

PRODUCTS

BusinessObjects Dashboard Manager

Visibility into Business Performance

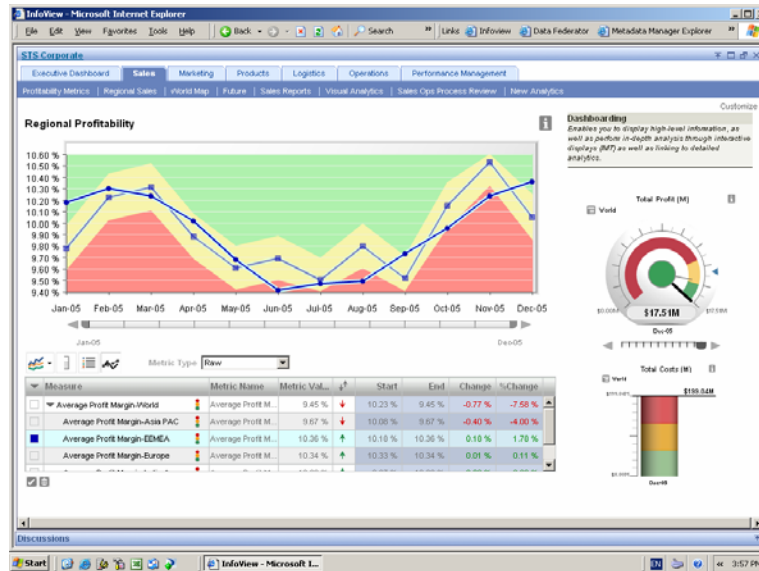
BusinessObjects Dashboard Manager gives organizations visibility into their critical business activities with an easy-to-use dashboard interface. It offers:

- Drag-and-drop dashboard-building capabilities
- A metrics engine to track and monitor critical business measures
- A flexible rules engine to create alerts
- Analytic templates to provide extreme insight into your business

Drive Better Decision Making

Consistent views of business performance throughout your organization are vital to ensuring that everyone has the same information and can focus on delivering on the same goals. Yet maintaining consistent visibility of business activities is no easy task. To make sound decisions quickly, your software must provide users with the right information – when they want it, in the way they need it.

BusinessObjects™ Dashboard Manager delivers metrics, alerting, and dashboard management capabilities – helping you and users across your organization to monitor and understand business activities. Easy to build and user friendly, Business Objects dashboards tap into your existing business intelligence (BI) infrastructure, enabling deep analysis of business conditions. With management dashboards, you can track metrics, gain insight from underlying analysis, and alter business rules as conditions change. With advanced alerting and a metrics engine, Dashboard Manager gives all users a consistent and accurate way to monitor critical business areas.



Business Objects dashboards help companies leverage business intelligence infrastructures to monitor business performance and make informed decisions.

BusinessObjects Dashboard Manager makes it easy to deliver decision-making dashboards across the enterprise by helping organizations:

- Monitor business performance
- Understand business drivers
- Deploy personalized dashboards

Monitor Business Performance

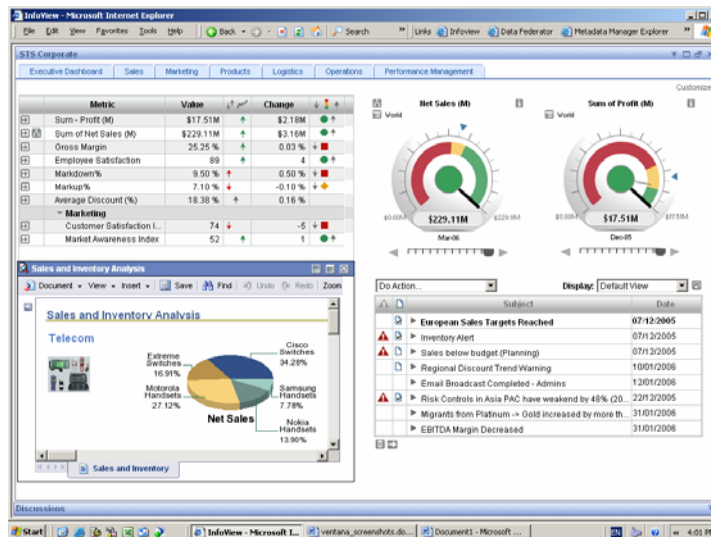
Whether your objective is to enhance customer satisfaction, improve customer retention, or increase sales, monitoring business activities helps your organization meet crucial business goals. By using dashboards to track and monitor business performance, your organization remains agile and can adapt to any new internal or external conditions.

