



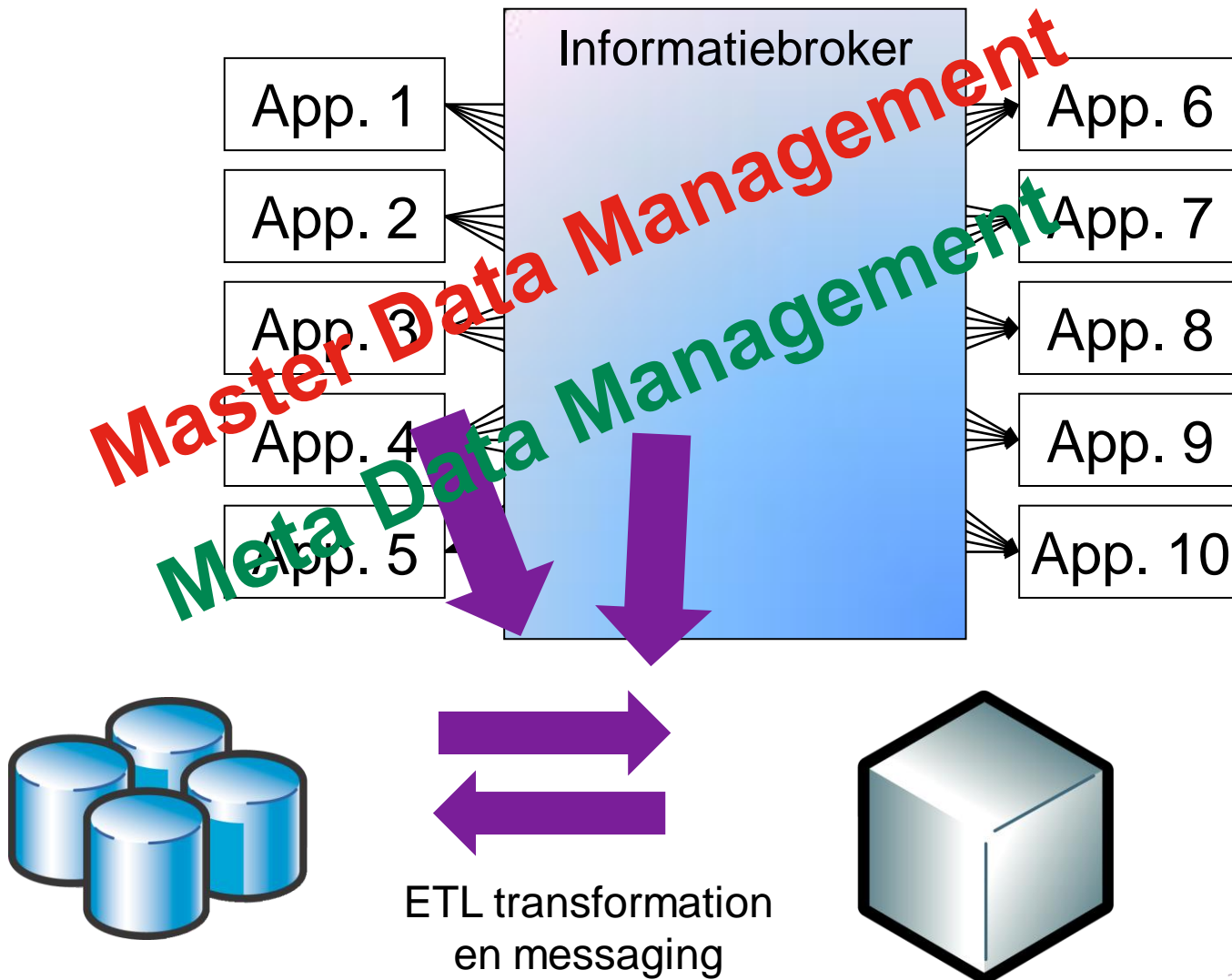
# Trends in Business Intelligence

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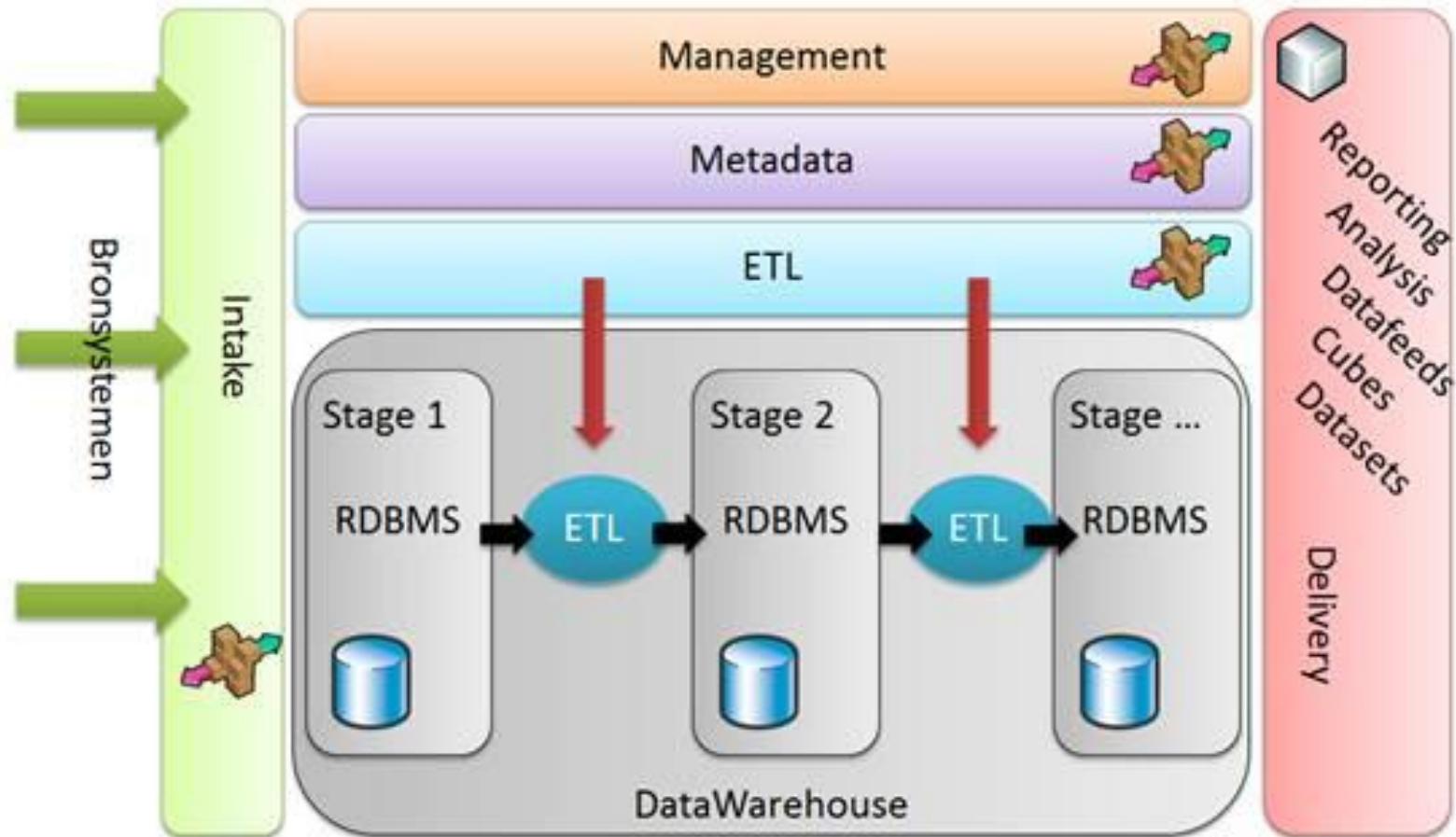
# Agenda

- 1. De snelle groei van BI**
- 2. BI als informatiebroker**
- 3. Self Service BI**
- 4. Samenvatting**

# BI als informatiebroker



# Architectuur



**I.T. kan niet 'op tijd' aan  
alle wensen voldoen**



# Dagelijkse praktijk ...

*"Het moet in Excel blijven staan. We gebruiken gewoon geen ander programma."*

*"We weten niet wat OLAP is en we willen het ook niet weten. Zelfs dimensioneel modelleren gaat ons iets te ver."*

*"Een geboden alternatief moet eenvoudig, snel en intuïtief zijn; anders denk ik dat we met Excel zullen blijven werken."*

