



SOFTWARE SOLUTIONS

Oracle BI 11.1.1.5 Released OBIEE 11g Changes and New Features

Dan Vlamis

Vlamis Software Solutions

816-781-2880

<http://www.vlamis.com>

Performance Engineering Tour

- Tom Kyte, Andrew Holdsworth, Graham Wood
- Take the stage for an energizing jam sessions punctuated by rivaling presentations and memorable riffs about:
 - Designing hardware architectures
 - Deploying Oracle databases
 - Developing applications that deliver the fastest possible performance

JAM SESSIONS | 8 – 5 P.M. | \$175 IOUG MEMBERS | \$225
NON-MEMBERS

New Venues/Dates Announced Up & Coming

Rock on! Performance Engineering Touring Dates:

<u>DATE</u>	<u>VENUE</u>
Tues. 9.6.11	Milwaukee
Wed. 9.7.11	Chicago
Fri. 9.9.11	Toronto
Tues. 9.13.11	Philadelphia
Thurs. 9.15.11	Reston, VA
Tues. 11.15.11	Kansas City
Wed. 11.16.11	Denver
Tues. 11.29.11	Boston
Wed. 11.30.11	New York City

Oracle BIWA SIG Basics

- Worldwide association of 2000+ professionals interested in Oracle Database-centric business intelligence, data warehousing, and analytical products, features and options.
- Membership is FREE – join at oraclebiwa.org
- Open forum to foster success in use and development of Oracle BIWA products.
- Goals: sharing best practices and novel and interesting use cases of Oracle BIWA-centric technology.
- Mission Statement and Charter at oraclebiwa.org.
- National conferences 2007, 2008, 2010, 2011



SUBMITTING a BIWA TechCast

- Any Oracle user or professional may submit abstracts for 45-min webcasts to IOUG Oracle BIWA SIG Community (Visit: www.oraclebiwa.org)

Speaker Session Proposal

Cancel Create

Status []

Event []

* Presentation Title

0 of 120

ABC

- Audience is technical**
 - Presenters are encouraged to include a significant amount of technical detail.
 - Live demos are strongly encouraged



Oracle BI 11.1.1.5 Released

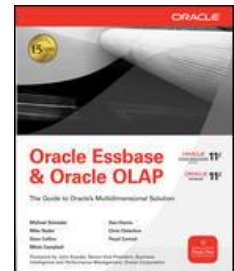
OBIEE 11g Changes and New Features

- BIWA and Vlami background
- My prioritized features:
 - First patch release for OBIEE 11g
 - Support for Oracle BI Applications release 7.9.6.3
 - Full support for the Apple iPad
 - Full support for OLAP sources including Essbase and Oracle OLAP
 - New support for Oracle TimesTen, MS SQL Server Analytic Services, and SAP BW
 - Reduced memory requirements for Weblogic and streamlined install
 - Expanded BI Sample application
 - 64-bit BI Admin Tool
 - New visualizations in the BI Admin tool
 - New BI Metadata Web Service
- Live demo
- Oracle (Marty Gubar and Bob Ertl) will be available for questions



Dan VlamiS and 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
- BI/DW/EPM Track Chair for 2010 Collaborate Conference





Oracle BI 11.1.1.5 Released

OBIEE 11g Changes and New Features

- BIWA and Vlami background
- My prioritized features:
 - First patch release for OBIEE 11g
 - Support for Oracle BI Applications release 7.9.6.3
 - Full support for the Apple iPad
 - Full support for OLAP sources including Essbase and Oracle OLAP
 - New support for Oracle TimesTen, MS SQL Server Analytic Services, and SAP BW
 - Reduced memory requirements for Weblogic and streamlined install
 - Expanded BI Sample application
 - 64-bit BI Admin Tool
 - New visualizations in the BI Admin tool
 - New BI Metadata Web Service
- Live demo
- Oracle PMs will be available for questions

Oracle BI 11.1.1.5.0 Themes

- Oracle BI Mobile
- Oracle BI Server – Data Sources / Platform Support
- Ease of Use
 - Updated Sample BI Application
 - Install enhancements
- Innovation
 - Oracle BI Publisher
 - Oracle Scorecard and Strategy Management
 - Oracle BI Map Views
- Integration/Upgrade
 - Oracle Real-Time Decisions (RTD)
 - Oracle Essbase
 - Oracle BI 10g and Oracle BI Applications Upgrade



First Patch Release

- 11g was huge release – inevitably introduced instability
- Later bugs from beta have to wait for first patch release
- Many companies wait until first patch release
- Lots of bug fixes in 11.1.1.5.0
- I have noticed some already in Map area
- If have been waiting for PS1, now is time

Oracle BI Applications 7.9.6.3

New Release Concurrent with 11.1.1.5

- Full suite of pre-built CRM and ERP Analytics offerings
 - Siebel, PeopleSoft, JD Edwards, E-Business Suite
- Built for and certified with OBIEE 11.1.1.5
 - Adopts 11g presentation features
 - Presentation hierarchies, sliders, master-detail linking, cascading prompts
 - Adopts 11g security model
 - Role-based, not group-based
 - Unlock new capabilities for BI Apps customers
 - Geospatial, scorecard, mobile support, systems management
- Additional important certifications, including:
 - Informatica 9.01 HF2
 - Teradata 13.10
- Additional bug fixes and ETL optimizations

See BIWA Presentation by Shyam Nath for more info
<http://oraclebiwasig.blogspot.com/>



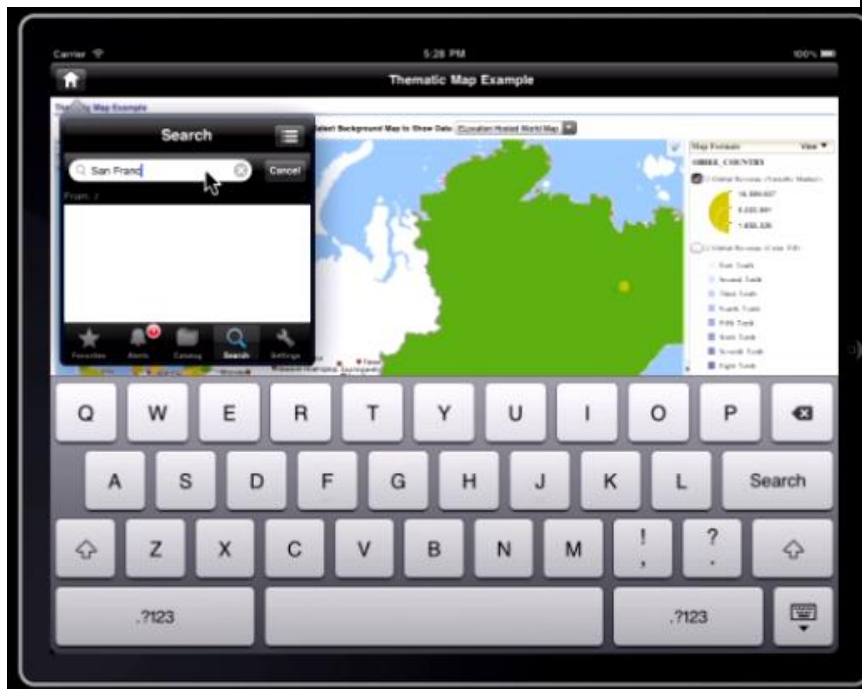
Oracle BI Mobile 11.1.1.5.0

- Built on OBIEE Foundation
- Employs an embedded Dashboard approach
 - Supports Analyses, Dashboards, Publisher Reports, Action Framework, Scorecards, Alerts, Catalog Search
- Zero training to interact with data on mobile devices
- Gestural interactions, Orientation recognition, and Layout optimizations for tablet and smartphone platforms
- Technical
 - Will be Available from Apple iTunes App Store
 - Devices supported: iPhone 3GS, 4, iPad
 - Hybrid Application
 - Employs Webkit layout engine
 - Wrapped in a native iOS shell
 - OBIEE Security Model (SSL and SSO)



