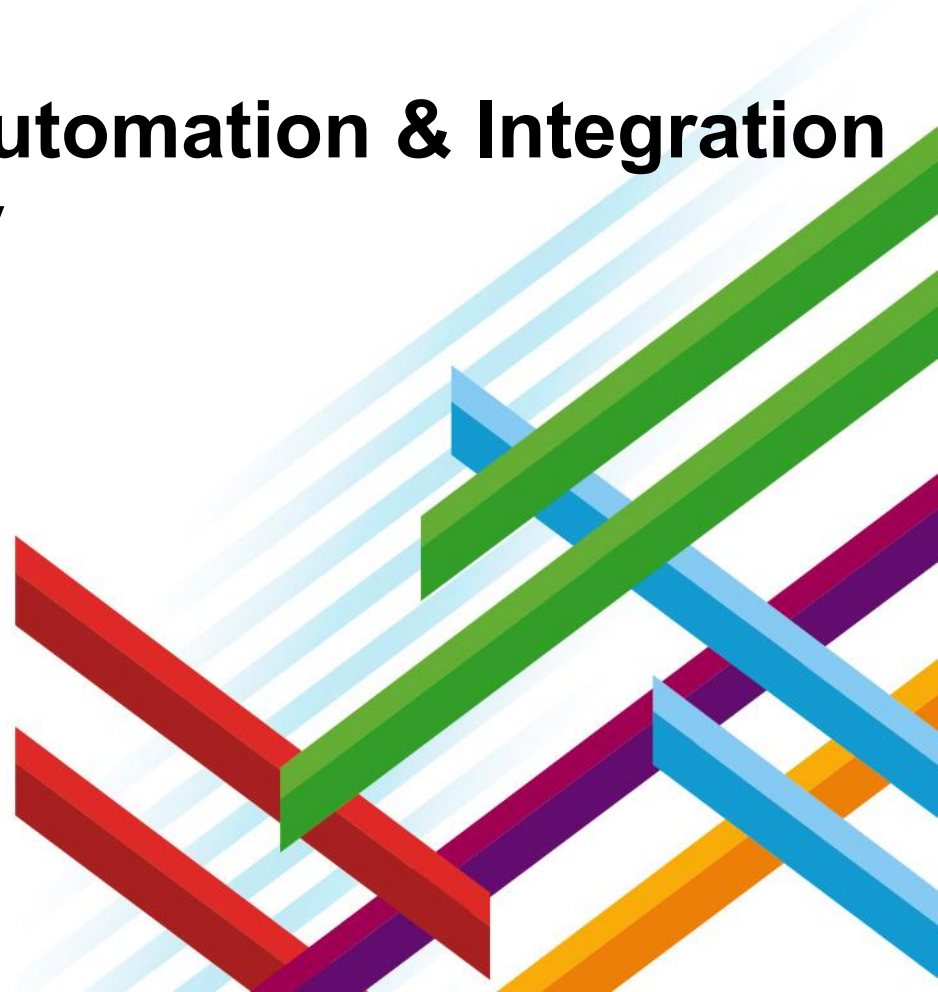


Star Analytics: BI/PM Automation & Integration

Barbara Eelens & Quinlan Eddy



Armok, NY – 19 March 2013: IBM completes acquisition

- ❑ IBM (NYSE: IBM) today announced it has completed the acquisition of the software portfolio of Star Analytics, Inc., a privately held business analytics company headquartered in Redwood City, California.
- ❑ The combination of IBM and Star Analytics' software will further advance IBM's business analytics initiatives allowing clients to easily access financial information stored in their applications, allowing them to make more informed decisions faster.
- ❑ Star Analytics software addresses a rising challenge for organizations -- helping to automatically integrate essential information, reporting applications and business analytics tools across their enterprises, on premise or from cloud computing environments. The software removes typical custom coding for specialized sources that are hard to maintain, and eliminates manual processes that are cumbersome and time consuming.

For additional information, please visit:

<http://www.ibm.com/software/analytics/announce/star-analytics/>

Star Analytics Products: BI/PM Automation & Integration

Product Suite

- ❑ **Star Integration Server** (now Cognos Integration Server) moves proprietary data and content from Oracle Hyperion “cubes” into an open standard format for loading into Cognos TM1, Cognos BI or other BA applications.
- ❑ **Star Command Center** (now Cognos Command Center) provides self-service and end-to-end automation of BI/PM environments for business users in the office of finance and line of business (LOB).



The challenge of finance data management

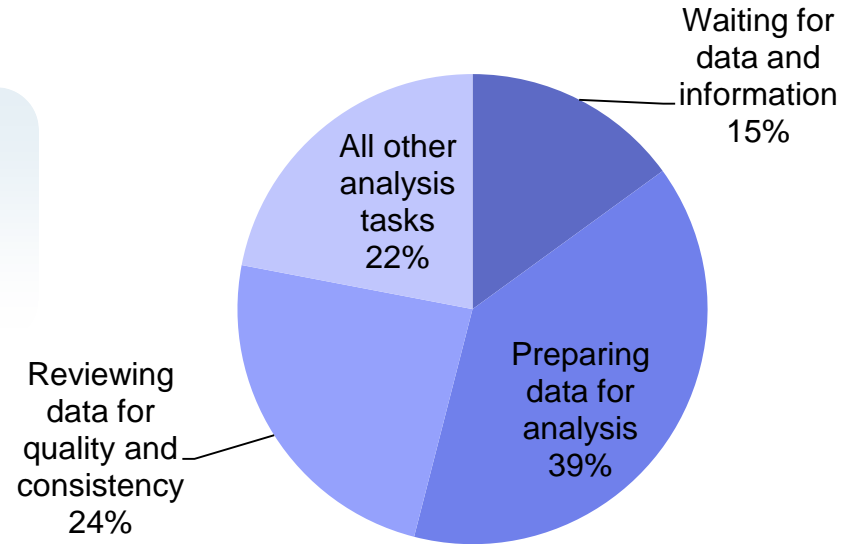
Finance departments run on data

- ❑ Data is often held in multiple data sources, from multiple vendors and needs to be shared
- ❑ Multiple systems to generate reports or execute processes
- ❑ Managing and sustaining the variety of systems is a constant challenge
- ❑ Skilled professionals spend time repeating mechanical tasks rather than focusing on the more important work enhancing the strategic value of their department
- ❑ Challenge will only continue to grow in magnitude and cost

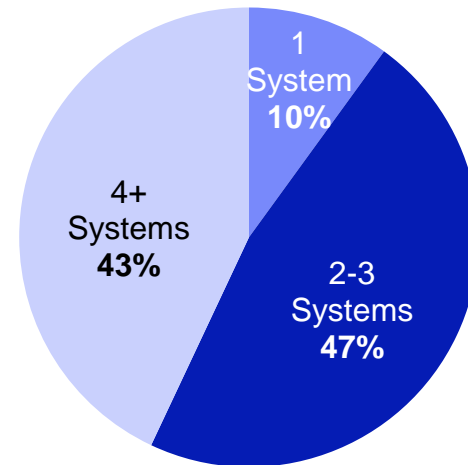


The challenge of finance data management

78% of Finance Professional spend most of their time waiting for, reviewing or preparing data



