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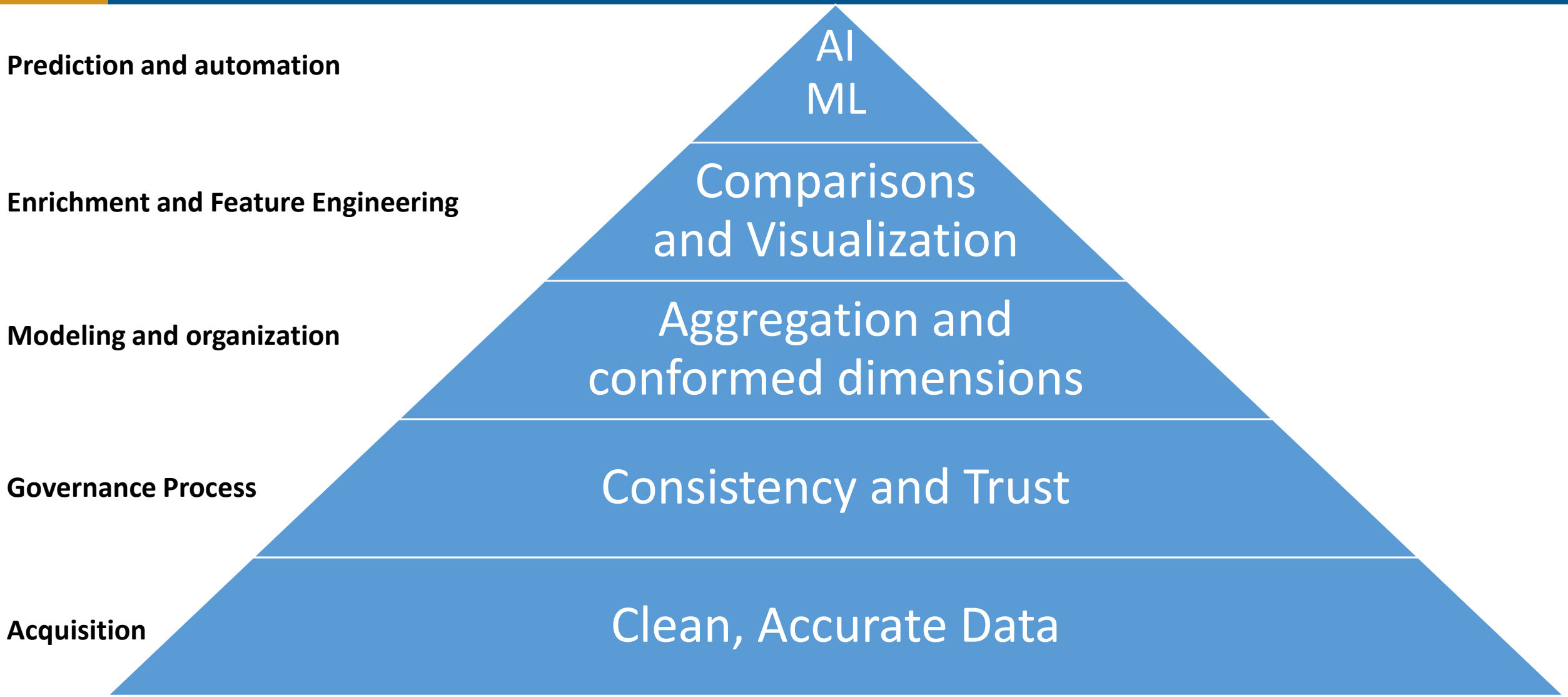
ROSENDIN

Rosendin's Journey from OBIEE to OAC TechCast Days - February 15, 2022

Steve Eliopoulos, Information Technology Program Manager at Rosendin
Dan Vlamis, President at Vlamis Software Solutions

Analytics Hierarchy of Needs

(adapted from Maslow's hierarchy of needs)



