

# Kullanıcı Profilinize ve İhtiyaçlarınıza Göre Doğru İş Zekası Çözümünü Seçin!



**SAP FORUM 2011**

# Ajanda

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- SAP BusinessObjects Ürün Ailesi
- Kullanıcı profillerine göre uygun aracı belirlemek

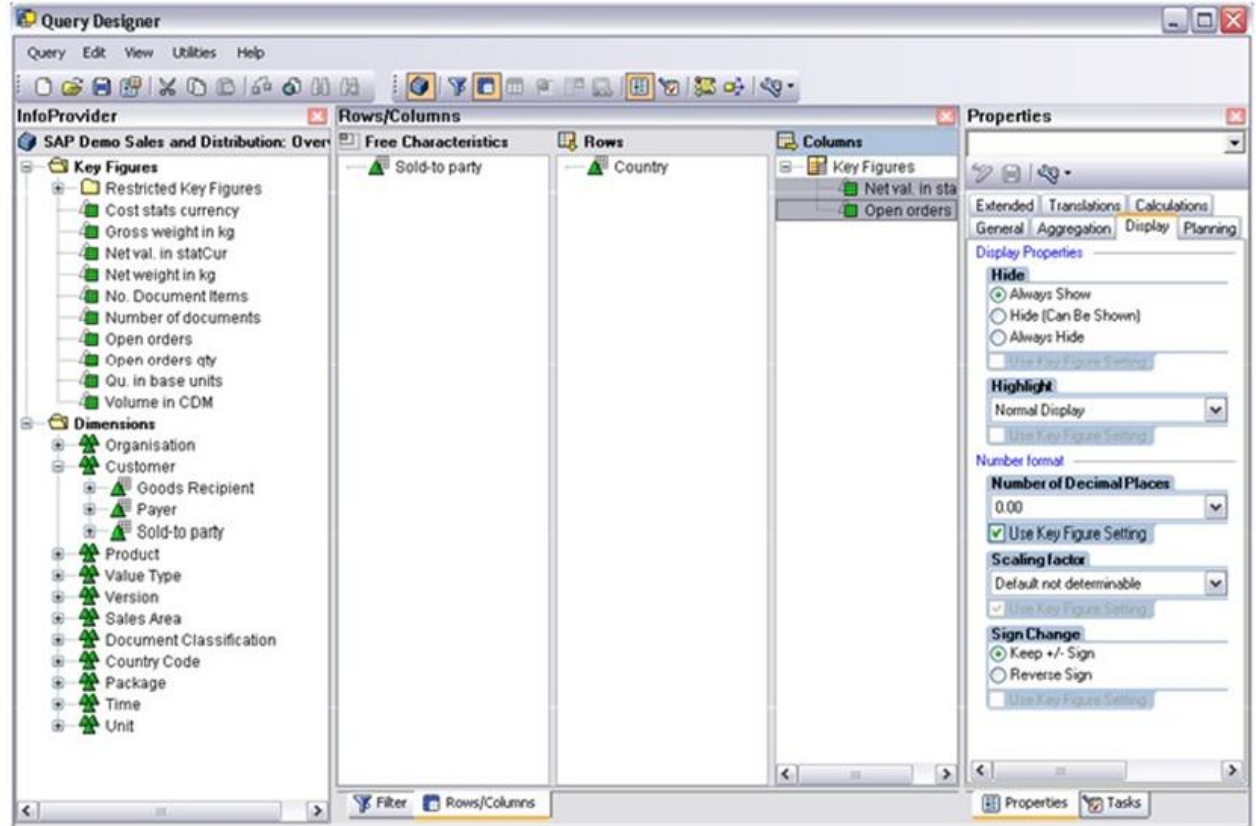
# BW sorgusu tüm BO ürünlerinin temel yapı taşıdır!

BEX Query Designer  
BO raporlama  
ürünlerinin başlangıç  
noktasıdır

“Write once and publish  
many”

Farklı raporlama  
ortamlarında aynı  
verinin raporlanması

Aynı sorgu tasarımının  
farklı raporlara baz  
olması



# SAP Business Objects Ürün Ailesi

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1. Xcelsius (now called SAP BusinessObjects Dashboards)
2. SAP BusinessObjects Web Intelligence
3. SAP BusinessObjects Analysis
4. SAP BusinessObjects Explorer
5. SAP Crystal Reports



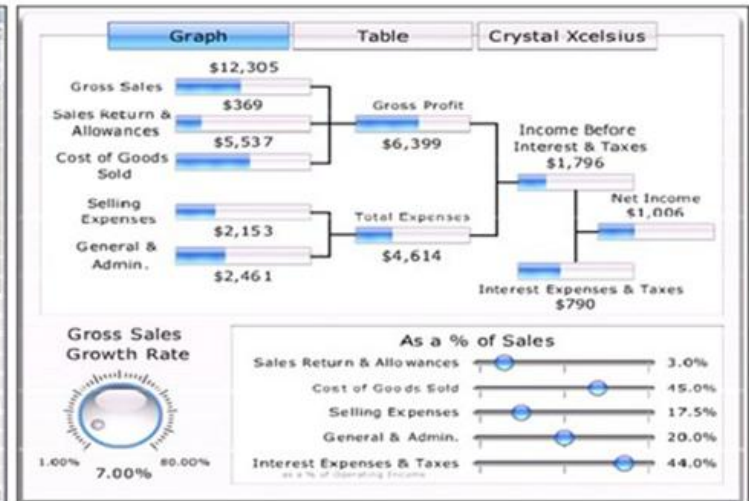
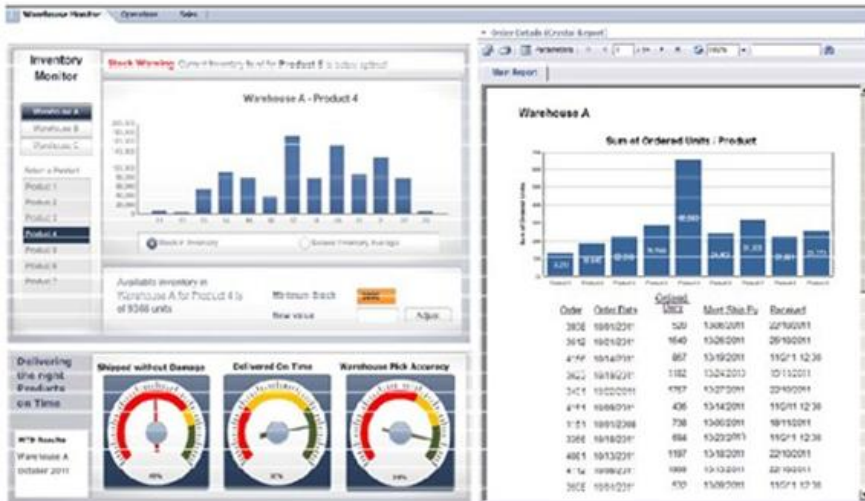
# SAP BusinessObjects Xcelsius



# Xcelsius — Dashboards

Görsel dashbord ortamı üzerinden raporlama

Harita, grafik, gösterge panelleri gibi görsel bileşenler ile profesyonel rapor tasarımları



# Karşılaştırmalı Analizler-Performans Ölçümlemesi

## Karşılaştırmalı Analizler

Business Plans (BP),  
Rolling Estimates (RE),  
and Prior Year  
karşılaştırmaları

Trend Analizleri  
Eğilim devam ederse t  
anında ne durumda  
olacağını tahmin edip  
aksiyon alınma olanağı



# Grafiksel ve Sayısal Sunum

Grafikler rakamlarla desteklenmelidir

Kullanıcılar görel objelerden etkilenseler de sayısal odaklıdır



Bu örnekte, tablolar ve grafikler arasında geçiş yapılabilir, aynı veri grafik ve tablo olarak görüntülenebilir

# Dashboardlarda “Drill Down”

- Ayrı bir sisteme girmek zorunda kalmadan detay analiz
- Dashboard'lara detay veri koymak tavsiye edilmez
- Onun yerine Dashboard'lardan jump-to fonksiyonu ile interaktif analizler için doğru ürün olan SAP BusinessObjects Web Intelligence ve BW Web sorgularına ulaşılabilir.



