

# WHAT'S NEW IN BUSINESSOBJECTS EDGE SERIES 3.0

## Key Benefits

BusinessObjects Edge Series 3.0 brings users and information together with a highly interactive experience built on an open BI platform that connects to any environment.

The industry's most complete platform for mid-sized companies that includes reporting, query and analysis, and enterprise information management, BusinessObjects Edge Series 3.0 is:

- Complete
- Priced for you
- Your fastest time to value

## INTRODUCING BUSINESSOBJECTS EDGE SERIES 3.0

BusinessObjects<sup>™</sup> Edge Series is the business intelligence (BI) choice of mid-size companies that want to improve business processes, discover new opportunities, and gain an advantage over the competition. The robust mid-market suite delivers affordable solutions that address any BI requirement – from flexible ad hoc query reporting and analysis, to dashboards and visualization, to powerful data quality and integration.

BusinessObjects Edge Series 3.0 is the latest major release of the mid-market solution from Business Objects, an SAP company. Building on the latest BusinessObjects Enterprise XI 3.0 platform, Edge Series 3.0 leverages the platform that delivers the industry's most connected, interactive, and open BI solution.

BusinessObjects Edge Series 3.0 maintains the strategy of being the most accessibly priced solution packaged and designed for mid-sized companies. Updating BusinessObjects Edge Series to the latest platform shows the commitment from Business Objects to give our mid-market customers access to the latest technology and give you feature parity with our enterprise solutions.

In this document, we give you a high-level overview of the capabilities of BusinessObjects Edge Series 3.0, and cover the following product areas:

- Overview of BusinessObjects Edge Series 3.0
- Reporting
- Query and Analysis
- Dashboards and Data Visualization
- Microsoft Office Integration
- Mobile
- Business Intelligence Platform
- Data Quality
- SAP Integration
- Migration

## OVERVIEW OF BUSINESSOBJECTS EDGE SERIES 3.0

BusinessObjects Edge Series 3.0 connects your users together by removing boundaries for sharing information. Our suite of innovative functionality benefits all types of users – analysts, casual users, managers, and executives – and transcends company walls to customers and partners.

In addition to delivering an interactive user experience that brings your users together, BusinessObjects Edge Series 3.0 offers an easy-to-use-and-adopt solution that simplifies the way your users share insights. BusinessObjects Edges Series 3.0 is open and works within any organization's environment – whether you're using SAP<sup>®</sup>, Oracle, or Teradata.

## Benefits of Business Intelligence

- Get visibility into all aspects of your business operations
- Uncover new sales opportunities
- Spot and resolve critical issues before it's too late
- Replace intuitive decisions with data-driven decisions
- Improve customer or partner satisfaction through better information sharing

## Guiding Principles Behind BusinessObjects Edge Series 3.0

At Business Objects, we build every product release and version around guiding principles, which are based on key customer and market requirements. The guiding principles for BusinessObjects Edge Series 3.0 are:

- **Make BI pervasive, actionable, and personal** to the way people use it while offering a full-spectrum solution for all their BI needs
- **Deliver innovative functionality** to drive productivity across an organization
- **Maintain simplicity** for all types of users to drive more BI adoption, thereby improving organization-wide decision-making processes

### Key Benefits

The key benefits for BusinessObjects Edge Series 3.0 include:

- **Connecting users with information** to give you a complete BI solution that facilitates information sharing
- **An interactive user experience**, making it easy to get the information your users want, in the way they want it, and when they want it
- **A trusted data foundation**, providing data quality allowing users to feel confident that their decisions are based on trustworthy information.

## REPORTING

New Crystal Reports® 2008 delivers advanced functionality to help reduce report proliferation and maintenance, increase report design power, and save time with high-productivity design features. This new product release is designed to provide the following key advantages:

- **Extensive report consumption.** You can answer more questions with one report, reducing the overall report count. Key features include interactive data sorting, parameter filtering, and report reformatting without refreshing the database.
- **Interactive report visualization.** Flash-based interactive models can now be embedded into Crystal reports, so your users can perform interactive what-if analysis within a report. New ability to import Adobe Flash and Flex applications to your Crystal reports helps you build more effective interactive data presentations.

