

Twelve Tips for Successful OBIEE / Applications Implementations

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NYOUG

Gartner Survey Lists BI as Top Priority

What's Driving CIOs – A Look At Technology Priorities

Gartner's annual survey of CIOs includes 2,300 respondents located in 44 countries, competing in all major industries. As of the last annual survey, the three-highest rated priorities for investment from 2012 to 2015 included Analytics and Business Intelligence (BI), Mobile Technologies and Cloud Computing.

CIO Technology Priorities	
Please indicate your top three priorities for 2012 through 2015	
Analytics and BI	1
Mobile Technologies	2
Cloud Computing (SaaS, PaaS and IaaS)	3
Virtualization Desktop, Server and Storage	4
Collaboration Technologies (e.g., Workflow Mgmt., Team Collaboration)	5
IT Management Technologies (Program, Project Mgmt., Governance, Change Mgmt.)	6
Legacy Application Modernization, Upgrade or Replacement	7
Security Technologies (Access Control, Authentication, etc.)	8
CRM Applications	9
Enterprise Resource Applications (Finance, HR, etc.)	10

Note: Survey respondents identified their top three issues (not in any order). These priorities are ordered based on the percentage of respondents that included the issue in their top three.

Twelve Tips for BI – 12 days before Christmas!

1. A Picture Says a Thousand Words - BI is all about Visualization of data
2. Leverage Mobile BI to provides easy access to applications
3. Do not re-invent the wheel, leverage pre-built applications such as Oracle BI Applications
4. OBIEE Socialization – phased approach
5. Extend your DW/BI Solution with Advanced Analytics to take it to the next level of maturity
6. Leverage external data and Big Data
7. Cannot ignore data quality, Testing plan, QA, UAT are not fancy words
8. Security should not be an after thought
9. Consider Engineered systems – same concept as pre-built applications
10. Leverage Cloud hosting/applications – Oracle Fusion Applications on Cloud , Salesforce.com, Workday are not anomaly – new norm!
11. BI CoE - BI Applications need care and enhancements
12. Do not ignore the Human Intelligence on way to Business Intelligence – the emergence of Oracle Data Scientist

Tip 1 – Visualization of Data

- It is all about Visualization of Data
- Picture speaks a thousand words
- A Photo-shopped picture speaks a thousand lies!



About Shyam

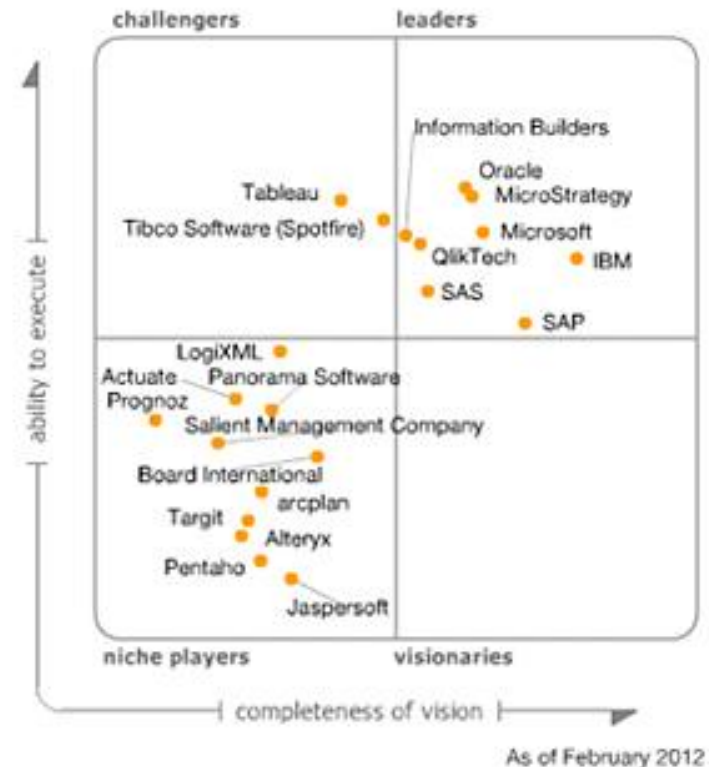
- OBIEE Architect with IBM GBS (Oracle BI Practice)
- OCP since 1998 on 4 different DB versions, OBIEE / BI Apps certified (OCS)
- IOUG Board of Director (Product Integration)
- President/Founder of BIWA SIG and Exadata SIG – IOUG Special Interest Groups
- Regular speaker at Oracle Open World (since '03), IOUG Collaborate (since '05), ODTUG-KScope (since '08), BIWA Summit and **NYOUG** (since '06) and other regional groups.
- Bachelor's from IIT-India, MBA and MS from Florida Atlantic University, Boca Raton, FL

Industry Landscape - BI Services and Products

Figure 1. Magic Quadrant for Global Business Intelligence Service Providers

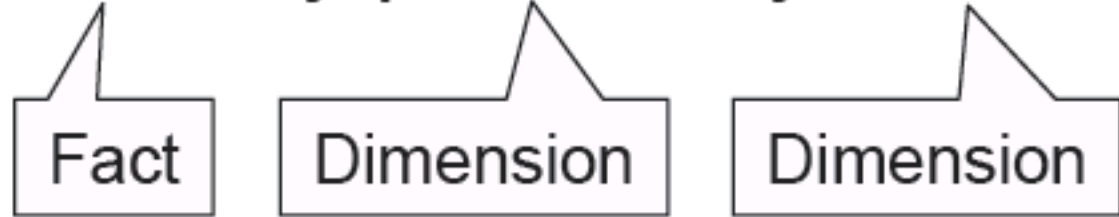


Business Intelligence Platform Providers



Typical BI Analysis Question

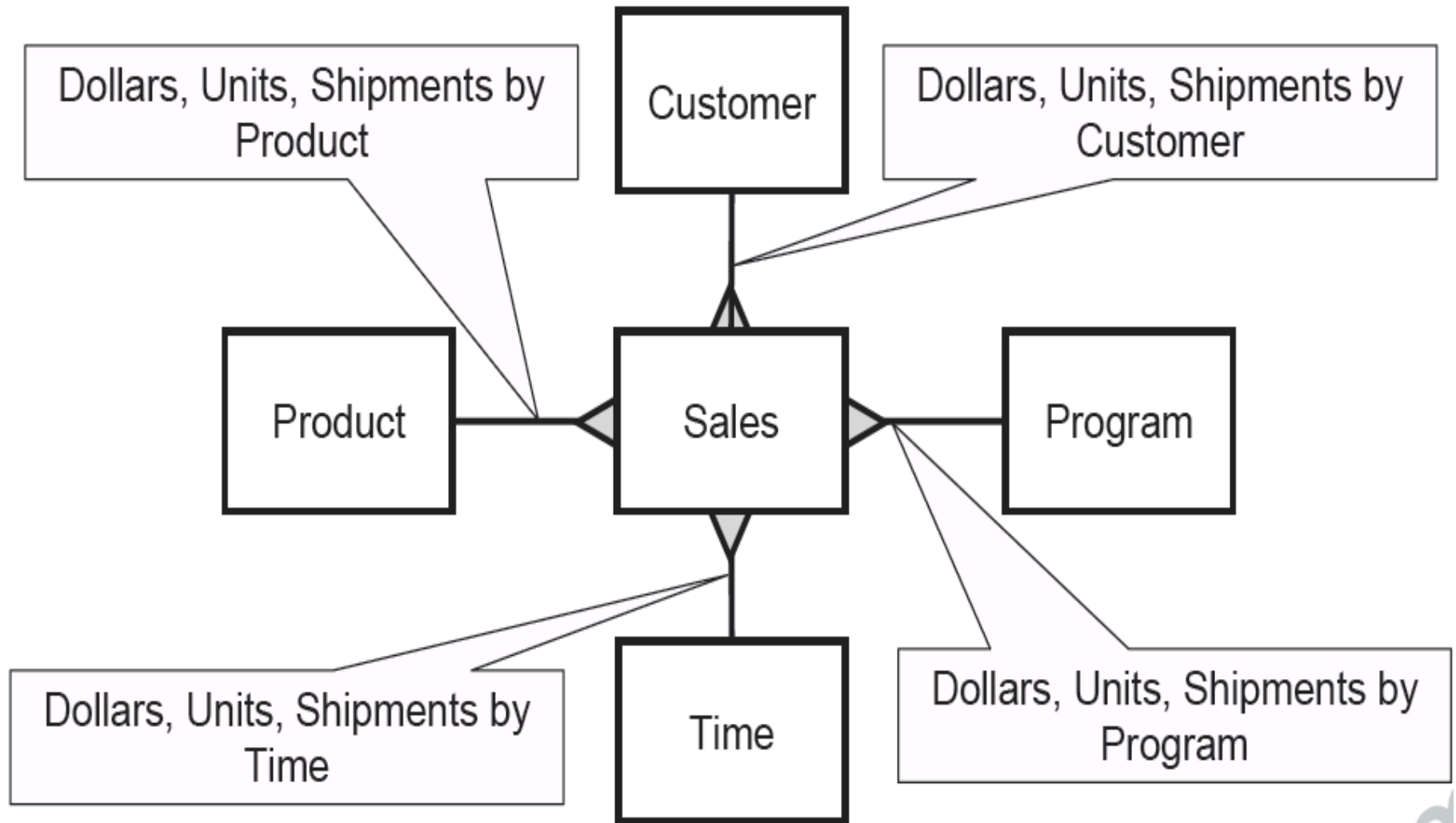
Show me sales by product by month.



Show me Spend by Category by Vendor

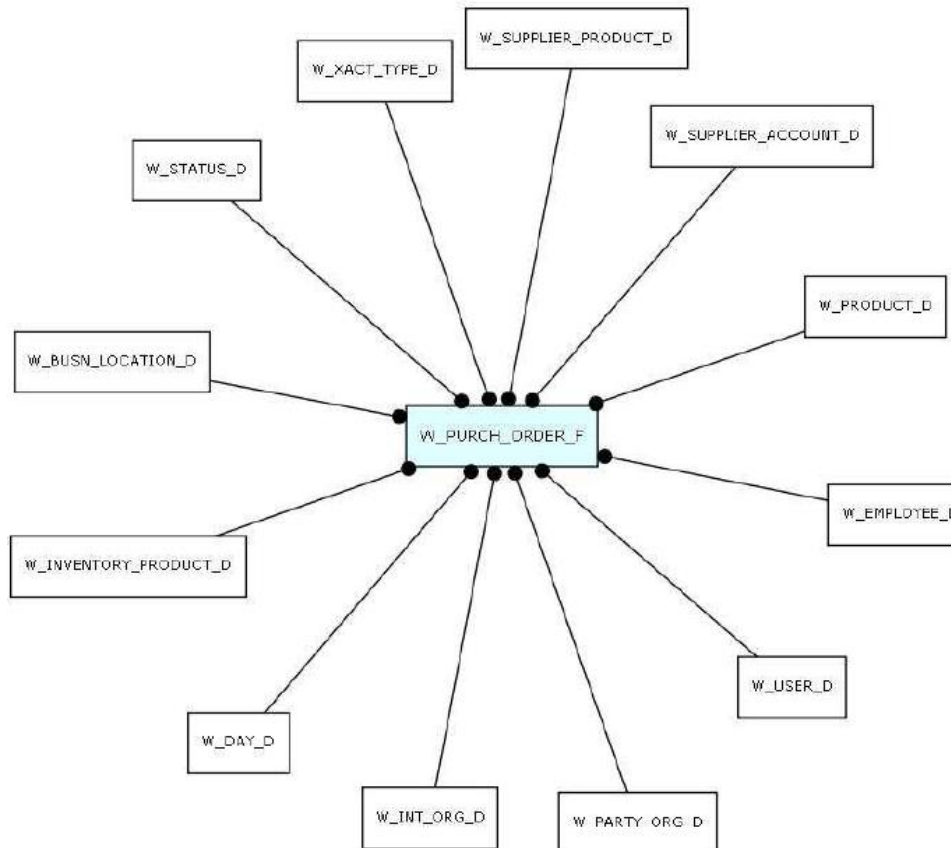
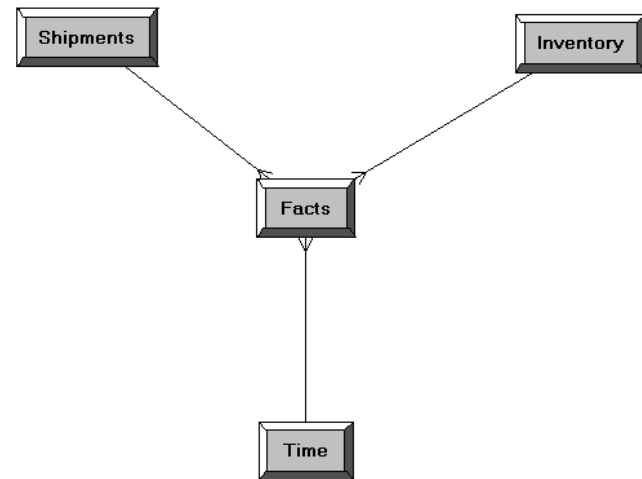
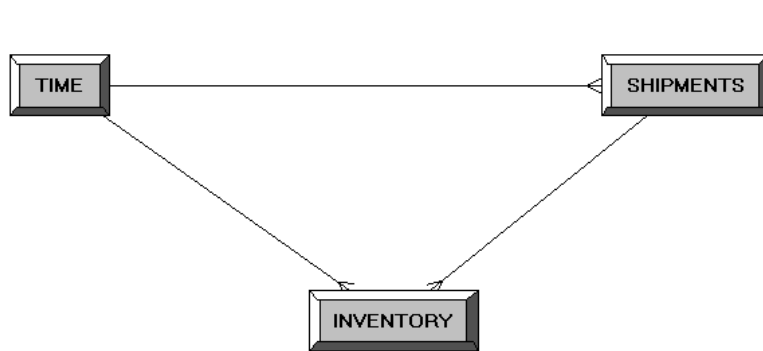
(On OLTP side you enter Invoices, GL accounts etc.)

