

BUSINESSOBJECTS EDGE PREMIUM

Benefits of Business Intelligence

- Get visibility into all aspects of your business operations
- Uncover new sales 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 advantage on the competition. It delivers affordable solutions that address any BI requirement—from flexible ad hoc reporting and dashboards, to powerful data integration, to insightful performance management.

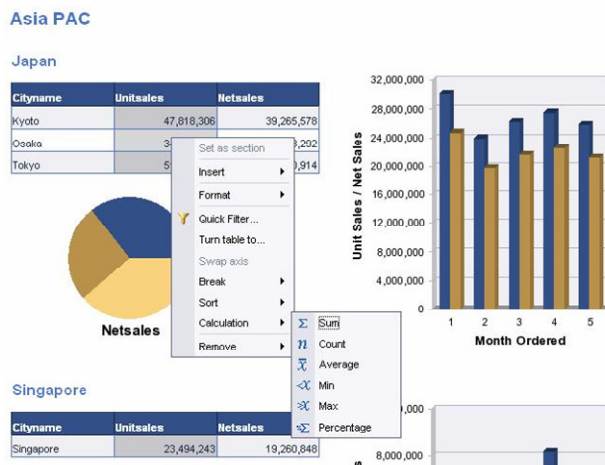
Easy to deploy, flexible, and affordable, BusinessObjects Edge Premium provides mid-size companies with a complete business intelligence solution that helps mid-size companies transform the way they use information to drive their business. It combines flexible ad hoc reporting, analysis, and dashboards with insightful performance management to enable strategic decision-making across your company. Plus, it's backed by a proven business intelligence platform and powerful data integration capabilities to ensure reliable and trusted information access. Its many benefits include:

- Flexible business intelligence capabilities tailored to your business
- Secure, clear, and easy-to-understand data
- Trusted data foundation for making confident decisions
- Insightful performance management to ensure strategic decision-making
- Rapid deployment options for faster time to value

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.

Regional Sales Analysis - 2005



Improve productivity by accessing and refreshing data "live" within a web browser.

Ad Hoc Reporting, Query, and Analysis for Business Professionals

Meeting Diverse User Requirements With Business Intelligence

- Ad hoc reporting, query, and analysis based on integrated, trusted data
- “Live” data access in Microsoft Office
- Dashboard viewing and interactive what-if analysis

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.

The screenshot shows a Microsoft Excel spreadsheet titled "Personnel Expense Summary.XLS". A context menu is open over the spreadsheet, with "Refresh All Data" selected. The spreadsheet data is as follows:

	Budget				Actual	Var	%	
1160 Miami - Store Operations	1,882,527	1,882,527			1,882,527	684	(5.8%)	
1100 Miami - Sales	137,285	137,285			137,285	580	(4.9%)	
10160 Seattle - Store Operations	1,694,666	1,793,399	98,833	5.8%	12,994,508	13,418,471	423,963	3.3%
11160 San Francisco - Store Operations	567,350	599,696	32,347	5.7%	4,255,049	4,398,434	143,385	3.4%
14160 San Diego - Store Operations	1,149,432	1,172,998	23,566	2.1%	8,917,886	9,221,495	303,609	3.4%
14210 San Diego - Finance	45,566	46,880	1,314	2.9%	438,105	453,155	15,050	3.4%
14103 San Diego - Warehouse	9,125	9,518	393	4.3%	72,275	74,793	2,518	3.5%
14220 San Diego - Maintenance	60,080	60,979	898	1.5%	552,710	603,261	20,551	3.5%
1110 Miami - Sales Administration	77,294	80,815	3,521	4.8%	592,481	613,411	20,931	3.5%
5220 Portland - Maintenance	66,249	67,927	1,679	2.5%	599,038	620,774	21,736	3.6%
1130 Miami - Warehouse	37,707	36,704	(1,003)	(2.7%)	296,454	344,108	47,654	16.1%
10100 Seattle - Sales	995,929	1,073,950	78,020	7.8%	8,343,788	8,901,742	557,954	6.7%
5190 Portland - Administration	401,235	419,022	17,787	4.4%	3,598,351	3,833,573	235,222	6.5%
5160 Portland - Store Operations	1,243,074	1,328,969	85,895	6.9%	9,069,055	9,842,630	573,775	6.3%
12130 Chicago - Warehouse	5,731	6,059	328	5.7%	45,733	47,971	2,238	4.9%
5190 Portland - Warehouse	9,822	10,178	357	3.8%	73,975	77,588	3,613	4.9%
5210 Portland - Finance	51,176	54,593	3,417	6.7%	453,081	475,097	22,016	4.9%
5200 Portland - Human Resources	102,082	107,657	5,575	5.5%	903,882	947,341	43,458	4.8%
2160 Boston - Store Operations	612,357	632,485	20,128	3.3%	4,343,498	4,544,491	200,993	4.6%
5110 Portland - Sales Administration	80,710	85,220	4,509	5.6%	619,420	646,843	27,424	4.4%

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

Flexible Deployment Options

- Deploy on Linux or Windows systems
- Customize using Java or .NET SDKs
- Access data stored in the applications and data sources you already use

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.

