

Next Generation Performance Dashboards

Wayne Eckerson
Director, TDWI Research

TDWI RESEARCH



Sponsor



Speakers



Wayne Eckerson

Director, TDWI Research



Mark LaRow

VP Products, MicroStrategy

Agenda

- Self-Service BI
- Tailored Delivery
- MAD Framework
- Double MAD Framework

Common Definition of Self Service BI

“Empower users to create their own reports so users get what they want when they want it without having to ask IT.”

Percentage of Active BI Users

Power Users/Analysts	61%	
Managers	33%	Casual Users
Executives	25%	
Field staff	24%	
Customers/Suppliers	5%	
All employees	24%	

Based on 675 respondents, Wayne Eckerson, "Pervasive BI: Techniques and Technologies for Deploying BI on an Enterprise Scale," TDWI Research, 2008.

Two Types of Self-Service

- Ad hoc report creation (**Power Users**)
 - *Select facts and measures from a folder*
 - *Query databases*
 - *Format output*
 - **“Ad hoc BI”**
- Ad hoc report navigation (**Casual Users**)
 - *Click to drill, filter, or navigate*
 - *Select filters from list boxes or respond to prompts*
 - **“Tailored delivery”**

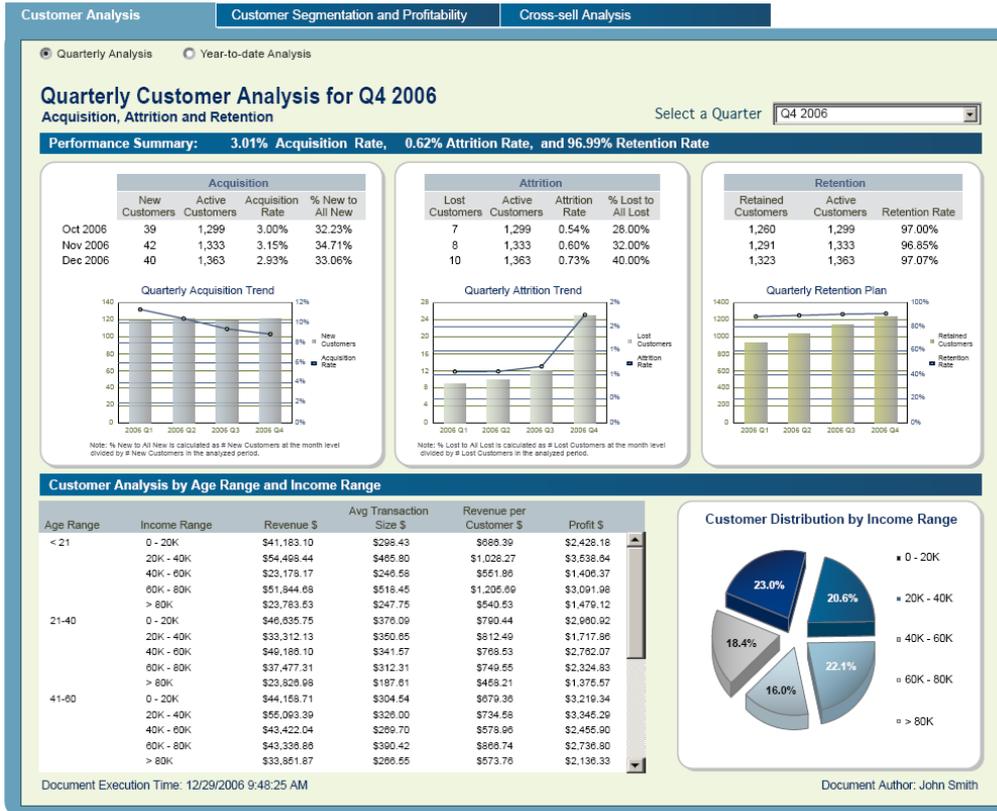
What is Tailored Delivery?



- Ad hoc report navigation
- An interactive, information sandbox!
- A more elegant way to deliver self service to casual users!
- Meets 60%-80% of the information needs of 80% of the users

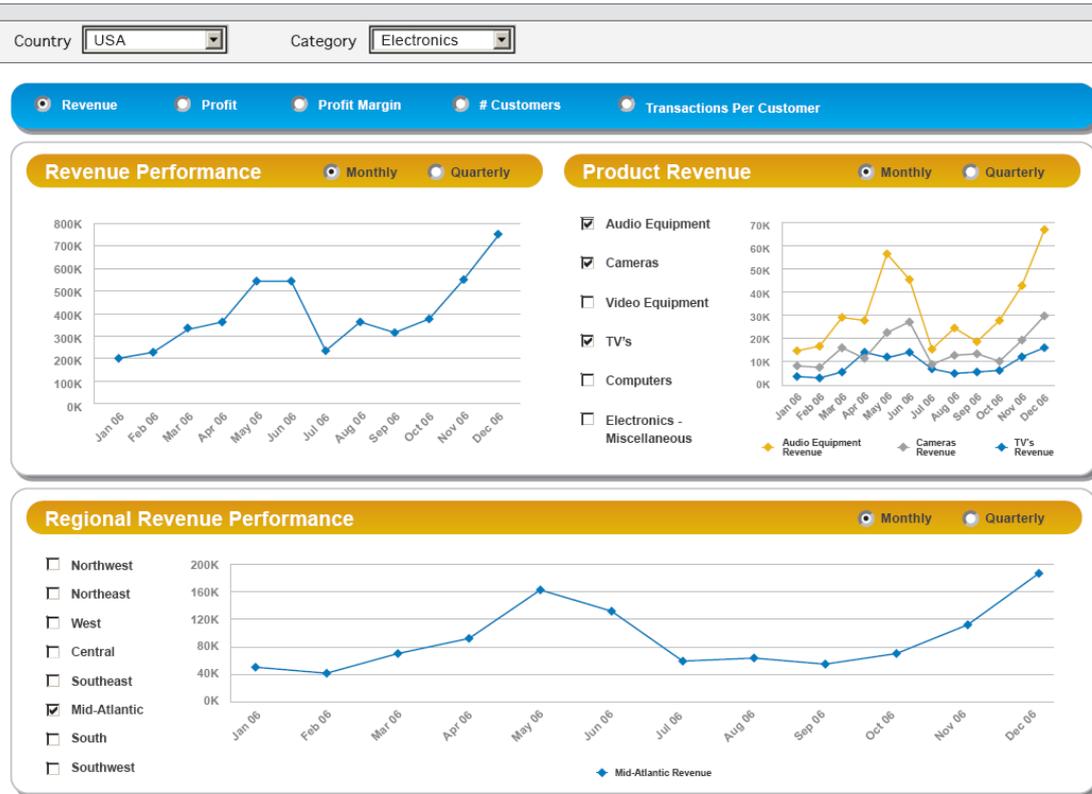
What is Tailored Delivery?

- A layered information delivery system
- Parcels information on as needed basis
- Tailored to a specific group of users
- That individuals can personalize



Tailored Delivery

PRODUCT PERFORMANCE



- Each level contains about 20 dimensions and 12 metrics
- Users think they are doing “ad hoc” but they’re not
- Each can replace dozens or hundreds of reports

Evolution of Tailored Delivery

- Parameterized reports
 - *Select filters*
 - *Select attributes and metrics*
- OLAP reports
 - *Ad hoc drilling in a cube*
 - *Ad hoc drilling in a star schema database*
- First generation dashboards
 - *Multiple charts/tables assembled in a portal*
 - *Synchronized filters*
- Next generation dashboards
 - *Layered information delivery systems*

