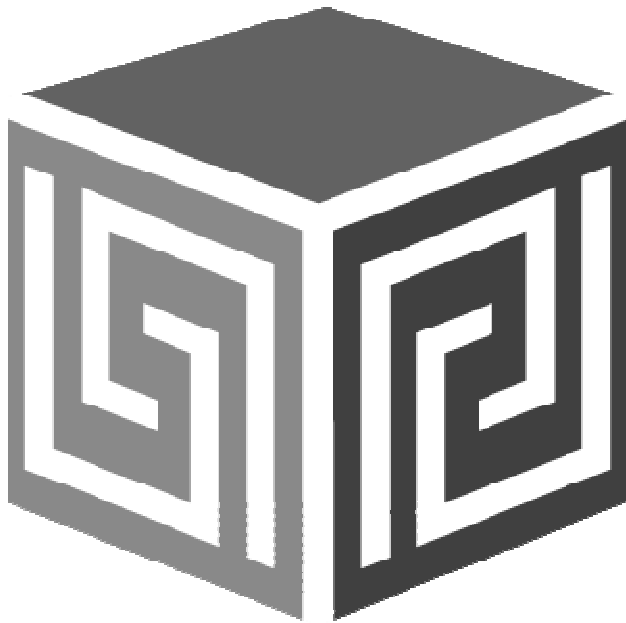


Having Your Business Intelligence the Way You Want It

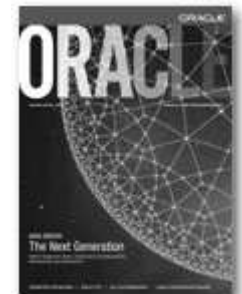
Collaborate '09 Session 230



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



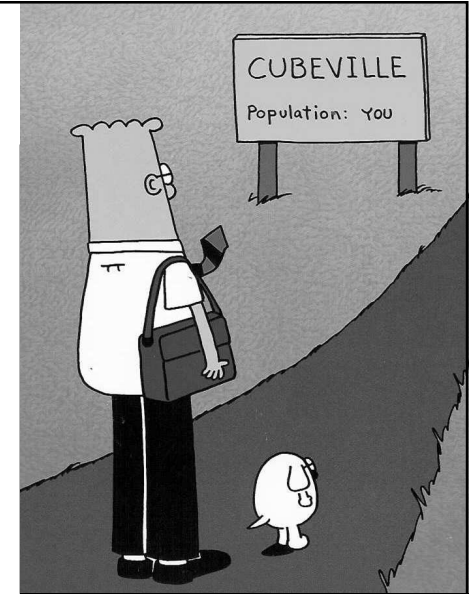
Vlamiis Collaborate Presentations

Presenter	Time	Title
Vlamiis and Schrader	Mon 10:45	Oracle Essbase and Oracle OLAP
Vlamiis and Schrader	Mon 2:30	Ask the Experts: Time dimensions in Essbase ad Oracle OLAP
Dan Vlamiis	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 INTELLIGENCE APPLICATIONS

