

E 71

IMS and BUSINESS INTELLIGENCE What Every IMS Technical Professional Needs to Know

pete_sadler@uk.ibm.com



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Open Server | Sybase, Inc. | ▶ ETI | Evolutionary Technologies
Incorporated |
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Agenda



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Business Intelligence from DL/I Data
Direct access to IMS data
Data Propagation and Replication
Building and Maintaining DataMarts
Using OLAP and Data Mining

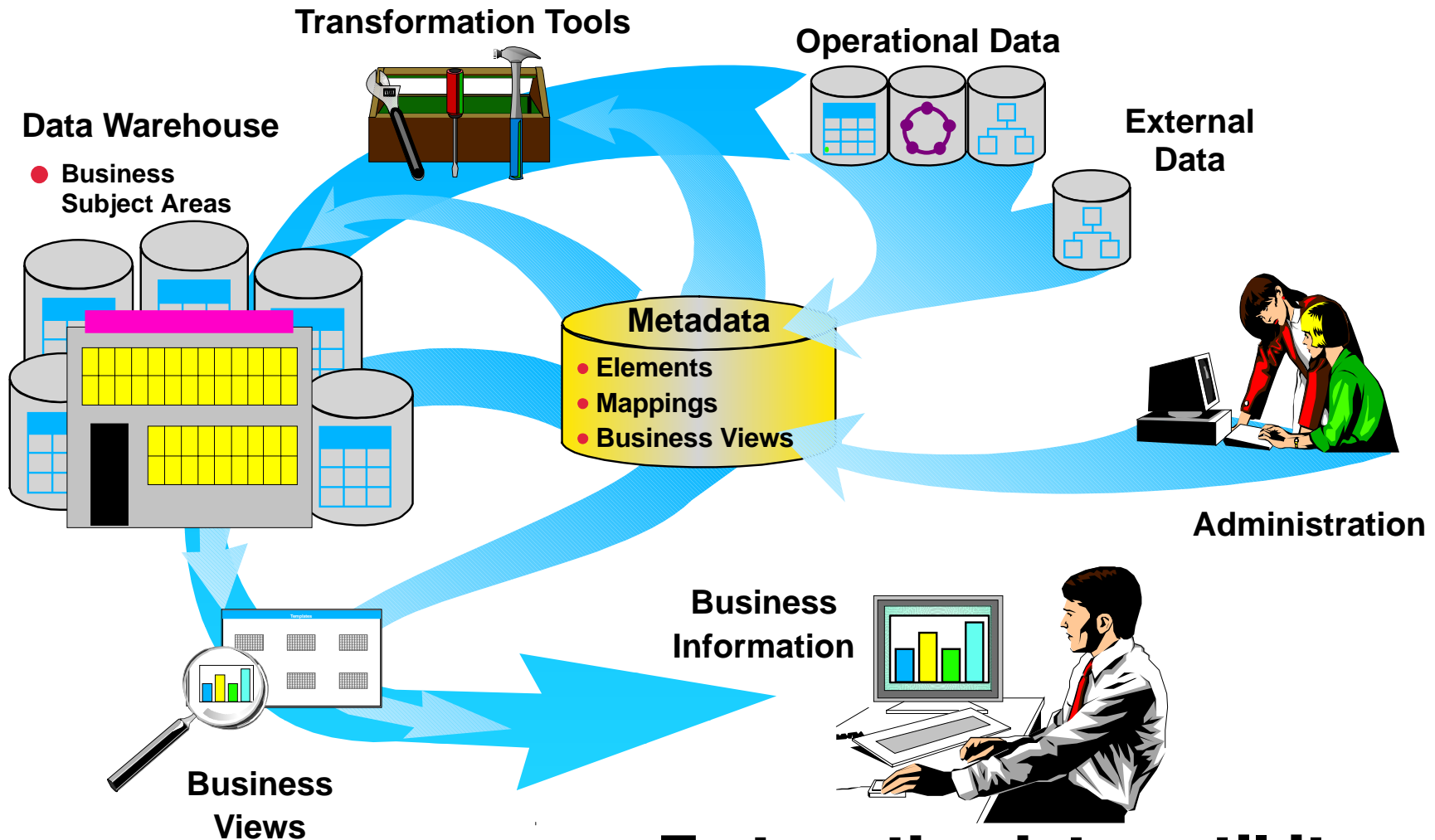
Objective

Show new ways of exploiting IMS data

Data - to - Information Process



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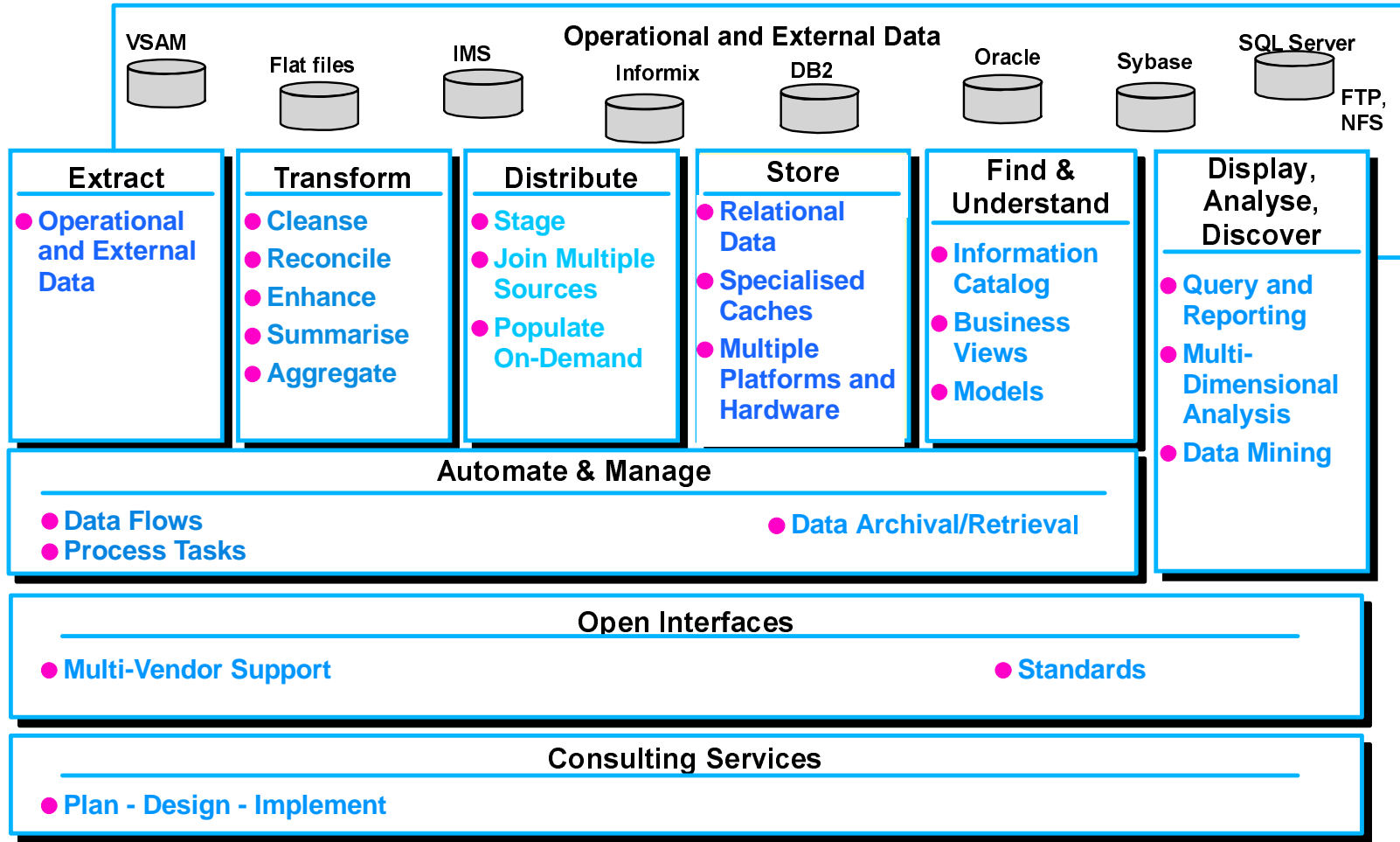


Torture the data until it confesses!

Business Intelligence Architecture



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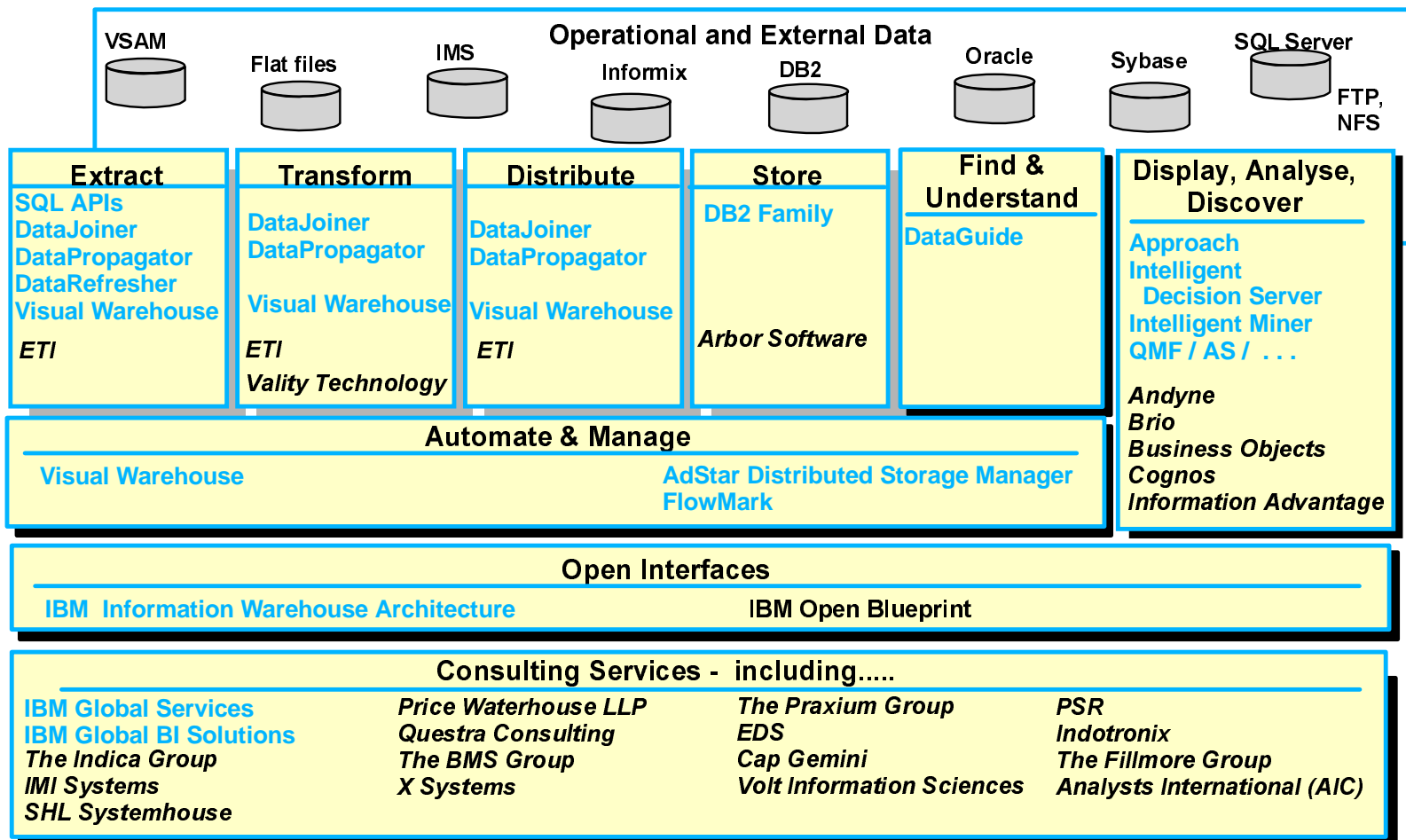


Enabling the Solution

Business Intelligence Products



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Comprehensive Products and Services

