Attend to:

- Generate higher quality reports with less time, less effort and less overhead
- Get a handle on the best ways to design, schedule, and run queries for optimal SAP BW system performance
- Bolster your reporting skills to meet the demands of a mature SAP BW environment and increasingly savvy users
- Discover how to empower users with ad hoc queries while keeping quality, security, and performance controls in place
- Master formatting and printing tools and techniques that enable presentation-quality SAP BW reports
- Apply undocumented tips and tricks to get more out of BEx, Web Application Designer, and other SAP BW reporting tools

PLUS, take home dozens of checklists, templates, and other helpful resources to improve the timeliness and accuracy of your SAP BW reports
SAP BW offers a myriad of reporting options such as BEx, Web Application Designer, Information Broadcaster, Reporting Agent, ad hoc query capability, and much more to help you ensure accurate, timely reports.

Choosing the right combination of tools that best fit your reporting strategy becomes more challenging as your company’s SAP BW systems and user requirements mature over time. That’s why SAP Insider has created the BW Reporting Seminar – to help SAP customers meet their expanding reporting requirements and fully optimize the arsenal of reporting tools already available within SAP BW.

At this three-day event, expert instructors share tips, tricks, and best practices to help you build, customize, and deliver better SAP BW reports. Tap into their real-world SAP BW lessons from the trenches as you learn to skillfully navigate and overcome common reporting challenges such as formatting, printing, performance, scheduling, and accuracy.

The BW Reporting Seminar is the only event that goes beyond the documentation to provide battle-tested approaches to the toughest SAP BW reporting needs. Join me at an upcoming city to bolster the value of SAP BW reporting in your company.

Sincerely,
Graceanne Gatz
Conference Producer

Valuable take-home tools and resources

Walk away with dozens of take-home tools, accelerators, checklists, templates, and other resources to bolster your SAP BW reporting. These resources have been prepared by the expert instructors exclusively for attendees of the BW Reporting Seminar.

✓ Comprehensive flowchart to help you navigate through the six major levels of SAP BW reporting requirements
✓ Examples of good and poor financial reports
✓ Detailed decision matrix to help you choose the right SAP BW reporting tool
✓ Dozens of samples of formatted reports that were achieved with different tools
✓ Practical usage matrix that demonstrates which SAP BW tool to use for formatted reports
✓ Decision tree of advanced SAP BW reporting methods, including when and why to apply each method
✓ In-depth documentation on JavaScript and Visual Basic best practices for creating and enhancing formatted SAP BW reports
✓ Checklist of preventions, workarounds, and fixes for the most common SAP BW reporting challenges

PLUS, detailed demos of the following:

• How to set up and optimize underutilized BEx capabilities
• Web Application Designer for drag-and-drop Web pages
• Step-by-step instruction for how to get the most from Information Broadcaster
• Tips for helping non-technical teams set up and leverage SAP Reporting Agent
• Techniques for generating financial and enterprise performance management reports
• Advanced SAP BW reporting techniques, including complex calculations
• Preview of SAP NetWeaver™ Visual Composer
### DAY ONE

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<td>8:30 am – 10:00 am</td>
<td>Assess the ease, quality, and performance of your SAP BW-based reporting activities</td>
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<td>Master Web layout, formatting, drill-down, and navigation with the SAP Web Application Designer</td>
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<td>Distributing reports with SAP Information Broadcaster: Do’s, don’ts, and real-world lessons</td>
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<td>Undocumented tips and tricks for power users to get the most out of ad hoc queries</td>
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<td>4:45 pm – 6:00 pm</td>
<td>BONUS SESSION: Best practices for generating accurate, efficient, and high-quality financial and enterprise performance management reports</td>
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### DAY THREE

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<td>Advanced lessons for delivering flexible, dynamic reports and complex calculations</td>
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<td>Conquer the top 10 reporting challenges that confront maturing SAP BW environments</td>
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### Who should attend

