

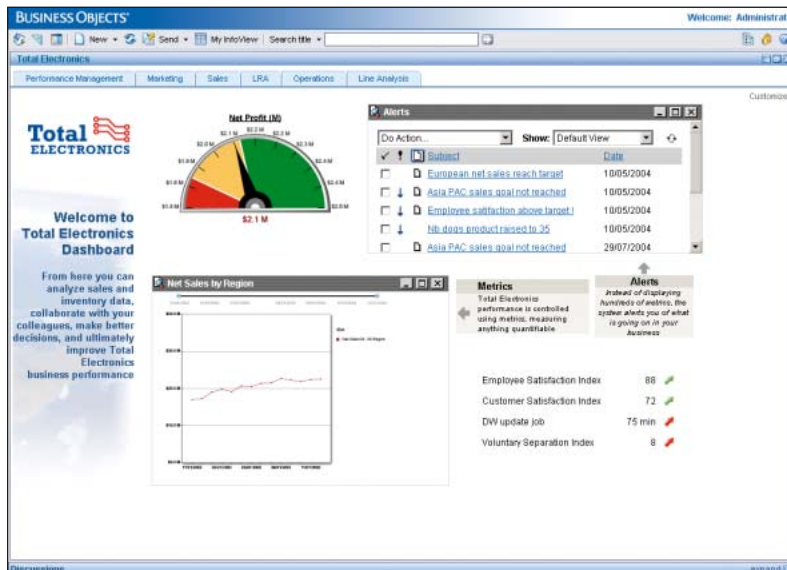
BusinessObjects Dashboard Manager gives organizations visibility into their critical business activities through an easy-to-use and build dashboard interface. It offers:

- Drag and drop dashboard building capabilities
- Metrics engine to track and monitor critical business measures
- Flexible rules engine to create alerts
- Analytic templates to provide extreme insight into the business

Drive Better Decision Making

It's not an easy task to maintain consistent views of business performance throughout your organization. But it is vital to ensure that everyone has the same information so they can focus on delivering on the same goals. In order to make sound decisions quickly, you need to be able to provide users with the right information—when they want it, in the way they need it. BusinessObjects™ Dashboard Manager offers metrics, alerting, and dashboard management capabilities to help you monitor and understand your business activities.

Dashboards leverage your existing business intelligence (BI) infrastructure and are easy to build, user friendly, and provide deeper analysis. Management dashboards allow organizations to track metrics, gain insight from underlying analysis, and alter business rules as conditions change. With advanced alerting and a metrics engine, Dashboard Manager gives users throughout the organization a consistent, up-to-date way to monitor critical business areas.



Present key performance metrics and alerts in an easy-to-use dashboard.

Dashboard Manager makes it easy to deliver dashboards across the enterprise by helping organizations:

- ▶ Monitor business performance
- ▶ Understand business drivers
- ▶ Deploy personalized dashboards

Drive Better Decision Making

Monitor Business Performance

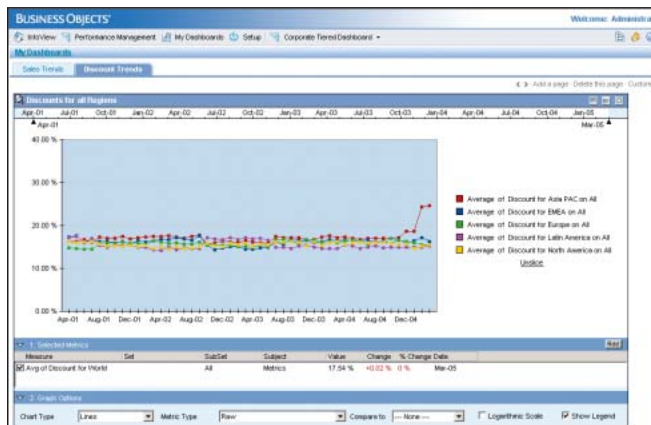
Whether the objective is to increase customer satisfaction or reduce customer churn, being able to monitor business activities helps your organization meet its goals. By using dashboards to track and monitor business performance, your organization remains agile and can adapt to any new internal or external conditions.

Define Critical Performance Metrics across the Enterprise

Dashboard Manager can be used to monitor critical business metrics, enabling users anywhere to track the status of the business via their dashboards. The built-in metric engine offers you flexibility to define, monitor, and store any metric over time. By combining metrics monitoring with advanced, proactive alerting, you can improve management effectiveness by focusing on key issues. You can then make faster decisions—saving time and money.

Track Key Performance Indicators over Time to Identify Trends

Measuring and tracking business metrics over time can provide an important dimension to understanding your key business questions. The powerful Dashboard Manager metrics engine stores metrics over any calendar period using prebuilt calendars or your custom calendars. By storing metric history, users can quickly compare today's business activities with any previous period, thereby gaining insight into trends and exceptions.



Gain insight through trending analysis.