Oracle BI
Applications

Oracle Daily
Business Intelligence

Oracle Corporate
Performance Management

PeopleSoft Enterprise
Performance Management

BUSINESS INTELLIGENCE PLATFORM

Oracle BI Suite Enterprise Edition

Oracle BI Suite Standard Edition

Oracle Real-Time Decisions

DATA WAREHOUSING

Oracle Warehouse Builder

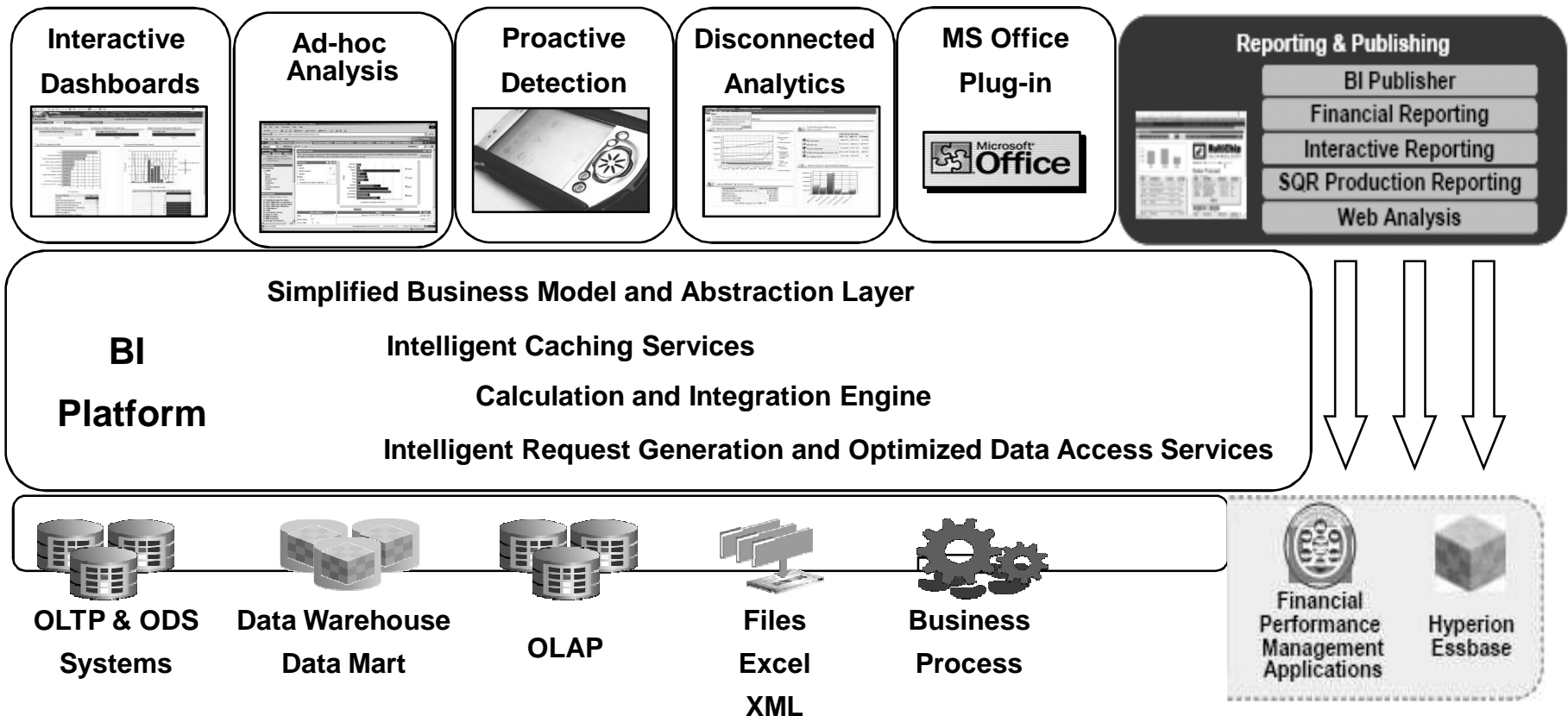
Oracle Partitioning

Oracle Data Mining

Oracle OLAP



Enterprise BI Architecture



OBI Suite Offerings

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

Source:

<http://www.oracle.com/technology/products/bi/standard-edition.html>



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/standard-edition-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/enterprise-edition.html>



BI Server Overview

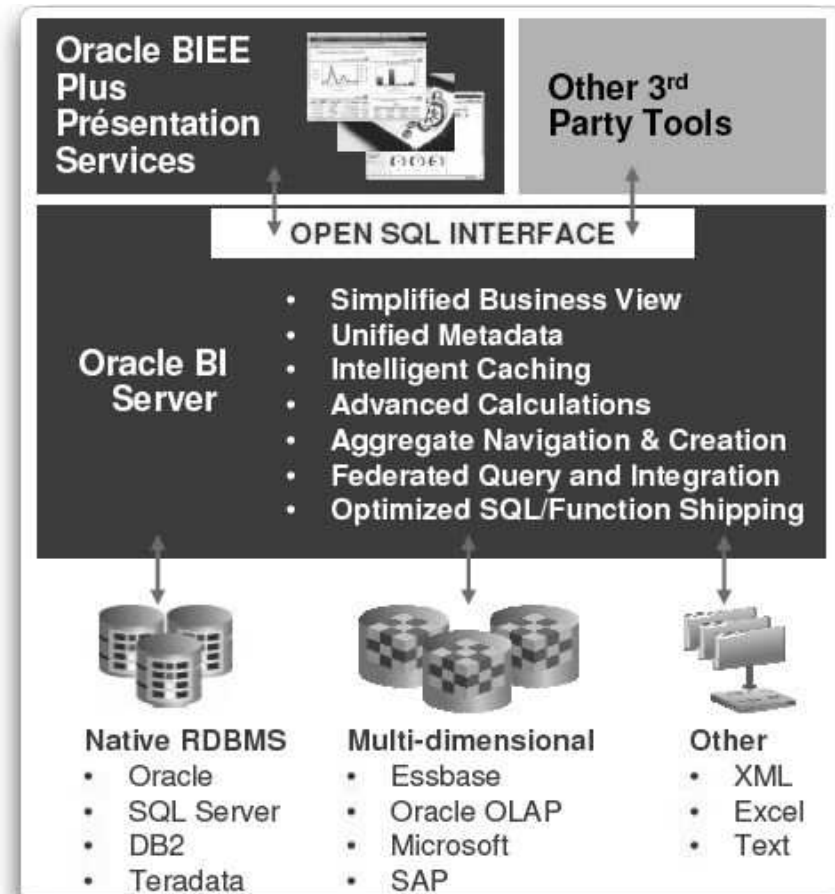
- Integrates information from various sources
 - Native RDBMS support for Oracle, SQL Server, DB2 and Teradata
- Sophisticated data access, aggregation, and calculation engine
- Three separate layers
 - Physical
 - Business Model
 - Presentation
- Mapping of physical data schemas (tables & joins) to 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

