

# New Features of Oracle Business Intelligence 11g

## Using in the Real World

*Collaborate 2011 Session 200*

*Chris Claterbos*

*Tim Vlamis*

**Vlamis Software Solutions**

**816-781-2880**

**<http://www.vlamis.com>**



# Vlamis Software Solutions, Inc.

- Founded in 1992 in Kansas City, Missouri
- Oracle Partner and reseller since 1995
- Developed more than 200 Oracle BI systems
- Specializes in ORACLE-based:
  - Data Warehousing
  - Business Intelligence
  - Data Transformation (ETL)
- Delivers
  - Design and integrated BI and DW solutions
  - Training and mentoring
- OBIEE 11g beta program participant
- Expert presenter at major Oracle conferences
- [www.vlamis.com](http://www.vlamis.com) (blog, papers, newsletters, services)



# Who We Are

- **Chris Claterbos**

- Consulting and Development Manager for VlamiS Software Solutions, Inc.
- DBA and applications developer for Oracle products, since 1981.
- Beta tester and early adopter of - including OBIEE11g, Oracle 8i, 9i, 10g and 11g and JDeveloper
- Speaker and author.
- Previous IOUG Focus Area Manager for Data Warehousing and BI



- **Tim VlamiS**

- Consultant for VlamiS Software Solutions, Inc.
- Past presenter at Oracle OpenWorld, Collaborate, BIWA Summit, ODTUG, and other Oracle conferences.
- 20+ years experience in business modeling and valuation, forecasting, and scenario analyses.
- Professional Certified Marketer (PCM) from AMA.
- Active Member of NICO (Northwestern Institute on Complex Systems).
- MBA Kellogg School of Management (Northwestern).
- BA Economics Yale University.
- Adjunct Professor of Business, Benedictine College



# Overview

- The New Architecture
- What's New and Old in Administration
- The New Analysis Look and Feel
- Answers
  - Column Types
  - Aggregates
- Dashboards
  - New Prompts
  - Master Detail
- Actionable Intelligence (Alerts and iBots)
- BI Publisher
  - New Web Based Layout Editor
  - Integration with Dashboards
- Using Maps – A whole new world!
- ScoreCard



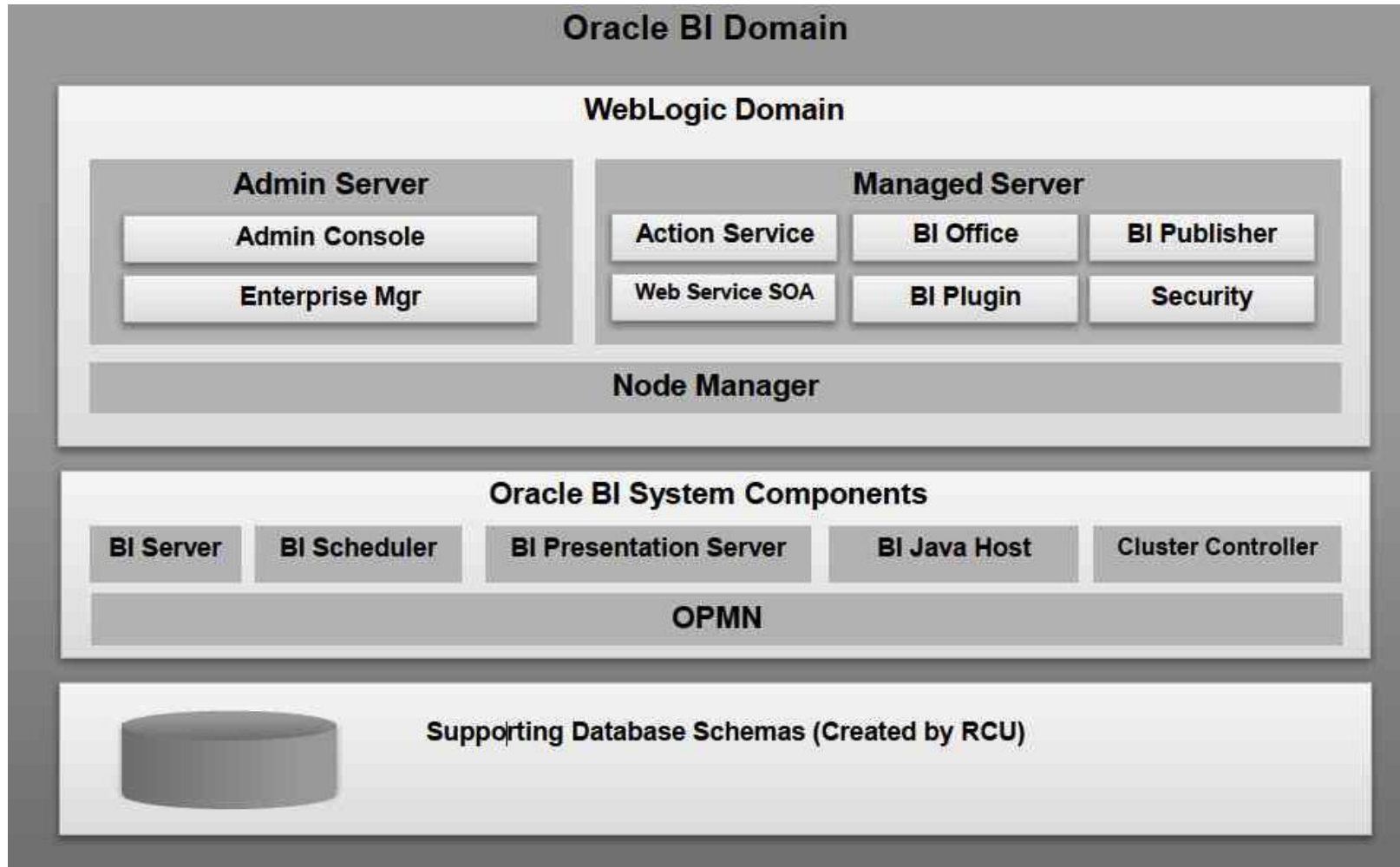
# OBIEE 11g Architecture

What has changed?

