

More Info: www.biconsultinggroup.com/impact

email: impact@biconsultinggroup.com



What do I know about *my* Oracle BI?

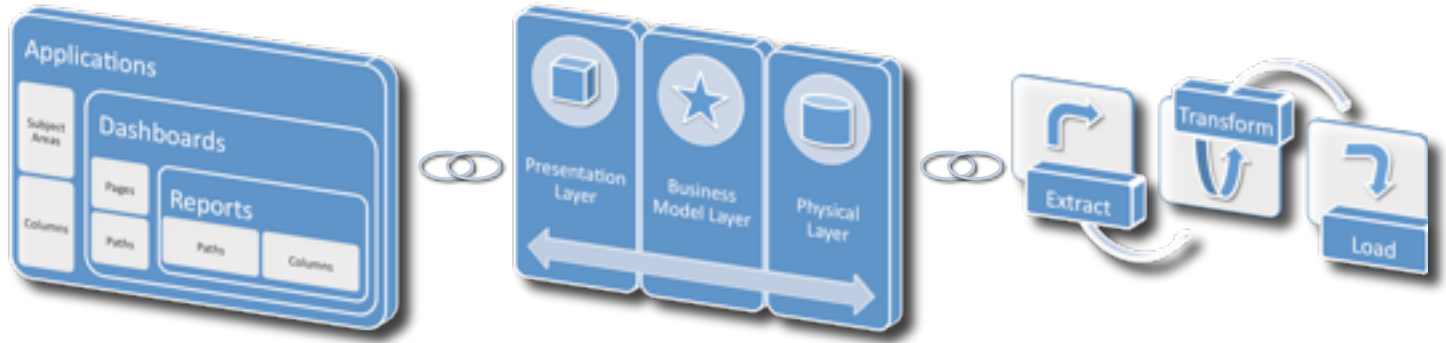
Whether you are about to embark on a new implementation of Oracle Business Intelligence Enterprise Edition (OBIEE), or you have been using the platform for years, there is one piece of common ground across all OBIEE environments: understanding what you have in your environment and where it comes from can make your deployment more successful. Obtaining that knowledge comes at a cost, though, as there are few built-in tools available and they are one-dimensional at best. The “hunt-and-peck” method is often employed.

Enter BICG Impact™, BI Consulting Group’s revolutionary new service offering for OBIEE that allows you gain insight about your OBIEE environment, using OBIEE itself! The powerful Dashboard and Answers environments that you are accustomed to with OBIEE enable you to gain insight about the reports and dashboards you build, the metadata that powers it, and the ETL/Scheduling that moves the data from your transactional sources to your data warehouse tables. This allows you to perform impact analysis and gap analysis, navigate data lineage, create dynamic documentation, uncover potential performance bottlenecks, and more. With BICG Impact™, what you didn’t know about your OBIEE environment will transform into what you were able to do to make it better, faster, and easier to manage.

BICG Impact™ Quick Facts

- Integrates right into the OBIEE metadata and catalog like any typical BI project in your organization
- Perform impact analysis of changes in an OBIEE environment
- Navigate end-to-end data lineage from dashboards to transaction sources
- Implement Oracle BI Applications with more insight into their setup
- Use four new subject areas to analyze the contents of the OBIEE catalog and metadata, the Informatica and DAC repositories, and an enhanced Usage Tracking metadata model
- Sold as a service, offering complete ability to customize
- Typical installs take less than a day

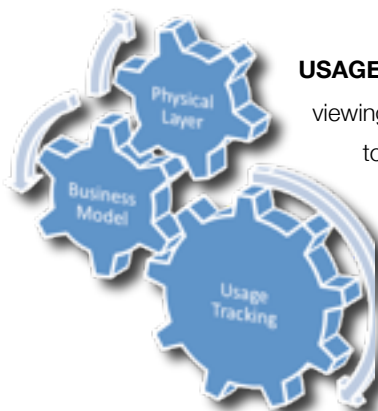
BICG IMPACT™ Fact Sheet



LIKE YOUR HOUSE, the Presentation Catalog for OBIEE can accumulate a lot of “stuff” over time. This “stuff” manifests itself through dashboards, dashboard pages and reports and is the most visible piece of any OBIEE deployment. And again like your house, you probably don’t have every object cataloged and located so you can find it easily. Or if you do, you spent a lot of time and money doing it. With BICG Impact™, you know what you have and where it is, whenever you want to know. Not only is this helpful in a mature OBIEE environment, but also in a new deployment of the Oracle BI Applications. BICG Impact™ can tell you exactly what dashboards, reports, and subject areas are available for your BI Applications deployment so you can choose which ones to deploy now and which ones to save for later projects.

