DEVELOPING A BEX BROADCASTING REPLACEMENT STRATEGY

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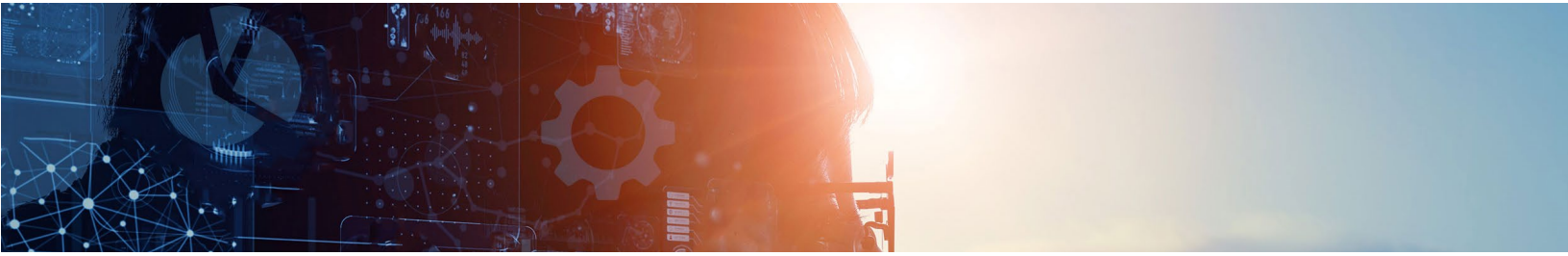
APOS



INTRODUCTION

Digital transformation is essential to meeting the future, but there will always be challenges, and those responsible for implementing transformative technology must look at users' needs and expectations in the present as well as in the future.

Your analytics can only be as effective as your ability to communicate the right information to the right people, at the right time, to the right destination, and in the right format. What makes each of these criteria "right" is the efficiency and effectiveness they provide to your communications strategy. Organizations eager to complement their digital analytics transformation with publishing and broadcasting capabilities are looking for ways to ensure their newfound Analytics insights can be communicated.

APOS Publisher for Cloud is an established solution for extending the reach of SAP Analytics Cloud stories across organizations and their networks.

In the following pages, we will look at the conceptual framework for publishing within the SAP solution landscape, what factors should influence your decision-making process in selecting a broadcasting solution, and how you can extend SAP Analytics access for:

- BEx Broadcasting replacement
- SAP Analysis for Microsoft Office

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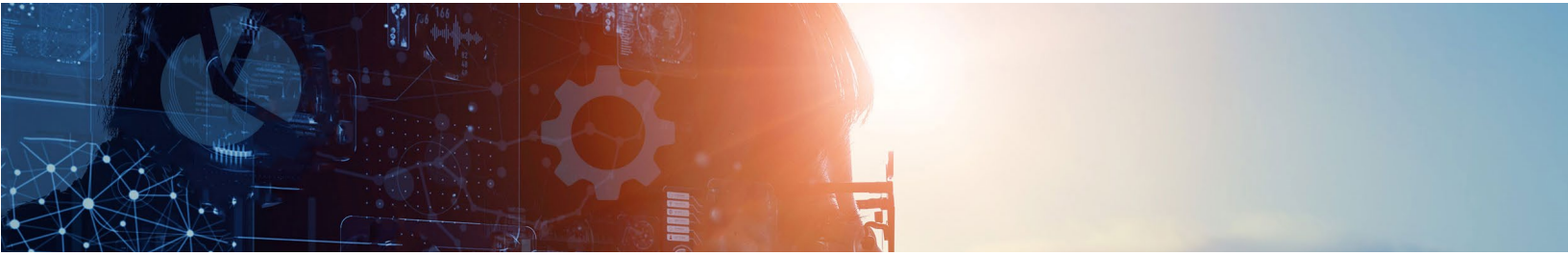
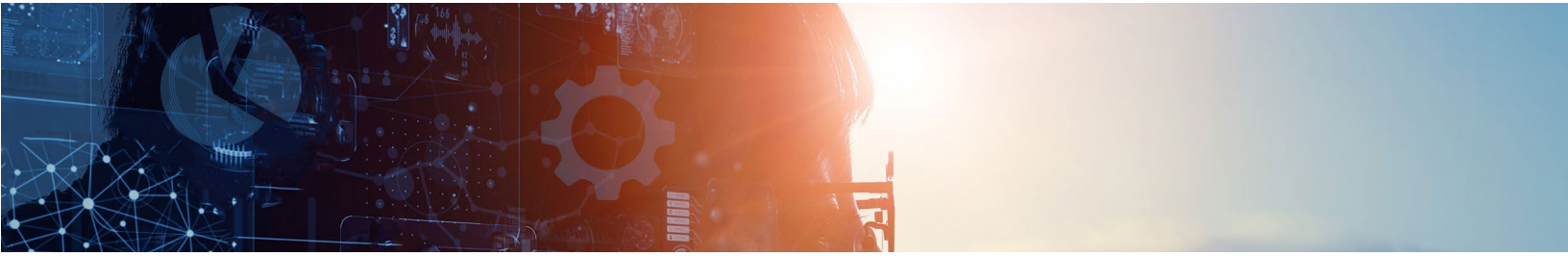


BROADCASTING FOR THE SAP SOLUTION LANDSCAPE

Digital transformation should be driven by business process transformation. While new analytic technology's core capabilities are essential to transformation, they do not necessarily account for all of the very specific business process workflows embedded in the outgoing technology platform.

