



Coglin Mill and Help/Systems

A partnership of value, experience and trust



Introducing



Doug Fulmer

Channel Partner Manager
doug.fulmer@helpsystems.com



Alan Jordan

Senior Vice President Development
ajordan@coglinmill.com



Heath Kath

Technical Sales Consultant
heath.kath@helpsystems.com

Agenda

- The Big Picture
- Clearly Defining the Solution
- Extract, Transform & Load
- Visualization
- Summary
- Q&A

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Three Reasons to Invest Your Hour With Us



Learn the key questions to ask and things to plan for in order to build the foundation for a successful analytics project

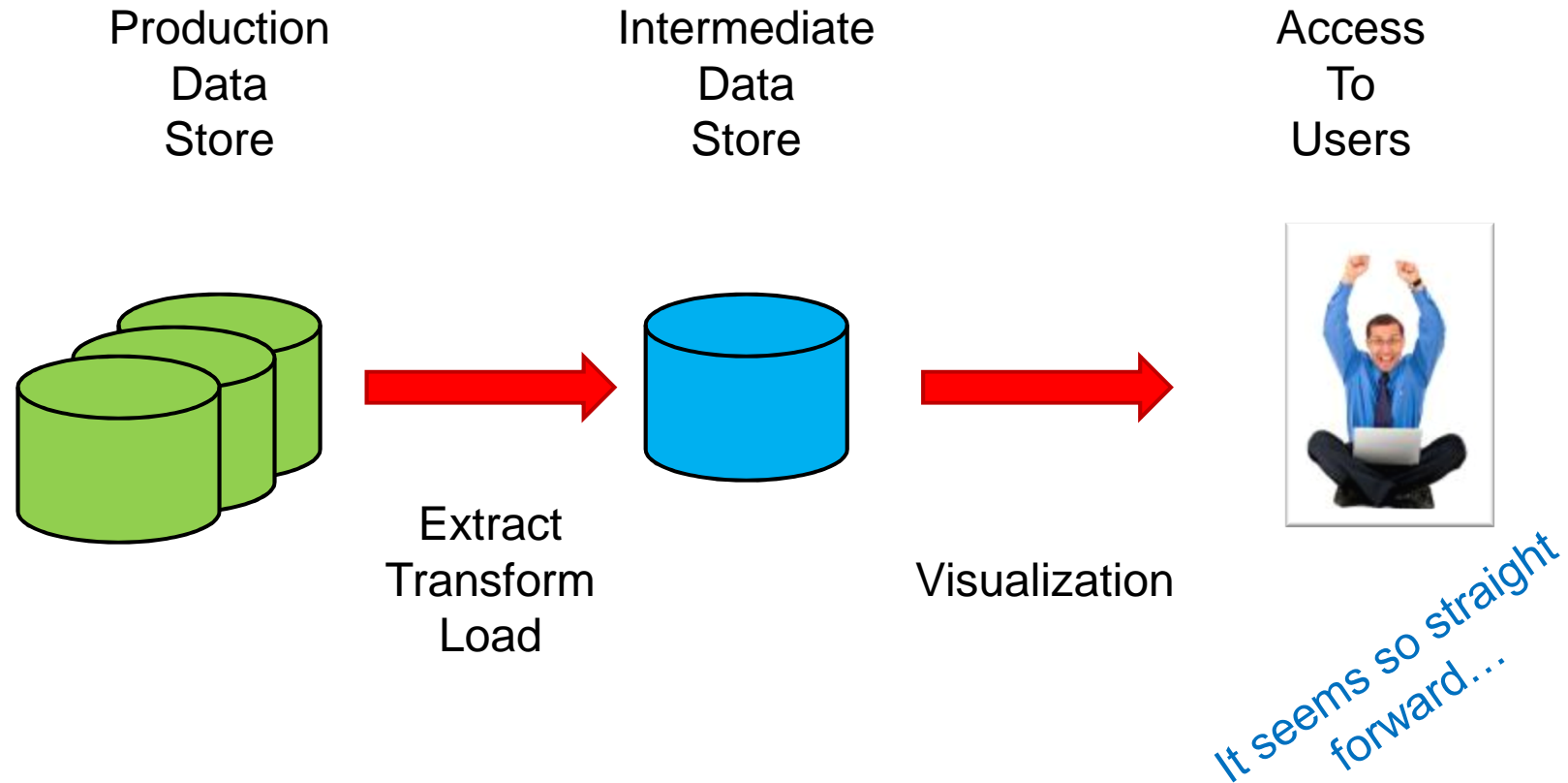


Understand what the ETL process is and what it can do to insure the success of an analytics project



