



## ORACLE

#### **Dare to OLAP – An Essbase Workshop**

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### Oracle's EPM System Vision Focus on Today and Plan for Tomorrow

- Link strategic goals to operational decisions
- Integrates all management processes
- Deliver consistent, reliable insights to drive action
- Lower costs and reduces system complexity
- Single version of the truth





#### **Oracle Hyperion Essbase**



The OLAP (Online Analytical Processing) server that provides an environment for rapidly developing custom analytic and enterprise performance management applications





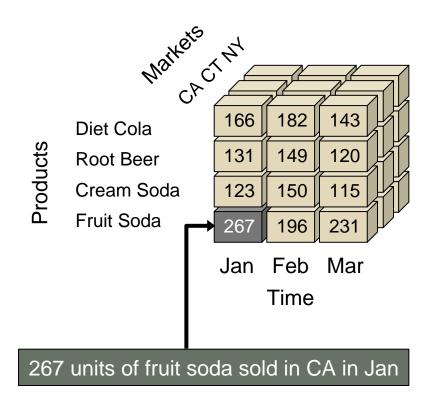
# BI Tools are Designed for Reporting Essbase is Tuned for Analysis



#### Essbase = Extended Excel Spreadsheet Base

#### **3-D Cube**

- Dimensions
  - Time
  - Products
  - Markets
- Members
  - Jan, Feb, Mar (Time)
  - Diet Cola, Root Beer, Cream Soda, Fruit Soda (Products)
  - CA, CT, NY (Markets)
- Measures
  - Sales

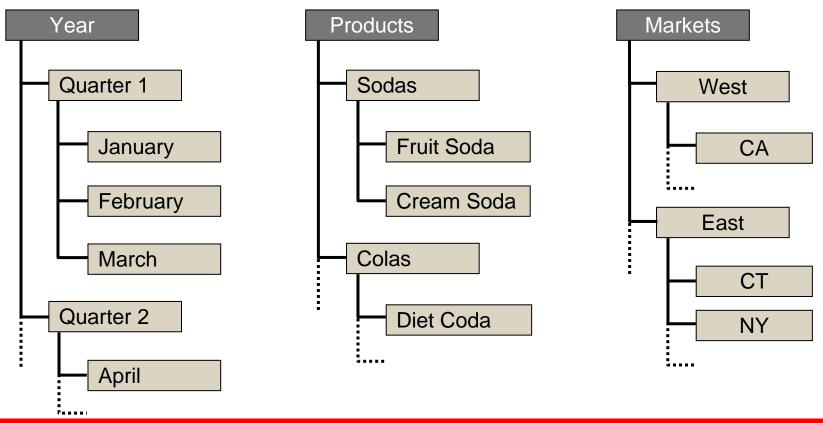




### **Dimension Hierarchies**



For each dimension, you can organize the set of its members in a hierarchy.



# rollup

CA

	—						
	Sales	Jan	Feb	Mar	Qtr1		
	Diet Cola	166	182	143	491		
CA	Root Beer	131	149	120	400		

drilldown

### **Rolling Up and Drilling Down**

 Rollup summarizes data by climbing up the dimension hierarchy (dimension reduction).

Qtr1

491

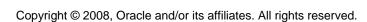
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Drilldown is the reverse of rollup. ۲

Sales

**Diet Cola** 

**Root Beer** 







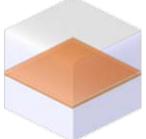






Pivot rotates the data cube to change the data visualization.

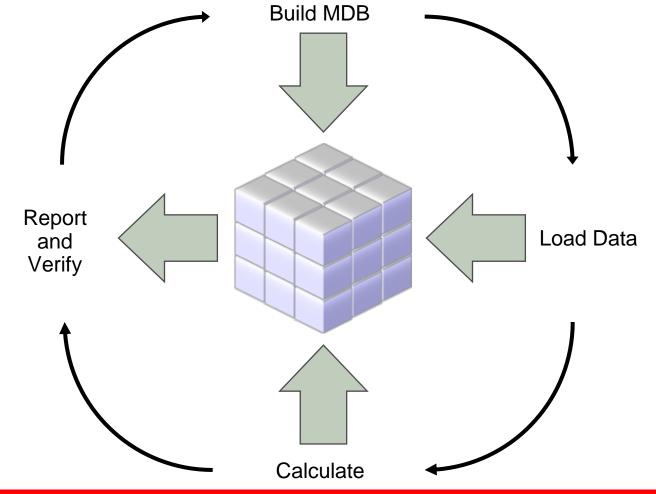
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### Life Cycle of Essbase Database Design



Designing an Essbase database is a cyclic process ...

