



SOFTWARE SOLUTIONS

Getting from Answers & Dashboards to Data Visualization

Collaborate 2018

Dan Vlamis & Tim Vlamis

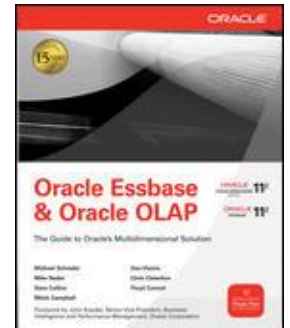
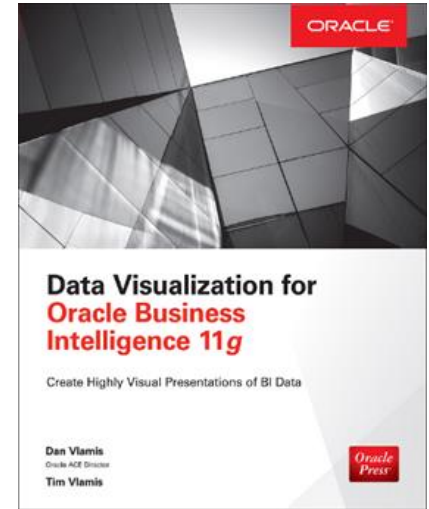
Monday April 23, 2018

Banyan B - Session Number: 1539

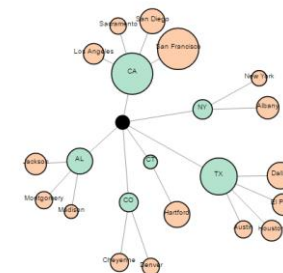
@VlamisSoftware

Vlamis Software Solutions

- Vlamis Software founded in 1992 in Kansas City, Missouri
- Developed 200+ Oracle BI and analytics systems
- Specializes in Oracle-based:
 - Enterprise Business Intelligence & Analytics
 - Analytic Warehousing
 - Data Mining and Predictive Analytics
 - Data Visualization
- Multiple Oracle ACEs, consultants average 15+ years
- www.vlamis.com (blog, papers, newsletters, services)
- Co-authors of book “Data Visualization for OBI 11g”
- Co-author of book “Oracle Essbase & Oracle OLAP”
- Creators of the [Force Directed Graph Plugin](#) on the [Oracle Analytics Library](#)
- Oracle University Partner
- Oracle Gold Partner




Specialized
Oracle Business Intelligence
Foundation Suite 11g






Presenter Background

Dan VlamiS – President

- Founded VlamiS Software Solutions in 1992
- 30+ years in business intelligence, dimensional modeling
- Oracle ACE Director 
- Developer for IRI (expert in Oracle OLAP and related)
- BIWA Board Member since 2008
- BA Computer Science Brown University
- @dvlamis

Tim VlamiS – Vice President & Analytics Strategist

- 30+ years in business modeling and valuation, forecasting, and scenario analyses
- Oracle ACE 
- Instructor for Oracle University's Data Mining Techniques and Oracle R Enterprise Essentials Courses
- Professional Certified Marketer (PCM) from AMA
- MBA Kellogg School of Management (Northwestern University)
- BA Economics Yale University
- @TimVlamiS



Vlami Presentations

Presenter	Location	Time	Title
Cathye Pendley	Banyan D	Sunday 12:30pm	Do the Mashup: How to Get BI Self Service Data Connections Right
Tim Vlami	South Pacific J	Sunday 3:00pm	Future Proof Your Career: What Every Executive Needs to Know About Adaptive Intelligence
Tim Vlami Arthur Dayton	Banyan A	Monday 11:00am	Introduction to Machine Learning in Oracle Analytics Cloud
Dan Vlami Tim Vlami	Banyan B	Monday 4:15pm	Getting from Answers/Dashboards to Data Visualization
Arthur Dayton Dan Vlami	Banyan E	Wednesday 11:00am	Using Node.js to Make OBIEE the Application You Always Wanted It to Be



