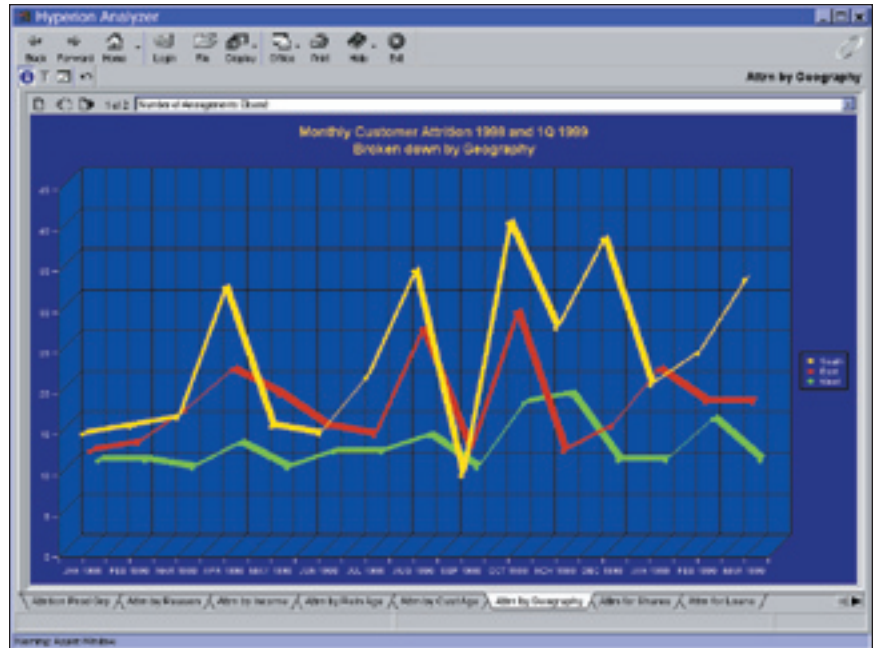


DB2 Data Management Software

IBM DB2 OLAP Server

Highlights

- **Fast, intuitive business analysis**
- **Enhanced scalability and performance with new hybrid analysis and improved parallelism**
- **Simplified application design and management with new Administration Services**
- **Ability to discover lucrative business opportunities using OLAP Miner.**



DB2 OLAP Server adds new dimensions to business analysis.

The ideal analysis engine for your e-business applications

If your company is like most businesses, it is enveloped by data—data resulting from e-commerce, customer relationship management (CRM) and other industry initiatives driven by e-business. To help you make sense of it all, only the most powerful analytical tools will do.

Whether the data you are collecting is about customer purchasing behavior, Web site click streams or demographics, IBM DB2[®] OLAP Server[™] has a suite of built-in capabilities to turn the data into business intelligence and distribute it to users as live reports.

From such rapid analysis, you can establish a strategy for timely, informed business decision making. And that makes smart business sense.

Powerful analytics and fast response

To keep you ahead of your competitors, DB2 OLAP Server offers tools for business trend analysis, creating ratios and allocations with more than 100 built-in financial, statistical and mathematical functions. DB2 OLAP Server supports a large number of concurrent users, while preserving cell-level security for safe, broad distribution of access throughout your enterprise.

Leverage your data assets to build your business

With the powerful analytics in DB2 OLAP Server working with customer-centric business intelligence tools such as those from Elytics, you can determine the effectiveness of your Web sites. This capability enables you to manage your e-commerce venture as effectively as you do any other sales channel. And by allowing authorized users to write information back to the OLAP application, DB2 OLAP Server helps you improve your existing business strategies through the implementation of planning, forecasting and other “what-if” applications.

Enhanced scalability and performance

Powered by Hyperion Essbase 6.5, DB2 OLAP Server now offers:

Hybrid analysis for cube scalability:

The sophisticated data analysis and rapid reporting capabilities of DB2 OLAP Server have been enhanced in the latest version with the efficiency of mass data scalability. In this version, there is no longer a need to load

and store members and their data with the OLAP cube (multidimensional database). With this hybrid analysis capability, you define a logical cube as if the lower portion of the cube resided in the relational database. DB2 OLAP Server retrieves the “cells”

