

Think Autonomous Vlamis Shows Enterprise-Changing Results with ADW

Dan Vlamis
President, Vlamis Software Solutions

Jerry Gearding
CTO, DX Marketing

ORACLE®



DX Marketing



Presentation Agenda

- Background on DX Marketing – Vlami relationship
- Need for and goals for pilot project
- Background on ADW
- Demo of setting up ADW and loading just some data
- Demo of results of ADW – DVD connection
- Next steps
- Recap of what we showed
- Q&A



Presenter Background

Dan VlamiS – President

- Founded VlamiS Software Solutions in 1992
- 30+ years in business intelligence, dimensional modeling
- Oracle ACE Director 
- BIWA Board Member since 2008
- @dvlamis

Jerry Gearding

- CTO at DX Marketing
- 25+ Years IT experience
- 20+ Years experiencing working with Oracle technologies
- Member of the Oracle Big Data Leaders Advisory group
- Presenter at OOW 2017 and 2018

VlamiS Software Solutions

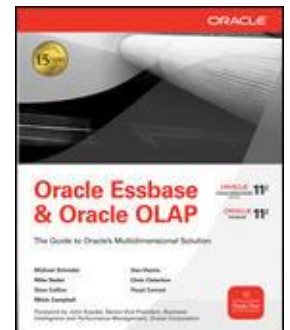
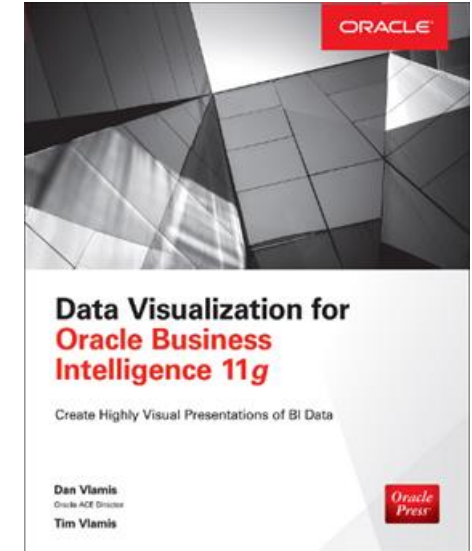
- VlamiS Software founded in 1992 in Kansas City, Missouri
- Developed 200+ Oracle BI and analytics systems
- Specializes in Oracle-based:
 - Enterprise Business Intelligence & Analytics
 - Analytic Warehousing
 - Data Mining and Predictive Analytics
 - Data Visualization
- Multiple Oracle ACEs, consultants 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”
- Oracle University Partner
- Oracle Gold Partner

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EDUCATION CENTER

 Gold
Partner

Specialized
Oracle Business Intelligence
Foundation Suite 11g



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THE DXM PLATFORM - XactAudience®

Five ways data is used to inform marketing decisions





Pilot Project

- Followed from DX Marketing – VlamiS project on simplifying loading and transforming data for DX Marketing
 - Moved data back and forth – multiple web services
 - Simplified using web calls using OIC with Oracle database as hub
 - DX Marketing wanted to simplify DBA role as well
 - Need to accelerate multiple client projects
 - Limited technical resources
- Goal of the pilot project
 - Test out Autonomous Data Warehouse
 - Test out ability of non-technical people to do analysis without DBA involvement



Autonomous Data Warehouse Intro

- Easy
 - No DBA activities required
 - Only 4 things to know to set up
 - # of CPUs to start with
 - Size of database to provision (independent from # CPUs)
 - Password for admin account
 - Do you have an Oracle database license?
 - Automatically backed up
- Fast
 - Uses Exadata storage indexes – fast hardware
 - Don't need to create indexes
 - Can instantly change # CPUs from 1 to 128
- Elastic
 - Can suspend to save money, scale up / down easily
- Connect using all sorts of client tools
 - SQL Developer
 - Zeppelin Notebooks (built for machine learning scripts)
 - Data Visualization Desktop



Pilot Overview

Provisioning Steps

- 1) Create Oracle Cloud Account
- 2) Go to “My Services” Dashboard
- 3) Choose “Services” and Autonomous Data Warehouse
- 4) Click “Create Autonomous Data Warehouse”
- 5) Choose the Name, CPUs/Storage and the Admin password
- 6) Click Create ADW.