Define Critical Performance Metrics Across the Enterprise

Dashboard Manager monitors critical business metrics, enabling users to track the status of the business via their dashboards—regardless of where users are located. The built-in metrics engine offers you flexibility to define, monitor, and store any metric over time. By combining metrics monitoring with advanced, proactive alerting, you can focus on key issues—thus improving management effectiveness. Focusing on key issues helps you make faster decisions—saving time and money.

Track Key Performance Indicators Over Time to Identify Trends

Measuring and tracking business metrics over time provides an important dimension to understanding your key business questions. The powerful Dashboard Manager metrics engine stores key performance data over any calendar period using prebuilt calendars or custom calendars. By storing metric history, you can quickly compare today's business activities with any previous period—gaining insight into trends and exceptions.



BusinessObjects Dashboard Manager lets companies see sales performance at a glance.

Avoid Unpleasant Surprises

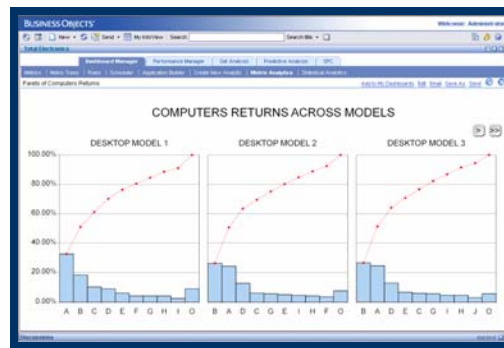
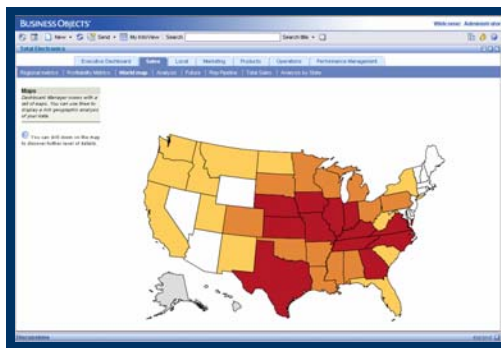
Hindsight is always 20/20. Seeing what is on the horizon requires visibility into current business conditions—however, seeing information on the dashboard may only solve half the problem. Receiving alerts about a change in conditions helps you avoid unpleasant surprises. The Dashboard Manager integrated rules engine proactively monitors large numbers of metrics. Flexible enough to handle both internal events (such as refresh of a metric) and external events (such as data warehouse refresh), the business rules engine delivers relevant information at the most appropriate times. The rules engine notifies you immediately *and* it drives information into action—such as sending emails, delivering event triggers to external applications, or even generating a list.

Understand Business Drivers

Although it's critical to have visibility into the state of your business to ensure improved performance, it's even more vital that you understand the business drivers behind the numbers. Dashboards enhance effectiveness—providing metrics, alerts, and analyses to help employees understand their business activities.

Gain Extreme Insight through Interactive, Advanced Visual Analytics

Effective dashboards display meaningful analyses and actionable information in an easy-to-read format. BusinessObjects Dashboard Manager comes with a catalog of analytic templates that help users analyze current business conditions, trends, or anomalies at a glance. Analytic templates include traffic lights, speedometers, Pareto charts, and maps, among many others. They also can be printed, shared in PDF format, and displayed in leading enterprise information portals.



Business Objects analytic templates enable visual analyses of business conditions.

Ensure Stunning Visual Presentation

Dashboard Manager also leverages the power of Crystal Xcelsius™, the leading data visualization solution. The integration adds stunning visual models to a business user's dashboard and provides enhanced forward-looking what-if analysis to anticipate critical business issues and opportunities. In addition, new visual models enable data exploration and statistical analysis in support of continuous improvement initiatives, such as Six Sigma.

