



# Reduce Business Intelligence Maintenance Costs and Simplify Your BI Infrastructure with Real-Time BI Capabilities

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## Agenda

- Preferred Strategies
- Business Intelligence Approaches – Data Warehouse & Direct Connect
- Anschutz Corporation



# Preferred Strategies Solution

1. BI Platform (*End-to-End*): Business Objects & OBIEE

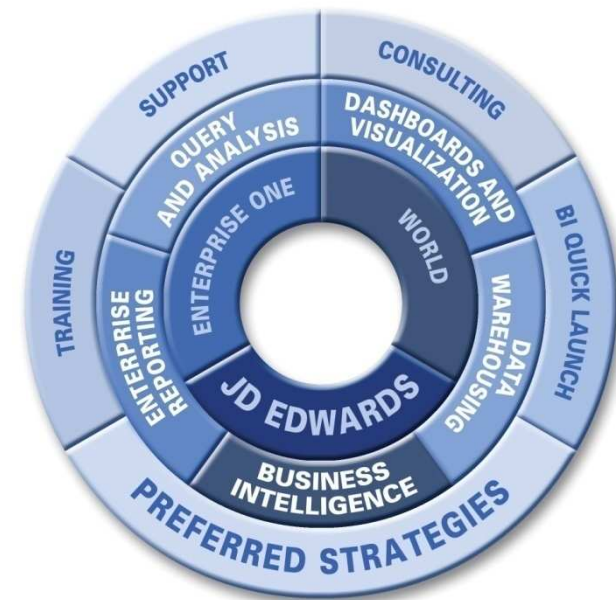
2. JD Edwards Integration (*Niche*): Preferred Strategies

**BI QUICK LAUNCH**  
for JD Edwards

- Templates & Report Samples (BOBJ & Oracle)
- Semantic Layer (BOBJ & Oracle)
- Operational Data Store or Data Warehouse

3. Implementation Program:

- Installation & Configuration
- On-site Training
- Knowledge Transfer
  - One-on-One Consulting
  - Knowledge Base / User Group Meetings
- Custom Report Design





# Preferred Strategies BI Quick Launch for JDE

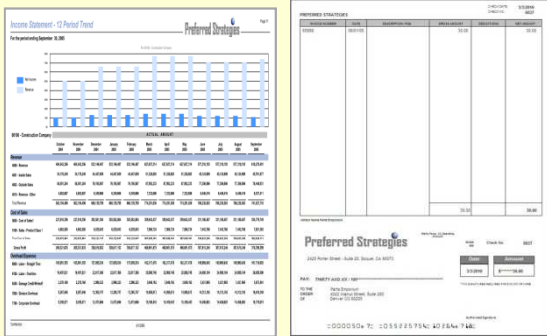
## Supported JD Edwards Modules:

- Financials (General Ledger, A/R, A/P)
- Job Cost
- Enterprise Asset Management
- Distribution (Sales, Inventory, Procurement)
- Work Order Processing
- Address Book
- Workforce Management
- Manufacturing
- Property Management

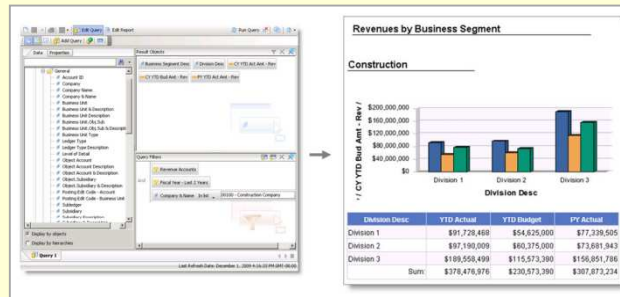


# Business Intelligence Capabilities

## Reporting & Forms



## Adhoc Query & Analysis



## Dashboards



## Mobile

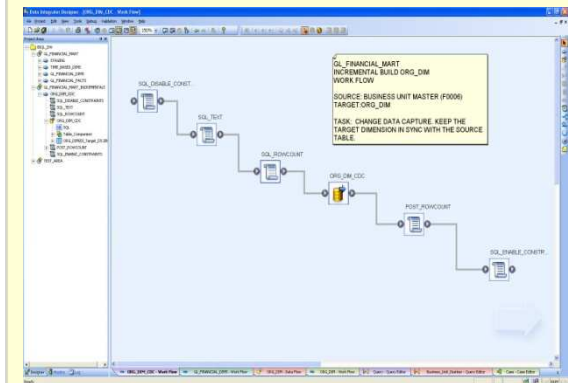


## Microsoft Office Integration

The image shows a Microsoft Excel spreadsheet with a 'Financial Account Balances Query' table. The table includes columns for Company Name, Business Unit & Description, Object/Schedule & Description, PY YTD Act Am, CY YTD Act Am, PY YTD Var Am, and CL In/Outflow.

Company Name	Business Unit & Description	Object/Schedule & Description	PY YTD Act Am	CY YTD Act Am	PY YTD Var Am	CL In/Outflow
010100 - Construction Company	20000 - Aggregate Plant 200	4201 - Inside Sales	\$105,004	\$202,313	\$97,309	GL Debitflow
101000 - Construction Company	20000 - Aggregate Plant 200	4002 - Outside Sales	16,465,721	9,896,250	10,443,750	GL Debitflow
121000 - Construction Company	20000 - Aggregate Plant 200	4010 - Revenue - Other	1,272,143	754,888	870,313	GL Debitflow
131000 - Construction Company	20000 - Aggregate Plant 200	5000.001 - Cost of Sales	(10,589,365)	(6,150,703)	(8,069,500)	GL Debitflow
141000 - Construction Company	20000 - Aggregate Plant 200	6000.002 - Labor - Straight Time	(4,619,028)	(2,975,141)	(3,521,017)	GL Debitflow
151000 - Construction Company	20000 - Aggregate Plant 200	8100.003 - Labor - Overtime	(603,917)	(452,313)	(636,601)	GL Debitflow
161000 - Construction Company	20000 - Aggregate Plant 200	7000.001 - Division Overhead	(467,250)	(301,875)	(229,123)	GL Debitflow
171000 - Construction Company	20000 - Aggregate Plant 200	7100.002 - Corporate Overhead	(467,250)	(301,875)	(229,123)	GL Debitflow
181000 - Construction Company	20000 - Aggregate Plant 200	7900.003 - Depreciation	(1,233,221)	(754,888)	(1,185,780)	GL Debitflow
191000 - Construction Company	20000 - Aggregate Plant 200	8000.001 - Other Income and Expense	(21,804)	(188,672)	(283,245)	GL Debitflow

