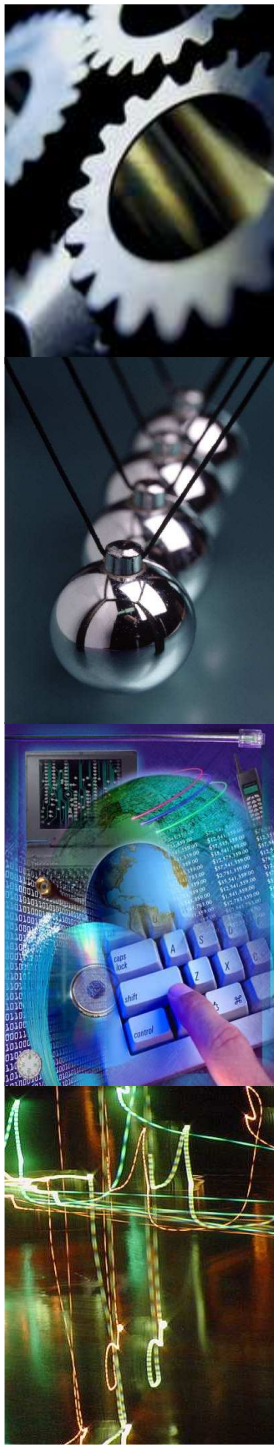


instant business intelligence

What you need, when you need it

Introducing
Instant Business Intelligence
To BI Software Vendors

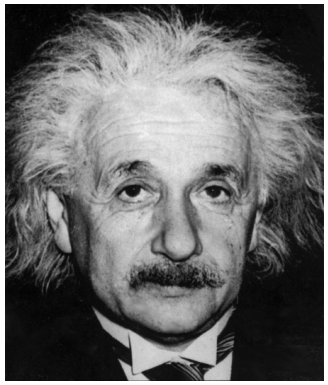
www.InstantBI.com

Public Information
Version 3.1: 1/1/2012

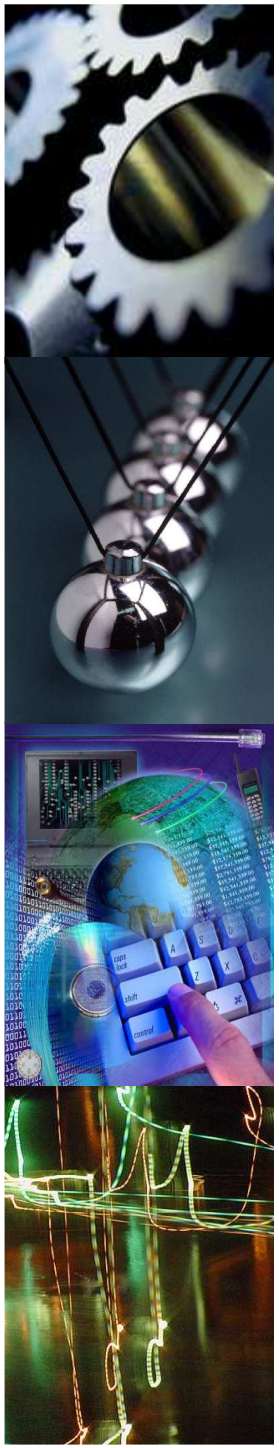
instant BUSINESS INTELLIGENCE

Why Business Intelligence?

"The significant challenges we face today cannot be resolved by the same level of thinking that created them."



Albert Einstein



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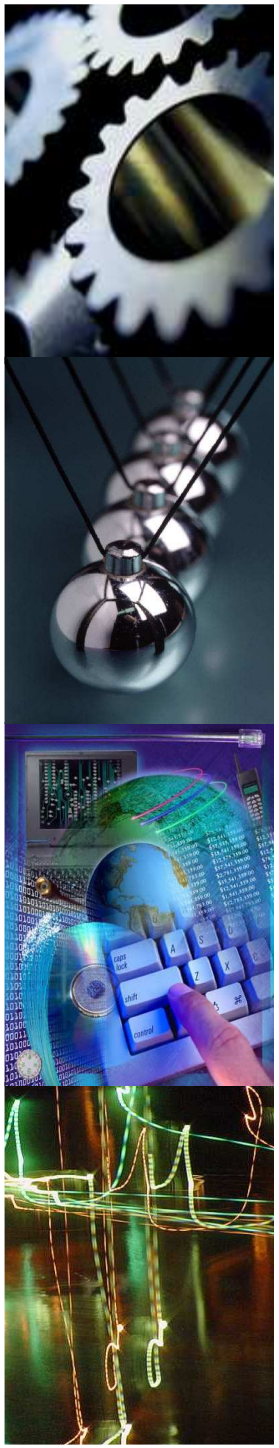


Introduction

instant BUSINESS INTELLIGENCE

Introduction

Introduction

Hello and Welcome to Instant Business Intelligence.

The purpose of this document is to introduce members of your company to our products for your consideration.

If you are a software vendor who:

- Has an existing operational application.
- Has little or no current Business Intelligence capability.
- Wants to build Business Intelligence capability.
- Needs the database for the Business Intelligence system to run on many operating systems and databases.
- Is searching the market for Data Models and ETL software to lower the cost of developing and supporting this new Business Intelligence capability.

You are reading the right document!

If you are a software vendor who has an existing BI Capability built on the back of your operational software and:

- You feel that the cost of supporting the ETL Subsystem is unacceptably high.
- You feel that you could make more margin if only you could reduce the ongoing cost of supporting your existing ETL Subsystems for installed clients.
- You feel that you are giving too much money to your existing ETL software vendor if you have one.
- You want to cut future development and support costs to increase your margin earned on sales of your BI Capability.

Again…You are reading the right document!

What is Now Possible?

As a software vendor you will be well aware that it is possible to write operational systems in languages like java or C++ such that they can read and write to any databases through quite standard classes with good performance.

However, what not many software companies know is that doing exactly the same thing in an ETL subsystem is not possible using the leading tools. They all have some 'nuances' across operating systems and databases such that the ETL subsystem is not 'effortlessly transferable'.

We at Instant Business Intelligence have written Data Models and ETL software which is exactly what BI software companies are looking for.

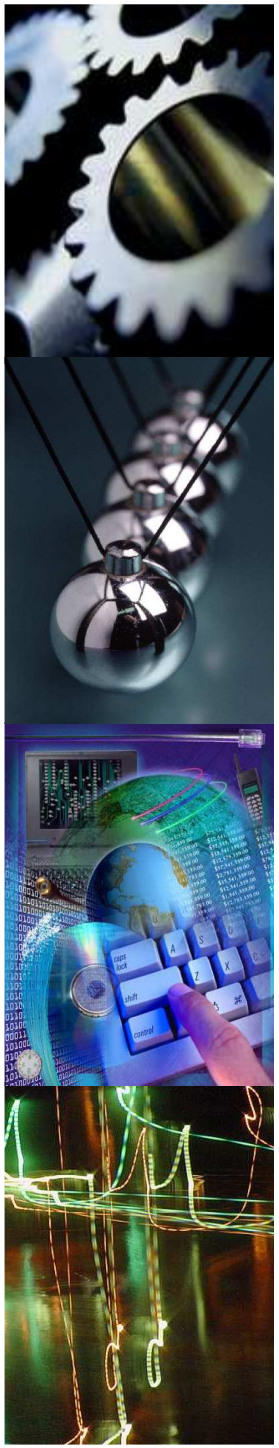
A Data Model that:

- Has 840+ tables and 28,000+ fields.
- Is 5x faster to customise and to change than data models managed in other ER tools.
- Covers mass marketing companies in general and Telco, Retail, Web and Media specifically.

