



ORATECH[®]
Teknoloji Sistemleri San. Tic. ve Ltd. Şti.

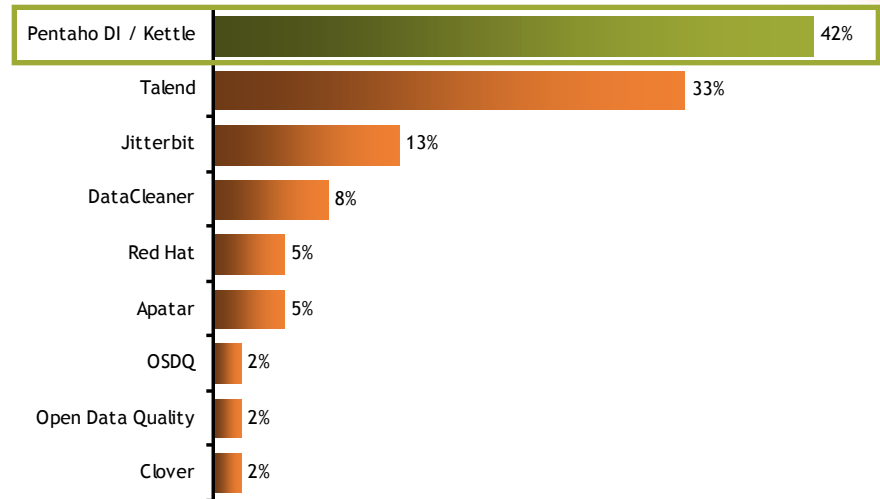
Pentaho Introduction

- Commercial open source alternative for business intelligence (BI)
 - Founded in 2004: Pioneer in commercial open source BI
 - Large referenceable customer base, wide range of BI/DW deployments
- Management - proven BI and open source veterans
 - from Business Objects, Cognos, Hyperion, JBoss, Oracle, Red Hat, SAS, SugarCRM
- Board of Directors - deep expertise and proven success in open source
 - Larry Augustin - founder, VA Software, helped coin the phrase “open source”
 - Zack Urlocker - VP of Products, MySQL/Sun
 - Benchmark Capital, Index Ventures, New Enterprise Associates
- Widely recognized as the leader in open source BI

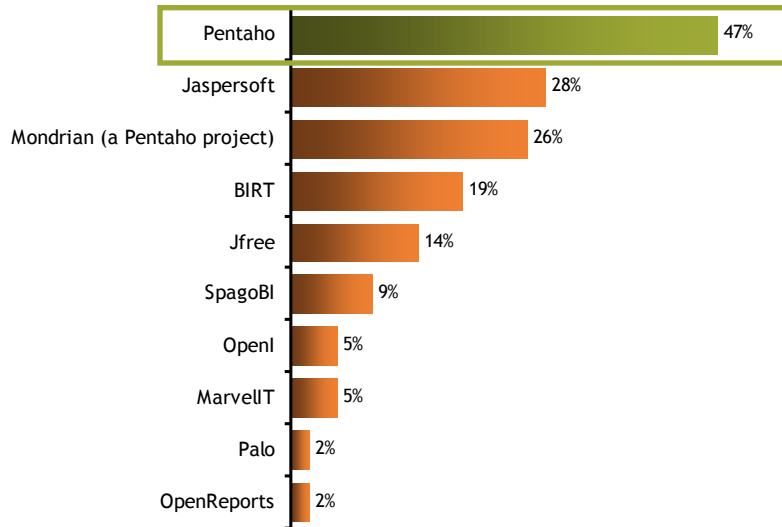


Open Source Leadership

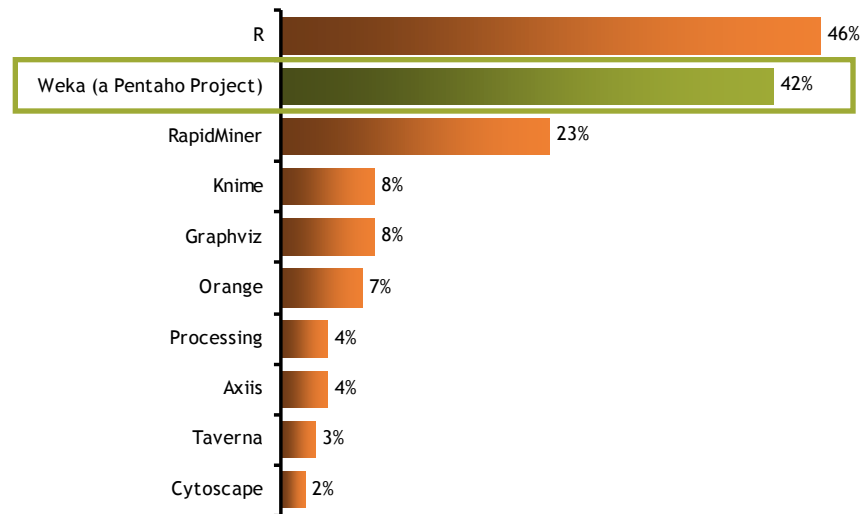
- #1 in OS BI
- #1 in OS DI/ETL
- #2 in OS Analytics



