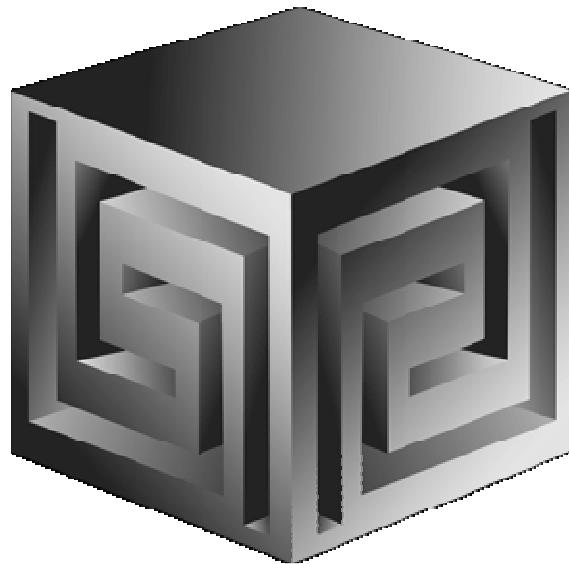


Oracle Business Intelligence Services ASaP

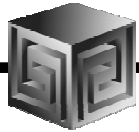
Oracle OpenWorld 2007
Session S290718



**Matt Wertheim,
CEO, QDecisions**

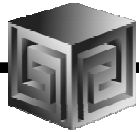
**Dan Vlamis,
President, Vlamis Software Solutions, Inc.**

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Agenda

- **Introductions**
- **Business Intelligence Projects and the Case for Packaged BI**
- **Introducing QDecisions and QAnalytics**
- **Technology Approach : Oracle OLAP, BI Beans and Dashboard**
- **Introducing Vlamis Software Solutions, Inc.**
- **Design Approach and use of Oracle Technology**
- **Demonstration**
- **Questions**
- **Summary**

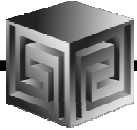


Matt Wertheim, CEO, QDecisions

- **18 years software sales and consulting, including 4 years with Oracle Corporation selling BI/DW**
- **Accounting, BI/DW, eCommerce, Portal**
- **Multiple VC-backed software ventures**
- **International sales, consulting, and partner channels.**

