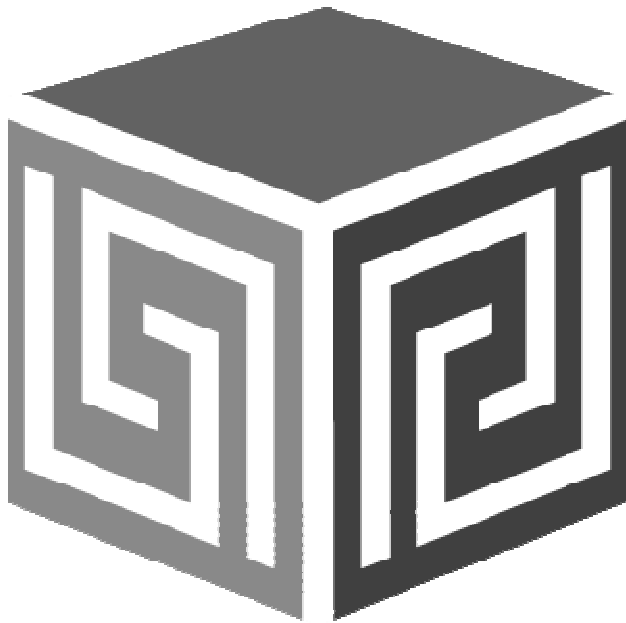# Having Your Business Intelligence the Way You Want It
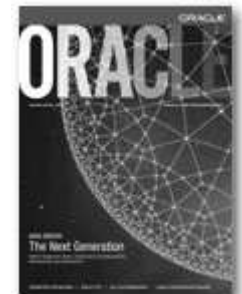
Collaborate '09
Session 230

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
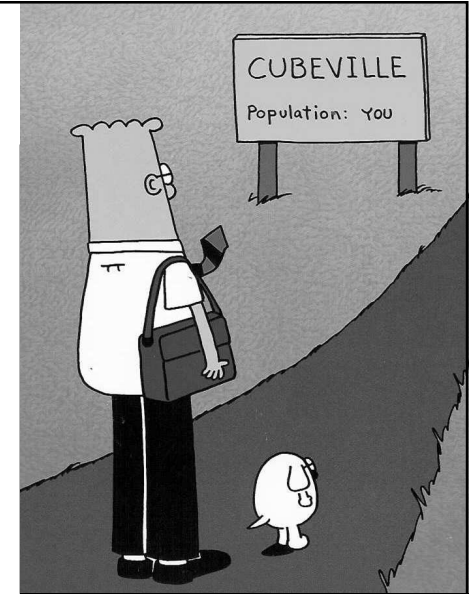
Comprehensive DW and BI stack (source - Oracle)

PRE-BUILT BUSINESS 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

Interactive Dashboards	Ad-hoc Analysis	Proactive Detection	Disconnected Analytics	MS Office Plug-in	Reporting & Publishing
				Microsoft Office	BI Publisher
					Financial Reporting
					Interactive Reporting
					SQR Production Reporting
					Web Analysis

BI Platform

Simplified Business Model and Abstraction Layer

Intelligent Caching Services

Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services

OLTP & ODS Systems	Data Warehouse Data Mart	OLAP	Files Excel XML	Business Process	Financial Performance Management Applications	Hyperion Essbase