Web Intelligence - SalesAnalysis by Period

Document - View - 100% - Edit - Refresh All - Track

Arial - {GP Query} [MTD GP (BP)]

[L01 Country (All values)] [L01 Sales Organization (All values)] [L01 Trade channel (All values)] [L01 Beverage category (All values)]

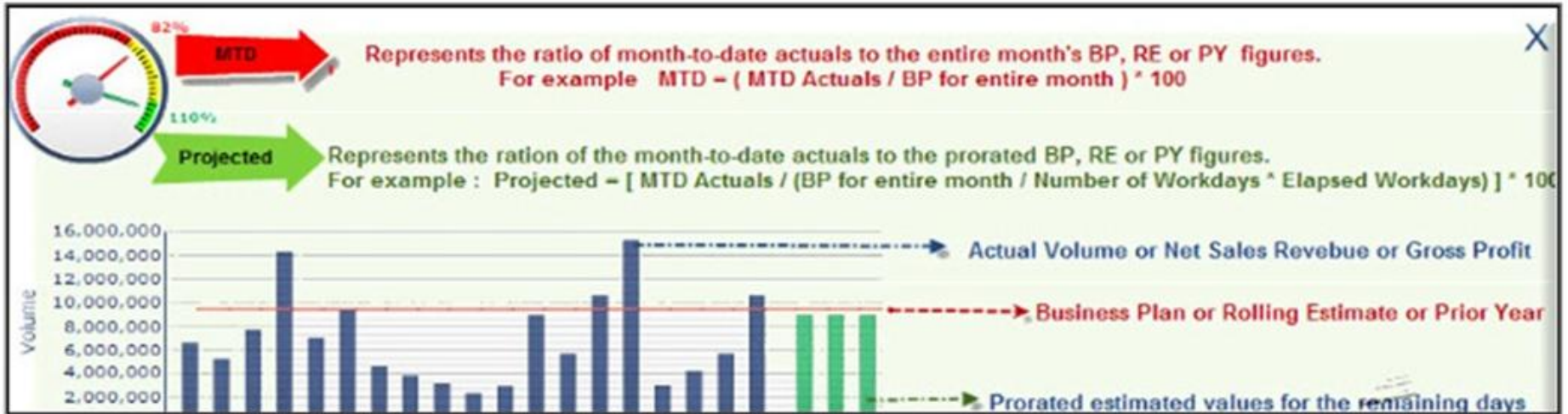
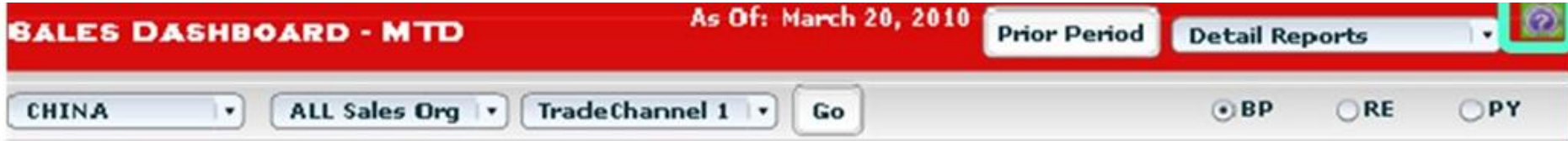
### Gross Profit vs BP

L01 Beverage category	MTD GP (Acc)	MTD GP (BP)	MTD GP - % Var	MTD GP - Var	YTD GP (Acc)	YTD GP (BP)	YTD GP - % Var	YTD GP - Var
Coffee	72,010	70,004	2.4	1,712	350,405	351,410	1.4	5,075
Core Sparkling	194,672	194,692	0	-20	1,474,451	1,476,000	-0.1	-1,549
Energy Drinks	102,166	99,122	3.1	3,044	345,165	341,637	1	3,528
Juices/Nectars	28,061	28,770	-2.5	-709	419,576	417,967	0.4	1,609
Packaged Water (Plain & Enriched)	20,035	20,034	-3.4	-99	200,379	200,203	-0.7	-1,804
Sports Drinks	01,304	00,000	1.7	1,404	336,032	335,004	0.6	1,028
<b>Total</b>	<b>516,934</b>	<b>512,412</b>	<b>0.9</b>	<b>4,522</b>	<b>3,188,989</b>	<b>3,180,372</b>	<b>0.3</b>	<b>8,617</b>

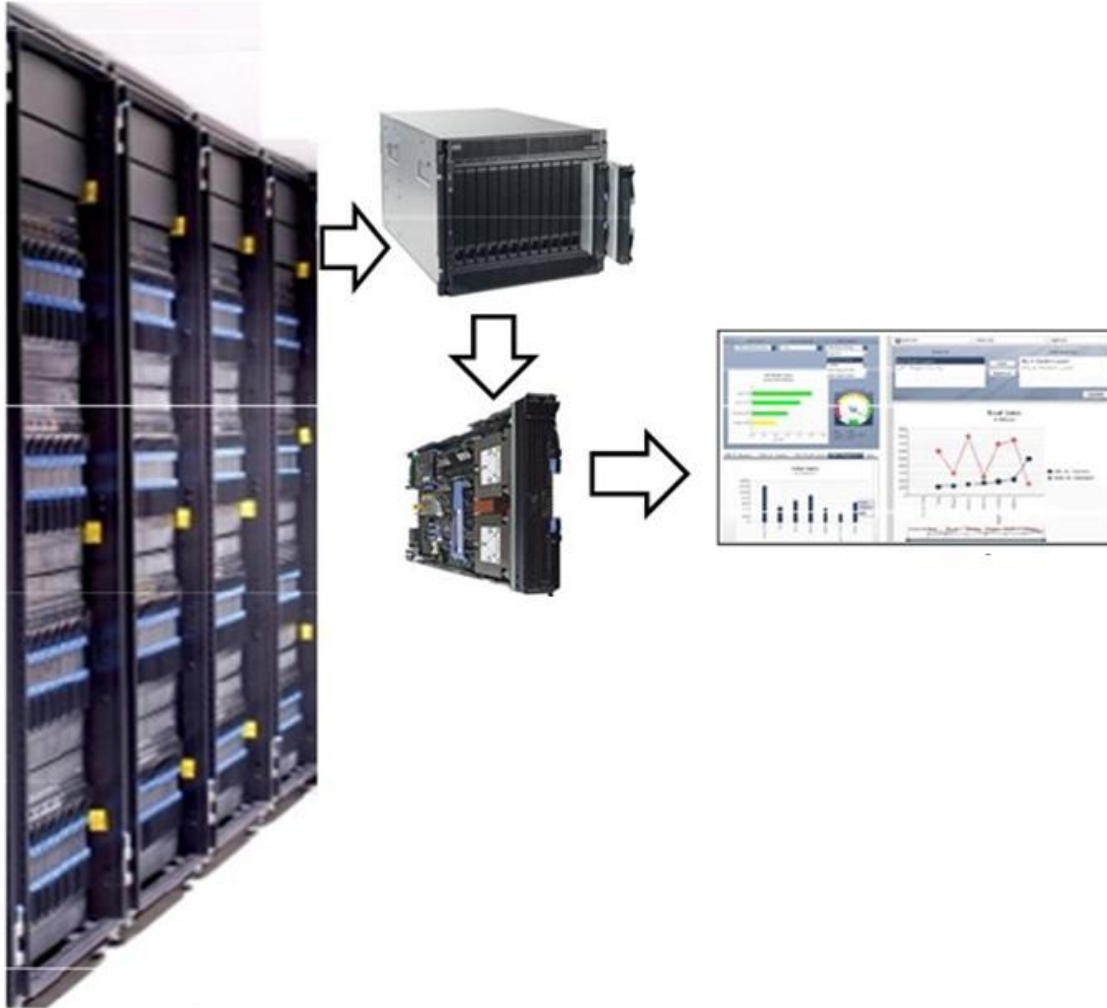
# “Online” Yardım ve Metadeta erişimi

Xcelsius (SAP Business Objects Dashboard Builder) içinde online yardım eklenebilir

- Rakamların ne anlama geldiği
- Hesaplama/Formül detayları
- Grafikleri nasıl yorumlamak gerektiği



# Performans



SAP NetWeaver BW Accelerator ile içinde çok sayıda sorgu ve panel vs. olsa da hızlı dashboard

