

Ease of Use and Massive BI Adoption

Jake Freivald
Vice President
Information Builders
March 9, 2009


The slide features a background with abstract shapes in blue, grey, and yellow. A yellow line curves across the top, and a blue line curves across the middle. The text is centered and right-aligned.

Experience Shows...

Everyone needs timely information,
but most companies only share

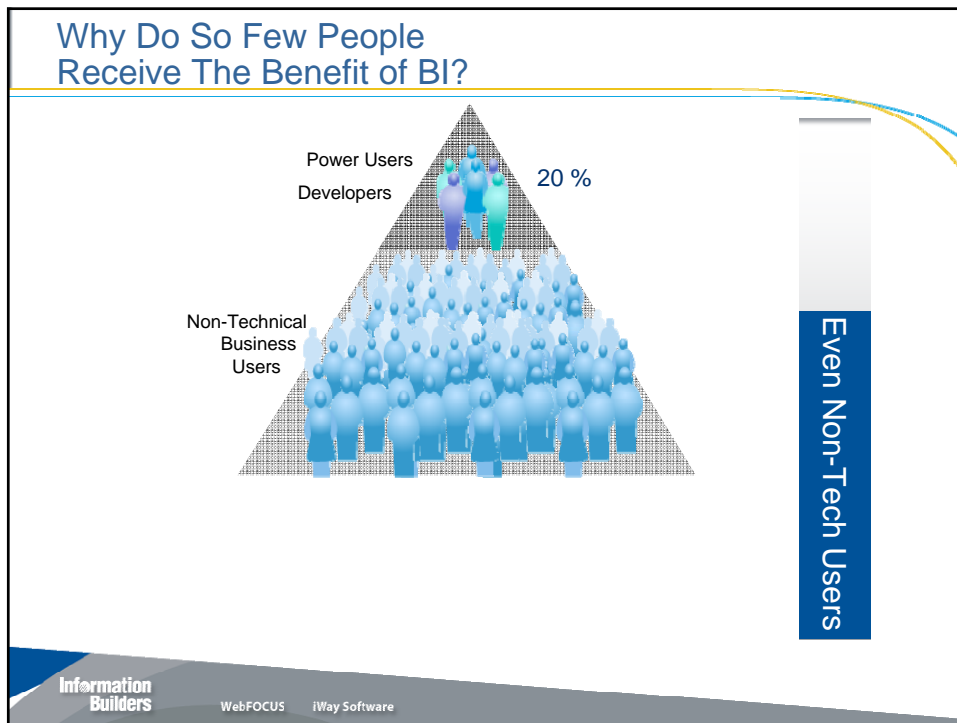
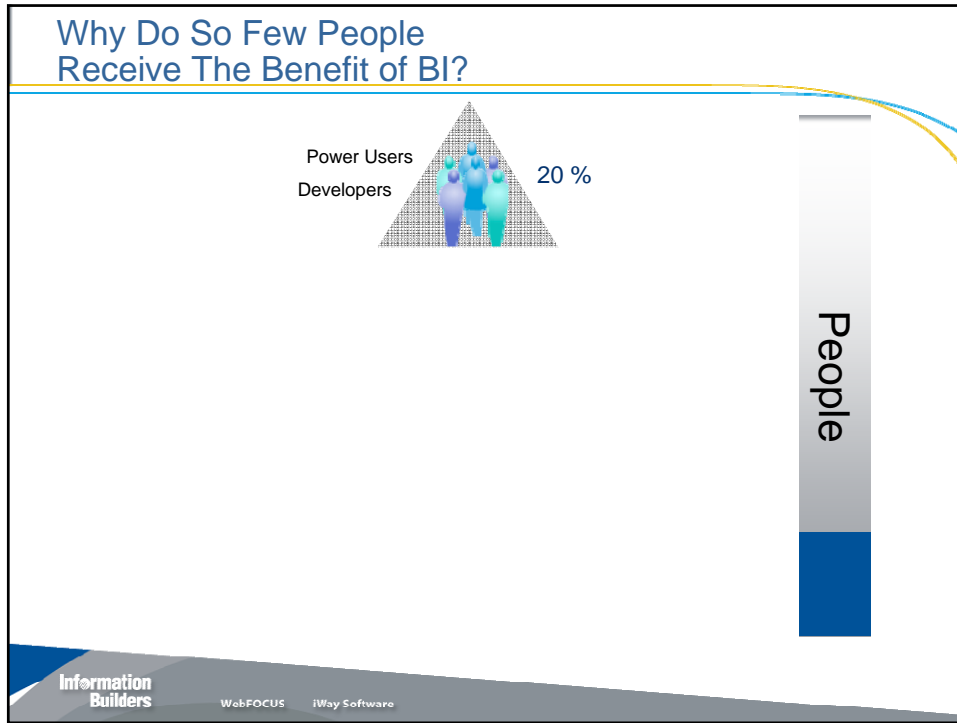
20% of their data

