Introducing
Essbase / Web Analysis for IBM i 11

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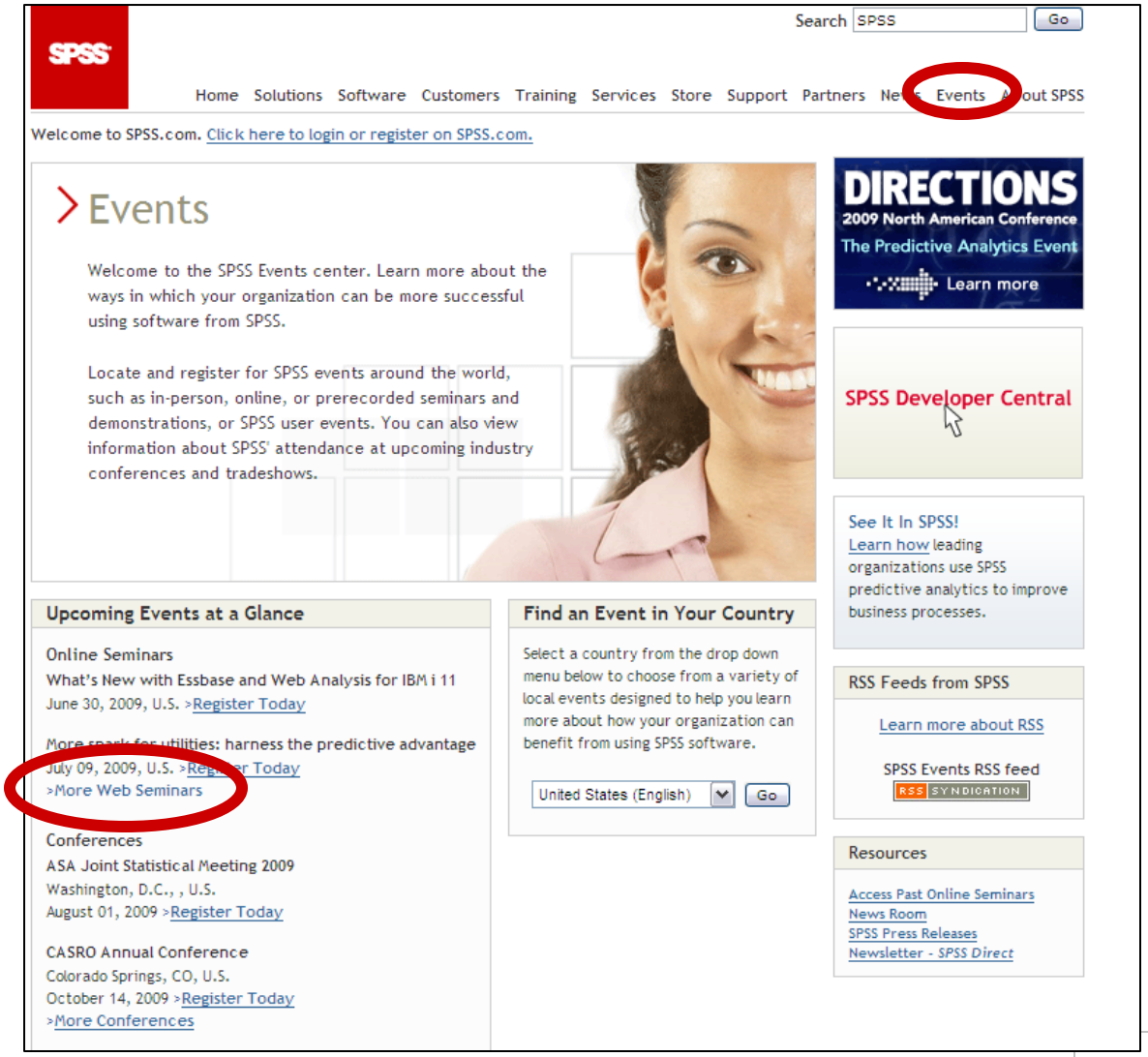
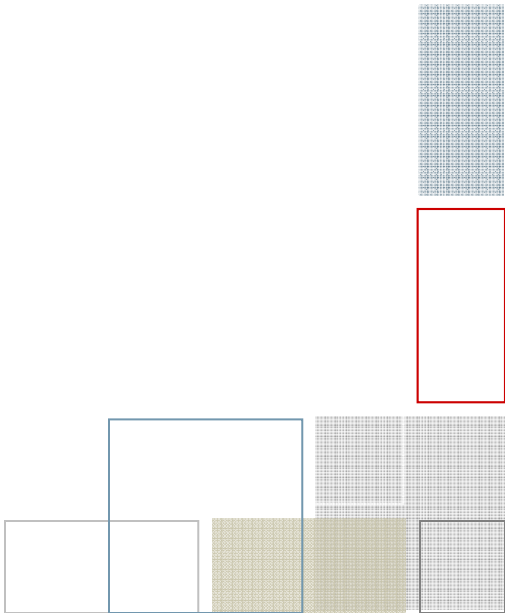
Webinar recording and slides
http://www.spss.com/events/



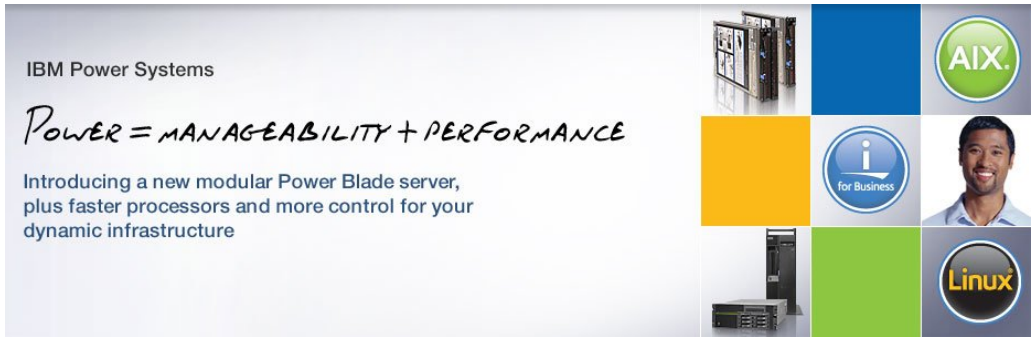
Agenda

- ShowCase Suite Overview
- What's New
  - Essbase
  - Web Analysis (Analyzer)
- Upgrade Planning



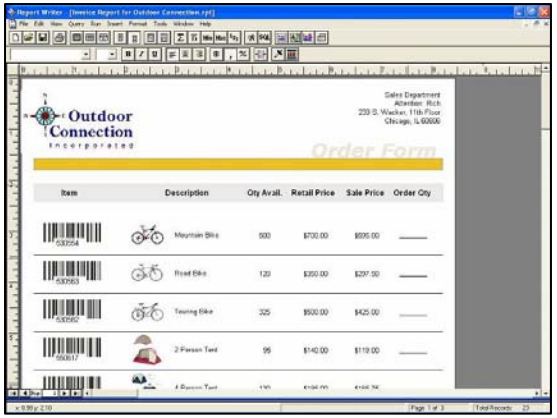
ShowCase Suite Positioning

- The leading enterprise BI solution for IBM i customers
  - A complete solution for reporting and analytics designed specifically for organizations that run their business using IBM i