## Data Warehouse





# Do I need a Data Warehouse?

Experienced IT Staff in ETL  
Multiple Instances of JDE  
Integrate non-JDE Data  
Large Volumes of Data



Impact to Transactional Processing  
Performance  
Data Model Complexity

Lean IT Staff  
Real Time Data  
Tight Budgets  
Accelerated Timeframes



# BI Implementation Approaches

## Direct

Semantic Layer Complexity

Real-Time

IT Involvement

Multi-Data Source Integration

Costs

## DW

Semantic Layer Complexity

Near Real-Time / Batch

IT Involvement

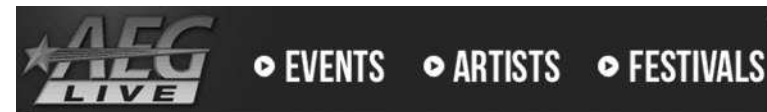
Multi-Data Source Integration

Costs



# Anschutz Company History

- Founded 1965
- Growth organically and acquisition
- Holdings include
  - Anschutz Entertainment Group
  - AEG Live
  - Xanterra Parks and Resorts
  - Regal Entertainment Group
  - Union Pacific Railroad
  - Clarity Media Group
  - LightEdge Solutions
  - Assorted Philanthropy
- Doing business in America, Europe, Asia, and Africa







# JD Edwards Environment & Architecture

- Purchased JD Edwards in 2000 to consolidate to one financial system
- Currently running EnterpriseOne 8.12 on iSeries
- JD Edwards Modules
  - Financials (GL, AP, AR, FA)
  - Job Cost
  - Distribution (Inventory, Purchasing)
  - Work Order Processing



## JD Edwards Environment cont.

- Over 300 Defined legal entities after going live with an initial 60
- System deployed to 6 time zones
- Supporting 9 different fiscal periods
- 23 Different Accounting Departments





## Reporting Concerns

- Need Print Perfect Reporting
- Needed to be flexible enough to change with the business
- Needed to be able to integrate with other systems data
- Needed the capability to expand our ability of ways to deliver and analyze data (dashboards, Explorer, etc)



# Reporting and Business Intelligence History Before 2010

1. JD Edwards Internal Report Writer (RDA/ERW)
2. Business Objects Software
3. Data Warehouse streaming data using Data Mirror
4. Insight Software



## Challenges with JD Edwards ERW

- Developer's tool
- Deploying reports is tedious
- Inflexible
- Performance
- JD Edwards Data Only



## Why Business Objects with a Data Warehouse?

- Intended to provide end users with better reporting capabilities for JD Edwards
- Seeking reporting software that could be standardized across data sets not limited to JD Edwards
- Seeking a software that could provide additional capabilities (Dashboards, Explorer, etc.)



# Challenges with Business Objects and the Data Warehouse

- End users who did not use the software on a frequent basis were unable to become proficient with it
- Data replication process required constant maintenance
- Trying to do too much with the GL Universe became complicated for end users to understand
- Data Warehouse and Data Replication software was expensive to maintain
- End users questioning the data integrity based on timing difference between JDE and Data Warehouse
- Mid-implementation real-time need realized



# How we reduced BI Maintenance Costs and Simplified our BI Architecture

1. JD Edwards Internal Report Writer (ERW)
2. Business Objects Software
- ~~3. Data Warehouse streaming data using Data Mirror~~
- 3. Preferred Strategies BI Quick Launch Real-Time Universes**
4. Insight Software





## Why continue with Business Objects?

- Offers the ability to integrate Operational data with Real time financial data
- Delivers Business Intelligence capabilities that we cannot achieve with JD Edwards ERW and Insight Software
- Agnostic to data source
- Scheduling and Distribution capabilities



## Preferred Strategies

1. We explored Preferred Strategies BI Quick Launch Real-Time Universes for JD Edwards
2. POC to test performance against our transactional JD Edwards data
3. After the POC was successful we purchased Preferred Strategies Universes and had Preferred Strategies recreate our top 20 reports
4. Preferred Strategies upgraded our version of Business Objects and installed the BIQL universes
5. Provide proper “Knowledge Transfer”



## Summary of Benefits

- Lower annual maintenance cost on BI Quick Launch Universes than the Data Warehouse
- No more annual maintenance cost on data replication software
- 20% FTE freed up without data replication issues
- Guaranteed Real-Time JDE data all the time
- Gained trust back from users with data delivered in Business Objects



## Summary of Benefits

- Backlogs reduced as requested changes are much simpler with the new Universes versus the process to update the Data Warehouse data model (ETL and Database)
- System downtime improved (No unscheduled downtime)
- Calendar year reporting now calculated dynamically in the Preferred Strategies Universes instead of the creation of a custom F0902 Account Balances table
- Market leading BI capabilities from Business Objects in real-time against JDE data



# Questions

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Preferred Strategies