

PRODUCTS

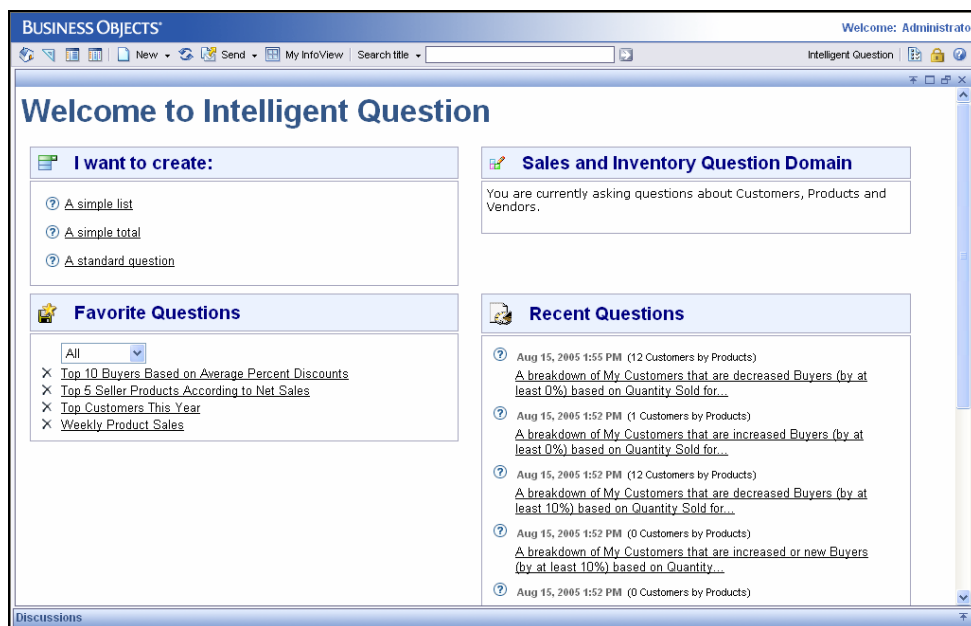
BusinessObjects Intelligent Question

Extending BI to New Users

Intelligent Question provides the easiest way for non-traditional, non-technical business users to get fast answers to business questions.

My Questions, My Insight

When faced with important business questions, do casual business users really have the time or skills to sift through data to find their answers? The average business person is faced with too much information when trying to quickly answer critical business questions and make decisions. And traditional approaches to business intelligence (BI) have focused on pushing even more information to these people—often in the form of reports or through interactive query and analysis tools. Without an easy way for these users to get fast answers to their own business questions, BI tool adoption will continue to be low, IT resources will be strained, and business performance will suffer.



Intelligent Question provides business users the easiest way to get fast answers to questions.

BusinessObjects™ Intelligent Question™ delivers a structured questioning environment that helps casual users access the information they need to answer their most relevant business questions. It is designed to work the way business users work—by asking questions in everyday business terms. Intelligent Question provides:

- The easiest way to get answers to business questions
- A tailored experience to address individual user needs
- A natural way to extend the benefits of BI to new users

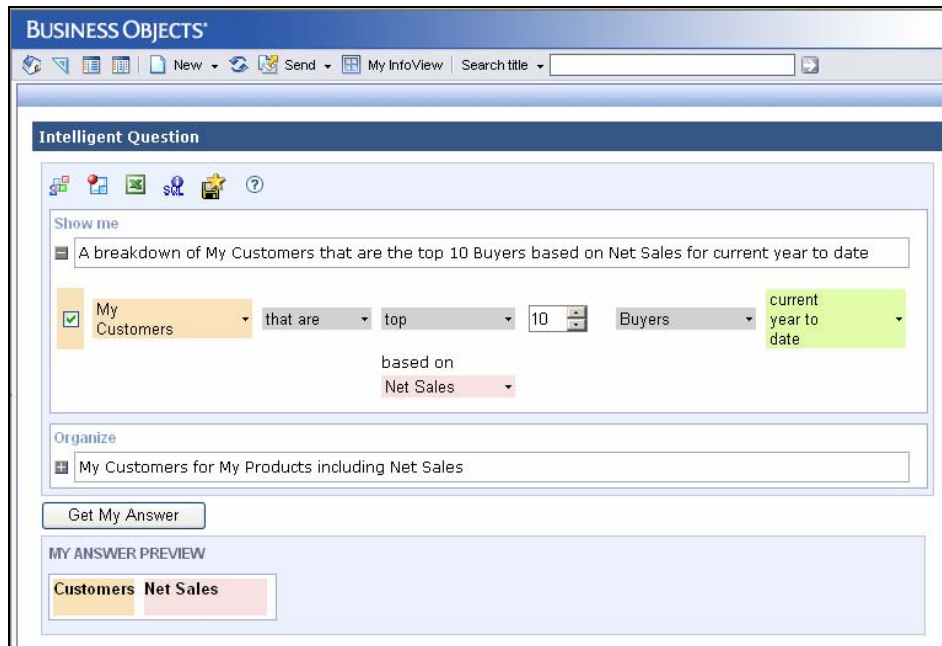
Non-technical users can easily create structured business questions and quickly retrieve relevant and trusted information.