- Weblogic replaces OC4J and OAS
- Security is now done with Weblogic
- Servers now stay up!
- RPD and Webcat management done in Enterprise Manager (Weblogic)
- Can now setup and administrate shared servers



# OBIEE 11g Architecture





# Management and Operations

- System Management
  - Major changes – across the board
  - Centralized / Distributed Management
  - Managed via EM
- Lifecycle
  - Many changes – Install, upgrade, migration, patch ...
  - Managed via standard tools
- Other Changes
  - Improved scaling / resource usage



# Key Administration Features

- Web Logic Used to Managed Servers and Services
- WebLogic Used to Manage Users and Groups
- AdminTool still used to manage data security and filters





# OBIEE 11g – What Has Changed?

- Identity Store is embedded LDAP server (WLS)
- Users available everywhere
- Application Roles available everywhere
- User Profile derived from LDAP server
- Users/Groups no longer defined in RPD
- Administrator and Administrators not hard-coded
- RPD protected by RPD Password
- Administrator user not used for Inter-Process Communication (component to component)



# OBIEE 11g – What has not Changed

- Init Blocks
- External Authenticators
- Custom Authenticators
- Database Authentication
- SA System Subject Area
- RPD access control
- Web Catalog access control

**Essentially Everything that was in 10g is in 11g**



# Leveraging Fusion Middleware Tech

- WLS (**W**eb **L**ogic **S**erver)
  - Application server
  - Required on every OBIEE machine
- OPMN (**O**racle **P**rocess **M**anagement **N**etwork)
  - Used for distributed process start / stop / restart
  - Process recovery (optional), Process 'Ping'
  - Managed via EM
  - Can also be used for performance collection (DMS)
  - Required on every OBIEE machine



# Enterprise Manager 11g

ORACLE Enterprise Manager Fusion Middleware Control 11g

Setup Help Log Out

Farm Topology

coreapplication Business Intelligence Instance

Logged in as weblogic  
Page Refreshed Feb 24, 2011 3:31:29 PM CST

Change Center: Lock and Edit Configuration

Overview Capacity Management Diagnostics Security Deployment

Metrics Availability Scalability Performance

### System Components Availability

Start All Stop All Restart All Start Selected Stop Selected Restart Selected

Name	Status	Host	Port	Oracle Instance	Note
BI Presentation Servers	Up				
coreapplication_obips1	Up	vss6.vlamiis.org	9710	instance1	
BI Servers	Up				
BI Schedulers	Up				
BI Cluster Controllers	Up				
BI JavaHosts	Up				

### Potential Single Points of Failure

The following components have no backup configured. A failure in one of these components can bring down your system

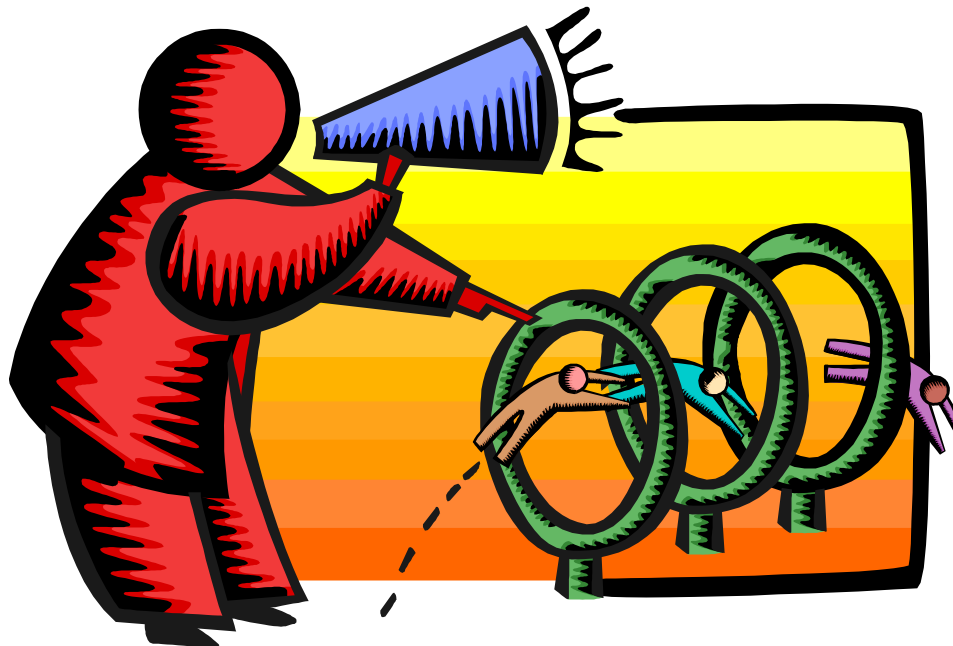
Risk of failure	Name	Type	Recommended action
Medium	coreapplication_obis1	BI Server	Scale Out Selected
Medium	coreapplication_obips1	BI Presentation Server	Scale Out Selected
Medium	coreapplication_obisch1	BI Scheduler	Configure Primary / Secondary
Medium	coreapplication_obiccs1	BI Cluster Controller	Configure Primary / Secondary
Medium	coreapplication_obijh1	BI JavaHost	Scale Out Selected

### Primary/Secondary Configuration

The primary and secondary servers for Scheduler and Cluster Controller



# Web Administration Demo





# New Answers, Dashboards and BI Publisher Features

## New Features

- Unified Framework
- Column Types
  - Interaction
  - Selection steps
  - Groups
  - Calculated Items
- Unified Prompting
- New Graph Features
- Maps
- BI Publisher Integration and Web Editor



