

Business Objects accelerates corporate data analysis with DB2 Cube Views.

Overview

■ Challenge

Business Objects wanted to optimize its customers' ability to respond to performance management events by dramatically improving query efficiency and accelerating realtime analytic applications

■ Why On Demand?

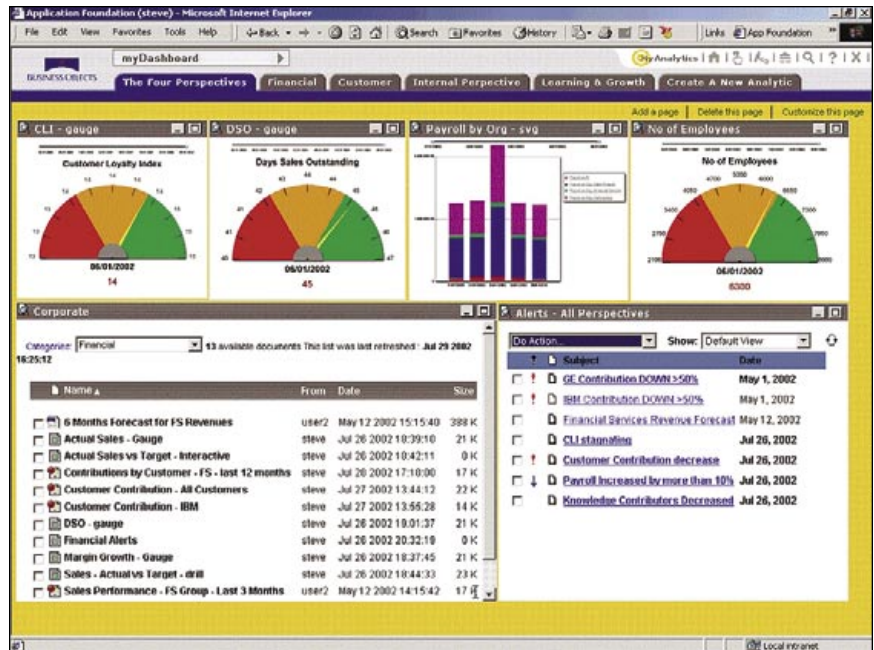
The company sought to facilitate realtime decision making by empowering users with information delivered when they need it, regardless of where it resides

■ Solution

Business Objects built an enterprise business intelligence (BI) solution that integrates with DB2® software from IBM to streamline data integration and analytics, enabling users to tap more deeply into customer, supplier and financial information

■ Key Benefits

Enhanced performance with queries taking seconds, not minutes; optimized BI infrastructure without additional investments in hardware; streamlined BI infrastructure deployment and administration



Combining Enterprise 6 software from Business Objects with IBM DB2 Cube Views enables companies to maximize performance while lowering the cost of their business intelligence systems.

To keep pace with the changes in today's economic climate, many companies are looking to maximize the integration of key partner, supplier, customer and employee data to respond to those events that affect enterprise performance management. Helping companies capitalize on these goals is IBM Business Partner Business Objects—the world's leading business intelligence (BI) solution provider. With more than 2,200 employees, the company serves 18,000 customers in over 80 countries and has \$454.8 million in annual sales.

“We have found that the DB2 Cube Views optimization for Business Objects Enterprise 6 allows most queries to perform significantly faster—with results that used to take three minutes to generate now taking less than a second.”

—Herve Couturier, Senior Vice President, Product Group, Business Objects

Integrating solutions that help enable e-business on demand

On Demand Benefits

- Faster query performance allows realtime analysis of data resulting in conclusive, actionable information
- Easier BI infrastructure administration speeds deployment and reduces overhead for system administrators
- Close integration with IBM technology reduces the time that it takes to deploy Business Objects's software with IBM DB2 from days to minutes
- Rapid deployment of the new solution with no additional investments in hardware and without retraining users
- Partnering with IBM allowed Business Objects to focus on its core technology and bring its solution to market much faster



With headquarters in Paris, France, and San Jose, California, Business Objects helps customers worldwide enhance their operational efficiency.

By leveraging the information that is stored in an array of corporate databases, as well as enterprise resource planning (ERP) and customer relationship management (CRM) systems, Business Objects's solutions enable companies to analyze and anticipate revenue cycles, supply chain performance, customer behavior and more by monitoring performance against goals, executing on bottom-line business drivers and collaborating for faster, smarter decision making.

Business Objects (www.businessobjects.com) has achieved great success with its integrated BI suite. As its customers focus on improving the bottom line and making faster, more informed decisions, it continues to innovate and explore new ways for customers to enhance their BI deployments. Says Lance Walters, director of product marketing at Business Objects, "For realtime decision making, it is imperative that users have access to information when they need it and as it changes. We sought to work with a leading technology partner like IBM to provide rapid and efficient query capabilities without retraining users or investing in hardware—giving customers the ability to monitor changes in their business as they occur."