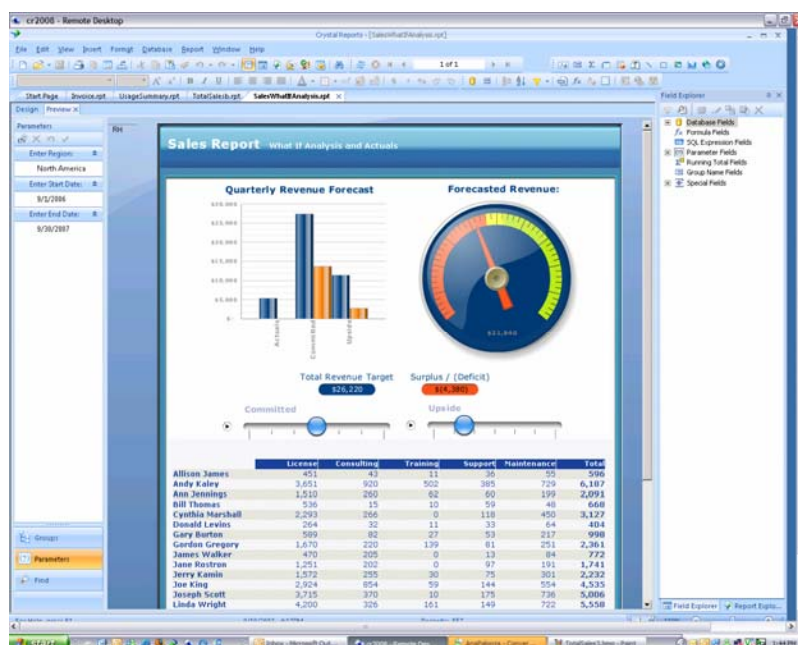


Figure 1: On-Report, What-If Analysis

- **Enhanced designer productivity.** Improvements include built-in barcode support, inserting calculations into crosstab rows or columns without coding, and a hyperlinking wizard for quickly opening BusinessObjects Edge Series files.
- **Flexible application integration.** New data drivers allow additional access to Web services through support for remote procedure call (RPC) encoding of simple object access protocol (SOAP) messages, secure socket layer (SSL)-secured Web servers, and compatibility with the Web Services Security standard.
- **Streamlined, flexible, improved report designer.** Improvements include a single edition that meets all designer and developer requirements, multilingual reporting capability, and a reduced footprint for install pack and distributable files – facilitating fast installation and deployment with applications.

## QUERY AND ANALYSIS

BusinessObjects Edge Series 3.0 makes it even easier for your users to answer any business question, no matter where they are. Use Edge Series 3.0 to answer your questions when connected to your data sources, or when you are on the road and completely disconnected. BusinessObjects Edge Series 3.0 delivers the following new capabilities:

- **Ad hoc rich client.** Enjoy freedom of analysis anywhere with the new offline mode for analysts on the go. Users can still continue analyzing or modifying the report layout right from their desktop with no Internet connection. Data synchronization is seamless so no manual updates are required.

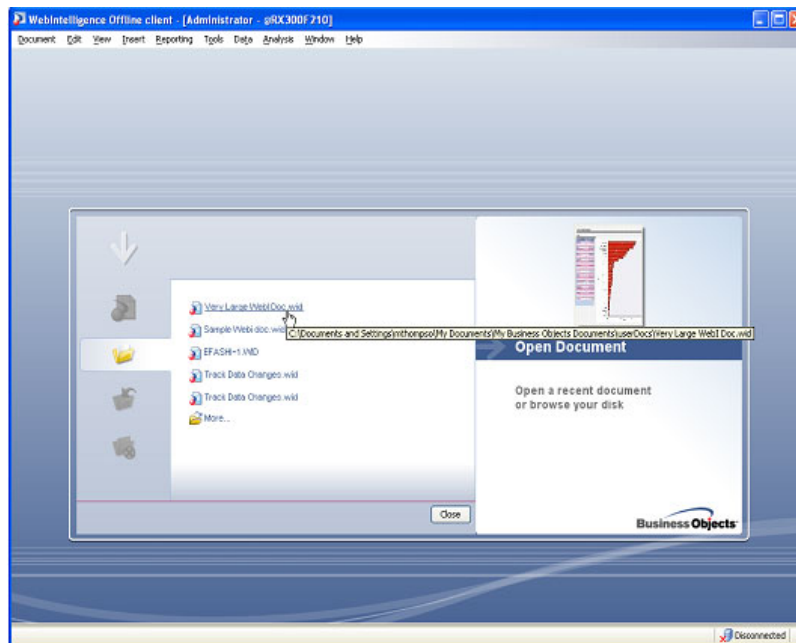


Figure 2: Continue Your Analysis While Working Offline

- **Track data changes.** Quickly see the data changes in your reports after a refresh. Changes in the report (increases, decreases, addition, and deletion of data) are highlighted with different colors, which are customizable.