Performance Dashboard

Functionality

Users

Monitor

Executives/ Managers

Graphical
Data

Analyze

Analysts

Summarized Data

Drill thru

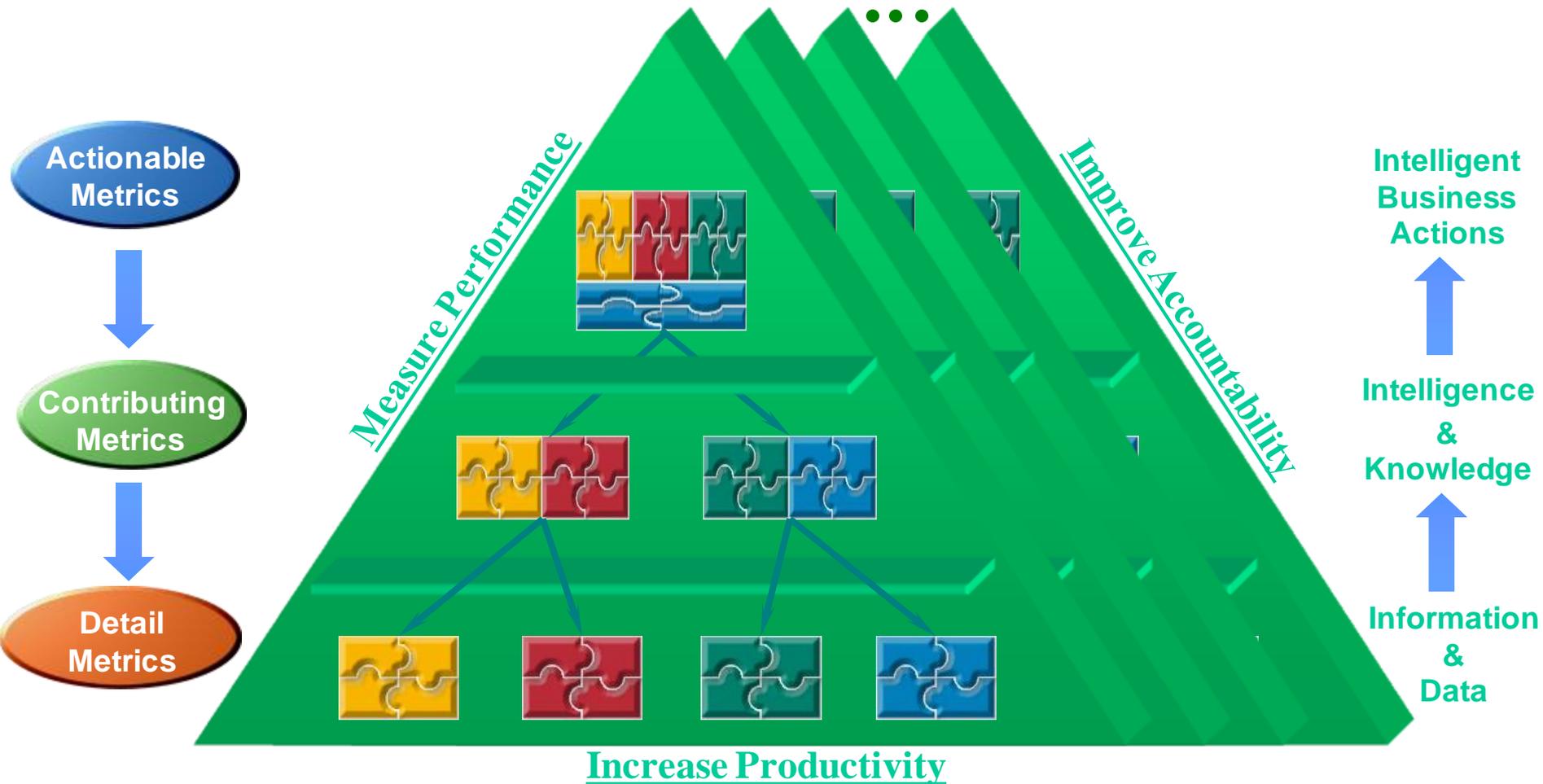
Workers

Detailed Data

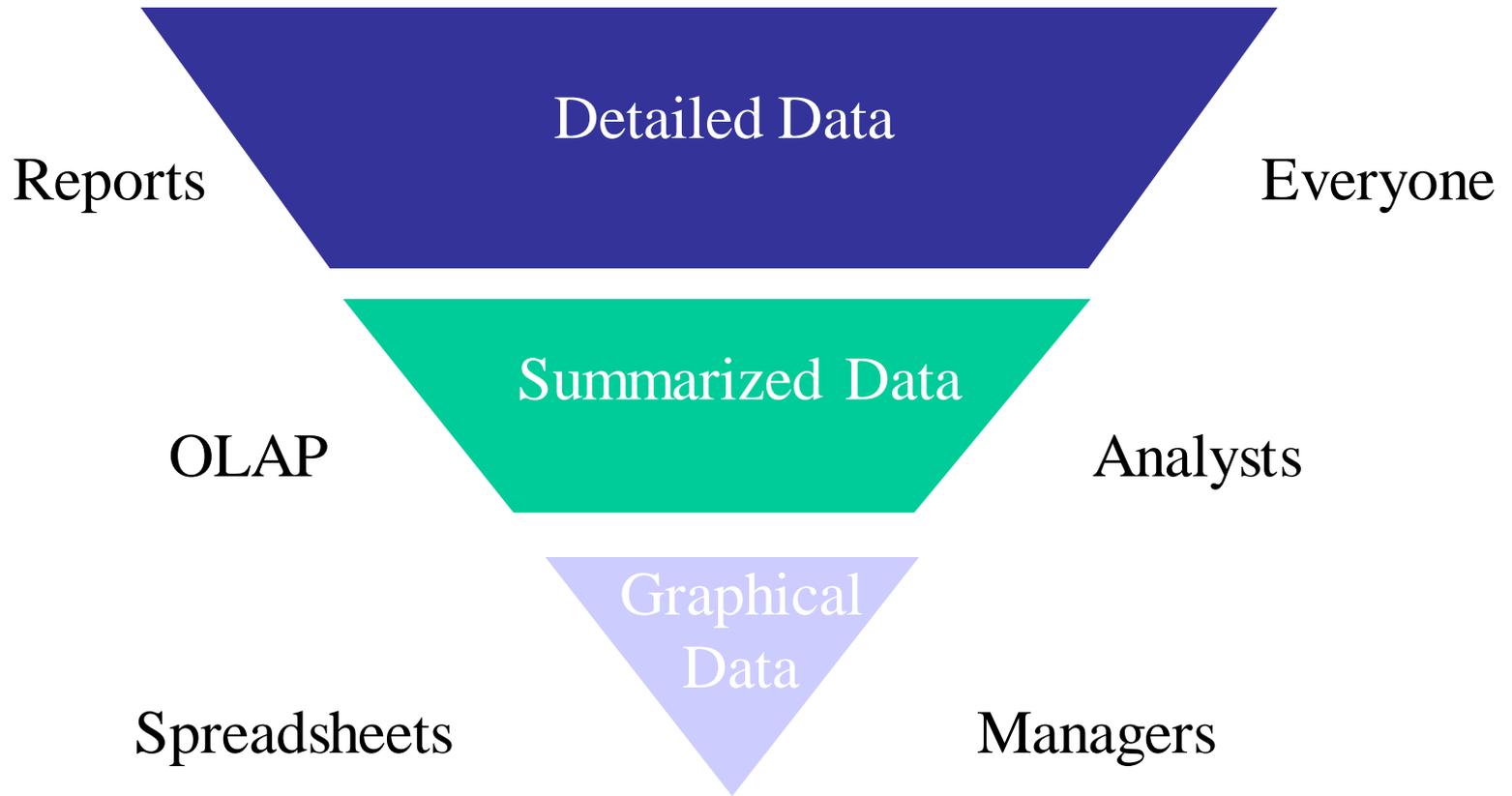
MAD Sandbox

Cisco System's BI Framework

Purpose, Audience, Architecture



This is Insane!! Not MAD



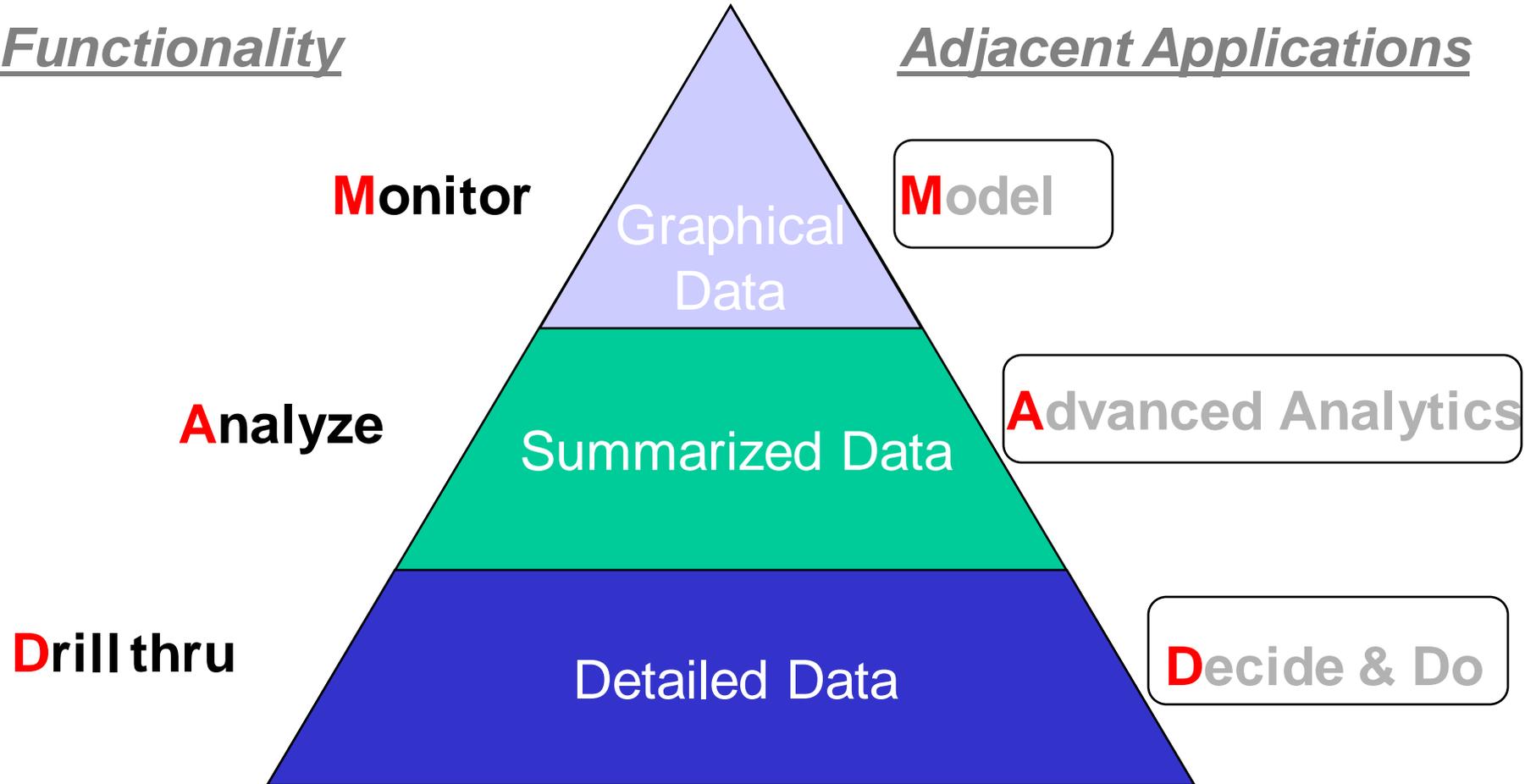
This is Insane!! Not MAD



Evolution – Double MAD!

Functionality

Adjacent Applications



Scenario Modeling - Forecasting

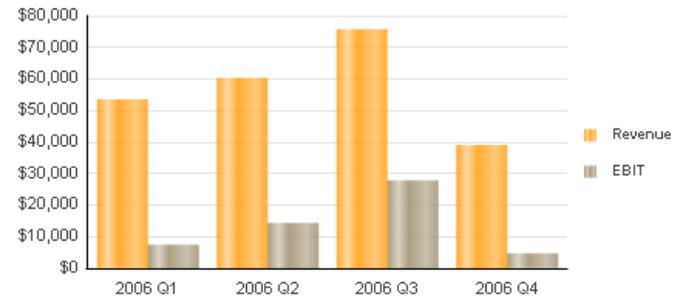
Income Statement Analysis: Global Enterprises Incorporated

MicroStrategy

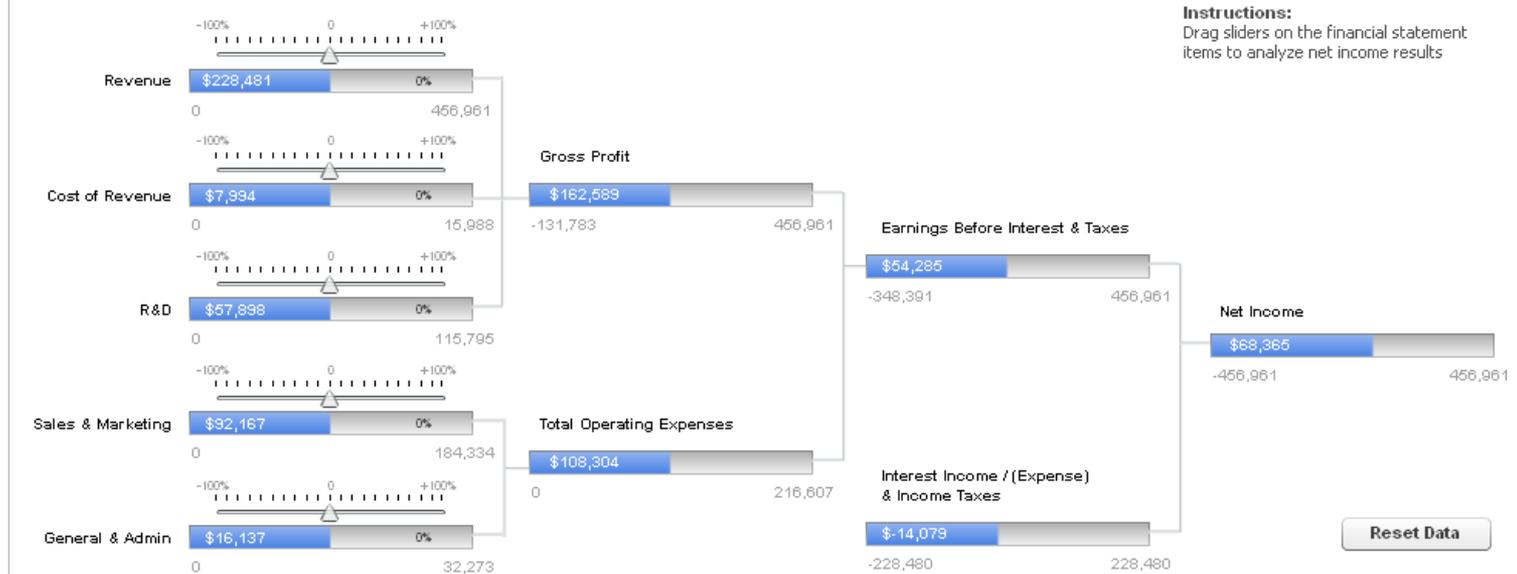
Income Statement: Period Ending Dec 31, 2006

Total Revenue	\$228,481
Cost of Revenue	\$7,994
Research & Development	\$57,898
Gross Profit	\$162,589
Sales & Marketing	\$92,167
General & Administration	\$16,137
Total Operating Expenses	\$108,304
Earnings Before Interest & Taxes (EBIT)	\$54,285
Interest Income / (Expense)	\$48,732
Income Taxes	\$34,652
Net Income	\$68,365

Revenue & Income Trends



Net Income Scenario Analysis



Advanced Visualization

BNSF Corporate Dashboard - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Corporate Dashboard Welcome, Bart!

