OBIEE/Business Intelligence Applications Simplified

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Dec 8, 2010

Introduction

- Introduction to Business Intelligence / OBIEE
- Business Intelligence Applications
- Case Studies
 - Custom OBIEE Development
 - Bl Applications
- Technical Details
- Bl Center of Excellence
- Wrap-up / Questions & Answers

About Speakers!

Vivek:

- OBIEE professional with IBM (Global Business Services) in Oracle Consulting Practice
- Skills in OBIEE, Oracle Spatial and MapViewer, OLAP/Essbase, Oracle RTD etc
- Many years of hands-on experience with many Fortune 100 companies in all of these areas

Why Oracle BI EE (OBI EE)?

- Age old Enterprise BI Industry Challenges
 - No effective way to analyze requirements
 - "It took us two years to build the enterprise DW, and it is not being fully utilized since being built."
 - Reporting silos
 - Silo data marts or cubes; query tool silos
 - Batch-based reporting deployed as dead "sheets of paper"
 - Low user adoption
 - Hard-to-use
 - Poor performance
 - High TCO
 - Not actionable or relevant
 - Too late; not detailed enough

Why is Oracle BI EE different?

- Solutions versus tools
 - OBI EE Platform
 - Flexibility for functionality extensions
 - Application administration for TCO
 - Model-driven applications methodology minimizes requirements surprises
- Enterprise versus departmental
 - Enterprise Information Model -- versus hundreds of cubes
 - Handles large data volumes by function shipping to the database
 - Minimizes the use of temp tables to exploit the database optimizer
- Pervasive
 - Ad hoc analysis for business users via interactive dashboards
 - Business problem orientation: analytic workflows and guided navigation
 - Open APIs to fit underneath existing operational systems UI -- SOAP Services for UI reuse or odbc for data / business logic re-use only
- Unified server-centric architecture with full thin client UI

OBIEE – Three Layers

PRESENTATION LAYER



- User Roles, Preferences
- Simplified View
- Logical SQL Interface

Role-Based Views of the Information Relevant to the User

SEMANTIC OBJECT LAYER



- Dimensions
- Hierarchies
- Measures
- Calculations
- Aggregation Rules
- Time Series

Consistent Definition of Business Measures, Metrics, Calculations

PHYSICAL LAYER



- Map Physical Data
- Connections
- Schema

Model Once, Deploy Everywhere



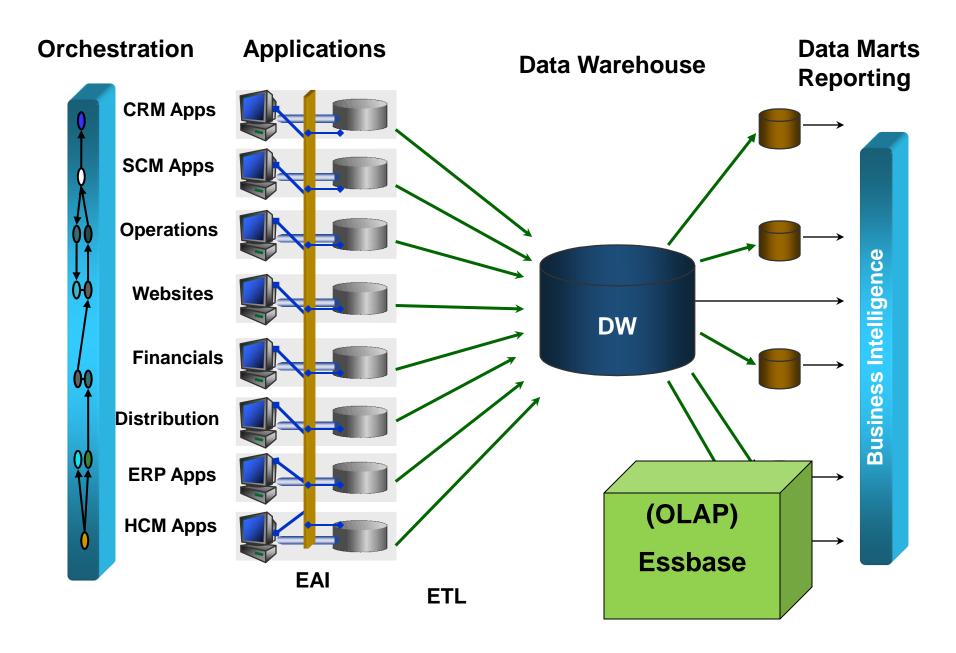




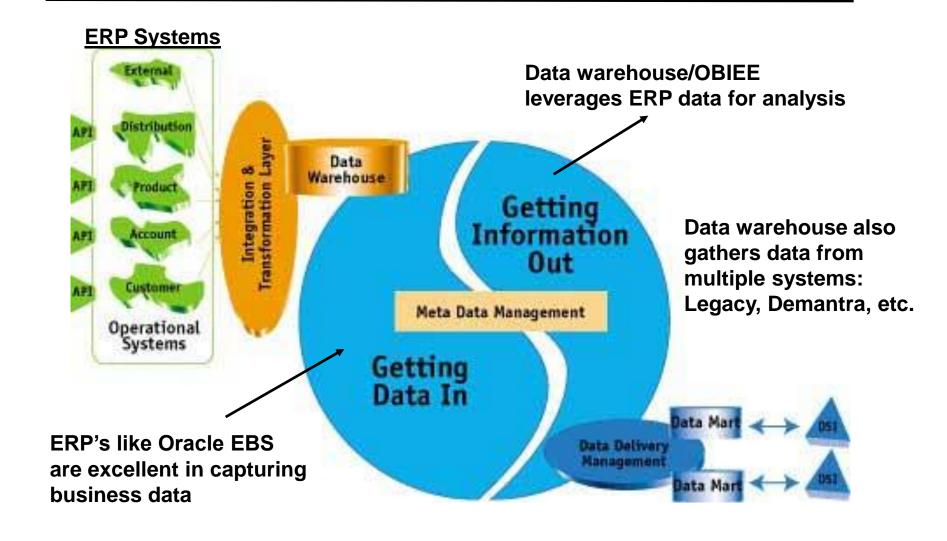


Across Any Data Sources

Ideal Information Architecture



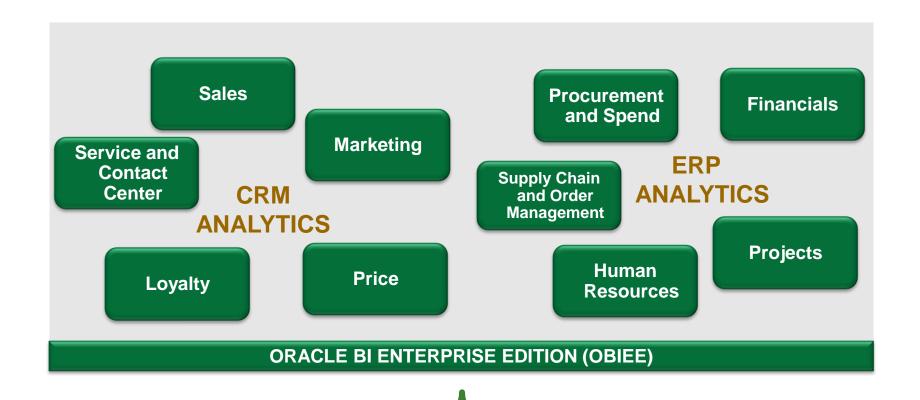
Why the Data Warehouse?



Two Scenarios - User of OBIEE

- Company A (Printing/Packaging Industry)
 - ERP is JD Edwards and Legacy
 - IBM H/W and AIX shop
 - EPM System 7 to System 11 Migration
 - ODS / Crystal Reports
 - Essbase & Demantra (for S&OP)
- Company B (Energy Sector)
 - One Division SAP, rest legacy, EBS R12 to consolidate into one ERP
 - SAP tools for Reporting, Crystal
 - New HFM and Planning (System 11)