Be prepared to talk to end users about visualization techniques and why they are critical to a good analytics project

Classic Business Analytics Design



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Clearly Defining the Solution

- Most people agree that “business analytics” is a good thing, but then it all becomes very confusing
- Before you even think about it....
 - Clearly defined rules of engagement will make or break the project
 - This is more about business than about technology



Clearly Defining the Solution

- What business decisions will be influenced by the project and how?
- Are there agreed upon expectations?
- Is the business justification really there?
- Are you in synch with the “business” people?
- Does management understand that this type of project will be expensive?



Clearly Defining the Solution



- Who will actually use the content that you are creating?
- What will it be used for? How?
- What metrics measure its success or failure?
- Who will control the solution?
- What are the expectations for performance and response time?

Clearly Defining the Solution

- Have you thought about potential problems with the data?
- Who needs to see the data? Are there security ramifications?
- What are the visualization requirements? Is there a preferred viewer?
- Have you thought about tools that could make it easier to deliver the project successfully?



Agenda

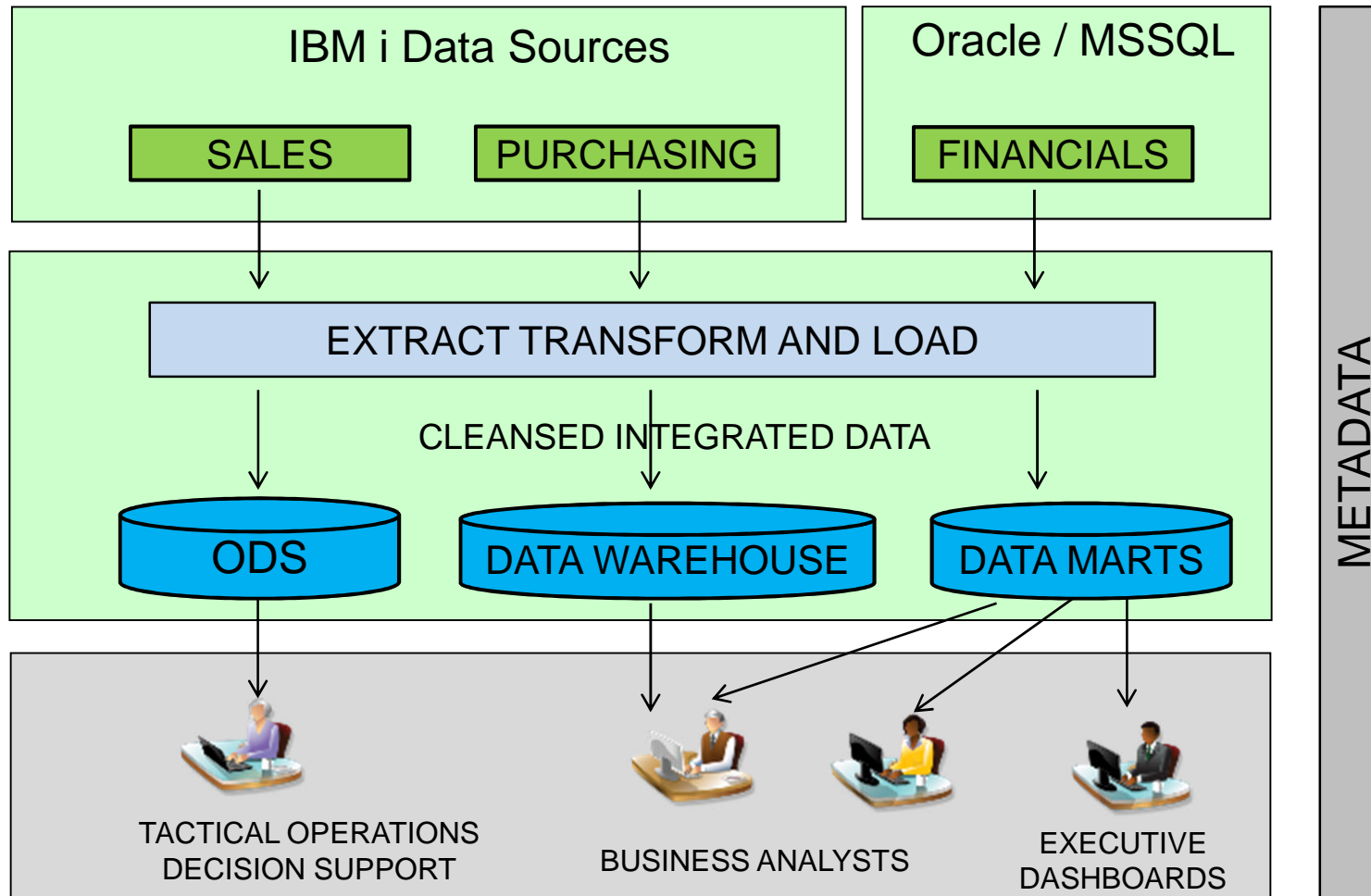
- Taking a Solution View
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Why Build a Data Warehouse/Data Marts and associated ETL?

