



**SAP**insider presents



# REPORTING & ANALYTICS 2015

I N T E R A C T I V E

**November 17–19, Las Vegas**  
**Mirage Hotel and Casino**

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*A collaboration of SAP and SAPinsider*



More than ever before Analytics are proving essential for companies in terms of daily operations and reimagining business models to innovate and respond to customers' needs. Analytics are now deployed throughout all corners of the business: from the boardroom to the employees in the field. While many companies are already realizing tremendous benefits from their analytics, they are also facing more complexity as the proliferation of tools and data expands across their organizations. Having a well-defined analytics strategy is essential for gaining maximum benefit from analytics while also ensuring that corporate information is trusted and secure.

Technology is evolving at lightning speed, and companies are leveraging the latest innovations in data visualization, the Cloud and the Internet of Things to stay ahead of the competition:

- Every consumer and machine is connected. What can you learn from these networks?
- In-memory computing is delivering the power of immediacy. What could you do differently if you had instant insight to action?
- The Cloud is accelerating time to value and driving higher adoption of new technologies across organizations. How can the Cloud help you move faster?
- Trust remains the ultimate currency. How do you deliver all of this innovation while maintaining information security and integrity?

These technology trends are impacting every company globally making this the ideal time to review your current investment in analytics and explore the new technologies and innovations required to meet these opportunities head-on. The SAPinsider Reporting & Analytics 2015 INTERACTIVE event represents a great opportunity for you to get ahead of these technology trends by:

- Learning about the new and emerging technologies for enterprise BI, mobile analytics, data discovery and visualization, predictive analytics, cloud analytics and big data
- Networking with colleagues who have implemented solutions that created success in their organizations
- Meeting with SAP and SAP BusinessObjects™ experts one-on-one
- Exploring project guidelines, methodologies, and accelerators

We look forward to seeing you in Las Vegas, November 17-19, to discuss how you can accelerate your analytics strategy and deliver trusted insight across your organization.

Sincerely,

**Clemens Praendl**

SVP and Global General Manager, Analytics  
SAP



## Pre-Conference Workshops • Monday, November 16

Special three-hour Pre-Conference Workshops hosted on this day offer you the opportunity to fortify your understanding of key SAP® concepts and technologies, explore new trends and strategies, and enhance your learning experience at the main conference. Advance sign-up is required.

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## Conference, November 17–19 • More than 60 sessions spanning 6 tracks

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## Schedule

Pre-conference Workshops	Conference Schedule			
Monday, November 16	Tuesday, November 17	Wednesday, November 18	Thursday, November 19	
8:00 AM Registration <b>9:00 AM AM Pre-Conference Workshops</b> 12:00 PM Lunch <b>1:00 PM PM Pre-Conference Workshops</b>	7:30 AM Registration <b>8:30 AM General Session</b> 10:30 AM Refreshment Break <b>11:00 AM Breakout Sessions</b> 12:15 PM Lunch <b>1:30 PM Breakout Sessions</b> 2:45 PM Refreshment Break <b>3:15 PM Breakout Sessions</b> 4:30 PM Exhibitor Meet & Greet <b>4:45 PM Ask the Experts</b> 5:30 PM Breakout Sessions	8:00 AM Registration 8:00 AM Speed Networking <b>8:30 AM Breakout Sessions</b> 9:45 AM Refreshment Break <b>10:30 AM Breakout Sessions</b> 11:45 AM Lunch <b>12:45 PM Breakout Sessions</b> 2:00 PM Refreshment Break <b>2:30 PM Breakout Sessions</b> 3:45 PM Exhibitor Meet & Greet <b>4:00 PM Ask the Experts</b> 4:45 PM Breakout Sessions	8:00 AM Registration <b>8:30 AM Breakout Sessions</b> 9:45 AM Refreshment Break <b>10:30 AM Breakout Sessions</b> 11:45 AM Lunch <b>1:00 PM Breakout Sessions</b> 2:15 PM Refreshment Break <b>2:45 PM Breakout Sessions</b> 4:00 PM Refreshment Break <b>4:30 PM Breakout Sessions</b> 5:45 PM Conference Concludes	

## Educational and Networking Opportunities



### 2 Conferences in 1 Location

Reporting & Analytics 2015  
INTERACTIVE is co-located with  
Managing Your SAP Projects 2015.

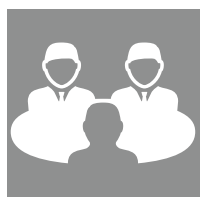
Registration at one conference admits you to both events at no additional cost. It's a perfect opportunity to educate your entire team.



### Pre-Conference Workshops

Special, Pre-conference Workshops hosted on this day offer you the opportunity to fortify your

understanding of key SAP concepts and technologies, explore new trends and strategies, and enhance your learning experience at the main conference. **Advance sign-up is required.**



### Luncheon Roundtables

Sit with your colleagues by topic area or industry and discuss solutions to your most difficult problems. Learn about the projects your colleagues are

tackling, what strategies they're using, and why.



### CPE Credits

This education program has been approved for 21 CPE credits.

Advance your career and keep your certification current. Earn credits by

attending sessions at SAPinsider's Reporting & Analytics 2015 INTERACTIVE event.



### Ask the Experts

Pull up a chair in the Ask the Experts area of the Exhibition Hall and spend one-on-one time with the top experts. Learn from their real-world expertise

and get specific insights on topics and questions that matter to you most.