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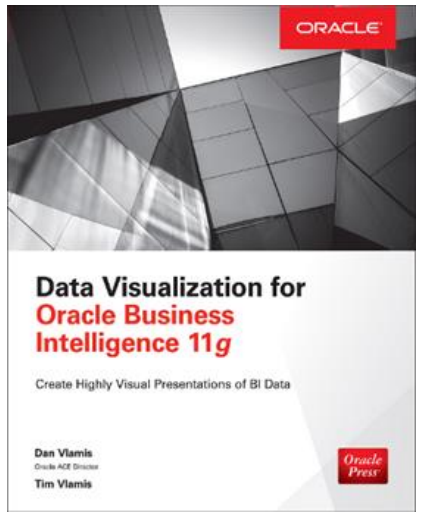
Vlamis Software Solutions

- Vlamis Software founded in 1992 in Kansas City, Missouri
- Developed 400+ Oracle BI and analytics systems
- Specializes in Oracle-based:
  - Enterprise Business Intelligence & Analytics
  - Analytic Warehousing
  - Machine Learning and Predictive Analytics
  - Data Visualization
  - ETL and data integration
- Multiple Oracle ACEs, consultants average 15+ years
- Creators of the Force Directed Graph Plugin on Oracle Analytics Library
- www.vlamis.com (blog, papers, newsletters, services)
- Co-authors of book “Data Visualization for OBI 11g”

ORACLE | Service Partner

Expertise in
Oracle Cloud Platform
Business Analytics
in North America

Expertise in
Oracle Cloud Platform
Data Management
in North America



ORACLE ACE Director

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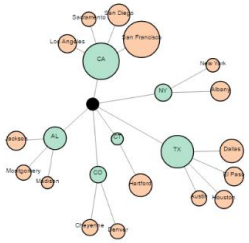

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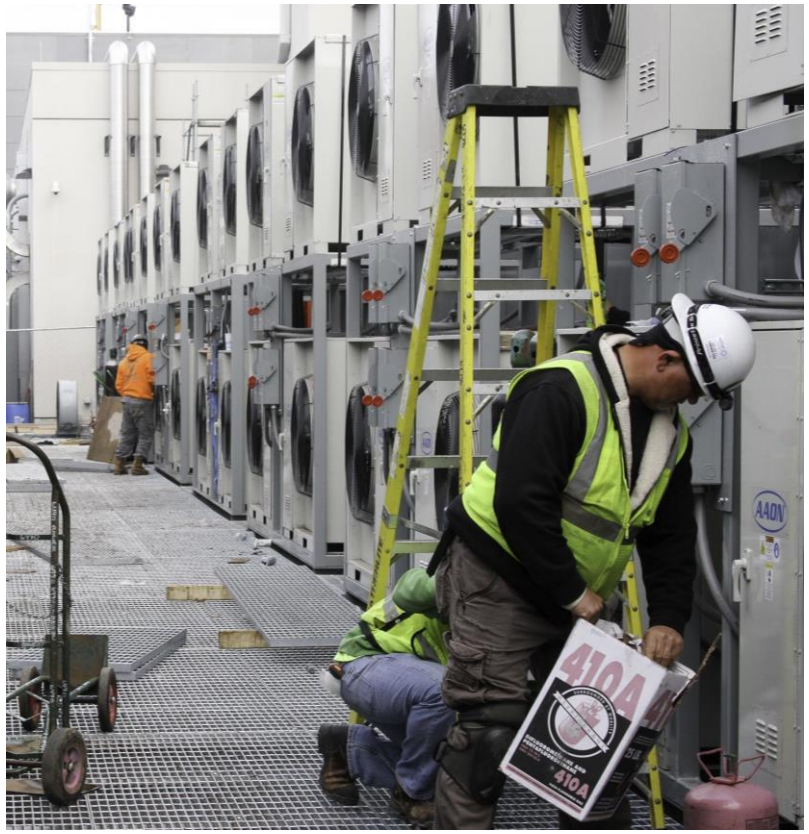

