

# PRODUCTS

## BusinessObjects Web Intelligence

**Web Intelligence** is an online query and analysis tool designed to provide insight to the maximum number of users via an easy-to-use interface and highly scalable BI platform.

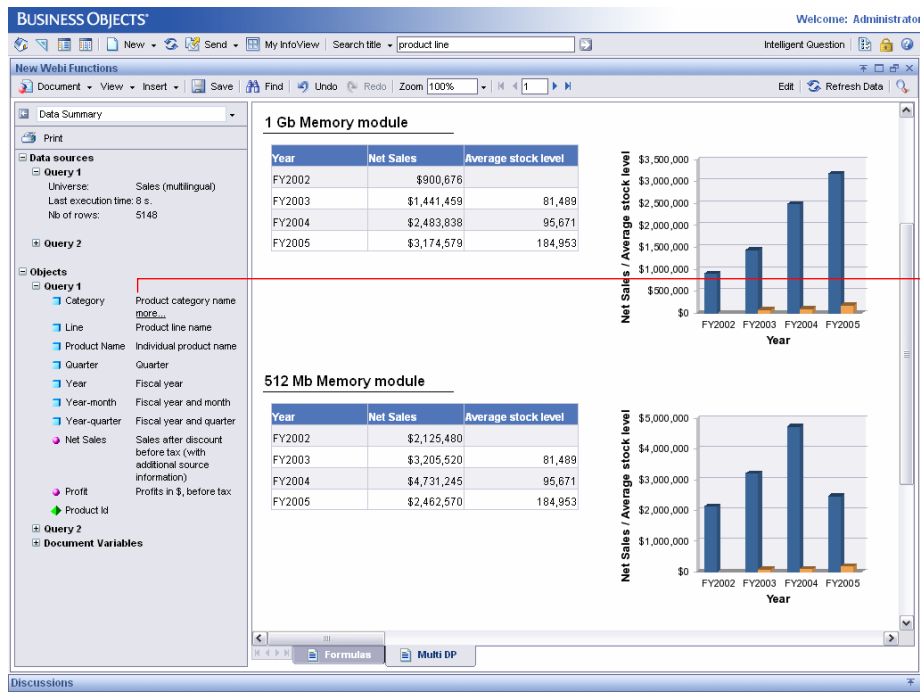
### Self-Service Information Access and Interactivity

Many knowledge workers find it difficult to access critical business information not contained in the standard reports they receive. And, requests for different views of the data or up-to-date information result in end-user frustration and report backlog. Even when ad hoc query capabilities are available, they are often difficult to use and do not provide non-technical users with a simple method of exploring information to better understand critical business issues.

With BusinessObjects™ Web Intelligence™, both self-service access to data and intuitive information analysis are available in one product, helping users turn business insights into effective decisions. With a few mouse clicks, users can create a query from scratch, format the information retrieved, and easily analyze it to understand underlying trends and root causes. If the full power of query capabilities is not required, users can simply explore information in existing reports—formatting and interacting with data to meet specific needs.

Web Intelligence gives your users self-service information access and interactivity, while delivering:

- Powerful, web-based ad hoc queries
- Integrated and trusted analysis for all users
- A tool built upon the proven, market-leading business intelligence (BI) platform



Report and ETL metadata increases trust.

*Ask your own business questions and easily format information with Web Intelligence.*

## Powerful, Web-Based, Ad Hoc Queries

Web Intelligence provides an easy-to-use interface – with powerful query features – that allows business analysts and non-technical information consumers to ask spontaneous and iterative business questions of their data. For example, a user can easily compare the performance of suppliers this year over last year, access the trusted data source for more detailed information, and quickly identify trends and determine areas within the supply chain that can be optimized to ensure maximum profitability – all within a single session.