In-memory processing ile 10-100x hızlı sorgular

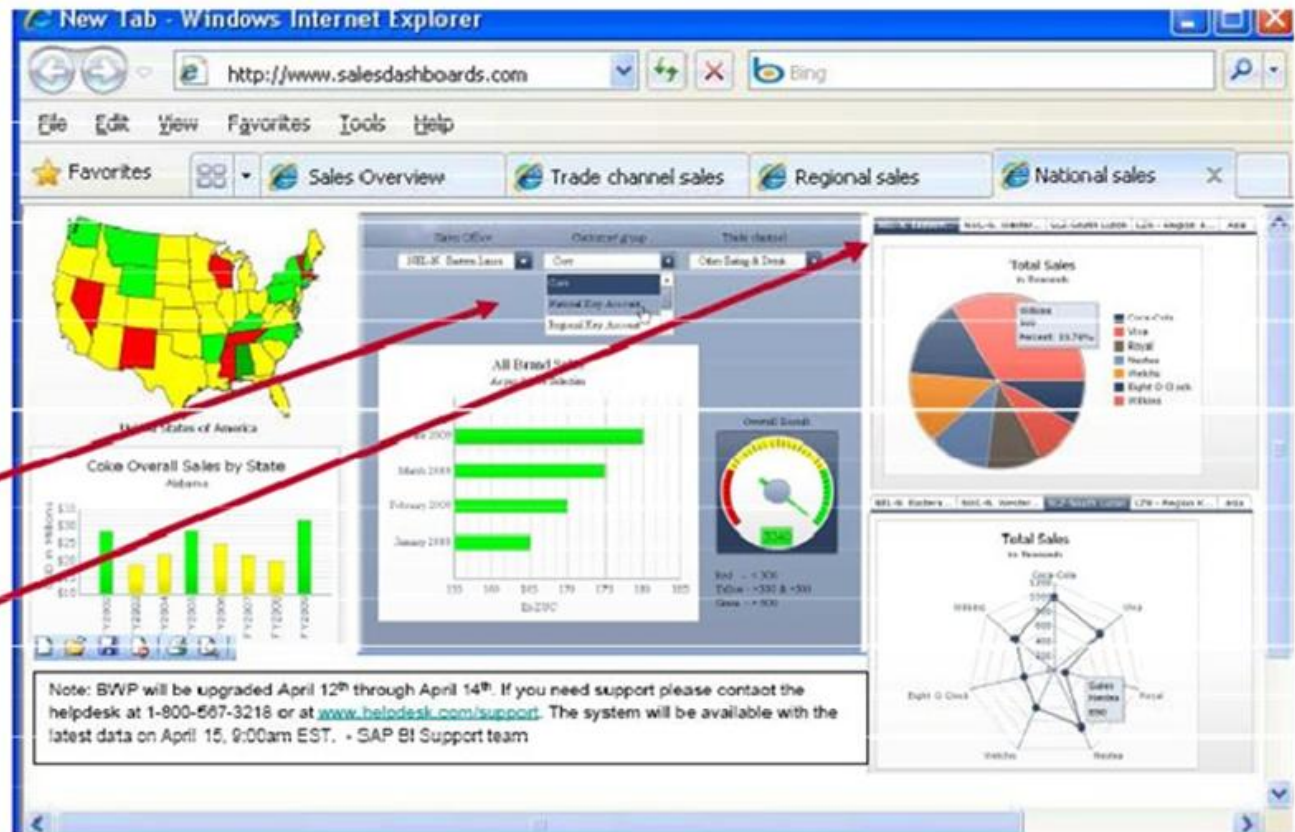
OLAP Universe -> MDX cache

BICS connectors -> OLAP cache

# Interaktif sunum, kullanıcı kontrolünde hareketli görsellik

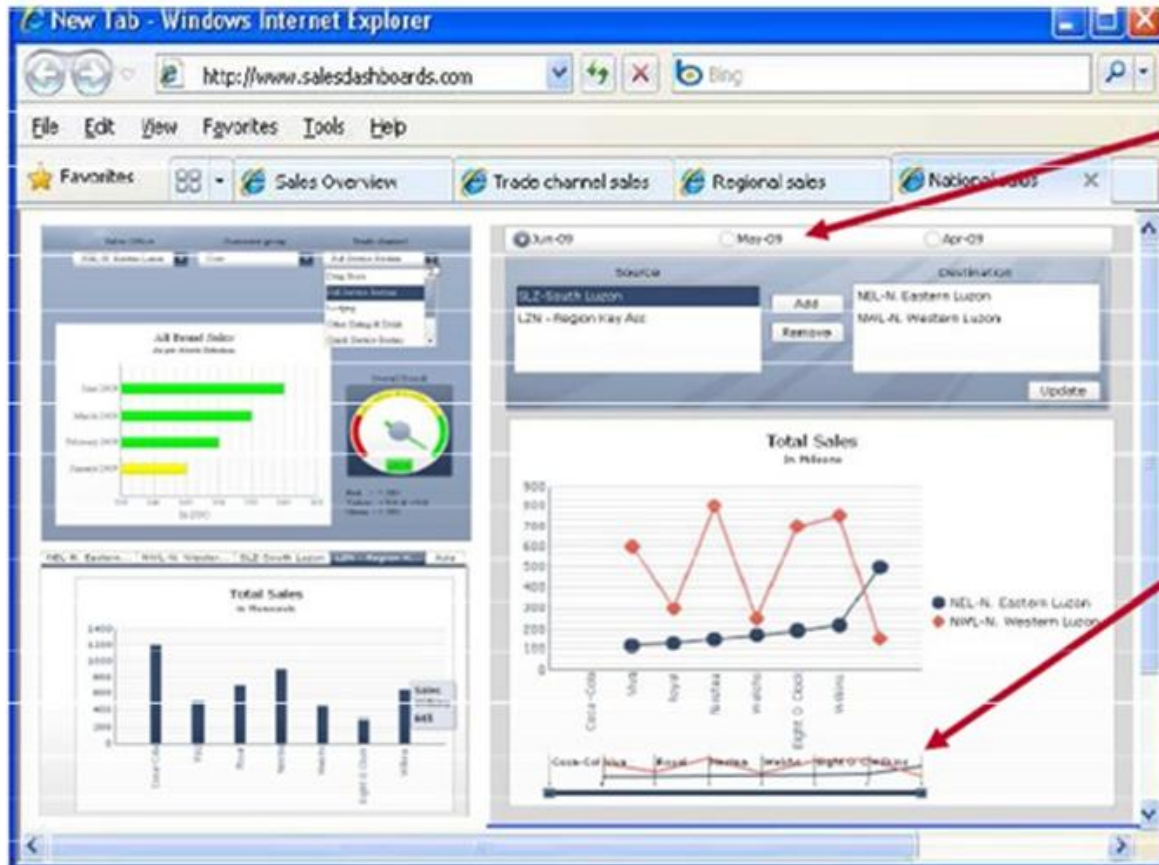
Statik görüntüler yerine, basit navigasyon ve interaktivite fonksiyonları ile zenginleştirilmiş dashboard'lar

Basic OLAP functionality can be added with **drop-down** selection and **tabs**.