### Hands-on Labs

Roll up your sleeves and get valuable hands-on experience with the latest technologies from SAP. Experts will guide you through step-by-step

exercises to help you develop a comprehensive understanding of each solution's functionality and arm you with skills you can use right away. *Advance sign-up is required.*



### Speed Networking

You've heard of speed dating, now try speed networking! Participants will have 5 minutes to make their initial introductions and converse before

moving on to meet another contact. An emcee will provide instructions and keep things moving. Forge new relationships and build a lasting network of peers you can call on for years to come.



### Report Doctor

Bring your sample reports, dashboards, and key questions to our wide range of BI and reporting experts. Sign up for 30 minutes of one-on-one time to

learn how to make your reports and dashboards more effective, faster, and user-friendly.

## Join us for Pre-Conference Workshops

### Monday, November 16

#### Special deep-dive sessions that enable you to:

- Explore new trends and strategies
- Enhance your learning experience at the main conference

#### By registering for Pre-Conference Workshops, you can:

- Attend any sessions of interest to you
- Benefit from expert-led instruction, demos, guidelines, and dedicated question-and-answer time
- Gain online access to the session slides and take-homes
- Participate in a networking lunch with other attendees



## SPECIAL FULL-DAY WORKSHOP

### Interactive workshop

**9:00 am - 4:00 pm**

### **Visual storyboarding — How to make your data visualizations more intelligent, actionable, and useful**

*Mico Yuk, BI Brainz*

This non-technical, hands-on session will provide the foundation needed to make your data visualizations more intelligent, actionable, and useful! Whether you are a beginner or a dashboard veteran, this fun-filled session will take you through from the fundamentals of storyboarding to more advanced techniques such as how to add smart context and visual cues to enhance user understanding. By working in teams with your peers in hands-on exercises, you will get an opportunity to apply these techniques directly to various dashboards. Attendees will learn:

- What a data visualization roadmap is and how it can be used to create a “visual thinking” environment
- Why visual storytelling is more effective than traditional reporting
- The three most important elements 98% of dashboards are missing and how it is negatively affecting user adoption
- How to create a simple four-part visual storyboard on paper in minutes and not weeks
- Effective techniques to make visuals more intelligent and actionable



*Pre-Conference Workshops continued on next page*



## Morning session • 9:00 am – 12:00 pm

### **SAP HANA 101: Simple, straightforward answers to your most pressing questions**

*Nitin Rao, Deloitte*

Attend this three-hour comprehensive session to get a solid understanding of SAP HANA® — from data warehouse and analytical capabilities to alternative architecture scenarios and business use cases. You will get candid answers to critical questions regarding its capabilities for fast analysis and business transformation, as well as its role within the broader context of SAP analytics solutions. This session addresses the most important questions anyone evaluating SAP HANA must consider, including:

- What exactly is SAP HANA?
- What are the main components of SAP HANA and how do they work with one another?
- What business processes are most likely to be improved as a result of utilizing SAP HANA?
- Can SAP HANA be used with both SAP and non-SAP systems?
- How does SAP HANA impact existing SAP landscapes and processes?
- What is the time frame for getting SAP HANA up and running?

Attendees will come away with a clear and detailed understanding of what SAP HANA is and how it operates from both a technical and functional perspective.

## Afternoon session • 1:00 pm – 4:00 pm

### **An A-to-Z guide to implementing SAP HANA: Planning, scoping, staffing, budgeting, and execution**

*Dr. Bjarne Berg, COMERIT*

This comprehensive two-part session provides a step-by-step strategy for a successful SAP HANA implementation. In Part 1, examine five implementation scenarios, and take a detailed look at how to plan for the project, including staffing, scoping, milestone planning, and budgeting. Then, Part 2 of the session provides a framework for successful execution, including data modeling options; extract, transfer, and load (ETL) best practices; and connecting front-end SAP BusinessObjects tools.

#### **Part I: Planning, scoping, staffing, and budgeting**

- Evaluate the SAP HANA implementation options, including stand-alone, SAP BW on SAP HANA, rapid-deployment solutions, and Rapid Marts
- Learn how to create a detailed three-year SAP HANA hardware plan
- Examine the top 10 lessons learned from five real SAP HANA projects in the US, Asia, and Europe
- Get expert recommendations for staffing a project, including roles and responsibilities for small, medium, and large initiatives
- Budget your SAP HANA initiative appropriately based on the system size, user base, front-end initiatives, and support models

#### **Part II: Project execution**

- Examine data modeling options in SAP HANA studio from relational to dimensional data models, the three different SAP HANA view options, and the pros and cons of each
- Get ETL best practices, and step through a live demo on how to use SAP BusinessObjects Data Services for loading data
- Learn the different connectivity options for SAP BusinessObjects front-end tools
- Explore how to pick the right approach for your company
- Budget your SAP HANA initiative appropriately based on the system size, user base, front-end initiatives, and support models

*Pre-Conference Workshops continued on next page*

## Afternoon session • 1:00 pm – 4:00 pm

### **A real-world introduction to SAP for beginners**

*Winni Hesel, Enowa*

Accelerate your understanding of SAP and walk away from this session with real-world insights and proven best practices for SAP utilization, implementations, upgrades, and more. Get an SAP foundation through lecture and guided exercises that demonstrate the resources, preparation, and approaches necessary to be successful.