Open Source data integration tools in use



Open Source BI tools in use



Open Source analytics tools in use

*BeyeNetwork Research

Pentaho Business Model: Cost Structure and Investment

- Traditional Software Company Attributes

- Professional Methodology
 - Product Mgt, Development, Support
- Revenue from services
 - Support, Training, Consulting

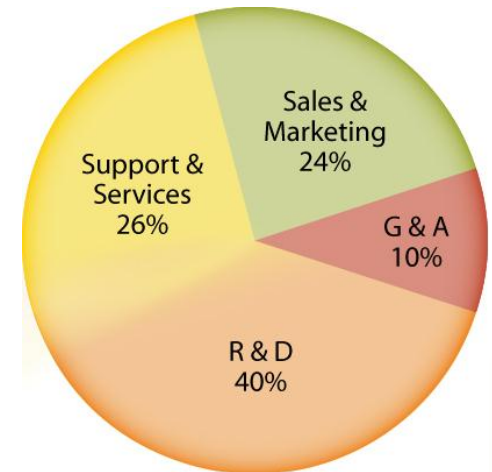
- Non-Traditional Attributes

- No large, upfront software license fees
- Minimal expenses
 - Distributed QA & feedback loop through OS community
 - Low cost Internet-based distribution
- Transparency
- Accountability

Traditional, Proprietary Model*



Pentaho Commercial OS Model*



* Spending by function as a percentage of revenues

Pentaho BI Suite Enterprise Edition

Pentaho BI Suite Enterprise Edition



Professional
Support



Software
Maintenance



Enhanced
Functionality



Certified
Software



Product
Expertise



Software
Assurance

Rapid Market Uptake of Open Source BI

"Open source software represents the **most significant all-encompassing and long-term trend** that the software industry has seen since the early 1980s."



"Open-source BI software is probably in your future; **the real issue is not whether, but when.**"

MAS Strategies

"Open Source BI is **here to stay.**"

"Interest in open-source BI technology is high as **companies seek alternatives to higher-priced, commercially available products.**"

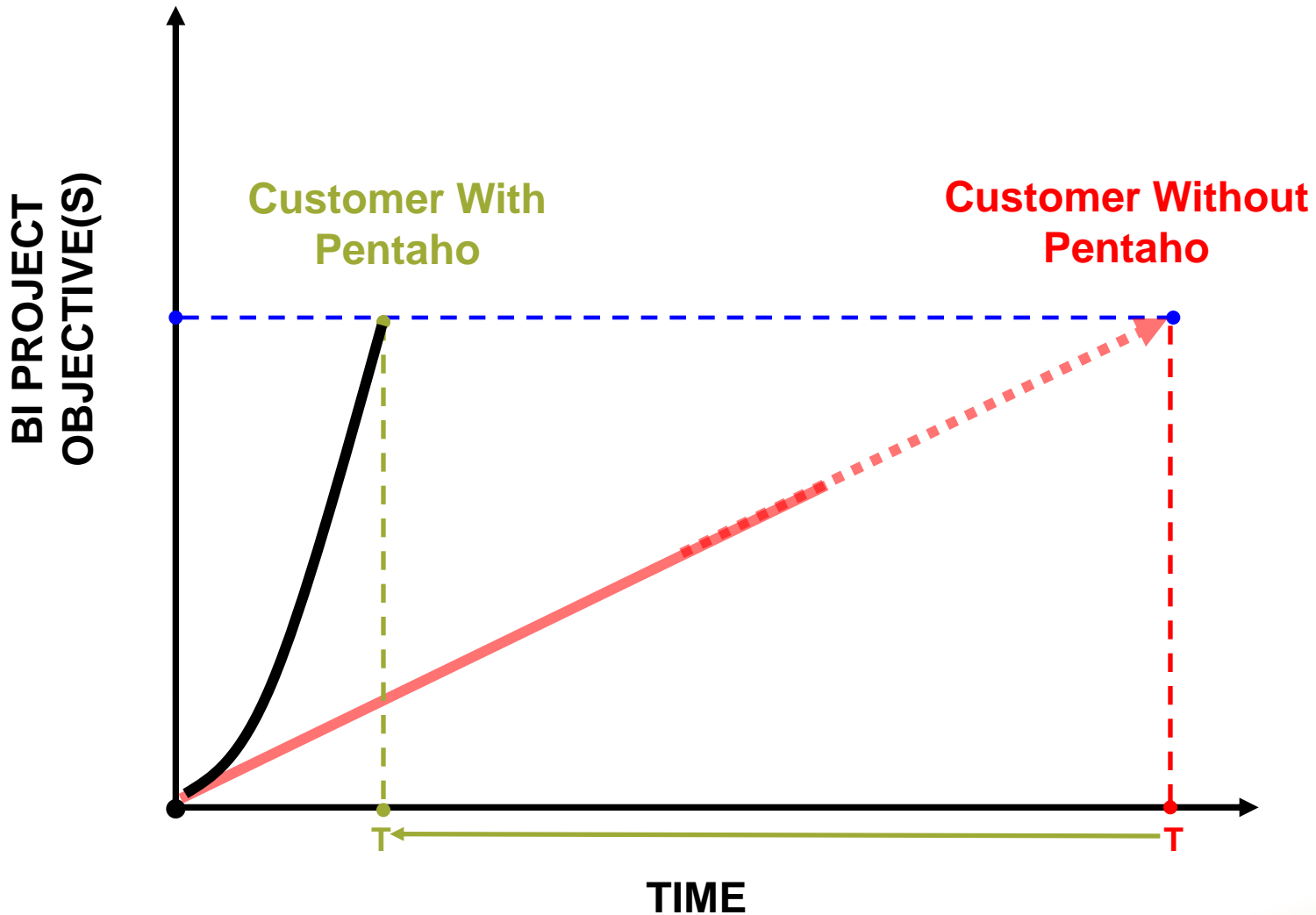
"Founded in 2004 and among the **best-known open source BI offering in the market**, Orlando based **Pentaho** provides a breadth of functionality that can be **considered the closest match to commercial offerings** from companies such as Business Objects, Cognos or Oracle."