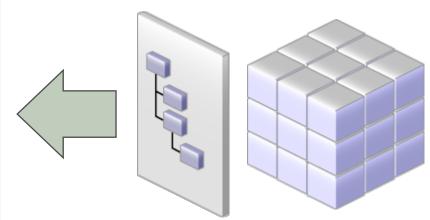


### **Database Outline**



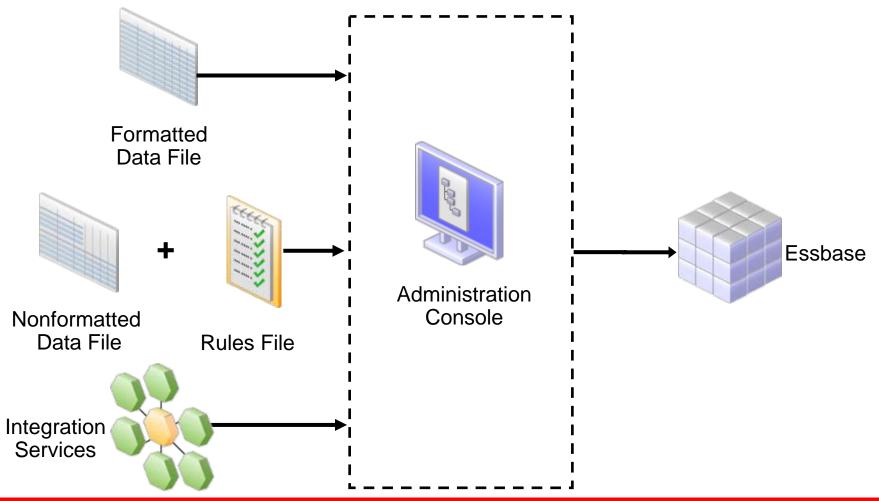
- Plays the key role in the life cycle of the Essbase database design
- Database development begins with creating a database outline
- Tree structure for dimension hierarchies
- Consolidations and mathematical relationships between members
- Outline Editor



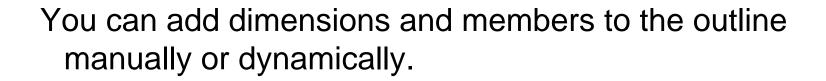


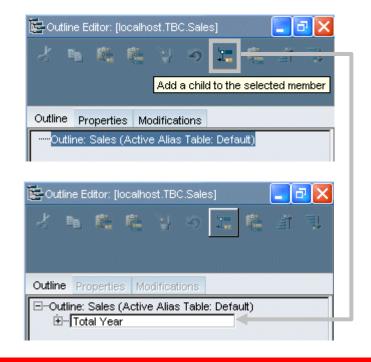
#### **Loading Data and Metadata**





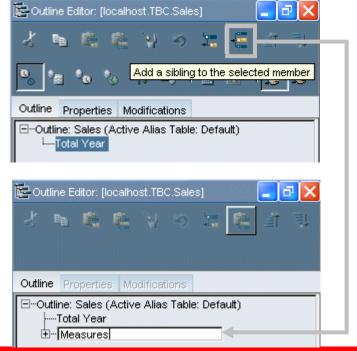
### **Adding Dimensions and Members**





Adding a child

#### Adding a sibling



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### **Consolidation Property and Operators**

- Consolidation property defines how the member rolls up to its parent.
- Consolidation operators:

(+)

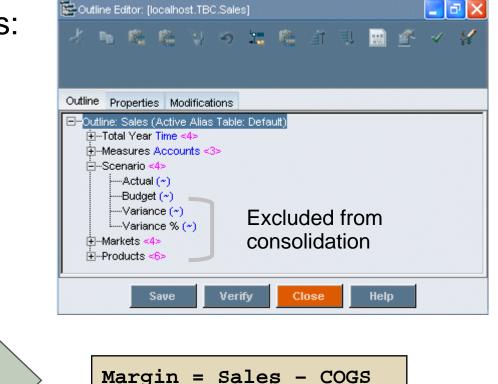
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- Addition (+)
- Subtraction (-)
- Multiplication (\*)
- Division (/)
- Percent (%)
- Ignore (~)

