



Products and Services

Extreme Insight. Trusted Platform. World-Class Services.





Drive Enterprise Performance with Business Intelligence

Information is the lifeblood of the organization. Yet many organizations struggle to provide the right information to the right people at the right time, to help them make the right decisions.

When correctly channeled, information not only improves decision making; it becomes the means to communicate and align around organizational strategy. It allows users to track performance, understand business drivers, and manage the business—in short, drive enterprise performance.

Track Enterprise Performance

Business Objects unlocks the data in all of your operational and enterprise applications, delivering it to a variety of user interfaces, including reports, dashboards, Microsoft Office documents, portals, and a unique, intuitive question and answer panel.

Understand Business Drivers

We help you understand the information and the business drivers in your organization with comprehensive reporting and powerful query and analysis solutions.

Manage Your Business

Business Objects also provides you with the tools to manage your business more effectively, using our performance management tools and applications to align actions with strategy.

BI Standardization

Business Objects offers you not only the richest end-user experience and improved alignment with strategy, it also offers you a single platform to address all your business intelligence (BI) needs. This helps

you significantly improve end-user efficiency. It also reduces duplication in your back-end infrastructure, and lowers total cost of ownership (TCO) by consolidating the number of BI tools and technologies in use.

Business Objects provides the industry's leading suite of integrated business intelligence products.

Performance Management products and services help users align with strategy by tracking and analyzing key business metrics and goals via management dashboards, scorecards, analytics, and alerting.

Reporting allows organizations to access, format, and deliver data as meaningful information to large populations of information consumers both inside and outside the organization.

Query and Analysis tools allow end users to interact with business information and answer ad hoc questions, without advanced knowledge of the underlying data sources and structures.

The BI Platform provides a set of common services to simplify deployment and management of BI tools, reports, and applications.

Data Integration products extract data from disparate sources, transform, and load it into data marts and warehouses.

Comprehensive BI Software and Services from Business Objects



Extreme Insight

Business intelligence reaches across all areas of an organization. From analysts to executives to inventory managers, each user has a unique set of skills and capabilities. But they have one important thing in common—the need to understand their part of the organization and use information effectively.

Business Objects can meet these needs. We deliver a complete set of end-user BI capabilities—designed to maximize value and productivity by fitting each user’s distinctive set of requirements.

Through a range of user-centric products, BI from Business Objects provides users with extreme insight into the organization, its strategy, and the information that helps drive it.

Trusted Platform

That insight is delivered via the industry’s most trusted BI platform, offering unmatched performance, scalability, security, and reliability. This state-of-the-art, service-oriented architecture has been proven in large, global deployments, and offers end-to-end metadata to ensure data integrity.

At Business Objects, we help you deploy and manage a complete range of information requirements from enterprise reporting to sophisticated applications, from secure, live Microsoft Office documents to strategy maps. We can address any data integration challenge from native data access, enterprise application connectivity, metadata, and complex data integration. All on a single platform.

You can start your BI project anywhere in your organization or IT infrastructure and still enjoy the benefits of BI standardization.

Services and Support

Our services include on-site implementation, leveraging the best practices of our global consulting team, and excellent training programs. Our customers also enjoy the assistance of our award-winning support team. And with 3,000 partners worldwide, we also work with one of the most extensive network of technology partners, system integrators, and OEMs in the industry.

Investing Now for the Future

At Business Objects, we believe that BI will continue to evolve, and become the most important IT investment your organization can make. We see a future where BI will be a part of every application—used by all employees, customers, partners, and suppliers. By investing now, not only can you maximize existing IT investment, you can also join us in leading the way—today and tomorrow.



The Business Objects product line provides the industry’s leading suite of business intelligence products.



Performance Management: Manage the Enterprise

Strategy is the start of any significant business initiative. It provides the goals that must be monitored to ensure success. Performance management from Business Objects helps organizations drive that strategy, providing intuitive, visual dashboards and scorecards, strategy maps, goals, metric trees, and alerting. Users then have visibility into organizational strategy and metrics that matter most in improving performance.

