

BusinessObjects Enterprise 6 Application Foundation

Build and Buy

Application Foundation is a key part of the Business Objects build-and-buy strategy for applications. Customers can purchase packaged analytic applications or build their own custom analytic application to meet their specific needs.

Application Foundation is modularized to allow you to progressively deploy analytics across your organization. Modules exist for building dashboards and scorecards, as well as for performing segmentation, predictive analysis, and statistical process control.

The Framework for Analytic Applications

Market conditions are changing and your organization is looking for a way to evaluate its performance and take fast, corrective action. Your users want to go beyond standard reporting to identify new opportunities for growth and root causes of business problems. With BusinessObjects™ Application Foundation, you can provide all of this and more. Application Foundation lets you give users rapid insight into their unique organizational issues and questions with customized analytic applications. Application Foundation also makes it easy for your executives to keep tabs on company performance via flexible management dashboards and scorecards. And best of all, it allows you to easily deliver everything within a single framework.



Deliver custom analytic applications and dashboards to meet organizational needs.

Application Foundation, part of the BusinessObjects Enterprise 6 product suite, helps organizations:

- ▶ Empower users with actionable analysis to drive enterprise performance
- ▶ Gain business insight through powerful analytic engines
- ▶ Deliver custom analytic applications

Application Foundation

Give Your Users Powerful, Interactive Dashboards

"At Atos Origin, Application Foundation has allowed us to reduce our development costs by between 30 and 40%. We provide our customers with analytical engines and powerful, user-friendly analysis models, which they can enrich as they please."

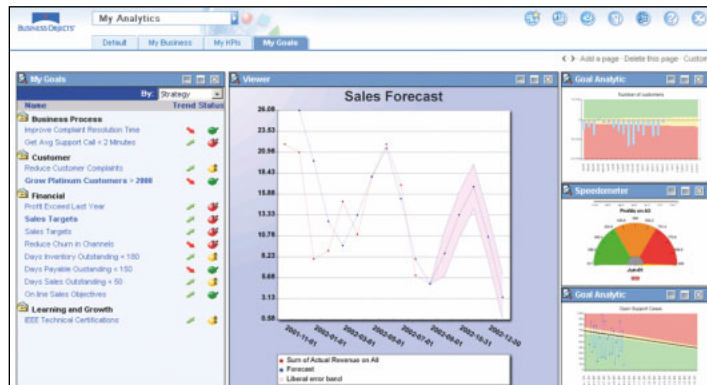
Frédéric Launoy,
Managing Director,
CRM - Atos Origin

► Empower Users with Actionable Analysis

To increase your organization's competitive advantage, your users need to communicate strategic goals, be able to measure operational performance, and have the means to take immediate, corrective action. Because Application Foundation supports the automatic monitoring of key performance indicators (KPIs), you can provide users with the capabilities they need to make more informed decisions.

Dashboards and Scorecards

Application Foundation's dashboard features let your managers use a single interface to quickly monitor top indicators and business alerts from all areas of the organization. Dashboards and scorecards can also help these same users prioritize and deliver data to their desktops. This centralized view of your organization's strategy, goals, and KPIs makes it possible for your users to efficiently address their unique organizational issues.



Provide interactive analysis with personalized dashboards.

Interactive Analytics

Application Foundation helps your users analyze a variety of goals and metrics by providing them with an analytics catalog that contains simple interfaces. With this catalog, users can interactively compare multiple metrics and identify correlating trends within their business unit. Application Foundation also provides guided analysis, a feature that can walk your users through each application to help them determine the exact analytics, dashboards, and reports to best answer their questions.

Personalized User Interfaces

Most of your managers have a specific organizational area that they are responsible for on a daily basis. With Application Foundation, these users can build personalized dashboards to review the information that is most relevant to them, on a need-to-know basis. Your users can choose the goals, metrics, analytics, and alerts that are most pertinent to their areas of responsibility, and edit them to focus on specific products, teams, and geographies.

Integrated analytic engines provide superior analytic capabilities to users allowing them to gain deeper insight into the issues that drive business performance.

