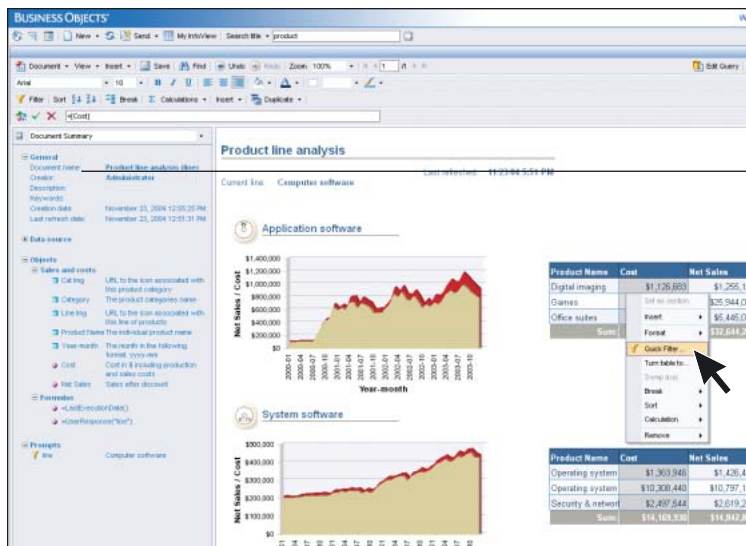


Web Intelligence is a web-based query and analysis tool designed to provide insight to the maximum number of users via an easy-to-use environment and highly scalable platform.

Better Insight via Self-Service Information Access and Interactivity

Many organizations like yours find it difficult to access information not contained in standard reports. And requests to IT for new information simply add to the report backlog. Even when ad hoc query capabilities are available, they're typically difficult to use and don't provide your non-technical users with a simple method of exploring information, to really understand the business issue at hand.

With BusinessObjects™ Web Intelligence, both self-service access to information and data analysis are available in one product, helping your users turn business insights into effective decisions. Users can create a query from scratch, format the information retrieved, and analyze it to understand underlying trends and root causes. If the full power of query capabilities is not required, users can simply analyze information in existing reports—formatting and exploring them to meet specific needs.



Report metadata increases trust

Users can easily format and explore data.

Web Intelligence gives your users self-service information access and interactivity, while delivering:

- ▶ Powerful, web-based ad hoc queries
- ▶ Integrated and trusted analysis for all users
- ▶ A tool built upon the proven, market-leading business intelligence (BI) platform

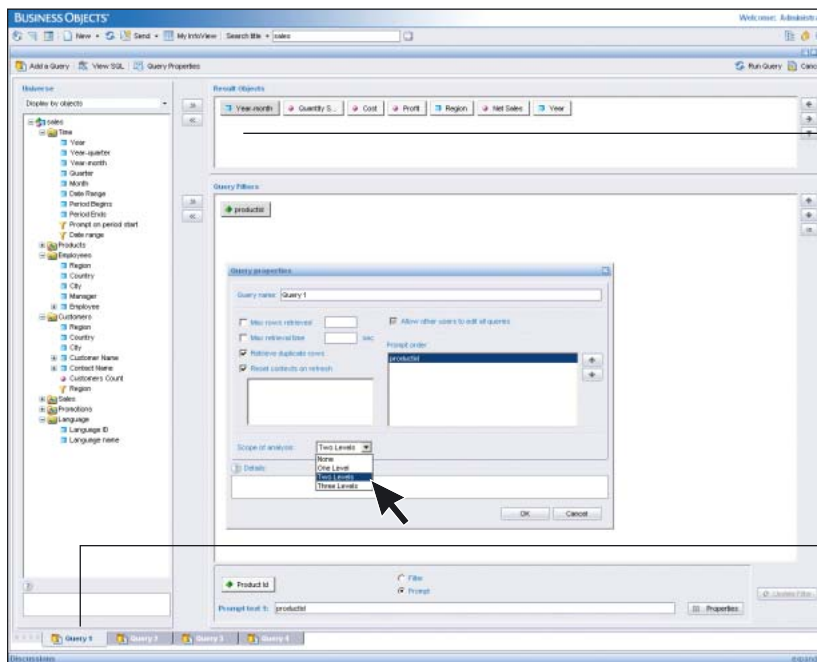
Better Insight via Self-Service Information Access and Interactivity

Powerful, Web-Based Ad Hoc Queries

BusinessObjects Web Intelligence provides an easy-to-use interface—with powerful query features—allowing users to ask spontaneous and iterative business questions of your organizational data. For example, supplier performance analysis can easily lead to supply chain profitability analysis—within a single session.

Make Query Building Easy with an Intuitive, Web-Based Interface

Users can access and format information to suit their needs with our easy-to-use, drag-and-drop web interface. You can customize the zero-footprint web interface to meet specific end-user requirements. In addition, your end users can easily build queries using the wide range of powerful capabilities available—such as custom formula creation, variables, and multiple data-sources, within a single document.



Simple drag and drop query building

Multiple queries in a single document

Queries are easy to build with Web Intelligence.

