

IBM Business Intelligence Suite, OLAP Level

IBM BI Suite, OLAP Level is an additional step to evolve in the analysis of your most precious asset : information, with **IBM DB2 V7**.

A - Customer target

Customer size

Nb of employees	1-50	50-100	100-250	250-500	500-1000	1 000 +++
	X	X	X	X	X	

Customer Industry

Retail	X
Wholesale	X
Banking/Finance	X
Insurance	X
Telecommunications/Media	X
Government	X
Manufacturing	X
Travel/Transportation	X
Healthcare	X

Typical sponsor

Sales Exec	x
Marketing Exec	X
CEO	
Finance Exec	X
Customer Service Exec	X
IT Manager	X
Network Manager	

Account Situation / Prerequisites

- Either NT or UNIX Server
- Extensive amount of data not being analysed
- Increase of volumen of data
- Scalability requirements for future needs
- Not fluent and easily data analysis
- Lack of consistency in reports
- Affected by globalization and competition

Customer Pains

- The business end users have to do more and they have to do it faster. So they want more information on which to make business decisions and they want that information to arrive to them in a much more timely manner.
- They want to increase the profits, and the shareholder value if they're publicly held corporations .
- Company cannot forget the fact that there are the old style things the OLTP, the transactions, the backroom processing, the payroll systems, all of the things that have been implemented and built since back . These things are necessary for people to run their business. But what we want to do now is On-Line Analytical Processing.
- In OLAP the goal is to drive the business, is to get information that can help that business be more successful and driven forward in a competitive manner. There's nothing wrong with the old OLTP systems. In fact, they're very, very necessary and most of the information that you're going to use to drive the business originates in the OLTP systems.
- But we have to look at using this information differently. And that's where we get into the area of business intelligence, and specifically the OLAP.

Customers want to manipulate their data in the same way they think of their business. Standard databases and reporting tools do not address this and analysts are missing key business intelligence. The IS guys say that "the users do not know what they want" in reports, but the users say "I will know what I need when I see it". OLAP directly provides the ability to manipulate the data until it the user is satisfied.

Customers always are using their own copy of data and analyzing it in their own way. This causes users and groups to arrive at meetings with different business numbers. Agreement is not reached and bad business decisions are made.

Most reporting tools are slow and cumbersome. As a consequence, departments cannot complete enough analysis to make good decisions

Customer needs a solution

- designed for managers and analysts who need rapid multi-user access
- to consolidated enterprise performance data that can be rapidly viewed from multiple dimensions, regardless of speed of thought response times to several functions throughout the corporation, including business analysts, financial planners, product managers, sales managers and production managers.

Business Drivers for Analytical Applications

- Know your customers better
 - ❖ attributes of your best customers or least profitable customers
 - ❖ most profitable / least profitable products
 - ❖ most profitable / least profitable channels
 - ❖ analyse your business by Cost or Profit by Product by Channel by Customer Segment, by Region by Time in any sensible combination. If not, how do you run your business
- Drive revenue growth
 - ❖ campaigns reaching the right market segments
 - ❖ web strategy effective in driving traffic and sales
- Web Business
 - ❖ web site meeting and anticipating your customers needs
 - ❖ correctly billing for advertising and links on your site
 - ❖ Web connection of suppliers and Customers for improved business relationship

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- End user empowerment
 - ❖ business users able to access and interact with information so they can understand and drive the business
 - ❖ Be able to do Reporting, Analysis, and Forecasting in a fully integrated way using the appropriate front end tools for each department

IT Drivers for Analytical Applications

- Timely delivery of applications
 - ❖ Build applications as quickly to respond the market place movements
 - ❖ Give business users the business information and reporting and analysis capability they require for current and new business requirements
 - ❖ leverage analytic application skills in one department to build analytic applications in another
 - ❖ Rapid rollout using Web delivery
 - ❖ Wide range of Business Applications available
- Investment protection
 - ❖ Be flexible and stay in line with your IT strategy changes.
 - ❖ Widest range of front end tools supported - spreadsheets, query tools, Web enablement
 - ❖ Scalable solution for Enterprise deployment
 - ❖ Consistent response times - Speed of thought response
- Multi-user write
 - ❖ "what if" analysis for forecasting, budgeting
 - ❖ closed loop analytical systems

Questions to create a vision

A.- If Senior Executives

1. How do you currently monitor the key or critical performance indicators of your business?
2. How do you presently receive monthly management reports?
3. How easily can you answer ad hoc questions with your current reporting systems?
4. Can you quickly spot trends and exceptions in your business?
5. Do you have to wait a long time (hours? days?) for answers to new questions?
6. Is everyone on your management team working from the same information?