## Empower End Users via a Robust Semantic Layer

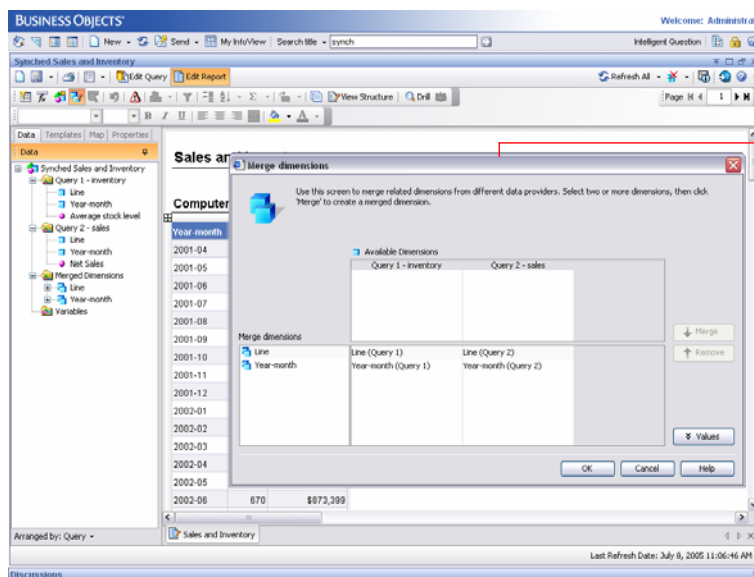
The patented Business Objects semantic layer hides the complexity of underlying data sources, by providing a business representation of organizational data. So your end users can easily access information with Web Intelligence. The semantic layer also makes reusable report elements and powerful calculation capabilities available, allowing users to quickly access key information.

## Make Query Building Easy with an Intuitive, Web-Based Interface

With Web Intelligence, users can access and format information to suit their needs with our easy-to-use, drag-and-drop web interface. And, you can customize the zero-footprint web interface to meet specific user segments inside and outside of the organization. In addition, with minimal knowledge of the underlying data structures, users can access and synchronize data from multiple sources, create custom formulas, and use variables within a single report.

## Ensure Controlled and Secure Information Access

Web Intelligence puts security and control in the hands of your IT department. The central management console (CMC) of BusinessObjects Enterprise, the trusted BI platform, gives you granular control over who can access what data – right down to the database-row level – and which specific features can be accessed. This allows you to easily monitor usage and prevent run-away queries and overuse of your system resources. It also ensures that your users not only have the capabilities appropriate to their requirements, but also have the freedom of self-service access to the information they really need.



Data can be brought together from different data sources to answer questions.

*Simple drag-and-drop query and report building.*

## Integrated and Trusted Analysis for All Users

### The Interactive Viewing Framework

Within a web-browser, the consumers of Web Intelligence reports can:

- View report metadata
- View, edit, remove report, section, or block filters
- Format and resize cells, tables, and charts
- Recombine report objects and variables in tables and charts
- Set breaks and sorts
- Insert calculations
- Add rows and columns to tables
- Create and duplicate tables and charts
- Turn a grid into a chart or a chart into a grid
- Create formulas and variables
- Edit cell formulas in place

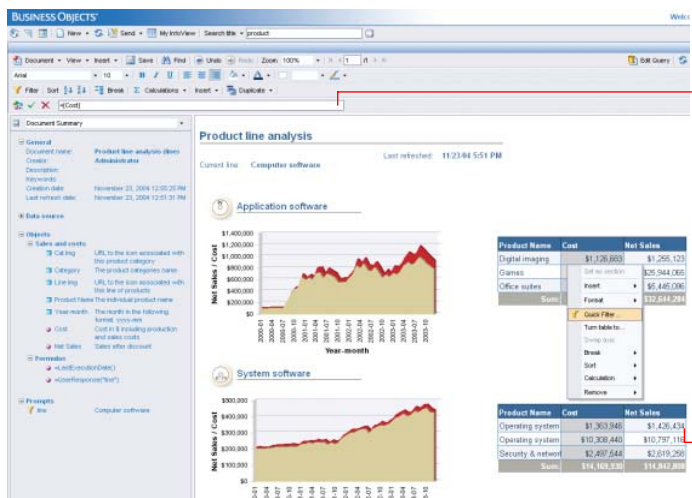
Web Intelligence delivers a unique, single web environment for both querying and analyzing information. Its interactive viewing framework ensures that a full range of users can access secure information, thereby reducing the number of tools you need to deploy to deliver trusted information analyses throughout your organization.

