BUSINESS OBJECTS ONDEMAND OEM OVERVIEW

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120 Years Ago Today

▶ Revolutionary device invented

▶ It is obsolete today

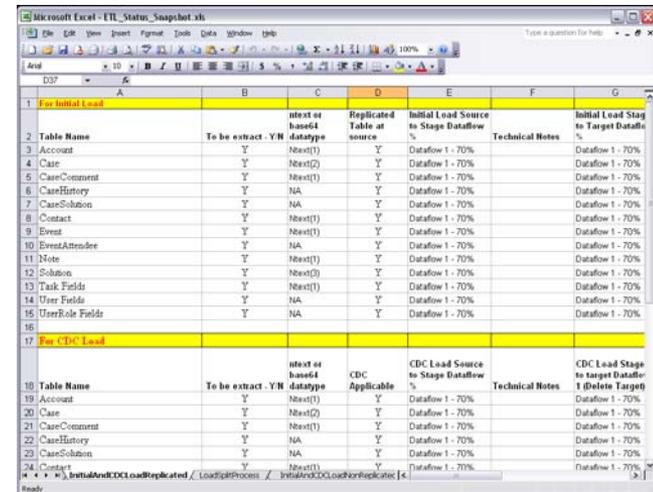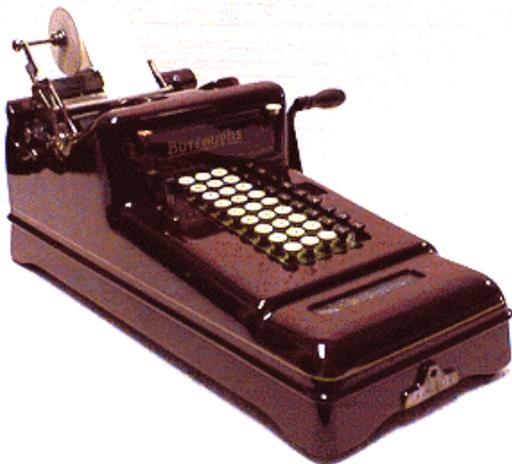▶ American Arithmometer Co.

▶ William Burroughs

▶ The adding machine

Example Operation: (30.72 + 4.00) * 102
1. Convert to decimal units 3072 and 400
2. Key in * * * 3 * 7 2 and pull handle
3. Key in * * * * 4 * * and pull handle
4. Rotary wheel now reads 3472
5. Key in * * * 3 4 7 2 and pull handle
6. Rotary wheel now reads 6944
7. Key in * 3 4 7 2 * * and pull handle
8. Rotary wheel now reads 354144 (3,541.44)

W. S. BURROUGHS.
CALCULATING MACHINE.
No. 388,116.
Patented Aug. 21, 1888.
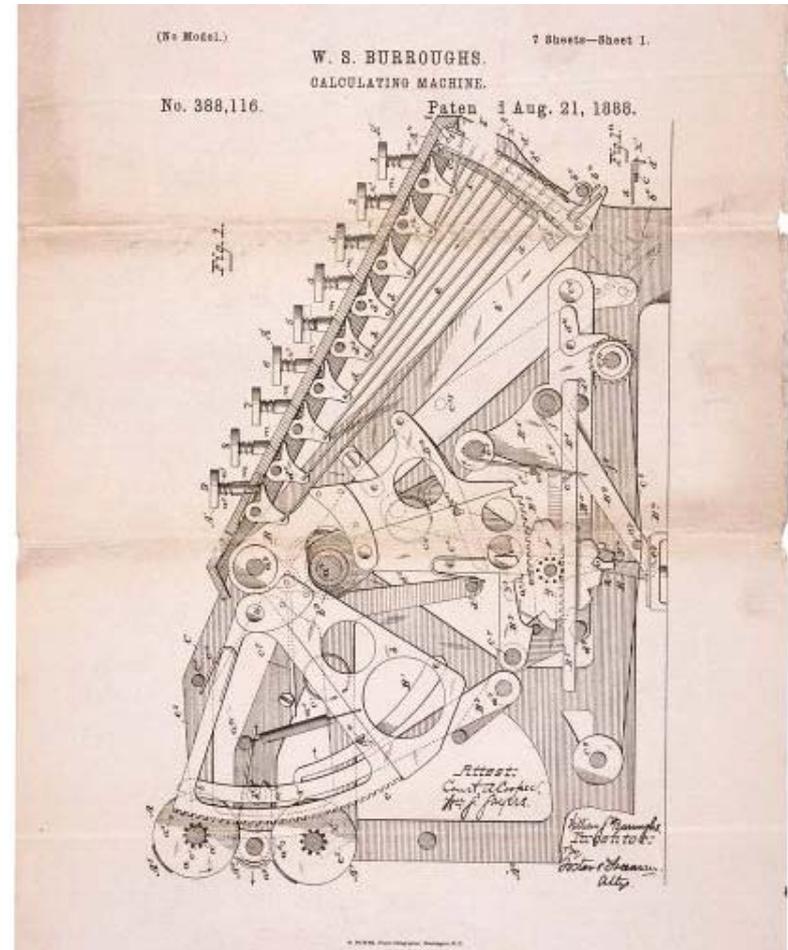
Are We Any Better Off Today?