Sales

COGS

Margin

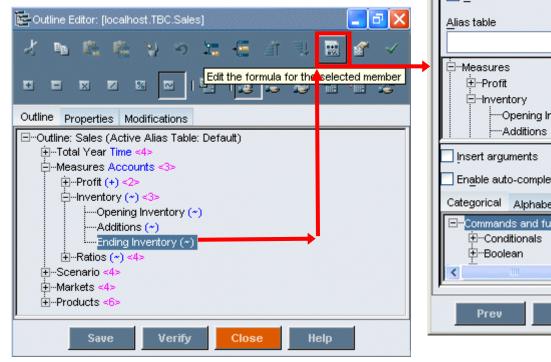


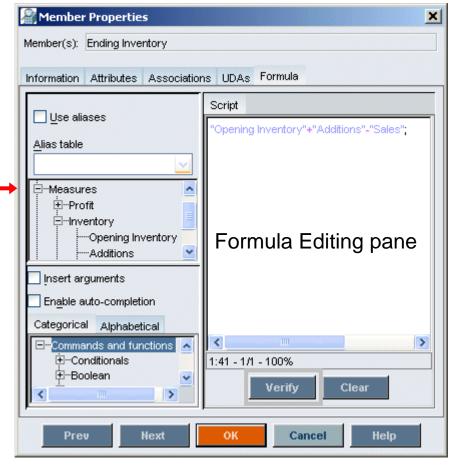
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### **Creating Member Formulas**



 Create the member formula in Formula Editor



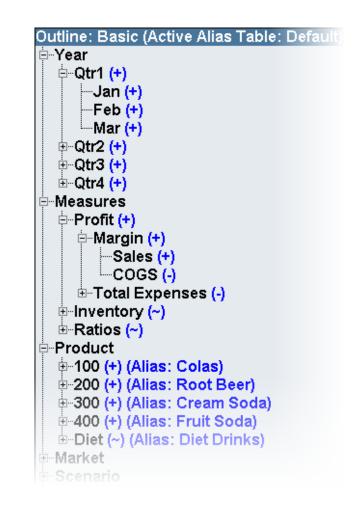




### **Superior Calculation Power**

- Widest range of functionality
  - Simple aggregations to complex cross dimensional allocations
  - Results stored or calculated upon retrieval
  - Relationship aware
  - Application wide or subset specific
  - Conditional and procedural logic





### **Comprehensive Library of Functions**



- 350+ functions
- Simple syntax
- Extensible
- Single point of maintenance

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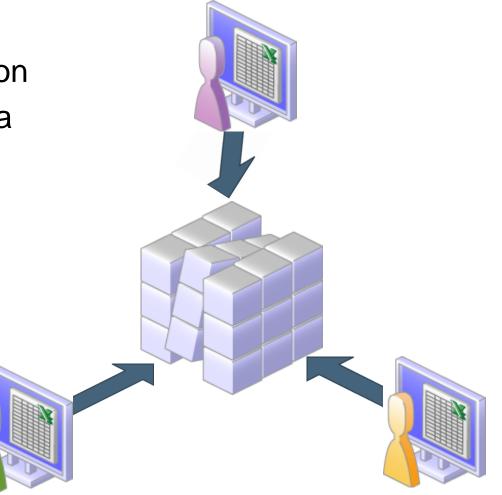
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#### Write-Back

- 1. Choose the intersection
- 2. Type the updated data value
- 3. Click submit





### **Demo: Essbase Outline**



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### **Speed of Thought Response**