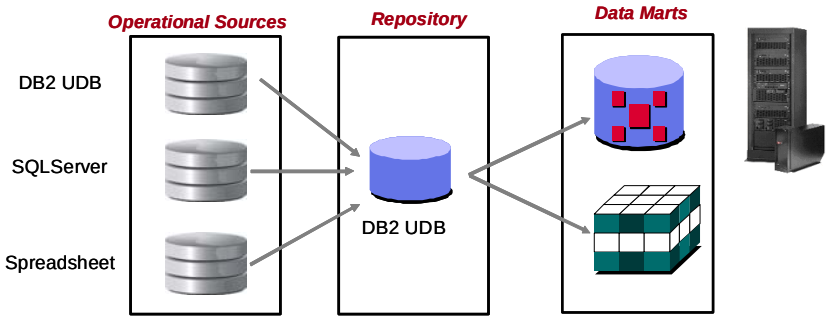


ShowCase Suite – Complete Solution

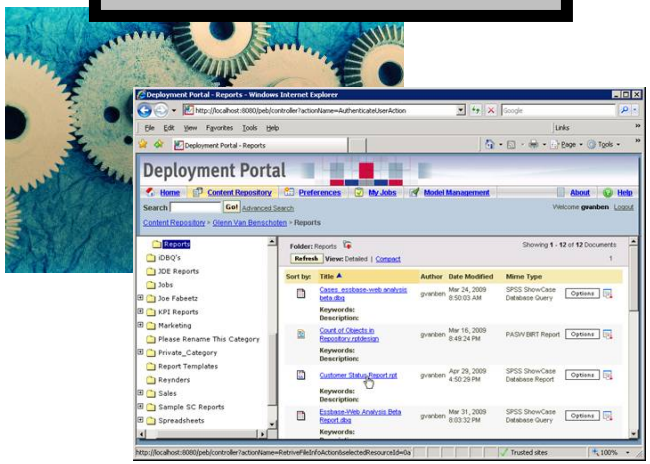
Query and reporting



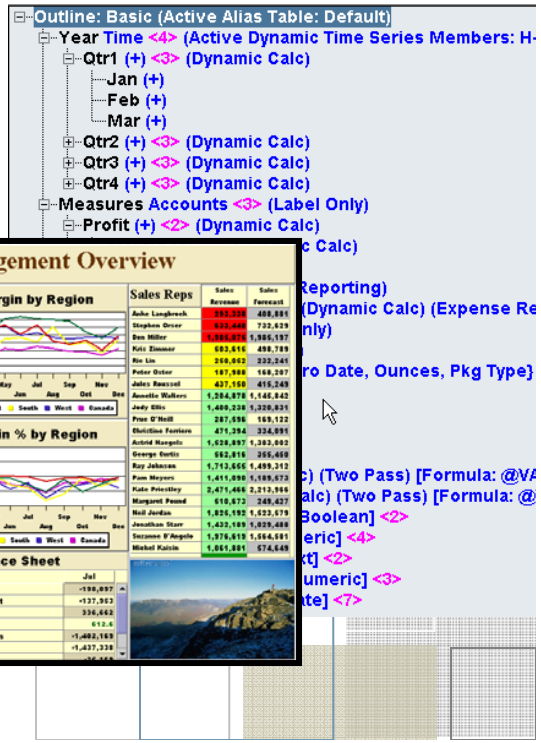
Data Warehouse Management



Enterprise reporting

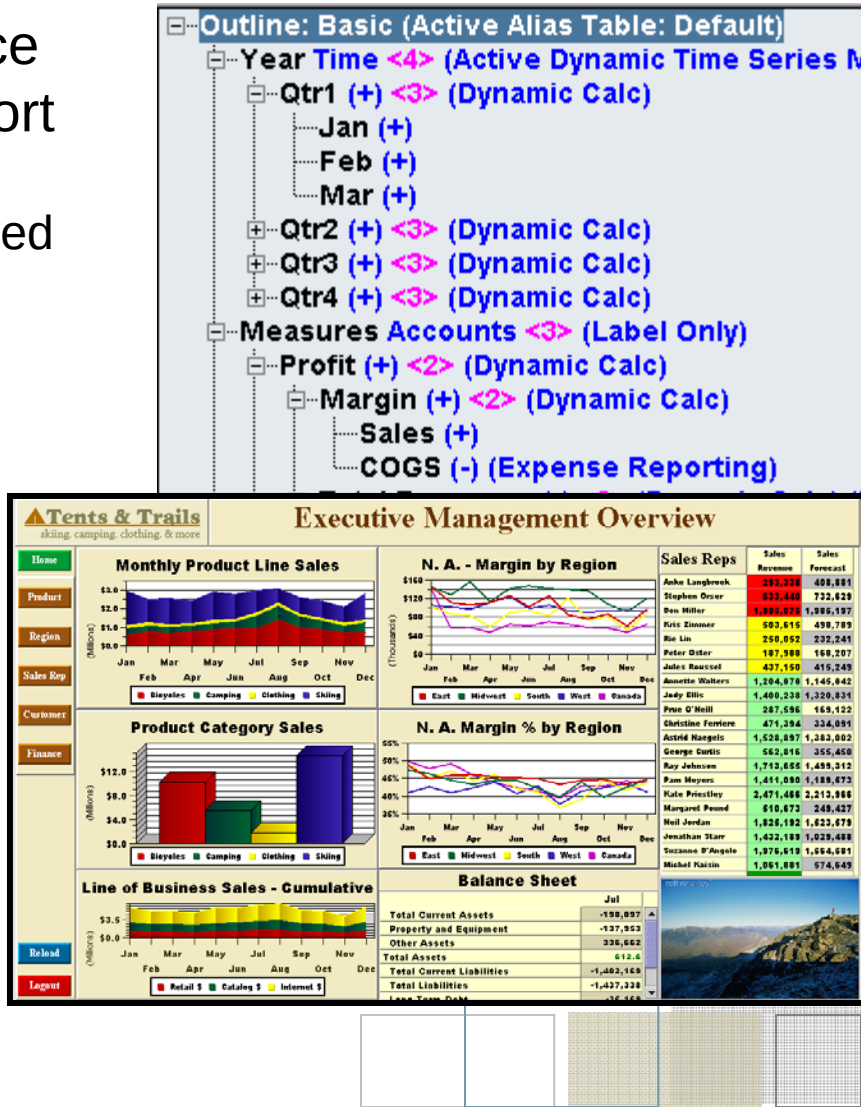


OLAP



OLAP – On-Line Analytical Processing for a deeper understanding of the business

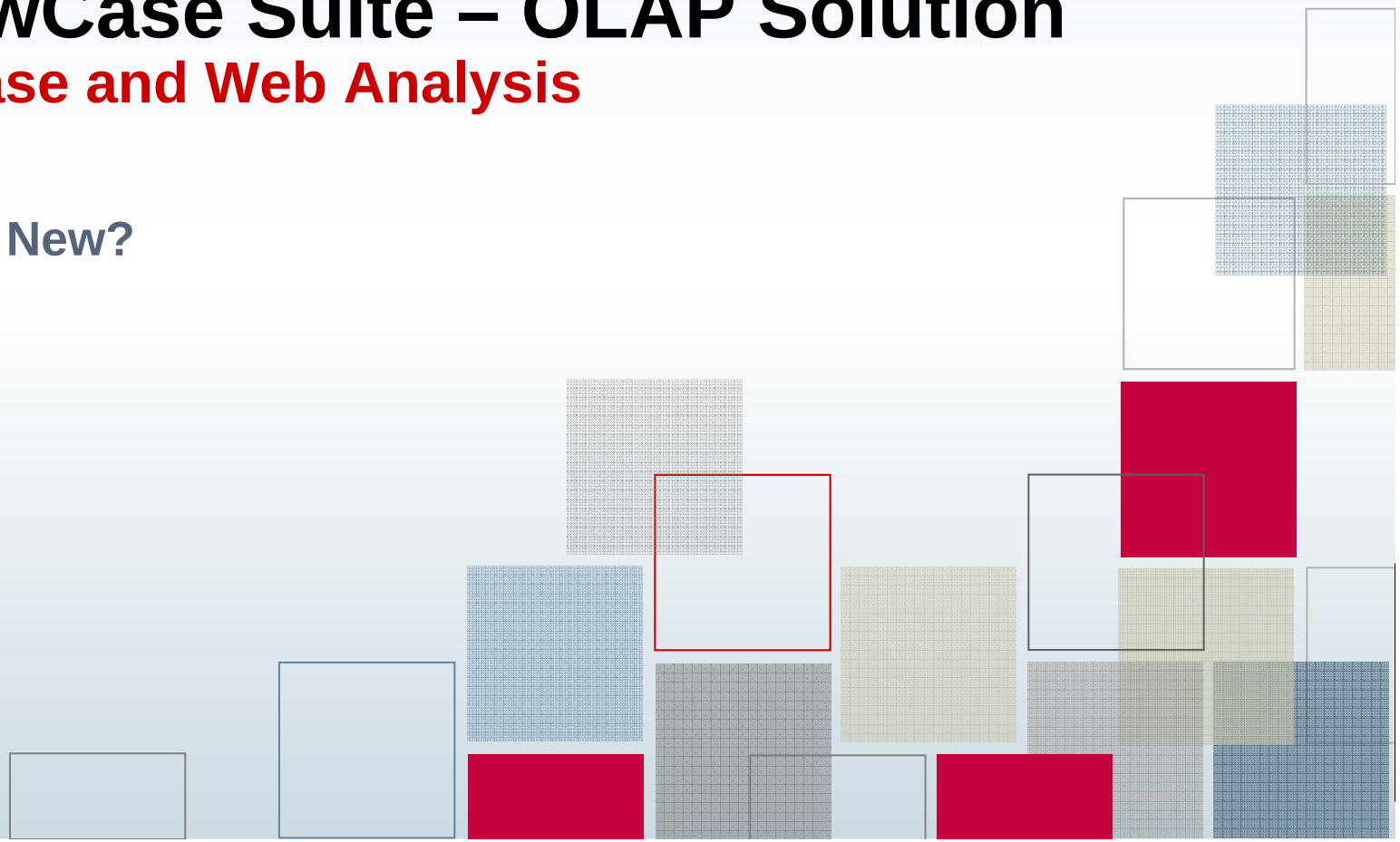
- **Essbase® for IBM i**
  - Industry standard high performance OLAP database for decision support
    - Build analytical models that consolidate actual, projected & derived data
    - Integrated with ShowCase Suite
    - Leverages the power of IBM i
- **Web Analysis for IBM i (previously Analyzer)**
  - Browser-based speed of thought analysis
    - Pivot, link & drill into data
    - Highlight exceptions
    - Perform calculations



ShowCase Suite – OLAP Solution

Essbase and Web Analysis

What's New?

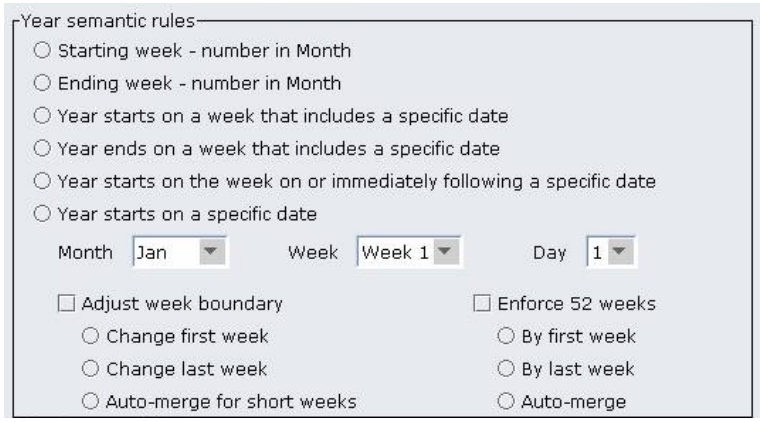


Essbase / Web Analysis for IBM i 11

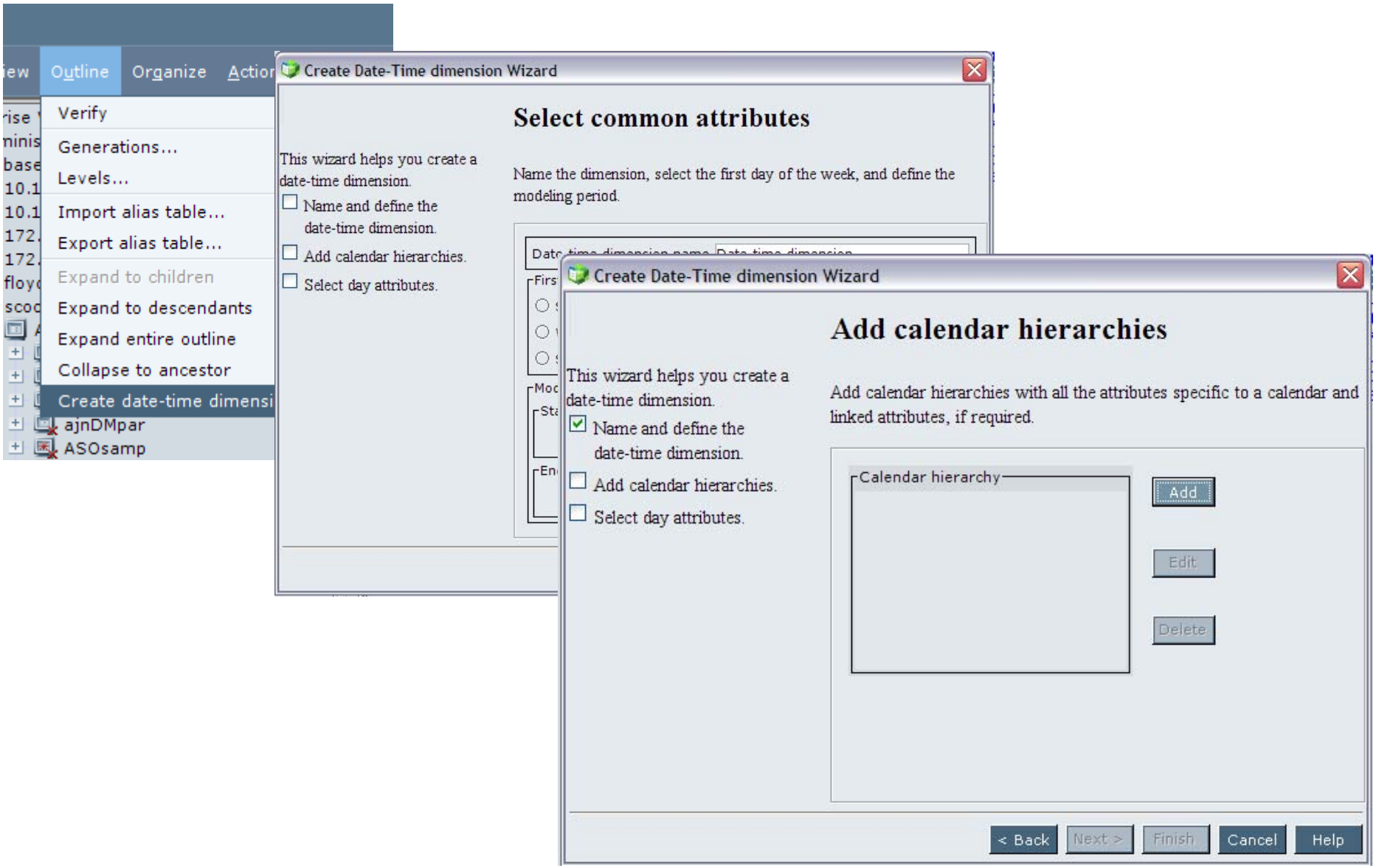
- Highlights
  - Time intelligence features
    - Allow organizations to analyze date-sensitive information in ways that make sense for their specific business needs
  - Faster application deployment and maintenance
    - Minimize the amount of down time needed to load new data into analytical applications
  - Improved reporting and integration with Microsoft Office applications
    - Embed live report links into Office documents

