

BI INTRODUCTION

Labs

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1. CREATE a BI SOLUTION

1.1. Context

Your company is a leading contributor in the IT and advisory fields. Your company provides IT Services and has a majeur Consulting Departement, Senior and Junior Consultants provides services (Technical and functional) to clients (Banks, Insurances, Administration ...) during their IT projects.

The consulting department of your company works with the following concepts:

- A contract
 - Is required for all YOUR COMPANY services and projects.
 - Includes all the information related to the customer, its sector of activity, the financial information
- A Collaborator (Consultant)
 - Has a grade (is a Consultant or a Manager)
 - A consultant/collaborator invoices a number of days per period

Your company has only 3 GROUP OF customers:

- NEO
- MORPHEUS
- MATRIX

This **DATA DICTIONARY** contains all needed data



BI Tools - Data -
Dictionary_Eng.xlsx

1.2. Preview and instructions

1.2.1. Functional part: Research

You will have to do a documentary research on the main BI solutions of the market, their strengths weaknesses as well as their target sectors



Presentation of 10 BI solutions

1. OpenText Business Intelligence

OpenText Business Intelligence (OTBI) is a comprehensive query and reporting solution that enables business analysts and other business users to pose questions about their data and then view the results in visually informative reports. OTBI provides decision-makers with greater insight, faster.

OpenText Business Intelligence (OTBI), formerly Live link ECM Business Intelligence, removes the complexity of converting raw data into meaningful business intelligence by giving organizations the power to transform data from multiple sources into accurate, consumable information that can be shared securely throughout the enterprise.

Strength:

Easy to operate (Unlike other enterprise solutions for business intelligence, OTBI is designed primarily for business users who want to serve themselves with minimal assistance from IT), low cost.

Weakness:

Not enough functions for giant needs, hard to satisfy the giant enterprise.

Project example :

Volkswagen Finance (China) Co., Ltd. Implements OpenText Enterprise Content Management Solution to Support Rapidly Growing Business.

Challenge

- 1) Growing data, from 750 to 3,000 pages a day, amounting to 400 percent growth over the past five years.
- 2) Difficulty retrieving information as a result of inconsistency in how files are stored. Needing to meet a growing number of regulatory requirements.
- 3) Changing the paper-based environment to a fully electronic approval process.

Value

Improved collaboration among employees

Reduced time needed to search for information by 50 percent

Improved records management for regulatory compliance

Enabled real-time access to current transactions

2. OBIEE: BI solution from Oracle

OBIEE stands for Oracle Business Intelligent Enterprise Edition and is the BI solution from database supplier Oracle. The BI suite is the result of several acquisitions that Oracle has done, applications such as Siebel, Hyperion, PeopleSoft and J.D. Edwards were acquired. BI solutions from different suppliers were combined to form the OBIEE suite.

Unlike many other BI solutions OBIEE falls under the category ‘databases and packaged products’. This is a category of BI solutions that are not sold separately, but they are an option when buying a database or application environments.

Strength:

- Specifically designed and built for Oracle database and application environments, so the solution is faster and provides more functionality.
- There is a strong link with the various Oracle ERP and CRM solutions, meaning there are hundreds of standard reports and dashboards available.
- The OBIEE solution has a broad, functional scope and the various components are linked with each other.
- OBIEE is well worth considering if you are an “Oracle-house ‘and you do not have a BI solution from another supplier yet.

Weakness:

The Oracle BI solution is significantly more expensive, and you are stuck with it for a longer time as well.

Project example:

A global, multi-billion dollar manufacturer of retail goods needed an Executive Dashboard to provide information on Global Strategic Planning, Corporate Marketing, Distributor Compensation and Sales.

Requirements:

- Leverage data from the Global Data Warehouse, Finance Hyperion and Survey Capture
- Leverage the CSV file populated by client's IT department, create a new Scorecard Metric Fact Table and expose the data for ad-hoc reporting and existing Time, Exchange, Currency, and Geography BI dimensions
- Based on the current MS Excel template, produce:
- A Global Strategic Planning scorecard that is accessible through the current standard portal for reporting
- A Corporate Marketing scorecard that is accessible through the current standard portal for reporting
- A Distributor Compensation & Sales scorecard that is accessible through the current standard portal for reporting

Solutions:

- Created a new Scorecard Metric Fact table in the GDW, along with processes to populate the table with data from a CSV file created by IT. This was developed as a repeatable process.
- Defined and implemented a process for annotating the scorecards with user provided information. The users provided information and we included all the other metric data in the CSV file.
- Exposed the data in the new GDW to the business for ad-hoc reporting purposes.
- Leveraged the new Scorecard Metric Fact table to produce executive scorecards.
- Implemented the new development into production and supported the product for the first three weeks after the roll out.