mattw@qdecisions.com 949-340-9660 x440

Dan Vlamis, President, Vlamis Software

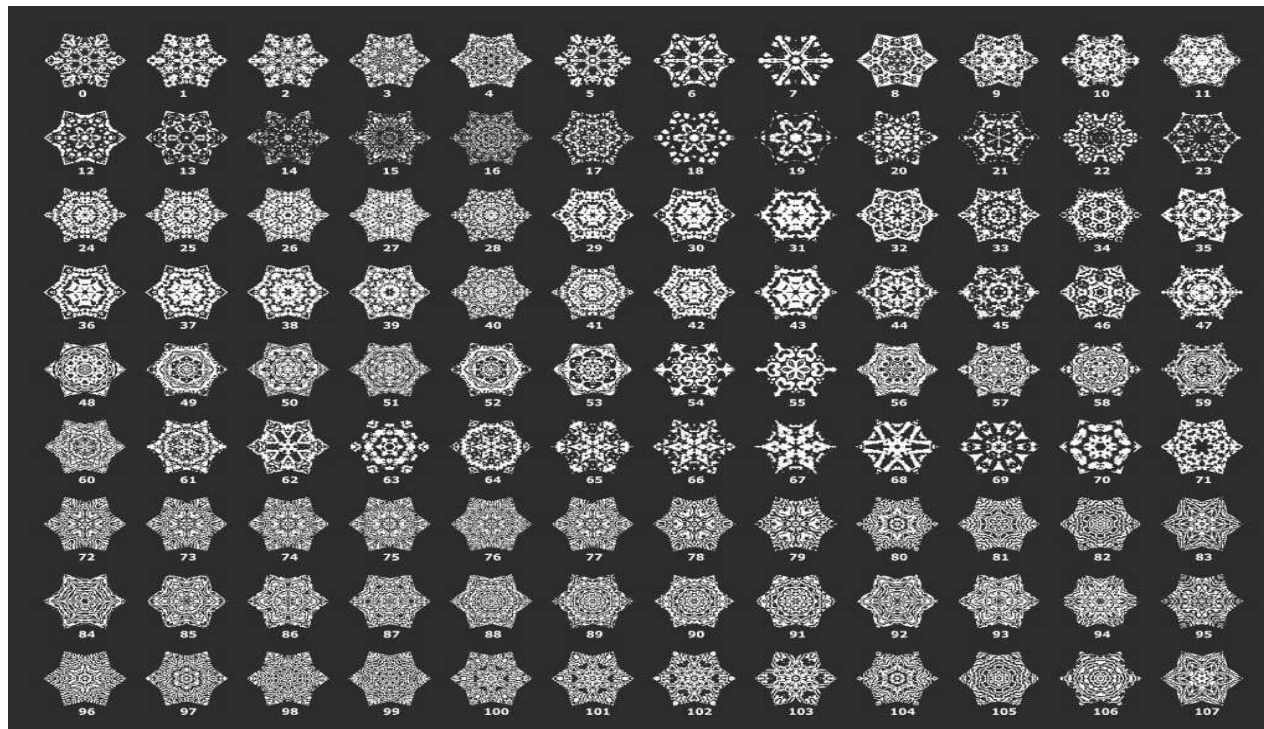


- **Developer for IRI (former owners of Oracle OLAP)**
- **Founded Vlamis Software in 1992**
- **Beta tester and early adopter of Oracle OLAP**
- **Expert speaker and author**
- **“Techie” on OLAP DML**
- **Recognized expert in Express and OLAP industry**

dvlamis@vlamis.com 816-781-2880



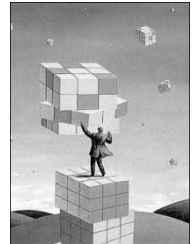
Is Each Snowflake Unique?

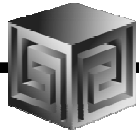


Business Intelligence Projects Today

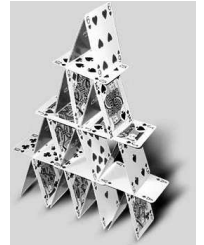


- **Mostly custom built solutions using leading analytic environments (Hyperion, BusObj, Oracle, Cognos, etc.)**
- **High acquisition cost, even higher consulting/implementation cost**
- **Implementation for phase 1 at least 9 months, most likely longer before the first metric delivered to the business**
- **Large chance of project not delivering on original goals or budget or time**





Why Should It Be This Way?



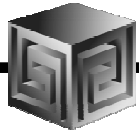
- You don't build your own accounting packages, HR, or payroll, or e-commerce engines
- So why build your BI systems from scratch?
- Within each vertical, BI is a “solved problem”
- Common design patterns, types of analysis
- Potential to accelerate build time, lower costs, take advantage of best practices
- Oracle has validated this approach with their BI applications



QAnalytics by QDecisions

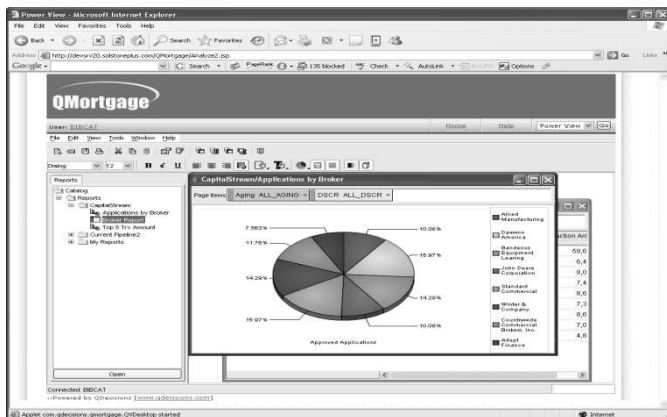
- **Packaged BI solutions for vertical markets**
- **Using best-of-breed technologies**
- **Uses Embedded Oracle Database**
- **Incorporate best practices and design patterns**
- **Lower costs, faster deployments**
- **First application: QLending
Packaged Analytics for the
Banking Industry**

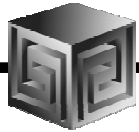




Analytics in the Lending Market

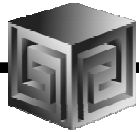
- Pipeline
- Fallout
- Loan Profitability
- Investor Profitability
- Turn Times
- Productivity
- Loan Conditions & Exceptions
- Secondary Marketing
- Financial Analysis & Profitability
- Account Executive Performance





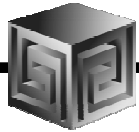
Product Approach

- **Based on Oracle technologies**
- **#1 in the Financial Services and Banking markets**
- **Excellent ISV Program**
- **Powerful OLAP technologies**
- **Low-cost ETL tools**
- **Royalty-Free Java BI Components**
- **Excellent Partner Network**
- **We don't use BI Server because totally different royalty arrangement**
- **Application server independent**



Vlami 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**
- **Delivers**
 - ☐ **Design and integrate BI and DW solutions**
 - ☐ **Training and mentoring**
- **Expert presenter at major Oracle conferences**
- **Implementation partner for QDecisions in U.S.**