New Time Intelligence Features

- Model any calendar!
  - Gregorian, Manufacturing, Retail, ISO, Fiscal calendars



Date-Time Dimension Wizard



Calendar Hierarchies

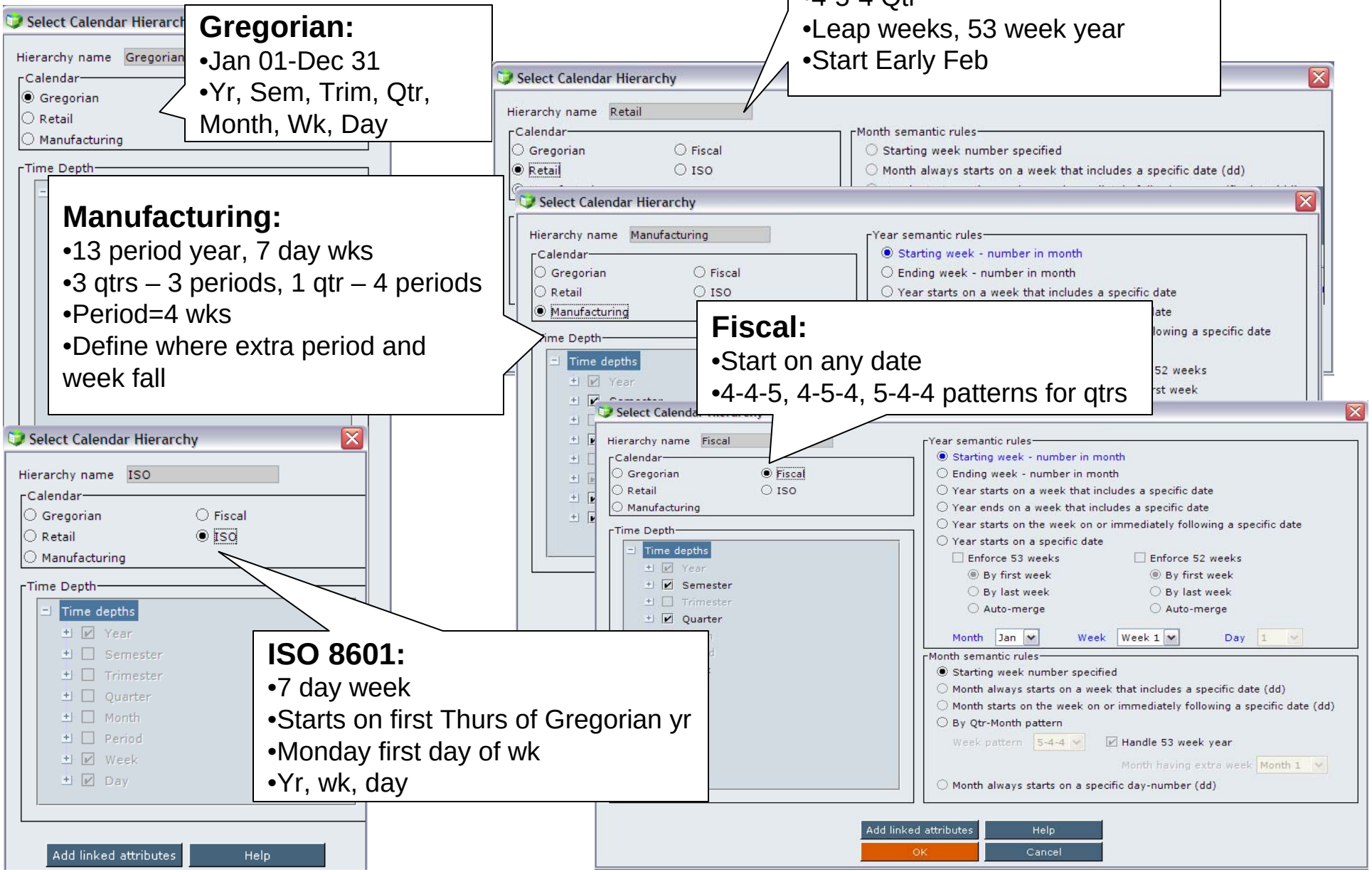
Gregorian:
- Jan 01-Dec 31
- Yr, Sem, Trim, Qtr, Month, Wk, Day

Retail:
- From National Retail Federation
- 4-5-4 Qtr
- Leap weeks, 53 week year
- Start Early Feb

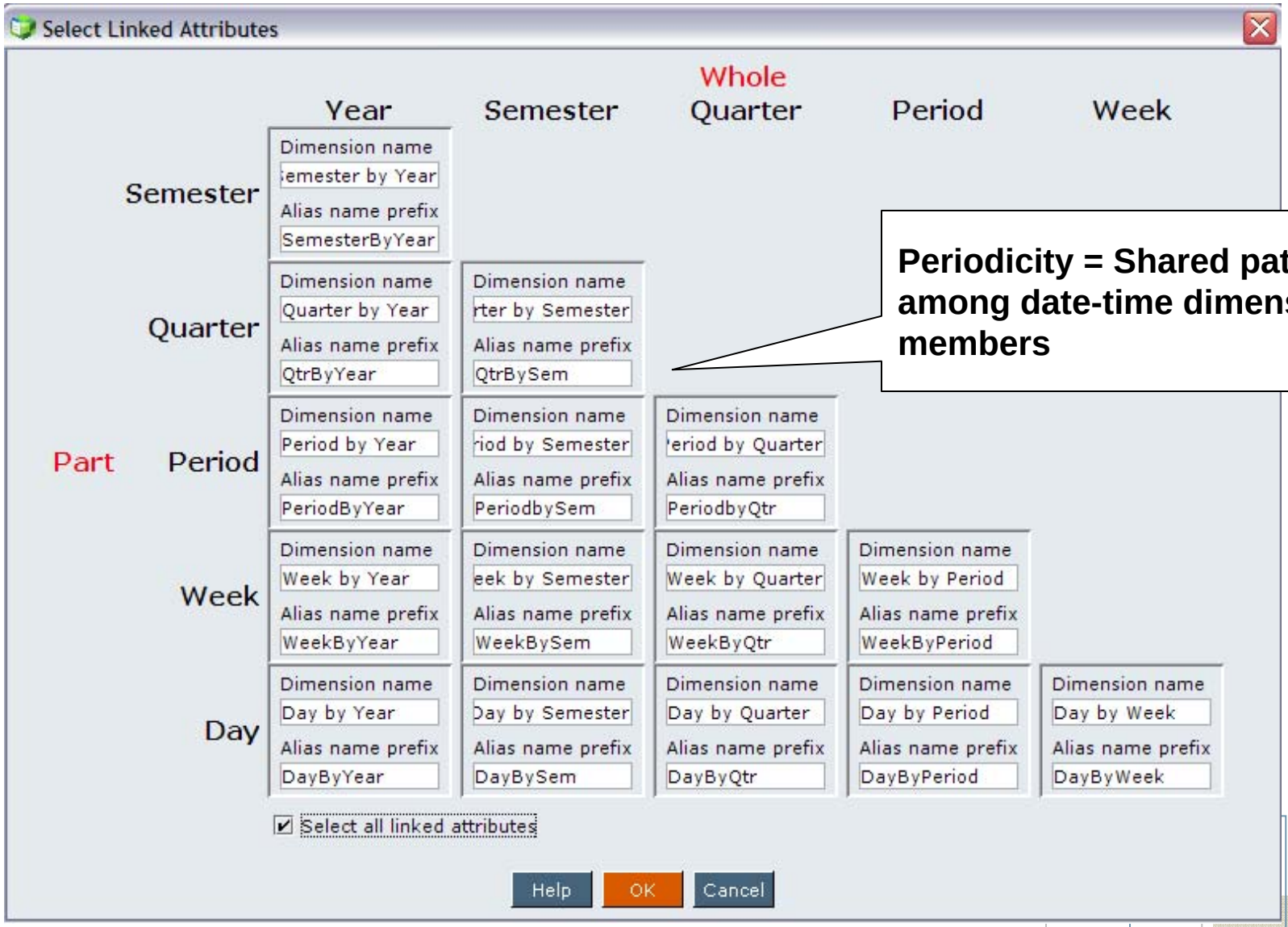
Manufacturing:
- 13 period year, 7 day wks
- 3 qtrs – 3 periods, 1 qtr – 4 periods
- Period=4 wks
- Define where extra period and week fall

Fiscal:
- Start on any date
- 4-4-5, 4-5-4, 5-4-4 patterns for qtrs

ISO 8601:
- 7 day week
- Starts on first Thurs of Gregorian yr
- Monday first day of wk
- Yr, wk, day



Linked Attributes for Periodic Time



Periodicity = Shared pattern among date-time dimension members

Periodic Time

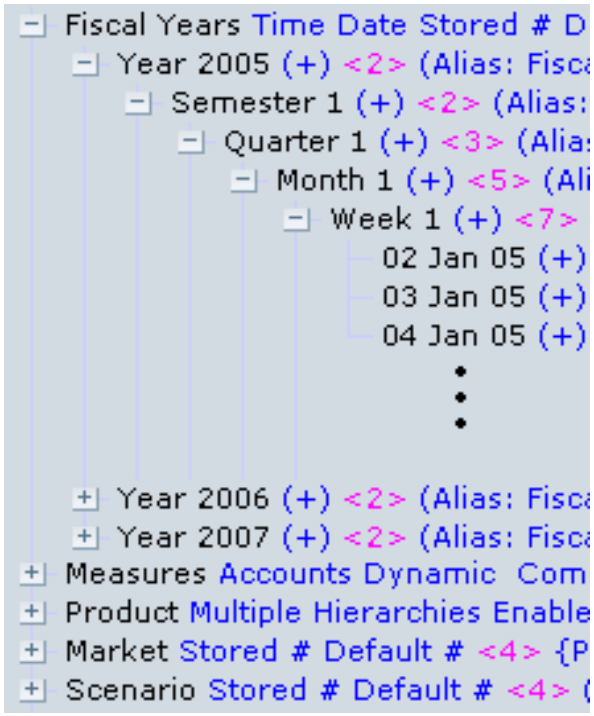
- 2nd month in each quarter, 3rd quarter in every year, “fall” season

	Market	Scenario	Sales	Root Beer	**Fiscal Year 2005**	
	Mon 1	Mon 2	Mon 3			
Qtr 1	14220	12124	10619			
Qtr 2	11178	13381	11959			
Qtr 3	15359	11222	11743			
Qtr 4	12598	12606	10192			

	Market	Scenario	Sales	Root Beer	**Quarter 1 2005**	
	Week 1	Week 2	Week 3	Week 4		
Mon 1	2341	2832	3702	2838		
Mon 2	3057	2394	3172	3501		
Mon 3	3130	1001	3220	3268		