An ETL tool that:

- Is 10x more productive than the 'next most productive' ETL tool.
- Is written in VB and C++ so any vendor that can support VB and C++ can support the code directly.
- Is highly scalable and performant.
- Is sold as a source code license with right of resale so you can present it as your own software and support it directly.
- Can be modified to take advantage of your hardware.
- Will reduce your overall solution cost leaving more 'money on the table' for you to acquire.

If you are looking for such a solution to your problems of making the most margin possible from your BI Solution, please, read on!!



Products

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Products

Products

Instant Business Intelligence is bringing to market a suite of products covering the complete end-to-end needs of Small to Medium Sized Companies for Enterprise Business Intelligence.

Our products and services are used by three distinct groups of clients.

1. Companies that use the products to build their own Enterprise Business Intelligence System.
2. Business Intelligence consulting companies that use our products and services to build Enterprise Business Intelligence Systems for their clients.
3. Software development companies who develop and market transaction processing systems and want to add a Business Intelligence System to their suite of offerings.

Our products all carry the same heritage and development philosophy.

1. They are developed by Business Intelligence experts of many years experience to solve the very real Business Intelligence Systems development problems faced on a day to day basis.
2. They are focused on increasing the potential value of Business Intelligence Systems.
3. They are focused on reducing the cost of implementation and maintenance of BI systems.
4. They are focused on making BI available to a broader range of companies.
5. They are focused on being used by knowledgeable Business Intelligence IT staff.

Products

We have now rounded out our Product Set as a result of the development work we have been performing over the last 5 years.

Our "Premier Product" is Business Intelligence for ALL which is ably populated with data by our first product, SeETL. The complete list of products is as follows:

- BI4ALL including Telco, Retail, Web, Media
- SeETL DesignTime
- SeETL RunTime
- SeETL RunTime Utilities

The next section of this presentation describes these products at a very high level so that you are able to develop an initial understanding of them.

Business Intelligence for ALL (Telco, Retail, Web, Media)

BI4ALL

Business Intelligence for ALL is now our "Premier Product" which is ably populated with data by our first product to market, SeETL.

BI4ALL is the breakthrough that ***EVERYONE*** has been looking for. Analytical Applications that are cost effectively customisable and maintainable. Many have tried and failed to do this. Where others failed we have succeeded.

As of January 2012 we have data models covering the major functions of mass marketing companies. The four major verticals are Telco, Retail, Web and Media. We propose to focus on these subject areas. However, if you are in a different business we would consider discussing the possibility of developing another set of industry vertical data models with you.

The foundation for BI4ALL are the data models. The data models now contain more than 840 "tables" and 28,000 fields. This set of data models covers the major processing areas of Telco, Retail, Web and Media. Each client licenses the entire data model for use so that we no longer have to maintain the data models as separate products.

The data models are fully dimensional. There are numerous presentations in the downloads section that describe the data models in more detail.

Over the top of the data models we have built a library of more than 60,000 lines of stored procedures. We call this the "Data Access Layer". SeETL provides tools to document and publish these stored procedures.

Over the top of the "Data Access Layer" we have delivered a suite of more than 70 Microsoft Report Services Reports. These reports are meant as a "starting point" for the development of reports that you might want. We have developed a set of techniques that makes it far easier to customise reports. We can even translated report services reports into many languages and deploy them in many languages over the top of the one data warehouse. This is a very nice feature for European Union countries.

Samples of these reports are in the downloads section. We have also developed video demonstrations of the use of the sample reports.

The design philosophy for Business Intelligence for ALL has been to make the customisation and implementation of the product as simple and cost effective as possible. "Work smarter not harder" has been the order of the day. We now know that we have the ***MOST COST EFFECTIVE*** analytical applications stack.

In the current release, as we roll out early customers, we will focus on Microsoft SQL Server customers as the development platform we use is Microsoft. Those companies who already have a commitment to Microsoft as the platform for the data warehouse are the prospective clients we would most like to talk to.

These types of data models have been implemented onto machines like Netezza as well as all other major database. There is nothing in the design techniques of the data models that excludes them from being used on any database and more or any less than any other dimensional data models. Hence they will readily go onto Oracle, DB2, Sybase IQ, MySQL and other mainstream databases. It is just that with limited development and deployment resources we will focus on SQL Server for the early implementations.

SeETL DesignTime

SeETL DesignTime

SeETL DesignTime:

- Is the next giant step forward on the path to Instant Business Intelligence.
- Is set to further transform the productivity levels and slash the costs of implementing Business Intelligence Systems.
- Enables, for the first time, the ETL Architect to generate ETL 'code' directly from the 'Mapping Spreadsheet'!!

With SeETL there is no intermediate step required for some kind of 'programmer' to 'translate' the mapping spreadsheet into a GUI or code of some kind. The mappings that the ETL Architect types into the spreadsheet will be propagated forward to the SeETL RunTime unchanged and untouched by any other person.

This tool does no less than consign 95% of all 'ETL Programming' to the pages of the history books.

SeETL consists of two components.

- The SeETL DesignTime Spreadsheet.
- The SeETL DesignTime Software.

We are releasing both tools as 'free' products that anyone, anywhere, can use as they wish.

SeETL DesignTime

We are very excited about SeETL. The main reasons are:

- The SeETL spreadsheet has been built as a generic place to store any ETL directives.
- The SeETL Software is written in VB.NET and has been written to be able to generically read workbooks, extract the data from the workbook and then perform processing based on directives and data provided.
- Therefore, any activities that can be defined as 'data' that can be captured in a spreadsheet workbook and interpreted by the generator can now be automated. This means SeETL can grow to perform virtually any repetitive task in the development of ETL processing.

SeETL DesignTime was developed in the real world of one of the largest and most complicated 'Version 1.0' releases of the Sybase IWS data models ever undertaken.

The Staging Area contains more than 4,500 fields.

There are over 2,500 fields mapped to the Sybase IWS model.

There are more than 100 dimension tables and 80 fact tables.

This is a huge1.0 release for any Enterprise Data Warehouse. And all the ETL is generated by SeETL!!

We are able to regenerate all the SeETL directly from the mapping spreadsheet as well as run the entire batch suite based on the batch scheduler in SeETL.

SeETL DesignTime was written as a part of the project to assist us to be more productive. The best way to develop new development tools!!

SeETL RunTime

SeETL RunTime is an Extract, Transform and Load (ETL) tool. It is a miracle of modern programming. SeETL RunTime was built by Business Intelligence professionals for Business Intelligence professionals.

The message we would like our readers to hear is very, very simple.

SeETL RunTime has two compelling features for companies developing or maintaining Enterprise Business Intelligence Systems.

- SeETL RunTime is around ten (10) times more productive than the leading edge ETL tools.
- SeETL RunTime is offered at less than 10% of the price of the leading edge ETL tools.

If you are considering building an Enterprise Business Intelligence System, or even if you have one and you feel the cost of ETL maintenance is too high, you should consider SeETL RunTime as a way of reducing the costs of implementation and maintenance.

Often, when people first hear about SeETL RunTime they simply do not believe that such a useful tool can be offered, with source code, for so little money. For even a small to medium sized company building an Enterprise Business Intelligence System SeETL RunTime is practically free.

The current version of SeETL RunTime has been under development for around 2 years now.

The early adopters have contributed greatly to the further development of the core product.

It really is ten times more productive and 10% of the price of the leading ETL tools.