# New Home Page

**ORACLE Business Intelligence** Search  All

Home Catalog Dashboards   Signed In As **Michelle Arty**

### Create...

- Analysis and Interactive Reporting**  
Analysis | Dashboard | More ▾
- Published Reporting**  
Report | Report Job | More ▾
- Actionable Intelligence**  
Agent | Action
- Performance Management**  
Scorecard | KPI | KPI Watchlist
- Marketing**  
Segment | Segment Tree | List Format

### Browse/Manage...

- All Content ▾
- My Analyses
- My Reports
- My Scorecards
- My Agent Subscriptions
- My Agents
- Marketing Jobs
- Report Jobs
- Report Job History

### Get Started...

- Introduction to Oracle BI
- Oracle BI EE Documentation
- Download BI Desktop Tools ▾
- Help Contents ▾

### Recent

**Dashboards**

Dashboards Prompts - CheckB... Open   Edit   More ▾	Dashboards Prompts - Chart Z... Open   Edit   More ▾	Dashboards Prompts - Chart Sl... Open   Edit   More ▾
Dashboards Prompts - Chart L... Open   Edit   More ▾	Dashboards Prompts - Calculat... Open   Edit   More ▾	Dashboards Prompts - page 1 Open   Edit   More ▾

**Others**

Big Selling Products Open   Edit   More ▾	Index To Avg Open   Edit   More ▾
----------------------------------------------	--------------------------------------

### Most Popular

No recommendations are currently available. Most Popular items will be displayed here when results become available.





# Catalog with Viewer

**ORACLE Business Intelligence** Search All Advanced Administration Help Sign Out

**Catalog** Home Catalog Dashboards New Open Signed In As Michelle Arty

User View Location /Shared Folders/3. Analysis and Dashboards/Map V Show Hidden Items

Type All Sort Name A-Z Show More Details

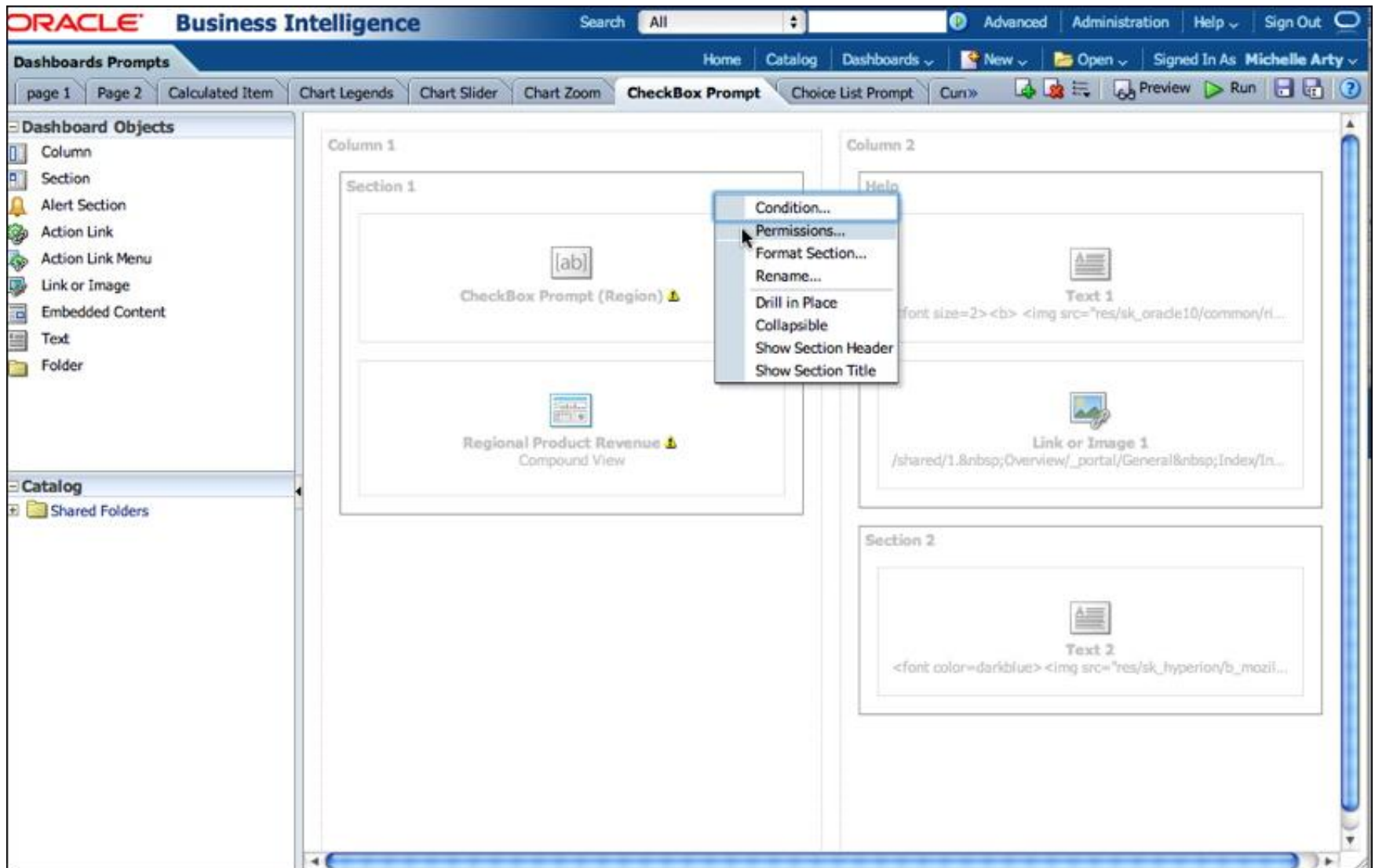
- Del Simple Thematic Map** | Last Modified 1/5/2011 4:44:58 PM | Created By BIAdministrator  
Open | Edit | More
- Map From Elocation** | Last Modified 1/5/2011 4:44:58 PM | Created By BIAdministrator  
006211745  
Open | Edit | More
- Map Prompt Revenue** | Last Modified 1/5/2011 4:44:58 PM | Created By BIAdministrator  
006010846 text field prompt; "between"  
Edit | More
- Master Detail Linked Map View** | Last Modified 1/6/2011 11:22:54 AM | Created By weblogic  
006010848  
Open | Edit | More
- Master Detail Linked Map View\_old** | Last Modified 1/6/2011 11:22:46 AM | Created By weblogic  
006010848  
Open | Edit | More