Technology Approach

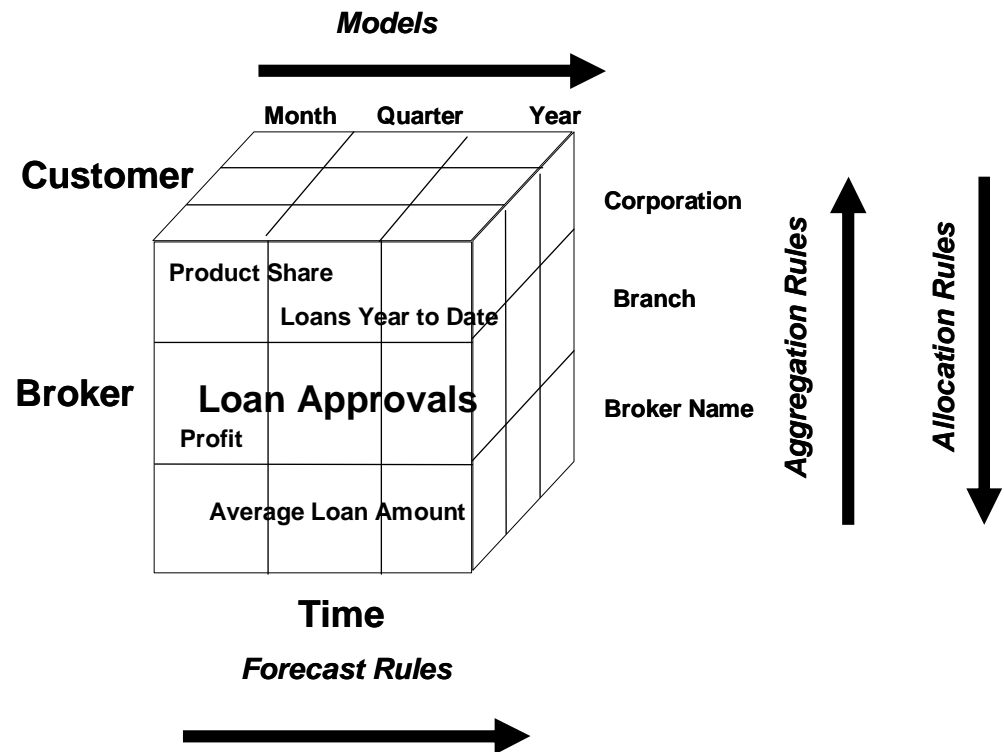
- Oracle Database 10g
- OLAP Option to Oracle Database 10g
- Oracle JDeveloper
- Oracle Warehouse Builder 10g
- Oracle Business Intelligence Beans 10g
- Does not require Oracle Application Server
- Flash based dashboard
- Reporting piece – Pentaho (open source)