90% of companies with 1,000 or more employees assemble data from multiple major systems



⁽¹⁾ Source: Ventana Finance Analytics Benchmark Research, © 2013





Integration Server

Sharing is here



Challenges of data integration

Sharing Oracle Hyperion data is hard

Pain points

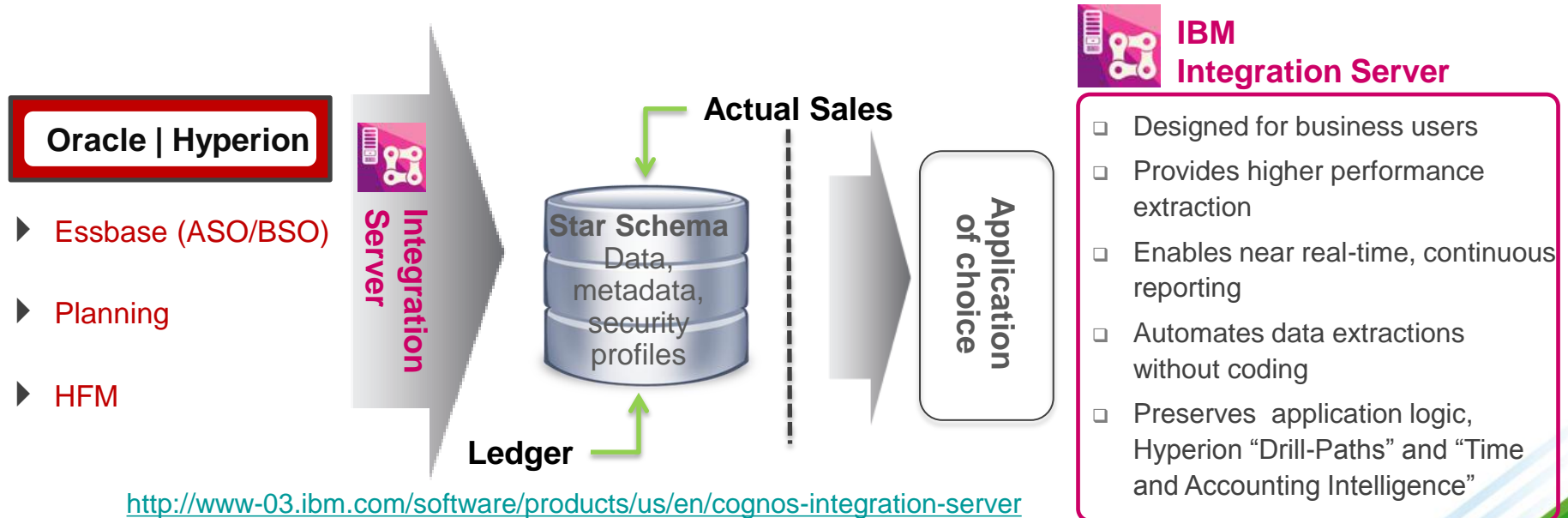
- ❑ Oracle Hyperion data needs to be combined with other datasets for upstream planning and consolidation
- ❑ Use of ETL tools is “software overkill” and requires specialized expertise
- ❑ Scripting and coding is brittle, labor intensive and costly
- ❑ Extractions are slow and cumbersome
- ❑ Extended close process and lack of insight
- ❑ Maintaining the process is costly and non-compliant



IBM's solution: Integration Server

IBM Integration Server

- ❑ Allows sharing of Oracle Hyperion data, metadata and security profiles with other data sets for upstream planning and consolidation
- ❑ Supports extraction from Oracle Essbase, Oracle HFM, and Oracle Hyperion Planning
- ❑ Delivers output into a standard relational or text format targets for loading into a system of choice





Integration Server: Demo



Integration Server: More Information

Visit IBM.com: <http://www-03.ibm.com/software/products/us/en/cognos-integration-server>

Demos&Videos:

Essbase to Relational w/CIS: <http://bit.ly/1annLWO>

HFM to Relational w/ CIS: <http://bit.ly/14FOVY6>

Essbase to TM1 (no sound) with CIS & CCC: <http://bit.ly/1b4yrdO>

Data sheets: <http://ibm.co/19MI5BF>

Whitepaper: <http://ibm.co/1bF3Czc>

Experts community for IBM-ers: <http://ibmurl.hursley.ibm.com/3O7J> demo, demo scripts, presentations, licensing information and more



Command Center

Work smarter, not harder



Data manageability and sustainability

This challenge will only continue to grow in magnitude and cost

Pain points

- ❑ Multiple PM/BI systems from multiple vendors
- ❑ Manual process are time-consuming and error prone
- ❑ Automation is a patchwork of brittle custom code and manual process
- ❑ Passwords are unencrypted and hardcoded
- ❑ IT based scheduling tool are not PM/BI aware and not designed for business users
- ❑ Heavy reliance on IT and consulting resources
- ❑ Introduces compliance and audit risk
- ❑ Highly skilled business users performing repeated mechanical tasks rather than focusing value-added work



Addressing data manageability and sustainability

IBM Command Center

- ❑ Specialized end-to-end automation for heterogeneous BI/PM environments
- ❑ Designed for business users
- ❑ Automates BI/PM like TM1 processes, Cognos BI, Oracle Hyperion tasks and others
- ❑ Compliments and handshakes with IT schedulers like IBM Tivoli
- ❑ Seamless integration with Integration Server



IBM Command Center

SIMPLICITY



Turnkey Integration
Process Logic
Scheduling



CONTROL



Automation Repository

<http://www-03.ibm.com/software/products/us/en/cognos-command-center>



IBM Command Center

- ❑ Self-service automation
- ❑ Orchestrates across applications and vendors
- ❑ Libraries of business functions for BI/PM
- ❑ Business friendly UI
- ❑ Central repository for compliance and audit
- ❑ Leverages existing processes
- ❑ Designed for easy implementation