SeETL RunTime

To help you check out these claims for yourself and to learn about the product we have published:

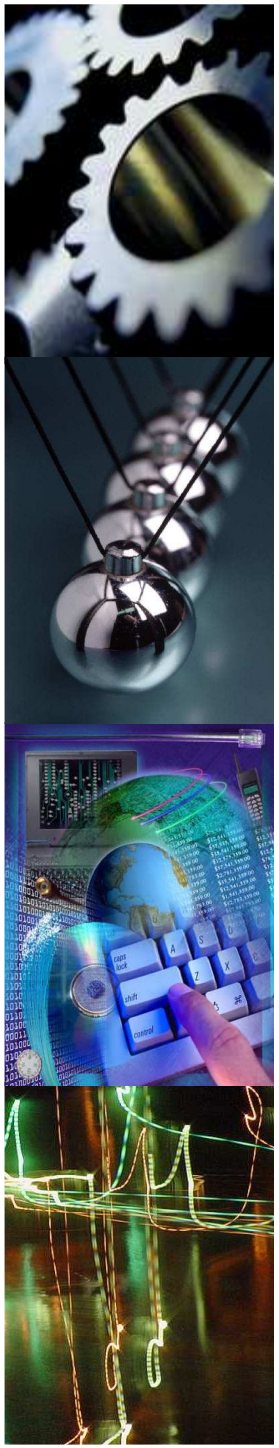
- A simple demo database and an evaluation version of the product.
- A Business Managers presentation.
- A Project Managers presentations.
- A detailed technical presentation that walks through the process of setting up the SeETL RunTime to run the demo database.
- The User Guide and Appendices.
- All the source code for all the utilities.

We feel that Intelligent buyers of Business Intelligence will be pleased to be provided this information so that they can make an intelligent decision to invest in SeETL RunTime.

SeETL RunTime Utilities

The SeETL RunTime Utilities are a suite of utilities that we have developed as we have worked on many projects. They have been extremely useful over the years. They are provided as open source and free of charge on Windows 2000 and above.

They have been used across many projects. They are provided as freeware.



Services

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Services

Services

Many of our clients have small IT support departments who are already stretched to provide support for operational systems. They simply do not have the staff available to perform the development work for their Business Intelligence Systems.

To assist our clients to deliver value to their companies through the use of our products we provide a wide range of services.

Today we offer four (4) specific types of services:

- Outsourced Offshore Development
- Outsourced Try and Buy Development
- Time and Materials Development Support
- The Three P's (Presentation, Prototype and Proposal)

Even if you do not see the specific type of service you want on this list feel free to contact us to discuss your needs. Most of the services we offer came about by our clients telling us what they needed from us.

Our services are driven from a single question:

How can we assist you?'

Services Priorities

In terms of priority for consultants time. Instant Business Intelligence allocates consultant time as follows:

1. Time and Materials Development Support under an annual pre-paid contract.
2. Outsourced Offshore Development projects time and materials pricing.
3. Outsourced Offshore Development projects fixed price pricing.
4. Time and Materials Development Support under a post paid contract.
5. Outsourced Try and Buy Development.
6. Presentations, Prototypes and Proposals.

Outsourced Offshore Development

Outsourced Offshore Development

We are able to offer end to end fully Outsourced Offshore Development. Some of our clients have asked us to take responsibility for the complete Business Intelligence System implementation working with their local people.

In such projects the client:

- Provides documentation of the source system data as well as samples of source system data.
- Provides documentation of the types of reports required or business questions to answer.
- Provides support to answer questions from our development team.
- Provides licenses for the Business Intelligence Software they have selected. (If one has been selected.)
- Performs Systems Acceptance Testing and signs off on the delivered system at the end of the project.

Instant Business Intelligence:

- Performs the source to target mappings which are then approved by the client.
- Develops jobs to extract data from the operational systems and provides them to the client.
- Develops jobs to determine deltas from the operational systems if the systems are unable to determine deltas for themselves.
- Develops a staging area for data validation and cleansing capabilities.
- Develops jobs to perform the source to target mappings according to the source to target mappings agreed by the client.

Outsourced Offshore Development

Instant Business Intelligence:

- Develops reports according to those agreed to by the client.
- Develops analytical applications according to those agreed to by the client.
- Provides remote support for the implementation and support of the operational system.

Notes:

1. Our Outsourced Offshore Development is offered both as a time and materials service and a fixed price service.
2. All Outsourced Offshore Development is currently offered on Windows 2003 and above only. We will consider unix based outsourcing when we have more clients committed to unix based development.
3. To be able to provide remote support to the installed system, Instant Business Intelligence will usually require access to the production Business Intelligence system from the internet.
4. In some cases our clients have been very new to Business Intelligence Systems and have asked for recommendations on local consultants. Through our global network of consultants we have been able to recommend local consultants to assist in the development process on-site.

Outsourced Try and Buy

Outsourced Try and Buy

Even though SeETL is very inexpensive some clients want to try it out before they buy it and they feel that the demonstration database is too simplistic to prove to them that SeETL will work on their data and their data model.

Clients tell us they want to be convinced of the value of SeETL by implementing some of the ETL they will need to implement in their Enterprise Business Intelligence System.

We are pleased to offer these prospective clients our 'Try and Buy Development' services. For this service we will perform consulting and construction work for the client using our software based on a time and materials fee.

The Outsourced Try and Buy fees are the same fees offered to clients who have purchased our software plus 10%. The 10% extra fees are credited against the cost of SeETL when the client purchases the product.

In these cases the client:

- Provides documentation of the source system data as well as samples of source system data.
- Provides detailed documentation of the ETL they wish to implement.
- Provides the target model they wish to see populated by SeETL.
- Provides clear documentation of the Acceptance Criteria for the 'Try and Buy'.
- Issues a formal letter on company letterhead that indicates budget has been approved for the project and that SeETL will be purchased based on a successful outcome of the 'Try and Buy Development'.

Outsourced Try and Buy

Instant Business Intelligence:

- Develops jobs to implement the ETL as specified by the client.
- Runs these ETL jobs in our data centre in Germany.
- Prepares documentation to show the level of conformance of SeETL to the processing requirements documented by the client.
- Provides the jobs and parameters to the client along with 'time limited' copies of SeETL so that the client can replicate the processing for themselves on their equipment.

Time and Materials Consulting

Time and Materials Consulting

Some of our clients just want someone to assist as and when they need them. For these cases we offer Time and Materials Development Support. Consultants are allocated to these tasks as and when they are available.

Time and Materials Development Support can be purchased in two modes.

1. Pre-paid consulting based on calendar year.

Under this option the client estimates his/her support requirements for the year and pays this amount at the start of the year. If all the funds are used before the end of the year the client estimates the need to the end of the year and buys 'pre-paid' consulting through to the end of the year. Any funds left over at the end of the year can be returned to the client or rolled over into the next year.

Why pre-pay consulting?

Pre-paying consultant time buys the client top priority to consultant time. That is, when the client calls/emails, the consultant required stops whatever he/she is doing and attends to the request from the pre-paid client. It is our highest level of consulting support.

We offer this service because we have found this arrangement to be very much appreciated by our clients all around the world over the last 20 years.

Time and Materials Consulting

2. Post-paid consulting based on a fixed hourly rate.

This is the 'standard' way for clients to buy consultant time. Consulting rates depend on region, level of consultant, and period of engagement.

Typically, rates for existing contracts are valid for the life of the contract or to the end of the calendar year. However, depending on the prevailing economic climate in the region the rates for new contracts may be adjusted without notice.

Presentation, Prototype and Proposal (The 3 Ps)

Presentation, Prototype and Proposal

The Three P's is a service offering to assist the prospective client to move through the decision cycle for the Enterprise Business Intelligence System. The decision may be yes, and the decision may be no. The purpose of the Three P's is to reduce the time and effort required on the client's behalf to make the decision.

The Three P's is intended for companies who are unsure:

- Whether they want to move forward with an Enterprise Business Intelligence System.
- What they might get out of the project in terms of business benefits.
- How they might go about the process of deciding whether to move forward with the project.

We recommend the Three P's to companies who do not have approved funding for the Business Intelligence project.

