Growing an On-Demand Business

Presented by:

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Agenda

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- A bit of history
- A look at where we are today
- Demonstration
- Some lessons learned
- Challenges and growth 2008-2010

A Simple Idea

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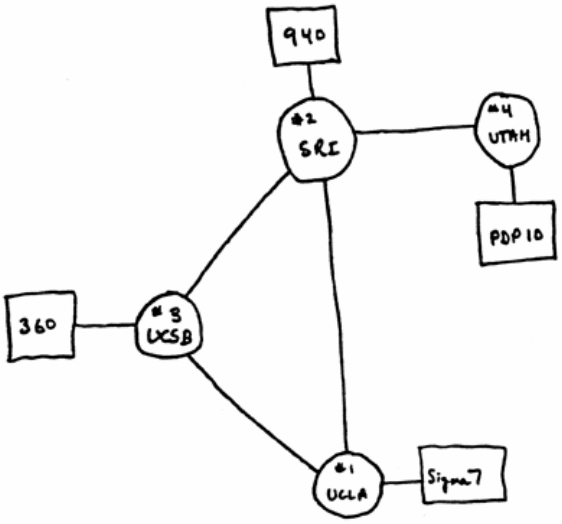

1969 4-node ARPANET diagram - first 4 computers of what will be the Internet
http://www.computerhistory.org/internet_history/

Four sites are selected. At each, a team gets to work on producing the software to enable its computers and the IMP to communicate. At UCLA, the first site, Vint Cerf, Steve Crocker, and Jon Postel work with Kleinrock to get ready. On April 7, Crocker sends around a memo entitled 'Request for Comments.' This is the first of thousands of RFCs that document the design of the ARPANET and the Internet.

UCLA, Stanford, UC Santa Barbara

The team calls itself the Network Working Group (RFC 10), and comes to see its job as the development of a 'protocol,' the collection of programs that comes to be known as NCP (Network Control Protocol).
The second site is the Stanford Research Institute (SRI), where Doug Engelbart saw the ARPA experiment as an opportunity to explore wide-area distributed collaboration, using his NLS system, a prototype 'digital library.' SRI supported the Network Information Center, led by Elizabeth (Jake) Feinler and Don Nielson.
At the University of California, Santa Barbara (UCSB) Glen Culler and Burton Fried investigate methods for display of mathematical functions using storage displays to deal with the problem of screen refresh over the net. Their investigation of computer graphics supplies essential capabilities for the representation of scientific information.
After installation in September, handwritten logs from UCLA show the first host-to-host connection, from UCLA to SRI, is made on October 29, 1969. The first 'Log-In' crashes the IMPs, but the next one works!

Where we started two years ago

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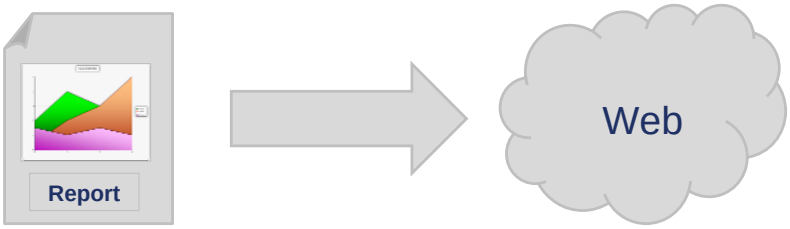
We said “Let’s find an easier way to share Crystal Reports”



Where we are today

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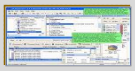
Business Intelligence OnDemand
(cr.com, Complete BI, EIM, Data Warehousing)

Business Applications OnDemand
(nsite.com)

Information OnDemand

Data Quality OnDemand



External Application Integration
(i.e. Salesforce.com)

Where we are today

Deploy a business intelligence solution over the Web - without buying servers or installing software. Give insight to customers and partners immediately, without an IT project.

Business Intelligence OnDemand

Offload your business intelligence and data warehouse infrastructure onto our hosted platform—and start analyzing your data sooner.

Information OnDemand

Enhancing Business Intelligence with External information. Compare your organization's data to third-party market and financial data. Our prebuilt reports save you hours or days of preparation.

Business Applications OnDemand

Automate, manage and gain insight into your organization's processes. Easily extend your on-demand applications and apply the power of business intelligence to process management.

