Having Your Business Intelligence the Way You Want It

Collaborate '09 Session 230



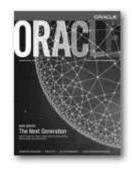
Dan Vlamis dvlamis@vlamis.com Vlamis Software Solutions, Inc. 816-781-2880 http://www.vlamis.com

Vlamis Software Solutions, Inc.

- Founded in 1992 in Kansas City, Missouri
- Oracle Partner and reseller since 1995
- Specializes in ORACLE-based:
 - Data Warehousing
 - Business Intelligence
 - Data Transformation (ETL)
 - Web development and portals
 - Express-based applications
- Delivers
 - Design and integrate BI and DW solutions
 - Training and mentoring
- Dan featured in March/April 2009 issue Oracle Magazine







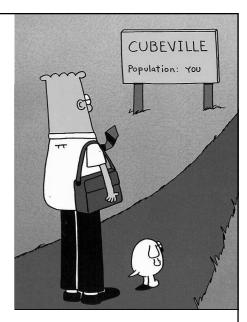
Vlamis Collaborate Presentations

Presenter	Time	Title
Vlamis and Schrader	Mon 10:45	Oracle Essbase and Oracle OLAP
Vlamis and Schrader	Mon 2:30	Ask the Experts: Time dimensions in Essbase ad Oracle OLAP
Dan Vlamis	Wed 8:30	Having your Business Intelligence the Way you Want It!
Mark Thompson	Wed 9:45	Takes from the Front: Strategies for a Successful OBIEE Implementation
Mark Thompson	Thurs 9:45	Building Cubes and Analyzer Data Using Oracle OLAP 11g



Presentation Agenda

- Overview of the Oracle BI /DW world
- Built-In Presentation Options
- Using SQL to access the Data
- Using Apple iPhone
- Using Microsoft Office
- Custom Apps using JDeveloper 11g





Comprehensive DW and BI stack (source - Oracle)

	PRE-BUILT BUSINESS		IONS
Oracle BI	Oracle Daily	Oracle Corporate	PeopleSoft Enterprise
Applications	Business Intelligence	Performance Management	Performance Management