Sales Data sourced from MSAS2005 Measures: Sales Amount

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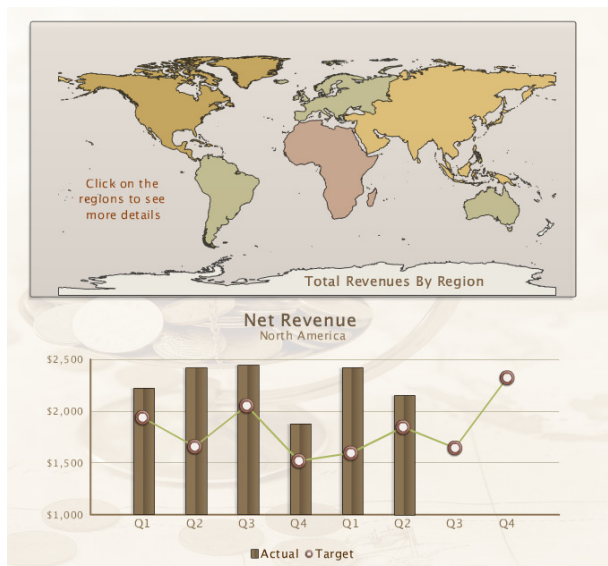
Product Categories Date.Calendar

	+ CY 2001	+ CY 2002	+ CY 2003	+ CY 2004	+ CY 2004 - CY 2001
+ Mountain Bikes	\$5,131,309.78	\$10,753,294.85	\$12,843,901.51	\$7,716,937.80	(\$5,126,963.71)
+ Touring Bikes			\$6,820,565.60	\$7,475,725.67	\$655,160.07
+ Road Bikes	\$5,530,412.50	\$15,733,063.35	\$15,246,410.58	\$7,368,904.57	(\$7,877,506.01)
+ Mountain Frames	\$371,587.79	\$1,400,331.68	\$2,067,908.64	\$873,844.03	(\$1,194,064.62)
+ Touring Frames			\$1,032,154.04	\$610,173.64	(\$421,980.40)
+ Road Frames	\$243,887.19	\$1,618,391.51	\$1,631,377.27	\$356,197.37	(\$1,275,179.90)
+ Jerseys	\$28,255.57	\$110,243.77	\$360,375.19	\$253,384.85	(\$106,990.34)
+ Helmets	\$20,235.36	\$74,261.39	\$206,027.20	\$183,504.58	(\$22,522.62)
+ Shorts		\$49,261.57	\$209,746.97	\$154,513.98	(\$55,232.99)
+ Tires and Tubes			\$103,868.18	\$142,566.34	\$38,678.16
+ Vests			\$145,010.78	\$114,477.59	(\$30,533.19)
+ Bike Racks			\$134,868.47	\$102,227.69	(\$32,640.78)
+ Cranksets			\$124,249.27	\$79,693.34	(\$44,555.93)
+ Pedals			\$94,060.53	\$53,423.38	(\$40,637.14)
+ Hydration Packs			\$58,303.91	\$47,522.51	(\$10,781.41)

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 stunning visualizations. With simple point-and-click, users interact with visual sliders and gauges to easily identify new opportunities and challenges. What-if analysis lets managers proactively understand the impact of decisions before they are made potentially uncovering critical business issues and opportunities.