Align Actions with Strategy

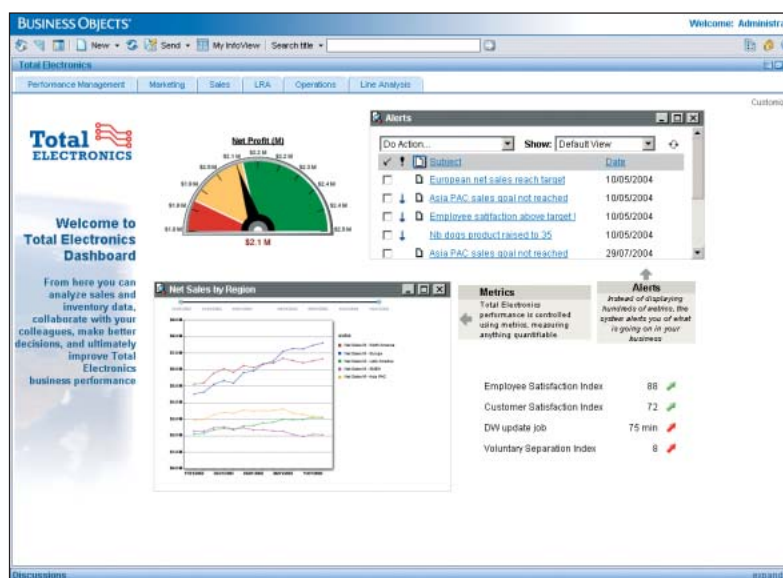
Our performance management products align people and actions with strategy by enabling assignment of company goals to users or groups of users. Within a single interface, you can communicate strategy and accountability to everyone, cascade goals and metrics from executive to line level, present extremely intuitive dashboards and scorecards for use all the way up and down the enterprise, and even use predictive analysis to take action ahead of business issues.

Monitor What Matters

To join ranks with the best-run organizations your finger needs to be on the pulse of what's going on. Using rules-based alerts, you can avoid surprises and manage exceptions. You can provide extreme insight via advanced analytics and integrated reports from Business Objects. And you can track the performance of individuals and teams against goals over time.

Act with Confidence

Users act more decisively by collaborating with others through threaded discussions to share and expand knowledge. You can distribute actions with workflow to individuals based on their role, helping them better contribute to organizational performance. What's more, as workers find new improvements to workflow, these best practices can also be built in, thus further optimizing organizational performance.



Performance management dashboards for an at-a-glance view of the enterprise.

Performance Management Applications: Gain Insight Throughout the Enterprise



Performance management applications provide industry best practices for business analysis, supported by a framework that can be customized and adapted to unique customer needs. We deliver a set of focused applications that provide prepackaged metrics, reports, and insight across the enterprise.

Best Practices Drive Performance

Business Objects applications embed industry and domain-focused business metrics, prebuilt dashboards and scorecards, and best-practice analysis techniques to drive insight into your key business issues. So your managers gain an easy-to-use environment for their business analysis. And your entire organization receives accelerated return on investment (ROI) thanks to easy-to-customize, packaged analytics that address your most pressing business challenges.

Our applications are built on a common analytic data model and help you achieve enterprise-wide consistency. This provides unprecedented insight into operational details as well as into broader issues and opportunities.

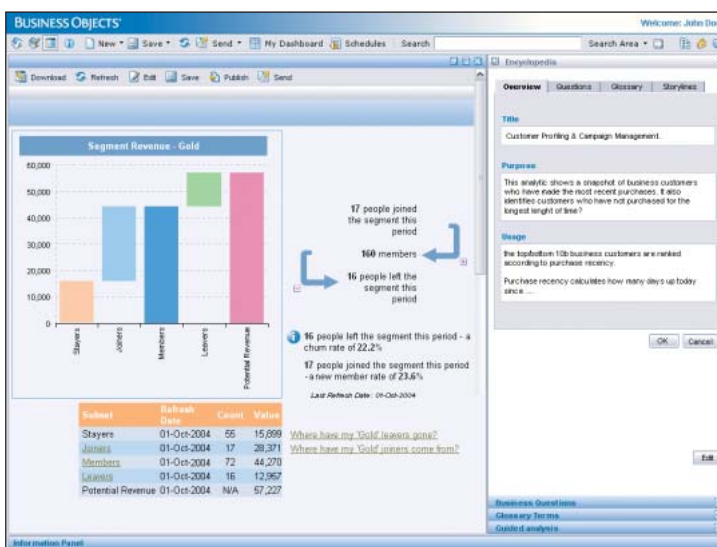
Extending Your Applications

Prepackaged applications can accelerate your business intelligence implementation and significantly reduce time to project completion. However, many companies require the flexibility to build customized applications—in addition to those they purchase—that focus on their unique business processes and key performance indicators.

