

Crossing the Chasm: Taking Business Intelligence On Demand

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The background of the slide is a wide-angle photograph of a desert landscape. The terrain is characterized by extensive, eroded rock formations in shades of tan, brown, and grey. These formations create a complex pattern of ridges, valleys, and small, isolated peaks. The sky is a clear, deep blue, and the overall scene is brightly lit, suggesting a sunny day. The text is overlaid on the upper portion of the image.

What Drives Us?

**A fundamental belief that everyone
needs Business Intelligence**

Organizational Goals

- **Improve customer experience**
- **Lower barriers to entry**

Organizational Challenges

- **Complex Deployments**
- **Giving Customers Flexibility**
- **Adding Value**

A wide-angle photograph of a deep, rugged canyon. A river flows through the center of the canyon, surrounded by steep, rocky walls. The sky is filled with heavy, grey clouds, creating a somber and dramatic atmosphere. The text is overlaid on the upper half of the image.

**SaaS/On Demand presented a unique
opportunity to address our challenges
and meet our goals**

However...



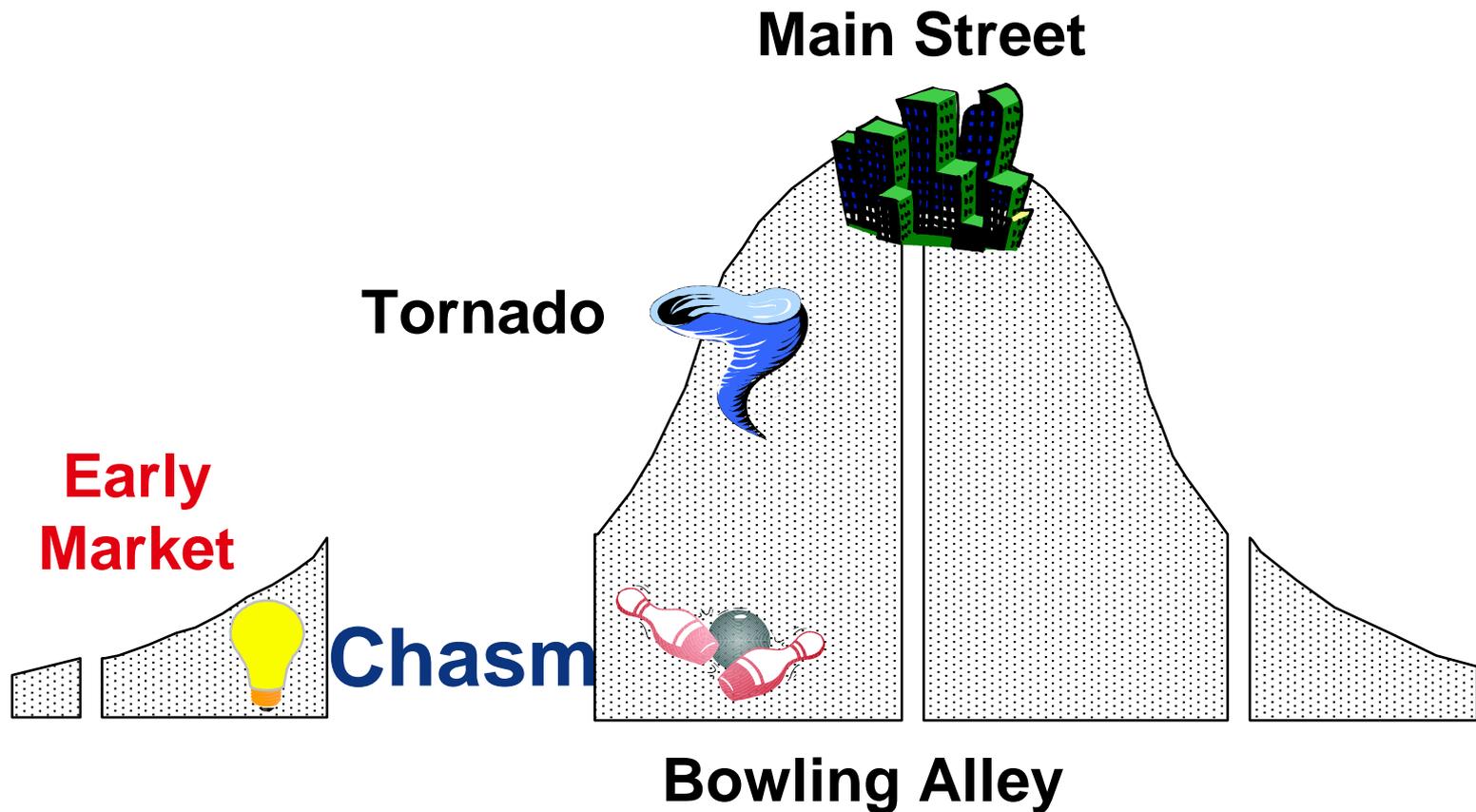
The Chasm Exists

In 2005 We Asked...

- How do you take BI On Demand?
- How do you take a BI *company* On Demand?

Crossing the Chasm is possible!

The Chasm: Technology Adoption Life Cycle



BI =

Business Integration
and
Business Innovation

Replication

≠

Innovation

and...

**There are advantages to being a
big, incumbent ISV...**

Really.

No, Seriously. (Stop Laughing)

So What ARE Those Advantages Exactly?

Staying Power

Expertise

Sprinkle in some innovation and execution

Credibility

Deep Pockets

Leverage consumer web concepts and produce innovative Business Web solutions



How Did We Apply That To BI?

- ▶ Inspired by innovative solutions like flickr.com
- ▶ Enterprise Reporting On Demand...

