

27550: Using the Free Crystal Reports with JDE

Adam Crigger, Preferred Strategies

Seth Tuthill, Washington Real Estate Investment Trust

Agenda

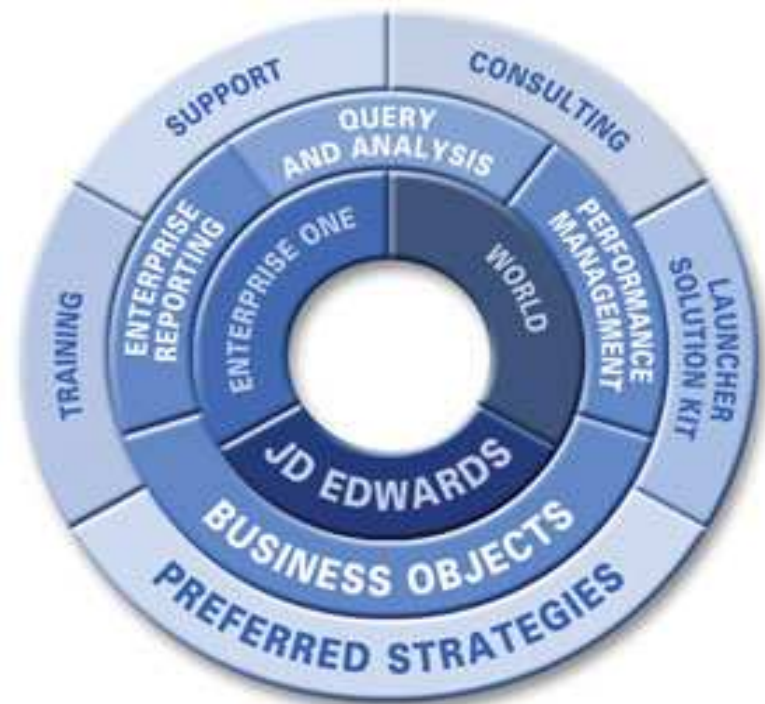
- JD Edwards Reporting Problems
- Preferred Strategies Overview
- Business Objects Overview
- Offerings from Oracle
- Customer Success Story - WRIT
- Live Demonstration
- Questions

JD Edwards Reporting Problems

- Files structured for data entry
 - Hard to use for retrieval
- Odd formats for data:
 - Date: 107181 (6/30/07)
 - Amounts: 15025 (\$150.25)
- Hard to understand names
 - MCMCU = “Business Unit”
- Data fields user see on screen are not in database
 - i.e., Current Year: Year-to- date actual amount
- Leading spaces: Bus. Unit
 1750 (“Plant 1”)
- Developing & storing meta data
 - Difficult / awkward process
- Incorporating data from other data sources into JD Edwards

Preferred Strategies Overview

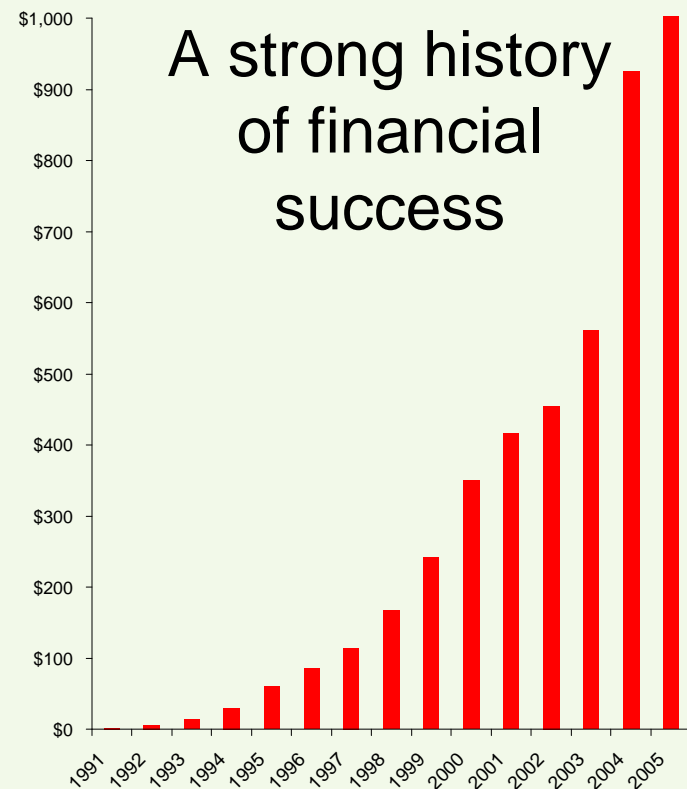
- 40+ man-years JDE & BI user community experience
- Early adopters of Crystal & JD Edwards
- Integration of Business Objects with JD Edwards
- Business Objects 'Go To' Partner for JD Edwards
 - 1st Quick Start Pack for Crystal Decisions
 - 5+ years Value Added Reseller
 - Authorized Education Partner