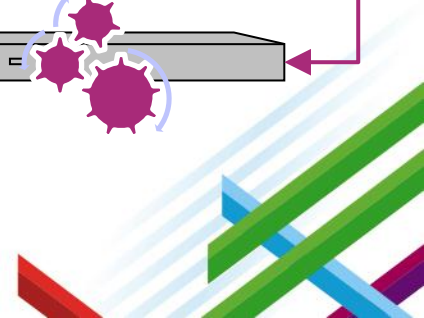
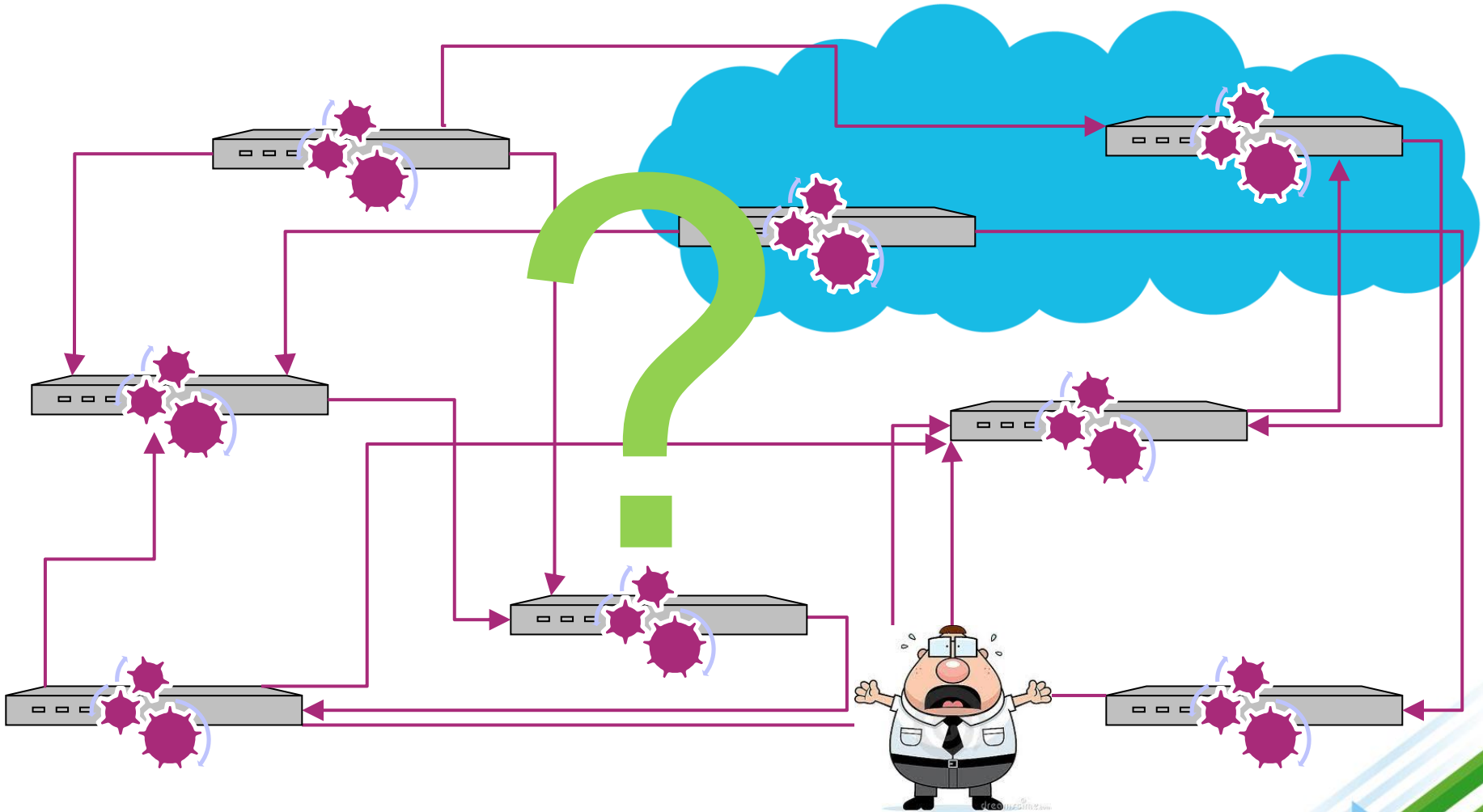
Command Center: plugin strategies

Plugin Strategy

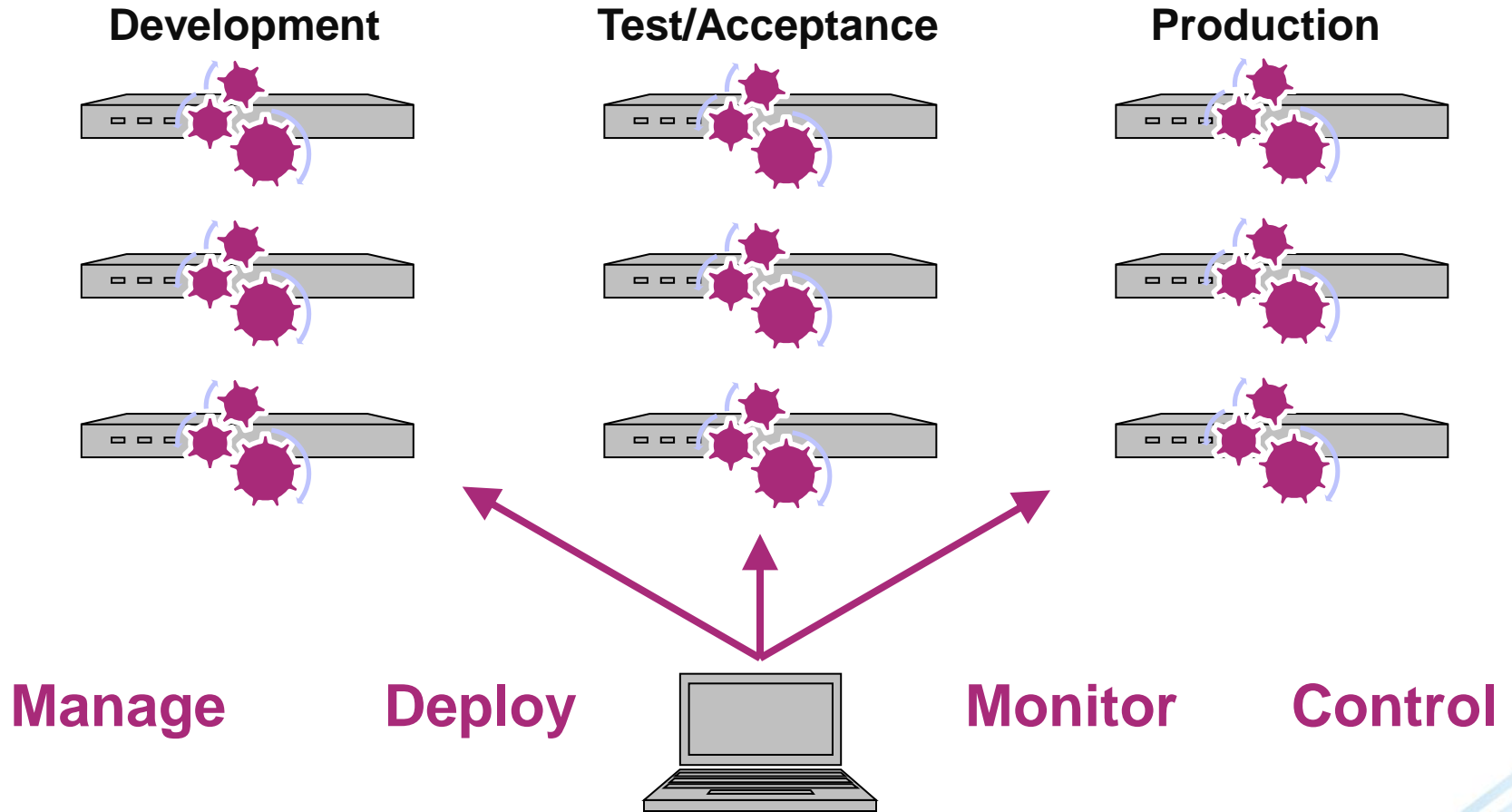
- ❑ Plugins are libraries of business functions that provide for tighter integration and ease of automation
- ❑ Allow for ad-hoc expansion of functionality without the need to upgrade the software
- ❑ Available plugins:
 - Email automation
 - File automation
 - FTP / SFTP automation
 - Systems utilities
 - Cognos TM1 / Turbo Integrator
 - Oracle Essbase admin functions
 - Oracle FDM data operations
 - Oracle HFM admin functions
 - Oracle Planning admin functions
 - Oracle EPM monitoring
 - QlikView data operations
- ❑ Roadmap: Cognos BI, CDM, Relational automation and more