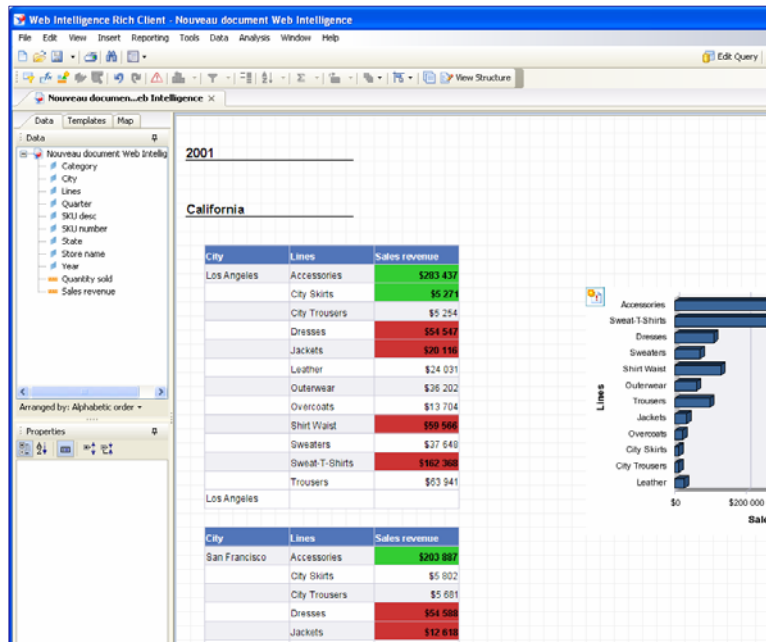


Figure 3: Know Immediately What Has Changed

- **Personal data provider.** Combine personal data from Microsoft Excel, comma-separated values (CSV), and .txt files, and incorporate data into a single report, which can then be shared with other users through BusinessObjects Edge Series.