Introduction to Star Schema



OLTP Circular Join

OBIEE Star (Logical/Physical)



**BI Apps –
Other Extreme**

Visualization of Data using Dashboard / Reports

Cash Flow Summary

Click on the values to drill to further detail

Select View Pivot Table

	2008 Q 1	2008 Q 2	2008 Q 3	2008 Q 4
Operating Cash Flow	\$1,340,000	\$2,037,000	\$2,200,410	\$186,170
Financing Cash Flow	(\$1,280,600)	(\$1,977,600)	(\$400,364)	(\$2,497,764)
Investing Cash Flow	\$0	\$0	(\$27,400)	\$58,700
Net Cash Flow	\$59,400	\$59,400	\$1,772,645	(\$2,252,895)

Trailing Four Fiscal Quarters View

Analyze - Refresh - Print - Export

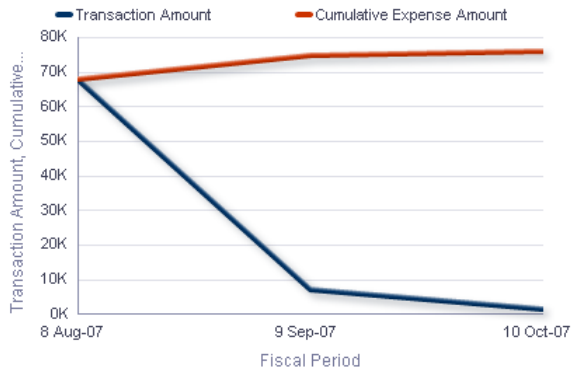
Click on the following link for a detailed view of the Cash Flow report

[Cash Flow](#)

Total Expenses Trend

Click on the chart to drill to further detail

Select View Graph



GL Account Category is equal to / is in PL and Group Account Number is not equal to / is not in REVENUE, OTHER INC

Analyze - Refresh - Print - Export

Operating Cycle & Cash Cycle

Click on the values to drill to further detail

Select View Pivot Table

	2008 Q 1	2008 Q 2	2008 Q 3	2008 Q 4
Days Sales Outstanding				
Avg Inventory Days				
Operating Cycle				
Cash Cycle				

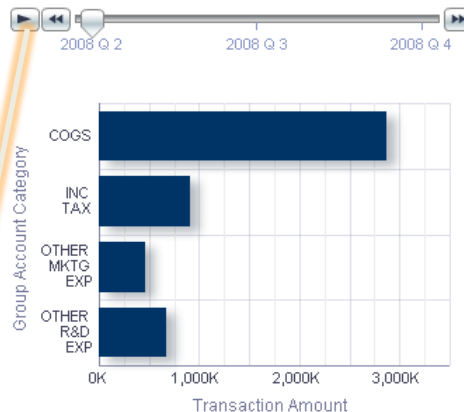
Graph Sliders

Analyze - Refresh - Print - Export

Expenses by Category

Click on chart or values in table to drill to further detail

Select View Graph



GL Account Category is equal to / is in PL

Playback option

Analyze - Refresh - Print - Export

Net Working Capital Summary

Click on the values to drill to further detail

Pivot Table

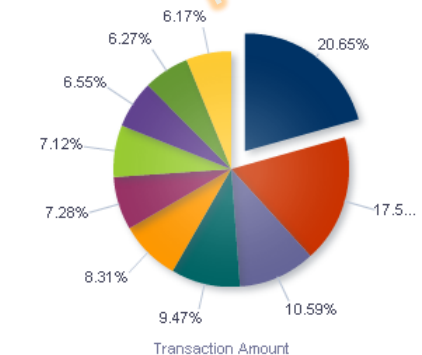
	2008 Q 1	2008 Q 2	2008 Q 3	2008 Q 4
Current Assets	\$0	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0	\$0

Visualizations

To view the c
[Balance Sheet](#)

Top 10 Cost Centers by Expenses

Click on the cost center to drill to further detail

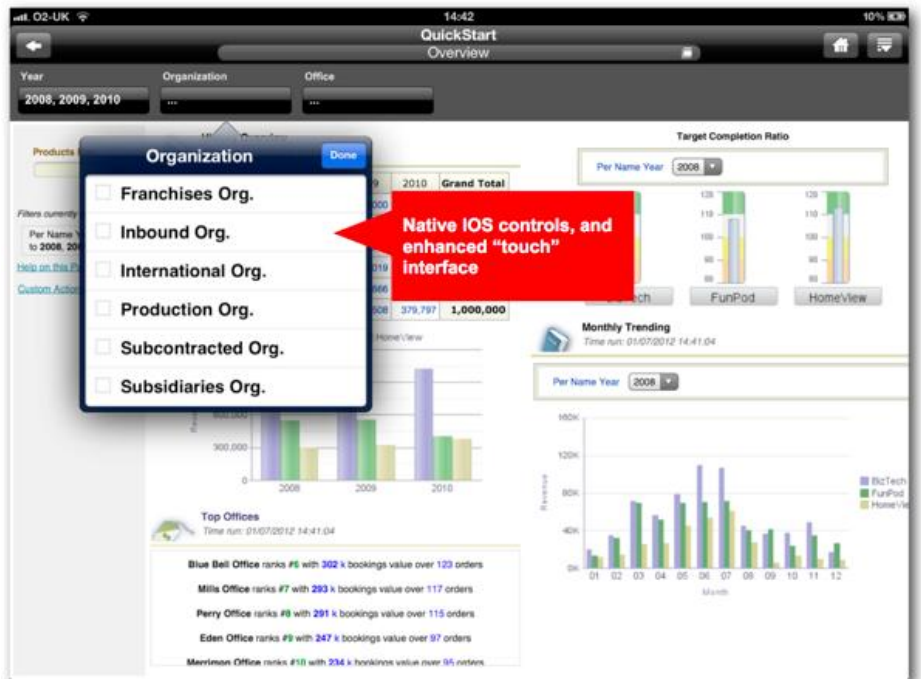
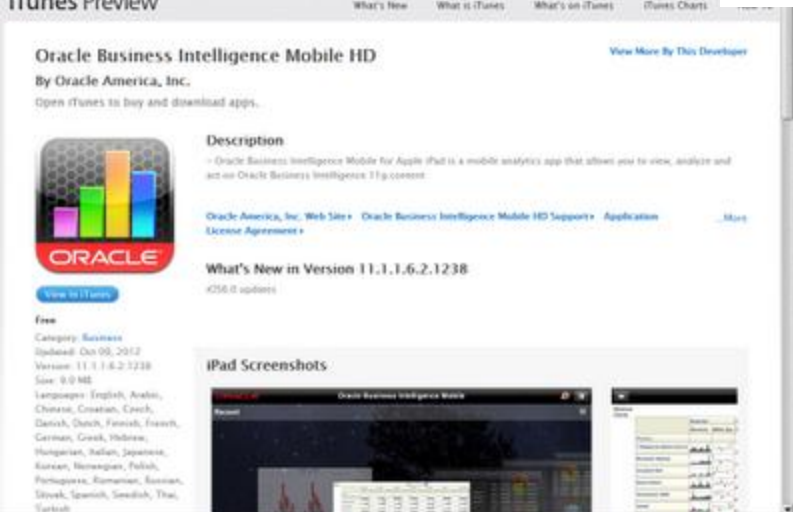
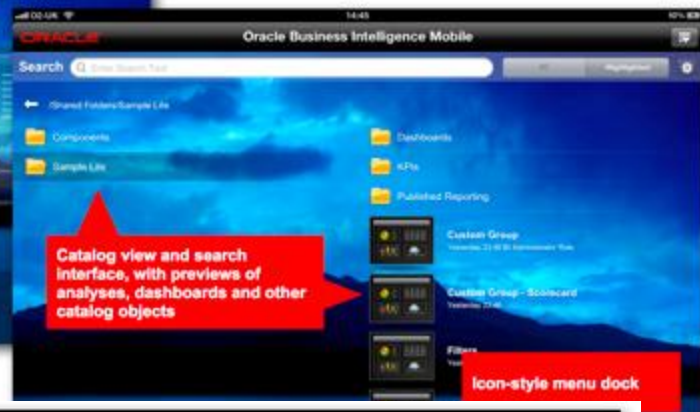


Rank	Cost Center Name	Transaction Amount	% to Total
1	Leasing	\$2,164,440	20.7%
2	Controllers Office	\$1,843,700	17.6%
3	Sub-Assembly Plant 1	\$1,109,760	10.6%
4	M1, Seattle Manufacturing Plant	\$992,241	9.5%
5	No Department	\$871,160	8.3%
6	Vision Operations Inventory	\$762,900	7.3%

Visualizing Human Resource – Payroll Data

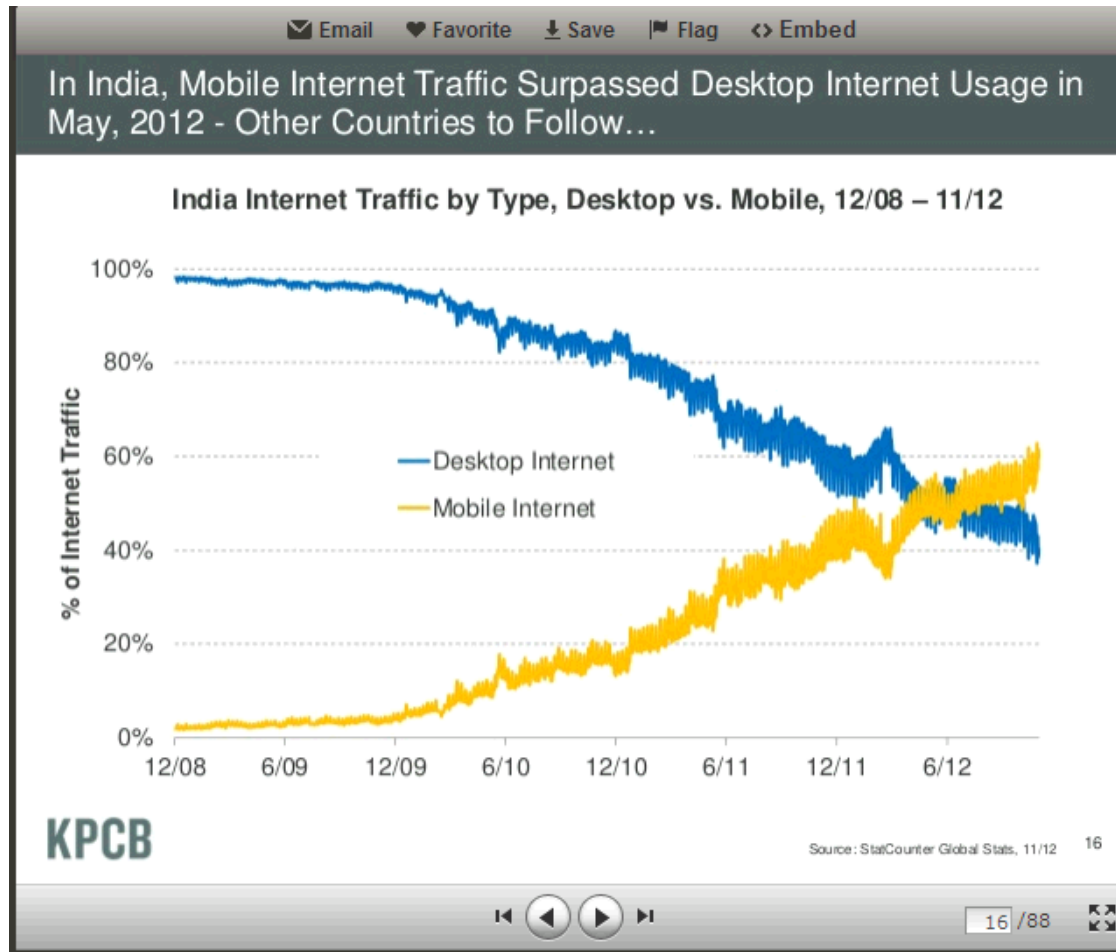


Tip 2 - Leverage Mobile BI



Why BI Mobile is Important?