Provision time: 5 minutes



Pilot Overview

Create Autonomous Data Warehouse [help](#) [cancel](#)

[Click here](#) to enable compartment selection for your Autonomous Data Warehouse.

DISPLAY NAME

DATABASE NAME

The name must contain only letters and numbers, starting with a letter. 14 characters max.

CPU CORE COUNT

The number of CPU cores to enable. Maximum cores per database: 128. Available cores are subject to your tenancy's service limits.

STORAGE (TB)

The available storage, up to 128 TB.

Administrator Credentials

Set the password for your Autonomous Data Warehouse ADMIN user here.

USERNAME READ-ONLY

PASSWORD

CONFIRM PASSWORD

LICENSE TYPE

☐ MY ORGANIZATION ALREADY OWNS ORACLE DATABASE SOFTWARE LICENSES
Bring my existing database software licenses to the database cloud service ([details](#)).

☒ SUBSCRIBE TO NEW DATABASE SOFTWARE LICENSES AND THE DATABASE CLOUD SERVICE


- Instance Name
- DB Name
- # CPUs and Storage
- Admin Password
- Licensing



Pilot Overview

Scaling Up or Down

dxadwc1

 [Service Console](#) **Scale Up/Down** [Admin Password](#) [Restore](#) [Stop](#) [Apply Tag\(s\)](#) [Terminate](#)

Autonomous Data Warehouse Information [Tags](#)

Display Name: dxadwc1	Created: Wed, 12 Sep 2018 20:04:50 GMT
Database Name: dxadwcdB	CPU Core Count: 2
Compartment: adwtst	Storage (TB): 1
OCID: ...6fyvzq Show Copy	Lifecycle State: Available
License Type: License Included	

ORACLE Cloud Infrastructure

Autonomous Data Warehouses » Autonomous Data Warehouse

dxadwc1

[Service Console](#)

ADW

AVAILABLE

Scale Up/Down [cancel](#)

CPU CORE COUNT: 2

STORAGE (TB): 1

The number of CPU cores to enable. Maximum cores per database: 128. Available cores are subject to your tenancy's service limits.

The available storage, up to 128 TB.

[Update](#)

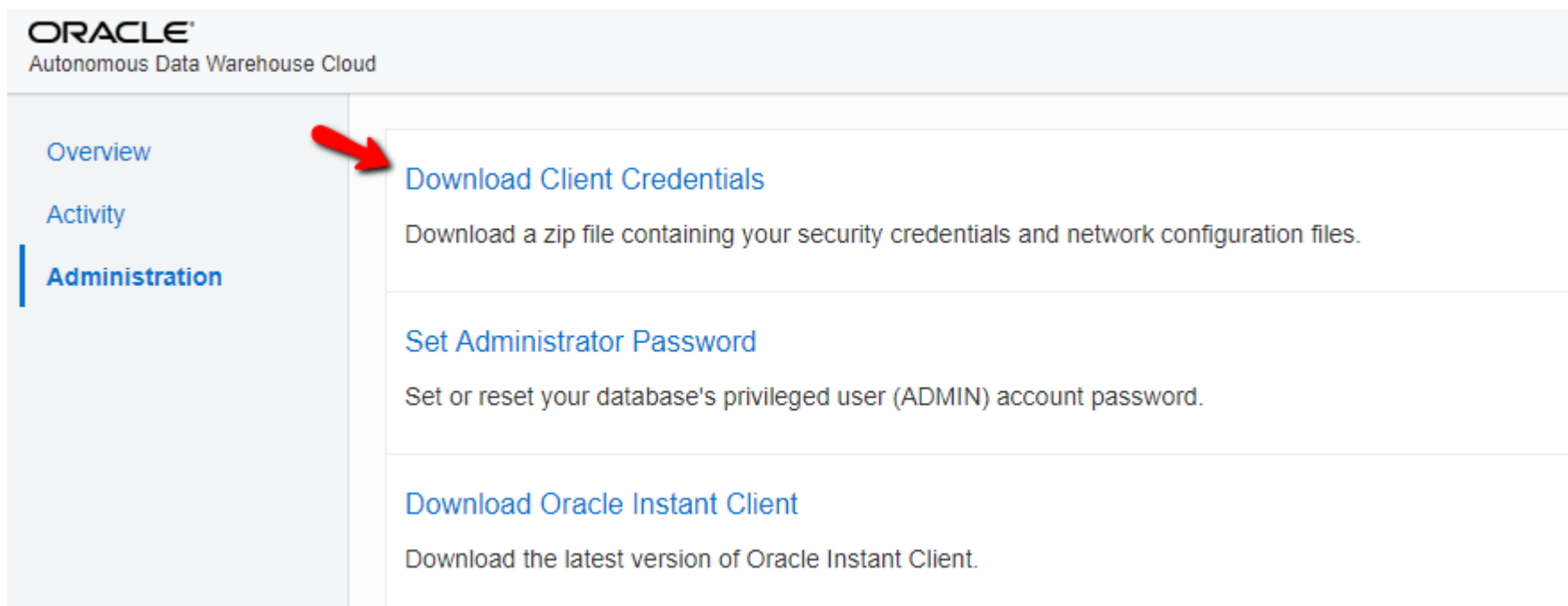
Display Name: dxadwc1	Created: Wed, 12 Sep 2018 20:04:50 GMT
Database Name: dxadwcdB	CPU Core Count: 2
Compartment: adwtst	Storage (TB): 1
OCID: ...6fyvzq Show Copy	Lifecycle State: Available
License Type: License Included	



