BUSINESSOBJECTS EDGE PROFESSIONAL

Business Objects™

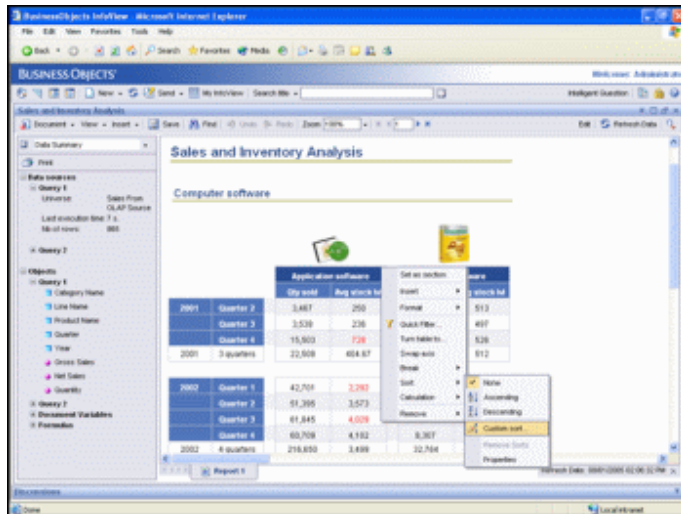**Benefits of Business Intelligence**

- Get visibility into all aspects of your business operations

- Uncover new 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

THE PREFERRED CHOICE FOR GROWING COMPANIES

BusinessObjects™ Edge Series is the business intelligence (BI) choice of mid-size companies that want to improve business processes, discover new opportunities, and get an edge on the competition. It includes affordable solutions that address any BI requirement—from flexible ad hoc reporting and dashboards, to powerful data integration, to insightful performance management.

Easy to deploy, flexible, and affordable, BusinessObjects Edge Professional edition provides mid-size companies with greater trust in the data on which they base decisions. Edge Series combines the power of data integration with essential end-user capabilities—like ad hoc reporting, query, analysis, and dashboards—for better information insight and reliability. Its many benefits include:

- Flexible BI tailored to your business

- Secure, clear, and easy-to-understand data

- Trusted data foundation for making confident decisions

- Rapid deployment options for faster time to value

Improve productivity by accessing and refreshing data "live" within Microsoft Office.

FLEXIBLE BI TAILORED TO YOUR BUSINESS

BusinessObjects Edge Series lets you deploy and use BI to complement the way you do business. Our fast, flexible information insight is available in a single, affordable package—so you can address diverse user needs within your company and across your external value chain.

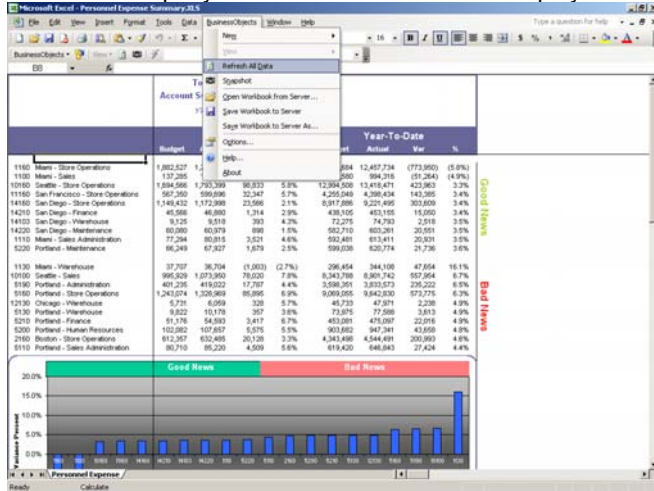### Ad Hoc Reporting, Query, and Analysis for Business Professionals

With BusinessObjects Edge Series, your decision-makers benefit from flexible ad hoc reporting, query, and analysis via the web—without relying on IT. Using an intuitive web interface, any business professional can access company data (presented in business-friendly terms), analyze it using simple point-and-click functionality, and format it to meet personalized requirements. Your users have complete flexibility in how they access, format, and interact with their data. "Gut-feel" decisions are replaced by accurate, fact-based decisions based on a trusted data foundation. With data integration capabilities, users can be confident the decisions they make are based on data they can rely on.