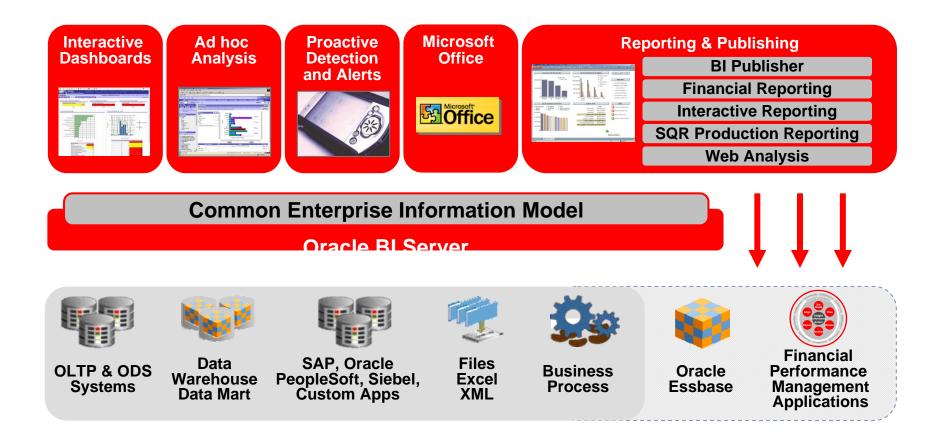
Essbase enables this "conversation with the data" – understanding that an answer to a question typically leads to another question – and business users can't wait hours (or days) for that question to be answered



# **CA** conversation with the data



#### **Oracle BI Suite Enterprise Edition Plus Pervasive Information Delivery**



### **SmartView: Microsoft Office Integration**



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- familiar MS Office UI
- robust OLAP server with advanced analytics

- SS:
  - vvora
  - PowerPoint
  - Outlook



### **Smart View for Office Toolbar**

#### **Context Menu**

- three principal interfaces you leverage when working with Smart View to query data from Essbase:

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#### **Hyperion Ribbon**



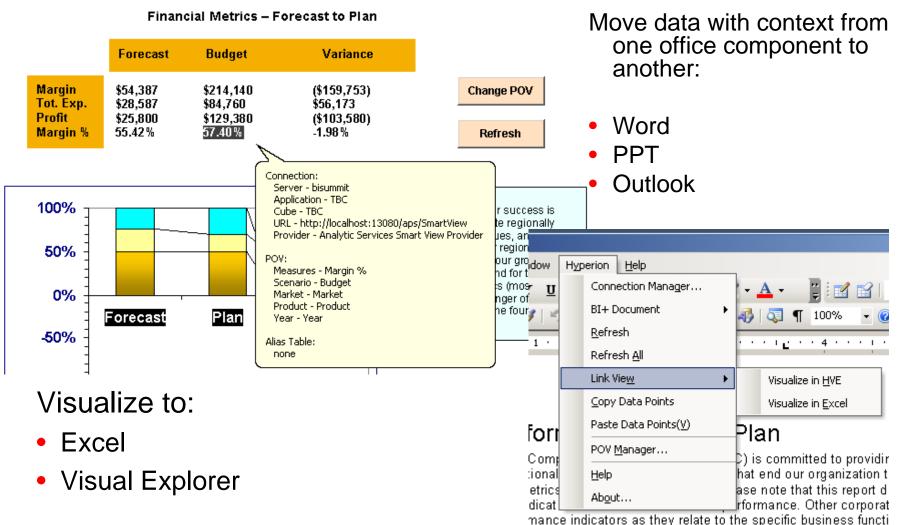
#### **Member Selection and Query Design**

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#### **Dynamic Data Points**





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### **Demo: Smart View & OBI EE**

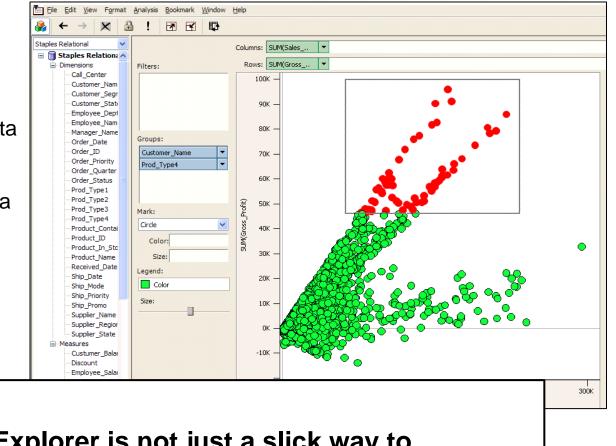




### **Visual Explorer – Best in Class**

 adaptive visualization tool that lets you see patterns in your data

 numeric outliers stand up clearly – then you can bring data in spreadsheet for enterprise distribution



## "Visual Explorer is not just a slick way to visualize, it's a slick way to visually <u>analyze</u>."

- Wayne Eckerson, Industry Analyst, TDWI

E.



### **Demo: Hyperion Visual Explorer**



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