- Get up-to-speed on SAP, including its vision, mission, and market share
- Examine the key components of SAP project management, including change management and corporate culture
- Learn how to navigate three parallel roadmaps for deploying and managing SAP
- Review the entire landscape of SAP's business solutions and components
- Walk through the basics of SAP technology, including how SAP's technologies come together to facilitate business solutions
- Understand – from a business perspective – what it means to implement SAP, including introductory coverage of SAP's development tools and methodologies
- Walk through a real-world SAP implementation project plan
- Participate in a gamification activity that will give you new ideas on how to motivate your SAP project team and accelerate the project lifecycle
- Address critical post-go-live considerations, including how to structure and staff for system administration and ongoing SAP operations
- Examine what comprises SAP upgrades, migrations, and enhancements and learn how these activities fit together in the context of the SAP lifecycle
- Learn what it takes to develop a career in SAP, including real-world case studies and guidelines for obtaining additional SAP training and knowledge resources



# Strategy

## A strategic and technical guide to the most up-to-date SAP BI roadmap

Attend this session for a comprehensive and updated look at SAP's business intelligence strategy and roadmap. You will come away armed with the ability to make smart investment decisions around your organization's future business analytics program, including insight into:

- The latest developments in advanced analytics delivered in SAP BusinessObjects™ BI 4.1, and how to leverage them to take your enterprise BI deployment to the next level
- How and where the latest SAP BI innovations can be used to derive new business value across your organization
- Next steps in SAP's evolving BI roadmap, including planned investments in the years to come

## Customer networking roundtable

### Tools and techniques for driving self-service BI — What works and what doesn't?

Don't miss this opportunity to exchange challenges and successes with your conference colleagues on driving self-service within your organization. An expert will be on hand to moderate the session, and work with the group to find practical answers to pressing questions, such as:

- How are my colleagues using SAP BusinessObjects tools to drive self-service, what tools are they having success with, and what might not work as well?
- What specific user engagement techniques, power user programs, and training strategies are most impactful?
- How can I overcome data governance and report proliferation challenges associated with self-service BI?

## Case study

### How the Houston Independent School District plans its tool selection process, BI strategy, and roadmap for analytics

*Jehangir Khan, Houston Independent School District*

Learn how the Houston Independent School District — the seventh largest school district in the U.S. — leverages a comprehensive business intelligence architecture strategy that effectively delivers information requirements to the business. Examine key elements, from scope and vision, to plan for deployment, including how the district:

- Developed a framework for tool selection, including how users were classified into various categories, and what tools were selected based on user requirements
- Established an effective super user strategy and successfully advanced BI adoption
- Evaluated SAP BusinessObjects BI 4.1 deployment options, and determined the best path for its overall BI strategy and future deployment and rollout

### Optimizing your BI organization and processes for trusted data discovery

The notion of a BI competency center to promote best-practice data to use throughout an organization has been around for a long time, but new trends in business intelligence, such as self-service data discovery, big data, and hybrid transaction/analytical systems mean it's time to rethink. Drawing on real-life examples of companies like yours from around the globe, this session explores:

- Current trends in BI and what they mean for the future of your BI organization
- Organizational implications of data discovery and big data
- Concrete next steps to building the BI organization of the future
- The new BI competency center best practices



### Building training programs that actually work!

*David Hudgins, Decision First Technologies*

Attend this session for best practices and tips for building a training program for new and existing employees that maximizes user engagement while driving user adoption within your organization. Using real-life examples with proven results, you will:

- Explore various types of training including instructor-led, self-paced, and group learning
- Get tips for enlisting key users during the planning process to assist in building effective training programs
- Examine real-life training programs to learn how to identify common pitfalls and missteps companies have made and how to avoid them

Take home sample agendas, training materials, and both interactive and hands-on exercises to get started in your organization.

Track 1 continued on next page



## Interactive workshop

### Real-world lessons and expert guidance for establishing an effective BI Center of Excellence

*Buntic Georgian, Archius*

Draw from the experience of your peers and leading BI experts as you discuss the importance of a BI Center of Excellence (CoE) along with critical success factors for developing one from scratch or enhancing an existing one. By participating in this interactive session, you will:

- Identify the skills, governance model, and resources required for setting up and running an effective CoE for analytics
- Evaluate best practices to adopt (and worst practices to avoid!) for implementing and managing a BI CoE, including an understanding of how it fits within an enterprise-wide IT department
- Discover new and innovative ways to improve the performance of an existing BI CoE, including tips to adapt to new and emerging technology trends

Take home documentation outlining a step-by-step process for establishing a scalable and flexible analytics CoE from scratch.

### Business and technical considerations for moving to SAP BusinessObjects BI 4.1

This session discusses key considerations as you evaluate whether and how to update your BI strategy and roadmap with the latest innovations delivered in SAP BusinessObjects BI 4.1. Attendees will:

- Understand requirements and benefits of leveraging the latest innovations delivered in SAP BusinessObjects BI 4.1, including capabilities for analyzing data in real time on mobile platforms
- Perform a cost/benefit analysis of SAP BusinessObjects BI 4.1 and calculate potential ROI
- Get criteria to help determine the areas that your business will benefit from the most by moving to the latest BI platform



# Report and universe design

## Live demo

### Universe wars — Choose your weapon

Michael Welter, Claraview

Step through live demos of building a universe with the old-timer — universe design tool — and the new kid on the block — information design tool — to compare features and find out if, and when, one might be preferred over the other. You will:

- Understand how the semantic layer is designed and managed using the information design tool as opposed to the legacy universe designer
- Examine advantages and limitations of each tool for various scenarios such as creating projects, connections, data foundations, and business layers
- Find out when one tool might be better than the other

### Essential tips for converting your SAP BusinessObjects universes into SAP HANA views

Ahmed Sherif, EV Technologies

As customers begin to incorporate SAP HANA into their BI solutions, one of the first priorities will be to convert legacy SAP BusinessObjects universes into SAP HANA views to achieve faster data retrieval in SAP BusinessObjects Explorer, SAP Lumira, and SAP BusinessObjects Design Studio. Attend this session for expert guidance, including how to:

- Identify certain traits in universes that allow them to be ideal candidates for the most seamless conversion to SAP HANA views
- Replicate universe filters, contexts, and calculation functionalities in SAP HANA views
- Rebuild complex joins that existed in the universe in SAP HANA

Take home sample codes with custom data and video tutorials to reference when converting your universes.

