PRODUCTS

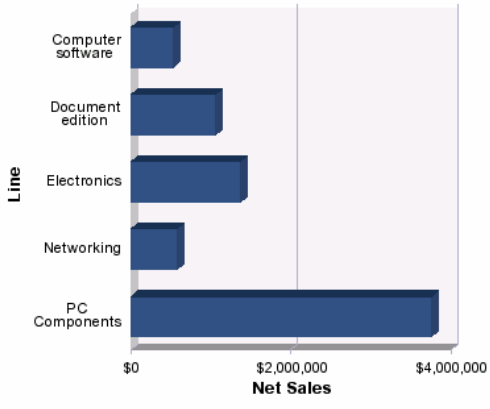
BusinessObjects Rapid Marts

How Much Is Missing Information Costing You?

Do you know which customers to target for your marketing campaigns? Can you monitor the efficiency of your business operations? Can you analyze your net sales revenue by product when you need the information?

Net sales

	Line	Net Sales	
	Computer software	$529,374	7.26%
	Electronics	$1,364,058	18.71%
	Networking	$586,028	8.04%
	PC Components	$3,748,659	51.43%
	Document edition	$1,060,966	14.56%
	Sum:	$7,289,085	100.00%



If you currently use enterprise applications from SAP, Oracle (PeopleSoft and J.D. Edwards), and Siebel, you are constantly creating and collecting data about your customers, sales, and business operations. The problem is getting the right information from these systems to help drive operational decisions and processes that can maximize your organizational performance.

So why is it so difficult to get the answers to your business questions from enterprise applications? Typically, organizations run into the following issues when attempting to extract information from their transactional systems:

- Lack of skills to write optimized queries against enterprise applications
- Complexity and costs involved in staffing a resource with the right technical background
- Lengthy development cycle for deploying custom data marts or proprietary data warehouses from application vendors

Business Objects recognizes these challenges and is committed to helping you rapidly deliver business intelligence (BI) from your enterprise applications.

BusinessObjects Rapid Marts

Deliver prebuilt data foundation that is ready for reporting, query, and analysis from enterprise applications like SAP, Oracle, PeopleSoft, J.D. Edwards, and Siebel.

Includes prebuilt:

- Extract, transform, and load (ETL) jobs
- Source to target mappings
- Extensible data model
- Business Objects BI reports

Challenges

- Specialized skills
- High cost and data complexity
- Lengthy development cycle

Terminology

Data warehouse
A copy of transaction data specifically structured for query performance and understandability.

Data mart
A single-subject data warehouse, or part of a data warehouse.

BusinessObjects Rapid Marts

BusinessObjects® Rapid Marts deliver a prebuilt data foundation that is ready for reporting, query, and analysis from your enterprise applications:

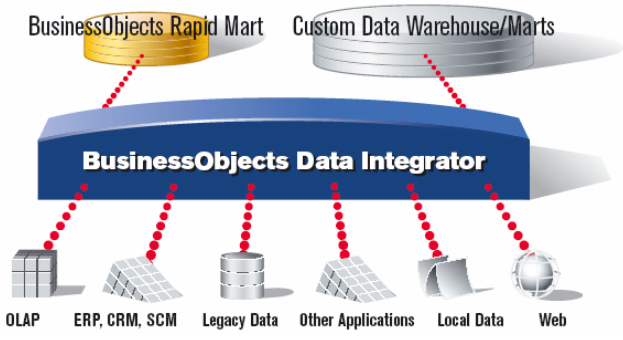
- SAP
- Oracle (PeopleSoft and J.D. Edwards)
- Siebel

With Rapid Marts, you can accelerate your time to information and avoid the frustrations of attempting to build, customize, or work with proprietary data mart or warehouse solutions.

Rapid Marts are packaged, powerful, and flexible data integration solutions for enterprise applications. They combine domain knowledge with data integration best practice to deliver a prebuilt data mart, Business Objects semantic layer (i.e., Business Objects universe), and BI reports. Rapid Marts are available in these key domain areas: financials, human resources, order management, and purchasing.