3. SAS BUSINESS INTELLIGENCE

SAS Business Intelligence is all about getting the right information to the right people, always at the right time and under the right circumstances. This self-service tool is easy to use and provides real-time analytics throughout your organization, allowing any collaborator or decision-maker to monitor and analyze the metrics necessary to make an informed and effective decision. SAS has not only been a market leader in advanced predictive analytics, but also a provider of a formidable BI platform. Customers select SAS for its well-integrated, one-stop platform, a significant part of which is its BI capabilities. SAS provides scalability, excellent data integration, multiple query languages, internationalization, customization through a rich set of APIs, advanced analytics tools, MDM, performance management, and reporting and querying. SAS ranks eighth on number of Forrester BI inquiries. Recent market survey data indicates that 14% of corporate customers depend on SAS for their BI needs.

Strength:

- It's easy. No matter your skill level, you can ask tough questions. Easily explore, create and share. Follow your instincts. No need to engage IT.
- Fast insights from any data. Whether it's in Hadoop, your data warehouse or Microsoft Office spreadsheets, you can discover data from any source in a well-governed way – without preconceptions.
- Pictures with impact. Our visualizations and dashboards are powered by SAS Analytics. Automatically. No coding required.
- Open development environment, it's easy for programmers to access
- Quickly and effectively access and analyze data OLAP

Weakness :

- High cost
- Applicable to large and medium-sized enterprises

- The learning curve and breadth of knowledge is very large. It takes a while for a user to become proficient with SAS and the training tools can be quite expensive for the small and medium size companies.
- SAS has decent functional graphical capabilities. However, it is just functional. Any customization on plots are difficult and requires you to understand intricacies of SAS Graph package.

Project example :

Lenovo uses analytics to rethink its redesign

Lenovo was near final design on an update to the keyboard layout of one of its most popular PCs when it spotted a small, but significant, online community of gamers who are passionately supportive of the current keyboard design. Changing the design may have led to a mass revolt of a large segment of Lenovo's customer base – freelance developers and gamers.

The Corporate Analytics unit was using SAS as part of a perceptual quality project. Crawling the web, sifting through text data for Lenovo mentions, the analysis unearthed a previously unknown forum, where an existing customer had written a glowing six-page review of the current design, especially the keyboard. The review attracted 2,000 comments! "It wasn't something we would have found in traditional pre-production design reviews," says Mohammed Chaara, Director of Customer Insight & VOC Analytics.

It was the kind of discovery that solidified Lenovo's commitment to the Lenovo Early Detection (LED) system, and the work of Chaara and his corporate analytics team.

Lenovo, the largest global manufacturer of PCs and tablets, didn't set out to gauge sentiment around obscure bloggers or discover new forums. The company wanted to inform quality, product development and product innovation by studying data – its own and that from outside the four walls. "We're mainly focused on supply chain optimization, cross-sell/up-sell opportunities and pricing and packaging of services. Any improvements we make in these areas are based on listening to the customer," Chaara says. SAS provides the framework to "manage the crazy amount of data" that is generated.

The project's success has travelled like wildfire within the organization. Lenovo initially planned on about 15 users, but word of mouth has led to 300 users signing up to log in to the LED dashboard for a visual presentation on customer sentiment, warranty and call center analysis.

The results have been impressive:

Over 50 percent reduction in issue detection time.

10 to 15 percent reduction in warranty costs from out-of-norm defects.

30 to 50 percent reduction in general information calls to the contact center.

4. SQL Server

Microsoft SQL Server 2016 provides a scalable Business Intelligence platform optimized for data integration, reporting, and analysis, enabling organizations to deliver intelligence where users want it.

Microsoft has provided a comprehensive Business Intelligence platform for us

SQL Server Integration Service (SSIS)

SQL Server Reporting Service (SSRS)

SQL Server Analysis Service (SSAS)

Strength:

- Advanced security

Protect data at rest and in motion. SQL Server is the least vulnerable database for six years running in the NIST vulnerabilities database.

