

# BUSINESSOBJECTS DATA SERVICES

Recognized Market-Leading Data Quality and Data Integration – Now in ONE Product

*Industry Enterprise Agility:*

*“The ability of an organization to sense environmental change and respond efficiently and effectively to that change.”*

Source: Gartner, April 2006, “Defining, Cultivating and Measuring Enterprise Agility”

**ONE SOLUTION**  
One development user interface

One server to process both data quality and data integration functionalities

One metadata repository

One set of administration and security services, scheduling, parallel processing, and a data connectivity layer.

**Why Business Objects?**  
Business Objects provides market leading technologies for data integration, data quality, metadata management, and text (unstructured data) analysis to support your information management strategy.

## EXPLOSION OF DATA REQUIRES PRODUCTS THAT CAN DO MORE UNDER A SINGLE FRAMEWORK

In today’s world of huge data volumes and multiple, disparate data sources, information workers often are challenged to harness and make sense out of chaos. As organizations grow both organically and through mergers and acquisition, these problems keep mounting. Exponential growth in data is common, causing CIOs to question how best to utilize often strained and limited resources. Add to the mix the complex tools that require specialized, time-consuming training and the picture becomes even bleaker.

At the core of every data initiative is the requirement for clean, trusted information. Data quality serves as the foundation for business intelligence (BI), enterprise resource planning (ERP), and customer relationship management (CRM) projects. However, data is often transient and volatile, residing in multiple areas and entering the information network from various sources.

The ability to support data quality within data integration and migration projects is fundamental for a sound information infrastructure. Yet many current solutions are highly complex, requiring specialized skills and resources. Often, these products are only loosely integrated or not integrated at all. The result is costly. Staff wastes time working on one-off tactical projects that become outdated even before full implementation. And a truly integrated enterprise quality solution that shares a common environment and development is nowhere in sight.

Taking the scenario a step further is the need for agility and access to data in a timely and efficient manner. Not only is this agility and access necessary to meet the stringent requirements of today’s business leaders, it’s also critical to ensure adherence to ever-stricter government and legal requirements for data access and reporting.

### Introducing BusinessObjects Data Services – Heralding a New Day in Information Management

BusinessObjects™ Data Services from Business Objects, an SAP company, is a breakthrough technology released for the enterprise information management (EIM) market. Data Services unifies market-leading data quality and integration into one platform – enabling your organization to move, transform, and improve any type of data anywhere, at any frequency. It provides one development, runtime, management, security, and data connectivity environment. With BusinessObjects Data Services XI 3.0:

- Your data integration and data quality processes become one with Data Services
- You have one platform for all current and future data management services
- As a BusinessObjects Data Quality customer, you further extend your organization’s enterprise-class capabilities

## WHY BUSINESSOBJECTS DATA SERVICES?

### Enterprise Agility

Information workers can now design and deploy projects faster, working with a single solution to address the most critical and common needs for data quality and integration. With the breakthrough ease of use of the drag-and-drop development user interface (UI) of BusinessObjects Data Services, your productivity results escalate. You leverage skill sets as personnel work within the same UI to build data quality and integration jobs. Using a common metadata repository, your developers can check objects in and out to promote development collaboration and drive standardization of data quality rules.

To maximize time to market, you can leverage prebuilt data mart solutions for SAP, Oracle, and salesforce.com applications – deploying BI projects in weeks instead of months.

### The Most Trusted Information

BusinessObjects Data Services provides the most comprehensive data quality features to support all types of data, regardless of industry and operational domain. Utilizing BusinessObjects Universal Data Cleanse, all data – including free form, structured, and unstructured data – can be processed and cleansed. Global support is inherent in Data Services 3.0 – the solution delivers the most complete data quality product with support for information across over 190 different countries worldwide.

Understanding the impact of changing data is critical to managing an effective information network. With Data Services, your information workers can see and react to changes from the source to the report, and for the first time this includes all data quality processes. In addition, Data Services supports full data governance with a complete audit trail via data lineage across the entire BI infrastructure.

