SAP Solution Brief
Solution Extensions
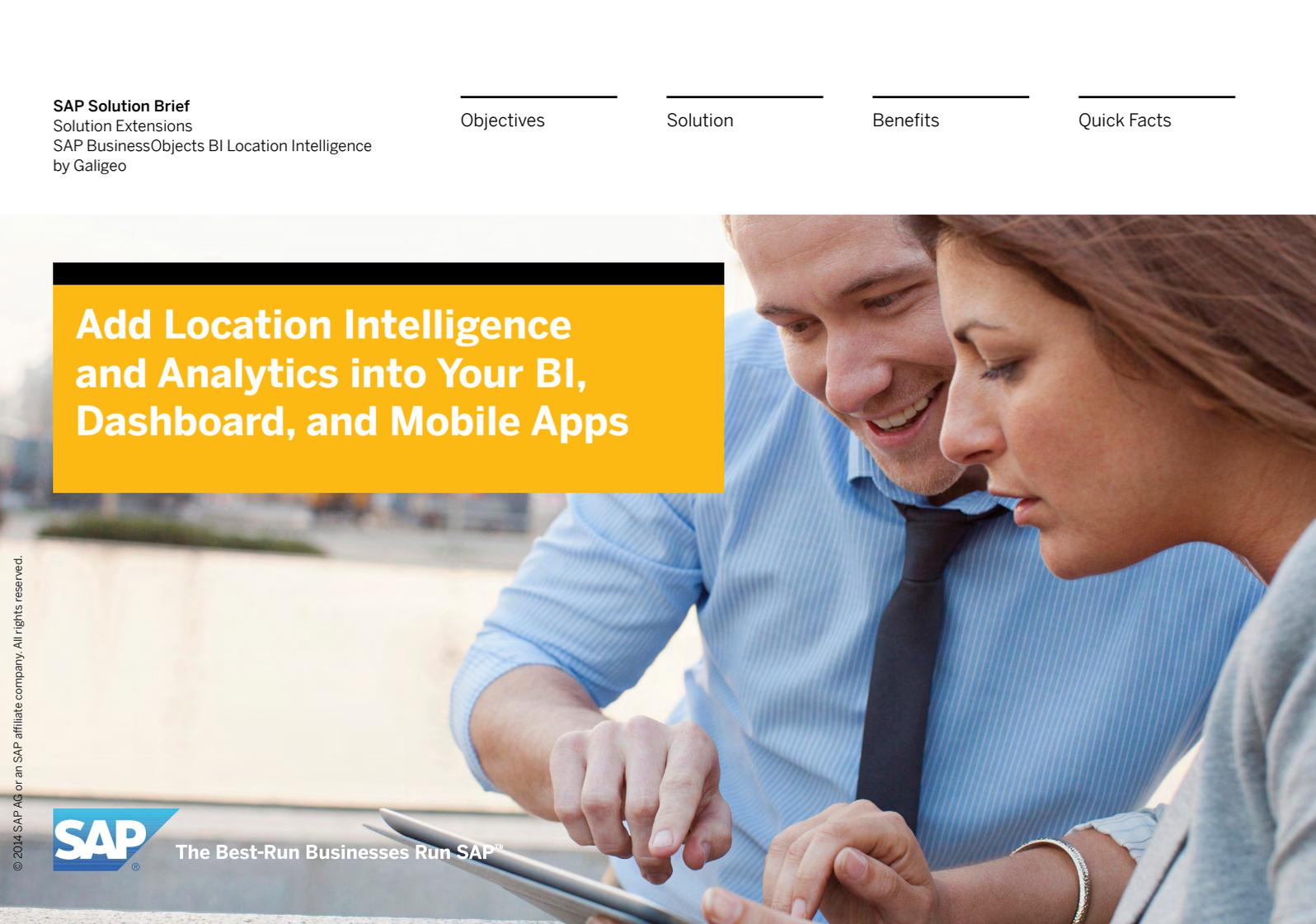SAP BusinessObjects BI Location Intelligence
by Galigeo

Add Location Intelligence and Analytics into Your BI, Dashboard, and Mobile Apps

SAP

The Best-Run Businesses Run SAP™

Location intelligence for geospatial insights

From automotive to wholesale distribution – for organizations in virtually every industry – there is much to gain by enabling users to understand the geographical context and the location-based relationships that lie within data.