OBIEE v/s Packaged BI Application









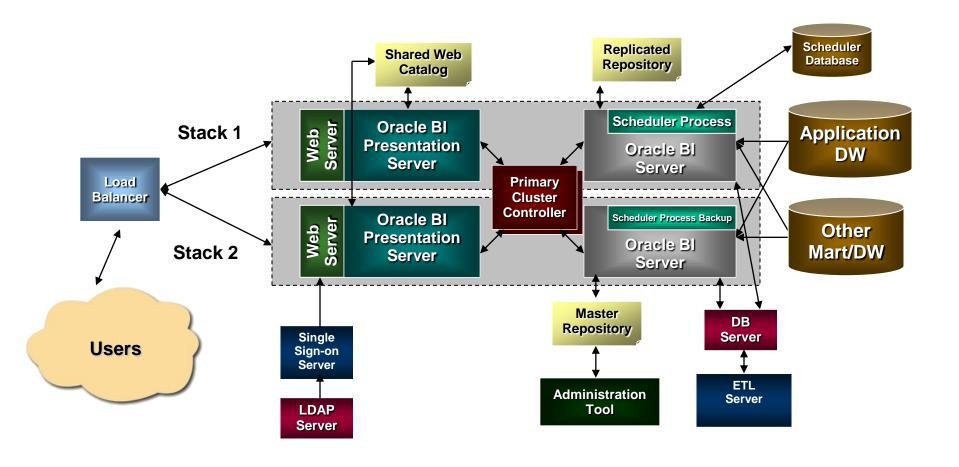


AND OTHER OPERATIONAL AND ANALYTIC SOURCES

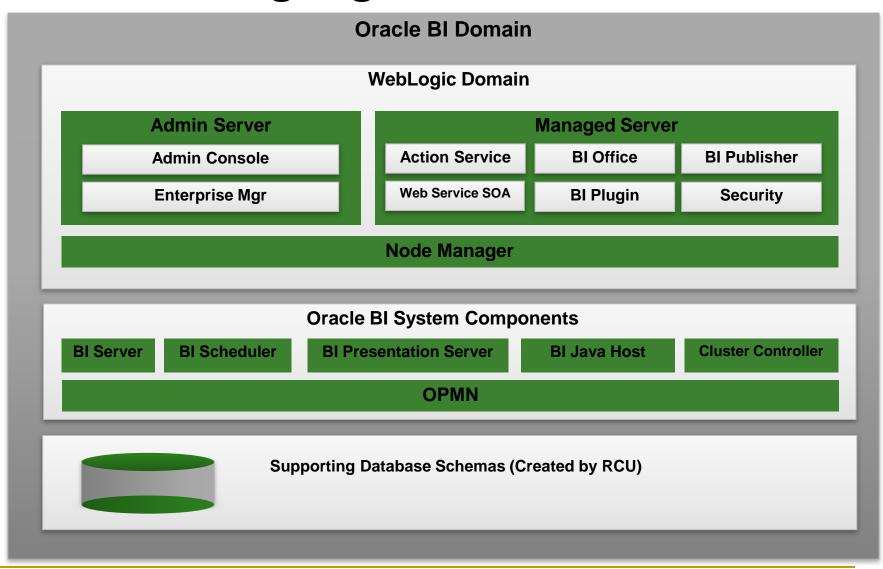
OBIEE 10g Architecture Web Server Web Browser SAW Bridge (J2EE/ISAPI) (IIS, Tomcat, Websphere, iPlanet) XML, HTML, Javascript XLS, PDF, TXT for Usability & Interactivity Oracle BI Publisher Oracle BI Presentation Services TCP/IP (SSL) over HTTP/HTTPS Web Catalog Service SOAP Web Services, XML and URL Interface **Delivery Server** Layout Interfaces Oracle Interactive
Dashboards Oracle Answers Data Logic XSL HTML. SOAP XML Framework User Profiling, Security and Session Mngmt HTTP/HTTPS Cache Services (Web) & Connection Mngmt External Applications and Portals ODBC over TCP/IP (SSL) Oracle Delivers Server Oracle BI Server TCP/IP Logical SQL ODBC/JDBC (Logical Business Model) Scheduling/Event Services Agent Execution Logic Load Balancer Metadata Interchange **Device Adaptive Content** Session Management Intelligent Request Generation Oracle Bl Administration Logical Request Generation Oracle BI Cache Security Services Cluster Controller Navigator Services Query Govern. Metadata Management Services Multi-Pass / Sub-Request Logic System / Perf Monitoring Multi-User Development Services Fragmentation Metadata Documentation Services Externalized Optimization Authentication Server Management Services Aggregate LDAP Navigator **DB** Authentication Optimized Query Rewrites **Custom Authenticator Execution Engine Data Source Adapters** ODBC, CLI, OCI, XML, MDX Analytical and Operational Data Sources

OBIEE 10g Architecture Web Browser Web Server (IIS, Tomcat, Websphere, iPlanet) XML, HTML Javascript XLS, PDF, TXT for Usability & Interactivity Oracle BI Publisher Oracle BI Presentation Services over HTTP/HTTPS X Layout Interfa Oracle Interactive Oracle Answer XSL HTML, SOAP HTTP/HTTPS External Applications and Portals ODBC over TCP/IP (SSL) Oracle Delivers Server **BI Server** TCP/IP DBC/JDBC (Logica (SSL) 3 Intelligent F squest Genera Oracle Bl Administration Logical Re est General Oracle BI Cluster Controller Navigator Sub-Reques **Deployable on Separate Hardware** Externalized Authentication IDAP Navigator **DB** Authentication Optimized Query Rewrites **Custom Authenticator Execution Engine** ODBC, CLI, OCI, XML, MDX Analytical and Operational Data Sources

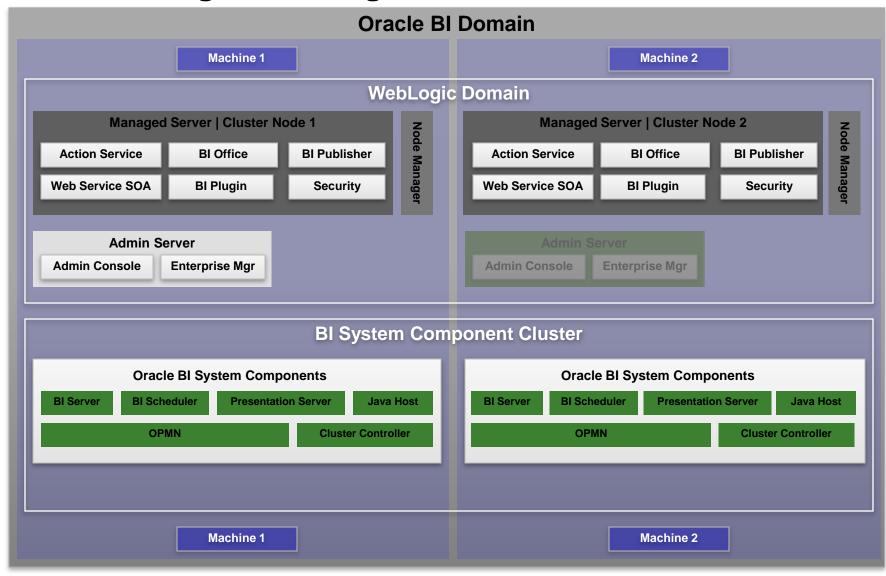
Example 10g Deployment High Availability



Oracle BI 11g High Level Architecture



Oracle BI 11g Clustering



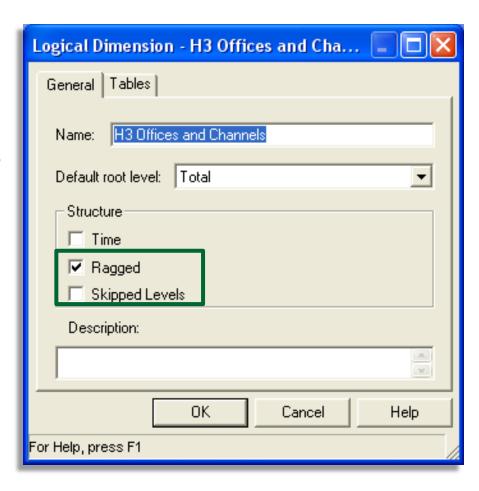
Enterprise Deployment Diagram Workstation Workstation -Firewall --Ports Open: 443,80 -VIP1: sso.mycompany.com VIP1: bi.mycompany.com DMZ Public Zone xxx.yyy.zzz.220 xxx.yyy.zzz.220 (Web Tier) NAT'd intranet URL's OHS with OHS all Virtual URLs, OHS OHS FTP site, and WebGate Proxy WebGate WebGate Mod_WL Mod WL OHS Mod WL OHS WEBHOST2 -Ports-Open: http,proxy,NAP-Firewall DMZ Secure Zone http Firewell (App Tier) -BI ODBC Datasource -_ -OAP .._ M WSM-PM CALC
Workspace OBIP Cluster Controller Admin EM Workspace OBIP SCHEDULER OBIPS OAM BIOffice Analytics BIOffice Analytics ESSBASE OBIJH ESSBASE OBIJH ESS RTD FR ESS RTD FR Identity Server BI Server BI Server OPMN OPMN JRF/JPS Admin Server Managed Servr1 System Components Managed Servr1 Admin Server Access Server System Components APPHOST: APPHOST2 Node Mgr IDMHOST3 0 OID/OVD --- OPSS oid/ovd (OPSS) SAN / NAS Firewall:-Perts: 389/636,-1521**M** VIP1: oid.mycompany.com -Ports Open: 389, 60/06;a1621 -(Data Tier) 1521 OID ORA_INSTANCE oid2.myco.com 1521 1521 RAC OWSM-PM wiring to Central MDS Policy Store CUSTDBHOST2 CUSTDBHOST1 INFRADBHOST2 NODE1 MR Transactional DB RAC DB BI Schemas