## Live demo

### Customizing your SAP Lumira storyboards — minimal coding experience required!

Ahmed Sherif, EV Technologies

One of the strengths of SAP Lumira® is the ability to create custom components with the JavaScript library D3.js that are not readily available outside of the box after installation. Step through live demos of two real-life examples creating components to meet specific business requirements to learn how to:

- Customize existing components to match the needs of a customer
- Utilize VizPacker inside of SAP Lumira to create a new extension from scratch
- Fine-tune the custom component to work with existing data inside of VizPacker and then inside of SAP Lumira

Take home sample codes and video tutorials to use when you return to the office.

### Mastering SDK Query Builder: Get the most from your SAP BusinessObjects-based systems

Alan Mayer, Solid Ground Technologies

Attend this session for essential training on how to correctly, efficiently, and effectively retrieve information from any SAP BusinessObjects-based system using the pseudo-SQL interface known as Query Builder. Many of the vital aspects of your environment are locked deep within its system tables, and this language is the key to unlocking and understanding that data. There isn't much formal documentation that exists on this subject, so don't miss this opportunity to:

- Learn the Query Builder language without any previous knowledge required
- Gather statistics that can be used for health checks, sizing, and configuration
- Optimize your queries for fastest retrieval without harming system performance
- Embed the final statements in your own code

Take home a collection of queries for gathering real-time information about users, groups, reports, schedules, and security.

## Customer networking roundtable

### Backing into the Future: Open discussion for those who haven't migrated to SAP BusinessObjects BI 4.1

Haven't migrated to SAP BusinessObjects BI 4.1 yet envious of those new features available in the newest release of the software from SAP? Attend this interactive discussion to talk about techniques that emulate some of those latest advances, but that still work on earlier versions of the software. Brainstorm preparatory tips that will ease your transition to BI 4.1 once your company is ready. Get ideas from your peers, and share your knowledge on the subject. Attendees will:

- Share techniques that emulate some of the newest features available
- Discover valuable tips that will accelerate the transition to 4.1
- Get answers for questions surrounding pending migrations

### Tips for designing sustainable SAP BusinessObjects universes over relational databases and SAP HANA

Ron Salazar, PwC

With a poorly designed universe, business users are left frustrated with difficult-to-use tools, aspirations for self-service BI are diminished, and dependence on IT and super users for simple queries is increased. Attend this session for practical tips and tricks for creating more meaningful and extensible universes that truly provide value to business and user communities, including how to:

- Model your data for a universe from a relational database, as well as data in SAP HANA
- Create a simple data foundation that is easy to extend for future requirements
- Structure, organize, and name objects in your business layer so they are easily understandable by your user community

Step through a live demo of how aggregate awareness can help to simplify universe objects.

# Reporting tools

## Live demo

### An up-to-date exploration of the most underutilized reporting and design options with SAP BusinessObjects Web Intelligence

Michael Welter, Claraview

Get best practices for leveraging the most commonly overlooked design options within SAP BusinessObjects Web Intelligence to create more user-friendly, ad hoc reports. This demo-heavy session provides dozens of hidden gems you can use to:

- Create complex charts and tables
- Hide blocks and/or columns on a report, including conditional hiding of a block
- Create workarounds to avoid performance pitfalls associated with report hyperlinking

Plus, get an in-depth look at calculation contexts, learn data validation tips, and get best practices for leveraging variables and functions in your SAP BusinessObjects Web Intelligence reports.

### Self-service reporting with SAP BusinessObjects: Building the right data model and selecting the right tools

Srini Santhanam, Capgemini

This session provides leading practice guidelines — both back-end data warehouse and front-end reporting — to drive self-service in your organization. You will learn:

- How to build an underlying data model to support self-service for SAP BW, SAP BW on SAP HANA, SAP HANA smart data access, and SAP HANA operational reporting
- When and how to leverage SAP Lumira versus SAP BusinessObjects Explorer versus SAP BusinessObjects Web Intelligence® to drive self-service
- Key architecture considerations for securing self-service data discovery
- Useful tips and strategies to increase ROI on your data investments

### Techniques to enable drill-down capabilities and report-to-report interfaces in SAP BusinessObjects reporting tools

Praveen Kumar Chinraj, EY

This session provides practical advice for overcoming common challenges associated with drill-down analyses, such as limited tool capabilities, performance issues around granularity, and user training issues. Come away with step-by-step guidance on when and how to:

- Leverage functionality in SAP BW such as report-to-report interface, hyperlink, and document link to deliver additional granularity in your existing reporting framework without any major development or performance overhead
- Use dynamic suppression to enhance report functionality with drill downs and sub-report navigation
- Enable these key features in SAP BusinessObjects Web Intelligence; SAP BusinessObjects Analysis, versions for Microsoft Office and OLAP; and SAP Crystal Reports

Step through live demos demonstrating business scenarios and real-time examples of each functionality.