- To solve difficult problems with your Production Data:
 - Multiple disparate databases
 - Difficult/impossible to join
 - Inconsistent data types
 - Legacy Dates
 - Your dates are in Julian format – but you need to sort/group by year/month
 - What does 99999999 mean?
 - Hidden meanings and conditional rules
 - 2nd character of column X means ..
 - If column Y = 'S', value Z must be multiplied by -1
 - If record type is '1', there *must* be a matching record in table B.
If type is '2, there *may* be a record.
 - For data older than 2/11/2003, column X will be blank – but it must be a valid value from then on.
 - Application specific issues
 - e.g. JDE – Quantitative columns have variable number of implied decimals

Enterprise Data Warehouse Architecture

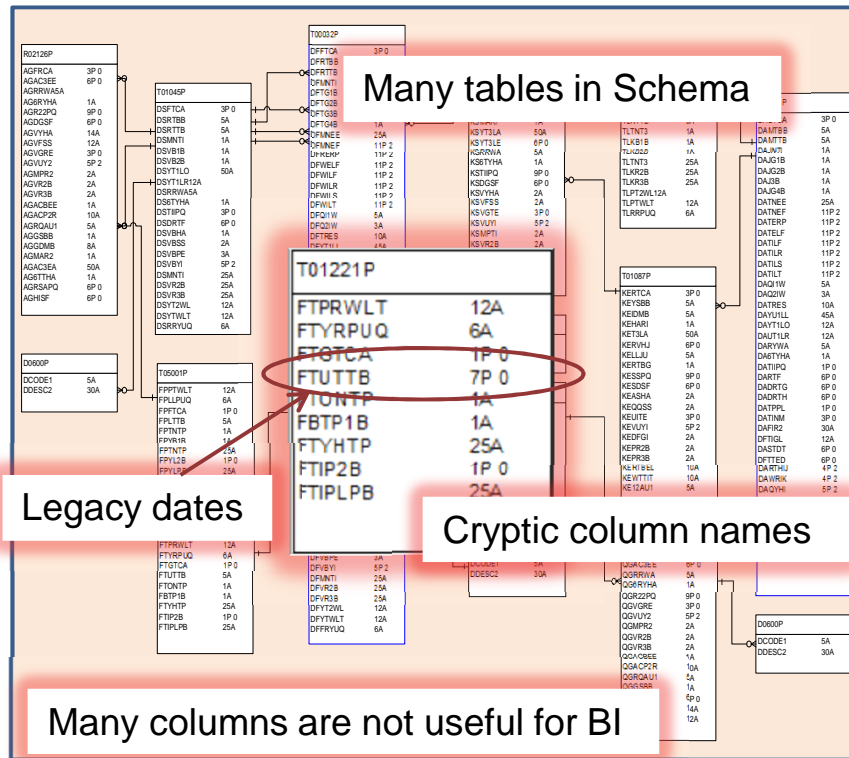


Extract, Transform and Load

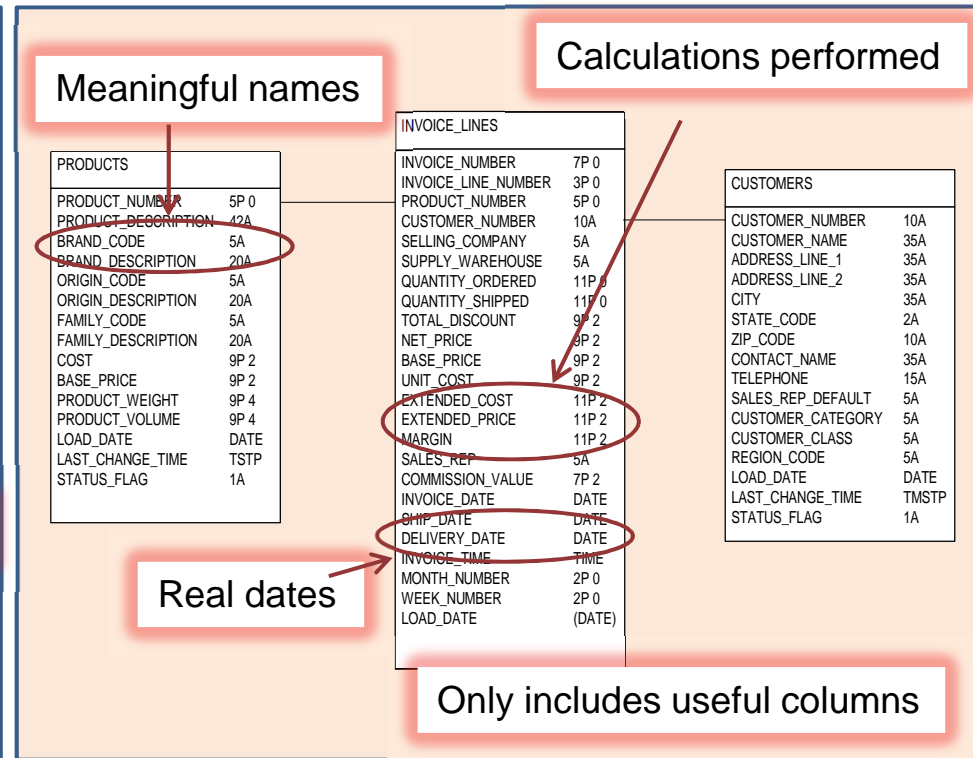
- Integrate data from disparate sources
 - Often impossible to join otherwise
- Standardize
 - Column names, data types etc.
- Transform ugly data values
 - Make them meaningful to users
- Perform calculations
 - So report authors don't need to guess
- Validate.. and manage errors
 - Trustworthy data
- Aggregate into summary data marts
 - Efficient summary level reporting



Data Mart Benefits – Simplified Reporting



Production Schema



Data Mart Schema

What is RODIN?



- Builds and manages Data Warehouse & Data Mart Tables (and indexes & views)
- Describes and manages Data Sources
- Visual ETL designer, with powerful rules based engine
- Extensive Metadata Layer
- Manages the run-time environment for loading the DW
- Manages Security and Access to Data
- Manages the Development Lifecycle



RODIN Demonstration

- Overview of RODIN Development Client
- Show how RODIN defines and manages tables, indexes and views
- Show how RODIN manages data sources
- Explore RODIN ETL capabilities
- Audit and Error Reporting
- Change Management
- Security and Access Control



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What is SEQUEL?

- Installed on the IBM i system
- A data access/visualization tool
- Use to build views, reports, worksheets, tables, scripts, dashboards
- Distribute results via display, PC documents, email
- Automation “scheduling”



What is SEQUEL?