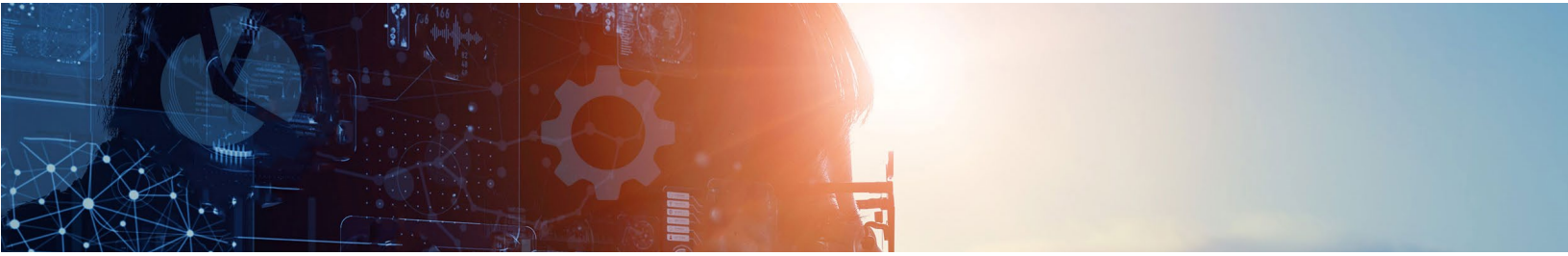
Common challenges in publishing your SAP Analytics insights are:

Extended SAP Analytics content access	SAP's default method for communicating analytics insights is for users to log in and explore those insights online. This "pull" methodology works for active SAP users, but is not necessarily the best method for keeping executives, managers and other stakeholders informed.
Team collaboration	Many organizations desire a centralized, server-based broadcasting environment that allows multiple users to collaborate with other users. SAP's collaborative broadcasting capabilities are limited in this regard.
Email personalization	Users want to receive information that is focused on their needs, and information governance requirements often dictate that individual recipients should not see data outside of what is specific to them. SAP solution functionality allows you to personalize emails using bookmarks, but the process is manual, time-consuming, and there are important limits in its scalability.
Self-service broadcasting	Some organizations provide information broadcast creation capabilities to a small, select group, while others look to expose advanced scheduling options to a larger group, allowing them to directly serve their own needs. Usability can be a limiting factor for widespread access to broadcasting capabilities.



Formats	Recipients need to receive data in the file format that allows them to act on the information. For some, this demands a PDF file, for others this requires an Excel file, etc., etc. The business needs driving these format requirements vary greatly, but they can be critical in the effective consumption and usage of the information being delivered. SAP limits the ability to match email formats to the needs of recipients for greater usability. If your audience are not SAC users, you can export a SAC story to PDF or PowerPoint and email as an attachment, but the content will not be interactive.
Timely delivery	Information that arrives too late typically means delayed decisions. Information that arrives too early, before critical data cycles are completed, means that decisions are made on incomplete data. Emails sent via SAP analytics solutions are queued for delivery and do not necessarily arrive in a timely manner.
Scalability	Information requirements typically grow over time, and this holds true for report broadcasting also. The challenges in personalization and timely delivery are compounded by limitations on the volume of report distribution.
Conditional broadcasting	Various users want to avoid information overload by only receiving reports when conditions are met. Critical KPIs may require immediate communication to stakeholders to alert them of potential concerns. Automated broadcasting when KPIs exceed pre-specified thresholds is not available in SAP Analytics solutions

Let's look at how APOS Publisher for Cloud provides these capabilities and more for SAP Analytics.



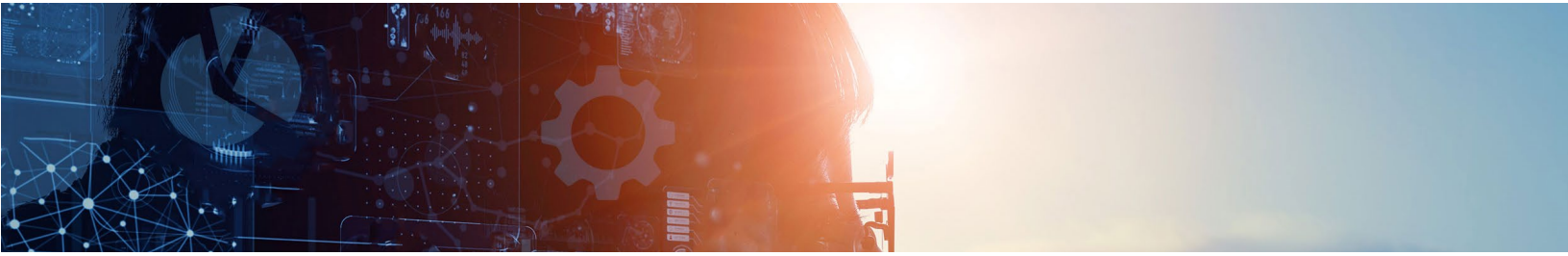
REPLACING BEX BROADCASTING WITH APOS BROADCASTING

APOS BROADCASTING

BEx reports and BEx broadcasting have been important tools for organizations using BW. They have effectively served important communication workflows over the past twenty-plus years, allowing organizations to distribute reports to a wide variety of users, partners and customers.

However, with the need to push content out to stakeholders in usable formats, such as Microsoft Excel spreadsheets, continuing to be a critical requirement for many of these organizations, and with this capability not available in SAP BW/4HANA, such organizations need to deploy an alternative to BEx broadcasting as part of their move to BW/4HANA.

