

## SAP Business Information Warehouse powered by IBM

### A Data Warehousing Solution That Delivers on its Promises

"Data warehousing" has been one of the most popular buzzwords of the 1990s. But data warehousing solutions have often failed to live up to what their vendors have promised.

SAP and IBM now offer decision-makers at all levels a total solution including data mining capabilities that lets them quickly and efficiently access the information they require with a high level of reliability and scalability.



#### Preconfigured, Flexible, and Cost-Effective

SAP BW offers you the following benefits:

- A proven, end-to-end data warehousing solution
- Business content with preconfigured data extractors, information models, queries, KPIs, and reporting and analysis scenarios, role oriented for dealing with many different tasks
- Consistent meta data and predefined information models for fast, efficient implementation
- Optimized and preconfigured for R/3® environments
- Open to multiple data sources and third party analysis and reporting tools
- Easy integration of analysis applications, such as the SAP Advanced Planner and Optimizer

(SAP APO) and the SAP Strategic Enterprise Management (SAP SEM), for "closing the information loop"

#### Ideal for Business Environments

Within the scope of its New Dimension Initiative, SAP is adding an integrated data warehouse solution to its product offerings.

But SAP BW doesn't just offer an infrastructure. In fact, it's a complete solution for enterprise-wide information capture and evaluation. Unlike traditional data warehousing systems, SAP BW lets you view your company's data in an entirely new way. SAP BW is based on business processes to ensure optimum processing and handling of information. There is no need to spend a great deal of time and money programming data extracts and meta data models — because they're already in place. This makes it quick and easy to

successfully implement, and from the word "go" it's ready to gather information from any operational applications and any external source.

## Warehousing in Multi-Vendor Environments

Like the R/3 System, SAP BW is inherently open. Data can be extracted from R/3, custom-built applications, standard third party packages, the Internet, and virtually any other source as well. SAP BW also comes with a comprehensive array of Business Application Programming Interfaces (BAPIs) that let you link up with any non-R/3 applications at either end of the data warehousing chain.

## User-Friendly Reporting from any Perspective

The Business Explorer is an ideal front-end solution. This user interface is based on Internet technology — which means that it is easy to understand and to use. You define the reports you need most often — your "favorites" — or you can simply surf to the reporting channel set up for you. The Business Explorer lets you proceed in an entirely ad-hoc manner, freely selecting perspectives and levels of detail.

## Key Components of SAP BW

- End-to-end functionality for efficient data warehousing
- Preconfigured business content
- Integrated OLAP processor
- Automated data-extraction and loading routines
- Central meta data repository
- Business Explorer: an easy-to-use, Internet-based user interface
- Administrator Workbench
- Standard interfaces: BW Staging BAPI and MS ODBO
- Multiple language support

## SAP BW powered by IBM

Business intelligence is about gaining insight from data to drive timely and effective business decisions. But to make this vision a reality, you'll need hardware, software, skilled people, and proven solutions. IBM can bring these elements

together for your organization — in fact, IBM is the only company that has the breadth of products, services, solutions, and business partnerships to bring you total, end-to-end SAP Business Information Warehouse solutions, today.

## IBM solutions for SAP BW

The foundation for your SAP Business Information Warehouse must be built of hardware and software. IBM offers the industry-leading AS/400, RS/6000, S/390, and Netfinity platforms, as well as Storage Systems solutions for storing data. These hardware products provide flexible solutions to meet a wide variety of business intelligence needs. IBM's award-winning software products include DB2 Universal Database, MQ Series, Tivoli TME10 and Intelligent Miner are also available to extend the reach of BW.

### IBM Server platforms

IBM Server platforms meet a wide variety of business intelligence needs, from small businesses, to departments, to global enterprises. They are solid foundation for your SAP BW implementation. Here is a short overview:

- S/390 Parallel Enterprise Server to meet the most demanding availability, reliability and scalability requirements.
- RS/6000 SMP and SP Server family for price/performance, high-availability and scalability in a 64bit UNIX environment.
- AS/400e Series offering an integrated platform of processor, database and systems management, enabling rapid implementation and ease of use.
- Netfinity Server for the most stable, reliable, homogenous and complete Windows NT platform.

### IBM DB2 Universal Database

The SAP BW solution built on a solid relational database foundation — such as DB2 Universal Database — will provide the speed and ease of use you need.

If it takes too long to query your database, you might miss an important business opportunity. DB2 divides complex queries into many parts — suddenly, queries that used to run for hours are completed in minutes.

Further, DB2 won't slow as you grow. Unique with DB2 Universal Database, you get a single product that spans symmetric multiprocessors (SMP's), clusters, and massively parallel processing systems (MPP's). Imagine you start with an SMP and find you're growing at the typical rate — doubling every six months.

### IBM Intelligent Miner

IBM's Intelligent Miner available for all IBM platforms provides the ideal tools to help you identify and extract high-value business intelligence from your SAP Business Information Warehouse. Intelligent Miner is applicable to a wide range of business problems, and can empower your decision-making abilities in all of these areas:

- Analysis of market trends
- Identification of causes of customer attrition
- Streamlining business and manufacturing processes
- Detection of potential fraud or abuse
- Analysis of customer complaints
- Identification of most-favored products or services

## IBM Services

What about skills? IBM Global Services — the world's largest and most versatile IT services provider — has over 1,000 experienced service and consulting professionals who can help you build, integrate, and operate your SAP BW systems. These professionals have successfully designed, built, and implemented SAP systems in a wide variety of industries based on a dedicated service offering for SAP BW.

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