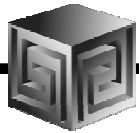




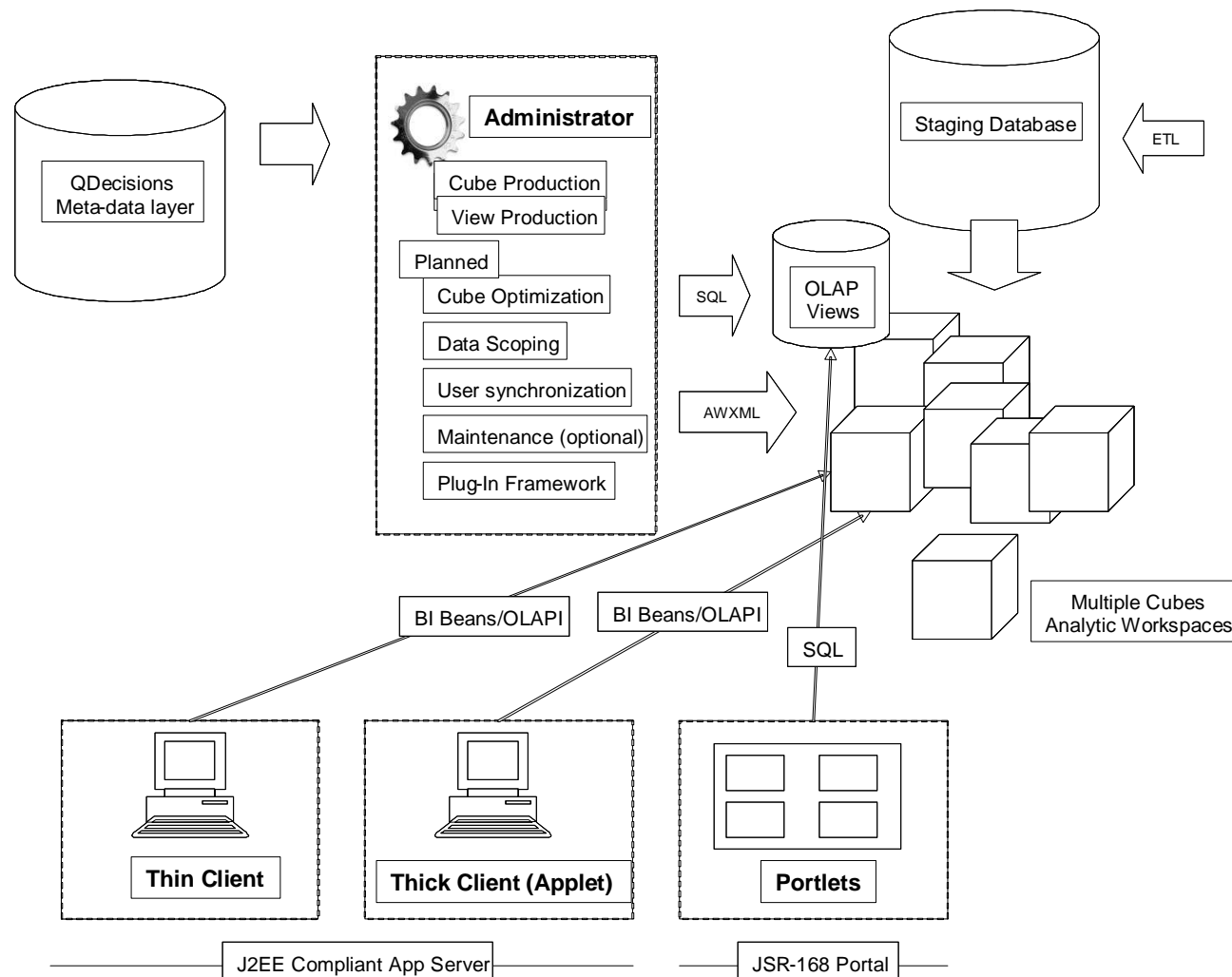
Why OLAP?

- “Cubes” of Data
- Data defined as Measures
 - ❑ KPIs, loan amounts, etc.
 - ❑ User-creatable
- Analyzed by Dimensions
 - ❑ Broker, Credit Rating, Collateral Type, etc.
- Fast access to detail and summarized data
- Highly indexed, consistent response time
- Ad-hoc analysis