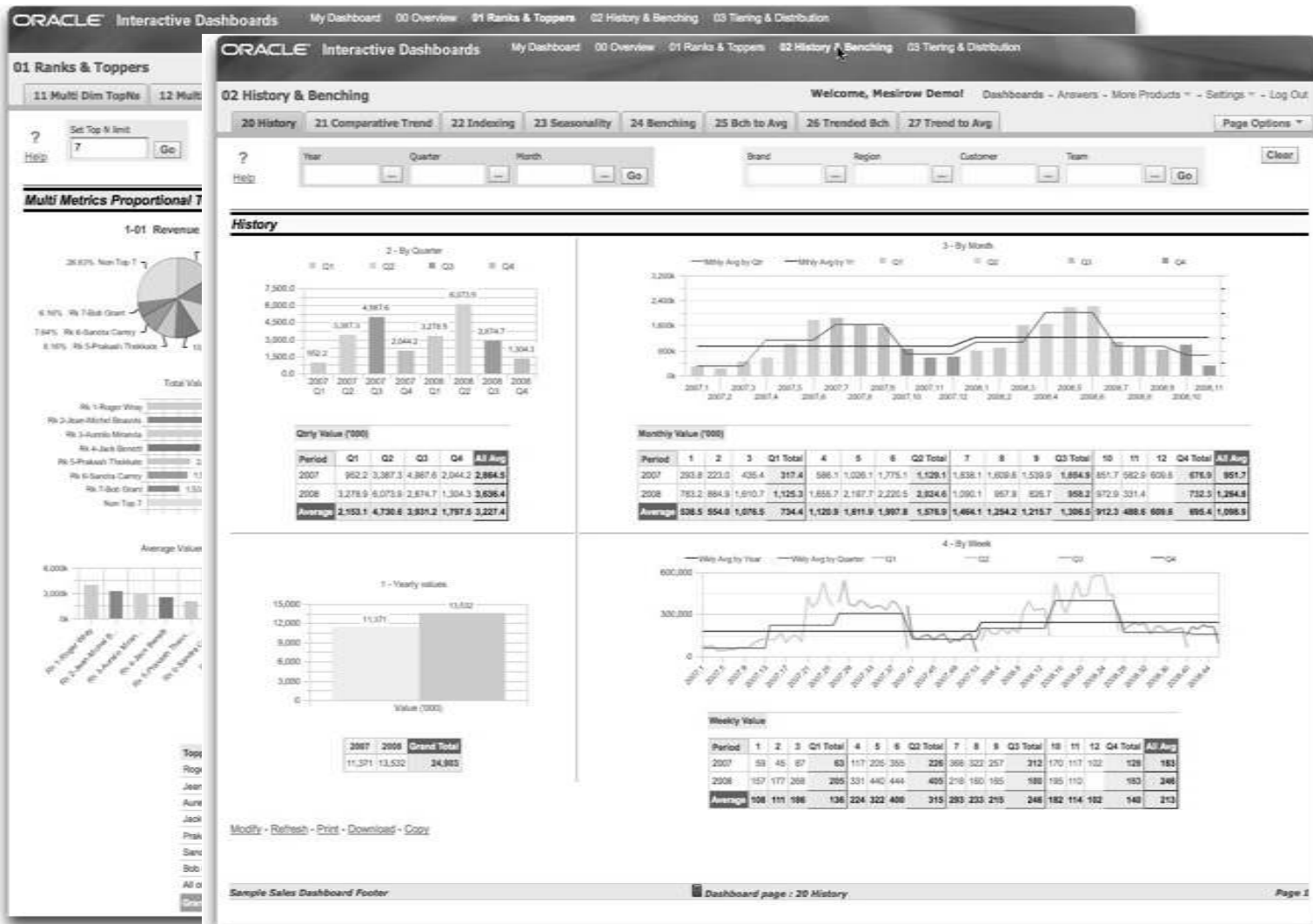


BIEE Dashboards and Answers

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



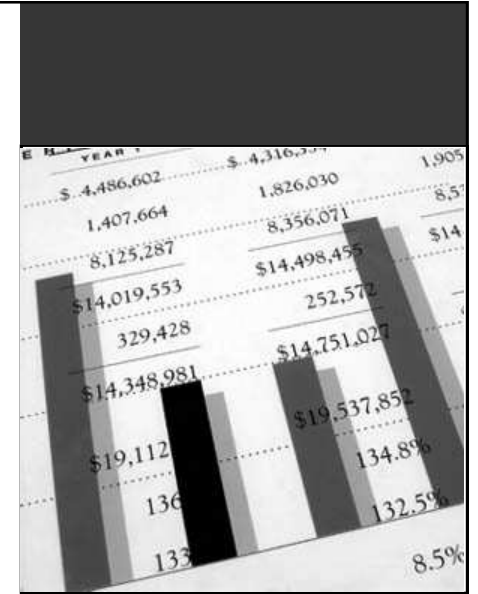
Dashboards



Answers



BI Publisher Pixel Perfect Reporting



BI Publisher

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



Building Reports

Document2 - Microsoft Word
File Edit View Insert Format Tools Table Window Help Oracle.BI Publisher Type a question for help

Adobe Reader - [1162868507978out.pdf]
File Edit View Document Tools Window Help

ORACLE
500 Oracle Parkway
Redwood Shores, CA 94065
USA

Detailed Revenue Report

Year 1998 Revenue
The total revenue for year 1998 is 37,438,810.00.

Product Category COATINGS
The total revenue for the product category COATINGS is 37,438,810.00.

Enterprise
The total revenue for the brand Enterprise is 7,798,224.00.

Region	District	Revenue (USD)
EASTERN REGION	YOUNGSTOWN DISTRICT	7,798,224.00
Total		7,798,224.00

Magicolor
The total revenue for the brand Magicolor is 9,592,812.00.

Region	District	Revenue (USD)
EASTERN REGION	BOSTON DISTRICT	4,375,800.00
CENTRAL REGION	KANSAS CITY DISTRICT	2,671,080.00
EASTERN REGION	PHILADELPHIA DISTRICT	2,545,932.00
Total		9,592,812.00

McCloskey
The total revenue for the brand McCloskey is 5,231,612.00.

Region	District	Revenue (USD)
SOUTHERN REGION	ATLANTA DISTRICT	5,231,612.00
Total		5,231,612.00

Valspar
The total revenue for the brand Valspar is 14,816,362.00.

Region	District	Revenue (USD)
EASTERN REGION	PHILADELPHIA DISTRICT	8,824,310.00
SOUTHERN REGION	JACKSONVILLE DISTRICT	6,562,444.00
CENTRAL REGION	KANSAS CITY DISTRICT	1,335,222.00
SOUTHERN REGION	CHARLOTTE DISTRICT	263,886.00
Total		14,816,362.00

Year 1999 Revenue
The total revenue for year 1999 is 175,485,884.00.