- End-to-end mobile BI
Transform data into actionable insights. Deliver insights on any device—online or offline—at one-fifth the cost of other self-service solutions.
- In-database advanced analytics
Analyze data directly within the SQL Server database—without moving the data—using R, the popular statistics language.
- Made for hybrid cloud
Get a consistent platform and tooling for easier workload mobility between your datacenter, private cloud, or Microsoft Azure.
- Support language R

Weakness :

High host for deployment and maintains

Project example :

WorldSmart

Retail technology specialist WorldSmart was already the largest point of sale (POS) technology provider to independent grocery retailers in Australia. Its success was built on integrating POS, loyalty, and digital marketing programs to create comprehensive retail solutions. But key leaders wondered if there was some way to get more out of the wealth of information already being gathered? The answer? Quite a bit, especially if they harnessed the potential, power, and magic of real-time reporting and insightful visualizations of data.

They have embraced WorldSmart's Power BI solution, with these results:

They can perform store-by-store comparisons, using the data to empower their managers and staff. The finance and management teams can monitor budgets and sales target expectations, looking at past and present information in real time.

Store teams are also becoming more agile. For example, Bureau of Meteorology data allows them to monitor and then forecast the impact of weather on sales and adjust in-store strategy and stocks on the fly.

Their success has been shared across WorldSmart's customer base, in some cases turning up some surprising information that makes a big difference in the bottom line. Tittoto, the head manager of the groupe, says, "What we're doing is, we're allowing the smaller, independent grocers to compete with the big guys, because we're making the same tech available to them. And it's cost-effective."

5. Talend

Talend is a next generation leader in cloud and big data integration software that helps companies become data driven by making data more accessible, improving its quality and quickly moving data where it's needed for real-time decision making. By simplifying big data through these steps, Talend's open-source based solutions enable companies to act with insight using accurate, real-time information about their business, customers, and industry.

Strengths :

- Big data integration (Realize the speed and scale of Big Data without coding)
- Data integration (Respond to business needs for integrated data)
- Cloud integration (Connect all your data in the cloud and on premises)
- Data preparation (Fast and easy self-service data prep for everyone)
- Application integration (Deliver agile real-time integration of applications)

- Master data management(Empower business with a single view of the truth)

Weakness :

the cost is expensive

Project example :

Catering to each and every traveler -case study Air France

Air France-KLM is a world leader in its three main business lines: passenger transportation, cargo transportation and aeronautics maintenance. With 90 million annual customers, 27 million FlyingBlue members and nearly 2.5 million unique visitors on the Web each month, customer data processing is a key issue for the Air France-KLM group. Meeting customers specific travel needs In the field of air transport, it goes without saying that competition is intense. It has proven difficult for Air France-KLM to set itself—and its prices—apart from low-cost companies. Making its products stand out against those of its Asian and Gulf competitors has also been a challenge. And the challenge no longer really lies with customization of the customer experience, but with hyper-customization.. Customers don't expect their carrier to "transport them", but rather "to meet their specific travel needs". Within a few years, the amount of data available to airlines has exploded. Sites and applications also generate numerous interactions.

A big data platform for centralizing customer data While the group began collecting customer data several years ago through call centers, social networks and its staff at airports, airport lounges and on airplanes, the data collected to date has not with Talend Data Masking, which makes it possible to anonymize certain sensitive data and make them unidentifiable to prevent unauthorized access.

Talend helps Air France to collect the raw data efficiency and reorganized the data, make the query much more easier to feet every need.

6.SAP Business Objects

SAP BusinessObjects business Intelligence (BI) solutions simplify data manipulation, allowing users to access, navigate, analyze, format, and share information across a corporate environment.

Strength :

- A single, integrated platform pulls together applications and reporting to provide a detailed snapshot of your organization
- Visualization makes it easy to understand your data
- Improve your company's collective IQ by giving all collaborators insights into data and performance indicators
- It is a very complete BI suite, with a extense range of tools for extract, modeling and analyze data. The potential benefits of business Objects programs include accelerating and improving decision making; optimizing internal business processes and increasing operational efficiency
- The seriousness and professionalism of SAP is maximum, the products are highly professional and suitable for large companies wanting to establish a comprehensive BI solution structured and well-functioning.

Weakness :

- You need to maintain universe layer to talk to the database, it does not talk to databases directly. If you have to add a new field in the report from the database then you have to add that particular field in universe layer.
- If you have to create a report by using data from multiple data sources then you have to create detail variable.
- You cannot use it for predictive analysis.
- Limited data visualization capabilities

- This tool is quite expensive, small and medium companies are not capable to spend a lot of money acquiring it and continue paying for supporting cost.
- The product requires quite a lot of technical expertise to get it up and running.

Project example :

FunderMax, one of Europe's leading providers of wood materials and decorative laminates for furniture, interior design and facades, is expanding worldwide using SAP software.