OBIEE 11g

- New Features
 - Olap Style reporting
 - ADF integration
 - Actions Framework
 - Security
- Ragged and Skip level hierarchies
- Essbase Integration
- Mapping Mapviewer integration

Business Model Support for Leveled-Ragged and Skip

- Ragged and Skip Checkboxes
 - Tells server to check for NULL member names in SQL
 - Slight performance hit only do this when necessary
- Ragged or Skip in Relational Source
 - Missing node should be a NULL field for the member name

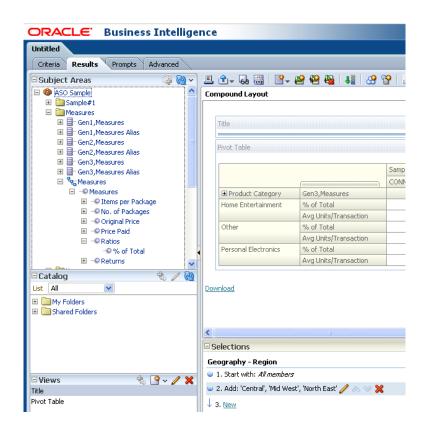


Nulls for Skip or Ragged Levels

| <u>Key</u> | Member Name | <u>Attribute</u> | Level 3 | Level 2 | Level 1 |
|------------|----------------------------|------------------|---------|-----------------------------|-----------------------------|
| Prod_Ke | y Prod_Dsc | Color | Туре | LOB | Brand |
| | 1Starter 3-blade Razor | Black | 3-blade | Razors for Men | Swordsman |
| | 2 Refill 3-blade - 4 cnt. | Black | 3-blade | Razors for Men | Swordsman |
| | 3 Refill 3-blade - 15 cnt. | Black | 3-blade | Razors for Men | Swordsman |
| | 4Starter 5-blade Razor | Black | 5-blade | Razors for Men | Swordsman |
| | 5 Refill 5-blade - 4 cnt. | Black | 5-blade | Razors for Men | Swordsman |
| | 6Refill 5-blade - 15 cnt. | Black | 5-blade | Razors for Men | Swordsman |
| | 7Shaving Crème | n/a | Cream | Shaving Creme | Swordsman |
| | 8Shaving Gel | n/a | Gel | Shaving Creme | Swordsman |
| | 9 Electric Razor - Black | Black | | Electric Razors | Electrosmooth |
| 1 | OElectric Razor - Chrome | Chrome | | Electric Razors | Electrosmooth |
| 1 | 1Starter Razor - Pink | Pink | | Razors for Ladies | Goddess |
| 1 | 2Starter Razor - Blue | Blue | | Razors for Ladies | Goddess |
| 1 | 3Refill - 6 | White | | Razors for Ladies | Goddess |
| 1 | 4Refill - 18 | White | | Razors for Ladies | Goddess |
| | Spring Breeze Air | | | | |
| 1 | 5 Freshener | n/a | | Air Fresheners Nulls for | Spring Breeze Skip level |

Oracle BI Server 11gR1 Enhancements for Essbase

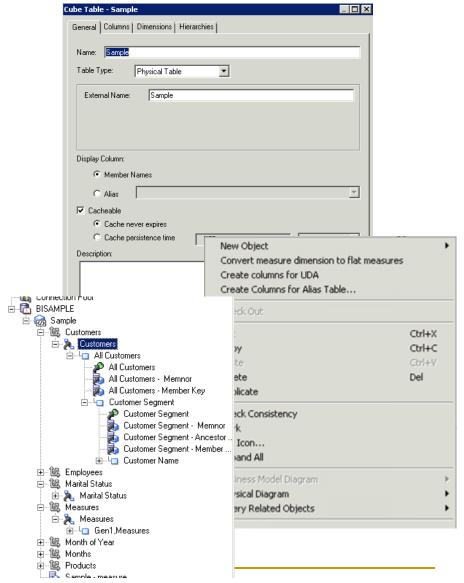
- Essbase MDX enhancements to support Answers+
 - Hierarchy and member browsing
 - Member selection steps
- Improved support for:
 - Measures/Accounts hierarchies
 - Aliases
 - User Defined Attributes (UDAs)
 - Value-based hierarchies
- Enhanced capabilities for federating
 Essbase and relational sources



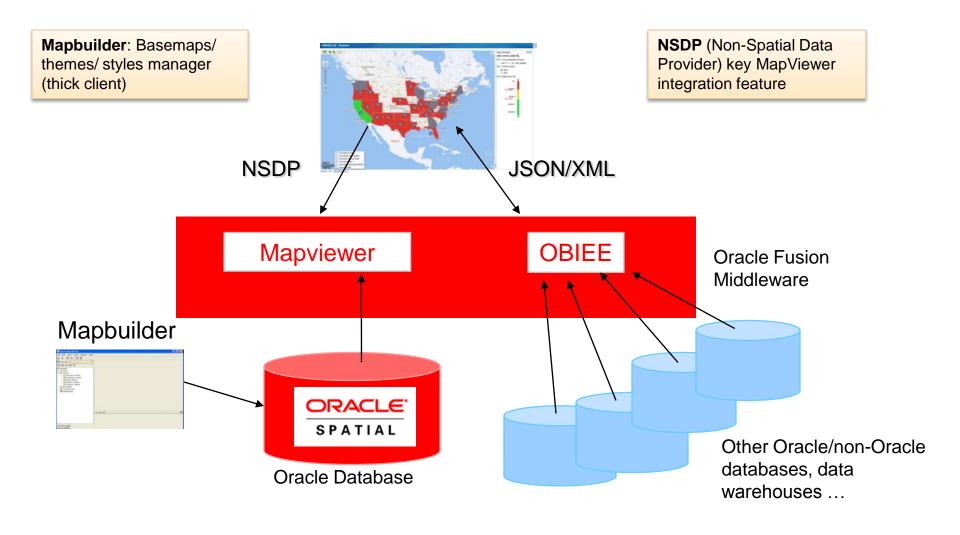
Richer Essbase Metadata in OBIEE

Admin Tool

- Ability to create columns for UDAs
- Ability to create columns for Alias tables
- Measure hierarchy modeling
- Value-hierarchy modeling
- Alternate hierarchies automatically imported as separate hierarchies
- Member order column

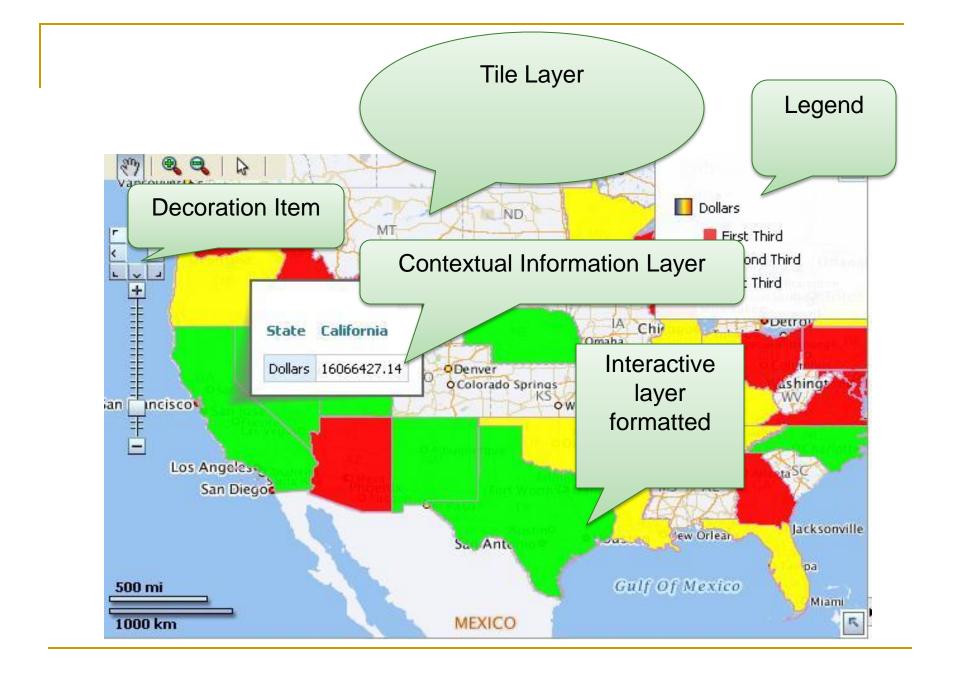


MapViewer BI Integration Architecture



BI Presentation Services (Admin)

- Import themes, tile layers, styles created in mapviewer into the OBIEE catalog creating a central repository and associate subject areas with the maps
- Provide mapping between BI metadata and Mapviewer metadata
- Provide layer ordering, zoom levels on the map



About Me!