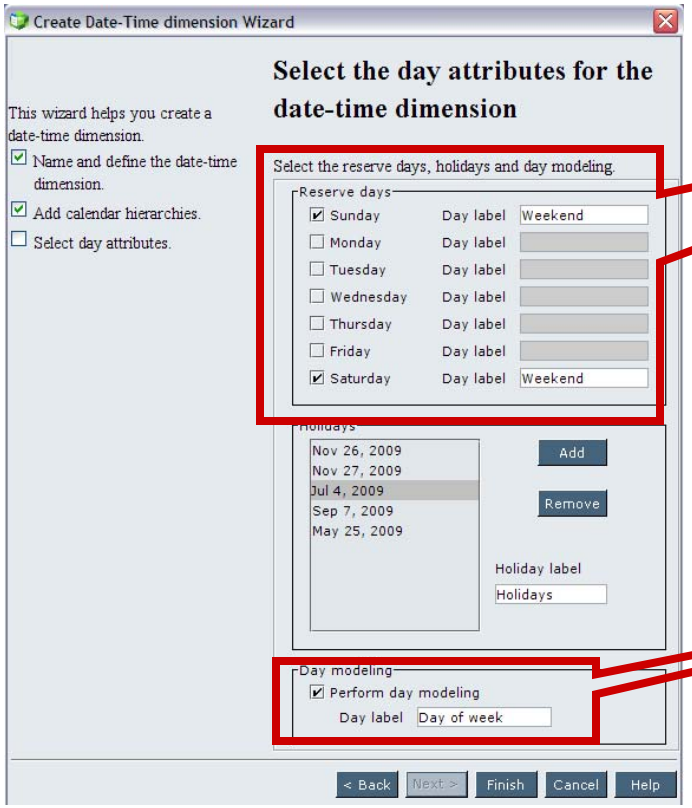
	Market	Scenario	Sales	Root Beer	**Quarter 1 2005**			
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
Mon 1	357	-	363	230	1018	330	43	723
Mon 2	45	235	263	607	797	767	343	941
Mon 3	683	-	643	308	325	628	543	104

	Market	Scenario	Sales	Root Beer	**Month 1 2005**		
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Week 1	357	-	363	230	1018	330	43
Week 2	723	43	351	456	224	682	353
Week 3	1126	112	906	-	130	787	641
Week 4	329	439	456	110	629	875	-



Events and Holidays Captured!

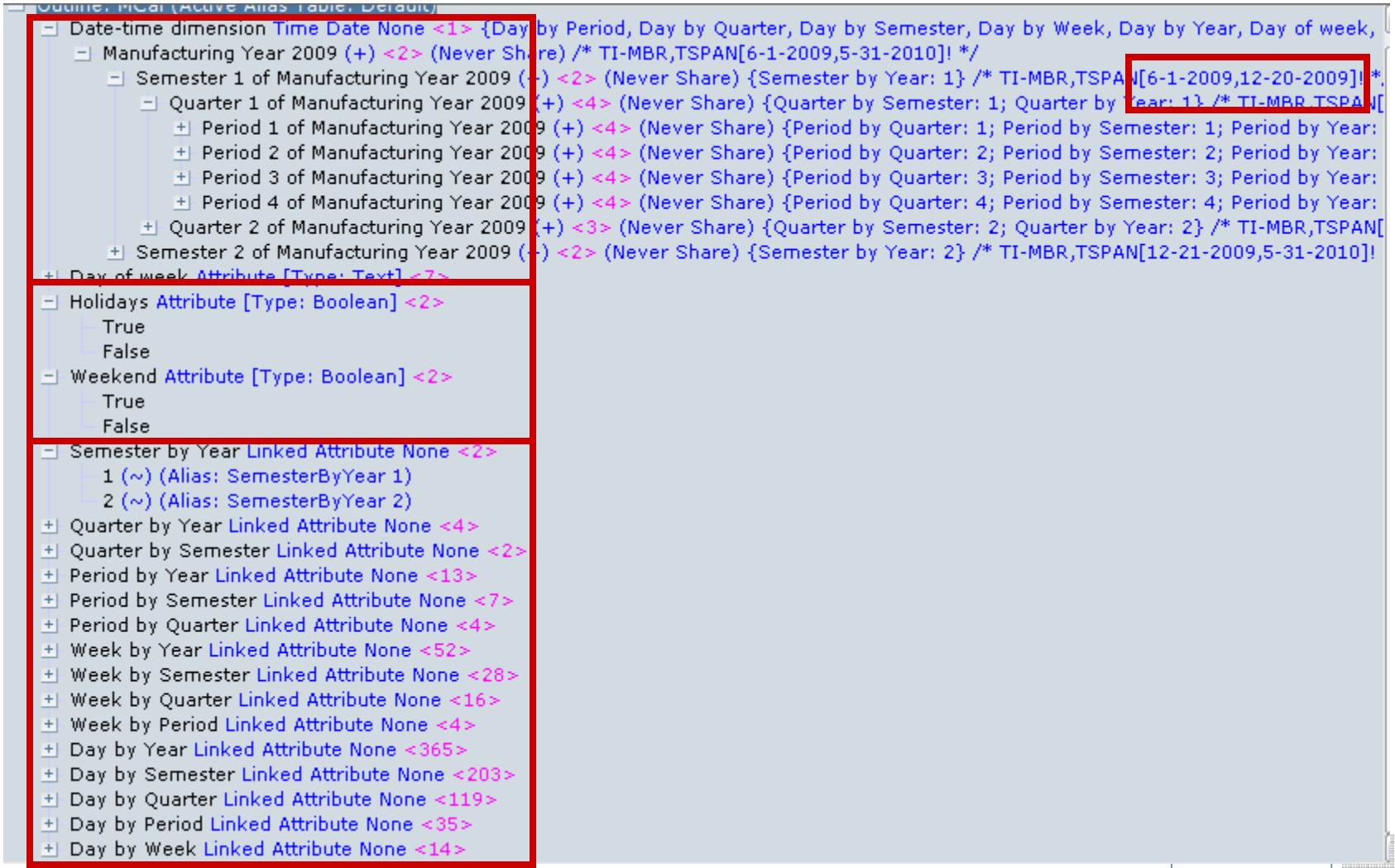
- Events and holidays
- Day modeling



	Market	Scenario	Fiscal Year 2007
	Avg Weekend Sales	Avg Midweek Sales	
Caffeine Free Cola	137.25	138.23	
Cola	358.05	329.93	
Diet Cola	267.73	272.18	
Old Fashioned	260.41	237.71	
Sasparilla	230.80	144.78	
Diet Root Beer	327.73	323.42	
Birch Beer	412.88	313.43	
Dark Cream	271.04	303.62	
Vanilla Cream	200.05	214.79	
Diet Cream	315.63	315.90	
Grape			
Orange			
Strawberry			

	Market	Scenario	Cola	Sales
	Day 6			
Fiscal Year 2000	6219			
Fiscal Year 2001	9371			
Fiscal Year 2002	7826			
Fiscal Year 2003	8225			
Fiscal Year 2004	12738			
Fiscal Year 2005	8912			
Fiscal Year 2006	8977			
Fiscal Year 2007	7657			

Outline Automatically Created



Text and Date Measures

- Text lists
  - Use text and dates as measures in multidimensional reporting
  - Perform analysis based on text or date measures
  - New types of reports and analysis

	A	B	C	D	E	F	G	H	I
1			Jan 2006				Feb 2006		
2		SalesRank	Sales	Satisfaction	Transaction date	SalesRank	Sales	Satisfaction	Transaction date
3	*1. Daria Zalack*	5	385	Satisfied	1/7/2006	9	894	Satisfied	2/13/2006
4	*2. Garey Bennett*	2	2709	Satisfied	1/20/2006	5	3274	Rather satisfied	2/11/2006
5	*3. Brady Sell*	9	264	Rather dissatisfied	1/6/2006	8	1337	Satisfied	2/17/2006
6	*4. Tammie Weisgarbe*	6	383	Rather satisfied	1/19/2006	3	3897	Rather satisfied	2/24/2006
7	*5. Kian Clark*	3	2079	Very dissatisfied	1/6/2006	10	471	Very dissatisfied	2/22/2006
8	*6. Harriett Laurenzi*	7	349	Rather satisfied	1/12/2006	4	3842	Rather satisfied	2/3/2006
9	*7. Aaliyah Shaffer*	10	223	Rather satisfied	1/3/2006	2	4599	Satisfied	2/16/2006
10	*8. Kailyn Joyce*	1	3808	Satisfied	1/14/2006	6	2217	Dissatisfied	2/23/2006
11	*9. Madge Zoucks*	8	307	Satisfied	1/17/2006	1	4876	Satisfied	2/12/2006
12	*10. Christianne Nicola*	4	462	Very satisfied	1/16/2006	7	1941	Very satisfied	2/28/2006

	Sales	Package Type
Cola	40013.2	Bottle
Diet Cola	12640.6	Can
Caffeine Free Cola	6281.6	Can
Colas	58935.4	

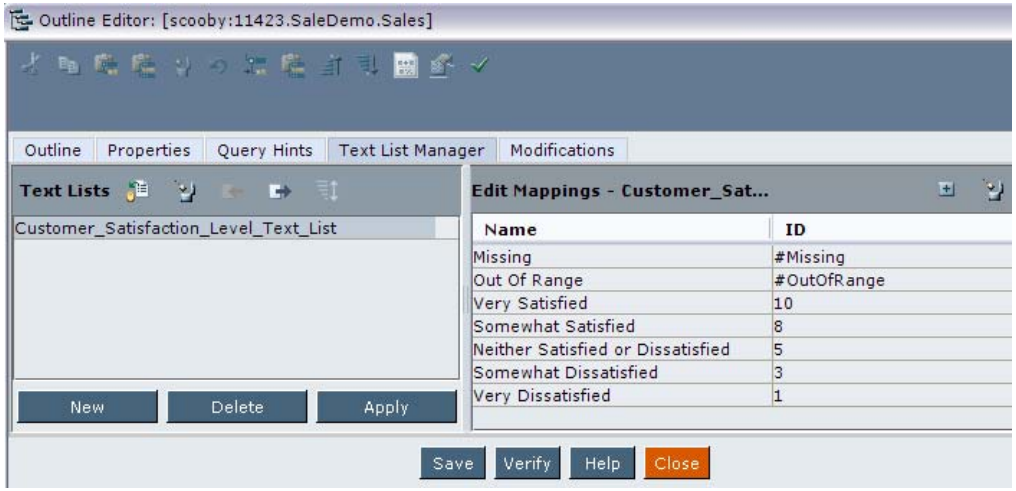
Bottle
Can
Invalid

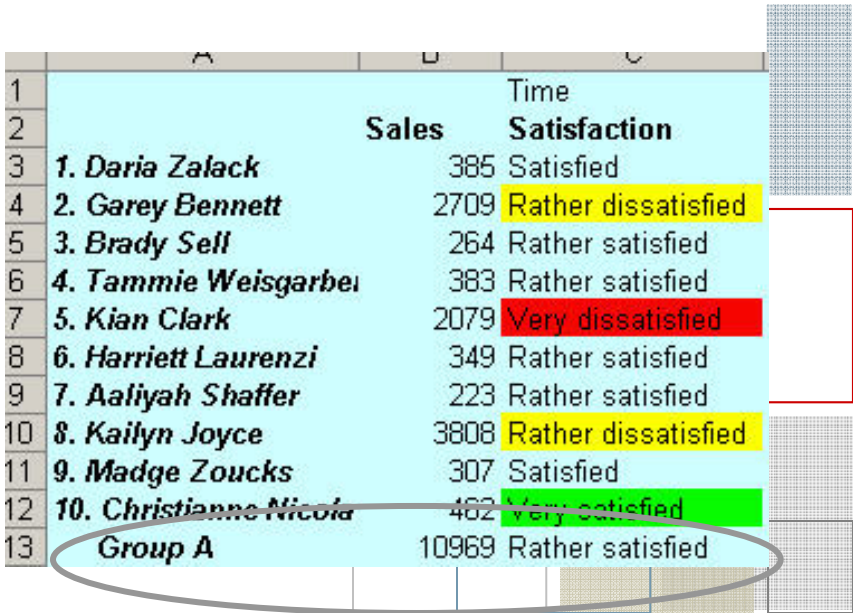
	Sales Program Intro Date	Sales Program Term Date	Deviation from Average Life Span
All Merchandise	October 22, 2004	December 16, 2004	-22
Digital Cameras	April 6, 2004	July 25, 2004	-77
Camcorders	October 18, 2004	December 31, 2004	-41
Photo Printers	September 6, 2004		-18
Handhelds	June 17, 2005		-174
Memory	April 6, 2004		-27
Other Accessories	May 13, 2005		-174
Boomboxes	May 2, 2006		-23
Radios	June 24, 2006		28
Direct View	December 23, 2005	March 5, 2006	-38

