Pioneer Balloon
Oracle BI Cloud Service Preview

Oracle OpenWorld 2014

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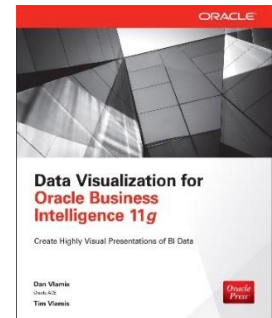
Pioneer Balloon Company

- Manufacturer of Latex and Foil Party Balloons
- Founded in 1917
- Headquartered in Wichita, KS
- About 1000 employees
- Operations in USA, Canada, Mexico, Great Britain, Australia, Brazil
- JDE One World currently being upgraded to Enterprise One

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
  - Data Mining and Predictive Analytics
  - Data Visualization
- Expert presenters at major Oracle conferences
- www.vlamis.com (blog, papers, newsletters, services)
- Co-authors of book "Data Visualization for OBI 11g"
- Co-author of book "Oracle Essbase & Oracle OLAP"

- Oracle University Partner
- Oracle Gold Partner

Business Case and Set Up

- Pioneer has a small IT staff
- Complex business with international operations
- No full-time BI Admin. Repository management difficult.
- Interested in lower overhead in OBIEE, but with stronger analytic capabilities
- Recognized need for evidence-based decision making with analytics
- Report-driven legacy perspective on BI

- Identify data for Preview
- Extract a limited set into .csv tables
- Use simple data loader to import tables into OBI

Preview Steps (<1 Hour)

- Used one fact table (sales) and two dimension tables
  - Custom Dimension
  - Product Dimension
  - Used Time Dimension in system
- Do basic joins between dimension and fact table (identify key columns)
- Build hierarchies for dimensions
- Customer Dimension had one hierarchy
- Product Dimension had two hierarchies
- Confirm model
- Build analyses

Overall Experience

- Entire process took less than an hour once data identified
- Upload data, build model

- A few minutes learning the system
- Easy enough for an analyst not in IT department to load data
- Pioneer was extremely pleased and encouraged with the Preview

Overall Observations and Quotes

- Very intuitive and straight forward
- "Like loading an attachment onto a web page"
- What external data affects my business and where can I find it on the internet?
- "Suddenly not just playing with your own data anymore. Now everything is game."
- Not wasting precious IT resource integrating data into OBIEE repository that doesn't get used.
- Many fast iterations that demonstrate organizational value

"We need our users to interact more directly with our data so we can do faster analysis. BI Cloud Service lets us do exactly that, by making it easy to load and combine data from multiple sources. Together with built-in mobile, BI Cloud Service means we will be able to get analytics to our employees, wherever and whenever they need them."

Kyle Bayliff

Director of IT & Supply Chain Pioneer Balloon Company