## Hands-on lab

### Introduction to SAP BusinessObjects Design Studio

This hands-on session is targeted for developers who want to build extensive and customized dashboards for desktop and mobile consumption. Learn the layout, basic components, and scripting involved in developing within SAP BusinessObjects Design Studio, and explore how to:

- Create interactive BI applications
- Build extensive customized dashboards for desktop and mobile devices
- Use complex scripts to access data from multiple sources
- Leverage custom stylesheets and CSS code for more advanced layout design



## Case study

### Next-generation reporting at Fairfax Water — Lessons from the organization's evolution from SAP BEx to SAP BusinessObjects Analysis

Tammy Powlas, Fairfax Water

In this session, attendees will gain insight from Fairfax Water's experiences as an SAP Ramp-Up customer for SAP BusinessObjects Analysis 2.1, edition for Microsoft Office. Learn how Fairfax Water:

- Optimizes new and updated features, such as variants and report-to-report interfaces, to review in-depth IT reports
- Uses reports by role — IT developer, business analyst, and report consumer
- Integrates and utilizes SAP BusinessObjects Analysis with other SAP BI tools, such as SAP Crystal Reports and SAP BusinessObjects Web Intelligence

Take home a checklist of steps to convert SAP BEx workbooks to SAP BusinessObjects Analysis and a guide for using the report-to-report interface.

Track 3 continued on next page



## **SAP BusinessObjects Web Intelligence 4.x calculation changes: Key differences and new best practices to avoid errors and leverage new features**

*Alan Mayer, Solid Ground Technologies*

During an upgrade from SAP BusinessObjects Web Intelligence XI 3.1 to 4.x, changes to the report calculation engine may cause reports to look or behave differently for some users. Rather than face the prospect of fixing or rewriting on your own, attend this session to learn what to watch for and how to prepare for these changes. Attendees will:

- Understand these software-based modifications and how they impact report development
- Discover the correct approach to resolve potential errors
- Learn a new set of best practices that will guide future report development and leverage new capabilities introduced in SAP BusinessObjects Web Intelligence 4.x

## **Leveraging SAP ERP with SAP planning, analysis, and reporting tools**

*Tony Guetersloh, TruQua Enterprises*

This session provides an SAP ERP-centric tour of the overall SAP planning, analysis, and reporting landscape with a focus on integration. Attendees will:

- Explore features and capabilities of SAP ERP including modules, data structures, planning functionality, and reporting tools
- Understand end-to-end data flow from SAP ERP to SAP BW to SAP Business Planning and Consolidation and SAP BusinessObjects BI
- Review key integration with semantic and technical integration of SAP ERP-based data, including differences in data structures and data models

## **Hands-on lab**

### **Advanced functions of SAP BusinessObjects Web Intelligence**

Enhance your SAP BusinessObjects Web Intelligence proficiency and learn how to enhance the performance and usability of your reports for a more interactive, use-friendly experience. The guided exercises will unveil how to:

- Use sums and input controls in SAP BusinessObjects Web Intelligence reports
- Benefit from advance options for using dimensions, measures, filtering, conditioning, custom variables, and input controls
- Add a background image, crosstab table, tag cloud, titles, and footers
- Change table headers, as well as use custom variables that include concatenation and alignment positioning



# Dashboards

## SAP BusinessObjects Design Studio and SAP BusinessObjects Dashboards: The 2015 roadmap to current and planned functionality

Gain a comprehensive understanding of SAP's dashboard strategy and roadmap for both SAP BusinessObjects Dashboards and SAP BusinessObjects Design Studio, including current and planned innovations for the latest releases. Attendees will:

- Review SAP's dashboarding client convergence strategy and roadmap, and what it means for existing customers
- Gain a solid understanding of how new mobility and visualization functionality can fit into their current dashboard strategy, as well as for future plans
- See a demonstration of new features and functionality delivered in the latest releases of SAP BusinessObjects Dashboards and SAP BusinessObjects Design Studio

## Learn the art of gathering effective BI requirements for dashboards

*Mico Yuk, BI Brainz*

Get real-world, step-by-step instructions on how to effectively define BI requirements and design dashboards with intelligent data that will "wow" your users. In this session you will learn how to:

- Apply the requirements gathering triad — data, functionality, and design — to significantly reduce scoping time
- Use the "post-it method" to enhance and maintain user engagement and ownership
- Avoid the dreaded "business requirements doc" and become more agile

Take home a list of free tools and a template you can use to reduce scoping time by almost 50%, and to jump-start the dashboarding process in your own organization.