Preferred Strategies

Business Objects Overview

- The leading global BI vendor
- 43,000+ customers in 80 countries
- 5,000+ employees
- 3,000+ global partners



Offering from Oracle JD Edwards World

- **Development**
 - Crystal Reports v10 (1 Named License)
 - Database Connectivity
- **Distribution**
 - Crystal Enterprise v10 (1 Concurrent Access License)
 - Live Office
 - CR Explorer

Offering from Oracle JD Edwards EnterpriseOne

- **Development**
 - Crystal Reports v10 (10 Named License)
 - Database Connectivity
- **Distribution**
 - Crystal Enterprise v10 (3 Concurrent Access License)
 - Live Office
 - CR Explorer
 - JD Edwards Security Plug-in

Oracle Offering

Quest
Northeast Conference

JD Edwards



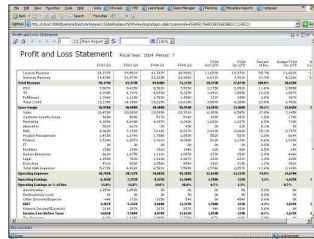
Oracle Offering

QUEST

nce

Development

Crystal Reports v10



Account	Period	Actual	Budget	Variance	Actual	Budget	Variance
Revenue	2010	1,234,567	1,200,000	34,567	1,234,567	1,200,000	34,567
Cost of Goods Sold	2010	789,012	800,000	-10,988	789,012	800,000	-10,988
Operating Profit	2010	445,555	400,000	45,555	445,555	400,000	45,555
Interest Expense	2010	10,000	10,000	0	10,000	10,000	0
Income Before Taxes	2010	435,555	390,000	45,555	435,555	390,000	45,555
Taxes	2010	100,000	100,000	0	100,000	100,000	0
Net Income	2010	335,555	290,000	45,555	335,555	290,000	45,555



JD Edwards



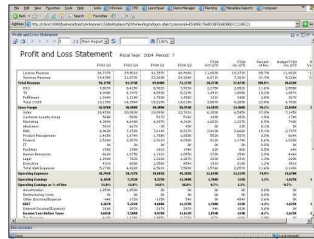
Oracle Offering

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Development

Crystal Reports v10



Account	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Revenue	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Expenses	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
Profit	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000

Database Connectivity

JD Edwards



Oracle Offering

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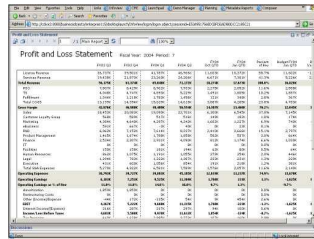
Distribution

Crystal Enterprise v10 Portal 



Development

Crystal Reports v10



Account	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Revenue	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Expenses	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
Profit	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000

Database Connectivity

JD Edwards



Oracle Offering

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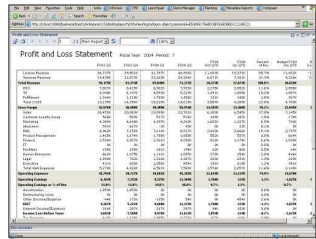
Distribution

Crystal Enterprise v10 Portal 



Development

Crystal Reports v10



Account	2008	2007	2006	2005	2004	2003	2002	2001	2000
Revenue	10,000,000	9,500,000	9,000,000	8,500,000	8,000,000	7,500,000	7,000,000	6,500,000	6,000,000
Cost of Sales	(4,000,000)	(3,800,000)	(3,600,000)	(3,400,000)	(3,200,000)	(3,000,000)	(2,800,000)	(2,600,000)	(2,400,000)
Operating Expenses	(2,500,000)	(2,400,000)	(2,300,000)	(2,200,000)	(2,100,000)	(2,000,000)	(1,900,000)	(1,800,000)	(1,700,000)
Operating Income	3,500,000	3,300,000	3,100,000	2,900,000	2,700,000	2,500,000	2,300,000	2,100,000	1,900,000
Interest Expense	(500,000)	(450,000)	(400,000)	(350,000)	(300,000)	(250,000)	(200,000)	(150,000)	(100,000)
Income Before Taxes	3,000,000	2,850,000	2,700,000	2,550,000	2,400,000	2,250,000	2,100,000	1,950,000	1,800,000
Income Tax Expense	(750,000)	(712,500)	(675,000)	(637,500)	(600,000)	(562,500)	(525,000)	(487,500)	(450,000)
Net Income	2,250,000	2,137,500	2,025,000	1,912,500	1,800,000	1,687,500	1,575,000	1,462,500	1,350,000