One compelling option for these organizations is to build SAP Analytics Cloud stories from BW/4HANA and broadcast these stories to fulfill their business process workflows. If an organization implements SAP Analytics Cloud in this scenario, but has specific requirements with regard to data-driven, personalized, or conditional broadcasting, or with high-volume distribution, or delivery to partner organizations, then that's where APOS Publisher for Cloud becomes a clear choice to extend the reach of Analytics insights.



BROADCASTING SAC REPORTS ON BEHALF OF BW/4HANA & DATASPHERE RECIPIENTS

APOS Publisher for Cloud can replicate important BEx Broadcaster functionality in SAC for BW/4HANA users. This functionality uses BW/4HANA / Datasphere authentication integration to allow SAC reports to be sent on behalf of the BW/4HANA recipient using their authorizations within the data source.

Users who wish to receive BW/4HANA reports from SAC give consent in a Web-based UI for APOS Publisher for Cloud to broadcast reports on their behalf, using their data source access rights. This consent ensures that they receive only the data to which they are entitled per the data source's security structure.

Note that, while this is the prime use case for SAP BW/4HANA users, the functionality is also available for other data sources, including Datasphere. This allows BW deployments that are moving processes to Datasphere to be able to fulfill the ongoing report broadcasting expectations of their user community.

We'll look at these capabilities in greater detail soon, but first we'll examine another place within the SAP analytics landscape in which APOS Publisher for Cloud can make a great difference in an organization's ability to communicate their analytics insights.

In our work with customers, we encounter many organizations that are unable to meet their broadcasting requirements using only SAP's core capabilities. One particular customer was moving their business processes to SAP BW/4HANA, but needed to replicate the report distribution capabilities of BEx broadcasting to meet workflow requirements and user expectations.

This customer, a leading, highly diversified agricultural sciences manufacturer, had been using BEx Broadcaster to keep its large network of customers, partners and resellers informed. The company planned to move their SAP BW deployment to SAP BW4/HANA, and needed to replace their use of BEx broadcasting on the new platform.

CLICK TO READ THIS SUCCESS STORY

More specifically, they needed to broadcast hundreds of targeted reports to their partner and reseller networks. They needed their analytics to reach stakeholders outside of the SAP Analytics Cloud environment to fulfill their business process workflow requirements, and to meet user expectations. Like other organizations with which we have worked, getting Excel format reports out to stakeholders was a key requirement in their existing BEx broadcast workflows. PDF reports were also critical.

APOS Publisher for Cloud fulfilled this customer's requirements for BEx broadcasting with:

- Extended Formats
- Dynamic Formatting
- Targeted Distribution
- Scheduling
- On-Demand Broadcasting
- High-Volume Broadcasting
- Printing

SAP ANALYSIS FOR MICROSOFT OFFICE BROADCASTING

SAP Analysis for Microsoft Office (AO) presents a similar challenge for organizations moving from BW to BW/4HANA. With BW, organizations generally used BEx Explorer as their reporting solution and BEx Broadcaster as their broadcasting solution. However, BEx Broadcaster is not available with BW/4HANA.

SAP's recommendation is to use AO as the reporting solution for BW/4HANA, but AO itself does not have broadcasting capabilities, so organizations following this path need to find these capabilities elsewhere.

One solution which can work for these organizations is to use SAP BusinessObjects' publishing capabilities. They can complement these publishing capabilities with APOS Publisher, a time-tested broadcasting solution that provides high-volume, data driven broadcasting for SAP BusinessObjects.

APOS has been extending SAP Analysis for Office and SAP BusinessObjects broadcasting capabilities for our customers for many years now. If you would like to explore this option in more depth, please contact APOS.

Another option is to adopt SAP Analytics Cloud as the reporting solution, which allows these organizations to use SAC stories and/or SAC applications to report on their analytics. This solution makes sense for organizations wanting to embrace the future of SAP Analytics.

However, SAP Analytics Cloud does not natively include robust, data-driven and high-volume broadcasting. To achieve such capabilities, organizations can implement APOS Publisher for Cloud.

If your organization is in this position, you will need to develop a broadcasting strategy that meets your distribution requirements, so let's look at considerations for developing such a strategy and selecting a broadcasting solution to fulfill it.

WHAT ARE BROADCASTING, PUBLISHING, SCHEDULING & BURSTING?

The terms broadcasting, publishing, and scheduling are not always used precisely. How you define these terms will depend on your organization's requirements. For our purposes, the working definition of broadcasting in the context of the SAP solution landscape is *a data driven process for generating, scheduling and publishing report content that is customized for each targeted consumer*. This data-driven process is also often known as bursting.

"PUSH" VS. "PULL" – CHOOSING THE APPROPRIATE DISTRIBUTION STRATEGY

Perhaps you are familiar with the terms "push" and "pull" as they apply to communications strategies. A "pull" strategy places the responsibility on your information consumers to pull information from your Analytics platform. A "push" strategy instead places the focus of communication on putting the information in the path of the information consumers.

The default distribution method for SAP Analytics Cloud is pull. What this means is that users need to log in to SAP Analytics Cloud to see the content they need. This method works well if all of the people to whom you need to provide information are active SAP Analytics Cloud users who are committed to regularly logging in to access reports. However, as Analytics become more important to operations at all levels of the organization, and to partners outside the organization, supplying timely and useful information becomes more difficult and less assured with a pull methodology.