**Vice presidents, directors, and managers of:**
- Enterprise reporting
- ERP
- SAP IT

**Directors and managers of:**
- Business Intelligence
- Business Systems
- Data Warehousing
- Reporting

**IT and BW teams**
- Business Analyst
- BW Administrator
- BW Manager
- BW Project Manager
- BW Reporting Manager
- BW Team Lead
- IT Manager
- Program Manager

**Functional professionals**
- Financial Analyst
- Financial Reporting Lead
- HR Reporting Analyst
- HR System Analyst
- Logistics Systems Analyst
- Operational Reporting Lead
- SD/MM/PP/QM Analyst
- Supply Chain Analyst

Register today at www.BWreporting.com
Agenda

DAY ONE

7:30 am – 8:30 am  Registration and Continental Breakfast

8:30 am – 10:00 am  
Assess the ease, quality, and performance of your SAP BW-based reporting activities

Assess where your SAP BW-based reporting activities are optimized and where they are underperforming. Take home strategies to bolster the ease, quality and performance of BW navigation, drill-down, formatting, printing, analytics, and dashboards.

- Take a critical look at the skill sets and strategies now required to optimize utilization of SAP BW Business Explorer (BEx), Web Application Designer, Information Broadcaster, and Analysis Process Designer (APD)
- Examine the nine key reporting variables, how they should be accounted for when selecting an SAP BW tool for a particular task, and the implications these variables and tool selections pose to users
- Delve into root causes of reporting challenges, from basic navigation and drill-down, to formatting and printing, to functional analytics and dashboards, and leading strategies for addressing them
- Determine whether you are making sufficient use of SAP tools and out-of-the-box Business Content across your current SAP BW landscape, and whether you can reduce the need for time-consuming and expensive custom report development
- Determine if and how rapid application development (RAD) techniques would shorten your report development and distribution times
- Assess whether your setup for accessing non-SAP data and managing data model changes compromises the quality of your reporting environment
- Know when and where it makes sense to use SAP BW for reporting and when R/3 remains the better platform
- **TAKE HOME**: A flowchart to help you navigate through six levels of reporting requirements, and a decision matrix to help you choose the right SAP BW reporting tool for your needs

10:00 am – 10:30 am  Networking and Refreshment Break

10:30 am – 12:00 pm  
Beyond the basics – Advanced techniques to get more from BEx

The SAP Business Explorer (BEx) Query Designer and Analyzer are reporting “staples” of SAP BW reporting environments. Advance your understanding of these technologies and tap into undocumented BEx capabilities to improve the caliber of reports.

- Discover how to create offsets with variables to automatically perform calculations
- Learn how to override existing cell formatting with text variables
- Delve into the 12 steps to set up and optimize BEx Query Designer
- Apply undocumented tips and tricks for creating structures against column sets, key figures, and rows
- Find out how to incorporate dynamic data ranges into your reporting calculations
- Get the most from calculated and restricted key figures
- Get a handle on how and to what extent you can – and cannot – incorporate Excel formatting and functionalities into your SAP BW reports with BEx
- **TAKE HOME**: Demo of BEx functionality and BEx articles from BW Expert newsletter

12:00 pm – 1:30 pm  Lunch: Network with your peers and ask the speakers follow-up questions
Agenda

1:30 pm – 3:00 pm  
**Master Web layout, formatting, drill-down, and navigation with the SAP Web Application Designer**

The Web Application Designer delivers powerful layout and formatting capabilities, including drill-down analytics, which are critical for solutions such as SAP SEM. Yet there are common misconceptions about this tool’s capabilities and skill set requirements that often lead to improper or under-utilization.