The process of the Three P's is as follows:

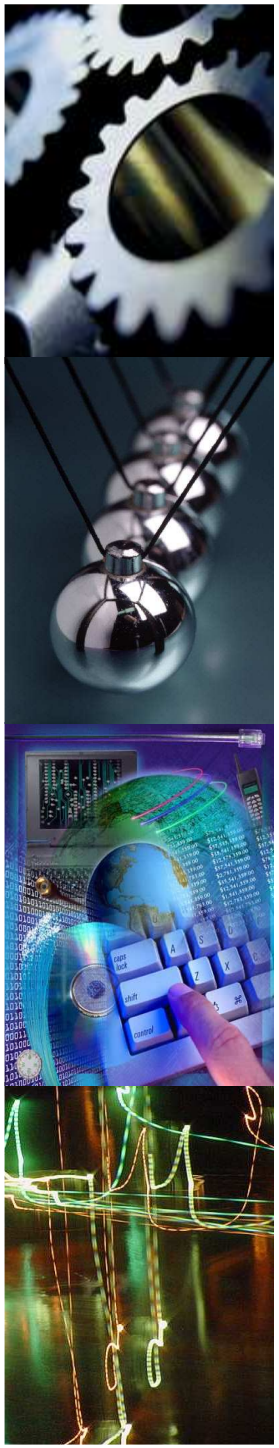
- Instant Business Intelligence will perform up to 6 one hour interviews with senior managers by telephone.
  (Two Instant Business Intelligence consultants will be on each phone call, one senior and one junior.) The telephone interviews may be recorded or not recorded as the client wishes.
- As a result of the interviews Instant Business Intelligence will request samples of data from the prospective client's operational systems such that a prototype Business Intelligence System meeting some of the needs of the business can be constructed.
- Instant Business Intelligence Consultants will construct a prototype that demonstrates as many of the highest value aspects of the proposed Business Intelligence Systems possible within a limit of 80 working hours.

Presentation, Prototype and Proposal

- Based on knowledge of the clients operational systems, the goals of the organisation, and the lessons learned from the prototype development Instant Business Intelligence will prepare a Proposal for Implementation of a Business Intelligence System for time and materials services (or fixed price services as the client requests).
- Instant Business Intelligence will develop a series of PC based videos demonstrating the proposed Business Intelligence System.
- Finally, Instant Business Intelligence will Present the Proposal and Prototype to the decision makers of the client for consideration in the budget cycle for the decision to move forward with the Business Intelligence System.

Notes:

1. The total work time on a Three P's project is 120-160 hours work between the two consultants spread over a period of 3-4 weeks depending in the availability of client managers and staff.
2. The fee for the Presentation, Prototype and Proposal will vary depending on the region of the client.
3. If the client chooses to move forward with an 'Outsourced Offshore Development' project within 6 months of the close of the Presentation, Prototype and Proposal service the fee for the 'Three P's' is fully credited against the 'Outsourced Offshore Development' consulting fees.



Features and Benefits

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Features and Benefits – BI4ALL

Features and Benefits

BI4ALL and SeETL have many features and benefits that are of great value to BI Solution Software Vendors. This section summarises some of the major Features and Benefits, many of which are not found in any other products, that you might consider.

This list is not 'complete' in that there are many features in BI4ALL and SeETL that are quite common to ETL tools and have therefore been left out of this document. There is a wealth of information on our web site for further study including large amounts of code.

BFB01 – Uses The Most Advanced Data Modeling Techniques

Feature: BI4ALL uses a library of data modeling techniques that cover all eventualities we have encountered over two decades of BI data modeling. We know of no other data models that use such advanced techniques.

No other data model we are aware of uses all the most advanced techniques as BI4ALL does.

Benefits:

- Even when extending the model you have available to you all the standard techniques required to bring in any new data into the data model. There is no problem we have found that can not be modelled using these techniques.
- You never have to search for or invent a new technique.
- If you ever have a problem you can not solve you can always call us.

BFB02 – Single Data Model Supports ODS, EDW and Data Marts

Feature: The BI4ALL data model has been used to implement ODSs as well as EDWs and Data Marts. Because the ONE model can accommodate all three areas the cost of ETL between these areas is dramatically reduced.

No other data model we are aware of can be used across all three areas. Other vendors use different modeling techniques for the different areas.

Benefits:

- You dramatically reduce the costs of development, maintenance and support of the overall EDW. Experience shows by about 40%.
- You improve the quality of support because there is only one data model to learn.
- You reduce the cost of learning data models dramatically.

BFB03 – "Everything is Joined to Everything"

Feature: BI4ALL places integer keys on all fact tables as well as dimension tables. We have a design feature that links tables together in a sort of "spiderweb" which includes joining fact tables to fact tables directly. We call this "Everything is linked to Everything"

No other data model we are aware of has a similar feature.

Benefits:

- You reduce time and effort of development because you have faith that tables that need to be joined are joined, or can be joined very quickly and easily.
- You vastly reduce "data modeling think time".
- You no longer need diagrams of the data model.
- You no longer need to retain images of the data model in your head. We have no "expansion slots" in our heads.
- You can build a far more complex model and have a very high level of confidence that it will still work without needing to know how tables wil join.

Features and Benefits – BI4ALL (contd.)

BI4ALL Features and Benefits Contd.

BFB04 - Perfectly Stores Archive Data in Dimensional Model

Feature: BI4ALL uses a revolutionary modeling technique that allows it to store archival data inside a Dimensional Model. This technique is how BFB02/03 are achieved. The technique is now more than 15 years old and has been well proven over many projects.

No other data model we are aware of has a similar feature.

Benefits:

- By storing the archive in the dimensional model access to Archival Data is easily opened up to the query tools. It is no longer "hard" to get into the archive.
- The archive can retain data for vast lengths of time with very little duplication of data that changes slowly. The links are built with integers which are a compact data type.
- By storing the archive in the dimensional model it is possible to use the same data modeling technique across ODS, EDW, and data marts.
- You can even do without data marts and just use summarised data inside the BI4ALL Dimensional Model.

BFB05 - Maintained Via Excel, Generated by SeETL

Feature: The BI4ALL data models are maintained in an Excel workbook. The model is then read by SeETL DesignTime and the SQL for the database is generated. This includes all database objects.

No other data model we are aware of is maintained in Excel. They are maintained in "Database Design" Tools like Powerdesigner, Erwin.

Benefits:

- You reduce data model maintenance time by about 75-80%.
- It is far simpler to read, search, learn and understand the data model because it is in excel.
- The data model is also loaded into SQL Server with reports.

BFB06 - Data Models Supports up to 10 Languages

Feature: The BI4ALL data models are able to be maintained in up to 10 languages with English being the base language. "Table" names, column names, short and long descriptions are all maintainable in 10 languages.

No other data model we are aware of is able to be maintained so easily in 10 languages.

Benefits:

- You are able to roll out the data model in up to 10 languages. This vastly reduces the learning curves of people who might have to use a different language to english.

BFB07 - Data Model is Totally Abstracted from the Physical Database

Feature: BI4ALL, as delivered, uses meaningless physical table and column names. These are totally abstracted from the model which is presented as "views" over the physical data model. By totally abstracting the Data Model from the Physical Database the DBA is able to fully control the physical model naming standards and implementation of tables.

BI4ALL does not place any restrictions on the physical model.

No other data model we are aware of has a similar feature.

Benefits:

- You can observe corporate standards for physical object naming standards at almost no cost in development effort.
- Your DBAs are 100% in control of the physical implementation of the database.
- Your DBAs can take advantage of the features of the database you are using without being limited by restrictions in the model.

Features and Benefits – BI4ALL (contd.)

BI4ALL Features and Benefits Contd.