Pilot Overview

Download Wallet File

- Click Service Console
- Choose Administration Tab
- Click Download Client Credentials





Pilot Overview

Connect SQL/Developer

New / Select Database Connection

Connecti...	Connecti...
ADW-Admin	admin@d...
ADW-Ad...	admin@d...
ADW-Ad...	admin@d...
ADW-Ad...	admin@d...
BMCS-dm...	dmuser...
BMCS-dx...	c##dxm...
BMCS-dx...	sys as sy...
BMCS-dx...	c##dxm...
DXOACD...	sys@//1...
xe_jerry	jerry@//l...

Connection Name: ADW-Admin_Low

Username: admin

Password:

☐ Save Password ☒ Connection Color

Oracle

Connection Type: Cloud PDB Role: default

Configuration File: C:\Users\jgearding\Downloads\wallet_DXADWCDB.zip Browse...

Service: dxadwcdb_low

Configure QSS

☐ OS Authentication ☐ Kerberos Authentication Advanced...

Status :

Help Save Clear Test Connect Cancel



Pilot Overview

Import Data

Can also use:

- SQL Loader
- Data Pump
- External tables

Data Import Wizard - Step 1 of 5

Data Preview

Source: Local File

File: C:\Users\jgarding\Documents\EUG_EUG_4_Market_Analysis.csv

File Format:

☒ Header After Skip: [v] Skip Rows: 0

Format: csv ☒ Preview Row Limit: 100

Encoding: Cp1252

Delimiter: , Line Terminator: standard: CR, LF, CR or LF

Left Enclosure: " Right Enclosure: "