Presentation Agenda

- Overview of Oracle Business Analytics products
- Answers and Dashboards SWOT
- Data Visualization SWOT
- Three Strategies for making the move to DV
 - Clean up first
 - Choose a champion
 - Organic growth
- Summary and recommendation



Oracle Analytics Products

- **OBIEE = Oracle Business Intelligence Enterprise Edition**
 - Currently on version 12.2.1.4
 - Data Visualization available as OPTION in OBIEE 12c
 - Many customers still on 11.1.1.7 or 11.1.1.9 (terminal release of 11g)
- **BICS = Business Intelligence Cloud Services**
 - Includes classic “Answers and Dashboards” interface
 - Includes new “Data Visualization” interface
 - Requires buying Schema as a Service for database
- **DVCS = Data Visualization Cloud Services**
 - Includes only new “Data Visualization” interface
- **DVD = Data Visualization Desktop**
 - Runs as standalone application on Windows PCs (New Feb 2018 on Mac too!)
- **OAC = Oracle Analytics Cloud**
 - Has 3 editions (includes Essbase and BI Publisher)
 - Standard Edition (similar to DVCS)
 - Data Lake Edition (includes data flows, big data cloud connection)
 - Enterprise Edition (similar to OBIEE, includes DV and Day by Day for mobile)
 - Requires Oracle DB Cloud Service, Compute Cloud Service- Block Storage, Storage Cloud Service)
 - Oracle standardizing branding under OAC name



Answers and Dashboards SWOT

Strengths

- Highly designed dashboards
- Query definition power
- Prompts and selections
- Good control of table formats
- Decent selection of graphs

Opportunities

- Ability to set standards

Weaknesses

- Dynamic layout WYSIWYG
- High training costs
- Endlessly deep menus
- Poor dashboard layout tool

Threats

- Visual analytics and data discovery tools
- Poorly designed repositories



Data Visualization SWOT

Strengths

- Extremely interactive
- Framework for brushing
- Mashup
- No RPD required
- Data source connections
- Leverages Oracle security

Opportunities

- Machine learning is promising
- Data Flows transform data

Weaknesses

- Highly designed dashboards
- Weak documentation

Threats

- Starting from behind
- Users love Tableau



Advantages of DV Interface

- New in OBIEE 12c – Area of Oracle investment
- More modern interface
- Simpler interface for ad-hoc use
- More interactive – e.g. brushing
- Competes with Tableau and other more modern BI tools
- Ability to use external data – NO RPD mapping required!
- Mash up with external data (including spreadsheets and cloud)
- Extend with custom visualizations
- Emphasis on self-service



Reasons for Classic Answers / Dashboards

- Investment in current dashboards and reports
- Answers allows more control – e.g. font control
- Highly customized reports – custom queries
- Prompts have additional capabilities (not in DV yet)
- More control over layout, especially of tables
- Answers offers hierarchical columns (not in DV yet)
- Selection steps and custom groups – post-aggregation



Three approaches to moving to DV

- Clean up first
- Choose a champion
- Organic growth strategy



Clean Up Option

- First fix problems in current OBIEE implementation
- Get the data model right
- Identify seldom used dashboards and analyses
- Set standards for analyses and dashboards
 - Consistent formatting (colors, styles, graphs)
 - Consistent placement of prompts, navigation, legends, and meta data
 - Develop consistent filters, selection steps, and conditions
 - Determine catalog organization and naming conventions and strategy
- Set access and security roles and rules
- Get the data model right



Choose a Champion

- Identify a user group who wants to be first with Data Visualization
- Conduct workshops with champions to seed early adoption
- Leverage experts to offer feedback and concept development
- Develop a strong demo of DV capabilities with champion
- Showcase champions' work to rest of organization



Organic Growth Strategy

- “Brick the dirt path” strategy
- Give a large group access to DV and watch who adopts it
- Let users determine best value use cases through observation
- Fast start is better than a slow start
- Reinforce good value use cases through visibility and recognition



Migrating Dashboards to DV

- Differences between dashboards and DV canvases
- Turning prompts into DV filters
- Leverage the narration capabilities of DV
- Showing data stories and logical sequences of visualizations