September 24, 2005
November 6, 2005
November 24, 2005
February 24, 2006
March 23, 2006
May 12, 2006
June 4, 2006
August 1, 2006

Date / Text Measure Analysis

- Text measures are stored as numbers
  - Calculate averages and summaries
  - Example:
    - Find average Rating for a group of customers
    - Group A is average satisfaction for the group
- Perform time operations
  - Calculate life span for sales program based on start and end dates





		Sales	Time Satisfaction
3	1. Daria Zalack	385	Satisfied
4	2. Garey Bennett	2709	Rather dissatisfied
5	3. Brady Sell	264	Rather satisfied
6	4. Tammie Weisgarber	383	Rather satisfied
7	5. Kian Clark	2079	Very dissatisfied
8	6. Harriett Laurenzi	349	Rather satisfied
9	7. Aaliyah Shaffer	223	Rather satisfied
10	8. Kailyn Joyce	3808	Rather dissatisfied
11	9. Madge Zoucks	307	Satisfied
12	10. Christianne Nicola	462	Very satisfied
13	Group A	10969	Rather satisfied

Varying Attributes
(aka Slowly Changing Attributes)

- Varying attributes feature enables you to:
  - Store data for situations where attributes can change, such as
    - Employee hierarchy - over time
    - Product packaging - over different markets
  - Analyze data based on perspectives
    - Historical data – reflect the actual changes
    - Point-in-time – as how the hierarchy was a certain point

Varying Attributes –
Perspectives

- Reality perspective

		Months											
Manager	Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Vlad	Colas	8,314	8,327	8,407	8,685	8,265	8,172	7,595	7,478	6,849	7,303	8,220	8,772
	Root Beer	8,716	8,960	8,951	8,969	9,071							
	Cream Soda							9,318	9,163	8,169	8,276	8,157	8,589
Igor	Root Beer						9,361	9,463	9,538	8,941	9,192	8,942	8,982
	Cream Soda	7,874	8,046	8,077	8,367	8,517	8,852						
	Fruit Soda	6,634	6,736	6,778	6,896	7,141	7,318	7,440	7,520	7,119	6,997	6,652	6,999

- March perspective

		Months											
Manager	Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Vlad	Colas	8,314	8,327	8,407	8,685	8,265	8,172	7,595	7,478	6,849	7,303	8,220	8,772
	Root Beer	8,716	8,960	8,951	8,969	9,071	9,361	9,463	9,538	8,941	9,192	8,942	8,982
Igor	Cream Soda	7,874	8,046	8,077	8,367	8,517	8,852	9,318	9,163	8,169	8,276	8,157	8,589
	Fruit Soda	6,634	6,736	6,778	6,896	7,141	7,318	7,440	7,520	7,119	6,997	6,652	6,999

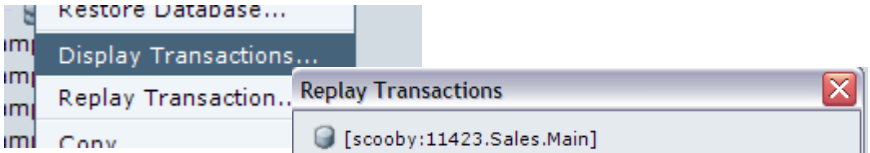
- July perspective

		Months											
Manager	Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Vlad	Colas	8,314	8,327	8,407	8,685	8,265	8,172	7,595	7,478	6,849	7,303	8,220	8,772
	Cream Soda	7,874	8,046	8,077	8,367	8,517	8,852	9,318	9,163	8,169	8,276	8,157	8,589
Igor	Root Beer	8,716	8,960	8,951	8,969	9,071	9,361	9,463	9,538	8,941	9,192	8,942	8,982
	Fruit Soda	6,634	6,736	6,778	6,896	7,141	7,318	7,440	7,520	7,119	6,997	6,652	6,999

Backup / Restore, Transaction Logging

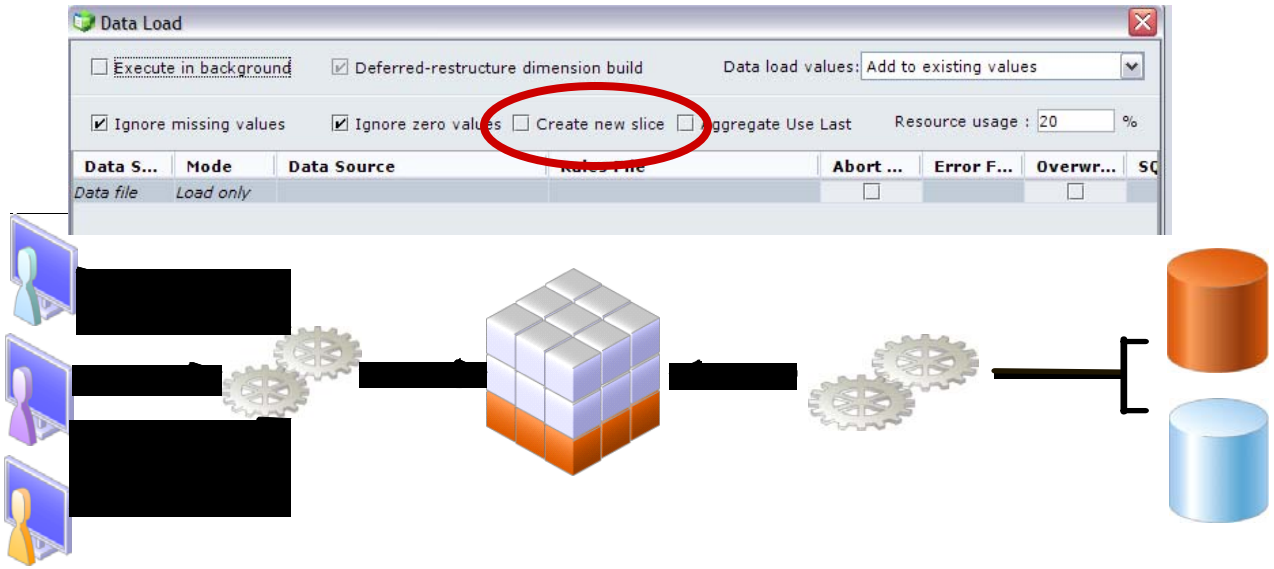
- Backup / Restore
  - Copy files to archive
  - Database read only during backup
  - Restore from archive at later point

- Transaction logging and replay
  - Track write operations
    - Load, calc, lock and send
  - Display/ replay from a certain point or event

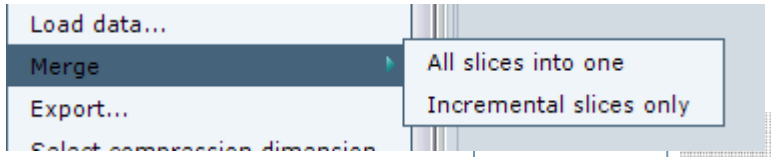


ASO trickle-feeding

- Trickle-feed into a “persisted” ASO cube

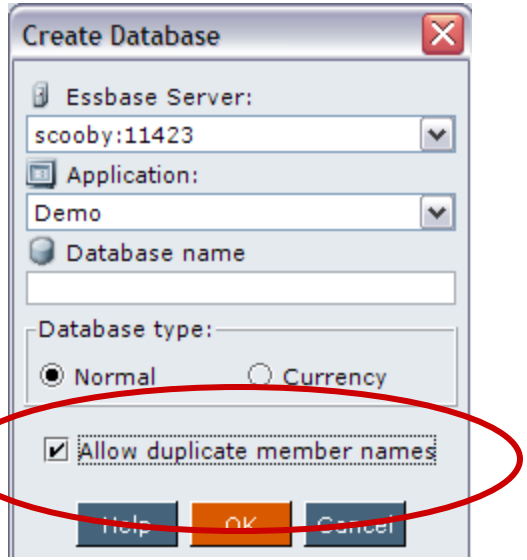


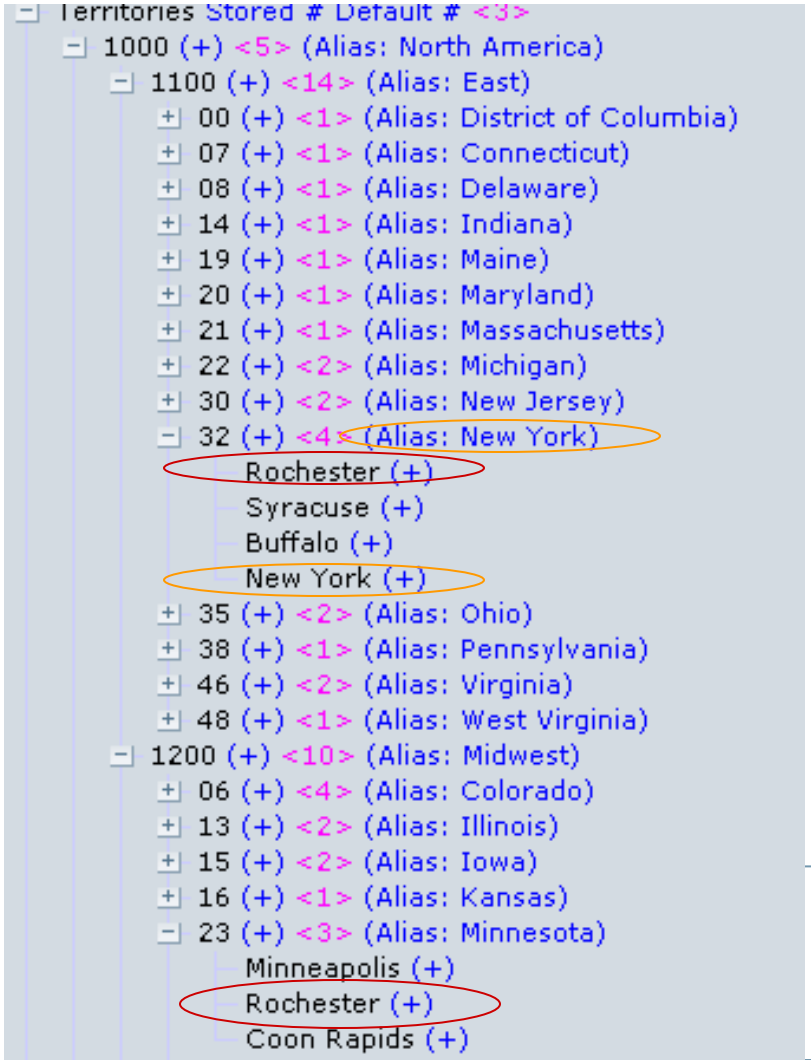
- Cube is online through the trickle-feed process
  - Read & Write can co-exist with trickle-feed