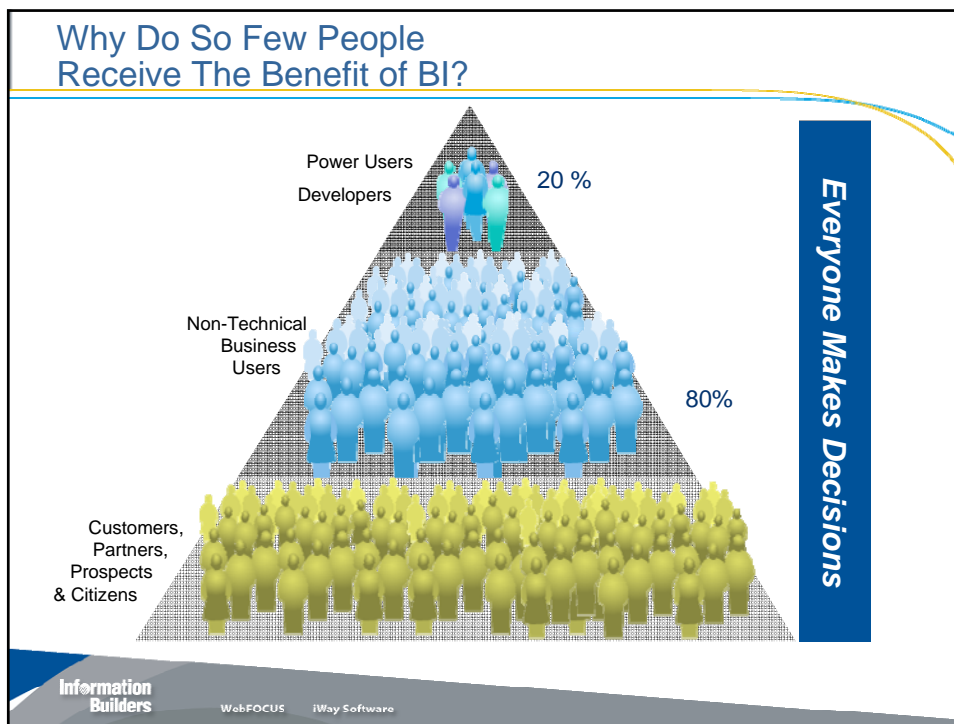
with 20% of their people



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Business Intelligence Sweet Spot Change How You Think About Usability

High Value BI Applications

- Operational Efficiency and Performance
- Process Automation and Acceleration
- Real-time Visibility into Business Activity

Lower cost per user

- Little or no training
- Higher user adoption

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Business Intelligence Sweet Spot Change How You Think About Usability



Medium-sized business
Real-time data from 4 systems
1,000 daily users
2 Developers



Warranty Claims Management System
60,000 business users
Controls costs, promotes operational efficiency



SaaS-based HR outsourcer for SMB
A WebFOCUS self-service app for Payroll, Benefits & HR
The application is a competitive advantage in their market
Over 100,000 users

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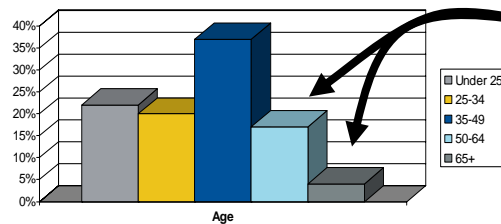
How?

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eBay — Knocking Down Barriers to Success

181 million registered users
78 million listings worldwide at any given time
6 million added per day
Global presence in 33 markets
eBay average user 1hr 54m
eBay average user views 280 pages per month



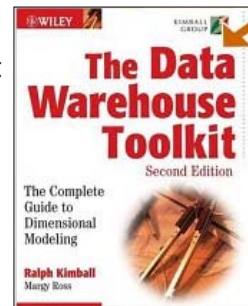
Age not a factor: over 20% of users are 50+

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Same In Business Intelligence

“ Ad-hoc query tools, as powerful as they are, can be understood and used effectively only by a small percentage of the potential business user population. The majority of the business user base likely will access the data via prebuilt parameter-driven analytic applications. Approximately 80 to 90 percent of the potential users will be served by these canned applications that are essentially finished templates that do not require users to construct relational queries directly.”