▶ Excel as a glorified adding machine

    ▶ Aggregates numbers

    ▶ Creates visual display

    ▶ Individual-use

    ▶ No metadata or lineage tracking

▶ The problem of "spreadsheet rodeos"

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The Role of Business Intelligence

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	Spreadsheets	**Business Intelligence**
Audience	Individuals, local disk drives	Entire organizations, servers
Data source and lineage	Unknown, could be different every time	Locked, consistent
Data definitions	Unknown, could be different every time	Locked, consistent
Formulas and business rules	Unknown, could be different every time	Locked, consistent
Data refresh	Manual, dependent on human consistency	Automatic, consistent
Distribution	File servers, email	Web sites, apps, on-demand
Cost	Low	Getting lower

For a demonstration of crystalreports.com, contact:

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The Business Intelligence Market

BI is a growing priority

- BI is the #2 spending priority in IT for the next 12 months
- 69% of IT managers will invest in BI tools or analytical applications during the next 12 months (from 59% in Dec 2004)

Number of BI users is increasing

- BI users will increase 130% in next 18 months
- Dashboard users will increase by 90% in next 18 months
- Early in enterprise standardization wave

Market is consolidating

- <20% of enterprises moved to enterprise-wide BI solutions
- 2 of 3 companies to move to enterprise BI solution within 3 years

Smart SaaS Companies and BI

- Do your customers rely on spreadsheet rodeos?
- Why your customers need BI
  - Transparency and compliance
  - Performance management
  - Improved efficiency
- Why your applications need BI
  - Added value for additional, larger sales
  - Competitive differentiation
  - Conversations with business audiences
  - Focus on your core application instead of BI development
- Our advantages
  - Co-location at OpSource data center
  - Experience integrating with SaaS products

Flexible Approach to ISV Partnerships

- Tailored partnership to fit your business and development model
- Value-based pricing and flexible licensing options
- Structure relationship for success based on target customers - we'll help you sell

✓ Co Sell

✓ Host

✓ Resell

✓ Bundle/Embed

OEM Partnership Benefits

Sales

- Dedicated OEM Partner Manager
- Sales Collateral and Demonstrations
- Technical Account Management / Sales Consultants

Marketing & Communications

- Inclusion in Partner Directory & Partner Listing on Website
- Marketing Programs: Events, PR/ Case Studies etc.
- Access to Partner Extranet and all customizable collateral

Technical Support

- Quicker Access to Business Objects Development
- OEM / Developer Level Priority Help Desk Personnel
- Partner Conference: meetings with our Product Executives

Training

- Access to unlimited online content
- Access to instructor led classes with no class charges

How Do I Get Started

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