Empower End Users via a Robust Semantic Layer

The patented Business Objects semantic layer hides the complexity of underlying data sources, by providing a business representation of organizational data. So your end users can easily access information with Web Intelligence. The semantic layer also makes reusable report elements and powerful calculation capabilities available, allowing users to quickly access key information. In addition, you can use the semantic layer's metadata throughout your organization's BI solutions.

Ensure Controlled and Secure Information Access

BusinessObjects Web Intelligence puts security and control in the hands of your IT department. IT now has granular control over who can access what data—right down to the database row level—and which specific features can be accessed, to prevent run-away queries and overuse of system resources. This also ensures that your users not only have the capabilities appropriate to their requirements, but also have the freedom of self-service access to the information they really need.

Integrated and Trusted Analysis for All Users

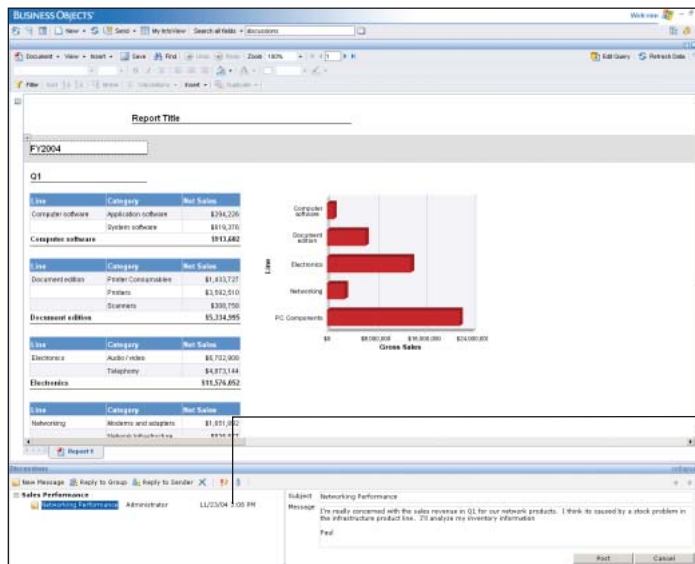
Web Intelligence delivers a unique, single web environment for both querying and analyzing information. A full range of users can now access secure information, significantly reducing the number of tools you deploy.

Access and Analyze Information in a Single Interface

Your end users can now access, format, and explore information in a single interface, without the need to implement a separate analysis tool. BusinessObjects Web Intelligence offers the ability to drill down into data—and explore across different dimensions—delivering deeper insight and more effective decision making. For example, you can move from annual sales summary data down to a specific quarter, and then compare that with performance from a previous quarter.

Personalize, Explore, and Annotate Documents Easily

Although many of your users may need to build their reports from scratch, it is often sufficient for them to adjust existing reports to answer current business questions. With Web Intelligence, users can easily edit queries and reports to reflect their latest information needs. In addition, when a group of users share a document, Web Intelligence offers insights and supports collaborative decision making via threaded discussions. This increases end-user confidence in the business decisions made using this document.



*Threaded discussions
support collaboration*

Each user can access the specific capabilities to meet their needs.

Broaden Interactivity via Flexible, On-Report Analysis

BusinessObjects Web Intelligence offers your end users innovative, on-report analysis capabilities, whenever they view documents. This approach simplifies adjusting report content, adding calculations, and exploring data to answer specific questions. Users can reduce report backlog by making their own changes, rather than relying on IT. Web Intelligence also gives your end users the ability to review document metadata such as the definition of measures used—for example, the formula to calculate revenue. Additionally, information such as which data filters have been applied increases trust in the information displayed. This level of insight, in turn, allows your end users to make more confident decisions.

Better Insight via Self-Service Information Access and Interactivity

Built on the Proven, Market-Leading BI Platform

Web Intelligence is built on the proven and mature capabilities of the BusinessObjects Enterprise BI platform. This ensures that the product can meet the performance demands of an end-user query and analysis solution.

Enable BI Standardization via Shared Administration and Security

BusinessObjects Enterprise delivers a single point of security and administration for all Web Intelligence users. This ensures full control of the user experience, the capabilities available to each user, and their security profile. All your BI-related activities are centrally managed by BusinessObjects Enterprise—our trusted platform for all BI capabilities. This helps you reduce the overall cost of BI implementation across the organization.

Deliver Query and Analysis Globally via a Single Deployment

It is important for organizations to provide multi-lingual information access. Web Intelligence supports major Western European languages, as well as multi-byte languages such as Japanese—all from a single server. Going beyond mere interface localization, Web Intelligence helps your end users access and create reports containing Unicode data, enabling you to standardize on a single query and analysis tool, and reduce costs.

Extending the Reach of Analysis and Interactivity Beyond the Enterprise

BusinessObjects Web Intelligence provides a flexible and secure environment—a key requirement for organizations that deploy BI applications to users outside their network—by leveraging the administration and security capabilities of BusinessObjects Enterprise. Whether it is improving corporate decision making or sharing information with customers, suppliers, and partners, Web Intelligence delivers self-service insight to all those who require it.

The Best Choice on the Market Today

BusinessObjects Web Intelligence helps organizations make more effective and timely business decisions. By offering self-service information access and analysis, Business Objects provides your organization with the extreme insight you need to extend your competitive advantage. To learn more about Web Intelligence or BusinessObjects XI, visit our website at www.businessobjects.com.

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