**Preview: Master Detail Linked Map View**





# Improved Dashboard Editor





# Answers 11g Overview

- Improved support for OLAP-style reporting
  - Hierarchical columns
  - Support for ragged and skip-level hierarchies
  - Dynamic re-arrangement of pivot tables in the dashboard
- Dynamic grouping and custom aggregates
- New Prompts
- New dashboard controls
- New gauge types and graphics

**ORACLE Business Intelligence**

Product Time Revenue w/Prompt

Criteria Results Prompts Advanced

**Subject Areas**

- A - Sample Sales
  - Time
  - Products
    - Product Ragged Skipped L
    - More Product Objects
    - P1 Product
    - P2 Product Type
    - P3 LOB
    - P4 Brand
    - Products Hierarchy
      - Total Products
        - BizTech
        - FunPod
        - HomeView
  - Offices
  - Sales Person

**Catalog**

List All

- Shared Folders
  - 1. Overview
  - 2. Functional Examples
  - 3. Analysis and Dashboards
  - 4. Actionable Intelligence

**Compound Layout**

Title: Product Time Revenue w/Prompt  
Time run: 2/24/2011 3:54:59 PM

Pivot Table

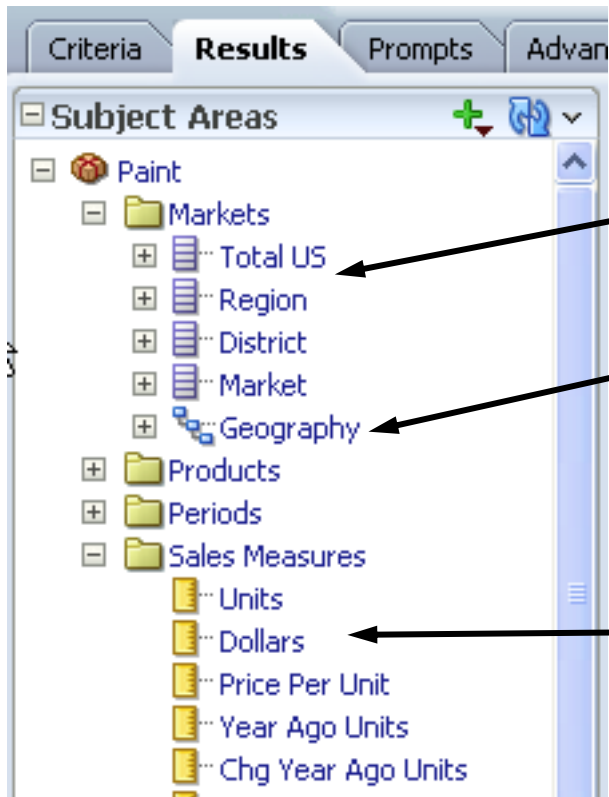
Products Hierarchy	Total Time Revenue
BizTech	21,000,000
Communication	10,885,416
Electronics	10,114,584
Accessories	2,698,715
Audio	7,415,869
SoundX Nano 4Gb	2,476,985
MicroPod 60Gb	4,938,884
FunPod	17,500,000

Static Text: Keep Only the Selected Members <determined via Prompt Selections>. Default Values are BizTech and FunPod.

[Add to Briefing Book](#)



# OBIEE Column Types



The screenshot shows the 'Subject Areas' tree in OBIEE. The tree is organized as follows:

- Paint
  - Markets
    - Total US (Attribute Column)
    - Region (Attribute Column)
    - District (Attribute Column)
    - Market (Attribute Column)
    - Geography (Hierarchical Column (New))
  - Products
  - Periods
  - Sales Measures
    - Units (Measure Column)
    - Dollars (Measure Column)
    - Price Per Unit (Measure Column)
    - Year Ago Units (Measure Column)
    - Chg Year Ago Units (Measure Column)

Annotations with arrows point to the following items:

- Total US: Attribute Column
- Geography: Hierarchical Column (New)
- Dollars: Measure Column



# Hierarchical Columns

- OLAP Analysis
  - Serve all the use cases in one place
  - Unifying models and terminology
- What are Hierarchical Columns
  - Hierarchical columns vs. attribute columns
  - Outline vs tabular display
  - Expand/collapse vs. drill down/ drill up
- Business Model Implementation
  - Physical Model: Parent-Child, Star Schema, Snowflake
  - Business Model: parent-child, skip and ragged
  - Presentation Model: dimension tree



# Hierarchical Columns

- Now supports expanding and compressing hierarchy in same column
- Just like other OLAP tools like Discoverer
- Supports ragged and skip level hierarchies
- Integrated with new grouping and custom aggregate capabilities
- Works with ANY datasource (OLAP, Relational, XML)

	Revenue
[-] Total Products	[-] Total Time
[-] BizTech	50,000,000
[-] Communication	21,000,000
[-] Electronics	10,885,416
[-] FunPod	10,114,584
[-] Digital	17,500,000
[-] Games	7,735,105
[-] HomeView	9,764,895
[-] Services	11,500,000
[-] TV	1,005,845
[-] <b>Hot Products</b>	10,494,155
[-] Cell Phones	18,822,801
[-] Camera	5,917,903
MPEG4 Camcorder	7,735,105
7 Megapixel Digital Camera	3,995,040
[-] Plasma	3,740,065
	5,169,794