- Demo of iPad App
- Inversion of Desktop / Mobile usage



Tip 3 – Leverage Pre-Built Solutions

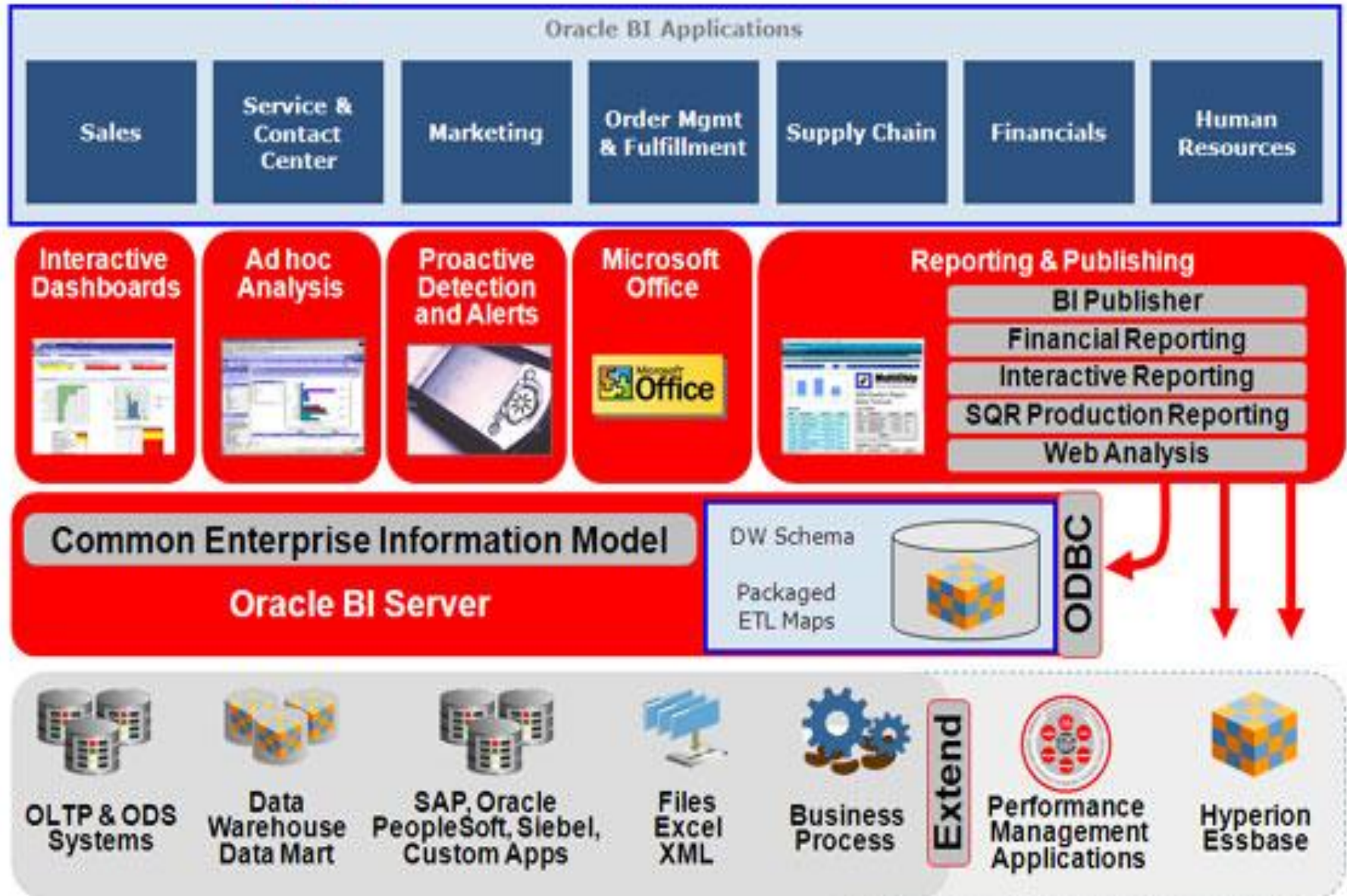
Build - BI/ DW Grounds Up

- Built to requirements
- Build Data Model
 - Utilize DW features of Oracle DB
- Build ETL framework
 - Choices ODI / OWB
 - Informatica / DataStage
- OBIEE Metadata (RPD)
- Performance Considerations
 - Summary Tables / OLAP
 - Parallelism, Partitioning
 - Visualization / In-memory
- In-house Maintenance
 - Functionality upgrade
 - ERP upgrade
 - Platform Upgrade
 - OS, DB etc.

Buy – Start using Packaged Analytics

- Leverage pre-built application like OBIA for Oracle ERP shops
- Standard ERP/CRM in use like EBS, PSFT, JDE, Siebel, Fusions Apps, SAP etc
- Quick install and Socialization phase
- Focus on Fit-Gap
 - Available Analytical Apps
 - Other sources
 - Dims, Hierarchies
 - Reports
- Performance Considerations
 - Best Practices
 - Custom Tweaks
- Align upgrades to OBIA Roadmap

Oracle BI Enterprise Edition **Plus (OBIEE+)** w/ BI Applications



Oracle BI Apps Release 7.9.6.3 / OBIEE 11g

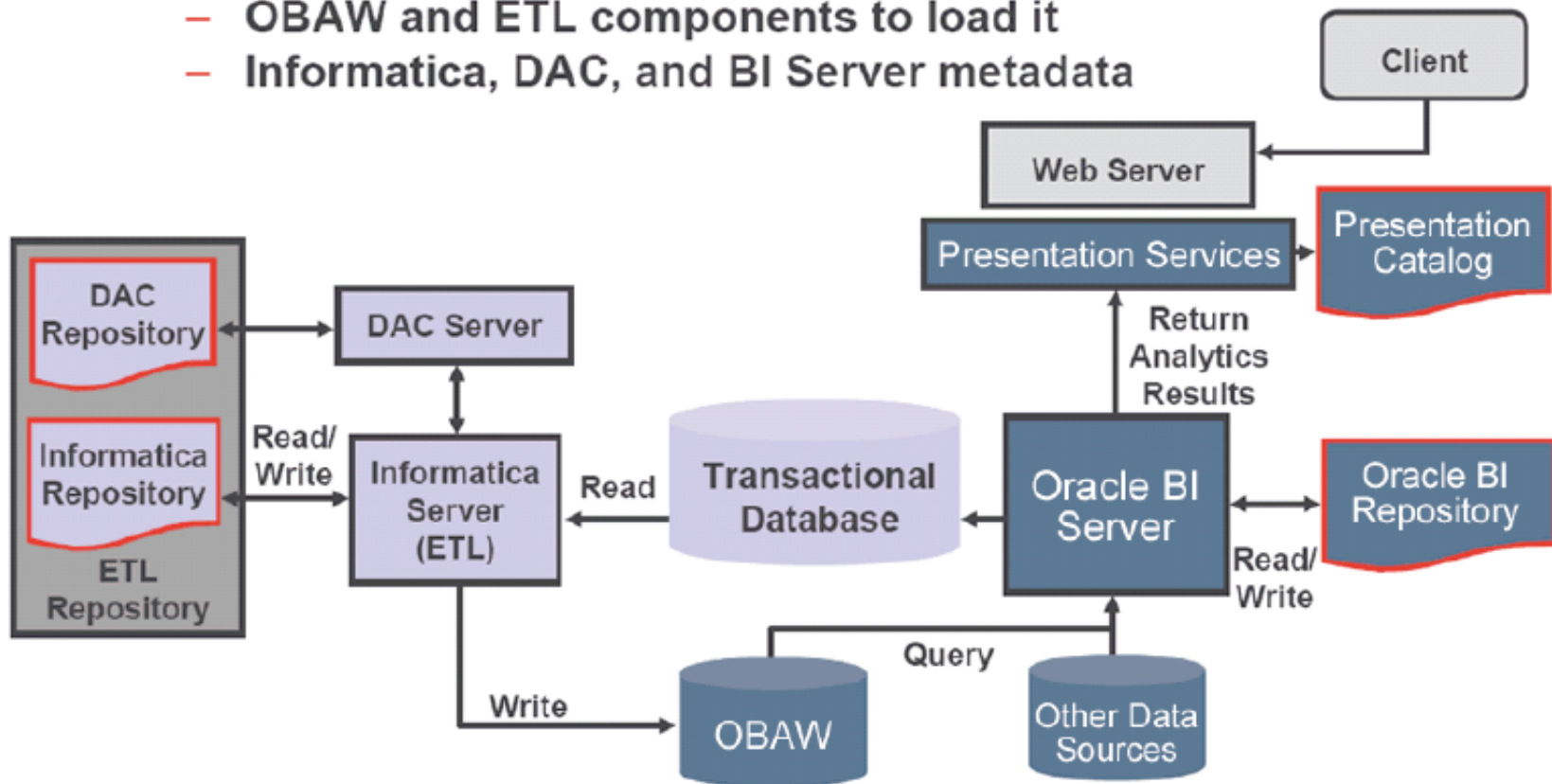
How can Oracle ERP Shops Check Applicability of BI Apps?

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

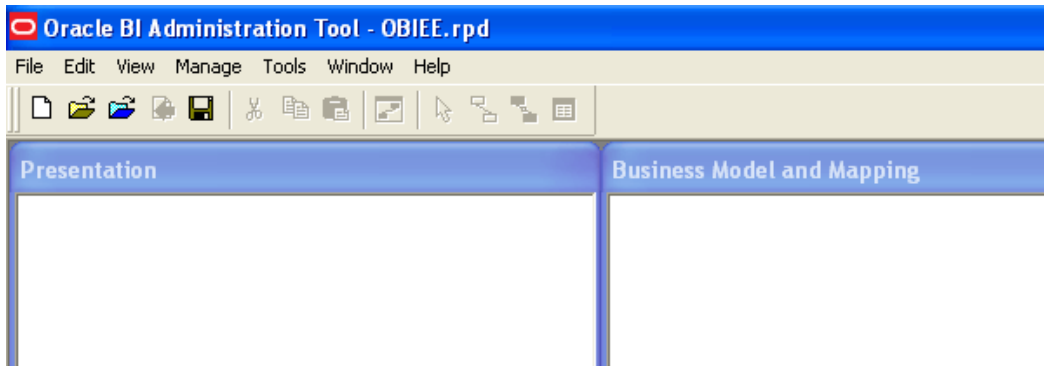
OBIA – High Level Flow

- Includes infrastructure components and:
 - OBAW and ETL components to load it
 - Informatica, DAC, and BI Server metadata

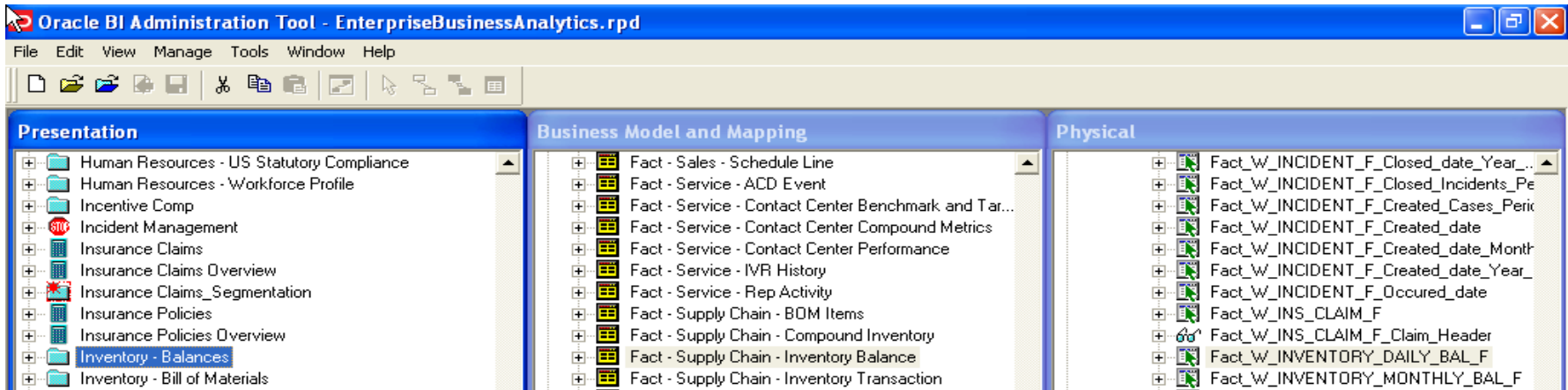


OBI EE Plus vs BI Applications

Oracle Business Intelligence Enterprise Edition Plus



Oracle Business Intelligence Applications – Prebuilt Metadata



ETL Considerations: 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
- Resolved ETL mappings with help of views on JDE side, flat files from main frame.

