

Visualization with Informix Dynamic Server

Ron Flannery
One Point Solutions

Session: C13
Day, April 30, 2008 • 09:30 a.m. – 10:30 a.m.

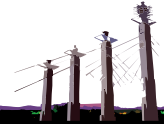
2008 IIUG Informix Conference



NOTE FROM THE PRESENTER- REGARDING THESE SLIDES

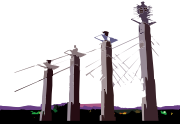
Due to IBM privacy policies, I was unable to include the graphics on this conference CD. Please contact me after the event and I will see if I can get you the complete slides, graphics and all. I have inserted placeholders for these slides, denoted below by
"<slide that displays _____ >"

- Ron Flannery, 248-887-8470x40,
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Who Am I?

- Dedicated Informix user since 1989
- Variety of Roles – DBA, designer, app developer, project leader, trainer – in variety of industries
- Lead author/designer of *Informix Handbook*
- 9-year IIUG board member
- Assist/run user groups – Detroit, Chicago, Toronto
- Founder and President of One Point Solutions, BI and IBM database-focused partner



Agenda

- Today's Business Intelligence problems
- Potential Solutions
- IBM's Approach to BI
- Informix Reporting – Demo
- Questions and Answers



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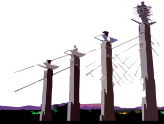
BI: What are the painpoints?

- Ability to access data from disparate sources
- Limited IT resources make it difficult to evaluate and use new technologies
- Too many software and hardware vendors make it difficult to implement
- Perceptions of massive cost, time, and resources
- Management makes constant demands, takes away from "real" job



So ..How are BI & reporting done?

- Many programs written to manually pull data from various sources into unload formats, manual FTP
- Management requests handled one-off – so much is redundant and very time-consuming
- Most reports are done manually, via "ExcelWare", providing limited drill-down and analysis
- Management does not get a realtime or easy-to-access view of data, and "just gets by with what we have"



<Slide that displays statistics about
“Key Challenge for Business Optimization is
Unlocking the Value of Information”

>



What does this cost companies?

- IT is constantly managing fires, not doing their jobs, causing constant delays in IT projects
- With no easy view of customer, vendor, supplier, and other data, analysis is very limited
- It becomes very difficult to spot trends and buying patterns that can create profit and manage loss
- There is no easy, centralized view of disparate data, AND....



- YOUR COMPETITION IS AHEAD OF YOU!



What are the barriers?

- Time constraints on IT and management prevent proper research and knowledge of what's available
- It becomes very difficult to sell to management without working prototypes
- Cost decisions are based on current cost of the product, not the ROI, which is difficult to show
- The vicious circle repeats itself....

=> ***WHAT DOES THIS ALL MEAN??***



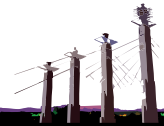
... We need Business Intelligence
and Information On Demand!

(But we don' know it!)



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- **Potential Solutions**
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What do we do next, then?

- Continue doing what we do and hope for the best
- Enhance current infrastructure and existing tools
- Find a run-your-business application that provides all necessary tools for full drill-down (diverse solution not common in many ERP, CRM apps)
- Investigate BI solutions that are available today and make IT and management commitment



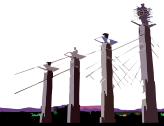
Major Components of BI Solutions

1) Data and Information Integration

- * Move data from various data sources (ERP, CRM, POS, customer management)
- * Cleanse or consolidate "dirty" data
- * Integrate multiple versions of customers, products, sales into summarized data

2) Reporting and Analysis

- * Dashboards ready-to-run
- * Report, drill-down, and analyze



1) Data Integration – Solutions

- Consolidate several data sources across the network without great IT effort
- Find robust solution that can pull data from a huge variety of database and other sources
- Create automated jobs with point-and-click interface to provide centralized data marts
- Cleanse data during or after load (ETL vs. ELT)
- ***Populated Data Mart ready to use – daily!***



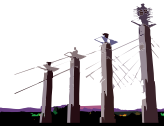
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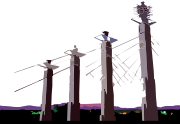
<Slide that displays IBM's end-to-end BI capabilities
using various IBM and Cognos tools including
Cognos 8 BI, Infosphere Warehouse, DB2, and
Informix

>



CheckPoint: How is your company doing it?

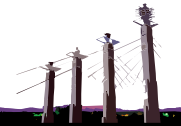
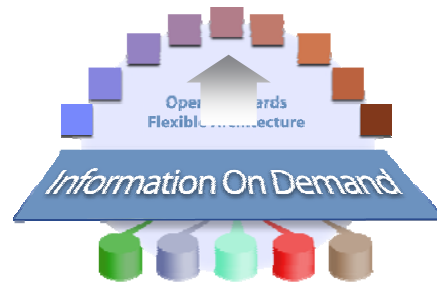
- Data movement and integration? ETL, manual FTP, other....?
- Data on demand: manual processes, fires, on-the-spot requests
- Other database vendor tools: Open Source, Microsoft, "O", and others...?
- Which operating systems?
- Other ideas?