Product Category COATINGS

Page 2 of 4

ORACLE
500 Oracle Parkway
Redwood Shores, CA 94065
USA

The total revenue for the product category COATINGS is 175,485,884.00.

Enterprise
The total revenue for the brand Enterprise is 29,430,672.00.

Region	District	Revenue (USD)
WESTERN REGION	LOS ANGELES DISTRICT	24,207,200.00
SOUTHERN REGION	MEMPHIS DISTRICT	4,523,472.00
Total		29,430,672.00

Magicolor
The total revenue for the brand Magicolor is 1,516,808.00.

Region	District	Revenue (USD)
EASTERN REGION	NEW YORK DISTRICT	1,501,888.00
CENTRAL REGION	MINNEAPOLIS DISTRICT	14,920.00
Total		1,516,808.00

McCloskey
The total revenue for the brand McCloskey is 105,156,452.00.

Region	District	Revenue (USD)
EASTERN REGION	PHILADELPHIA DISTRICT	42,755,088.00
EASTERN REGION	BOSTON DISTRICT	34,758,304.00
SOUTHERN REGION	JACKSONVILLE DISTRICT	22,517,754.00
SOUTHERN REGION	CHARLOTTE DISTRICT	4,765,676.00
Total		105,156,452.00

Valspar
The total revenue for the brand Valspar is 28,301,762.00.

Region	District	Revenue (USD)
EASTERN REGION	NEW YORK DISTRICT	22,189,758.00
EASTERN REGION	BOSTON DISTRICT	8,630,580.00
SOUTHERN REGION	DALLAS DISTRICT	4,064,584.00
CENTRAL REGION	MINNEAPOLIS DISTRICT	2,519,280.00
CENTRAL REGION	KANSAS CITY DISTRICT	1,897,554.00
Total		38,301,762.00

Year 2000 Revenue
The total revenue for year 2000 is 8,648,586.00.

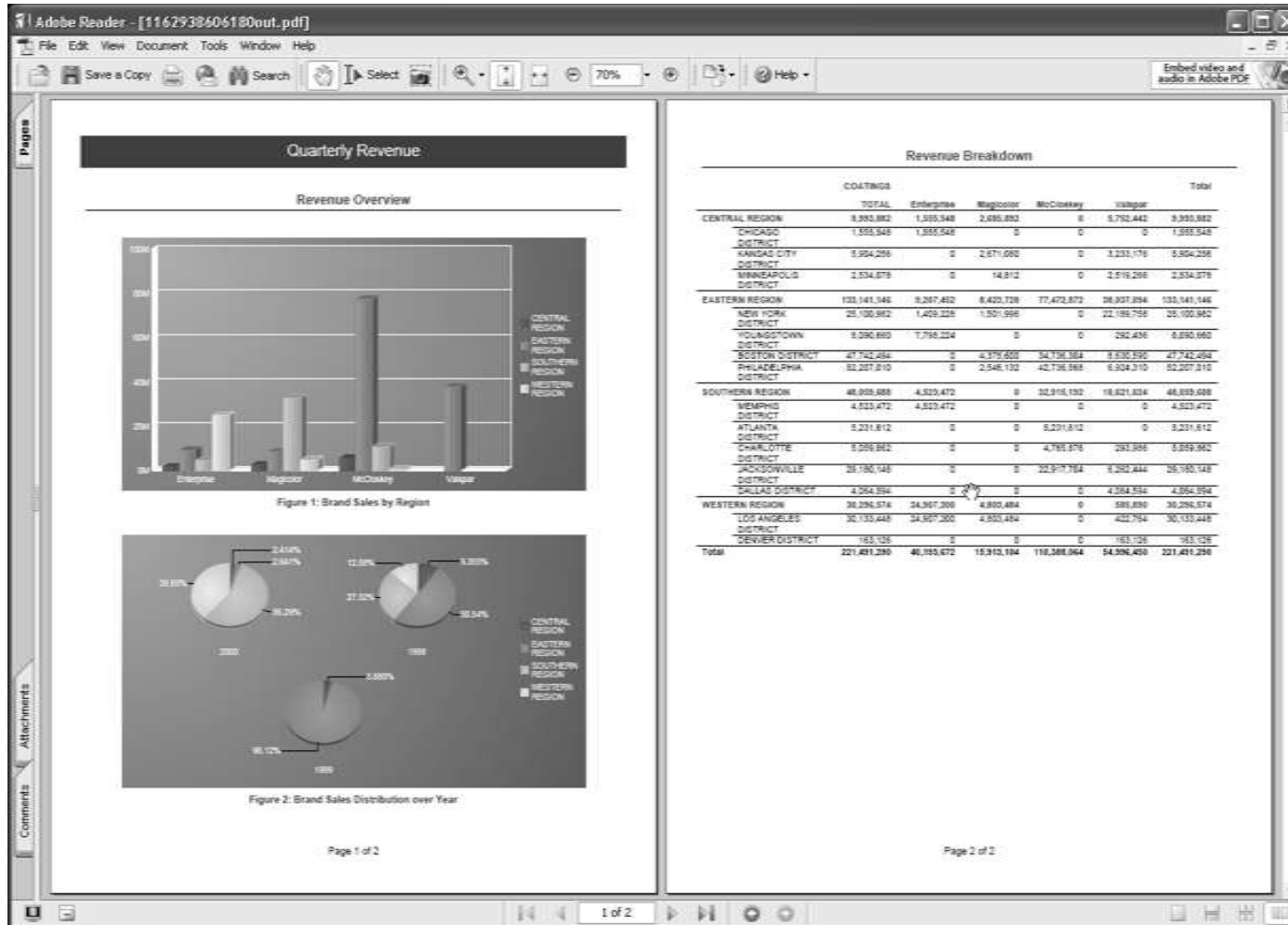
Product Category COATINGS
The total revenue for the product category COATINGS is 8,648,586.00.