- Step through a Web Application Designer (WAD) ramp-up process that enables business users to drag-and-drop their way to a great looking Web page
- Review the 10 key Web objects used in the WAD and discern which ones deliver the greatest value to your organization
- Discover how to run multiple queries from different InfoProviders using WAD
- See how WAD can be used to combine key data, reports, and analytics from multiple solutions into a dashboard-style interface appropriate for high level business users and managers
- Learn how even a small application of JavaScript and HTML can dramatically expand your organization’s use of WAD to include printing, toolbar customization, cascading style sheets, and troubleshooting
- Overcome critical reporting gotchas and walk through steps for correctly editing back-end code
- Understand when Web reports and templates are – and are not – a preferable alternative to Excel for financial reports
- Get recommendations on how to integrate WAD-developed applications and reports into SAP Enterprise Portal
- **TAKE HOME**: A detailed demo of the Web Application Designer in action

3:00 pm – 3:30 pm  
**Networking and Refreshment Break**

3:30 pm – 5:00 pm  
**Distributing reports with SAP Information Broadcaster: Do’s, don’ts, and real-world lessons**

Whether you’ve upgraded to SAP BW 3.5 or are planning a future upgrade, this session provides invaluable instruction for how to leverage the new SAP Information Broadcaster to better schedule and execute the delivery of SAP BW reports. Get real-world advice on how companies are already deriving value from this important tool.

- Drill down into the features and functions of the SAP Information Broadcaster and determine if and how each could enhance your SAP BW reporting environment
- Get step-by-step instruction and demos, infused with real-world advice, for how to set up and operate the SAP Information Broadcaster
- Identify and prepare for hardware and software prerequisites that may change depending upon how you choose to publish and distribute reports (HINT: PDF reports will require a separate PDF engine)
- Understand the key differences between using SAP Information Broadcaster to publish and distribute reports via your in-house e-mail system versus the SAP Enterprise Portal
- Discover how tagging the SAP Information Broadcaster onto your SAP BW process chains further automates your report scheduling and get tips for how to do it right
- Avoid security gotchas and apply controls and built-in support for SSL and HTTPS to ensure that unauthorized parties do not gain access to broadcasted reports
- See why you should consider a core governance council to maintain control over SAP BW report distribution as you roll out the SAP Information Broadcaster
- Get sample code to help you bypass domain conflicts that can arise when you call reports from SAP BW into SAP Enterprise Portal

*Day One continued on next page*
Day One, continued

- Step through special considerations and challenges associated with publishing SAP BW reports in a third-party portal
- **TAKE HOME**: Step-by-step instruction demo, based on real-world scenarios, of how to set up SAP Information Broadcaster

DAY TWO

7:30 am – 8:30 am  Registration and Continental Breakfast

8:30 am – 10:00 am  **Choose and optimize the right tools to generate formatted and printed reports: PART I**

*Formatting and printing reports is a major challenge. Explore and fully understand the requirements, benefits, and trade-offs of SAP BW and third-party tools available to help you meet your formatting requirements.*

- Delve into formatting and printing capabilities and limitations of the SAP BW Business Explorer (BEx), Web Application Designer, Crystal Reports, and additional third-party tools
- Examine key criteria to help you determine which tool – or combination of tools – best meets your report formatting and printing needs
- Understand how your choice of tools and their functionality varies depending on your current SAP BW version
- Assess the capabilities of third-party reporting tools that complement SAP BW, and determine if the benefits are worth the costs
- Get a clear picture of your out-of-the-box and customization options for Crystal Reports before and after SAP BW 3.2
- Determine if and when Visual Basic is a desirable option to help you add formatting to your reports
- Demystify why some BEx formatting and printing techniques that work well for static reports can cause significant problems for analytics
- Weigh the pros and cons of using macros as a formatting tool (HINT: They’re user-friendly, but carry a high maintenance cost!)
- **TAKE HOME**: A practical usage matrix to help you decide when to use each reporting tool, and examples of formatted reports that were achieved with different tools

10:00 am – 10:30 am  Networking and Refreshment Break

10:30 am – 12:00 pm  **Choose and optimize the right tools to generate formatted and printed reports: PART II**

*Now that you understand your options, proceed step-by-step through examples to create attractive, formatted reports using the SAP BW tools you’ve already invested in. This session draws on real-world examples of how the world’s leading SAP BW users successfully create formatted reports.*