Business Objects combines both approaches into an integrated business intelligence platform, to provide a unique build-and-buy approach that ensures customers receive the highest return on investment.

Analytic Coverage Across the Enterprise

Performance management applications from Business Objects provide guided analysis across the enterprise for a single and shared view, spanning areas such as customers, products, services, supply chain, human resources, finance, and compliance.



Industry best practices throughout the enterprise.

Reporting: Transform Data into a Business Advantage

Reporting is a fundamental business requirement. It allows you to access, format, and securely deliver data as meaningful information. The power of Business Objects reporting allows you to provide your end users with the information they need, when they need it—inside and outside your organization.

Powerful Authoring

Business Objects reporting provides a powerful, flexible, and open environment for report creation. You can connect to any data, and then build highly-formatted reports using intuitive, flexible design tools. In addition, you have the ability to integrate end-user report viewing, printing, exporting, and creation capabilities into applications using a comprehensive set of software developer kits and powerful report processing services.

Flexible Sharing

Once a report is created, you can publish it to the web, portals, printers, email, and applications. In enterprise reporting, Business Objects provides a BI platform for secure, highly scalable information delivery to handle large numbers of end users around

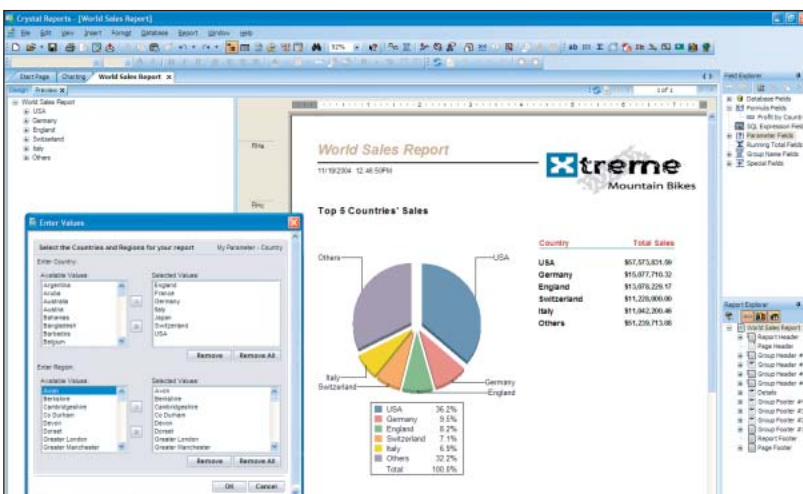
the world. For embedded reporting, we provide open application integration and flexible deployment. Our products integrate tightly with your existing infrastructure to meet even the most demanding enterprise and embedded reporting requirements. Your reports can be integrated into Java, .NET, and COM applications and deployed on Windows, UNIX, and Linux.

Reporting—the Way Users Work

For end users, reports can include built-in interactivity, creating a clean and efficient process where one report will satisfy the needs of many different individuals. Users can not only view reports in web portals, but they can explore the information by moving easily from static consumption to insightful interaction. What's more, users can embed and securely share live reports or parts of reports inside Microsoft Office Word, PowerPoint, and Excel documents.

Proven Technology

Business Objects sets the standard for business reporting. Crystal Reports® has evolved over time to become the de facto standard for reporting, with millions of users and billions of production reports deployed. Hundreds of major independent software vendors use our technology as their reporting standard, and it is embedded within leading enterprise application software from partners like SAP, IBM, Microsoft, Oracle/PeopleSoft, Borland, and BEA.



The world's most popular and powerful reporting solution.

Query and Analysis: Turn Information into Insight



Every hour of every day, users need to answer ad hoc questions and interact with business information. Business Objects can provide sophisticated yet easy-to-use tools so your users can serve themselves—with minimal training and little knowledge of the underlying data sources and structures.

The Fact Gap: Analysis for All

With so many operational applications (ERP, CRM, SCM) as well as existing legacy systems, organizations have created vast stores of operational data. Yet few ever extract more than a fraction of the information that is available—making it hard to get the information needed for decision making. In fact, the gap is widening between available information and the amount actually used.