View myView

Dashboard Customize Profile Reports & Graphs DPR (Requires Login) Show ICP Goals My Reports Logout

DAILY PERFORMANCE MAP

Overview

<-15% ■ ■ >15%

Date: June Date Range: Last Year Yardstick: All Measures: BNSF System

SAFETY		ICP VELOCITY MEASURE		TRAIN STATISTICS		CAR CYCLE	
Reportable Incidents	Units / 200000 Hrs	Loco Miles / Day	Coal Cycle Index	GTM	Units / Train	Velocity for Turning 100 Cars	Hours Per 1000 Miles
LOTTs Restricted Duty Days	Units / 100000 Hrs	March Car Miles / Day	April Car Miles / Day	GTM %Change: 11.04 Last Year: 84,833,390 Variance: 9,362,411		Days Per Total Cycle	
Trailer Equipment Accidents	Units / 100000 Hrs	MM Stack Transit Days	MM Trailer Transit Days			Days Per Total Cycle	
REVENUES & UNITS		CREW STARTS		GTM		CAR INVENTORY	
Net Revenue		Crew Starts		94,195,801		Cars On Line	
Units	Net RPU			84,833,390			
ON-TIME PERFORMANCE		LOCOMOTIVE		TRAIN PERFORMANCE		TERMINAL	
On-Time Performance		Velocity	Usage	Number Trains / Day	Avg Time Held / Train	Actual Dwell Hrs (Normal)	Inventory Turnover
OTP -> 24 Hrs	OTP -> 24 Hrs / Day	Utilization %	Dwell	% W/ins Originating Trains	% W/ins Terminating & Thru Trains	Losses - Daily OATH Connection	Losses - Intermodal Connection
		Availability %	W DOP			Emps - Daily OATH Connection	Emps - Intermodal Connection

Full Screen

DPR ALL MEASURES

Daily GTM

Geography BNSF System

Geography	06/21/06 Wed	06/22/06 Thu	06/23/06 Fri	06/24/06 Sat	06/25/06 Sun	06/26/06 Mon
BNSF System	3,052,305.84	3,232,482.01	3,275,095.61	3,472,822.12	3,424,113.33	3,038,113.33
Central	1,224,563.19	1,302,580.62	1,291,546.27	1,326,295.41	1,357,235.04	1,204,113.33
North	683,281.11	729,780.43	765,053.46	838,481.06	805,504.13	701,113.33
South	475,280.53	490,330.53	498,405.44	507,561.25	453,874.22	432,620.83

BNSF Corporate ICP Goal Status - Microsoft Internet Explorer

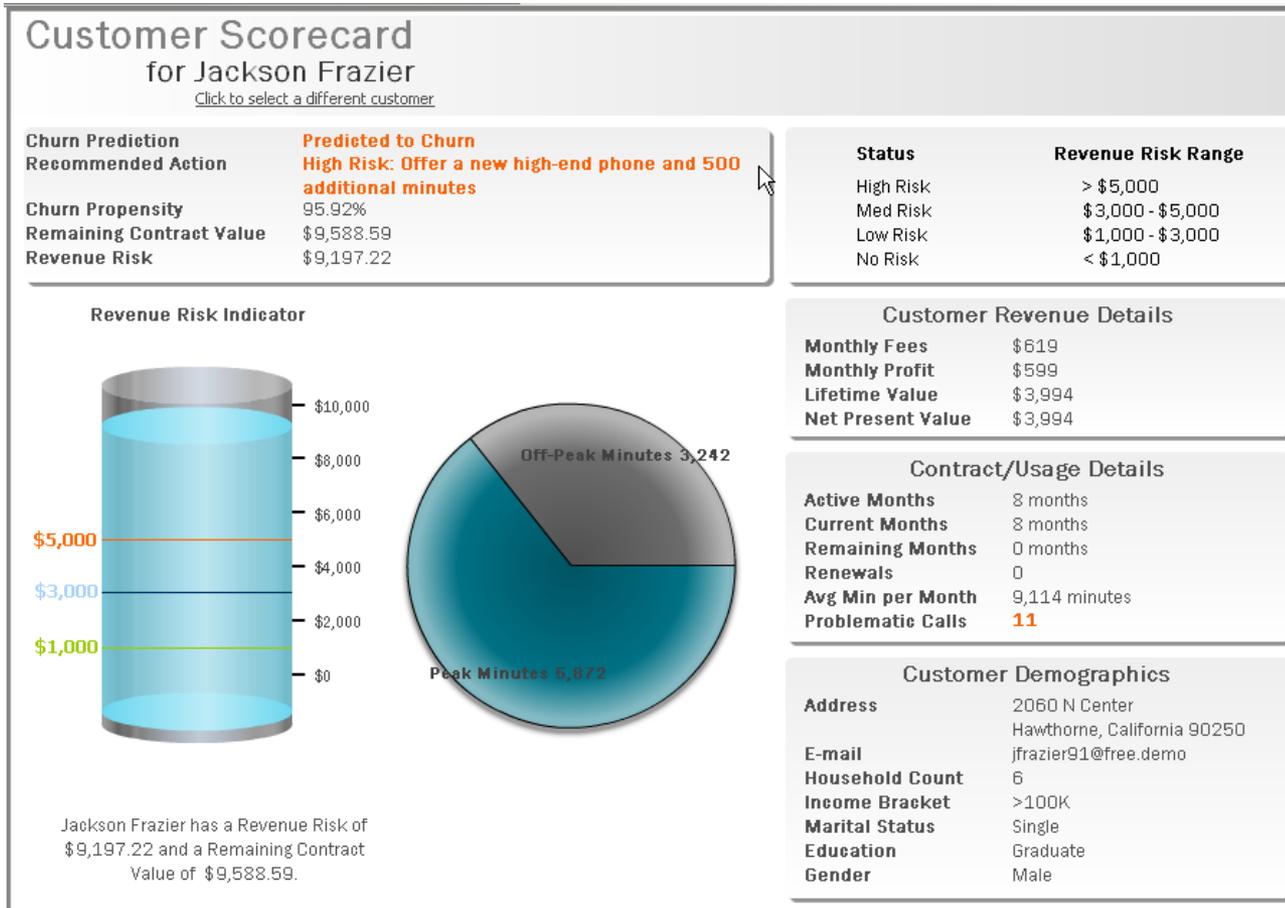
Corporate ICP Goal Status as of 2006

Asset Utilization (Velocity)	DAILY	MTD	QTD	YTD	PERIOD	GOAL
LOCO MILES PER DAY	279.7	286.6	286.6	287.4	QTR	303
AG CAR MILES PER DAY	174.1	184.9	184.9	169.3	QTR	168.4
MERCH CAR MILES PER DAY	119.3	116.6	116.6	112.6	QTR	118.2
COAL CYCLE INDEX WEEKLY	140.0	136.5	136.5	139.8	QTR	125
INTERMODAL - STACK TRANSIT DAYS	5.4	5.1	5.1	5.3	QTR	5.2
INTERMODAL - TRAILER TRANSIT DAYS	2.8	2.7	2.7	2.7	QTR	2.6

Safety	DAILY	MTD	QTD	YTD	PERIOD	GOAL
FREQUENCY RATIO		1.6		1.32	ANNUAL	1.15
SEVERITY RATIO		11.31		27.37	ANNUAL	37.44

Done Trusted sites

Predictive Dashboard



Collaborative Dashboards - Email

Test Sparkline ticker Dashboard

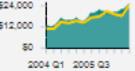
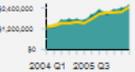
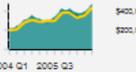
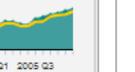
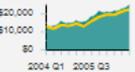
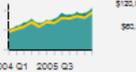
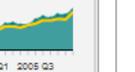
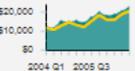
File Edit View Tools Message Help

From: MicroStrategy Tutorial
Date: Monday, August 27, 2007 6:09 PM
To: Joydeep Ghosh
Subject: Test Sparkline ticker Dashboard

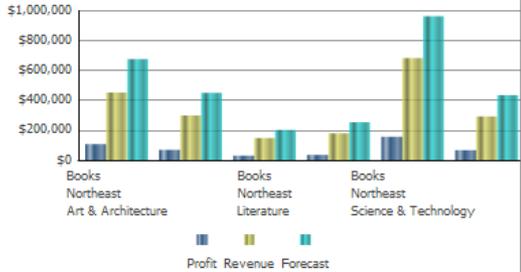
Attach: My Attachments.mht (2.89 MB) ExtraInfo.xml (204 bytes) MicrochartsWidget.swf (453 KB) GraphMatrixWidget.swf (432 KB) DatesBundle.xml (1.23 KB)
 ResBundle.xml (12.3 KB) AssetMap.xml (321 bytes) AutoStyles-Defn.xml (174 KB) AutoStyles-Data.xml (115 KB)

Regional Profitability Ticker

region has reached its target for the current year. :  Southeast : Revenue \$354,854 | YTD Profit \$490,125. : 

Category	Region			
	Mid-Atlantic	Northeast	Southeast	Southwest
Books				
Electronics				
Movies				
Music				

Profit, Revenue and Forecast Northeast : Books



Legend: Profit (Blue), Revenue (Yellow), Forecast (Cyan)

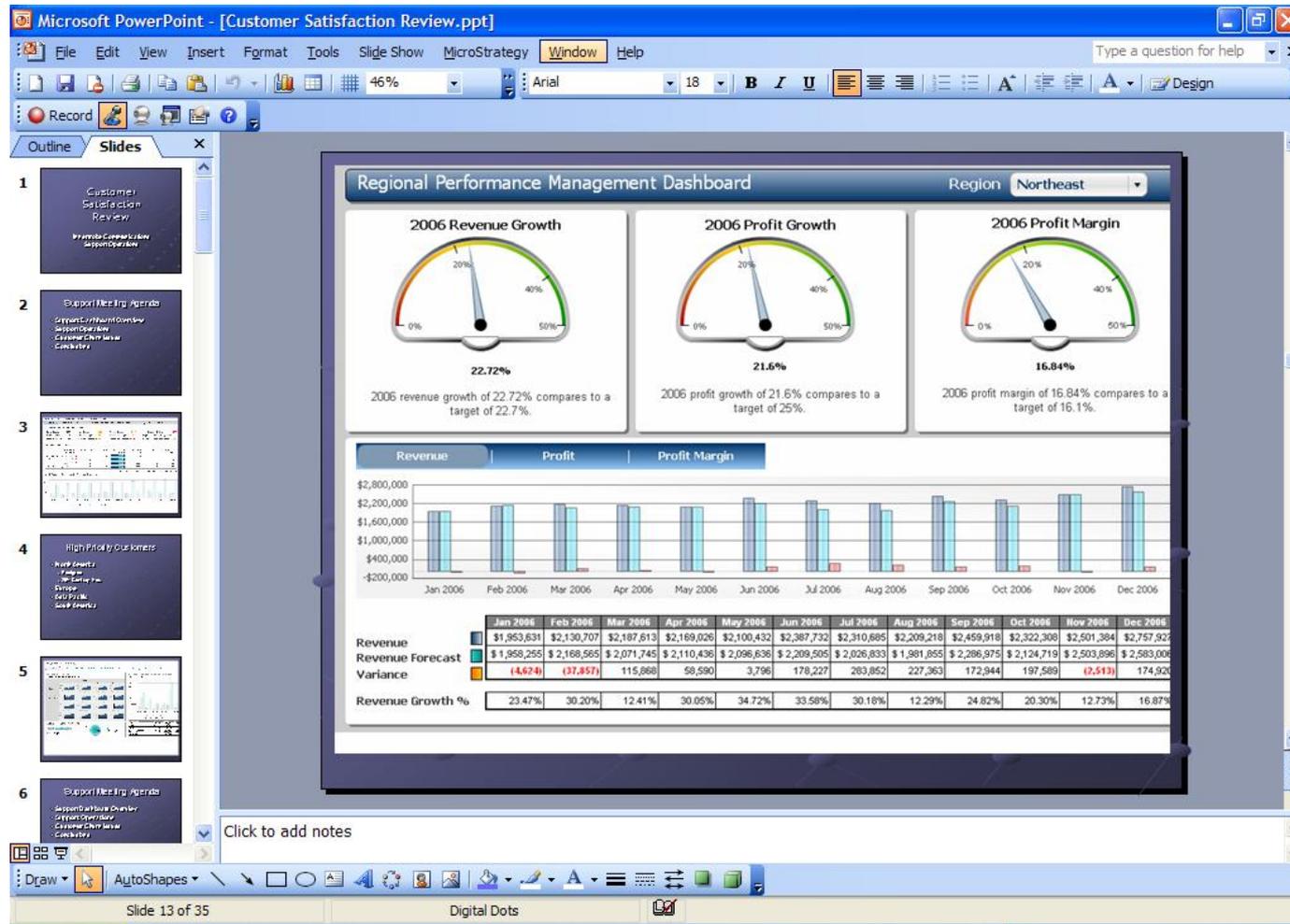
Northeast : Books

Subcategory	Profit	Revenue	Revenue Forecast
Art & Architecture	\$106,170	\$451,917	\$ 451,576
Books - Miscellaneous	\$32,992	\$178,529	\$ 169,364

Customer Count by Distribution Center - Northeast



Collaborative Dashboards – MS Office



Collaborative Dashboards - Mobile

The image shows a desktop browser window on the left and a BlackBerry 8700g simulator on the right. Both display a 'Supply Chain Management Report'.