Other Essbase Highlights

- Duplicate (Non-Unique) member name support

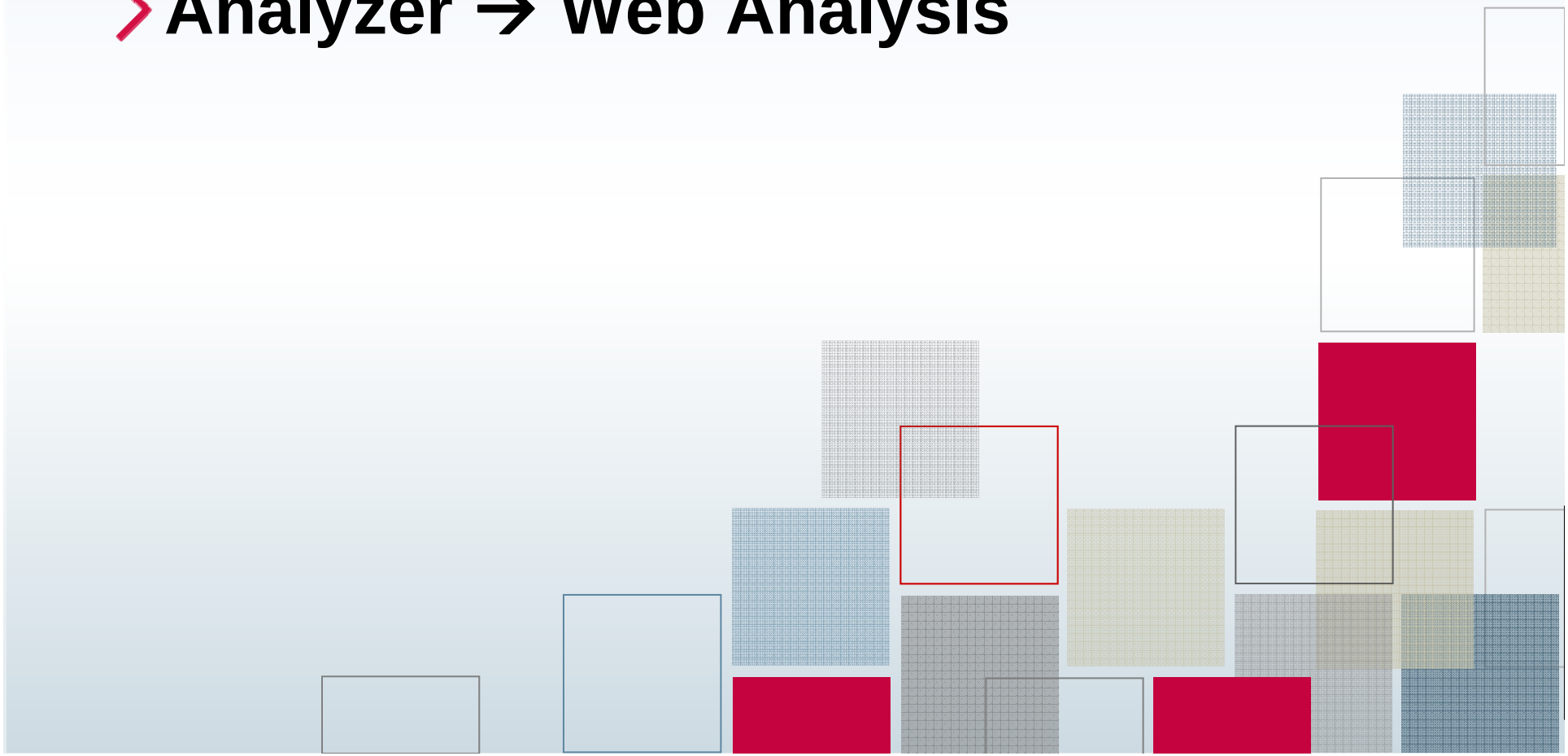




Other Essbase Highlights

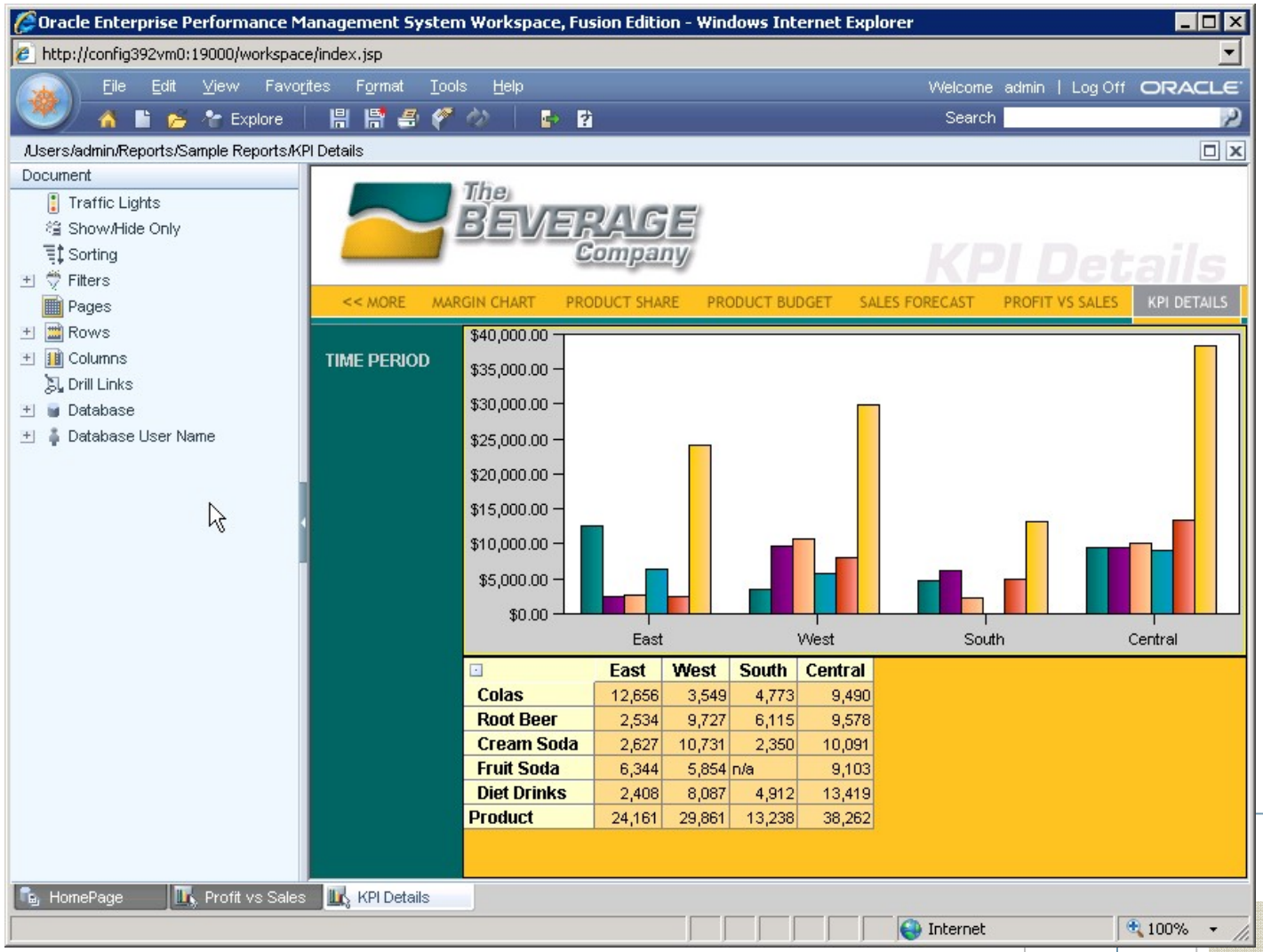
- Aggregate Storage Option enhancements
  - Outline restructure
  - Data export
  - Improved compression
  - Rank
- Substitution variable enhancements
  - Partition definitions
  - Outline formula
  - MaxL and MDX scripts
  - Data load rules
- Browser based development and administration

Analyzer → Web Analysis



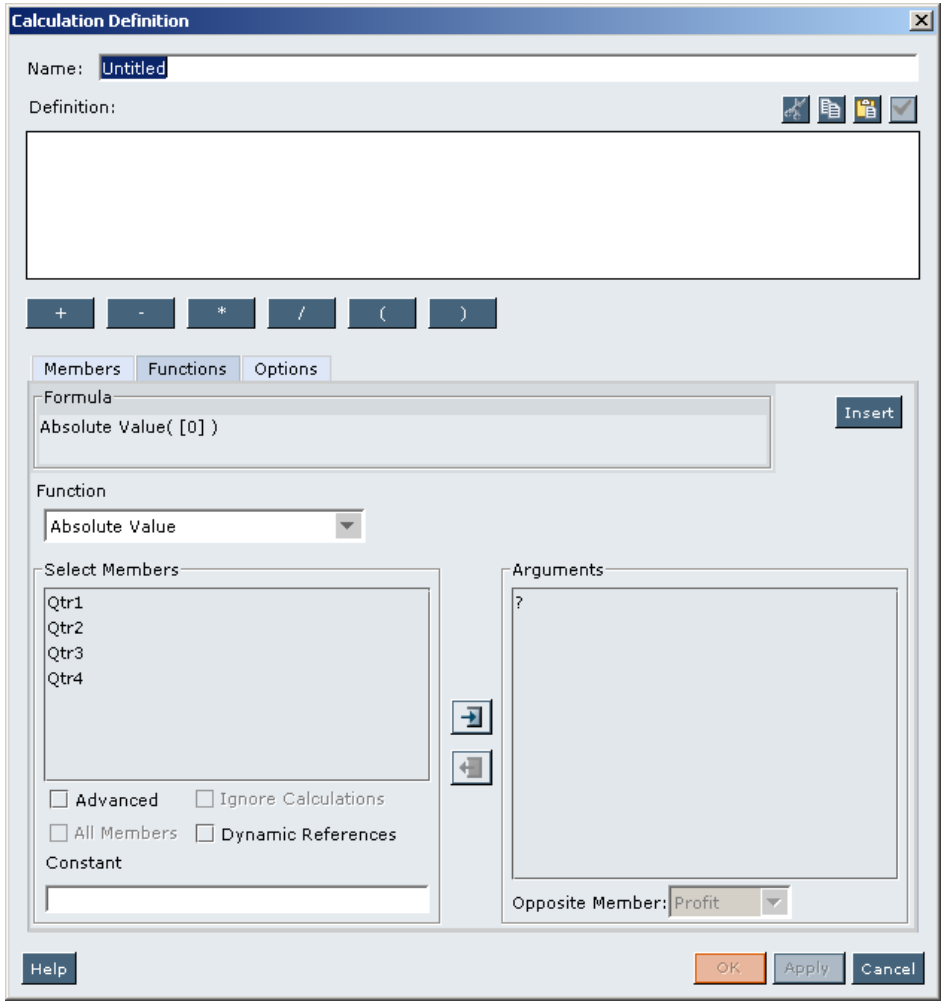
Integrated Workspace

HTML client in addition to Web Analysis Studio (Java applet)