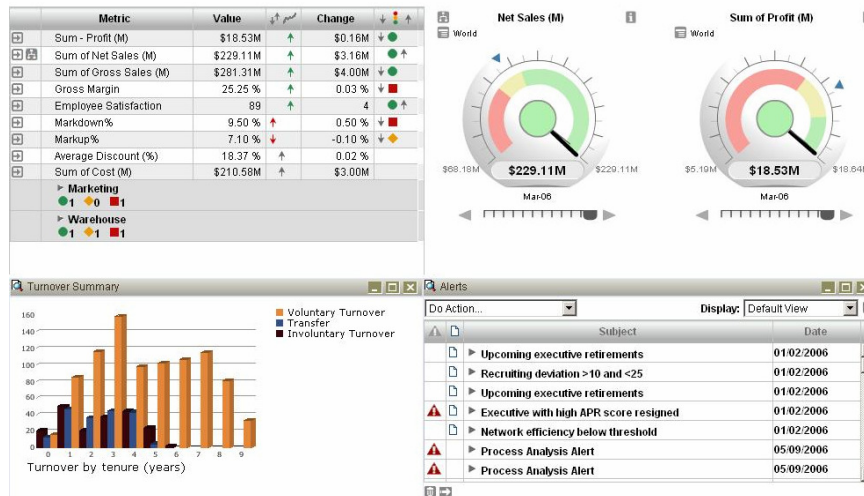
Interact with visual models and dashboards for insight into issues and opportunities.

Insightful Performance Management for Companywide Alignment

Groups of informed people make better decisions. Performance management pushes goals and strategies from your most senior executives out to everyone in your organization—through goal setting and performance scorecards allowing groups in all departments and functional areas to track achievement, collaborate with others, and follow recommended actions. Everyone becomes a stakeholder—and they know exactly what they need to do so the company succeeds.

Secure yet Easy Access to Data for Better Decision-Making

- Data abstraction layer presents data in business-friendly terms
- Intuitive context panel for greater data context
- Robust security options leverage your existing authentication protocols



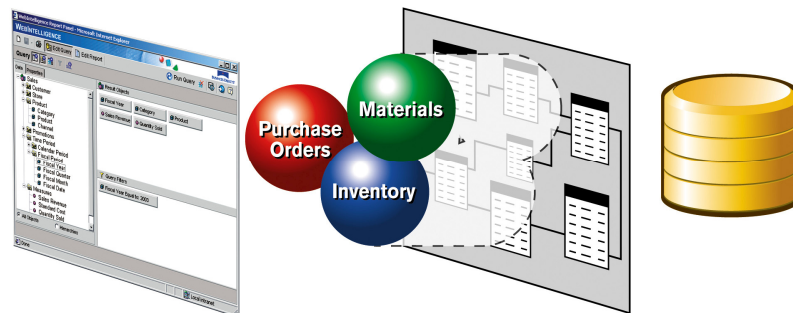
Create company goals and quickly communicate status on top-line strategic objectives.

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 professionalized, business-friendly terms.

BusinessObjects Edge Series 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 users have 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 yet accessible.

The rights the group "Marketing Management" has for the object "STS Corp":

	The Right To:	Inheritedly	Explicitly	Final Status
General				
	Add objects to the folder	Granted	-	Granted
	View objects	Granted	-	Granted
	Edit objects	Granted	-	Granted
	Modify the rights users have to objects	Granted	-	Granted
	Schedule the document to run	Granted	-	Granted
	Delete objects	Granted	-	Granted
	Define server groups to process jobs	Granted	-	Granted
	Delete instances	Granted	-	Granted
	Copy objects to another folder	Granted	-	Granted
	Schedule to destinations	Granted	-	Granted
	View document instances	Granted	-	Granted
	Pause and Resume document instances	Granted	-	Granted
	Securely modify rights users have to objects.	Granted	-	Granted
	Reschedule instances	Granted	-	Granted
	Schedule on behalf of other users	Granted	-	Granted
	View objects that the user owns	-	-	Denied
	Edit objects that the user owns	-	-	Denied
	Modify the rights users have to objects that the user owns	-	-	Denied
	Delete objects that the user owns	-	-	Denied
	Delete instances that the user owns	Granted	-	Granted
	View document instances that the user owns	-	-	Denied
	Pause and Resume document instances that the user owns	-	-	Denied
	Securely modify rights users have to objects that the user owns.	-	-	Denied

Benefits of Data Integration

- Explore, extract, transform, and deliver data
- View the impact of data source changes and track data back to its original source
- View the context of information in BI reports