Desktop Report Content:

Supply Chain Management Report

Unit Sales by SKU: Actual vs. Forecast

SKU	Actual	Forecast	Variance	Status
1	2,388	2,404	(16)	●
2	2,347	2,368	(21)	●
3	2,330	2,316	14	●
4	2,368	2,359	9	●
5	2,313	2,311	2	●
6	2,350	2,366	(16)	●
7	2,289	2,300	(11)	●
8	1,593	1,614	(21)	●
9	2,371	2,361	10	●
10	754	752	2	●
11	2,356	2,329	27	●
12	2,714	2,683	31	●
13	2,688	2,713	(25)	●
14	1,598	1,608	(10)	●
15	2,326	2,340	(14)	●
21	734	743	(9)	●
37	726	713	13	●
50	835	835	(0)	●

Performance Trend: Gross Profit

Gross Profit (USD) bar chart showing 2005 Q1 and 2005 Q2.

Category Performance Details: Revenue, Order and Inventory Details

Category	Subcategory	Revenue	Contribution (%)	Order Count	Average Revenue	Profit Margin	Sell Perc
Electronics	Audio Equipment	\$9,454,211	16.1%	31,207	\$97,466	16.7%	
	Cameras	\$12,088,895	20.5%	27,476	\$125,926	17.8%	
	Computers	\$3,759,114	6.4%	27,271	\$38,358	17.5%	
	Electronics - Miscellaneous	\$10,279,699	17.5%	26,705	\$104,895	17.3%	
	TV's	\$8,918,678	15.2%	26,838	\$91,007	17.7%	
	Video Equipment	\$14,337,199	24.4%	31,443	\$147,806	17.8%	
Total		\$58,837,794					

Mobile Report Content:

BlackBerry Supply Chain Management Report

Unit Sales B... Performance... Category...

Category	Subcategory	Revenue
Electronics	Audio Equipment	\$9,454,211
Electronics	Cameras	\$12,088,895
Electronics	Computers	\$3,759,113
Electronics	Electronics - Miscellaneous	\$10,279,698
Electronics	TV's	\$8,918,677
Electronics	Video Equipment	\$14,337,198
Electronics	Total	\$58,837,794
Movies	Action	\$476,047
Movies	Comedy	\$395,578
Movies	Drama	\$498,251
Movies	Horror	\$416,267

Category 1/22

Desktop/Web

Mobile

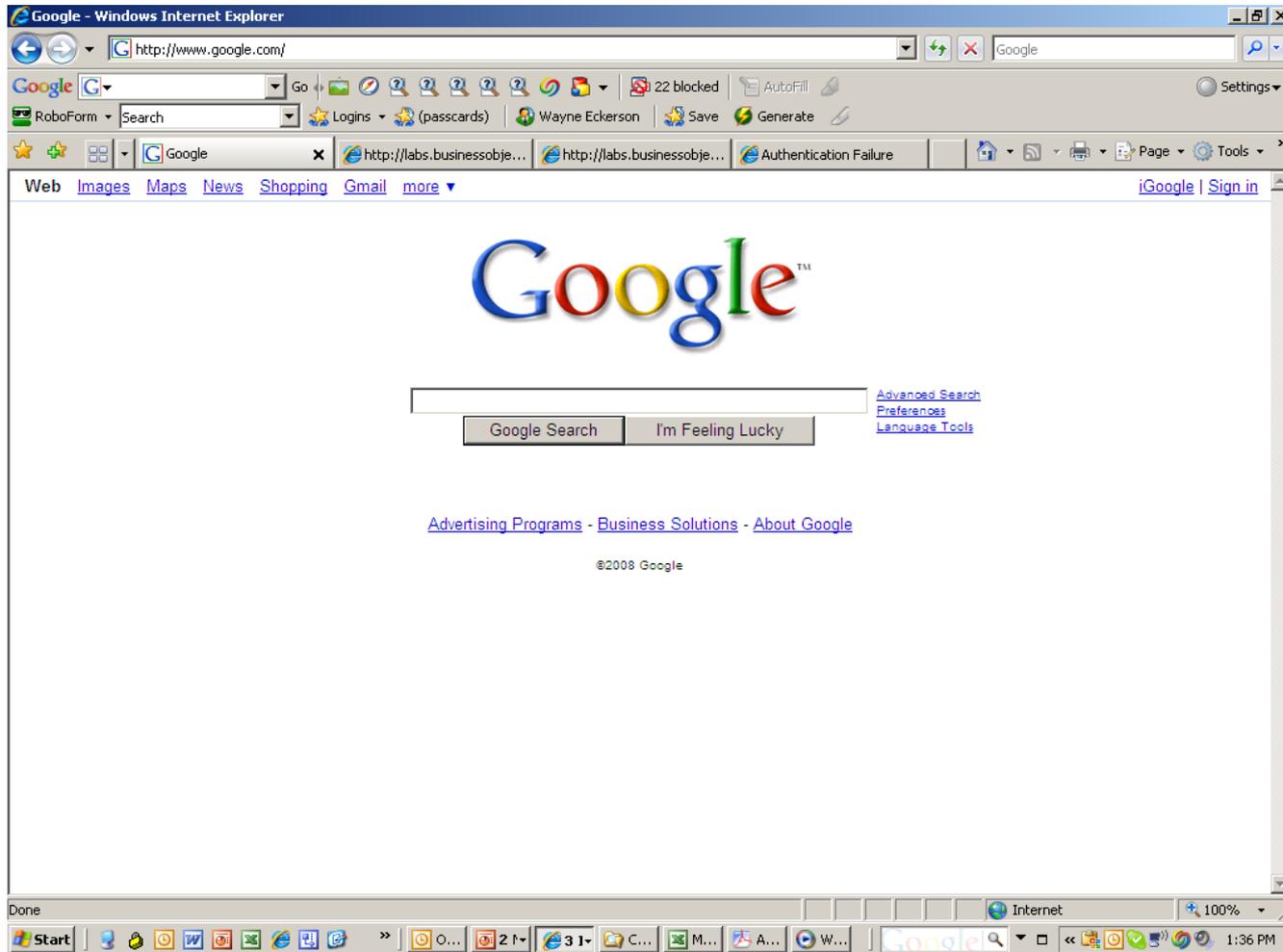
User Inventory – New School

	80% of the Time		20% of the Time	
Casual Users	Task	Tool	Task	Tool
	Monitor	MAD Dashboard	Find reports	BI search
	Analyze		Create queries	BI search
	Drill to Detail		Create plans	Excel via BI
Power Users	Author	Query/Report tool	Find reports	BI search
	Plan	Excel via BI	Monitor	MAD Dashboard
	Analyze	Next-gen OLAP	Analyze	
	Predict	Data Mining	Drill thru	

Tailored Delivery

Ad Hoc

Ad hoc for Casual Users?



- Simple
- Fast
- Comprehensive

Summary

- Self-Service BI
 - *Ad hoc report creation for power users*
 - *Ad hoc report navigation for casual users*
- Tailored delivery → performance dashboards
 - *Layered information systems*
 - *12 KPIs, 20 dimensions per layer*
- MAD Framework = best practice design
- Double MAD → future of dashboards



Mark LaRow
VP Products, MicroStrategy



Self-service

1. Traditional Ad-hoc Report Design
2. WYSIWYG Design – A Better Way

Tailored Delivery (Sandboxes)

1. Tailored Delivery – Parameterized Reporting
2. Tailored Delivery – Relational OLAP
3. Surf-and-Save – A new Model for Self-service

MAD Workflow

1. MAD Framework within the BI Platform
2. MAD Framework within a Performance Dashboard

Self-service

1. Traditional Ad-hoc Report Design
2. WYSIWYG Design – A Better Way

Tailored Delivery (Sandboxes)

1. Tailored Delivery – Parameterized Reporting
2. Tailored Delivery – Relational OLAP
3. Surf-and-Save – A new Model for Self-service

MAD Workflow

1. MAD Framework within the BI Platform
2. MAD Framework within a Performance Dashboard

Self-service Ad-hoc Report Design

Traditional Report Design

Users Simply Drag Objects Onto The Template To Design A Report

The screenshot shows the MicroStrategy 8 reporting interface. On the left, the 'OBJECT BROWSER' pane lists various report objects. The 'Profit' object is highlighted with a red box. A red arrow points from this box to the 'Profit' column header in the main report table. The table displays financial data for various regions and employees.

Region	Employee	Revenue	Cost	Profit
	Ellerkamp Nancy	\$1,169,245	\$987,540	\$181,705
	Gale Loren	\$2,262,146	\$1,907,140	\$355,006
Central	Torrison Mary	\$1,992,733	\$1,992,733	\$372,260
	Zemlicka George	\$1,116,549	\$940,199	\$176,349
	Bernstein Lawrence	\$5,295,910	\$4,373,395	\$922,515
	Brown Vernon	\$1,803,732	\$1,492,930	\$310,802
	Corcoran Peter	\$1,709,388	\$1,410,084	\$299,303
Mid-Atlantic	Folks Adrienne	\$5,708,091	\$4,727,075	\$981,016
	Hollywood Robert	\$5,272,618	\$4,363,948	\$908,670
	Ingles Walter	\$1,013,388	\$838,819	\$174,569
	Smith Thomas	\$1,183,056	\$980,327	\$202,729
	Young Sarah	\$1,192,641	\$984,665	\$207,975
	De Le Torre Sandra	\$847,899	\$697,050	\$150,849
	Kelly Laura	\$3,135,209	\$2,579,374	\$555,835
Northeast	Kieferson Jack	\$793,070	\$653,038	\$140,031
	Sawyer Leanne	\$3,131,556	\$2,579,820	\$551,737
	Sonder Melanie	\$386,140	\$318,696	\$67,444
	Yager Beth	\$3,081,539	\$2,537,695	\$543,844
	Becker Kyle	\$2,781,112	\$2,297,551	\$483,561
Northwest	Gedot Harriet	\$3,954,026	\$3,267,505	\$686,521
	Hall David	\$2,680,722	\$2,215,814	\$464,908
	Conner Beatrice	\$1,448,173	\$1,190,627	\$257,546
South	Nelson Arthur	\$1,376,771	\$1,130,347	\$246,424
	Pierce Charles	\$2,757,596	\$2,281,054	\$476,543
	Benner Ian	\$721,896	\$609,199	\$112,697
Southeast	Lynch Sam	\$836,318	\$706,610	\$129,709
	McClain Sean	\$744,189	\$627,142	\$117,047
	Strome Fred	\$837,913	\$707,241	\$130,672
	Bates Michael	\$1,469,467	\$1,241,720	\$227,746
	Bell Caitlin	\$1,448,086	\$1,223,908	\$224,178
Southwest	Hunt Matthew	\$968,008	\$819,496	\$148,513
	Johnson Andrew	\$631,060	\$535,333	\$95,727
	Schafer Rose	\$662,683	\$558,769	\$103,914
Web	Walker Robert	\$3,581,277	\$3,031,885	\$549,392

Self-service Ad-hoc Report Design

WYSIWYG Design Over the Web – A Better Approach

WYSIWYG-Mode Uses Microsoft Office-like Skills for Design, and Provides Instant Feedback to Design Changes

Drag-n-drop to Add New Grouping Levels

Drag-n-drop to Change the Data

- Objects on/off the Layout
- Objects on/off Embedded Tables

Category Profitability Analysis, Microsoft Internet Explorer

Shared Reports My Reports Create Report Create Document My Subscriptions History List Preferences Search Help Logout

MicroStrategy Tutorial > Shared Reports > Category Profitability Analysis

File Edit View Insert Data Format Last update: 11/11/04 11:56:41 AM

Section Font

DATASET OBJECTS

GROUPING Category: Electronics Month: Region: All

Executive Business User Data

Profitability Performance Analysis

Performance Summary

Revenue	\$906,898
Cost	\$659,579
Profit	\$247,319
Margin	0

Revenue Forecast \$ 866,994

Profit Forecast \$ 236,844

Select Rows by Month and Region

Month	Region	Profit	Forecast
Oct 03	Northeast	\$14,993	\$12,433
	Mid-Atlantic	\$19,640	\$16,789
	Southeast	\$19,269	\$16,528
	Northeast	\$29,363	\$26,268
Nov 03	Mid-Atlantic	\$30,762	\$26,612
	Southeast	\$20,262	\$20,101
	Northeast	\$29,377	\$31,593
Dec 03	Mid-Atlantic	\$50,658	\$51,293
	Southeast	\$32,895	\$31,268

	Revenue	Revenue Forecast	Profit	Profit Forecast
Oct 03	\$190,028	\$ 190,023	\$53,002	\$49,751
Northeast	\$55,192	\$ 52,339	\$14,993	\$12,433
Audio equipment	\$9,120	\$ 6,664	\$2,426	\$1,969
Cameras	\$17,150	\$ 16,737	\$4,615	600

WYSIWYG Formatting of All Elements:

- All Text Fields/ Labels
- All Attribute / Metric fields
- Borders, Colors, Shading
- Alignment / Distribution
- Spacing and Overlap
- Ruler / Snap to Grid

WYSIWYG Design of All Tables:

- Pivot and Sort
- Insert Calculations
- Insert Charts
- Add Subtotals
- Format Text
- Format Numbers

Self-service

1. Traditional Ad-hoc Report Design
2. WYSIWYG Design – A Better Way

Tailored Delivery (Sandboxes)

1. Parameterized Reporting
2. Relational OLAP
3. Surf-and-Save – A new Model for Self-service

MAD Workflow

1. MAD Framework within the BI Platform
2. MAD Framework within a Performance Dashboard

Advanced Parameterized Reporting

Users Can Select from a Sandbox of Attributes, Metrics, and Filters

Users Select Metrics, Attributes, and Filters each time they Run the Report

Before you can edit or save this report, you must answer the following prompt(s).