Database Connectivity

JD Edwards



Oracle Offering

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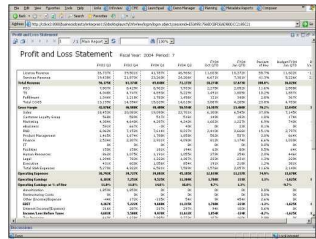
Distribution

Crystal Enterprise v10 Portal 



Development

Crystal Reports v10



Account	Actual	YTD	YTD	YTD	YTD
Revenue	10,000	10,000	10,000	10,000	10,000
Cost of Sales	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)
Operating Profit	4,000	4,000	4,000	4,000	4,000
Operating Expenses	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)
Net Profit	2,000	2,000	2,000	2,000	2,000

Database Connectivity

JD Edwards



Where do you start?

- Identify which of the 6,000 database tables you need for a report
- Link the database tables together
- Calculate fields on a report i.e. Current Year YTD Actual Amount
- Account Descriptions
- Etc.



Why Business Objects?

- Free licenses from Oracle
- Standardize on one reporting tool across all company data sources
- Automated scheduling & emailing
- Non restricted licenses provide full suite of Business Intelligence:
 - Enterprise Reporting (Crystal Reports)
 - Ad-hoc Query & Analysis (Web Intelligence)
 - Performance Management
 - Enterprise Information Management

Upgrade to BO XI R2

Quest

nce

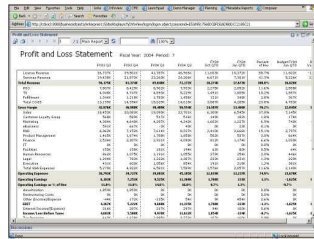
Distribution

Crystal Enterprise v10 Portal 



Development

Crystal Reports v10



Account	Amount	Period
Revenue	1000000	2008
Cost of Sales	(600000)	2008
Operating Profit	400000	2008
Interest Expense	(100000)	2008
Income Before Tax	300000	2008
Income Tax Expense	(75000)	2008
Net Income	225000	2008

Where do you start?

- Identify which of the 6,000 database tables you need for a report
- Link the database tables together
- Calculate fields on a report i.e. Current Year YTD Actual Amount
- Account Descriptions
- Etc.

Database Connectivity

JD Edwards



Upgrade to BO XI R2

Quest

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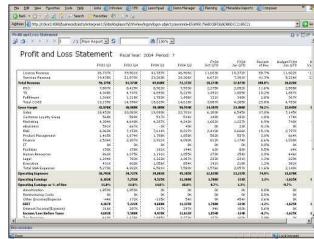
Distribution

Crystal Enterprise v10 Portal 



Development

Crystal Reports v10



Account	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Revenue	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000	1000000
Expenses	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000	800000
Profit	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000	200000