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

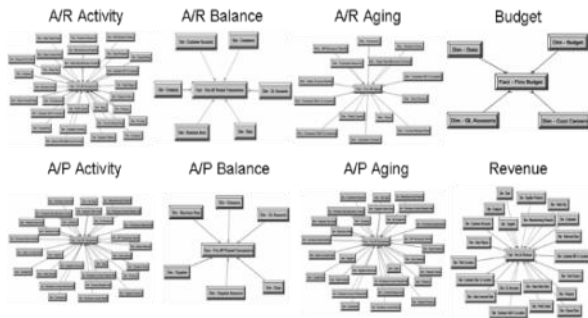
How we Solve Company's Business Questions by Implementing / Customizing OBIA



Implementation Steps: BI Applications (Financial Analytics)

1

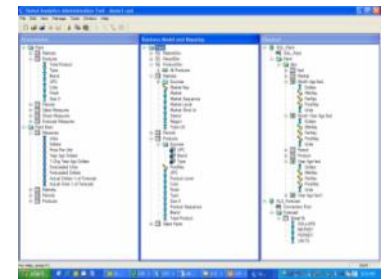
Start with Pre-built warehouse and star-schemas for analysis and reporting on financial analytics



3

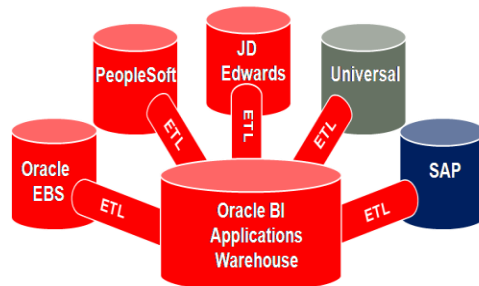
Modify OBIEE metadata, calculations and metrics for financial analysts, executives and other business users, as needed

- Presentation layer
- Logical business model
- Physical sources



2

Customize ETL to extract data from different operational tables and load it into the DW, as needed

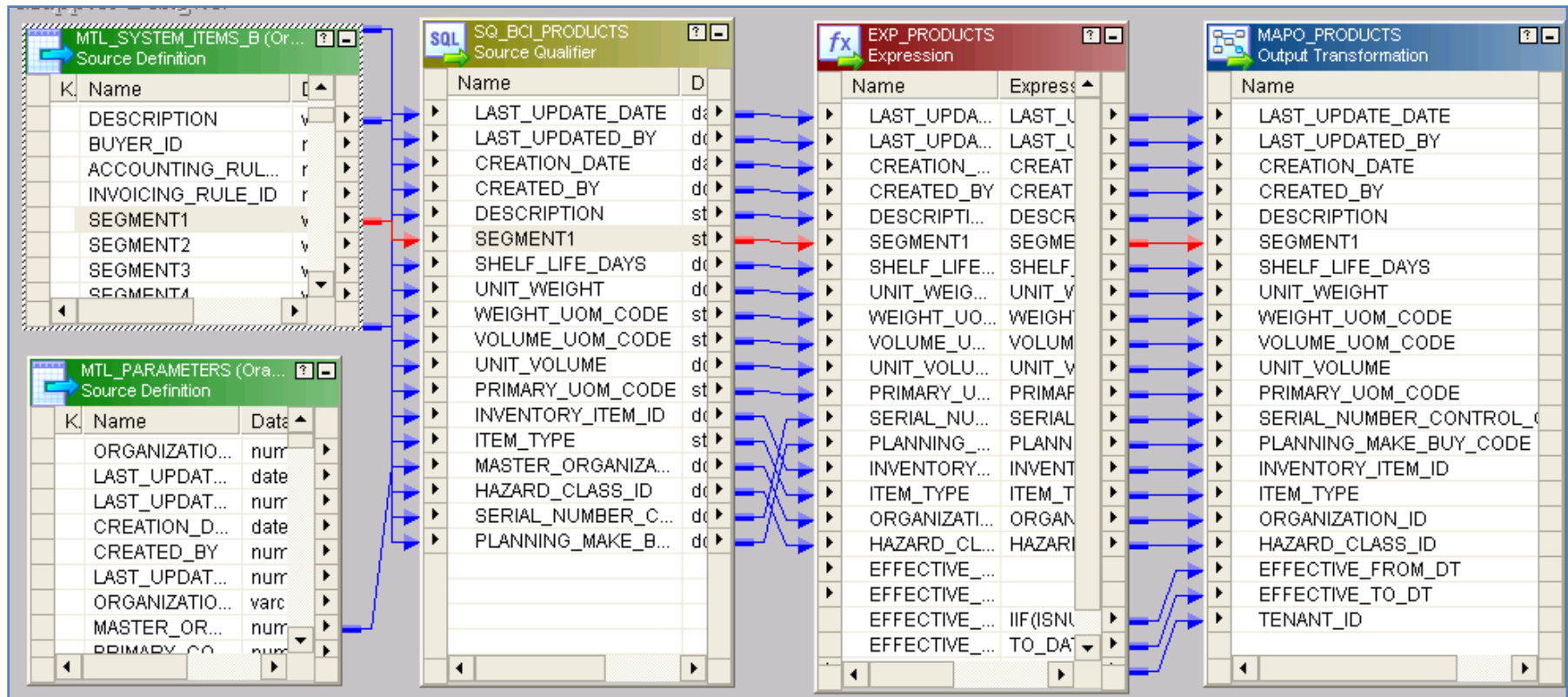


4

Deploy the dashboards, reports for different Finance Stakeholders



ETL Mapping Can Be Customized Using Informatica (Future ODI)



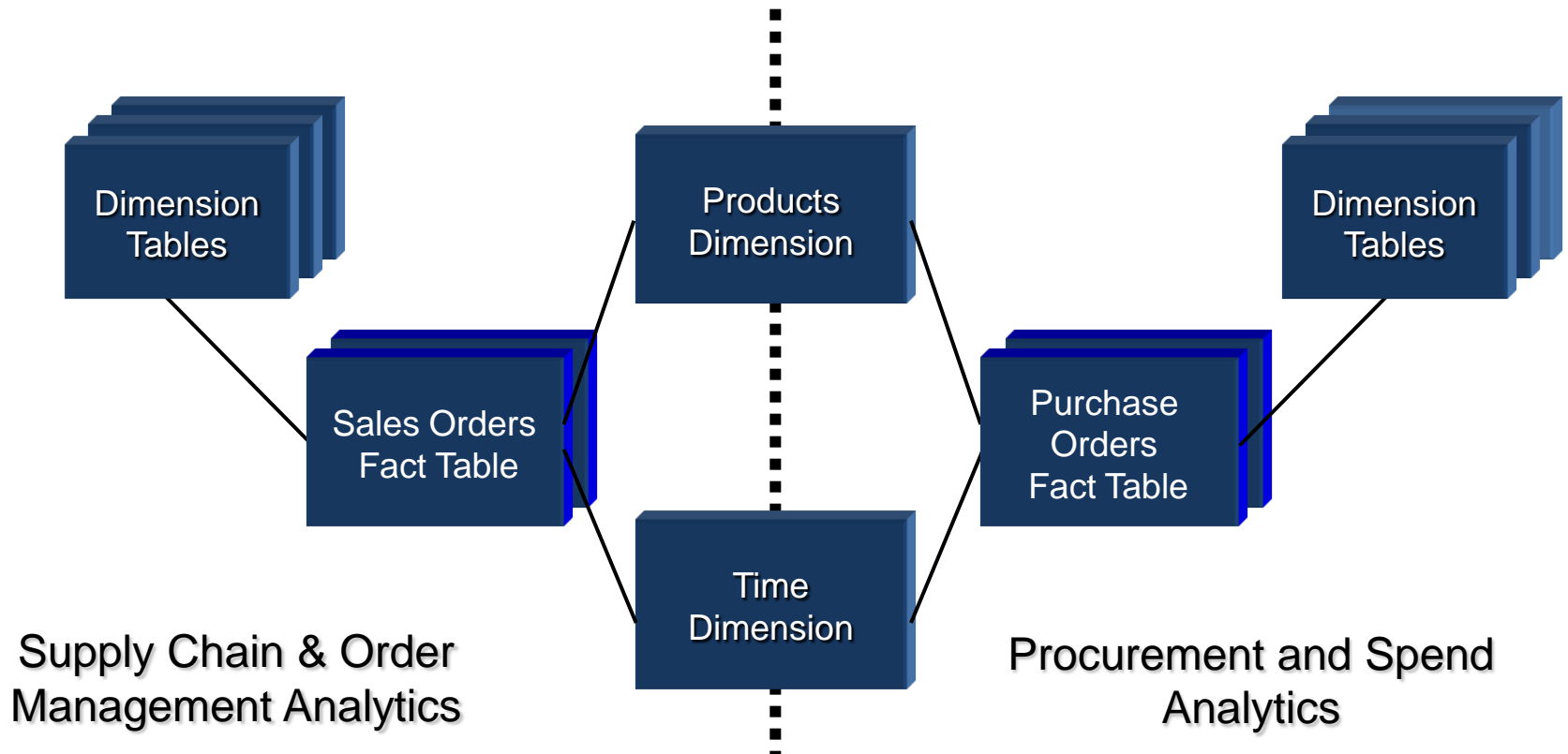
**Oracle EBS
Source Table**

Source Qualifier

**Expression
Transformation**

**Maplet output to
Extract Mapping**

Building Cross-Functional Analysis



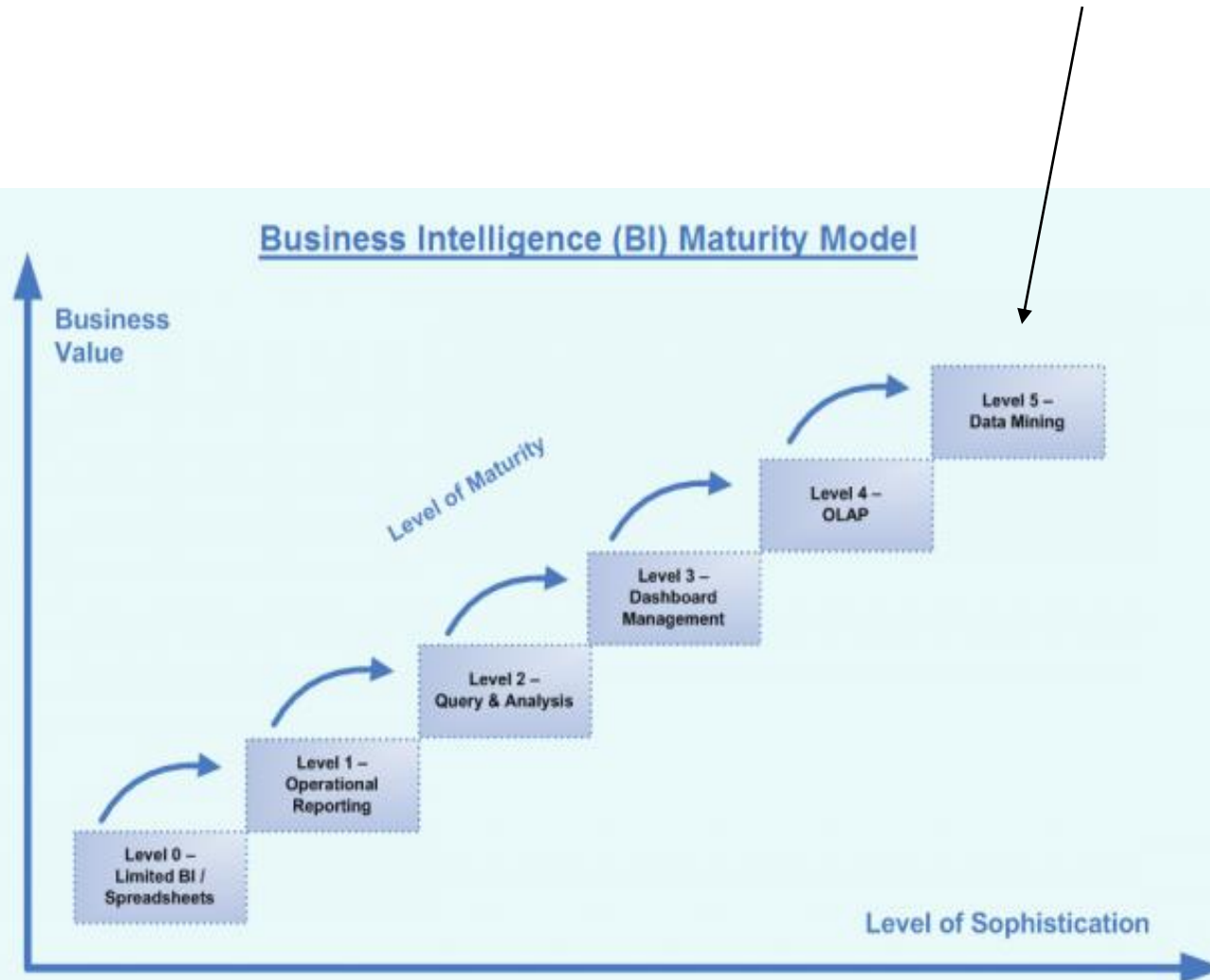
Q. How many of my *top customers* bought *products* from my *worst suppliers*?

Q. Which of my *top suppliers* are also my *top customers*?

Tip 4 – Agile BI (Phased Approach)

- Large DW projects are risky
- Plan smaller increments – one subject area at a time (90-120 day cycles)
- Stage of OBIEE Socialization with users
- Leverage success of one Department to introduce BI to the rest of the company
- BI Projects are often Line of Business Driven

Tip 5 – BI is a Journey – Add Advanced Analytics to Drive Competitive Intelligence



Predictive Analytics in Use Everyday

- Twitter sends me emails about users with similar profile as mine
- E.g. of Market basket analysis
- If better recommendations, I am more likely to “follow”
- Build a better network
- More user adoption and enhanced experience



Shyam Varan Nath,
Here are accounts similar to who you followed.




Similar to **Neil Raden**



Seth Grimes @SethGrimes

Help organizations find business value in enterprise data & online...

Followed by [Danne_Hotchkiss](#) and 132 others.


 Follow



dcunningham @dcunni

Interested in SaaS Business Intelligence, Salesforce.com, CRM,...

Followed by [Cindi Howson](#) and 122 others.

 Follow



Philip Russom @prussom

Industry Analyst for Big Data, Analytics, BI, DW, DI, DQ, MDM, DG

Followed by [Jacqueline Roberts](#) and 113 others.