1. Choose from a list of metrics. * (Required)

Choose from a list of metrics. This prompt requires at least one selection.

Available: Profit, Revenue, Units Sold
Selected: Cost

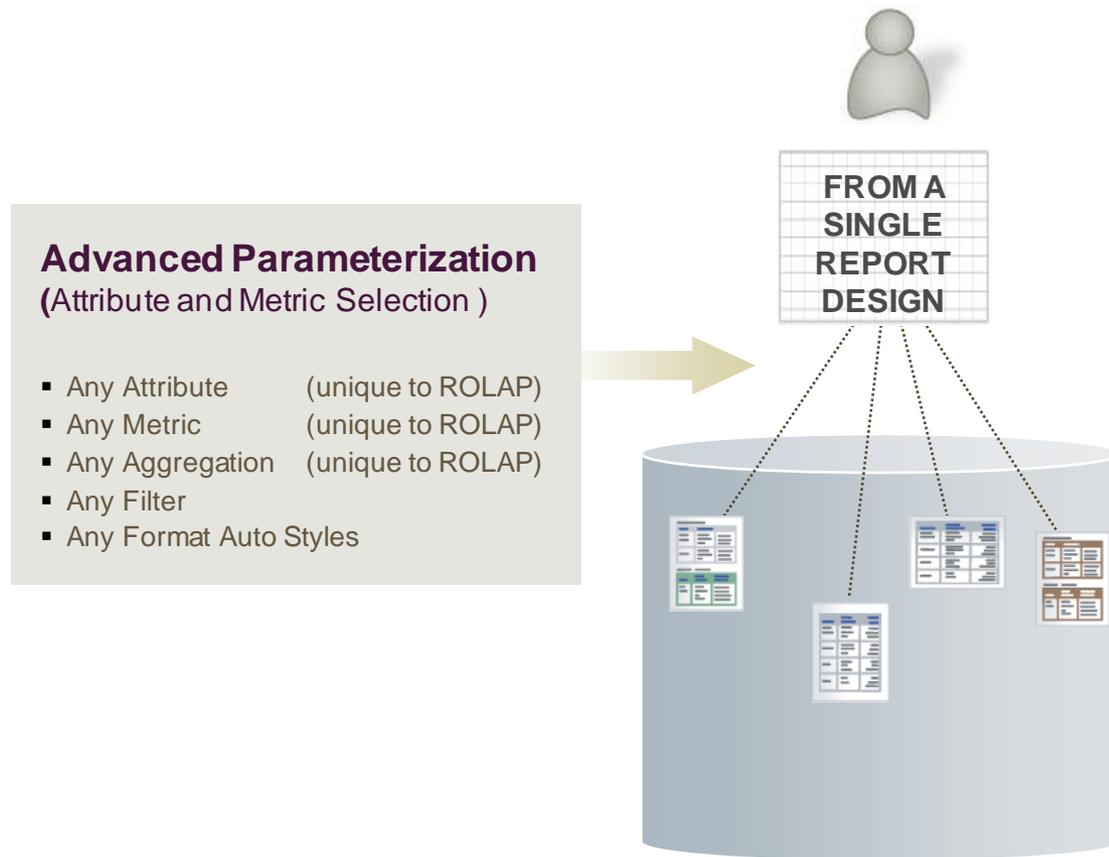
2. Choose from a list of attributes. * (Required)

3. Choose one or more years. * (Required)

Region	Call Center	Quarter	2004 Q1	2004 Q2	2004 Q3	2004 Q4
		Metrics	Cost	Cost	Cost	Cost
Northeast	Boston		\$81,814	\$135,969	\$79,533	\$179,482
Northeast	New York		\$50,339	\$111,626	\$69,354	\$129,651
Mid-Atlantic	Washington, DC		\$79,733	\$158,663	\$73,712	\$193,196
Mid-Atlantic	Charleston		\$106,006	\$263,839	\$127,746	\$231,995
Southeast	Atlanta		\$63,218	\$82,703	\$98,959	\$145,160
Southeast	Miami		\$49,792	\$84,338	\$64,004	\$148,004
Central	Milwaukee		\$67,357	\$139,051	\$85,454	\$188,750
Central	Fargo		\$25,039	\$36,447	\$41,187	\$47,664
South	New Orleans		\$52,303	\$87,245	\$65,735	\$110,913
South	Memphis		\$24,143	\$48,587	\$43,988	\$62,354
Northwest	San Francisco		\$64,982	\$109,137	\$71,525	\$119,233
Northwest	Seattle		\$24,875	\$45,450	\$28,508	\$56,669
Southwest	San Diego		\$131,272	\$243,519	\$181,407	\$311,614
Southwest	Salt Lake City		\$22,715	\$55,195	\$22,600	\$49,456
Web	Web		\$84,005	\$205,943	\$129,889	\$221,350

Advanced Parameterized Reporting

Users Can Create Virtually Any Combination of Data from the Warehouse



Relational OLAP Functionality

Point-and-click ROLAP Allows Users to Dynamically Change the Data

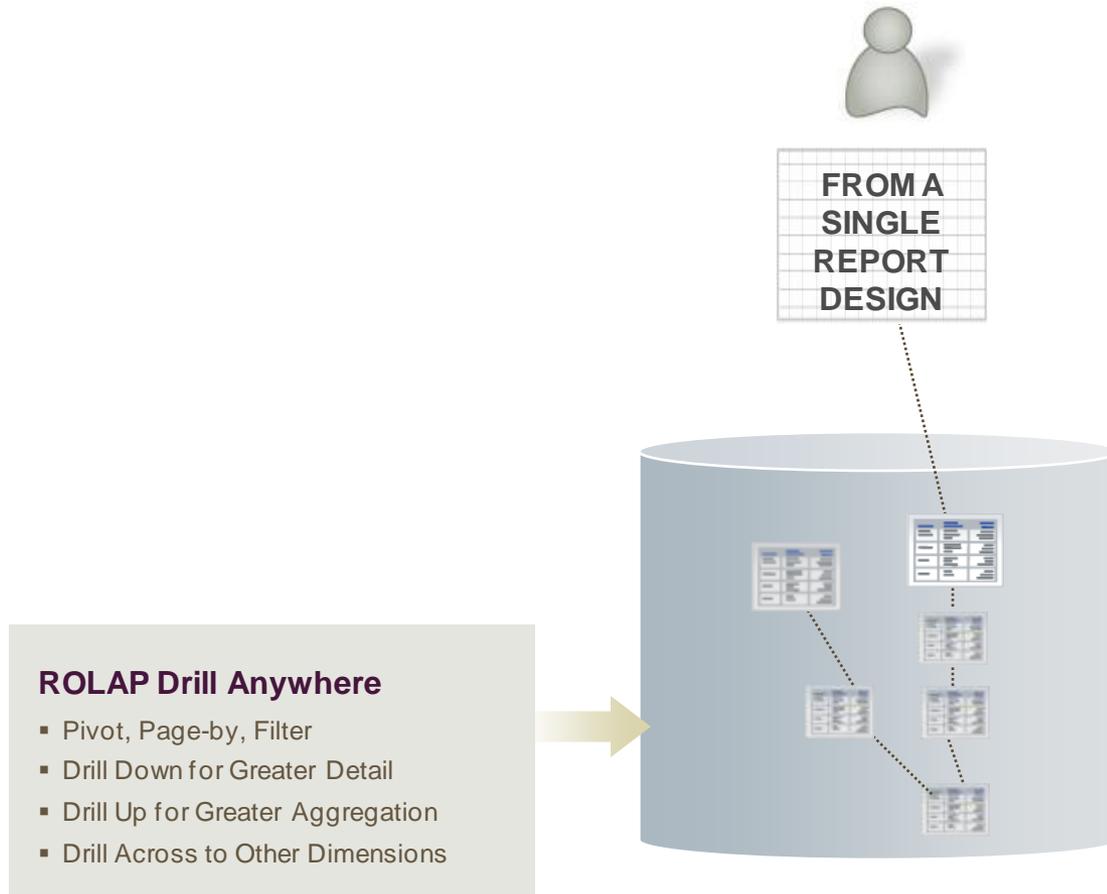
The screenshot shows the MicroStrategy 8 interface in a Microsoft Internet Explorer browser window. The browser title is "Actual vs. Forecast Performance. MicroStrategy 8 - Microsoft Internet Explorer". The address bar shows "http://localhost/MicroStrategy/asp/Main.aspx?evt=40018". The page title is "Actual vs. Forecast Performance". The navigation bar includes "Shared Reports", "My Reports", "Create Report", "Create Document", "My Subscriptions", "History List", "Preferences", "Search", "Help", and "Logout". The breadcrumb trail is "MicroStrategy Tutorial > Shared Reports > Building Interactive Dashboards > Actual vs. Forecast Performance". The last update time is "4/17/07 1:43:50 PM".

The main content area displays a table with the following columns: Category, Subcategory, Profit, Profit Forecast, Revenue, and Revenue Forecast. The table is grouped by Category: Books, Electronics, Movies, and Music. A context menu is open over the "Books" group, showing options like "Drill", "Item", "Time (Drilling)", "Customers (Drilling)", "Products (Drilling)", and "Geography (Drilling)". Another context menu is open over the "Profit" column, showing options like "Sort", "Insert Metric", "Move", "Filter On...", "Remove from Grid", "Remove from Report", "Advanced formatting...", and "Rename...". A third context menu is open over the "Revenue Forecast" column, showing options like "Percent To Total", "Transformation", "Rank", and "New...".