Flexible Implementation Alternatives

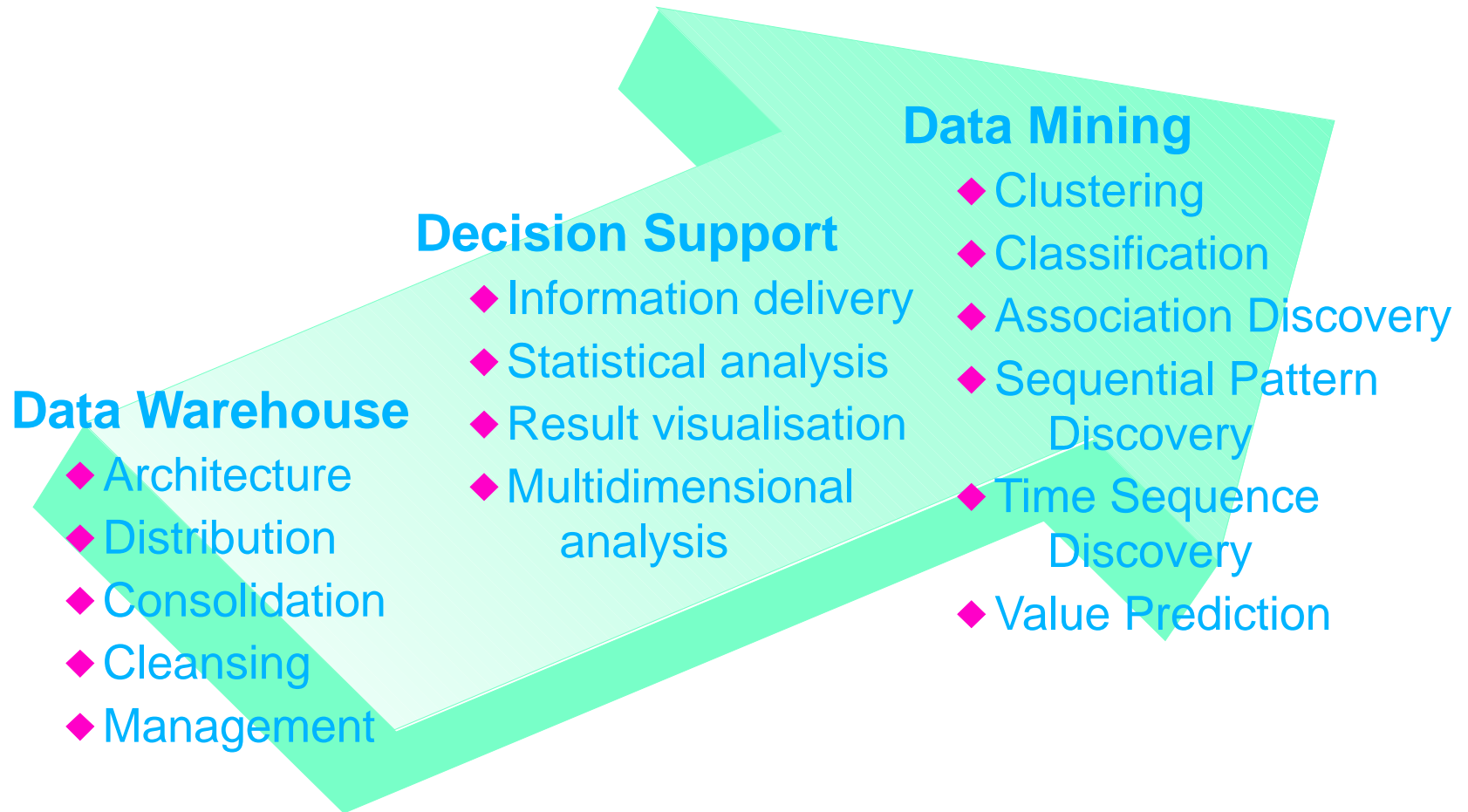
An Open Solution Environment



Business intelligence Components



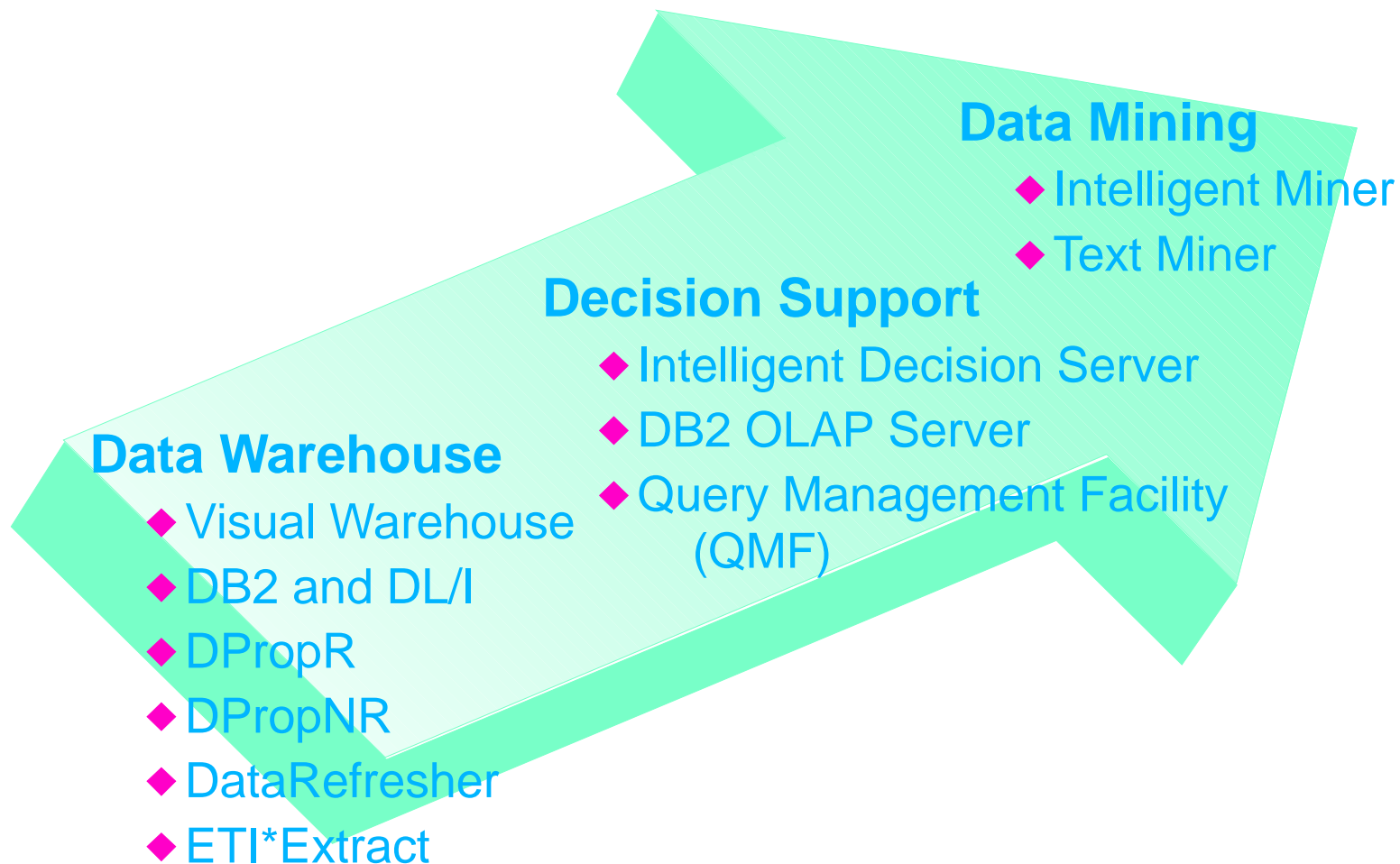
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Business Intelligence Products



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OLTP compared with OLAP



■ OnLine Transaction Processing

- OLTP workloads are characterised by many users creating, updating and retrieving individual DB record
- Focus is high volumes: hundreds or thousands of transactions per section.
- Speed is everything.
- Time element is not stored with data
- Runs the enterprise.
- Examples: Bank Transactions, Check out lines, etc.

■ OnLine Analytical Processing

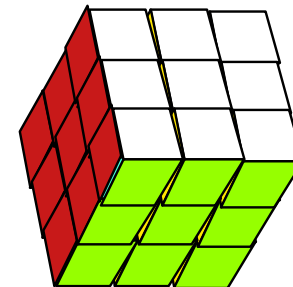
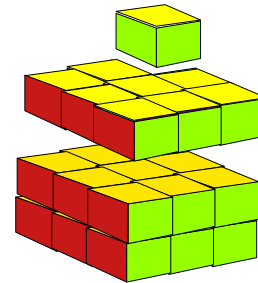
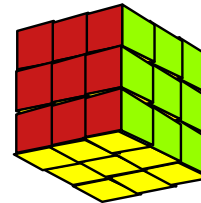
- OLAP workloads are characterised by few users running large/complex aggregation queries.
- Low volumes.
- Long processing time: hours or days.
- Time element stored with data - needed for historical perspective.
- Answers analytical questions: Why, How Much, When, etc.
- Examples: Market analysis, Trend detection, etc.

OLAP Characteristics



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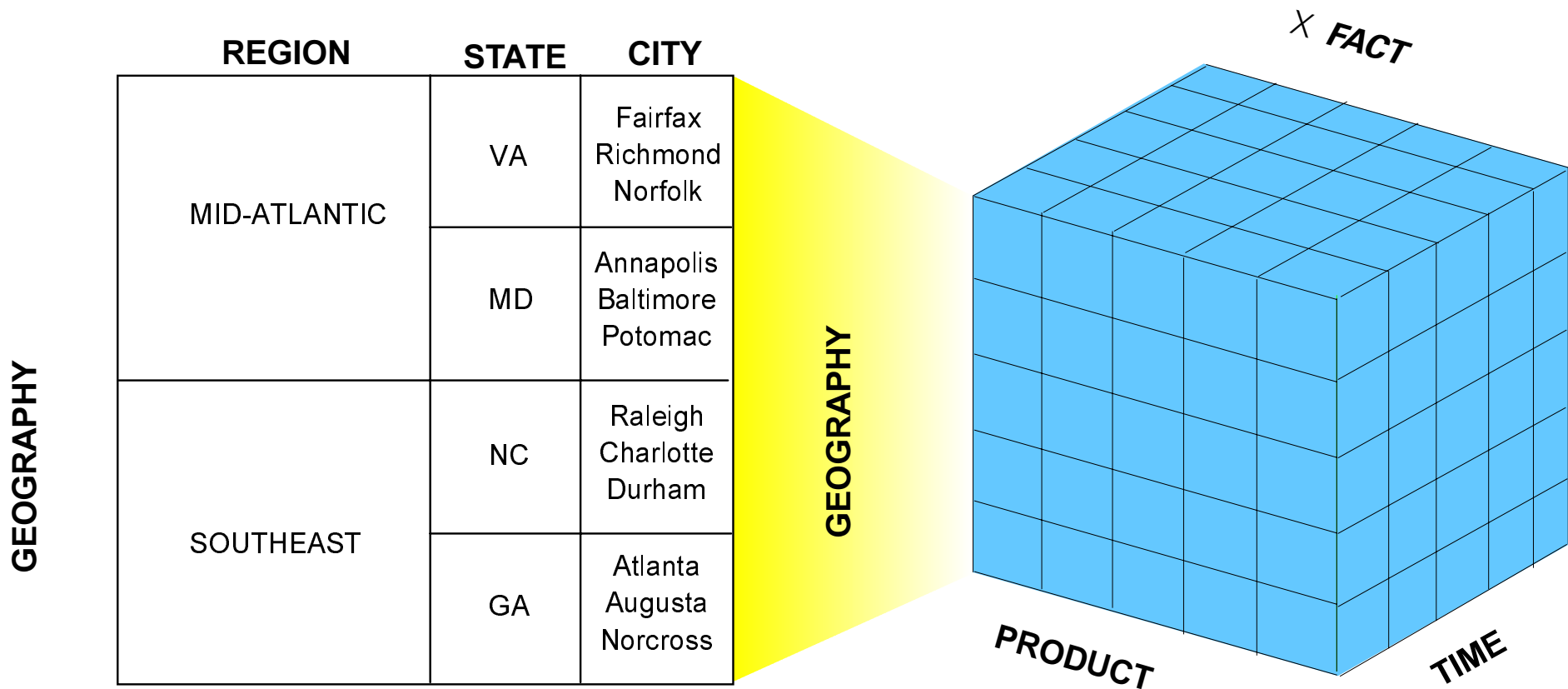
- **Defined by Dr. E. F. Codd & widely adopted throughout the industry**
- **Software Optimised for Planning and Analysis**
 - Multidimensional view
 - Drill-down
 - “Slice & Dice”
- **Driven by End Users Need**
- **Complements RDBMS and Data Warehouses**
- **Leverages existing investments**
 - Back-end transaction systems
 - Front-end reporting systems



3-Dimensional Example



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Multi-dimensional Example



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Sales Table

Sales Units	Period Key	Product Key	Geography Key
20	1	1	1
25	1	2	2
25	2	2	3
100	3	3	3
100	4	4	4

Geography Table

Key	Desc	Region	Level
1	NW R	E	48
2	SE R	N	46
3	NW E	S	48
4	NW S	S	56

Product Table

Key	Desc	Type	Category
1	Food	Grocer	A
2	Sports	Ball	A
3	Hardwa	Tool	B
4	Rec	Pool	C

Period Table

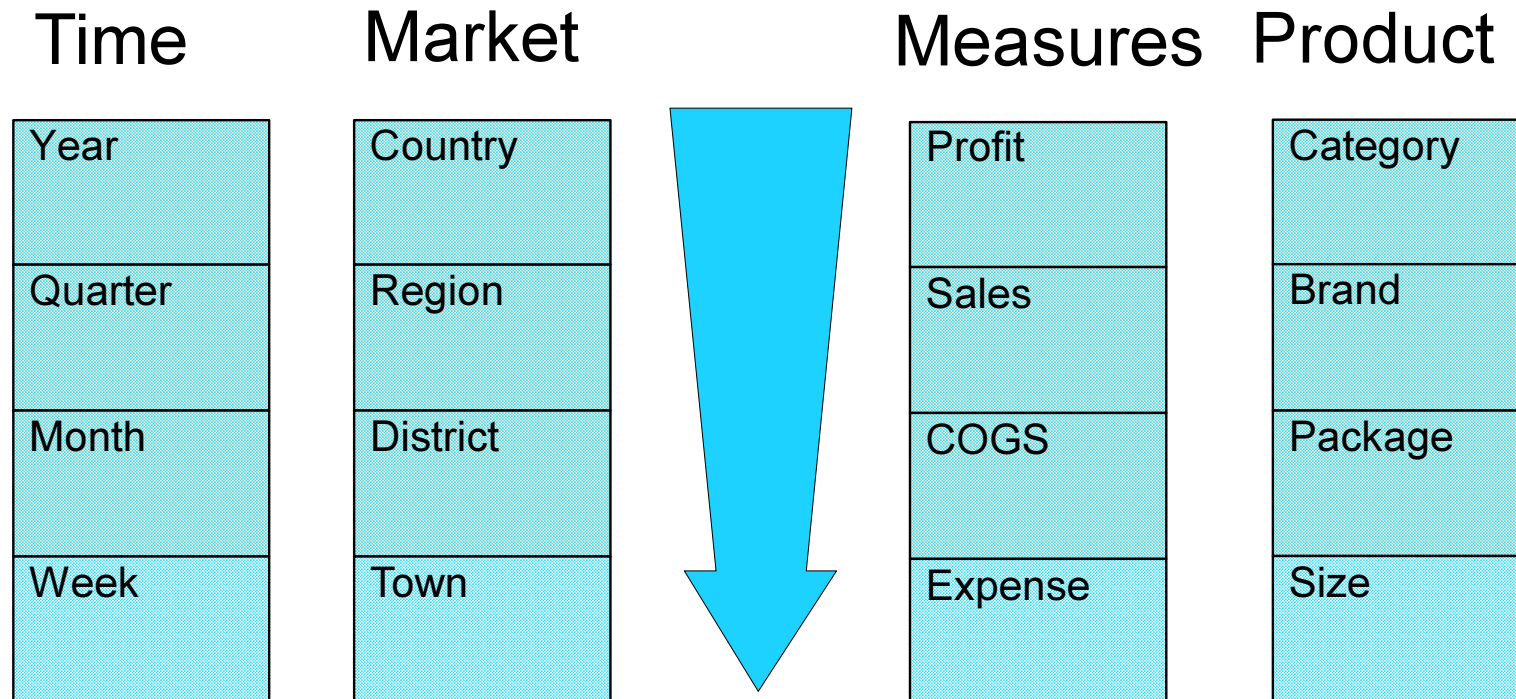
Key	Year	Month	Quarter
1	1996	Jan	1
2	1996	Apr	2
3	1997	Jul	3
	1997	Dec	4

Drill Down.....



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★ Looks at components in greater detail down same dimension



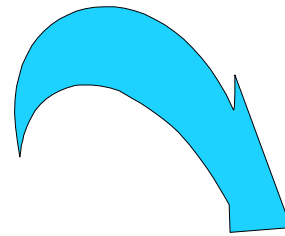
Rotate the Cube....



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★ Changed dimensions which are breaking down values