iPad Running OBIEE is Very Nice

- Also on iPhone, but small screen
- Multi-touch interface
- Uses iOS features

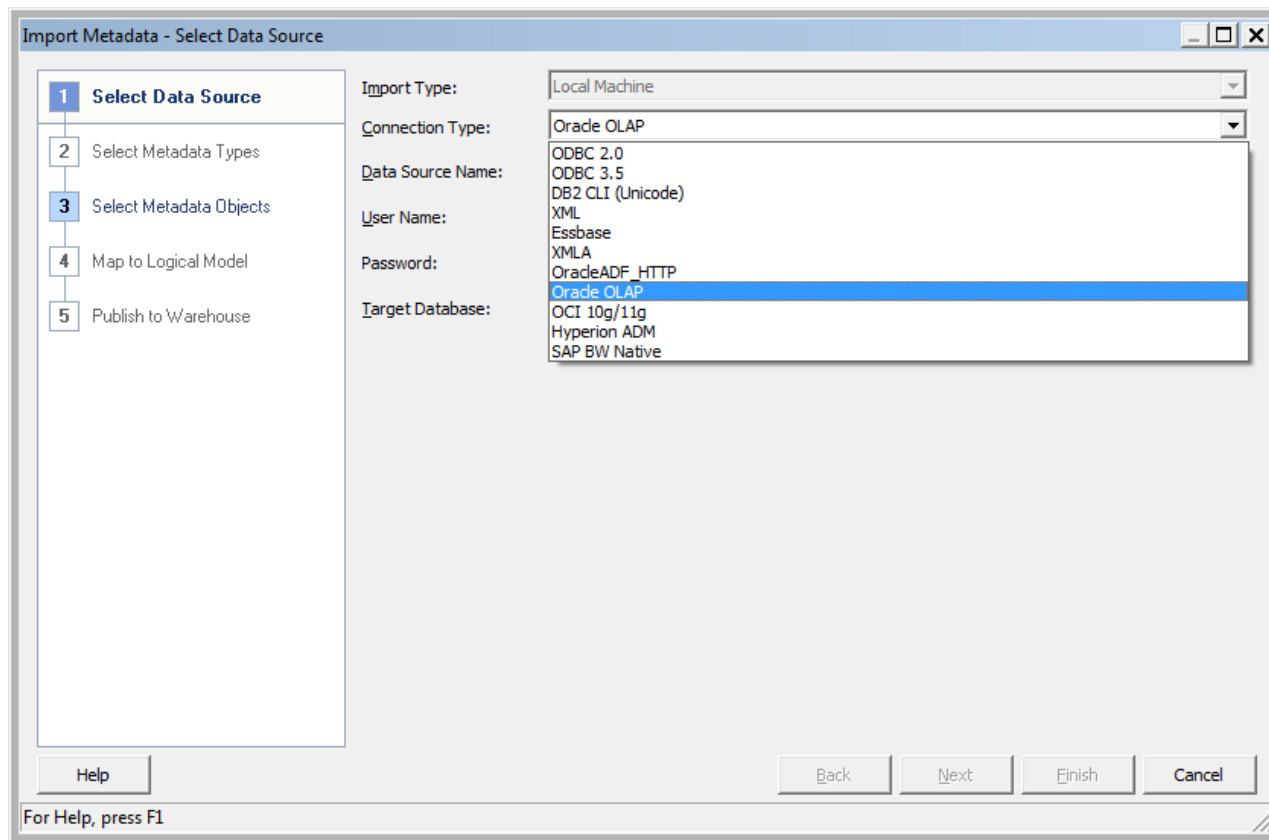




OLAP Data Sources Now Fully Supported

- U/I implemented OLAP in source-agnostic fashion
- Often need OLAP sources for performance
- Already worked in release 11.1.1.3, but required work
- Now can just point to Oracle OLAP cube
- Metadata comes across automatically
- Integration built in
- Essbase also fully supported as source