Category	Subcategory	Profit	Profit Forecast	Revenue	Revenue Forecast	
Books	Art & Architecture	\$55	\$62	\$2	\$6	
	Business	\$9	\$73	\$4	\$4	
	Literature	\$8	\$20	\$1	\$1	
	Books - Miscellaneous	\$3	\$21	\$1	\$1	
	Science & Technology	\$2	\$9	\$3	\$3	
	Sports & Health	\$2	\$3	\$1	\$1	
	Total		\$1	\$2.2	\$3	\$4
Electronics	Audio Equipment	\$9	\$6.9	\$7.0	\$6.6	
	Cameras	\$1.1	\$2.5	\$2.7	\$2.4	
	Computers	\$4.8	\$8.05	\$6.17	\$5.909	
	Electronics - Miscellaneous	\$1.32	\$6.045	\$5.909	\$5.909	
	TV's	\$90	\$7.384	\$6.129	\$6.129	
	Video Equipment	\$90	\$38.447	\$34.685	\$34.685	
	Total	\$5.84	\$9	\$1,885	\$1,719	
Movies	Action	\$8	\$1,122	\$1,075	\$1,075	
	Comedy	\$2	\$1,622	\$1,427	\$1,427	
	Drama	\$9	\$1,420	\$1,152	\$1,152	
	Horror	\$9	\$1,674	\$1,626	\$1,626	
	Kids / Family	\$9	\$2,235	\$2,396	\$2,396	
	Special Interests	\$7	\$9,958	\$9,394	\$9,394	
	Total	\$37	\$3	\$0	\$284	\$219
Music	Alternative	(\$6)	\$3	\$378	\$424	
	Country	\$3	\$8	\$297	\$319	
	Music - Miscellaneous	\$11	\$13	\$332	\$285	
	Pop	\$17	\$0	\$201	\$212	
	Rock	(\$3)	\$29	\$194	\$176	
	Soul / R&B	\$28	\$50	\$55	\$1,687	\$1,636
	Total	\$50	\$55	\$1,687	\$1,636	