As a leader in innovation, the Austrian company will soon launch the use of iOS apps based on the SAP Cloud Platform and the SAP Cloud Platform SDK for iOS.

FunderMax offers materials that combine beauty with tangible quality – boasting an extensive product range which enables new design freedom, and leaves no limits to the creativity of architects, designers and for the furniture industry as a whole.

For an innovative company such as FunderMax, the issue of digitisation is of great importance. “We have been working on our digital transformation for quite some time. We have invested a lot in training and education for our employees,” explains Hartwig Schwarzmüller, FunderMax's vice president of Organisation & Information Management/IT Management.

In order to drive the digital transformation, FunderMax uses powerful software tools: Two years ago the SAP HANA database was introduced. For one and a half years, FunderMax has been working on SAP Fiori, the UX-based user interface. Management is able to use a range of applications, enabling them to carry out everyday tasks quickly and easily on the move.

FunderMax is currently working with its implementation partner Atos on the fast implementation of the Digital Sales Support app with the SAP Cloud Platform SDK for iOS (software development kit). The requirements are already documented and first results are expected at the end of April 2017. A key business area of ATOS's corporate strategy focuses on innovation in connection with SAP technologies and products. As a strong SAP Partner in the field of SAP HANA and SAP Cloud Platform, the largest European IT service provider assists companies in the definition and implementation of their digital roadmap. FunderMax is already progressing its digital roadmap; the sales app is just the beginning on the path towards a digital future.

7. QLIKVIEW

Discover deeper insights by building your own rich, guided analytics applications with a flexible, business-ready solution.

Strength :

- This self-service tool allows for data analytics, insights and existing data manipulation
- Visually appealing dashboards present data in an easy-to-understand format
- Customized solutions by industry (banking, consumer products, high tech, insurance, etc.)
- The implementation and learning curve with building dashboards is quite high

Weakness :

- Qlikview doesn't change screen size automatically based on device like it does in QlikSense.
- It is not user friendly enough for users to build their own charts or identify patterns. Any change needs to be re-coded and deployed. User licenses are expensive as well.
- The implementation and learning curve with building dashboards is quite high
- Does not provide lot of flexibility with objects and sheets

Project example :

Aggregate Industries

Against the background of recent economic climates, Aggregate Industries wanted to improve business performance and reduce costs by giving their employees better access to financial and other KPI data.

Being amongst the leading suppliers and manufacturers in the United Kingdom of heavy building materials, including crushed rock, asphalt and ready-mix concrete, to the highly competitive construction industry, Mike Gibbons, Chief Information Officer at Aggregate Industries, realised that making major improvements to how they provided Business Intelligence (BI) would benefit the entire organisation. Aggregate needed faster access to big data on operational efficiency and business performance than they were getting with their existing Cognos BI solution.

"Ease of use was vital, because the deployment ran in parallel to a cultural change in which we wanted staff to take more ownership for their BI usage," comments Gibbons. "We also wanted to provide users with a single version of the truth. QlikView not only gives us visibility on performance internally, but it also allows us to evaluate our sales strategy and client priorities. With QlikView, what we're trying to do is deliver fewer applications but ensure that people can see the same data."

Qlik reduces TCO for BI system by 30 per cent. Previously, Aggregate Industries found it difficult to manage the big data held within the business. The company has more than 300 sites, including quarries, all of which equates to thousands of transactions and millions of rows of data running through the enterprise resource planning system. "We felt that we could reduce the total cost of ownership for our BI system with QlikView," Gibbons says. "Suffice to say, we know that there's a significant saving on the ongoing costs of managing BI with QlikView compared to Cognos – we're talking about a 30 per cent reduction in the total cost of ownership of our BI platform."

8. MicroStrategy

MicroStrategy, Inc. is a provider of business intelligence (BI), mobile software, and cloud-based services. The company is based in the Washington, D.C. area and serves companies and organizations worldwide. Founded in 1989 by Michael J. Saylor and Sanju Bansal, the firm develops software to analyze internal and external data in order to make business decisions and to develop mobile apps. The software can be deployed in companies' data centers, or as cloud services.

Strength :

- The MicroStrategy Analytics platform is a self-service business intelligence platform that supports both data mining and visualization.
- Available for Web-based or on-premise deployment, this platform can be implemented on a gradual and as-needed basis, so users can start small and scale to enterprise-level deployment overtime.
- This platform supports interactive dashboards that combine the functionality of multiple applications, including dashboards that can monitor markets and company portfolios, conduct risk analyses and correlate real-time data analysis with information from news and social media.
- Easy to use, development is really fast letting you select the data and object that you want to visualize and therefore just create a dashboard within seconds.

