

TODAY'S INTELLIGENCE

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Welcome to the second issue of Today's Intelligence. Hopefully you enjoyed Monday's **Opening Night Reception**, attended today's general sessions and several breakout sessions, visited the **Illumination Zone**, and will have a chance to participate in today's **Partner Showcase Reception**.

Today was the first full day of **Insight Americas 07** and the conference is running on all engines. This issue of Today's *Intelligence* will provide a review of Tuesday's activities and alert you of things to come.

ABOUT LAST NIGHT – OPENING NIGHT RECEPTION

Monday night's opening reception, held outdoors at the Rosen Centre Hotel adjacent to the conference center, attracted many conference attendees. It provided a great opportunity for customers, partners, and Business Objects employees to network and exchange ideas and experiences in a relaxed, informal atmosphere over food and drink.

HIGHLIGHTS FROM TUESDAY MORNING GENERAL SESSION

After breakfast, Tuesday began with a well-attended morning general session featuring Business Objects executives. Following an open video highlighting how Business Objects is in the business of helping companies become more intelligent, Bernard Liautaud, Founder, Chairman of the Board, and Chief Strategy Officer of Business Objects, reviewed the recent announcement of SAP's intent to acquire Business Objects. He gave clear commitments to all customers that Business Objects will remain open to any

database, application, and middleware and that it will continue to protect its customers' investments. Bernard's presentation was followed by a video from Henning Kagermann, CEO of SAP, sharing his vision of the value the combined companies will deliver to customers. Business Objects will remain an independent business within the SAP Group.

John Schwarz, Chief Executive Officer, stated that Business Objects mission of "transforming the way the world works through intelligent information" would remain unchanged while providing several examples of customers who have used Business Objects to transform their businesses. He said that with performance management excellence "everyone benefits when strategic change is linked with operational excellence."

Bernard followed John to introduce the new release of Crystal Reports (Crystal Reports 2008) and Polestar, designed for information exploration providing casual users with advanced search and query capabilities. His keynote included a series of eye popping demos:

- Ian Hersey, Founder of Insight (now part of Business Objects), demonstrated BusinessObjects Text Analysis and the power of using both structured and unstructured data.
- Steve Lucas, Vice President OnDemand, showed both BI OnDemand and Information OnDemand products. Business Objects Software as a Service (SaaS) offering has reached 70,000 subscribers.
- Sal Visca, Chief Technology Officer, revealed a number of technology explorations that could be productized in the future.

TUESDAY BREAKOUT SESSIONS

Over 200 breakouts encompassing both technology and business tracks will be held during the conference.

BIRDS-OF-A-FEATHER SESSIONS AT LUNCH

Today's lunchtime sessions included nine topics:

- Products (Total Business View, Information Discovery and Delivery for SAP, BusinessObjects XI Release 2 Migration, Data Integration @ BOB),
- Mid-Market Solutions
- Industries (A New Frontier: Enterprise Performance Management In Higher Education; The Important Role of BI in Defense Business Transformation; Data Quality in the Communications Industry: Top Priorities and Best Practices; Data with a Capital D: Current and Future Data Issues in Financial Services)

HIGHLIGHTS FROM TUESDAY AFTERNOON GENERAL SESSION

The day's second general session featured Mark Doll, Senior Vice President and General Manager, Global Services and EPM, Business Objects whose presentation "Bridging the Gap between Finance and IT" focused on Business Objects vision of Enterprise Performance Management. Mark announced that BusinessObjects EPM XI is available today. Trevor Walker, Vice President Product Marketing, EPM, provided a demo of how EPM can benefit an organization and help it discover which opportunities to best leverage.

DEVELOPER CONFERENCE 07

Today also marked the close of the two-day Developer Conference which, while sharing some of Insight Americas 07 events such as the Partner Showcase, Birds-of-a-Feather Sessions, and this morning's general session, included its own set of 18 developer-focused breakout sessions.

CARBON OFFSET CHALLENGE

As part of its Green Enlightenment initiative, Business Objects is offering a Carbon Offset Challenge. To win the challenge, attendees needed to calculate the total Carbon emission offset of their travel and submit their results to insight.businessobjects.com. Business Objects will purchase Green Tags, or renewable energy certificates, from the Bonneville Environmental Foundation (BEF) to offset the carbon dioxide generated by your travel. 1400 lbs. of carbon dioxide emissions is offset by one BEF Green Tag. Green

Tag purchases support the development of renewable energy sources, solar and wind power systems, and watershed restoration.

The winners will receive an Apple iPhone and Green Tags to compensate for a year's worth of emissions from your home if you can guess the total amount of carbon dioxide emitted by all of the travel of all conference attendees.

ATTENDEE THOUGHTS AND COMMENTS:

"Business Objects is driving unification of information across both external and internal sources through their Information OnDemand initiative. This will enable Business Objects to broaden its penetration within the enterprise and help its customers make more intelligent decisions."

–Mark Smith, Ventana Research

"As a Business Objects partner, and nine time conference attendee, I have come to the conference in order to participate in the Customer Advisory Board Focus Group meetings so that I can proactively influence the direction of Business Objects technology. I believe that this provides a triple win for HP, its customers, and Business Objects."

–Mike Borg, Hewlett Packard

"I am attending Developer Conference 07 to enhance my technical knowledge of the necessary steps to migrate from BusinessObjects 6.5 to BusinessObjects XI. I've been interacting with other developers in order to benefit from their experiences and avoid any potential pitfalls. So far I am pleased with the product discussions and technical sessions."

–Jay Lockhart, HCA Inc.

"While I am a long-time Crystal user, this is my first Business Objects user conference. I'm looking forward to seeing how Business Objects product roadmap aligns with our own plans and directions and to meet with people from other companies to exchange experiences and best practices."

–Dan Daniel, Geisinger Health Plan