2) Reporting – Solutions

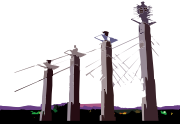
- Determine if your inhouse applications already have a sufficient product... but, find out what more can be done with other products (drill-down, dashboarding, etc.)
- Find a product that works within the budget, availability, and skillset of your stuff – without interrupting all the other fires
- Combination of metadata management, ease-of-use, dashboarding, drill-down





The Ideal Solution

- Independent applications spread across network to meet business needs
- Cleanse dirty data
- Ability to integrate all or portions of all data sources into one place with minimal programming and IT staff commitment
- Easy reporting and dashboarding allows management and users easy access to data



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IBM's recent BI investments

- Over \$1 billion in 2006 & 2007, even more in '08!
- Acquisitions include:
 - * Alphablox
 - * Data Mirror
 - * Princeton Softech
 - * Cognos



Recent Press



Blend the Cognos portfolio with IBM's data integration, data quality, data warehouse, content management, text mining and other offerings, and there's no more extensive information management portfolio available, period. -- *Intelligent Enterprise*

Press & Analyst
Extensive Press & Analyst Outreach February 4-8

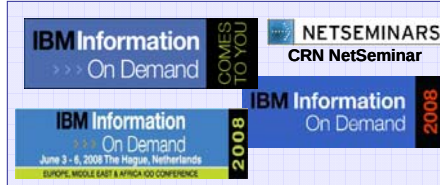


Advertising
IOD & Cognos Print Ads in key publications.



IBM Information On Demand Newsletter

Web & Newsletters
ibm.com, cognos.com, Newsletters, Blogs, YouTube
(customers & partners)



Events
Exec Summits, IOD EMEA (June), IOD "Comes to You" Events
(Business Partners can attend, showcase or host their own!)

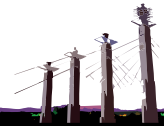
<Slide that displays IBM business intelligence,
Cognos, and other related offerings>



<Slide that displays corporate performance management and how it effects different portions of the enterprise like finance, operations, and sales>



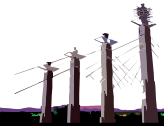
<Slide that displays IBM Information On Demand and
Open Standards Flexible Architecture>



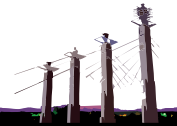
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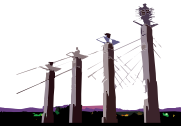
<Slide that displays IBM Information On Demand and
Open Standards Flexible Architecture with respect
to the Cognos acquisition>



<Slide that displays Cognos industry-specific
solutions>



<Slide that displays Cognos and IBM performance management solutions that stretch across the enterprise, including scorecarding, dashboarding, operational BI, applications, and more>

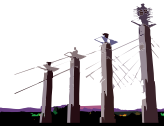


<Slide that displays Cognos and IBM dashboarding
and end-to-end capabilities, providing better TCO
across a variety of platforms>



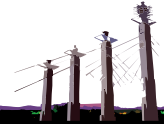
IBM Reporting Option #1: Alphablox

- Purchased by IBM in 2005
- Excellent choice for integration into an existing Web application or internal infrastructure
- Provides building “blox” to get started
- Explicit programming control over reporting and dashboarding
- Java backend provides standard programming language and many options



IBM Reporting Option #2: Cognos

- Purchased by IBM in 2008
- Well-established product with reach into many worldwide organizations of varying sizes
- Large based of experienced Cognos developers
- Flexible licensing models allow growth
- Metadata engine provides core from which to build reports and define “data about data”



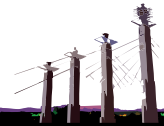
IBM Reporting Option #3: Other

- DataQuant: Based on prior QMF technology, updated to be more Web-friendly by Rocket Software
- QMF: Simple query tool
- Various partners like Business Objects, SAS, Brio, Essbase, and many more



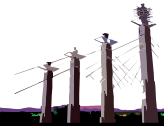
CheckPoint: How is your company doing it?

- Reports on demand: manual processes, fires, on-the-spot requests
- Do you have to drop everything?
- Who is for ExcelWare?
- Which vendor tools: Cognos, Crystal, Brio, Essbase, Microsoft, "O", and others...?
- But, does it give you the information you need without too much IT pain?
- Other ideas?



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<Self-running Demo of Cognos and/or Alphablox reporting>

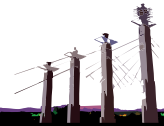


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- **Questions, Answers, Ideas ... ???**



Thank
You



Session ####
Session Title

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