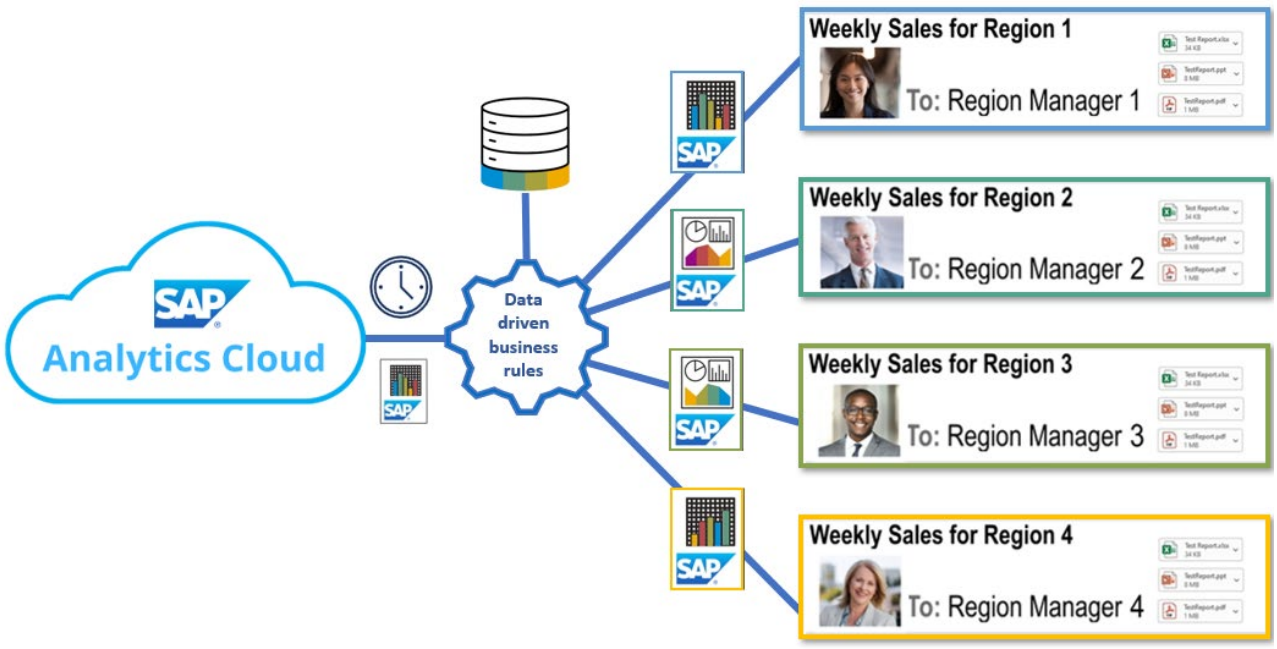
Meeting targeted needs with a push methodology means that you place strategic Analytics insights directly into the workflows of people who need them to perform their duties. This methodology takes into account where your information consumers are, when they need the information you are supplying, and what format best suits how they need to use that information.

SCHEDULING AUTOMATION – THE RIGHT TIME

Your ability to schedule reports to push them out to information consumers is critical to creating and maintaining information workflows within your organization.

In SAP Analytics Cloud, you can schedule a story to send to a single recipient, or to multiple recipients, and these scenarios may be considered broadcasting, but only by the simplest definition, since they are not particularly data-driven. These processes simply send the same report to one or more people.

Look at the illustration below to see a scenario that does fit the working definition of broadcasting:



In this scenario, a single report is scheduled, but what is sent to each recipient is tailored to their needs by the data used to drive the broadcasting process.

DATA-DRIVEN BROADCASTING – THE RIGHT INFORMATION

In the illustration above, each user receives the same report, but not the same information, because a data-driven process is used to filter the report's data so that each user receives only the information they need, and only the information to which they are entitled according to your data security and data privacy models.

Personalized data simplifies the user's experience, providing the ability to consume the filtered and personalized data they need offline.

Targeted distribution using a dynamic, data-driven process provides customized Analytics exclusively to the people who need it, when they need it.

TAILORED MESSAGING – THE RIGHT FORMAT

The duty of your Analytics team to your information consumers is not simply to provide information to them, but to provide *usable* information. How usable information is depends on the formats in which you can deliver it. Consumers should receive the information they need in the convenient and specific format they require for immediate use.

APOS PUBLISHER FOR CLOUD

APOS Publisher for Cloud broadcasting uses automated, dynamic, data-driven processes to push personalized SAP Analytics Cloud content out to the appropriate people, at the appropriate time, in appropriate formats, and to appropriate destinations. Broadcasting with APOS Publisher for Cloud ensures that your people get the timely information they need (and only the information they need) to excel in their work. Broadcasting enables scenarios in which personalized Analytics information can be consumed offline in the formats most useful to the recipients. Broadcasting removes barriers to connection and simplifies the user experience: users do not need power-user expertise in Analytics to get the information they need when they need it.

Broadcasting is low maintenance, because it is data-driven. You can "set it and forget it," because as the data driving the processes changes, the broadcasting process adjusts automatically. Broadcasting accomplishes far more than scheduling by serving personalized slices of information. Scheduling pushes information to a static list of users, and scheduling changes are labor- and time-intensive. Achieving broadcasting's dynamic flexibility would be prohibitively

labor- and time-intensive if attempted with scheduling. APOS Publisher for Cloud addresses all of the needs listed above. It automates processes for broadcasting personalized SAP Analytics Cloud stories to end users. Dynamic, security-driven processes with strict filters provide SAP Analytics broadcasting capabilities and help administrators ensure users receive only the data to which they are entitled.

The ability to push content to users may be the most fundamental requirement, but there are other factors you should consider in selecting a broadcasting / broadcasting / publishing solution, including:

- ### Filtering
  Filter reports so that your consumers receive information that is relevant to them. APOS Publisher for Cloud allows you to use the same page within an SAP Analytics story multiple times with different filters to personalize content for users and groups.