Weakness :

- Very steep learning curve for administration/development and requires very knowledgeable support staff to get and keep it going.

Project example :

Novo banco, based in Lisbon, is the largest, privately-held Portuguese bank. The company's origins can be traced to Jose Maria de Espirito Santo Silva who established a foreign exchange business in the second half of the 19th century. Novo Banco was officially established in March 1920, grew rapidly, and currently has nearly 10,000 employees and operates in 24 countries and 4 continents. Within Portugal, Novo Banco operates the largest single integrated financial group with 479 locations. Novo Banco has the highest rating among Portuguese banks most noticeably by Standard and Poor's and Moody's, and it is the most profitable bank in Portugal with 2.320 billion in revenue (2010).

Need for mobile. Due to the sovereign debt crisis, which resulted in a rise in foreclosures and the bankruptcies of numerous companies, Novo Banco began to attain a large volume of real estate assets. To Novo Banco, this asset was something new, and they needed an innovative way to manage this real estate and put new properties on the market. Prior to having MicroStrategy Mobile, field sales managers had to use a laptop to see pictures in one place, details of the real estate in another, and excel spreadsheets with the profit limits and the commissions in yet another location. Novo Banco decided to utilize MicroStrategy's mobile app platform to create a mobile app that would manage these new real estate assets in a centralized, workflow like style.

Transaction Services app Novo Banco worked with MicroStrategy to develop a Transaction Services app that would help Novo Banco managers monitor real estate assets. Novo Banco uses the app not only as a BI tool to analyze the real estate asset but also allows for interaction with the asset; the end user can input information and complete a variety of actions in order to fulfill the new real estate business needs in the field. The app allows end users to become more independent and does not require managers to come into the office, as they are able to get all the information needed via a mobile tablet. The app has a main screen that contains a variety of different components. The main components of the app include a portfolio section, contact section, an agenda for scheduling visits and negotiations, portfolio workflow management section, to do lists and dashboards. The app allows users to create new contacts, create and schedule tasks in a personal agenda, give feedback on how meetings went, and present proposals to supervisors for approval. Most importantly, the end user gains mobility— managers are able to complete deals on the go, which saves time and money. The photo widget included in the app allows managers to browse pictures of real estate properties from a mobile tablet.

App development process. Traditional real estate apps did not fit the needs of Novo Banco because the app needed to have a more financial focus. The app began as a proof of concept. Next, Novo Banco created sketches of what they wanted the app to look like and filled in the details and the fields that were necessary. After 12 weeks of development, the department had a tool for their sales managers to use while selling in the field. Artur de Oliveira Guterres, the Head of Information Management at Novo Banco shared, "this app paid itself off on the first day."

9. VBA

VBA (Visual Basic for Applications) is the programming language of Excel and other Office programs.

Strength :

- Excel always executes the task in exactly the same way. (In most cases, consistency is a good thing.)
- Excel performs the task much faster than you can do it manually (unless, of course, you're Clark Kent).
- If you're a good macro programmer, Excel always performs the task without errors (which probably can't be said about you or me).

- If you set things up properly, someone who doesn't know anything about Excel can perform the task by running the macro.
- You can do things in Excel that are otherwise impossible — which can make you a very popular person around the office.
- For long, time-consuming tasks, you don't have to sit in front of your computer and get bored. Excel does the work while you hang out at the water cooler.

Weakness:

- You have to know how to write programs in VBA. Fortunately, it's not as difficult as you might expect.
- Other people who need to use your VBA programs must have their own copies of Excel. It would be nice if you could press a button that transforms your Excel/VBA application into a stand-alone program, but that isn't possible (and probably never will be).
- Sometimes, things go wrong. In other words, you can't blindly assume that your VBA program will always work correctly under all circumstances. Welcome to the world of debugging and, if others are using your macros, technical support.
- VBA is a moving target. As you know, Microsoft is continually upgrading Excel. Even though Microsoft puts great effort into compatibility between versions, you may discover that the VBA code you've written doesn't work properly with older versions or with a future version of Excel.

Project example:**J.P. Farley Case Study**

Business Challenge: Outdated claims system with limited functionality was not capable of handling the requirements of a large new client.

Technical Challenge: Limited configuration and costly customizations led to an inflated internal IT support staff.

Solution: VBA cloud-based administration software paired with VBA Business and IT Services.