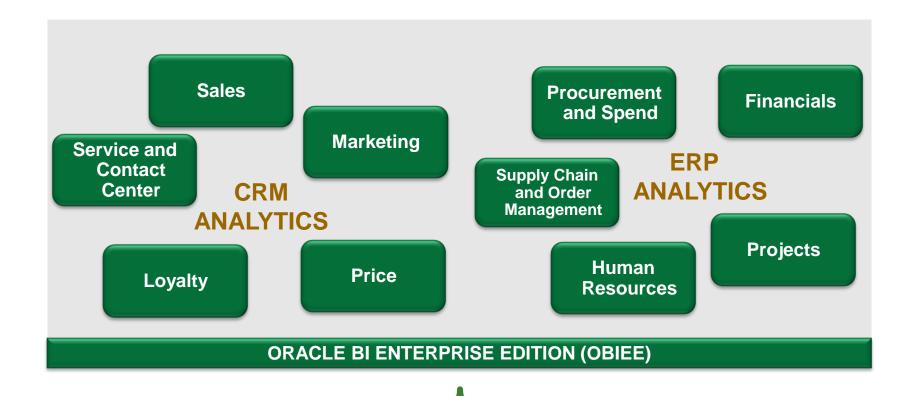
Rahul Kundavaram:

- Senior Principal Consultant in Oracle BI Practice
- Skills in OBIEE / BI Applications, Discoverer, BI Publisher, Oracle EBS
- 10+Years of experience in all these areas
- Implemented BI Solutions for Various Industries including Retail, Healthcare, Federal, Insurance, Finance and Media.

Acronyms

- OBIEE
- OBIA
- OLAP,OLTP,OBAW
- DAC
- INFA
- □ SDE (Source Dependent executions)
- SIL (Source Independent executions)
- □ Fin, SCM, HR...

OBIEE v/s Packaged BI Application





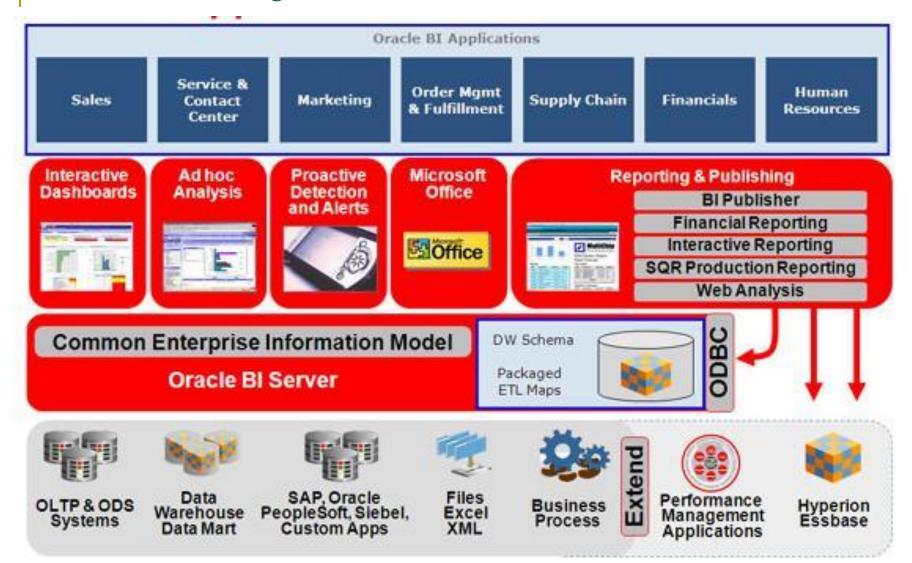




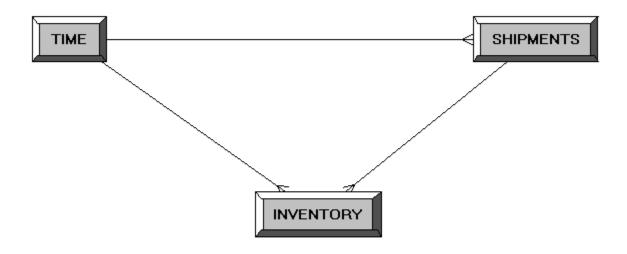


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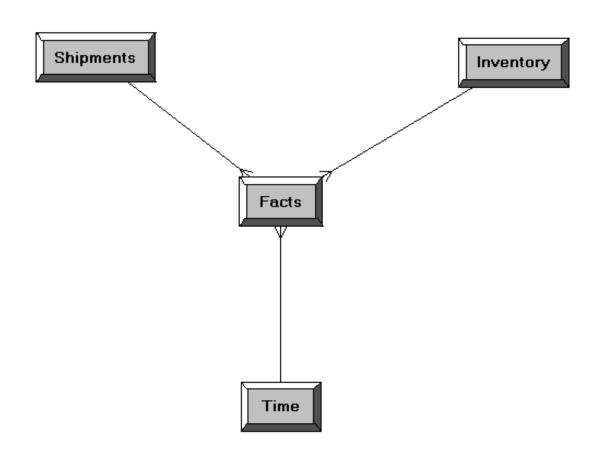
OBIA Block Diagram



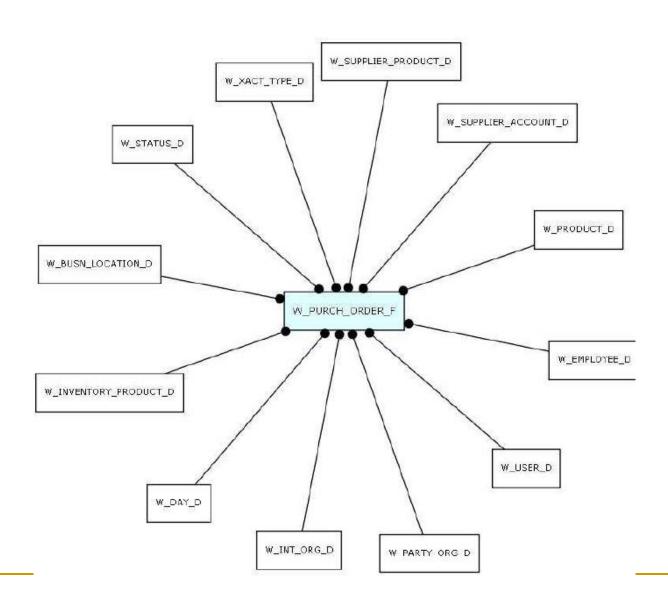
Traditional Circular Join



OBIEE – Logical Star



Star Data Model



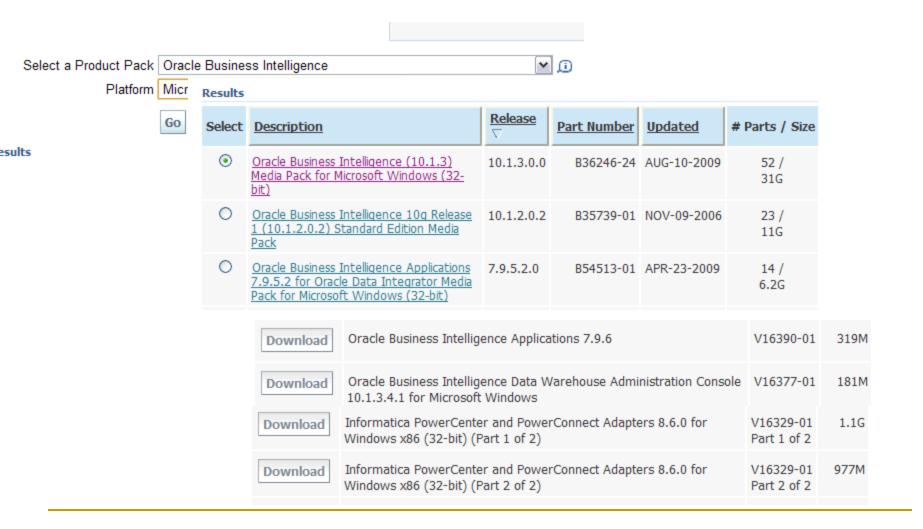
New Oracle BI Apps Rel 7.9.6.2 Sep '10

How to decide what BI application are Available for a Given ERP system?