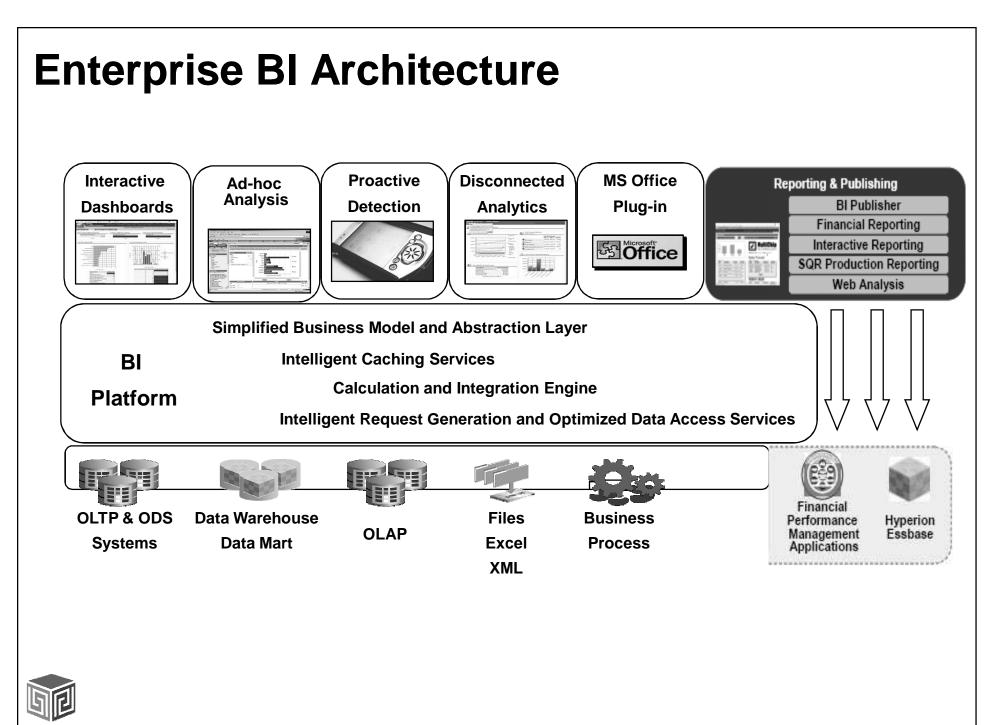
BUSINESS INTELLIGENCE PLATFORM

Oracle BI Suite Enterprise Edition Oracle BI Suite Standard Edition

Oracle Real-Time Decisions

DATA WAREHOUSING Oracle Warehouse Builder **Oracle Partitioning** Oracle Data Mining Oracle OLAP





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OBI Suite Offerings

- Standard Edition (OBI SE)
- Discoverer
- Spreadsheet Add-In
- BI Beans
- Reports

Source:

http://www.oracle.com/technology/products/bi/standardedition.html



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OBI Suite Offerings

- Standard Edition One (OBI SE One)
- Oracle BI Server
- Oracle BI Answers
- Oracle BI Interactive Dashboards
- Oracle BI Publisher (a.k.a XML Publisher)
- Oracle Database Standard Edition One
- Oracle Warehouse Builder (core ETL)

Source:

http://www.oracle.com/technology/products/bi/standardedition-one.html



OBI Suite Offerings

- Enterprise Edition Plus (OBI EE Plus)
- BI Server
- BI Answers
- BI Interactive Dashboards
- BI Publisher (a.k.a XML Publisher)
- BI Delivers
- BI Disconnected Analytics
- MS Office Add-In
- Hyperion

Source:

http://www.oracle.com/technology/products/bi/enterpriseedition.html



BI Server Overview

- Integrates information from various sources
 - Native RDBMS support for Oracle, SQL Server, DB2 and Teradata
- Sophisticated data access, aggregation, and calculation engine
- Three separate layers
 - Physical
 - Business Model
 - Presentation
- Mapping of physical data schemas (tables & joins) to a logical business model
- Security services
- Represent multiple physical data sources as a single, simplified data structure to end user tools



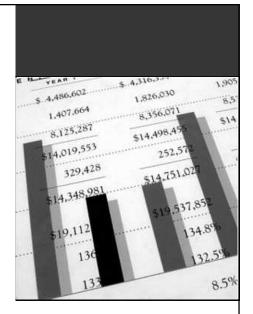
Oracle BI Server

Simplified, Powerful, Intelligence Across Sources

- Simplified business model view
- Advanced calculation & integration engine
- Intelligent request generation and optimized, distributed data access
- Mission critical scalability and performance
- Foundation for all OBIEE presentation services







Dashboards & Answers Ad Hoc Reporting



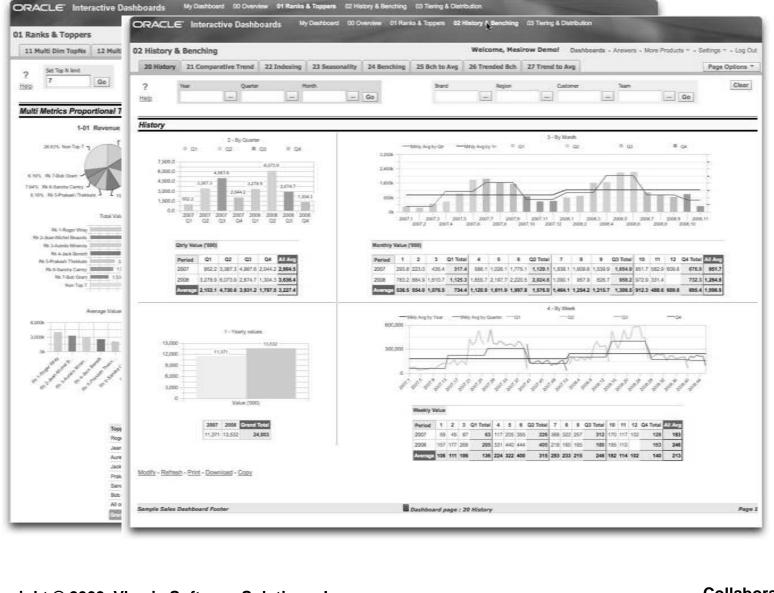
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BIEE Dashboards and Answers