		Bud	Act	Bud	Act
1997	East				
	West				
1996	East				
	West				

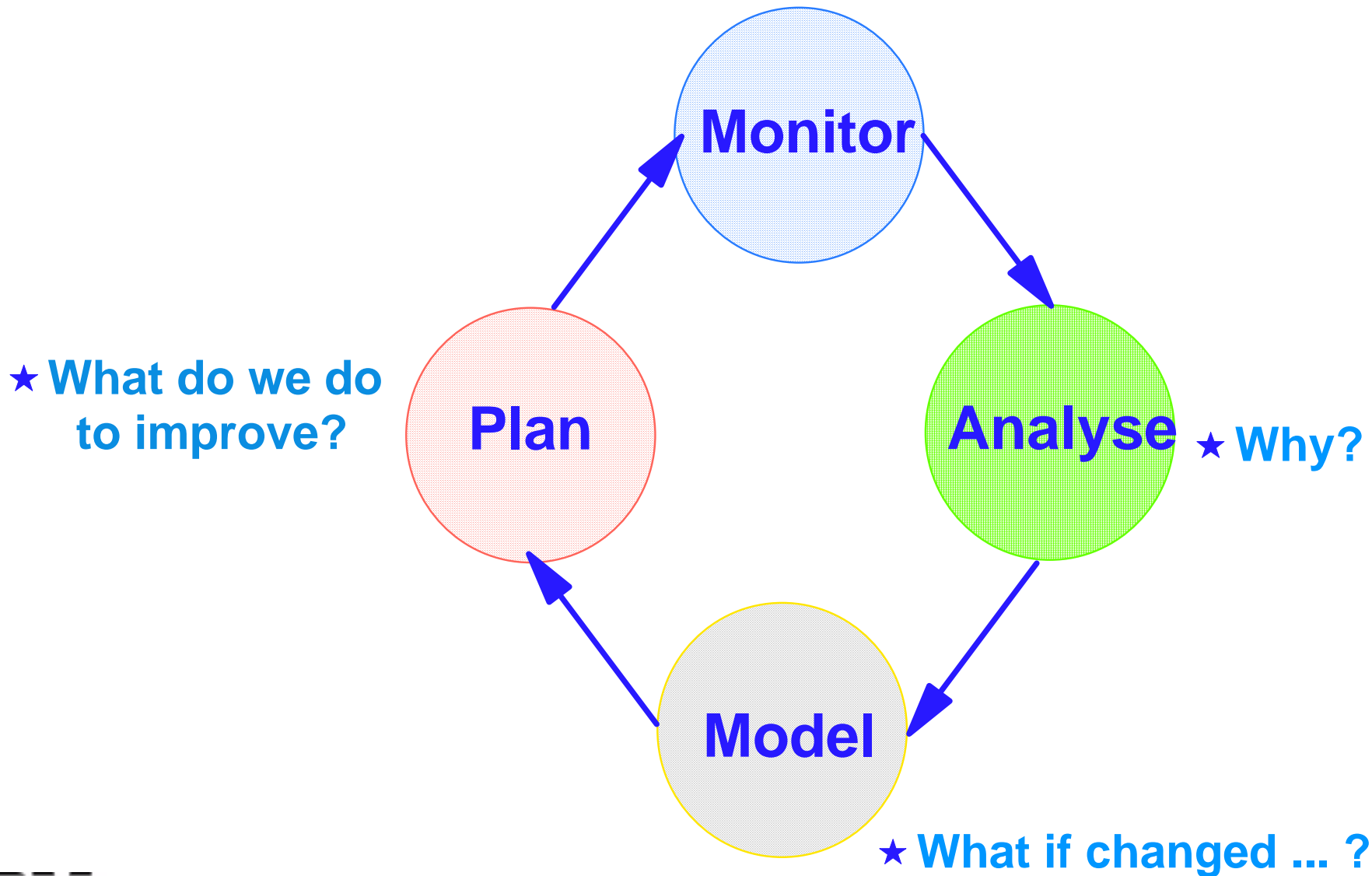


		1994	1995	1996	1997
East	Food				
	Drink				
West	Food				
	Drink				

Role of OLAP



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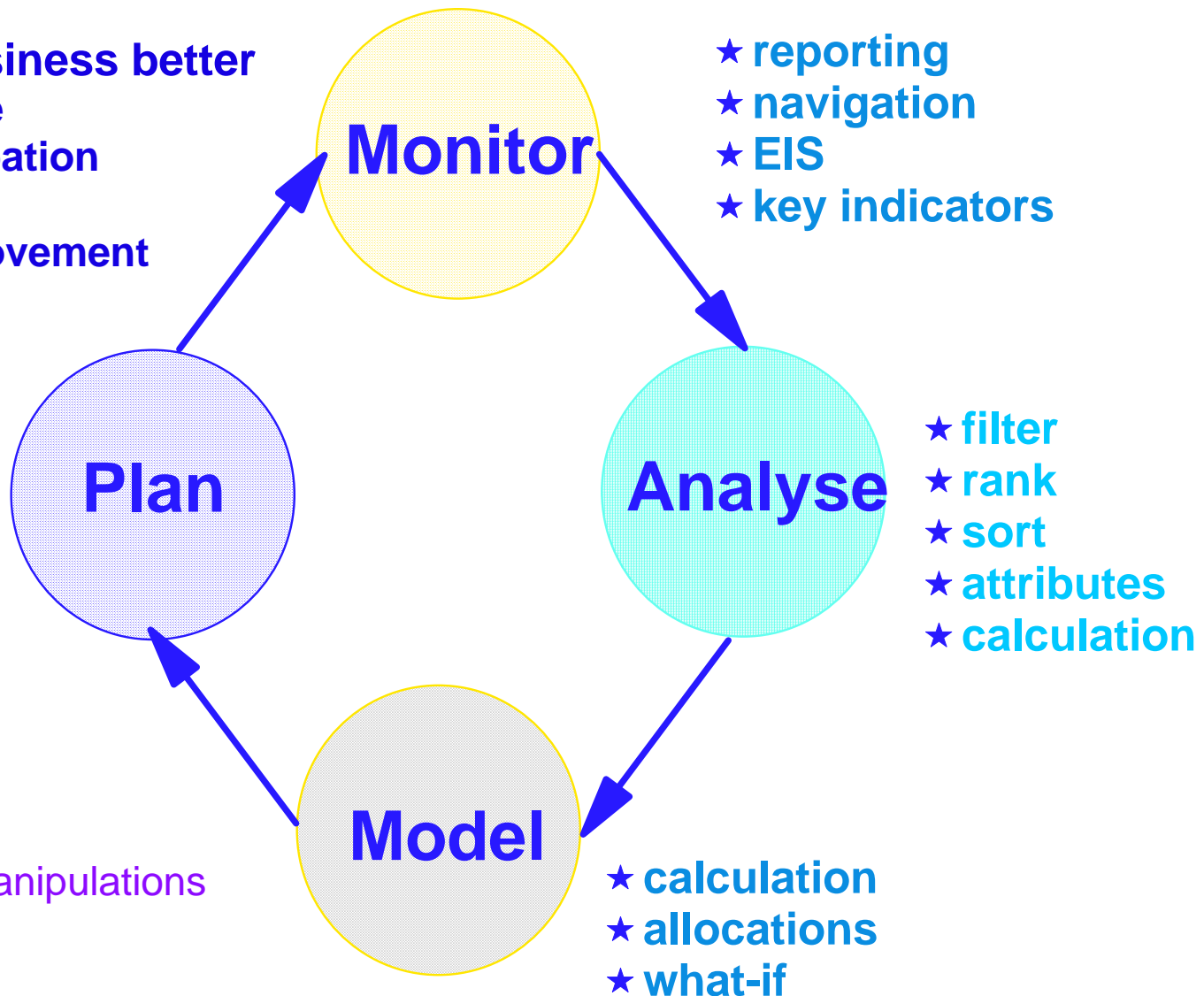


Role of OLAP



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- **Goal: manage business better**
 - reduce cycle time
 - more line participation
 - more detail
 - continuous improvement



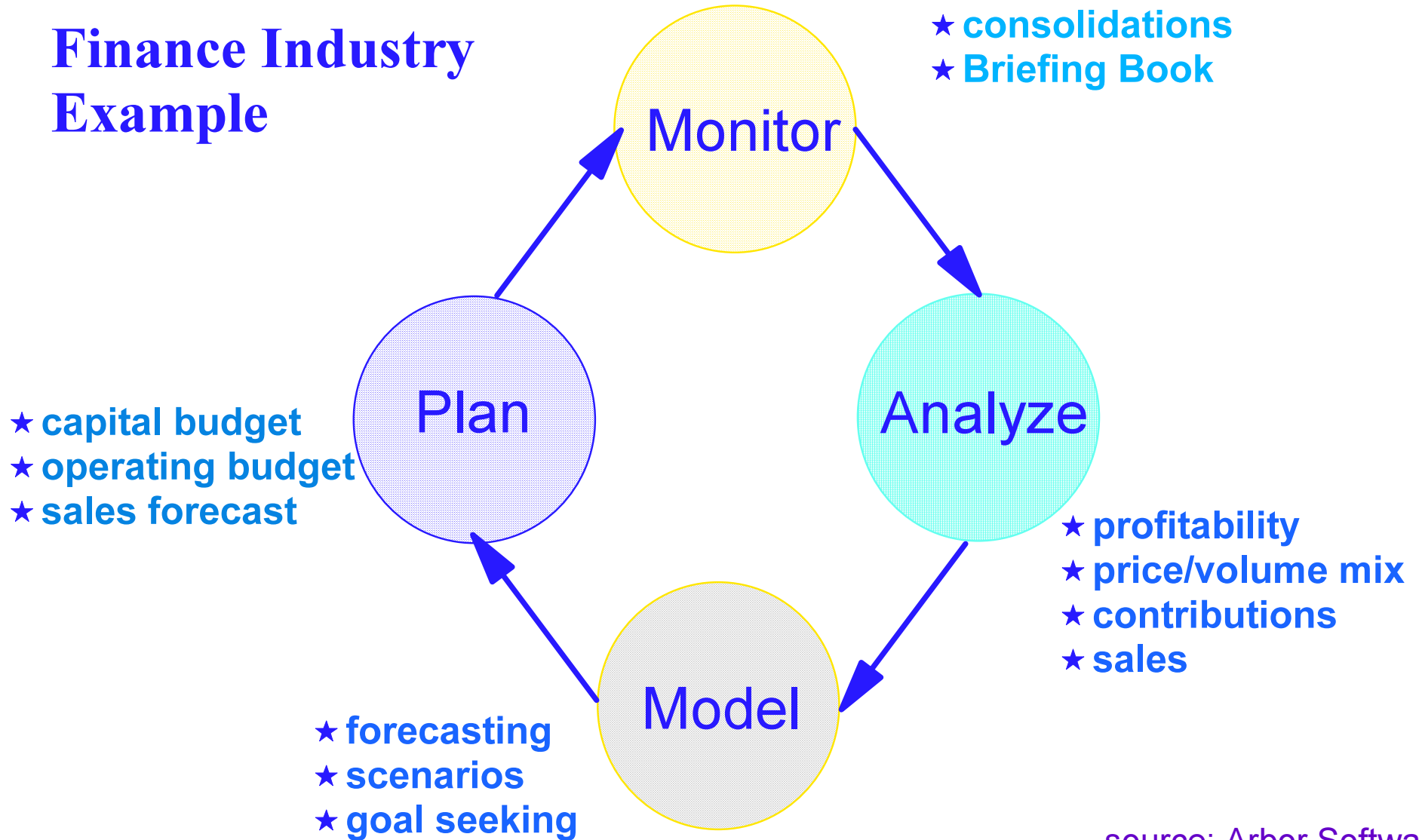
Examples of OLAP manipulations follow

Role of OLAP



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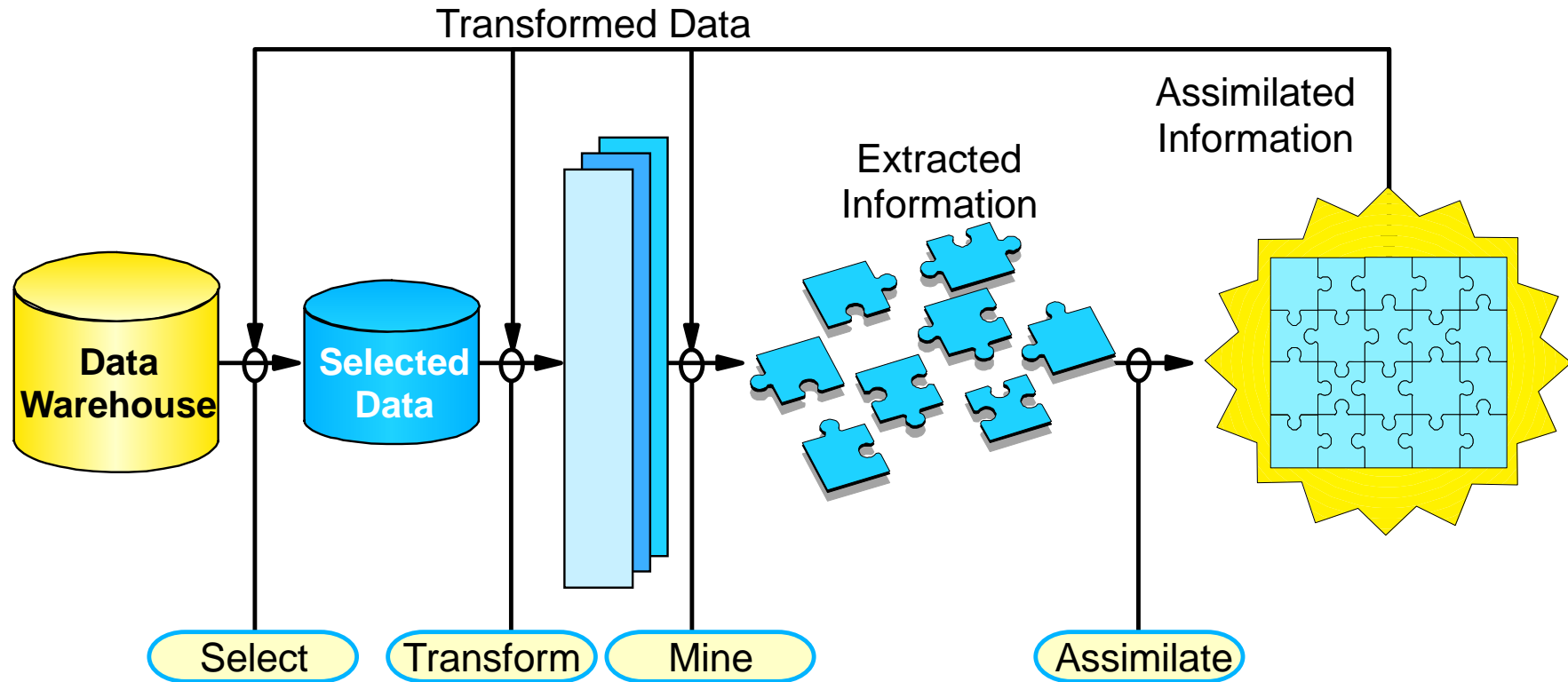
Finance Industry Example



The Data Mining Process



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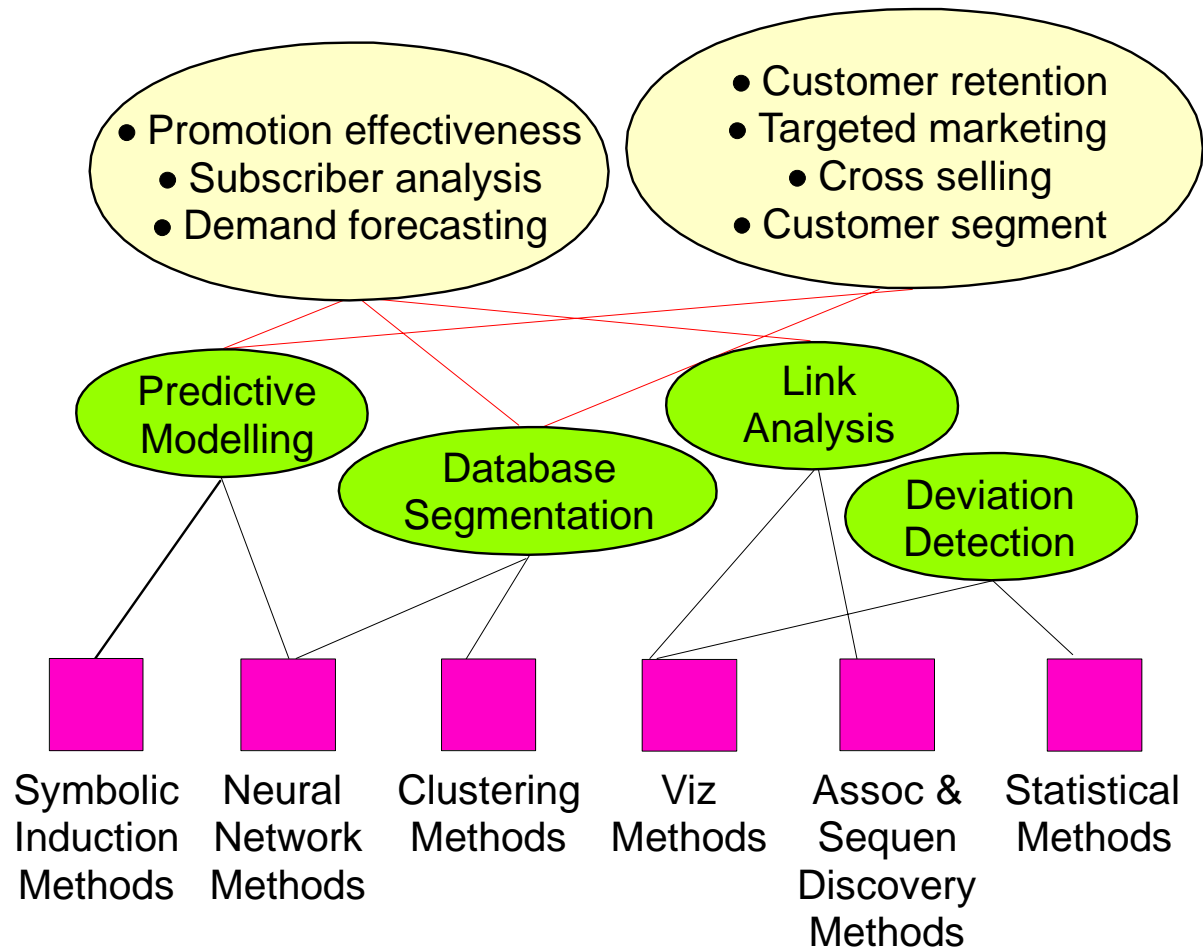
... the process of extracting **previously unknown**, **comprehensible**, and **actionable** information from large databases and using it to make crucial business decisions.