File Contents

RECNO	FIRST	LAST	ADDRESS	CITY	ST	ZIP	ZIP4	EMAIL	STORE	SEGMENT
11073	pamela	pipkin	1123 BRIDGE...	BATESBURG	SC	29006	9145	pam.pipkin...	EUG Ballentine	Columbia
11397	Pickens	Hair	130 CHINQU...	BATESBURG	SC	29006	2443	pickenshair...	EUG Ballentine	Columbia
4230	Drew	Fort	171 PLANTA...	BATESBURG	SC	29006	8292	drewdaddy7...	EUG Lexington	Columbia
751	Amy	Stills	218 HAVEN RD	BATESBURG	SC	29006	9154	Amystills26...	EUG North ...	Columbia
9410	Margaret	Smith	PO BOX 607	BISHOPVILLE	SC	29010	607	Margaretvbs...	EUG Pawley...	Columbia
1808	Benjamin	Morgan	6610 OLD W...	BLACKSTOCK	SC	29014	8763	Bpml055@g...	EUG Ballentine	Columbia
9917	Marty	Faile	1 HUNT CUP...	BLYTHEWOOD	SC	29016	8744	mfaile07@g...	EUG Pawley...	Columbia
13434	Sandra	Roseborough	100 PENELO...	BLYTHEWOOD	SC	29016	9649	sr44@att.net	EUG Columbia	Columbia
1078	Ashleigh	Crawford	5011 ROBIN...	BLYTHEWOOD	SC	29016	9111	ashleighb...	EUG Columbia	Columbia
8896	sharonda	autton	107 UPPER...	BLYTHEWOOD	SC	29016	7907	tsa8148@g...	EUG Columbia	Columbia
15109	Wendy	Fuess	11 HABERS...	BLYTHEWOOD	SC	29016	8295	Wfuess@ya...	EUG Columbia	Columbia
13598	Steven	Harper	13 RALPH CT	BLYTHEWOOD	SC	29016	9647	StevenH717...	EUG Columbia	Columbia
3708	Owan	Samuel	1477 FULME...	BLYTHEWOOD	SC	29016	9700	Deleam@g...	EUG Columbia	Columbia
3860	Don	Hardy	185 SUMME...	BLYTHEWOOD	SC	29016	8393	Chvsepar82...	EUG Ballentine	Columbia
2508	Chandra	Goodwin	2051 BLYTH...	BLYTHEWOOD	SC	29016	7173	Chandragoo...	EUG Columbia	Columbia
9042	Tony	DesChamps	214 MAPLE...	BLYTHEWOOD	SC	29016	8392	RumenB5@g...	EUG Columbia	Columbia
4256	Danny	Trimmerman	23 HELLTOP...	BLYTHEWOOD	SC	29016	8745	dtrimmer@...	EUG Columbia	Columbia
1072	Debbie	Hamrick	280 JORDA...	BLYTHEWOOD	SC	29016	7793	auntdeb13@...	EUG Columbia	Columbia
297	Abby	Cates	2840 WILDF...	BLYTHEWOOD	SC	29016	8650	abbycates@...	EUG Columbia	Columbia
14710	Sandra	Strauss	285 KIRKDA...	BLYTHEWOOD	SC	29016	7794	thesandw...	EUG Columbia	Columbia

ADW-Admin_Low x ADWCTEST x

Columns Data Model Constraints Grants Statistics Triggers Flashback Dependencies Details Partitions Indexes SQL

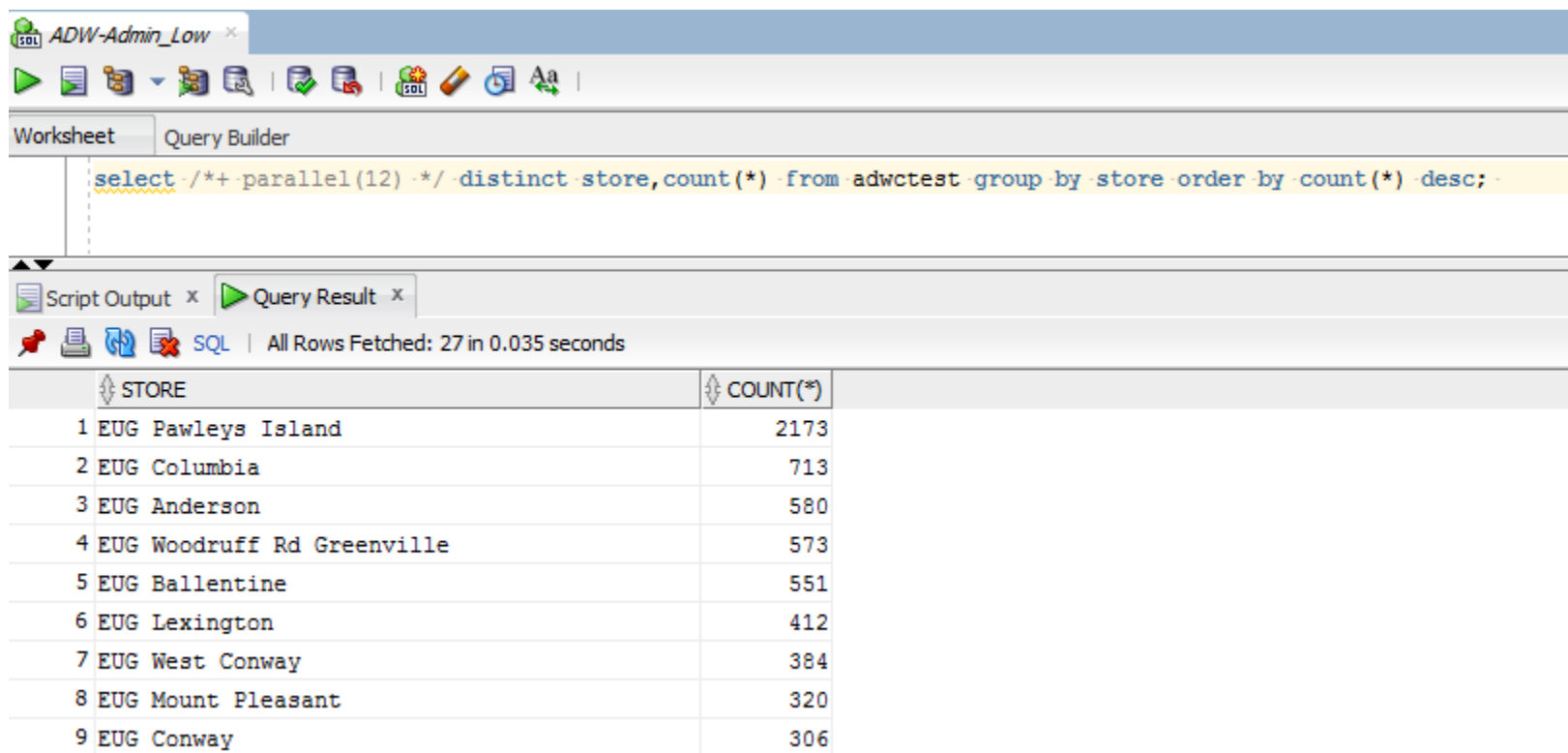
Sort: | Filter:

	RECNO	FIRST	LAST	ADDRESS	CITY	ST	ZIP	ZIP4	EMAIL	STORE	SEGMENT
1	11073	pamela	pipkin	1123 BRIDGEWATER CT	BATESBURG	SC	29006	9145	pam.pipkin@yahoo.com	EUG Ballentine	Columbia
2	11397	Pickens	Hair	130 CHINQUAPIN ST	BATESBURG	SC	29006	2443	pickenshair@yahoo.com	EUG Ballentine	Columbia
3	4230	Drew	Fort	171 PLANTATION LN	BATESBURG	SC	29006	8292	drewdaddy79@yahoo.com	EUG Lexington	Columbia
4	751	Amy	Stills	218 HAVEN RD	BATESBURG	SC	29006	9154	Amystills26@yahoo.com	EUG North Myrtle Beach (Main St)	Columbia
5	9410	Margaret	Smith	PO BOX 607	BISHOPVILLE	SC	29010	607	Margaretvbs@gmail.com	EUG Pawleys Island	Columbia
6	1808	Benjamin	Morgan	6610 OLD WINNSBORO RD	BLACKSTOCK	SC	29014	8763	Bpml055@gmail.com	EUG Ballentine	Columbia
7	9917	Marty	Faile	1 HUNT CUP LN	BLYTHEWOOD	SC	29016	8744	mfaile07@gmail.com	EUG Pawleys Island	Columbia
8	13434	Sandra	Roseborough	100 PENELOPE LN	BLYTHEWOOD	SC	29016	9649	sr44@att.net	EUG Columbia	Columbia