Easy, Powerful, Open

Our intuitive end-user tools will allow your organization to optimize the use of your information stores by allowing end users to perform flexible and complex queries with no database or SQL knowledge required.

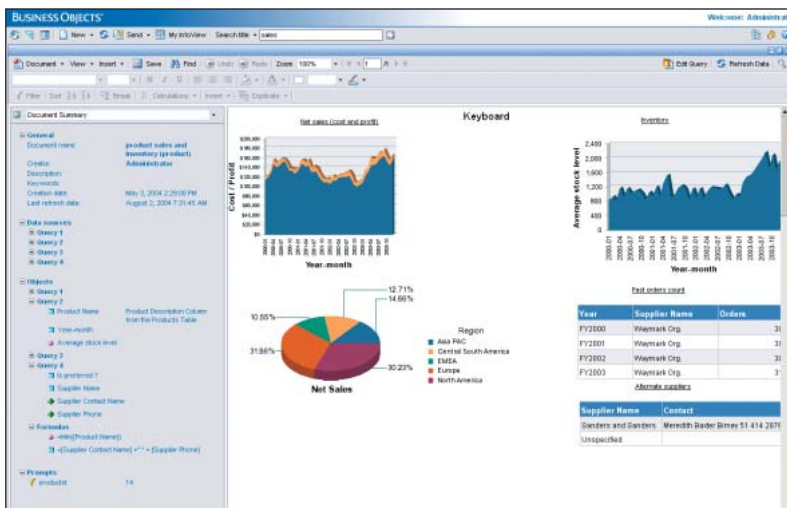
Multiple Analysis Styles

Many different methods are used to analyze information. Providing the right tool for each need is fundamental to your success:

- ▶ **Ad Hoc Query and Analysis:** A single interface that provides business users and analysts with self-service information access and analysis while ensuring that IT remains in control of user rights and privileges.
- ▶ **On-Report Analysis:** Designed for more casual users who simply want to view and interact with information (sort, filter, quick calculations, etc.) without involvement from professional report developers or analysts.
- ▶ **OLAP Analysis:** Speed-of-thought analysis with interactive slice and dice, drill, rank, etc. against a Microsoft, Hyperion, SAP, or IBM OLAP databases or through the ability to dynamically transform relational data into a multidimensional structure.

Leader in Query and Analysis

Business Objects provides query and analysis tools for specific ad hoc needs. No matter what type of analysis you need to perform, we deliver powerful, yet easy-to-use solutions.



Your users have access to multiple styles of analysis on a single BI platform. The result is end-user power and control with lower organizational total cost of ownership.

Shield users from data complexity so they can focus on turning information into extreme insight.



A Single, Trusted BI Platform: Lower TCO without Compromise

In order to take advantage of the lower TCO associated with BI standardization, your BI platform must be massively scalable and able to support all users inside and outside your organization. It has to drive all of your mission-critical business requirements while delivering information in multiple user interfaces. And it must be flexible, with the power to connect to all data—regardless of format or location.

The Most Trusted BI Platform

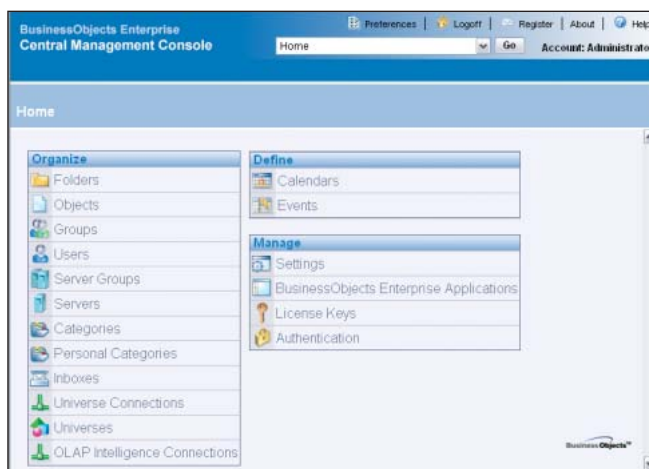
Business Objects provides a reliable, web-based platform and interfaces for reporting, query and analysis, and performance management. These end-user tools are deployed on a flexible and proven information infrastructure so you can make better use of corporate data. You are able to understand and drive enterprise performance and, through BI standardization, lower the overall cost of ownership. Our products allow you to maximize end-user value, while minimizing TCO.