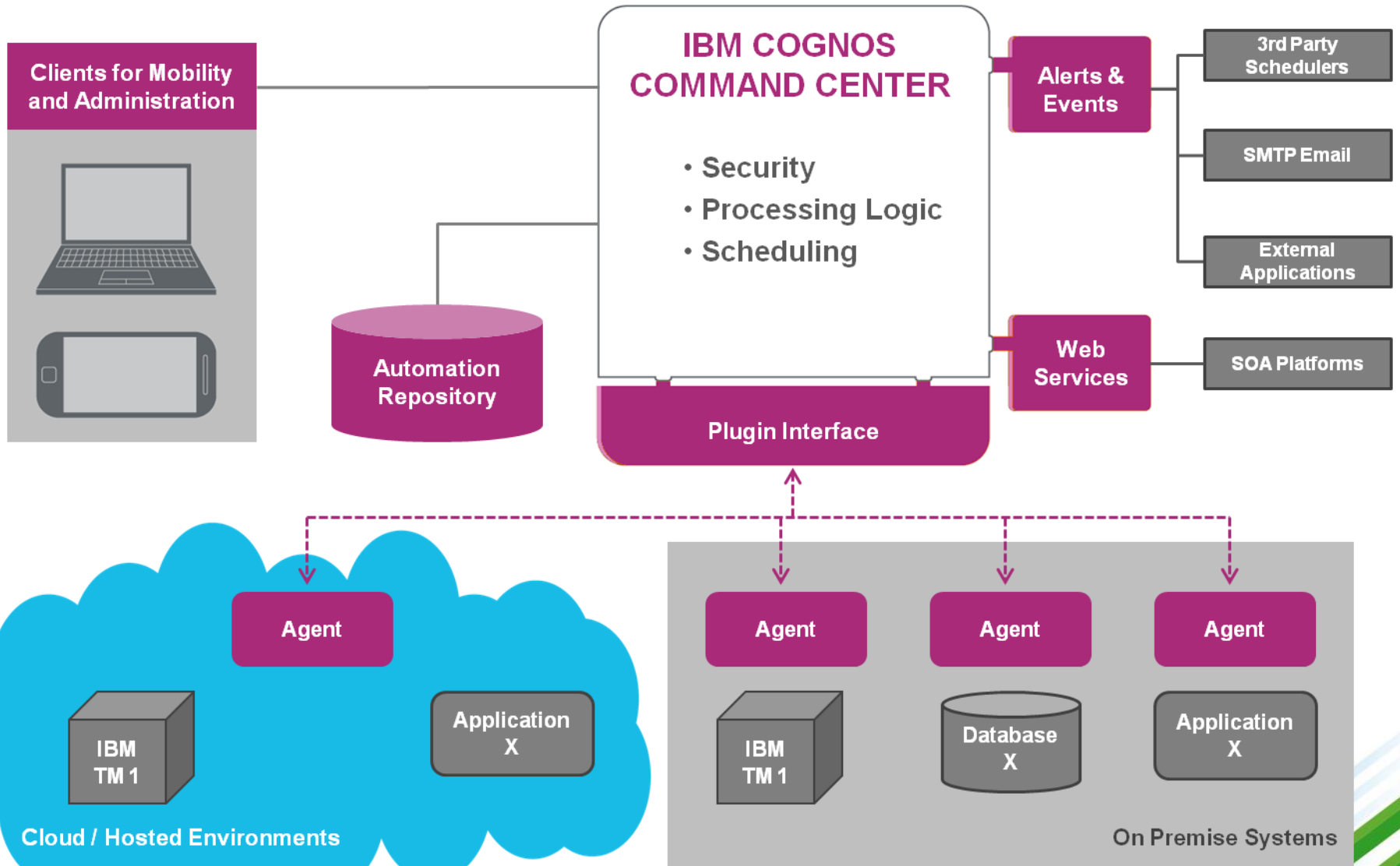
Command Center – A typical BI/EPM environment



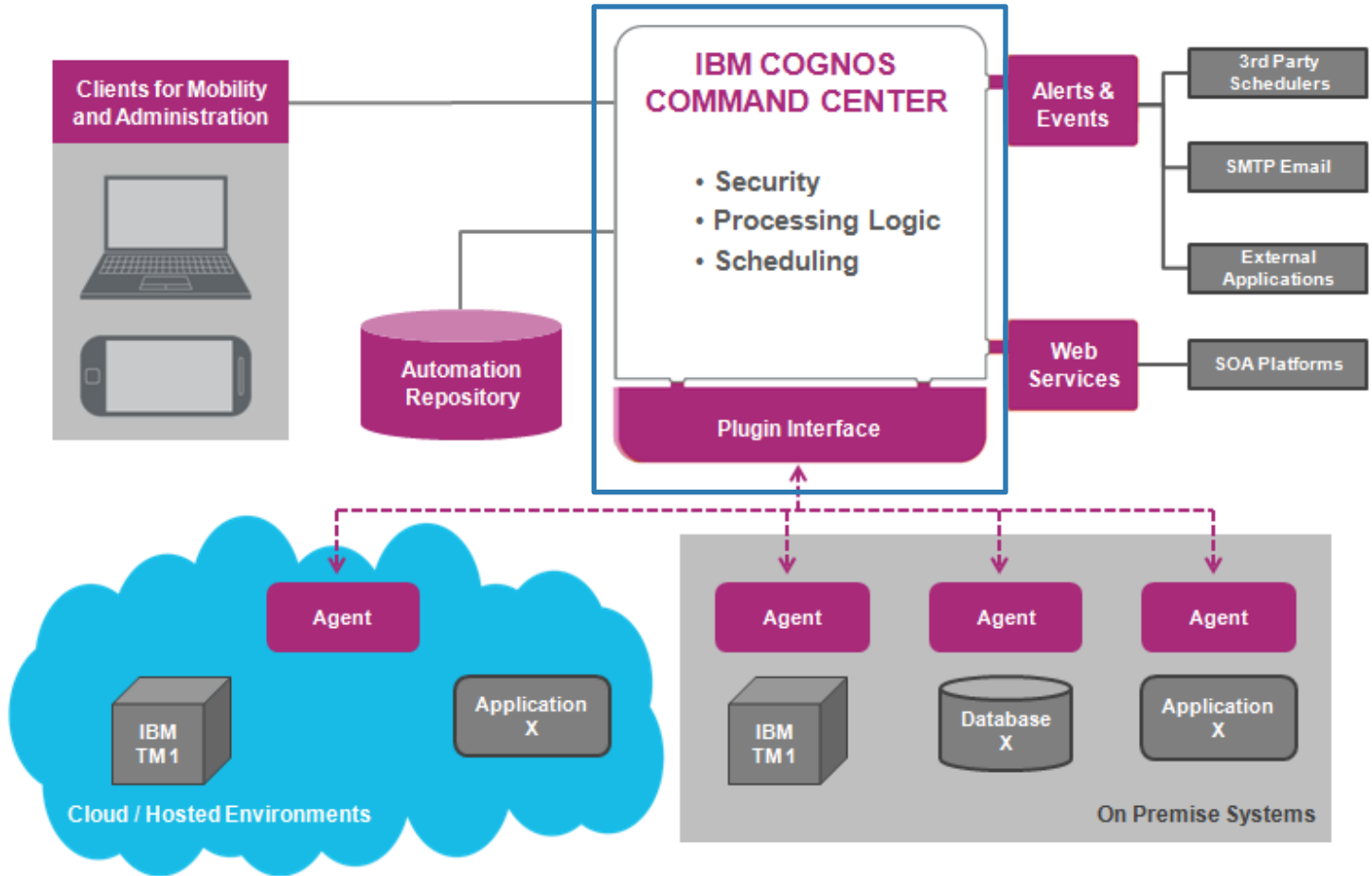
Command Center – A typical BI/EPM environment