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

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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/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
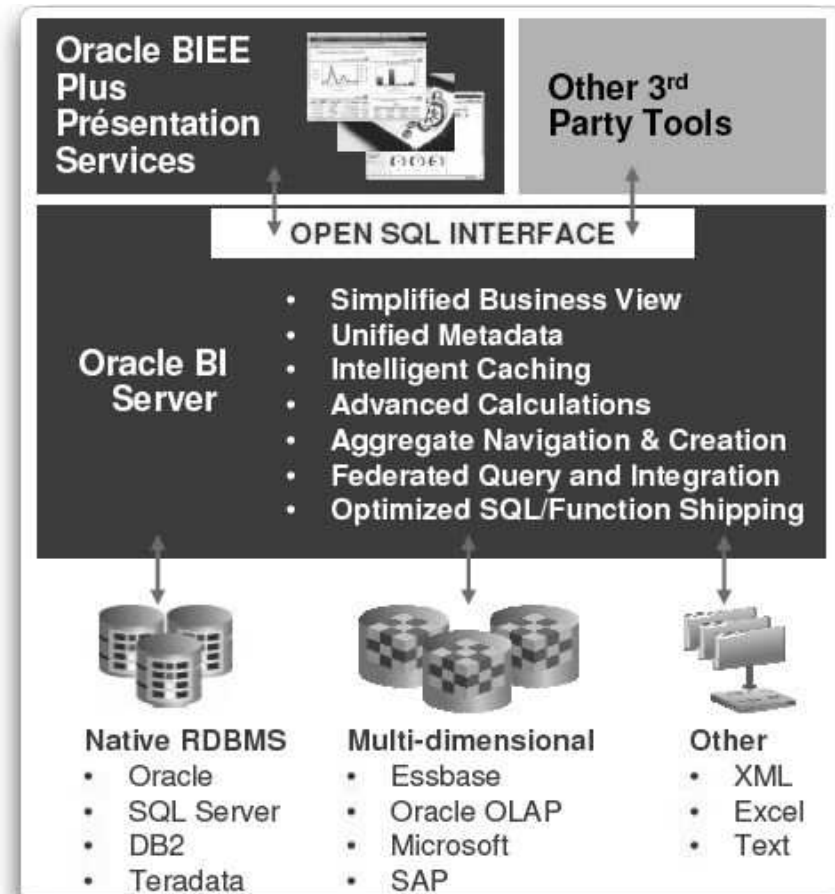
Dashboards & Answers
Ad Hoc Reporting