## Hands-on lab

### Introduction to SAP BusinessObjects Design Studio

This hands-on session is targeted for developers who want to build extensive and customized dashboards for desktop and mobile consumption. Learn the layout, basic components, and scripting involved in developing within SAP BusinessObjects Design Studio, and explore how to:

- Create interactive BI applications
- Build extensive customized dashboards for desktop and mobile devices
- Use complex scripts to access data from multiple sources
- Leverage custom stylesheets and CSS code for more advanced layout design

### Performance and design best practices for creating fast, easily consumable dashboards with SAP BusinessObjects Design Studio

*Ingo Hilgert, Visual BI*

Come away from this session with detailed, step-by-step information that can be applied right away as part of your next dashboarding project. Gain SAP BusinessObjects Design Studio best practices in two main areas — dashboard design and performance, including:

- A common set of dashboard design rules for creating easily consumable dashboards using different visualization, colors, and text
- Practical tips for optimizing performance when using SAP BusinessObjects Design Studio in combination with SAP BW
- Best practices for making use of SAP BusinessObjects Design Studio 1.5 new features, such as variable merging and parallel processing

## Case study

### How Callaway Golf simplified and accelerated the delivery of dashboard solutions to users with SAP BusinessObjects Design Studio

*Norman Ruppert, Callaway Golf*

Find out how Callaway Golf has cut overall dashboard development time by 90%, while at the same time creating highly appealing visualizations. Hear how the company:

- Evaluated the pros and cons of using SAP BusinessObjects Dashboards versus SAP BusinessObjects Design Studio for its data visualization needs, including technical prerequisites
- Reduced time to value of dashboard development by leveraging existing BEx queries and data models
- Enhanced out-of-the-box capabilities to create specialized dashboards, and easily mobilized its solutions for consumption anywhere, anytime

Take home a "how-to" guide to create your own dashboards in 15 minutes and sample code for enhancements.

## Hands-on lab

### Advanced functions of SAP BusinessObjects Dashboards 4.x

Build on the lessons from the introductory SAP BusinessObjects Dashboards hands-on lab, and learn more advanced techniques for customizing your dashboards to meet corporate branding and design requirements, and integrating customized components. Walk through step-by-step exercises and find out how to:

- Add custom colors, fonts, menus, themes, and logos to your dashboard
- Incorporate maps, demographics, segmented data, and location-based metrics
- Integrate external web services, such as stock and news information, weather forecasts, and data services
- Create "smart data" and interactive business calculators

*Track 4 continued on next page*



## Case study

### **SAP BusinessObjects Dashboards vs. SAP BusinessObjects Design Studio — How the Houston Independent School District determined which tool to use for its SAP BusinessObjects implementation**

*Jehangir Khan, Houston Independent School District*

Learn how the Houston Independent School District — the seventh largest school district in the U.S. — assessed SAP BusinessObjects Dashboards and SAP BusinessObjects Design Studio to determine advantages and disadvantages of each for various business uses and user populations. Attendees will:

- Examine key capabilities and functionality of each tool, and how the school district plans to leverage each within its BI landscape
- Explore technical pros and cons, and impacts on tool selection
- Review vital BI skill sets and resources to ensure successful delivery of analytics
- Examine specific use cases for each tool, including HISD's plans for each based on SAP's release strategy and roadmap

## Customer networking roundtable

### **SAP BusinessObjects Dashboards and SAP BusinessObjects Design Studio**

Are you running SAP BusinessObjects Dashboards and considering the move to SAP BusinessObjects Design Studio? Looking to meet colleagues considering the same issues? Join an expert and your conference peers to exchange thoughts on best practices, challenges, and solutions, such as:

- Current reporting uses and strategies for SAP BusinessObjects Dashboards and SAP BusinessObjects Design Studio
- End user training and engagement strategies
- Future plans for each solution within your organization

## Learn how to cut the dashboard design phase in half

*Mico Yuk, BI Brainz*

A major part of creating and embracing a more visual culture is creating experiences that users will love, but most BI projects struggle to do this, especially in the dashboard design phase. In this session you will learn how to not only enjoy the dashboard design phase, but also how to reduce the time spent, including:

- The secret to creating speedy mock ups to gain quick business sign off
- How to use a visual storyboard to tie your KPIs together
- Fun techniques to keep your business users engaged and gain business ownership
- Which dashboard design methodologies are best suited for this "new BI" and which are not

## Hands-on lab

### **Advanced functions of SAP BusinessObjects Design Studio**

Build on the content covered in the introduction to SAP BusinessObjects Design Studio to further enhance your knowledge of the capabilities offered by the tool. Learn how to:

- Set up cascading filters, using a filter panel, creating a reset and launchpad button, and adding a logo to your application
- Create a custom gauge and scorecard using BEx queries, custom CSS, and scripting
- Utilize the desktop template to rapidly filter, add, and remove dimensions and display data
- Use the mobile template for iPad devices and deploy the application to be viewed on mobile devices

## Best practices for leveraging SAP BusinessObjects BI 4.x with SAP BW and SAP ERP to get the most from your existing meta-data

*Ingo Hilgert, Visual BI*

In this session, attendees will receive an overview on how SAP BusinessObjects BI 4.x can be leveraged in combination with SAP BW, SAP BW on SAP HANA, and SAP ERP to provide powerful analytics and reporting to users. Through lecture and live demos, you will:

- Explore different data connectivity options and learn how each of the BI client products is able to leverage your existing meta-data from SAP BW or SAP ERP
- Compare and contrast hierarchical capabilities of the different BI clients
- Learn best practices for BEx Query design and OLAP connection management for SAP BusinessObjects BI 4.x

## Critical design tips and integration considerations for SAP BusinessObjects Dashboards

*Patrick Leonard, Decision First Technologies*

Whether you are a seasoned developer of SAP BusinessObjects Dashboards or new to the solution, this session will provide a toolkit of useful tips and a checklist of key considerations for building SAP BusinessObjects Dashboards that meet the needs of both mobile and desktop end users. Attendees will:

- Learn fundamentals of designing for mobile consumption, including the pros and cons of various integration options
- Explore the various connections available including QaaWS, Web Service, and XML; and what each is best used for
- Examine mapping tools available for SAP BusinessObjects Dashboards, along with tools and techniques for integrating maps into your dashboards