- Learn the key challenges and requirements when formatting numerical versus graphical reports, and how to address them
- Walk through demonstrations to add margins, column titles, headings, page breaks, sub-totals, and page numbers to your reports
- Eliminate unwieldy navigation blocks in all of your BW reports
- Determine which SAP BW reporting tools are best suited for printing and which are not
• Explore techniques you can use immediately to build printing options into your reports
• Gain real-world insights into how you can reduce the number of requests for printed reports by giving your users powerful ways to display and analyze data on screen
• Learn how to build in key print options to cover logos, headers and footers, unique page sizes, and special fonts
• Know the pros, cons, and challenges of exporting reports to PDF, including how to overcome print and display limitations
• TAKE HOME: Detailed documentation on JavaScript and Visual Basic best practices to create and format SAP BW reports

12:00 pm – 1:00 pm   Lunch: Network with your peers and ask the speakers follow-up questions

1:00 pm – 2:30 pm

Empower business and end-users to automate and schedule reports

Often considered the exclusive domain of BW administrators and the IT community, the SAP BW Reporting Agent can be readily leveraged by knowledgeable power users to schedule and automate the running of pre-calculated, offline reports. This session tells you how and when it’s appropriate for power users to pre-schedule reports.

• Get expert criteria for determining which reports are good candidates for offline scheduling and which are not
• Pinpoint and learn to optimize the various Reporting Agent packages that enable you to pre-calculate reports
• Evaluate the pros and cons of pre-calculating reports (HINT: Some drill-down and analytic capabilities may be lost)
• See how creating a variant of the SAP BW Administrator Workbench empowers non-IT users to schedule their own reports
• Identify the technical prerequisites, such as required hot packs between SAP BW 3.0B and later releases, for using Reporting Agent
• Leverage the overlooked features of the Download Scheduler to pull pre-calculated Excel or HTML reports onto your PC desktop
• Gain insights into when to use control queries versus value sets to pre-calculate reports and identify where to find these options in your SAP BW system
• TAKE HOME: A comprehensive demo on how to set up SAP Reporting Agent

2:30 pm – 3:00 pm   Networking and Refreshment Break

3:00 pm – 4:30 pm

Undocumented tips and tricks for power users to get the most out of ad hoc queries

Regardless of your level of experience with SAP BW, this session offers a wealth of practical advice for how to fully leverage the power of SAP BW ad hoc query functionality. Gain insights into how to train and trust your power users and still maintain tight control over security and system performance.

• Understand how ad hoc queries differ from pre-designed certified queries in terms of information access and SAP BW system performance
• Get tips for helping your users to avoid the three main causes of poor ad hoc query performance
• Determine when it makes sense to use calculated key figures versus formulas in ad hoc queries
• Improve the way you govern and control ad hoc queries by parsing out different levels of capabilities to different groups of users, according to need and authorization
• Discover when it is and is not advisable to run ad hoc queries over the Web, depending on your current version of SAP BW

Day Two continued on next page
Day Two, continued

- Find out how to certify and generally release ad hoc queries that are useful for the general SAP BW user community
- Develop clear guidelines and rules of thumb to prevent end-users from designing monster, performance-busting ad hoc queries
- Evaluate if and when it makes sense to leverage the Analysis Process Designer to analyze the results of ad hoc queries run from both the ODS and InfoCube
- Properly leverage structures and hierarchies to optimize ad hoc query performance

4:30 pm – 4:45 pm  Networking and Refreshment Break

4:45 pm – 6:00 pm
BONUS SESSION
Best practices for generating accurate, efficient, and high-quality financial and enterprise performance management reports

Get practical advice to simplify and customize the creation of financial reports in SAP BW, and ensure that these reports are timely, accurate, and compliant with regulatory guidelines and standards.