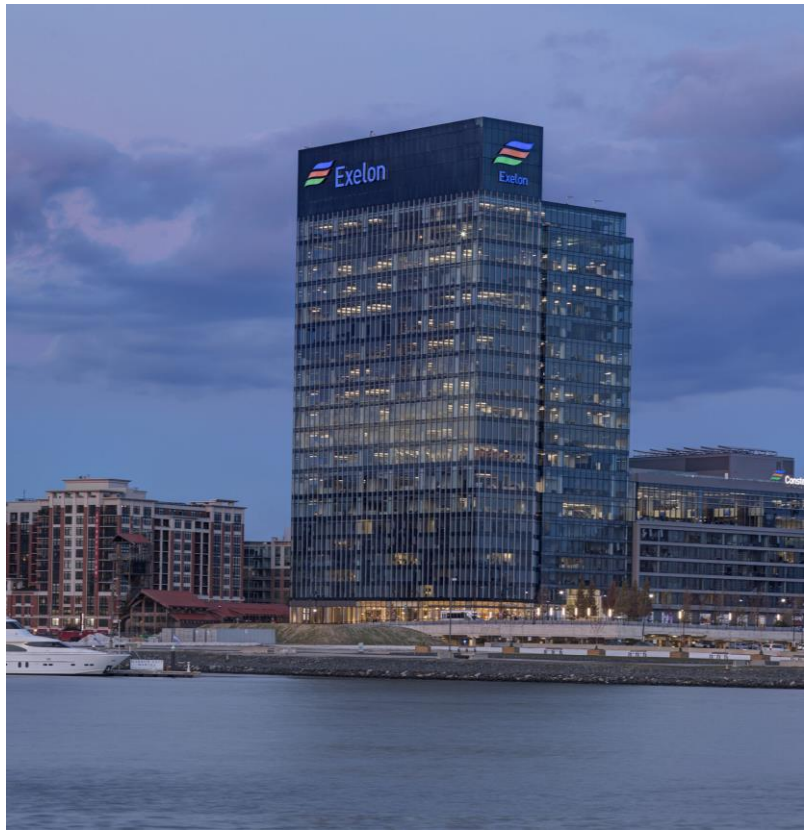

What we build

ROSENDIN

Rosendin Background

- Situation at Rosendin
  - Large legacy OBIEE system
  - Had “Dashboards”
  - Migrated OBIEE 11.1.1.7 to OAC
  - Tried rebuilding data structure to increase load performance etc.
  - Had a revolving door of OAC people – no better than OBIEE stuff
  - Realized needed help, especially with integrating visuals and reorganizing/optimizing our data structure.

Rosendin Needs October 2020

- We wanted to modernize analytics
- Get business to use the data regularly (be more modern)
- End users had lost confidence in data integrity, frustrated with load times, stakeholders irritated with long development times

- Asked Oracle sales rep for suggestion

  “Find me someone that can do what you promised or we are done.”

  Matt Lamb, Rosendin CIO

Introduced to Vlamis Software Solutions

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Projects Working with Vlamis

- Rosendin had done other things with OAC
  - Focused on financial dashboards (from requests)
  - Majority of users of system are project managers
- Started with support contract to help Rosendin with OAC
  - Punch list items – 7 quick-hit items to get going
- Rebuilt Billings in OAC classic using OBIEE dashboards as a prototype
- Install Rate dashboard built in DV according to users' needs
  - Identified issue with monthly vs weekly data
- Evaluated structure of DW (ongoing)

Benefits - 1

- Retire outdated technology and move to cloud-based
  - physical servers reaching end of life
- Improved overall performance of the system
  - dimension tables
  - remodeling of subject areas
- Redesigned dashboards to make more useful and interactive
- Used ad hoc DV capabilities of OAC
  - explore business data
  - develop new analytic insights

Benefits - 2

- Provided supervisors and managers access to on-demand weekly-level data
  - Enables them to properly staff their projects
- Business Improvements
  - Helped internal group be more confident about the data
  - Super users now able to use in ad-hoc manner
  - End users noticing improvement vs OBIEE – speed and usability
  - Have more confidence that IT can deliver results

