

October 17, 2013 Meeting

**2013 Conference Overview
(Chris Pohl)**

**Business Objects Strategic SIG Update
(Tammy Datri)**



2013 Conference Overview



MGM Grand

The most important event of the year for professionals that use and support SAP solutions for reporting, business intelligence, and data management. The schedule includes in-depth sessions, networking events, and demos showcasing the latest updates and best practices for SAP business intelligence solutions.

**ASUG SAP BusinessObjects
USER CONFERENCE**

September 9-12, 2013

Anaheim Convention Center, Anaheim, CA

The ASUG SAP BusinessObjects User Conference offered educational content specific to professionals using BusinessObjects solutions. This event included 200+ education sessions, networking opportunities, and an SAP Analytics Forum.



ASUG Annual Conference, co-located with SAPHIRE® NOW, provided member-driven educational content, networking opportunities, and avenues to influence the direction of SAP products. The ASUG Conference program included 600+ education sessions.



Las Vegas, October 21-25, 2013

The Venetian/Palazzo Congress Center

ASUG and SAP were partners in education for SAP TechEd 2012. TechEd included 1,000+ hours of content on SAP technologies, focused on SAP NetWeaver, analytics, and mobile platforms. ASUG delivered 100+ session hours, including Pre-Conference seminars.



Mooers' 2nd Law: "An information retrieval system will tend not to be used whenever it is more painful and troublesome for a customer to have information than for him to not have it." Calvin Mooers, 1960

Two main [keynote sessions](#):

*THE RISE OF DARK DATA, Christian Rodatus, SVP of
Global Analytics Solutions, SAP*

*JOURNEY TO THE CONNECTED ENTERPRISE, Steve
Lucas, President, SAP Platform Solutions*

SAP ANNOUNCEMENTS @ SBOUC 2013

- BI4.1 officially GA
- A new BOBJ centric website:
www.sapbusinessobjectsbi.com
- The introduction of the [“Big Data Bus”](#)
- SAP acquires KXEN

Session Presentations: www.asugonline.com

The screenshot shows the ASUG ONLINE website. The browser address bar displays the URL: www.asugonline.com/asug-sap-businessobjects-user-conference/session-presentations/2013-asug-sap-businessobjects-user-conference/session-presentations. The website header includes the ASUG ONLINE logo and navigation links: HOME, ASUG ANNUAL CONFERENCE, ASUG SAP BUSINESSOBJECTS USER CONFERENCE, SAP TECHED, and ASUG FALL FOCUS. Below the header is a banner image with the text "ASUG SAP BusinessObjects USER CONFERENCE". A secondary navigation bar contains links: Home, Agenda, Education, Influence, Exhibitors, Session Presentations, and ASUG Broadcasts. The main content area is titled "2013 ASUG SAP BusinessObjects User Conference Session Presentations". On the left, there is a sidebar with a list of topics: ADVANCED ANALYSIS, BENCHMARKING, BI PLATFORM, CRYSTAL REPORTS, DASHBOARDING & VISUALIZATION, DATA MANAGEMENT, EDUCATION, SUPPORT & MAINTENANCE, FINANCIALS ENTERPRISE PERFORMANCE MANAGEMENT, INFLUENCE, SAP ANALYTICS, SELF-SERVICE BI, SEMANTIC LAYER, TRENDS & STRATEGY, ROADMAPS & PRODUCT DIRECTION, and WEB INTELLIGENCE. The main content area lists 11 session presentations, each with a number and a title.

2013 ASUG SAP BusinessObjects User Conference Session Presentations

ADVANCED ANALYSIS

BENCHMARKING

BI PLATFORM

CRYSTAL REPORTS

DASHBOARDING & VISUALIZATION

DATA MANAGEMENT

EDUCATION, SUPPORT & MAINTENANCE

FINANCIALS ENTERPRISE PERFORMANCE MANAGEMENT

INFLUENCE

SAP ANALYTICS

SELF-SERVICE BI

SEMANTIC LAYER

TRENDS & STRATEGY, ROADMAPS & PRODUCT DIRECTION

WEB INTELLIGENCE

1101 Using Analysis OLAP to Gain Insight Into Your Data

1102 Here Today Here Tomorrow How SAP Predictive Analysis Can Help you Stay Ahead

1104 An In Depth Look at In Memory Predictive Analytics for Developers

1105 Automating FPA Analytics Using SAP Visual Intelligence and Predictive Analytics

1106 Want to Become a More Predictive Business

1107 Whats New for SAP BusinessObjects Analysis Edition for OLAP in BI 4.1

1108 Learn how the Customer Validation Program helps you to become an early adopter of new SAP Solutions

1109 Learn and Benefit from the SAP Customer Connection Program

1110 What to Consider for the Successful Deployment of Mobile BI

1111 Here Today Here Tomorrow How SAP Predictive Analysis Can Help you Stay Ahead

1112 Extend Your Analytics Capabilities with Predictive Analytics Using SAP Predictive Analysis

1114 Tale of SAP BusinessObjects BI4.1 Customer Validation at 3M

1115 Integration of Social Media Leveraging BI to Increase Consumer Loyalty to Enable Direct to Consumer Marketing

SBOUC2013 Extras

- Sunday: Influencer Summit
- Monday: Vendor Reception
- Tuesday: Developer Wars
- Wednesday: REO Speedwagon

SBOUC 2014

TBA

See www.asugonline.com for more info

Business Objects Strategic SIG (Tammy Datri)