Quicker query results for up-to-date information

With customer satisfaction as one of its guiding principles, Business Objects took advantage of innovative technology from IBM to give customers another tool to help speed deployment and accelerate time to value of its products when used with DB2 Universal Database. The company acted quickly and provided customers with the tools they needed to easily deploy this query optimization capability and meet the needs of power users and decision makers alike.

Business Objects built an enterprise solution based on open standards, which allowed it to quickly deliver an application that consolidates data and helps users tap more deeply into customer, supplier and financial information. The new solution, called BusinessObjects Enterprise 6, contains a wealth of automated features for bridging meta data and enhancing query performance—empowering Business Objects's customers to unlock the true value of the business data buried in their systems.

Business Objects can provide its customers added value by enabling them to customize performance management, customer intelligence, and enterprise reporting programs and initiatives much faster than ever before. The software's state-of-the-art suite of analytic applications connect with existing enterprise-

class CRM and ERP software to create end-to-end business processes within an organization. “By integrating Enterprise 6 with a high-performance information management platform, users benefit from an enhanced business intelligence infrastructure to help make better business decisions and adapt faster to change,” says Herve Couturier, senior vice president of the product group at Business Objects.

DB2 software creates a robust BI platform

Business Objects worked closely with IBM to accelerate the query process by integrating Enterprise 6 with a robust information management platform—IBM DB2 Universal Database. The two companies built on the solid BI foundation that DB2 provides by coupling Enterprise 6 with IBM DB2 Cube Views—a feature of DB2. DB2 Cube Views creates a unique online analytical processing (OLAP) platform based on open standards that allows BI application tools to connect easier, deploy faster and perform better.

The testing completed at the IBM labs revealed that OLAP, a core business intelligence component, gives users the ability to dynamically query data to support summary reports with response times measured in seconds, not minutes. According to Crispin Read, vice president of product management at Business Objects, “Collaborating with IBM has allowed us to go to market with our solution much earlier than we anticipated. We communicated with IBM daily, which helped us to release the product well ahead of schedule.”

The collaboration resulted in an application integration bridge—BusinessObjects Universal Metadata Bridge for IBM DB2 Cube Views—which automates the seamless integration between DB2 Cube Views and Enterprise 6. The meta data in the DB2 Cube Views repository is extracted and transferred by the bridge into a BusinessObjects universe. By providing easy access to DB2 Cube Views meta data, organizations can leverage their investment in existing technology and eliminate administrative overhead.

The bridge not only facilitates sharing of meta data but also accelerates query performance for Enterprise 6 and DB2 users. For example, when users define their business questions, Enterprise 6 transparently generates optimized structured query language that is processed by DB2 and DB2 Cube Views. End users will not have to change the way they work, yet they will benefit from dramatic improvements in response time for easy viewing and report creation.

Key Components

Software

- IBM DB2 Universal Database™, Version 8.1
 - IBM DB2 Cube Views
 - BusinessObjects Enterprise 6
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—Lance Walters, Director, Product Marketing, Business Objects

"We've done extensive testing with IBM," says Couturier. "And together we have found that the DB2 Cube Views optimization for BusinessObjects Enterprise 6 allows most queries to perform significantly faster — with results that used to take three minutes to generate now taking less than a second."

Open, integrated solutions for corporate growth

Business Objects's BI solution is flexible enough to support users in very small to extremely large organizations, enabling each organization to increase the time to value and reduce the total cost of ownership of their BI deployment. And by partnering with IBM, Business Objects has formed an alliance that will continue to benefit its customers, bringing implementation expertise and industry knowledge together with the leading enterprise business intelligence suite and enabling technologies. "We've prioritized IBM as one of our top strategic relationships, so we've developed a very close technological synergy with the IBM team," says Couturier. "The fact that thousands of Business Objects customers use DB2 to access information on demand is a testament to the reliability and performance that DB2 provides. And when IBM presented DB2 Cube Views to us, we immediately understood the value that its standards-based application development environment would bring to our customers."

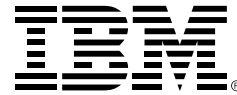
Business Objects anticipates that users will save considerable time when using Enterprise 6 due to its streamlined system administration features, which integrate with DB2. For instance, users now only need to define meta data once because it is shared among Enterprise 6, DB2 and DB2 Cube Views. Without a bridge, users would have to define meta data separately for both the database and the BI application, in what could be a time-consuming and error-prone process. What used to take an administrator several days can now be done in minutes with this new integration. "Not only will customers be able to reduce the IT backlog and the time to manage their systems, they will also reduce the time that it takes to deploy our software — now that it is so closely coupled with DB2," notes Couturier. "That will help them to significantly reduce the TCO of their BI infrastructure."

By surpassing the user's expectations for new product features, Business Objects has created a highly resilient, integrated BI platform that its customers can depend upon. And by working with IBM, Business Objects is poised to exceed its customers' requirements for technology and business performance and to retain its leading position in the marketplace. Read concludes: "We have been longtime supporters of IBM technology and DB2 Cube Views is just the most recent example of how IBM's innovation has helped us continue to succeed."

For more information

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