# Business Intelligence in 3 “soorten”

## **Personal BI**

**Microsoft Excel  
Report Builder**

## **Team BI**

**Collaboration**

**SharePoint  
Excel Services**

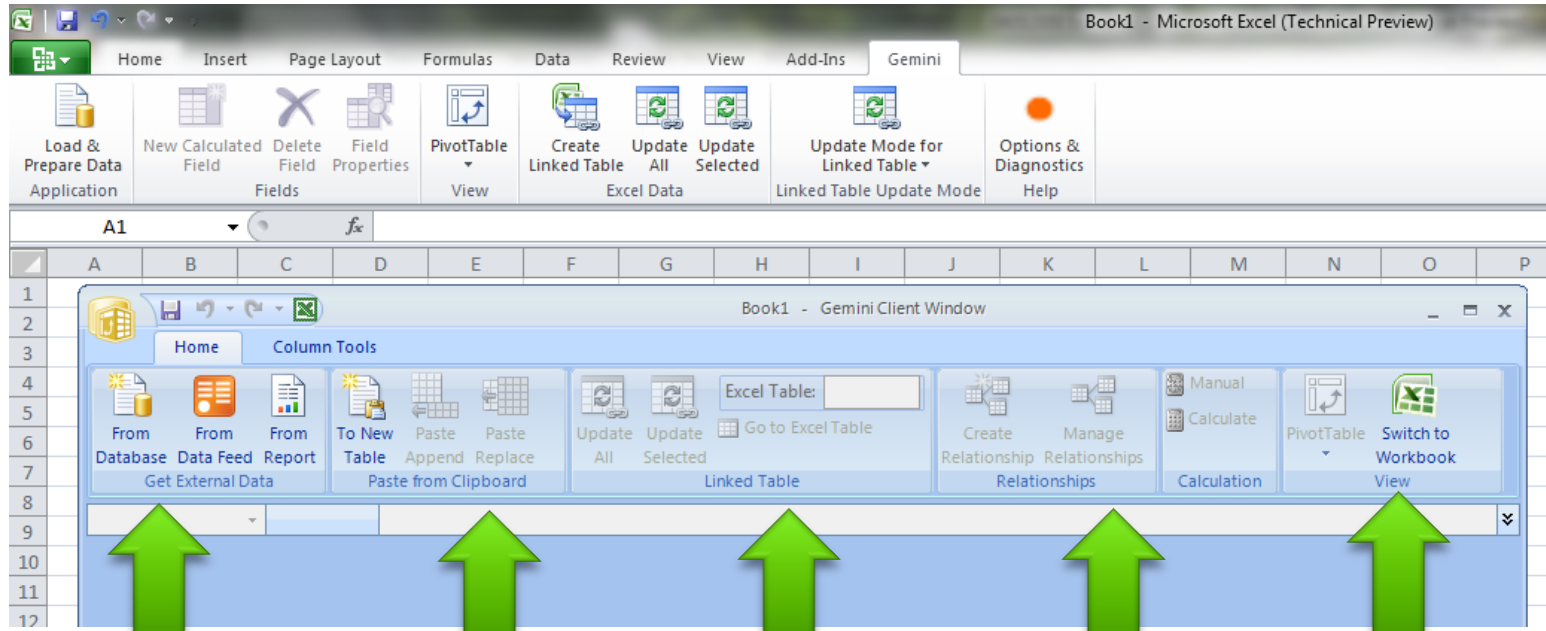
## **Corporate BI**

**Data Warehouse**

**SQL Server  
Integration Service  
Analysis Service  
Reporting Service**

**Performance Point  
Service**

# Laad data



## Database

SQL Server  
Oracle  
Access  
Teradata  
DB2  
Sybase  
other

## RSS data feed

Information providers  
(CBS)

## Clipboard

Excel  
Word  
csv  
Etc.

## Reporting Service

SAP  
Dynamics  
Other LOB

## Gemini





# Creëer Pivot tabel

The screenshot displays the Microsoft Excel interface with the PivotTable Tools ribbon active. The ribbon includes the following options: Load & Prepare Data Application, New Calculated Field, Delete Field Properties, Field Properties, PivotTable View, Create Linked Table Excel Data, Update All, Update Selected, Update Mode for Linked Table, and Options & Diagnostics Help. The Gemini Task Pane is open on the right, showing a list of fields to add to a report: Currency, Currency Rate, Customer, Geography, Product, ProductCategory, ProductSubcategory, Quarter, Reseller, SalesChannel, SalesDate, SalesTerritory, Total Sales, IndustryBikeSales, and Country. Below this list are sections for 'Drag fields between the areas below:' with 'Slicers Vertical' and 'Slicers Horizon...' options, and 'Column Labels', 'Row Labels', and 'Values' sections.

**Chart 2**  
To build a PivotChart, choose fields from the PivotTable Field List.

# Het eindresultaat op de desktop..

The screenshot displays the Microsoft Excel (Technical Preview) interface. The ribbon includes Home, Insert, Page Layout, Formulas, Data, Review, View, Gemini, and Options. The Gemini Task Pane on the right lists fields for reporting: Currency, Currency Rate, Customer, Geography, Product, ProductCategory, ProductSubcategory, Quarter, Reseller, SalesChannel, SalesDate, SalesTerritory, Total Sales, IndustryBikeSales, and Country.