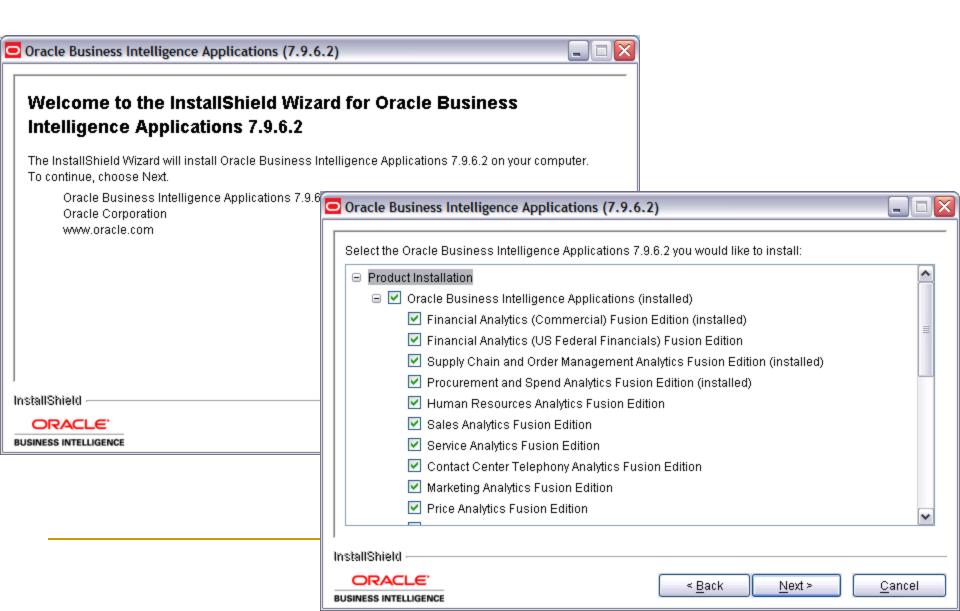
| Oracle's JD Edwards EnterpriseOne ¹² | 8.11SP1, 8.12, 9.0 | Oracle Financial Analytics Fusion Edition | Oracle's JD Edwards EnterpriseOne Financial Management |
|---|---|---|---|
| Oracle's JD Edwards EnterpriseOne | 8.12 ¹³ , 9.0 ¹³ | Oracle Supply Chain and Order Management Analytics ¹⁴ | Oracle's JD Edwards EnterpriseOne Inventory Management |
| | | | Oracle's JD Edwards EnterpriseOne Product Data Management |
| | | | Oracle's JD Edwards EnterpriseOne Sales Order Management |
| Oracle's JD Edwards World ¹⁵ | A9.2 | Oracle Financial Analytics Fusion Edition | Oracle's JD Edwards World Financial Management |
| Universal Source | N/A | All available Oracle Business Intelligence applications | N/A |

| Vendor and Product | Version | Oracle Business Intelligence Application | Associated Source Application or Module |
|--------------------------------------|--|---|---|
| Oracle eBusiness Suite | 11.5.10, R12.0, R12.1.1 ⁴ , R12.1.2 ⁵ | Oracle Procurement and Spend Analytics Fusion Edition ⁶ | Oracle Purchasing/ Procurement Oracle iProcurement Oracle Financials (Payables) Oracle iExpenses |
| | | Oracle Financial Analytics Fusion Edition ⁷ | Oracle Financials (GL, Payables, Receivables) |
| | | Oracle Human Resources Analytics Fusion Edition | Oracle Human Resources Oracle Payroll Oracle Learning Management Oracle iRecruitment |
| | | Oracle Project Analytics Fusion Edition ⁸ | Oracle Project Costing Oracle Project Billing |
| | | Oracle Service Analytics Fusion Edition | Oracle Teleservice ⁹ Oracle iSupport ⁹ |
| Oracle's PeopleSoft Enterprise | 8.9, 9.0, 9.1 ¹⁰ | Oracle Financial Analytics Fusion Edition | Oracle's PeopleSoft Financials (GL, Accounts Payable, Accounts |

BI Applications (OBIA) – Downloading the Different Components

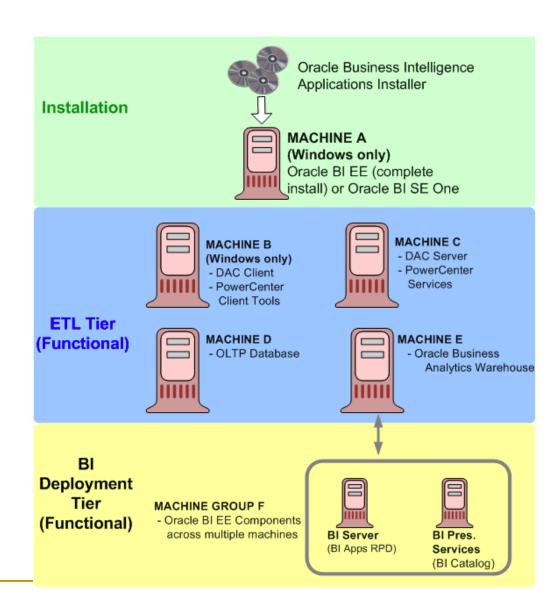


OBIA 7.9.6.2

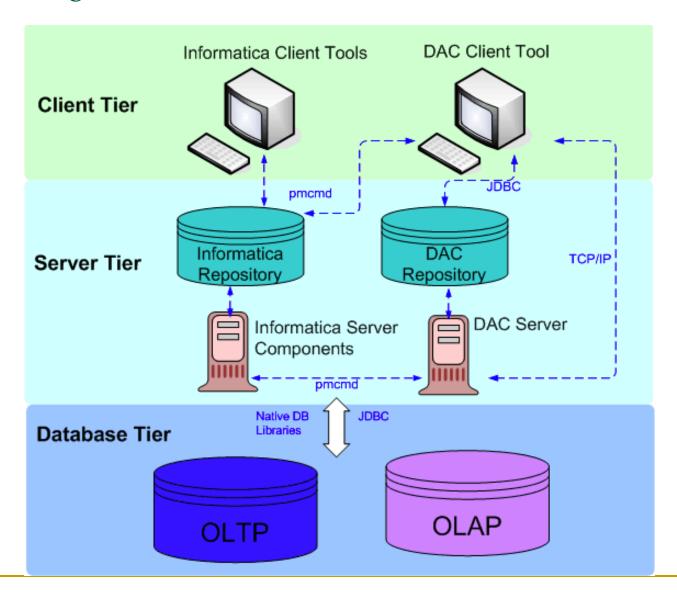


Install Process

- End user machines requires no software, browser based assess
- Windows boxes required for client software and for transferring some server software (A and B)
- Co-location of Informatica
 PowerCenter Services and
 DAC Server C
- Clients can be installed on multiple Windows boxes