BIEE Dashboards and Answers

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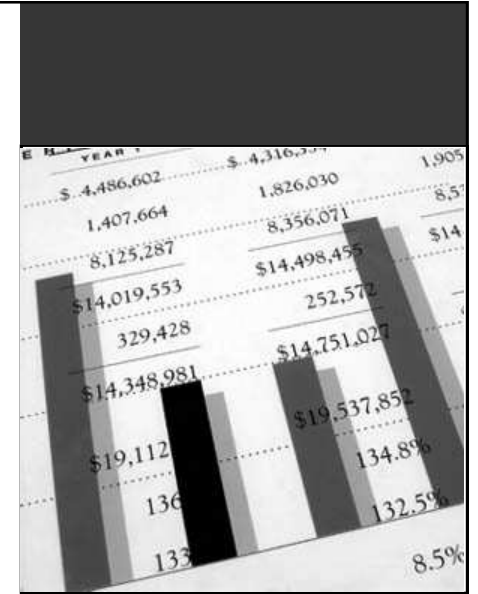
Dashboards
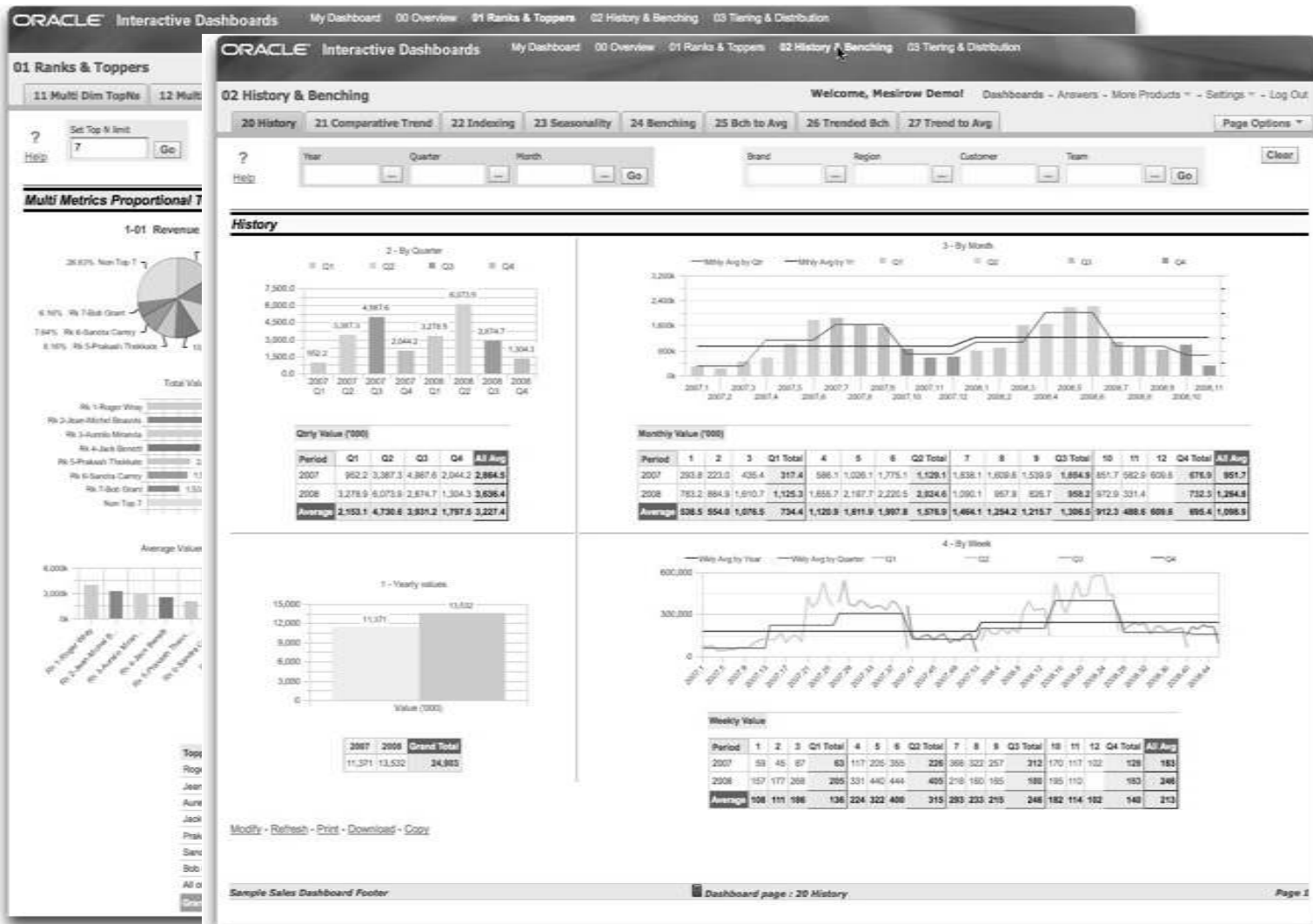
Answers

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)

Building Reports

… Advanced Reports,

… Business Documents,

Adobe Reader - [1162605845075out.pdf]

File Edit View Document Tools Window Help

Save a Copy | Search | Select | 120% | Help | Search Web | Great offers from Adobe

ORACLE

INVOICE

500 Oracle Parkway
Redwood Shores, CA 94065
Phone +1.650.506.7000

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 Cartidge	100.99	20,198.00
10	Cartridge Carrier	25.78	257.80
10	B/W Cartidge Carrier	34.45	344.50
200	B/W Cartidge	74.50	14,900.00
5	2GB DIMM	435.00	2,175.00

1 of 1

Or Government Forms

And the W2 form becomes a report.