- Leverage SAP BW to generate high-quality, formatted financial reports that meet your company and regulatory requirements
- Gain insights into how the use of navigational attributes and hierarchies can help you more consistently define and easily create and manage SAP BW financial reports
- Tap into expert advice to handle specific reporting requirements and variables such as time dependency, version dependency, and currency translations
- Learn how to use the Report-to-Report Interface (RRI) to help you better drill down to identify the causes of variances and other discrepancies
- Apply proven, expert techniques to create formatted financial reports in BEx and to handle tough challenges such as structures and formulas
- Examine and evaluate different methods for creating both predictive reports and historic reports
- Understand and learn the proper use for multiproviders, and discover why they’re especially critical if you currently use or plan to use SAP SEM or SAP BW-BPS
- See how best practices in financial reporting can be applied to many other types of SAP BW reporting
- Consider how summarization levels and other concepts give financial users more drill-down and audit capabilities
- Utilize SAP BW features such as cell-level definitions to develop exception-based and summary reports
- **TAKE HOME**: Examples of good and poor financial reports, and demos of reporting techniques discussed in the presentation
DAY THREE

7:30 am – 8:30 am Registration and Continental Breakfast

8:30 am – 10:00 am 
**Advanced lessons for delivering flexible, dynamic reports and complex calculations**

See how advanced techniques enable you to go beyond standard SAP BW reporting capabilities and extract greater value from your SAP BW system. Find out how to ask the right questions and build requirements so that you get what you need from your technical team.

- Apply customer exit variables to determine fiscal period offsets, present specific selection options, and draw better conclusions from the information generated in your SAP BW reports
- Properly customize and define different types of variables – such as replacement and customer exit – and calculations to increase the flexibility and power of your SAP BW reports
- Delve into a real-world case study on how to use calculated key figures to determine the extended value of a material based on its current value today
- Build, execute, and link complex calculations so that your reports generate more detailed analysis and results
- Discover if, when, and how to use virtual characteristics and key figures (ABAP required) versus calculated or restricted key figures – and understand the performance implications of your decision
- Tap into expert advice for using replacement path variables to make your reports easier to maintain
- Get specific steps and tips for how to utilize powerful tools and features to create more dynamic and flexible reports in your own organization

**TAKE HOME:** A comprehensive decision tree to help you apply the right technique to the appropriate requirement, and step-by-step instructions and demos to bring back to the office

10:00 am – 10:15 am Networking and Refreshment Break

10:15 am – 11:45 am 
**What’s new in SAP BW reporting**

SAP BW 3.5 and beyond introduce new features and tools to expand your reporting options and capabilities. Whether you’ve already upgraded to SAP BW 3.5, or are considering a future upgrade, you’ll need to understand the implication these new development have on your reporting environment.

- Smoothly navigate your upgrade path to SAP BW 3.5, depending on your current release, and prepare for important requirements (HINT: Unicode conversion may be necessary)
- Optimize the new SAP BW 3.5 reporting and analytic capabilities, including Information Broadcaster, SAP BW-BPS, real-time updates from mySAP CRM, Analysis Process Designer, and data mining
- Get a glimpse into new planned capabilities, including real-time data updates from R/3 and SAP NetWeaver Visual Composer, and understand how they will impact your existing SAP BW reporting environment
- Utilize the Analysis Process Designer (APD) to easily identify hidden or complex data relationships that are significant to your analyses and business decisions
- Gain insights into how the APD data mining capabilities allow you to create data mining models according to your company’s unique requirements in order to predict trends and answer questions about key business issues
- Discover how SAP NetWeaver Visual Composer eases integration between SAP BW and SAP Enterprise Portal by allowing you to bring data from multiple systems into the portal and view it in the same page or iView

**TAKE HOME:** Demo of SAP NetWeaver Visual Composer

11:45 am – 12:30 pm Lunch: Network with your peers and ask the speakers follow-up questions

Register today at www.BWreporting.com
Day Three, continued

12:30 pm – 2:00 pm

**Conquer the top 10 reporting challenges that confront maturing SAP BW environments**

Identify the most common reporting challenges encountered as data volumes, system activity, number of users, and user experience and expectations grow. Get real-world recommendations for addressing these challenges.