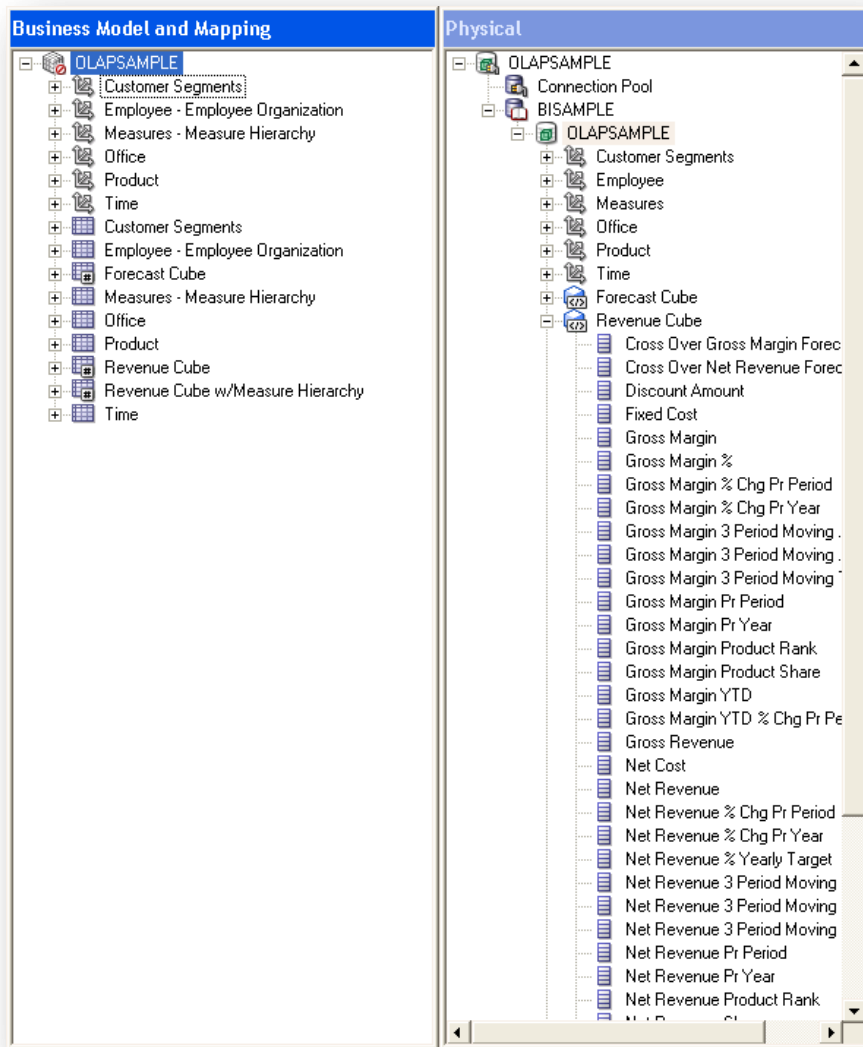
Oracle OLAP in Import Metadata



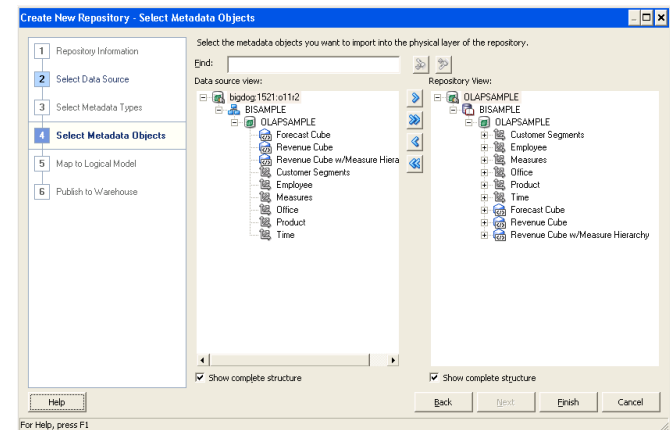
Need to run BI Admin Tool on same box as OBIEE so must be Windows.

See <http://www.vlamis.com/blog/2011/5/9/working-with-obiee-11g-111150-and-oracle-olap.html> and <http://www.rittmanmead.com/2011/05/untitled-1/> for more

Oracle BI 11.1.1.5 Native Oracle OLAP Integration



- **“Better Together”** with Oracle BI, Oracle OLAP, and Exadata
- Oracle BI utilizes OLAP aware SQL and function shipping
- Simple cube metadata import
- Oracle BI understands cube structure



Example of OLAP Analytics with Oracle BI EE

		16 - Net Revenue	Product Alert (10% Drop)	Net Revenue % Chg Pr Period	Net Revenue % Chg Pr Year	Net Revenue 3 Period Moving Avg	Net Revenue YTD	Net Revenue YTD % Chg Pr Period	Net Revenue % Yearly Target	Cross Over Gross Margin Forecast	Net Revenue Share
Sales Rep Hierarchy	Time Hierarchy										
Michele Lombardo Group	2010 Q1	1,211,388.63	OKAY	180.14	14.08	1,035,121.67	1,211,388.63	-80.15	18.90	317,273.63	0.40
	2010 Q2	3,684,268.60	OKAY	204.14	17.07	1,776,024.49	4,895,657.23	304.14	76.40	955,520.60	0.42
	2010 Q3	1,809,754.97	OKAY	-50.88	23.82	2,235,137.40	6,705,412.20	36.97	104.64	459,521.97	0.42
	2010 Q4	591,271.56	OKAY	-67.33	36.74	2,028,431.71	7,296,683.76	8.82	113.87	159,394.56	0.41
Aurelio Miranda	2010 Q1	50,580.49	OKAY	125.72	76.91	46,778.89	50,580.49	-82.13	17.02	15,696.49	0.38
	2010 Q2	196,066.73	ALERT	287.63	19.00	89,685.38	246,647.22	387.63	82.97	50,272.73	0.47
	2010 Q3	73,122.09	OKAY	-62.71	8.57	106,589.77	319,769.31	29.65	107.57	16,087.09	0.34
	2010 Q4	17,417.14	ALERT	-76.18	-22.28	95,535.32	337,186.45	5.45	113.43	7,050.14	0.31
Helen Mayes Group	2010 Q1	206,529.18	ALERT	161.22	-17.97	195,143.83	206,529.18	-82.96	16.23	49,063.18	0.35
	2010 Q2	644,600.48	OKAY	212.11	10.92	310,064.66	851,129.66	312.11	66.89	171,936.48	0.41
	2010 Q3	360,621.13	OKAY	-44.06	20.27	403,916.93	1,211,750.79	42.37	95.23	92,813.13	0.45
	2010 Q4	138,570.21	OKAY	61.57	75.26	381,263.94	1,350,321.00	11.44	106.12	37,374.21	0.45

1 Value-based hierarchies / family queries

2 Custom analytic functions

3 Time-series calculations

4 Compound analytic functions

5 Forecasts / Cross Cube Calculations

6 Share/Indexes

Improved Documentation for Multidimensional Sources

Documentation in Repository Builder's Guide

Importing Metadata from Multidimensional Data Sources

You can use the Administration Tool to import metadata from a multidimensional data source to the Physical layer of the Oracle BI repository. The ability to use multidimensional data sources enables the Oracle BI Server to connect to sources such as Essbase, Oracle OLAP, Hyperion Financial Management, Microsoft Analysis Services, and SAP/BW (SAP/Business Warehouse) to extract data. Data from these sources can be displayed on dashboards.

The primary differences between setting up multidimensional data sources and relational data sources are in the Physical layer. The setup in the Business Model and Presentation layers for multidimensional data sources and relational data sources is almost identical.

During the import process, each cube in a multidimensional data source is created as a single physical cube table. The Oracle BI Server imports the cube metadata, including its metrics, dimensions and hierarchies. After importing the cubes, you need to ensure that the physical cube columns have the correct aggregation rule and that the hierarchy type is correct. See ["Working with Physical Hierarchy Objects"](#) for more information.

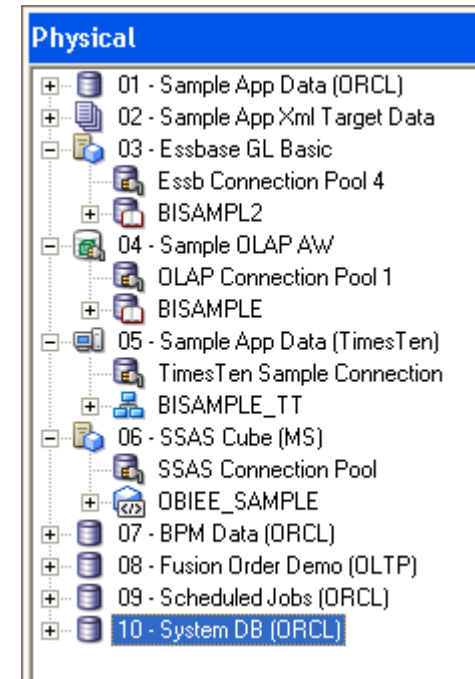
Caution:

Manually creating a physical schema from a multidimensional data source is labor-intensive and error prone. Therefore, it is strongly recommended that you use the import method.

It is recommended that you remove hierarchies and columns from the Physical layer if they will not be used in the business model. This eliminates maintaining unnecessary objects in the Administration Tool and might result in better performance.