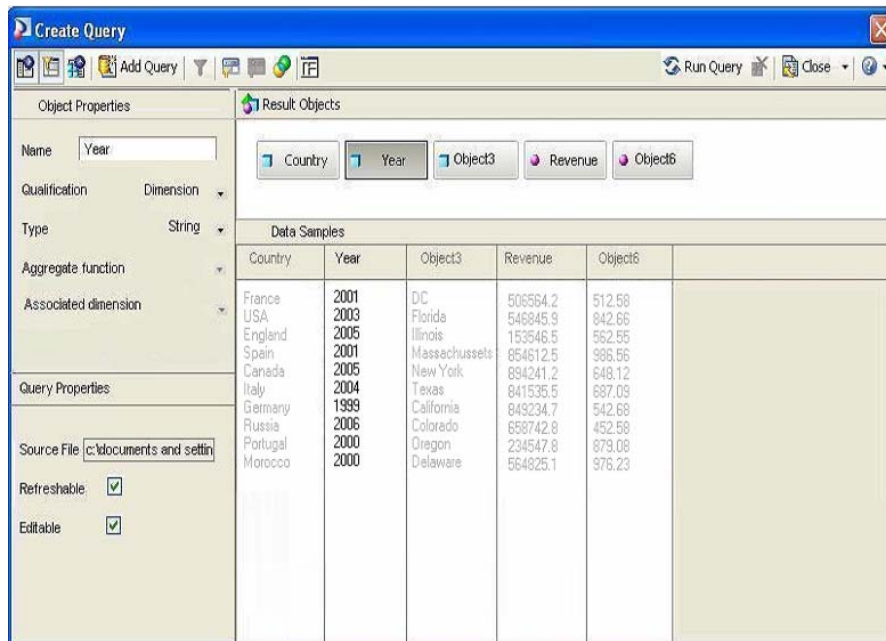


Figure 4: Bring in Excel and CSV File Data Easily

- **Hyperlinking capabilities made easier.** Create contextual hyperlinks from your document to external Web pages or other ad hoc reports in your environment. For example, link your customers' company locations to Google Maps for a geographical representation of your customer base.
- **Smart cubes.** Free users from data complexity and avoid potential errors due to a lack of understanding of the data. Non-additive measures can be added in the universes – universe designers can define non-additive measures, such as percentages and ratios, or use database analytical functions.
- **Multilingual metadata and prompt support.** Dimensions, measures, and prompts associated with universes are now automatically localized to the report viewer's language.
- **New formula functions.** Many new formulas added to the formula function library enhance usability and new analysis possibilities.
- **Native printing.** Users can print their reports using native print drivers, removing the need to go through PDF.
- **Image embedding.** Your users can easily embed images in their reports.
- **Stored procedures.** Your users can create reports based on stored procedures from the ad hoc capabilities in Edge Series, which are defined at the universe level so all users can easily leverage them.

## DASHBOARDS AND DATA VISUALIZATION

BusinessObjects Edge Series 3.0 customers now have dashboard layout features, allowing you to present all your existing BI content and get a quick and consolidated view of your business performance. Using Asynchronous JavaScript and XML (AJAX), this user interface provides for simplified workflow and an interactive editing layout facility. This is a capability that is newly included with your BusinessObjects Edge Standard 3.0 and Edge Professional 3.0 solutions.

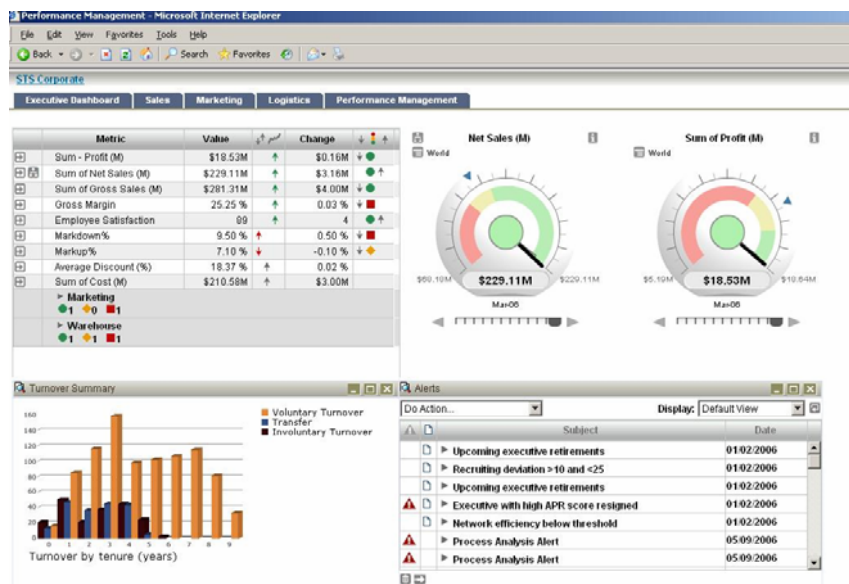


Figure 5: Dashboard Layout Features

As well, the interactive visualization with Xcelsius® now delivers an even better data visualization along several fronts:

- Improvements that enhance the designer and user experience
- Real-time dashboarding capabilities
- Tighter integration with the Edge Series solution

BusinessObjects Edge Series 3.0 improves the design and user experience for your visualization users using Xcelsius. The Excel mapping process now resides inside the Xcelsius Enterprise designer tool, thereby eliminating the need to open Excel. While Excel spreadsheets are still supported as a data source, you'll never need to re-import a spreadsheet to adjust formulas or formats.

A software development kit (SDK) is available to design and create new visual components or analytics for Xcelsius. This set of development tools and documentation enables your designers to add skins and components to the designer library. This enhancement extends your ability to create custom dashboard components using Xcelsius Enterprise and then laying out these analytics inside the dashboard layout features of Edge Series 3.0.

Xcelsius 2008 incorporates improvements that enable you to create robust dashboards more easily. New features include updates to the user interface and component browser. The ability to cut and paste analytics from one .xlf file to another avoids redundancy. The enhancements also simplify data manipulation and selection, and reduce the number of queries needed for live data connectivity.