Business Information Tool

- Any industry type
- Small/large organizations
- User empowerment
- Choice of viewers
- Increased developer productivity
- IBM **i** - centric



Windows



Power Systems



5250 Terminal



Browser

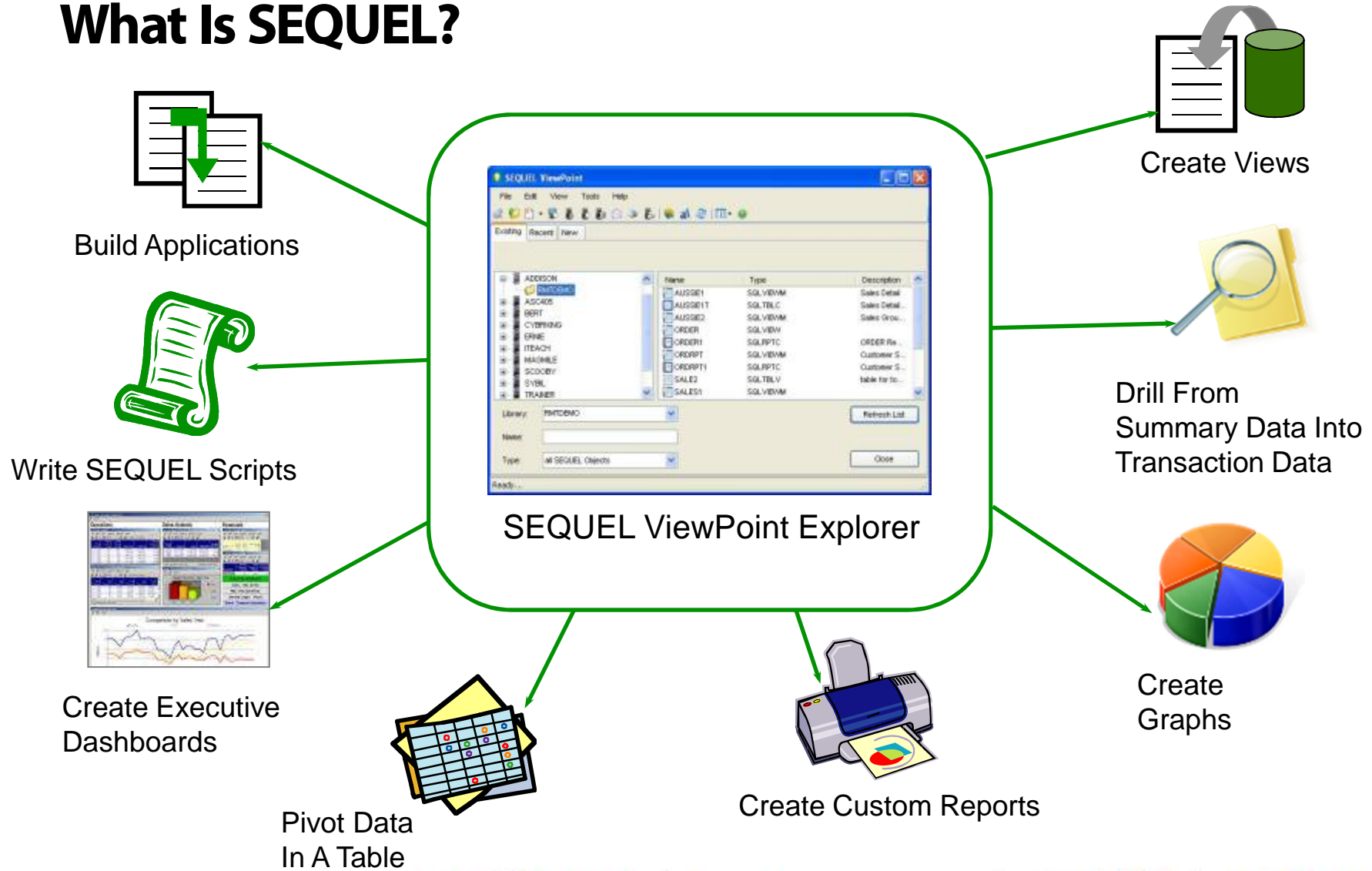
What is SEQUEL?