Mining Techniques



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Intelligent Miner

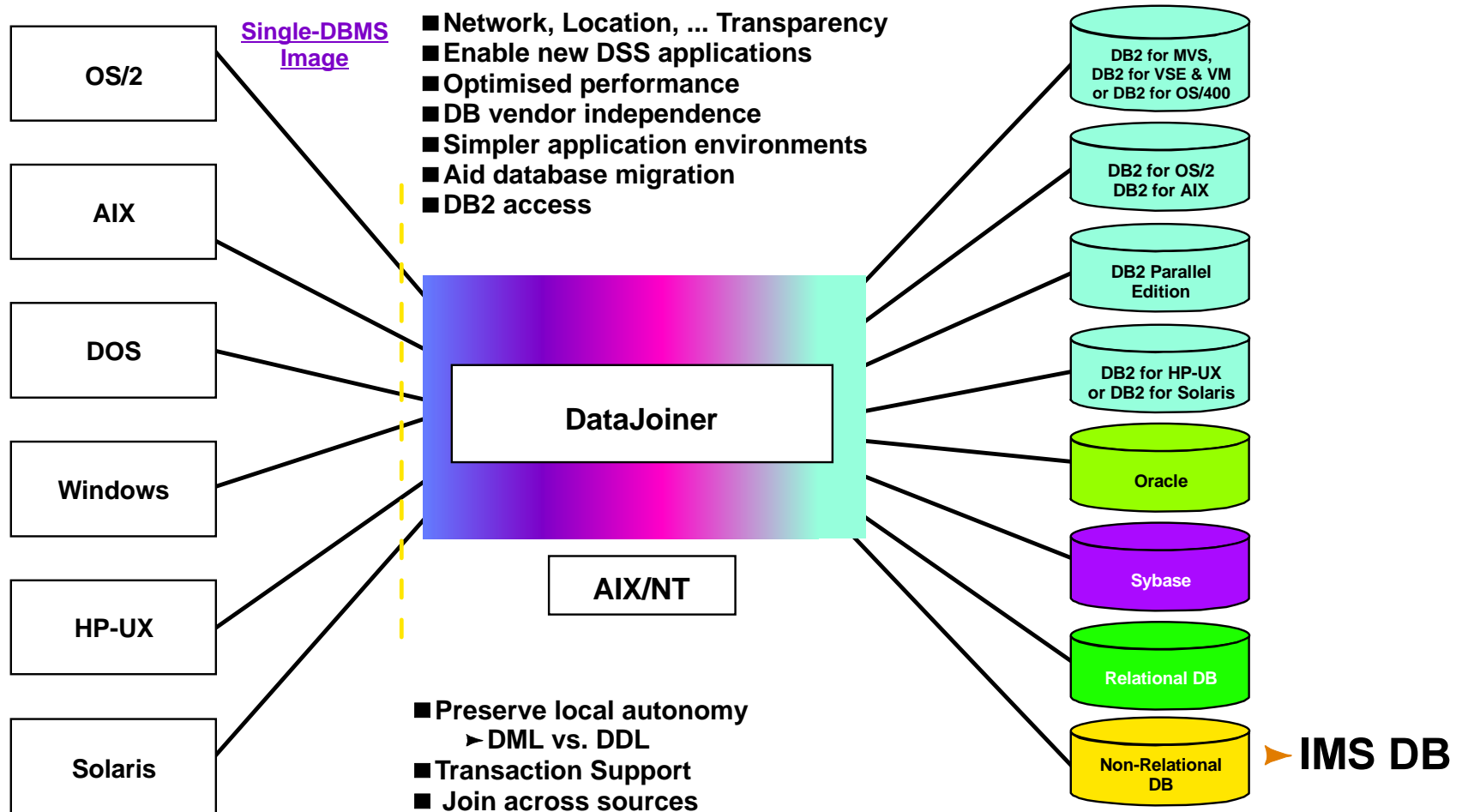


Direct SQL Access to Data

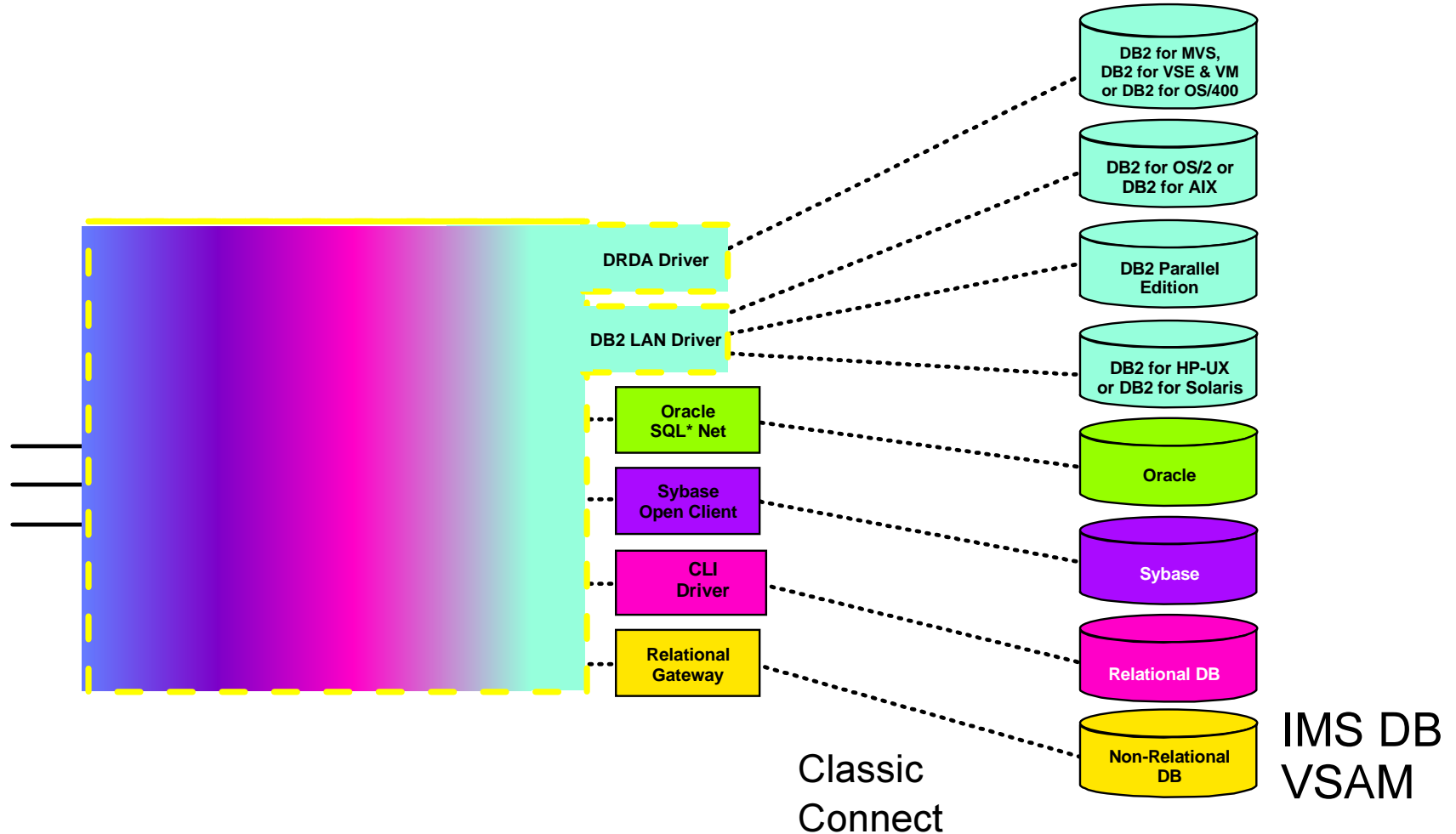


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DataJoiner



DataJoiner Server Support



Direct Data Access Characteristics



Operational Data



- Current data values
Single value only
- Single copy of data
Simpler management



- Current data values
Erratic repeatability of query
- Encoded data
e.g. M/F, 53 (colour), W29 (location)
- Impact on Operational system
Unpredictable workload
- Network volumes
Multiple segments, not summarised result

Data Characteristics



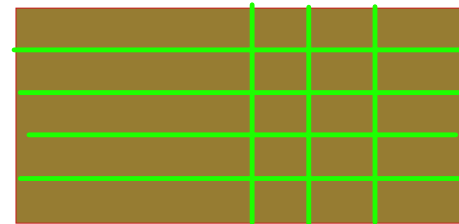
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Operational Data



Application Oriented
Limited Integration
Constantly Updated
Current Values Only
Supports Daily Opns

Informational Data



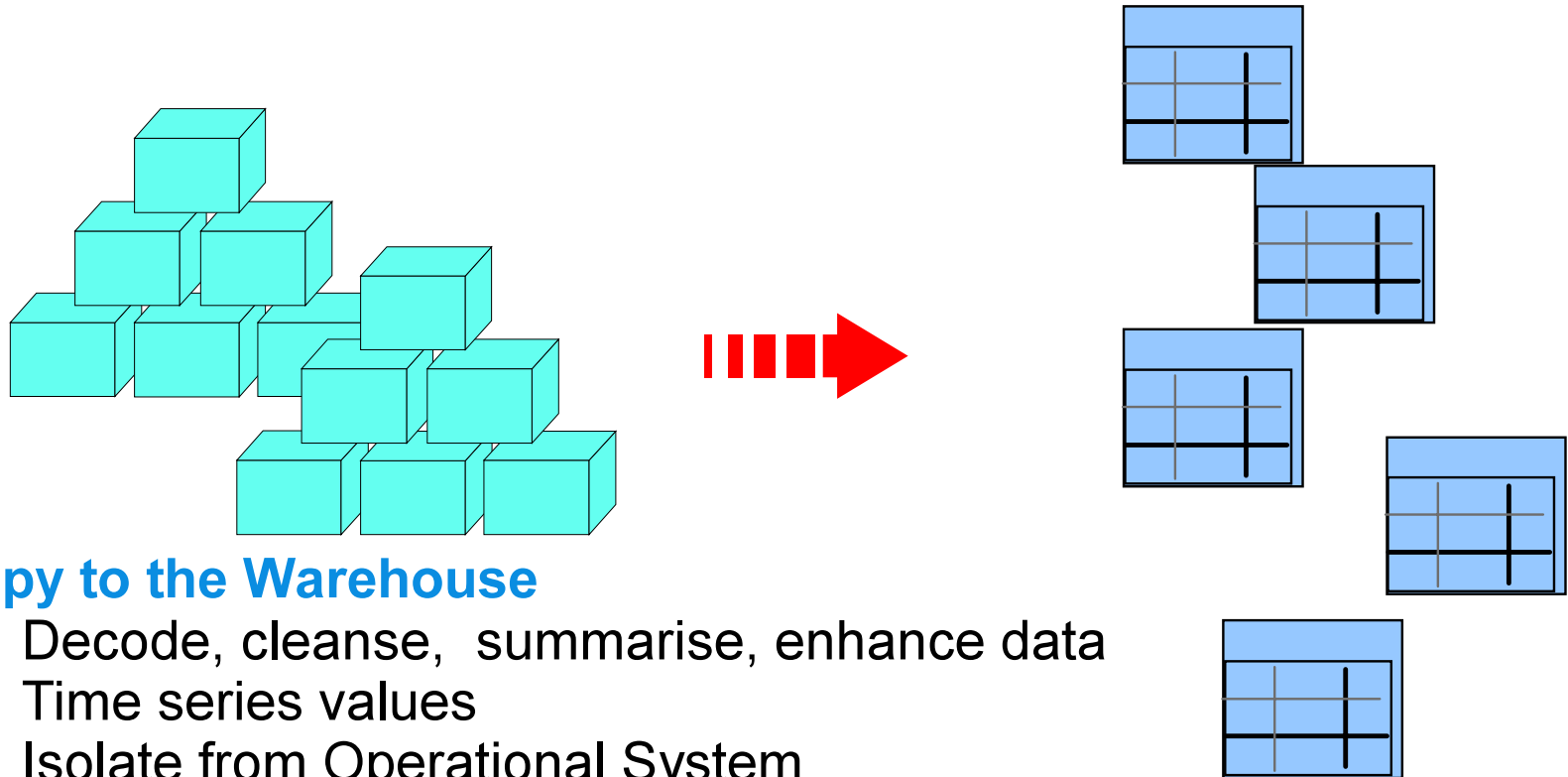
Subject Oriented
Integrated
Non-volatile
Values Over Time
Supports Decision Making

Operational and Informational Data are Fundamentally Different

Building the Warehouse



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Copy to the Warehouse

Decode, cleanse, summarise, enhance data
Time series values
Isolate from Operational System
Cyclic Update - reproducible results

How?

DataRefresher or ETI*Extract - mass extract
IMS DataPropagator - for changes

What, and Where, is the Data?

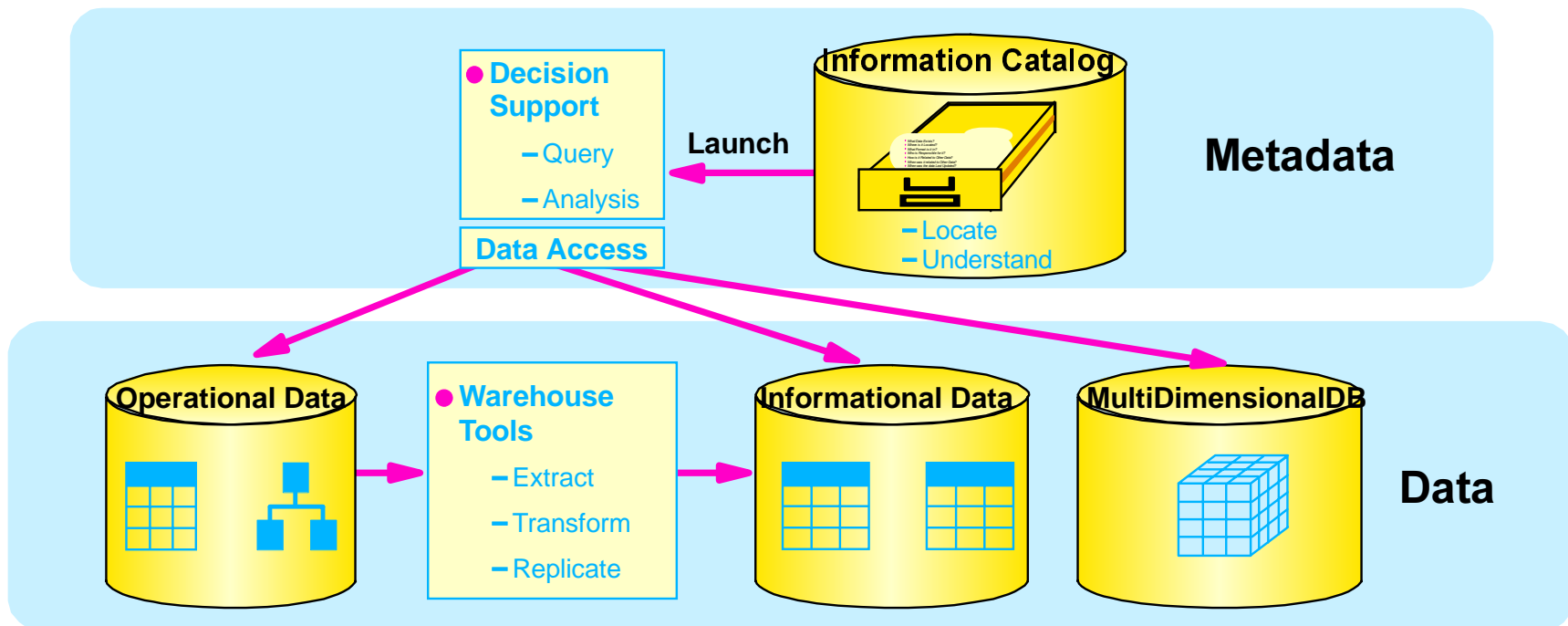


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Visual Warehouse Information Catalog



- Metadata store for business end users
- Contains technical and business metadata



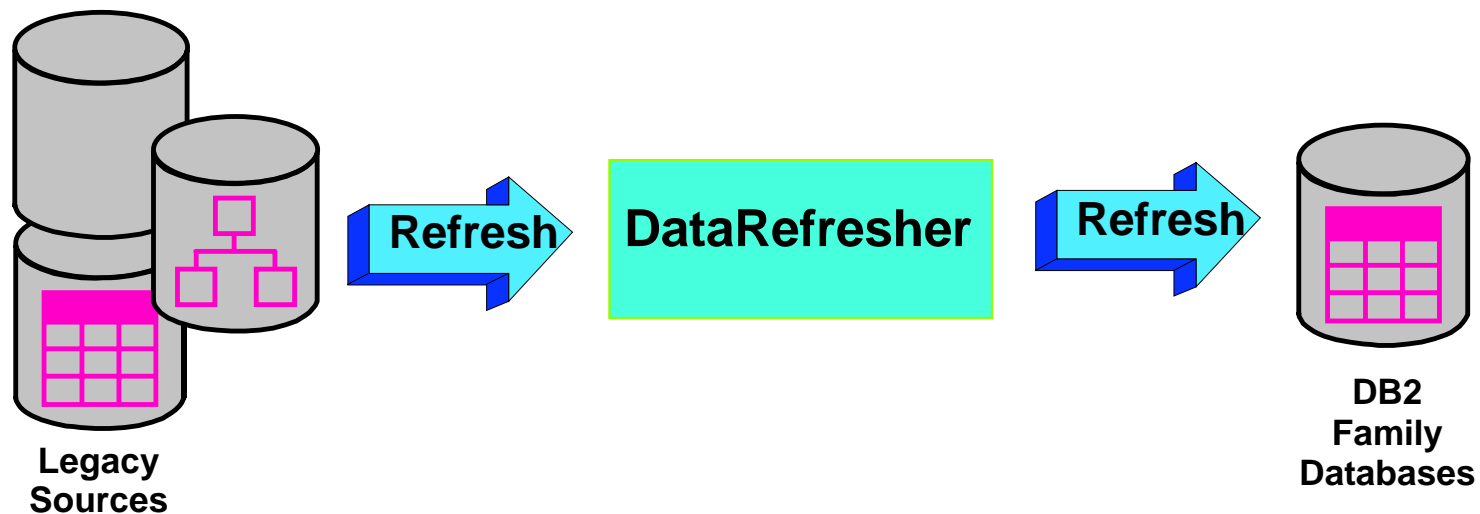
Mass Extract - DataRefresher



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- **Build informational databases on the DB2 family**