Gartner

The Pentaho Approach

Pentaho offers the value-added software and services that help customers achieve the desired outcomes associated with their BI initiative when implementing Pentaho Enterprise Editions.

Achieve BI Objective(s) More Effectively



The Commercial Open Source Stack for BI

BI and ETL

Business Objects™

INFORMATICA™
The Data Integration Company™

COGNOS

pentaho™
open source business intelligence™

MicroStrategy™

ORACLE™

Microsoft®

Application Server

ORACLE™

WebSphere®

bea™ WebLogic

JBoss™

Database

ORACLE™

IBM® DB2®

Microsoft®

MySQL™

Operating System

solaris™

Microsoft
Windows

redhat.

Pentaho Customers



Sample Wins Over Proprietary BI



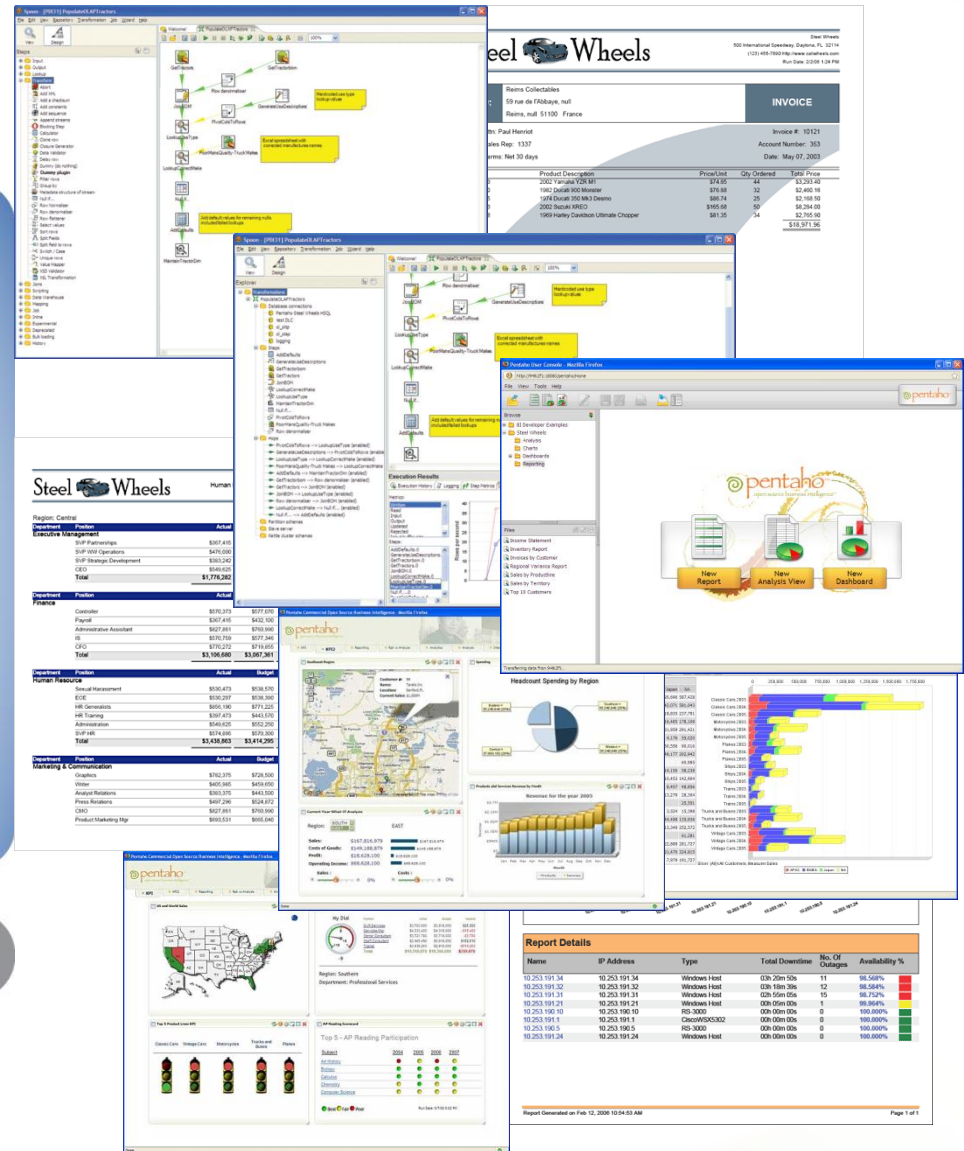
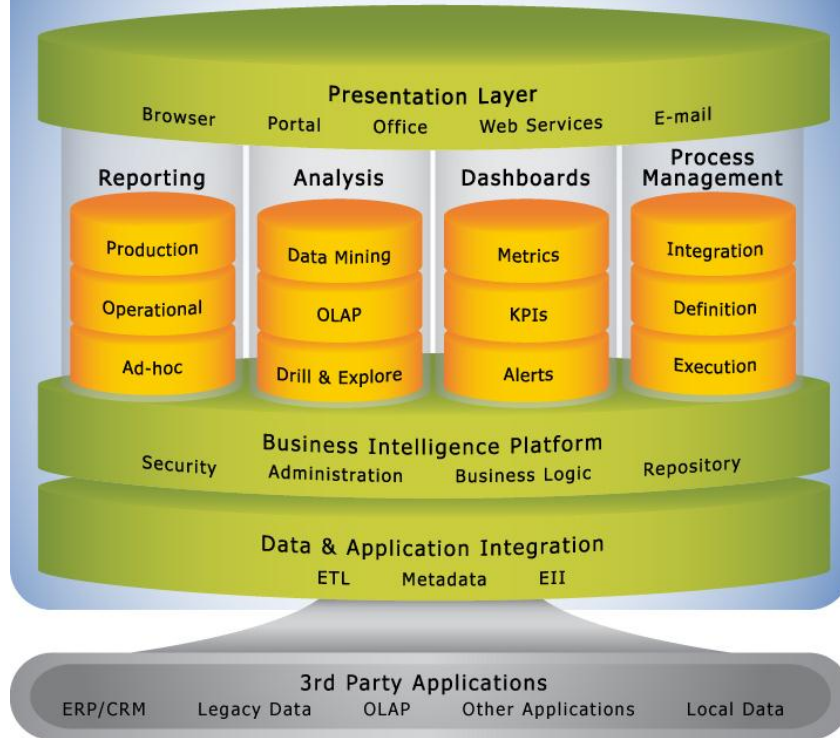
Large Deployment Examples