Findings from OAC Assessment

- Vlamis assessed current OAC environment
- Evaluated on 6 C's: Content, Comparisons, Choice, Categorization, Connection, Context
- Redesign Executive KPI and other dashboards
  - Several UI suggestions
  - New comparison measurements
  - Additional graphs for specific analyses
- Move calculations into RPD, not in report logic
- Organize column names to make more useable
- Performance needs to be improved – lots of suggestions

Performance Issues

- Migrated but found performance not good
- Results of investigation – need to redesign data model
  - Business conditions have changed
  - Not using summary tables
  - Most analyses use attribute of customer dimension
  - RPD coded with left outer join to large customer dimension just to get country
- Users don’t care about causes of bad performance. Just fix it.
- Adhoc user was pulling data from wrong subject area and was making business decision based on data that was off $40MM

Technologies Used

- Autonomous Data Warehouse (ADW)
  - for storing data – faster database
- Oracle Data Integrator (ODI)
  - to move data from EBS and legacy Oracle DB to ADW
- Oracle Analytics Cloud (OAC)
  - to present data (migrated OBIEE dashboards and new dashboards)

How Used ADW

- Benefits of using ADW
  - Faster
  - Less maintenance
- Migrated from Oracle DB to ADW (able to retire old hardware)
- Modified data model at same time (Rosendin led, Vlamis assist)
- Now on cloud
- Issues with ADW:
  - Not 100% autonomous – needs some looking after
  - Dedicated resource that knows ADW is still helpful

How Used ODI

- Rosendin had been using ODI to move data into data warehouse
  - started using instead of Informatica at extra license co$t
- Vlamis extended model using ODI to migrate data
  - created ODI process to load weekly Install Rate Dashboard data
- Issues with ODI
  - finding good reasonable resources with ODI experience
  - Rosendin finding desktop ODI faster than Marketplace ODI

Using OAC

- Advantages of using OAC?
- Using DV front end for new business cases
- Now have access to DV for better ad-hoc use
- Average user has trouble creating ad-hoc reports
  - Rosendin has complicated data model that's grown over the years
  - Use junior-level, computer-savvy people to produce ad-hoc reports
- Rosendin still getting used to OAC, not entirely sold