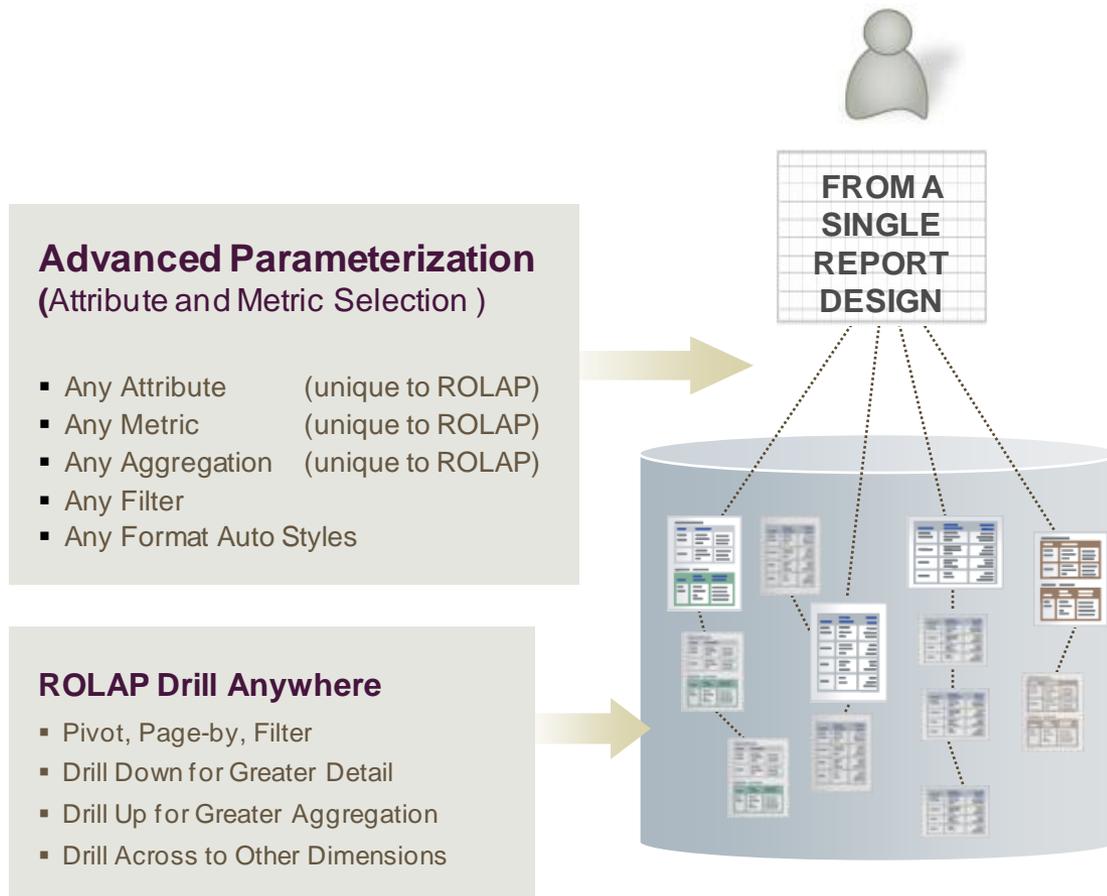
ROLAP Drilling

Users Can Surf to New Combinations of Data Anywhere in the Warehouse



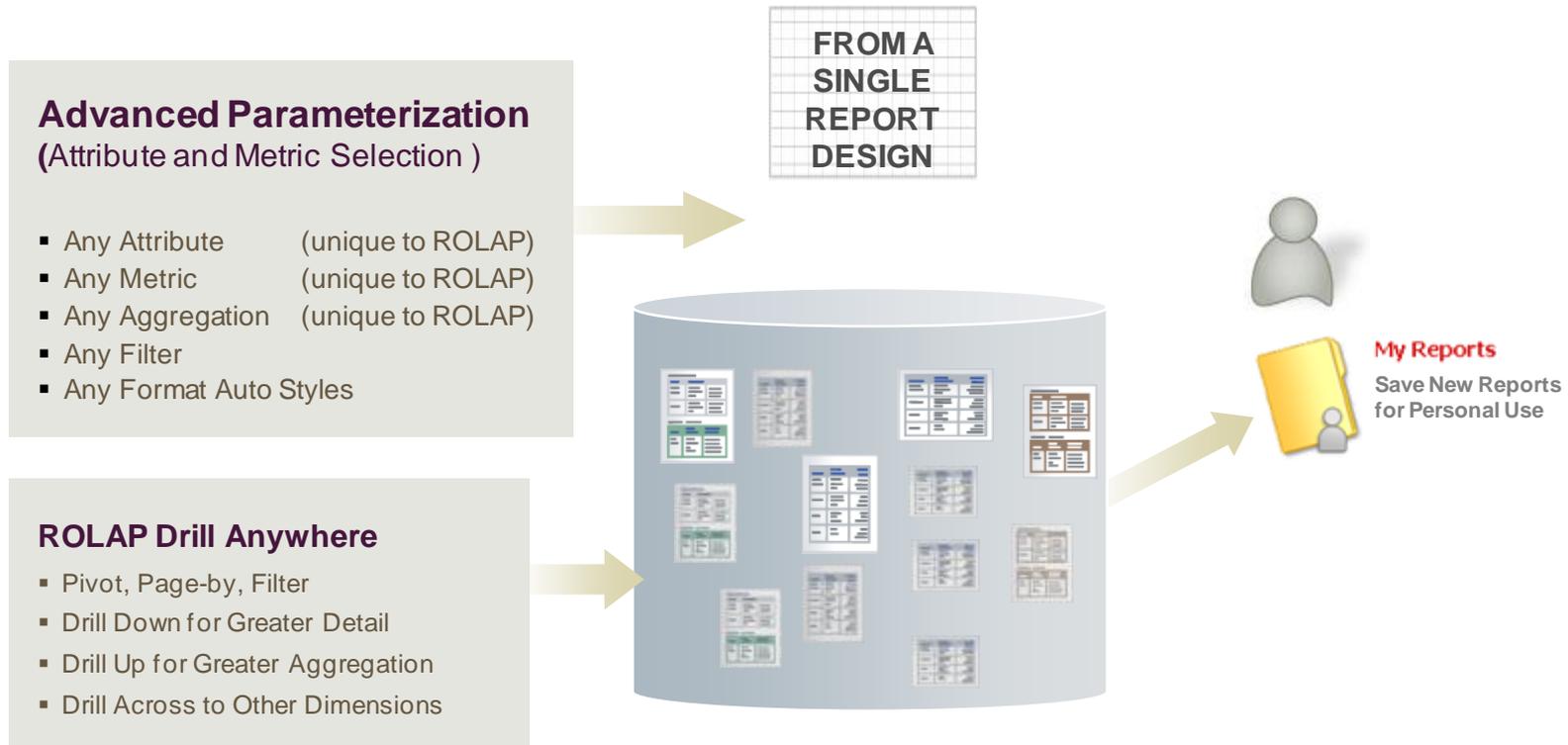
New Model for Self-service

Parameterization + ROLAP Drilling Gives Full Coverage of the Warehouse



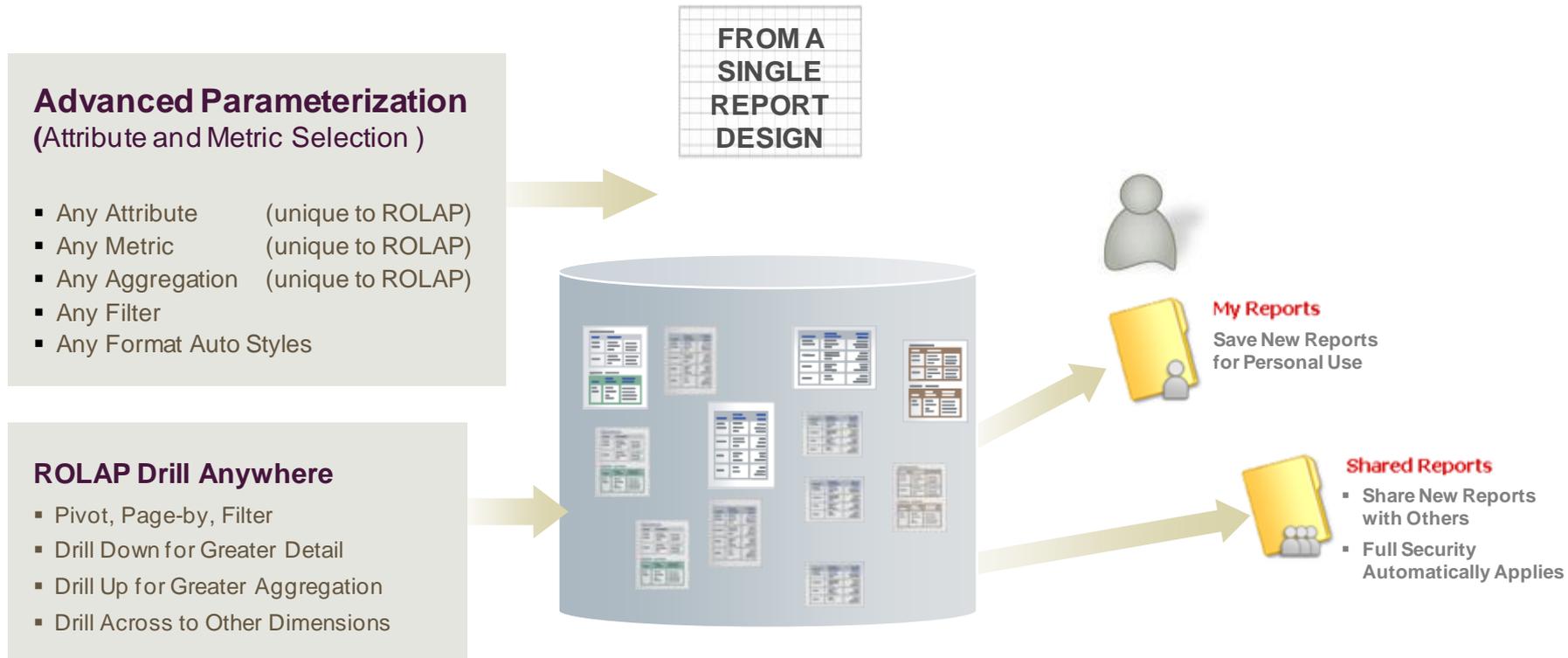
New Model for Self-service

After “Surfing” to the Data, User Can “Save” the New Report Design



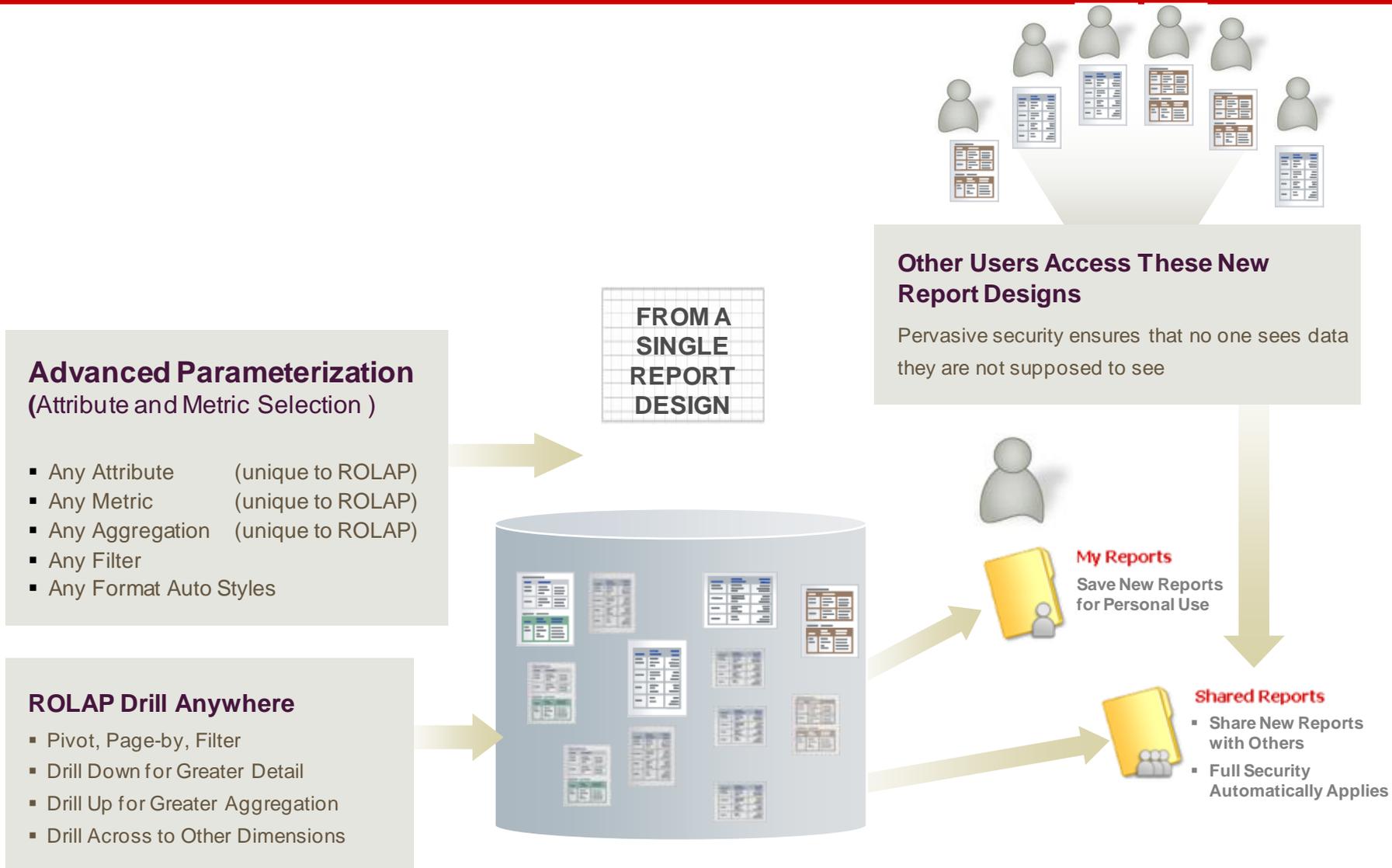
New Model for Self-service

Users Can Save the New Report Designs to Shared Folders



New Model for Self-service

Other Users Can Access The New Report Designs



Self-service

1. Traditional Ad-hoc Report Design
2. WYSIWYG Design – A Better Way

Tailored Delivery (Sandboxes)

1. Parameterized Reporting
2. Relational OLAP
3. Surf-and-Save – A new Model for Self-service

MAD Workflow

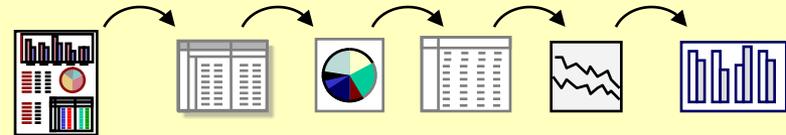
1. MAD Framework within the BI Platform
2. MAD Framework within a Performance Dashboard

Decision-making and BI

MAD Framework without Dashboards

1. Monitor the KPIs

- Look for exceptions by scanning multiple reports daily

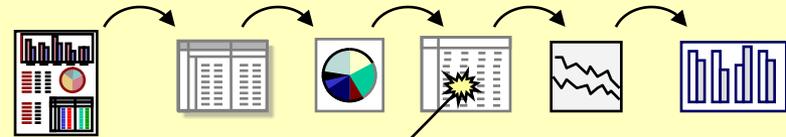


Decision-making and BI

MAD Framework without Dashboards

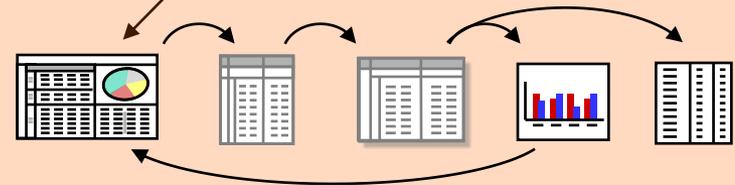
1. Monitor the KPIs

- Look for exceptions by scanning multiple reports daily



2. Analyze the Problem

- Conduct OLAP analysis to view the problem from related dimensions to determine root cause

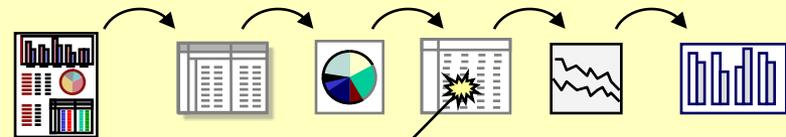


Decision-making and BI

MAD Framework without Dashboards

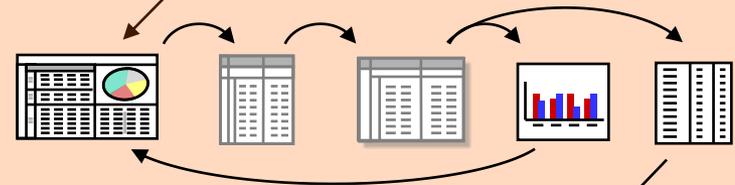
1. Monitor the KPIs

- Look for exceptions by scanning multiple reports daily



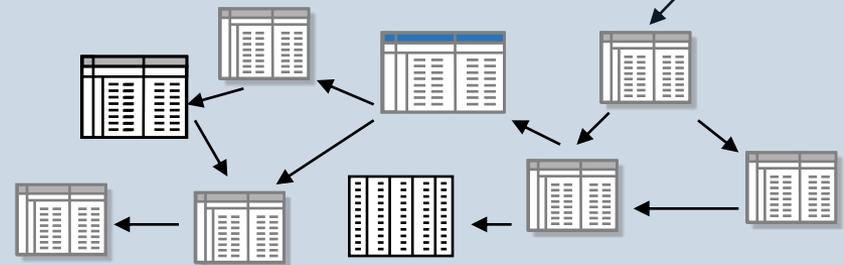
2. Analyze the Problem

- Conduct OLAP analysis to view the problem from related dimensions to determine root cause



3. Investigate the Detail

- Look at detailed data to determine which specific area needs attention



Decision-making and BI

MAD Framework with Dashboards

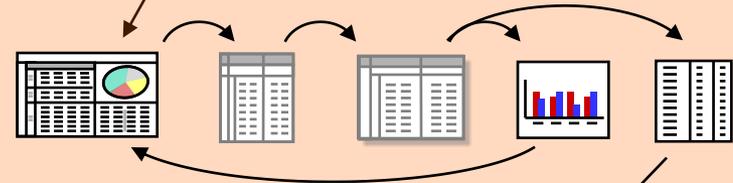
1. Monitor the KPIs

- Look for exceptions by scanning multiple reports daily



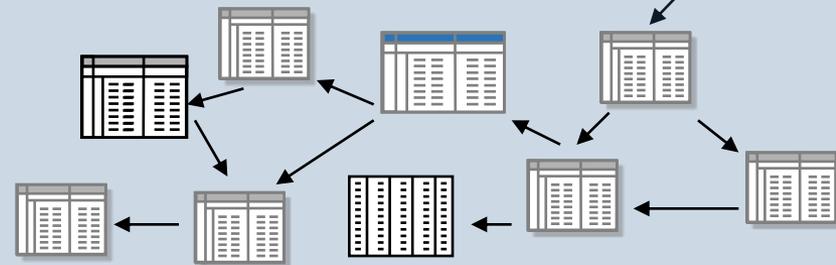
2. Analyze the Problem

- Conduct OLAP analysis to view the problem from related dimensions to determine root cause



3. Investigate the Detail

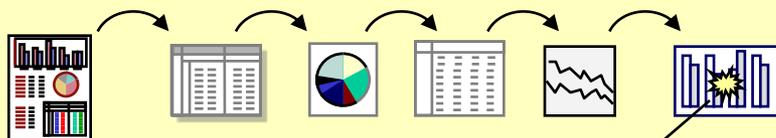
- Look at detailed data to determine which specific area needs attention



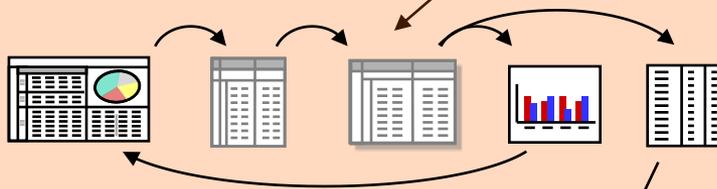
Performance Dashboards

Encapsulating the Full MAD Framework on a Single Dashboard

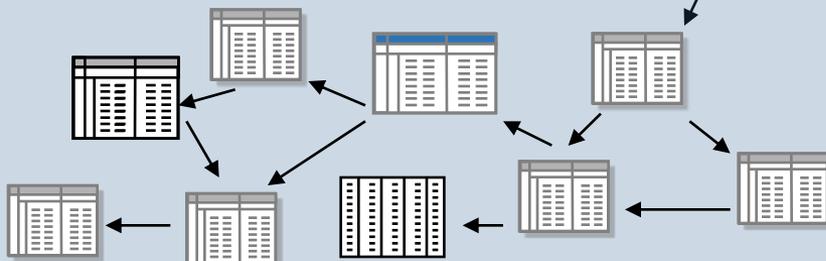
1. Monitor the KPIs



2. Analyze the Problem



3. Investigate the Detail

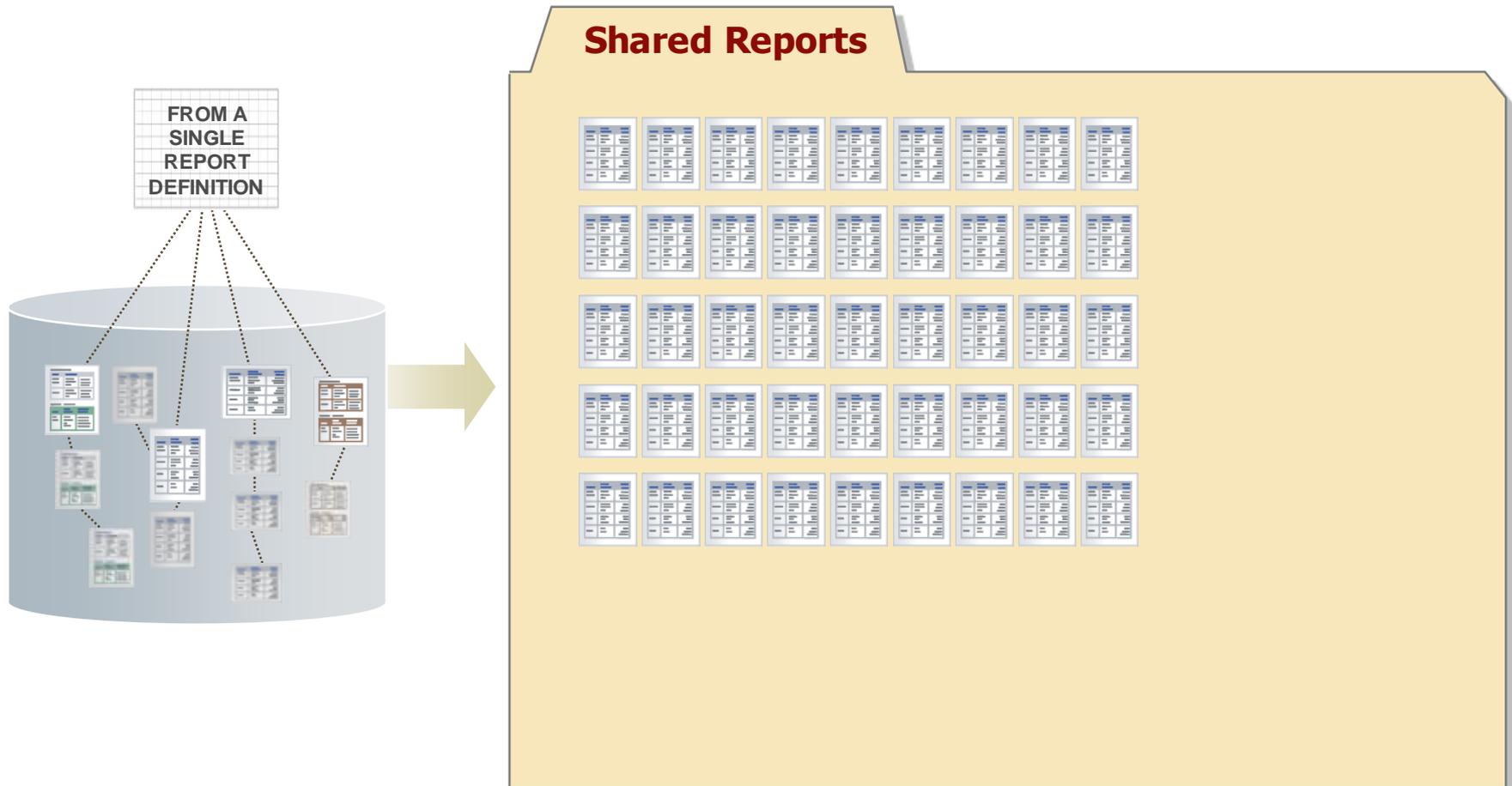


- Paramaterization “Selectors” on the Dashboard
- ROLAP Slice-and-Dice on the Dashboard
- ROLAP Detailed Drilling on the Dashboard