 Follow

Procurement and Spend

Spend Analyzer

Home

Catalog

Dashboards

New

Open

Signed In As BITEST

Overview

Spend by Category

Spend by Supplier

Spend by Organization

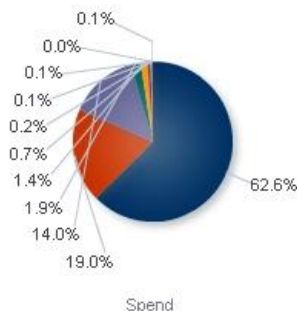
Item Details



Spend by Top Categories

Time run: 1/7/2011 4:49:32 PM

Rank	Top Category Name	Spend	% Spend
1	Unspecified	\$692,888,771	62.6%
2	PRODUCTN	\$210,282,089	19.0%
3	MISC	\$154,947,896	14.0%
4	HARDWARE	\$21,146,680	1.9%
5	PROFESSIONAL SERVICES	\$15,511,654	1.4%
6	SUPPLIES	\$7,203,113	0.7%
7	TEMLABOR	\$1,696,746	0.2%
8	MERCHAND	\$1,348,062	0.1%
9	COMPUTER	\$872,107	0.1%
10	CAPITAL	\$331,844	0.0%
11	OTHERS	\$602,400	0.1%
Grand Total		\$1,106,831,361	100.0%



[Analyze](#) - [Refresh](#) - [Export](#)

Click to view Category Spend Details

[Spend by Category](#)

Click to view Year over Year Category Trend

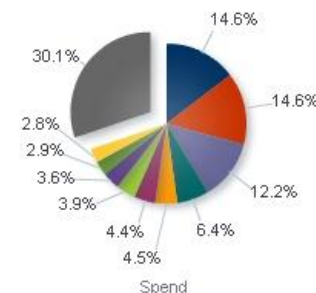
[Year Over Year Spend Trend by Category](#)



Spend by Top Suppliers

Time run: 1/7/2011 4:49:32 PM

Rank	Top Supplier Name	Spend	% Spend
1	PC Systems	\$111,284,454	14.6%
2	Capp Consulting	\$110,854,142	14.6%
3	Consolidated Supplies	\$92,776,765	12.2%
4	Max Depot	\$48,685,691	6.4%
5	Alpha, Inc.	\$33,998,495	4.5%
6	Hardware Supplies, Inc.	\$33,119,263	4.4%
7	Industrial Bakery Ingredients Ltd.	\$29,543,021	3.9%
8	Building Management Inc.	\$27,341,031	3.6%
9	JKS National	\$22,102,475	2.9%
10	Rapid Supplies	\$21,575,740	2.8%
11	OTHERS	\$229,105,899	30.1%
Grand Total		\$760,386,976	100.0%



[Analyze](#) - [Refresh](#) - [Export](#)

Click to view Supplier Spend Details

[Spend by Supplier](#)

Click to View Year over Year Supplier Spend

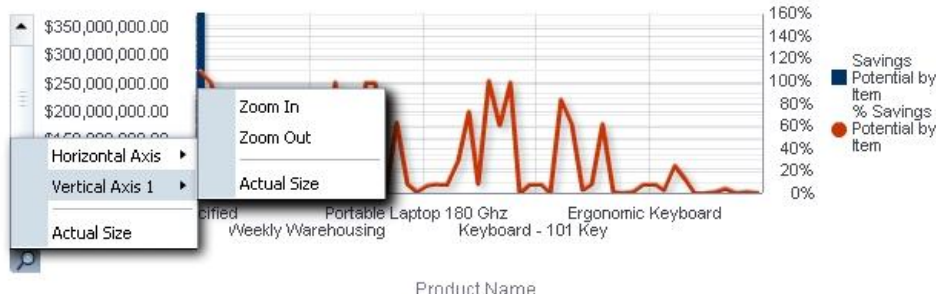
[Spend Year Over Year Trend by Supplier](#)



Savings Potential by Top 10 Items

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Display



[Analyze](#) - [Refresh](#) - [Export](#)

Click to view details for all the items

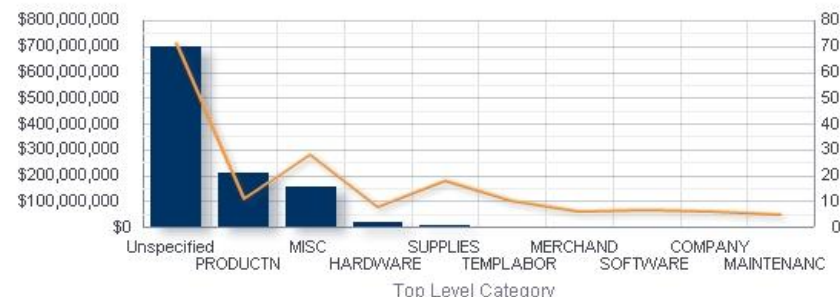
[Savings Potential by Item](#)



Top Categories by Supplier Count

Time run: 1/7/2011 4:49:32 PM

Display



[Analyze](#) - [Refresh](#) - [Export](#)

Click to view details for all the Categories

[Category Spend by Supplier Count](#)

Procurement and Spend Analytics – Expense Analysis

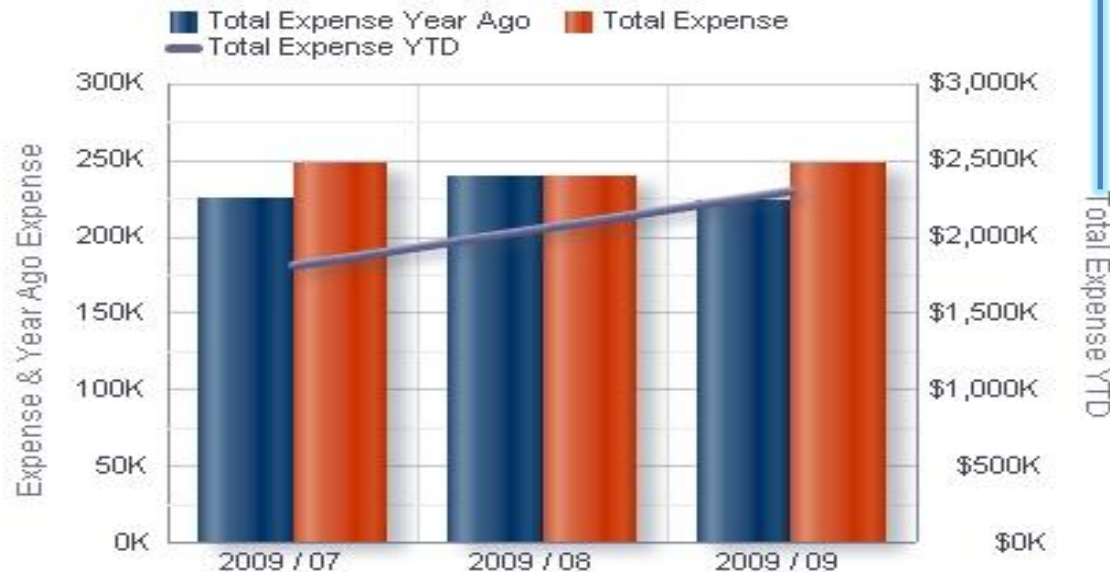


Total Expenses Trend

Select quarter values from table to refresh values in the graph below it

Quarter	Total Expense	Total Expense Year Ago	Total Expense YTD
2009 Q 1	\$801,198	\$726,017	\$801,198
2009 Q 2	\$760,043	\$739,452	\$1,561,241
2009 Q 3	\$733,411	\$684,839	\$2,294,653
2009 Q 4	\$926,977	\$524,739	\$3,221,630
Grand Total	\$3,221,630	\$2,675,047	\$20,275,783

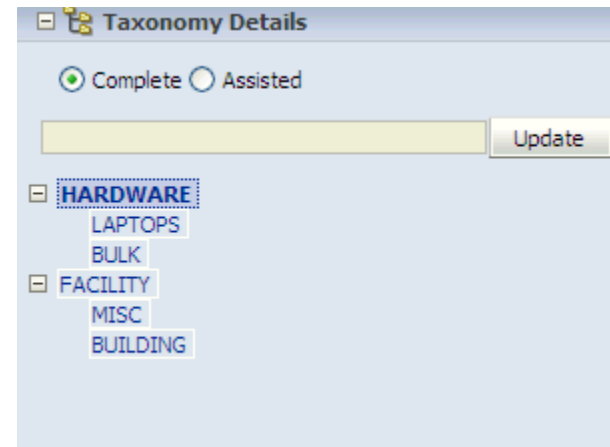
Select Q3



Detail graph getting refreshed upon selecting Q3

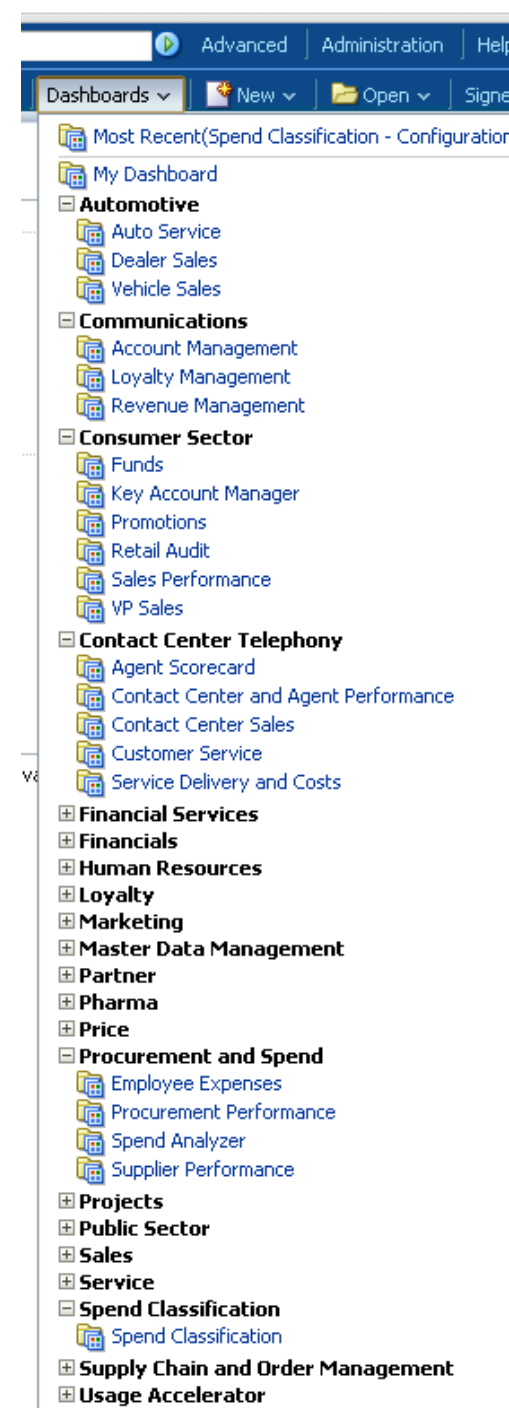
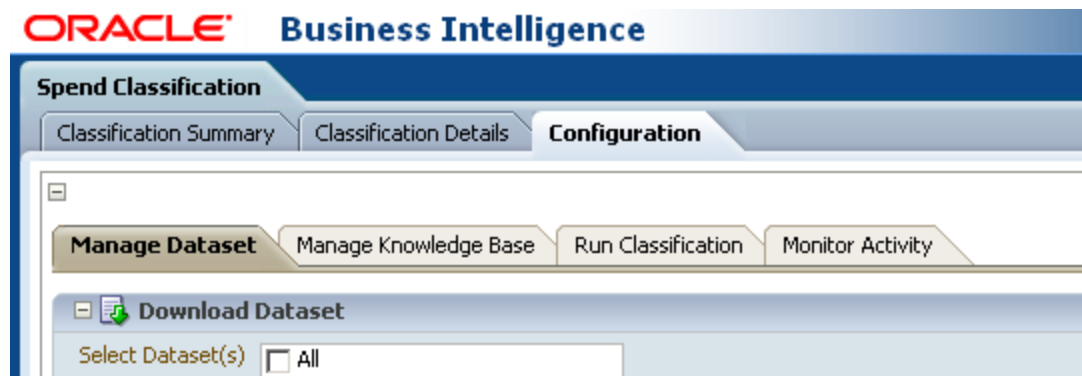
What is Spend Classification?

- An automated way to categorize the expenses incurred / or invoices paid into meaningful categories
- The “meaningful categories” can be industry standard UNSPSC codes
 - **90000000** Travel and Food and Lodging and Entertainment Services
 - **90110000** Hotels and lodging and meeting facilities
 - **90111600** Meeting facilities
 - **90111601** Conference centers



Option to OBIA – P&S

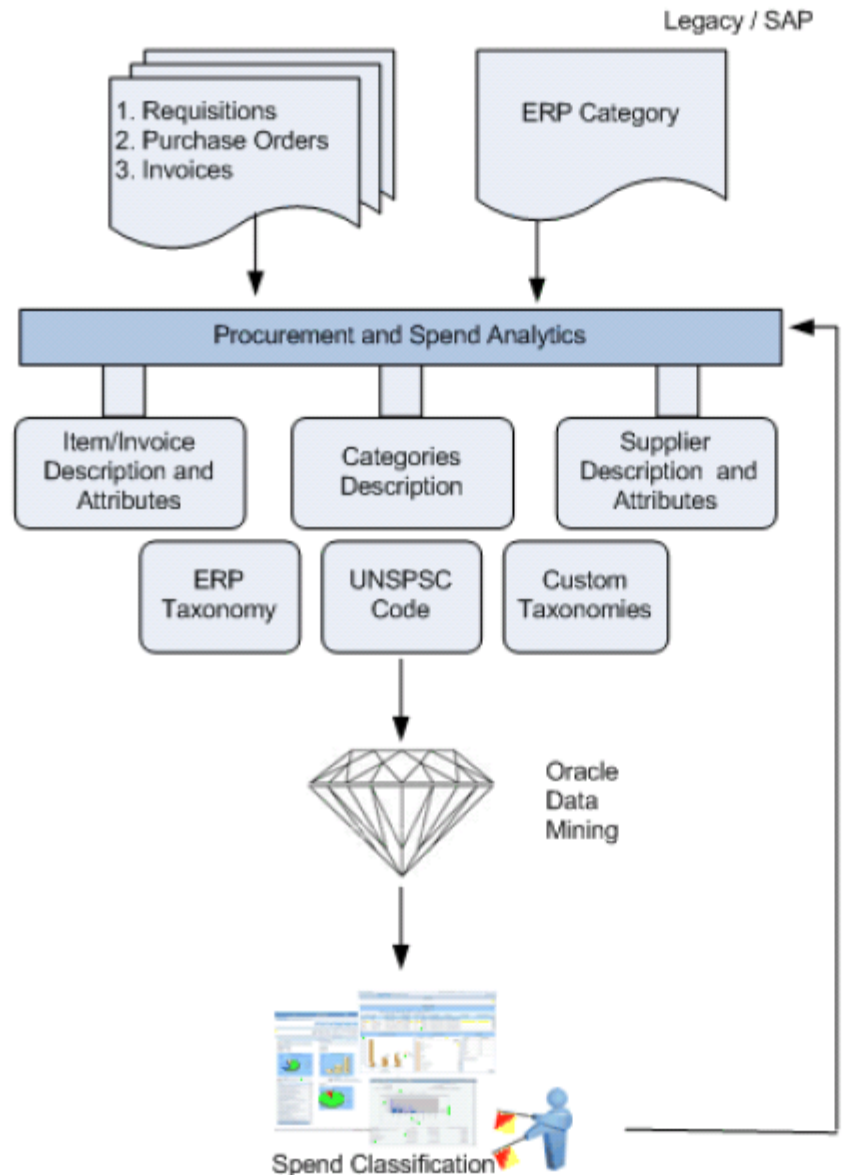
- Add-on component to Oracle Business Intelligence Applications – Procurement and Spend Classification
- Add-on screens help to manage Spend Classification



ORACLE®
E-BUSINESS SUITE

ORACLE®
PEOPLESFT ENTERPRISE

ORACLE®
JD EDWARDS ENTERPRISEONE



Enterprise Applications

Oracle Business Intelligence Applications

Oracle Data Mining

Spend Classification

How to Monitor Spend Classification Activities?

