Using Mobile BI: When and Where You Need It!
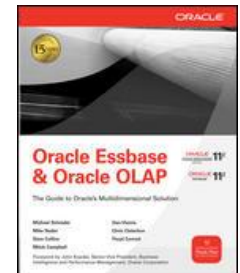## Session 12837

Chris Claterbos

Vlamis Software Solutions, Inc.

Vlamis Software Solutions

- Vlamis Software founded in 1992 in Kansas City, Missouri
- Developed more than 200 Oracle BI systems
- Specializes in ORACLE-based:
  - Data Warehousing
  - Business Intelligence
  - Design and integrated BI and DW solutions
  - Training and mentoring
- Expert presenter at major Oracle conferences
- www.vlamis.com (blog, papers, newsletters, services)
- Developer for IRI (former owners of Oracle OLAP)
- Co-author of book "Oracle Essbase & Oracle OLAP"
- Beta tester for OBIEE 11g
- Reseller for Simba and Nokia map data for OBIEE
- HOL Coordinator for BIWA Summit 2013

Presentation Agenda

- Introduction

- Mobile BI Overview

- Oracle's BI Option

- 3rd Party Options

- Oracle BI Demo

- Q & A

Mobile BI Considerations

- Target Audience
  - Executives | Managers | Workers
- User Experience
  - View | Analyze | Take Action
  - Disconnected?
- Security
  - Access | Data
- Development Effort
  - Low | Medium | High
- Architecture
  - App | Browser | Hybrid

Target Audience

- Who are the target audience?
  - Executives
  - Managers
  - Workers
- Which mobile BI functionality do they need?
  - Query Dashboards and Reports
  - Receive Alerts
  - Create or modify Reports
  - Save locally
- What do they desire of the system?
  - Speed
  - Simple to use
  - Same Reports as Non-Mobile

User Experience

- How will users interact with the system?
  - View Only
  - Perform Analysis
  - Take Action
- Which mobile devices will they use?
  - Only one type
  - Multiple types (smart phones and tablets)
- Which Platform?
  - Single (Apple or Android)
  - Multiple (Apple and Android)

Security

- What credentials will the user need to access the system?
  - Web SSO
  - VPN
  - Other
  - None
- Is the required security supported by Device?
  - Web based is generally easier
  - App Based can be difficult

Architecture

- Which architecture to choose?
  - Native Application
  - Browser
  - Hybrid
- What are pros and cons of the choice?
  - Scalability
  - Manageability
  - Development effort

Development Effort

- What's the level of effort required to?
  - Develop new content
  - Enable existing content
- Are skills and tools required for mobile vs. web development?
  - Same
  - Different
- Is there any BI content available out-of-the-box?
  - Build
  - Buy

Oracle's Solution

Oracle Business Intelligence Mobile

- Built on OBIEE 11*g*
- Optimized for smartphone and tablets
- Apple iPhone, iPad and iPod
- Zero training to interact with data on mobile devices
- OBIEE Security Model
  - SSL, SSO,VPN

Lower TCO through Content Reuse

- Reuse of OBIEE content
  - Dashboards
  - Analyses
  - BI Publisher Reports
  - Actions
  - Agents
  - Guided Navigation
  and more

Enhanced for Smartphones and Tablets

- Gestural interactions

- Orientation Recognition

- Optimized Layouts

Oracle BI Mobile Functionality

- Recent History

- List of Dashboards

- Favorites

- Local off-site saving

- Email of content supported

- Printing

- Search

Today .. 11.1.1.7!