With the tools to analyze and monitor data more fully and efficiently in the context of the "where factor," people can gain high-value insight for both operational and strategic decision making. The SAP® BusinessObjects™ BI Location Intelligence application by Galigeo is a map-centric product that enables users to understand the geographical context and the location-based relationships that lie within data. The application integrates location-specific data from your SAP data sources with business intelligence (BI) dashboards and analytics, giving you the power to visualize the geospatial relationships hidden in your business intelligence. The application enables people to see, comprehend, and communicate quickly and clearly using location visualization and to make operational decisions with full confidence in their data.

Visualization and analytics embedded in SAP solutions

Visualization and analytics embedded in SAP solutions

A solution for all industries

SAP BusinessObjects BI Location Intelligence connects Web maps and geographic information systems (GIS) from Esri and other companies with BI applications from SAP. This way, the application embeds live, contextual maps in SAP BusinessObjects BI solutions, analytics solutions from SAP, the SAP Customer Relationship Management (SAP CRM) application, and SAP Mobile Platform, enabling location discovery, analytics, and process optimization. See figure on the next page.

The application offers:
• A rich geographic visualization environment (Flex and HTML5)

• A rich set of analytical features (drive times, heat maps, clustering, time slider, on-the-fly analysis of large volumes of data, and so on)
• An intuitive, flexible viewing interface
• The ability to handle large sets of data
• Robust and smooth communication and query handling between GIS maps, content in SAP BusinessObjects BI solutions, and other geospatial data engines
• Integration with SAP BusinessObjects BI platform, SAP BusinessObjects Web Intelligence® software, SAP Crystal Reports® software, SAP BusinessObjects Dashboards software, mobile solutions from SAP, SAP BusinessObjects Design Studio, and more

Delivering geographical context to data opens up a whole new world of insight.

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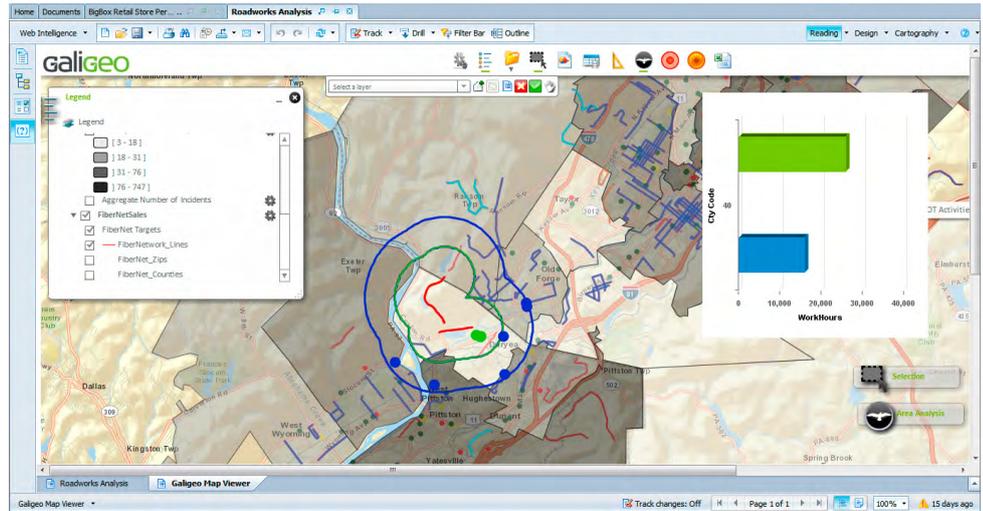
A solution for all industries

Figure: Live, contextual maps embedded in SAP® software

A solution for all industries

How can organizations in different industries take advantage of SAP BusinessObjects BI Location Intelligence? It can help answer questions such as the following.