# Interaktif sunum, kullanıcının kontrolünde hareketli görsellik -2

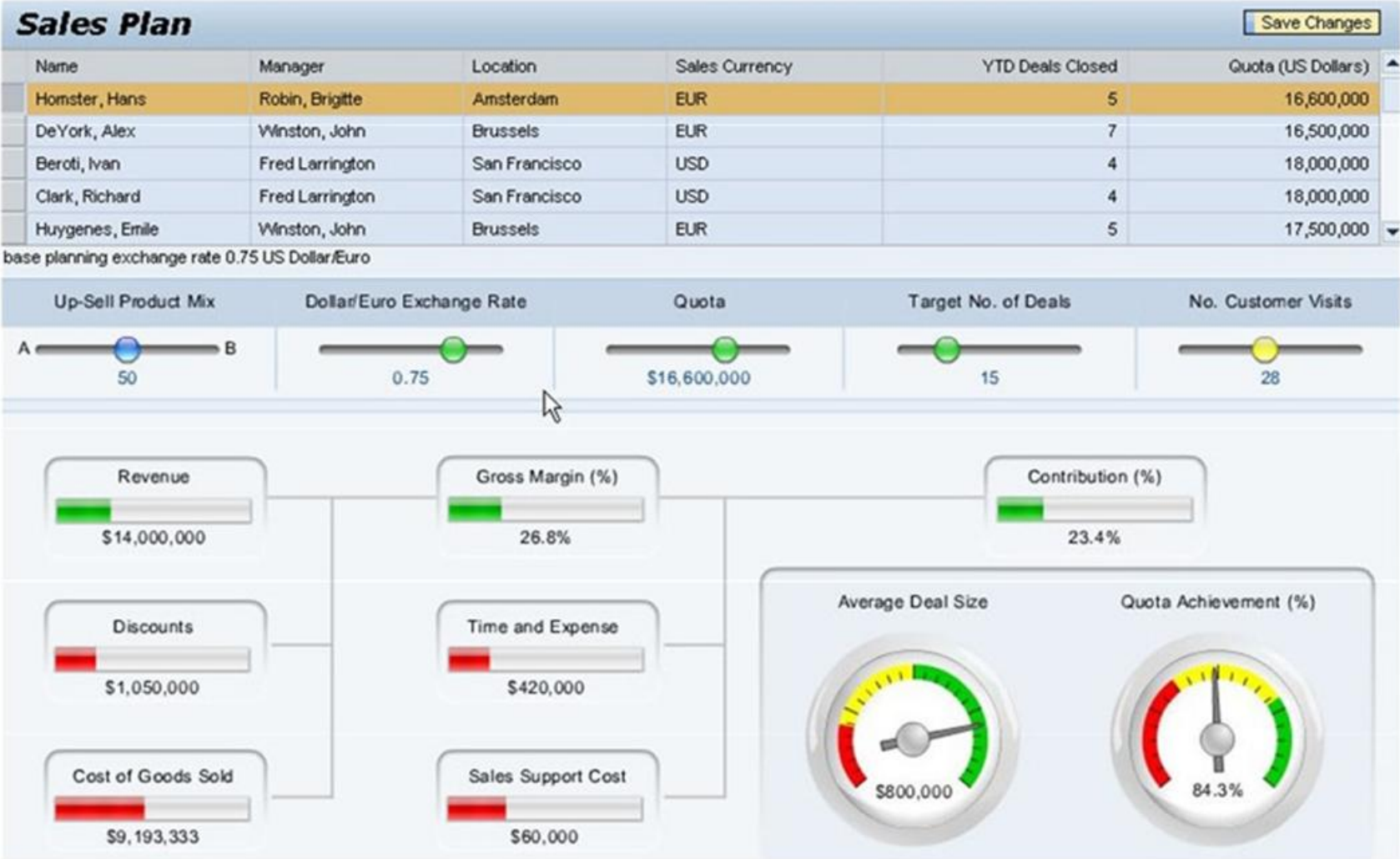
Interaktif dashboard'lar kullanıcılara kendi analizlerini yapma olanağı sağlar



Adding **radio buttons** allows users to select time periods, or other characteristics.

Adding **'sliders'** allows users to limit analysis to certain customers, products, plants etc.

# What-If” Senaryo Analizi





# SAP BusinessObjects Web Intelligence

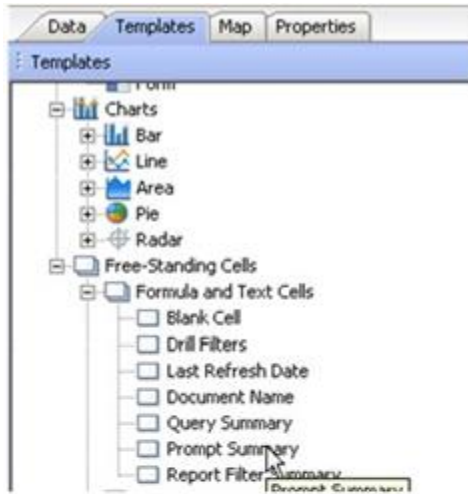


# SAP Business Objects Web Intelligence — Kullanım

- Ad hoc raporlama ve analiz ürünü
- Web ara yüzü son kullanıcıya kolay kullanım imkanı
- Power user ve end user
- Relational DB ve OLAP



# Çıktı Ekranı



### City Cyclists

L01 Customer Customer Address 1 (Name)	7464 South Kingsway
L01 Customer Customer Address 2 (Name)	Suite 2006
L01 Customer Customer Postal Code (Name)	48358
L01 Customer Customer Credit Limi (Name)	619402
L01 Customer Customer Fax (Name)	810-939-6602
L01 Customer Customer Phone (Name)	810-939-6479

L01 Order Date	L01 Order ID	Delivered Value	Order Quantity
12/31/03	1096012004	1,206.46	4
12/31/03	387012004	959.7	5
1/1/04	1012004	0	1
1/1/04	1682012004	620.7	6