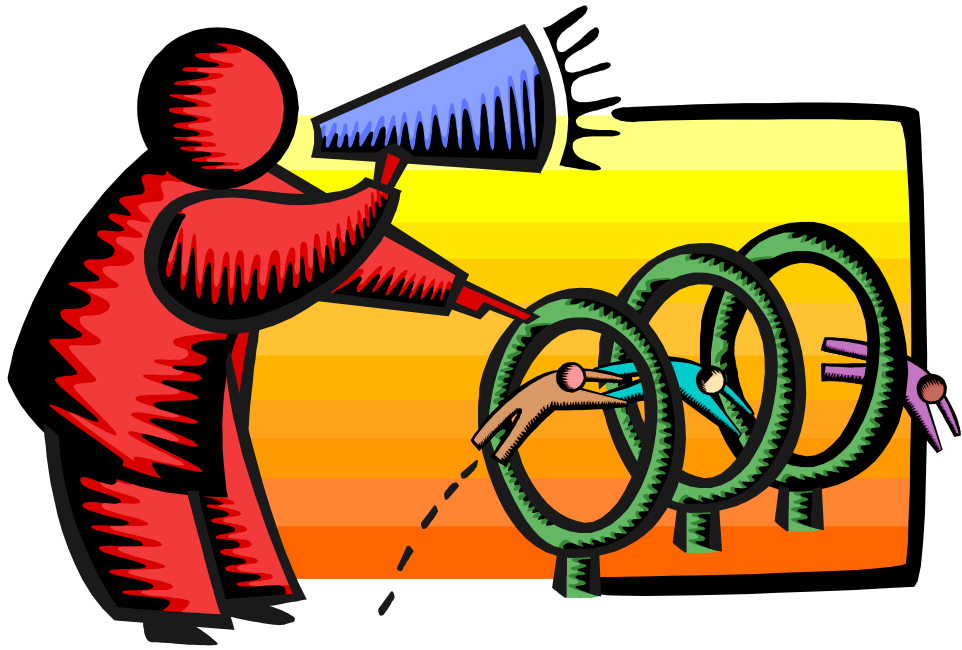


Dealing with Mashups

- Importance of single version the truth
- Need for flexibility and “on-the-fly” modeling
- Recommendations for data connections
- Recommendations for data uploads (CSV, Excel)
- Recommendations for data flows
- Recommendations for data work within projects



Demo and examples



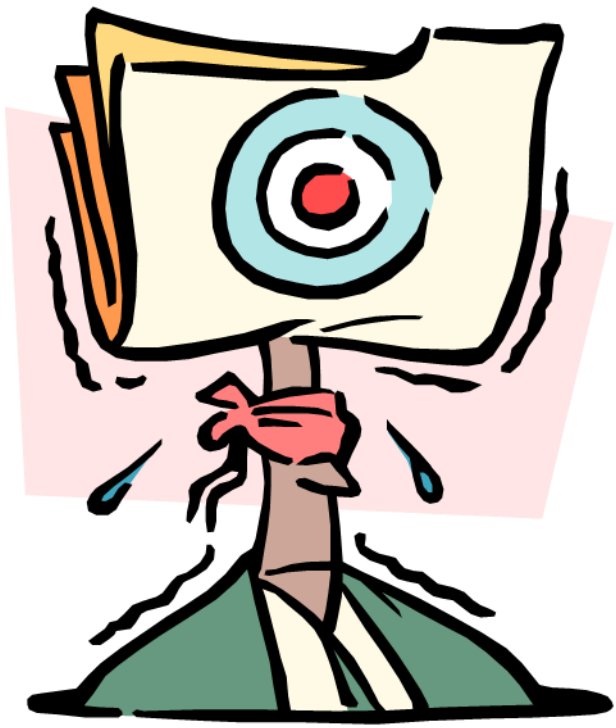


Summary

- Don't be in a hurry to leave classic interface
- Data visualization is the future
- DV needs a bit more maturing to replace classic interface
- Exact replication of existing dashboards is hard
- Can integrate DV content into classic dashboard
- Start with and capitalize on DV's strengths



Questions?





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Thank You!

Presenter Information

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