"Live" Data Access Within Microsoft Office for Business End-Users
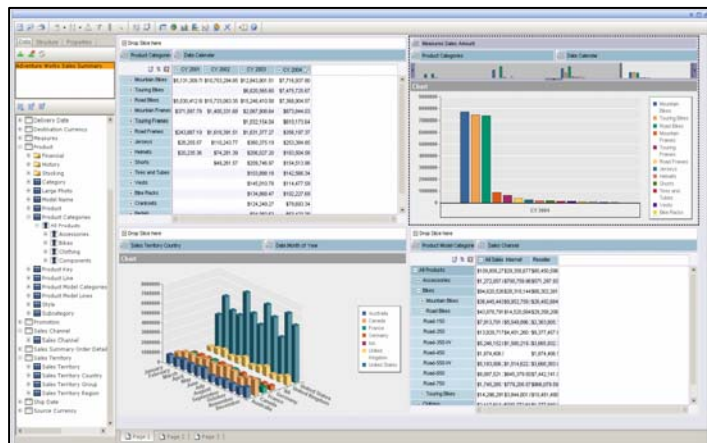
Incorporating data into presentations, spreadsheets, and documents often is a time-consuming task—especially when you need updates. With BusinessObjects Edge Series, your users conveniently access and use live company data directly, leveraging familiar tools like Microsoft Office and SharePoint. Because the data is live, it's instantly updated while retaining all formatting and calculations in the Office document. Plus, your information is secure, ensuring colleagues can only view and access the data they have the rights to access—whether it's inside the company firewall or over an extranet deployment.

Improve productivity by accessing and refreshing data "live" within Microsoft Office.

Comprehensive Analysis Capabilities for Business Analysts

Business analysts spend a large amount of time analyzing and exploring information, requiring fast data access to large multidimensional data sources and the creation of complex business calculations. BusinessObjects Edge Series gives analysts a full range of functions for multidimensional data sets, allowing users to quickly answer business questions and share their analysis and workspace with others.

Empower business analysts to perform complex multidimensional analysis.

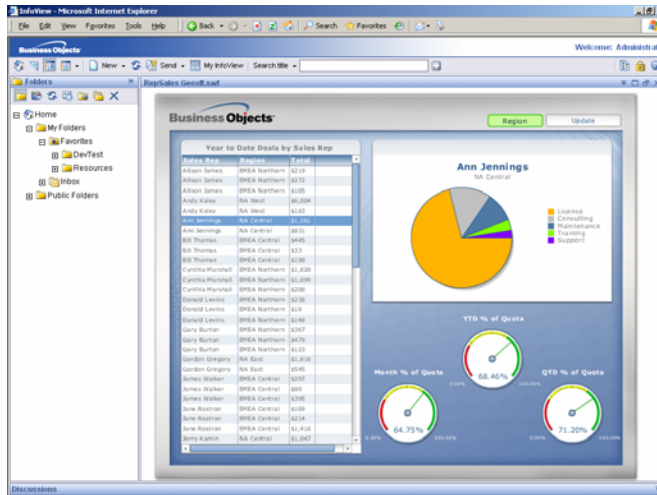### Interactive Dashboard Viewing for Executives and Managers

For executives and managers, BusinessObjects Edge Series lets you deliver personalized business dashboards and visualizations built using Crystal Xcelsius™, an award-winning dashboard design tool. With simple point-and-click, users interact with visual sliders and gauges to easily identify new opportunities and challenges. Plus, what-if analysis lets managers proactively understand the impact of decisions before they are made.
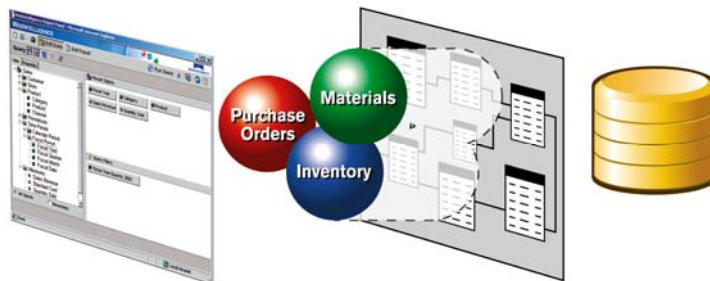
Interact with visual models and dashboards for insight into issues and opportunities.