Database Connectivity

JD Edwards & Other



Upgrade to BO XI R2

Quest

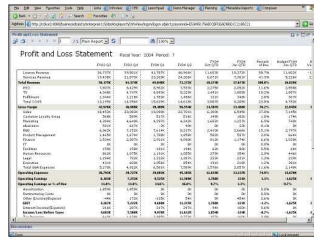
Distribution

Business Objects Enterprise 



Development

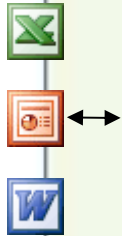
Crystal Reports XI R2



	2008	2007	2006	2005	2004	2003	2002	2001	2000
Revenue	10,000,000	9,500,000	9,000,000	8,500,000	8,000,000	7,500,000	7,000,000	6,500,000	6,000,000
Cost of Sales	(4,000,000)	(3,800,000)	(3,600,000)	(3,400,000)	(3,200,000)	(3,000,000)	(2,800,000)	(2,600,000)	(2,400,000)
Operating Expenses	(2,500,000)	(2,400,000)	(2,300,000)	(2,200,000)	(2,100,000)	(2,000,000)	(1,900,000)	(1,800,000)	(1,700,000)
Operating Income	3,500,000	3,300,000	3,100,000	2,900,000	2,700,000	2,500,000	2,300,000	2,100,000	1,900,000
Interest Expense	(500,000)	(450,000)	(400,000)	(350,000)	(300,000)	(250,000)	(200,000)	(150,000)	(100,000)
Income Before Taxes	3,000,000	2,850,000	2,700,000	2,550,000	2,400,000	2,250,000	2,100,000	1,950,000	1,800,000
Income Tax Expense	(750,000)	(712,500)	(675,000)	(637,500)	(600,000)	(562,500)	(525,000)	(487,500)	(450,000)
Net Income	2,250,000	2,137,500	2,025,000	1,912,500	1,800,000	1,687,500	1,575,000	1,462,500	1,350,000

Database Connectivity

JD Edwards & Other



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Upgrade to BO XI R2

Quest

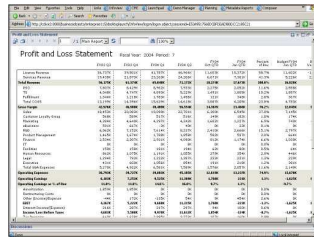
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Distribution

Business Objects Enterprise 

Development

Crystal Reports XI R2



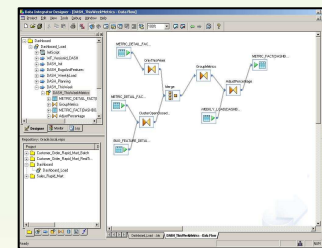
	Actual	Target	Variance	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio
Revenue	10,000,000	10,000,000	0	100%	100%	100%	100%	100%	100%
Cost of Sales	(6,000,000)	(6,000,000)	0	60%	60%	60%	60%	60%	60%
Gross Profit	4,000,000	4,000,000	0	40%	40%	40%	40%	40%	40%
Operating Expenses	(2,000,000)	(2,000,000)	0	20%	20%	20%	20%	20%	20%
Operating Profit	2,000,000	2,000,000	0	20%	20%	20%	20%	20%	20%
Interest Expense	(500,000)	(500,000)	0	5%	5%	5%	5%	5%	5%
Interest Income	100,000	100,000	0	1%	1%	1%	1%	1%	1%
Other Income	500,000	500,000	0	5%	5%	5%	5%	5%	5%
Income Before Taxes	1,500,000	1,500,000	0	15%	15%	15%	15%	15%	15%
Income Tax Expense	(300,000)	(300,000)	0	3%	3%	3%	3%	3%	3%
Net Income	1,200,000	1,200,000	0	12%	12%	12%	12%	12%	12%

Database Connectivity

Datamart / Warehouse

JD Edwards & Other

Data Integration & Data Cleansing



Upgrade to BO XI R2

Quest

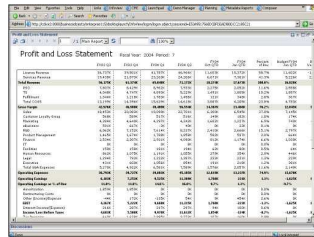
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Distribution

Business Objects Enterprise 

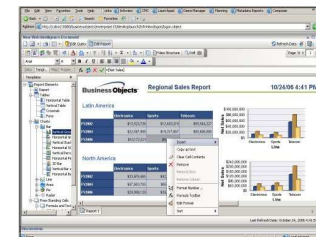
Development

Crystal Reports XI R2

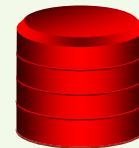


Account	Actual	Budget	Variance	Actual	Budget	Variance
Revenue	1000000	1000000	0	1000000	1000000	0
Cost of Goods Sold	600000	600000	0	600000	600000	0
Operating Expenses	300000	300000	0	300000	300000	0
Operating Profit	100000	100000	0	100000	100000	0

Adhoc Query & Analysis



Database Connectivity

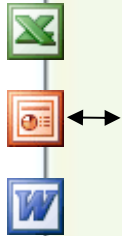
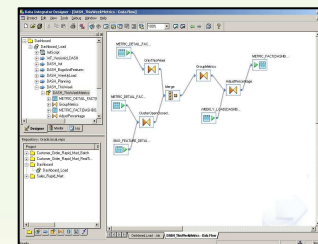


