

Business Objects

N E W S L E T T E R

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WEBINTELLIGENCE® Closes the Extranet Information Gap

The dot.com phenomenon of last year was the catalyst for a major shift in corporate thinking: traditional B2B companies accepted that their continued growth would depend on having an internet strategy. They have therefore been busily grafting e-business elements, particularly customer-facing extranets, on to their businesses.

For many of today's mainstream B2B companies, extranets are becoming the main channel for their contacts with customers. What the customer sees is a secure, focused, and personalized view of

relevant information. Yet independent research shows that there is still progress to be made in satisfying customers on the information being made available.

The marketing managers who implement these B2B extranets are making more information available to their customers, but it is mostly unstructured, text-based information such as product details and promotions.

>> p. 3

CEO's *Note*



The Build-and-Buy Future

As analytic applications emerge on the business intelligence horizon, people are increasingly asking how business intelligence will evolve over the next few years. Specifically, they want to know how BI tools and analytic applications will fit together in the future.

Some people tend to phrase this as a black or white question. They think: "Will BI tools or applications win out in the long term? Should I invest in BI tools and build my own applications or should I buy prepackaged analytic applications?"

At Business Objects, we think that is the wrong way to frame the issue. We don't believe the future is build-or-buy. We think it will be build-and-buy. Customers will sometimes buy packaged analytic applications and sometimes build them, using the BI tool as a customization platform.

This is why we designed our product architecture around a rich set of e-BI components. This means that our products can be used either as out-of-the-box tools or as a customizable application development platform. In addition, we introduced BUSINESSOBJECTS DEVELOPER SUITE to help enable the use of Business Objects technology as an application development platform.

Why is our vision of the build-and-buy future important to you, our customers? Because Business Objects will ensure that your BI infrastructure can support both the buying and the building of analytic applications. Some analytic application products run on proprietary software infrastructure (e.g., databases, extraction tools, BI tools). These products let customers buy applications, but they don't allow customers to build them on an industry-leading BI platform.

At Business Objects, our vision is to provide you with both packaged analytic applications and a world-class BI platform. So that what you buy and what you build will be entirely up to you. Isn't that the way it should be?

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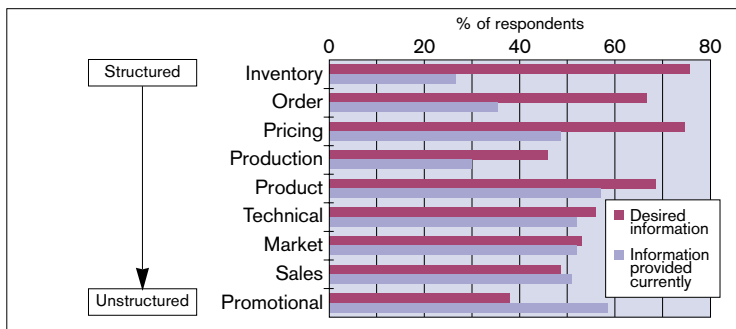
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Fourth quarter revenues were a record \$105.8 million, an increase of 41 percent compared to revenues of \$74.8 million for the same quarter last year. Net income for the fourth quarter was \$16.1 million, compared to \$9.5 million for the same quarter last year. Revenues for the year ended December 31, 2000 were \$348.9 million, an increase of 44 percent compared to revenues of \$241.6 million during 1999. Business Objects added 918 customers in the quarter including AXA, Bellsouth, Con Agra Foods, Ericsson Radio Systems, European Central Bank, HBO, Hewlett Packard, Japan's Ministry of Post and Telecommunications, and Nestle.

Financial Results 4Q00

>> WEBINTELLIGENCE Closes the Extranet Information Gap



■ The online information gap is greatest for structured information at the top of the chart. (Delahaye-Medialink)

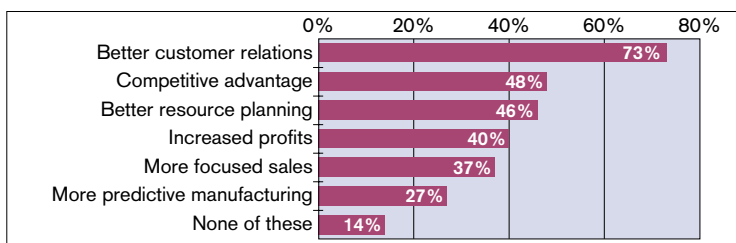
Your Users Know What They Want

Delahaye-Medialink interviewed 200 marketing and purchasing managers of Fortune 500 companies (August 2000). The difference between information demanded by purchasing managers and what is being provided online by marketing managers, is the “online information gap.”