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

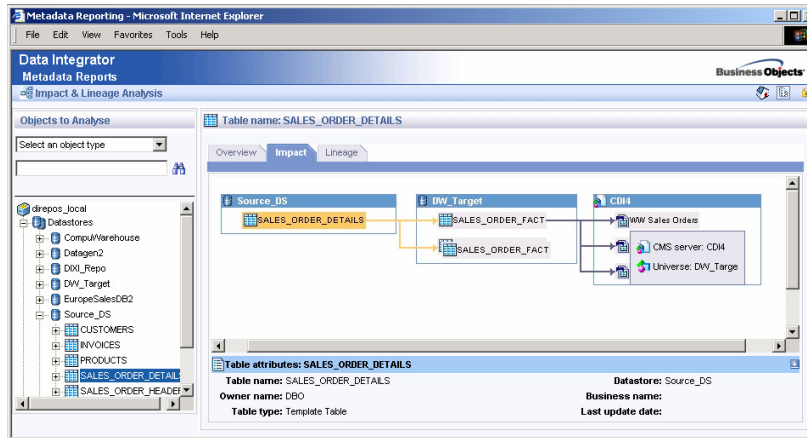
Improving the accuracy and trust of the underlying data within your BI deployment is critical for user adoption and credibility of the solution. With BusinessObjects Edge Premium, you can integrate data from disparate sources, provide a trusted data foundation, and give your end-users reliable, timely,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

Deliver Data Anywhere—Anytime

BusinessObjects Edge Premium also provides 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 Edge Premium, 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

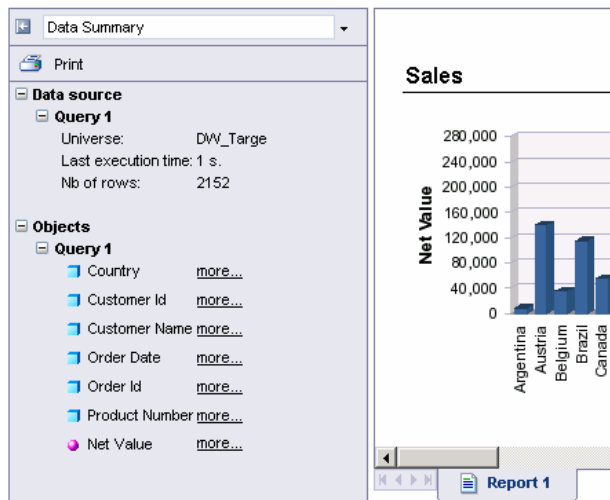
An integral part of your BusinessObjects Edge Premium deployment is the unique ability to interchange metadata between the data integration and the BI platform. Metadata integration provides end-to-end impact analysis, allowing you to see the effect of changes in the source systems to the BI reports. 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

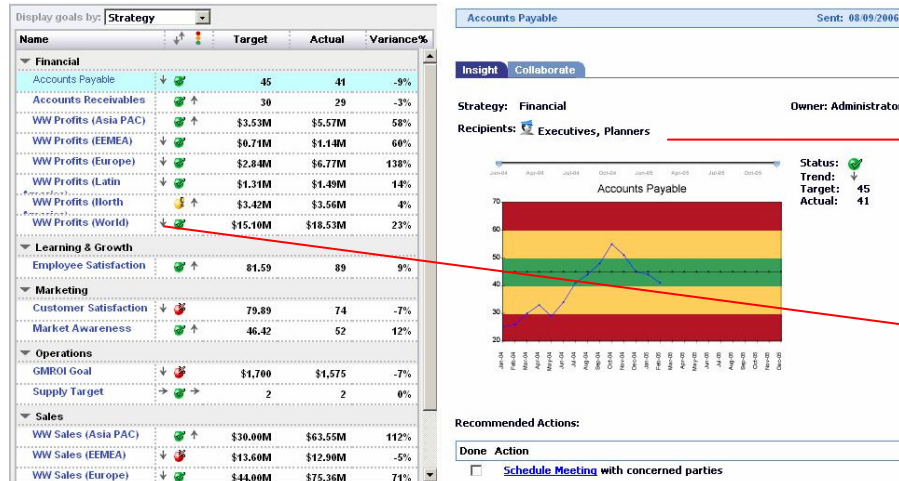
Data lineage is another benefit of Business Objects Crystal Decisions, allowing BI users to view the context of data in their BI reports. Your users can see when data was updated, how it was computed, and where it came from—all the way back to the original transactional source. This visibility is critical 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.

INSIGHTFUL PERFORMANCE MANAGEMENT TO ENSURE STRATEGIC DECISION-MAKING

Better business decisions are made by people with access to focused information. BusinessObjects Edge Premium is a solution that will allow communication of strategy providing users with the key information they need to make decisions and act with confidence. Through goal setting and performance scorecards, individuals and teams can track achievement, collaborate with others, and follow recommended actions to improve organizational performance. Most importantly, all activity is tracked back to strategic goals—ensuring each action aligns with your organizational strategy.



See who is responsible for achieving this goal.

Highlight goals and metrics for more insight.

Scorecards measure performance against goals.

