OpenText™ Business Intelligence

Put the power of inquiry into the hands of business users

Businesses, government agencies, and other organizations constantly accumulate data about customers, products, services, sales trends, the market they operate in, and much more. Hidden in all that data is intelligence that can be used to provide better customer service, deliver higher-quality products, measure and improve operational efficiency, analyze trends and discover opportunities, and ultimately make better business decisions.

However, to get at the intelligence within your data—to know what you know, in other words—requires an easy-to-use business intelligence solution. OpenText™ Business Intelligence (BI) provides the capabilities small-to-medium businesses (SMBs) and large enterprises need in a business intelligence solution:

- Easy to use for nontechnical business users, with minimal support from IT and admins
- Integrates a wide range of databases so decision-makers can derive insight from all available internal sources
- Sharing features allow approved users to collaborate, while security features ensure confidential information is not shared inappropriately
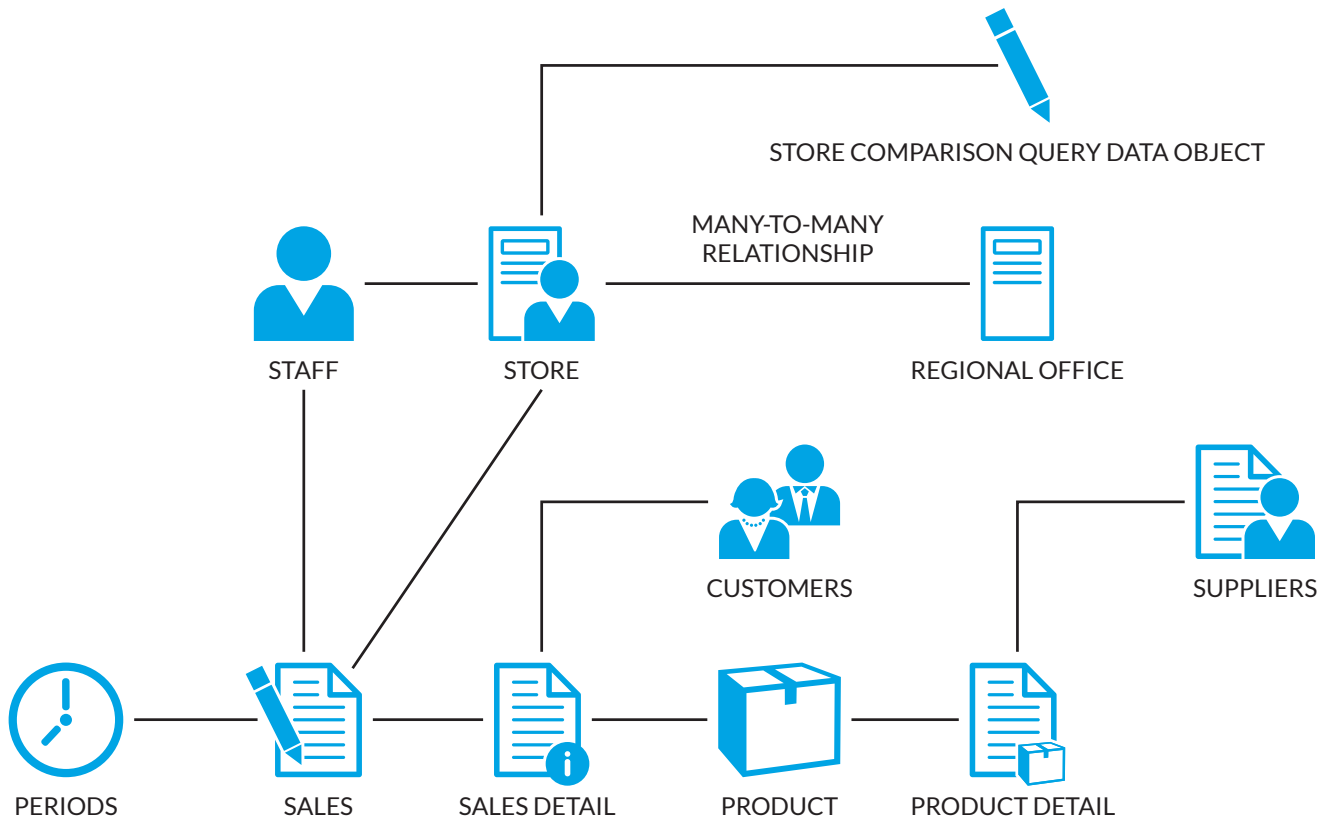
Self-Service First and Foremost
Unlike other enterprise solutions for business intelligence, OpenText Business Intelligence is designed primarily for business users who want to serve themselves with minimal assistance from IT. Non-technical personnel increasingly need the ability to investigate enterprise data on their own so they can ask—and answer—important questions about the business. With OpenText Business Intelligence, the range of questions that can be answered is limited only by the data itself and the employee's imagination.