Utilities and infrastructure – What and where are the priority needs in our asset maintenance plans? Is there fraud in the smart metering network? Where are the leaks in our water distribution network? How optimized is toll-collection revenue compared to road traffic and maintenance costs? Where do we miss billing opportunities in our railways network?

Government and compliance – Are govern-ment programs working effectively? What are key service-area requirements? Does the infrastructure adequately cover our citizens? How do we assign students to the closest

schools? How can funding allocations be mapped to control the relevant geographical breakdown?

Defense and security – Where are our field personnel and equipment in relation to priority needs? Where are crime hot spots located? How can crime solving be improved by corre-lating where crimes are committed and where criminals live? Are our resources allotted to the right places?

Healthcare and life sciences – Are doctor net-works distributed effectively? How is our sales coverage compared to patients, prescribers, and pharmacies? Where is the next-best sales visit? Is our market a collection of local markets? Where are the "medical deserts"?

Visualization and analytics embedded in SAP solutions

A solution for all industries

Retail, distribution, and geomarketing – How is competition affecting our development? Where should we open or contract our next store location? Are we targeting the right points of sale? Where should we distribute catalogs? Who are the inactive customers in the heart of our trade area?

Telecom – How does quality of service (QoS) compare with real quality of experience (QoE)? How can we improve customer support through location information? Where are our customers located relative to our distribution channels and sales force? What is the match between our network (fixed, mobile, and Internet networks) and our customers?

Financial services – How can we identify new market opportunities and examine trends among client demographics? What is the geographical breakdown of branches and ATMs? Are we sellling the right financial services given consumer types in our trade area?

Insurance – Where are fraudulent claims occurring? Where are our customers and assets located, what is their proximity to hazards, and what is their risk exposure? Does the location of assets impact solvency ratios? What is the spatial context of fraud?

Oil and gas, and mining – Where should we set up the next production well? How can we best manage resources, assets, and geological survey data through the prefeasibility; feasibility; environmental review; and engineering, procurement, and construction management phases?

A tool for understanding geographical context within data

A tool for understanding geographical context within data

SAP BusinessObjects BI Location Intelligence offers:
- High-value insight for both operational and strategic decision making through advanced data visualization
- Unmatched power to use spatial data with your reporting analytical capabilities
- Integration without extensive custom development: an installable, configurable, and supported product
- Tight security configuration with SAP BusinessObjects BI solutions

You can:
- Present BI information with GIS information, side by side or fully integrated, supporting SAP BusinessObjects Web Intelligence, SAP BusinessObjects Desktop Intelligence™

software, SAP Crystal Reports, SAP BusinessObjects Dashboards, and SAP BusinessObjects Design Studio
- Overlay report data on a map
- Distribute reports using SAP BusinessObjects BI solutions as PDFs with live maps embedded
- Make a selection in a document or a map in SAP BusinessObjects Dashboards, with automatic updating of the other components of the dashboard to reflect that selection

The application gives you all of the power of location intelligence in a hosted or cloud-based solution. You get dedicated, secure access to hosted GIS services, quick deployment, scalability, and a clear migration path from proof of concept to enterprise location intelligence.

Summary

The SAP® BusinessObjects™ BI Location Intelligence application by Galigeo connects Web maps and geographic information systems (GIS) from Esri and other companies with SAP BusinessObjects business intelligence (BI) solutions. The application embeds live, contextual maps in these solutions, enabling location discovery, analytics, and optimization. Users can see, comprehend, and communicate quickly and clearly using location intelligence.

Objectives

• Enable users to understand the geographical context and location-based relationships that lie within data
• Gain geospatial insight to aid operational and strategic decision making
• Leverage investments in GIS and BI platforms

Solution

• Live maps showing the geographical context and the location-based relationships that lie within data
• Location intelligence and geomapping software connecting to business data of all types (transactional, operational, analytical, and aggregated) from small or large databases and systems of record

Benefits

• High-value insight through advanced data visualization
• Unmatched power to use spatial data with reporting analytical capabilities
• Integration without extensive custom development
• Tight security configuration with SAP BusinessObjects solutions

Learn more

Please visit www.sap.com/pc/analytics /business-intelligence/software/esri-gis /index.html.

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