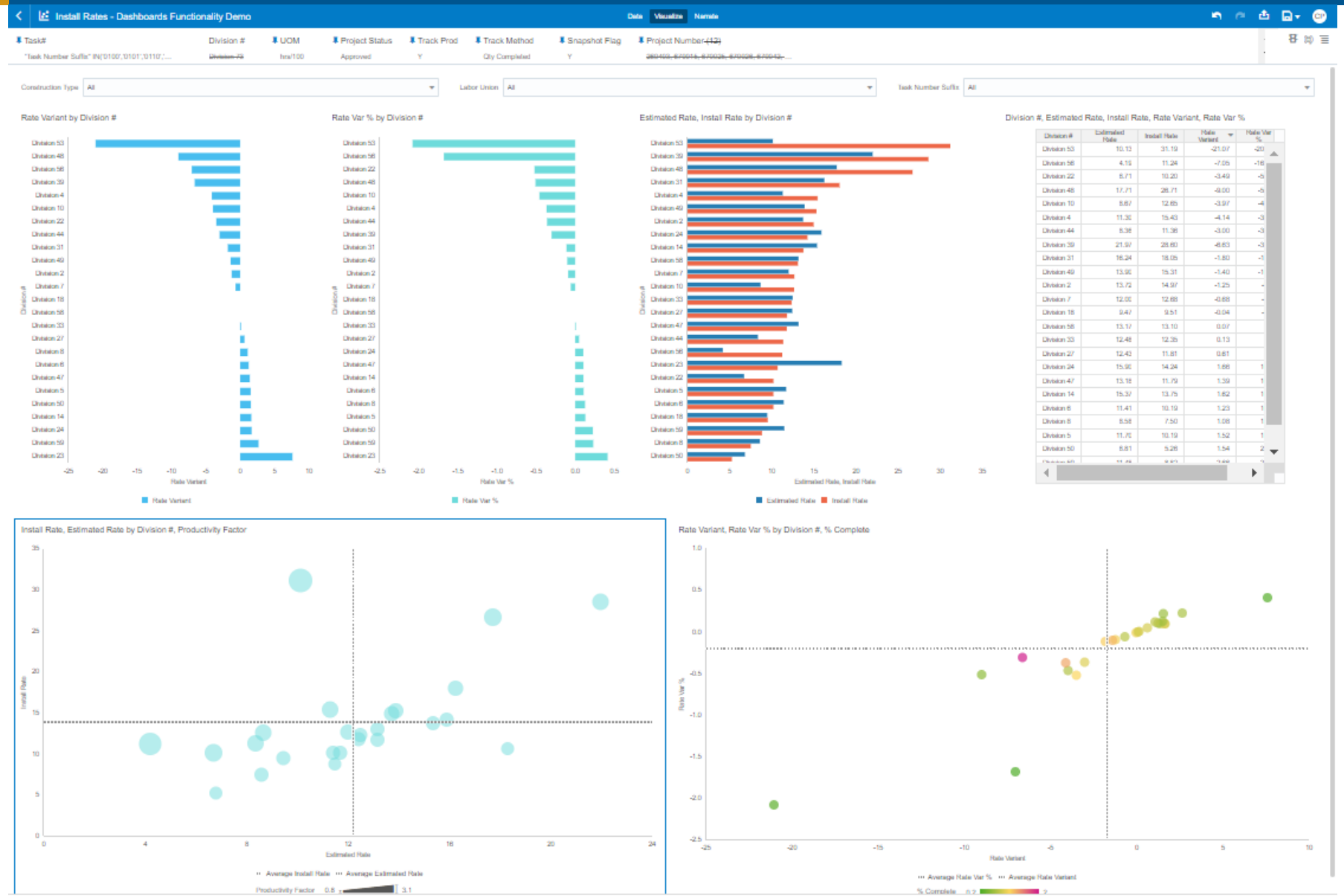
- Data issues are holding back the project
  - Rebuilt instead of just migrating
  - Some ETL processes still not right
  - Had too many cooks in the kitchen

Install Rate Dashboard

- Major overhaul of former dashboard
- Seemed simple
- Complications in grain of data
  - Table had data at month level
  - Users wanted to see at week level
- How to handle cumulative totals vs discrete weekly data
- [Cathye to look for screenshots to show before and after]