New Oracle BI Server 11.1.1.5 Data Sources

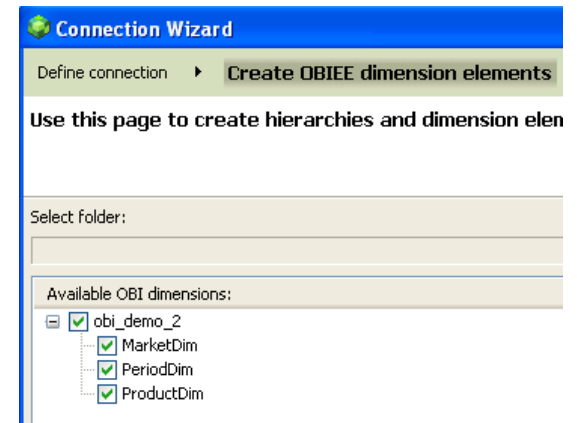
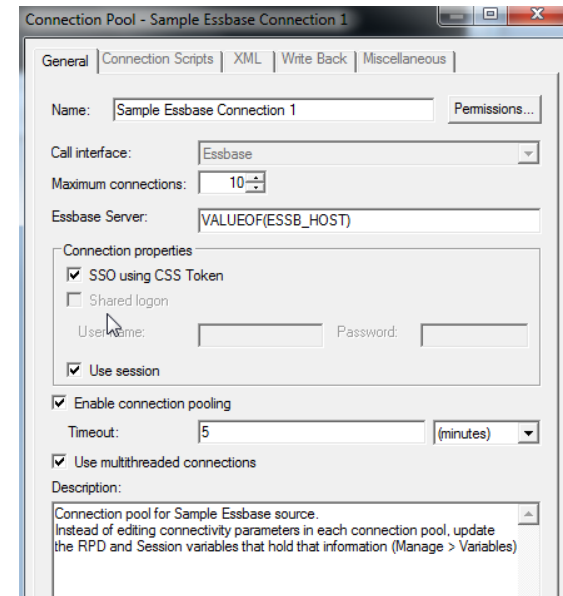
- Support added for Oracle OLAP, SAP BW, and MS Analysis Services, Oracle TimesTen, Oracle RetekRPAS
- Oracle BI EE natively understands hierarchies, dimensions, metrics, etc. for additional multidimensional data sources
- Dramatically improved metadata import and development experience compared to 10g
- Incremental update of metadata supported
- Substantially improved UI experience—multidimensional style look and feel with in-place hierarchy drilling, custom groups, etc.
- For SAP BW: Introducing new BAPI adapter for Windows and Linux, 32 and 64 bit



Oracle BI 11.1.1.5.0 and Oracle Essbase 11.1.2.1

Enhanced Integration

- Single-Click configuration of BI Server and EPM SSO
 - Connection pool setting
 - No need for manual configuration of EPM registry
- Essbase Studio – BI Server Business Model Support
 - Provides Studio the ability to read and re-use BI Server dimensions and hierarchies for Cube construction
- Extended BI Server support for Essbase versions
 - 11.1.2.1, 11.1.1.3.5



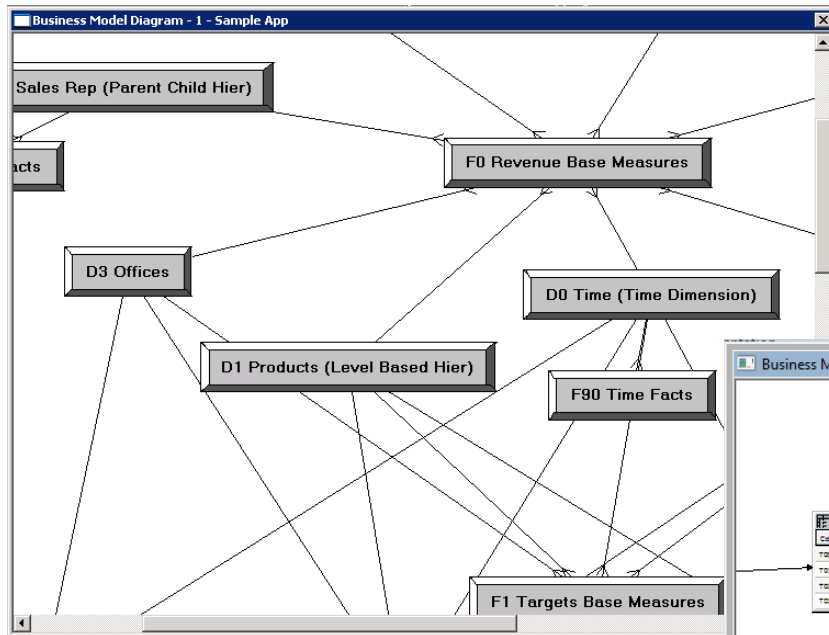


Reduced Memory for WebLogic

- Now has simple install
- Multiple WebLogic instances combined
- Saves memory
- Now can fit on 32-bit machine
- Still can have full WebLogic if you need it
- 64-bit Admin Tool (still requires Windows)
- Standalone 32-bit BI Admin Tool install
(been available since Jan2011 – runs 32-bit or 64-bit)

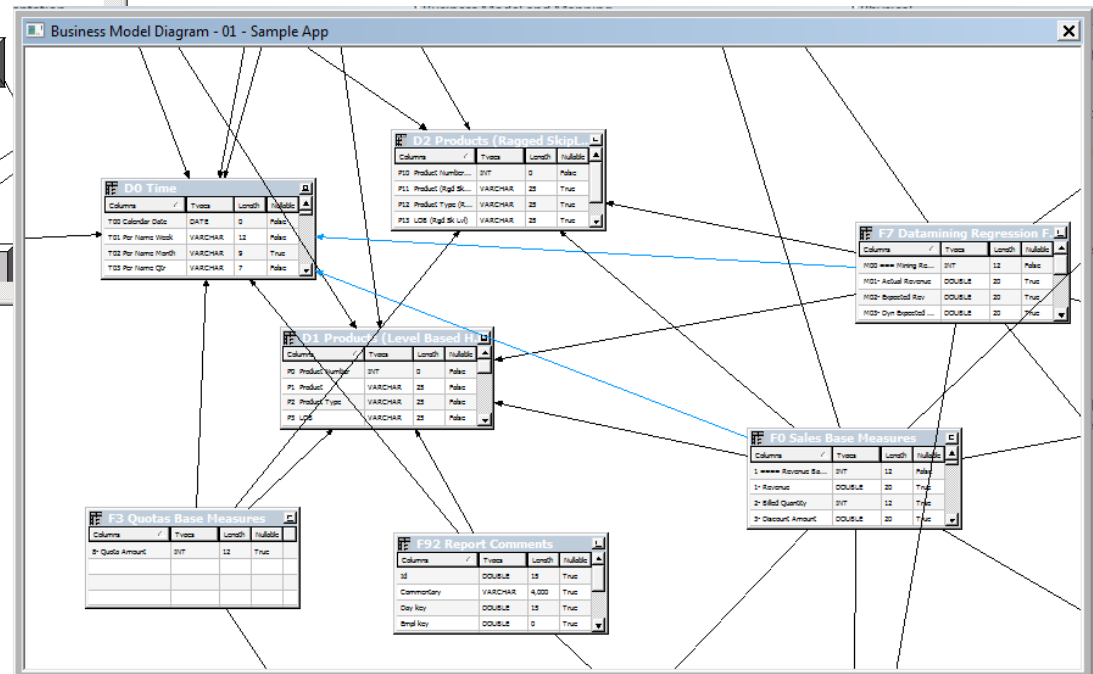
Enhancements to BI Admin Tool

Business Model Diagram 11.1.1.3



- Now scrollable, sizeable column list
- Easily Zoomable
- Collapsible
- Auto layout
- Still no print(?)
- Joins have arrows now
- Draw joins “backwards” vs. 11.1.1.3
- Web API for managing metadata

