

# Mining SAP BO with Galigeo-for-BI for improved Location Intelligence outcomes

## *Improving Business Decisions with the Where Factor*

### Free Trial

SAP Business Objects users can now try the Location Intelligence solution *Galigeo-for-BI* with a 30-day free trial. No obligation. No contract.

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### About Galigeo

Galigeo provides innovative Location Intelligence solutions to solve complex location-dependent business problems. Galigeo connects directly to enterprise applications, maps large-scale datasets and applies spatial processing to enhance data visualization, reporting and predictive analytics.

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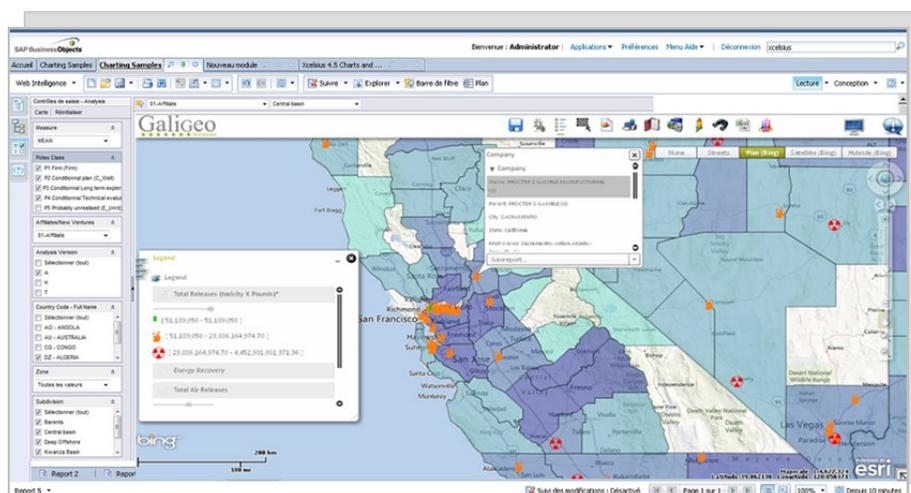
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New York, NY 10011  
646 375-2149  
[www.galigeo.com](http://www.galigeo.com)

#### Germany

Fahrgasse 5  
65549 Limburg  
+49 6431 407 9000  
[www.geoxtend.de](http://www.geoxtend.de)

#### France

87 Avenue d'Italie  
75013 Paris  
+33 (0) 1 44 06 79 44  
[www.galigeo.com](http://www.galigeo.com)



### Executive Summary

More and more companies are deploying Location Intelligence (LI) solutions to better leverage their investments in Business Intelligence solutions. These companies are seeing demonstrable improvements in operational metrics, customer growth and revenues. In a recent TechTarget 2012 survey, just over three-quarters of respondents said executives in their organizations feel it's somewhat or very important to use maps to view business data such as store locations, distribution networks, sales territories, revenue by region and competitor locations. Another benchmark research study from Ventana Research found strong interest in LI; more than three-fifths (61%) of participants said LI is very important in helping to improve business processes and performance, and even more (65%) said it is very important for improving interactions with their customers and suppliers.



## Location Intelligence: The Missing Component in use of Business Intelligence and Analytics

The missing or under used component has been leveraging Location Intelligence, or the *where* factor to further improve decision outcomes. While typical BI systems handle the *who, what, when* and *how* factors, the combination of BI and geographical information systems allow for new types of analysis by adding the *where* factor, and doing so in the context of all the others.

Location Intelligence combines geographical dimensions with existing data from business intelligence applications, and allows the ability to visualize various metrics on a map. Location Intelligence is essential to optimizing operations because data, without real-world application, is just another report. With location analytics, companies can create if-then scenarios to analyze, query, and build cartographic oriented reports that make location a driver to predict and improve the efficiency of operations.

Without the geospatial context that enables location analytics, key data points simply remain invisible amongst the other data points. While the whole idea of KPIs and dashboards is to provide insights at a glance, it is the addition of location analytics that brings the data to life in a real-world context.

