

Hoe een betrouwbare BI data fundering op te zetten?

Data Integration and Data Quality Management

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17 september, Dorint Hotel Schiphol



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AGENDA



An introduction to **Information Management**

Data Services: it all starts here

Managing Metadata: the 'M' in IM



“When you’re replacing your budgeting system, you need to think big-picture... You need to integrate financial and non-financial metrics”

Nigel Rayner, Gartner

DATA INTEGRATION IS NOW THE #1 ISSUE IN BUSINESS INTELLIGENCE



What Stands In The Way Of Enterprise-Wide Adoption?

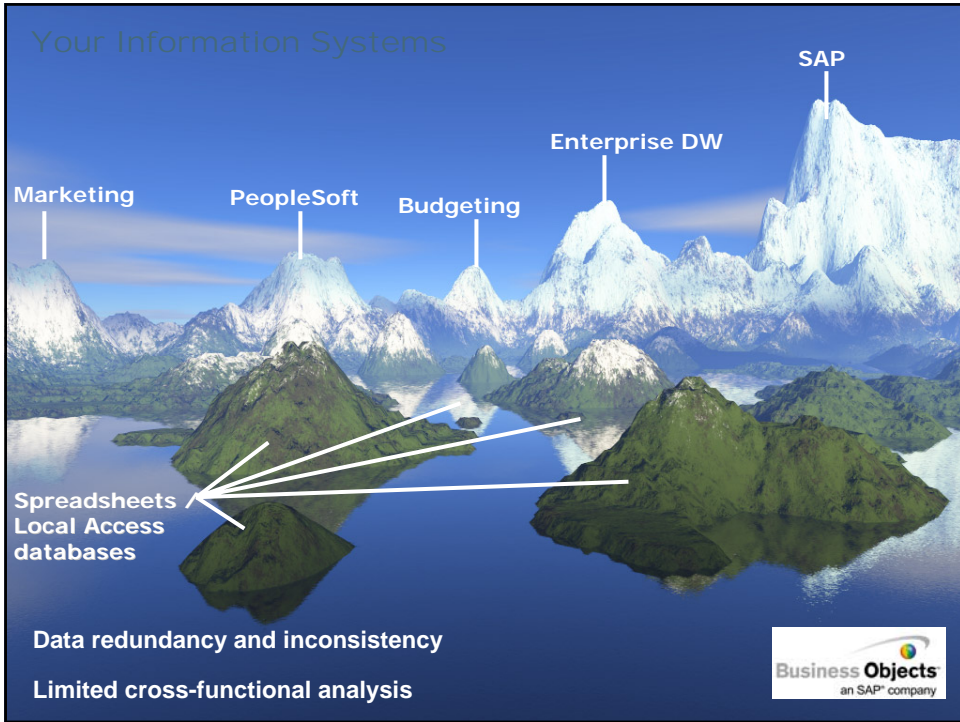


Business Intelligence tools aren't drop-in applications. For workers to get value from the desktop tools, typically a company must invest in integration and data cleansing software because data comes from various sources.

More than half of companies report that integration and compatibility are the main barriers to adopting BI company-wide.

Source:

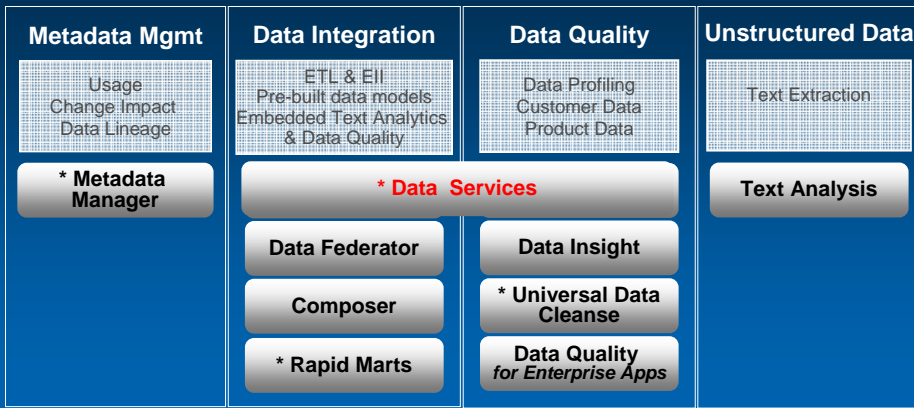
Many Companies Plan To Increase BI Spending
InformationWeek, March 17 2007