Integrated Products

BusinessObjects Dashboard Manager integrates with BusinessObjects XI and Crystal products, including:

- Crystal Reports
- Crystal Xcelsius
- Desktop Intelligence
- OLAP Intelligence
- Performance Manager
- Predictive Analysis
- Process Analysis
- Set Analysis
- Web Intelligence

Move from Interactive Metrics to Detailed Analyses

Dashboard Manager provides the capabilities for users to go from summary-level metrics to detailed reports, which are available with a range of Business Objects products—including BusinessObjects Web Intelligence™ XI, BusinessObjects Desktop Intelligence™ XI, Crystal Reports®, and BusinessObjects OLAP Intelligence™ XI. By integrating with industry-leading reporting and query-and-analysis technology from Business Objects, Dashboard Manager helps users get to the root cause of a problem—so you can take action sooner rather than later.

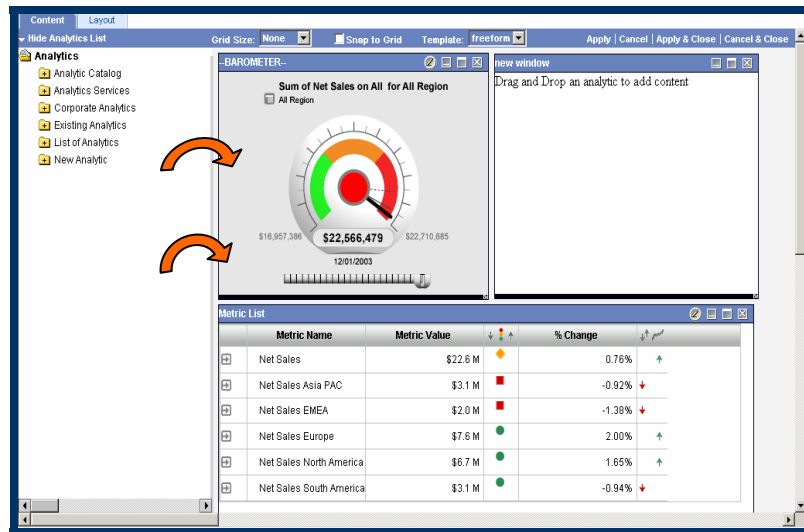
Deliver Advanced Insight with Powerful Analytics

Dashboard Manager integrates with our other performance management products to deliver advanced analysis. BusinessObjects Performance Manager XI helps organizations communicate strategy and manage group decisions. By setting goals and tracking performance in scorecards, employees can focus their efforts, collaborate with others, and follow recommended actions to improve organizational performance. BusinessObjects Set Analysis XI helps organizations define, track, and analyze segments that drive the

success of business activities. BusinessObjects Predictive Analysis XI uncovers key business drivers from your data and forecasts business conditions – helping users make proactive decisions. BusinessObjects Process Analysis XI monitors and analyzes operational processes up to the minute. Process Analysis enables organizations to identify inefficient processes and to receive alerts proactively when a process trends in the wrong direction.

Deploy Personalized Dashboards

Dashboards are no longer exclusively for executive management. All users need access to information so they can make sound decisions. Too much information causes clutter, while not enough information makes analysis incomplete. Dashboard Manager enables you to build personalized dashboards and rapidly deploy them across the organization so users have the information they need. Various personalization options within Dashboard Manager make it easy to create custom dashboards for different users or groups of users.



BusinessObjects Dashboard Manager lets organizations create dashboards tailored to individual users.

Empowering Users to Personalize Views without IT Intervention

With the Dashboard Manager's drag-and-drop functionality, users can reap immediate benefits by building dashboards without the help of IT. The time you save implementing, deploying, and maintaining dashboards will reduce your total cost of ownership (TCO). And meanwhile, your IT and business users are able to focus on higher-value activities.

The Best Choice on the Market Today

BusinessObjects Dashboard Manager provides visibility into your organization by monitoring and tracking critical business metrics through easy-to-use dashboards. It can manage both relational and non-relational data sources, thereby offering flexibility in accommodating all business user needs. Business Objects provides your organization with the extreme insight you need to extend your competitive advantage. To learn more about BusinessObjects Dashboard Manager or BusinessObjects XI, visit our website at www.businessobjects.com.