Maintaining compliance with government standards and regulations is critical to today's business and technical executives. Providing trusted information with standard data quality business rules across the enterprise guarantees adherence.

### Operational Excellence

Whether your needs are for a single data quality project or a tool that can form the foundation of your information infrastructure, BusinessObjects Data Services is your solution. It fits your organization's requirements and scale, from small pilot projects to large enterprisewide deployments.

A single solution equates to lower total cost of ownership. Dramatic reductions in costs and resources can be gained by installing, maintaining, and supporting one application. At the same time, this single, easy-to-use solution substantially accelerates your team's product proficiency. Overall, with only one environment for security, administration, development, and execution, it radically simplifies your IT infrastructure.

### Enterprise Class

Business Objects has long been recognized by industry and research organizations as providing market-leading data integration and data quality products. Now the union of the two top-tier products – BusinessObjects Data Quality and BusinessObjects Data Integrator – in a single environment equates to dominance in the field. BusinessObjects Data Services supports any data source type, including unstructured data with true enterprisewide connectivity to databases, applications, and mainframe applications. Thanks to the benefits of parallelization and grid computing, processing performance can be scaled up.

Data Services is fully Web services interoperability (WS-I) compliant. It provides extensive Web services support to form the data foundation by providing data integration quality services that underpin your business applications.

#### Information Infrastructure

By 2011, IT will allocate 75% of information management resources (people, systems, and software) to integrate and analyze a blend of traditional structured and diverse data types, whereas today 75% of resources are focused only on structured data.

Gartner,  
December 2007

To support a global and distributed development environment, Data Services provides multiuser development collaboration where users can check objects in and out of a common metadata repository for both data quality and integration jobs.

Data Services takes its enterprise position even further with a proven integration with SAP applications through SAP-certified product links.

## **DATA SERVICES XI 3.0 – THE TIME IS NOW**

### **One Platform for All Current and New Information Management Projects**

BusinessObjects Data Services is the ideal vehicle for improving data quality. With Data Services, you can move and clean any type of data, from structured to unstructured. Using this single application increases and greatly enhances your organization's operational efficiency. Plus, our BusinessObjects Data Quality customers extend their enterprise-class capabilities.

Data Services supports data integration (physical), data quality, data profiling, data audit, and unstructured data on a single product – one development UI, metadata repository, run-time architecture, management console, security, and data connectivity layer.

Other key features of BusinessObjects Data Services XI 3.0:

- Instant traceability with impact analysis and data lineage capabilities that now includes the data quality process
- Data validation dashboard and process auditing for instant review
- Direct metadata exchange and integration from modeling tool
- Codeless workflow design and administration to improve usability
- Multiuser support and security with central repository
- Transformation management allows you to easily define best practices
- Dataflow design to quickly fix or link data transforms
- Comprehensive administration and reporting tools
- Highly scalable scripting language offering built-in functions
- Interoperability and flexibility with Web services-based applications
- High performance parallel transformation and grid computing
- Broad source and target support

## **BUSINESSOBJECTS DATA SERVICES XI 3.0 – THE RIGHT SOLUTION FOR TODAY**

### **Move, Transform, and Improve Any Data – Anywhere, at Any Speed**

BusinessObjects Data Services XI 3.0 is your solution for delivering trusted data across the enterprise. Enterprise-class performance and capabilities allow you to address initiatives such as ERP, BI, data warehousing, data migration, and master data management. Embedded data quality services in your ERP or CRM ensures data is correct from the start – enabling downstream operations and business decisions to be made with complete and trusted information. Data integration capabilities allow heterogeneous data from all sources to be used for complete view of all data ensuring there are no gaps in business planning. Predefined BusinessObjects Rapid Marts™ deliver complex data in concise, open, and easily accessible models that enable advanced analytics in a day rather than months. Faster reports equal faster decisions – all enabling the truly agile enterprise.

[businessobjects.com](http://businessobjects.com)



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