ORACLE Business Intelligence Search All

Spend Classification Home C

Classification Summary Classification Details **Configuration**

Manage Dataset Manage Knowledge Base Run Classification **Monitor Activity**

Knowledge Base Activity Log

Name	Taxonomy	Status	Knowledge Base Type	Start Date	End Date
KB16K1	UNSPSC	COMPLETED	Standard	18-Sep-2012 03:3...	18-Sep-2012 03:3...
B2_V2	UNSPSC	COMPLETED	Standard	13-Sep-2012 06:2...	13-Sep-2012 06:2...

Refresh

Classification Activity Log

Batch Number	Batch Description	Knowledge Base	Taxonomy	Status	Start Date	End Date
61	61 - 16KApplied2AP1	KB16K1	UNSPSC	Errored	18-Sep-2012 05:5...	
41	41 - B2V2_Try2	B2_V2	UNSPSC	Reset	17-Sep-2012 11:4...	17-Sep-2012 07:4...
22	22 - B2_V2_second	B2_V2	UNSPSC	Errored	14-Sep-2012 03:0...	
21	21 - APB2_V2	B2_V2	UNSPSC	Reset	13-Sep-2012 06:2...	13-Sep-2012 10:3...
3	3 -	BATCH_2A	UNSPSC	Completed	06-Sep-2012 09:2...	06-Sep-2012 06:0...

Refresh

Approval Activity Log

Select	Batch Number	Batch Description	Knowledge Base	Taxonomy	Approval Status	Approval Date
<input type="checkbox"/>	61	61 - 16KApplied2AP1	KB16K1	UNSPSC	Not Approved	
<input type="checkbox"/>	41	41 - B2V2_Try2	B2_V2	UNSPSC	Errored	9/18/2012
<input type="checkbox"/>	22	22 - B2_V2_second	B2_V2	UNSPSC	Not Approved	
<input type="checkbox"/>	21	21 - APB2_V2	B2_V2	UNSPSC	Approved	9/14/2012

Refresh Resubmit

Reset Activity Log

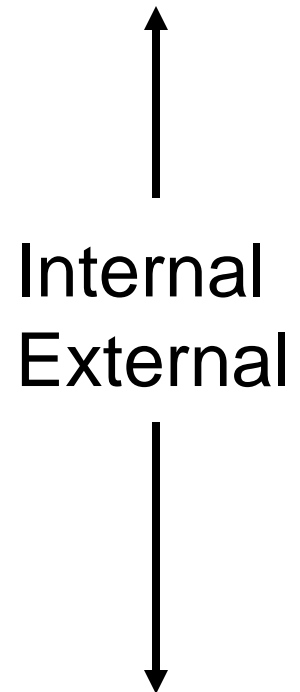
Entity Type	Dataset Name	Batch ID	Search Criteria	Reset Status	Batch Description	Sequence ID
BATCH		41		Success	B2V2_Try2	21
BATCH		21		Success	APB2_V2	1

Tip 6 - Leverage External Data and Big Data

- External Data is often needed to improve the Data from internal systems like ERP, CRM system
- Customer MDM solution (Dun & Bradstreet)
- Supplier Hierarchy
- Twitter feeds for Sentiment Analysis

Types of Big Data

- ERP, CRM and similar OLTP applications generated data
- Machine generated
 - Sensors
 - High speed Camera / Video in manufacturing plant
- Third party – Currency rates, Stock prices, Weather predictions, Economic Data, Syndicated Data
- Human generated – social media
- Biometrics, Weblogs, Network logs



Use Case: Retail Smart Mall



Key Business Goals:

- Increase store traffic
- Increase revenue per transaction
- Reduce discount percentages

Key Tools

- Multi-Channel Customer Interactions
- Real-Time, localized, micro-segmented offers driven by customer profile, store stocks, local influencers (weather, birthdays, graduations etc.)

Use Case: Retail Smart Mall



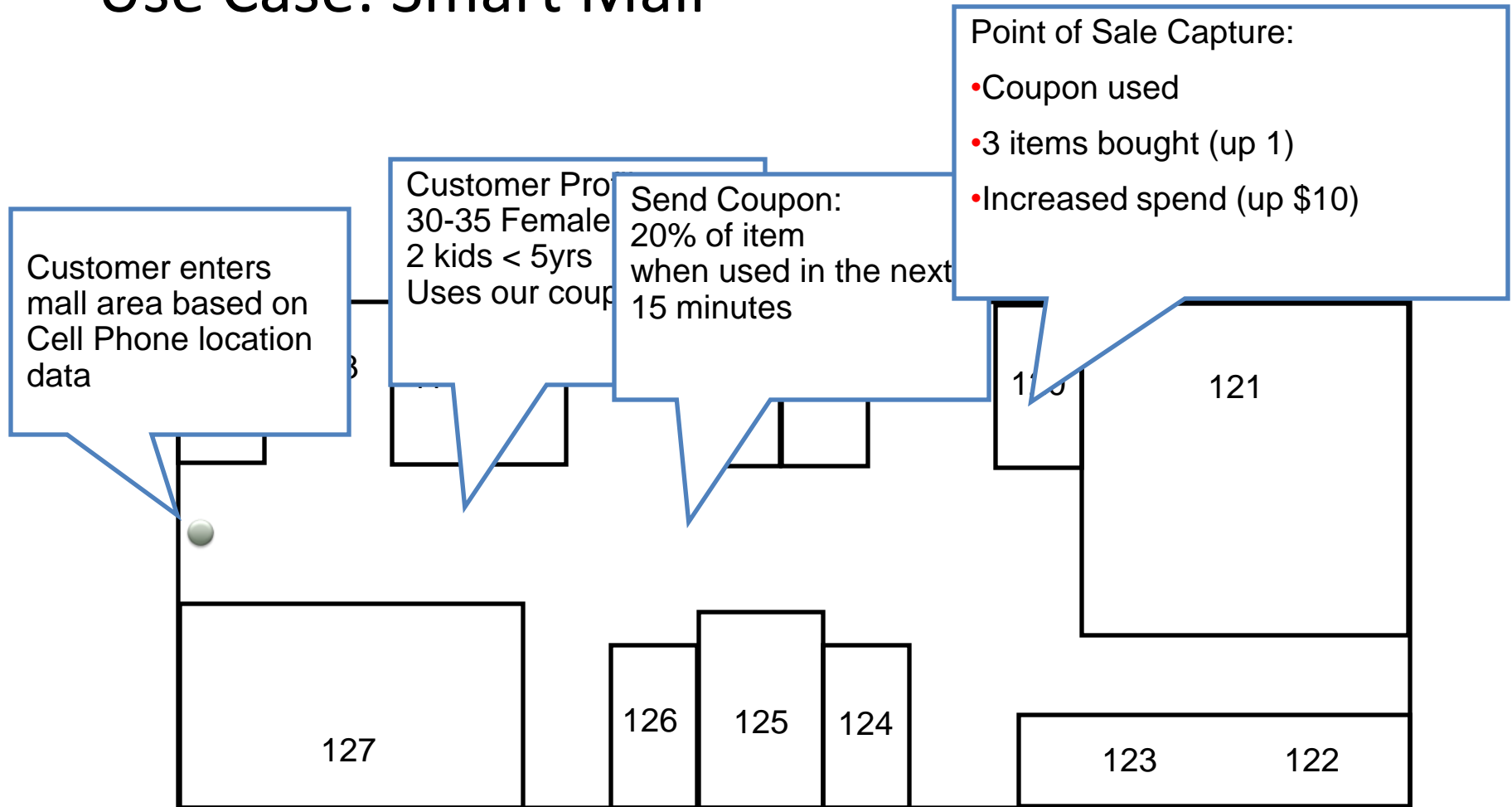
Key Technologies

- Smart Devices with Location Data
- Data Collection Points with real-time decision capabilities
- Data Processing and Storage facilities

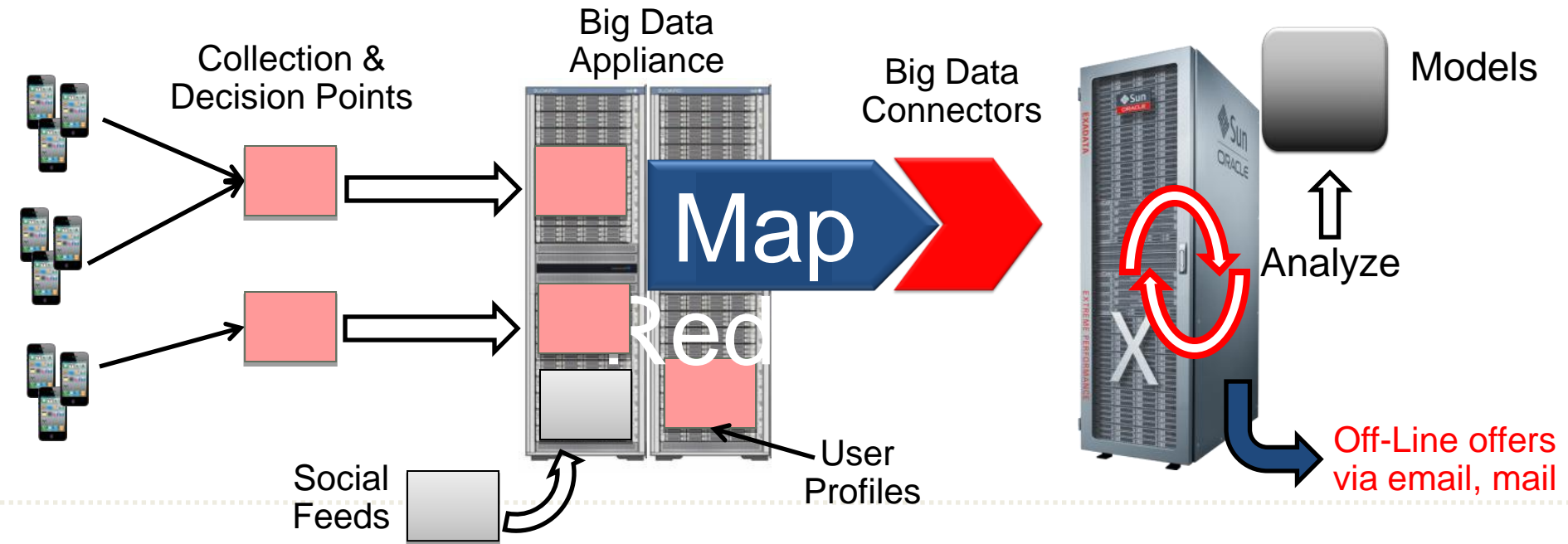
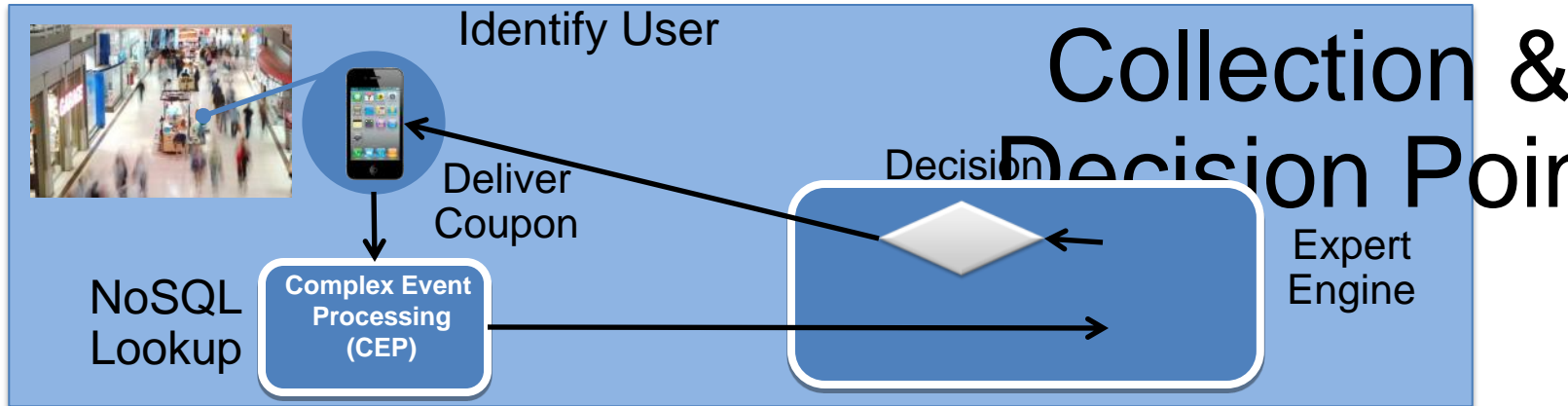
Data Sets

- Customer Profiles with Opt-In to coupons
- Customer segmentation
- Customer buying behavior

Use Case: Smart Mall



Use Case: Smart Mall Data Flows



Oracle Big Data Analytic for Retail : E.g.