- Frontier Airlines - Yield Management
 - 6 years of historical ticket data down to the individual ticket
 - 800 million records, half a terabyte of live OLAP data
 - 4 server cluster
- Specsavers
 - World's largest open source BI deployment
 - Self-service reporting and dashboards at 2,000+ retail stores
- TradeDoubler
 - Extraction and transformation of more than 3.2 billions rows
 - Average load rate higher than 300,000 rows per second
- Orbitz Travel Services
 - Self-service extranet portal for travel agents
 - 3,000 interactive users



Pentaho Capabilities

Pentaho BI Suite Enterprise Edition



2010 Roadmap Summary - First Half

Quarter 1

- Analyzer/Mondrian
 - Platform security integration
 - Analyzer annotations
 - Member properties support
- Reporting
 - Advanced parameters in Report Designer
- Data Integration
 - Content versioning and locking
 - Robust security and administration
 - Ease of use improvements for logging and visual job/transformation design
 - Publish and schedule jobs and transformations in the BI Server from Spoon
- Agile BI
 - Unified environment for ETL, metadata modeling and visualization
 - Iterative community edition milestones
- BI Platform
 - BI Platform Embedding Guide

Quarter 2

- Analyzer
 - Scheduling
 - Email report
- Reporting
 - Drill linking on charts and fields
- Data Integration/Agile BI
 - Data Discovery/Profiling perspective (or plugins)
 - Auto documentation
 - Agile BI General Availability
 - BI Platform
 - BI Platform Developer's Guide
- Dashboard Designer
 - Content-content linking
 - Filter/parameter improvements
 - Automatic refresh interval