Putting it All Together

Combining Surf-and-Save with Performance Dashboards

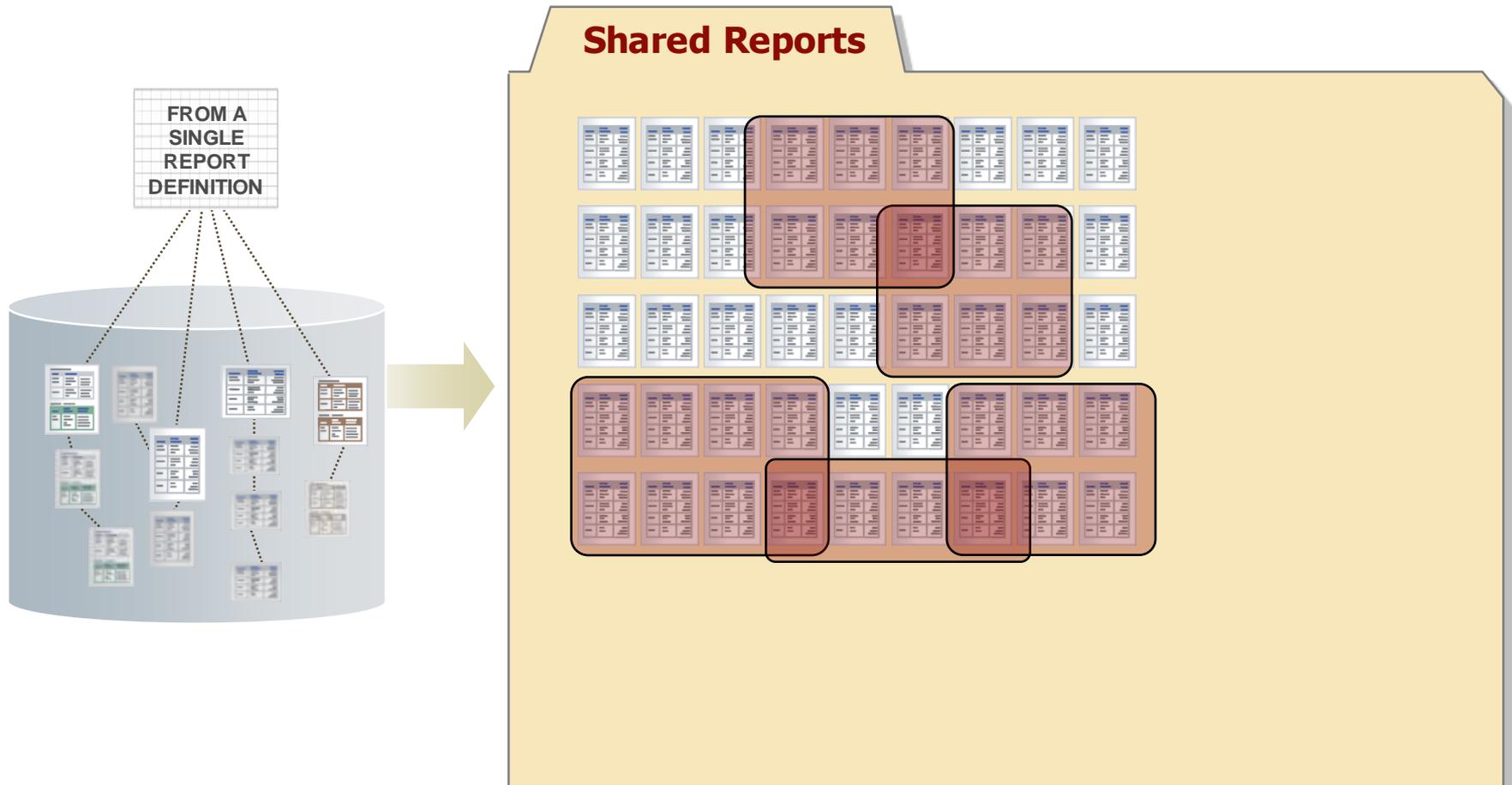
Users Can “Surf and Save”
Hundreds of Useful Reports
Using ROLAP Drill-anywhere



Putting it All Together

Combining Surf-and-Save with Performance Dashboards

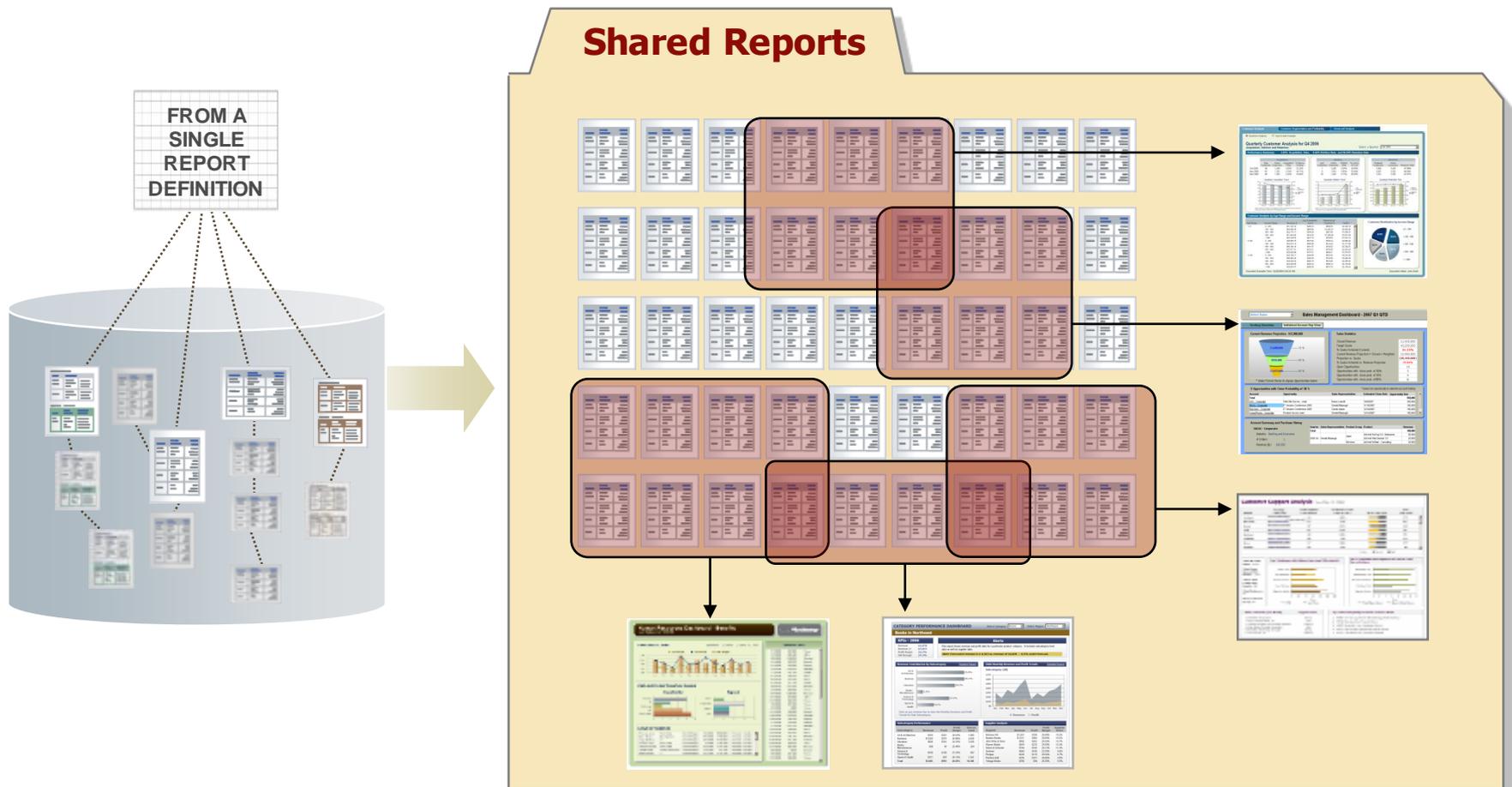
MicroStrategy Enterprise Manager Allows You to Identify Reports That are Run Frequently Together



Putting it All Together

Combining Surf-and-Save with Performance Dashboards

Combine Reports that Users Run Frequently Together into Performance Dashboards According to MAD Principles



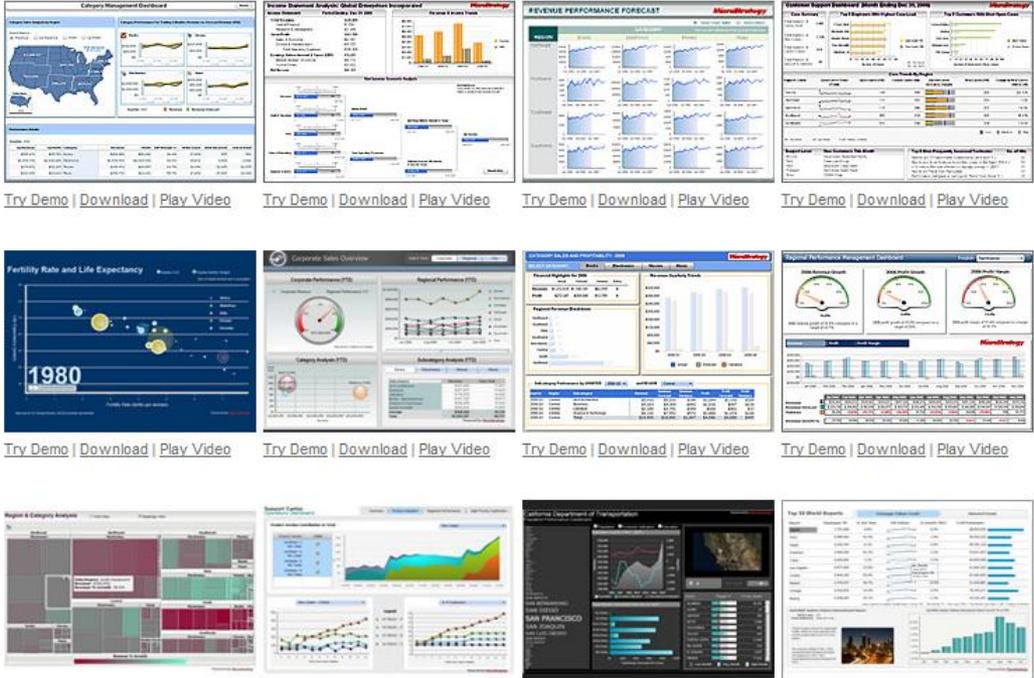
SOME NEXT STEPS

1. Visit our Website and Try our Online Dashboard Demos
2. Download a Free Evaluation Edition of MicroStrategy 8 Software
3. Attend a Free Full-day Hands-on “Intro to BI” Class in a City Near You
4. Contact Us Directly

Interactive Dashboard Demos

MicroStrategy dashboards draw from the unique strengths of the MicroStrategy architecture. Our pioneering new technology delivers amazing data visualizations that let developers bring data to life with beautiful clarity. View or download these performance dashboards to see for yourself: [« return to digital dashboards](#)

Live Webcast
Wednesday, September 24:
Performance Dashboards: Next Generation, featuring Wayne Eckerson and MicroStrategy.



Try Demo | Download | Play Video

Questions??



Contact Information

- If you have further questions or comments:

Wayne Eckerson, TDWI
weckerson@tdwi.org

Mark LaRow, MicroStrategy
mlarow@microstrategy.com