Report Viewer

Select one of multiple layouts

Output options: PDF, HTML, RTF and EXCEL

Cascading Parameters

Multiple charts with 3D and Gradient effects

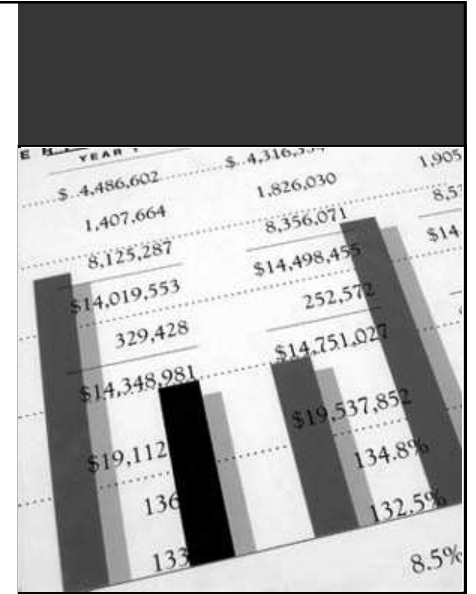# Apple iPhone
Mobile Reporting

Collaborate 2009
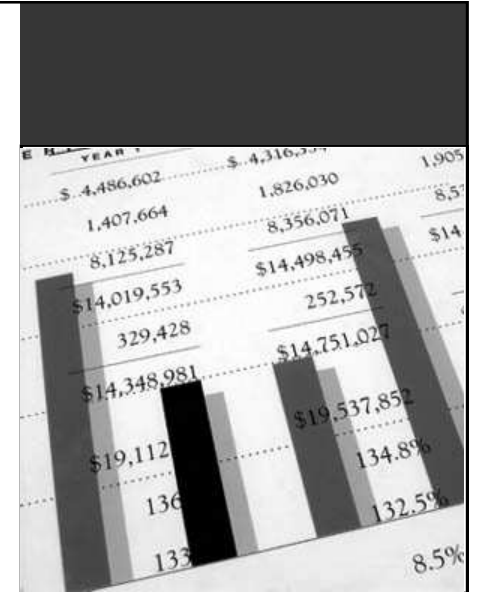
iPhone and BI

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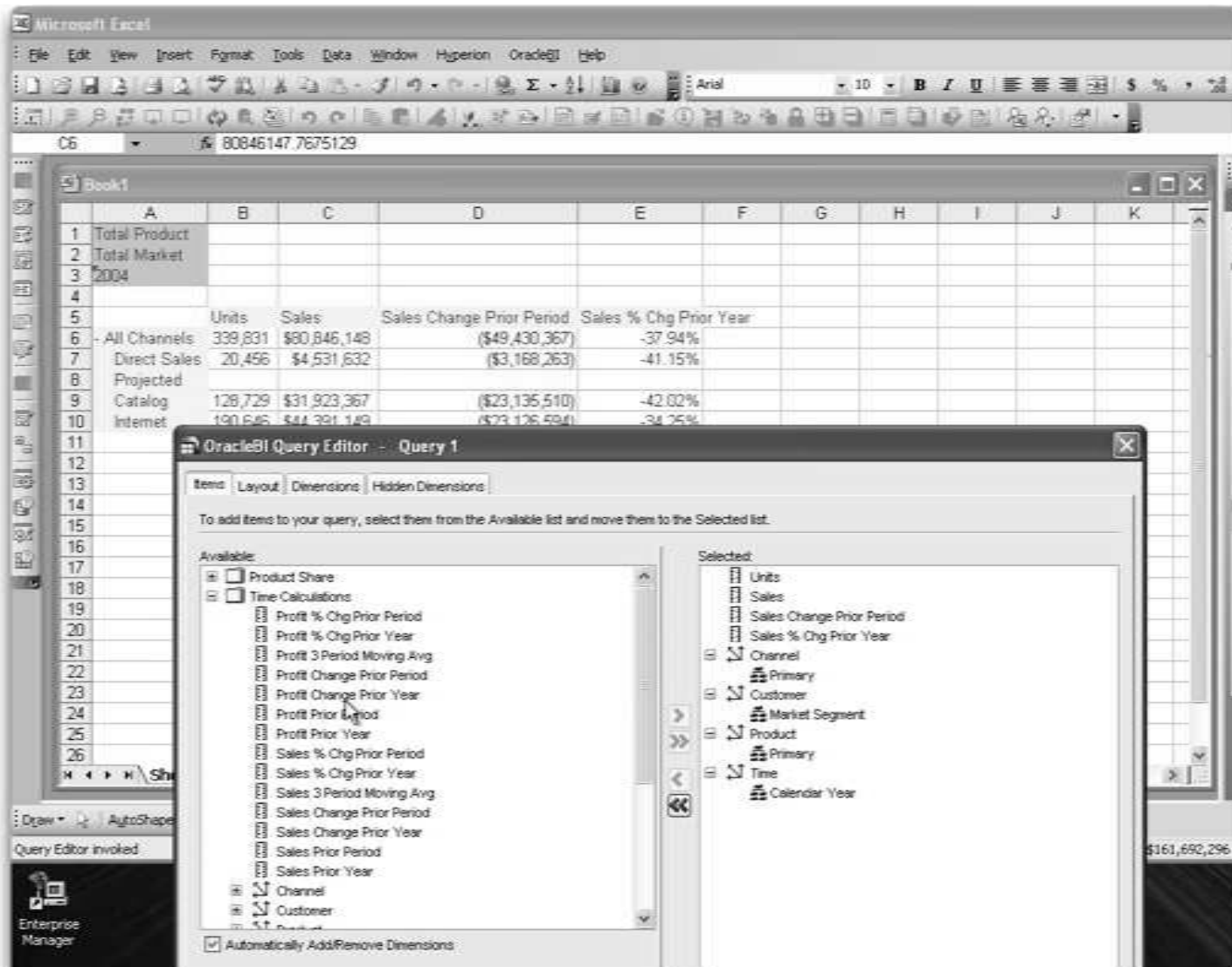 - BIEE
  - iPhone Demo

