

Business Intelligence

Visualization Starter Pack from SAP – Overview

Enabling Self-Service Data Exploration
and Visualization



The Best-Run Businesses Run SAP™



In today's environment, almost every corporation has to work with enormous data sets and a dynamic workforce. Together, these factors have created a demand for self-service visualization functionality that allows timely insight into costly business issues. The visualization starter pack from SAP enables such insight, so users can take corrective action that **increases efficiency, improves productivity, and accelerates business growth.**

THE CASE FOR SELF-SERVICE VISUALIZATION

Recent research by the Aberdeen Group found that employees in organizations that used visual data discovery tools were more likely to find the information they need, when they needed it. In addition, these same companies were able to scale their use of scarce IT skills more effectively.

Lines of business can use visualization tools to help employees:

- Maximize business knowledge with big-picture insights and granular details
- Make better decisions with simpler, personalized access to information

Additionally, the IT department can enrich user experiences when using business intelligence (BI) software by helping to:

- Provide self-service access to information
- Improve business-user autonomy by exposing a larger range of data in plain business terms
- Improve end-user adoption of BI tools to enable fact-based decisions
- Reduce IT report creation backlog
- Enable personnel to make time-critical decisions even when disconnected from the enterprise network
- Satisfy customer expectations using real-time business insight while working in the field
- Improve workflow and productivity through secure, remote access to relevant business information



In just a few clicks, you can combine and visualize data from multiple sources – presenting both big-picture and granular insights in a single view.



Self-Service Visualization from SAP

Empowering All Levels of Users and Decision Makers

The visualization starter pack from SAP is designed to empower business users and executives who depend on data to make daily decisions. Additionally, it can help the IT department within your fast-growing corporation support business intelligence adoption more efficiently. The visualization starter pack from SAP is a powerful self-service BI solution that is scalable and secure. It provides business users and decision makers with exceptional self-service visualization tools while leaving IT in control of the data.

The software enables the following capabilities:

- Self-service data exploration and visualization for decision makers and business analysts
- Mobile delivery of BI content
- Security, access, and distribution of information with a scalable platform

Let's take a look at each of these capabilities in more detail.

DATA VISUALIZATION MADE EASY – BRING YOUR DATA TO LIFE

In today's fast-paced environment, taking full advantage of massive amounts of data available to businesses is a prerequisite for success. You need to gather and quickly make sense of all data – large and small, in diverse forms, and on multiple platforms. This means going beyond spreadsheets and basic reports and moving to a fast, engaging, and visual way of presenting data.

The visualization starter pack from SAP includes data visualization functionality that is designed for ease of use. In just a few clicks, you can combine and visualize data from multiple sources – presenting both big-picture and granular insights in a single view. Use a drag-and-drop interface to create beautiful visualizations, explore data, and share insights with your team. The software helps you to:

- Connect to your data – big and small – and blend multiple data sources in the same view
- Deliver faster time to insight with agile, intuitive data visualizations
- Show the “where” of your data using interactive maps and geolocations
- Speed decision making with smarter visual analytics tools
- Share visual insights faster via mobile devices – for rapid time to action

SEARCH AND EXPLORE BUSINESS DATA – WITHOUT WAITING FOR IT

In today's world, accessing data no matter where it resides and answering questions no matter where you are is critical to your productivity. With the ubiquity of smartphones and, increasingly, tablets in the workplace, your expectations have shifted. With the visualization starter pack from SAP, you and your business users can get answers without needing to write a script or wait for IT assistance.

With the software, business users can:

- Find information quickly with simple keyword searches and no rigid reporting workflow or query process





- See the most relevant keyword search results first
- Access the correct, automatically generated chart that best represents the information (for example, a pie chart for percentage breakdowns or a bar chart when comparing revenue and profit for multiple entities)
- Combine multiple data perspectives into a single view, and quickly capture and combine multiple views as dashboards – without IT’s help
- Leverage the BI solution’s metadata layer (SAP® BusinessObjects™ BI solutions semantic layer, or universe), as well as its security, trust, and administration services – thereby reducing IT involvement

TAKE BUSINESS INTELLIGENCE ON THE ROAD – ANYTIME, ANYWHERE

Now your business users can take BI on the road with the visualization starter pack from SAP.

By enabling people to view and update role-based enterprise information from their mobile device of choice, the software helps keep your entire workforce fully effective and productive while they are on the move. Because the software fully leverages the BI platform, your business users and decision makers get the latest information securely while benefiting from highly integrated solution management and deployment.

Key features include:

- BI access from virtually any mobile device – Access your BI reports and metrics in real time or offline using the same BI content you work with everyday on your desktop
- Enhanced security – Take advantage of the security functionality of your deployed BI platform as well as the native security features of your mobile device
- Over-the-air installation – Deploy the software using a wireless connection

SUMMARY

The visualization starter pack from SAP empowers your business users to more easily discover and share insights for better business decisions, while enabling IT to focus on supporting business-critical applications.

The visualization starter pack from SAP helps to set your business users free. With self-service access, your business analysts can acquire, manipulate, and visualize corporate, departmental, and personal data sources; decision makers gain immediate business answers with a few mouse clicks and the most up-to-date information on any mobile device; and your IT department has a secure, scalable, enterprise platform for simplified administration.

For details, please refer to the visualization starter pack from SAP at www.sap.com.



© 2014 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP AG or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP AG or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP AG or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP AG or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP AG's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP AG or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.



The Best-Run Businesses Run SAP™