# Hierarchical Reporting

- Hierarchical Columns can be put in Table or Pivot Table views
- Can be mixed with other column types
- Drag and Drop rearrangement supported

		Revenue							
		Total Time							
		2008						2009	2010
		2008 Q1		2008 Q2		2008 Q3		2008 Q4	
Total Products	Genmind Corp	16,792,560	5,470,146	932,961	2,672,378	1,441,689	423,117	5,036,331	6,286,083
	Stockplus Inc.	13,566,400	4,574,096	741,234	2,191,716	1,227,819	413,327	3,999,836	4,992,468
	Tescare Ltd.	19,641,040	6,455,758	1,033,491	3,245,622	1,669,336	507,310	5,963,833	7,221,449
BizTech	Genmind Corp	6,638,825	2,192,909	376,077	1,064,310	577,364	175,158	1,999,213	2,446,703
	Stockplus Inc.	6,289,013	2,136,281	361,774	989,802	573,723	210,983	1,839,924	2,312,808
	Tescare Ltd.	8,072,162	2,661,551	431,809	1,325,976	685,449	218,318	2,462,950	2,947,660
Communication	Genmind Corp	2,920,284	899,128	162,373	438,735	219,250	78,771	908,519	1,112,638
	Stockplus Inc.	4,240,828	1,405,532	235,636	647,880	374,437	147,579	1,228,562	1,606,733
	Tescare Ltd.	3,724,305	1,228,831	179,706	628,925	326,636	93,564	1,141,531	1,353,943
Electronics	Genmind Corp	3,718,541	1,293,781	213,705	625,575	358,114	96,387	1,090,694	1,334,066
	Stockplus Inc.	2,048,185	730,749	126,137	341,922	199,286	63,404	611,362	706,075
	Tescare Ltd.	4,347,857	1,432,721	252,102	697,051	358,813	124,754	1,321,419	1,593,718
FunPod	Genmind Corp	6,674,101	2,208,040	379,356	1,112,519	549,015	167,150	1,968,610	2,497,451
	Stockplus Inc.	3,448,054	1,123,130	186,146	530,059	317,494	89,431	984,165	1,340,760
	Tescare Ltd.	7,377,844	2,392,018	380,614	1,218,792	618,980	173,632	2,207,565	2,778,262
HomeView	Genmind Corp	3,479,633	1,069,197	177,528	495,550	315,311	80,809	1,068,508	1,341,928
	Stockplus Inc.	3,829,333	1,314,686	193,315	671,855	336,603	112,914	1,175,746	1,338,901
	Tescare Ltd.	4,191,034	1,402,189	221,068	700,854	364,907	115,360	1,293,318	1,495,527
Hot Products	Genmind Corp	6,745,760	2,117,535	337,647	1,047,151	556,629	176,108	2,001,707	2,626,518
	Stockplus Inc.	4,315,039	1,516,319	255,707	774,003	346,365	140,244	1,224,600	1,574,120
	Tescare Ltd.	7,762,002	2,490,454	338,620	1,277,676	687,457	186,701	2,353,559	2,917,989
Camera	Genmind Corp	2,944,394	956,202	171,198	470,167	245,994	68,842	860,294	1,127,898
	Stockplus Inc.	1,495,109	531,747	91,765	265,213	128,359	46,410	381,834	581,527
	Tescare Ltd.	3,295,602	1,098,828	142,405	583,275	300,668	72,479	985,180	1,211,594
Cell Phones	Genmind Corp	2,155,126	655,182	82,108	351,183	165,440	56,451	659,225	840,719





# Groups

- Hierarchies can be used to build custom aggregates
- Hierarchy is preserved within group so drill down is supported

**New Group**

Display Label: Media

Values From: Products.Products Hierarchy

Available:

- Products.Products Hierarchy
  - Total Products
  - BizTech
  - FunPod
  - Digital
  - Games
  - HomeView
  - Services
  - TV

Selected:

- LCD
- Plasma
- Digital

Buttons: Move, Move All, Remove, Remove All, Format, Help, OK, Cancel

**Compound Layout**

Title: \_\_\_\_\_

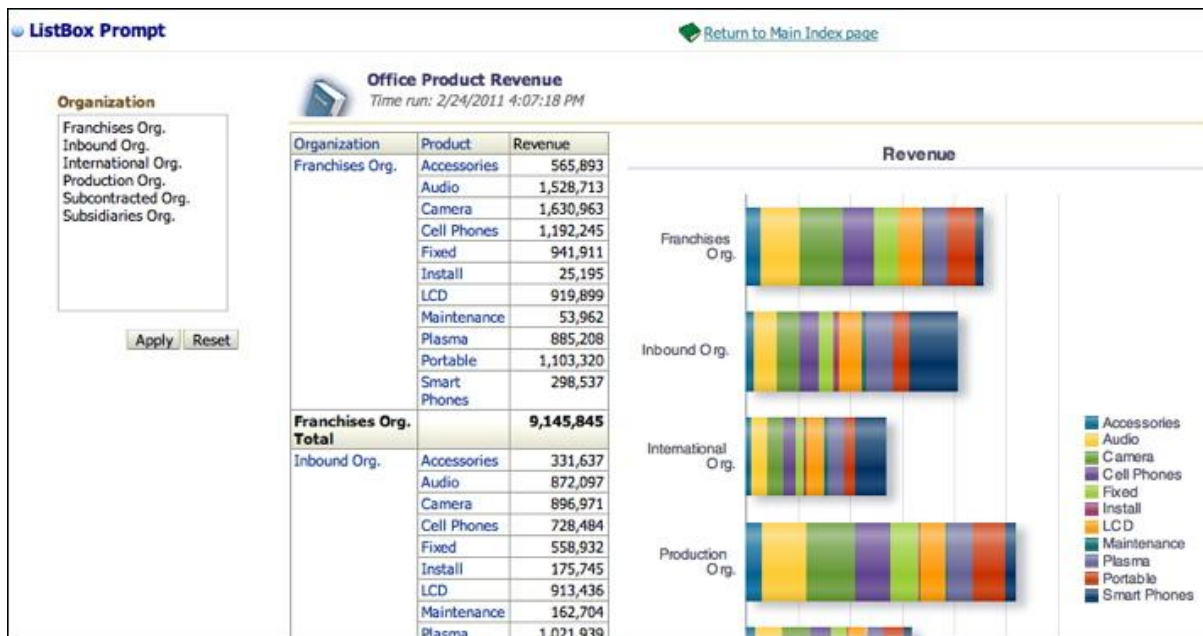
Pivot Table: \_\_\_\_\_

	Total Time	2009	2010
<b>Products Hierarchy</b>			
Total Products	50,000,000	15,000,000	18,500,000
BizTech	21,000,000	6,302,087	7,707,172
FunPod	17,500,000	5,160,340	6,616,473
Digital	7,735,105	2,227,309	2,921,019
Games	9,764,895	2,933,031	3,695,454
HomeView	11,500,000	3,537,573	4,176,355
Services	1,005,845	330,837	376,561
TV	10,494,155	3,206,735	3,799,795
Media	18,229,260	5,434,044	6,720,814
Digital	7,735,105	2,227,309	2,921,019
LCD	5,324,361	1,638,358	1,881,936
LCD 36X Standard	3,993,962	1,264,918	1,373,781
LCD HD Television	1,330,399	373,440	508,155
Plasma	5,169,794	1,568,377	1,917,859



# New Dashboard Prompts and Visualizations

- Available Prompts has been expanded
- Check List, radio buttons, list box, slider etc
- Step Based Prompt builder
- Master Detail links





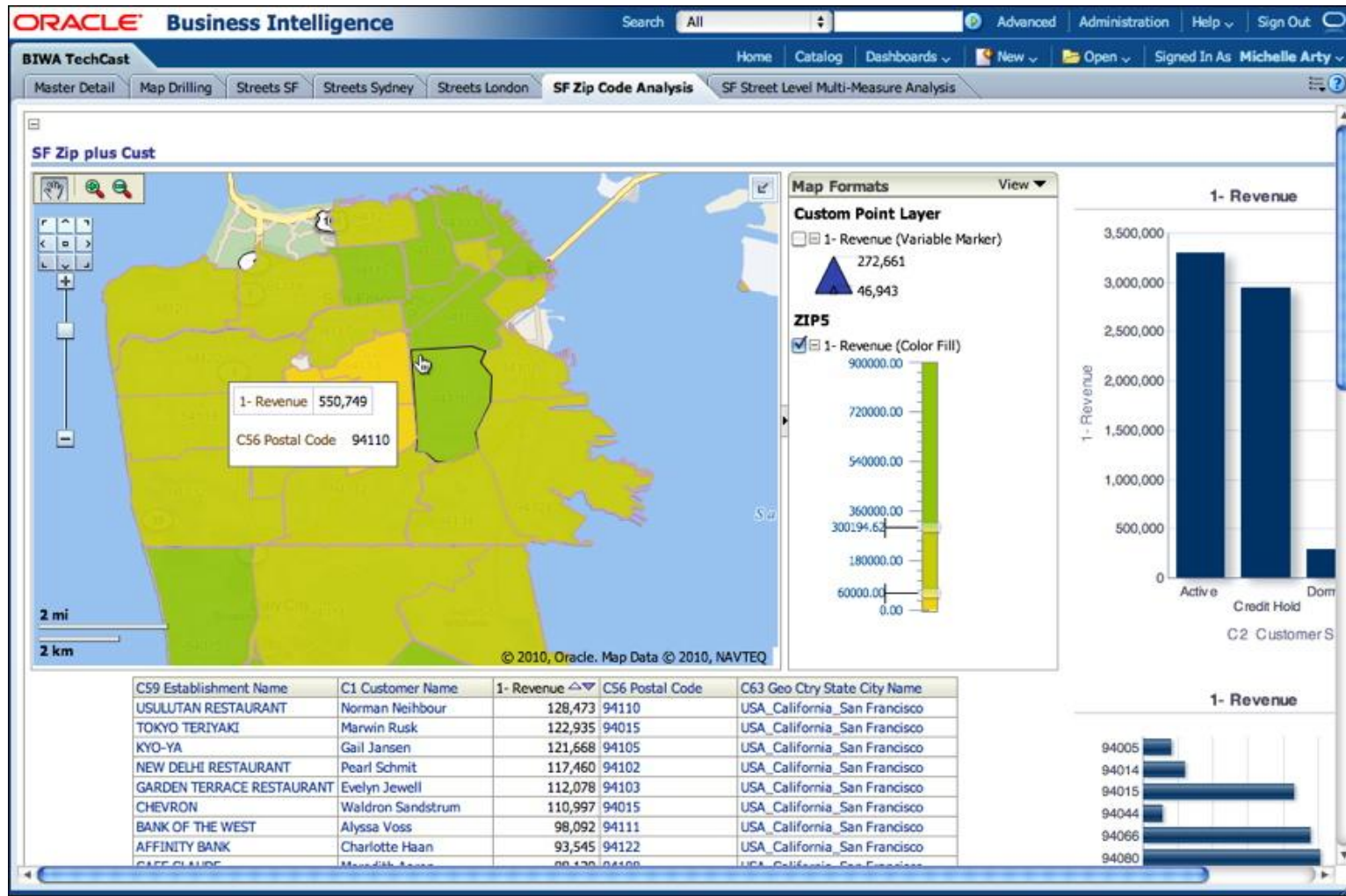


# MapView Integration

- Map is a new View Type!
- Integrates with spatial encoded and non-spatial encoded datasets
- Comes with Navteq maps (State, County, Global)