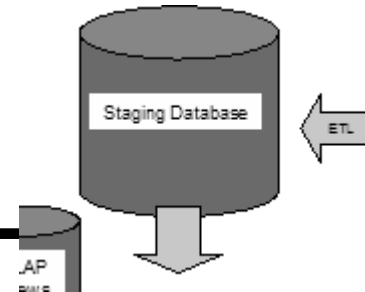


QMortgage Architecture

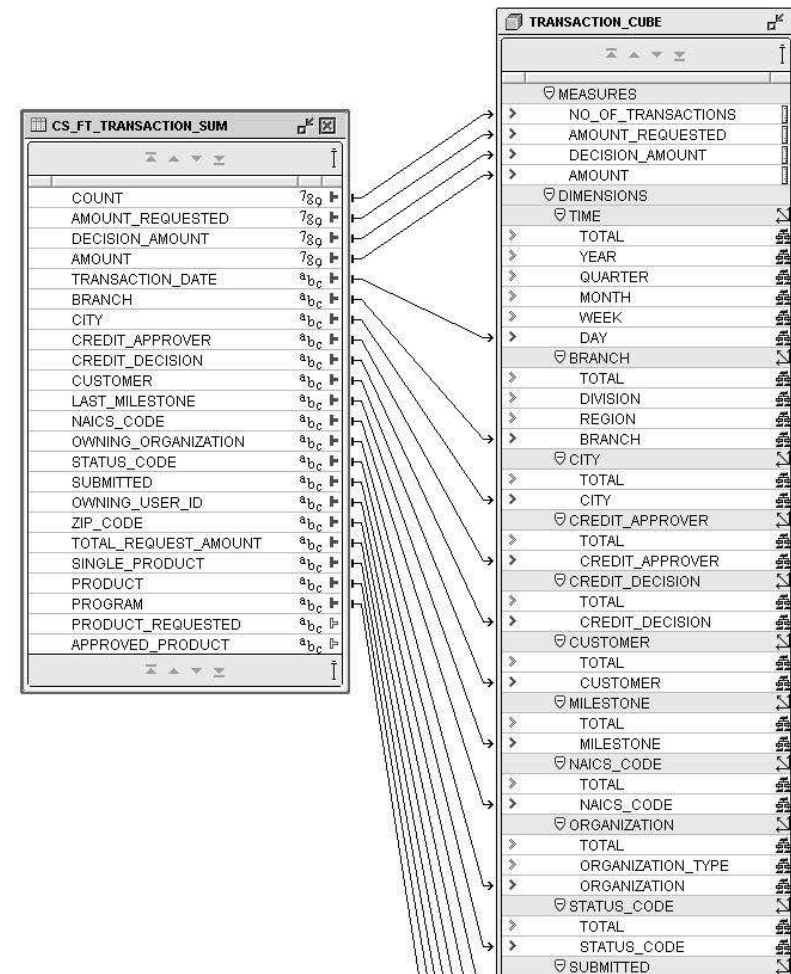


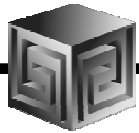


Data Sources



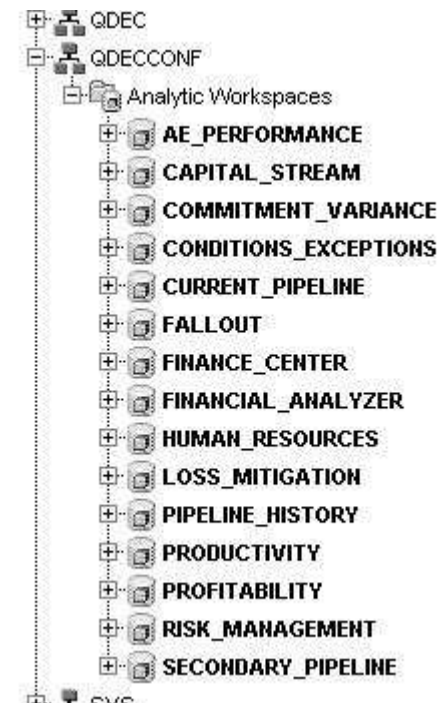
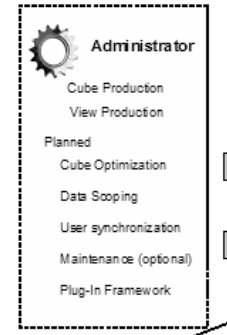
- **Heterogeneous Database Support**
- **Adaptable for client source systems**
- **Oracle Warehouse Builder**
- **Oracle Database 10g as the ETL Engine**
- **PL/SQL package pulls data in (mapping exercise for each client)**

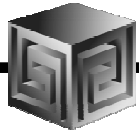




Administration and Cube Creation

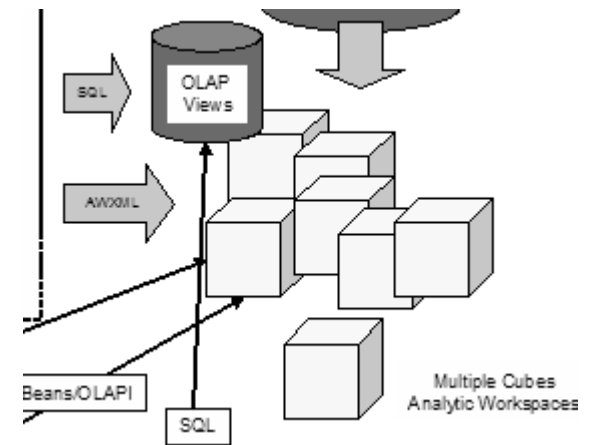
- Reads QDEC tables and creates / updates cubes in QDECCONF schema
- Script created by AWM
- Processes using AW/XML Java API
- Creates OLAP analytic workspaces
- Typical QMortgage installation has 300+ measures, 50 dimensions
- Fast and automatic

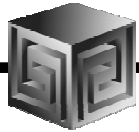




Database Analytics

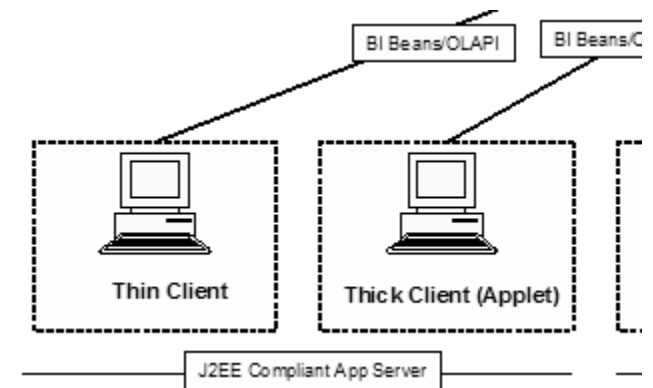
- **OLAP cubes held as Analytic Workspaces**
- **Multidimensional datatypes**
- **Java OLAP API**
- **SQL access via OLAP_TABLE**
- **Scalable, uses power of Oracle Database 10g Release 2**