BFB08 - Data Can Co-Habit Pysical Tables

Feature: All "tables" presented by BI4ALL have a table number or name. During development this feature allows for many "views" to be placed over one physical table vastly reducing the number of physical objects in development.

When productionising the model the DBA has full control over cohabitation of data in tables.

Post go live the DBA can actually decide to move data from one table to another and this movement of data is totally transparent to the ETL subsystem and the query tools.

Few other data models we are aware of tend to have this feature.

Benefits:

- By co-habiting data the DBA gains full control over where data is physically placed.
- The number of physical objects can be vastly reduced on some databases. (Fewer tablespaces, index spaces, indexes etc)
- You vastly reduce the development effort as the development system needs fewer tables and therefore fewer objects.

BFB09 - Very Broad Coverage

Feature: The BI4ALL data models now have 840+ "tables" that contain 28,000+ total fields including keys and audit fields. For details of coverage see the relevant documentation.

Other data models have similar coverage.

Benefits:

- You can go into your project knowing that you already have very good coverage of what it is you well end up with.
- You reduce risk, costs, time to market.

BFB10 - Fully Built Key Structures

Feature: The BI4ALL data models have very large numbers of keys already implemented on to the fact tables. When not used they are left 0 or null. This means that there is usually very few new keys that are needed to be placed onto the fact tables. There is a level of redundancy in this case as often some keys are not used.

Other data models usually have only those keys thought necessary to the fact table.

Benefits:

- You reduce risk, costs and time to market.
- There is much less "thinking" and "complexity" because the hard work was already done for you.

BFB11 - Sparse Data Element Structures

Feature: This is difficult to "get" so stay with us.

The fact tables generally have only the ***MOST COMMON*** fields that would be expected on such a fact table with standard names that are not to be changed. All the ***OTHER*** data that you will surely have to put in each fact table gets a new field that ***YOU*** name.

Other leading models tend to have vast numbers of data elements. Thez use the "all fields known to man" approach. We avoided this.

Benefits:

- You get to name ***YOUR*** fields according to ***YOUR*** standards.
  This is a ***HUGE*** benefit as most companies already have standard names for fields and do not want to introduce new names.
  With other data models it is often the case that the new field names that come with the data model must be learned.
  We chose the design point that you choose your field names for the ***MAJORITY*** of the data.

Features and Benefits – BI4ALL (contd.)

BI4ALL Features and Benefits Contd.

BFB12 - Data Access Layer Abstracts Data Model from Reports

Feature: On top of the 840+ "tables" and 28,000 fields there are 60,000+ lines of stored procedure code that exposes the Data Model to extermal applications like reporting tools. This code allows you to do things like present the same report out into different reporting tools in full confidence that the same procedure is being executed underneath the report.

We believe that the idea of writing libraries of stored procedures to transform the data warehouse into a "question and answer machine" is the way of the future. These procedures are parameterise and can be "certified" as creating the correct result for the parameters provided. We have also implemented builtin security for all procedures based on the userid passed.

No other Analytical Applications over data models of similar breadth has anything similar that we are aware of.

Benefits:

- Only one set of code, the SP, is created and it is stored inside the database. It is hand crafted and not generated by a meta data dictionary like the BO Universe or Cognos Catalog.
- The total abstraction of the data model from the reports massively reduces development costs of new reports and customisation of existing reports.
- Because SPs are written by people who have deep knowledge of the data and data model the error rate for information being passed to reports is decreased. (Admittedly there is only preliminary evidence of this to date.)
- It is much easier to test SPs and to see the extra clauses placed on it such as where conditions than via a query tool.
- When performing plan vs actual queries it is possible to get the database to perform the join inside the database at run time rather than in ETL or rather than in a query tool server.
- Some databases optimise procedures more effectively.

Note: This feature is worth discussing in detail with your DBAs.

BFB13 - 70+ Report Services Reports

Feature: BI4ALL comes standard with 70+ MSFT Report Services Reports. Samples of these reports are downloadable from our web page. They focus on Campaign Management, Sales and Segmentation. They are focussed on the problem of "sell more". They are well worth reading.

Other Analytical Applications also have reports.

Benefits:

- You get a starter kit of reports that you can customise or convert to the query tool that you have selected for your company.
- The reports are completely abstracted from the data model via the Data Access Layer. This provides you with the benefit of far lower costs for customisation of the reports.
- You leverage all the benefits of Report Services quickly, simply, cheaply and easily. Report Services is quite a reasonable reporting tool for mid-tier organisations.

BFB14 - RunTime Customisation of Reports

Feature: We have pioneered the use of VB custom assemblies so that the report services reports are able to be customised to the desires of the client at run time. This includes colouring, fonts, shading etc. The same set of reports can be deployed to different servers with different "corporate colouring" merely by changing the custom assembly.

Other Analytical Applications can require significant rework to alter the look and feel of reports.

Benefits:

- You are able to get the look and feel of the reports that you want at the lowest possible cost.
- The custom assembly also defines many functions that are typically needed on reports such as percent change etc. By coding these common functions into the custom assembly they are made available to all reports and do not need to be coded in the individual reports.

Features and Benefits – BI4ALL (contd.)

BI4ALL Features and Benefits Contd.

BFB15 - Translate Reports into up to 10 Langauges

Feature: The standard reports are delivered in the English Language. Because our German Partner (Key-Work) needed the reports in German we have developed the ability to translate Report Services Reports from one base language, English, into up to 10 other languages.

This translation is push button and all components are translated. Therefore the one base set of english Report Services Reports can be translated to up to 10 languages and can even be deployed to the same Report Services report server in different folders.

No other Analytical Applications over data models of similar breadth has anything similar that we are aware of.

Benefits:

- You maintain only ONE set of reports despite supporting up to 10 languages which dramatically reduces your costs when compared to other solutions.
- Re-Translation of reports that have been changed is push button. No rework is required unless new text has been added to the report that also needs to be translated.

Features and Benefits – SeETL

Features and Benefits

This section documents the highlight features and benefits of SeETL.

SFB01 – Source Code with Resale License

Feature: You are able to buy the SeETL RunTime source code with the right of resale. This can be done as a one time investment, which is very modest. You only pay maintenance if you want to get new updates to the source code.

None of the major 'vendors' sell the source code to their tools.

Benefits:

- You gain 80,000+ lines of source code for a one time charge. Vastly less than the cost of writing this software yourself.
- You can brand the software as your own. As far as your clients are concerned the ETL sub-system is your product.
- You have absolutely no dependence on IBI as the software provider. This is especially critical for 24x7 support of the operational systems of your customers.
- You can extend the product with your own custom extensions that are not available to anyone else.
- You can request additional features and read the source code for the updates so you know the new features do as you need.
- You can see exactly what the software is doing.
- The low cost of acquisition with no further license fees per deployment means SeETL will be by far the lowest cost solution to your ETL subsystem development problems. No-one else will come close!!

SFB02 – SeETL is 10x More Productive Than Any Other Product

Feature: SeETL DesignTime converts the mapping spreadsheet directly to the ETL subsystem. There is no coding process between the definition of the mappings and the development of the code that performs the mappings. This makes SeETL 10x more productive (at least) than any other ETL tool.

No other ETL software vendor can do this.

Benefits:

- You dramatically reduce the development and support costs for implementing instances of your BI Solutions.
- You achieve higher margins.

SFB03 – Effortlessly Transferable across OSs and RDBMS

Feature: SeETL can have one set of mapping definitions and those mapping definitions are able to be deployed across numerous operating systems and databases. That is, you can have one master set of mappings that can be deployed across many OSs and databases with no loss of functionality or performance. Your client is not tied to the one database and hardware platform.

No other ETL tools can match the level of transferability of SeETL.