- Provide Pre-Defined and Ad Hoc Reporting for Web
- High Performance, Simple to use with Powerful Capablities
- Mix and Match data to meet user reporting requirements

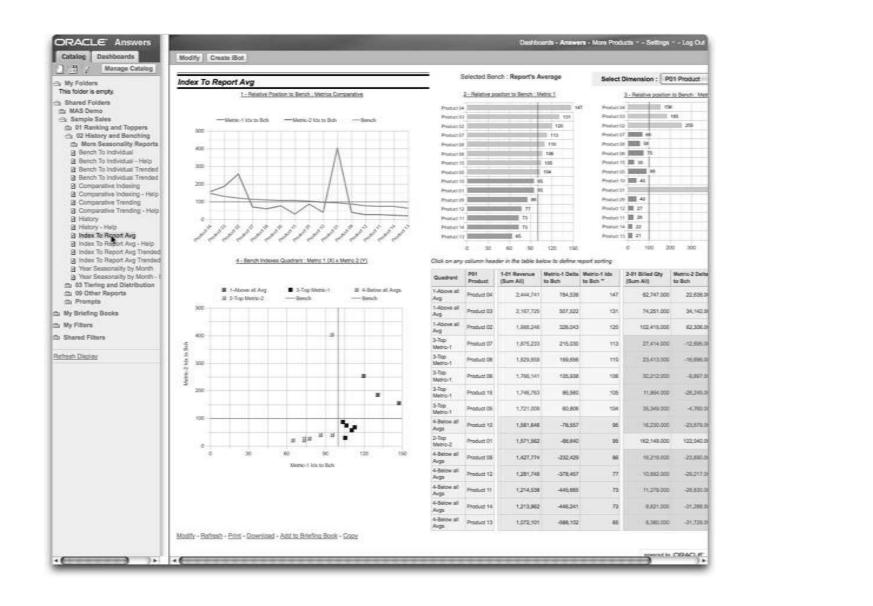


Dashboards



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Answers





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BI Publisher Pixel Perfect Reporting



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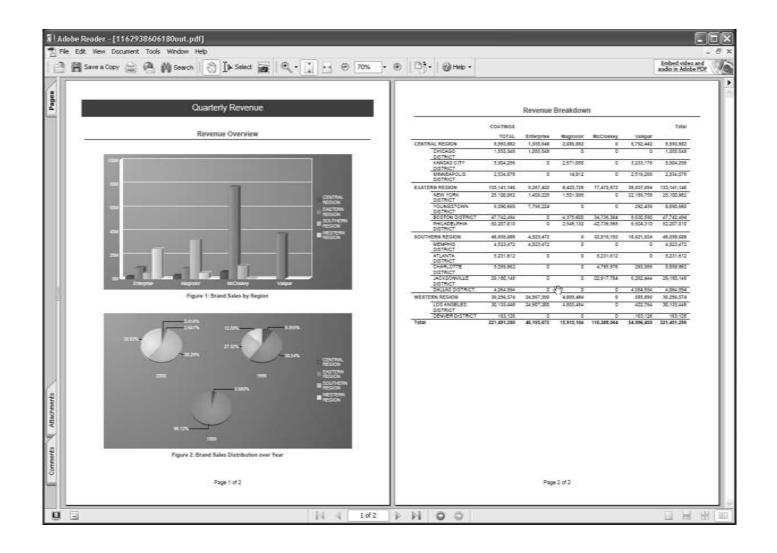
BI Publisher

- Provide Pixel Perfect Reports
- Support Wide Array of Data Souces
 - Relational (Oracle, ODBC, etc)
 - Multidimensional (OLAP and Essbase)
 - MS Office
- Easy Report Definition (Word, XML, Adobe PDF)
- Extensive Output Options (web, paper, electronic)