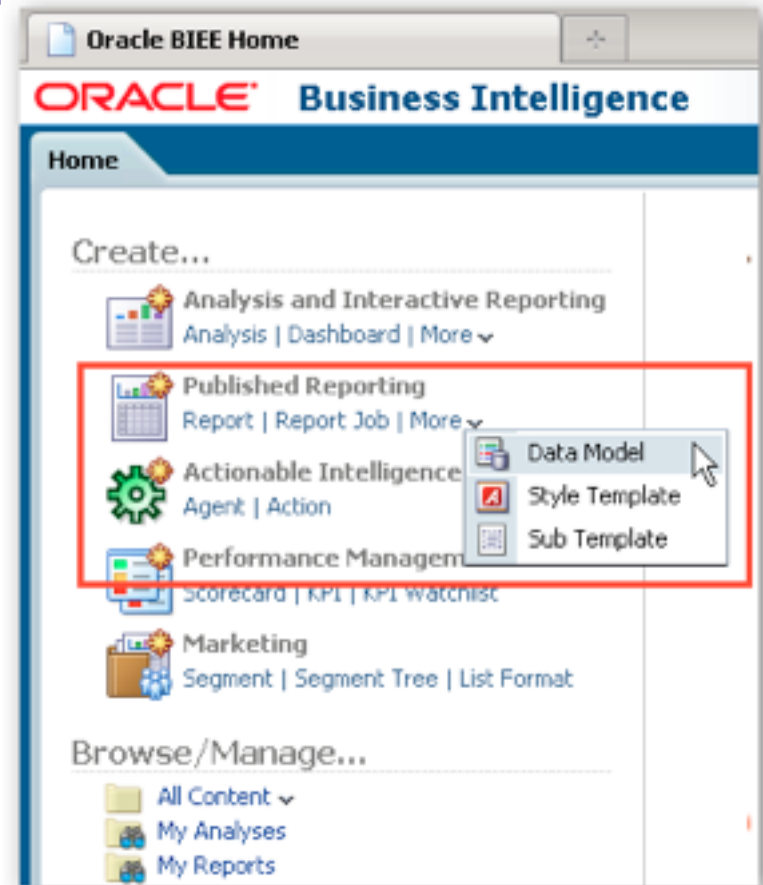
# Maps in Action





# BI Publisher

- Better Integration with UI and Dashboards
- New Web Based Editor
  - 100% Web Based
  - Not dependent on MS Word
  - RTF Templates still available
- Updated Data Modeler
  - Models exist separately
  - Datasets can be combined across sources
  - Can use OBIEE, SQL, XLS,XML, Web Service data sources





# BI Publisher Web Editor

**ORACLE Business Intelligence** Search  All

Departmental Expenses : Improved Interactive HTML      Signed In As **weblogic**

**Data Source**

- ROWSET
  - Employee
    - Full Name
    - First Name
    - Last Name
    - Monthly Salary
    - Annual Salary
    - Federal Taxes Withheld
    - Job Title
    - Department Name
    - Manager Full Name

**Insert** **Page Layout**

**Components**

- Layout Grid
- Data Table
- Chart
- Pivot Table
- Repeating Section
- Text Item
- Gauge
- Image

**Page Elements**

- Page Break
- Page Number
- Total Pages

50 100 150 200 250 300 350 400 450 500 550 600 650 700

## Departmental Expenses

### Share of Expenses

660.4K

23.68%  
46.11%  
3.770%  
5.148%  
1.514%  
0.9843%  
7.813%  
0.6663%  
3.074%  
4.361%  
2.877%

- Shipping
- Sales
- Purchasing
- Marketing
- Executive
- Public Relations
- Human Resources
- Finance
- Administration
- Accounting
- IT

### Departmental Expenses by Manager

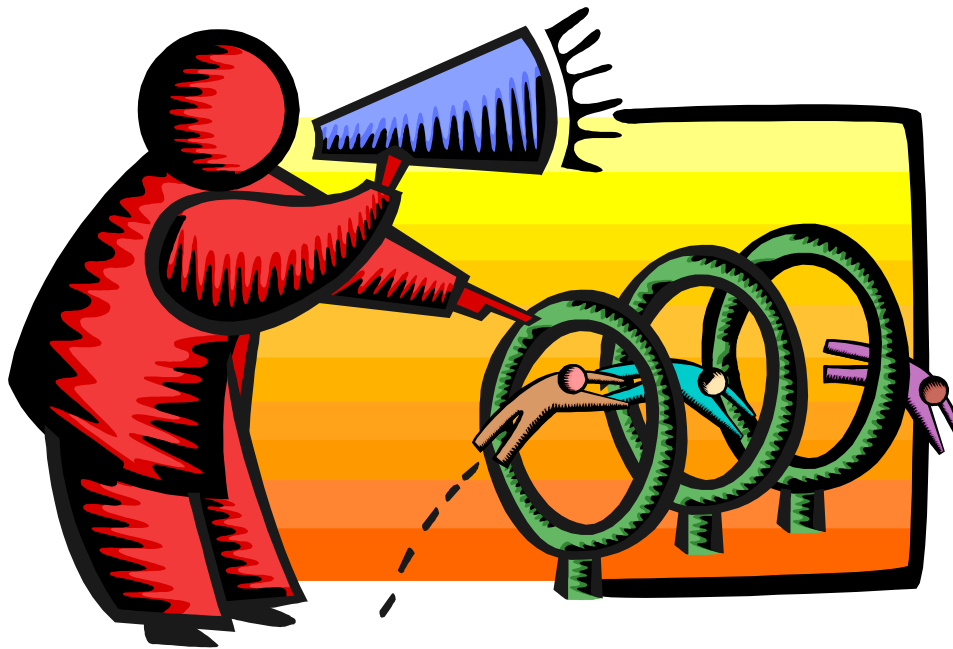
	Steven King
Shipping	36,400.
Sales	61,000.
Purchasing	11,000.
Marketing	13,000.
Executive	34,000.
Public Relations	
Human Resources	
Finance	
Administration	
Accounting	
IT	