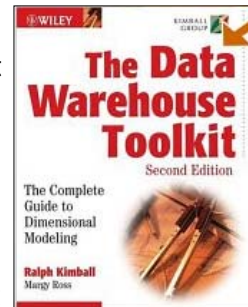
Dr. Ralph Kimball
The Data Warehouse Toolkit

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The Data Warehouse Toolkit

Changing How We Interact With Information

BI 1.0 Fallacies

Most users want to be spoon-fed information and will never take the initiative to create their own environment or investigate the best way to get the answers they need.

Vendors will obfuscate and slow down the drive for simpler and more affordable tools to preserve their bases.

Only air traffic controllers and credit card approval applications need real-time data

Analytics cannot be supported until there is an enterprise data warehouse, with a metadata repository, data stewards and a comprehensive data model that represents the "single version of the truth"

Operational Systems cannot be queried for analytics

Data must exist in a persistent data store for analytics

BI 2.0 Realities

The Consumer Web invalidates this idea. When given simple tools to do something that is important and/or useful to them, people find a way to "mash up" what they need

They will, but demographics will pressure them. Most BI "users" will be members of a generation that lives in technology and will reject the functionality of current BI

The availability of fresh data, from every-widening sources, generates its own demand

Data comprehension will displace data warehousing, to some extent. The single version of the truth will give way to context, contingency and the need to relate information quickly from many sources

There is no longer a good reason for this prohibition. In fact, with SOA, it doesn't even make sense

Message queues, logs, sensors - transient data and caches, temporary aggregates, lingering partial results files - all of these can be leveraged now with the resources at hand

Applications, Not Tools

Most vendors create tools for power users

Try to simplify these tools and deploy to non-technical users

Forces customers to do extensive data modeling

Results in unused licenses, failed projects and low ROI

Users are limited to static information at a premium investment

Intuitive BI applications Ad-hoc tools



Business users need information, not tools!

Example: Drillable Reports

		Philly Local DMA																
		2008			2009			2010			2011							
	2008	Jan	Feb	Mar	Q1	Apr	May	Jun	Q2	Jul	Aug	Sep	Q3	Oct	Nov	Dec	Q4	Total
Budget	\$2,383,400	\$2,641,800	\$1,867,100	\$1,896,500	\$1,302,200	\$1,716,800	\$1,844,700	\$1,735,500	\$2,135,800	\$1,874,200	\$1,842,200	\$1,024,300	\$4,181,000	\$4,741,000	\$4,018,900	\$1,187,300	\$4,025,100	\$4,025,100
Actual	\$2,332,204	\$2,642,832	\$1,594,733	\$1,576,239	\$1,269,236	\$1,513,090	\$1,394,885	\$1,377,091	\$2,161,340	\$1,394,127	\$1,429,243	\$1,329,402	\$1,111,889	\$3,761,528	\$2,375,187	\$1,891,544	\$1,022,423	\$1,022,423
Budget	97.03%	100	85	83	96	89	80	77	124	74	77	62	53	70	56	48	55	58
Growth %																		
Actual	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Actual	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$237,405	\$194,238	\$16,786	\$188,428	\$188,428

Example: Analysis On-The-Go

Total items invoiced and not yet paid: 9789
Total Amount Due: 8,117,331.00

Invoice Number	Invoice Date	Total Invoiced Items	Total Unpaid Invoice Amount	Payment Due Date	Discount Date	Days Until Discount Expires	Discount Amount	Discount Balance
28003	2006/06/14	5	\$3,045.00	2006/07/14	2006/06/24	9	\$60.90	\$2,984.10
28004	2006/06/19	6	\$4,554.00	2006/07/19	2006/06/29	14	\$91.08	\$4,462.92
28005	2006/06/08	197	\$221,413.00	2006/07/08	2006/06/18	3	\$4,428.26	\$216,984.74
28006	2006/08/16	772	\$371,048.00	2006/09/15	2006/08/26	72	\$7,420.96	\$363,627.04
28008	2006/06/22	477	\$136,983.00	2006/07/22	2006/07/02	17	\$2,739.66	\$134,243.34
28011	2006/06/08	397	\$255,603.00	2006/07/08	2006/06/18	3	\$5,112.06	\$250,490.94
28012	2006/06/14	397	\$384,693.00	2006/07/14	2006/06/24	9	\$7,693.86	\$376,999.14
28015	2006/06/14	1027	\$2,035,373.00	2006/07/14	2006/06/24	9	\$40,707.46	\$1,994,665.54
28018	2006/07/26	5	\$2,395.00	2006/08/25	2006/08/05	51	\$47.90	\$2,347.10
28020	2006/06/14	597	\$487,873.00	2006/07/14	2006/06/24	9	\$9,757.46	\$478,115.54
28024	2006/06/14	397	\$284,283.00	2006/07/14	2006/06/24	9	\$5,685.66	\$278,597.34
28025	2006/06/14	5	\$2,945.00	2006/07/14	2006/06/24	9	\$58.90	\$2,886.10
28027	2006/07/14	797	\$382,123.00	2006/08/13	2006/07/24	39	\$7,642.46	\$374,480.54
28028	2006/07/18	440	\$530,580.00	2006/08/17	2006/07/28	43	\$10,611.60	\$519,968.40
28029	2006/06/14	692	\$459,048.00	2006/07/14	2006/06/24	9	\$9,180.96	\$449,867.04