- Easily connect to an OBIEE environment
- View reports, dashboards, alerts, and scorecards
- No special configurations required for charting and maps
- "Wrapper" application with touch UI around a web viewer
- Option to reorient dashboard layout for a simpler "mobile" view
- iOS support only (iPad/iPhone)
- Included with BI Foundation License; separate charge otherwise
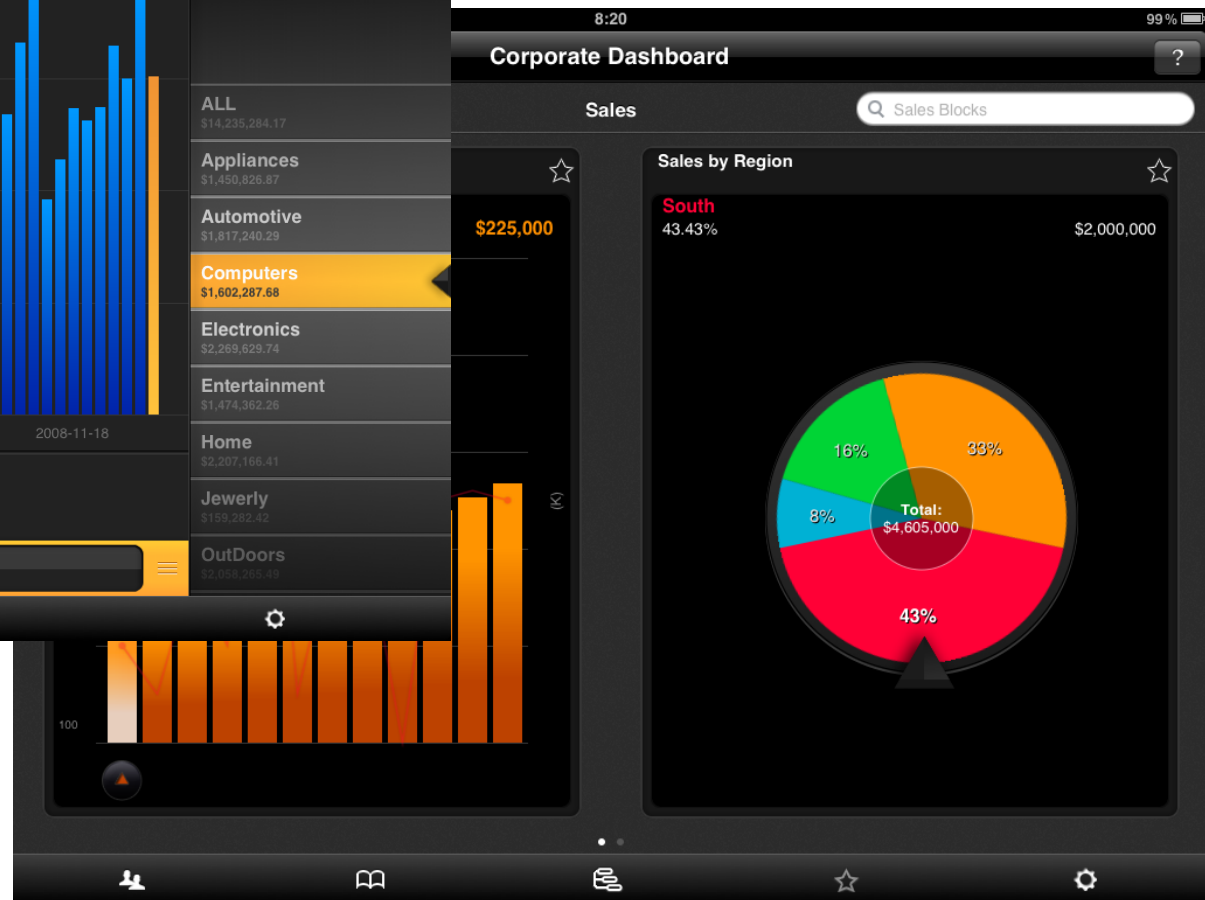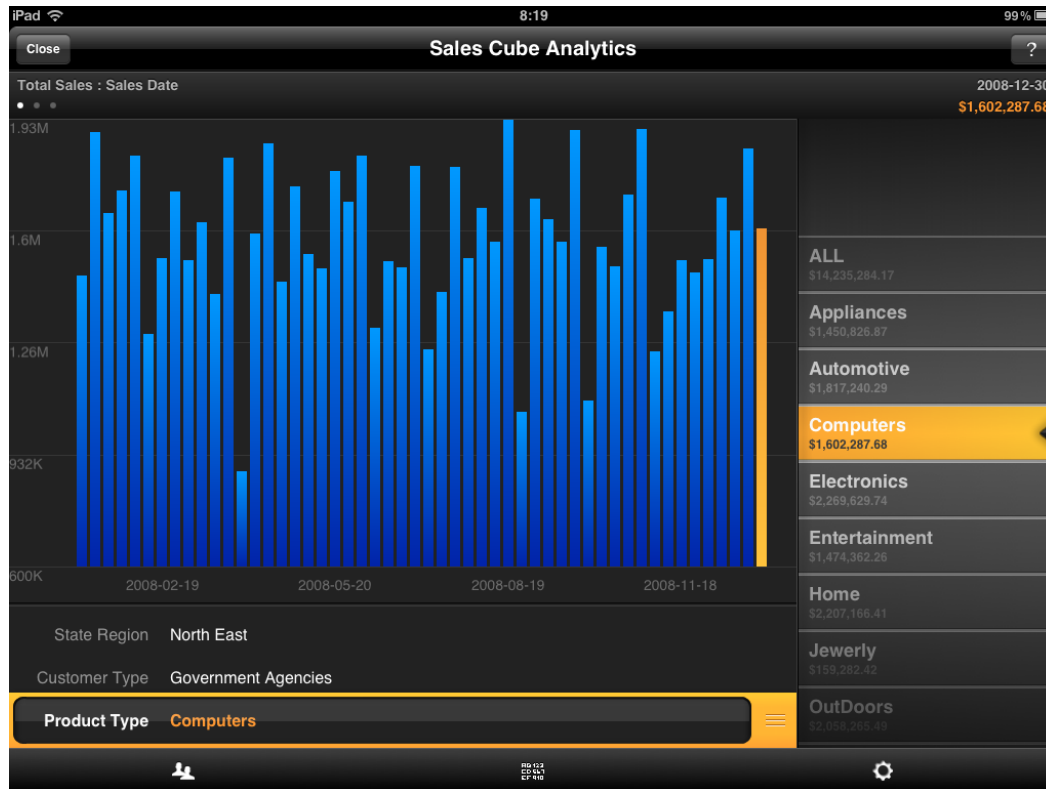
Some 3rd Party Options