Location Intelligence empowers SAP Business Objects users, enabling complex location-dependent decisions. LI represents and displays business intelligence data on maps, identifying hidden trends, dependencies, patterns, as well as enabling a deeper business analysis.

### The benefits of implementing Location Intelligence for SAP BO

#### Gives Tools to Decision Makers

Today's executives and operational managers need intuitive applications that do more than traditional Business Intelligence or "real-time" solutions. Location Intelligence solutions allows decision makers to collect, analyze, and model large and wide ranging sets of data, offering them faster, more accurate, more predictive, insightful, and relevant analysis, leading to better, more-informed decisions, faster.

Location Intelligence gives decision makers the tools they need to more clearly guide efforts in all key areas of the enterprise. Decision makers gain an overall view of operations, as well as the ability to drill down to isolate key data based on its spatial location and create geography specific reports.

Combining data from BI applications and other enterprise systems with the spatial dimension provides the location analytics necessary to give decision makers analytical solutions capable of:

- Showing the geographical context and the location-based relationships that lie within data.
- Providing managers with an interactive and intuitive tool to easily interrogate selected BI data directly from the map to optimize performance.
- Enabling deeper insight and understanding of essential performance metrics involving sales, distribution channels, and customer-based data.
- Integrating dynamic mapping into the reports generated by other systems, and distributing cartographic reports (geo-reports) to internal users via a Web interface or PDF e-mailing.
- Interrogating data directly through interactive navigation on a map to expose previously unseen relationships, potential gaps and location based characteristics.

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Realizing that decision makers are often on the move, Galigeo provides a Web user interface so they can work from anywhere in the world, with anyone, on the latest version of their data. And, realizing that the value of information is enhanced for an organization by enabling its use wherever needed, Galigeo

is designed for ease of use. Analysts at corporate headquarters can realize huge value from Galigeo, as can the less technically proficient managers in the field.

### Bring Value to the IT Department

Galigeo provides value to IT because it is standards-based, easy to deploy, and is designed for seamless integration with other enterprise systems including ERP, CRM, SCM, HR, and other line-of-business applications, as well as reporting and analytic solutions. Galigeo integrates with whatever database infrastructure your organization prefers—including DB2, Oracle, and SQL Server, among the many choices.

The seamlessness with which Galigeo integrates with backend systems means that IT can be freed from the traditional time-consuming work of extracting, transferring, and loading of data, creation of maps, and pulling multi-dimensional data and reports from a data warehouse and other repositories.

With Galigeo's bi-directional connectors to BI, CRM, and GIS systems, changes in data on the BI or CRM side will instantly update to the Galigeo map. Changes and new data added to the map are updated to the BI and CRM system. Galigeo also supports automatic creation and delivery of daily or weekly reports to subscribing managers, departments, and other users.

### How to easily implement Location Intelligence for SAP BO

Through the implementation of Location Intelligence to a company's massive amounts of data is transformed into valuable decision-making information. As part of this implementation, the development of location-aware analytical workflows through the interrogation of your data, driven by the "where" factor, enhances you overall ability to make better-informed decisions. The steps of this implementation provide a roadmap for thinking about how location can be utilized to provide a deeper level of analysis for your organization.

### Galigeo-for-BI 30-day Free Trial

Galigeo has developed a Location Intelligence solution for SAP BO, Galigeo-for-BI. Business Objects users with admin rights can test Galigeo-for-BI with a 30-day free trial version. SAP Business Objects users can now visit [www.galigeobi.com](http://www.galigeobi.com) and try Galigeo-for-BI with a 30-days free trial. This free trial gives access to all the tools needed to:

- Extend and enhance SAP Business Objects system with map visualization
- Add interactive maps in existing dashboards
- Add spatial processing and cartographic analysis into BI reports
- Add advanced visualization and mapping capabilities supporting aggregated multi-metrics analysis

Galigeo-for-BI brings rich data visualization via maps to your SAP Business Objects application, helping you gain a better understanding of your business.