Enterprise
The total revenue for the brand Enterprise is 2,364,776.00.

Page 3 of 4



... Advanced Reports,



... Business Documents,

Adobe Reader - [1162605245075out.pdf]

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ORACLE

500 Oracle Parkway
Redwood Shores, CA 94065
Phone +1.650.506.7000

INVOICE

INVOICE #101021-12
DATE: Mar 11, 2004

TO:
AT&T Universal Card
5645 Main Street
Jacksonville, FL 32209
US

SHIP TO:
AT&T Universal Card
115 INDUSTRIAL BLVD.
SAN MATEO, CA 94401
US

COMMENTS OR SPECIAL INSTRUCTIONS:
Standard Instructions

SALESPERSON	P.O. NUMBER	SHIPPING NUMBER	SHIPPED VIA	SHIPPING DATE	TERMS
Able, Ms. Marsha	9-11013810	AE-242988	Airborne	Mar 10, 2004	Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
200	Colour Cartridge	100.99	20,198.00
10	Cartridge Carrier	25.78	257.80
10	B/W Cartridge Carrier	34.45	344.50
200	B/W Cartridge	74.50	14,900.00
5	2GB DIMM	435.00	2,175.00



And the W2 form becomes a report.

Report Viewer

ORACLE® BI Publisher Enterprise

Welcome, admin Preferences Sign Out Help

Reports Schedules Admin

Home > Shared Folder > Executive > Employee Salary Report

View Schedule History Edit Configure

Departments All Employee All

Template Charts New

html pdf rtf excel data

View Export Send Schedule Analyzer Analyzer for Ex

Executive Summary

data for both charts and the detailed data from the table come from the same data set.

Figure 1: Average Salary by Department

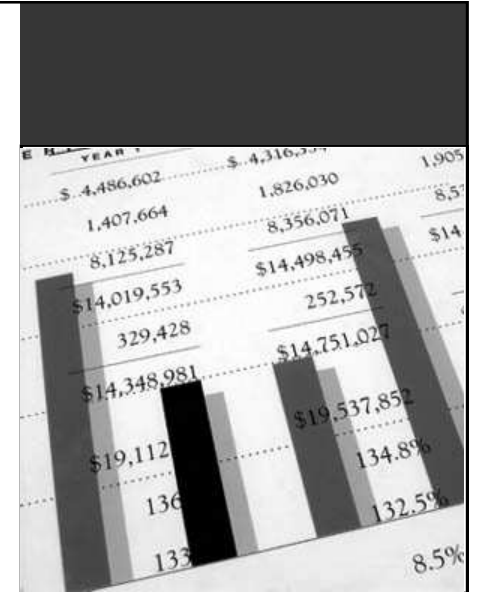
Department	Average Salary
Accounting	~20K
Administration	~10K
Executive	~40K
Finance	~60K
Human Resources	~30K
IT	~40K
Marketing	~30K
Public Relations	~20K
Purchasing	~30K
Sales 2	~150K
Shipping	~150K

Figure 2: Salary Spend by Department

Department	Salary Spend (%)
Accounting	3.074%
Administration	0.6663%
Executive	5.148%
Finance	7.813%
Human Resources	0.9843%
IT	4.361%
Marketing	2.877%
Public Relations	1.514%
Purchasing	3.770%
Sales 2	46.11%
Shipping	23.68%