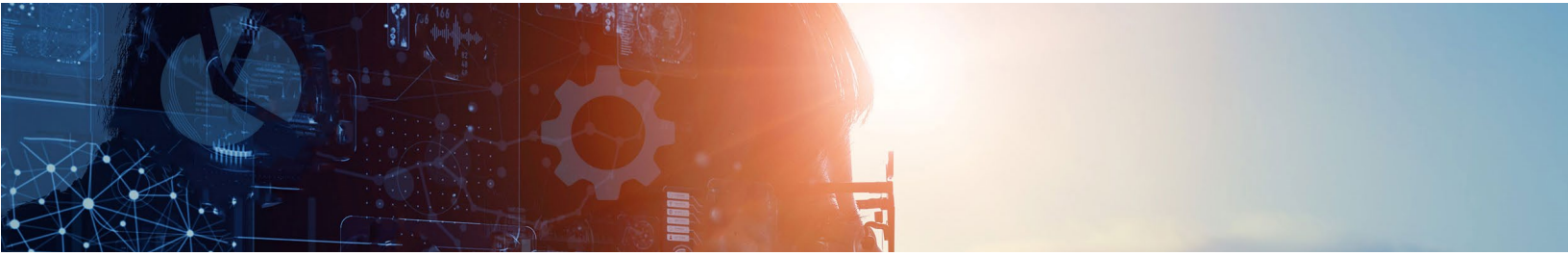
- ### Broadcasting on Behalf of BW/4HANA Recipients
  APOS Publisher for Cloud's BW/4HANA authentication integration approach allows users who previously relied on BEx Broadcaster to receive their reports to get the same personalized information in SAC reports.

- ### Formats
  APOS Publisher for Cloud makes the following formats available:

  - Adobe PDF
  - Microsoft Excel
  - Microsoft Word
  - Microsoft PowerPoint
  - Rich Text (RTF)
  - Image in email

- ### Destinations
  Available destinations:

  - Email
  - Secure FTP (FTPS)
  - File location



- ### Scheduling
  Automate timely delivery using recurring schedules. APOS Publisher for Cloud allows you to build recurring schedules that filter data and collate pages from multiple reports.

- ### Volume
  High-volume broadcasts to meet distribution and broadcasting requirements. APOS Publisher for Cloud resides outside of any scheduling restrictions that may be imposed by SAP Analytics platforms.

- ### Email from different senders to distribution lists
  Service distribution lists with a consistent voice.

- ### Dynamic formatting
  Automate formatting of embedded documents such as spreadsheets.

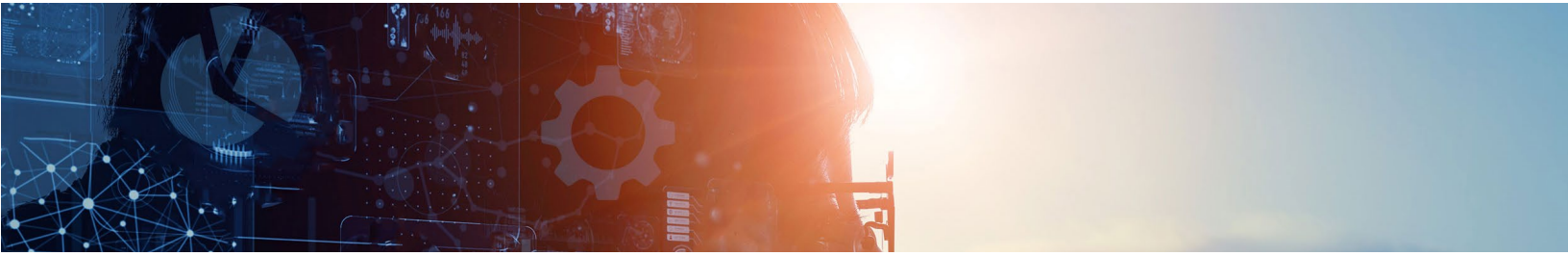
- ### SSO
  Transparent Single Sign-On to simplify and automate broadcasting of stories based on live and acquired connections.

- ### Live preview
  See messages as they will appear to recipients.

- ### Conditional broadcasting
  Broadcast automatically when certain conditions or thresholds are met.

- ### Ease of configuration
  “Set and forget” to minimize maintenance.

APOS Publisher for Cloud meets all of these requirements.



ENTERPRISE BROADCASTING

The core concepts and techniques described above provide users of APOS Publisher for Cloud with the capabilities they need to meet the needs of all information consumers within their organization. What makes APOS Publisher for Cloud an enterprise broadcasting solution are its team collaboration capabilities and scalability features, which empower the organization itself to build an enterprise-wide Analytics broadcasting program.

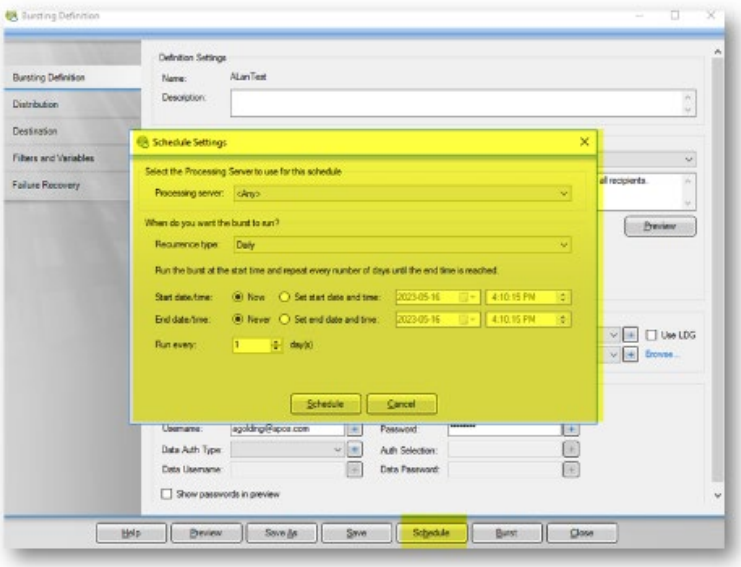
TEAM COLLABORATION

APOS Publisher for Cloud provides administered, secure team collaboration for users and groups with shared and private folders, data sources, and broadcasting definitions, which enable separate broadcasting programs by department or line of business.