Enterprise Edition Only

2010 Roadmap Summary - Future

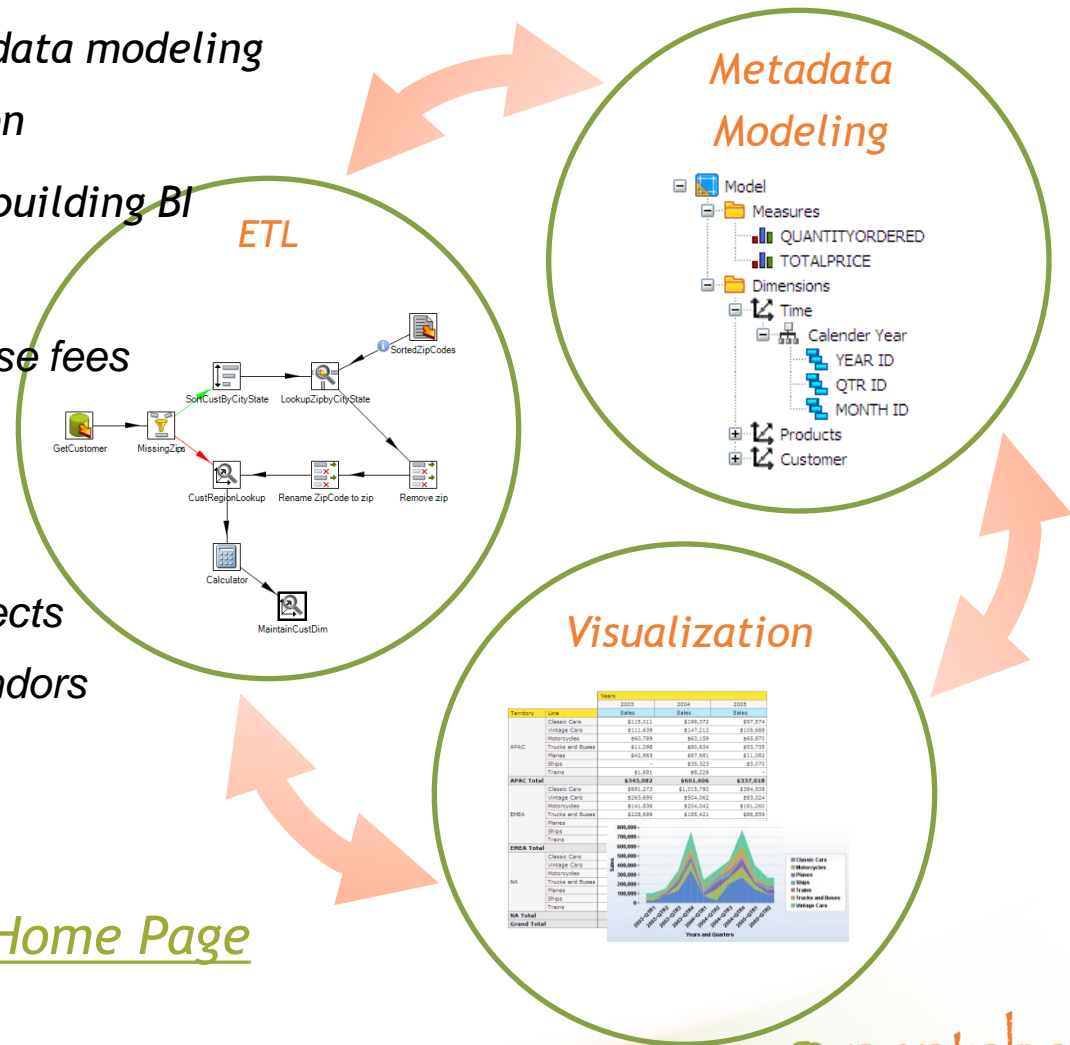
- Agile BI Phase 2
 - Star/snowflake modeling UIs
- Data Integration
 - Data Lineage
 - Data Quality
- Analyzer
 - Query parameterization
 - User-defined collections
- Reporting
 - Crosstab report design
 - Improved Ad Hoc Q&R Reporting Wizard
 - Multi-column reports
- BI Platform
 - Enhanced repository providing
 - Content versioning and locking
 - Robust security and administration
 - Improved Multi-tenancy support
 - User Console
 - Customizable UI including menubar, toolbar, etc.
 - Repository Search
 - User Preferences
 - Briefing Books
 - Collaboration integration
 - Dashboard Designer
 - Additional visualization components
 - Drag and Drop layout design

Enterprise Edition Only

2010 Product Roadmap - Agile BI Initiative

Closed loop design environment for building end-to-end BI solutions

- Seamlessly integrates ETL, metadata modeling and data visualization
- Quick, iterative approach to building BI solutions
- Dramatically reduces license fees
- Faster time to value – insight in minutes vs. months
- Reduce risk associated with projects cobbled together from multiple vendors



Learn more at the [Agile BI Home Page](#)