THE CORE OF OBIEE is the advanced metadata layer, but unfortunately, the details of all this rich information is largely concealed behind a binary file format. With BICG Impact™, you can start to expose the most valuable pieces of information about your OBIEE environment to report developers and even business users. BICG Impact™ allows you to see relationships between tables and columns across all three layers of the metadata, including expressions that define those relationships. By itself, this linkage provides faster and more efficient access to information about your OBIEE deployment, but more importantly it provides the keystone for data lineage and full impact analysis from dashboards and reports down to the transactional source columns. With BICG Impact™, your metadata is exposed, not hidden.

IT’S NO SECRET that if you want to have good Business Intelligence, you have to have good data and you have to have the right data. ETL plays a large role in making this happen, but how do you know if you’re pulling the right data? How do you know what data you’re pulling at all? Sure, an ETL tool like Informatica contains basic reporting, but reporting on ETL in pure isolation has limited applications. What if you could start with an OBIEE Dashboard and navigate your way to the ETL mappings that enable that dashboard to run? What if you could take columns on a report and see where they come from in your transactional systems? With BICG Impact™ you can, and that linkage from reports to metadata to targets to sources enables very powerful ETL reporting that is integrated with BI, not isolated from it.



USAGE TRACKING is a great feature within OBIEE to understand what reports and dashboards your users are viewing most often and when, but it only begins to scratch the surface of understanding why some take longer to run than others. While Usage Tracking provides the ability to see report run times and even analyze whether the bulk of that time was spent in the database or not, its performance tuning abilities stop there. The enhanced Usage Tracking subject area within BICG Impact™ takes your analysis to the next level. What database schemas, tables and columns are being queried the most or pertain to a certain report? What are the Logical Tables, Columns, Column Expressions and even Report Expressions that are involved with that long running report and could a complex expression be the cause? With BICG Impact™, Usage Tracking becomes more valuable in analyzing performance.

Frequently Asked Questions

What is BICG IMPACT™?

BICG IMPACT™ enables easy analysis of the relationships between Dashboards, Reports, Subject Areas, Business Models, Physical Database Tables, and ETL Mappings to determine and minimize the impact of system changes, and to provide a complete data lineage from source system to Dashboard and back.

How does it do that?

IMPACT provides new, pre-built Oracle Business Intelligence Enterprise Edition (OBIEE) subject areas that allow you to analyze the OBIEE Presentation Catalog & Repository, the DAC Repository, the Informatica Repository, and OBIEE Usage Tracking. With these pre-built subject areas, reports can be created in Answers and even placed on Dashboards.

Where does the data come from?

The metadata points directly to the Informatica/DAC repositories and the existing Usage Tracking tables. IMPACT extracts dependency information from Informatica and the OBIEE Presentation Catalog/Repository and stores this information in its own set of Impact database table.

What types of questions can I expect to answer?

- Which reports will be impacted by a change to the repository or data warehouse?
- What metadata will be impacted by a change to the ETL?
- What mappings are required to load given attributes/metrics?
- What columns are defined in the metadata, but not used on reports?
- What are the OLTP tables/columns that source data warehouse tables/columns?
- What columns are defined on reports, but not in the metadata?

What information can't I analyze?

There are numerous aspects of the OBIEE Presentation Catalog and Repository which aren't available to extract for analysis at this time. This includes, but is not limited to: Security, Report Filters & Views, iBots, Briefing Books, BIP, Prompts, Initialization Blocks and Variables, and Database/Connection Pool settings. We will continue to evaluate these items to determine if they can be

included. The DAC and Informatica repositories are not fully exposed as well.

Is BICG IMPACT™ only for users of the Oracle Business Intelligence Applications?

No. IMPACT can be used with any deployment of OBIEE, including one against a custom data warehouse.

Is BICG IMPACT™ considered add-on software for OBIEE?

No. Think of BICG IMPACT™ as a new OBIEE project within your organization where your requirements are to analyze your deployment of OBIEE. Instead of us doing all of the project work on-site over many weeks, we've already completed that work and are ready to integrate it into your OBIEE environment.

How will you integrate BICG IMPACT™ into my environment?

BICG IMPACT™ is very easy to integrate into an OBIEE environment. For most deployments, it can be done in under a day with remote assistance from us. You can add additional services, both remote and onsite, for more complex needs.

What are the "system requirements?"

We have built and tested BICG IMPACT™ using OBIEE (10.1.3.2.0 and above), an Oracle 10g/11g database, and the versions of Informatica and DAC that ship with the 7.9.x Oracle Analytic Applications. While designed to run on Windows, it can be adapted for Linux or Unix. It can also be adapted to Oracle 9i with minor changes. BICG IMPACT™ has been tested on other versions of Informatica up through 8.5.

Other Powerful Capabilities

Enhanced usage tracking analysis: Go beyond reports! Find out what metrics, attributes, or physical tables are being used the most. This can add efficiency to your performance tuning efforts.

Identify new formulas created in Answers: Should these be moved to the repository for quicker access, better performance, and maintaining one version of the truth?

Simplified, dynamic documentation: Much of the build documentation for a project can be generated using reports in OBIEE, and best of all, is always stays current! This saves significant time and money on current and future projects.