INTEGRATED SCHEDULING

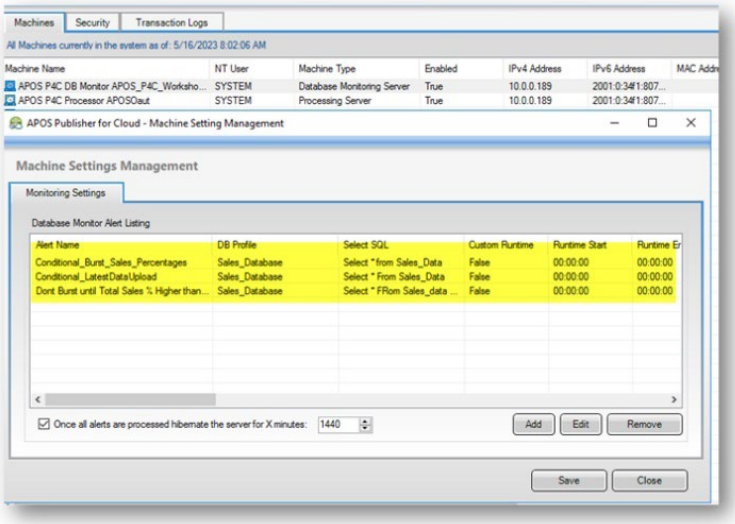
Integrated scheduling lets users schedule their broadcasts within the APOS Publisher for Cloud desktop application as they create their broadcasting definitions. Broadcasts can be scheduled:

- Hourly
- Daily
- Weekly
- Monthly



CONDITIONAL BROADCASTING

With integrated conditional broadcasting, you can automatically monitor KPIs on the story pages to monitor data conditions and automatically trigger broadcasts when thresholds have been exceeded. You can set automated messages to send to your team members, and to anyone else that needs to know.



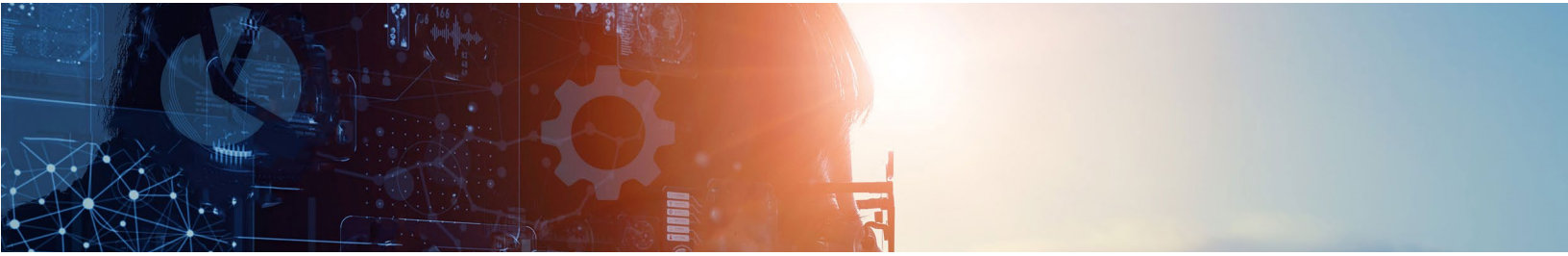
SECURITY, PERMISSIONS & ADMINISTRATION

APOS Publisher for Cloud enables team collaboration on shared data sources and broadcasting definitions, but also allows private folders for individuals to work with private data sources and broadcasting definitions.

A Publisher for Cloud administrator creates individual user profiles and groups, as well as shared and private folders to enable team collaboration and segregate their work across business units. The administrator defines which user groups can access which folders, and which rights users have over the content of the shared folders.

SHARED & PRIVATE FOLDERS, DATA SOURCES, BROADCASTING DEFINITIONS

APOS Publisher for Cloud promotes team collaboration by creating an environment in which work can be shared with team members in shared folders. It also allows private folders individuals can use to develop their broadcasting before sharing, or for projects that are not team-based.



TEMPLATES

In APOS Publisher for Cloud, formats such as Excel and PowerPoint can make use of templates to support corporate communications standards, provide a custom and polished finish to content, and create consistent messaging within the team.

SCALABILITY

APOS Publisher for Cloud runs on the individual user's desktop, but the solution is highly scalable because it uses processing and scheduling servers to create high availability and failover for broadcasting activities. Scale up the number of these servers to create distributed and targeted processing for rapid and dependable broadcast execution.