Benefits:

- You gain productivity benefits and the associated cost reductions by maintaining only one source set of mapping definitions with the ability to deploy to many platforms.
- You are able to offer your clients a wide choice of OSs and databases on which they can deploy your BI solutions. And you do not have to learn the nuances of the ETL tool on each platform. This extends to free databases such as MySQL and Postgress.
- You are able to support your clients in moving to platforms that are more cost effective as they evolve over time.

Features and Benefits – SeETL (contd.)

Features and Benefits (contd.)

SFB04 - Written in VB/C++

Feature: SeETL is written in VB/C++.

Benefits:

- VB/C++ is the most commonly used language by graduates in the last 10 years.
- Staff who can support VB/C++ applications are widely available.
- C++ runs about 2x faster than java when used as the programming language for ETL systems.

SFB05 - Highly Scalable

Feature: Numerous 'high scalability' features are built into SeETL. These are documented in detail in a while paper called ***'SeETL in a Large Scale Environment'***.

Indeed, we have highly scalable features that are not to be found in the most expensive products!

SeETL is 'straight line' scalable in line with the underlying operating system and machine. SeETL introduces no bottlenecks.

Example1. In SeETL it is possible to restart a partially failed batch while the batch is still in progress. You do not need to wait for the batch to finish before you restart the failed component.

Example2. In SeETL we share memory through memory mapped IO. When a batch fails other products flush their memory maps and the reloading of these memory maps can take significant time. In SeETL the memory maps are not flushed until the step in the batch defined by the Architect runs. There is no need to reload a memory mapped file unless it was this process that failed.

Benefits:

- ETL subsystem you build will run extremely quickly and efficiently.
- You are unlikely to ever exceed SeETLs capability to process the data you need to process.

SFB06 - 50% Cut in Attribution Processing

Feature: SeETL is aware of and takes advantage of new data modeling techniques we have invented. One of these allows us to approximately halve the number of lookups during the attribution process. And the attribution process is the most expensive process in the entire ETL Subsystem!! For example, if you have 100M rows with 10 dimensions tables to be linked to it, you would expect to perform 1B lookups. In SeETL we would perform approximately 500M lookups.

No other ETL software vendor knows how to do this.

Benefit:

- You have the opportunity of reducing one of the most expensive processes in the ETL subsystem by approximately half.
- Your clients will be impressed you can do things no-one else can do!

SFB07 - New Target Keys Can Be Introduced With No Code Change

Feature: SeETL is aware of and takes advantage of new data modeling techniques we have invented. In one of these cases the following is true.

Should you wish to add a new integer key to a target fact table it is often possible to populate that new key without any code change. The only change required is making the new field visible through the target view. SeETL can detect the new field and automatically populate it.

This applies to dimensions describing partys or accounts as well as specific ones that may be defined into your model.

No other ETL tools can automatically populate newly introduced keys.

Benefit:

- You gain productivity benefits and cost reductions by not having to change code and retest the ETL code to add new keys to fact tables.
- If you offer support contracts you can increase your margin on those support contracts.

Features and Benefits – SeETL (contd.)

Features and Benefits

SFB08 – Distributed Processing

Feature: SeETL is able to be deployed in a distributed fashion so that portions of it run on different machines for no extra license fees. Your license fee is to be able to deploy SeETL Runtime onto as many customer machines as you want. This is particularly useful when doing things like putting the staging area on a linux machine running MySQL.

Why do this?

The license for the data warehouse database software may be significant and be on a per cpu basis (Oracle, SQL Server, DB2, Sybase IQ etc.) However, in the staging area many of the features of these databases are simply not needed. In many cases MySQL is perfectly adequate for the staging area. Large portions of the processing can be put onto a Linux/MySQL machine/cluster thereby avoiding the cost of the RDBMs software that might have been purchased for the staging area.

After all, Oracle, IBM and Microsoft have enough money without adding more licenses for staging areas that can be done on MySQL! And any money not spent on database licenses is then available to be spent on your BI Solution!

Few other ETL software vendor will do this. They will want extra license fees to have their products distributed.

Benefits:

- You are able to reduce the cost of the input components of your BI Solutions giving you increased pricing flexibility.
- You are able to deploy more machines to the processing problem of the ETL subsystem at no extra cost in ETL software or databases software thereby increasing throughput.
- You have increased flexibility in design and budget when designing your clients BI Solutions.

SFB09 – Algorithms are Separated from Data Structures

Feature: SeETL has completely separated Data Structures from the Algorithms that process them. There is one program for each 'type' of processing and it discovers the source and target table/file columns at run time. There is one program for Type 1 dimensions, one program for Type 2 dimensions, one for fact tables, one for association processing etc. So if you have a data warehouse with 100 dimension tables and 50 fact tables you only have one set of programs which are not modified for the implementation.

Virtually all ETL tools collapse Algorithms and Data Structures. Therefore, if you have 100 dimension tables and 50 fact tables you will have 150 pieces of code that perform processing. And generally you will need another mapping per summary level table. All these mappings must be written, maintained and tested. And in some cases a copy is required for each OS and RDBMS combination.

Benefit:

- No mappings/program code to write to build the data warehouse means at least 10x productivity improvement in development.
- At least 10x reduction in support efforts as the data model of the data warehouse changes over time.
- Large reductions in the cost of building, maintaining and supporting the data warehouse.

SFB10 – Data Types Are Discovered At Run Time

Feature: SeETL discovers the data types of fields at run time and in the vast majority of cases does not care about data types

Most ETL Tools discover data types at Design Time and these data types have meaning to the product. This reduces the ability to transport mappings across OSs and RDBMSs.

Benefit:

- Effortless transportability across multiple OSs and RDBMSs

Features and Benefits – SeETL (contd.)

Features and Benefits (contd.)

SFB11 - Multi-Level Dimensions

Feature: SeETL was written to inherently understand multi-level dimensions tables. For example, managing a time dimension across day, week, month, quarter, year and the financial versions of all these requires just one ETL job and one table. Managing geography across postcode, city, county, state, country, region, economic block and continent requires only one ETL job and one table. And that includes maintaining keys for all levels of this data required!

No other ETL software vendor can do this.

Benefits:

- The amount of code to maintain dimension tables at different levels is dramatically reduced. The reduction factor is the number of extra levels above 'detail' the Architect desires.
- No coding and testing effort is required to add a new level.
- Reduced development, maintenance and support.

SFB12 - Multi-Level Facts

Feature: SeETL was written to inherently understand multi-level fact tables. For example, if the Architect wants to add a new level of summarisation to a fact table there are no code changes and no database object changes required. This also means there is minimal testing required. When the job runs, it will work if configured correctly. There is no code change required.

No other ETL software vendor can do this.

Benefits:

- The amount of code to maintain fact tables at different levels is dramatically reduced. The reduction factor is the number of extra levels above 'detail' the Architect desires.
- No coding and testing effort is required to add a new level.
- Reduced development, maintenance and support.

SFB13 - All Metadata is Easily Understood and Reported

Feature: SeETL loads the metadata from the SeETL DesignTime Workbook into a simple and easy to understand metadata model. SeETL RunTime writes a large number of logging rows into the same metadata model. All this information is readily available through standard reports presented through web pages using Microsoft Report Services.

No other ETL software presents the metadata of the mappings in such a simple fashion. We recommend you ask to see other vendors metadata models and reports.

Benefit:

- All aspects of the ETL subsystem highly visible and transparent. As in you can 'See You ETL' (See-TL).
- This reduces misunderstandings, errors, rework and increases the quality of the work performed in constructing the ETL subsystem.
- All these factors further reduce costs.