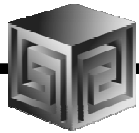




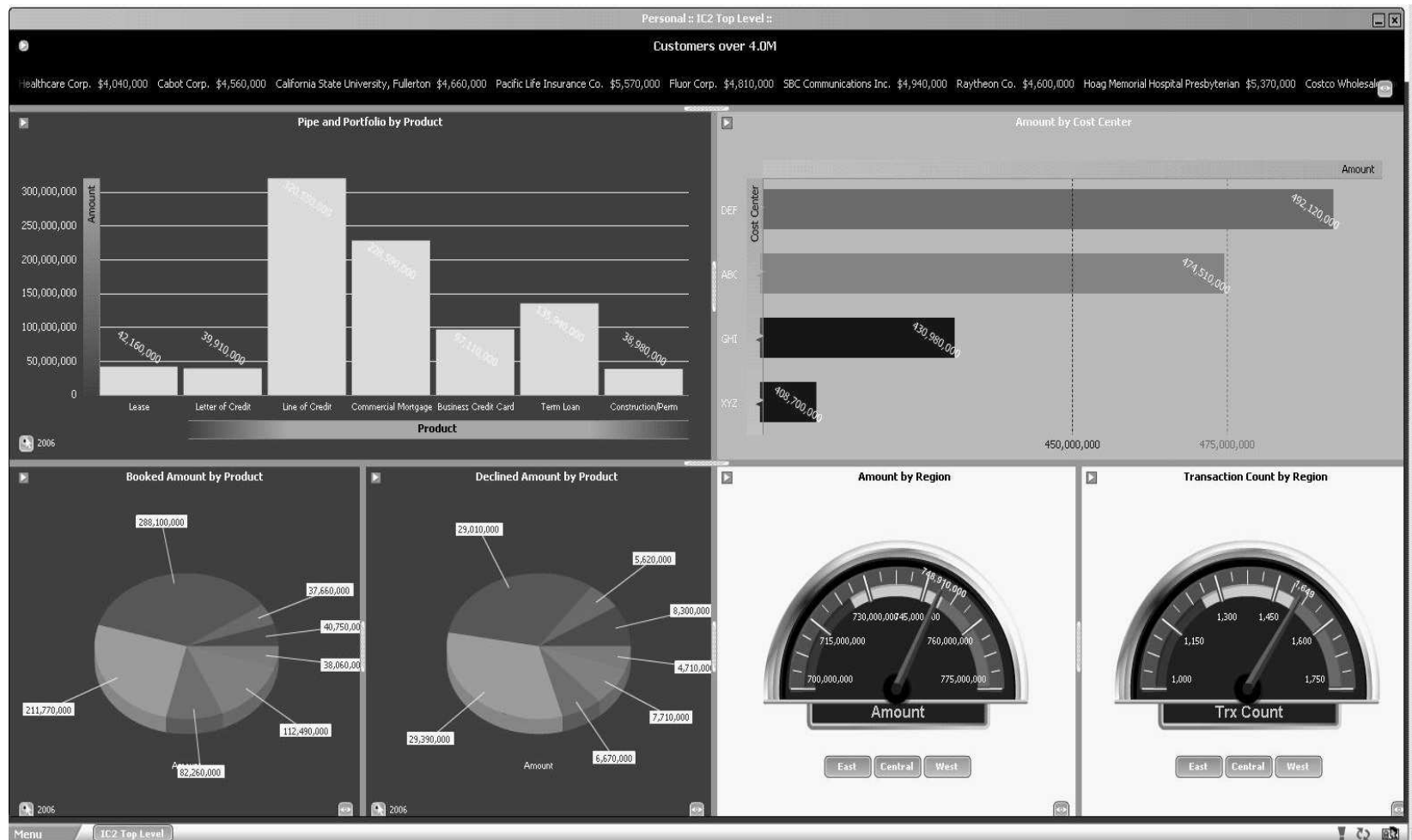
BI Beans-Powered Query Tools

- **Uses BI Beans 10gR2**
- **Thin Client HTML**
- **Thick Client Java Applet**
- **Extends Query Builder and Presentation Wizard**
- **Ability to create custom cubes using AW/XML**
- **Custom measures can be built by users**