What purchasing managers, the primary users of this online information, want is access to structured numbers-based information such as inventory, orders, production status, and pricing. They also want analysis capabilities, and to be able to create sophisticated reports.

Our BI Extranets Satisfy Customers

WEBINTELLIGENCE Extranet Edition provides the means to deliver the information your customers want. With one mouse-click users have self-service access to interactive, drillable reports, the information tailored to what is authorized and relevant for them. Users also have the autonomy to create their own



■ Which of the following business benefits have you noticed as a result of implementing an online information system? (Delahaye-Medialink)

queries and reports, within the browser, and to distribute reports.

Furthermore, this BI functionality is transparent to users. With WEBINTELLIGENCE configured to other security systems, users need only log on once. And the fully customizable interface integrates tightly with your portal so that users can access reports but see only your enterprise portal.

Business Objects now has over 400 extranet customers successfully bridging the information gap.

With 550,000 US card holders and a 26-terabyte data warehouse, MasterCard International uses Business Objects solutions for its Merchant Advisor extranet application. This extranet application tracks consumer transactions across outlets and channels. Linking these transactions to demographics and other data, the application then lets merchants move from shotgun targeting to fruitful niche marketing.

Ingram Micro distributes 200,000 technology products to 140,000 resellers worldwide. A Business Objects-based application, Web Insight Platform, combines clickstream, sales, customer feedback, and infrastructure data into a daily view of customer activity. The company can then act as a fulfillment provider of sales and purchasing information via WEBINTELLIGENCE.

First of Omaha gives its merchant customers self-service access to check authorization, collection services, and fraud data via a WEBINTELLIGENCE-based extranet. “Fully customizable electronic reporting and data mining on all levels via the internet will now be an every day business tool for our customers,” said president Nick Baxter.

Penske Logistics can pinpoint its 3,000 trucks in the US for location, routing, shipment status, mileage, stops made, engine indicators, and fuel costs. The company can access and analyze this data over a WEBINTELLIGENCE extranet to improve truck and driver performance, find pick-up opportunities, and market their service as reducing customers’ inventory.

For more information, please visit www.businessobjects.com/extranets. <<

CPR on Track to *Improve* Shipment Performance

Canadian Pacific Railway (CPR), one of the largest North American railway companies, lives by timetables, shipments – and customer satisfaction. Now, CPR is using BUSINESSOBJECTS™, the integrated query, reporting, and online analytical processing tool, to analyze railcar movement in order to optimize their utilization, and to track shipments against delivery commitments and thereby improve service.

“One of the strengths of Business Objects is such that we can use it across other platforms and integrate it with other offerings we have under way. For example, we can integrate it into our web site.”

*Arthur Cunningham,
General Manager
of CPR Service Excellence Initiative.*

BUSINESSOBJECTS ease of reporting and analytical capabilities allow experts in freight car management and field operations to look at overall patterns in railcar movement and to quickly drill down into opportunity areas.

Key performance indicators for CPR are asset velocity and the timeliness of connections in its major railyards. BUSINESSOBJECTS allows CPR to quickly select a particular railyard, or a subset of railcars, and see each movement an individual railcar made while traveling from origin to destination. Currently, more than 400 CPR employees generate nearly 1,000 BUSINESSOBJECTS reports daily. Shipment performance metrics resulting from analysis are shared with CPR customers.

“We get powerful analytical capabilities into the hands of our business experts... Across our 14,000 mile network in two countries, we can easily distribute the results of our analysis to all stakeholders in the company,” said Arthur Cunningham, general manager of CPR service excellence initiative.

Canadian Pacific serves more than 30,000 customers, providing rail and intermodal freight transportation services coast to coast in Canada and the US. It owns a fleet of about 1,600 locomotives and 48,000 freight cars, and each day has about 275 trains and 80,000 freight cars in movement.

For more information, please go to www.businessobjects.com/customers. <<

[Over 400 Customers
Are Now Using Business Objects
Extranet Solutions]

New *Deployments*

Unilever gains worldwide human resource system.

A multi-billion-dollar company with more than 230,000 people in over 90 countries, Unilever is one of the world's leading suppliers of foods, household care and personal products. It had approximately 120 different HR systems around the world.