A Scalable, Services-Based Platform

Business Objects offers a BI platform designed for scalability, reliability, fault-tolerance, extensibility, and 24/7 availability. Recognizing the importance of diverse, global deployments, we have made the platform Unicode and accessibility compliant for Windows, UNIX, and Linux. This means that it can easily grow from a single BI project to support an enterprise-wide standardization initiative.

Deploy and Manage with Confidence

In addition, we offer guided installation, importing, and configuration for rapid deployment. System management is both powerful and easy, thanks to a complete web-based management console that allows you to manage the system even when you're not on site. Finally, to help you manage those large deployments, the Business Objects platform provides end-to-end metadata and extensive data access for all major database platforms, applications, and formats.



Organize, define, and manage the whole system from one console.

Data Integration: Deliver Accurate Data That Users Can Trust



To obtain a complete view of your business, you need data from a variety of sources. This could include legacy mainframe systems, in-house applications, and enterprise applications such as SAP, Siebel, Oracle, and PeopleSoft. That data then needs manipulating so that specific business terms, such as customer or product names, are used consistently wherever they are stored.

Data integration is the process of extracting data from these different sources, transforming it, and loading it into data marts and warehouses. This data can be delivered in batch and real time. Enterprise-class data integration will accelerate BI deployment and provide metadata management and impact analysis across the BI environment.

Maximize Developer Productivity

Custom coding this data integration work is time consuming and expensive to maintain. Particularly when you consider that organizational requirements and data sources are always changing. To address this, data integration from Business Objects provides a single interface to design, a web-based administration to deploy, and source-to-report metadata to manage the entire data integration process.

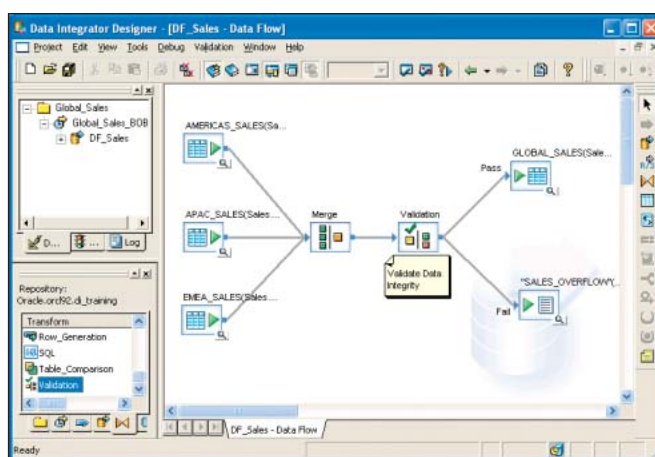
Deliver Extreme ETL Scalability

As volumes of data rise and accepted delays drop, you need to rely on a fast, highly-scalable data integration solution. To deliver this, Business Objects offers pervasive parallelism and intelligent distributed processing, a services-based architecture enabling right-time data delivery, and powerful prepackaged data transformations.

Enable IT and End-User Insight

An integral part of your full business intelligence deployment, our data integration provides report-to-data source lineage, meaning you can track data from a user report right back to its original source. It also enables impact analysis from the data source right through to end reports when changes are proposed to data structures. What's more, our data integration tools can automatically create and update the Business Objects semantic layer creation, speeding further insight.

Business Objects can help transform your data into a corporate asset—dramatically reducing time spent and overall cost, and ensuring accurate, timely, and integrated data that BI users can trust.



A single, easy-to-use design environment to explore, transform, and move data anywhere at any frequency.



Business Objects Services and Support

All of our customers receive the maximum business benefit from their BI systems with the support of our award-winning service teams and training programs. Our global network of technology experts can provide education, support, and consulting services to help empower your employees, mitigate your risk, and accelerate your time to benefit.

Consulting Services

Developed from the ground up to maximize business value, the BusinessObjects™ BI Solution Accelerator methodology provides a common approach to plan, deliver, and standardize your BI solution. As a result, your system is built with BI best practices, up and running quickly, and designed to meet your long-term needs.