**Components**

**Properties**



# Demonstration



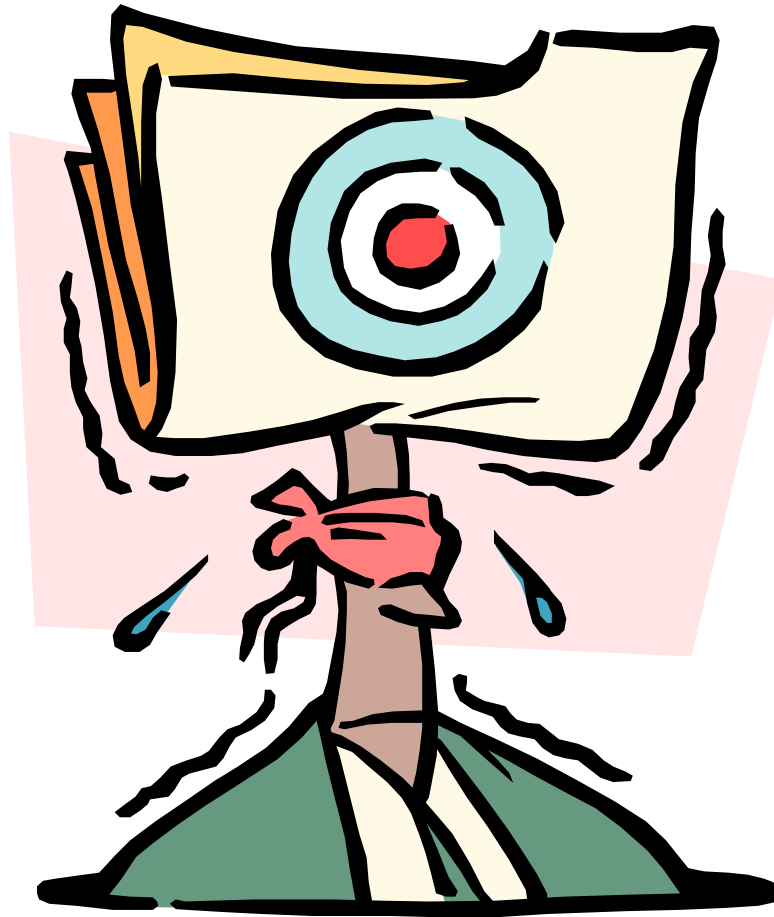


# Tips on Getting Started

- Use 64-bit OS with 6+GB Ram if possible
  - WebLogic requires 1.6GB Ram
  - OPMN (BI Services) needs 500+MB
  - Faster performance than 32-bit
- Put Database(s) on another Server if possible
  - Easier to manager
  - Reduces memory requirement and disk contention on server
- Load SampleApp and use it as an example
- Build Autostart routines into OS Services or Autostart scripts (blog entries for that not provided by Oracle yet)
- Must have 32-bit Admin Client for now (64-bit coming in 11.1.1.14)



# Questions?







# Vlami Collaborate Presentations

Presenter	Session	Time	Title
Chris Claterbos	ODTUG Soup to Nuts	Sun 1:00-6:00	Accelerate your Data Warehouse with Oracle OBIEE, OLAP, and Essbase
Chris Claterbos	BIWA Bootcamp	Mon 9:15-10:15	New Features of OBIEE11g – Using it in the Real World
Dan Vlami	IOUG	Mon 1:15-2:15	Fast Complex Analysis with Oracle OLAP
Tim Vlami	BIWA Bootcamp	Tues 10:30-11:30	Visualizing Data Using Maps in OBI 11g
Chris Claterbos	Hands On Lab	Wed 8:00-10:15	The New OBIEE 11g - A Quick Start Guide
Dan Vlami	IOUG	Wed 9:15-10:15	Case Study on OBIEE 11g on JD Edwards Data
Cathye Pendley	IOUG	Wed 2:15-3:15	Working on Projects Remotely

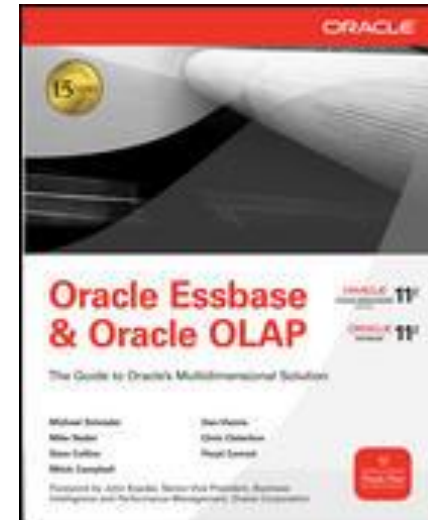




# Oracle Essbase & Oracle OLAP: The Guide to Oracle's Multidimensional Solution

- Published by Oracle Press

- Dan Vlamis
- Chris Claterbos
- Michael Nader
- David Collins
- Floyd Conrad
- Mitchell Campbell
- Michael Schrader



- Covers both Oracle Essbase and Oracle OLAP
- 500 Pages

# New Features of Oracle Business Intelligence 11g

## Using in the Real World

*Collaborate 2011 Session 1751*

*Chris Claterbos*

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