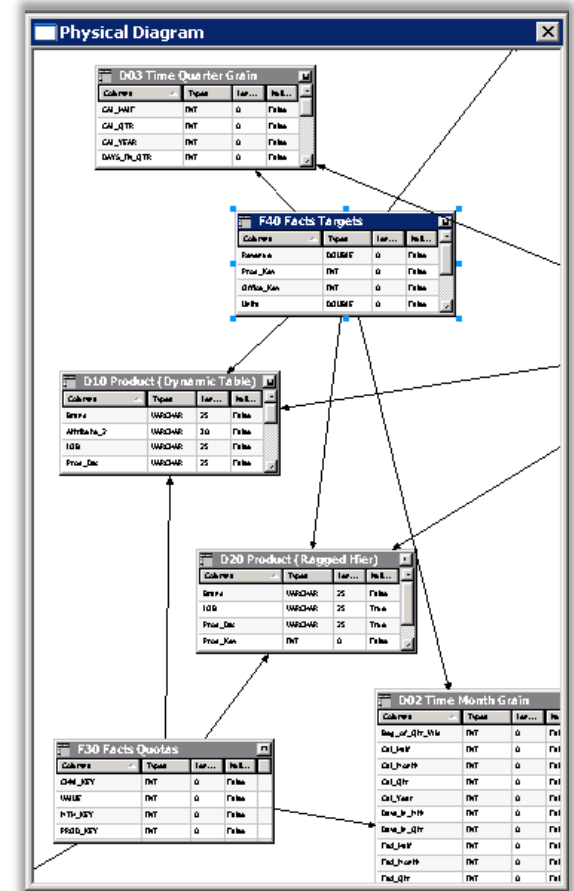
Business Model Diagram 11.1.1.5



BI Server 11.1.1.5.0 – Administration Tool

Simplification and Ease of Use

- BI Server metadata web service
 - Remote read/write of BI Server metadata
 - SOAP, WSDL, SAML standards
 - Utilizes the XUDML language (BI Server XML API)
- Data model diagrams revamped
 - True ERD-style presentation and interaction
 - Auto-layout
- Consistency checker enhanced
 - Ensures more reliable merges and queries
 - Upgrade guide for fixing errors no longer allowed
 - Command-line utility for automation
- 64-bit Admin Tool
 - Supports larger BI models
- Client installer
 - 32-bit Admin Tool, 32- or 64-bit Windows
- Smaller stack footprint (Simple Install)
 - Unit test sandbox fits on 32-bit machine





Updated BI Sample 11.1.1.5.0

- Expands on BI Sample 11.1.1.3
- Still must install yourself
- Well worth taking time to install BI Sample!
- Includes many many examples of dashboards
- Available soon

Oracle BI Sample Application 11.1.1.5

Rich sourcing federation, advanced calculation examples

Cross Sources Drill
Time run: 1/14/2011 8:04:46 AM

Time Hierarchy	2a- Qty (Orcl Db Tables Only)	2b- Qty (Essbase Cube Federated)	2c- Qty (TimesTen Federated)	2d- Qty (Orcl Db Cubes Federated)	2e- Qty (SSAS Cubes Federated)	2f- Qty (XML File Federated)
Total Time	5,358,213	5,358,213	5,358,213	5,358,213	5,358,213	5,358,213
2008	1,773,791	1,773,791	1,773,791	1,773,791	1,773,791	1,773,791
2008 Q1	298,919	298,919	298,919	298,919	298,919	298,919
2008 / 01	35,975	35,975	35,975	35,975	35,975	35,975
2008 Week 01	376	376	376	376	376	376
2008 Week 02	6,141	6,141	6,141	6,141	6,141	6,141
2008 Week 03	9,004	9,004	9,004	9,004	9,004	9,004
2008 Week 04	15,731	15,731	15,731	15,731	15,731	15,731
2008 Week 05	4,723	4,723	4,723	4,723	4,723	4,723
2008 / 02	89,772	89,772	89,772	89,772	89,772	89,772
2008 / 03	173,173	173,173	173,173	173,173	173,173	173,173
2008 Q2						
2008 Q3						
2008 Q4						
2009						
2010						

Running Essbase Calc Scripts using Actions

Running Essbase Calc Scripts

[Extrapolate Trend](#)

[Clear Trend Calculation](#)

Writeback to Essbase and Whatif

Current Adjustment is : **0.92**

Change it to : **Update**

Make sure the formula of the Writeback column in this report points to your correct OBIEE server address. Edit the report to fix this at deployment time.

[Analyze](#) - [Edit](#) - [Refresh](#) - [Print](#) - [Export](#) - [Copy](#)

[Adjust Trend Calculation](#)

Expense Trend

Time run: 1/14/2011 8:02:15 AM

The chart displays five data series over a 12-month period from January to December. The Y-axis represents values in thousands (K), ranging from 800K to 1,200K. The 'Budget' (red solid line) starts at 1,000K and remains flat until June, then rises to approximately 1,030K. 'Operating Expenses' (blue solid line) starts at approximately 880K, rises to a peak of about 980K in June, and then drops to around 850K in July before rising again. 'Operating Expenses LR' (orange dashed line) follows a similar path to the actual operating expenses but with a different peak and drop. 'Expenses SES' (green dashed line) shows a sharp drop in July, reaching its lowest point around 850K, and then gradually recovers. The legend identifies the series: Budget (red solid), Operating Expenses (blue solid), Operating Expenses LR (orange dashed), and Expenses SES (green dashed).

Oracle BI Sample Application 11.1.1.5

Oracle Data Mining Integration Examples

C1 Customer Name
Addison Hurd;Adrian

Apply Reset

What If Values
Update model attributes values for these customers and run on the fly prediction scoring.