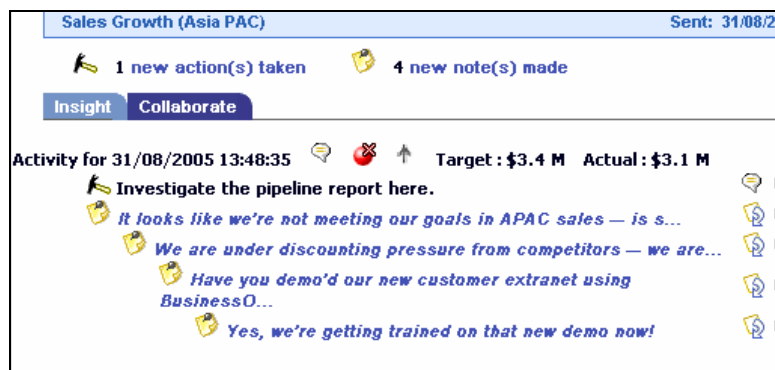
Shared View of the Business

Benefits of Performance Management

- Drive performance success with a unified view of?
- Align goals and strategies from your most senior executives out to everyone in your organization
- Track achievement with scorecards

Success requires that everyone knows and understands the goals of the business. BusinessObjects Edge Premium provides an intuitive framework to let you track the performance of your business. Dashboard layout and interactive visual analytic capabilities will help your users gain quick insight into their business performance. Easy to build and user friendly, the dashboards allow users to track metrics, gain insight from underlying analysis, and alter business rules as conditions change.

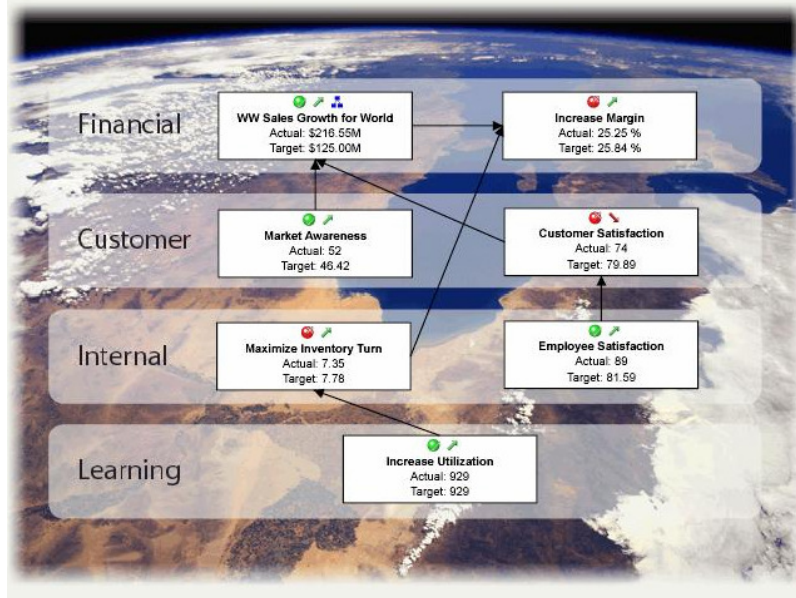
More than just sharing information, you can also dynamically connect teams of people to specific goals and metrics across many roles and functional areas. Goals can be assigned to specific owners and groups in all departments and functional areas allowing everyone to become a stakeholder. Through threaded discussions, your teams will be able to collaborate—sharing insight and making better decisions. By blending management intuition with hard facts, BusinessObjects Edge Premium allows your users to make effective decisions faster.



Threaded discussions help users make better decisions faster

Tracking Achievement with Advanced Scorecards

Aligning actions with strategy through goal setting and tracking performance in scorecards will improve organizational performance. Scorecards provided in BusinessObjects Edge Premium enhance visibility, allowing users to easily see the areas that are doing well—and the areas that aren't. Scorecards can be created with your organization's metrics and business rules. Users can check goal and performance status allowing them to immediately see a detailed view that shows trends, performance thresholds, and a view of other stakeholders connected to the goal.



Strategy maps to quickly communicate status on top-line strategic objectives.

When a goal or initiative is not being met, BusinessObjects Edge Premium alerts users with recommended actions based on a defined workflow. An integrated rules engine will proactively monitor large numbers of metrics and send alerts when conditions change. When examining the root cause of a problem, users will be given a series of prompts and predefined steps for analysis guiding them to the right information so they can quickly make confident decisions.

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!

ASSURED SUCCESS FROM THE BUSINESS INTELLIGENCE LEADER

BusinessObjects Edge Premium 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.

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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