Command Center

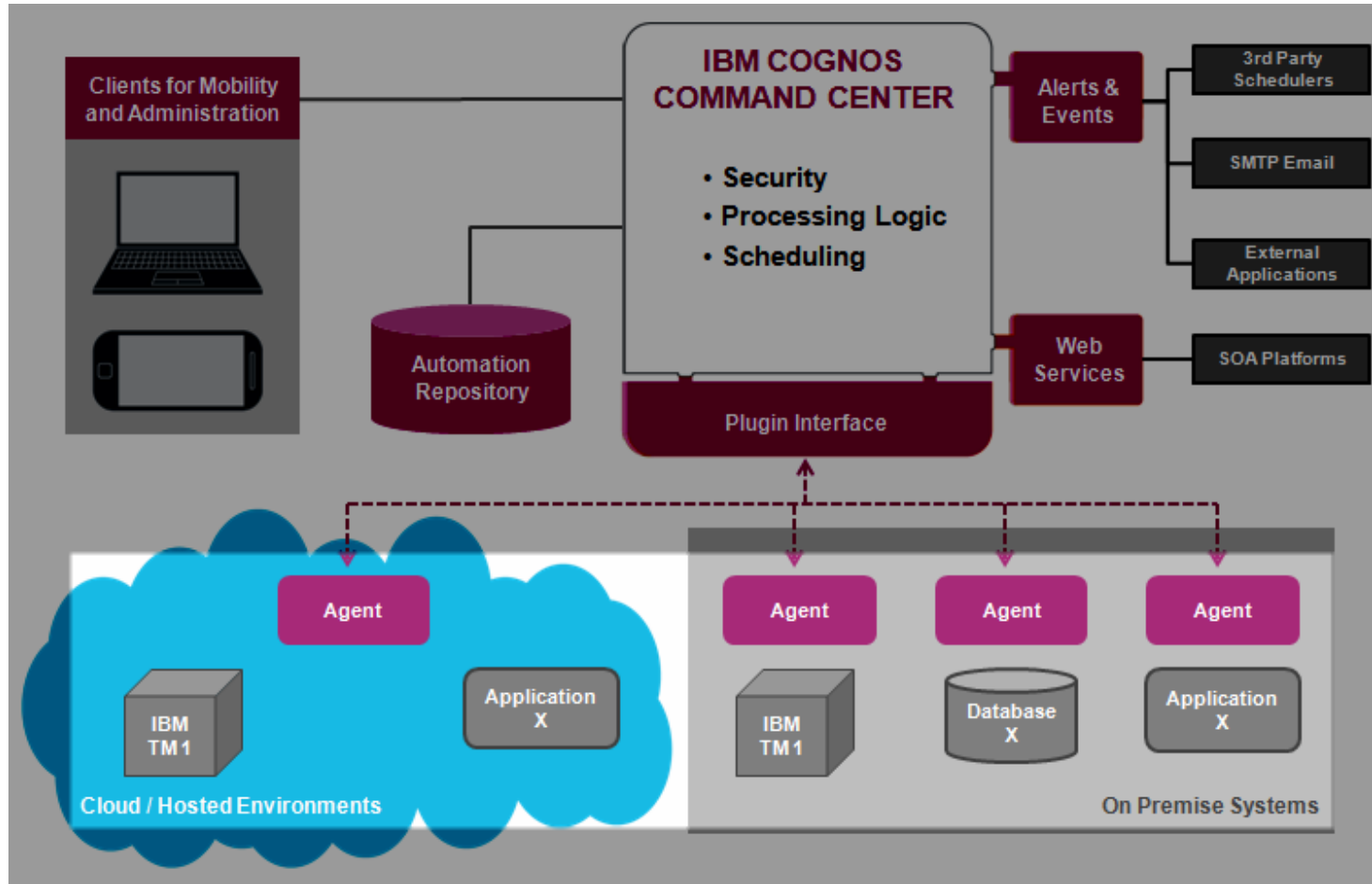


Command Center - Deployment



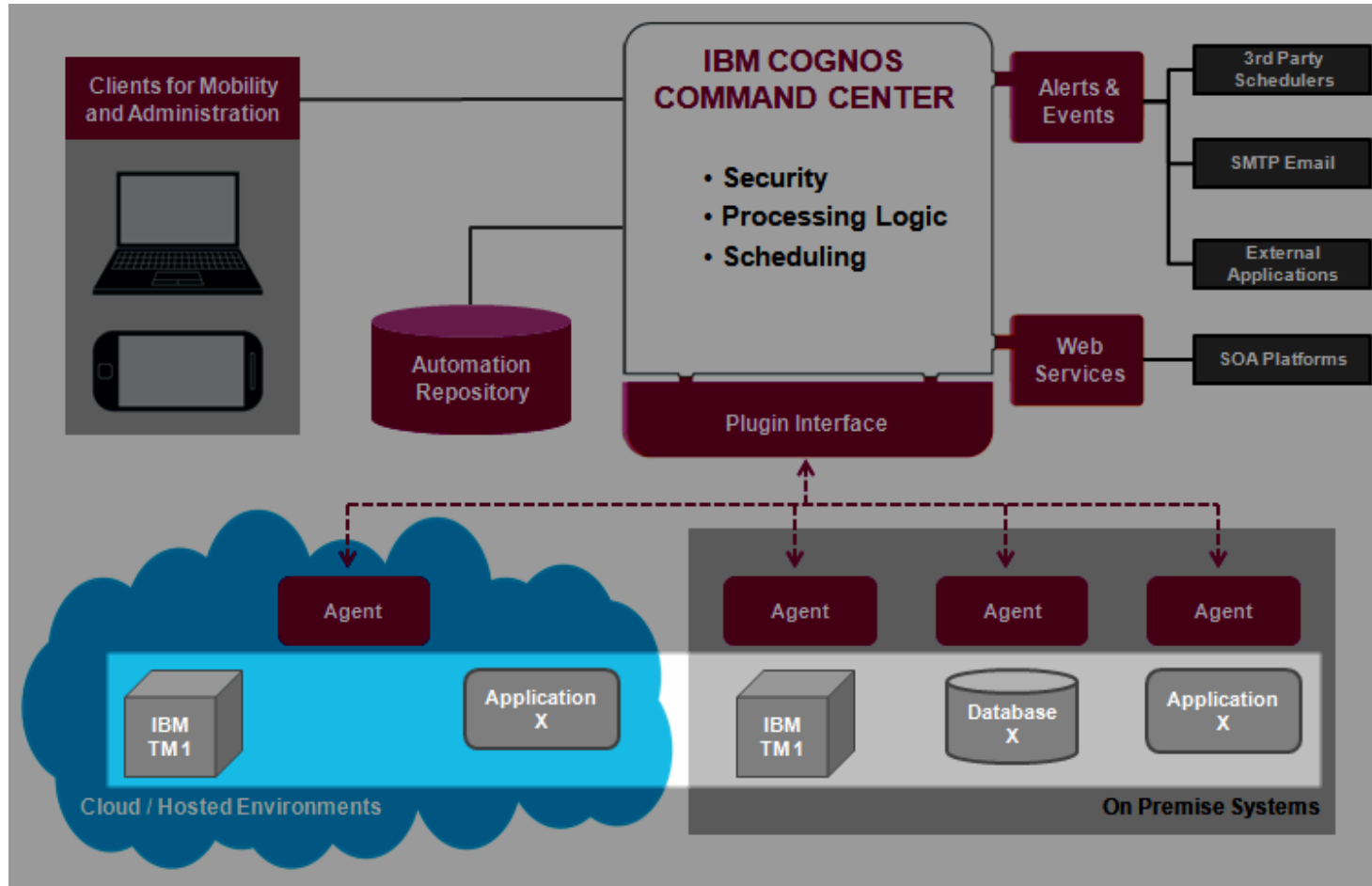
Command Center - Deployment

- Orchestrates applications, either on-premise or in the cloud