Set Marital Status Value
☐ MARRIED
☐ SINGLE
☐ DIVORCED
☒ WIDOW

*** Set Credit Rate**
 900
 805
 750
 600

LTV Attribute What If
Time run: 4/8/2011 10:19:01 AM

Customer : **Addison Hurd**
 Months Contact : **70.00** Marital Status : **Married** Credit Rate : **645** Age : **39**

Current LTV Prediction	What If Prediction
HIGH	VERY HIGH
23 - M_MARITAL_ST in 'MARRIED', 'WIDOW'; AND M_INCOME_LVL in 'LEVEL 5', 'LEVEL 6', 'LEVEL 7', 'LEVEL 8', 'LEVEL 9'; AND M_AGE > 35.5; AND M_CRDT_RATE <= 687.5	24 - M_MARITAL_ST in 'MARRIED', 'WIDOW'; AND M_INCOME_LVL in 'LEVEL 5', 'LEVEL 6', 'LEVEL 7', 'LEVEL 8', 'LEVEL 9'; AND M_AGE > 35.5; AND M_CRDT_RATE > 687.5

Customer : **Adrian Heskett**
 Months Contact : **67.00** Marital Status : **Single**

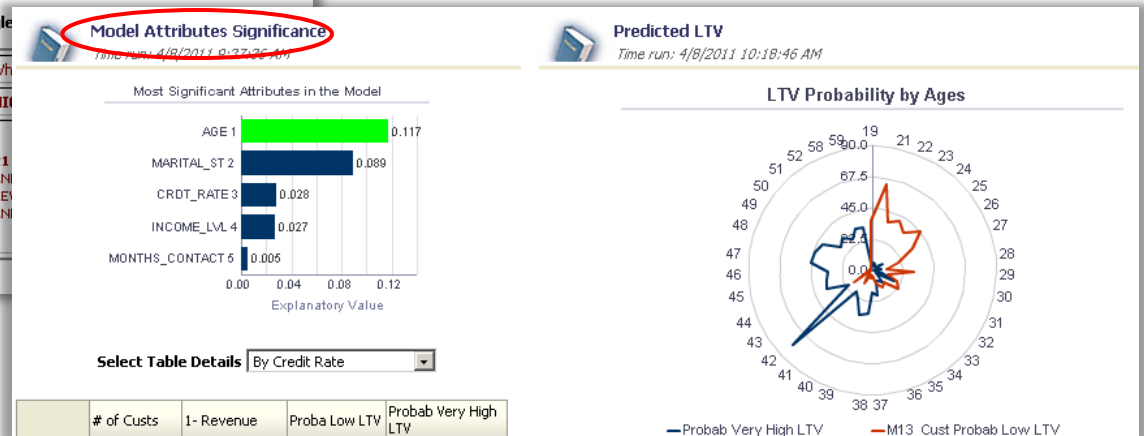
Current LTV Prediction	What If Prediction
MEDIUM	HIGH
17 - M_MARITAL_ST in 'DIVORCED', 'SINGLE'; AND M_CRDT_RATE > 657.5; AND M_MONTHS_CONTACT > 12.5; AND M_INCOME_LVL in 'LEVEL 1', 'LEVEL 2', 'LEVEL 3', 'LEVEL 4'; AND M_AGE > 25.5; AND M_CRDT_RATE <= 737.5	21 - M_MARITAL_ST in 'DIVORCED', 'SINGLE'; AND M_CRDT_RATE > 657.5; AND M_MONTHS_CONTACT > 12.5; AND M_INCOME_LVL in 'LEVEL 1', 'LEVEL 2', 'LEVEL 3', 'LEVEL 4'; AND M_AGE > 25.5; AND M_CRDT_RATE <= 737.5

Edit - Refresh - Print - Export - Copy

Classification Tree
Time run: 4/8/2011 10:18:19 AM

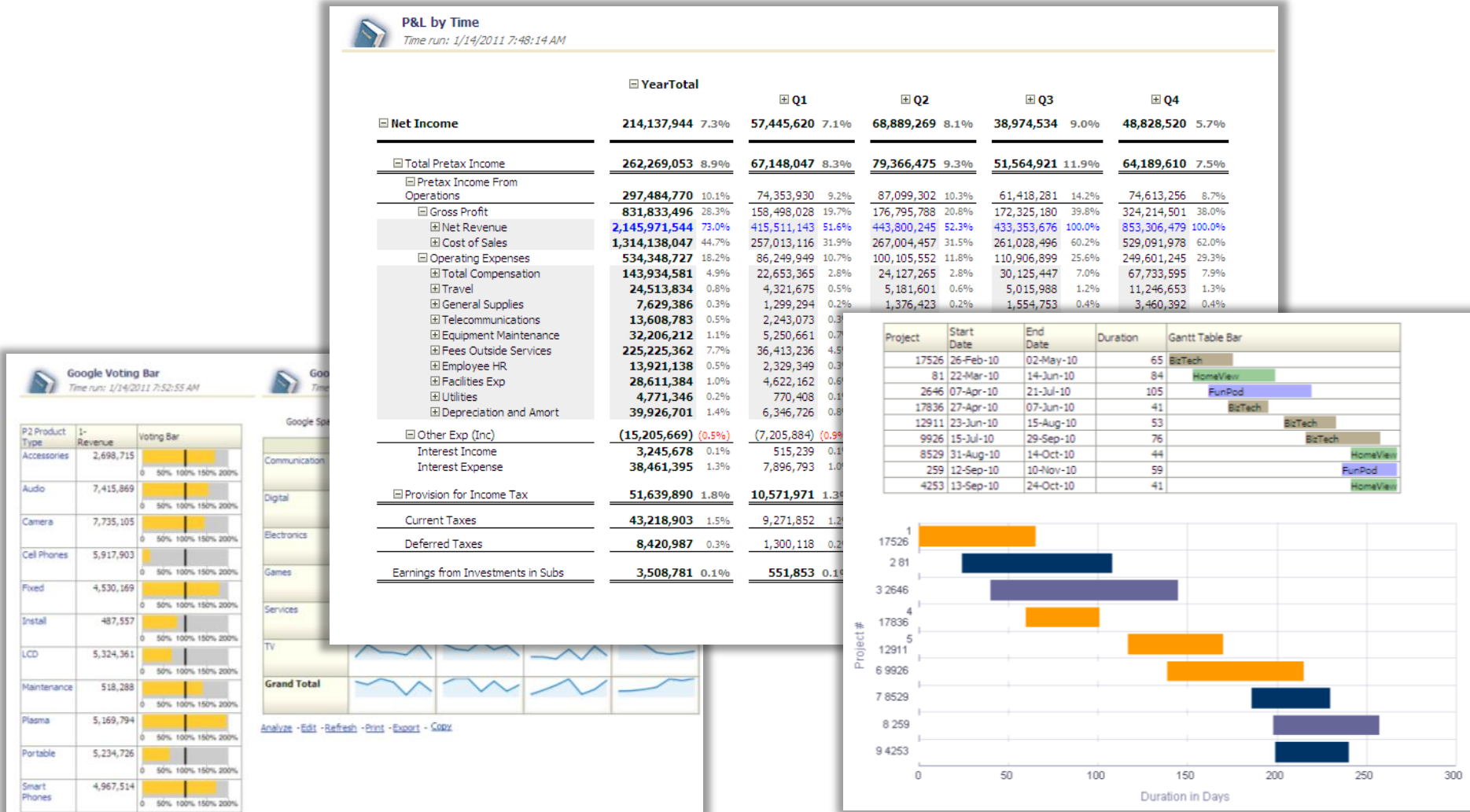
20 Actual Unit Price

		2008	2009	2010	Grand Total
0 - All Individuals	MEDIUM	9.302	9.302	9.382	9.331
1 - M_MARITAL_ST in 'DIVORCED', 'SINGLE'	MEDIUM	9.207	9.329	9.421	9.322
2 - M_CRDT_RATE <= 657.5	LOW	9.225	9.164	9.377	9.261
12 - M_INCOME_LVL in 'LEVEL 5', 'LEVEL 6', 'LEVEL 7', 'LEVEL 8', 'LEVEL 9'	MEDIUM	8.904	9.131	9.670	9.261
13 - M_INCOME_LVL in 'LEVEL 1', 'LEVEL 2', 'LEVEL 3', 'LEVEL 4'	LOW	9.345	9.176	9.259	9.261
3 - M_CRDT_RATE > 657.5	MEDIUM	9.193	9.462	9.454	9.370
14 - M_MONTHS_CONTACT <= 12.5	VERY HIGH	8.815	9.418	8.690	8.951
4 - M_MONTHS_CONTACT > 12.5	MEDIUM	9.242	9.468	9.543	9.421
7 - M_MARITAL_ST in 'MARRIED', 'WIDOW'	HIGH	9.397	9.276	9.343	9.341