B.- IF Financial Controllers

1. How are your monthly management reports and budgets delivered and produced?
2. How timely is that information?
3. Do you spend more time preparing, consolidating, and reporting on the data, or on analysing performance based on what the data has highlighted?
4. Do all the company's executives and managers have a single view of key information to avoid inconsistency?
5. How easy is it to prepare budgets and forecasts, and then to disseminate that critical information?
6. Can you easily track variances in costs and overhead by cost centre, product, and location?
7. Is the year-end consolidation and reporting cycle a major amount of duplicated effort in data preparation and validation, and then in consolidation reporting?

C.- IF Operations and Production Management

1. How is the validity of the MRP model checked and how accurate do you think it really is?
2. How do you handle activity based costing?

3. How do you do handle ad hoc analysis and reporting for raw materials, on-time and quality delivery, production line efficiency, machine and personnel efficiency, personnel costs and staffing budgets, shipments and returns, inventory control, supplier performance and invoicing?

D.- If Marketing , Sales, Product Managers, Customer Service Directors

1. How do you perform ad hoc analysis against your marketing and sales data?
2. How do you monitor and track the effectiveness of a marketing or sales promotion program?
3. How do you rebudget or reforecast sales figures and margins?
4. Do you have to wait a long time (days? weeks?) for sales management information to become available at month or quarter-end?
5. How do you track best/worst performance of product/customers, and how do you monitor/analyse product/customer profitability?
6. Do you know your customers' profiles: buying patterns, demographics, etc.?
7. Are you and your staff using spreadsheets a lot, and rekeying great amounts of data?

E.- If Information technology managers

1. How do your end users analyse or report information?
2. Do end users often ask IT to produce queries, reports, and other information from the database?
3. Do end users frequently rekey data into spreadsheets or word processing packages?
4. Does your production system suffer from a heavy volume of queries and reports running against the system?
5. Would you like to see your end users receiving more business benefits from the IT organisation?
6. The marketplace is moving at web speed. Can you build applications as quickly?

B - Typical Solution proposed

The following proposed offering is a standard configuration that can be completed with other components of the BI portfolio attending to the needs of a more customised solution.

Business Benefits of this Solution

Implementing a strategic business intelligence solution, the customer is able to focus the majority of their time on actually making the decision and doing something about it. Therefore improving the possibility of that customer making good decisions, good timely decisions, and therefore having a positive effect on the bottom line.

- ❖ DB2 OLAP Server let you design and manage applications quickly and easily.
- ❖ Graphical tools are provided that enable you to visually design and manage applications and automatically build and maintain all summaries and indices.
- ❖ These tools require no knowledge of query languages and only minimal programming experience.
- ❖ Prototype OLAP solutions can be deployed in days and the average deployment time of OLAP solutions is measured in weeks.

Traditionally financial and planning applications are the most popular applications for OLAP. Today, OLAP is used in a wide variety of industries and applications including sales management, banking, legal, telecommunications, insurance, transportation, automotive, health care, utilities, entertainment, heavy equipment manufacturing, fast food, government, retail and package shipping. As OLAP matures and the scalability improves, applications have been extended to additional areas in retail, CRM, etc.

The use of OLAP is growing in e-business and web managements applications, allowing

- The customer can seamlessly, safely and effortlessly get an unprecedented level of knowledge about their market and their customer's behavior.
- Significant return on investment.
- Reliability and Availability
- Compatibility with the Future
- Scalability

Technical Benefits of this Solution

- (all benefits of BI Suite, Advanced Level Offering + following)
- Provides comprehensive analytical views by consolidating data from multiple sources with data derived from analytical calculations
- Provides simultaneous multi-user read-write for budgeting, forecasting, and planning
- Strengthens data analysis at the attribute level
- Allows you to create an application cube on relational or multidimensional store
- Extends your spreadsheets with a powerful OLAP query capability
- Is accessible by a wide range of popular front-end data tool

IBM's OLAP solution provides several key advantages for on-line analytical processing applications:

Deployability

IBM's OLAP applications are easy to design, manage and integrate into virtually any corporate computing environment without costly hardware upgrades or system enhancements. Analysts and managers quickly adopt IBM OLAP Server because they can use it with their familiar spreadsheets, executive information systems (EIS) and other leading desktop tools. With IBM Application Manager, you can easily design and deploy robust analytical applications without struggling with complex database structures or the time

delays of software programming. This results in applications that meet the analytical needs of the organisation without increasing the burden on the IT staff.