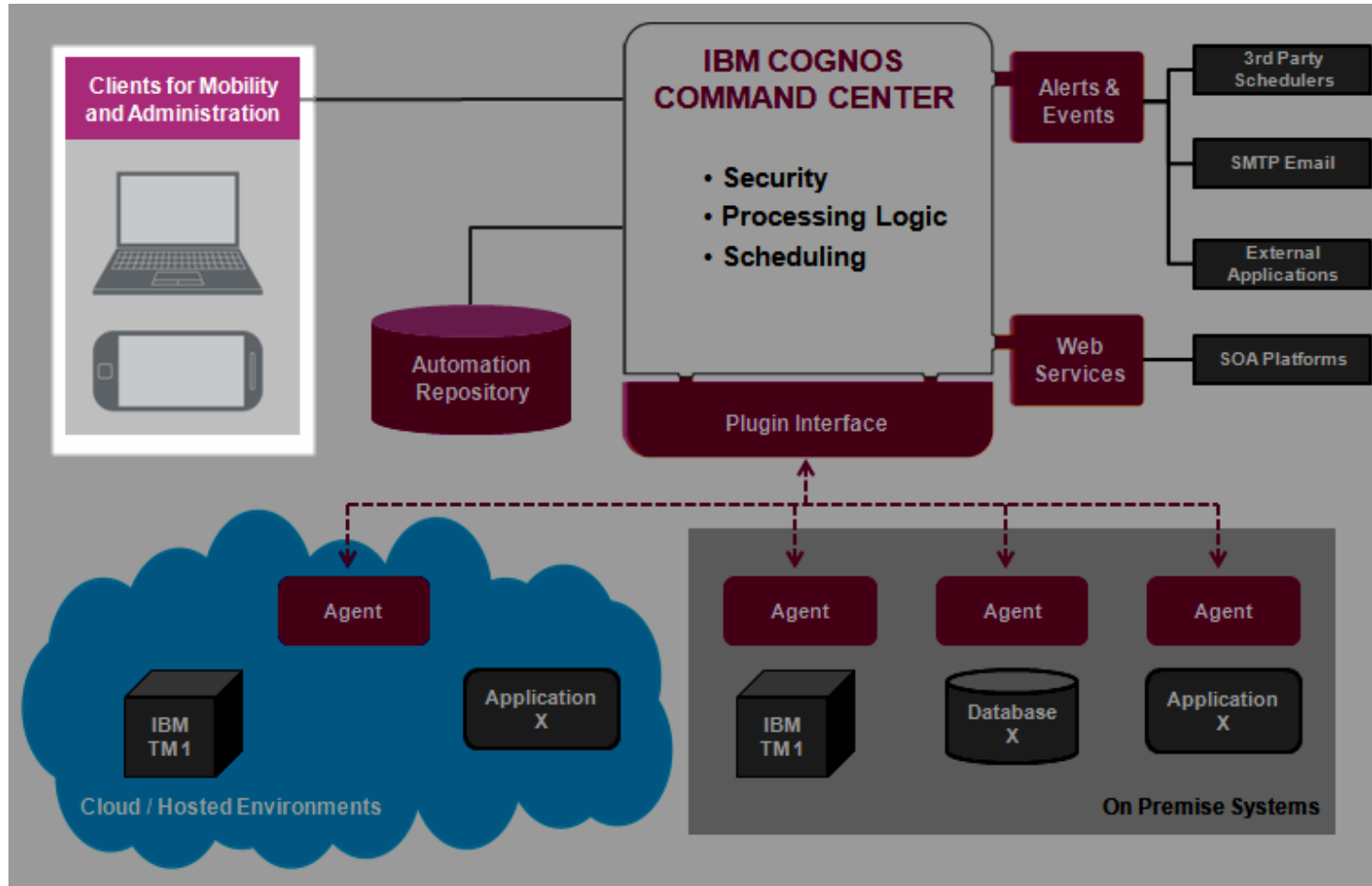
Command Center - Deployment

- Orchestrates applications, either on-premise or in the cloud
- Libraries of business functions eliminating custom code