# Visualization, discovery, and analytics

## Case study

### Next-generation reporting at Fairfax Water — Lessons from the organization's evolution from SAP BEx to SAP BusinessObjects Analysis

*Tammy Powlas, Fairfax Water*

In this session, attendees will gain insight from Fairfax Water's experiences as an SAP Ramp-Up customer for SAP BusinessObjects Analysis 2.1, edition for Microsoft Office. Learn how Fairfax Water:

- Optimizes new and updated features, such as variants and report-to-report interfaces, to review in-depth IT reports
- Uses reports by role — IT developer, business analyst, and report consumer
- Integrates and utilizes SAP BusinessObjects Analysis with other SAP BI tools, such as SAP Crystal Reports and SAP BusinessObjects Web Intelligence

Take home a checklist of steps to convert SAP BEx workbooks to SAP BusinessObjects Analysis and a guide for using the report-to-report interface.

## Live demo

### Leveraging SAP 3D spatial analytics

In this demo-heavy session, learn how you can utilize SAP BI visualization extension frameworks to provide analysts and business users with access to complex 3D models directly inside SAP BI tools. Explore how the extensions are built and discuss applications of these technologies to business problems, including how to:

- Drive filters, 2D displays, and popups with selections of parts and assemblies in the 3D models
- Show KPIs, repair records, service information, and computed analytics using colors, transparency, and/or visibility right on the 3D models, which can be rotated, zoomed, panned, and manipulated
- Use SAP 3D Visual Enterprise to process hundreds of types of computer-aided design (CAD) models of parts in complex assemblies, and to animate dimensions for assembly and service instructions

## Hands-on lab

### Introduction to SAP Lumira

Learn to build effective data visualizations and reports, and publish them using SAP Lumira. Walk through hands-on exercises covering:

- Options within SAP Lumira preferences that enable users to customize the interface and configure automatic updates, network settings, SQL drivers, and mapping
- How to prepare data within SAP Lumira, including creating data groups and hierarchies
- Tips for display formatting and creating calculated measures and dimensions
- Building interactive visualizations and creating stories that provide a graphical narrative by grouping visualizations

## Live demo

### A real-world example of how SAP Predictive Analytics and SAP HANA can forecast trends and performance outcomes

*JS Irick, TruQua Enterprises*

Using the real-world example of forecasting the outcome of the 2015 NCAA basketball tournament, attendees will learn how to combine key capabilities of SAP Predictive Analytics and SAP HANA such as real-time business intelligence and data visualization to examine key trends and performance outcomes. You will:

- Explore the automatic predictive library in SAP and the predictive scenarios within SAP Predictive Analytics and SAP HANA
- Get step-by-step advice for building a forecast model or decision tree in SAP Predictive Analytics
- Learn how to more intuitively design complex predictive models and improve model scoring utilizing the predictive analysis library in SAP HANA

## Creating business forecasts using SAP predictive analytics technologies

*Tony Guetersloh, TruQua Enterprises*

Through use-case examples and live demonstration, this session outlines functionality and algorithms for sales forecasting using R programming language with the Predictive Analysis Library (PAL) functions. Learn how to integrate predictive functionality into planning tools such as SAP Business Planning and Consolidation, SAP BW integrated planning, and the next generation of planning via the Planning Application Kit, and understand:

- Relevant functionality and algorithms for forecasting
- How to integrate predictive models and insights into your business processes
- Data and algorithms used behind the analysis and the challenges and limitations of predictive models
- Different forecasting techniques and how SAP HANA, SAP BW integrated planning, and SAP Business Planning and Consolidation support them

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*Track 5 continued on next page*

## Live demo

### Customizing your SAP Lumira storyboards — minimal coding experience required!

Ahmed Sherif, EV Technologies

One of the strengths of SAP Lumira is the ability to create custom components with the JavaScript library D3.js that are not readily available outside of the box after installation. Step through live demos of two real-life examples creating components to meet specific business requirements to learn how to:

- Customize existing components to match the needs of a customer
- Utilize VizPacker inside of SAP Lumira to create a new extension from scratch
- Fine-tune the custom component to work with existing data inside of VizPacker and then inside of SAP Lumira

Take home sample codes and video tutorials to use when you return to the office.

## Hands-on lab

### Advanced functions of SAP BusinessObjects Analysis

This session builds on the content that was covered in the introduction to SAP BusinessObjects Analysis hands-on lab and will further enhance the attendees' comprehension of the capabilities offered by the tool. Topics covered during this session include how to:

- Create functions, filters, and custom calculations that allow you to manipulate data for the integration of charts and visualizations
- Add data objects and custom measures to your dataset
- Create conditional formatting, styles, and prompts that are incorporated into dynamic charts

### A technical guide to leveraging advanced analytics capabilities from SAP

With an emphasis on use-case examples, this session examines how to exploit SAP's advanced analytics solutions for big data and their associated algorithms to drive business impact. Attend to:

- Understand what's required to store, classify, and apply advanced analytics to big data to ensure alignment with long-term business objectives
- Explore the range of algorithms for big data, including those associated with SAP HANA, SAP Predictive Analytics, and SAP Predictive Analytics with R, and how to leverage them to drive an analytics-driven business culture
- Walk through various use cases for advanced analytics, from performing statistical analysis on data to understand trends and detect outliers in your business, to building and applying models to scenarios to forecast potential future outcomes