Visual Wizard for Data Queries
Key to empowering business users is the graphical "semantic layer," which is an intuitive, easy-to-use visual interface that offers access to databases and the data they contain. It allows non-technical personnel to examine the data and build ad hoc query statements by simply dragging and dropping elements and drawing connections between them. No knowledge of SQL statements is required.

PRODUCT SUMMARY

OpenText Business Intelligence is a comprehensive query and reporting solution that enables business analysts and other business users to pose questions about their data and then view the results in visually informative reports. OpenText Business Intelligence provides decision-makers with greater insight, faster.

STORE COMPARISON QUERY DATA OBJECT

MANY-TO-MANY
RELATIONSHIP

STAFF   STORE   REGIONAL OFFICE

CUSTOMERS   SUPPLIERS

PERIODS   SALES   SALES DETAIL   PRODUCT   PRODUCT DETAIL

The OpenText Business Intelligence graphical interface gives non-technical users an intuitive, visual way to access databases and the data they contain. No knowledge of SQL statements is required.

Secure Report Sharing

Built-in sharing features allow approved users to collaborate by saving and sending reports or "sub-reports" to colleagues. Security features ensure confidential information is not shared inappropriately. Business users can also format reports and save queries for later re-use.

A Single, Centralized Reporting and Query Solution

The following products are available as part of OpenText Business Intelligence suite:

BI Query

BI Query is an enterprise query, reporting, and analytics application that provides an easy-to-use, visual way to query databases, integrate data with other applications, and generate reports.

BI Query lets users extract the information they need using a data model, a graphical representation of data in a database. By using the data model, business users can easily form queries without needing to know Structured Query Language (SQL).

BI Query also enables administrators to tailor information access to the exact needs of business users. Administrators make business-critical information available while maintaining data security, quality, and integrity. The BI Query administrator can design data models, set permissions for users, set passwords, and control access to the database and the functionality of BI Query. With permission from the database management system (DBMS) administrator, the BI Query administrator can update tables in a database or provide that capability to business users.

BI Reports is the report-generating tool within BI Query. BI Reports let business users produce professional-looking reports (including corporate logos and brand standards) based on their analysis of data. BI Query Reports provides a flexible reporting environment that includes tables, crosstabs, charts, and maps. With the proper permissions, users can publish reports and share them with others, including users who access BI Query through the web application.

BI Web

BI Web provides query, reporting, and On-Line Analytical Processing (OLAP) capabilities over the web so users can easily create and access queries and reports from anywhere, with only an Internet connection. This saves IT from installing software on individual desktop computers. Users have access to a personal portfolio that displays the data models, reports, and data sources available to them.

With BI Web, users can:

- Manage items in personal folders
- View and refresh reports based on data in various databases
- Create personal and shared BI Web reports
- Format BI Web reports using the report editor
- Open, run, create, and schedule queries
- Publish queries to a central repository, allowing other users to access them over the web

BI Server

BI Server is the centralized administrative service for OpenText Business Intelligence. It provides integration with OpenText™ Content Server as well as third-party applications and data sources. BI Server also provides security to ensure that only approved users are able to access reports and data.

Technically, BI Server is an application server that uses a common set of services and a common repository of information to provide data for BI. The BI Server repository is a storehouse for enterprise information produced using BI applications. It stores data models, queries, results sets, reports, multi-dimensional data sources, and associated metadata. OpenText Business Intelligence users can access the BI Server repository using BI Query, BI Web, and mobile devices.

BI Server administrators can:

- Manage licenses
- Configure security and assign permissions for users and groups, including guests
- Manage the BI Server repository
- Configure and share printers, databases, support servers, and other resources
- Set logging options
- Specify other global settings

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