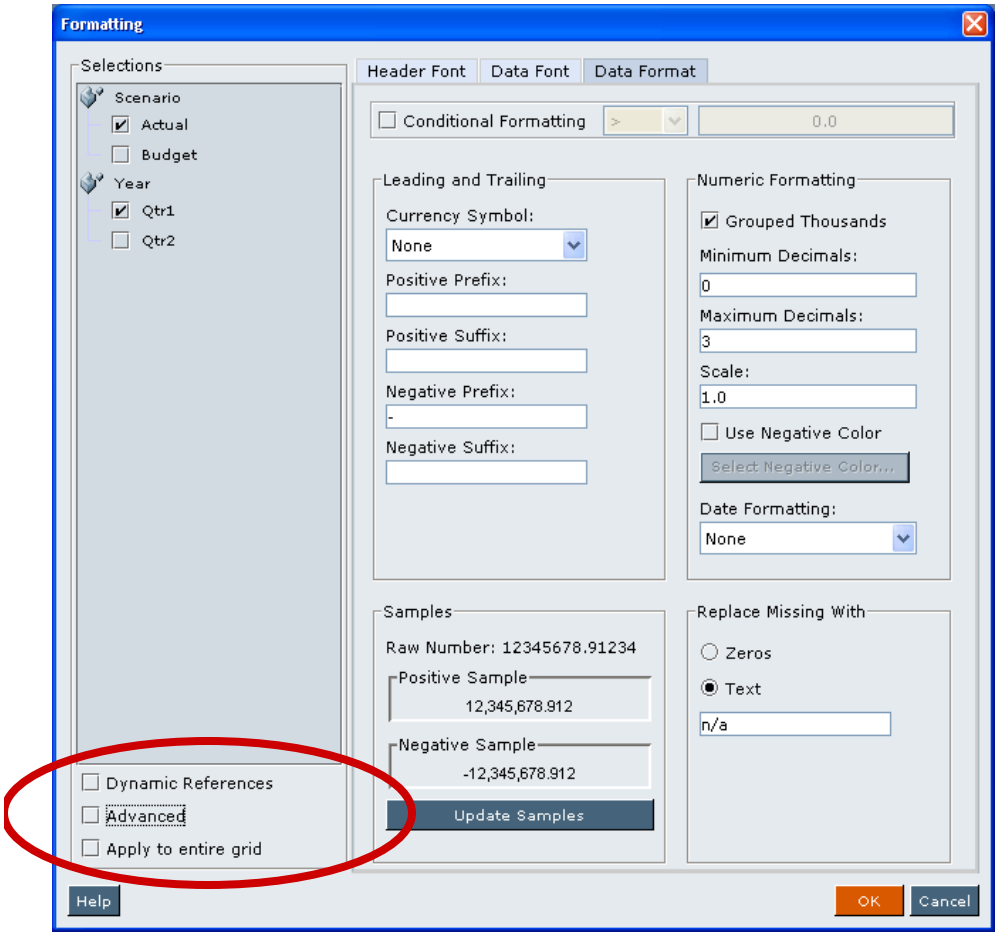


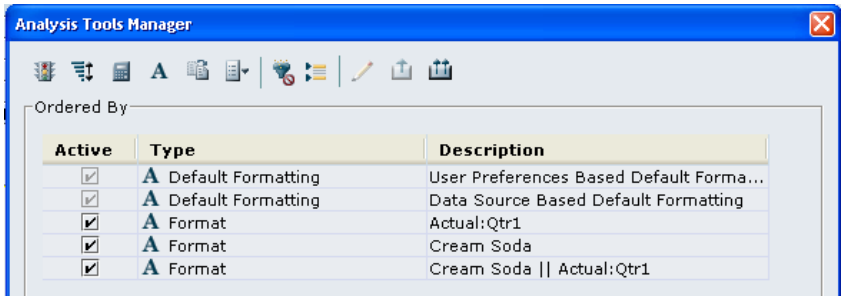
Advanced Expressions in Calculations

- Multiple expressions within one calculation
  - For example “((Sales – COGS) / Net Income) * 100”.



Improved Formatting Usability

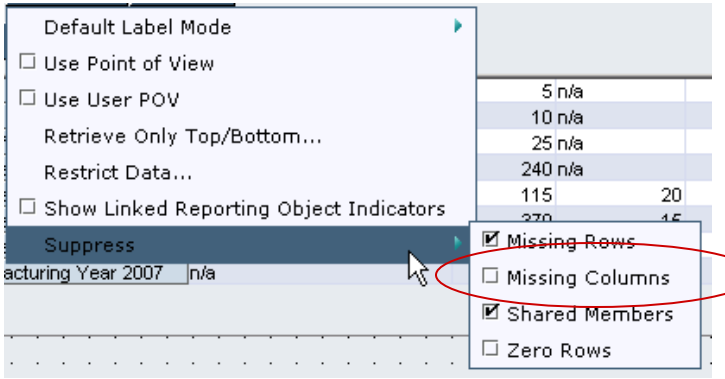


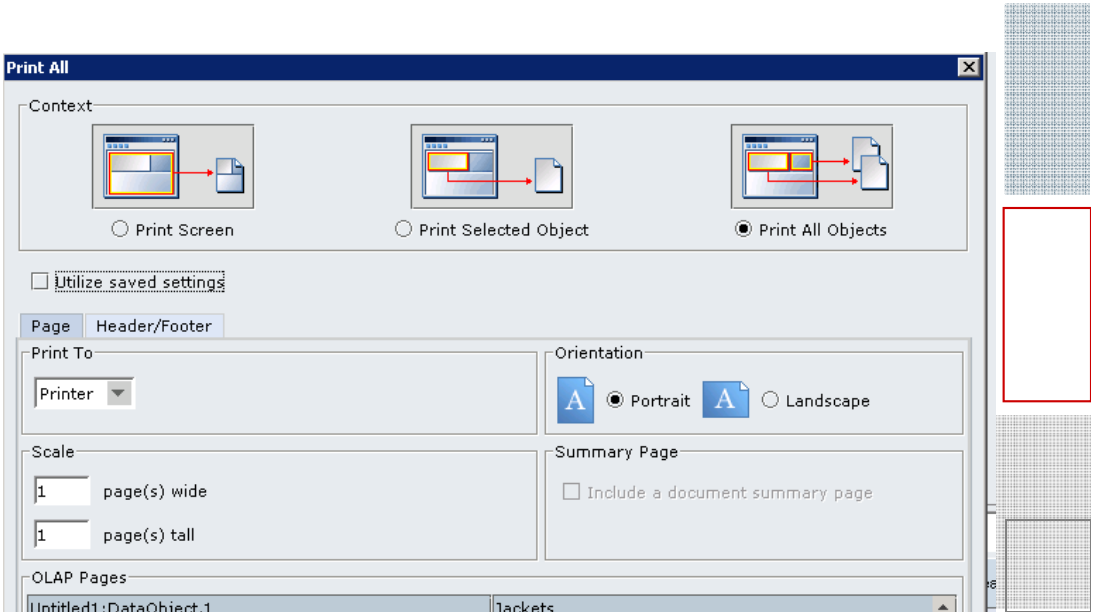


- Simplified member selection
- Apply to entire grid
- Allow changing precedence for
  - Database Connection Measures formatting
  - User Preferences
  - Analysis Tools

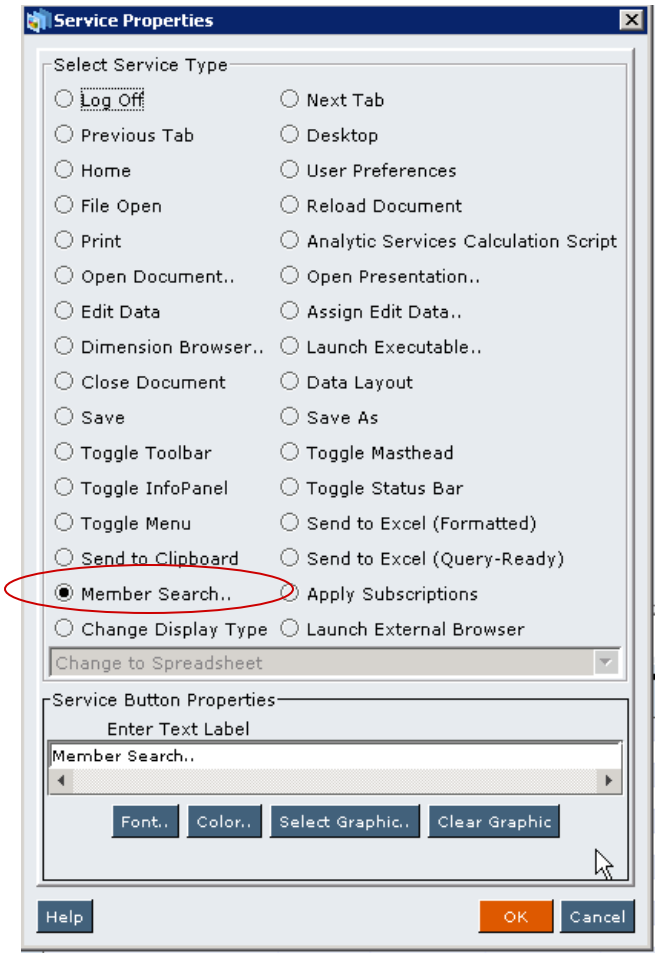
Other Web Analysis Highlights

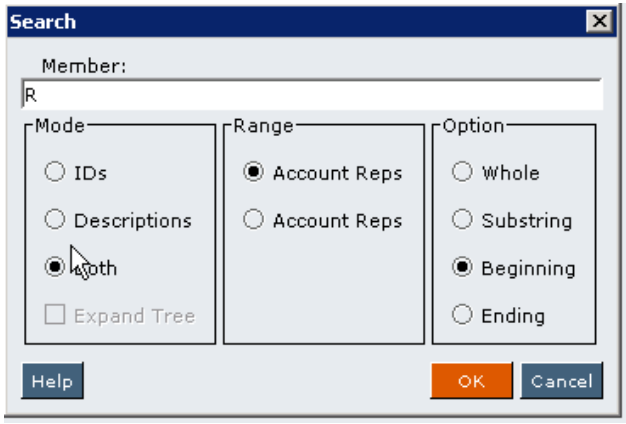
- Suppress missing columns
- Print all objects in a report