Integration with Adobe LiveCycle Data Services (LCDS) enables real-time dashboards. LCDS offers a push mechanism from real-time data systems. With LCDS integration, you can update Xcelsius models based on changes in events, such as reaching a sales goal for a new product launch.

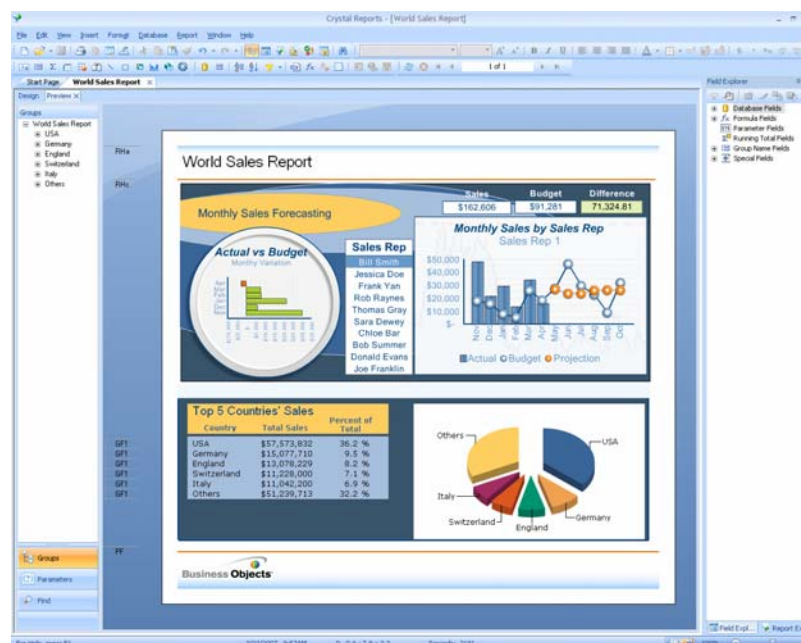


Figure 6: Embed Xcelsius Analytics in Crystal Reports for More Interactivity

Xcelsius Enterprise 2008 now allows you to export a visual model into Crystal Reports. Pairing your detailed data with a summarized visualization enables you to deliver information in more compelling way. Also, the Xcelsius Enterprise release continues to enhance connectivity to BusinessObjects Edge Series universes and simplifies the ease of creating Web services for consumption by Xcelsius components. Moving these enterprise dashboards from development to production will be enhanced through lifecycle management.

## MICROSOFT OFFICE INTEGRATION

BusinessObjects Edge Series 3.0 extends the integration of the solution within a Microsoft Office environment with search capabilities, Outlook integration, and Office 2007 ribbon support. You will be able to easily move between your Office documents via cut and paste. Customers will also benefit from universe-level security, query panel enhancements, and user-specified viewing locale.

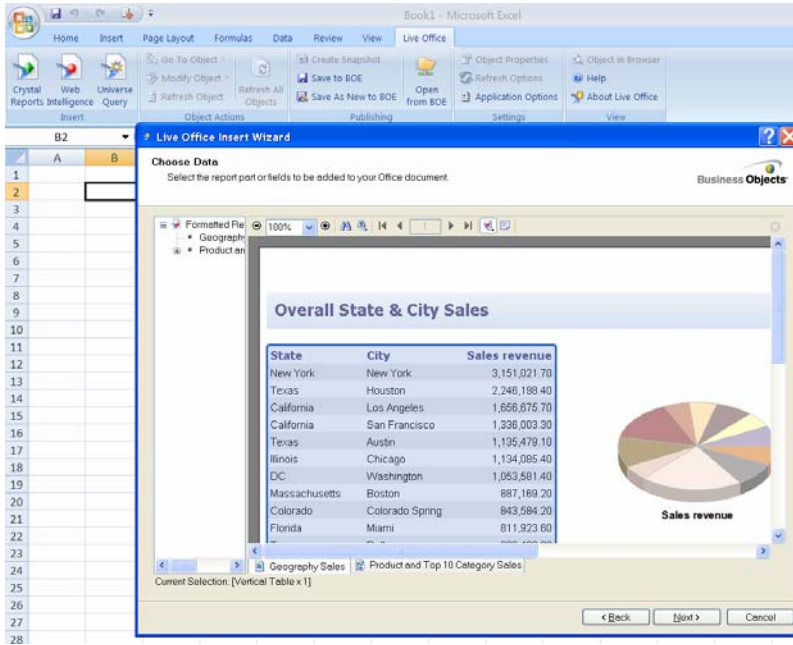


Figure 7: Easily Insert Data from Reports and Ad Hoc Queries into Microsoft Office Documents