SFB14 - The SeETL Scheduler is a Thing of Grace and Beauty

Feature: SeETL contains it's own scheduler which gives the Architect control of the level of parallelisation and concurrency of processing as well as managing complex groupings of processes and the dependencies between these groups of processes. This allows the Architect to create a batch stream that maximises throughput depending on the machine and the work to be done.

No other ETL tools and indeed few schedulers give the architect the level of control of the SeETL scheduler.

Benefit:

- The scheduler decreases batch runtime by allowing the Architect to design the batch for maximum throughput.

Features and Benefits – SeETL (contd.)

Features and Benefits (contd.)

SFB15 – The Database Catalog is Heavily Used for MetaData

Feature: SeETL makes every effort to use the RDBMS catalog and the ODBC interpretation of that catalog to discover information about the metadata for the data model and it does this at run time.

Where the information can be gained from the database catalog it will not be stored in the metadata database.

The ETL tools take the position of copying the data from the catalog to their proprietary and complex metadata repositories. This introduces synchronisation and update problems in that when the database changes, as it will, the metadata repository must also be updated.

Benefits:

- No need to copy catalog data to the SeETL Metadata catalog.
- No update and synchronisation problem when the database changes because SeETL will get it's metadata from the catalog where it exists.
- Reduced development, maintenance and support costs.

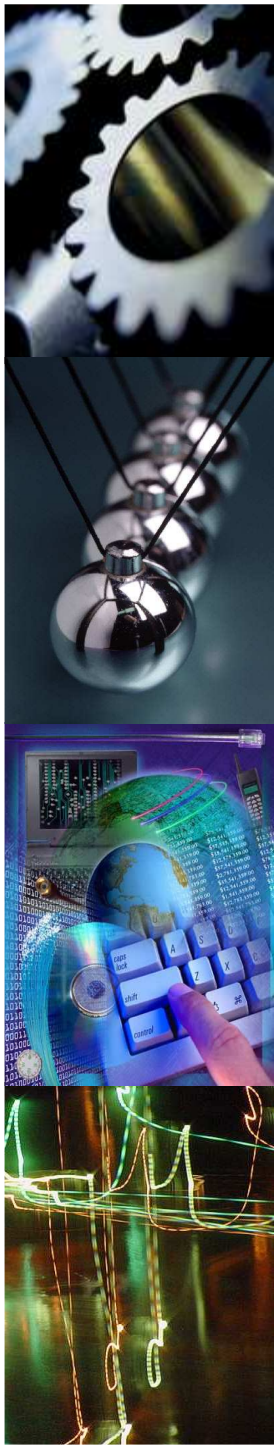
SFB16 – No Code Changes When Adding New Fields

Feature: One of the most performed activities in a BI System is the addition of fields to tables in the database. SeETL supports the introduction of new fields into the ETL Subsystem by merely adding another row to the SeETL workbook and regenerating the views to support the ETL Subsystem. There are no code changes and no testing is required to add new fields to the ETL Subsystem when using SeETL

The ETL tools collapse data structures and processing. Therefore, when adding new fields there are changes to 'source code' and these changes must be tested and controlled using standard change control procedures.

Benefits:

- Vastly reduced cost of support and maintenance when adding new fields to the BI System.



Summary

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Summary

Summary

We trust that the list of features and benefits we have included have 'wetted your appetite' to learn more about BI4ALL and SeETL.

We believe that BI4ALL and SeETL will become the 'tools of choice' for Software Companies wishing to extend their Operational System capability with some form of BI capability.

We are confident as we are experts in the area of designing and building large and complex data warehouses and the ETL subsystems required to populate these databases.

We ***know*** that BI4ALL and SeETL represents the greatest productivity breakthrough that has ever happened in building large complex data warehouses.

For many software vendors building BI Solutions BI4ALL and SeETL will be the 'difference that makes the difference'.

We are committed to bringing this capability to the market as open source software as the low cost provider.

Finally, so that we clearly communicate to you what we stand for we have included in this summary our:

- Vision
- Strategy
- Goals

If you move forward and consider BI4ALL and SeETL as the development tools for your BI Solution we look forward to hearing from you!

Our Vision:

To enable ***all*** companies ***everywhere*** to ***benefit*** from the ability to ***profitably*** implement ***Enterprise Business Intelligence Solutions***.

Our Strategy:

We will deliver on our Vision by:

- Delivering low cost infrastructure products as open source tools.
- Embedding our many years of experience in Business Intelligence into each of our products.
- Endlessly reducing the costs of implementing Enterprise Business Intelligence Solutions.
- Reducing implementation times so much that the Enterprise Business Intelligence Solution is Instant .
- Working tirelessly to make implementing Enterprise Business Intelligence Systems simple, quick and highly profitable.
- Providing services to clients and resellers to assist them to most effectively and efficiently implement Enterprise Business Intelligence Systems.

Our Goal:

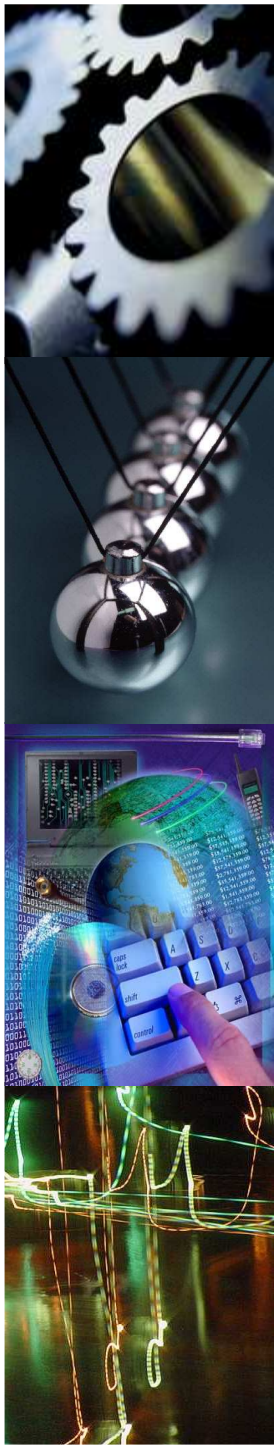
With the support and feedback of our clients all around the world our goal is to develop tools to implement end-to-end Enterprise Business Intelligence Solutions and make these end-to-end solutions available to our clients as inexpensively as possible.

We Listen:

Our products and services are developed in direct response to what our clients tell us they want.

Many of our clients have our source code.

We are committed to open source development.



Documents and Downloads Available

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Documents and Downloads Available

Documents and Downloads Available

This document is intentionally brief and merely introduces Instant Business Intelligence as a Software Company.

This document does not explain our software in great detail.

To explain our software in great detail we have published a large amount of materials on our web site www.instantbi.com.

These materials include pc based videos with full demonstrations of our software as well as downloadable versions of the software to use free for development purposes.

We believe that if you perform a detailed evaluation of BI4ALL and SeETL you will strongly consider using BI4ALL and SeETL in your consulting business. We believe your staff will easily understand the features and benefits of using BI4ALL and SeETL.

This section explains the documents available from our downloads page on our web site.

General Data Warehousing

The Data Warehousing Journey
An amusing and entertaining presentation of 'one persons journey' along their data warehousing project timeline. Our most popular download!

The Marketing Data Warehouse
A brief presentation about the various aspects of a typical Marketing Data Warehouse.

What is Data Warehousing All About?
This is a presentation we have been presenting for more than 14 years in one form or another! It has rather remarkably stood the test of time as the single best way to communicate what the Management Decision Making Process is all about.

Business Presentations

BI4ALL Business Managers Presentation
This presentation explains to Business Managers how BI4ALL will save time and money and make their Business Intelligence Systems more responsive to change. We have left out all the 'technical jargon' and made it simple and brief without much of the detail of other presentations.