- See how proper uses of aggregates, pre-calculations and hierarchies keeps your SAP BW system performing smoothly as it grows
- Gain insights into how to set up and continually revise authorizations so that sensitive information is not compromised as you add users to your system
- Learn the right way to reconcile reports and to ensure that calculations are correct (HINT: Comparing an SAP BW report to a similar R/3 report does not ensure proper reconciliation!)
- Examine the factors that impact data integrity and completeness, including the integrity of the source system and the data massaging and transformation steps that take place before loading into SAP BW
- Get tips to alleviate your biggest change management headaches, including dealing with difficult users and the proper way to handle report change requests
- Discover why new reporting requests will require you to reevaluate your current SAP BW data model
- Quickly troubleshoot issues that arise as you begin to include non-SAP data in your SAP BW reports
- Learn effective methods to check calculated key figures that deal with the tens of thousands of fields and records
- **TAKE HOME**: A comprehensive list of preventions, workarounds, and fixes for SAP BW reporting challenges

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**Meet your instructors**

**Bjarne Berg**  
**Director of Business Intelligence**  
**MyITGroup, Ltd.**

Dr. Bjarne Berg, Director of Business Intelligence at MyITGroup, Ltd., guides you through the skill sets and strategies you need in order to get the most from the reporting tools in your SAP BW environment. A frequent and highly esteemed speaker at SAP Insider events, Dr. Berg delivers sound advice to help you meet the ascending levels of reporting challenges you’re likely to face as your SAP BW landscape matures. He also shares insights into the technical and business requirements for leveraging SAP’s new Information Broadcaster report publishing and distribution tool.

**Matt Christensen**  
**Director of Enterprise Performance Management**  
**PRAGMATEK CONSULTING**

Learn how to derive greater value from your SAP BW system and optimize your reporting capabilities with Matt Christensen, Director of Enterprise Performance Management at PRAGMATEK Consulting Group. A contributing author to **SAP Financials Expert** and **BW Expert** newsletters, Matt shares techniques, tips, and tricks to advance your SAP BW reporting skills, including how to build complex calculations for deeper analytics. He also imparts financial reporting best practices that can also be reused and applied to many other different types of SAP BW reports.

**Peter Scott**  
**Independent SAP BW Consultant and Trainer**

Peter Scott, an independent SAP BW consultant and Associate Director of Systems & Technology at Bell Canada, draws on over four years of in-depth SAP BW experience to help you optimize your use of Business Explorer and Web Application Designer. He shares insights into undocumented BEx capabilities you may be underutilizing, as well as simple techniques for building SAP BW Web reports. He also provides expert instruction on how non-technical users can automate and schedule pre-calculated offline reports.

**Penny Silvia**  
**Director, Business Warehouse**  
**Sapient Corporation**

Solve your toughest SAP BW report formatting and printing challenges with Penny Silvia, Director, Business Warehouse SAP Global Practice, at Sapient Corporation. Penny draws on more than 10 years of business intelligence experience to help you choose and optimize the right tool to meet your formatted reporting needs. She also provides real-world advice for how to empower your users with ad hoc query capabilities without compromising system performance, as well as how to plan and prepare for the latest BW reporting tools SAP makes available to you, both now and in the near future.

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Register today! Call 1-781-751-8650
1-2-3 Registration

1 Enter information for attendees

Attendee 1
Title ____________________________
Phone __________ Fax __________ E-mail __________

Attendee 2
Title ____________________________
Phone __________ Fax __________ E-mail __________

Attendee 3
Title ____________________________
Phone __________ Fax __________ E-mail __________

2 Calculate your payment
(all payments in U.S. dollars)

For group rates, call 1-781-751-8650

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$1,595 before Sept. 30, 2005

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☐ Chicago
   November 16-18
   Wyndham Chicago Hotel
   633 North St. Clair Street
   Chicago, IL 60611
   Reservations: 312-573-0300

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   December 5-7
   DoubleTree Hotel Philadelphia
   237 South Broad Street
   Philadelphia, PA 19107
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Signature ____________________________
Generate higher quality reports with less time, less effort and less overhead

- Get a handle on the best ways to design, schedule, and run queries for optimal SAP BW system performance
- Bolster your reporting skills to meet the demands of a mature SAP BW environment and increasingly savvy users
- Discover how to empower users with ad hoc queries while keeping quality, security, and performance controls in place
- Master formatting and printing tools and techniques that enable presentation-quality SAP BW reports
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