Report 1



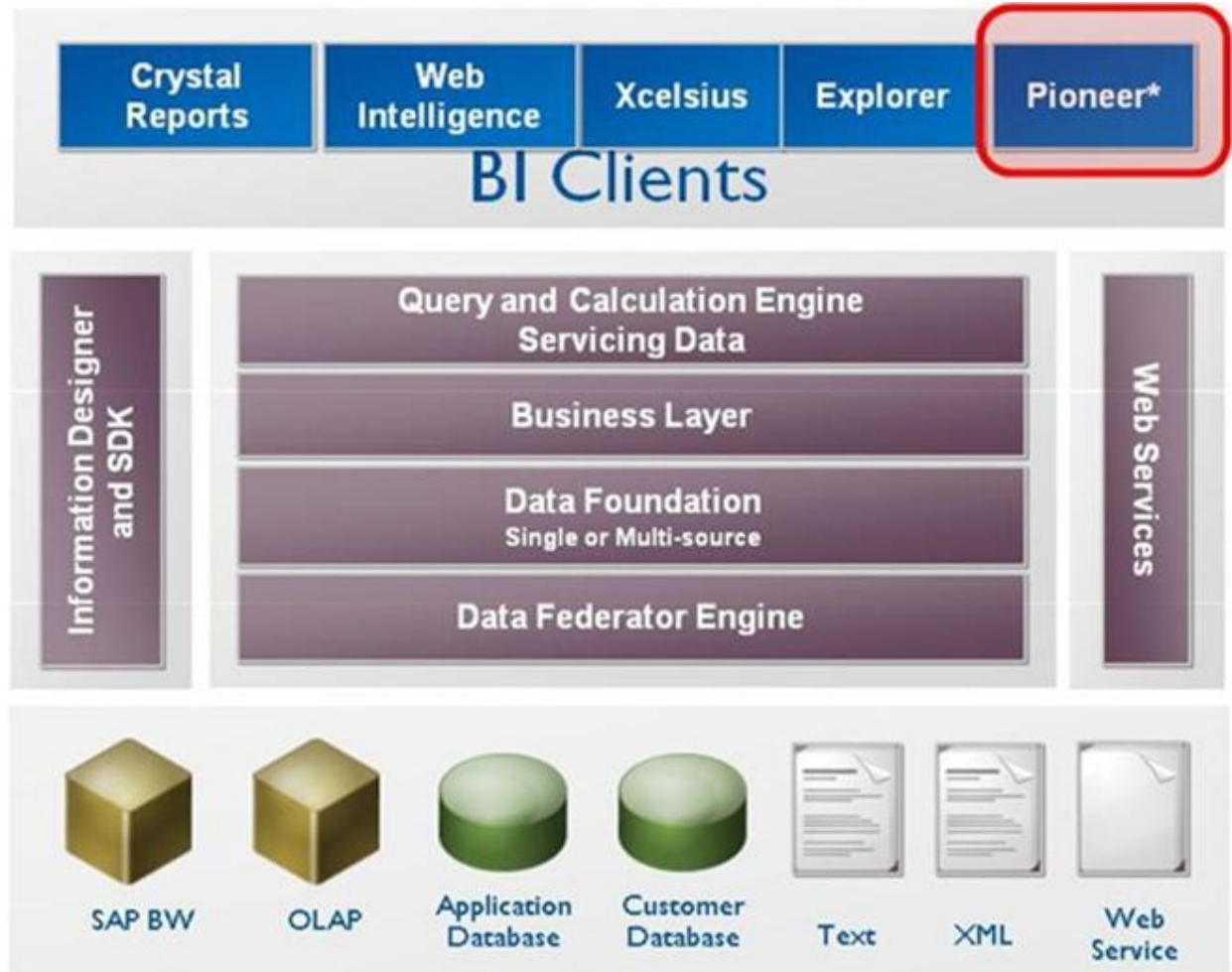


# SAP BusinessObjects Analysis



# SAP BO Analysis

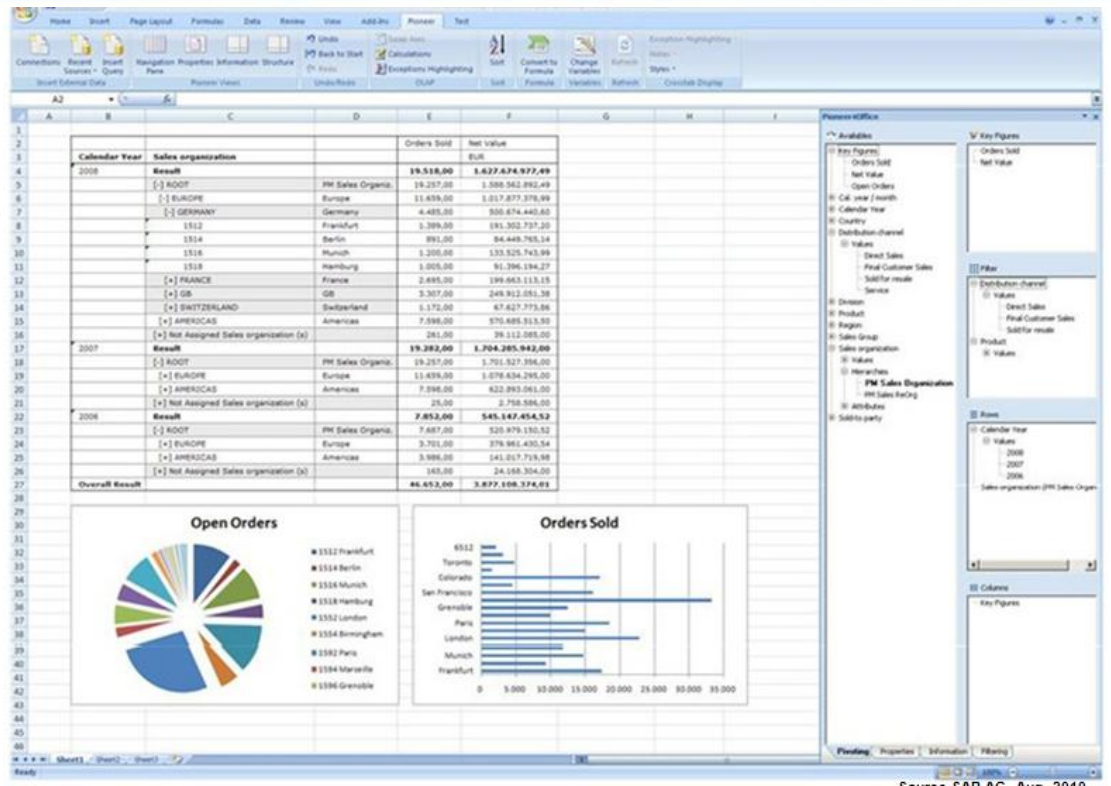
- Web ve MS Office versiyonu
- Voyager / Pioneer
- Bex Analyzer



# OLAP Ürünü (Yeni Bex Analyzer)

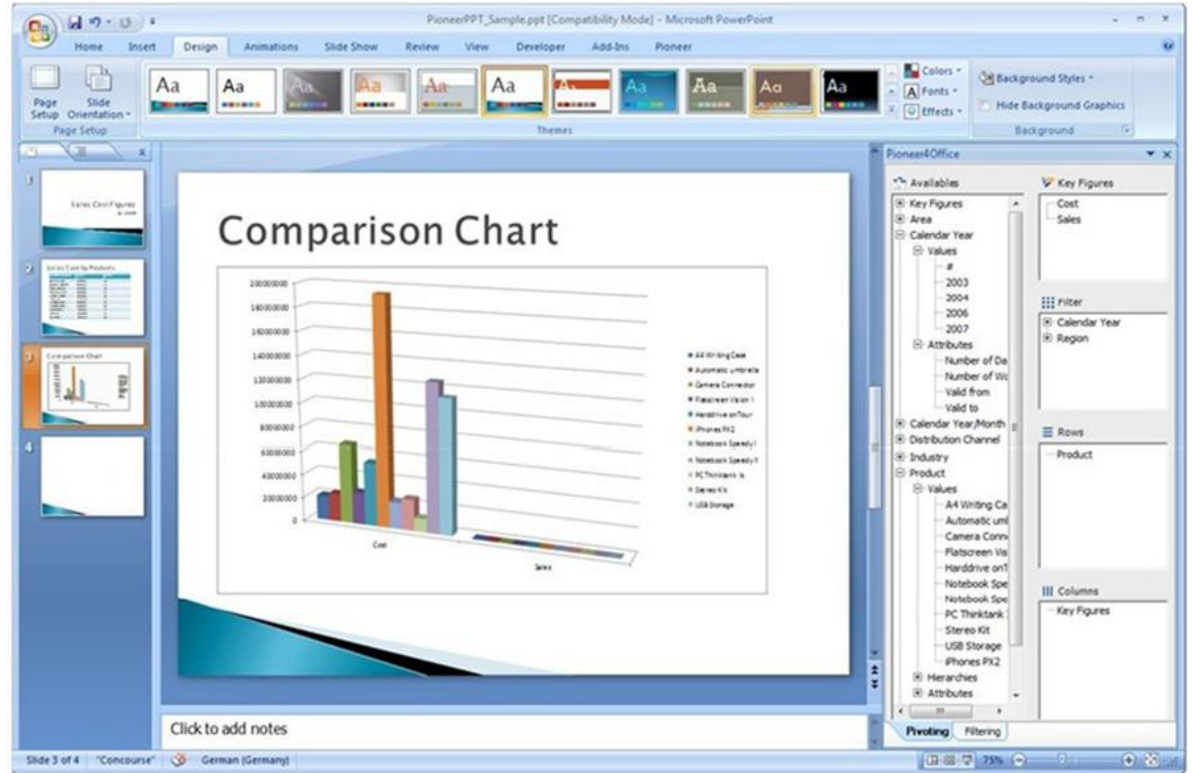


- SAP Bex Analyzer
- SAP Web Analyzer
- SAP Business Objects Voyager



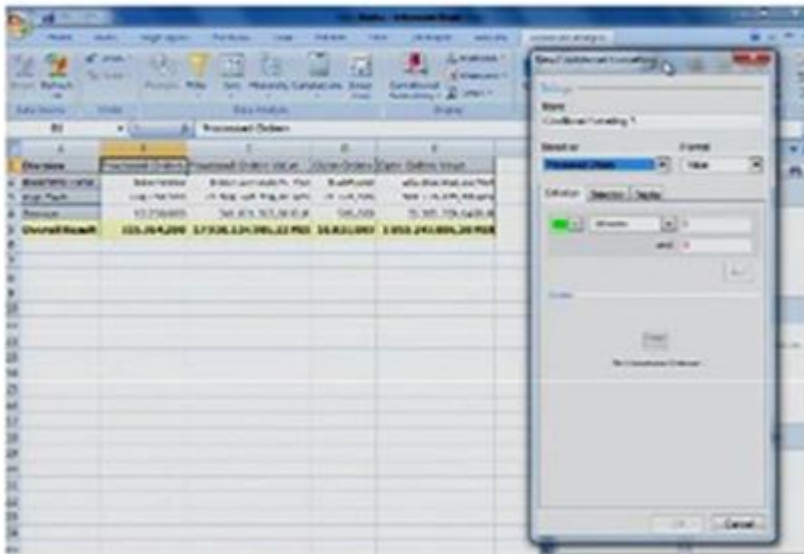
# SAP Business Objects Analysis - MS office versiyonu

- Yanlızca BW ile çalışır
- Sorgu paneli
- Excel ve PowerPoint'de "live" BI analizi
- 3.5 ve 7.0 Bex sorguları kullanılabilir
- SAP NetWeaver BW vers. 7.0
- Microsoft Office 2003 ve sonrası