19 of 19 records, Page 1 of 2

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Example: Really On-The-Go

The screenshot displays a web browser window with the following sections:

- INCIDENTS BY CRIMES:** A table with columns for Crime, Last 7 Days, and YTD.

Crime	Last 7 Days	YTD
AGGRAVATED ASSAULT	12	75
AGGRAVATED ASSAULT DOMESTIC	4	29
ALL OTHER LARCENY	18	174
ARSON	1	3
BURGLARY/B&E/COMMERCIAL	2	30
BURGLARY/B&E/RESIDENTIAL	32	143
CARNAL KNOWLEDGE	1	1
FORCIBLE RAPE	1	7
GAS DRIVE OFF	1	17
- UCR CRIME GROUPS:** A table with columns for Group, Last YTD, YTD, and % Chg.

Group	Last YTD	YTD	% Chg
A	3271	3599	10.97
B	2080	1613	-22.41
Total	5351	5212	-2.78
- CRIME ALERTS:** A table with columns for Date/Time, Description, and Address.

Date/Time	Description	Address
2007/02/21 07:49:29.000	THEFT FROM BUILDING	8048 CRUTCHFIELD ST.
2007/02/21 08:01:26.000	AGGRAVATED ASSAULT DOMESTIC	3839 NELSON ST
2007/02/21 08:31:11.000	ROBBERY/INDIVIDUAL	3729 N 23RD ST
2007/02/21 01:51:04.000	BURGLARY/B&E/RESIDENTIAL	409 W GRACE ST
2007/02/21 11:09:06.000	BURGLARY/B&E/RESIDENTIAL	700 W MARSHALL ST
2007/02/21 12:05:30.000	SHOPLIFTING	397 FOREST HILL AVE.
- Map:** A map showing the geographic distribution of incidents across various areas including Goochland, Powhatan, Chesterfield, Henrico, and Hanover.

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Think SaaSy

WebFOCUS: An enabler of SaaS...

- Usability: more like eBay than like Excel
- Scalability: reach more people at lower cost
- Integration: sources inside and outside the firewall
- Flexibility: online/offline, PDF/Excel/HTML/Flash...
- Security: inside, outside firewall; use existing security, too
- Independence: plays nicely with any ERP and platform

...and thus an enabler of traditional reporting & analysis

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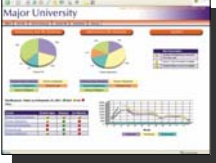
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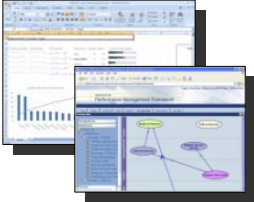
Information Builders' WebFOCUS Business Intelligence for Executive Management




Dashboards



Performance Metrics, KPI's & Scorecards




Financial Reports/ Production Documents




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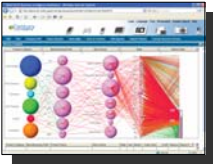
Information Builders' WebFOCUS Business Intelligence for Back Office Analysts




Query, Analysis & Excel Integration




Data Visualization & Analytical Dashboards



Geographical Analysis

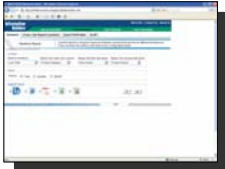



Enterprise Search




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BI Applications
& Self-Service Reporting



Operational Dashboards
& Performance Metrics



MS-Office Integration
PDF Publishing

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Information Builders' WebFOCUS Business Intelligence for Field Staff, Partners & Customers



Easy To Use
BI Applications



Statements
& Invoices



Active Reports
& Dashboards
(Portable Analytics)

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