Datamart / Warehouse

JD Edwards & Other



Data Integration & Data Cleansing

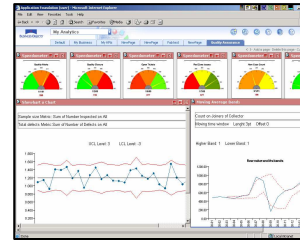


Upgrade to BO XI R2

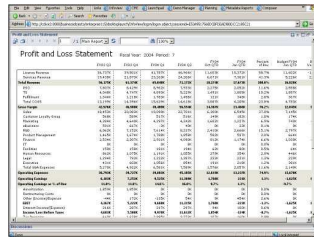
Quest

Business Objects Enterprise 

Enterprise Performance Management / Data Visualization

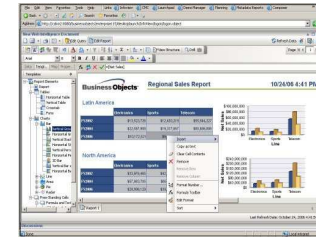


Crystal Reports XI R2

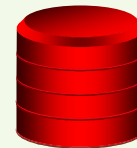


Account	2008	2007	2006	2005	2004
Revenue	10,000,000	9,500,000	9,000,000	8,500,000	8,000,000
Cost of Sales	(6,000,000)	(5,800,000)	(5,600,000)	(5,400,000)	(5,200,000)
Operating Expenses	(2,500,000)	(2,400,000)	(2,300,000)	(2,200,000)	(2,100,000)
Operating Income	1,500,000	1,300,000	1,100,000	900,000	700,000
Interest Expense	(100,000)	(120,000)	(140,000)	(160,000)	(180,000)
Income Before Taxes	1,400,000	1,180,000	960,000	740,000	520,000
Income Tax Expense	(300,000)	(240,000)	(190,000)	(140,000)	(90,000)
Net Income	1,100,000	940,000	770,000	600,000	430,000

Adhoc Query & Analysis



Database Connectivity

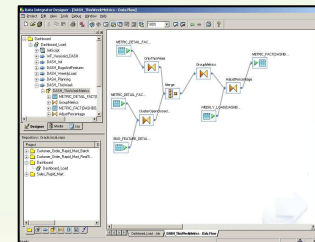


Datamart / Warehouse

JD Edwards & Other



Data Integration & Data Cleansing



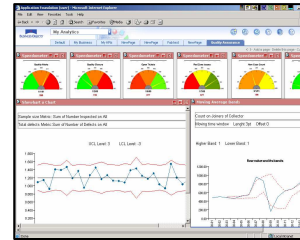
Upgrade to BO XI R2

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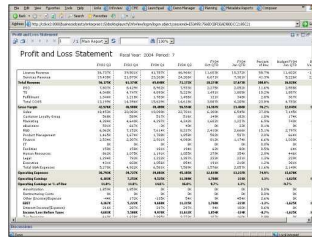
Business Objects Enterprise 

Open Architecture (SDK) 

Enterprise Performance Management / Data Visualization

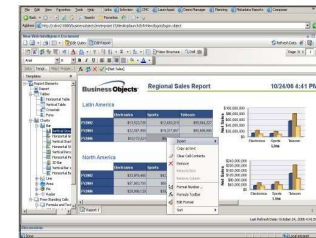


Crystal Reports XI R2

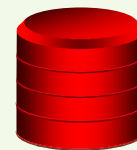


Account	2004	2005	2006	2007	2008
Revenue	100,000	110,000	120,000	130,000	140,000
Cost of Sales	(60,000)	(65,000)	(70,000)	(75,000)	(80,000)
Operating Profit	40,000	45,000	50,000	55,000	60,000
Interest Expense	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)
Income Before Tax	35,000	40,000	45,000	50,000	55,000
Income Tax	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)
Net Income	25,000	30,000	35,000	40,000	45,000

Adhoc Query & Analysis



Database Connectivity

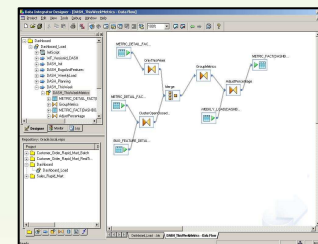


Datamart / Warehouse

JD Edwards & Other



Data Integration & Data Cleansing



Ingredients For Success

- Software Architecture
 - Business Objects
- Integration to JD Edwards
 - Preferred Strategies BI Quick Launch for JDE
 - “Metadata” installed in one day...Guaranteed!
- Training
 - Preferred Strategies Certified Business Objects
 - Customized for JD Edwards using the BI Quick Launch for JDE
 - Performed on your site using your JD Edwards data
- Consulting
 - One-on-one with attendees of training
 - Custom Report Design