# SAP Business Objects Analysis - MS office versiyonu

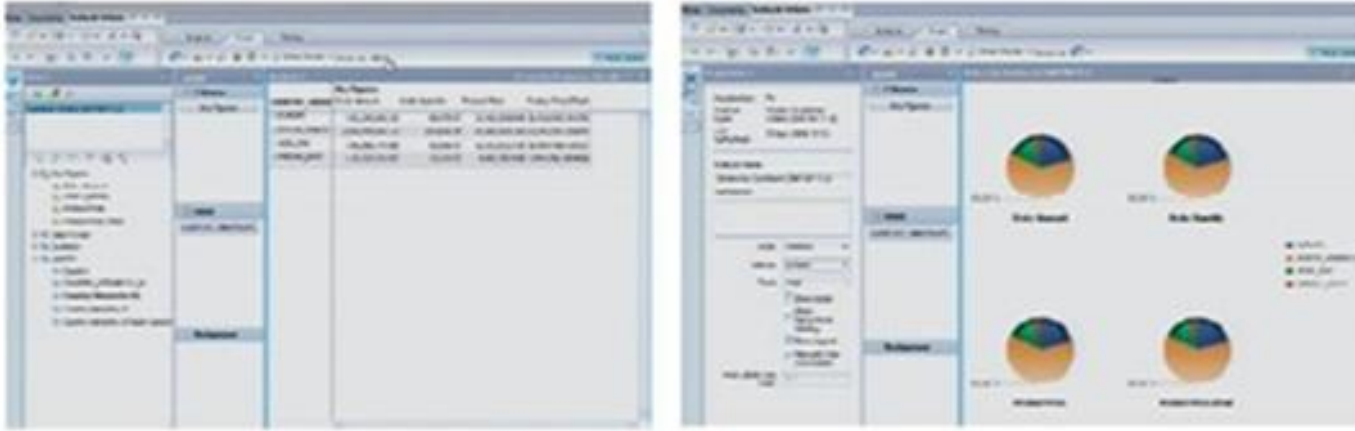
- Exception
- Color coding
- Panel navigation



This screenshot shows a detailed view of the data table in the SAP Business Objects Analysis MS Office version. The table has columns for 'Country', 'Revenue', 'Profit', and 'Gross Margin'. The data is color-coded, with green for positive values and red for negative values. A 'Country' dropdown menu is visible on the right side of the screen.

Country	Revenue	Profit	Gross Margin
USA	100,000,000	20,000,000	20%
Germany	80,000,000	16,000,000	20%
France	60,000,000	12,000,000	20%
UK	40,000,000	8,000,000	20%
Italy	20,000,000	4,000,000	20%
Spain	10,000,000	2,000,000	20%
China	5,000,000	1,000,000	20%
India	3,000,000	600,000	20%
Japan	2,000,000	400,000	20%
South Korea	1,500,000	300,000	20%
Canada	1,000,000	200,000	20%
Brazil	800,000	160,000	20%
Mexico	600,000	120,000	20%
Argentina	400,000	80,000	20%
Colombia	300,000	60,000	20%
Venezuela	200,000	40,000	20%
Chile	150,000	30,000	20%
Peru	100,000	20,000	20%
Ecuador	80,000	16,000	20%
Costa Rica	60,000	12,000	20%
Panama	40,000	8,000	20%
Dominican Republic	30,000	6,000	20%
Honduras	20,000	4,000	20%
Nicaragua	15,000	3,000	20%
Paraguay	10,000	2,000	20%
Uruguay	8,000	1,600	20%
Venezuela	6,000	1,200	20%
Colombia	4,000	800	20%
Chile	3,000	600	20%
Peru	2,000	400	20%
Ecuador	1,500	300	20%
Costa Rica	1,000	200	20%
Panama	800	160	20%
Dominican Republic	600	120	20%
Honduras	400	80	20%
Nicaragua	300	60	20%
Paraguay	200	40	20%
Uruguay	150	30	20%
Venezuela	100	20	20%
Colombia	80	16	20%
Chile	60	12	20%
Peru	40	8	20%
Ecuador	30	6	20%
Costa Rica	20	4	20%
Panama	15	3	20%
Dominican Republic	10	2	20%
Honduras	8	1.6	20%
Nicaragua	6	1.2	20%
Paraguay	4	0.8	20%
Uruguay	3	0.6	20%
Venezuela	2	0.4	20%
Colombia	1.5	0.3	20%
Chile	1	0.2	20%
Peru	0.8	0.16	20%
Ecuador	0.6	0.12	20%
Costa Rica	0.4	0.08	20%
Panama	0.3	0.06	20%
Dominican Republic	0.2	0.04	20%
Honduras	0.15	0.03	20%
Nicaragua	0.1	0.02	20%
Paraguay	0.08	0.016	20%
Uruguay	0.06	0.012	20%
Venezuela	0.04	0.008	20%
Colombia	0.03	0.006	20%
Chile	0.02	0.004	20%
Peru	0.015	0.003	20%
Ecuador	0.01	0.002	20%
Costa Rica	0.008	0.0016	20%
Panama	0.006	0.0012	20%
Dominican Republic	0.004	0.0008	20%
Honduras	0.003	0.0006	20%
Nicaragua	0.002	0.0004	20%
Paraguay	0.0015	0.0003	20%
Uruguay	0.001	0.0002	20%
Venezuela	0.0008	0.00016	20%
Colombia	0.0006	0.00012	20%
Chile	0.0004	0.00008	20%
Peru	0.0003	0.00006	20%
Ecuador	0.0002	0.00004	20%
Costa Rica	0.00015	0.00003	20%
Panama	0.0001	0.00002	20%
Dominican Republic	0.00008	0.000016	20%
Honduras	0.00006	0.000012	20%
Nicaragua	0.00004	0.000008	20%
Paraguay	0.00003	0.000006	20%
Uruguay	0.00002	0.000004	20%
Venezuela	0.000015	0.000003	20%
Colombia	0.00001	0.000002	20%
Chile	0.000008	0.0000016	20%
Peru	0.000006	0.0000012	20%
Ecuador	0.000004	0.0000008	20%
Costa Rica	0.000003	0.0000006	20%
Panama	0.000002	0.0000004	20%
Dominican Republic	0.0000015	0.0000003	20%
Honduras	0.000001	0.0000002	20%
Nicaragua	0.0000008	0.00000016	20%
Paraguay	0.0000006	0.00000012	20%
Uruguay	0.0000004	0.00000008	20%
Venezuela	0.0000003	0.00000006	20%
Colombia	0.0000002	0.00000004	20%
Chile	0.00000015	0.00000003	20%
Peru	0.0000001	0.00000002	20%
Ecuador	0.00000008	0.000000016	20%
Costa Rica	0.00000006	0.000000012	20%
Panama	0.00000004	0.000000008	20%
Dominican Republic	0.00000003	0.000000006	20%
Honduras	0.00000002	0.000000004	20%
Nicaragua	0.000000015	0.000000003	20%
Paraguay	0.00000001	0.000000002	20%
Uruguay	0.000000008	0.0000000016	20%
Venezuela	0.000000006	0.0000000012	20%
Colombia	0.000000004	0.0000000008	20%
Chile	0.000000003	0.0000000006	20%
Peru	0.000000002	0.0000000004	20%
Ecuador	0.0000000015	0.0000000003	20%
Costa Rica	0.000000001	0.0000000002	20%
Panama	0.0000000008	0.00000000016	20%
Dominican Republic	0.0000000006	0.00000000012	20%
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Nicaragua	0.0000000003	0.00000000006	20%
Paraguay	0.0000000002	0.00000000004	20%
Uruguay	0.00000000015	0.00000000003	20%
Venezuela	0.0000000001	0.00000000002	20%
Colombia	0.00000000008	0.000000000016	20%
Chile	0.00000000006	0.000000000012	20%
Peru	0.00000000004	0.000000000008	20%
Ecuador	0.00000000003	0.000000000006	20%
Costa Rica	0.00000000002	0.000000000004	20%
Panama	0.000000000015	0.000000000003	20%
Dominican Republic	0.00000000001	0.000000000002	20%
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Uruguay	0.000000000003	0.0000000000006	20%
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Colombia	0.0000000000015	0.0000000000003	20%
Chile	0.000000000001	0.0000000000002	20%
Peru	0.0000000000008	0.00000000000016	20%
Ecuador	0.0000000000006	0.00000000000012	20%
Costa Rica	0.0000000000004	0.00000000000008	20%
Panama	0.0000000000003	0.00000000000006	20%
Dominican Republic	0.0000000000002	0.00000000000004	20%
Honduras	0.00000000000015	0.00000000000003	20%
Nicaragua	0.0000000000001	0.00000000000002	20%
Paraguay	0.00000000000008	0.000000000000016	20%
Uruguay	0.00000000000006	0.000000000000012	20%
Venezuela	0.00000000000004	0.000000000000008	20%
Colombia	0.00000000000003	0.000000000000006	20%
Chile	0.00000000000002	0.000000000000004	20%
Peru	0.000000000000015	0.000000000000003	20%
Ecuador	0.00000000000001	0.000000000000002	20%
Costa Rica	0.000000000000008	0.0000000000000016	20%
Panama	0.000000000000006	0.0000000000000012	20%
Dominican Republic	0.000000000000004	0.0000000000000008	20%
Honduras	0.000000000000003	0.0000000000000006	20%
Nicaragua	0.000000000000002	0.0000000000000004	20%
Paraguay	0.0000000000000015	0.0000000000000003	20%
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Colombia	0.0000000000000006	0.00000000000000012	20%
Chile	0.0000000000000004	0.00000000000000008	20%
Peru	0.0000000000000003	0.00000000000000006	20%
Ecuador	0.0000000000000002	0.00000000000000004	20%
Costa Rica	0.00000000000000015	0.00000000000000003	20%
Panama	0.0000000000000001	0.00000000000000002	20%
Dominican Republic	0.00000000000000008	0.000000000000000016	20%
Honduras	0.00000000000000006	0.000000000000000012	20%
Nicaragua	0.00000000000000004	0.000000000000000008	20%
Paraguay	0.00000000000000003	0.000000000000000006	20%
Uruguay	0.00000000000000002	0.000000000000000004	20%
Venezuela	0.000000000000000015	0.000000000000000003	20%
Colombia	0.00000000000000001	0.000000000000000002	20%
Chile	0.000000000000000008	0.0000000000000000016	20%
Peru	0.000000000000000006	0.0000000000000000012	20%
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Panama	0.000000000000000002	0.0000000000000000004	20%
Dominican Republic	0.0000000000000000015	0.0000000000000000003	20%
Honduras	0.000000000000000001	0.0000000000000000002	20%
Nicaragua	0.0000000000000000008	0.00000000000000000016	20%
Paraguay	0.0000000000000000006	0.00000000000000000012	20%
Uruguay	0.0000000000000000004	0.00000000000000000008	20%
Venezuela	0.0000000000000000003	0.00000000000000000006	20%
Colombia	0.0000000000000000002	0.00000000000000000004	20%
Chile	0.00000000000000000015	0.00000000000000000003	20%
Peru	0.0000000000000000001	0.00000000000000000002	20%
Ecuador	0.00000000000000000008	0.000000000000000000016	20%
Costa Rica	0.00000000000000000006	0.000000000000000000012	20%
Panama	0.00000000000000000004	0.000000000000000000008	20%
Dominican Republic	0.00000000000000000003	0.000000000000000000006	20%
Honduras	0.00000000000000000002	0.000000000000000000004	20%
Nicaragua	0.000000000000000000015	0.000000000000000000003	20%
Paraguay	0.00000000000000000001	0.000000000000000000002	20%
Uruguay	0.000000000000000000008	0.0000000000000000000016	20%
Venezuela	0.000000000000000000006	0.0000000000000000000012	20%
Colombia	0.000000000000000000004	0.0000000000000000000008	20%
Chile	0.000000000000000000003	0.0000000000000000000006	20%
Peru	0.000000000000000000002	0.0000000000000000000004	20%
Ecuador	0.0000000000000000000015	0.0000000000000000000003	20%
Costa Rica	0.000000000000000000001	0.0000000000000000000002	20%
Panama	0.0000000000000000000008	0.00000000000000000000016	20%
Dominican Republic	0.0000000000000000000006	0.00000000000000000000012	20%
Honduras	0.0000000000000000000004	0.00000000000000000000008	20%
Nicaragua	0.0000000000000000000003	0.00000000000000000000006	20%
Paraguay	0.0000000000000000000002	0.00000000000000000000004	20%
Uruguay	0.00000000000000000000015	0.00000000000000000000003	20%
Venezuela	0.0000000000000000000001	0.00000000000000000000002	20%
Colombia	0.00000000000000000000008	0.000000000000000000000016	20%
Chile	0.00000000000000000000006	0.000000000000000000000012	20%
Peru	0.00000000000000000000004	0.000000000000000000000008	20%
Ecuador	0.00000000000000000000003	0.000000000000000000000006	20%
Costa Rica	0.00000000000000000000002	0.000000000000000000000004	20%
Panama	0.000000000000000000000015	0.000000000000000000000003	20%
Dominican Republic	0.00000000000000000000001	0.000000000000000000000002	20%
Honduras	0.000000000000000000000008	0.0000000000000000000000016	20%
Nicaragua	0.000000000000000000000006	0.0000000000000000000000012	20%
Paraguay	0.000000000000000000000004	0.0000000000000000000000008	20%
Uruguay	0.000000000000000000000003	0.0000000000000000000000006	20%
Venezuela	0.000000000000000000000002	0.0000000000000000000000004	20%
Colombia	0.0000000000000000000000015	0.0000000000000000000000003	20%
Chile	0.000000000000000000000001	0.0000000000000000000000002	20%
Peru	0.0000000000000000000000008	0.00000000000000000000000016	20%
Ecuador	0.0000000000000000000000006	0.00000000000000000000000012	20%
Costa Rica	0.00000000000		