- From any data source on MVS and from DB2/VM
- Heterogeneous join across sources
- Eliminate extract application development and maintenance
- Data enhancement
- Client/Server implementations



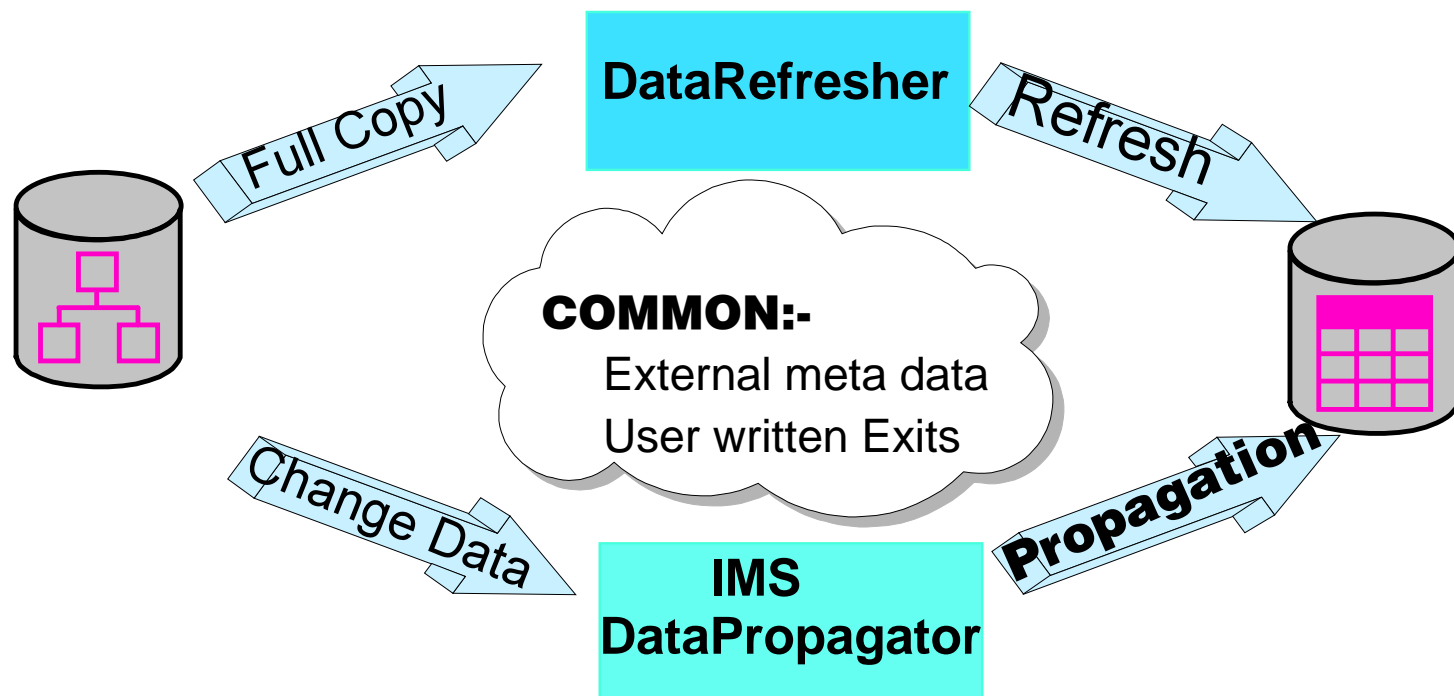
Capturing Changes - DR and IMS DProp



The world depends on it

- **Build informational databases on the DB2 family**

- From any data source on MVS
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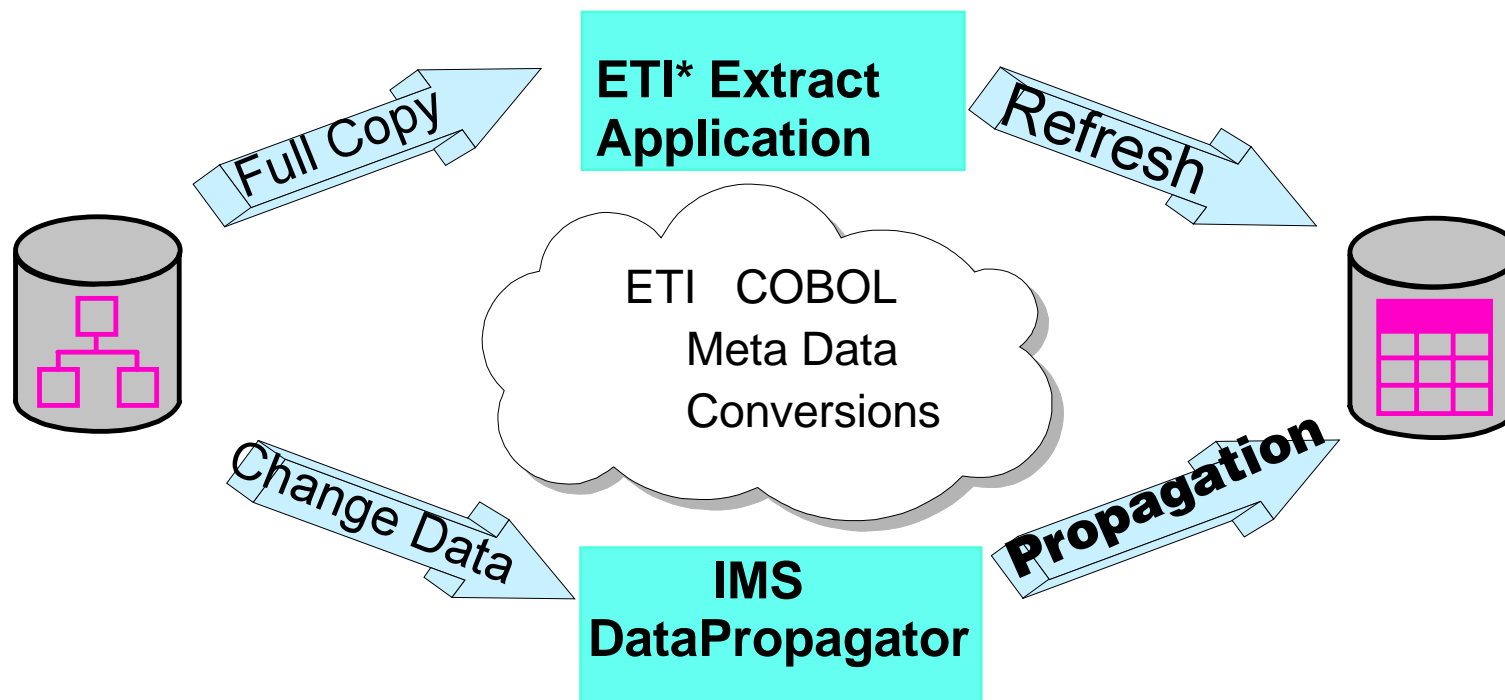


Capturing Changes - ETI EXTRACT and IMS DProp



- **Build informational databases on the DB2 family**

- Prepare Meta Data
- Generate extract application
- Enable Data Enhancement
- Also Invoked via DPNR Propagation Exit

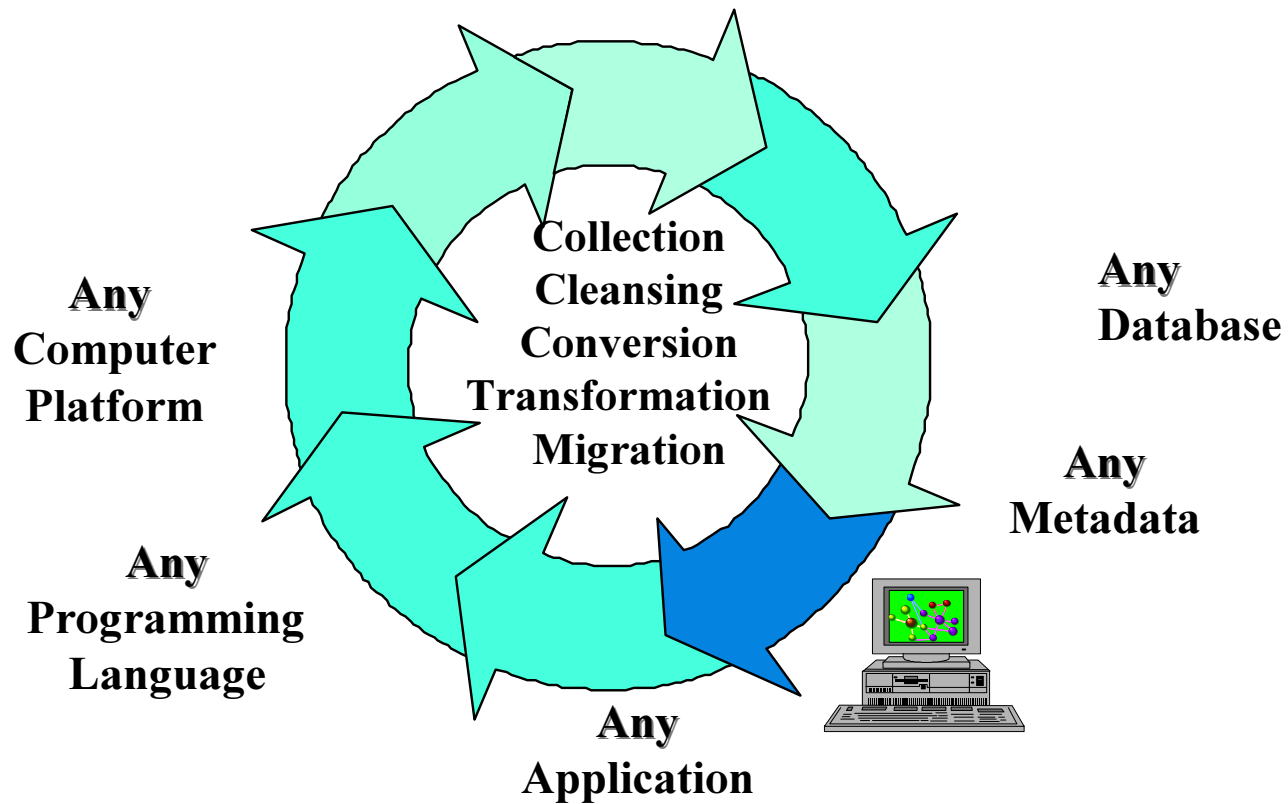


ETI-EXTRACT Tool Suite



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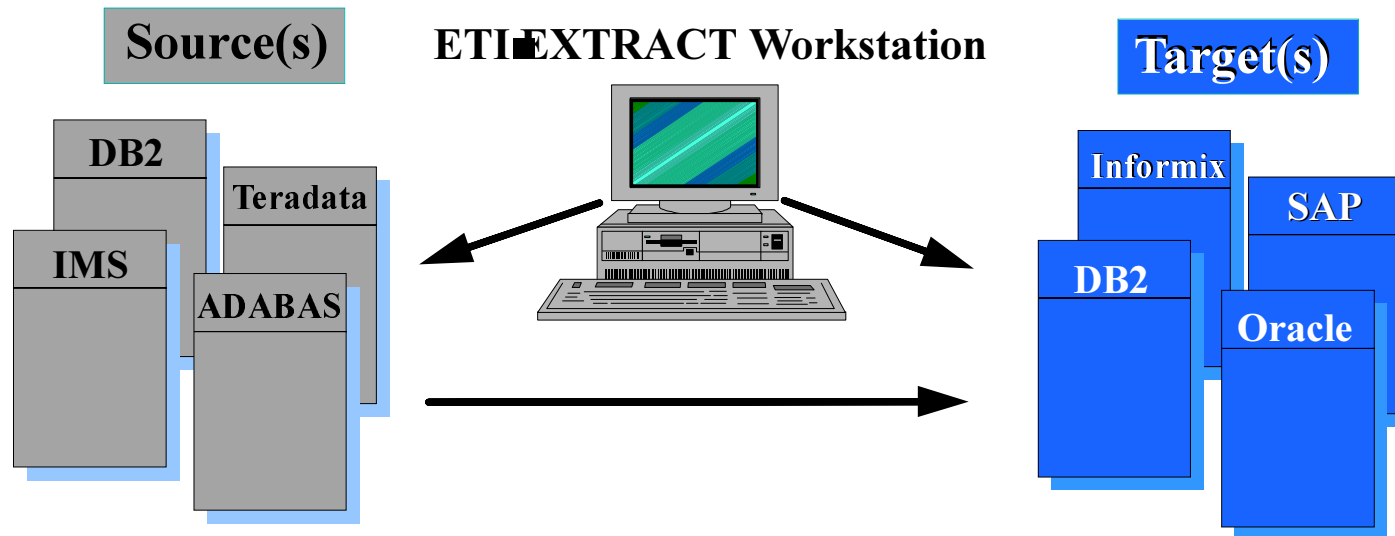
Automating Data Movement:



ETI-EXTRACT Unique Process



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- ❖ Programs generate on ETI-EXTRACT workstation
- ❖ Executive transfers programs to source and target platforms
- ❖ Programs run on source and target systems
- ❖ Data moves directly between source and target systems

IMS DataPropagator



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- **Decision Support**

- User access to stable data
- Propagate only the data of interest
- Exploit relational technology for query