The Easiest Way to Get Answers to Business Questions

When critical business questions arise, people want fast, precise answers. But often people do not know how to best structure their questions in order to ensure that they receive the right information. This can result in an infinite variety of fragmented answers, end-user frustration, and an IT department overloaded with ad hoc requests. With its intuitive, structured questioning environment, Intelligent Question makes it easy for casual, non-technical users to access the information they need to answer their most important business questions.

- Who are my top customers in my territory this year compared to last year?
- Which of my products had the best license growth last quarter? How are these products tracking this quarter?
- How many of my employees have used over 50% of their allocated vacation time this month? How does this compare with last month?

With Intelligent Question, it's never been easier for casual users to quickly find the right information to answer their personal business questions. Users simply select from a series of options to create a business question that quickly retrieves relevant and trusted information.



Easily ask questions using everyday business terms.

Intelligent Question has undergone extensive usability testing to ensure a zero-training environment where users get an accurate, valid answer every time

Using a simple, web-based interface accessible through BusinessObjects InfoView or simply through a standalone web page, users choose from a list of subjects, comparisons, and behaviors—for example, Customers, Top 10, Last Full Year—to quickly create a business question. All choices, including dates, are presented in everyday business terms, making it easy for users to quickly compose their question. After selecting an option from a drop-down menu—for example, My Products—the remaining choices are automatically filtered, making it impossible for users to create an invalid question. A preview pane illustrates how the answer will appear and, when satisfied with the question, the answer is available with a simple click of the mouse. Users get an accurate, trusted answer every time!

A Tailored Experience to Address Individual User Needs

The Intelligent Question user interface lets users:

- Create questions by choosing options from dynamic drop-down boxes
- View and create definitions
- Display, organize, preview, and view the answer
- Move answers to Excel or Web Intelligence
- Save a question as a favorite
- Access recently asked questions

It's difficult to address ad hoc user needs without increasing the burden on data analysts or the IT department. And with growing information access demands, meeting the unique business requirements of different individuals and groups is not an easy task. Who hasn't had the following requests?

- "Give me a list of **my** customers in **my** region."
- "Tailor **my** partner orders to map to the date range in **my** work calendar."
- "Help me compare **my** lowest performing products over the past two years."

Intelligent Question provides a tailored experience to address individual user needs. Users can ask personalized questions and receive the answers that are specific to their role and requirements – without impacting IT resources. Casual users are presented with a simple questioning environment and they can modify existing questions by choosing different drop-down options. Changes to questions are visually highlighted to help users easily identify any impacts.

Intelligent Question

Show me

A breakdown of My Products that are increased Sellers (by at least 10%) based on Quantity Sold for today vs. **yesterday**

My Products that are increased 10 % Sellers today based on Quantity Sold vs. prior period yesterday

Definitions

increased	Selects items that have increased since a prior time period according to some measure.		
Sellers	No description has been provided for this object		
today	The single date August 14, 2005.		
yesterday	The single date August 13, 2005.		
My Products	Category that is Printer Consumables or Printers	edit	delete
My Customers	Country that is Canada, UK or USA	edit	delete

Organize

My Products for My Customers including Quantity Sold (Previous), Quantity Sold (Current), and % Increase

Get My Answer

Apply personalized definitions and filters for a tailored experience.

Questions and definitions can be easily tailored to meet individual requirements.