Unilever decided to adopt one common platform to deliver transactional functionality and management information, using a global database of about 20,000 employees, with access to local HR databases. A key element of the solution was to open up information to users outside the HR department. "We selected BUSINESSOBJECTS because it provides end users with the ability to build their own ad hoc queries. Its user friendliness combined with its great flexibility makes it a very good tool... and BUSINESSOBJECTS web capabilities and strategy played an important part in our decision" said Nick Kitchen, senior project leader. With about 250 BUSINESSOBJECTS users,

management can now improve staff placement and selection via extensive profiling features. Personnel information is analyzed using a custom-built BUSINESSOBJECTS application, while users wanting to build their own reports can perform ad hoc analyses. <<

Compaq Financial Services (CFS) sets up an internal reporting solution. CFS is the leasing arm of Compaq Computers and provides leasing services to large corporations globally. They were looking for an internal reporting solution to provide employees across the company access to internal data. They needed to develop 500 reports for internal web distribution, and in the future would move towards an extranet deployment. They chose BUSINESSOBJECTS DEVELOPER SUITE, WEBINTELLIGENCE because of its bullet-proof security, and ITHENA SET ANALYZER™ to meet their future needs. <<

Meridian Health Care (MHC) sets up scalable reporting system for customers. MHC provides billing and other administrative services to hospitals, and health management organizations. They were looking for an internal system that would let them distribute this information to customers through standardized reports. In addition, they had a small user base that required ad hoc functionality. Meridian wanted a scalable solution that would enable them to grow the initial intranet deployment into an extranet solution where they could bill customers for information on a sliding scale (i.e., they would let them see the data for free but charge for analysis capabilities). They also wanted to be able to seamlessly integrate the look-and-feel of the application into their intranet site. Meridian selected BUSINESSOBJECTS for its ability to give or deny users finely grained functionality. <<

WEBINTELLIGENCE® Extranet Helps Owens & Minor Close \$150 million Deal

Owens & Minor, Inc., a Fortune 500 company and the leading distributor of national name brand medical/surgical supplies in the US, has signed a five-year distribution agreement with Baylor Health Care System. Baylor is one of the largest US non-profit integrated health care providers, encompassing hospitals, primary care centers and practices, and a senior health network. The estimated sales volume of this new contract is \$30 million annually. One of the deciding criteria was a new generation of WISDOM, Owens & Minor's WEBINTELLIGENCE-based data mining tool. Owens & Minor "... provide their customers with access to leading-edge technology in the warehouse and on the desktop," said Gregg Lambert, director of logistics for the Baylor Health Care System. "We plan to make use of Owens & Minor's WISDOM data mining tool to track our inventory, spending and contract compliance."

►► Tips and Tricks



■ Your customized WEBINTELLIGENCE report.

How to Add Your Company's Logo to a WEBINTELLIGENCE Document

You can give your WEBINTELLIGENCE documents a corporate stamp by adding your company's logo. This can be especially important in an extranet environment where your documents are exposed to external as well as internal clients.

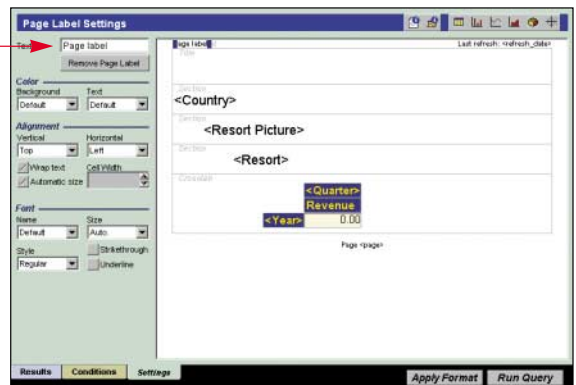
All you need to do is enter a link to an image stored on your enterprise server. Here's how to create a document similar to the example on the left.

1. Create a new WEBINTELLIGENCE document or open an existing one.
2. Click Edit to return to the Web Panel.
3. Select the Settings tab to view the Document Settings options.
4. Click Add Page Label from the document settings options. A new Page Label appears in the top-left corner of the document settings.
5. Select the new Page Label and enter the image path in the Text field of the Page Label Settings.

You can use one of the following two syntax styles for the path:

-
For example,
-
where a direct path is linked to the image. This method will only work if the file sharing on the server allows it.

Enter the Image path here



■ Use the WEBINTELLIGENCE Settings page.

Now your company logo is displayed on the first page of the document.

Note: the image file-type for your logo can be a .jpg, .bmp, or .gif file.

For more information on using Business Objects products, visit Tips and Tricks at: www.businessobjects.com/services/infocenter. <<



PlanetFeedback.com helps consumers reach the right person, the write way.

Find out more: www.businessobjects.com/spotlight

Optimize Your BI System With BUSINESSOBJECTS AUDITOR™

Business Objects solutions are strategic to more and more companies deploying business intelligence (BI) both internally across the enterprise and externally in extranets. As companies mature into click-and-mortar businesses streamlined by information democracy, they use Business Objects BI as a prime lever for reducing costs, retaining customers, and creating new revenue opportunities.