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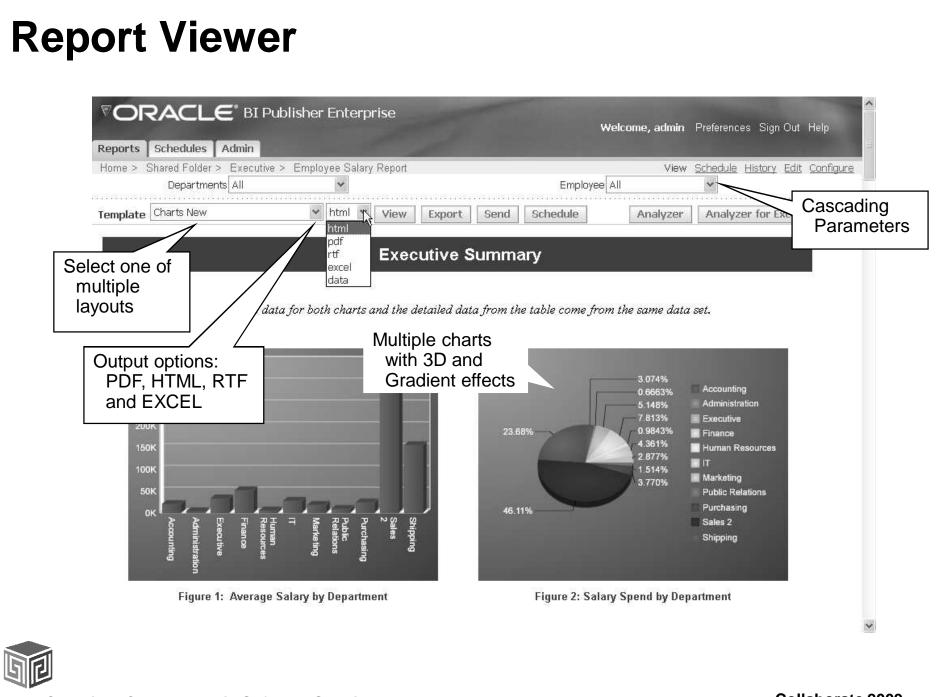


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Apple iPhone Mobile Reporting



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Collaborate 2009

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iPhone and BI

- Access using Browser
- Oracle BI Indicators
- More Coming!
 - BI Publisher
 - BIEE
 - iPhone Demo





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Microsoft Office Desktop Reporting





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Office Tools

- OBIEE Oracle BI Addin for Microsoft Office
- BI Spreadsheet Add-in for Oracle OLAP
- Simba Excel Connectivity for Oracle OLAP 11g
- Clearview



Microsoft Excel – Add-in

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Simba

Excel Connectivity for Oracle OLAP 11g

- Simple Client-side Driver that Enables Excel's Complete BI/Analytics to Work with Oracle OLAP 11g
- This is NOT an Add-In works with Pivot Tables
- Provides Native Excel Connectivity via MDX Query Language
 - MDX is Microsoft's BI/Analytics Query Language
- Future Proofing
 - Native Excel connectivity means you keep up with all of Microsoft's BI/OLAP/Analytics enhancements
- Excel is just a start! More to come!
- Simba is Looking for Customers to Join an Early Adopter / Customer Advisory Program