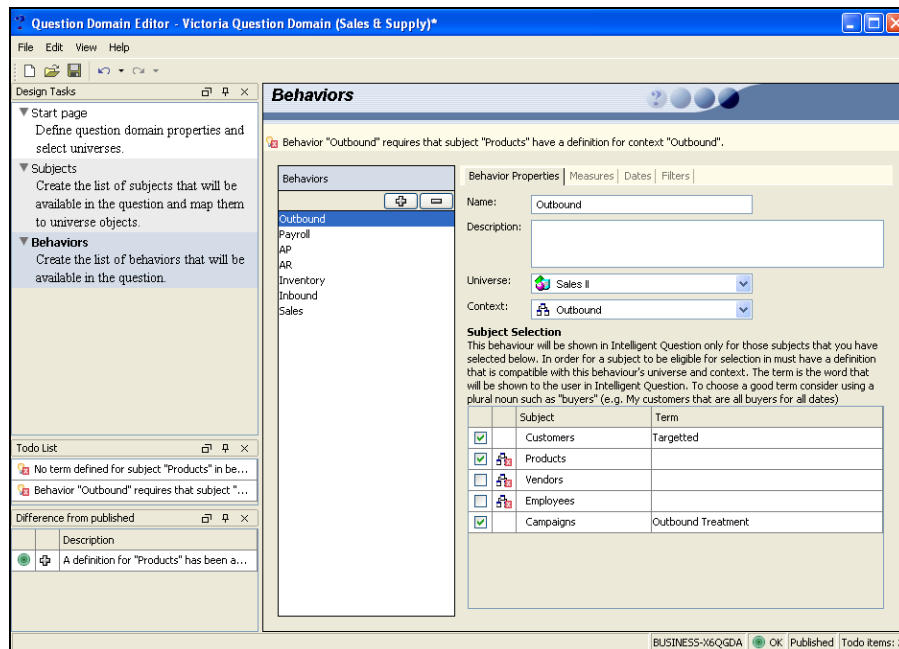
For better end-user understanding and interpretation, definitions of the terms used in a question can be displayed with a single mouse click. For example, the term "Last Year" may be based on a company's financial calendar which means it is defined as "between January 4 and December 28 of 2004." With Intelligent Question, users can even create their own user-defined terms and definitions. For example, a sales manager can specify "My Customers" to only include customers located in his or her sales territory. This enables users to tailor the environment to individual preferences.

Before requesting the answer to a question, users can easily organize and preview the results to ensure it meets their specific requirements. The My Answer Preview section makes it possible to see how their results will be displayed based on the filters they've selected. And to ensure optimal response time and to avoid overwhelming users with too much information, only the first 10 records are displayed in the answer. Once satisfied with their questions, users can easily store them in their favorites folder for easy access or move them to Microsoft Excel or BusinessObjects Web Intelligence™ for further formatting analysis.

A Natural Way to Extend Business Intelligence Benefits

Administrators can reuse and extend the business terms used in existing Business Objects universes.

Intelligent Question is built on the powerful and patented Business Objects semantic layer. Insulating end users from the complexity of underlying data structures, the semantic layer (known as a universe) presents information in business-friendly terms. Using the Question Designer desktop tool, administrators can reuse and extend their Business Objects universes to create "question domains." And because universes are stored within the trusted BusinessObjects XI platform, security roles and privileges are maintained. Mapping subjects and behaviors to universes is also easy thanks to a handy "to do" list that outlines each step for easy implementation.



Intelligent Question is the ideal entry point into BI for new business users.

Extend the power of the Business Objects semantic layer with the Question Designer.

Intelligent Question offers a natural extension to existing BI environments, especially for those users who have not yet adopted BI today. It provides a non-intimidating way for casual users to experience the benefits of BI. It is also ideal for external stakeholders who may be accessing secure information outside of the firewall via an extranet. Plus, for organizations that do not use BI today, Intelligent Question offers the ideal introduction to the benefits of BI for the majority of end users.

Because Intelligent Question is built by the underlying power of BusinessObjects XI, casual users can graduate to more sophisticated query and analysis tools and performance management dashboards over time. Answers in Intelligent Question can be easily moved directly into BusinessObjects Web Intelligence or Microsoft Excel for further formatting and analysis. As use of business intelligence grows and evolves, you can ensure that the right users are working with the right tools – all securely managed and deployed on a single BI platform.

The Best Choice on the Market Today

The evolution of BI dictates the need for new innovations that can reach out to non-traditional BI users in a way that is consistent with how they think and work. The key to success is providing these users with an easy way to ask and receive answers to business questions. With innovations like Intelligent Question and Encyclopedia, BusinessObjects XI is the only BI solution available today designed to address the evolution of the market from data-centric to question-centric business intelligence.

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