- Roambi

- SurfBI

Roambi

- 7 view types designed for multi-touch UI Blink, Cardex, CataList, Elements, Layers, PieView,Squares, SuperList, Trends
- Data is fed into a publisher utility to create the views
- Enterprise server can connect to OBIEE 11g, Essbase, data files, and other BI tools
- Once a view is created, data can be refreshed on the device using the enterprise server
- Data is stored locally in a secure fashion
- Apple iOS only

Roambi - Examples

Roambi - Examples

Roambi Create Content

- Publish BI Content in Book or Presentation Modes

- Include in Standard Roambi Views

- Convert PowerPoint and Keynote

- Integrate PDF, Text, Graphics, Video
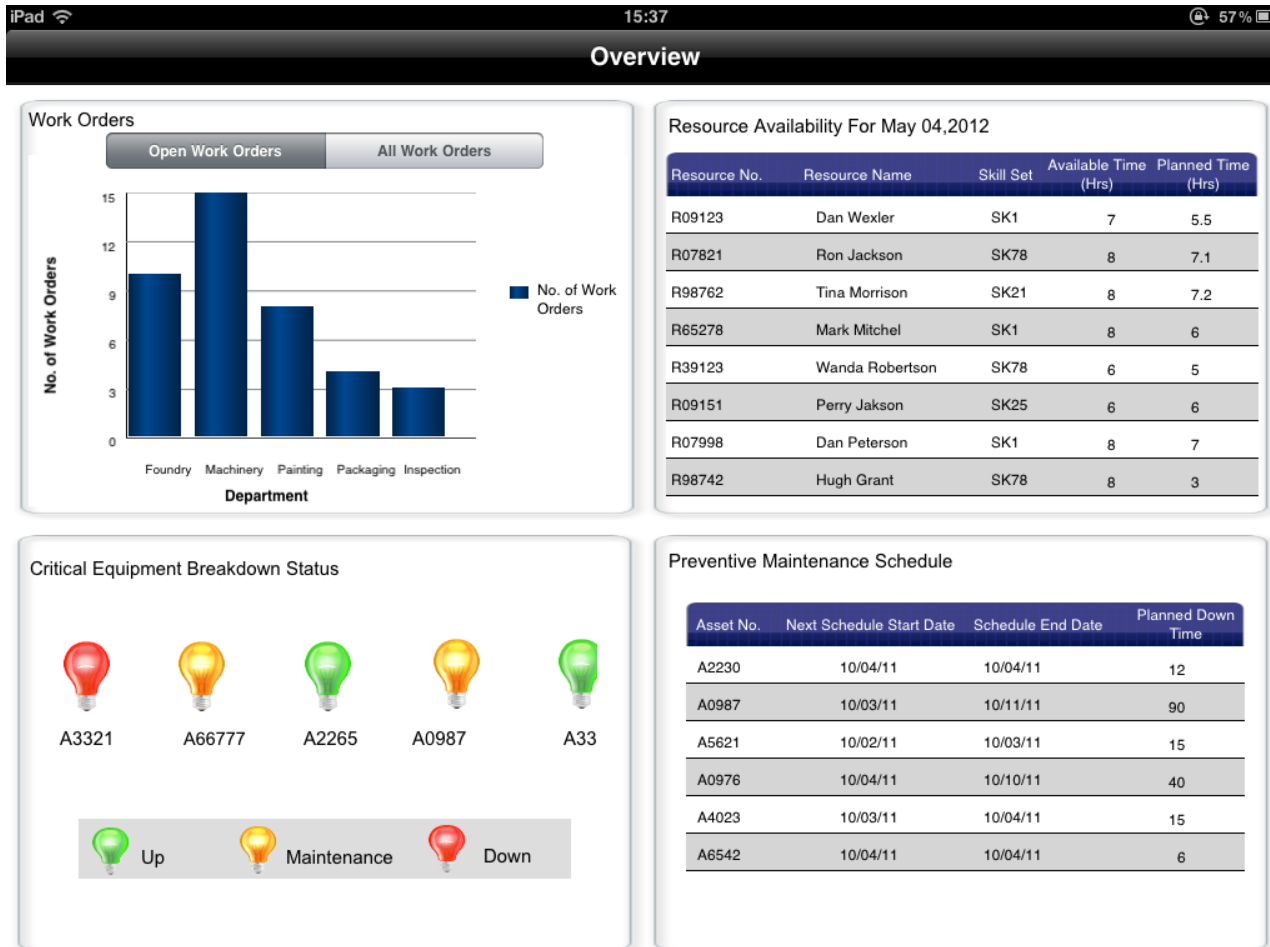
- Viewer App for Secure Distribution