Galigeo | White Paper— Mining SAP BO with Galigeo-for-BI for improved Location Intelligence outcomes

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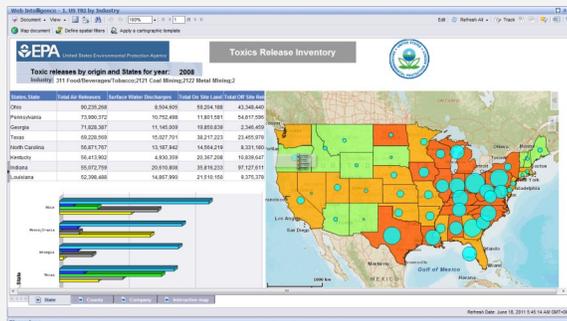


## Functionalities

Galigeo-for-BI is an advanced Location Intelligence and BI visualization solution that provides a robust feature set, including:

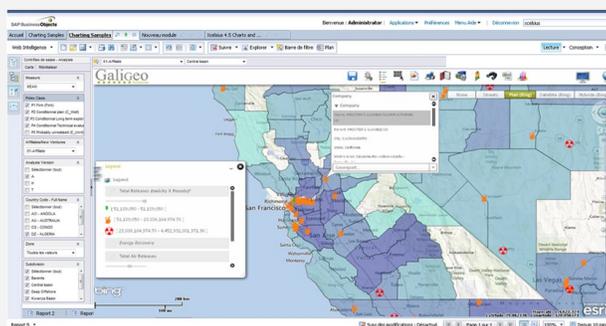
### 1. Interactive and dynamic maps for SAP Business Objects

- Easy to use rich spatial flex viewer
- Intuitive navigation throughout map



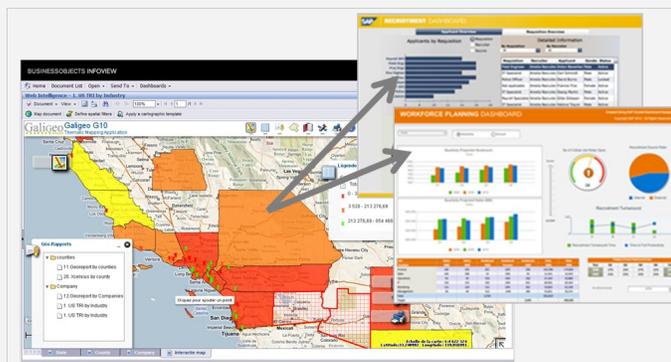
### 2. Geographic Analysis

- Stand-alone Web cartographic portal for viewing, analyzing, and querying business data.
- One-click access to multiple reporting and dashboards enables analysis from multiple levels, such as from a business area, site or store location
- Spatial queries from pinpoint, manual area definition or drive-time calculation
- Drill down across various boundary file levels (i.e. from state level to local zip code view)



### 3. Geo Reporting

- One-click integration within existing dashboard and reports
- Secure extraction of enterprise reporting data (according to company SAP security policies set within BO) presented directly into the map viewer
- Easy export and sharing with enterprise BI users in accordance with enterprise security policy



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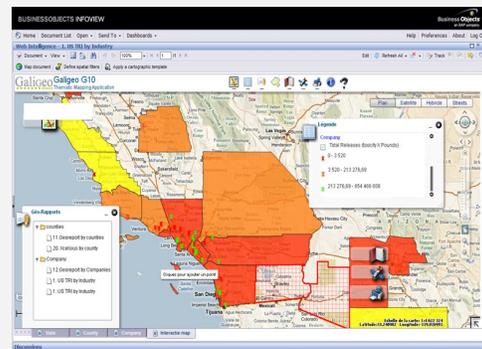
## Technical Components

The technical components include in the Free trial are:

### Location Intelligence Module fully integrated within the BI portal

Easy to setup, easy to use for BI administrator, report designer, analyst and report consumer, the Location Intelligence module offers:

- Menu for managing maps in BI report
- Map visualization component with easy to use and powerful Location Intelligence capabilities



### Management Console

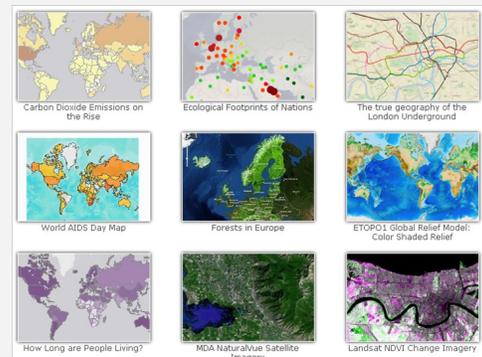
Smart and intuitive administration to simplify administrator and end-user experience, the management console helps to:

- Define your location aware BI dimension
- Select a map author among your BI users
- Simply manage your map content



### Cloud GIS/Map Content

- Map content including territories from State level to census level.
- Various demographic and economic data to enrich your own business metrics
- No GIS server on your site, easy data administration, great performance
- Simple access through Internet connection from everywhere
- Minimum footprint for your organization with maximum power



Note: Outside of the free trial, Galigeo can integrate with in-house GIS installed systems.

### Architecture

Galigeo-for-BI delivers functionality through a hybrid architecture. Galigeo-for-BI connects to your BI platform to take advantage of your existing system, including:

- Existing BI portal with Galigeo Map Viewer
- Existing data, BI model and report & dashboard content
- Compliance and security policies and confidentiality rules: user management, content and right access, access mode such as LDAP, Windows AD, SSO, etc.

The data stays at the organization level without ever being sent to the cloud.

Note: Galigeo-for-BI is also available in fully hosted mode or full in-house deployment.

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Galigeo-for-BI is built on a reliable J2EE/REST service oriented architecture including:

- Connector deployed through a quick setup within the BI J2EE server or a dedicated one
- Visualization flex component running in the BI Portal
- Administration Console running as a thin client

Galigeo-for-BI has an architecture designed for ease of integration across all of the systems an organization might want to use. Whether your source data comes from CRM, ERP, SCM, BI data repositories, GIS, or third-party applications, Galigeo is designed for efficient integration. The Galigeo Connector provides an API that eliminates the need for traditional manual ETL, while also avoiding duplication of data and other problems. Galigeo enforces security and access rights and provides seamless, bi-directional data exchange and updates.



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## Galigeo Vision of Location Intelligence

Galigeo pioneered the field and leads the industry of integrating geospatial data with *all* types of relevant business information including transactional, operational, analytical, demographic, and other aggregations—from a spectrum of your own internal and 3<sup>rd</sup>-party sources—to create Location Intelligence solutions. By combining geographical dimensions with enterprise data, Galigeo enables organizations to gain critical insights from enhanced Business Analytics. Galigeo software connects directly to enterprise applications, and enables mapping of large-scale datasets while applying spatial processing to enhance data visualization, reporting and predictive analytics.

Our solutions can be deployed in many different types of applications. Some of them include: Sales Territory Management, Trade Areas Analysis, Resource Allocation, Network Infrastructure Monitoring, and Regulatory & Environmental Compliance. Our partnerships with SAP, IBM, Microsoft, Esri, and Nokia strengthen our ability to help our clients achieve superior performance. Galigeo is trusted by some of the world's largest companies and governmental organizations, including: Heineken, Carrefour, European Union, Autodesk, GE Healthcare, Total, Orange, Sodexo, Arcelor-Mittal, Vinci, Sodexo, European Commission, State of Geneva, Swiss Federal Roads Office, French Police department.

## Sources

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- Location Intelligence Benchmark Research, Ventana Research 2011
- Revealing the 'Where' of Business Intelligence using Location Analytics, TechTarget & ESRI, 2012