Oracle Data Warehouse Administration Console (DAC)

by

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About the Speaker

Abdul Hafeez Shaik

- Senior Consultant with Apps Associates
- Tech Team lead at Wyndham Worldwide for OBIEE implementation
- 4 Years of Industry Experience with E Business Suite
- Working with OBIEE Technology from 2006
Introduction
About OBI-EE
About OBI Application and packaging
Components of OBI application
ETL and ETL Flow
What will be installed as Part of OBI Application Installation
Informatica
DAC
OBI-EE Dashboard

This month we have received 581 service calls adding up to 21,461 minutes. We have spent $1,900,886.00 on these calls to keep customers happy.

Top 5 Customer Service Accounts

<table>
<thead>
<tr>
<th>Account Type</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodwill</td>
<td>$27,270.00</td>
</tr>
<tr>
<td>Goodwill Trade Assistance</td>
<td>$10,950.00</td>
</tr>
<tr>
<td>Customer Service Accounts: Settlement</td>
<td>$20,760.00</td>
</tr>
<tr>
<td>Vehicle Modification</td>
<td>$79,520.00</td>
</tr>
<tr>
<td>Warranty Reserve</td>
<td>$2,500.00</td>
</tr>
</tbody>
</table>

Top 5 Accounts by Calls Received

<table>
<thead>
<tr>
<th>Account Type</th>
<th>No Of Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodwill</td>
<td>54</td>
</tr>
<tr>
<td>Goodwill Trade Assistance</td>
<td>51</td>
</tr>
<tr>
<td>Vehicle Modification</td>
<td>52</td>
</tr>
<tr>
<td>Parts Warranty</td>
<td>53</td>
</tr>
<tr>
<td>Recall Campaign</td>
<td>54</td>
</tr>
</tbody>
</table>

Top Issues with Amount Ticket

- Bag (G50104)
  - This month we have spent $3,698.00 to resolve Authorization issues.
  - This month we have spent $2,000.00 to resolve Claim entry issues.
  - This month we have spent $3,300.00 to resolve Dealer Responsiveness to Customer issues.
  - This month we have spent $6,000.00 to resolve General Clutch Components issues.
  - This month we have spent $5,290.00 to resolve Miscellaneous issues.

Powered by Oracle
# OBI-EE Components

<table>
<thead>
<tr>
<th>Interactive Dashboards</th>
<th>Reporting &amp; Publishing</th>
<th>Ad-hoc Analysis</th>
<th>Proactive Detection and Alerts</th>
<th>Disconnected Analytics</th>
<th>MS Office Plug-in</th>
</tr>
</thead>
</table>

**Oracle BI Server**

- Simplified Business Model and Abstraction Layer
- Multidimensional Calculation and Integration Engine
- Common Metadata, Security, Filtering, Personalization, Management, Scheduling
- Intelligent Request Generation and Optimized Data Access Services

- OLTP & ODS Systems
- Data Warehouse Data Mart
- SAP, Oracle PeopleSoft, Siebel, Custom Apps
- Files Excel XML
- Business Process
Oracle Business Intelligence (OBI)

Oracle Business Intelligence Suite EE
- Oracle BI Analytic Server
- Oracle BI Interactive Dashboards
- Oracle BI Answers
- Oracle BI Delivers
- Oracle BI Reporting & Publishing
- Oracle BI Disconnected Analytics
- Oracle BI Server Administration

- Buy (1) + Custom Development
- Buy (1) + Buy (2) + Custom Development
Administration Model
Business Analytics Applications

Sales + OM Analytics
- Pipeline / Forecast Analysis
- Bookings, Billings & Backlog
- Sales Team Effectiveness
- Up-sell / Cross-sell
- Cycle Time Analysis
- Lead Conversion

Service & Contact Center Analytics
- Churn Propensity
- Customer Satisfaction
- Resolution Rates
- Service Rep Effectiveness
- Service Cost Analysis
- Service Trends

Marketing Analytics
- Campaign Scorecard
- Response Rates
- Product Propensity
- Loyalty and Attrition
- Market Basket Analysis
- Campaign ROI

Financial Analytics
- Receivables / Payables Analysis
- GL / Balance Sheet Analysis
- Customer / Product Profitability
- Income Statement Analysis
- Expense Management
- Cash Flow Analysis

Supply Chain Analytics
- Supplier Performance
- Inventory Analysis
- Procurement Cycle Times
- Inventory Availability
- Employee Expenses
- BOM Analysis

Workforce Analytics
- Employee Productivity
- Compensation Analysis
- HR Compliance Reporting
- Workforce Profile
- Turnover Trends
- Return on Human Capital

Oracle BI EE Platform

Other Operational & Analytic Sources
About Company – Apps Associates LLC

Making Global Delivery Feel Closer To Home

- Offices in USA, Germany and India
  - U.S. regional offices in Westford MA (HQ); NY/NJ & Atlanta in 2009
- Founded in 2002 with >100 % growth every year for last 5 years:
  - 2007 Inc. 500 list of fastest growing U.S. companies
- Over 250 employees (end of Q3 2008) with strong local presence
- Management & Sr. Consultants: 75% former Oracle employees
Introduction to OBI Applications

- What is OBI Apps
- Application of OBI Apps
Components Of OBI applications

- Warehouse
- ETL
- Repository
- Analytical Reporting tool
ETL

- ETL
  - Informatica
  - ODI
- DAC
ETL Flow

Extract

- ERP R12
- ERP 11.5.10
- ERP 11.5.6
- PSFT
- SBL
- Other

Transformed as

- SDE 11.5.10
- SDE 11.5.9
- SDE PSFT
- SDE SBL
- SDE Universal

Staging

Transformation

- SDE R12
- SDE 11.5.9

Load

- PLP
- Target

SDE: Source Dependent Extract
SIL: Source Independent Load
PLP: Post load Process
What will be installed with apps
Informatica

- Create and manage the ETL’s
- Loads the data from source to Target
- Extraction
- Transformation
- Load
DAC

- Data Warehouse Administration Console
- Manage the Execution Sequence
- Scheduling
- Managing the Target Table
- Managing the Index on Target table
- Managing the Incremental and Full load based on the Refresh dates
- Provides the common interface by providing the abstraction over the underlying ETL
- Micro ETL process
- Error handling
- Execution plans and subject areas
DAC

- Source Container
DAC

- Designer
DAC

- Designer
  - Subject Areas
  - Tables
  - Indices
  - Task Groups
  - Tasks
  - Configuration Tags
  - Source System Parameters
  - Source System Folders
DAC

➤ Setup
DAC

- Setup
  - DAC System Properties
  - Informatica Server
  - Physical Data Sources
  - Email Recipients
DAC

- Execute
DAC

- Execute
  - Execute Plan
  - Current Run
  - Run History
  - Scheduler
DAC

- Role of DAC in OBI Applications
  - ETL Packaging and modularizing of Applications
  - Micro ETL Processing
  - Multi source support
DAC

- Role of DAC in ETL
  - Abstract layer from underlying ETL
  - Incremental / Full load decision
  - Refresh Dates (Run Dates) Management
  - ETL Run notification through E-Mails
DAC

- Role of DAC in Informatica
  - Sequential/Parallel Informatica session invocation
  - Scheduling of ETL process
  - Managing the Bulk Loads, Normal loads differently
  - Indices and Target table management
  - Taking out the duplicate Session when two ETL Subject areas are merged together.
  - Providing the Abstraction to Informatica from its source and Destination Database.
  - Parameter mangment
Thank You

Suggestions or Additional Questions

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