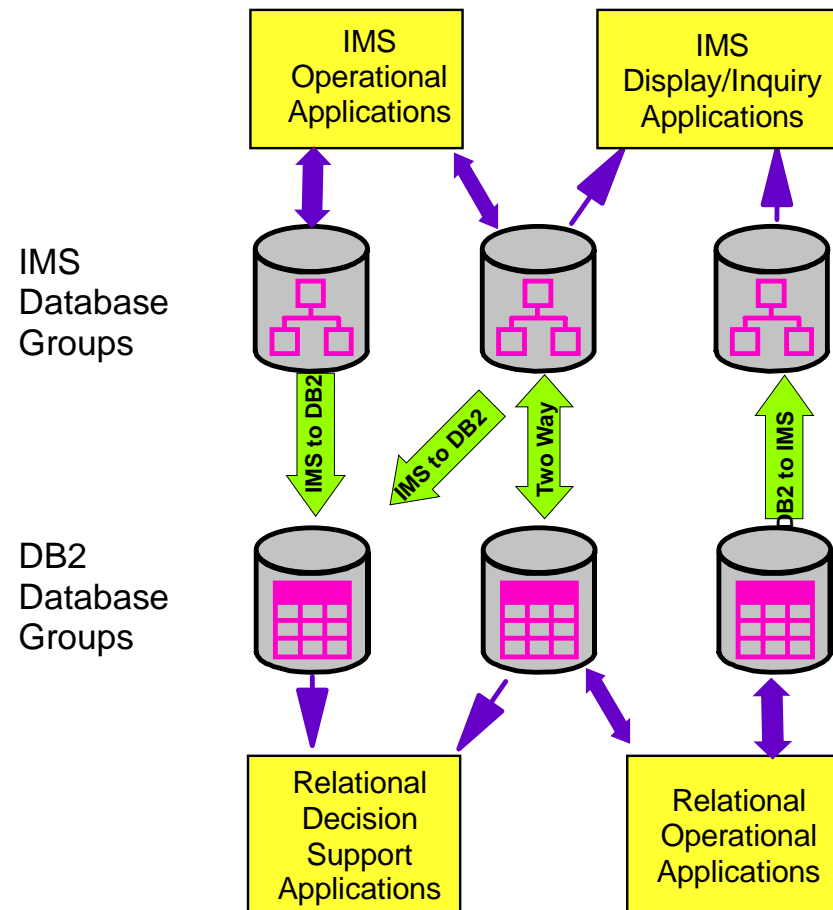
- **Application Migration**

- Gradual, orderly migration
- Minimal risk

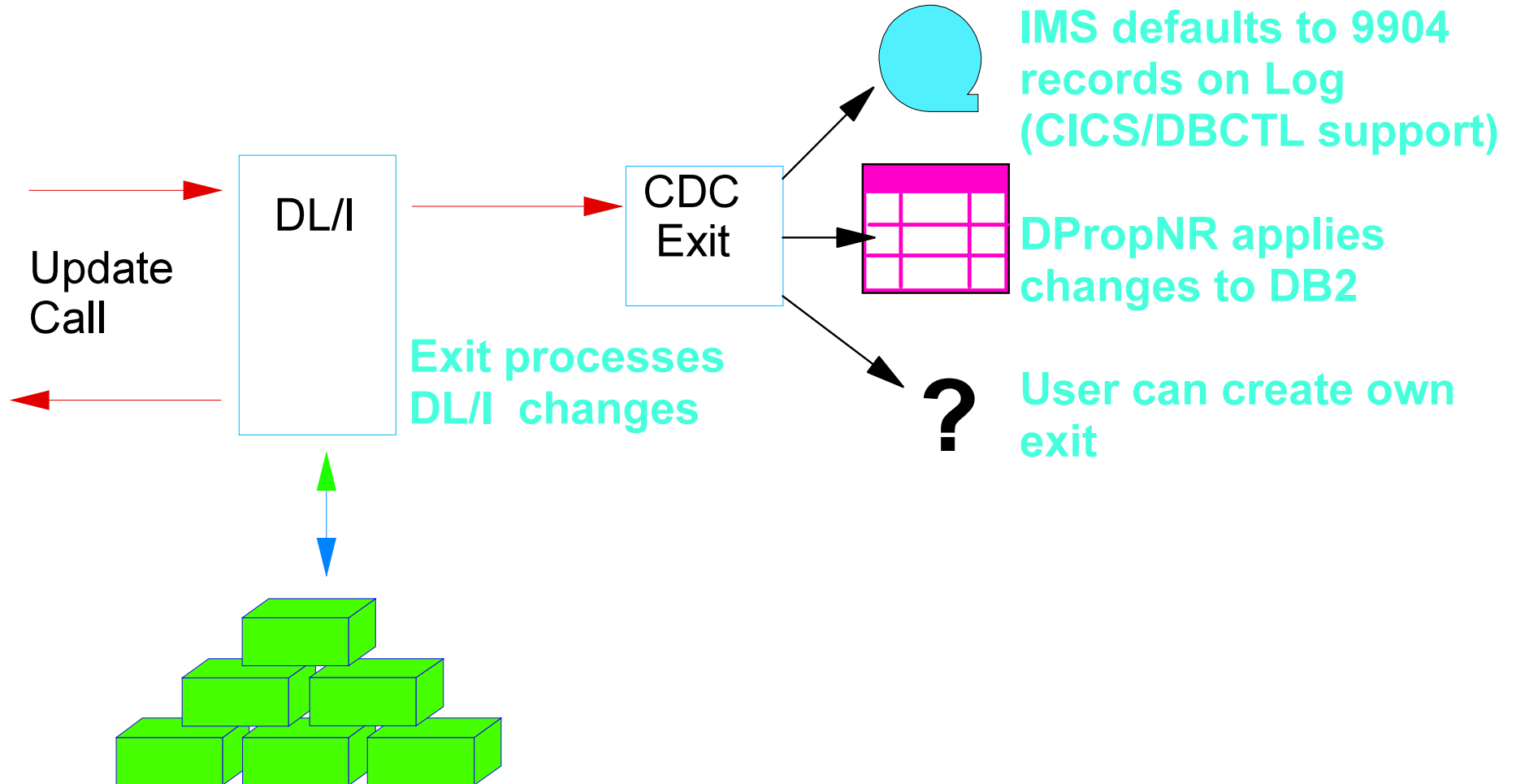
- **Application co-existence**

- Two masters
- Data in both systems synchronised

- **No Change to Existing Applications**



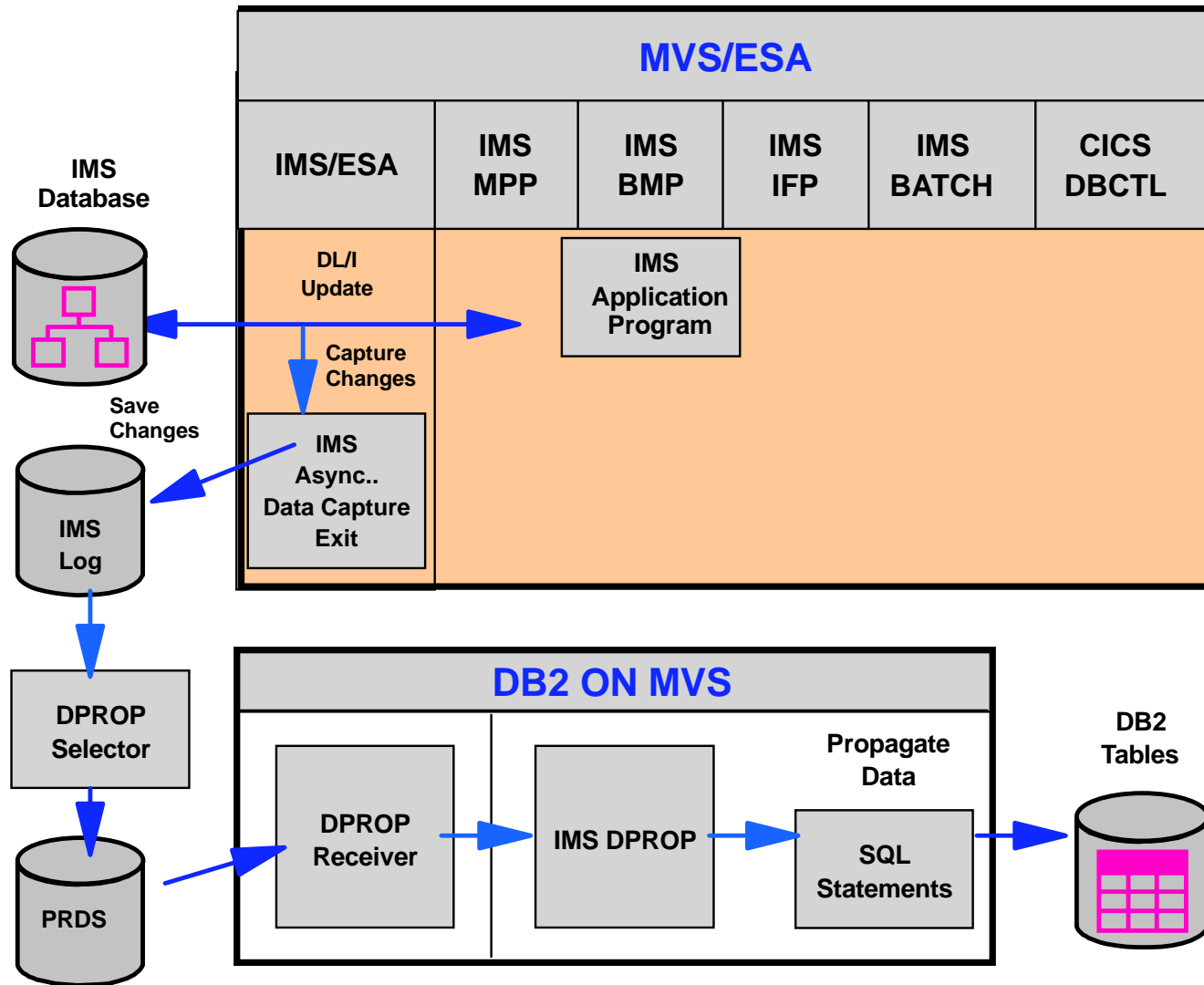
IMS Change Data Capture



Asynchronous Propagation IMS to DB2



- Updates applied at customer determined intervals

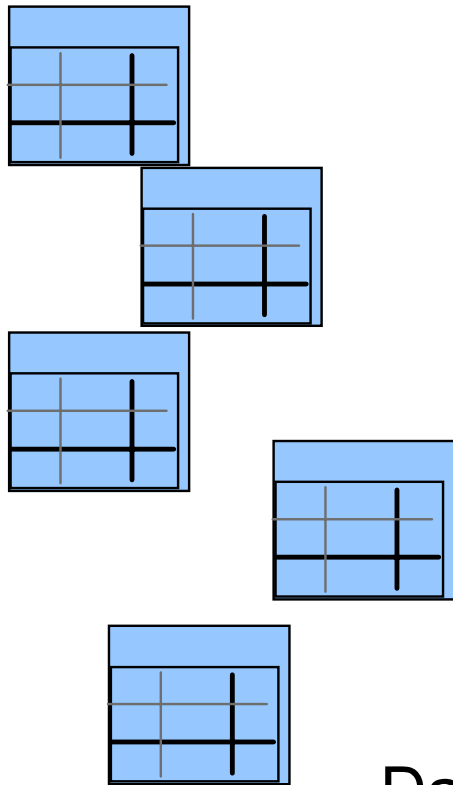


Supplying Users

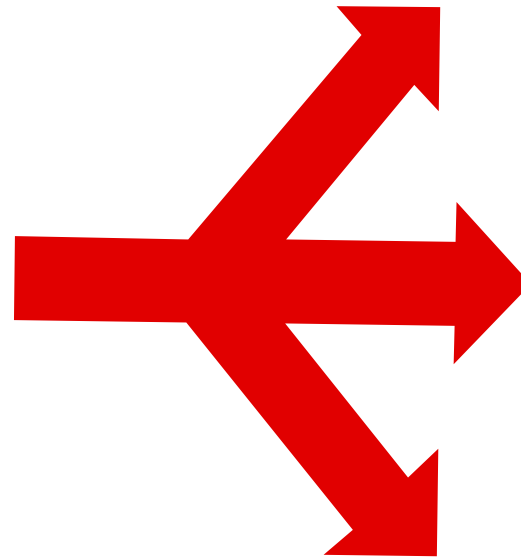
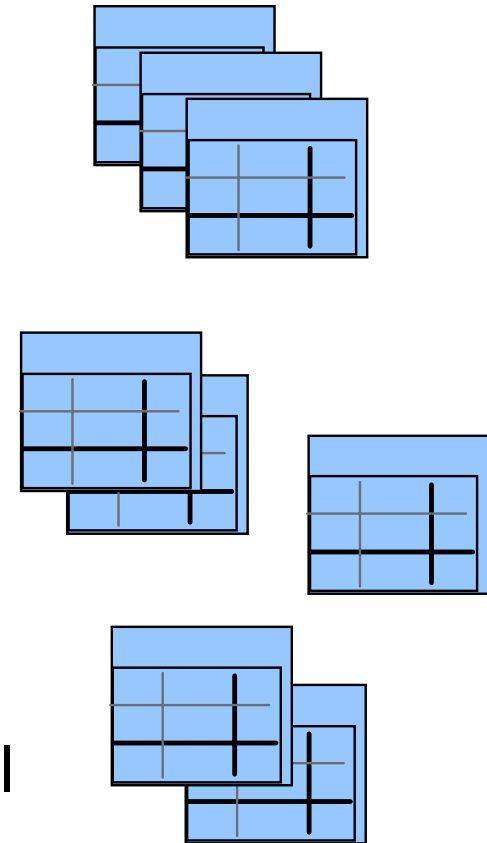


Single Coherent Source, Multiple Distinct Users

Warehouse



Datamarts

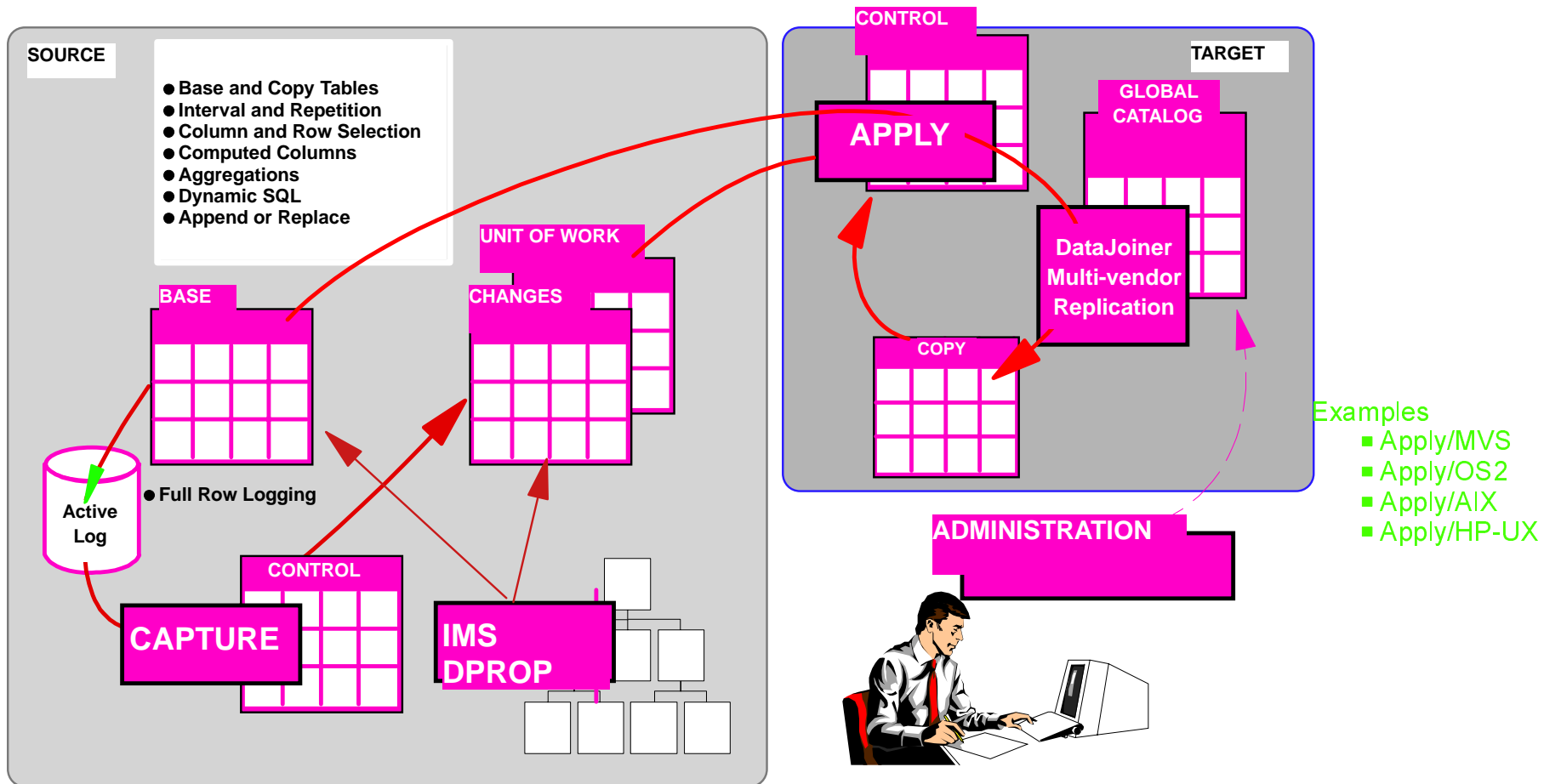


DataPropagator Relational
DataHub for control

Capture, Staging and Apply



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Data Propagator Relational

DataPropagator Relational : Features



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● Automated Data Copy

- Automated operation
- User specified or event driven synchronisation

● Refresh and Update

- System resource management
- Historical data

● Enhancement

- Full SQL support
 - ▶ Subset
 - ▶ Aggregate
 - ▶ Derive
- Leverage existing SQL skills

● Data Staging

- Copy consistency
- Reduced table contention
- System autonomy

● Administration

- DataHub control point
- GUI
- Initialisation tasks automated

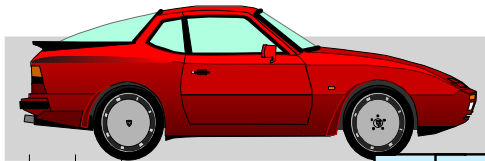
● Open Architecture

- DRDA
- SQL
- Architected interface

Application Staging Tables



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Corvette	1	1	A
BMW	1	1	B
Alfa Romeo	1	1	C

3rd Nov Sells the Corvette
 23rd Nov Buys a second BMW
 1st Dec Buys a Ferrari
 25th Dec Buys another Ferrari
 26th Dec Buys a Jaguar

- Delete row
- Update # of cars
- Insert new rows
- Update # of cars
- Insert new row

BASE		CONDENSED				NON-CONDENSED			
CAR	#	DATE	Action	CAR	#	DATE	Action	CAR	#
A	1	1/1	I	A	1	1/1	I	A	1
B	2	23/11	U	B	2	1/1	I	B	1
F	3	3/11	D	C	1	1/1	I	C	1
J	4	25/12	U	F	2	3/11	D	C	1
		26/12	I	J	1	23/11	U	B	2
						1/12	I	F	1
						25/12	U	F	2
						26/12	I	J	1

Current view

Good for further propagation
 • Remove Hotspots
 Useful for current view
 (Must disregard deleted rows)

Good for further propagation
 Audit trail
 Historical analysis
 Time series

Legacy Data - the Problems....