Apple iPhone Mobile Reporting



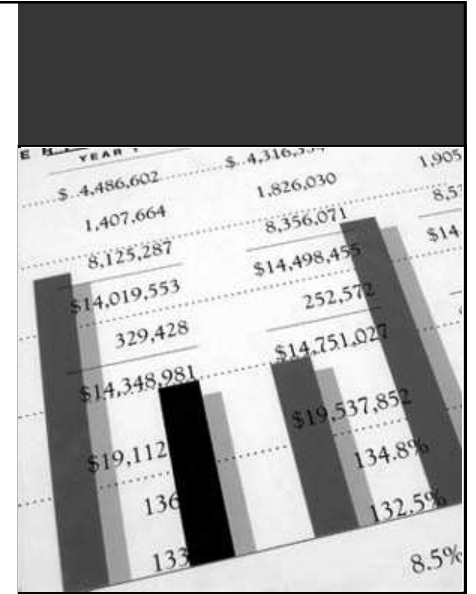
iPhone and BI

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

iPhone Demo



Microsoft Office Desktop Reporting

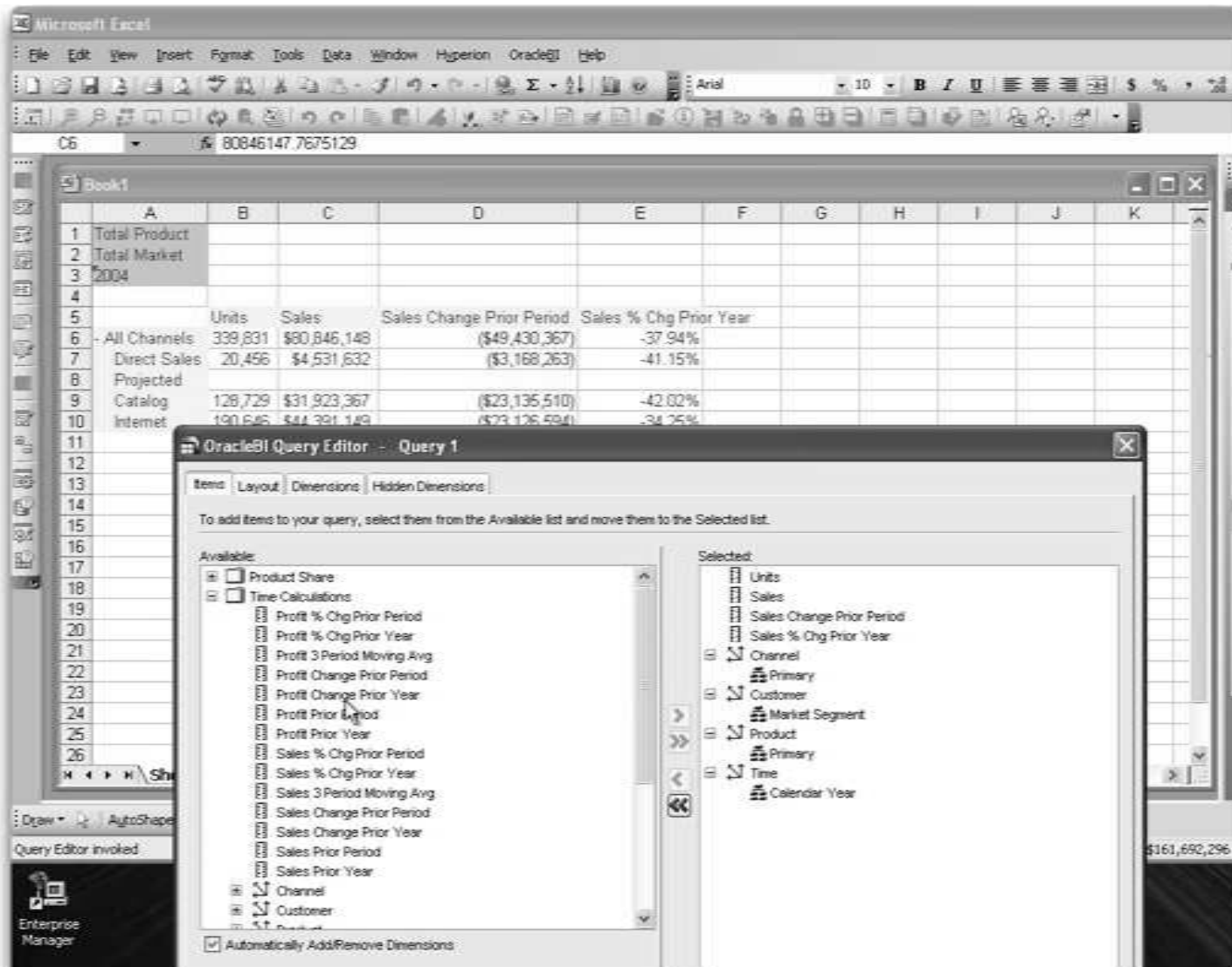


Office Tools

- 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



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

The screenshot displays the Microsoft Excel 2007 interface. The main window shows a PivotTable with the following data:

Row Labels	Catalog	Direct Sales	Internet	Grand Total
2005 *	\$50,841,652.26	\$7,712,991.45	\$78,431,938.25	\$136,986,581.96
2006 *	\$49,376,259.75	\$7,759,440.97	\$83,002,676.67	\$140,138,377.39
2007 *	\$112,575,095.35	\$10,986,971.13	\$611,541.07	\$124,173,607.55
Q1.07	\$29,124,448.56	\$2,398,002.95		\$31,522,451.51
Q2.07	\$28,823,435.69	\$2,795,201.57		\$31,618,637.26
Q3.07	\$28,379,702.29	\$2,716,445.00	\$17,498.04	\$31,113,645.33
Q4.07	\$26,247,508.81	\$3,077,321.61	\$594,043.03	\$29,918,873.45
2008 *	\$74,107,008.87	\$505,410.70		\$74,612,419.57
Grand Total *	\$286,900,016.23	\$26,964,814.25	\$162,046,155.99	\$475,910,986.47

The PivotTable Field List task pane on the right shows the following configuration:

- Choose fields to add to report:**
 - Channel:** ☒ Primary
 - Customer:** ☐ Market, ☐ Shipments
 - Product:** ☐ Primary
 - Time:** ☒ Calendar
- Drag fields between areas below:**
 - Report Filter:** (Empty)
 - Column Labels:** Primary
 - Row Labels:** Calendar
 - Values:** Sales
- ☐ Defer Layout Update
-

The status bar at the bottom indicates: Ready Calculate, Average: 62086803.78, Count: 5, Sum: 248347215.1, 100% zoom.



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.