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

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.

Clearview and Excel

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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 functionally for analyzing data

- Wizard technology provides for rapid development

Jdeveloper – Using BI Data Sources

- SQL (including Oracle OLAP)
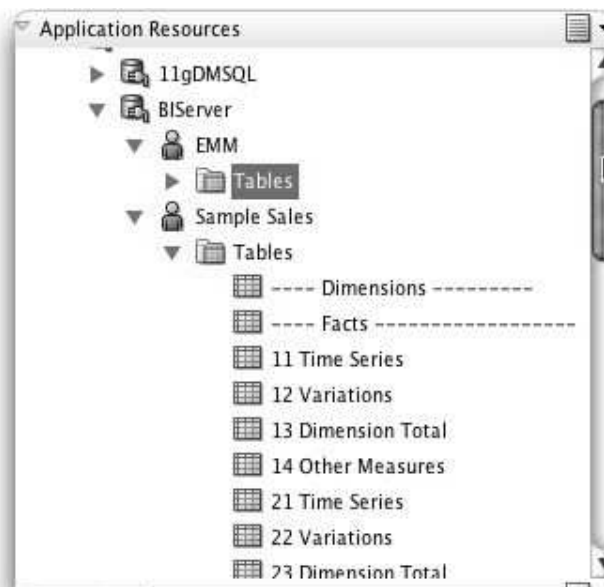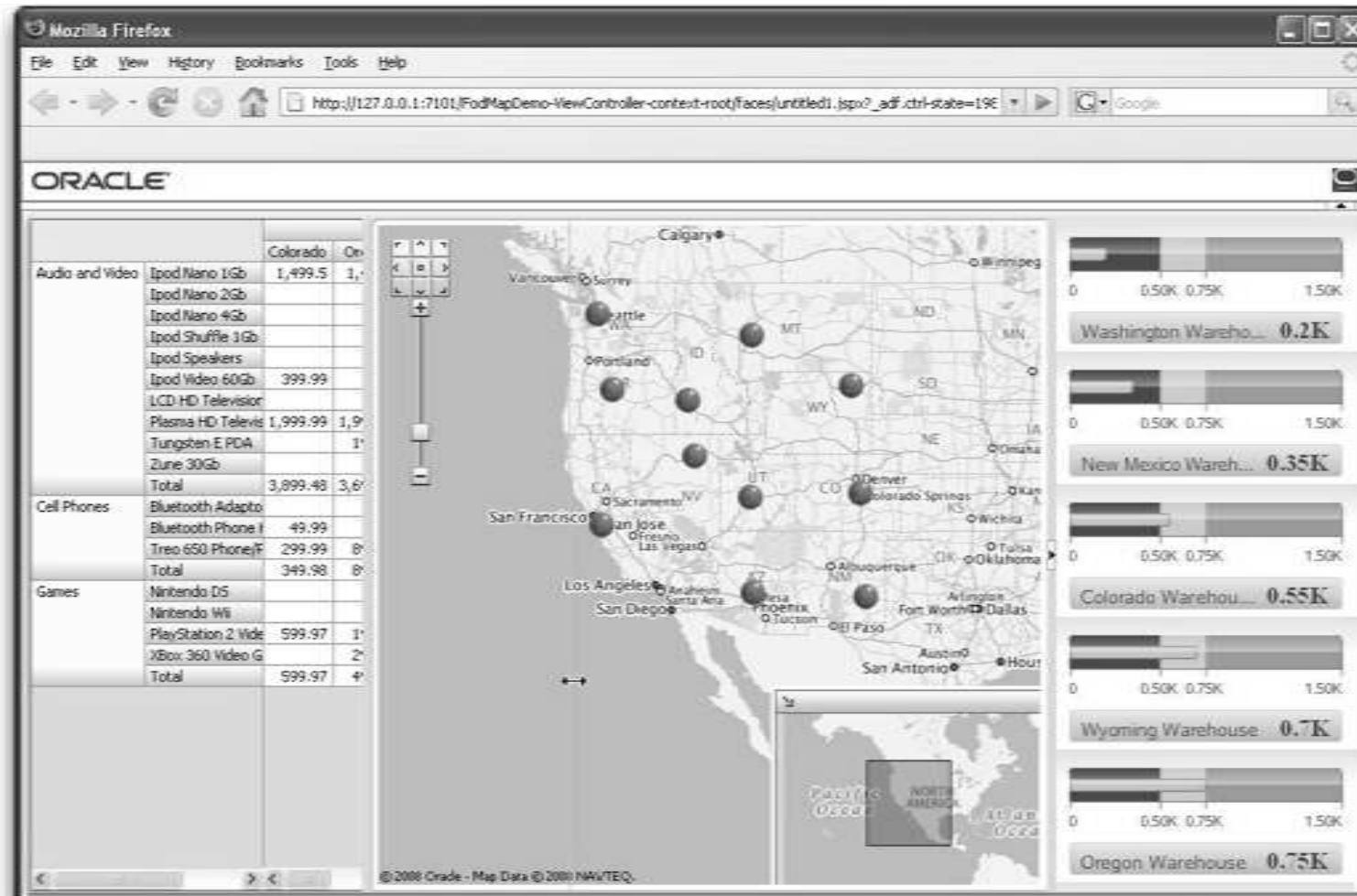
Jdeveloper – Using BI Data Sources