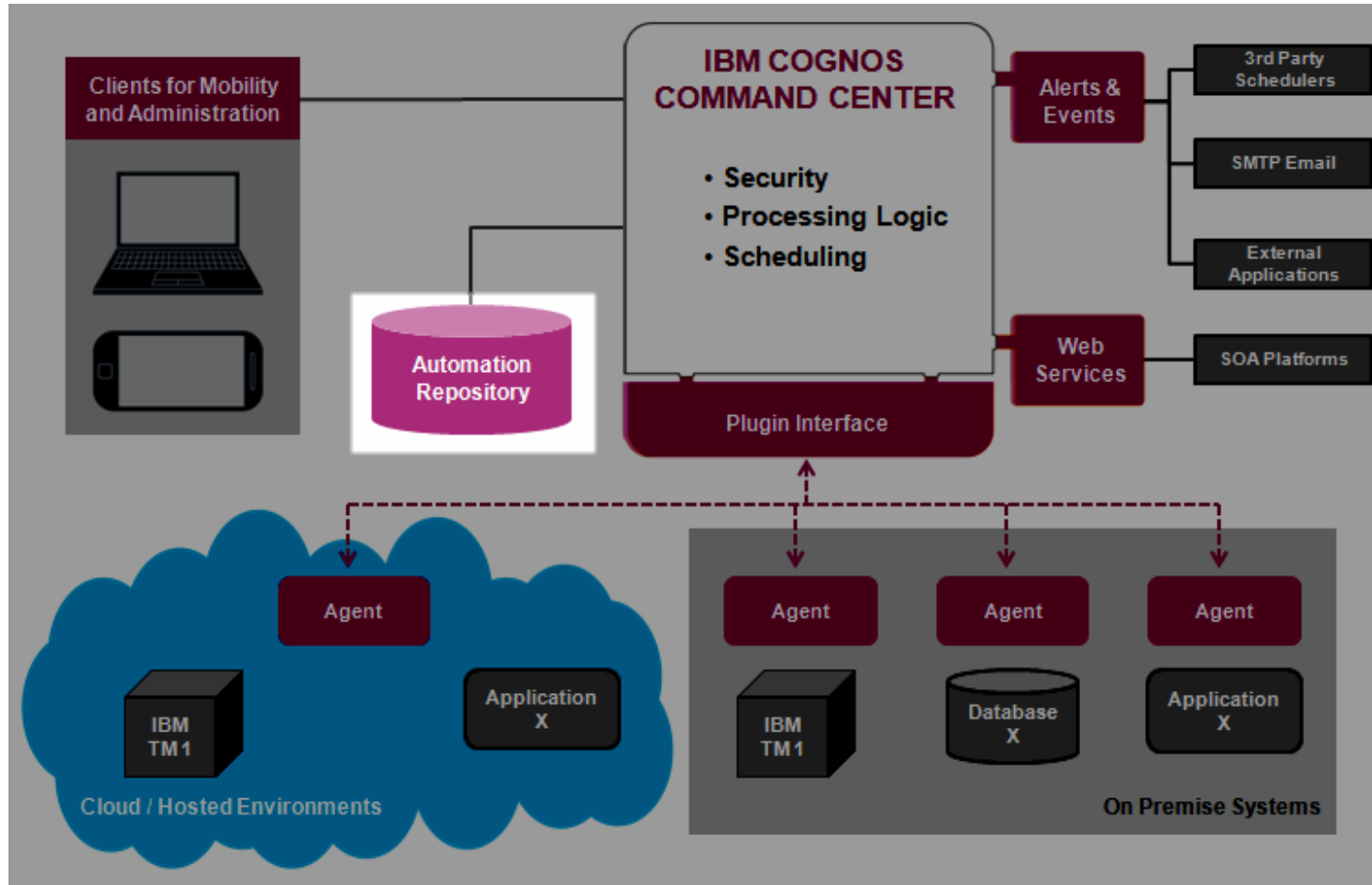
Command Center - Deployment

- Orchestrates applications, either on-premise or in the cloud
- Libraries of business functions eliminating custom code
- Business friendly interface that supports mobility



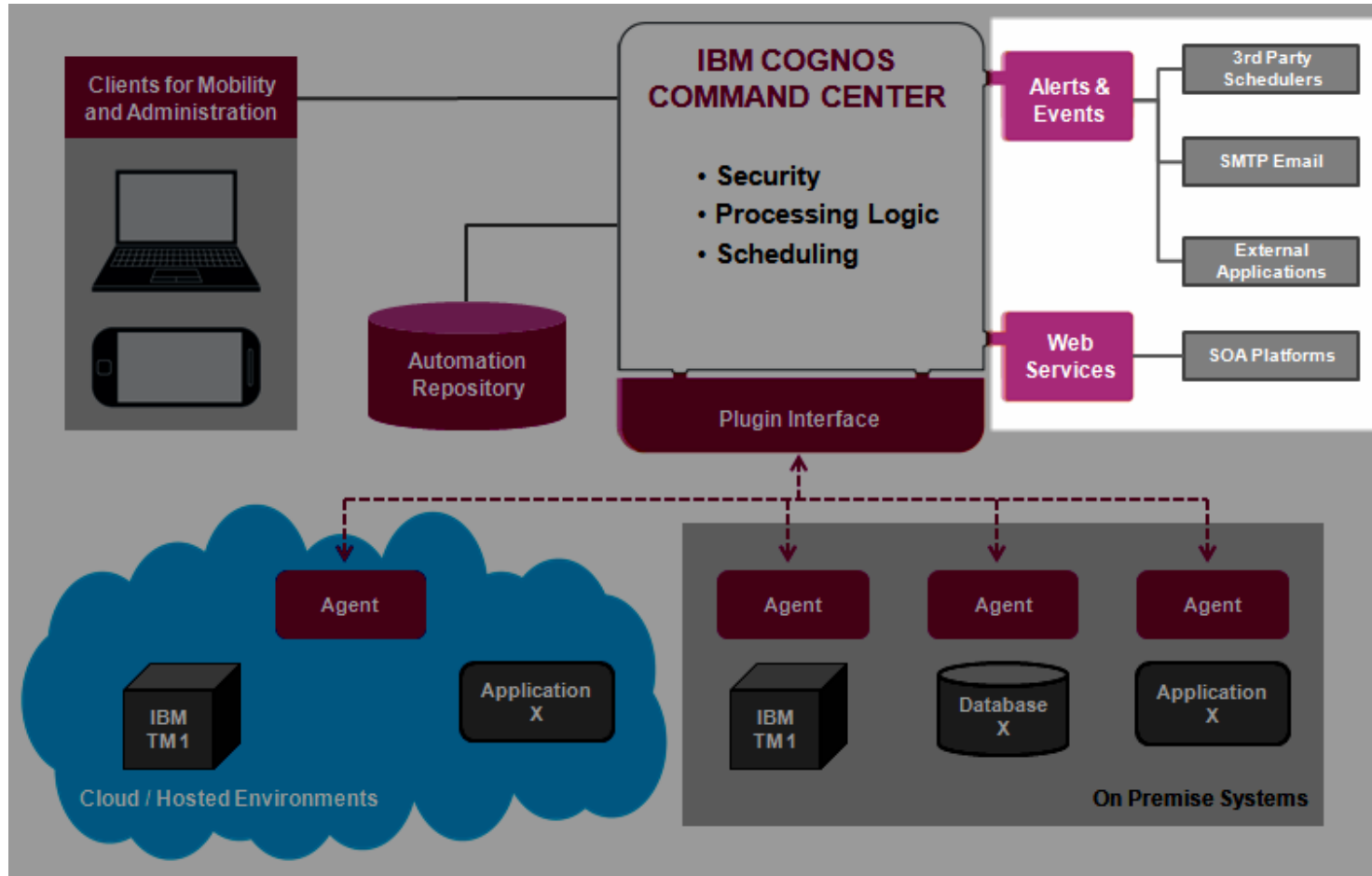
Command Center - Deployment

- Orchestrates applications, either on-premise or in the cloud
- Libraries of business functions eliminating custom code
- Business friendly interface that supports mobility
- Central repository for compliance and audit