In More Detail



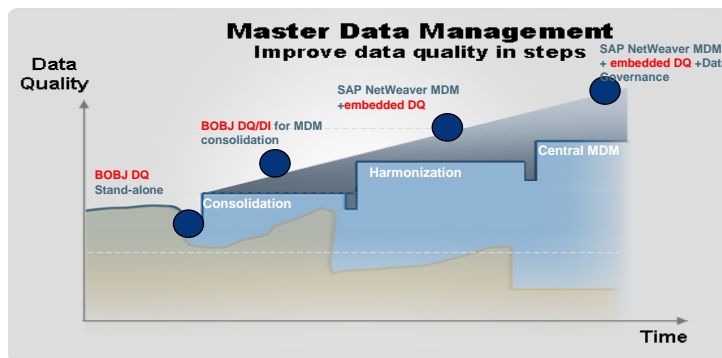
Data Integration and Data Quality



Improving data quality in steps with SAP NW MDM and BOBJ DQ/DI



- MDM is a foundation for any **holistic and sustainable** Data Quality initiative
- MDM with embedded data quality and centralized governance deliver **highest level** Quality
- Data Governance, Data Stewardship, Business Process Integration and Data Quality **play a key role** in delivering the MDM value
- BOBJ DQ/DI can be used **standalone or within an MDM** consolidation to improve data quality



Company Confidential

Data Services: it all starts here...



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BusinessObjects Data Services 2008



One Data Quality and Integration Platform

Services Oriented Architecture

Development UI
(for DI and DQ)



**We are changing the game with this release
From Gartner...**
You have the "first single platform for
ETL/DQ"
It goes beyond "integrated." It is one.



- Access
- Transform
- Deliver
- Cleanse

It is one.

One development UI. **One** server will process both DQ and DI functionalities. Supported by **one** metadata repository, and **one** set of administration and security services, scheduling, parallel processing, and data connectivity layer.

Transform categories



Platform	Data Integrator	Data Quality
<ul style="list-style-type: none"> ■ Query ■ Case ■ Merge ■ SQL ■ Validation ■ Map Operation ■ Row Generation 	<ul style="list-style-type: none"> ■ Data transfer ■ Date generation ■ Effective date ■ Hierarchy flattening ■ History preserving ■ Key generation ■ Map CDC operation ■ Pivot ■ Reverse pivot ■ Table comparison ■ XML Pipeline 	<ul style="list-style-type: none"> ■ Associate ■ Country ID ■ Universal Data Cleanse ■ GAC (Global Address Cleansing) ■ Global Suggestion List ■ MatchConsolidation ■ URAC (USA regulatory Address Cleanse) ■ User Defined Transform

The Competitive Matrix



We are changing the game with this release

From Gartner...

- You have the "first single platform for ETL/DQ"
- It goes beyond "integrated." It is *one*.

	BOBJ-SAP	Comp.1	Comp.2
One Development UI	Yes	Weak	No
One Metadata Repository	Yes	Yes	No
One Runtime Engine	Yes	No	No
One Admin Environment	Yes	No	No
Common Conn. & Security	Yes	Yes	Yes
ETL/DQ as one application	Yes	No	No

Data Quality



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Data Quality - Issues



Data content

- Missing / Invalid
- Data domain
- Illogical combinations

Data structure

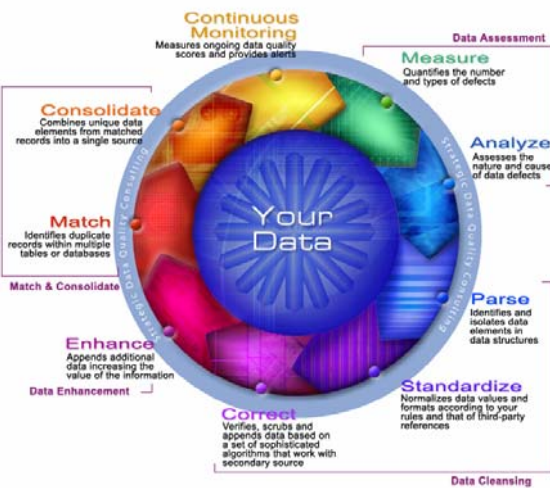
- Uniqueness
- Referential integrity
- Cardinality in relationships

Migration/integration

- Normalization
- Duplicate or redundant data

Risk

- Load to target systems
- Data will not be processed



Data Elements
 the Code
 the Same
 ended



Not only Customer data...