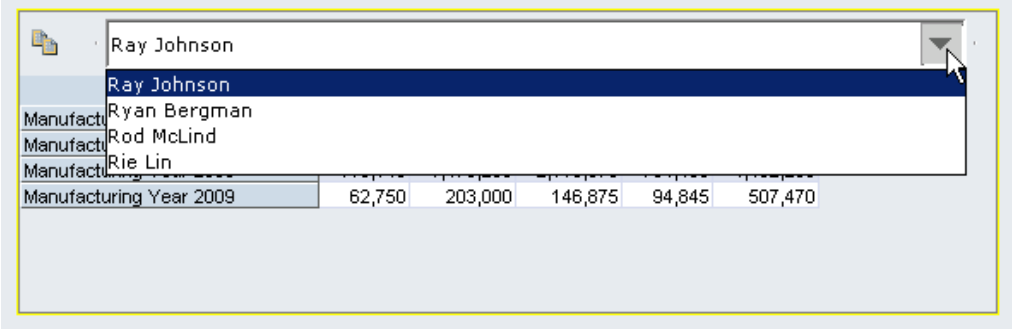




Member search service button

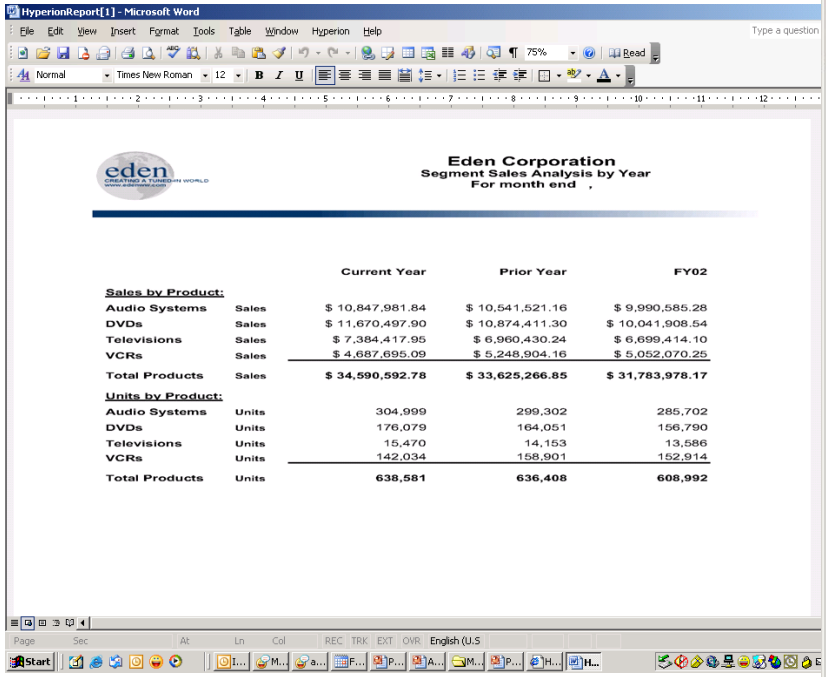


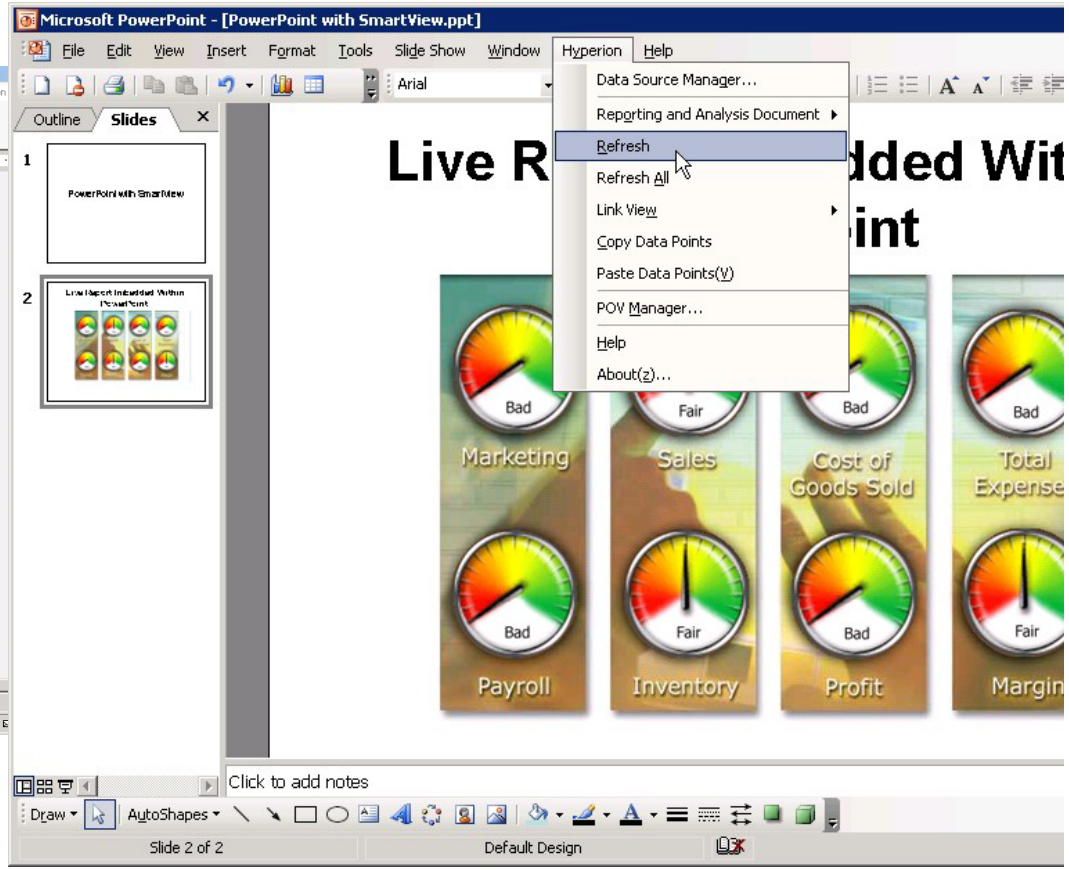




Microsoft Office Integration

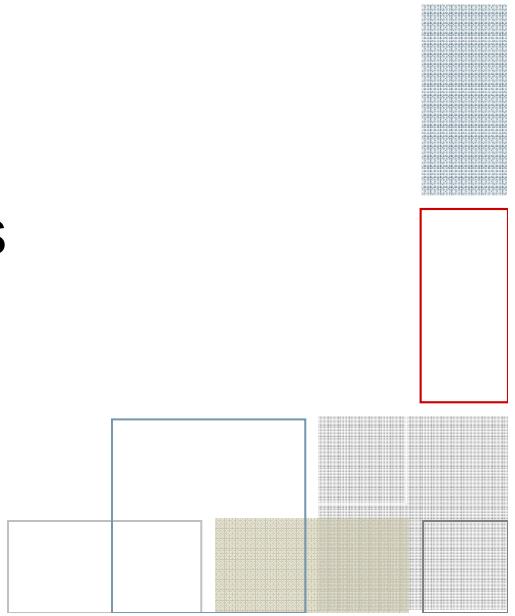
- SmartView
  - Export full fidelity reports to MS Office
  - Direct access import from Excel, Word, PowerPoint and Outlook
  - Live source connections
  - New Report wizard





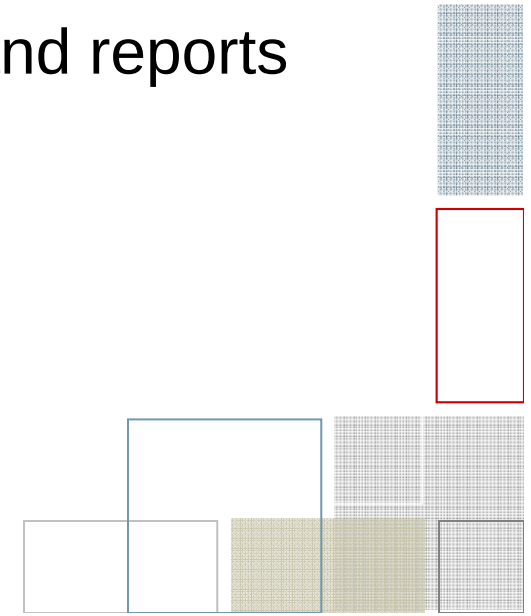
What's New: Summary

- Essbase
  - Time intelligence
    - Date-Time Dimension Wizard
    - Text-Date Measures
    - Varying Attributes
  - Administration
    - Duplicate Members
    - ASO enhancements
    - Backup / Restore, Transaction Logging
- Web Analysis
  - Workspace / HTML client
  - Formatting and Calculation enhancements
- SmartView
  - Microsoft Office integration



Upgrade Planning

- General Availability
  - English - June 8, 2009
  - German, French, Japanese – 3Q 2009
- Web Analysis – Requires Windows server
- No install over the top
  - Install new environment
  - Migrate users, applications, databases and reports
- Upgrade path
  - Essbase 7.1x → 11.1.1
  - Analyzer 7.2 → 11.1.1



More Information

http://www.spss.com/software/deployment/showcase/

ShowCase Suite

Manage your entire business more efficiently and profitably
d-to-end business
ting platform.

ShowCase Reporting Solution

Provide decision makers with efficient tools to access data, create reports, and automate and streamline the process of creating and maintaining relational and multidimensional databases.

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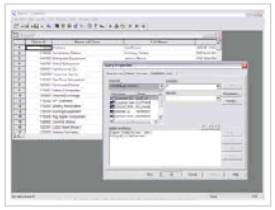
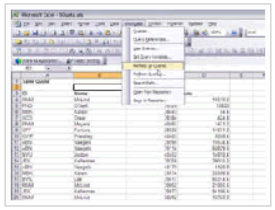
ShowCase Query

Easily access information throughout your organization without relying on IT. With ShowCase Query, users can build SQL statements easily and manage queries efficiently, as well as:

- Support responsive, informed decision-making
- View data in ways that help them understand conditions more clearly
- Streamline the building and execution of SQL statements
- Integrate results directly into spreadsheets using a powerful Excel™ add-in
- Run both scheduled and ad hoc queries



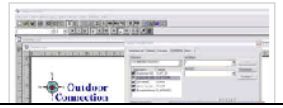
Easily build Queries to include the data you need



Integrate data into Excel and
easily refresh with the ShowCase Excel Add-in

ShowCase Report Writer

With ShowCase Report Writer, everyone can create and deploy customized reports using results obtained with ShowCase Query:



ShowCase OLAP Solution

The ShowCase Suite's best-of-breed OLAP component provides real-time analytics delivered through easy-to-use front ends that make multi-dimensional analysis availat to more users within your organization.

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Essbase for IBM i

With Essbase® for IBM i, you can efficiently use existing data to improve any aspect of your operations—for example, your understanding of customer profitability, product profitability, product quality, and more.

- Use standard business terms to search for information, and then explore it with familiar front-end tools
- Include details such as dates, text, and duplicate names for more meaningful analysis
- Use customized calendars and time balancing to analyze date-sensitive information
- Combine data from multiple sources in a single, summarized view
- Customize how data is stored to optimize retrieval times and maximize storage space
- Streamline administration with one-step backup and recovery
- Decrease load times and build smaller databases for improved productivity and faster refreshing of data

Build your OLAP database to match your unique business needs

Web Analysis for IBM i

Updated Collateral

Overview | Features | **Downloads** | System Requirements | Learn More

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Learn more about how the Query, Report Writer, Warehouse Manager, and Warehouse Builder components of the ShowCase Suite from SPSS Inc. provide your organization with an enterprise-class operational reporting platform for managing and delivering business intelligence enterprise wide.

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What's New in ShowCase Suite 8.0

Highlights of the new features and enhancements available with ShowCase Suite.

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Essbase for IBM i and Web Analysis for IBM i

This brochure covers the features and capabilities of Essbase for IBM i, the leading online analytical processing (OLAP) solution for the IBM i™ platform. It also describes how Web Analysis fr IBM i enables users to view and interact with both Essbase and relational data.

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What's New in Essbase® and Web Analysis for IBM i 11

The ShowCase Suite includes Essbase for IBM i and Web Analysis for IBM i, best-of-breed online analytical processing (OLAP) components for the IBM i platform, enabling you to gain deeper insight into all of your organization's operations.

To Order Upgrade

- Contact your local sales office

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Build your OLAP database to match your unique business needs.

Web Analysis for IBM i

Web Analysis for IBM i makes it easy for your organization's business users to view and interact with information contained in your Essbase applications through a Web browser.

Package Contents

- Packaged with ShowCase 8.0 kit
- 2 DVDs – Essbase and Web Analysis

Recap

- Major new release of Essbase and Analyzer
  - Time intelligence
  - ASO and admin enhancements
  - Web Analysis Workspace / HTML client
  - Office integration
- General Availability
  - English - June 8, 2009
  - German, French, Japanese – 3Q 2009
- Upgrade path
  - Essbase 7.1x → 11.1.1
  - Analyzer 7.2 → 11.1.1
  - Customer must sign new schedule