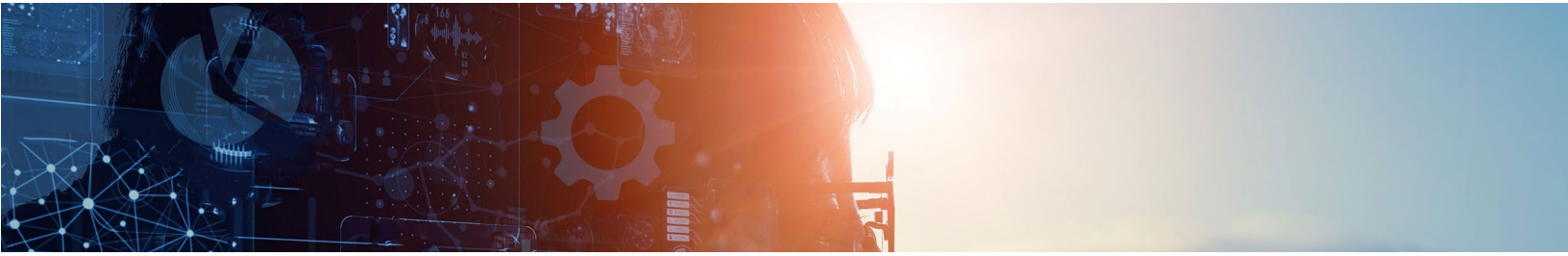
DISTRIBUTED & TARGETED PROCESSING

You define and schedule your broadcasts in the APOS Publisher for Cloud desktop application. When the application executes the broadcast, it does so using a processing server. Because APOS Publisher for Cloud enables a collaborative environment, many broadcasts may be scheduled to run simultaneously, which is why many organizations will choose to set up numerous processing servers to enable distributed processing of broadcasting requests.

Setting up multiple processing servers allows you to scale your broadcasting operation for high performance and high volume. Multi-threaded processes run on multiple processing servers.

It may also be the case that some of your broadcasts require other applications installed on the server with the APOS Publisher for Cloud processing server. APOS Publisher for Cloud enables targeted processing to let you specify a processing server so you can ensure your broadcast is scheduled for processing on the machine that also hosts the other required applications.

For example, a schedule may call for reports to be exported in Microsoft Excel, PowerPoint, or Word, which means that Microsoft Office must be installed on the machine hosting the Publisher processing server.



CONCLUSION

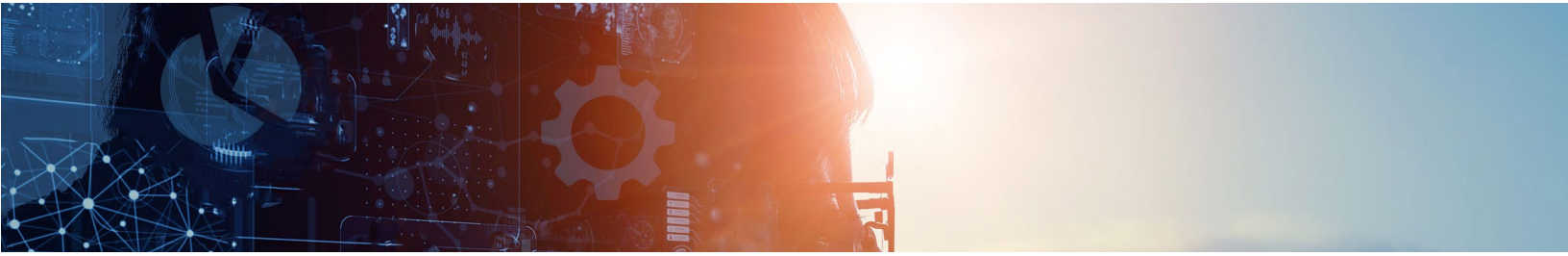
Your broadcasting solution should allow you to communicate your insights to the right people, at the right time, to the right destination, and in the right format. What makes each of these criteria "right" is the efficiency and effectiveness they provide to your communications strategy.

There are many considerations in developing a broadcasting strategy and selecting a broadcasting solution. **APOS Publisher for Cloud** is an established solution for extending the reach of SAP analytics stories across organizations and their networks. It provides:

- Extended SAP Analytics content access
- Team collaboration
- BW/4HANA and Datasphere Authentication Integration
- Email personalization
- Tailored content
- High-volume broadcasting
- Conditional broadcasting

…and more.

APOS Publisher for Cloud is an established and trusted solution for SAP Analytics Cloud broadcasting, and also provides a robust replacement for BEx broadcasting for BW/4HANA. Team collaboration capabilities and scalability options make APOS Publisher for Cloud a true enterprise broadcasting solution.



RESOURCES

CUSTOMER SUCCESS:

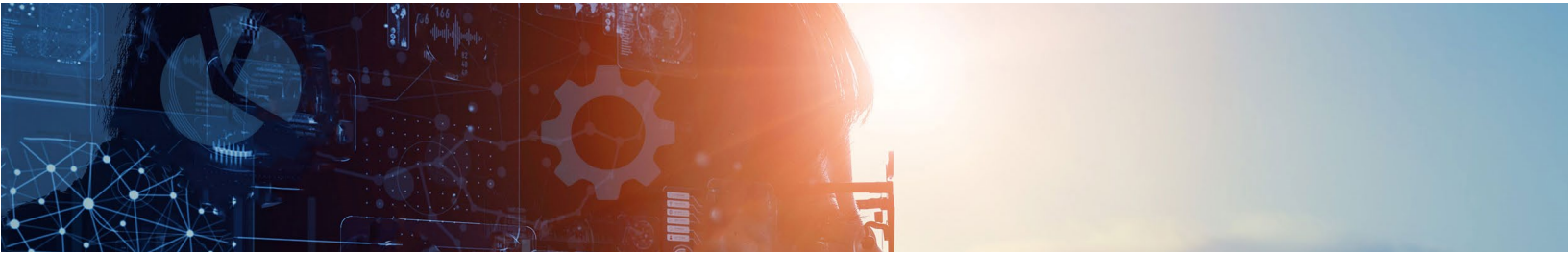
- Personalized SAP Analytics Cloud Broadcasting with APOS Publisher for Cloud
- Automotive Import, Distribution, Leasing and Fleet Management: Timely Report Distribution to SAC & Non-SAC Recipients
- Agricultural Manufacturer: Replacing BEx Broadcaster in an SAP BW/HANA Environment
- NLMK Europe: “Push” Publishing with APOS Publisher for Cloud
- Precision Drilling: Automated Distribution of Personalized SAC Reports
- Vonex: Data-Driven Scheduling of Personalized Data Distribution
- Hunt Oil Company: Data-Driven Distribution & Reduced IT Burden