Through Universal Data Cleanse we allow enterprises to parse, standardize, correct, and append customer and operational data to provide a complete and accurate base of customer knowledge. We help to improve business decisions, customer service, and applications.

iPod input

iPod output

input	std_ipod	prod	model	gene	storage
scroll wheel 2nd generation 1 GB ipod	iPod (2G) 1 GB Scroll Wheel	iPod		(2G)	1 GB
special edition harry potter ipod fourth gen 20gb USB 2.0	iPod (4G) Harry Potter Special Edition 20 GB Click Wheel USB 2.0	iPod	Harry Potter	(4G)	20 GB
ipod u2 limited edition 20gb 4g usb 2.0	iPod (4G) U2 Limited Edition 20 GB Click Wheel USB 2.0	iPod	U2	(4G)	20 GB
iPod photo (60 GB)	iPod (4G) photo 60 GB Click Wheel	iPod	photo	(4G)	60 GB
John's new super cool black 2GB nano	iPod nano 2 GB Black Click Wheel	iPod	nano		2 GB
info about a gold mini	iPod (1G) mini Gold Click Wheel	iPod	mini	(1G)	
ipod blanc nano 2Go deuxième génération USB 2.0 Molette cliquable	iPod (2G) nano 2 GB White Click Wheel USB 2.0	iPod	nano	(2G)	2 GB
good luck with this ipod クリックホイール 青い nano 第2生成 2GB	iPod (2G) nano 2 GB Blue Click Wheel	iPod	nano	(2G)	2 GB
5GB 最初に生成 白いスクロールホイール (translation please)	iPod (1G) 5 GB White Scroll Wheel				
второе поколение nano 2 GB черный (what is this Russian?)	iPod (2G) nano 2 GB Black Click Wheel				



DATA QUALITY COSTS



Data Quality Cost Analysis – Marketing

In the marketing department, many benefits can be achieved through improved data quality. For example, successful marketing campaigns, higher customer acquisition rates, and enhanced revenue opportunities result from making decisions based on accurate data.

Enter Your Company Factors

[Click here](#) for industry averages

Total Number of Records in Database	<input type="text" value="100000"/>
Estimated % of Bad or Undeliverable Addresses	<input type="text" value="12 %"/>
Estimated % of Duplicate Records	<input type="text" value="25 %"/>
Average Annual Marketing Cost per Prospect	<input type="text" value="\$5"/>

Total Cost of Marketing to Bad Addresses



Total Cost of Marketing to Duplicate Records



Total Cost of Manual Data Correction (Details)



Annual Cost of Bad Customer Data



For more information on BusinessObjects™ Data Quality XI, contact us at www.businessobjects.com/eim or +1 866 681 3435.

Powered by **crystalxelsius**

Data Integration



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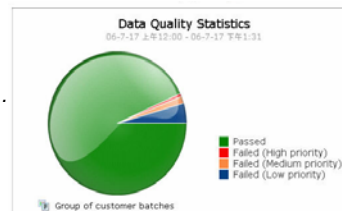
DATA INTEGRATOR

Maximize developer productivity



Maximize developer productivity

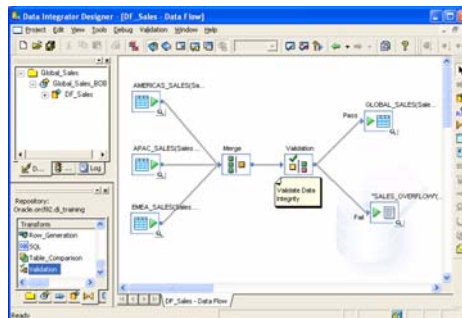
- **Single interface** to *design, profile, test, debug, monitor..*
- **No programming**, *generated* optimized code (SQL, ABAP...)
- **Trusted Information Source** to report metadata to *manage*
- **Auto documentation**



Click on the failed portion to drill into the report.