Flash based Dashboard



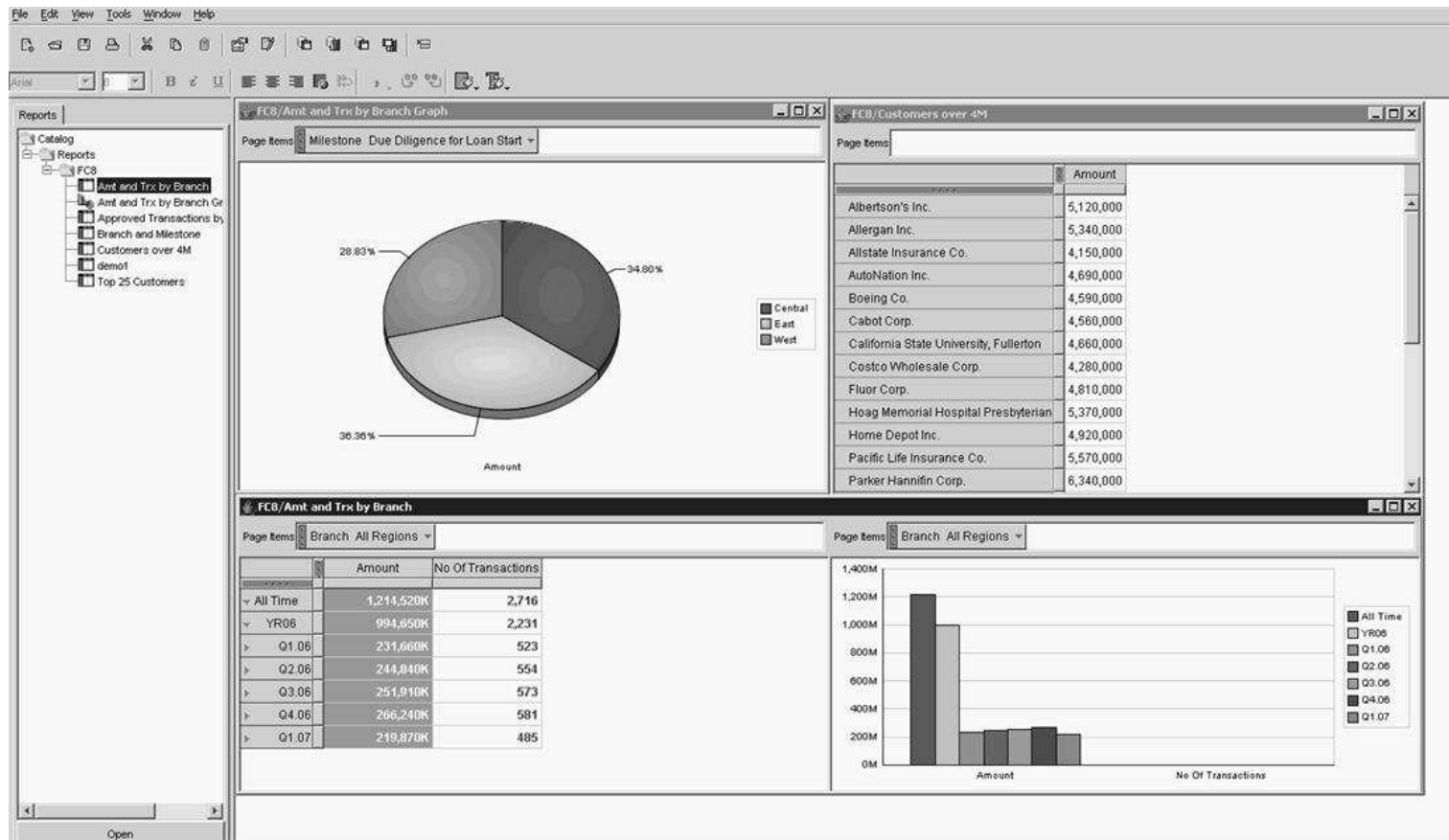


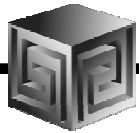
Flash based Dashboard



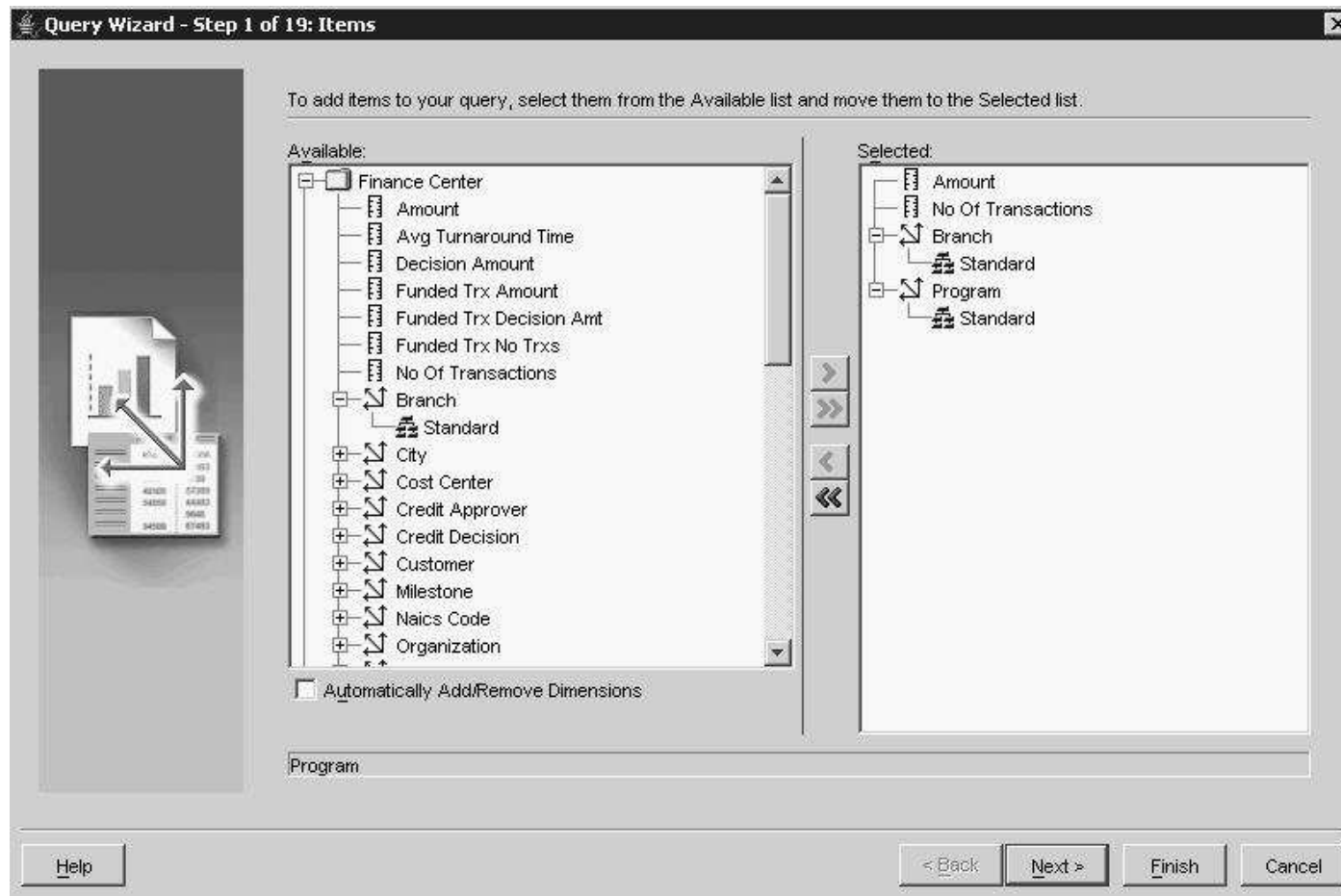


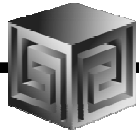
Fully-Featured OLAP Client





Fully-Featured OLAP Client





Summary

- **QLending is a packaged Banking Analytics application**
- **Part of the QAnalytics Suite for the banking industry**
- **Faster to deploy, reduces risks and costs**
- **Built using Oracle DB 10g, Oracle OLAP and BI Beans**
- **Java Applet and HTML clients, plus Flash Based Dashboard**