Oracle BI Sample Application 11.1.1.5

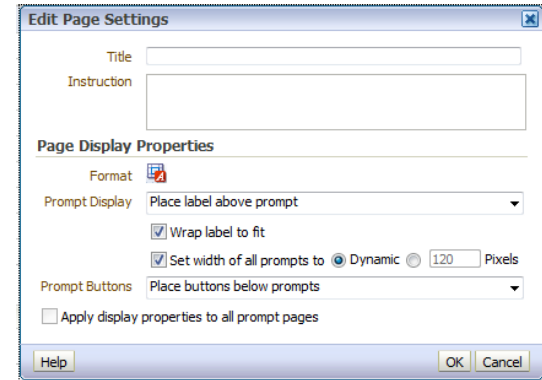
Custom Formatting Examples





End User Enhancements

- Search documentation for 11.1.1.5
- Many bug fixes
- Control over prompt widths
- Control over prompt wrapping
- Google maps useable as background maps
- New BI Composer for JAWS and accessibility
- Enhancements in Scorecard and Strategy Management
- Enhancements in BI Publisher



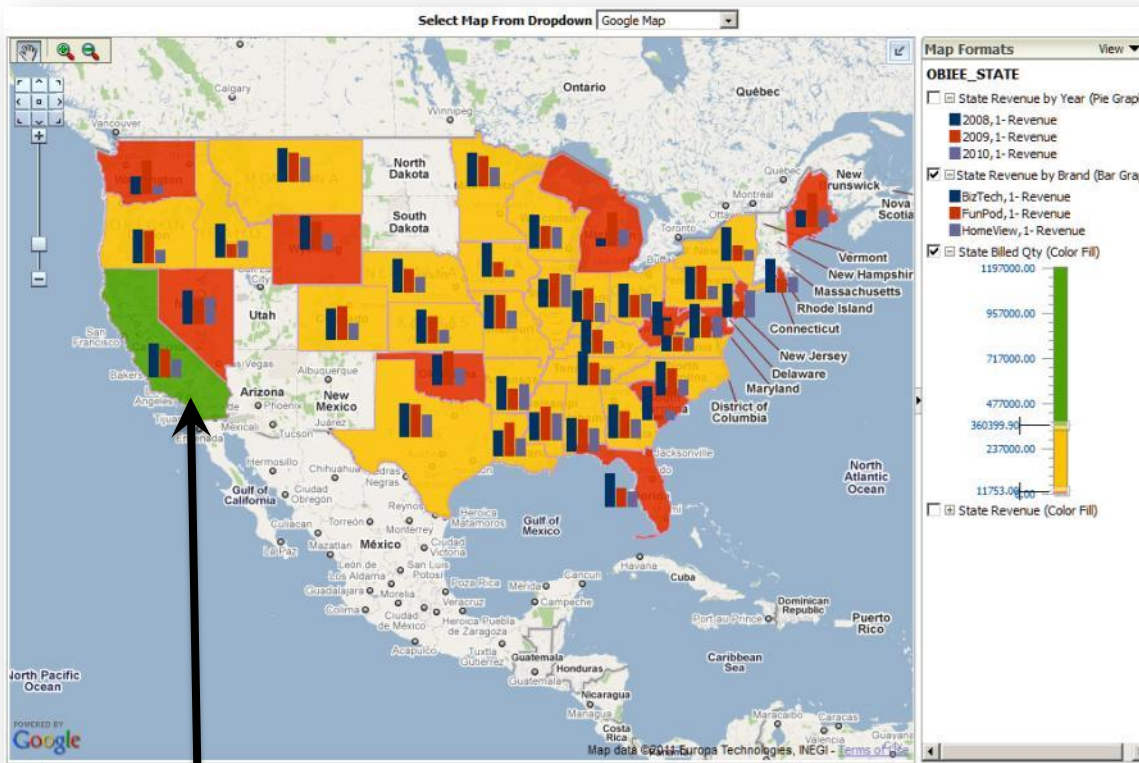
Oracle BI Map Views

Support for Google Maps as Background maps

- Google Maps can be used as background maps in Map Views
 - MapViewer now supports Google Maps tiles as a built-in map tile layer
 - UI for defining Google Maps based tile in MapViewer
 - Appears as background map in OBIEE Map Data Administration
 - Can be used seamlessly as background map
- Useful for displaying rich background maps
- Useful if geo-data is mostly in Long/Lat coordinates
- Must obtain a Google Maps API key for your application
- Still require spatial data for geometries from NAVTEQ or other provider if you want to display shapes (for e.g. country boundaries)

Oracle BI Map Views

Examples



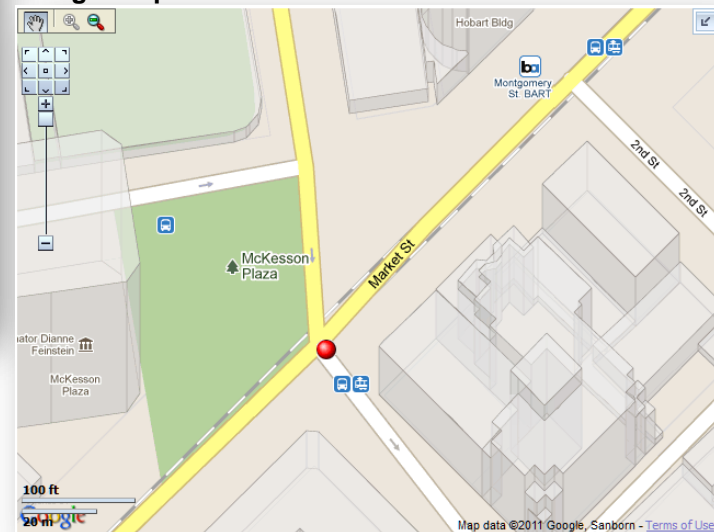
State formats & Bar graphs created by OBIEE