	A	B	C	D	E
1	CHANNEL	Direct Sales			
2	CUSTOMER	Computer Services Toronto			
3		Sales			
4		-Q1.09	JAN-09	FEB-09	MAR-09
5	-Desktop PCs	550.00	250.00	100.00	200.00
6	Sentinel Financial	550.00	250.00	100.00	200.00
7	Sentinel Multimedia	909			
8	Sentinel Standard	600			

ClearView <u>A</u> ctions	▶	
ClearView Spread Amount	▶	Spread Right Evenly
ClearView Setup	▶	Spread Left Evenly
		Spread Right Proportionally
		Spread Left Proportionally

Right Click to Spread Sales from the Quarter to months

	A	B	C	D
1	CHANNEL	Direct Sales		
2	CUSTOMER	Computer Services Toronto		
3		Sales		
4		-Q1.09	JAN-09	FEB-09
5	-Desktop PCs	550.00	250.00	100.00
6	Sentinel Financial	550.00	250.00	100.00
7	Sentinel Multimedia	909	303	303
8	Sentinel Standard	600	200	200

	A	B	C	D
1	CHANNEL	Direct Sales		
2	CUSTOMER	Computer Services Toronto		
3		Sales		
4		-Q1.09	JAN-09	FEB-09
5	-Desktop PCs	2059.00	753.00	603.00
6	Sentinel Financial	550.00	250.00	100.00
7	Sentinel Multimedia	909.00	303.00	303.00
8	Sentinel Standard	600.00	200.00	200.00

Submit data to the Task Queue for Writeback

Refresh the query to see the submitted data with



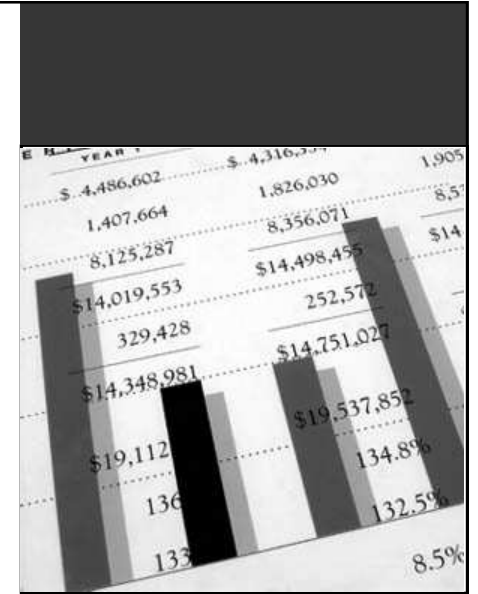
Clearview and Excel

The screenshot displays the Oracle Essbase Spreadsheet Add-in interface within Microsoft Excel. The 'ClearView' menu is open, showing various options for interacting with the Essbase data. The background spreadsheet shows a forecast report for 'Computer Services Toronto' with columns for months from March to December and rows for different asset categories and revenue types.

	MAR-08	APR-08	MAY-08	JUN-08	JUL-08	AUG-08	SEP-08	OCT-08	NOV-08	DEC-08
Computer Services Toronto	5.99	5.99	5.99	5.99	5.99	5.99	5.99	5.99	5.99	5.99
Forecast	5.99	5.99	5.99	5.99	5.99	5.99	5.99	5.99	5.99	5.99
A1100 - Cash and ST Equiv	23,085.0	1,770.0	1,412.0	38,641.0	1,313.0	88,852.0				
A1300 - Other Current Assets										
A1400 - Inventory										
A1500 - FA, Less Depr										
A1600 - Other Assets										
A1700 - Intercor Assets										
A1000 - Total Assets										
A4100 - Hardware Rev										
A4210 - Support - Initial										
A4220 - Support - Renewal										
A4200 - Support Rev										
A4300 - Consulting Rev										
A4400 - Training Rev										
A4500 - Misc Rev										
A4000 - Total Revenue										
A9110 - VP										
A9120 - Director										
A9130 - Manager										
A9140 - Sr Consultant										
A9150 - Consultant										
A9160 - Staff Consultant										
A9170 - Administrative										
A9100 - Headcount										



Jdeveloper Applications Custom Solutions



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 functionality for analyzing data
- Wizard technology provides for rapid development



Jdeveloper – Using BI Data Sources

- SQL (including Oracle OLAP)

Choose Application Resources to create a database connection owned by and deployed with the current application (Application1). Choose IDE Connections to create a connection that can be added to any application.

Create Connection In: ☒ Application Resources ☐ IDE Connections

Connection Name:

Connection Type:

Username: Role:

Password: ☒ Save Password ☐ Deploy Password

– Oracle (JDBC) Settings –

☐ Enter Custom JDBC URL

Driver:

Host Name: JDBC Port:

☐ SID:

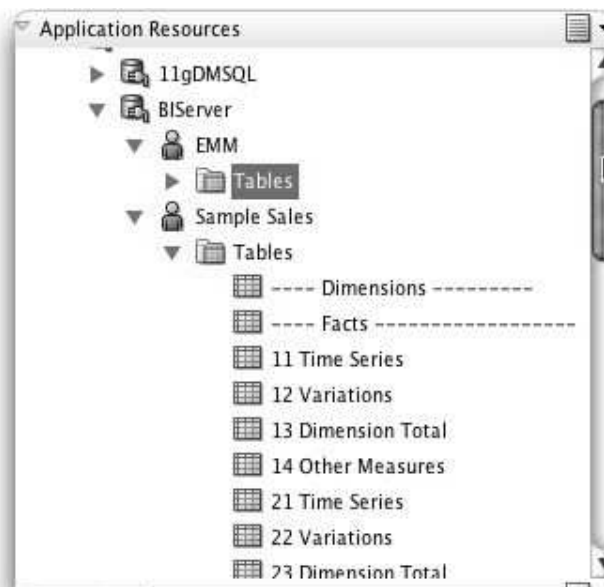
☒ Service Name:

Success!