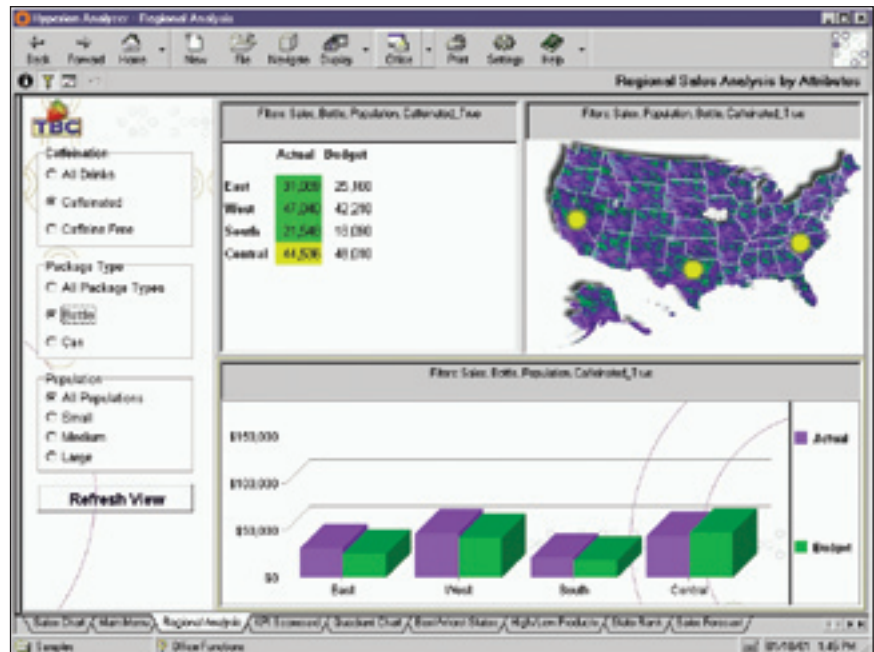
from the relational database as if they physically resided on the cube storage, combining the favorable performance attributes of multidimensional OLAP (MOLAP) with the scalability of relational OLAP (ROLAP).

Improved parallelism for performance and throughput: Many critical operations can now be run in multithreaded mode, enabling you to take advantage of improved hardware and gain system performance and throughput. For example:

- *CALCULATION*—the OLAP engine can break down a calculation pass into subtasks that can be run on separate CPUs simultaneously

“One of our original goals was to have one version of the truth at all levels of the organization. DB2 Universal Database and DB2 OLAP Server make that possible by providing a centralized solution to manage our data along with an incredible array of analyses.”

—Robert Berckman, Director of MIS, Pep Boys



DB2 OLAP Server Analyzer provides intuitive, interactive views of your OLAP data.

	Total	Q1.1		Q1.2		Q1.3		Q1.4	
		COGS	Sales	COGS	Sales	COGS	Sales	COGS	Sales
Year	Total	5000	21,874	3,397	22,448	10,364	22,076	8,188	21,282
North	New York	3,581	7,728	4,471	8,888	4,343	8,328	4,187	8,883
	Massachusetts	1,238	3,881	1,388	3,888	1,210	3,788	1,182	3,883
	Pennsylvania	1,742	4,111	3,313	4,788	3,184	4,711	3,888	4,112
	Connecticut	1,481	3,471	1,893	3,384	1,711	3,876	1,888	3,101
West	New Hampshire	641	1,814	7,311	1,811	1,811	1,811	1,811	1,711
	Total	14,888	31,874	18,881	31,872	18,888	31,871	18,888	31,871
	California	5,111	11,874	5,888	12,888	5,111	11,871	5,111	11,888
	Oregon	2,784	5,111	3,711	4,888	3,111	4,876	2,888	3,111
Product	Special Product (A)	2,888	4,111	1,888	4,888	1,888	4,876	1,888	4,111
	Special Product (B)	1,888	4,111	1,888	4,888	1,888	4,876	1,888	4,111
	Special Product (C)	1,888	4,111	1,888	4,888	1,888	4,876	1,888	4,111
	Special Product (D)	1,888	4,111	1,888	4,888	1,888	4,876	1,888	4,111
Market	Total	8,111	11,874	8,111	12,888	8,111	13,888	8,111	12,876
	Female	3,888	8,111	4,333	7,888	4,333	8,333	3,333	7,888
	Male	4,223	3,763	3,778	5,000	3,778	5,555	4,778	4,988
	Unknown	1,223	3,888	1,223	3,223	1,223	3,223	1,223	3,223
Region	Total	1,223	3,888	1,223	3,223	1,223	3,223	1,223	3,223
	North	1,223	3,888	1,223	3,223	1,223	3,223	1,223	3,223
	West	1,223	3,888	1,223	3,223	1,223	3,223	1,223	3,223
	Central	1,223	3,888	1,223	3,223	1,223	3,223	1,223	3,223
State	Total	13,714	28,874	14,871	23,888	14,736	22,734	13,888	21,888
	North	3,881	7,888	3,384	8,888	3,381	8,223	3,388	8,738
	West	1,888	4,223	1,888	4,223	1,888	4,223	1,888	4,223
	Central	1,711	4,223	1,711	4,223	1,711	4,223	1,711	4,223
Market	Total	1,888	3,888	1,888	3,223	1,888	3,223	1,888	3,223
	Female	1,888	3,888	1,888	3,223	1,888	3,223	1,888	3,223
	Male	1,888	3,888	1,888	3,223	1,888	3,223	1,888	3,223
	Unknown	1,888	3,888	1,888	3,223	1,888	3,223	1,888	3,223
Market	Total	2,736	8,111	3,388	8,888	3,388	7,336	3,388	8,888
	Female	2,736	8,111	3,388	8,888	3,388	7,336	3,388	8,888
	Male	2,736	8,111	3,388	8,888	3,388	7,336	3,388	8,888
	Unknown	2,736	8,111	3,388	8,888	3,388	7,336	3,388	8,888