SeETL Business Managers Presentation
This presentation explains to Business Managers how SeETL will save time and money and make their Business Intelligence Systems more responsive to change. We have left out all the 'technical jargon' and made it simple and brief without much of the detail of other presentations.

BI4ALL Specific Downloads

Example BI4ALL Reports
BI4ALL comes with 70+ MSFT Report Services Reports. Samples of these reports are downloadable from our web site.

Documents and Downloads Available

Documents and Downloads Available

IT Presentations

Introduction to IBI for IT Project Managers

This is a paper that explains IBI to BI Project Managers. It is a high level paper which is considered the first document that is best presented to a prospective client.

SeETL Evaluation Guide
Even though SeETL is around 10% of the price of vendor ETL tools some prospective clients wanted some form of 'comparison' or 'evaluation' guide. We wrote this guide in response to these requests.

SeETL in a Large Scale Environment
Even though SeETL is around 10% of the price of vendor ETL tools it contains many features to make it highly scalable in a large scale environment. In fact it has some features not found in any other tools. This paper documents the features of SeETL that support large scale processing.

•SeETL Project Managers Presentation
This presentation is the presentation that explains SeETL in enough detail for an IT BI Project Manager. It is one of the first presentations to review if you would like to consider SeETL.

SeETL Reports
SeETL contains a small meta data database that loads all information about the design and running of the ETL subsystem. This data is made visible though a set of reports. This presentation shows screen images of many of these reports.

SeETL Utilities
We have made the SeETL utilities freely available as run time modules on all windows 32 platforms. They can be used in production systems for no fee. This presentation explains some details of the SeETL Utilities.

Demonstration PC Videos

A01 – Video Player Support Install Files
The PC based videos we release are encoded using a specific codec. This file installs the codec on your computer. It is the codec from TechSmith.

V01 – SeETL Business Managers Presentation
This video is a live run through the SeETL Business Managers Presentation by Mr. Nolan.

V02 – SeETL IT Project Managers Presentation
This video is a live run through the SeETL IT Project Managers Presentation by Mr. Nolan.

V03 – SeETL DesignTime Demonstration
This video is a detailed demonstration of the SeETL Design Time Workbook. It shows you how to define the ETL Subsystem via the SeETL DesignTime Workbook.

V04 – SeETL RunTime Demonstration
This video is a detailed demonstration of the SeETL RunTime application. It shows you how to run the ETL Subsystem defined via the SeETL DesignTime Workbook. It makes it very clear just how simple SeETL is to design and implement an ETL Subsystem.

Documents and Downloads Available

White Papers

SeETL Evaluations Guide
Even though SeETL is around 10% of the price of vendor ETL tools some prospective clients wanted some form of 'comparison' or 'evaluation' guide. We wrote this guide in response to these requests.

User Guides

SeETL DesignTime User Guide
This is the SeETL DesignTime User Guide.

SeETL MetaData Dictionary Technical Guide
This is the SeETL MetaData Dictionary Technical Guide.

SeETL RunTime User Guide
This is the SeETL RunTime User Guide.

SeETL RunTime User Guide Appendices
This is the SeETL RunTime User Guide Appendices. It contains details such as error messages and screen shots of the SeETL Reports.

Free Software

SeETL Demo Files
This zip file contain all the files needed to download to create a demonstration environment for SeETL RunTime. It does not contain the SeETL DesignTime application which is small and should be downloaded separately.

SeETL DT Software and Spreadsheet
This is the install software for SeETL DesignTime application that loads the SeETL DesignTime workbook into the target data warehouse database. We have included a small and simple sample of the SeETL DesignTime Workbook to assist you understand what exactly is in the workbook.

SeETL Utilities
This file contains the run time components of the SeETL RunTime Utilities that are license free and open source for windows 32 data warehouse implementations. You are free to use and build these utilities into your ETL subsystems.

SeETL Utilities Source Code
Because we have made the SeETL RunTime Utilities free to use for production systems we have also published the source code for these utilities. We also recommend that those people who want to gain some understanding of the quality of code in SeETL review this software. It is written exactly like the remainder of SeETL.

Documents and Downloads Available

Examples

As well as demonstrations it is always nice to show fully worked examples so that you can better understand our software. This section lists the examples we are providing to you.

Example SeETL Batch Schedule
The Batch Scheduler is a thing of great beauty and elegance. It contains some features I wanted in schedulers as far back as the early 80s that are still not commonly available. This example schedule shows how a large and complex batch schedule can be constructed in SeETL.

Example SeETL Informatica Specs
For one of our large consulting clients we built the ETL subsystem in SeETL as a prototype and then migrated it to Informatica. The Informatica mappings were written by Wipro. We added the capability to document Informatica mappings into the SeETL DesignTime Workbook and print mapping specifications for the programmers. This file contains examples of these reports.

Example SeETL Reports
This file contains soft copies of SeETL Reports.

Example SeETL Workbook
This file contains an example SeETL Workbook. It makes the example workbook available without having to install the SeET DesignTime Software.

Evaluation Software

SeETL Evaluation Guide
Should you choose to perform an evaluation of SeETL you will need to download this guide. It will guide you through the process of getting SeETL RunTime running on a machine and then executing the sample data against the demonstration database.

SeETL RunTime Demo Files for Linux
If you would like to run your evaluation on Red Hat Linux you will need to download these demonstration files. This download contains the data that you need to run the demonstration files against the demonstration database.

SeETL RunTime Demo Files for Windows
If you would like to run your evaluation on windows 32 you will need to download these demonstration files. This download contains the data that you need to run the demonstration files against the demonstration database.

SeETL RunTime Eval Vx.x for RH Linux
This file contains the run time components of SeETL RunTime for Red Hat Linux. The version number will tell you what version of the files are currently available. Older versions will be placed into the download archive.

SeETL RunTime Eval Vx.x for Windows
This file contains the run time components of SeETL RunTime for windows 32. The version number will tell you what version of the files are currently available. Older versions will be placed into the download archive.

Documents and Downloads Available

Beta Software

From time to time we will release beta software. We have joined the rest of the world in releasing betas for clients to try out well before they are released.

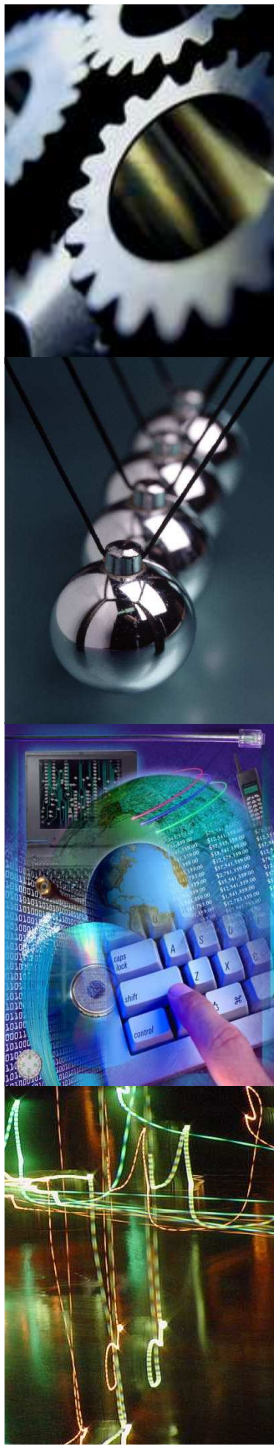
In these cases the name of the file will clearly indicate which beta is being released.

As usual, we make no representation of the reliability of beta software and we do not recommend that it is placed onto production machines.

Summary Regarding Downloads

As you can see from our list of downloads and their contents we have spared no effort in providing you all you need to perform an evaluation of SeETL at your leisure.

Should you choose to investigate and perhaps evaluate our software in more detail we look forward to hearing from you!



Thank You For Your Time!

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