Having delivered thousands of successful BI deployments, our consultants are the most experienced in the industry. They arrive with in-depth product knowledge and know how to apply that knowledge to meet your business needs. They can assist in BI strategy, first-time projects, full implementations, standardization, and enhancement services.

Education Services

Business Objects education services help to ensure that your Business Objects implementation is successful and a worthwhile investment. Our education services help you deliver the right IT and business skills to enhance user self-reliance and decision making. Business Objects offers unmatched training from certified experts, with authorized

curriculums and course materials. Our team focuses on helping customers achieve better business success via:

- ▶ Training plan development services—to ensure you have a comprehensive plan
- ▶ Comprehensive training offerings and flexible delivery—including eLearning and instructor-led courses on or offsite
- ▶ Education credits—credit you buy up front at a discount to cover any planning, development, and delivery service expense

In addition, your education is backed by a satisfaction guarantee. If you are not fully satisfied with your Business Objects education, we'll make it right or provide a refund.

Worldwide Customer Support

The industry's leading BI software is backed by our worldwide team of support experts. Our specialized engineers are committed to quickly and effectively resolving your issues. We are available during your business hours—by phone, online, and 24/7 (for mission-critical deployments)—speak your language, and are devoted to your success. And our extensive online materials let you find what you need swiftly and independently—any time, day or night.

Beyond support, our proactive approach to functionality enhancements and rapid bug fixes guarantees that your systems are continuously enhancing the value and business impact of your BI investment.

The Business Intelligence Standard



Today's leading organizations are striving to manage the complexity and cost of information technology through standardization. Integrating and supporting an array of different BI technologies from different vendors can waste precious resources. The costs of integration and support at the enterprise level can be better controlled through the choice of a single vendor with a complete BI solution. Standardizing on a single BI infrastructure brings many benefits:

- ▶ Reduced deployment and training costs
- ▶ Improved manageability and control resulting in lower ongoing costs
- ▶ Elimination of information silos, thereby giving users access to a consistent shared view of enterprise data
- ▶ Increased flexibility to meet new requirements in a cost-efficient and rapid manner

Why standardize on Business Objects? We're the proven leader—the only business intelligence vendor to deliver extreme insight to users on a single, trusted platform.

Proven Leadership

Founded in 1990, Business Objects pioneered the modern BI industry by inventing a patented semantic layer that insulates users from the complexity of databases. Today, Business Objects products are used around the world, and available in 14 languages. Millions of users in over 30,000 organizations and in more than 80 countries rely on our products. In tandem with our thousands of global business partners, we stand ready to meet your business intelligence needs. To learn more about Business Objects products and services please visit www.businessobjects.com.



Intelligent Enterprise magazine awarded Business Objects its Editors' Choice Award for business intelligence and named the company to its "2005 Intelligent Enterprise Dozen" list—the highest-ranking business intelligence vendor on the list.



Lotus Advisor Magazine awarded Gold 2005 Lotus Advisor Editors' Choice Awards to BusinessObjects XI and Crystal Reports XI in the business intelligence category.



CMP Media's VARBusiness magazine named Crystal Reports Server XI a midmarket "Product of the Year"—and the only business intelligence product in its Top 100 list of midmarket solutions.



Readers Select Business Objects Reporting Solutions as Best .NET Products of 2005.



For the second year in a row, Crystal Reports was rated Best Java Reporting Tool by Java Pro readers.



Business Objects was awarded three SQL Server Magazine Readers' Choice Awards in 2004.



For the fourth consecutive year, Business Objects was awarded the Readers' Choice Award for "Intelligent Enterprise."



Crystal Reports was awarded the Reader's Choice award in both the "Business Management/Trend Analysis" and "Reporting" categories.

► www.businessobjects.com

For a complete listing of our sales offices, please visit our web site.

Business Objects owns the following U.S. patents, which may cover products that are offered and licensed by Business Objects: 5,555,403; 6,247,008 B1; 6,578,027 B2; 6,490,593; and 6,289,352. Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Enterprise, Crystal Analysis, WebIntelligence, RapidMarts, and BusinessQuery are trademarks or registered trademarks of Business Objects SA or its affiliated companies in the United States and other countries. All other names mentioned herein may be trademarks of their respective owners. Copyright © 2005 Business Objects. All rights reserved.