Average CRDC Web Visit to Signup: 3%

Web Visits include CR.com, CR.com app, Nsite.com, OnDemand.com

Trial Signups include: CR.com starter (and pro edition Q1-Q2), Active CR Viewers, Nsite worldwide

Worldwide subscribers and trial signups are not mutually inclusive

Customers

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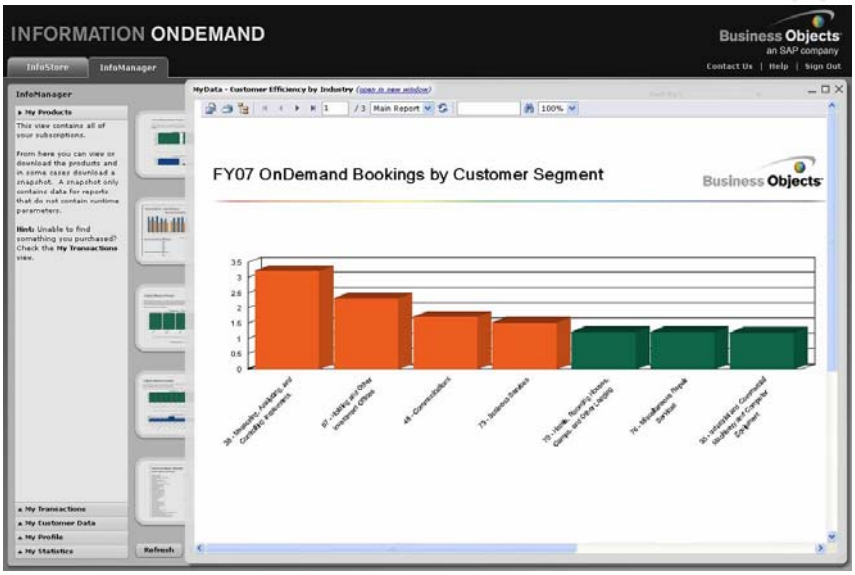

Demonstration

Business Intelligence OnDemand

Information OnDemand – Sales Prospecting

Growing an On-Demand Business: Key Assumptions & Lessons Learned

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Key Assumptions 18 Months Ago:

- Instant leverage with via channel and into install base
- High degree of leverage with Enterprise and mid-market sales team
- Ability to modify key infrastructure elements to support OnDemand model (order processing, revenue recognition, legal, sales ops etc)
- Simple, low touch, high volume sales model

Lessons Learned:

- We are one-of-many groups targeting CR install base limited access to lists
- Some leverage with the channel, mid-market and enterprise teams
- OnDemand team leads primary selling effort
- Challenges include influencing key infrastructure processes – time consuming, resource intensive usually resulting in compromise or work-around solutions
- Higher touch model than anticipated

Key Trends:

But today's portfolio is just the beginning. Our vision is to enhance our solutions over time to help our customers manage **three trends** that we see affecting their ability to optimize their business performance.

The **first trend** is the changing nature of information. It is no longer possible to manage your business using only structured information generated within your 4 walls– All information, whether structured or unstructured, internal or external, needs to be brought to together in a way that's relevant for business decisions.

The **second trend** is the changing nature of how people work. It is no longer sufficient for IT to support individual contributors within a functional silo. People need support for how they really get things done– collaborating in teams and communicating across boundaries, all in a very specific business context.

The **third trend** is the changing nature of how businesses connect. Companies can no longer have arms length relationships with the customers and suppliers. They need to optimize their performance across a dynamic network of partners with whom they are outsourcing, in-sourcing, off-shoring, and on-shoring.

Each of these trends will shape what Business Objects offers to our customers going forward.

2008 – 2010 Growth Drivers

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- Deliver solutions to support company vision
  - Enhancing Business Intelligence with Information OnDemand
  - Enable collaboration across organizational and data boundaries
  - Address the “multi-Saas” problem

- Leverage and grow our Partner Network
  - OEM, VAR, Reseller, Solution Provider, ISV, Strategic

- Support categories with rapidly growing SaaS adoption
  - Governance, Risk and Compliance (GRC)
  - Human Capital Management, Collaboration, Security

Thank you!

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