Flexible Deployment Leverages Your Current Investments

BusinessObjects Edge Series is designed for flexible deployment on a single Linux or Windows server. Its open architecture leverages the data sources, business applications, and platforms you've already invested in. For example, if your development platform of choice is Java, our solution includes a software development kit (SDK), which allows you to customize your system to meet your specific needs. If your corporate portal is built using SharePoint, you can easily integrate BI from Business Objects and let business users view interactive BI content within a single environment. Regardless of which applications you use today for customer relationship management (CRM), enterprise resource planning (ERP), financial planning, and other operations, BusinessObjects Edge Series gives you the flexibility to leverage and extend these investments.

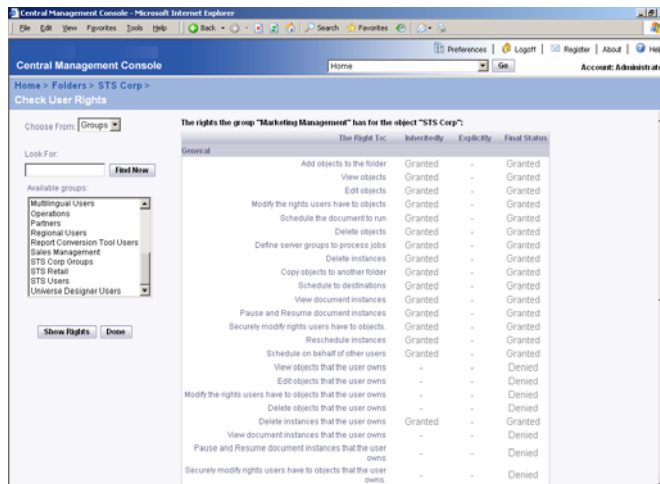## SECURE, CLEAR, EASY-TO-UNDERSTAND DATA

Information is useless unless you can access and understand it. With BusinessObjects Edge Series, your business users don't have to spend time trying to understand the complexities of their data environment. They benefit from the robust data abstraction, which presents trustworthy data in easy-to-understand business terms. Your end-users are empowered with self-service reporting and analysis based on relevant, easy-to-understand information.

Present data to users in professional, business-friendly terms.

BusinessObjects Edge Professional includes an intuitive context panel for trusted information analysis. It lets end-users understand where the data is from and how it's being used—ensuring greater insight and trust in the data your organization uses to make critical business decisions.

Part of a successful BI strategy is ensuring the right user has access to the right information at the right time. We've built BusinessObjects Edge Series using a proven BI platform that enables secure, managed information access for users both inside and outside your organization. Leveraging common security protocols like LDAP, Windows NT, Active Directory, and Kerberos, you can secure data at the user, group, object, or even row level. Your sensitive corporate information is always protected.

Secure data to ensure the right user can perform the right actions on the data they have access to.

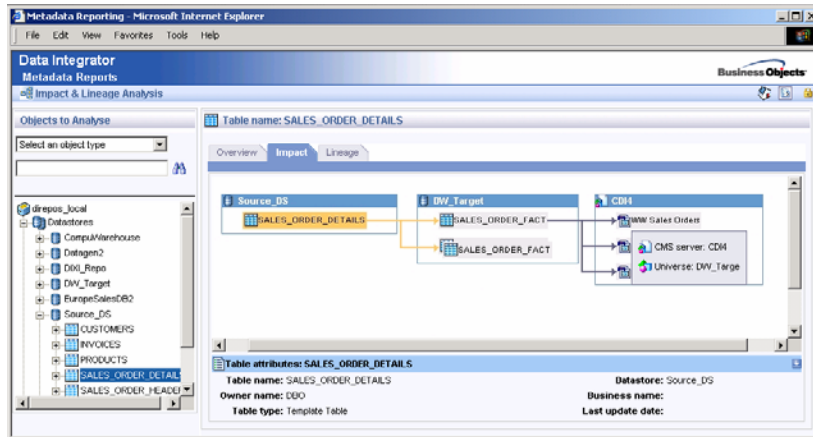# TRUSTED DATA FOUNDATION TO MAKE CONFIDENT DECISIONS

Improving the accuracy and trust of the underlying data within your BI deployment is critical for user adoption and credibility of the solution. With BusinessObjects Edge Professional, you can integrate data from disparate sources, provide a trusted data foundation, and give your end-users reliable, timely, and accurate information.