Using Rapid Marts, you can:

- Gain rapid insight
- Accelerate BI deployment
- Lower development costs



Gain Rapid Insight

Rapid Marts help you gain immediate insight into your business operations without waiting for IT or a lengthy data warehouse development cycle. With Rapid Marts, you can deliver a solid, yet flexible BI-ready data foundation. It includes prebuilt BI universes and reports, which means you can start analyzing your enterprise information within days instead of months. With the time savings, think of the potential business benefits you can gain from immediately answering questions like:

- How effective was the last marketing campaign?
- How can I forecast product sales with greater accuracy?
- How can I improve my operational performance by analyzing stock levels in different storage locations?
- What is the profitability of my products based on revenue and expenses?
- What is the rank of my suppliers based on price, order fulfillment, and on-time delivery performance?
- What is the absence history of my employees?
- For which cost items is the company overall in variance?
- What are the planned vs. actual costs for my sales department cost center?
- How do sales vary per region?
- What is the average delivery time per product?

Benefits

- Gain rapid insight
- Accelerate BI deployments
- Lower development costs

Rapid Insight

Get answers to your business questions in days instead of months.

Business Domains

- Accounts Payable
- Accounts Receivable
- Assets
- Call Center
- Campaign
- Financials
- General Ledger
- Human Resources
- Inventory
- Pipeline
- Project Systems
- Production Planning
- Plant Maintenance
- Purchasing
- Sales

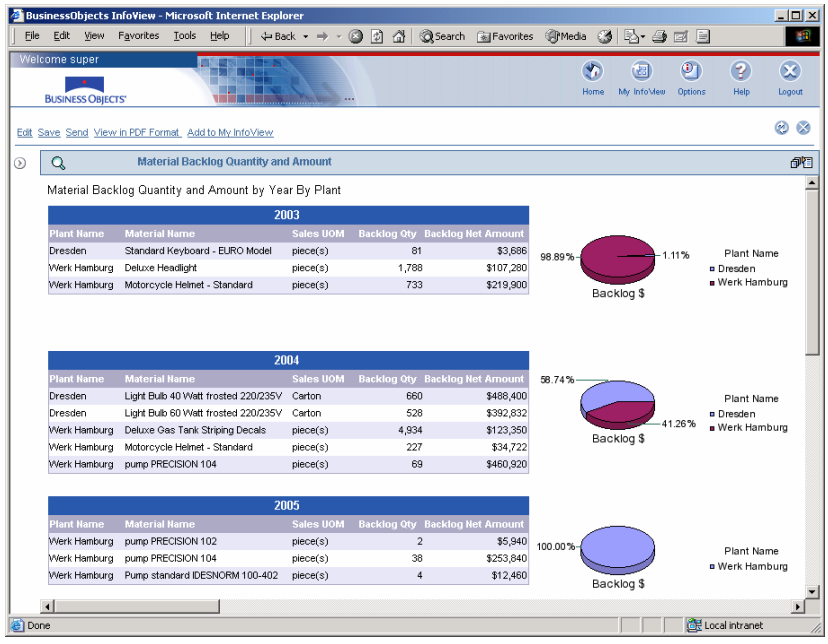
*Supported domains varies depending on enterprise application.

Prebuilt Business Objects Universes and Reports

Out-of-the-box, you can start analyzing your enterprise information with prebuilt universes and reports.

Accelerate BI Deployment

Rapid Marts support nine out of the 10 steps for building a trusted data foundation for BI.

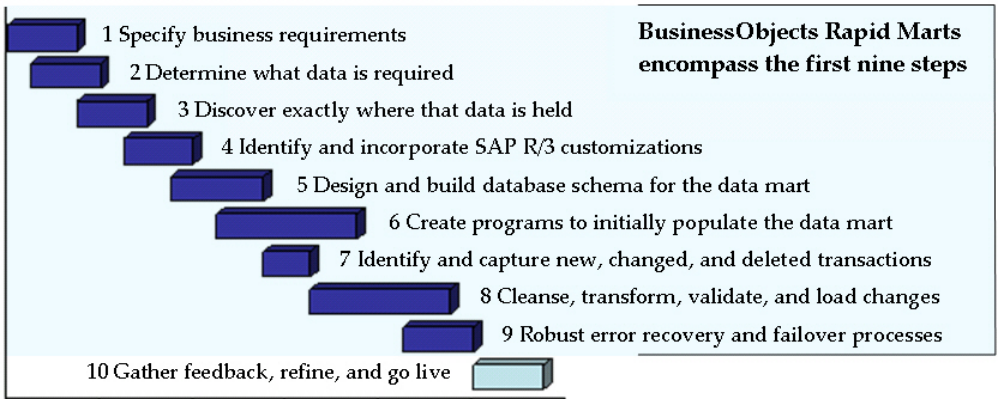


With Rapid Marts, you have the insight to maximize your organizational performance.