The main workspace contains several interactive elements:

- Country Slicer:** Australia, Canada, France, Germany, United Kingdom, United States.
- Education Level Slicer:** Bachelors, Graduate Degree, High School, Partial College, Partial High School.
- Year Slicer:** 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009.
- Bike Category Slicer:** Mountain Bikes, Road Bikes, Touring Bikes.
- Table:** A table with columns for Row Labels, Sum of SalesAmount, and Average Sales. The data is filtered by Country (Alabama, US) and Year (2002).
- Chart:** A horizontal bar chart titled "Total" showing sales for Store (Touring Bikes, Road Bikes, Mountain Bikes) and Individual (Touring Bikes, Road Bikes, Mountain Bikes). The x-axis ranges from 3,800,000 to 5,000,000.

Row Labels	Sum of SalesAmount	Average Sales
Alabama, US	\$ 2,348,824.06	\$ 4,525.67
Alberta, CA	\$ 39,343,744.80	\$ 3,130.72
Arizona, US	\$ 43,671,355.25	\$ 3,288.01
Bayern, DE	\$ 32,824,953.07	\$ 3,087.37
Brandenburg, DE	\$ 8,612,823.82	\$ 3,581.22
British Columbia, CA	\$ 342,108,500.77	\$ 3,064.91
Brunswick, CA	\$ 12,276,214.63	\$ 3,093.02
California, US	\$ 719,459,029.43	\$ 3,297.38
Charente-Maritime, FR	\$ 2,883,228.49	\$ 2,945.08
Colorado, US	\$ 67,365,053.00	\$ 3,531.77
Connecticut, US	\$ 38,005,177.49	\$ 3,674.84
England, GB	\$ 375,281,750.89	\$ 3,229.56
Essonne, FR	\$ 26,743,040.38	\$ 3,396.37
Florida, US	\$ 74,021,729.59	\$ 3,455.57
Garonne (Haute), FR	\$ 7,707,921.10	\$ 3,281.36
Georgia, US	\$ 28,667,085.72	\$ 3,131.99
Hamburg, DE	\$ 46,862,997.48	\$ 3,238.18
Hauts de Seine, FR	\$ 42,177,321.07	\$ 3,435.75
Hessen, DE	\$ 59,667,539.17	\$ 3,376.39
Idaho, US	\$ 9,384,008.11	\$ 4,143.05
Illinois, US	\$ 16,363,844.87	\$ 3,260.38
Indiana, US	\$ 37,879,847.35	\$ 3,528.30
Kentucky, US	\$ 8,459,147.58	\$ 3,237.33
Loir et Cher, FR	\$ 19,637,064.71	\$ 3,448.73
Loiret, FR	\$ 32,079,885.11	\$ 3,429.54

# Publiceer naar de portal..

Gemini - Windows Internet Explorer

http://bi2ctp/Gemini/Forms/GeminiTheater.aspx

Home

This List: Gemini

Documents

- Shared Documents
- Report Gallery
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- feeds

Lists

- Calendar
- Tasks

Discussions

- Team Discussion

Sites

- People and Groups
- Recycle Bin
- View All Site Content

CountryName	All						
Row Labels	Australia	Canada	France	Germany	United Kingdom	United States	Grand Total
Mountain Bikes	167656570.7	213063837.7	107319932.2	84945549.26	115451656.2	758728988.8	1447170535
Road Bikes	223831710.7	289174704.2	143050822.9	111409695.4	153236724.6	949322634.1	1870026292
Touring Bikes	78650663.06	89476227.9	50589011.99	44736349.11	56734903.88	317295617	637482772.9
<b>Grand Total</b>	<b>537765450.3</b>	<b>688382135.3</b>	<b>347156552.6</b>	<b>275913206.5</b>	<b>375281750.9</b>	<b>2328003454</b>	<b>4552502549</b>

1E+09

900000000

800000000

700000000

600000000

500000000

400000000

300000000

200000000

100000000

0

Mountain Bikes Road Bikes Touring Bikes

Australia Canada France Germany United Kingdom United States

Last Modified By: System Account | Date: 8/27/2009

Local intranet | Protected Mode: Off

100%

# Samenvatting

- **Snel groeiend belang van BI in de enterprise**
- **Veranderende aanpak voor BI**
- **BI als "Integrator"**
- **Self Service BI**



Local touch - Global reach