Avoid Unpleasant Surprises

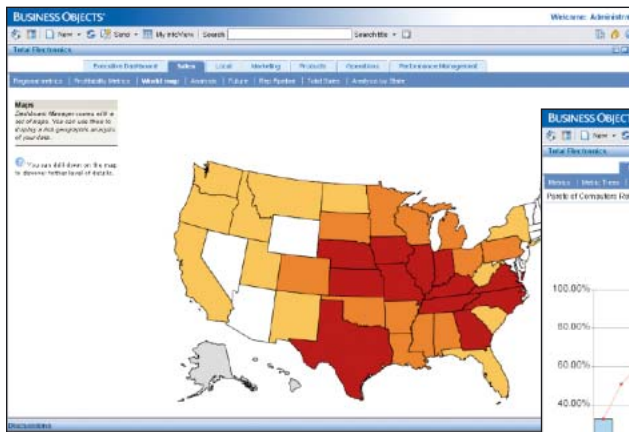
Hindsight is always 20/20. Having the ability to see what is on the horizon requires visibility into current business conditions. Yet, seeing information on the dashboard may only solve half the problem. By receiving alerts about a change in conditions, you can avoid unpleasant surprises. Dashboard Manager has an integrated rules engine to proactively monitor large numbers of metrics. Flexible enough to handle both internal events (such as refresh of a metric) and external events (such as data warehouse refresh), the business rules engine helps deliver relevant information at the most relevant times. Not only does the rules engine notify you, it can drive information into action—such as sending emails, delivering event triggers to external applications, or even generating a list.

Understand Business Drivers

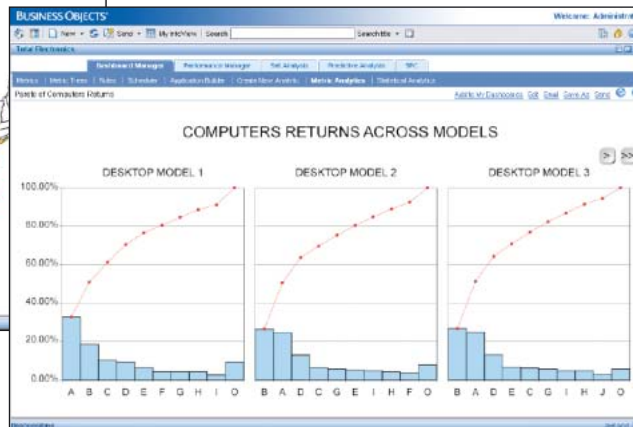
It's critical to have visibility into the state of your business to ensure improved performance. But it's even more vital that you understand the business drivers behind the numbers. Dashboards can effectively provide metrics, alerts, and analyses to help your organization help its employees understand their business activities.

Gain Extreme Insight through Interactive, Advanced Visual Analytics

Dashboards need to display meaningful analysis and actionable information in an easy-to-read format. BusinessObjects Dashboard Manager comes with a catalog of analytic templates that help users analyze current business conditions, trends, or anomalies at a glance. Analytic templates include correlation, stoplights, speedometers, Pareto charts, maps, and many more.



Interactive analytic templates eases analysis



Move from Interactive Metrics to Detailed Analysis

Dashboard Manager provides the capabilities for users to go from summary-level metrics to a detailed report—whether it is a BusinessObjects Web Intelligence, Crystal Reports®, or BusinessObjects OLAP Intelligence document. By integrating with industry-leading reporting and query-and-analysis technology from Business Objects, Dashboard Manager helps users get to the root cause of the problem, so they can take action sooner rather than later.

Advance Insight with Powerful Analytics

Dashboard Manager is integrated with our other performance management products to deliver advanced analysis. BusinessObjects Performance Manager helps organizations communicate strategy and manage group decisions. Through setting goals and tracking performance in scorecards, people can focus their efforts, collaborate with others, and follow recommended actions to improve organizational performance. BusinessObjects Set Analysis helps organizations define, track, and analyze segments that drive the success of business activities. BusinessObjects Predictive Analysis uncovers key business drivers from your data and forecasts future business conditions, helping users make proactive decisions. BusinessObjects Statistical Process Control allows organizations to automate the multiple quality variables tracking throughout the enterprise via industry-standard alarm rules and control charts.

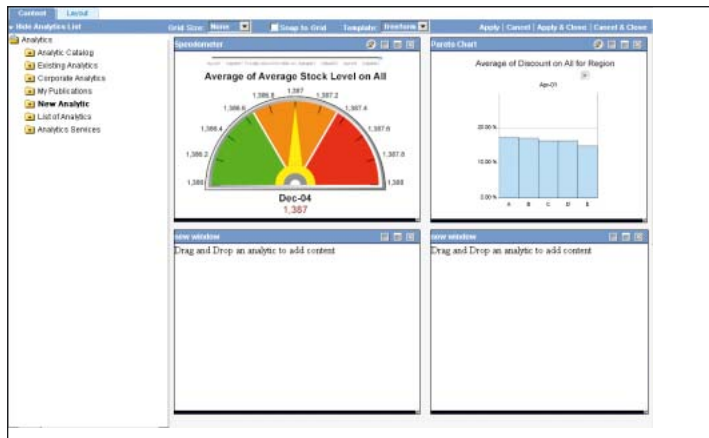
Drive Better Decision Making

Deploy Personalized Dashboards

Dashboards are no longer exclusively for executive management. All users need access to information so they can make sound decisions. Too much information causes clutter, while not enough information is irrelevant. Dashboard Manager enables you to build personalized dashboards and rapidly deploy them across the organization so users have the information they need. Various personalization options within Dashboard Manager make it easy to personalize for different users or groups of users.

Empower Users to Personalize Views without IT Intervention

With the Dashboard Manager drag-and-drop functionality, users can reap immediate benefits by building dashboards without the help of IT. The time you save implementing, deploying, and maintaining dashboards will reduce your total cost of ownership (TCO). And meanwhile, your IT and business users are able to focus on higher value activities.



The Best Choice on the Market Today

BusinessObjects Dashboard Manager provides visibility to your business by monitoring and tracking your critical business metrics through easy to use dashboards. Business Objects provides your organization with the extreme insight you need to extend your competitive advantage. To learn more about BusinessObjects Dashboard Manager or the BusinessObjects XI suite, visit our website at www.businessobjects.com.

► www.businessobjects.com

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