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Five Legacy Contaminants Encountered in Migrations

1. **Lack of legacy standards**
2. **Data surprises in individual fields**
3. **Legacy information buried in free-form fields**
4. **Legacy myopia**
 - Multiple account numbers block consolidated view
5. **The anomalies nightmare**
 - Complex matching and consolidation

Examples follow.....

1. Lack of Legacy Standards



- **Unlimited:**

- formats
- structures
- attributes
- code sets

- **all within fields with the same meta labels!**

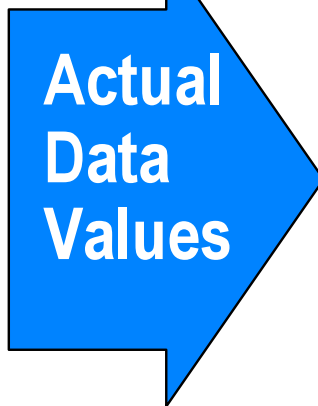
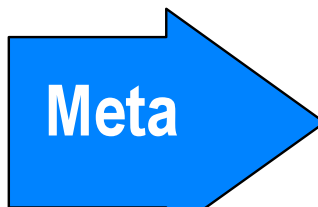
	Name Field	Location
File 1	MARK DI LORENZO ←	MA93
	DENIS E. MARIO	CT15
	TOM & MARY ROBERTS	IL21
File 2	DILORENZO, MARK ←	6793
	MARIO, DENISE	0215
	ROBERTS, TOM & MARY	8731
File 3	MARC DILORENZO ESQ ←	BOSTON
	MRS DENNIS MARIO	HARTFORD
	MR & MRS THOMAS ROBERTS	CHICAGO

2. Data Surprises in Individual Fields



Metadata--"What you wish you had in your data values"

--Ken Orr

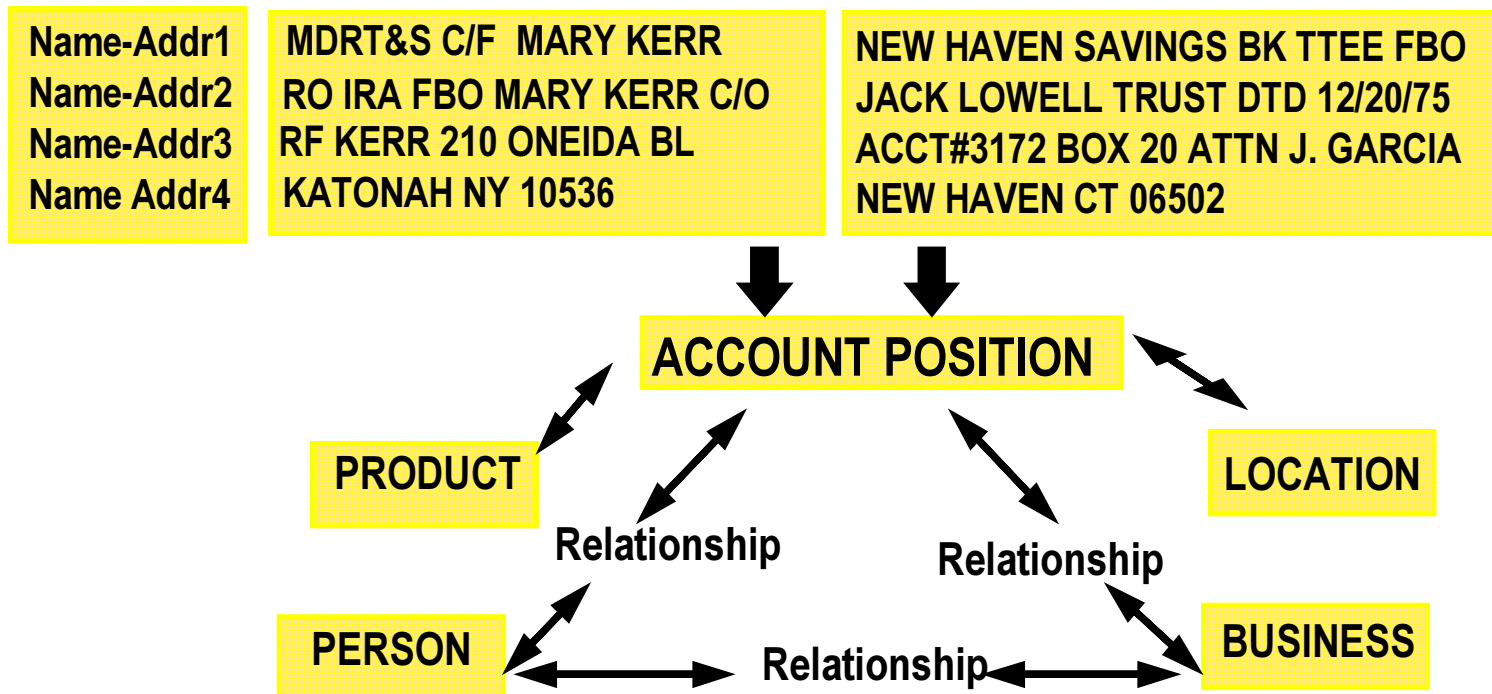


NAME	SOC. SEC. #	TELEPHONE
Denise Mario DBA	228-02-1975	6173380300
Marc Di Lorenzo ETAL	999999999	3380321
Tom & Mary Roberts	025-37-1888	
First Natl Provident	34-2671434	415-392-2000
Digital 15 State St.	101010101	508-466-1200
Astorial Fedrl Savings	LN#12-756	212-235-1000
Kevin Cooke, Receiver	18-7534216	FAX 528-9825
John Doe Trustee for K	111111111	5436

3. Legacy Information Buried - in Free-Form Fields



How will you determine and extract entity relationships?



4. Legacy Myopia

- No Consolidated View



How will your business identify the customer when account numbers block your view?

Legacy data refers to 3 accounts under different numbers.

IBM A2R-132-867
IBM C8P-435-916
IBM Q9O-211-803



5. The Anomalies Nightmare



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How are you going to correctly identify and consolidate anomalies from millions of records?

CUSNUM	NAME	ADDRESS	SALES \$
90328574	IBM Corporation	187 N.Pk. St. Salem NH01456	8,494.00
90328575	IBM	187 N.Pk. St. Sarem NH 01456	3,432.00
90238495	Int. Bus Mach	187 N. Park StSalem NH 04156	2,243.00
90233479	IBM Corp	187 Park Ave Salem NH04156	5,900.00
90233489	IBM Consulting	15 Main St. Andover MA 02341	6,800.00
90234889	IBM ISSC	PO Box 9 Boston MA 02210	10,243.00
90345672	IBM Integration	Park Blvd. Boston MA 04106	15,999.00

No unique key

Anomalies

No standardising

Spelling

5. No Consolidated View



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How are you going to consolidate records across multiple files?

Customer File

CUSNUM	NAME	ADDRESS					
9035769	IBM Corporation	187 N.Park St. Salem NH 01456					

ORDER #	NAME	STREET	CITY	ST	ZIP	SALES \$
90211	IBM Corporation	187 N.Park St.	Salem	NH	01456	8,494.00
90237	IBM	187 N.Pk. St.	Sarem	NH	01456	3,432.00
9021	Inter. Bus. Mach.	187 N. Park St	Salem	NH	04156	2,243.00
9028	IBM Corp	187 Park Ave	Salem	NH	04156	5,900.00
9034	IBM Consulting	15 Main St.	Andover	MA	02341	6,800.00
	IBM ISSC	PO Box 9	Boston	MA	02210	10,243.00
	IBM Integration	Park Blvd.	Boston	MA	04106	15,999.00

Order File

Data Re-engineering with Integrity



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VALITY -

A proven technology and methodology for data cleansing

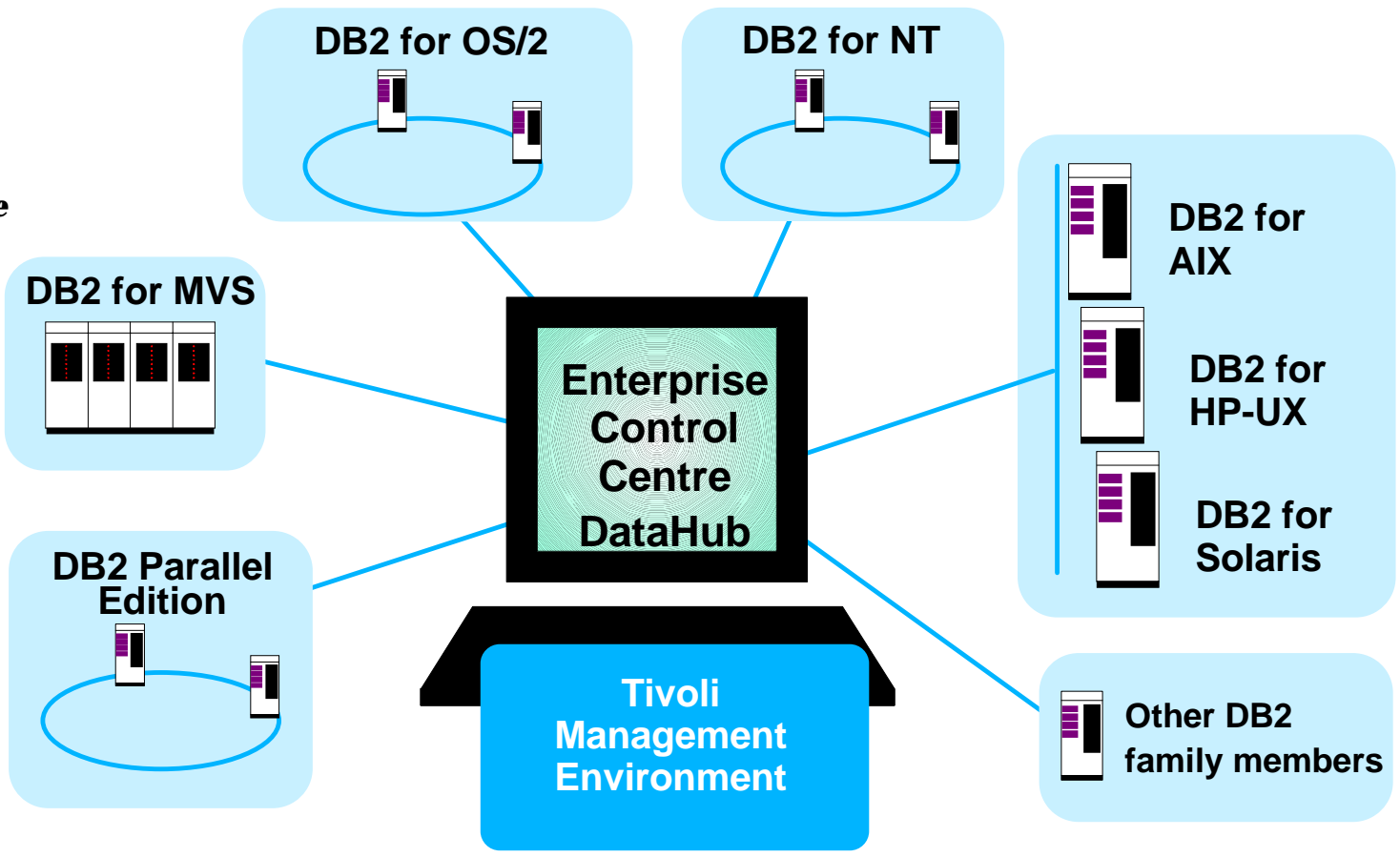
- Offers architecture and toolkit specifically designed to investigate, re-engineer and consolidate data
- Provides data investigative and matching functions that extend well beyond the capabilities of data scrubbing
- Enables fast and effective migration of high-quality information to new Data Warehouses, CISs & Client/Server applications
- Recovers buried but essential metadata
- Transforms large volumes of legacy data into consolidated business views

Manage the Warehouse and Datamarts



DataHub - Tivoli Environment

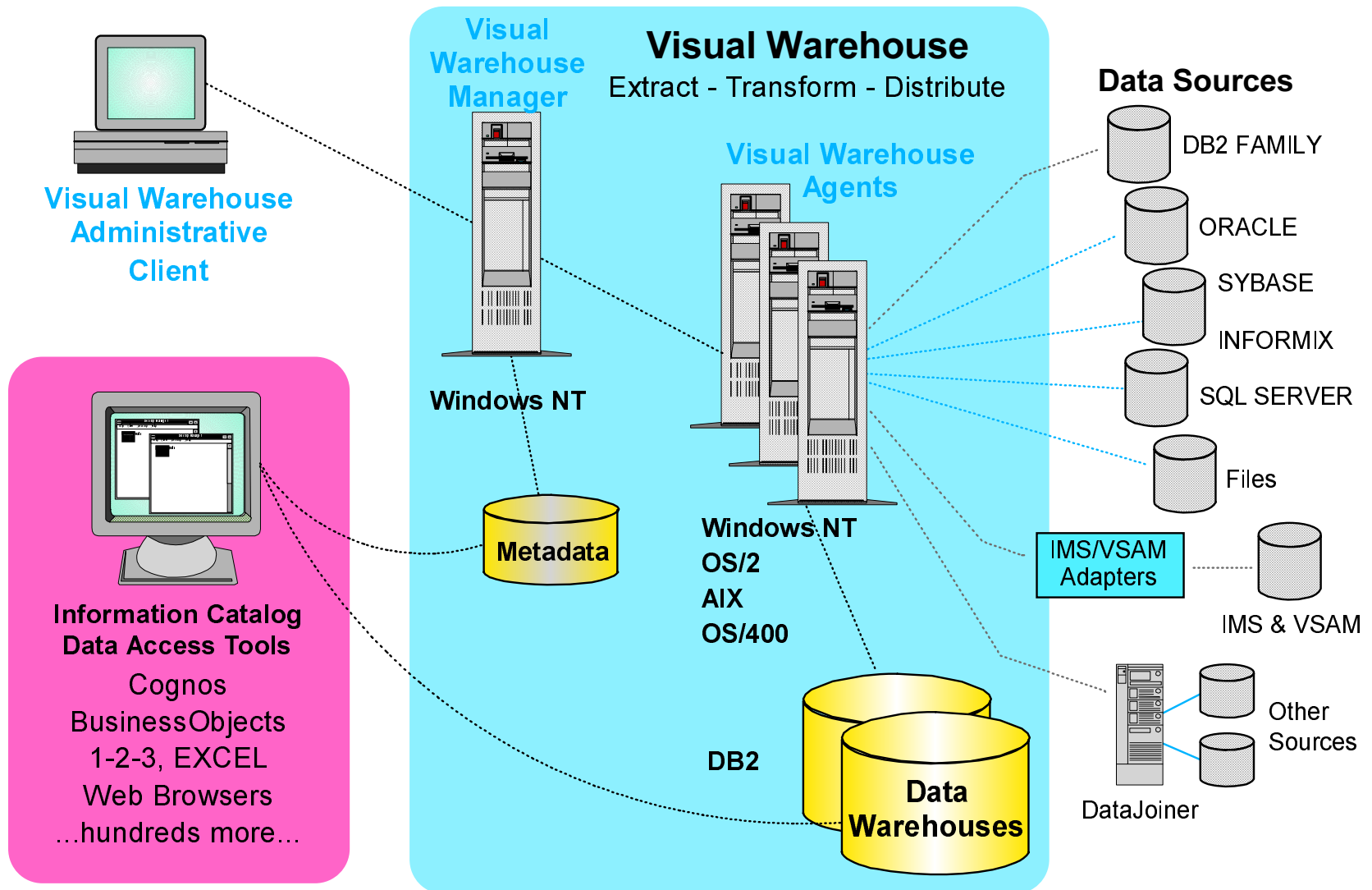
- Central point of control**
- Suite of tools for database administration**
- Automated operations**
- Launch platform for tools**