2010 Product Roadmap - Data Integration

- Data Integration 4.0 - March/April

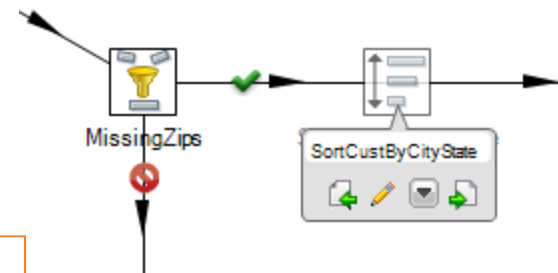
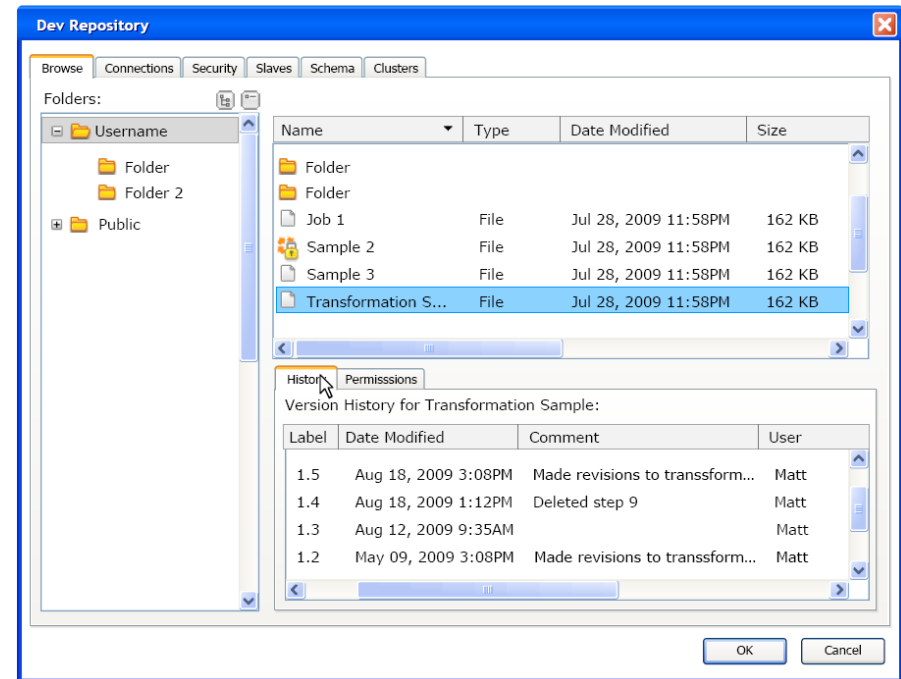
- Enhanced repository including versioning, locking, security and more
- Enhanced logging architecture for real-time monitoring & debugging transformations
- Numerous Ease of Use improvements for designing jobs and transformation
- Simple publish and scheduling of jobs and transformations
- Agile BI Integration

- Quarter 2

- Data Discovery and Profiling perspective
- Auto-documentation

- Future

- Agile BI Phase 2 - Full star/snowflake modeling UIs
- Data Lineage
- Data Quality



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2010 Product Roadmap - Analyzer

• Quarter 1

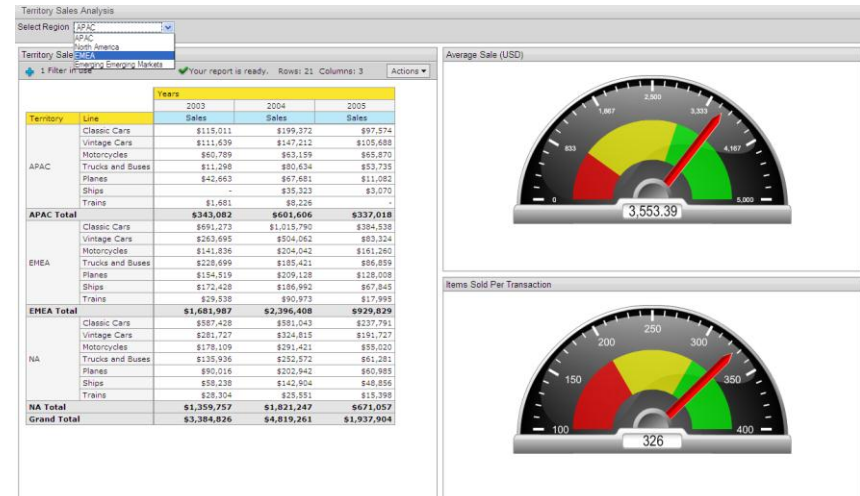
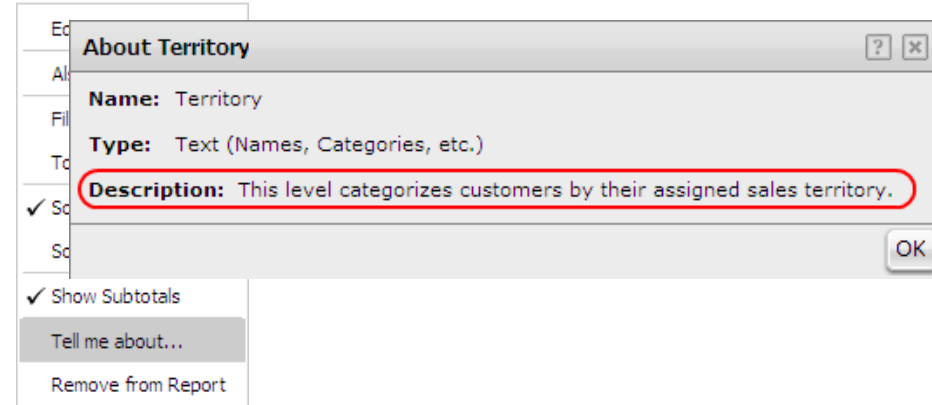
- Annotations support allowing users to learn more about elements of an Analysis (Mondrian) Cube
- Mondrian/Analyzer/Platform security integration
- Member Properties support