# SAP Business Objects Analysis - Web versiyonu



- OLAP ürünü
- Uzun vadede SAP Business Object Web Intelligence ve SAP Business Objects Analysis ürünleri tek bir üründe birleşecek

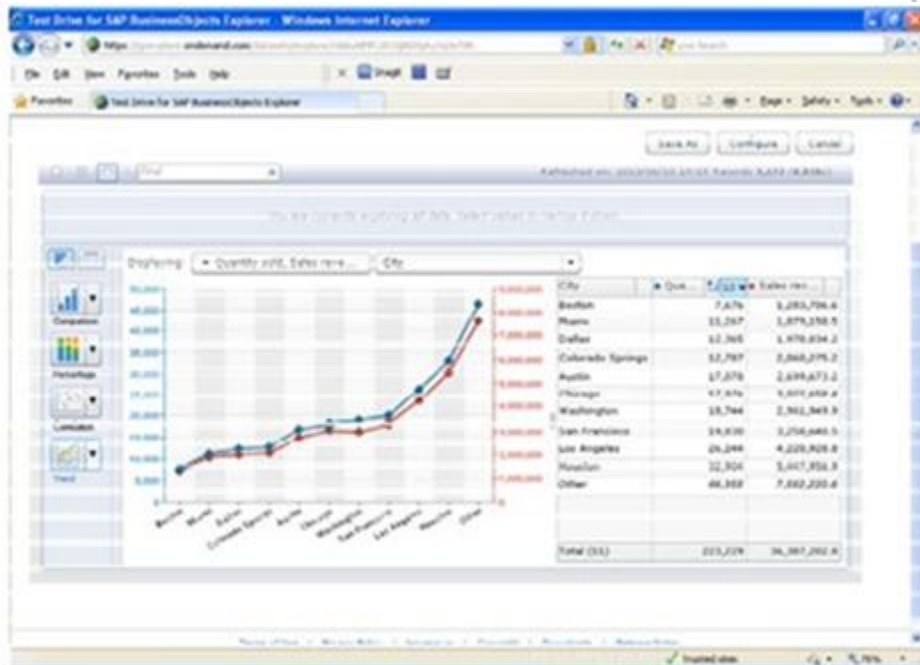
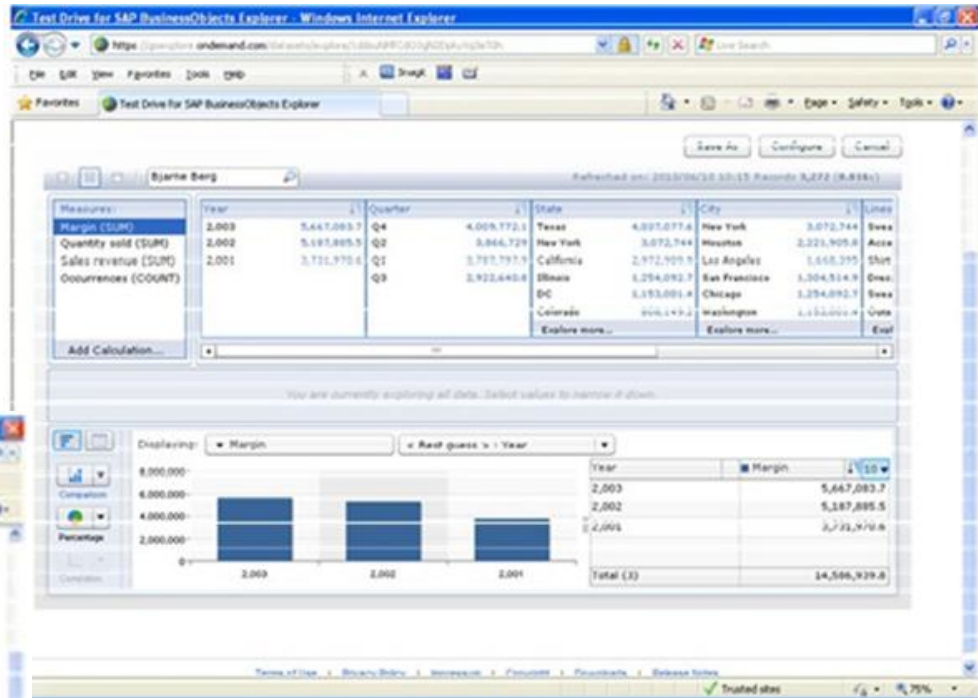