### Access and Analyze Information in a Single Interface

With Web Intelligence, end users can access, format, and explore information in a single interface, without the need to implement a separate analysis tool. Its interactive viewing framework offers the ability to drill down into data – and explore across different dimensions – delivering deeper insight and more effective decision making. For example, you can move from annual sales summary data down to a specific quarter, and then compare that with performance from a previous quarter – regardless of whether the data is stored in a multidimensional (OLAP) or relational format.

### Easily Personalize, Explore, and Discuss Information

Although many of your users may need to build their reports from scratch, it is often sufficient for them to adjust existing reports to answer current business questions. With Web Intelligence, users can easily edit queries and reports to reflect their latest information needs. In addition, when users share a document, Web Intelligence offers insights and supports collaborative decision making via threaded discussions. These capabilities result in increased end-user confidence in the business decisions made using timely, accurate, and interactive reports.



Customize capabilities and interface to meet the needs of specific users.

Interactive viewing framework provides simple report editing and exploration.

Users can easily format and explore data.

### The Interactive Viewing Framework

The interactive viewing framework of Web Intelligence offers your end users innovative, on-report analysis capabilities, whenever they view reports. Reduce report backlog by allowing users to make their own changes, rather than relying on IT, and broaden the reach of interactivity. As well, with the interactive viewing framework, end users can review report metadata such as the definition of measures used – for example, the formula to calculate revenue. Even information such as which data filters have been applied, where the data originated from, and when it was last updated is available ensuring that better information familiarity, context, and trust.

## **Built on the Proven, Market-Leading BI Platform**

Web Intelligence is built on the proven and mature capabilities of the BusinessObjects Enterprise BI platform. This ensures that it can meet the performance demands of end-user query and analysis for all sizes of organizations.

## **Enable BI Standardization via Shared Administration and Security**

BusinessObjects Enterprise delivers a single point of security and administration for all Web Intelligence users. This ensures full control of the user experience, the capabilities available to each user, and their security profiles. All your BI-related activities are centrally managed by BusinessObjects Enterprise – our trusted platform for all BI capabilities. This helps you reduce the overall cost of BI implementation across the organization.

## **Deliver Query and Analysis Globally via a Single Deployment**

It is important for organizations to provide multi-lingual information access. Web Intelligence supports major Western European languages, as well as multi-byte languages such as Japanese – all from a single server. Going beyond mere interface localization, Web Intelligence helps your end users access and create reports containing UNICODE data. It is also available on Windows, UNIX, and Linux platforms enabling you to standardize on a single query and analysis solution, and reduce costs.

## **Extending the Reach of Interactivity and Analysis Beyond the Enterprise**

Web Intelligence provides a flexible and secure environment – a key requirement for organizations that deploy BI applications to users outside their network – by leveraging the administration and security capabilities of BusinessObjects Enterprise. Whether it is improving corporate decision-making or sharing information with customers, suppliers, and partners through a BI extranet, Web Intelligence delivers self-service insight, easy interactivity, and flexible customization so that you can meet all of your end-user query and analysis requirements.

## **Deliver Self-Service Access to Trusted Insight**

BusinessObjects Web Intelligence helps organizations make more effective and timely business decisions. By offering self-service information access and analysis, Business Objects provides your organization with the extreme insight you need to extend your competitive advantage. To learn more about Web Intelligence or BusinessObjects XI, visit our website at [www.businessobjects.com](http://www.businessobjects.com).