Deliver Data Anywhere—Anytime

BusinessObjects Edge Professional gives you access to data integration capabilities, allowing mid-size companies to easily explore, extract, transform, and deliver data anywhere, at any frequency. With the data integration capability of the Professional edition, you can easily move data volumes in real time or at any interval, allowing you to manage and organize disparate data systems to gain a single view of your organization.

Impact Analysis

An integral part of your BusinessObjects Edge Professional deployment is the unique ability to interchange metadata between the data integration and the BI platform. Metadata integration provides end-to-end impact analysis, allowing you to see the effect of changes in the source systems to the BI reports. As a result, you easily manage change in your BI environment.
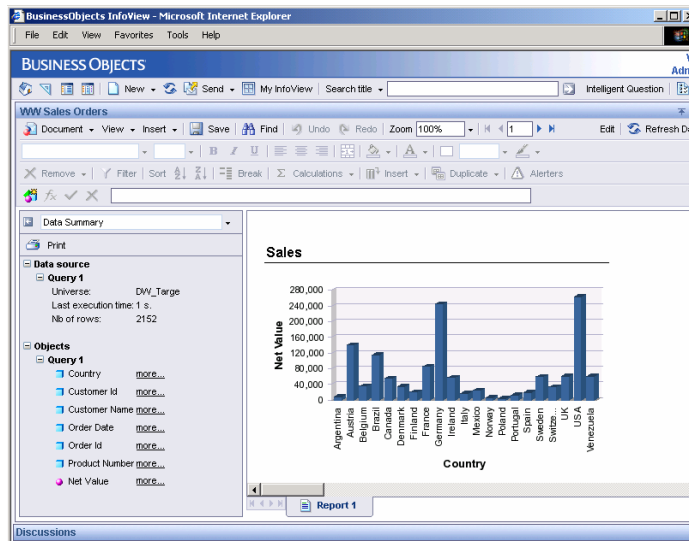
Impact Analysis—See how data source changes affect your entire BI environment.

Data Lineage

Data lineage is another benefit of BusinessObjects Edge Professional, allowing BI users to view the context of data in their BI reports. Your users can see when data was updated, how it was computed, and where it came from—all the way back to the original transactional source. This visibility is critical to helping your users gain better trust in their information.

Data Lineage—With the ability to see data lineage right within their BI reports, users trust the information.

Rapid Deployment Options for Assured Long-Term Success

- Affordable, all-in-one package—complete with licenses, support, and maintenance

- QuickStart Packs help you quickly apply BI to current applications and industry needs

- Support for existing Crystal reports assets

- Built-in system auditing

- Easy upgrade to other Edge Series editions

RAPID DEPLOYMENT OPTIONS FOR FASTER TIME TO VALUE

Designed for rapid deployment, BusinessObjects Edge Series lets you quickly realize the benefits of BI. Affordable, all-in-one packaging gives you everything you need to get started with your BI needs—from software licenses to technical support to software updates and maintenance services.

Choose from a variety of QuickStart Packs to access a tailored collection of templates and data connections that help you quickly apply BI to your existing line of business applications or industry needs. Built by Business Objects and our experienced BI partners, our QuickStart Packs help you get up and running with *relevant* BI in no time!

BusinessObjects Edge Series also extends the value of your existing reporting assets, enabling you to view, schedule, and manage your Crystal reports.

Access Crystal reports within your BI portal for convenient viewing, printing, and scheduling.

ASSURED SUCCESS FROM THE BUSINESS INTELLIGENCE LEADER

BusinessObjects Edge Series is designed to assure your ongoing success. Use it to leverage built-in system auditing capabilities to optimize performance and ensure regulatory compliance. Or contact our customer assurance organization for technical assistance—at no additional charge. As your company evolves and grows, you can easily upgrade to other Edge Series editions for access to additional BI capabilities.

Our solutions for mid-size companies are quickly becoming the preferred choice for companies seeking to improve business processes, discover opportunities, and get an edge on the competition. By using BI from Business Objects, you easily gain insight into all aspects of your operations for improved business performance.

To learn more about Business Objects solutions for mid-size companies, visit our website at www.businessobjects.com/grow.

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