Benefits: Utilizing the flexibility, functionality and technology available with VBA, the client was able to benefit in a number of ways:

- 1) Implemented a large new client on the VBA platform within 90 days.
- 2) Modern, user-friendly, cloud-based solution that provided vastly superior customer service and staff effectiveness.
- 3) Easy to use solution that allowed for accelerated training and expertise for new employees.
- 4) Ability to comply with state CMS filing and encounter reporting.
- 5) Leverage VBA backroom services to facilitate new technical requirements.
- 6) Timeline: VBA was tasked with bringing a new client live within 90 days

10. IBM COGNOS

COGNOS: IBM Cognos Business Intelligence is a web-based, integrated business intelligence suite by IBM. It provides a toolset for reporting, analysis, scorecarding, and monitoring of events and metrics. The software consists of several components to meet the different information requirements in a company.

Strength:

Cognos software enables organizations to become top-performing and analytics-driven entities. From business intelligence to financial performance and strategy management, Cognos software is designed to help everyone in your organization make the decisions that achieve better business outcomes—today and in the future. Flexible deployment options, either on cloud or on premises, enables you to easily scale your analytics to meet changing business needs.

Weakness:

Except a little weak in self service BI and Collaborative BI.

Project examples:

Top players in IBM Cognos BI value integration.

The Gamesys Group was founded in 2001. Five years later, in 2006, they fought off intense competition to be named No.1 in the Sunday Times Tech Track 100 League Table, a list they've appeared on every year since. They have focused on developing best of breed online instant win, slots, bingo and casino games. Gamesys are one of the UK's most dynamic online gaming businesses, and have continually used an innovative approach in their adaption of IBM Cognos Business Intelligence.

The Challenge: The business has consistently utilised the capabilities and functionality of the IBM Cognos Business Intelligence applications in every conceivable way, recognising its flexibility and potential to be tapped into to further their business. Nick Hughes, BI Manager at Gamesys, has worked with the IBM Cognos products for many years. With an IBM Cognos project already underway at Gamesys when he joined in 2008, Nick quickly became involved in the intricacies of the implementation, looking after framework development and becoming the main BI product decision maker at the company. Logicalis UK started supporting Gamesys later that year.

The Solution: "IBM Cognos BI allows us flexibility; a member of the Customer Services department wanted some alternative ways to run reports on customer correspondence, having previously worked for a major bank where an expensive reporting solution was implemented and held up as a gold standard to aim towards". Nick ran the project, pulling information from many different data sources into one report in a standard format utilising IBM Cognos Framework Manager Report studio; "The bank in question spent 6 figure sums on purchasing a reporting solution to deliver this. The only extra expense we had was purchasing the relevant ODBC connectors to "talk" to the member contact systems from our DW". A complex report, it is still being utilised over a year later. Until recently tracking the budgets at Gamesys was Excel driven but now, Nick comments, "Metrics is potentially going to change the way we do business". He explains, "Metrics were run each month but are now run daily, which provides a more accurate representation. A lot of traditional Excel users in the business can, because of this now see the benefits of showing things more graphically; beyond spreadsheets and hard numbers. Ultimately it's a much more interactive experience." Gamesys also utilise IBM Cognos BI Events Studio for tracking purposes, used by several departments.

Key Benefits: Gamesys are very much a business keen to stay at the cutting edge of technology, and see it as a core component of growing their business. Nick explains, "We seek knowledge and technology, and want to be at the forefront; if anything is out there that will help us grow our business we will make sure we can access it. Migrating to IBM Cognos BI 10.1 was part of this approach." Various departments at many different levels of the business use IBM Cognos BI, including international offices. "People really appreciate the benefits of using IBM Cognos... especially when they remember the pain of using spreadsheets!" Nick says. "With regards to Logicalis, it is really fantastic to have access to a Technical Account Manager, to have someone to exchange ideas with and provide extra consultancy advice and guidance when and if we need it. We're also really pleased with the Logicalis Helpdesk self service portal, SupportWorks; this has

really led to a transparent process of calls being opened and documenting progress that is refreshing to see.”