Adaptability

As business conditions change, so do planning and analysis requirements. With IBM OLAP Server, you can easily adapt the application to accommodate changes without a major expense or time delay. IBM OLAP Server lets you add new dimensions, change analytical calculations or modify data hierarchies in minutes. And, you can do all of this without programming or using special data manipulation languages.

Analytical Power

IBM OLAP Server brings the power of multidimensional analysis to the desktop while maintaining the data integrity or a shared data set and analytical calculations. You can quickly consolidate and view extremely large data sets of actual (flat files, relational tables), projected (spreadsheets) and derived data. IBM OLAP Server lets you analyse many different relationships between data, including measures such as variances, ratios and allocations -- with "speed of thought" response. You have more than 100 analytical functions at your fingertips. And, you can navigate freely through data structures that reflect the real-world business environment.

Open Architecture

IBM OLAP Server easily fits into your existing IT infrastructure. Its open architecture lets you customise your environment using third-party products such as spreadsheets, query tools, report writers, Web browsers, application development tools and system management software. And, IBM OLAP Server works with standard relational databases, operating systems, networks and hardware platforms.

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FOR

IBM DB2 Universal Database V7.2.

DB2 Warehouse Manager

DB2 Query Patroller

The Information Catalog and

QMF for Windows

Please, read “**BI Suite, Advanced level**” offering

DB2 OLAP Server V7.2

integrates industry-leading multidimensional analysis capabilities from Hyperion with IBM's award-winning DB2 Universal Database to enable your business analytical applications.

It delivers fast and intuitive query performance, ease of application development and a broad range of end user tools, packaged applications and solutions partners for rapid deployment. It delivers analytic applications that give business a competitive edge. DB2 OLAP Server gives you fast, intuitive multidimensional analysis. With the many applications, tools, and solutions providers who support DB2 OLAP Server, you can create your own applications or have turnkey solutions built for you. OLAP allows users to ask questions intuitively because the OLAP data is presented in business dimensions. OLAP can perform analyses such as: "Display the profit of my highest and lowest performing products last quarter in my domestic sales regions."

- Integrates the popular Hyperion Essbase OLAP products with the e-business ready IBM DB2 UDB relational database.
- Powerful multidimensional analysis with a comprehensive set of built-in financial, mathematical and statistical functions.
- Web-ready with tools to allow full-function access to the analytic application.
- Concurrent read-write support for "what-if" applications such as forecasting and budgeting.
- Combines the flexibility of a relational database and the performance of a multidimensional store.

Content of Solution

• **DB2 UDB EE V7.2**

- DB2 UDB EE with unlimited number of users
- DB2 Warehouse Manager
- Transformers
- Query Patroller
- Information Catalog
- QMF/Windows

DB2 OLAP, including Tools Bundle

Platforms

Windows NT	X
Windows 95/98	X
Windows 2000	X
AIX	X
AS/400	
S/390	
Linux	
HP/UX	
Sun Solaris	

Price/PN

BI Suite OLAP Level: 115 K € (SW 115 K€ + service ?)

Products	P/N	Qty	Poi nts	Price €
VPO INSTL/SW SUB DB2 UDB ENTERPRISE ED. 1 PROCESSOR ENTITLEMENT 1 ANNIV	D37AWML	1	100	24655
VPO INSTL/SW SUB DB2 WAREHOUSE MANAGER PROCESSOR ENTITLEMENT 1 ANNIV	D468PML	1	50	10945
DB2 UDB ENTERPRISE EDITION V7.2 MULTI (NON-AP) MEDIA PACK	BB7KXML			71
DB2 UDB ENTERPRISE EDITION V7.2 ENGLISH DOC PACK	BB7KYNA			24