Background map served from Google Maps



San Francisco background map, served from Oracle eLocation Server

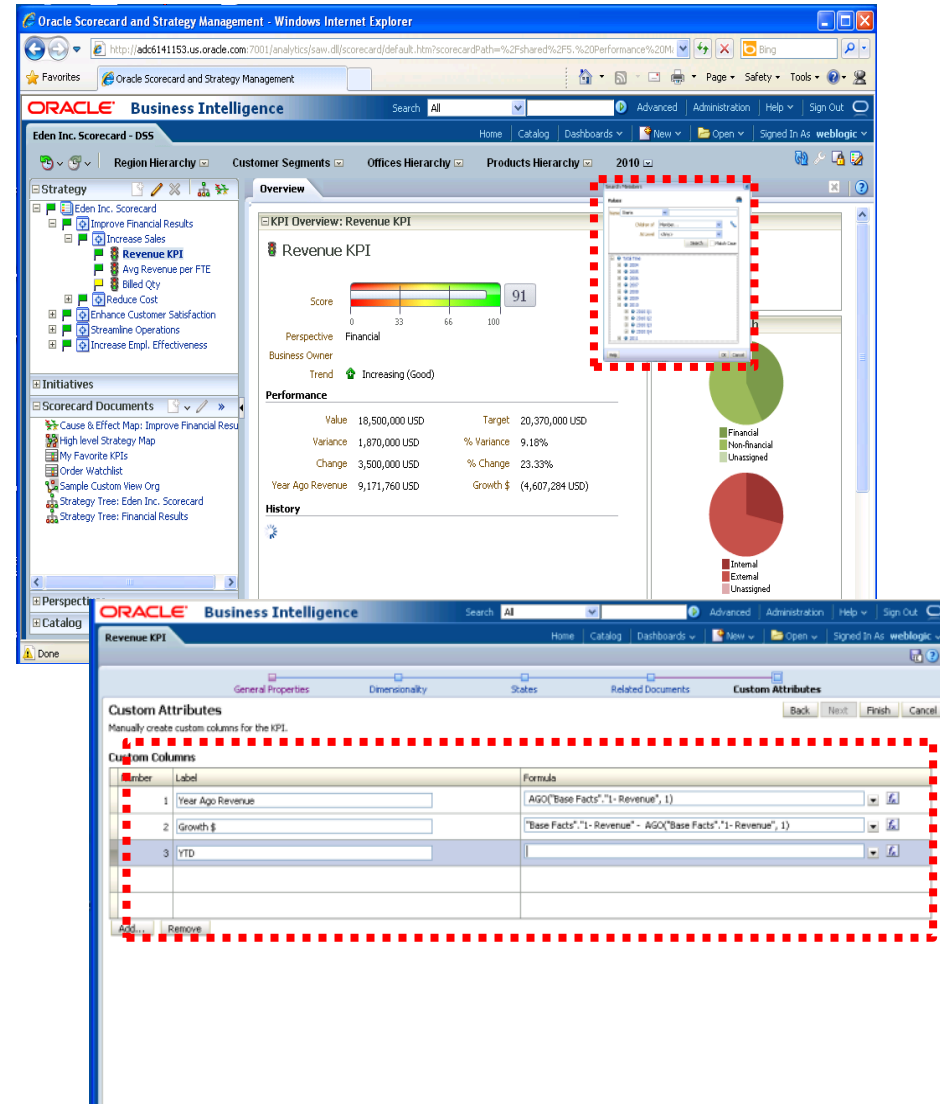
San Francisco background map, served from Google Maps



ORACLE

Oracle Scorecard and Strategy Management

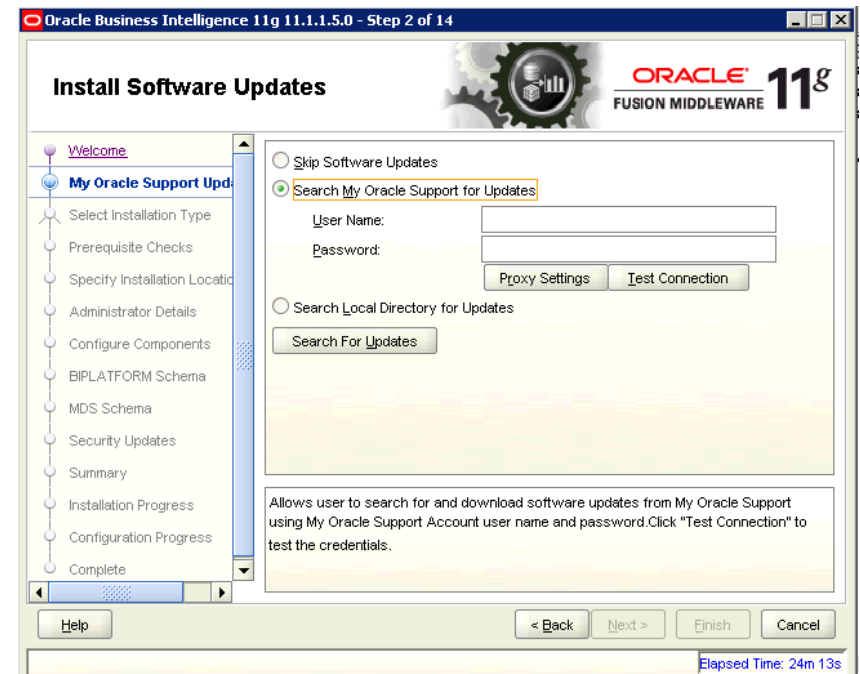
- General UI Refinements
- Parallel processing of views in dashboards
- New KPI Builder
- Custom KPI Attributes
- Advanced Scoring
- Search in Dimension Bar
- Dashboard and Hierarchical Prompt Support
- Support
- Mobile



ORACLE®

Installation and Upgrade

- Greater flexibility and improved installation experience
- Optimized Simple install with lower memory footprint
- Integration with My Oracle Support for updates as part of installation
- Support for existing Metadata Services Schema (MDS)
- Extend an existing WLS Domain
- In-place upgrade from 11.1.1.3 to 11.1.1.5

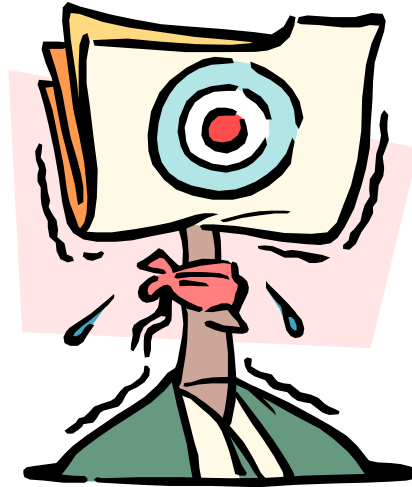


Oracle BI 10 Upgrade

- Numerous bug fixes identified by 11.1.1.3 early adopters and BI Applications development
- New documentation chapters on process and level setting expectations
- Typical recommended upgrade phases:
 1. Education
 2. Complete all existing 10g development cycles and roll to production
 3. 10g parity on 11g
 4. Base 11g feature uptake
 5. Advanced 11g features uptake and new requirements



Questions?



Thank you to:

Marty Gubar, Director in BI/DW PM, Oracle OLAP

Bob Ertl, Consulting Product Manager, Oracle BI Development

Alan Lee, Product Management, Oracle BI

Other techcasts to be announced at www.oraclebiwa.org

Send questions to Dan Vlami, dvlamis@vlamis.com, 816-781-2880

Slides will be posted at www.vlami.com/papers