Information deployment

- SEQUEL has three interfaces
 - SEQUEL ViewPoint – Windows
 - Dashboards
 - Shortcuts
 - Drill-down
 - Charts
 - 5250 Command line interface
 - Browser – SEQUEL Web Interface
 - SEQUEL objects
 - Dashboards
 - Web page links



What Is SEQUEL?



SEQUEL Demonstration

- Display dashboards and shortcuts
- See an overview of SEQUEL ViewPoint
- Convert existing queries to SEQUEL objects
- Show run-time prompting
- Show SEQUEL reports and tables
- Explore distribution options for your data
- Access the data from a browser



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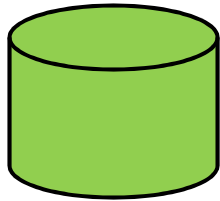
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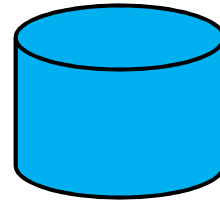
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Classic Business Analytics Solution

Production
Data
Store



Intermediate
Data
Store



Access
To
Users



Extract
Transform
Load

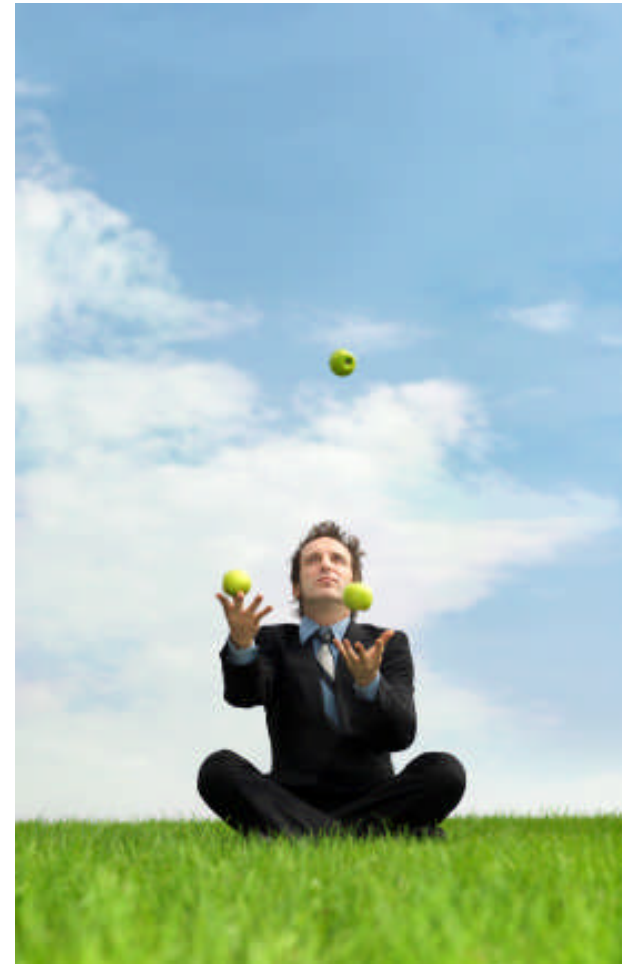


Visualization
SEQUEL
Software



How Do We Make It Easier?

- IBM *i* centric solution
- Partnership between leading companies
- Special bundling/pricing of software
- Special installation assistance
- Easy access to on-going training & support
- On-site training incentives



Solution Edition



New from IBM and Help/Systems

Bundled pricing on POWER7 for SMB



- Used for net new systems, not a serial number upgrade
- Three packaging options
 - 4-Core 720
 - 6 or 8-Core 720
 - Up to 16-Core 740
- No charge IBM i licenses from IBM (740)
- Reduced (70%) user pricing from IBM (720)
- No charge iSeries Access licenses from IBM
- Free processor activations from IBM
- No charge service voucher from IBM
- Free installation and setup assistance from Help/Systems
- Free product education vouchers from Help/Systems
- Includes software from any Help/Systems brand
- Can include maintenance



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Contact Information

Coglin Mill

RODIN Software

www.thinkrodin.com

1-866-763-4639

Jen Halverson

jen@coglinmill.com

Help/Systems

SEQUEL Software

www.sequel-software.com

1-800-328-1000

Suzette Weldon

suzette.weldon@helpsystems.com