Business Objects
crystalreports.com

Reports Users Settings

Sally's Fuselage Publisher Privileges

Notify Users:
▼ Name

All

Call Center Summary

CALL VOLUME BY SEVERITY

Severity	Volume
1	2000
2	1600
3	500
4	100
C	600

CSAT SURVEY RESULTS

Category	Rating	Percentage
1	Red	48%
2	Black	55%
3	Yellow	53%
4	Yellow	57%
5	Green	60%
6	Red	49%

OVERALL CSAT RATING
5 of 6 categories are unacceptable.
Overall satisfaction rate is 37%.
[>> DISPLAY MORE DETAILS](#)

AVG. RESOLVE VS. MAX. RESOLVE TIME

Severity 2
Severity 1
Severity 3

CUSTOMER SEARCH

[>> VIEW ENTIRE CUSTOMER LIST](#)

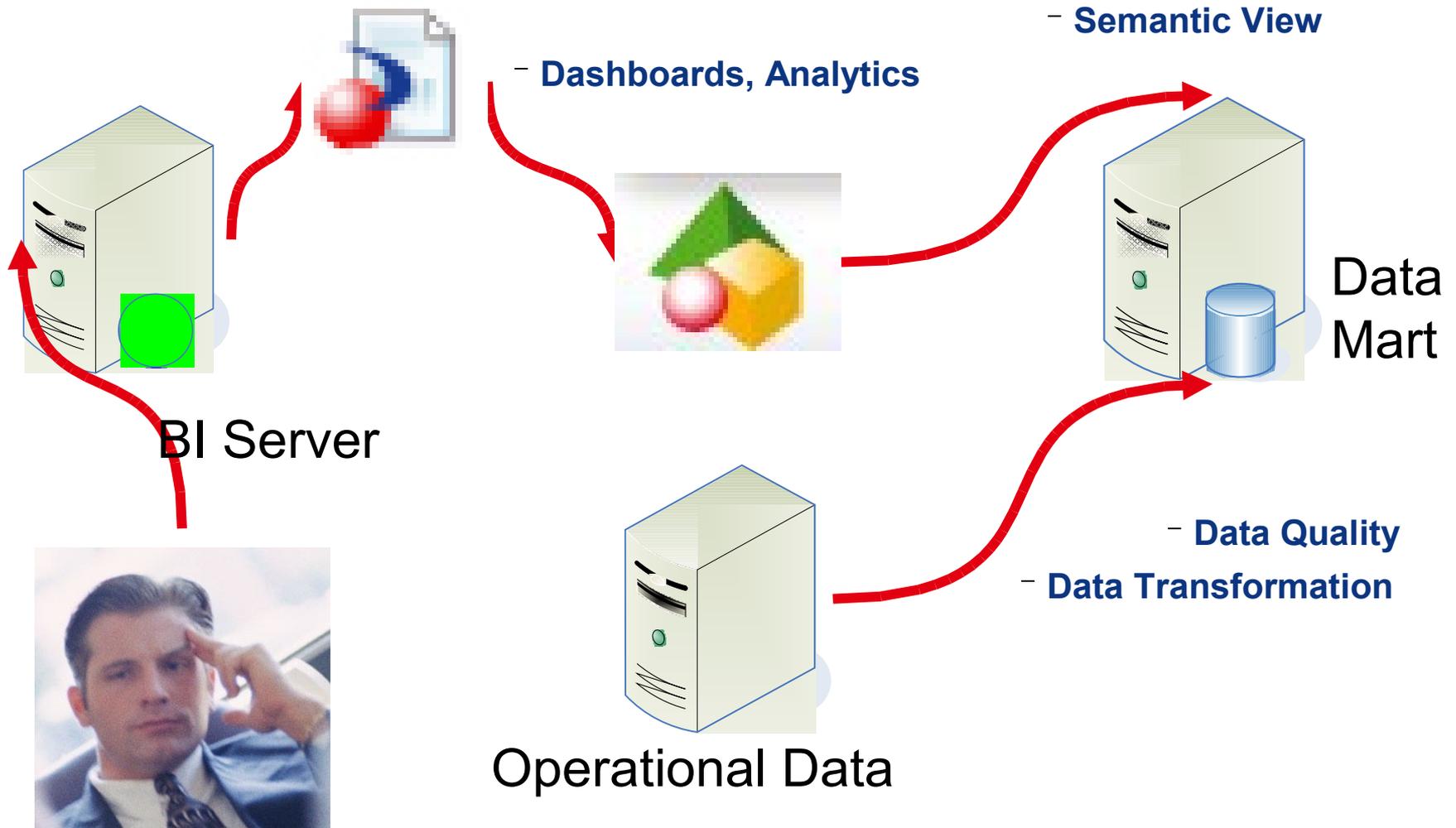
SEARCH FOR A CUSTOMER

Innovations Driven By crystalreports.com

- ▶ High volume Web Service integration with solutions like Salesforce.com
- ▶ Live data connectivity to *any* on premise data source behind the firewall
- ▶ Extended BI beyond the firewall
- ▶ Community based shared “report spaces”
- ▶ Proven Multi-Tenant BI Platform

Not stopping there! Our goal is to deliver a complete Business Intelligence solution...On Demand

Business Intelligence Today



Business Intelligence On Demand

 www.ondemand.com 

- Dashboards, Analytics
- Semantic View
- Data Quality
- Data Transformation



Operational Data

On Demand Business Intelligence

- ▶ **“Buzzword Compliant” On Demand solution**

Plus...

- ▶ **On Demand Reporting, Analytics & Dashboards**
- ▶ ***Live* access to *any* data source**
- ▶ **Dramatic reduction in time and requirements**
- ▶ **Lower barrier to entry**
- ▶ **Easy to try, buy and use**
- ▶ **Launch in 1H 2007**

From the world leader in BI and *proven*
innovator with crystalreports.com

Thank you!

Questions?