VPO INSTL/SW SUB DB2 OLAP SERVER STANDARD ED 1 INSTALL 1 ANNIV	D367HML	1	160	39,538
VPO INSTL/SW SUB DB2 OLAP SERVER TOOLS BUNDLE 1 ANNIV	D077UML	1	130	35,120
VPO INSTL/SW SUB DB2 OLAP SERVER STANDARD ED 1 USER 1 ANNIV	D362PML	1	20	4,862
DB2 OLAP SERVER STANDARD EDITION V1.1 DOCUMENTATION PACKAGE	BB7R6NA			59
DB2 OLAP SERVER STANDARD ED V7.2 MEDIA PACKAGE ML	BB6RXML			23
TOTAL				115298

•Notes :

- 1 - Prices are based on a 1 year subscription through Passport Advantage VPO contract, Band A.
- 2 - Please localise documentation and media pak references when available in your country.
- 3 - Prices are given here only for evaluation, please refer to the official IBM price book for a contract.

Service offering : Typical Statement of work

Phase 1 consists of Assessment Services for defining and determining a particular business model to be analyzed for which the data already exists. Phase 2 consists of Design Services and Implementation Services to demonstrate the identified business model from Phase 1 in an IBM On-Line-Analytical-Processing environment that uses IBM DB2 OLAP Server with Wired for OLAP software.

• Phase 1:

- Assessment Services to:
 - provide an understanding of your existing hardware, software configuration,
 - provide an understanding of your current reporting capabilities and problems,
 - assist you with selecting a particular business model that you agree would be suitable for On-Line-Analytical-Processing implementation and for which data is available,
 - agree on the business model to be analyzed,

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- agree on the number of reports and their forms to be generated for this Proof of Concept,

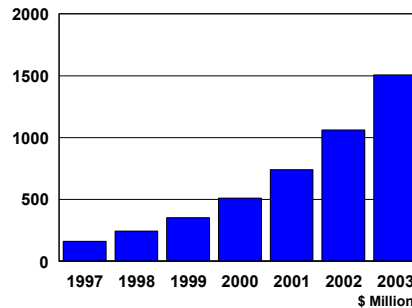
If a business model is selected in Phase 1, BP will proceed to Phase 2. If a business model is not selected in Phase 1, or 2 working days elapse since the beginning of the engagement, then the engagement will be considered complete.

- Phase 2:
 - Design Services to:
 - jointly design the analysis model identifying all dimensions, members, and relations between them.
 - Implementation Services to:
 - perform software installation and configuration tasks, including, the installation of the On-Line-Analytical-Processing (OLAP) software required for this Proof of Concept, such as IBM DB2 OLAP Server running on Windows NT, and Wired for OLAP.
 - build agreed upon model using DB2 OLAP Server Application Manager,
 - load data into model (customer to provide data in a flat file format with values for all members in the model),
 - calculate the OLAP cube to fill in all values,
 - generate agreed upon reports in Phase 1,
 - assist with the demonstration of the customized reports generated from this business model.

C- Business Partner Value Proposition

The European market for OLAP tools grew 50.5% in 1998 to \$244m. IDC predict the market to grow at a CAGR of 44% over the next 5 years to \$1,506m in 2003.

Western European OLAP Tools



Source : IDC 12/99

1998 - 2003
CAGR
44%

The ultimate measure of a partnership is the revenue potential behind it. We're dedicated to reducing our partners' costs of doing business while shortening the sales cycle, in order to maximize partner profitability.

IBM is dedicated to helping partners to close deals quickly. This year's co-marketing programs include offerings for each stage of the sales cycle -- from awareness to interest to action. And we're setting the stage with significant advertising and demand generation of our own. So you can take advantage of IBM's marketing strength and e-business mindshare to gain a critical competitive advantage in selling your services. IBM has been ranked number one in data marketing support for the past three years in a row by VARBusiness in the Annual.

E-Other information

Where to get more information ?

<http://www.ibm.com/software/data/db2/udb>

Relevant publications or deliverables

Brochures/Spec Sheets

IBM DB2 OLAP Server GC26-9311-02 (updated 04/04/2000)

DB2 Solutions for e-business (GC26-9163-04)

DB2 Solutions for Business Intelligence (GC27-0844-00)

DB2 Solutions for Customer Relationship Management (GC27-0833-00)