BO with Preferred Strategies

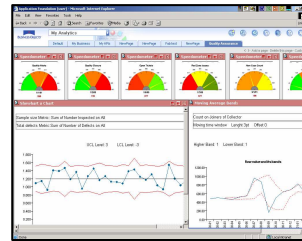
Quest

Business Objects Enterprise 

Open Architecture (SDK) 

Preferred Strategies

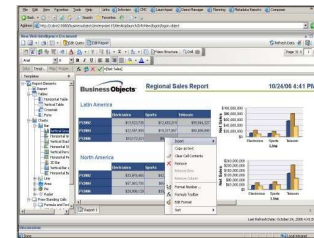
Enterprise Performance Management / Data Visualization



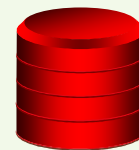
Crystal Reports XI R2

Account	2004	2005	2006	2007	2008	2009	2010	2011	2012
Revenue	1000000	1100000	1200000	1300000	1400000	1500000	1600000	1700000	1800000
Cost of Goods Sold	600000	650000	700000	750000	800000	850000	900000	950000	1000000
Gross Profit	400000	450000	500000	550000	600000	650000	700000	750000	800000
Operating Expenses	200000	220000	240000	260000	280000	300000	320000	340000	360000
Operating Income	200000	230000	260000	290000	320000	350000	380000	410000	440000
Interest Expense	50000	55000	60000	65000	70000	75000	80000	85000	90000
Income Before Taxes	150000	175000	200000	225000	250000	275000	300000	325000	350000
Income Tax Expense	30000	35000	40000	45000	50000	55000	60000	65000	70000
Net Income	120000	140000	160000	180000	200000	220000	240000	260000	280000

Adhoc Query & Analysis



Database Connectivity

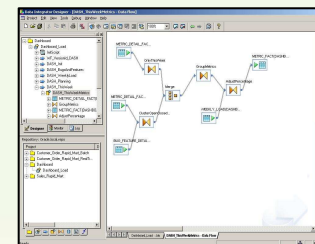


Datamart / Warehouse

JD Edwards & Other



Data Integration & Data Cleansing



Business Objects customized for JD Edwards data

BO with Preferred Strategies

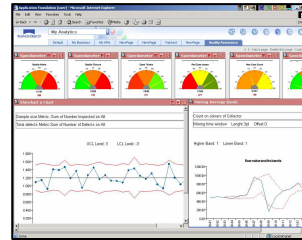
Quest

Business Objects Enterprise 

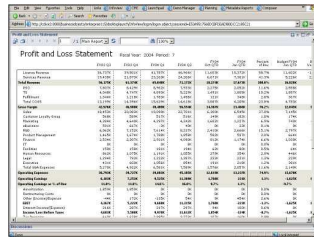
Open Architecture (SDK) 

Preferred Strategies

Enterprise Performance Management / Data Visualization

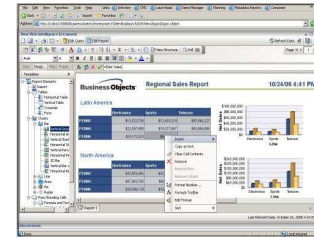


Crystal Reports XI R2

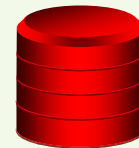


Account	2004	2005	2006	2007	2008
Revenue	1000000	1100000	1200000	1300000	1400000
Cost of Sales	600000	650000	700000	750000	800000
Operating Profit	400000	450000	500000	550000	600000
Interest Expense	100000	110000	120000	130000	140000
Income Before Tax	300000	340000	380000	420000	460000
Income Tax Expense	100000	110000	120000	130000	140000
Net Income	200000	230000	260000	290000	320000

Adhoc Query & Analysis



Database Connectivity

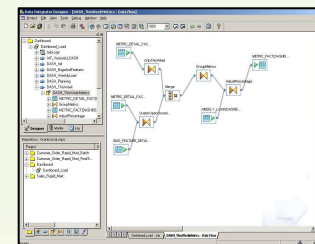


Datamart / Warehouse

JD Edwards & Other



Data Integration & Data Cleansing



Business Objects customized for JD Edwards data

Preferred Strategies BI Quick Launch for JDE

BO with Preferred Strategies

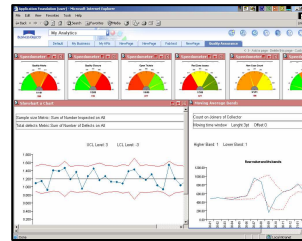
Quest

Business Objects Enterprise 

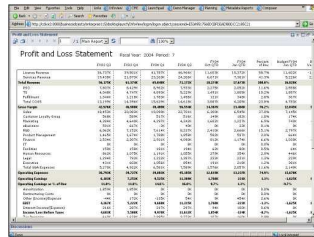
Open Architecture (SDK) 