Merchandise allocation optimization



Business Question(s): Can retailers optimize the allocation of merchandise in stores to match demand and *give the best experience to customer?*

Challenges: There're many analytic model to optimize the allocation, **but what about this allocation relate to customer purchase experience?** Is the passageway too narrow? Too crowd? How to measure ?

Objective

Solution: derive the information from media data(video) --(utilize big data/Hadoop platform), and consolidate into/with ORDM to meet the business scenario.

Benefit: [to retailers]-improve customer satisfaction as well as increase gross sales;-- further capability to mining information from video data apply in any industry;

Tip 7 - Ensure Data Quality by Testing

- Cannot ignore data quality till the end of the project
- Develop a Test in the design stages to identify the key business users who will be able to validate data quality
- Data Quality issue can arise in source systems or in the DW
- QA, UAT are not fancy words, they are necessary evil parts of the BI project

Tip 8 - A Robust Security model

The Savvy Business User



Howdy Joe!
I need OBIEE access
Give me access to everything!
Joe, you are the best!

The Naïve System Admin



Mark, which department's data and
dashboards you need to access to?
You got it! Login after 10 minutes.
Welcome!

Security Changes – (OBIEE 11g - 7.9.6.3)

- OBIEE 11g Security Model User>Group>Role

WebLogic Server

User Administration •
Group Administration •

Enterprise Manager

Role Administration •

- RPD files now have RPD-specific passwords - used to encrypt the contents.
- Groups no longer exist in the RPD as objects. Data access security is implemented based on application roles to which a user belongs.

How to Configure – OBI EE Security Provisioning Weblogic Security Providers

- Weblogic - Security Realms

ORACLE WebLogic Server® Administration Console

Change Center

View changes and restarts

Click the Lock & Edit button to modify, add or delete items in this domain.

Lock & Edit

Release Configuration

Domain Structure

- bifoundation_domain
 - Environment
 - Deployments
 - Services
 - Security Realms**
 - Interoperability
 - Diagnostics

Summary of Security Realms

A security realm is a container for the mechanisms--including users, groups, security roles, security policies, and realms in a WebLogic Server domain, but only one can be set as the default (active) realm.

This Security Realms page lists each security realm that has been configured in this WebLogic Server domain

Customize this table

Realms (Filtered - More Columns Exist)

Click the **Lock & Edit** button in the Change Center to activate all the buttons on this page.

New **Delete**

<input type="checkbox"/>	Name	Default Realm
<input type="checkbox"/>	myrealm	true

How to Configure – OBIEE Security Provisioning Security Users

- Weblogic – Security Users

Click the Lock & Edit button to modify, add or delete items in this domain.

Lock & Edit

Release Configuration

Domain Structure

bifoundation_domain

└ Environment

└ Deployments

└ Services

└ Security Realms

└ Interoperability

└ Diagnostics

Settings for myrealm

Configuration

Users and Groups

Roles and Policies

Credential Mappings

Providers

Migration

Users

Groups

This page displays information about each user that has been configured in this security realm.

[Customize this table](#)

Users

New

Delete

Showing

<input type="checkbox"/>	Name 	Description	Provider
<input type="checkbox"/>	biadmin	biadmin	DefaultAuthenticator
<input type="checkbox"/>	BISystemUser	BI System User	DefaultAuthenticator

How to Configure – OBIEE Security Provisioning Security Groups

- Weblogic - Security Groups

The screenshot displays the Oracle WebLogic Server Administration Console. The breadcrumb navigation path is highlighted with a red box and labeled "Path": Home > Summary of Security Realms > myrealm > Users and Groups > abell. Below this, the "Settings for abell" page is shown with tabs for General, Passwords, Attributes, and Groups. The Groups tab is selected. A "Save" button is visible. A red arrow points to the "security groups" section, which contains two lists: "Available:" and "Chosen:". The "Available:" list includes AdminChannelUsers, AppTesters, BIAAdministrators, BIAuthors, BIConsumers, and CrossDomainConnector. The "Chosen:" list includes Deployers, Monitors, Operators, and Administrators. The "Administrators" group is highlighted with a dotted box.

ORACLE WebLogic Server® Administration Console

Home Log Out Preferences Record Help

Home > Summary of Security Realms > myrealm > Users and Groups > abell

Settings for abell

General Passwords Attributes **Groups**

Save

Use this page to configure group membership for this user.

Parent Groups:

Available:

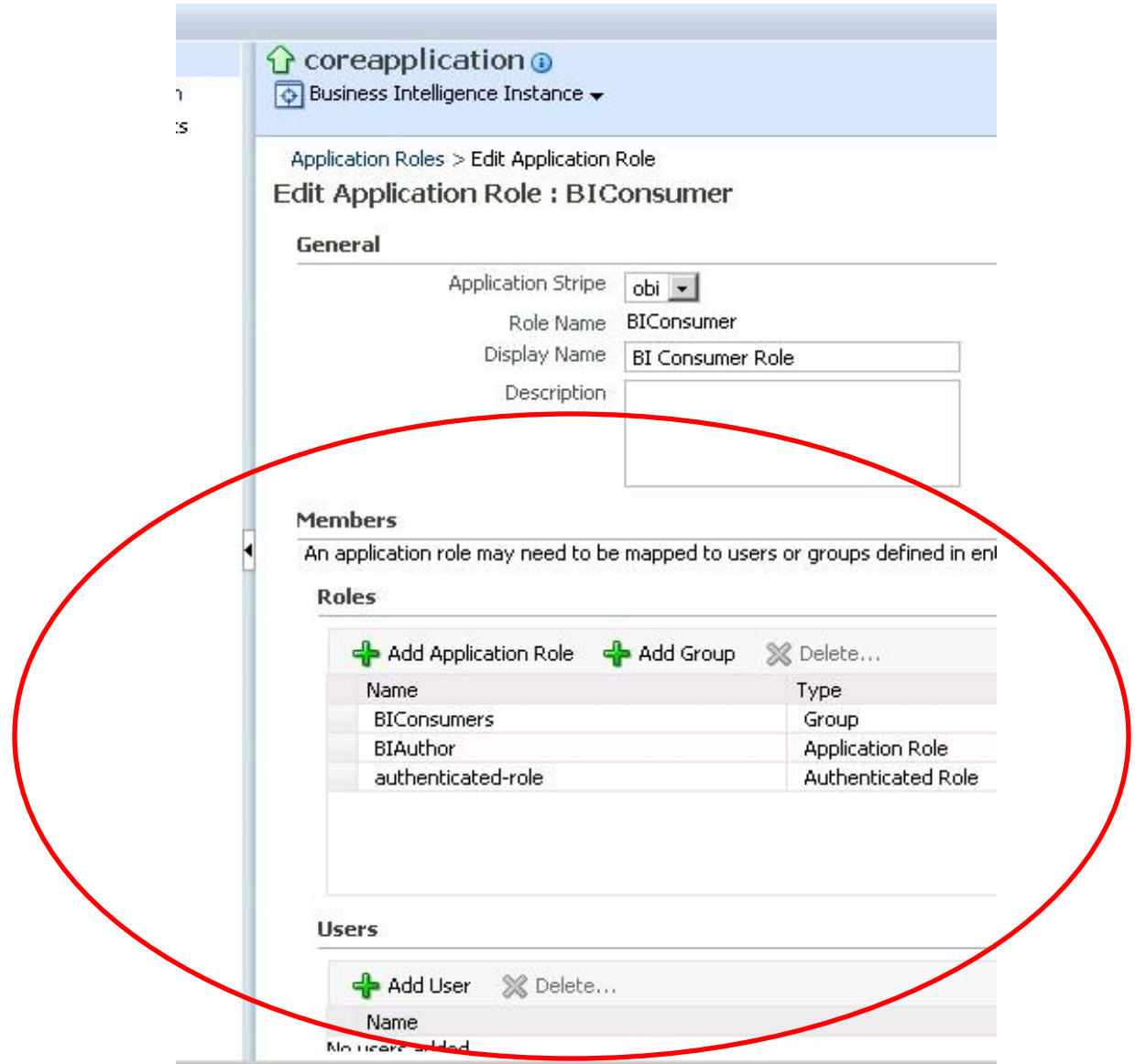
- ☐ AdminChannelUsers
- ☐ AppTesters
- ☐ BIAAdministrators
- ☐ BIAuthors
- ☐ BIConsumers
- ☐ CrossDomainConnector

Chosen:

- ☐ Deployers
- ☐ Monitors
- ☐ Operators
- ☐ Administrators

...How to Configure – OBIEE Security Provisioning Application Roles

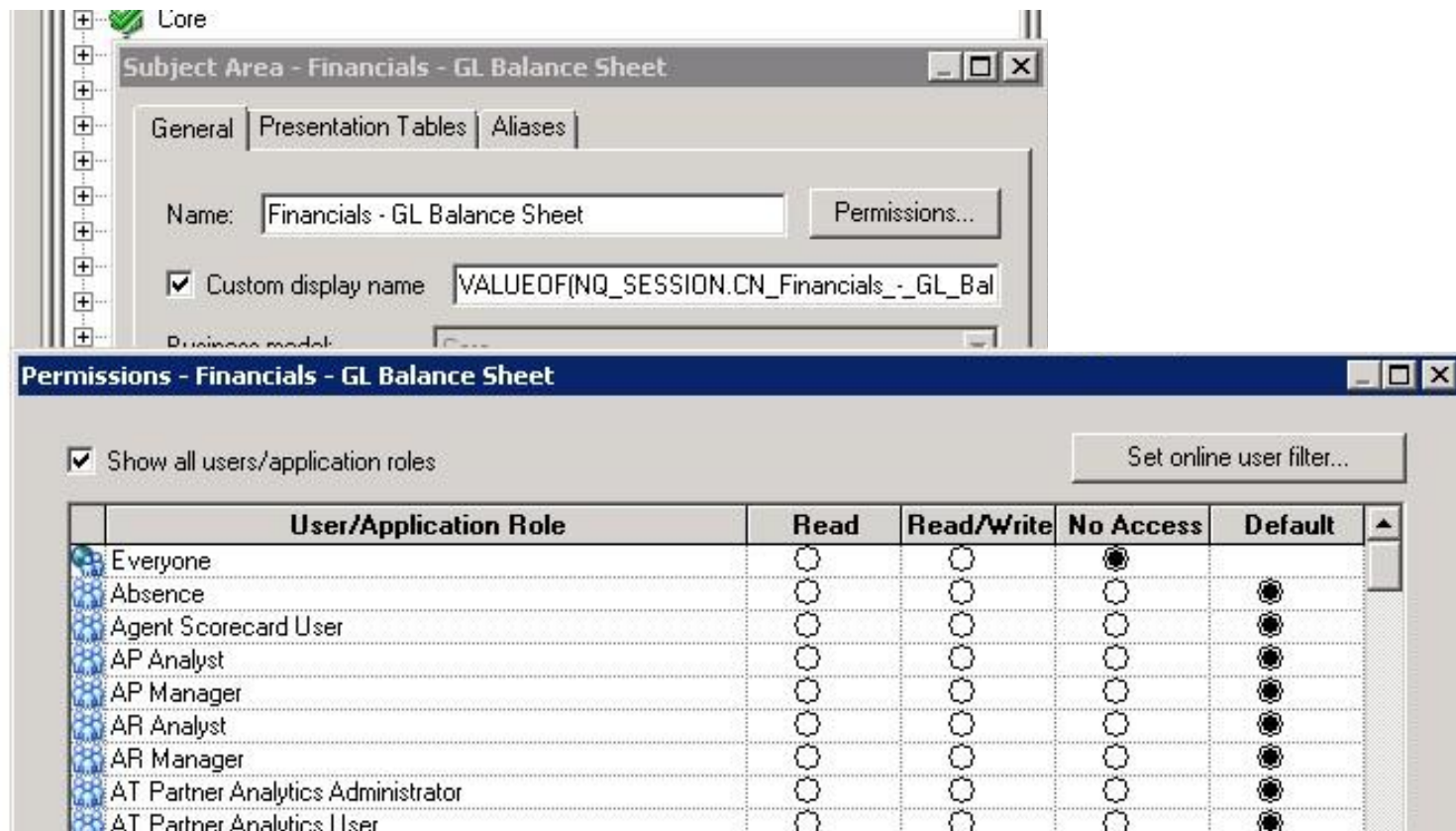
- Enterprise Manager
 - Mapping Security Groups and Users to Application Roles