1.2.2. Functional part: Modeling

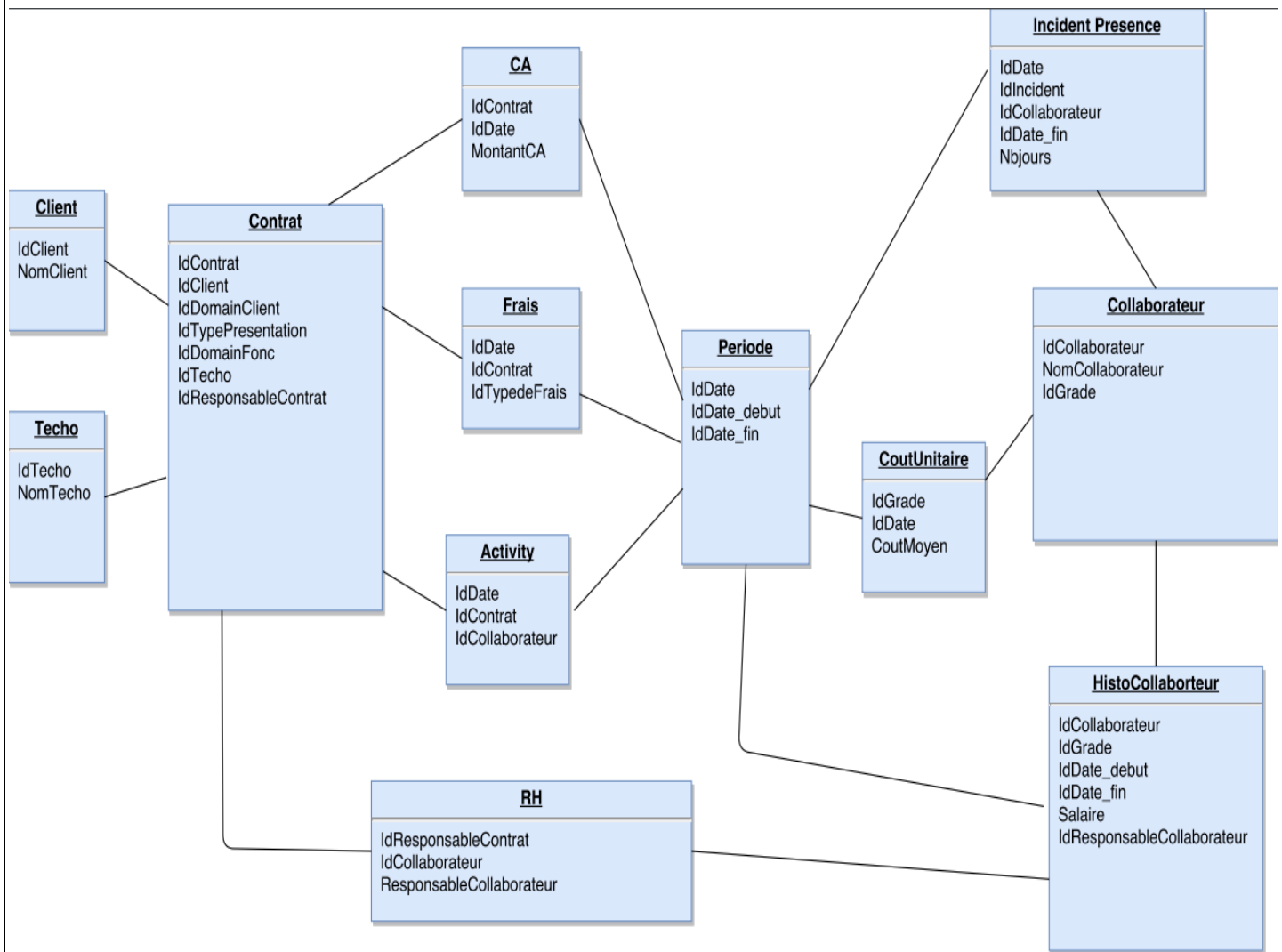
Create a conceptual data model that takes into account all available data in the DATA DICTIONARY:

- Explain your method, your choices

There are two main data ware house, the first is about Contrat, the second is about the Collaborator, because there are two main parts of the company, in the Contrat class, there are values like IdContrat, IdClient, IdDomainClient... after look for the information in the Data dictionary, we found that the value like IdDomainClient is not precise, so we add a table Client to complete the information

The purpose of modeling is to separate some values in the contract to simplify the dataware house in order to make the system runs more efficiency and quickly