## MOBILE

BusinessObjects Edge Series customers can now deliver their content over any wireless device. Users can drill and interact on reports and metrics and take immediate action. Deployment is quick and easy, requiring no additional servers, and fully leverages BusinessObjects Edge Series security. Users can be notified when a new report has been scheduled or modified. They can also define what types of alerts they want to receive right through their mobile device.



Figure 8: View BI Content from Any Wireless Device

## BUSINESS INTELLIGENCE PLATFORM

With BusinessObjects Edge Series 3.0, customers will find many improvements to the platform – including easier information sharing and support for all users. For this release, BusinessObjects Edge Series offers several areas of improvements:

- Ease of deployment
- Improved system management capabilities to simplify your BI deployment administration
- Integration-ready with different applications and systems to extend the reach of BI to all users
- More semantic-layer functionality to drive ease of use and deployability

### Streamlined Administration

BusinessObjects Edge Series 3.0 contains many improvements to ease and simplify administration of the platform, thereby reducing total cost of ownership. New administrative features include:

- **Server Intelligence.** This new capability allows organizations to clone server deployments, optimize default settings for servers, and monitor platform services.
- **Translation Manager.** This new tool provides multilingual content delivery and supports a single deployment in different languages.
- **Redesigned CMC.** The central management console (CMC) ensures greater flexibility and a higher granularity level to administrators managing enterprise BI deployments. Focus areas include:
  - New navigation, workflows, and menu structure for better usability
  - Improved user and group management

- Relationship visualization, including relationship and security query rights management improvements
- Bulk-action support, enabling you to execute actions on multiple selected objects (for example, add multiple objects to a category, update properties for multiple Crystal reports, and so on)
- Context-aware actions, so actions you don't have rights for are not enabled
- Custom access levels , allowing you to tailor group rights for targeted users, thereby reducing the complexity of security management
- Instance manager, letting you manage job scheduling, which is now integrated into the CMC

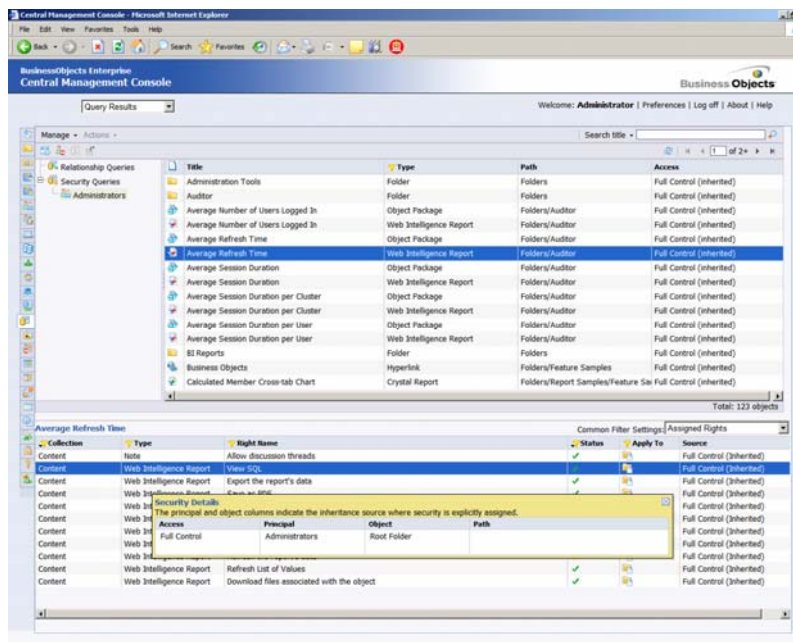


Figure 9: Intuitive Central Management Console

## Semantic Layer

The semantic layer includes many improvements as Business Objects continues to invest in this key technology. This includes the following enhancements:

- More power with online analytical processing (OLAP) universe enhancements, smart cubes, and stored procedures universes
- Multilingual universe support for object definitions and ad hoc document prompts
- Extended list of access via JavaBean and Java database connectivity (JDBC), Microsoft Analysis Services 2005, and BusinessObjects Data Federator connectivity
- New wizard to guide users through the different steps to create a file-based universe

## DATA QUALITY

New data quality capabilities exposed for BusinessObjects Edge Professional 3.0 customers give users the ability to centralize the discovery, correction, and prevention of data quality issues across their organization. Users can integrate address verification to ensure customer data integrity within your information at any country level. This capability intelligently matches address data, and reviews and makes potential changes to data records. This robust intelligence capability is a major breakthrough for organizations who typically manage data in manual processes involving many people throughout their organization. With trusted data and timely and accurate information, your information users will have a solid foundation for decision-making.

## SAP INTEGRATION

To meet the needs of all SAP users, BusinessObjects Edge Series 3.0 has been enhanced to provide an even tighter integration with the SAP environment – delivering the most complete, easy- to-use BI solution for SAP customers. Continued benefits for SAP customers are:

- Lower cost of ownership
- Quicker to implement, so SAP customers receive value faster
- Flexibility to integrate with existing and future SAP environments
- An even more intuitive SAP end-user experience, especially in the area of self-service reporting and analysis

For the BusinessObjects Edge Series 3.0 environment, customers can expect improvements in the following product areas:

- Managing SAP Business Information Warehouse (BW) universes
- Extended support for BW metadata
- More seamless SAP NetWeaver Portal experience
- Packaged data integration with BusinessObjects Rapid Marts™ for SAP Solutions

### Better Manage and Customize SAP BW universes

BusinessObjects Designer enables popular universe design and maintenance capabilities when working with SAP BW universes. Enhancements include being able to refresh SAP BW universes to take into account SAP metadata updates, inserting new SAP BW objects, folders and query filters, and support for calculated key figures.

### Extended Support for SAP BW Metadata and Prompting

BusinessObjects Edge Series 3.0 fully leverages the metadata within SAP BW and delivers a familiar user experience for SAP users. New features include:

- Default organization of universe classes and objects that map with SAP BW metadata
- SAP BW variables set as optional and mandatory automatically surface on the Business Objects side as query prompts
- Default variables retrieved from SAP BW automatically appear in Edge Series
- Key date variables turn into interactive calendar-based query prompts, so that Edge Series 3.0 users can pick calendar dates at runtime
- Currency or unit settings match corresponding specific universe objects
- Non-additive and semi-additive key figures (ratios) display as computed in SAP BW

### Improved SAP Portal Integration

BusinessObjects Edge Series 3.0 integrates with the knowledge management repository framework interface, so that not only are all popular BusinessObjects workflows enabled in the SAP NetWeaver® Portal, but also key capabilities of SAP NetWeaver Portal transparently apply to objects in the BusinessObjects repository.

### Packaged Data Integration Rapid Marts

BusinessObjects Edge Professional 3.0 customers have access to packaged data integration via BusinessObjects Rapid Marts for SAP Solutions. Rapid Marts combine domain knowledge with data integration best practices to deliver prebuilt data models, transformation logic, and data extraction for SAP solutions. This enables IT to accelerate time to value for BI projects and deliver best-practice data warehousing solutions for SAP customers.

## MIGRATION

Business Objects recognizes the need to minimize the cost of ownership for customers who've already adopted the BusinessObjects Edge Series platform. We provide a range of tools, documentation, and training to make your transition as effortless as possible. In addition to benefiting from the many new features discussed above, BusinessObjects Edge Series 3.0 includes deployment enhancements that simplify and ease your migration process.

## SUMMARY

Business Objects delivers on the promise of making BI more pervasive, actionable, and personal for mid-sized organizations. With many enhancements and innovations across the entire product suite, Business Objects is making it even easier for your users to access and share information – regardless of who they are, where they work, and how they want to access information. By strengthening the industry's first mid-market focused solution, BusinessObjects Edge Series 3.0 enables you to meet all of your strategic BI requirements while ensuring delivery of the right information to the right users at the right time. For more information, visit our Web site at [www.businessobjects.com/grow](http://www.businessobjects.com/grow).

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