Preferred Strategies

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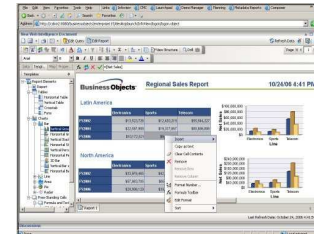


Crystal Reports XI R2

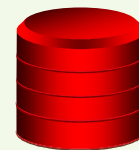


Account	Actual	Target	Variance	Ratio
Revenue	1000000	1000000	0	100%
Cost of Sales	600000	600000	0	60%
Operating Profit	400000	400000	0	40%
Operating Expenses	200000	200000	0	20%
Operating Income	200000	200000	0	20%
Interest Expense	50000	50000	0	5%
Income Before Taxes	150000	150000	0	15%
Income Tax Expense	50000	50000	0	5%
Net Income	100000	100000	0	10%

Adhoc Query & Analysis



Database Connectivity

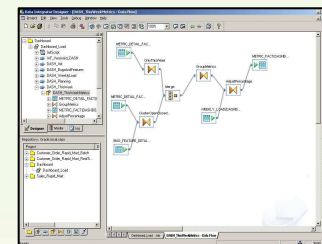


Datamart / Warehouse

JD Edwards & Other



Data Integration & Data Cleansing



Business Objects customized for JD Edwards data

Preferred Strategies BI Quick Launch for JDE

Training & Knowledge Transfer: On-site using your JDE data



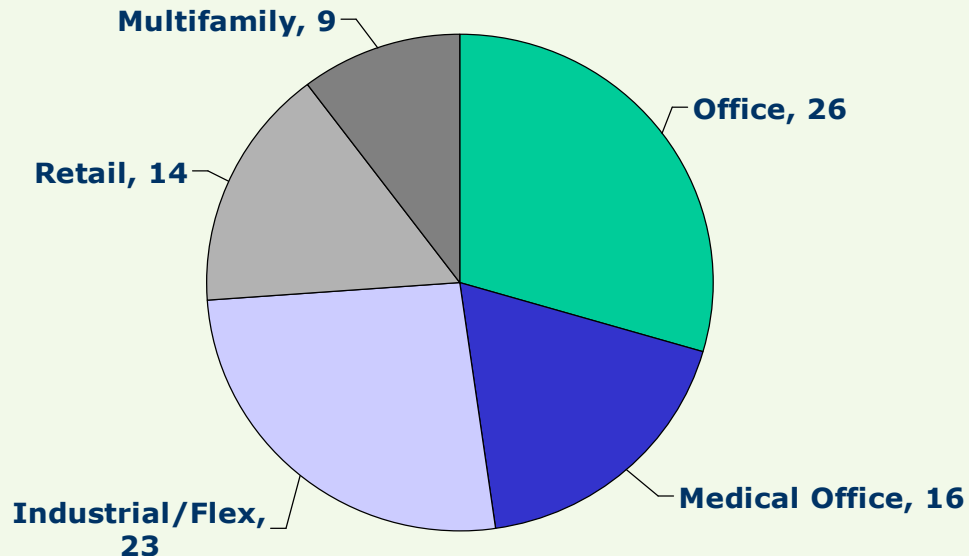
WRIT

WASHINGTON
REAL ESTATE
INVESTMENT
TRUST

WRIT Portfolio

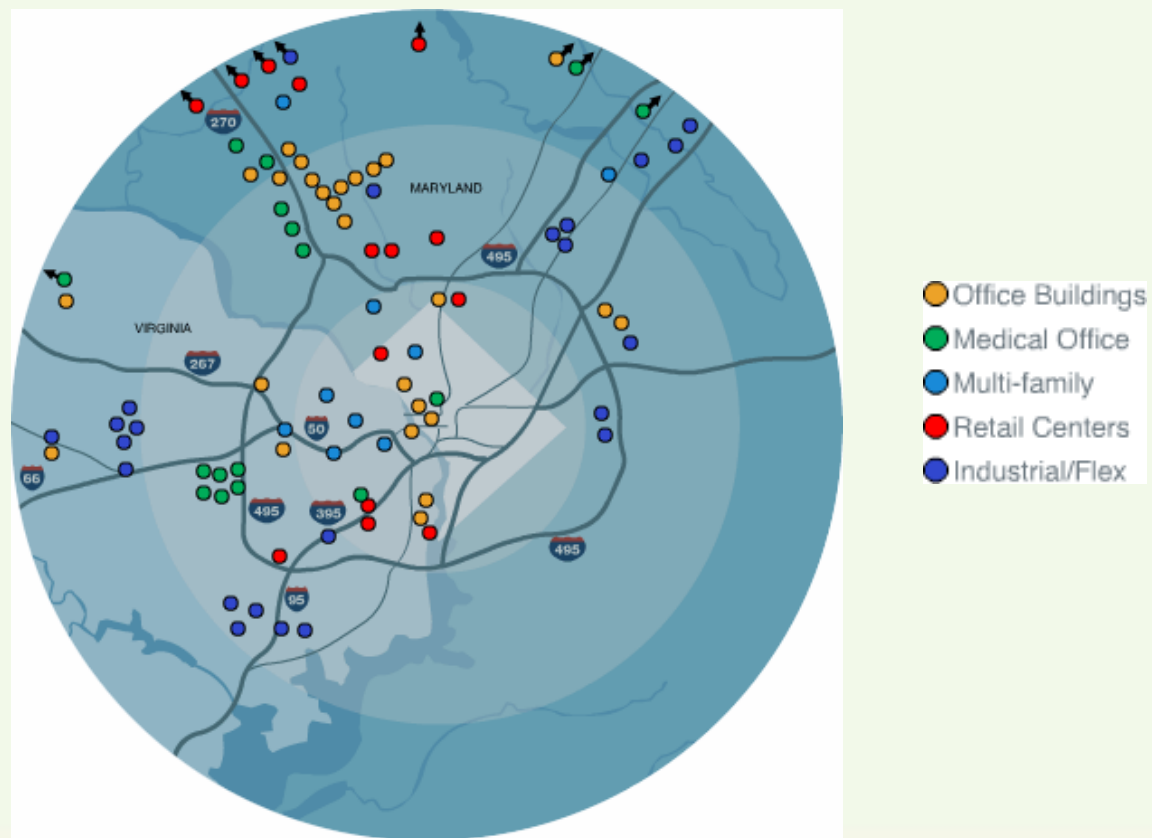
WRIT owns 88 properties, consisting of 12.6 million net rentable square feet.

The 5 property types are: office, medical office, industrial/flex, retail, and multifamily.



Our Location

WRIT operates in the vibrant greater Washington, D.C. metro region—the 4th largest metro economy in the United States.



IT History

History

WRIT implemented JD Edwards World A7.3 C11 in 1997

Today

WRIT upgraded to JD Edwards EnterpriseOne 8.11 SP1 in June 2007

Partner applications, include:

- iSeries equipment
- BlueStack
- Business Objects Enterprise XI r2

