



Antivia Desktop Brings Awesome New Collaboration Features for BusinessObjects Users

One of the great promises of Business Intelligence 2.0 – the name coined for the next generation of BI tools – is the capability to allow users to more easily collaborate around reports and information in those reports.

Now, you may say, “Isn’t that what Business Intelligence is supposed to be doing for us now?” Well, yes, sort of, but not really.

The fact is that most users simply look at the reports that are delivered to them, rarely interact with them and are often not really sure what they are supposed to be looking for outside of some summary totals or specific individual items. Companies are often drowning their users in reports and, in turn, the users are rarely gleaning much business intelligence out of them.

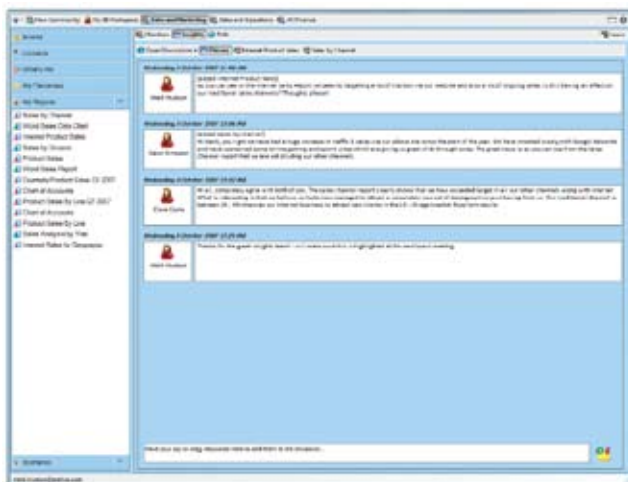
If we truly want to provide Business Intelligence for the masses and make it pervasive, we need to first make it easy, interesting and, yes, exciting for users to use. Look at Amazon.com. If it was just a web site where you could order books and music, it would not be anywhere near as successful as it is today. But when you look at a book, you see reviews that other people have written, you can write your own review, you see what books other people bought who recently purchased that book, you see recommended lists from people that include that book. It’s a fascinating and fun experience to research and buy things on Amazon. It’s also quite addictive! So, why can’t we make looking at our business reports more like Amazon.com?

Great news - we can and we do not have to wait for BI 2.0 because it is here today with Antivia Desktop.

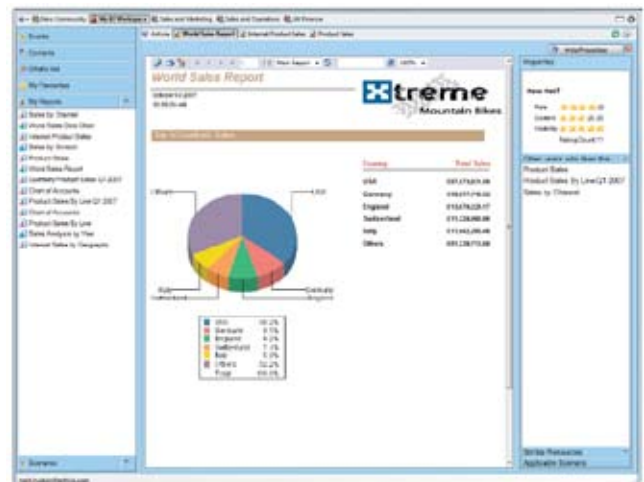
Antivia Desktop delivers a bundle of really neat features that bring a whole new meaning and purpose to Business Intelligence collaboration. It provides a framework around your individual BI environment that allows you to share your views, observations, reports, information and more with others who would benefit or those you wish to collaborate with. You can create your own communities of like-minded users or join other communities. In addition to these community forums, Antivia Desktop allows users to rate the content of the reports and information delivered to them. The rating can be by usability, relevance or any other criteria you use providing excellent feedback to the report creators, other users and I.T.

Antivia Desktop also provides a feature to show you “what’s hot and what’s not,” so users can see what is the most and least popular content and reports being viewed by others. It also includes Community Polls, so that you can pose survey questions to your users to get their feedback on any number of topics and issues pertaining to your Business Intelligence environment.

Antivia Desktop is available for the BusinessObjects XI platform today with the promise of other platforms coming soon. If you want to unlock the intelligence locked away in your BI deployment and put smiles back on the faces of your overwhelmed users, check out Antivia Desktop today.



Community forums allow you to share, collaborate and provide insight with your colleagues



Instantly see how reports have been rated by other users and quickly access other reports they rate highly

New Scenario for BusinessObjects Solution Solves Customized Hierarchy Problems

One of the most frustrating problems that many BusinessObjects users encounter is the need to modify reports to accurately reflect the way their business or institution is managed. While most data tends to be grouped in logical categories and hierarchies like regions, states, cities or products, brands, items there are nearly always exceptions in real world business. For example, a Regional Bank Manager may have responsibility for all the branches in California, except for San Francisco, which is handled by the Regional Bank Manager for Oregon. The BusinessObjects reports that summarize the total revenues for each Regional Manager allocate the revenues of the San Francisco branches to the California Manager, instead of the Oregon Manager, due to the logical set up of the hierarchy. What many customers do in these situations is to export the report into Excel and create their own customized derived reports.

With Scenario that is no longer necessary. Scenario allows a user to easily customize any hierarchy through a simple drag-and-drop action. In the above example, the user could just move San Francisco from California into Oregon and the report would instantly show the correct revenues for each Regional Bank Manager. This created scenario could then be saved and shared with other users to apply to other reports. The scenario does not change the underlying data so it would not affect other users or reports who may want to use the original hierarchy – maybe to look at revenues by State for example.

Scenario also enables you to easily look at different “what if?” situations: “What if we moved the Oakland branches under the Oregon Manager also – how would that effect his or her revenue?”

Scenario allows users to view reports the way they manage their business without requiring I.T. and database specialists to become involved in changing data structures and views (universes). It automatically creates an audit trail showing all the changes made for each scenario so changes can be easily tracked and managed.

With its information-centric approach, Scenario provides a lot of additional capability to the business end-user and drives BI back out to the users and away from I.T. which is where everyone wants it and where it belongs.



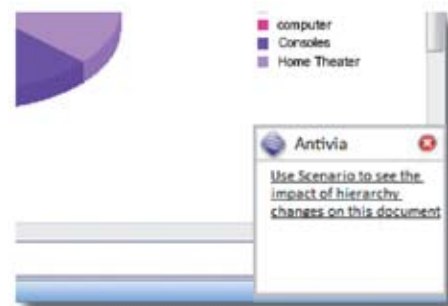
Easy to use interface gives you access to your information hierarchies



Maintains a secure and auditable record of all changes made



- **Community driven**
- **Integrated with BusinessObjects XI**
- **No configuration required**
- **Easy to use**



Alerts notify you of any changes that affect your reports