Excel and Simba From Access D Connections & Clear ES Data Validation * 1500 11000 A↓ A Z Z A đ F Properties & Reapply 3 From Web Consolidate From Other Z I Existing Remove Group Ungroup Subtotal Refresh Sort Filter Text to Columns Duplicates By What-If Analysis -From Text S Edit Links Advanced All -Sources - Connections Get External Data 5 Connections Sort & Filter Data Tools Outline f= 2007 A5 + (3) **PivotTable Field List** TX Book1 **n** • A В C D E G н Choose fields to add to report: 1 Sales Column Label * 🖃 🔲 Channel 2 Row Labels Y Catalog **Direct Sales** Internet Grand Total + Primary 3 ± 2005 * \$7,712,991.45 \$78,431,938.25 \$136,986,581.96 \$50,841,652.26 4 ± 2006 * \$49,376,259.75 \$7,759,440.97 \$83,002,676.67 \$140,138,377.39 E Customer 5 ■ 2007 * \$112,575,095.35 \$10,986,971.13 \$611,541.07 \$124,173,607.55 6 ± Q1.07 \$29,124,448.56 \$2,398,002.95 \$31,522,451.51 + Shipments 7 **∃Q2.07** \$28,823,435.69 \$2,795,201.57 \$31,618,637.26 E Product 8 \$17,498.04 \$31,113,645.33 **⊕**Q3.07 \$28,379,702.29 \$2,716,445.00 Primary 9 **⊞Q4.07** \$26,247,508.81 \$3,077,321.61 \$594,043.03 \$29,918,873.45 10 ± 2008 * \$74,107,008.87 \$505,410.70 \$74,612,419.57 🖃 📃 Time 11 Grand Total * \$286,900,016.23 \$26,964,814.25 \$162,046,155.99 \$475,910,986.47 🗄 🔽 Calendar 12 13 Drag fields between areas below: 14 Y Report Filter Column Labels 15 Primary Ŧ 16 17 18 \mathbf{O} 19 Σ Values Row Labels 20 Calendar Sales --21 22 23 24 Defer Layout Update I I I I Sheet1 Sheet2 Sheet3 1.4 Average: 62086803.78 Count: 5 Sum: 248347215.1 Ⅲ□□□100% (-)-Ready Calculate



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Collaborate 2009

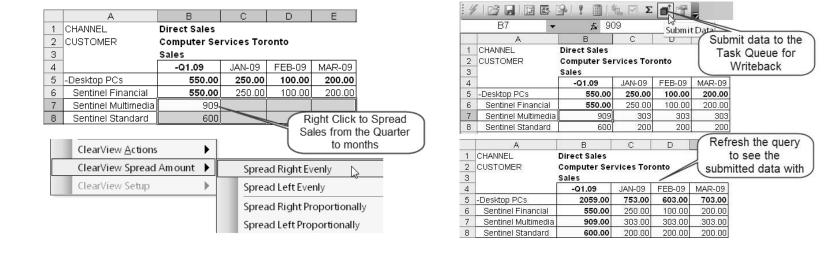
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Excel and Clearview

- Excel Addin
- Supports read/write to Oracle OLAP
- Supports multiuser access to OLAP data
- Integrated Financial reporting
- Supports Sarbanes-Oxley compliance
- Extensive Oracle based workbook management system
- Closely matches Oracle OFA and OSA functionality in Excel without additional software.





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Jdeveloper Applications Custom Solutions



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JDeveloper

- Jdeveloper can be used to create custom thin and thick applications
- Data Connections to Oracle and Non Oracle Data sources including OLAP and BI Server
- ADF Data Visualization Components
 - Rich interactive Java Server Faces
 - Significant graphical and tabular functionally for analyzing data
- Wizard technology provides for rapid development



Jdeveloper – Using BI Data Sources

• SQL (including Oracle OLAP)

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Jdeveloper – Using BI Data Sources