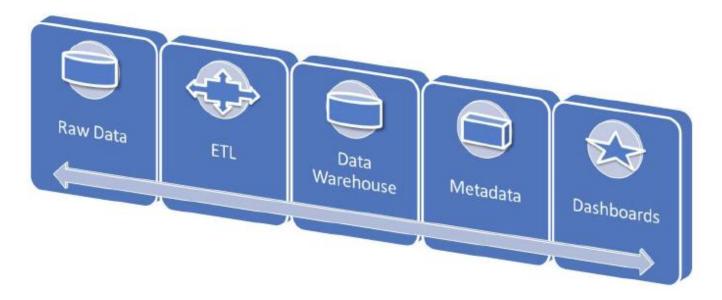


Supporting Infrastructure - Informatica and DAC

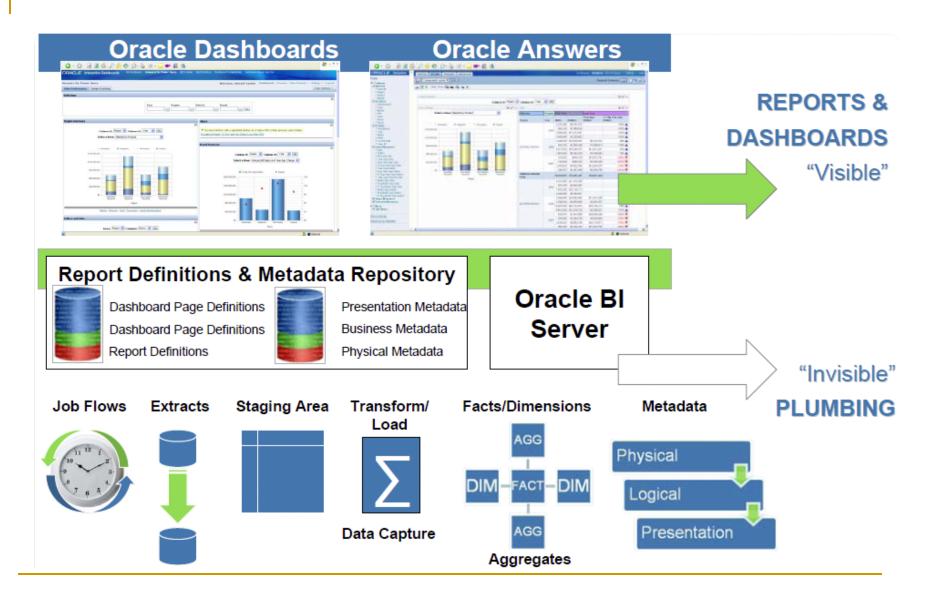


High Level Data Flow

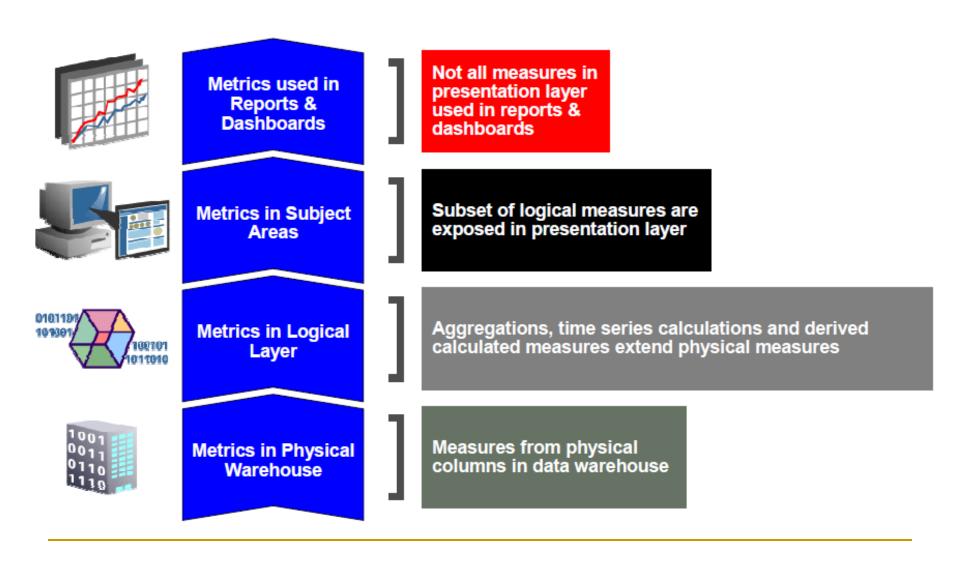
- Source eBS/PSFT/Siebel/JD Edwards/Custom (Raw Data)
- ETL Extraction Transform and Load (Informatica PowerCenter or ODI)
- OBAW Business Analytics Warehouse
- OBIEE Metadata
- OBIEE Content Reports and Dashboards



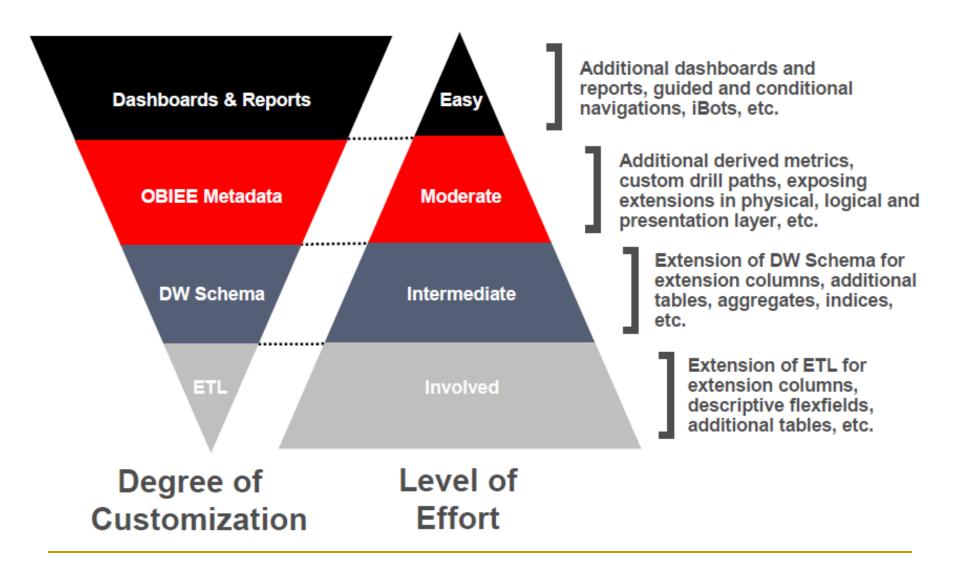
OBIEE - From Surface to Plumbing



Value Added to the Layered Architecture



Effort v/s Customization Balance



User's of Pre Packaged OBIEE

- Company A (Non Profit)
 - ERP is Siebel and EBS
 - IBM H/W and AIX shop
 - ODS / Crystal Reports
 - Cognos for Planning and Budgeting
- Company B (Energy Sector)
 - One Division SAP, rest legacy, EBS R12 to consolidate into one ERP
 - SAP tools for Reporting, Crystal
 - New HFM and Planning (System 11)

JD Edwards Tables

- The JD Edwards table names are quite cryptic
- This shows that that for building custom OBIEE solutions, deep ERP knowledge is required
- Need for data modeler, ETL/OBIEE architect and developers

| JDE Module | Table 🔽 | Description |
|----------------------------------|---------|---|
| Validity of all tables from 2001 | | |
| G/L | F0901 | Account Master |
| | F0902 | Account Balances |
| | F0911 | Account Ledger |
| | | |
| A/P | F0401 | Supplier Master |
| | F0411 | Accounts Payable Ledger |
| | F0413 | Accounts Payable - Matching Document |
| | F0414 | Accounts Payable - Matching Document Detail |
| | F0457 | A/P Payment Type |
| | F04571 | A/P Payment Processing - Header |
| | F04572 | A/P Payment Processing - Summary |
| | | |
| A/R | F03012 | Customer Master |
| | F0311 | Accounts Receivable Ledger |
| | F03B11 | Customer Ledger |
| | F03B13 | Receipts Header |
| | F03B14 | Receipts Detail |
| | | |
| Fixed Assets | F1200 | Fixed Asset Constants |
| | F1201 | Asset Master File |
| | F1202 | Asset Account Balance File |
| | F1204 | Location Tracking Table |
| | F1205 | Equipment Messages |
| | F1206 | Equipment License Master |
| | F1207 | Maintenance Schedule File |
| | F1208 | Units of Production Schedule Master File |
| | | |
| Inventory | F4100 | Location Master |
| | F4101 | Item Master |
| | F41011 | Bulk Item Master |
| | F4102 | Item Branch File |
| | F41021 | Item Location File |
| | F4105 | Item Cost File |
| | F4106 | Item Base Price File |
| | F4111 | Item Ledger File |
| | F4140 | Cycle Count Header File |
| | F4141 | Cycle Count Transaction File |

General Challenges with BI Projects

- Users often want one place / tool for Operational and Analytical reporting
 - Degree of details in warehouse
 - •Right time data need for intra-day ETL
 - Highly Formatted reports
- Security model across BI and Source Systems.

Managing the OBIEE Project

 Quick Dev / Test environment install for OBIEE Socialization

 Show customer's data and invite users to start playing with it to Create a Dashboard Envy

- Fit Gap Analysis
- Iterate and fine tune the system

Summary / Questions

- Recap OBIEE
- Recap BI Applications
- Technical Details
- Questions

Contact Information:



BI Center of Excellence

Definition and Purpose of Center of Excellence

Impact of CoE

Relevance of CoE for company

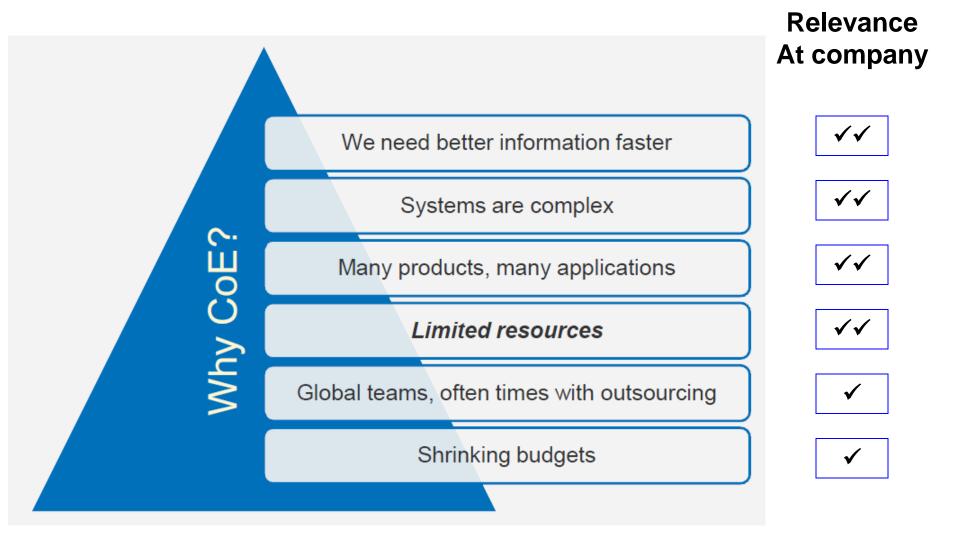
Best practices for CoE

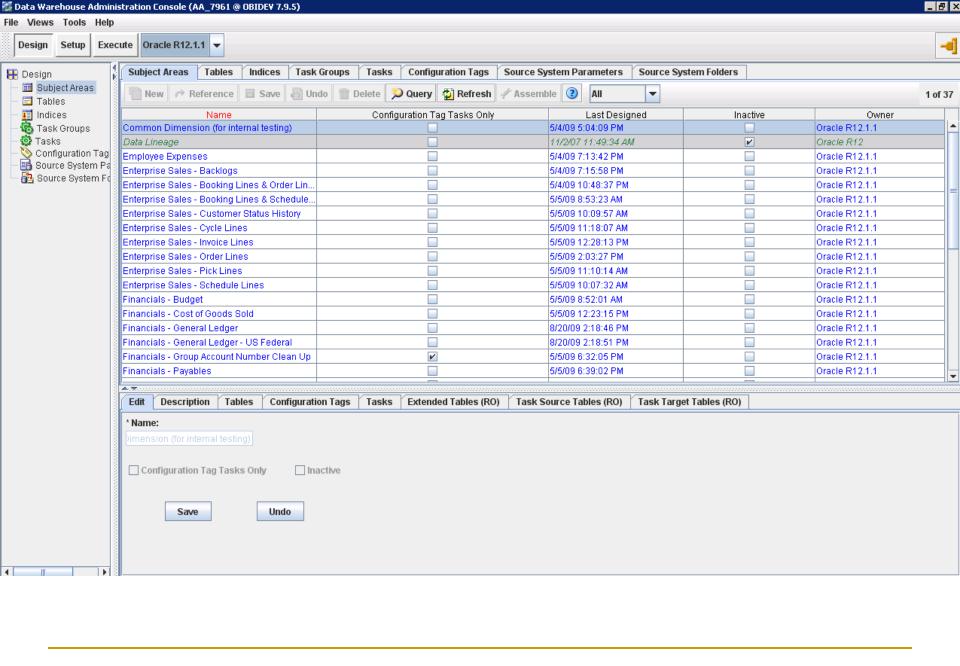
Next Steps...

The business intelligence competency center is essential to an business intelligence strategy. It can effectively address critical challenges such as education, staffing, planning and organizational support & execution.

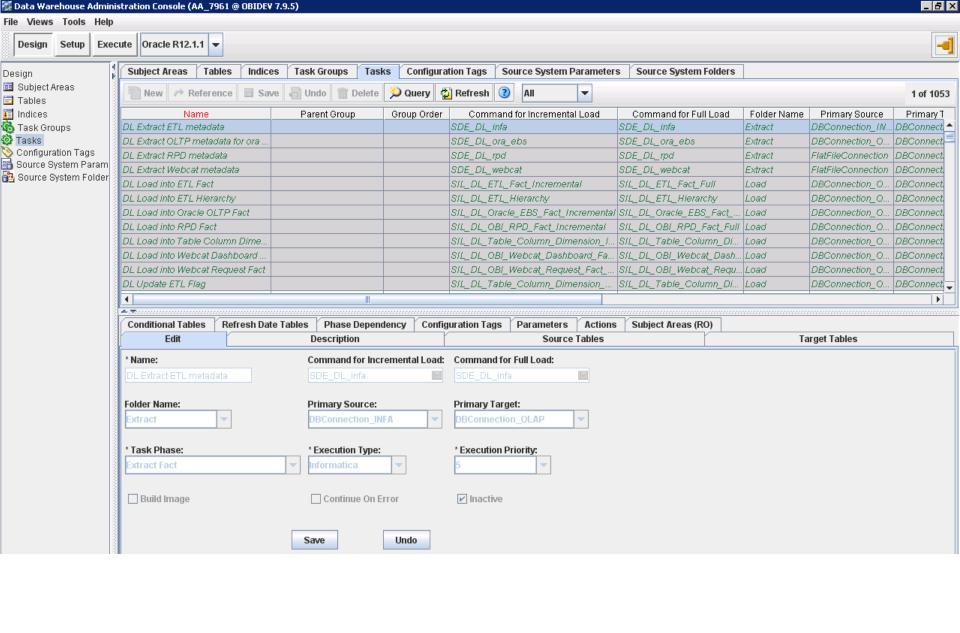
BI Competency Center Is Core to BI Success. Gartner