Deliver extreme ETL scalability

- Powerful transformations
- Pervasive parallelism and intelligent distributed processing
- Services-based architecture enabling right-time data delivery



Rapid Marts Content



Accelerate ETL implementations and lower costs of BI deployments

Packaged ETL solution for SAP, Oracle, PeopleSoft

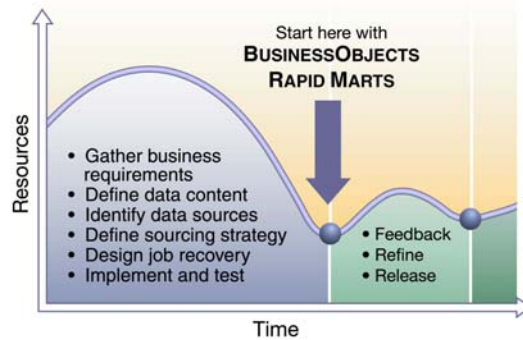
- Source data identification
- Source to target mapping
- Pre-defined target data model and schema

Production Management

- Change data capture jobs
- Error recovery and check-point restart

Plus...

- Pre-built universes, reports and dashboards



RAPID MARTS AT GENEVA INTERNATIONAL AIRPORT



Rapid Marts Improve Oracle Reporting At Geneva Airport

Yves Guichoud, Geneva International Airport
Tristan Maréchal, Geneva International Airport

Results

In 5 days we deployed the following 5 Rapid Marts

- ▶ General Ledger
- ▶ Accounts Payable
- ▶ Accounts Receivable
- ▶ Fixed-Assets
- ▶ Purchasing Order

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Managing Metadata: the 'M' in IM



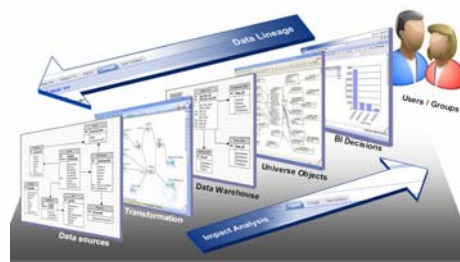
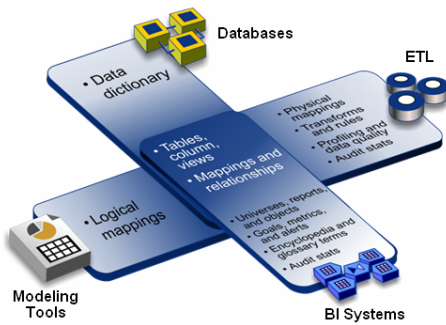
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Metadata Manager Change Management.



- Consolidate, Integrate and audit and enhance Metadata
- Data Lineage from Report to Source
- Impact Analysis Source to Report



Provides Trust in Data
Enables Auditing and Compliance
Faster Change Management

THE ONLY BI CENTRIC METADATA MANAGEMENT SOLUTION



Metadata Manager Value Calculator

BI Deployment Size: Large ~ 300 Universe, Medium ~ 150 Universe, Small ~ 75 Universe, Custom

Hourly Pay Rate: \$70

Annual Hours Saved: 2,040

Annual Cost Saving: \$142,800

Key Metadata Analysis Tasks	Hours to Perform Task Without Metadata Manager	Task Frequency per Month
Lineage		
Where did the data come from?	3	10
What are the mapping expressions or calculations?	4	10
Impact		
Which reports will be impacted by object changes?	4	10
Who will be impacted by design changes?	6	10
Audit		
What is the access permission of a user?	8	0
Which tables or reports contain compliance data?	8	0
Usage		
Which objects are frequently used?	3	0
Which universes are not used by any reports?	4	0
Definition		
What are the comments from other users?	4	0
What is the object's purpose, description and owner?	1	0
Standardization		
Which objects are not conforming to standards?	16	0
What are the similar or duplicate objects?	16	0

Provides Trust in Data
Enables Auditing and Compliance
Faster Change Management

Demo:



Mid-Market : Tailored Product Line
Business Objects *EDGE* series



CONCLUSION



COMPETITIVE VALUE-ADD AGAINST OTHERS

Heterogeneous



Lower TCO



End-to-end BI



BI Expertise



"Data is useful – high-quality, well-understood, auditable data is priceless!" Ted Friedman, Gartner, The Foundation for BI Success, March 2005

Questions and Contact Information



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Zie ook onze sessie:
Een goed (BI) platform is (niet) duur
Morgen 10.15 – ELM C/D