We decide to use the star model, the main design is in the next page



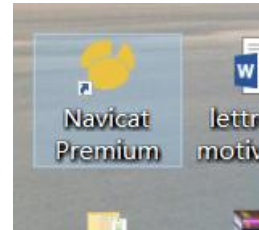
1.2.3. Technical part

Choose a BI solution and implement your model

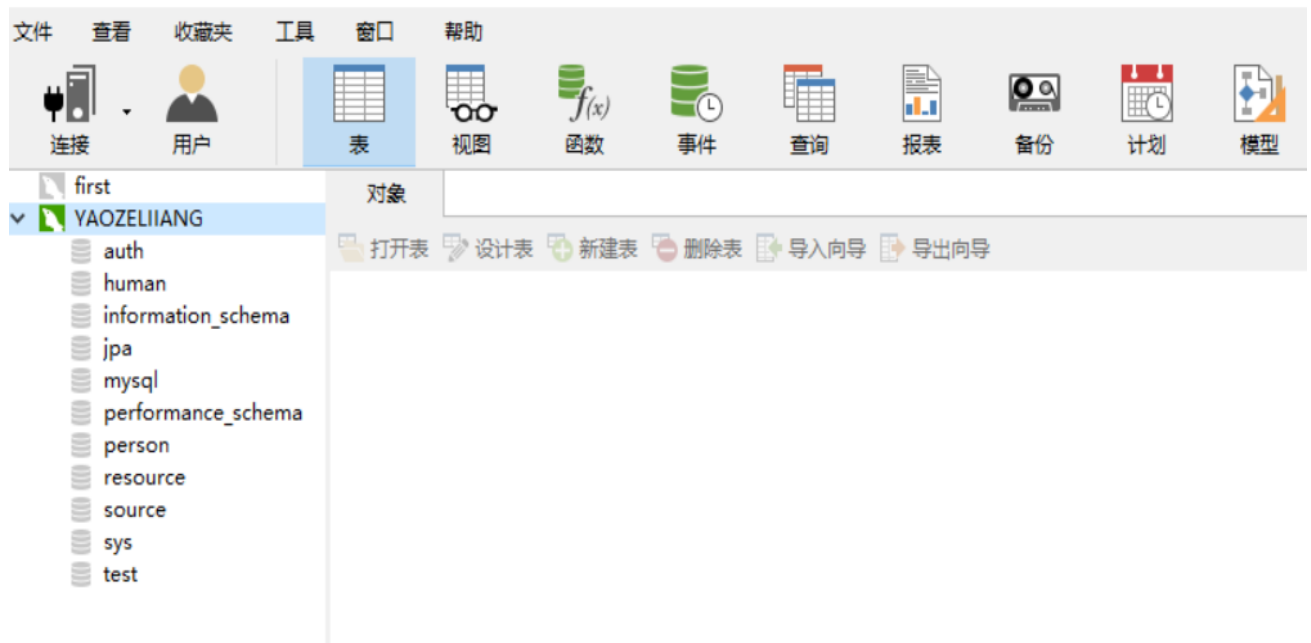
We choose the Talend solution to implement our model, for data saving, we use the MySQL in my computer, the visual application for MySQL is Navicat.



6.3



Navicat Premium



First step , I create a database connection in the MySql named YAOZELIANG, We Want to test if the data in YAOZELIANG will be successfully transferred to the Talend, if there is no problem, we can implement our model to Talend in form of Data or model

So we create a database connection in our project in Talend, server name is Localhost, password “root”

Database Connection

新建数据库连接 - 步骤 2/2

连接参数设置

必须选择 DB 类型 MySQL

数据库版本 MySQL 5

连接语句 jdbc:mysql://localhost:3306/?noDatetimeStringSync=true

须指定登录

代理密码

服务器 localhost

代理端口 3306

检查(C)

数据库属性

SQL 语句须被指定 SQL 92

字符串引用 "

空字符必须被指定 000

export as context

Revert Context

[How to install a driver](#)

< Back Next > Finish Cancel

Succeed, no problem for connection

连接语句 jdbc:mysql://localhost:3306/?noDatetimeStringSync=true

须指定登录

代理密码

服务器 localhost

代理端口

检查连接

"yao" connection successful.

OK


数据库属性

SQL 语句须被指定 SQL 92

字符串引用 "

空字符必须被指定 000

Import our value of Data dictionary to the project

 新Excel文件

文件-步骤 3 of 4

Add a Metadata File on repository
Define the setting of the parse job

文件设置

编码

☐ Advanced separator(for number)

Thousands separator:

Decimal separator:

元数据列设置

First column:

Last column:

去掉指定行

如果需要忽略一些行, 请设定以下参数

Header ☐

文件尾 ☐

行数限制

如果行数有限制, 请设置数值。

限制 ☐

预 标准输出

☐ 设置开始行与列名

A	B	C	D	E	F
LOV	Valeur	Valeur Transcodée			
LOV_Offres	AMOA	AMOA			Client
LOV_Offres	BI	Business Intelligence		NEO	SOCAM.
LOV_Offres	CRM	CRM / GRC		NEO	LDC SAE

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