- 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.
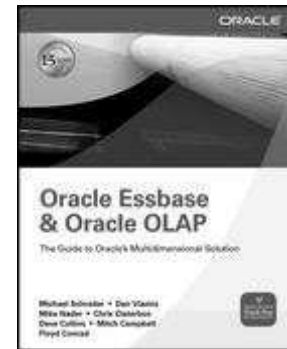
Questions

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

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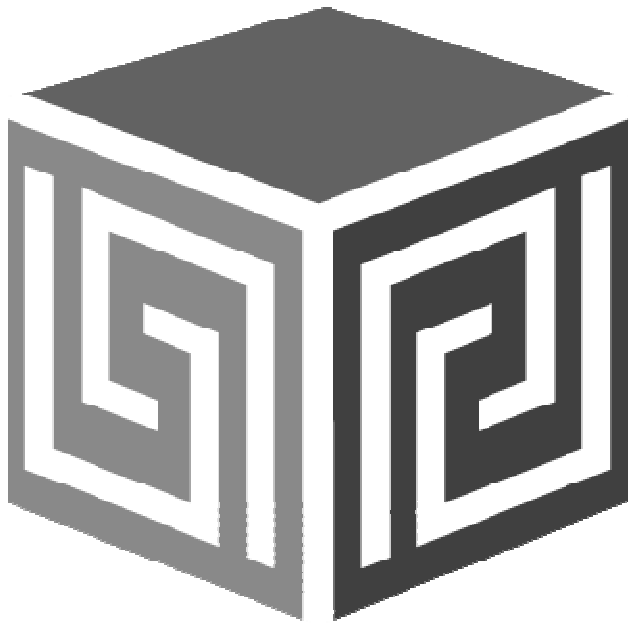
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