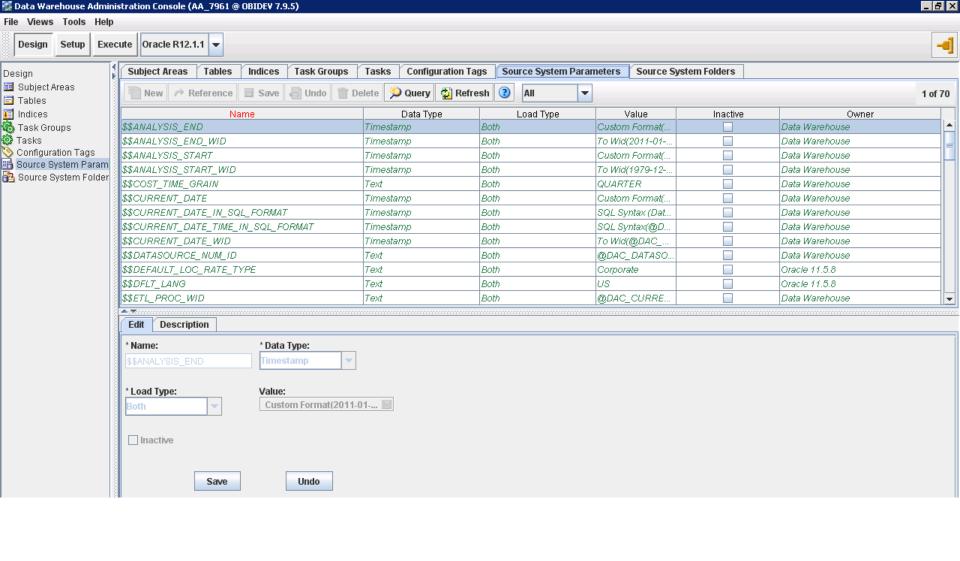
Why BI-CoE

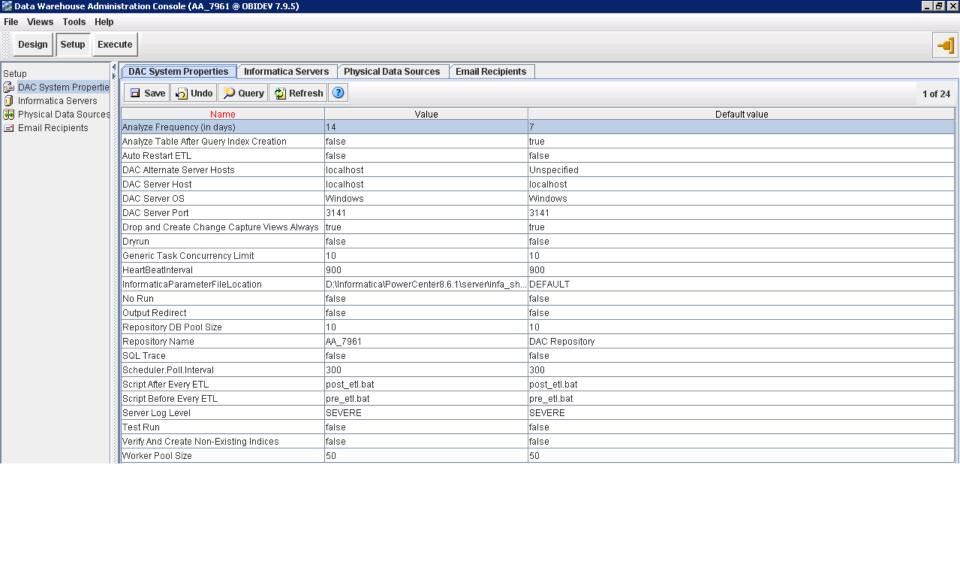


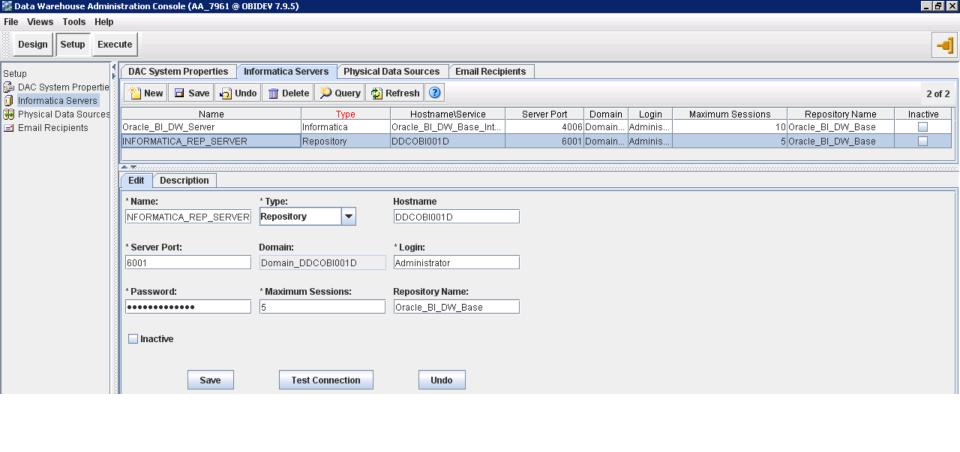


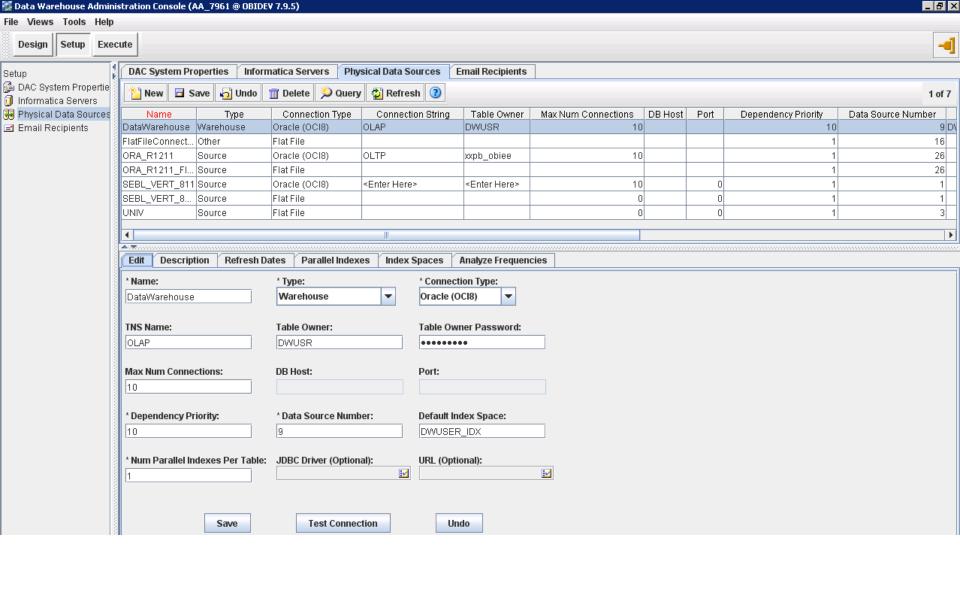


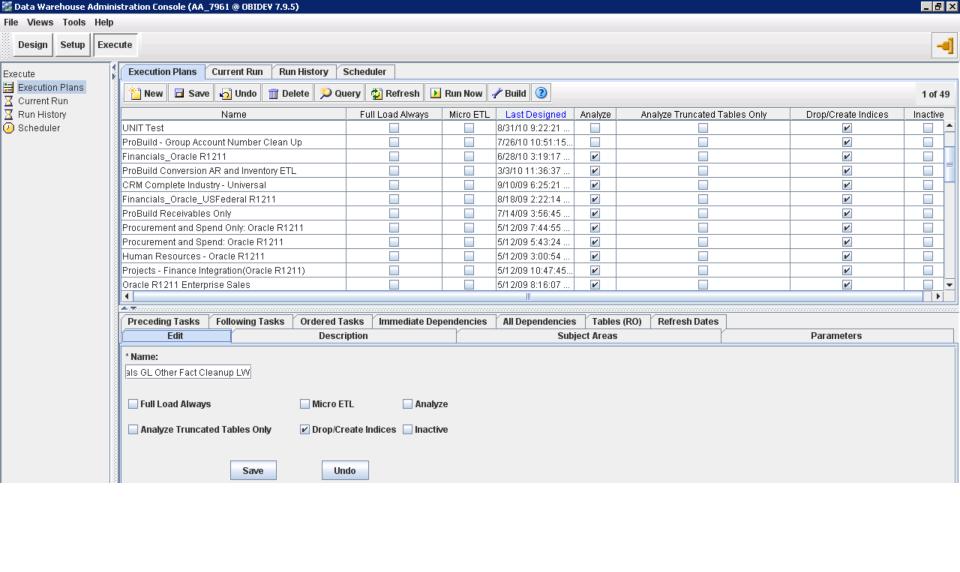


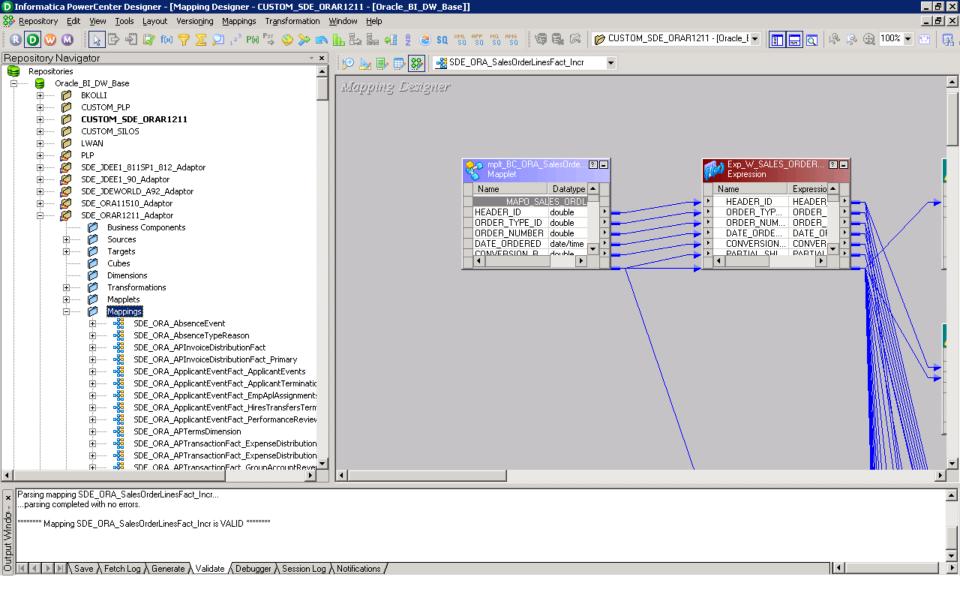




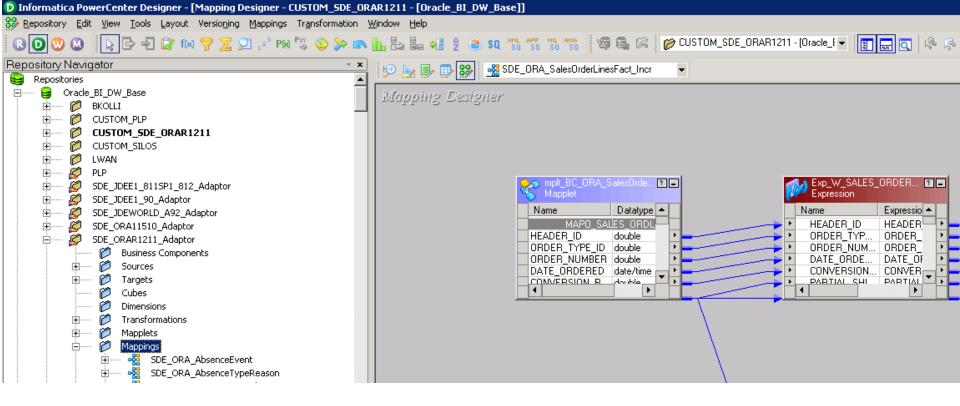


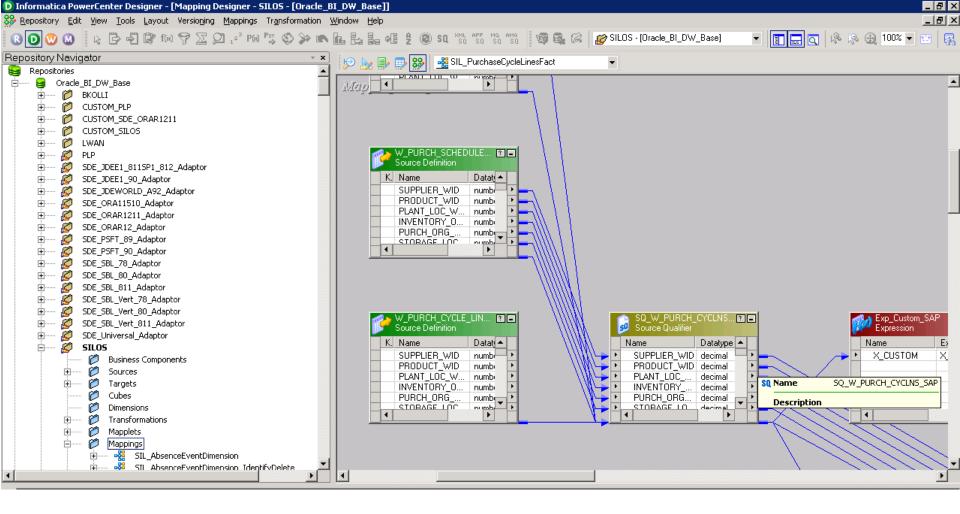






SDE_ORAR1211_Adaptor





SILOS