World to EnterpriseOne Project

Began project in November 2006 and went Live in May 2007

Modules include,

- accounts payable
- accounts receivable
- inventory
- job cost
- purchase order management
- general ledger
- real estate management
- fixed assets

World Reports

- Over 800 FASTRs
- Over 700 World Writers
- Over 300 Dream Writers
- Crystal Reports
 - Letters, Variances, Tenant SOA, Leases

ERW Challenges

- No Developers on staff
- Development time and cost
- Little evidence of extensive use in the user community
- Cumbersome deployment process

Business Objects

- Used against World prior to migration
- Core competency in Crystal development
- Unrestricted version
 - Multiple data sources
 - ERW is JDE specific
- Widely used in business
- Large number of external resources

Preferred Strategies

- Developed one report to replace over 400 Fastrs
- Using Preferred to move from World to E1
- Cost effective
- Ongoing report development

Results

- Consolidated management reports into one single version that can be run multiple ways
- Drill-down functionality added to reports
- Developed reports that we couldn't get out of the system before
- Publishing reports almost instantaneously for end users
- End user empowerment via Crystal Enterprise

Live Demonstration

- Washington Real Estate Reports
- Additional Business Objects Capabilities
 - Dashboards
 - Ad-hoc Query and Analysis

Questions

Company: Preferred Strategies

Name: Adam Crigger

Website: www.PreferredStrategies.com

Company: Washington Real Estate Investment Trust

Name: Seth Tuthill

Website: www.WRIT.com