Jdeveloper – Using BI Data Sources

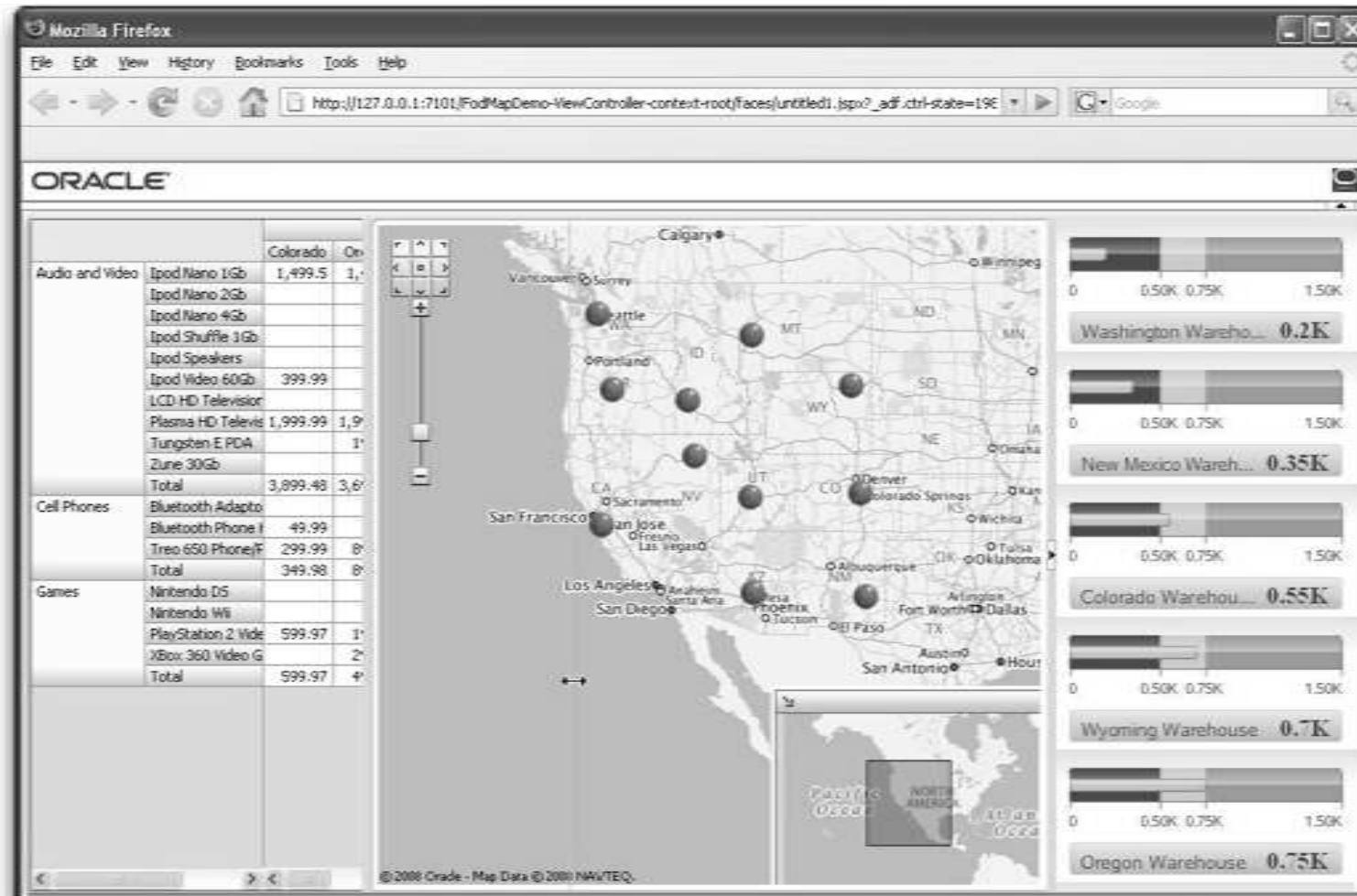
- BI Server
- Access data just like SQL



Custom Applications



Custom Applications



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.

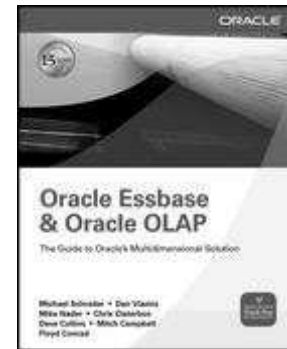


Questions



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



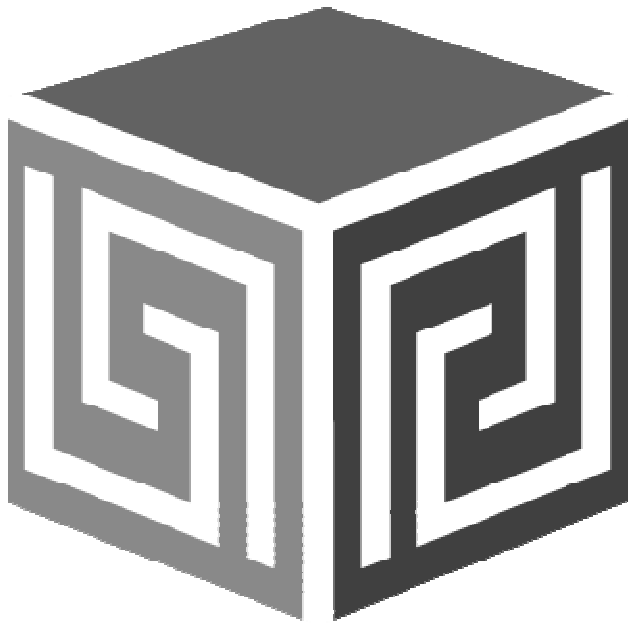
Oracle Essbase & Oracle OLAP: A Guide to Oracle's Multidimensional Solution

- 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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