Popular tools such as BrioQuery work with DB2 OLAP Server to enable analysis of DB2 data.

- **DATA LOAD**—you specify the number of processing threads for data load processing and allocate these threads across processors on different CPUs
- **EXPORT**—you can now export OLAP server databases on multiple threads.

Easier administration and application development

DB2 OLAP Server Version 8.1 provides Administration Services, a new framework that enables you to easily manage and maintain multiple OLAP servers.

To develop applications, users don't have to understand relational database concepts or query languages, so they can quickly become productive. For instance, DB2 OLAP Server simplifies application design and management with the Application Manager. This intuitive administration and development tool helps you build custom OLAP applications to meet even the most complex analytical needs.

The OLAP Integration Server further simplifies the OLAP application building process by managing the linkages between relational data sources and the OLAP applications they feed.

Version 8 adds multiple data source connection, formulas verification, native drivers and other enhancements to facilitate easy use and deployment.

Improved Web-based reporting tool

DB2 OLAP Server Analyzer Version 8.1, a front-end application tool for OLAP, enables you to deliver intuitive, easy-to-use OLAP reports through Web browsers or Microsoft® Windows® clients. Analyzer helps users analyze sophisticated multidimensional and relational data in an easy-to-use graphical interface. Analytical reports can be distributed internally and externally, saved as HTML Web content and referenced by URLs. DB2 OLAP Server Analyzer Version 8.1 has been redesigned with a new graphical interface to run leading Java™ 2 Platform, Enterprise Edition technology-compliant application servers.

OLAP Miner for opportunity discovery

The OLAP Miner feature of DB2 OLAP Server provides users with the benefits of an unparalleled marriage of multidimensional OLAP analysis and discovery-driven data mining analysis technology. This feature adds to the power and flexibility of DB2 OLAP Server to help customers analyze their business data by automatically scanning through OLAP cubes to find atypical values, or deviations. OLAP Miner makes it possible to discover significant fluctuations in sales numbers, budget costs or other data, enabling you to quickly spot potential opportunities and problems.

Managed OLAP environment

The Data Warehouse Center—an integrated component of IBM DB2 Universal Database™—helps you manage your OLAP environment. The Data Warehouse Center eases the tasks of registering and accessing data sources, defining data extraction and transformation steps, populating data warehouses and OLAP applications, managing and interchanging meta data as well as automating and monitoring the process described above. Used together, the Data Warehouse Center and DB2 OLAP Server create a reliable and manageable infrastructure for deploying OLAP applications.

Designed for diverse environments and delivered with DB2

DB2 OLAP Server supports IBM OS/390® and IBM AS/400®, in addition to IBM AIX®, Windows NT®, Windows 2000, HP-UX and Sun's Solaris Operating Environment. A copy of IBM DB2 Universal Database Version 7.2, which offers many enhancements in support of your e-business, business intelligence and data management needs, is shipped with the Windows and UNIX® versions of DB2 OLAP Server.

Choice of analytical tools and applications

DB2 OLAP Server fully supports the widely adopted Hyperion Essbase application programming interface (API), making it accessible through a broad range of front-end analysis tools and business applications, as well as standard SQL query tools. A large and growing number of third-party vendors provide analytical tools and applications that work with the Hyperion Essbase API.

Know your business better with

DB2 OLAP Server

For multidimensional analysis, DB2 OLAP Server is the high performance, cross-platform solution that will deliver fast results, enabling you to uncover areas where your business is most profitable, illuminate opportunities for increased cost savings and identify your best customers. Leverage the advanced functionality of DB2 OLAP Server to make sense of your data assets.

For more information

Contact your IBM marketing representative or IBM authorized software reseller or visit our Web site at ibm.com/software/data/db2/db2olap



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