must register to attend one-hour sessions
- Aims to improve user-friendliness
- Attempt to increase satisfaction among SAP and SAP business Objects users
- SAP Business Objects Sessions
 - Application Store
 - Reporting and Analysis on iPad
 - Dashboard Design (Xcelsius)
 - End User Collaboration Experience
 - Predictive Search

Tuesday, October 5: Networking Reception & Partner Showcase



[Wednesday, October 6: General Session



Steve Lucas, SVP Business User Sales, SAP North America

- SAP Business Objects achieving remarkable results
- Should be “SAP: A Business Intelligence Company”
 - Q1 & Q2, 2010
 - 50% of SAP License Revenue
- Continue to provide solutions
 - Business Intelligence
 - Information Management
 - Governance & Risk
 - ERP
 - Mobility



[Wednesday, October 6: Business Objects BI4.0



Jason Rose, Solution Marketing SAP Business Objects
Business Intelligence

George Mathew, VP & General Manager, Business
Intelligence & In-memory Analytics



[Wednesday, October 6: General Session

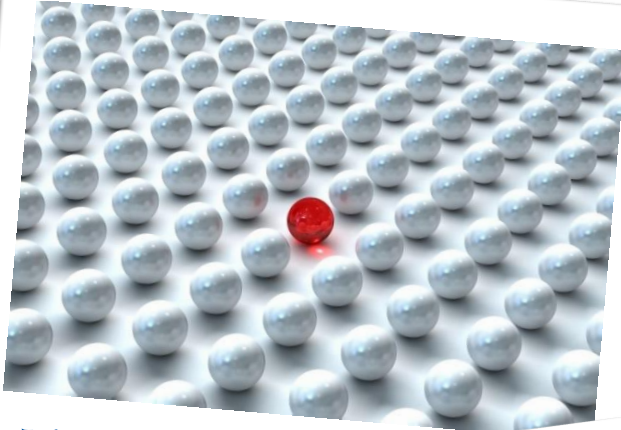


Jason Rose, Solution marketing SAP Business Objects
Business Intelligence

George Mathew, VP & General Manager, Business
Intelligence & In-memory Analytics

- Overall positioning of the new BI 4.0, due out in November
- Normal SAP “ramp up” period
- Will be generally available next year, typically 4-6 months after initial release
- Contact your sales representatives to become part of the ramp up program

SAP BusinessObjects XI 4 Suite



KNOW YOUR
BUSINESS



ACHIEVE
REMARKABLE RESULTS



TRANSFORM
DECISION MAKING

[BO XI 4.0 – Generically



- Reporting tools will be much more standardized
 - Common charting, menus, look and feel, etc
- Fully 64 bit compliant (actually it will only run on 64 bit systems)
- Better support for virtualizing individual services within the BOE server stack
- Better system monitoring/diagnostics
 - Enhanced audit logs will capture more info
- Big improvements in InfoView navigation and search capabilities (will be more Google-like)

[BO XI 4.0 – Information Design Tool



- Contains two separate tools
 - Universe Designer – existing
 - IDT – advanced functionality
- IDT
 - Three layers – Connections, Data Foundation (schema) and Business Layer (for building objects)
 - Multiple users can work @ same time
 - Create/save queries w/out having to log into Webi to test
 - Multi-source universes!
 - Create calculated columns in existing tables via SQL formulas
 - Universes off of OLAP (SAP BW & MS Analysis Services for initial release)
 - .UNX extension – need to remap existing reports

[BO XI 4.0 – Dashboard Design (Xcelsius)



- Dashboards can be created straight from universe queries
- Better support for large deployments
 - New Xcelsius processing server
- Only one dashboard file when deploying to InfoView (vs. separate .xlf and .swf files)
- Pre-built dashboards by industry – later release???

[BO XI 4.0 – Explorer 4.0



- Better InfoView integration
 - Access straight through InfoView
- New Semantic layer support
- API improvements
- Improved search capabilities
- Better auditing
 - Separate server w/in CMC

[BO XI 4.0 – Desktop Intelligence



- No longer supported in 4.0!
 - All .rep files have to be converted prior to upgrade
- Support for Deski will continue in 3.x until 2015 (2017 for priority one support)
- Major Deski benefits NOT supported *initially* in Webi 4.0
 - Ability to upload Excel files (can use Rich Client)
 - Ability to truly use Free Hand SQL (converted reports will automatically have a derived table universe w/ SQL)
 - Custom grouping
 - User Defined Hierarchies
 - VB data providers (will not be offered due to technical limits)
 - Complex filtering (will not be offered due to technical limits)

[Recommended General Sessions



- 0802 – Better Universes by Design – Alan Mayer
 - Presents premade universe “patterns” for successful design
- 0804 – Don’t Lose Control – Dave Rathbun
 - Effective Change Management strategies for Universes
- 0401 – Designing a BOE for High Availability – Greg Myers
 - Best Practices for large-scale, high-availability BO implementations
- 0106 – Cool Business Intelligence Trends – Timo Elliott
 - XML/Semi-structured data, NoSQL databases, social media, etc

[Recommended 4.0-Specific Sessions



- 0809 – Guided Tour of Information Design Tool – Frank Prabel
 - Future of Universe Designer
- 0213 – Dashboard Design 2011 (Xcelsius) – David Dalley
 - All about the new version of Xcelsius
- 0102 – BO BI Strategy and Roadmap Update – Jason Rose



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Our web site provides information
to obtain white papers for
ASUG SAP Business Objects User Conference