SurfBI

- Creates 'mobile' dashboard from OBIEE dashboard components
- Reads OBIEE catalog to generate new app widgets with multi-touch UI
- Contains additional widgets that can be built from existing data feeds
- Online and offline modes (with remote wipe)
- iOS and Android
- OBIEE 10g/11g + Other
- Lightweight write-back for supported ERP sources
- "Image BI"
- Voice command (supported devices)
- GPS & camera integration
- Collaboration (FaceTime, Jabber, Webex)
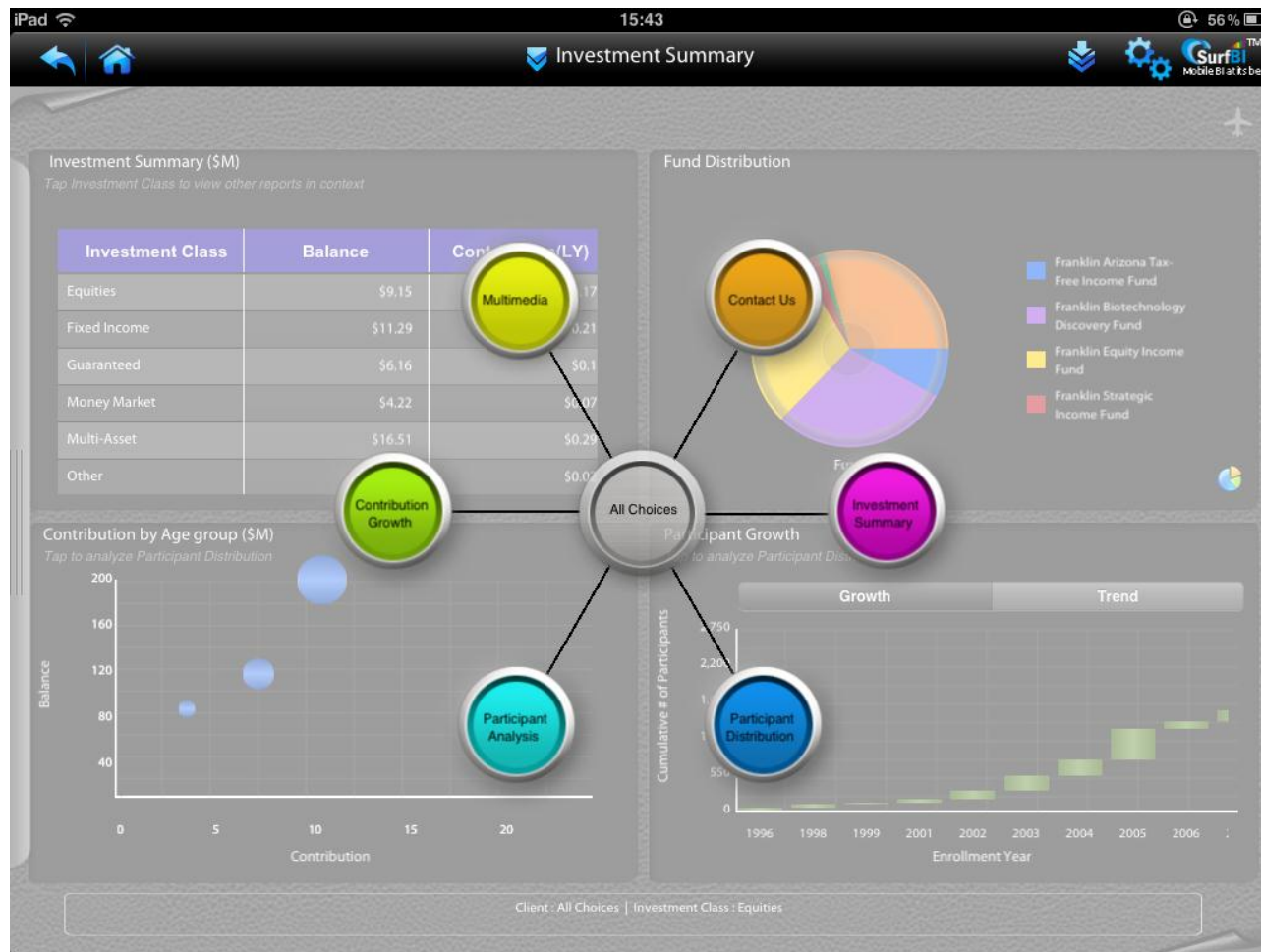
SurfBI - Dashboard

SurfBI – Image BI

SurfBI - Pop-out Prompts

SurfBI - Custom Navigations

Oracle BI HD Demo

Questions?

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