Find Out More...

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



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EVOLUTION OF THE DEVELOPER:
Middleware & Beyond

ODTUG  2008
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ABSTRACTS DUE DECEMBER 10TH

- Fusion Middleware
- Business Intelligence/Hyperion

- Java EE And SOA
- Development DBA

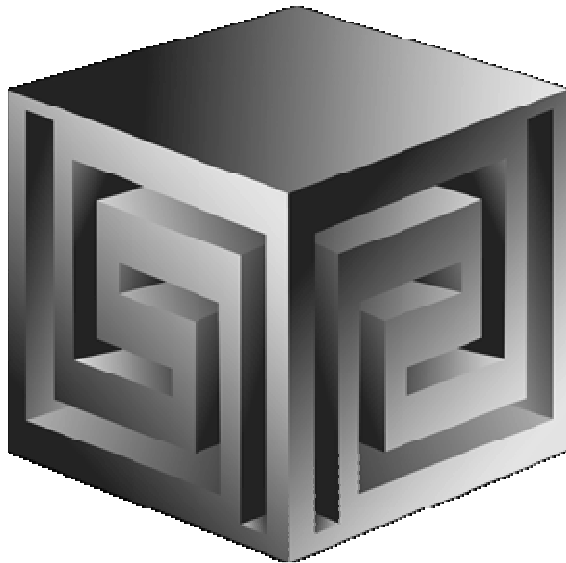
- Oracle Tools
- Methodology

- Third Party Tools
- Professional Development



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