• Quarter 2

- Scheduling
- Email report

• Future

- Query parameterization for integrating with dashboard filters and contextual linking from Pentaho Reports
- User-defined collections: allow users to create custom groupings of levels, attributes and measures



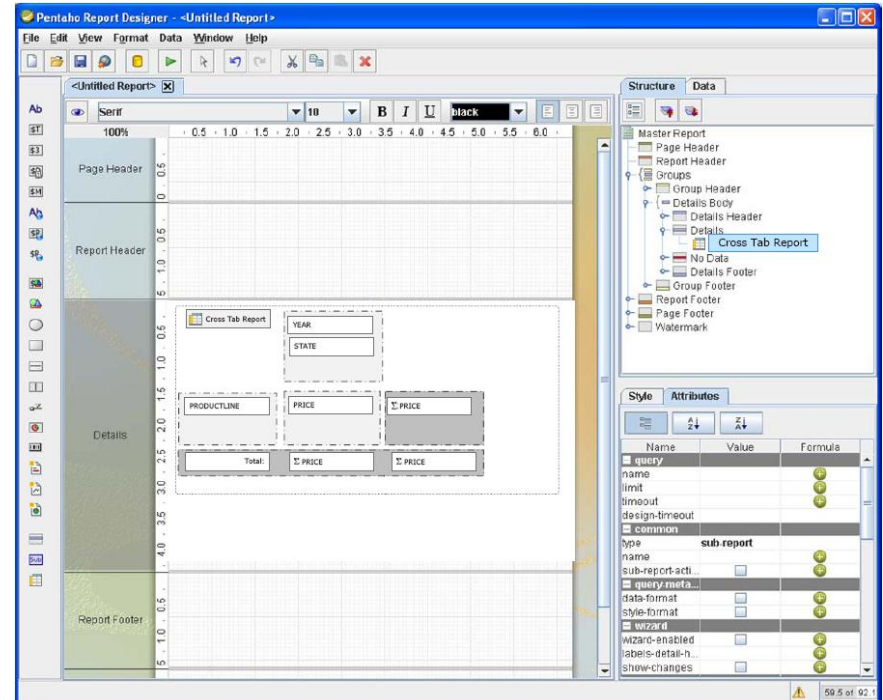
2010 Product Roadmap - Reporting

- Quarter 1

- Drill linking from charts and fields to other content (i.e. reports, dashboards, URLs)

- Future

- Crosstab design in Report Designer
- Improved Ad Hoc Query and Reporting Wizard - thin version of the new wizard found in Report Designer
- Multi-column reports (Engine and Report Designer)



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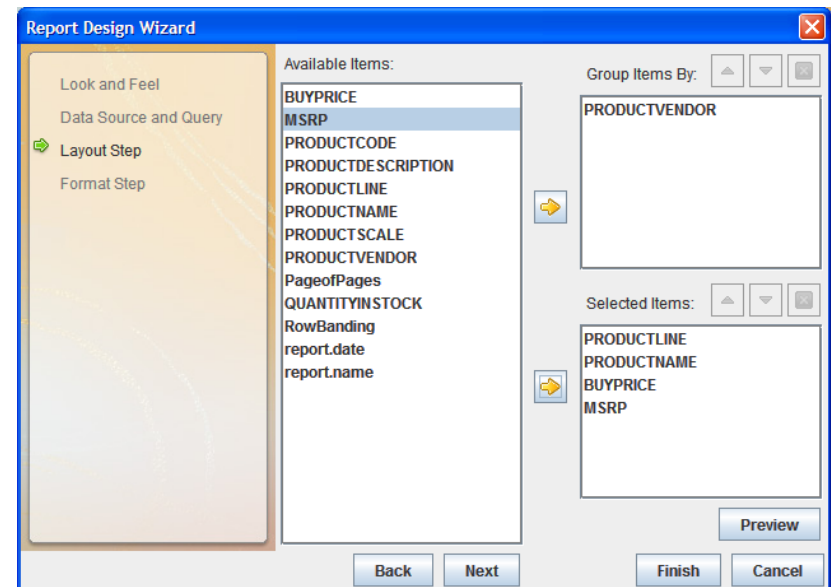
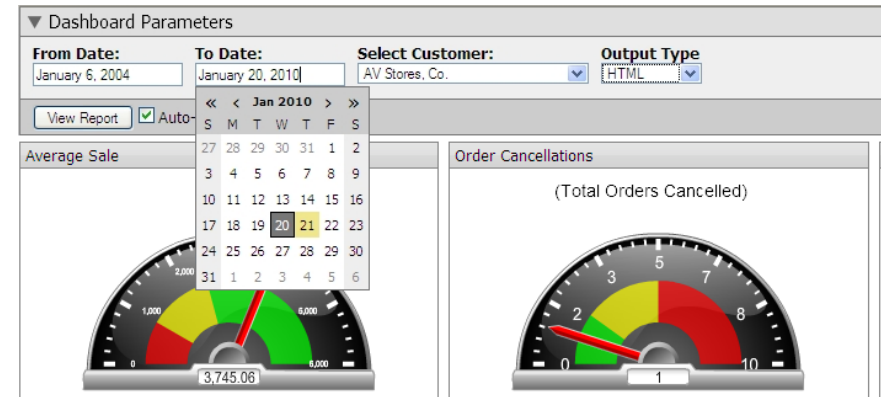
2010 Product Roadmap - Dashboard Designer