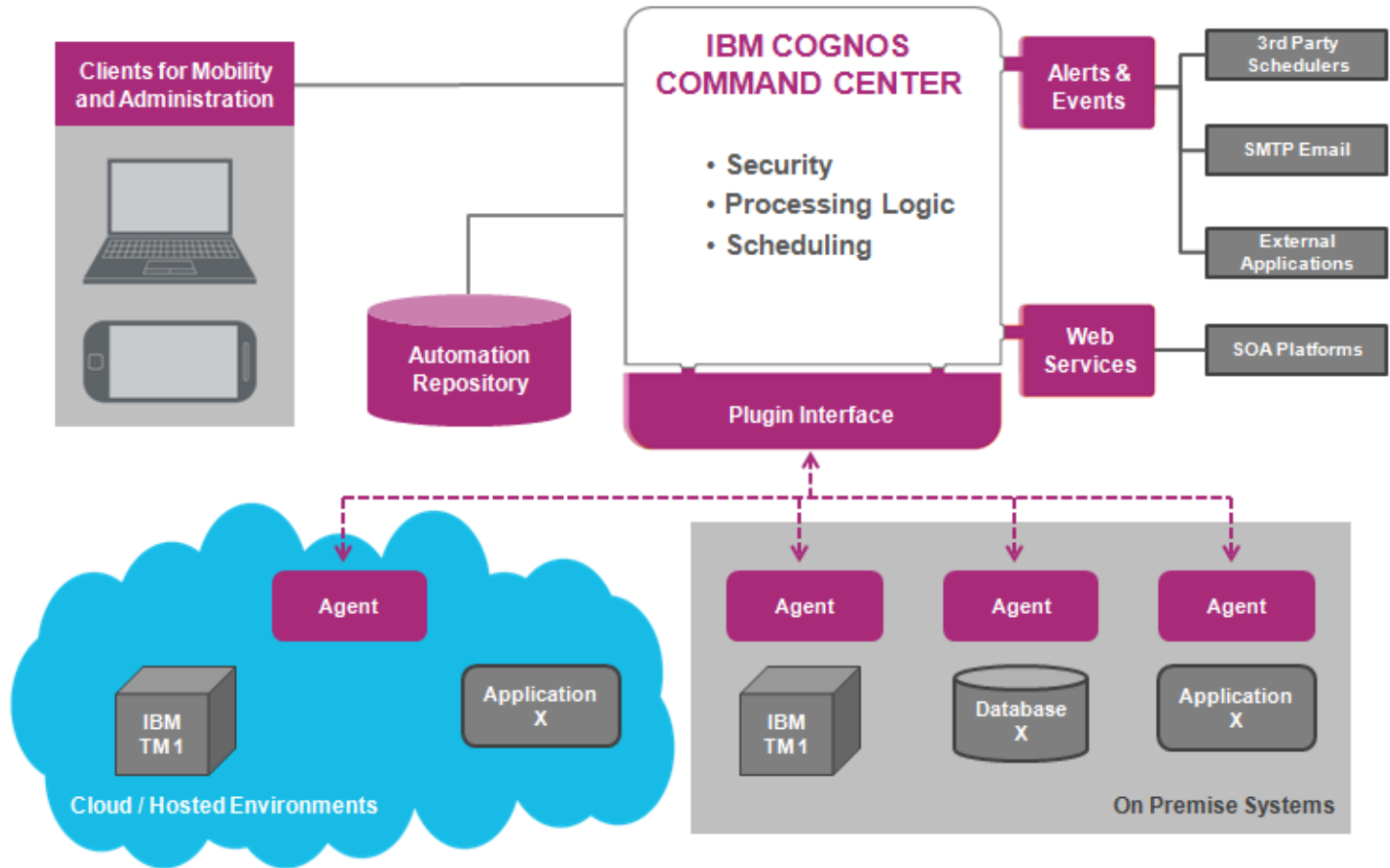
Command Center - Deployment

- Orchestrates applications, either on-premise or in the cloud
- Libraries of business functions eliminating custom code
- Business friendly interface that supports mobility
- Central repository for compliance and audit
- Handshake with enterprise schedulers and web Services



Command Center - Deployment

- Orchestrates applications, either on-premise or in the cloud
- Libraries of business functions eliminating custom code
- Business friendly interface that supports mobility
- Central repository for compliance and audit
- Handshake with enterprise schedulers and web Services
- Each application with a command-line interface



Command Center – How does it work?

✓ Process Complete



Process Overview

Home Process Overview

Process List Filters

Ecosystem: Corporate Planning
 Environment: (All)
 Process: (All)

Status: Running, Paused, Never Run, Succeeded, Failed, Cancelled

Status	Process	Ecosystem	Environment	Last Started
❗	Consolidation	Corporate Planning	PROD	05/01/13 02:23
▶	File ComparisonCondit	Corporate Planning	PROD	05/01/13 02:18
⏸	Compare File Values	Corporate Planning	PROD	05/01/13 02:17
✓	Email Test Process	Corporate Planning	PROD	04/30/13 08:42
✓	BasicRunTask	Corporate Planning	PROD	04/30/13 08:41

Task Detail - Consolidate

Task type: ⚙️

Home Process Overview > Process Details - Consolidation

Failed
Exit Code: -6

Started: 05/01/13 02:23:46 PM
 Completed: 05/01/13 02:23:47 PM
 Result: Invalid Login

Task Output

```
Attempt Connection To:
HFM Server Domain:
HFM Server Name: sa-demo
HFM Application Name: CommaCL
HFM UserID: admin
HFM Password: *****

HFM version: 11.1.2.2.000.3609

Failed to Connect

Error #-2147217085 was generated

Elapsed Time: 00:00:00

Exit Code: -6
```

On Premise Applications

Unix Agent

Windows Agent

Cloud Applications

Remote Agent

- Automation Binary & A resources
- Unmanaged & no versi
- Hardcoded values & lo



Automation Repository

- Audit, version control and life cycle management
- Leverage dynamic variables



Command Center: Demo



Command Center: More Information

Visit IBM.com: <http://www-03.ibm.com/software/products/us/en/cognos-command-center/>

Demos&Videos:

Introducing Simplicity and Control : <http://bit.ly/1c8rAmu>

Cognos Command Center functionality: <http://bit.ly/1annHpV>

Essbase to TM1 (no sound) with CIS & CCC: <http://bit.ly/1b4yrdO>

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<http://bit.ly/1c8rAmu>



Customer Solutions



Customer solution examples

IBM Finance IT uses CIS to extract data, metadata and security profiles from Essbase in order to shorten their close process and support a single source reporting with Cognos TM1.
YouTube video: <http://bit.ly/14FNkl8>