Accelerate BI Deployment

Successful BI deployments require a trustworthy data foundation. You can achieve this by developing a data mart or data warehouse that collects data from your source applications and prepares it for BI. However, according to industry analysts, this process typically consumes 80% of the cost and effort that goes into a BI project. With a Rapid Mart, source-specific data marts can be implemented in days instead of weeks. You can bypass all of the steps below by implementing a Rapid Mart—and jump straight to the stage where you customize and release your data mart to the business intelligence community. This allows users to quickly gain access to the data held in enterprise applications and helps accelerate implementation times.

Ten essential steps for building data marts or a data warehouse on SAP R/3 data



Lower Development Costs

Lower Development Costs

Rapid Marts deliver expertise in:

- Data warehousing
- Data modeling
- Business domain
- Enterprise applications

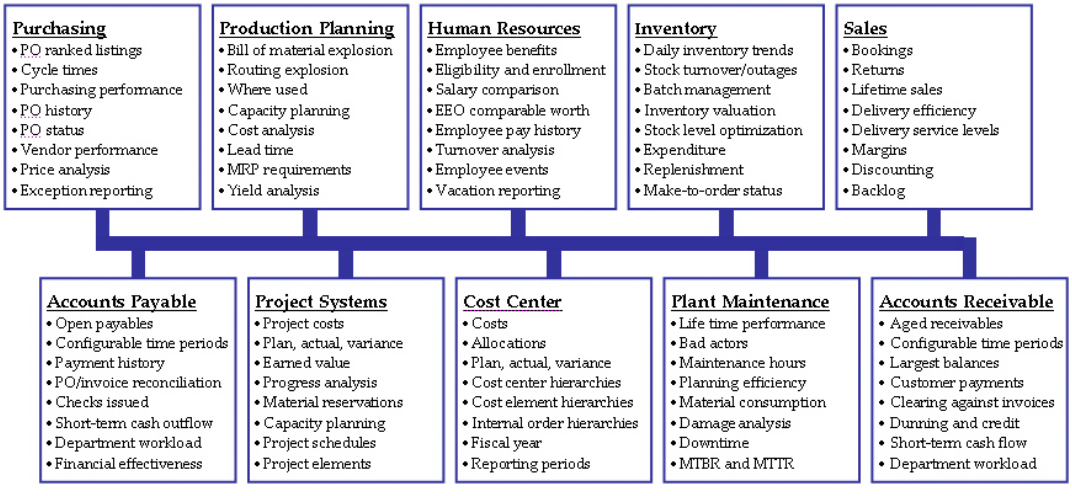
Prebuilt Data Integration

You can easily customize and combine your Rapid Marts to meet your business needs.

With Rapid Marts, you do not need to acquire specialized skills in the areas of data warehousing, data modeling, business domains, and enterprise applications. As a result, you can significantly lower your development costs.

We also recognize that every business environment is unique and that flexibility for customization is important. Rapid Marts are designed using industry best practices and input from hundreds of companies to meet the vast majority of your needs. Within days, you can quickly and easily customize the Rapid Marts for your specific query and analysis, reporting, and performance management requirements.

Each Rapid Mart is designed to address the reporting and analytic needs of a specific business area like general ledger, sales, or purchasing. They share a component-based framework, allowing you analyze across these subject areas by combining different Rapid Marts. This allows your business priorities to drive your BI deployment while enabling you to lower maintenance costs.



Rapid Marts provide best-practice business analysis and data models that span multiple business processes and functions.

With BusinessObjects Rapid Marts, you can get the right information at the right time to improve your organizational performance. So how much is missing business information costing you today?

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