► **Gain Business Insight Through Powerful Analytic Engines**

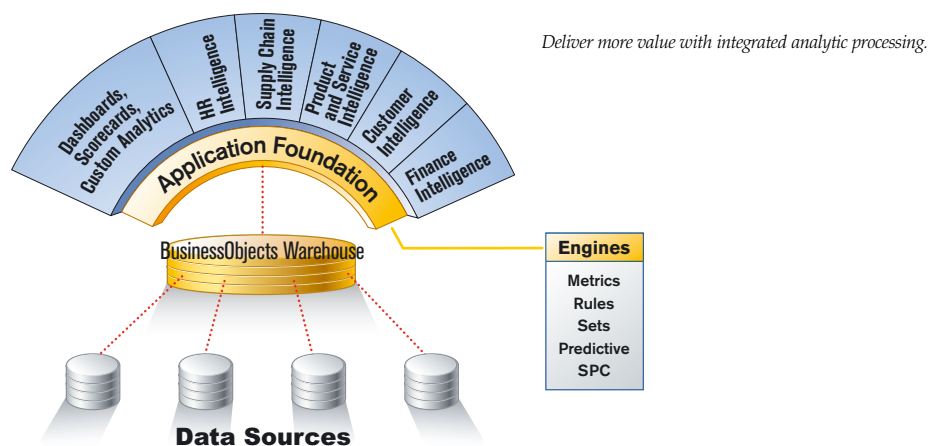
With Application Foundation, you can provide powerful analytic engines to your users so they can segment customers and products, track sales revenue, receive exception notifications, predict customer behavior trends, and monitor quality-related data.

Goal Management and Metric Analysis

By measuring and automatically tracking business metrics against strategic goals, your users can regularly track their progress against organizational objectives. They can use the metrics engine to analyze trends over time and across distributed systems, gain a better understanding of how and why their organization continues to change, and make better decisions to align performance against organizational goals.

Business Rules and Alerts

Your organization tracks hundreds of factors on a daily basis to accurately gauge its performance. By automatically monitoring these factors for exceptional conditions, your users can take corrective action before it's too late.



Set Analysis

Your managers need to segment customers, products, or other business information to fully understand the main business drivers. With Application Foundation, you can give business users the ability to track the migration of customers between business segments so they can better understand how their business is changing.

Predictive Analysis

If your organization can anticipate customer business behavior and take pre-emptive action, it has a clear competitive advantage in today's changing market. Application Foundation can help your users understand the underlying drivers behind a variety of customer behaviors, like churn or high profitability, through its use of predictive analysis.

Statistical Process Control

When you provide quality products and services, your customers will reward you with repeatable revenue. Statistical process control (SPC) analysis helps improve the quality of your products and services by allowing automatic monitoring and sharing of process quality across your organization and deliver alerts via email and dashboards.

Application Foundation

Rapidly Deliver Scalable Applications and Dashboards

System Requirements

- Client:
Microsoft IE browser,
Java-enabled
- Server:
Microsoft Windows 2000
Server, Sun Solaris, IBM
AIX
- Development:
1GB RAM, 200MB free
hard disk space
- Minimum Deployment:
1GB RAM, 300MB free
hard disk space
- HTTP Server:
Microsoft IIS, Sun ONE,
BEA WebLogic, IBM HTTP
Server, Apache
- Application Server:
BEA WebLogic,
IBM WebSphere,
Sun ONE, Tomcat

► Deliver Custom Analytic Applications

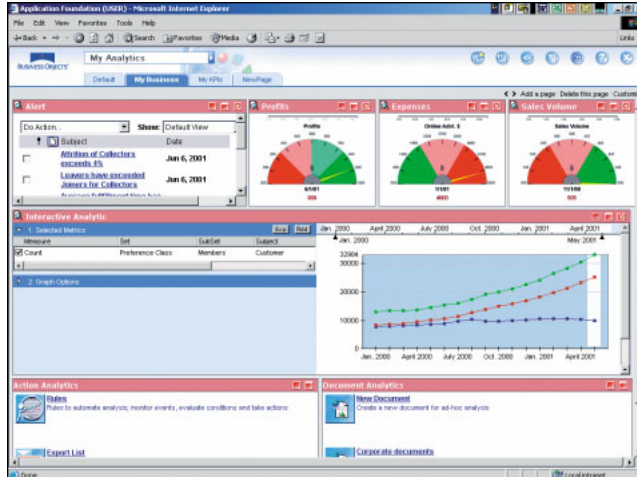
Application Foundation provides you with the framework you need to rapidly deploy analytic applications using the Business Objects business intelligence (BI) platform. Both the easy-to-use development tools and secure, scalable infrastructure ensure the fast delivery of custom applications.

Rapid Deployment

Application Foundation facilitates the rapid development of powerful applications for your business users by leveraging robust analytic engines, prebuilt templates, and integrated development tools. These features, combined with the ability to access information from your organization's existing data sources, help accelerate time to value of each application.

Scalable Architecture

In order to deliver in-depth analysis to a large number of users, you need a proven, secure, and scalable architecture. Application Foundation allows your users to evolve their application deployment in a flexible way, using a distributed framework and architecture. Whether you are deploying BI on a departmental or enterprise level, Application Foundation will ensure that your users get the information they need, when they need it.



Increase competitive advantage with custom applications.

Extranet-Ready

The success of your organization often depends on the performance of your customers, partners, and suppliers. With BusinessObjects Application Foundation, you can easily deliver key business analytics and performance indicators to users outside of your company's firewall. And the fully web-based, secure, and scalable BI infrastructure will result in a tighter integration with the extended enterprise.

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