Advancing EPM and BI with Big Data Analytics

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1. Analytics as it applies to the Enterprise

2. Oracle Enterprise Performance Management (EPM) & Business Intelligence (BI)

3. How are businesses using EPM/BI + Analytics today

4. Some takeaways and tips for success in the EPM / BI Analytics space
Where does your organization fall?

The Top Big Data Challenge Remains the Same

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Rank 1</th>
<th>Rank 2</th>
<th>Rank 3</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determining how to get value from big data</td>
<td>33%</td>
<td>13%</td>
<td>9%</td>
<td>55%</td>
</tr>
<tr>
<td>Obtaining skills and capabilities needed</td>
<td>6%</td>
<td>16%</td>
<td>13%</td>
<td>36%</td>
</tr>
<tr>
<td>Risk and governance issues (security, privacy, data quality)</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>33%</td>
</tr>
<tr>
<td>Funding for big data-related initiatives</td>
<td>9%</td>
<td>12%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>Defining our strategy</td>
<td>7%</td>
<td>11%</td>
<td>13%</td>
<td>31%</td>
</tr>
<tr>
<td>Integrating multiple data sources</td>
<td>6%</td>
<td>11%</td>
<td>8%</td>
<td>26%</td>
</tr>
<tr>
<td>Integrating big data technology with existing infrastructure</td>
<td>8%</td>
<td>13%</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Infrastructure and/or architecture</td>
<td>5%</td>
<td>7%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Leadership or organizational issues</td>
<td>6%</td>
<td>4%</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>Understanding what is “Big Data”</td>
<td>10%</td>
<td>3%</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Gartner surveyed 437 members about their organization’s plans to adopt technologies to support big data and analytics.
+28% Conversion Rate
Analytics helped marketing organizations increase conversion rates by 28%.

+7% Student Retention
Analytics helped higher education institutions improve student retention by 7% in just 2 years.

(Source: Oracle 2017)
Organizations can use big data and predictive analytics to deliver the right information, product, service or action at the right time.

High-volume, high velocity / high variety information assets that demand cost effective, innovative forms of information processing for enhanced insight and decision making.

Analytics is the fastest growing space in the Enterprise Applications Marketplace.

Secure-24’s Use Case: Our Integrated Operations Center (IOC) uses metadata and keyword tracking to define patterns in data, resolve tickets faster, and reduce ticket volumes. This ultimately leads to very happy customers (98% client satisfaction rating) and an industry leading First-Tier-Resolution (87% of issues resolved on the first call).
**Definition:** Big data is the confluence of the three trends consisting of Big Transaction Data, Big Interaction Data and Big Data Processing.
EPM is the process of monitoring performance across the enterprise with the goal of improving business performance.

EPM includes following management processes:

- Goal-setting and defining the business model
- Budgeting, planning, and forecasting
- Consolidating results and closing the books on a periodic basis
- Reporting results to internal and external stakeholders
- Analyzing performance vs. plan, prior years, across divisions or products
- Then modeling again – creating what-if scenarios

EPM Benefits: Reduction in planning and budgeting cycles and financial close windows. Improvement in forecast accuracy and reduced errors. Streamlining the financial close. Improved alignment of strategic plans with tactical actions improving financial performance. Reducing the effort and cost on internal and external financial audit. Increased management efficiency through faster and better decision making and the subsequent actions that can be taken.
EPM Architecture and Applications

- Browser
- Spreadsheets
- Other Interfaces

Report and Query Tools • Portals • Collaboration • Dashboards

Strategize
Metrics Builders
Strategy Mappers
Objective and Goal Setters

Plan
Budgets
Capacity and HR Plans
Forecasts
Process Modeling

Monitor and Analyze
Consolidation
Reporting
Multi-dimensional Analysis
Scorecards

Corrective Action
Alerts
Target Management

Actual and Plan Data
EPM Datamart Relational and Multi-Dimensional
Structured and Unstructured

Extract, Transform and Load

ERP, CRM, SCM
Other Legacy Systems
Data Warehouses
Spreadsheets, office docs
Related Analytic Apps
External Data

User Interface
Enabling Technologies
Applications
Database
Enabling Technologies
Source Data
EPM and Big Data

Accelerate and Enhance EPM using Big Data

- Product Line Profitability
- Contribution Margin
- Hyperion Planning, Hyperion Essbase, Tableau
- Warranty Analysis
- Customer Retention Analysis
- Social vectors & sentiment analysis data as drivers

- DWH & Datamarts (Teradata)
- Data Lake (HDFS, HBase)
- Trafodion SQL, Spark, Scala, Hive, Hadoop MR

- OLTP (Oracle), ERP (SAP), CRM (Microsoft Dynamics), Legacy
- ETL (ODI, Sqoop)
- Queue (Kafka)
- Stream (Flume)
- Documents, Emails, Web logs, Clicks, Social Networks, Scanner data, geolocation data

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IT Dependency Visualization

- Understand system and application interdependencies
- Review communication pathways
- Validate design
- Develop migration map
- Review existing challenges
Keys to Success with Analytics

• Vision – A clear business objective.
• Skilled resources – Local universities are producing skilled talent.
• Scalability
  – Puddles before lakes – Start small and grow
• Ecosystem
  – Avoid infrastructure / rogue cloud sprawl
  – Integration with other applications
• Security
  – IOT + Big Data = Critical need for understanding Security, Governance and Compliance implications
  – Encryption
• Performance
  – Reports take seconds, not hours
  – Different solutions require different resources

Whether you’re leveraging a managed services provider, cloud or you have an in-house infrastructure, these are some key elements of a successful Big Data / Analytics strategy.
Join Donyati and Secure-24 in tomorrow’s session:

**The Enterprise Brain: Advanced Analytics**

To hear “real world” use cases for enterprise today.

- Date: Friday, March 24th
- Time: 11:30 AM - 12:30 PM
- Location: Hilberry C
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