# SAP BusinessObjects Explorer



# SAP Business Objects Explorer

- İnteraktif analiz ürünü
- Büyük veriler ile iyi performans
- BI arama motoru gibi çalışıyor
- Dashboard ürünü olmasa da temel grafik, chart ve tablo opsiyonları





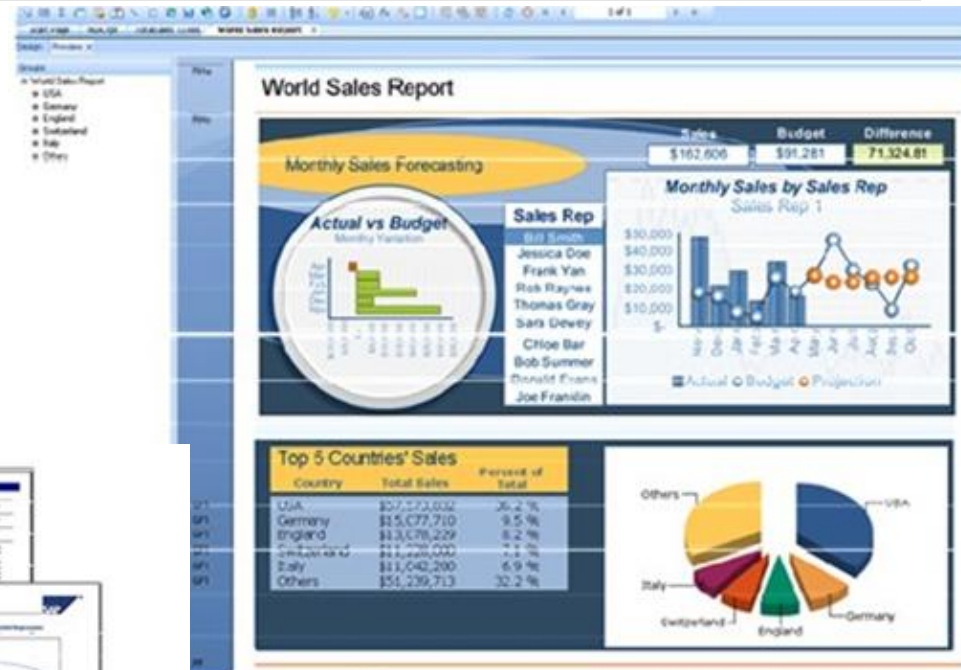
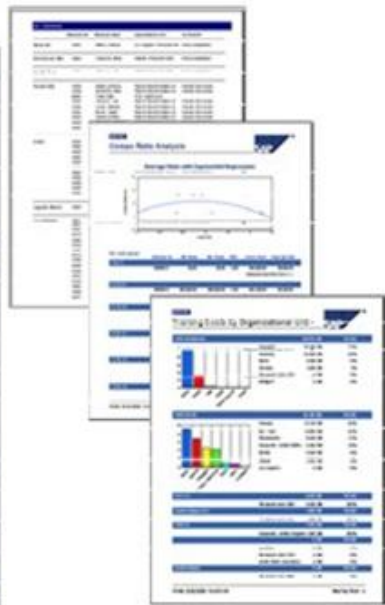
# SAP BusinessObjects Crystal Reports



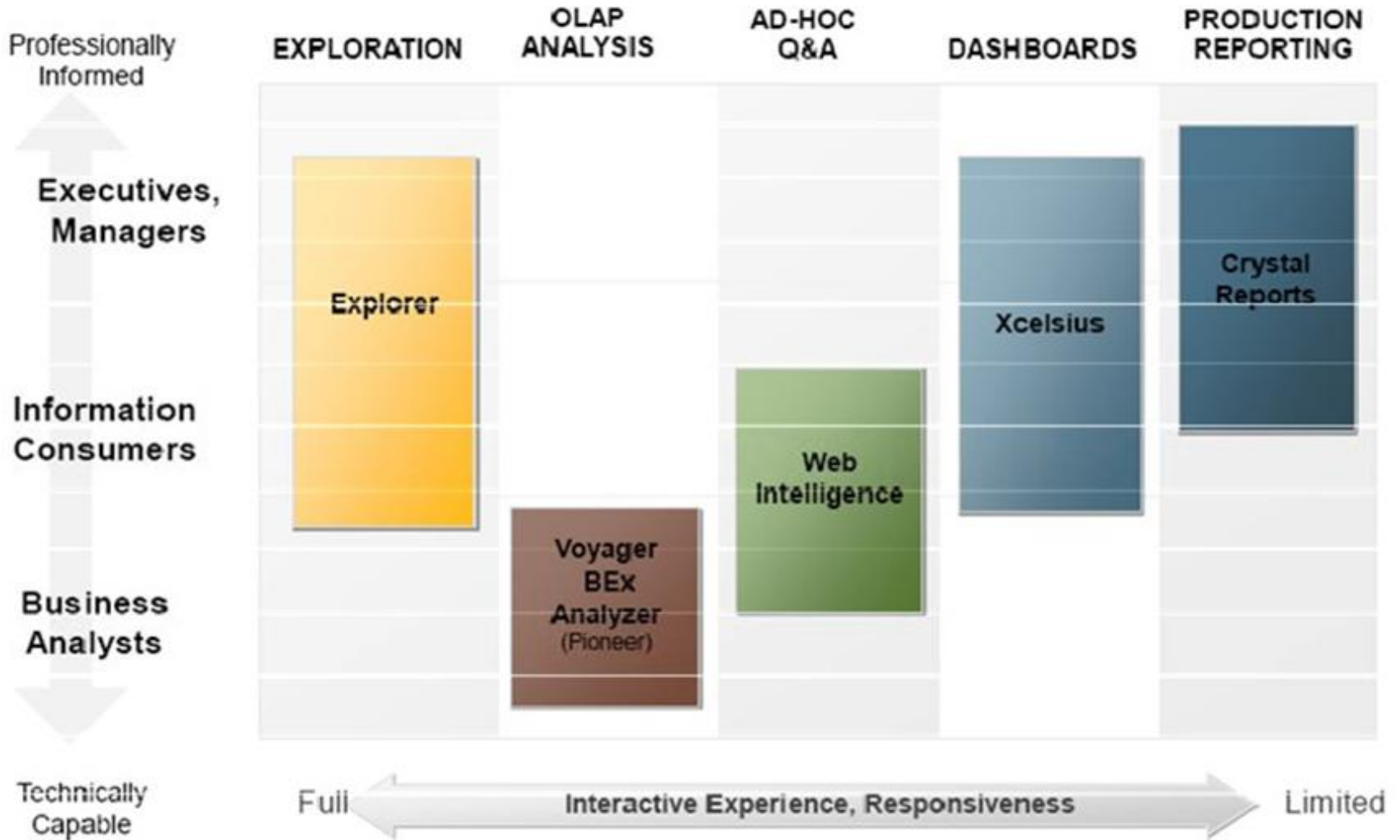
# SAP Crystal Reports

Formatlı Raporlama (pixel-controlled)

Yasal matbu rapor, görsel üst yönetim raporlar, finansal analiz raporlar, form ya da çıktı bazlı raporlar



# SAP Vizyonu – Ürün Kullanıcı Profili Grafiği



# Ürün Karşılaştırma

Tool	Target User			Development				Capabilities							Long-term Strategy
	End User	Power	Executives	End User	Power User	IT Author	Developer	Graphing	Navigation	External data	External web services	Simplicity	OLAP	Ad-Hoc querying	
Web Application Designer	✓	-	✓	-	-	-	✓	✓	✓	✓	✓	✓	✓	-	-
Dashboard Designer (Xcelsius)	✓	-	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
Visual Composer	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
Interactive Analysis ad-hoc (Web)	✓	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
Analysis Edition for OLAP (web)	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
Analysis MS edition	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
Crystal Reports	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	-	✓	-	-	✓
BO Explorer	✓	✓	✓	-	-	-	✓	✓	✓	✓	-	✓	✓	-	✓

- Limited Support

✓ Some Support

✓ Good Support



# Teşekkürler!

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