How to Configure – OBIEE Security Provisioning

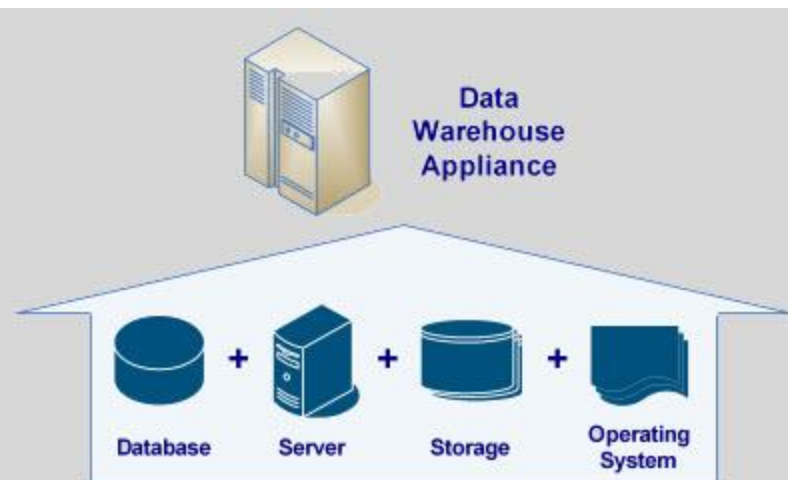
Subject Area Provisioning

- Metadata: Authorization on Subject Areas



Tip 9 – DW Appliances / Engineered System

- Consider Engineered systems – same concept as pre-built BI applications
- DW Appliances in the industry – Teradata, Netezza (IBM)
- Oracle Exadata and DB “Appliance”
- Emergence of in-memory computing
- Oracle Exalytics, Oracle Big Data Appliance and on so
- Competitor boxes like SAP HANA

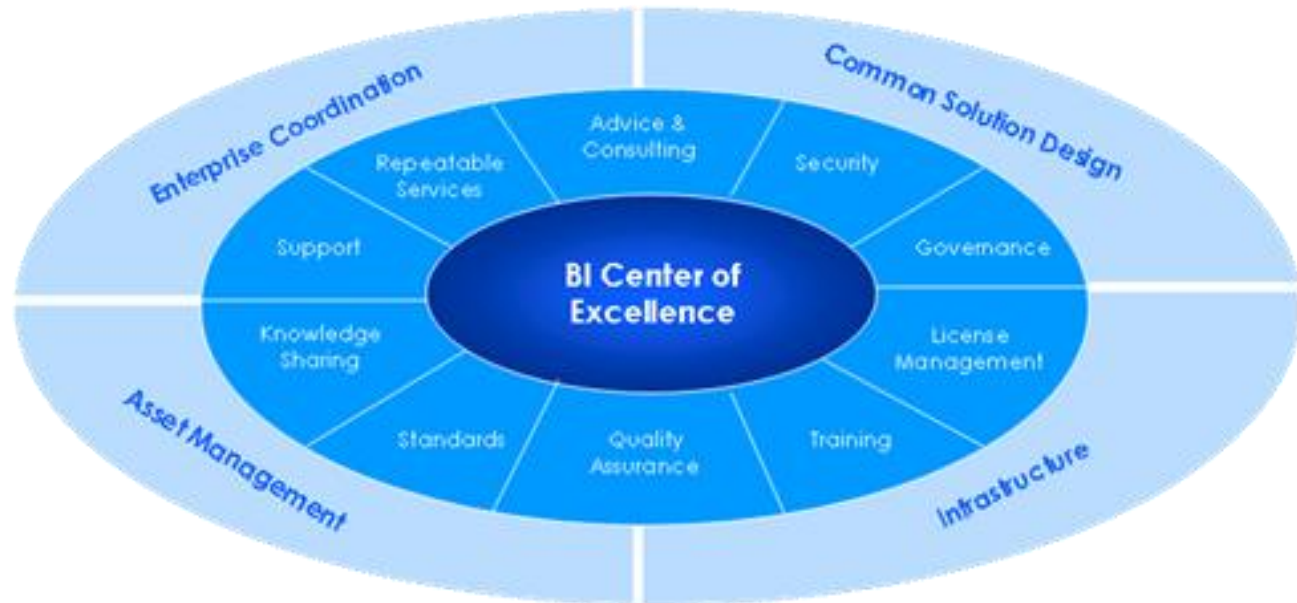


Tip 10 - Leverage Cloud & Virtualization for BI

- Oracle Fusion Applications on the Oracle Public Cloud, SalesForce (CRM) and Workday (HCM) are the new norm
- BI / DW / Data integration servers can be virtualized (first step)
- OBIEE can be run in Cloud
- Amazon Redshift – DW on Cloud

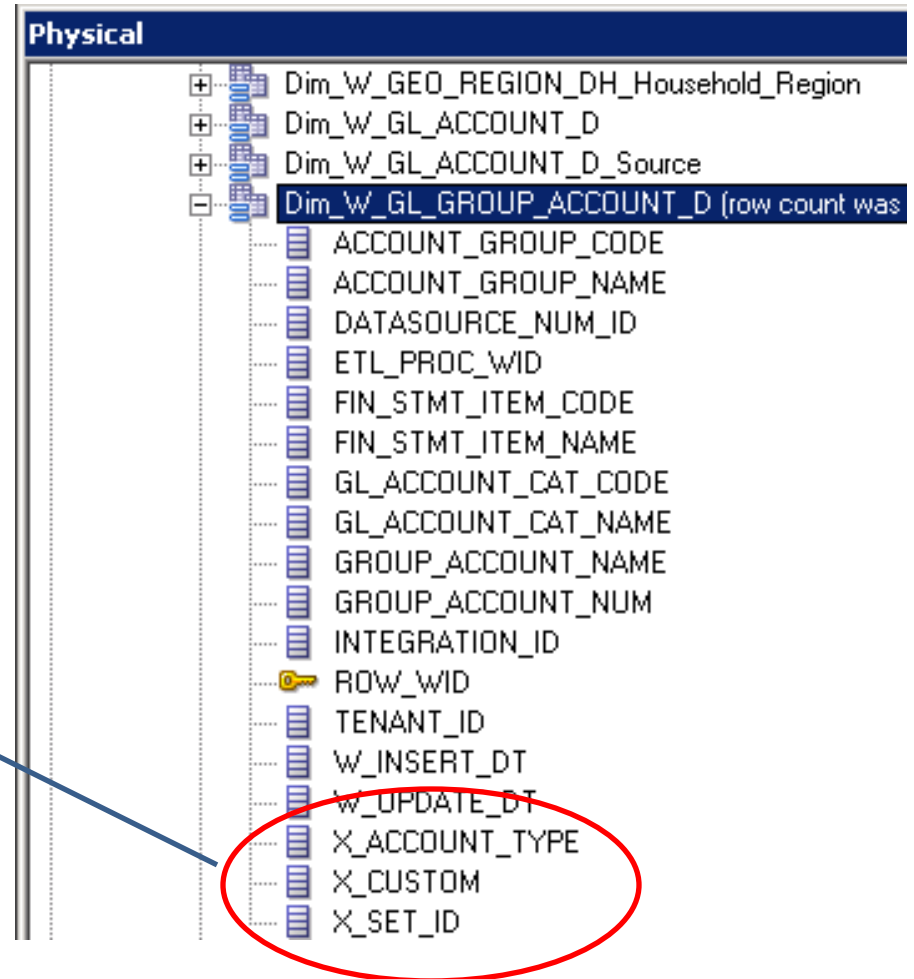
Tip 11 - Consider a BI Center of Excellence

- Adoption of the BI solution
- Setup standards – naming conventions, vendor or tool-stack selection
- Care and enhancement



Naming Standard – Custom OBIEE Metadata: Physical Layer

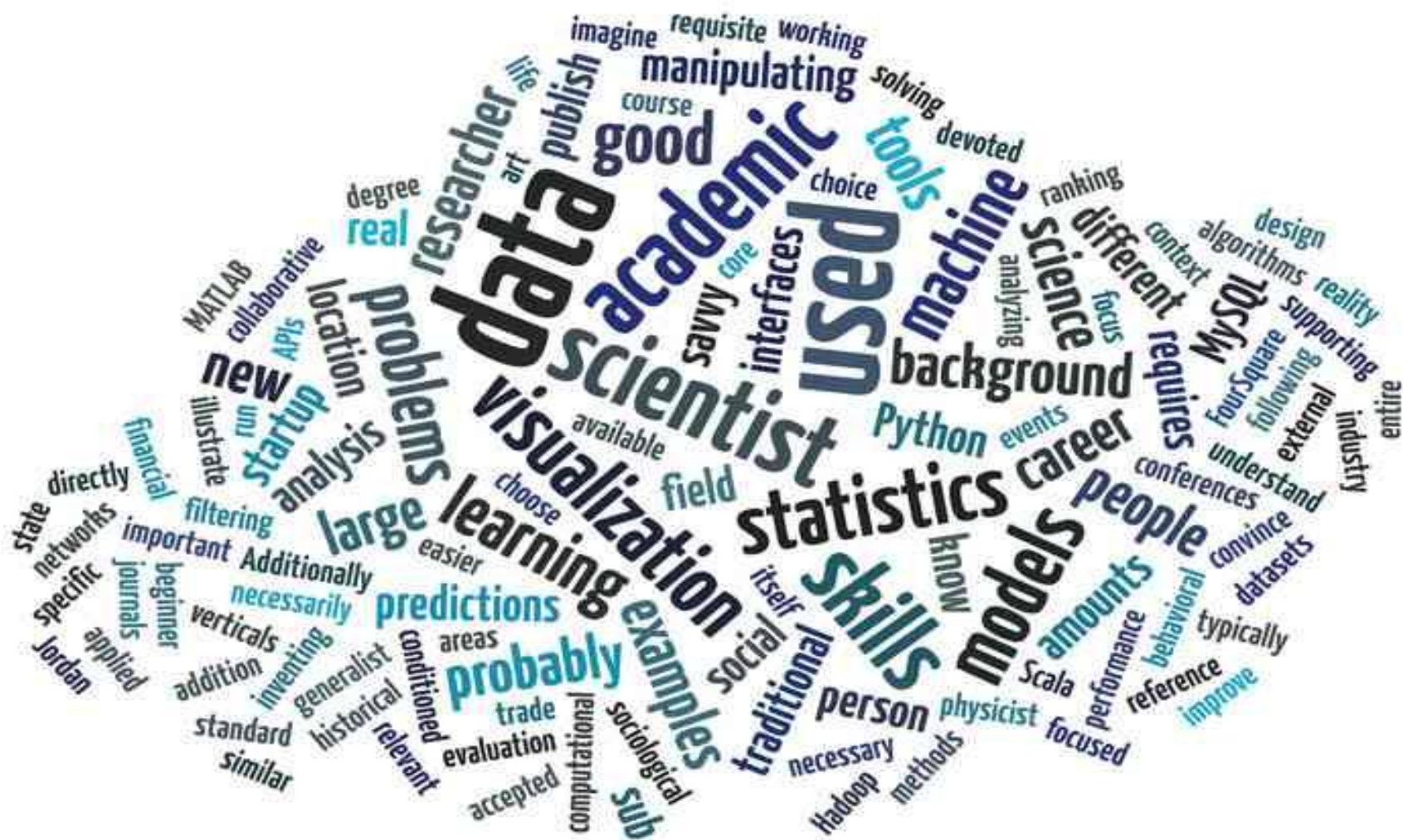
Customization:
Extension Columns
added to the physical
group account table



Physical	
+	Dim_W_GEO_REGION_DH_Household_Region
+	Dim_W_GL_ACCOUNT_D
+	Dim_W_GL_ACCOUNT_D_Source
-	Dim_W_GL_GROUP_ACCOUNT_D (row count was
	ACCOUNT_GROUP_CODE
	ACCOUNT_GROUP_NAME
	DATASOURCE_NUM_ID
	ETL_PROC_WID
	FIN_STMT_ITEM_CODE
	FIN_STMT_ITEM_NAME
	GL_ACCOUNT_CAT_CODE
	GL_ACCOUNT_CAT_NAME
	GROUP_ACCOUNT_NAME
	GROUP_ACCOUNT_NUM
	INTEGRATION_ID
	ROW_WID
	TENANT_ID
	W_INSERT_DT
	W_UPDATE_DT
	X_ACCOUNT_TYPE
	X_CUSTOM
	X_SET_ID

Tip 12: Human Intelligence – Emergence of Oracle Data Scientist

- The human aspect cannot be overlooked in any BI initiative.
- The skills and development of the BI team is very important. Since BI is a cross over area from pure Technology to business insights, there is a new buzz word in the industry calle Data Science.
- DW and BI professionals can look forward to the emergence of the Oracle Data Scientist role.





Oracle Business Intelligence Warehousing and Analytics Summit

Hotel Sofitel
Redwood City, California

- Oracle BIWA Summit Jan 9-10, 2013
- Near Oracle HQ in San Francisco, Bay area
- Keynotes by Tom Kyte, Balaji Yelamanchili, Vaishanavi Sashikanth, Ari Kaplan – a Sports Analyst of Major League baseball fame!
- Other Noted Speakers like Mark Rittman, Dan Vlamiis etc.
- Tracks like BI, DW, Advanced Analytics, Big Data and EPM Hyperion along with Hands-on Labs
- Registration starts at \$249 – <http://BIWASummit.org>



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Wrap-Up

- Twelve Tips
- Custom v/s pre-built BI Solutions
- Spend Classification – Advanced Analytics
- Q&A

Questions?



Contact Info: SVNath@US.IBM.com
www.IBM.com