

**Business & Decision enables SAP customers to benefit from
cutting edge Business Intelligence initiatives**
A White Paper for Business Objects & SAP solutions

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Business & Decision, a leading international consulting and data management company specializing in Business Intelligence, releases a whitepaper for SAP software users, 'the Best of Business Intelligence Solutions'. This has been developed as a result of the partnership between Business Objects and SAP and focuses on optimising and managing the range of solutions now available.

Earlier this year, SAP, a worldwide leader in management software, concluded the acquisition of Business Objects, one of the prominent players in the international market of Business Intelligence (BI) solutions. Following this acquisition a road map has been developed for the enhanced product range.

Jean-Michel Franco, Director of Solutions at Business & Decision says: "The wave of consolidation has significantly strengthened the market for Business Intelligence and Corporate Performance Management. This whitepaper enables customers to review their roadmaps in light of these events, particularly as consolidation appears at the top of corporate priorities. Companies aim to achieve the benefits of BI as soon as possible, whilst minimizing risks and costs. Business & Decision are ideally positioned to be their trusted advisor to achieve this goal."

The first objective is to determine the advantages that customers can acquire from the new solutions. Then, each identified opportunity requires a business case, outlining benefits and potential costs. To achieve this, a precise and detailed roadmap is a pre-requisite. Finally, opportunities must be transformed into realised benefits. Throughout these steps, Business & Decision can provide specific expertise to its customers; management consulting, technology expertise, system integration, training and change management. The white paper, entitled "Designing Compelling Business Intelligence Business Cases for an SAP® Software Landscape: Scenarios for Leveraging Solutions from SAP and Business Objects" is the first component of this offer and is accessible to all,

This is a unique offer and based on the strong partnerships Business & Decision has forged with companies that have been the source of these new offerings: SAP, Business Objects, Outlooksoft, Cartesis ... For several months, the group has worked closely with SAP and Business Objects to understand their strategy and understand the new solutions in their portfolio.

The wiki's link (you need a login and an password) : https://x-active.businessdecision.com/wiki/bd_solutions/home#thought_leaderships_white_paper_livre_blanc

About SAP

SAP is the world's leading provider of business software. Today, more than 43,400 customers in more than 120 countries run SAP® applications—from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations. Powered by the SAP NetWeaver® technology platform to drive innovation and enable business change, SAP software helps enterprises of all sizes around the world improve customer relationships, enhance partner collaboration and create efficiencies*

across their supply chains and business operations. SAP solution portfolios support the unique business processes of more than 25 industries, including high tech, retail, financial services, healthcare and the public sector. With subsidiaries in more than 50 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE under the symbol "SAP." (Additional information at <<http://www.sap.com>>)

(*) SAP defines business software as comprising enterprise resource planning and related applications such as supply chain management, customer relationship management, product life-cycle management and supplier relationship management.

About Business Objects

Business Objects has been a pioneer in business intelligence (BI) since the dawn of the category. Today, as the world's leading BI Software Company, Business Objects transforms the way the world works through intelligent information. The company helps illuminate understanding and decision-making at more than 45,000 organizations around the globe. Through a combination of innovative technology, global consulting and education services, and the industry's strongest and most diverse partner network, Business Objects enables companies of all sizes to make transformative business decisions based on intelligent, accurate, and timely information.

Business Objects has dual headquarters in San Jose, Calif., and Paris, France. The company's stock is traded on both the Nasdaq (BOBJ) and Euronext Paris (ISIN: FR0004026250 - BOB) stock exchanges. More information about Business Objects can be found at www.businessobjects.com.

About Business & Decision – www.businessdecision.com

Founded in 1992, Business & Decision is an International consulting and Systems Integration company specializing in Business Intelligence, Customer Relationship Management (CRM) and E-Business. The Group works with clients to implement systems that aim at driving business functions and performance (dashboards, reporting, consolidation etc.); help in customer relationship management (sales force automation, call centers, campaign management, analytical CRM); and assist in E-Business (intranet and extranet portals, directories and Meta directories, e-commerce, knowledge management, Open source technologies, etc.). With more than 2,800 employees worldwide, Business & Decision has developed a "complete project" approach that spans from consulting to implementation. The Group has a reputation for its functional and technological expertise and has forged partnerships with all of the key technology vendors. At present, Business & Decision has more than 1,200 clients.

Business & Decision has been listed on the Euronext Paris since February 2001 (compartment B / Isin code: FR 00000 7895 8 / Symbol: BND). Business & Decision is listed in the NextEconomy segment and in the IT-Cac (technology market). For more information, visit: www.businessdecision.com & www.businessdecision.fr

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