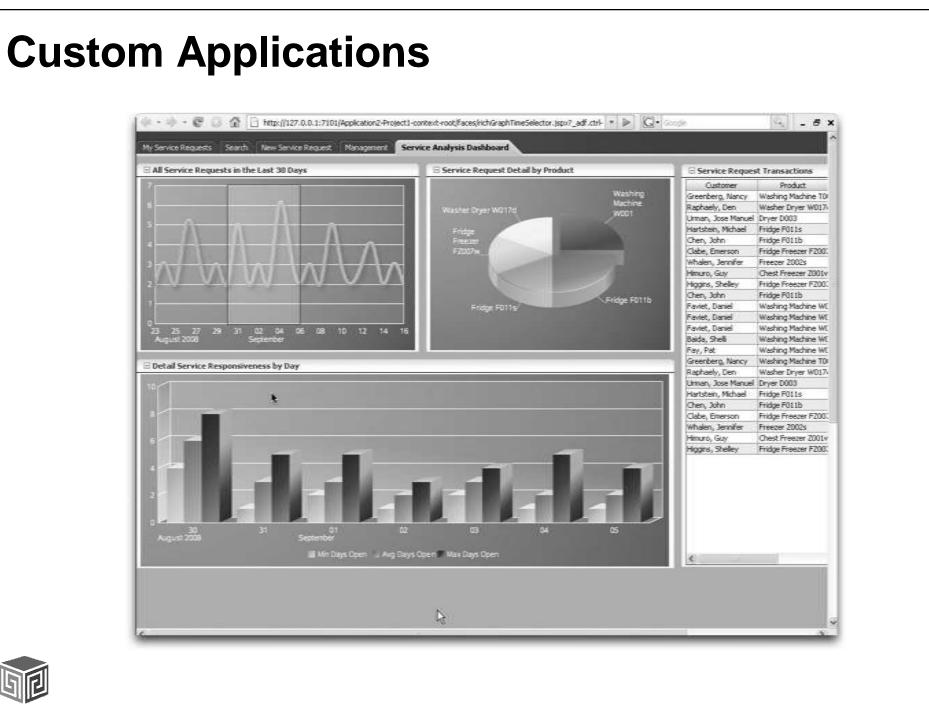
- BI Server
- Access data just like SQL

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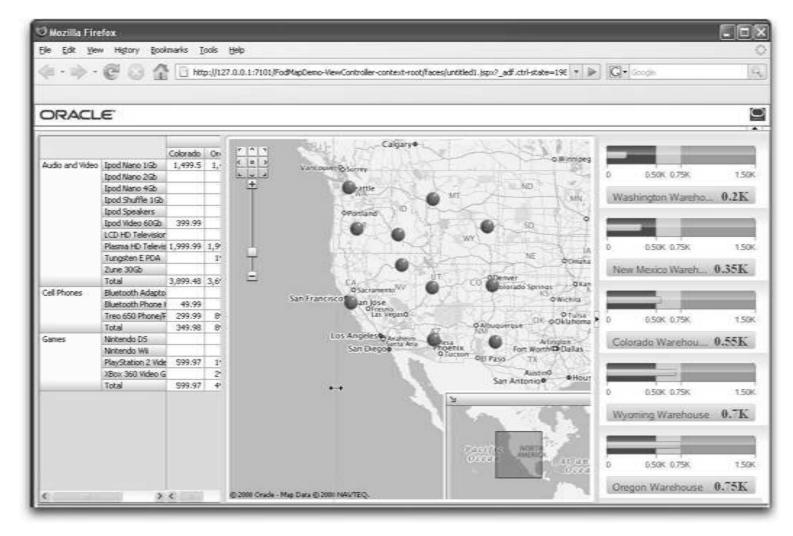


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Custom Applications



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Conclusion

- Important to use a common data repository
- Large number of ways the same data can be presented
- There is a "canned" solution for most needs
- Custom development is supported now, and getting better.





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Oracle Essbase & Oracle OLAP: A Guide to Oracle's Multidimensional Solution

- Published by Oracle Press Late 2009
 - Dan Vlamis
 - Chris Claterbos
 - Michael Nader
 - David Collins
 - Floyd Conrad
 - Mitchell Campbell
 - Michael Schrader



- Cover both Oracle Essbase and Oracle OLAP Database Option
- 500 Pages
- Special Thanks to Kathy Horton



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Oracle Essbase & Oracle OLAP: A Guide to Oracle's Multidimensional Solution

- WHY Need OLAP
- History
- Design and Overall Methodology
- Building your database (how to do it, step by step guide)
- Application of OLAP
- Keeping it Running (Care and Feeding?)
- Advanced Topics
- Real-world Examples
- Futures (Statement of direction, collaborate with product management)
- Appendices
- Bibliography
- Glossary
- Index



Having Your Business Intelligence the Way You Want It

Collaborate '09 Session 230



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