Example Dashboard

Example Dashboard



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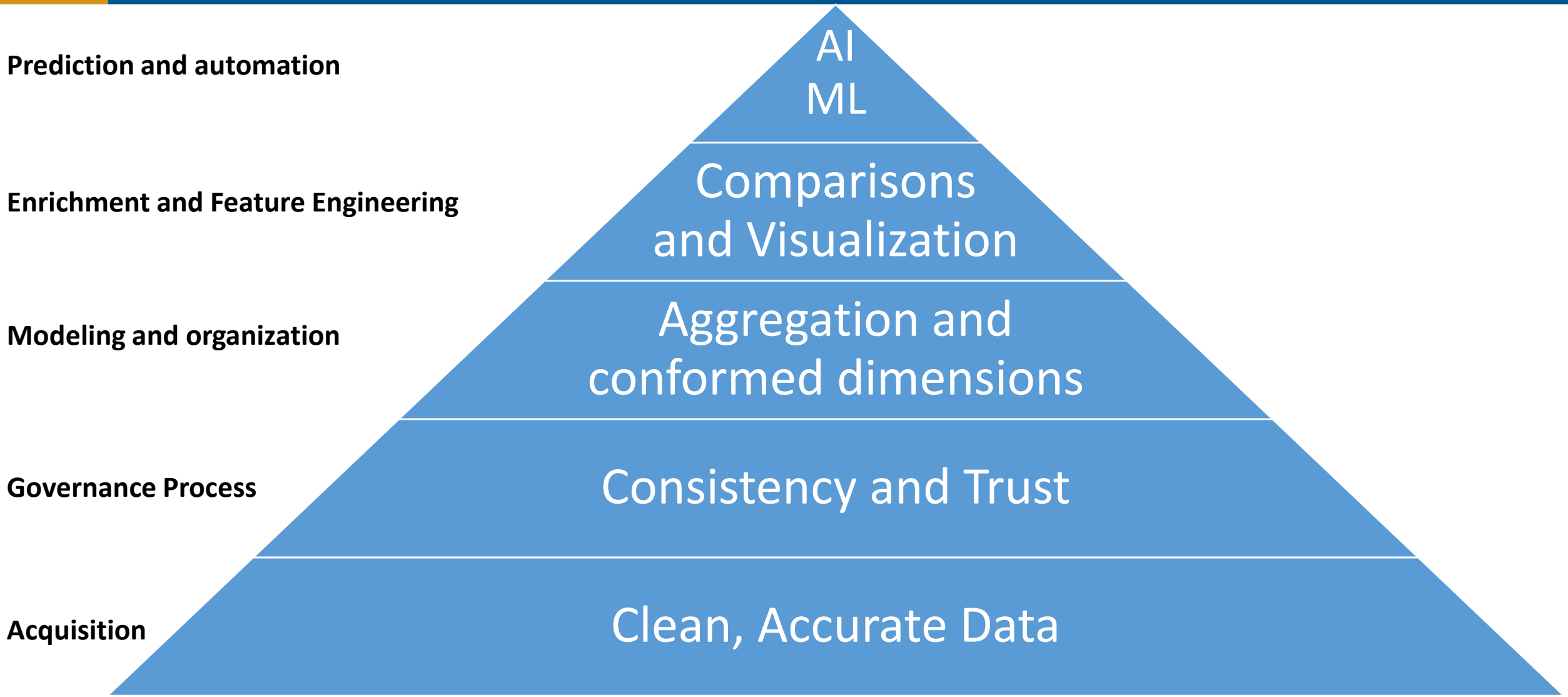

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The Future

- Increase adoption of Oracle Analytics
- Execute some of Vlamis suggestions on data model, etc.
- Use AI and Machine Learning down the road

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Conclusion

- Concluding remarks leading to Q&A

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- www.rosendin.com
- www.vlamis.com

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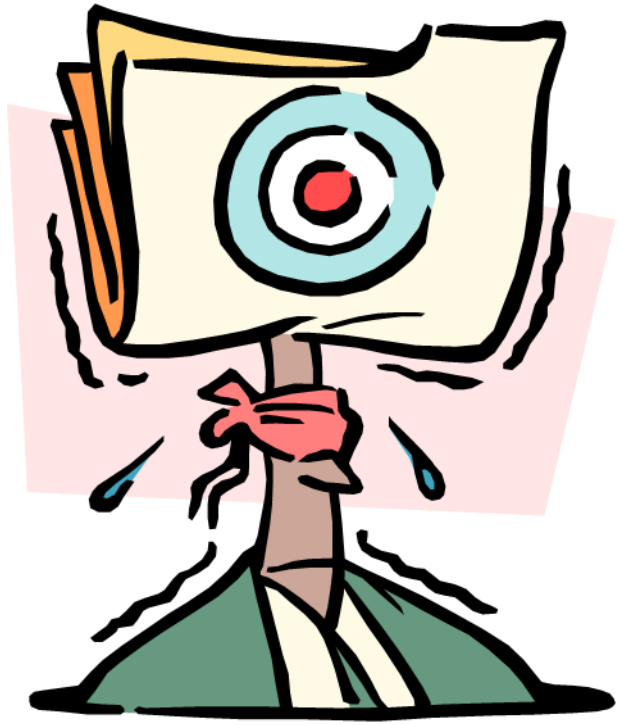
Questions?



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