## Live demo

### How to access, analyze, manipulate, and share data using SAP Lumira

This session provides step-by-step guidance for how SAP Lumira; SAP Lumira, Edge edition; SAP Lumira server for BI platform; SAP Lumira cloud; and mobile BI can be leveraged to acquire, manipulate, analyze, and visualize data from various data sources, including SAP BW and SAP HANA. You will:

- Explore options and requirements for sharing data visualizations with other users across any device type
- Connect to and merge data from different sources, and transform the data via calculations, manipulation, and aggregation
- Use datasets of varying complexity and size to create interactive visualizations

## Hands-on lab

### Advanced functions of SAP Lumira

This hands-on session will reinforce and expand upon the concepts covered in the Introduction to SAP Lumira lab. Participants will become familiar with:

- Adding input control to story boards, adding new datasets, preparing the new datasets, and creating visualizations
- Creating infographics, changing text and color schemes, and republishing to the SAP Lumira cloud
- Advanced geo mapping services that can be utilized within SAP Lumira, including how to connect to the mapping service, create a map, add filtering, and add it to the storyboard

## Live demo

### Leveraging SAP BusinessObjects Explorer to drive self-service

Patrick Leonard, Decision First Technologies

Attend this live demo to see how you can leverage SAP BusinessObjects Explorer to give business users self-service access to data on a variety of platforms, including mobile. Learn how:

- SAP BusinessObjects Explorer allows you to create interactive views of information that can be shared on any device
- SAP BusinessObjects Explorer, combined with the in-memory computing technologies of SAP HANA, can give business users self-service access to real-time data on a variety of mobile devices

### Targeting geospatial visualizations out of the box with SAP BusinessObjects

Christopher Hickman, Decision First Technologies

With the capability to evaluate location alongside standard tables and charts, patterns emerge that we may not have otherwise realized. Attend this session to explore the pros and cons of the various geospatial capabilities available in the SAP BusinessObjects suite of products, and techniques to best leverage them, including:

- Various options available for visualizing your data on interactive maps
- Methods of developing geospatial representations of data within reports and dashboards
- Components necessary to integrate maps into existing reports

# SAP HANA

## Essential tips for converting your SAP BusinessObjects universes into SAP HANA views

Ahmed Sherif, EV Technologies

As customers begin to incorporate SAP HANA into their BI solutions, one of the first priorities will be to convert legacy SAP BusinessObjects universes into SAP HANA views to achieve faster data retrieval in SAP BusinessObjects Explorer, SAP Lumira, and SAP BusinessObjects Design Studio. Attend this session for expert guidance, including how to:

- Identify certain traits in universes that allow them to be ideal candidates for the most seamless conversion to SAP HANA views
- Replicate universe filters, contexts, and calculation functionalities in SAP HANA views
- Rebuild complex joins that existed in the universe in SAP HANA

Take home sample codes with custom data and video tutorials to reference when converting your universes.

## SAP HANA, SAP HANA Live, and SAP BW reporting: Leveraging hybrid solutions for more agile reporting and analytics

Jesper Christensen, COMERIT

This session outlines potential scenarios for using SAP HANA, SAP HANA Live, and SAP BW together in order to leverage current SAP BW investments with new solutions to allow for future analytics and reporting requirements. Attend to:

- Examine modeling and design standards that can be leveraged with hybrid implementation of SAP HANA, SAP HANA Live, and SAP BW to create a more agile development environment
- Learn how SAP BW data can be utilized in SAP HANA modeling to answer needs such as analyzing historical data and long term trends
- Learn how SAP HANA Live views can be consumed in BEx or SAP Business Objects reports to analyze real-time data

## Provide new visibility to business analytics with SAP HANA and R integration

Sudipta Das, PwC

Find out how to leverage SAP HANA and an external R-server to easily build what-if scenarios in order to create predictive and reactive models that reveal previously hidden patterns in business processes and enable extended analytics. Attendees will learn:

- Fundamentals of SAP HANA and the out-of-the-box analytics and predictive capabilities
- Basics of R-Script and how it is changing the concept on how we look at data
- Integration points between SAP HANA and the external R server

Walk through an end-to-end scenario, including accessing sales data from SAP ECC on SAP HANA, integrating with R environment, and churning out a behavioral segmentation analyzing how customers are likely to react to changes in pricing strategies.

## Tips for designing sustainable SAP BusinessObjects universes over relational databases and SAP HANA

Ron Salazar, PwC

With a poorly designed universe, business users are left frustrated with difficult-to-use tools, aspirations for self-service BI are diminished, and dependence on IT and super users for simple queries is increased.

- Attend this session for practical tips and tricks for creating more meaningful and extensible universes that truly provide value to business and user communities, including how to:
- Model your data for a universe from a relational database, as well as data in SAP HANA
- Create a simple data foundation that is easy to extend for future requirements
- Structure, organize, and name objects in your business layer so they are easily understandable by your user community

Step through a live demo of how aggregate awareness can help to simplify universe objects.



## Optimizing BEx query performance for SAP HANA

Pravin Gupta, TekLink International

Attend this session for practical tips to optimize the performance of your existing BEx queries and guidance for designing SAP HANA optimized queries. You will:

- Learn how to evaluate query performance and tune BEx queries to run better on SAP HANA
- Evaluate the new query design tool available in SAP BW 7.4, and get best practices for designing SAP HANA optimized queries
- Understand the SAP HANA analytic process and learn how to leverage the analytic manager to enable advanced analytic capabilities





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