• Quarter 2

- Content Linking - ability to link one content item to another within the same dashboard or define a contextual drill path to another piece of content (i.e. Report, Dashboard, URL)
- Filter/Parameter improvements - additional parameter control types including radio buttons, buttons, check boxes, date pickers and more

• Future

- Additional Visualization components
 - New Analyzer Report
 - New Report (Design Wizard)
 - Mapping
- Drag and Drop layout design



Enterprise Edition Only

2010 Product Roadmap - BI Platform

- BI Platform

- Quarter 2

- BI Platform Embedding Guide - documentation and samples for embedding the Pentaho Platform

- Second Half

- BI Platform Developer's Guide -documentation and samples for the platform's web services and public APIs
 - Enhanced repository including content versioning, security and more
 - Improved Multi-tenancy support

- *User Console*

- *Second Half*

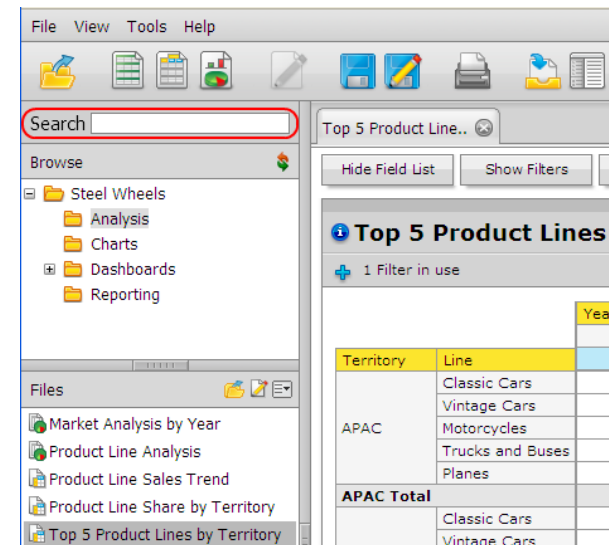
- *Customizable UI including menubar, toolbar, and quicklaunch*

- *Repository Search*

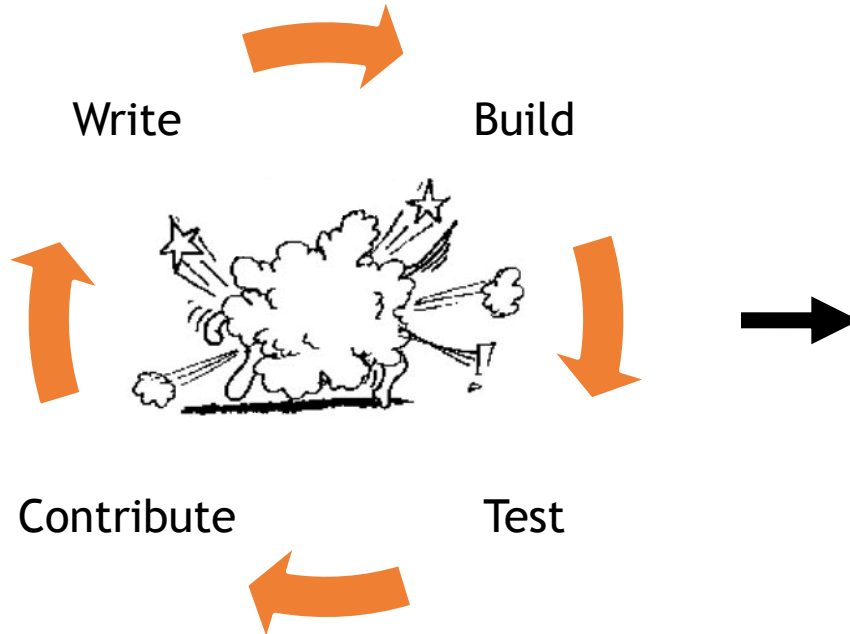
- *User Preferences: start location, briefing books, default filters, locale*

- *Pluggable collaboration integration*

Enterprise Edition Only



Harnessing the Power of Open Source Development



Community Edition

- Constantly changing “test bed” for innovation
- Improves quality through rapid defect identification
- Not supported or suited for production use



Enterprise Edition

- Enhanced functionality
- Stable and supported – ready for production
- Backed by Pentaho

Transforming the BI Market

Pentaho's BI Suite is rapidly transforming BI across 3 key areas:



*80% Lower Costs than
Proprietary Licensing*

*50% Lower Development
Costs*



*Modern, Lightweight,
Scalable Architecture*

*Integrated ETL, Modeling
and Visualization Env.*

*Full Suite, Modular, Easily
Embedded*

*Parity with Proprietary
Vendors at 20% of Cost*



Full Suite Access via Download

Cloud and On-Premise Deployments

*Users Can Run in Minutes via Cloud
Offering*