ON-DEMAND WEBINARS

- Unleash the Power of APOS Publisher for Cloud: Enhanced SAP Analytics Cloud Report Broadcasting
- Technical Deep Dive – APOS Publisher for Cloud
- Team Collaboration for Enterprise Broadcasting of SAP Analytics Cloud Stories
- Extend Analytics Content with Broadcasting and Publishing Webinar Series
- Flexible SAP Analytics Cloud Broadcasting & Publishing for Countless Business Use Cases

BLOG POSTS

- The BEx Broadcasting Need and SAP Analytics Cloud
- APOS Publisher for Cloud – SAP Analytics Amplification – Enterprise Broadcasting
- The Other Cloud Analytics Challenge – Broadcasting
- Team Collaboration for SAP Analytics Cloud Broadcasting



APPENDIX: APOS SOLUTIONS FOR SAP ANALYTICS CLOUD

APOS Live Data Gateway

Live connectivity from SAC to a wide range of data sources – Editions for SAC, Power BI, Snowflake, Ariba, S/4HANA, SAP Landscape, Premium Sources

APOS Publisher for Cloud

Broadcasting and distributing SAC content – Editions for SAP Analytics Cloud and S/4HANA

APOS Insight for Cloud

Enhanced monitoring, auditing and validation of SAP Analytics Cloud

Available on **SAP Store**

APPENDIX: APOS SOLUTIONS FOR SAP BUSINESSOBJECTS

APOS Insight

- BI System Auditing
- BI System Monitoring
- BI Query Surveillance
- BI Report Testing

APOS Administrator

- Object Management
- Schedule Management
- Instance Management
- Web Intelligence Migration

APOS Storage Center

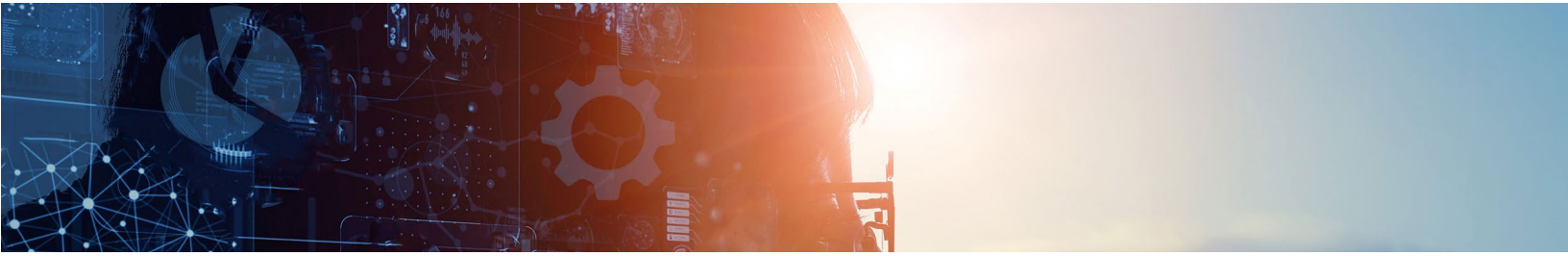
- System Backup
- Content Archiving
- Content Versioning
- Automated System Clean Up

APOS Publisher

- Systematic Content Delivery
- Advanced Document Bursting
- Enhanced Content Distribution
- Security and Encryption

APOS Web Intelligence Migrator

- Bulk Convert from UNV to UNX
- High-Volume Web Intelligence Repointing
- Success Validation
- Controlled Workflow



ABOUT APOS SYSTEMS

Since its beginning in 1992, APOS Systems has evolved from a custom business application development shop to a global provider of solutions promoting Well Managed Business Intelligence and Analytics.

APOS provides software products which deliver enhanced capabilities and strong agility in the management and administration of SAP BusinessObjects and SAP Analytics Cloud platforms, across the SAP solution landscape, and beyond. APOS well managed BI and well managed Analytics products improve return on investment and time to value for our global base of customers. APOS solutions simplify, automate, complement, enhance and extend BI practices, and focus BI and Analytics processes for greater agility in your organization's decision-making capabilities.

Available on SAP Store

APOS is a long-time SAP Partner with over 20 years of success in providing software solutions to enhance and extend SAP Analytics and Business Intelligence capabilities. APOS Data Connectivity solutions provide live, virtualized data connectivity for SAP Analytics Cloud to non-SAP data sources, including a wide range of relational and OLAP sources, and the vital cloud data platforms. APOS enables simplified analytics data processes for SAP Applications, such as SAP Ariba, SuccessFactors, Fieldglass and Concur. APOS Publishing solutions enable broadcasting and delivery of SAP Analytics Cloud and S/4HANA Analytics reports to targeted recipients. APOS BI Management solutions automate administration, testing, auditing, monitoring, and archiving for SAP BusinessObjects and SAP Analytics Cloud.

SAP Partner ™

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