Visual Warehouse Overview



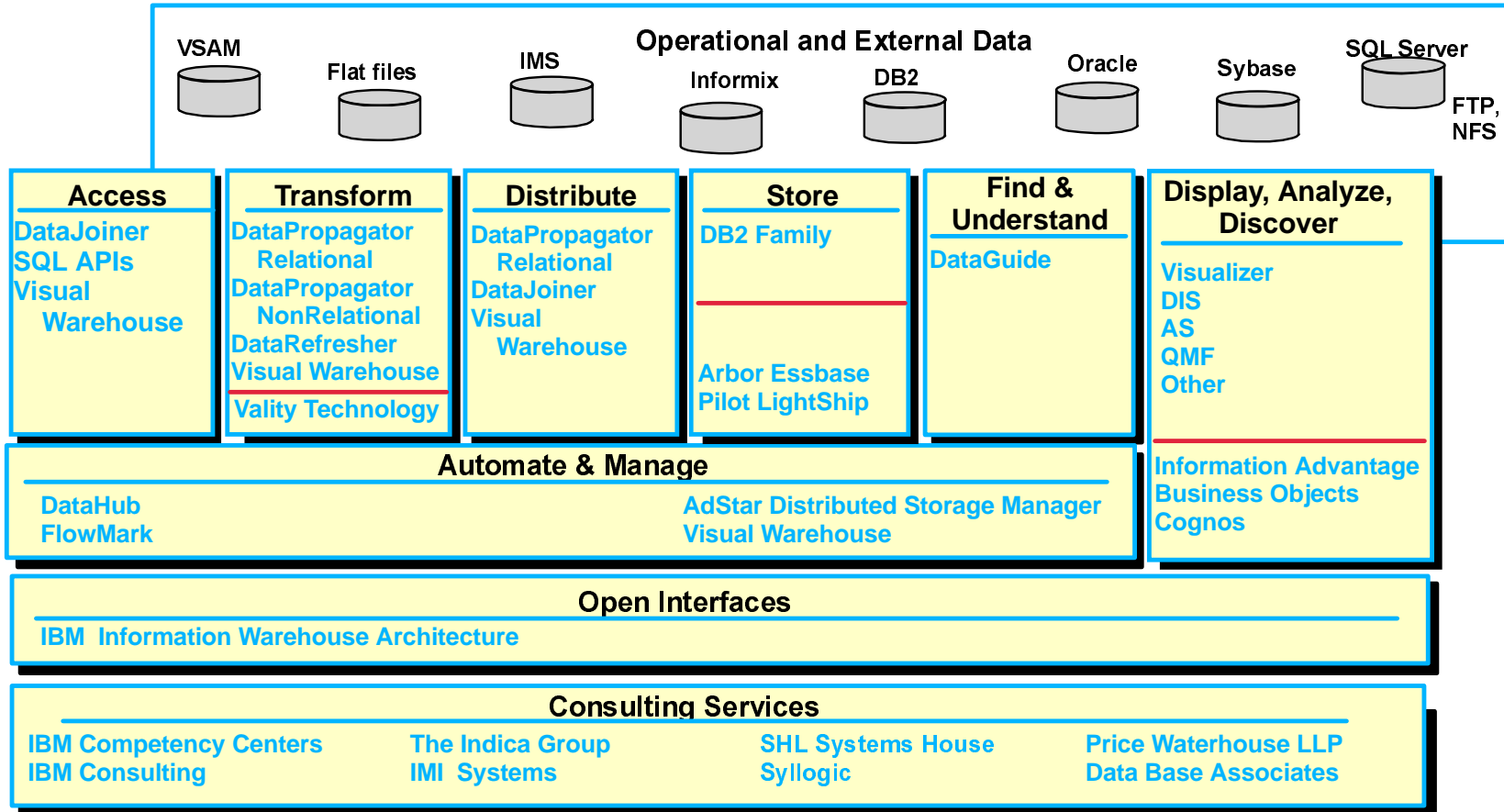
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Coverage of Visual Warehouse



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- Comprehensive Products and Services
- Flexible Implementation Alternatives
- An Open Solution Environment

Visual Warehouse Family



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Visual Warehouse OLAP

- Multidimensional designer
- Star schema generation
- Star schema population and pre-calculation
- Full OLAP Essbase V5 calculation engine
- Application partitioning



DB2 OLAP Server



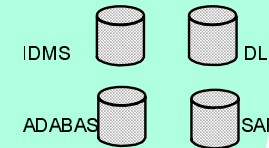
Arbor Essbase

ETI*Extract

- Broad legacy sources
- Transformation generation
- Parallel DB2 loading

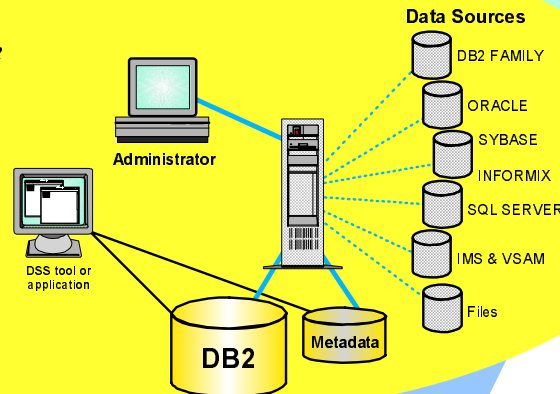
Vality Integrity

- Data cleansing
- Fuzzy matching
- Value/metadata discovery



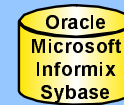
Visual Warehouse

- Extract
- Transform
- Move
- Load
- Automate
- Monitor
- Query/report
- Metadata



DataJoiner

- Heterogeneous stores
- Federated warehouses
- Optimised database access



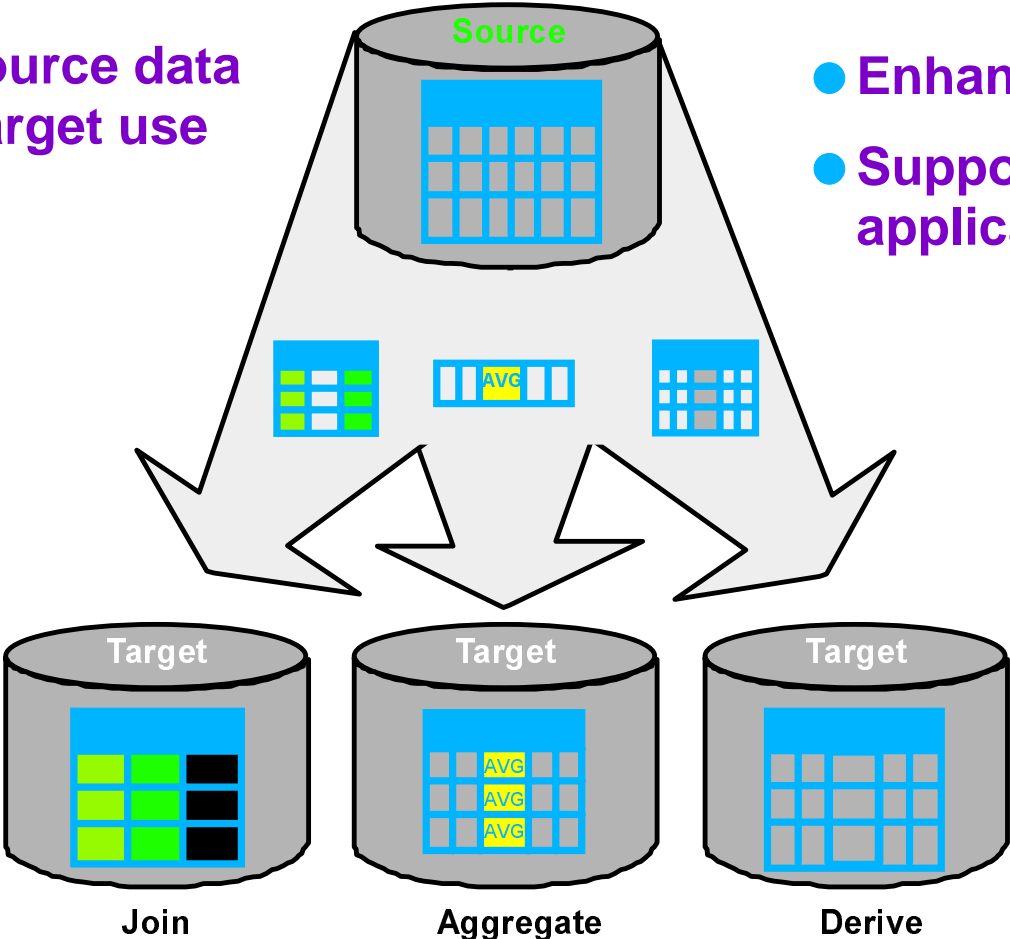
Data Enhancement with VW



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Customise source data
for specific target use

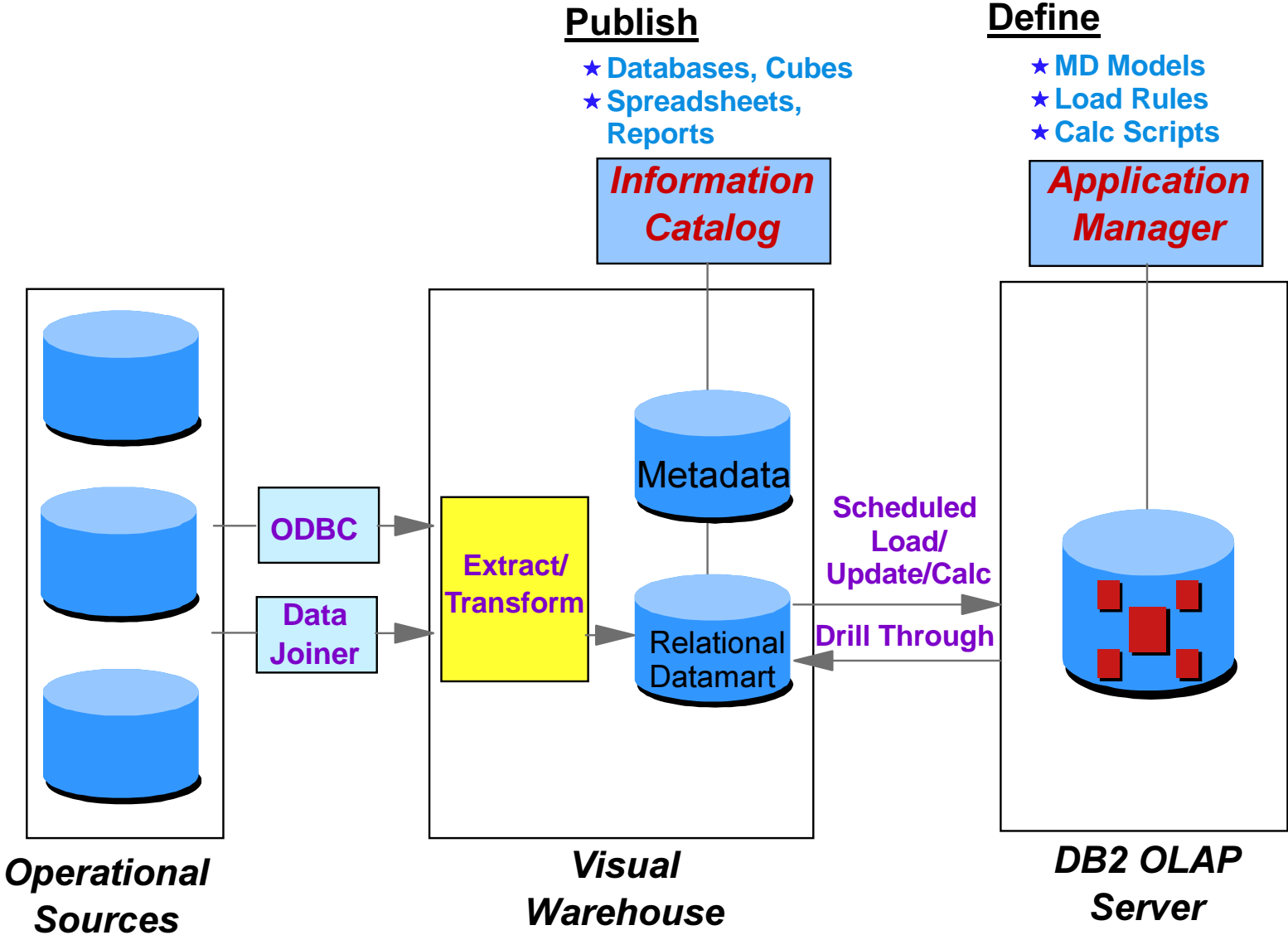
- Enhances data usability
- Supports unique application needs





The world depends on it

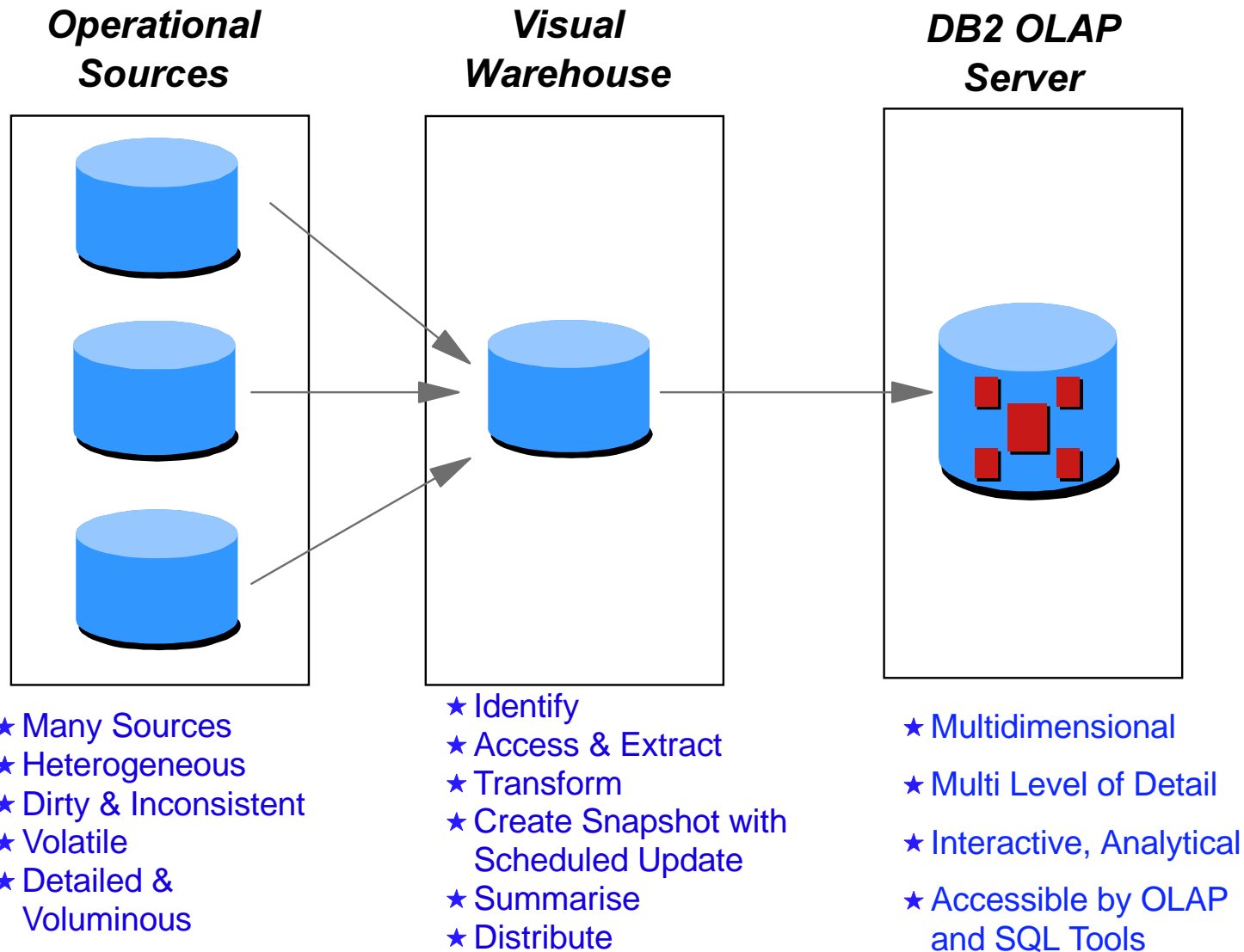
Visual Warehouse OLAP Processes



Visual Warehouse Characteristics



The world depends on it



Summary



Business Intelligence from DL/I Data