Pilot Overview

Query Table

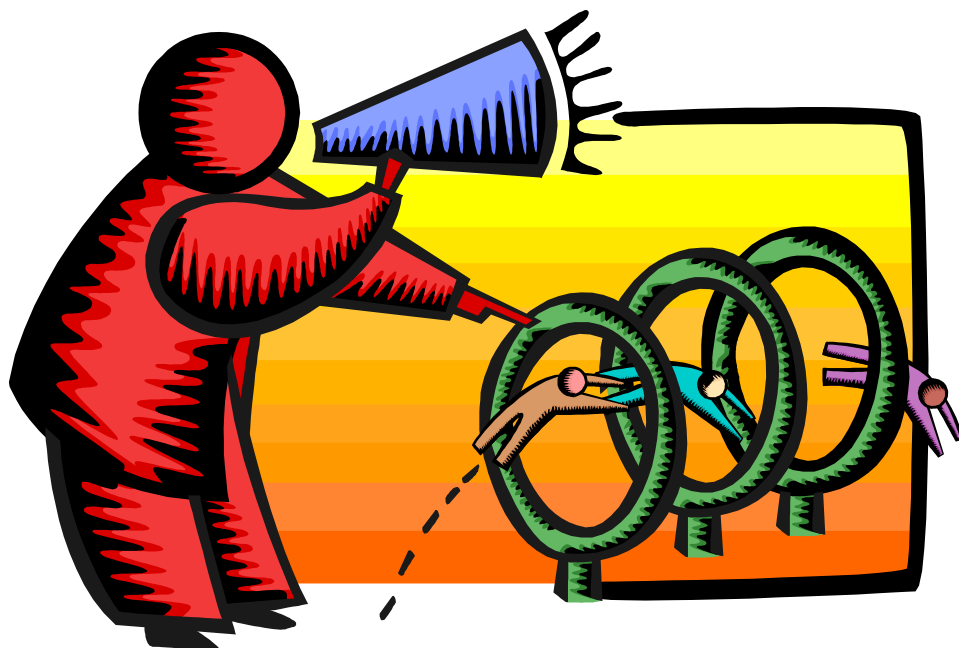


The screenshot shows the SQL Developer interface with a query window titled 'ADW-Admin_Low'. The query is: `select /*+ parallel(12) */ distinct store, count(*) from adwctest group by store order by count(*) desc;`. The 'Query Result' tab is active, displaying a table with 27 rows. The first 9 rows are shown, sorted by count in descending order.

	STORE	COUNT(*)
1	EUG Pawleys Island	2173
2	EUG Columbia	713
3	EUG Anderson	580
4	EUG Woodruff Rd Greenville	573
5	EUG Ballentine	551
6	EUG Lexington	412
7	EUG West Conway	384
8	EUG Mount Pleasant	320
9	EUG Conway	306



Demonstrations



- Creating and loading Autonomous DW
- Analysis possible using Data Visualization Desktop



Business Value & Next Steps

- Next steps
 - DX Marketing wants to use as a sandbox for its analysts
 - DX Marketing considering moving all of its marketing content to ADW
 - Allowing non-technical people to analyze without DBA intervention
- Business Value of Pilot
 - Plan on speeding execution of new client projects – creating new DWs
 - From 3 weeks to 1 week
 - Eliminates need to expand technical staff
 - Save on money
 - Fast access to data
 - Analysts can create presentations of data in a matter of minutes/hours
 - Refreshing data is now easy



Recap

- Recap of what we showed
 - Easy to set up
 - Fast to deliver
 - Great performance
 - No technical DBA skills required to analyze and extend
 - Analyze data within minutes



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No Manual Tuning or Administration Needed

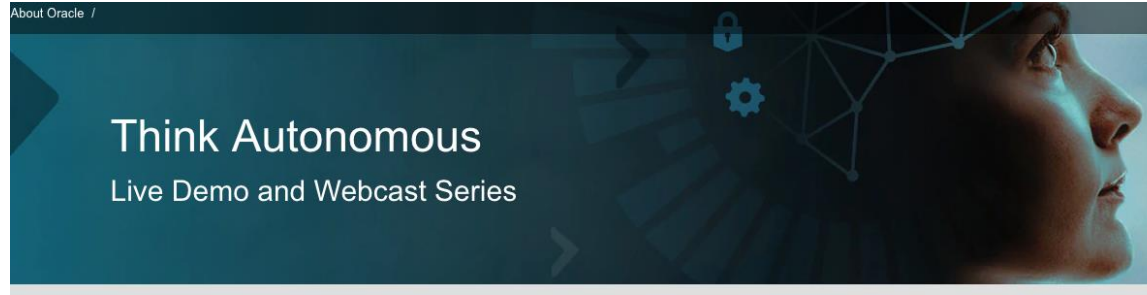
<https://go.oracle.com/Autonomous-DW>

<https://go.oracle.com/Autonomous-TP>

* Trial expires upon usage of 3300 CPU hours or trial has reached 30 days, whichever comes first.

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- [On-demand](#)
Accenture Unveils Real-Life Performance Results for Oracle Autonomous Data Warehouse
- [On-demand](#)
Oracle Unveils Autonomous Transaction Processing: the road to hands-free database operations
- [On-demand](#)
9 a.m. PT / 12 p.m. ET
Step-by-Step Guide to Oracle Autonomous Transaction Processing
- [On-demand](#)
9 a.m. PT / 12 p.m. ET
Experience fast and easy migration to Oracle's Autonomous Data Warehouse
- September 26, 2018
9 a.m. PT / 12 p.m. ET
Oracle Autonomous Cloud: Enabling a Path to Microservices Architecture
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Vlami Software Solutions Shows Enterprise-Changing Results with Oracle Autonomous Data Warehouse
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- October 10, 2018
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Questions?