Great news for corporate managers, but more work for their IT departments already running at full stretch. System administrators must maintain enterprise BI deployments that now include thousands of internal and external users. At the same time, geographically extended extranets distance the host IT department from its users – the company's customers, suppliers, and partners. And finally, it is not enough to keep an extranet up and running, the service provided must also be excellent.

Business Objects has developed BUSINESSOBJECTS AUDITOR, a web-based tool that gives IT administrators unique insight into their Business Objects deployment, via WEBINTELLIGENCE reports.

Critical Insight on Users and Resources

AUDITOR offers 120 predefined key indicators within open dashboards – fully modifiable, and extensible by adding custom indicators – from which you gather comprehensive information on users, document resources, and your Business Objects system. To streamline your reports and user navigation, you can examine session history details and check on Business Objects universes and objects used in creating reports. AUDITOR will track the operational efficiency of your system in terms of response time, load on the server, and broadcasting status.

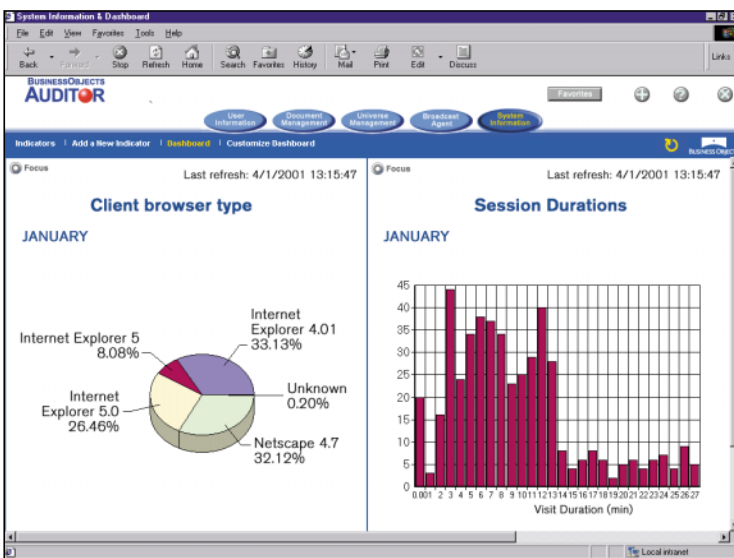
Understand Usage and Predict Change

With BUSINESSOBJECTS AUDITOR, you have a complete picture of your system as it evolves. Impact analysis lets you see the effects of possible changes to documents and universes before implementing them, while historical trends are revealed through reports on key indicators over time. AUDITOR also permits ad hoc analysis for multidimensional views of these indicators, and lets you view information from a higher or more granular level.

Tune Your BI Extranet

Analyzing how your deployment is used allows you to tailor it to actual modes of usage. Knowing the best time to increase server power, you can maintain 24x7 service. Easier, self-service access to information will build customer loyalty. AUDITOR also offers a richer revenue stream for organizations that already distill their extranet usage data for the benefit of their suppliers or customers, by allowing deeper intelligence based on the most frequently accessed reports, universes, and objects.

For more information, visit www.businessobjects.com/products/auditor. <<



■ BUSINESSOBJECTS AUDITOR lets you monitor, analyze, and optimize your enterprise and extranet BI deployments with ease.

►► Latest News Briefs

Groundbreaking Book Creates "e-Business Intelligentsia"

Bernard Liautaud's book, *e-Business Intelligence: Turning Information Into Knowledge Into Profit*, continues to get excellent coverage in the IT industry (www.businessobjects.com/company/ebi/about_news.htm), and is now in the hands of some 35,000 readers – the new e-business intelligentsia – in six languages. It can be downloaded from the Business Objects website on a chapter-by-chapter basis. <<

Business Objects Brings Wireless BI to Japan

Version 3.0 of INFOVIEW™ Wireless Edition includes support for i-mode, the mobile internet standard of NTT DoCoMo. Added to existing support for the WAP protocol, Business Objects now offers a global wireless BI solution. <<

Business Objects Supports TopTier Software

Business Objects provides e-BI capabilities for TopTier Software's new Enterprise Unification Platform™ Version 4.0. The aim is to consolidate analysis across entire companies for customers, suppliers, and vendors, all in one desktop window. <<

Business Objects and answerthink Team up

Business Objects and answerthink, inc., a leading provider of technology-based business solutions, will together provide powerful BI solutions to help companies make critical business decisions faster. <<

Appointments

John Olsen joins Business Objects Board of Directors.
Tom Schroeder becomes Group Vice President, Corporate Development.
Bill Robinson becomes Vice President of North American Sales.
Jane Garstin becomes Vice President of Worldwide Customer Support. <<

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