

Elements for Empowering End-Users

**Creating Reports
with SAS**



**Creating a SAS Based
Reporting Environment**

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BusinessMinds' Mission

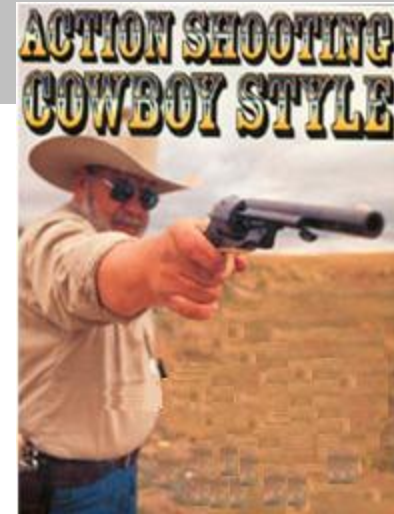
- Create *insight in information* and make this information available for decision makers at all levels of the organisation
- Be the best consulting company with this focus, demonstrating the market's highest *competence and experience*
- Be a trendsetter in this area



- Focus on BI, DW from strategy over requirements and architecture to actual implementation
- Founded in Denmark in 2000
- Office opened in Sydney 2006
- Experience
 - Average of 10 years of international DW/BI experience
 - Bank, insurance, credit institution, telco, government, public, shipping, airline, postal, production
 - BI strategy, Basel-2, CRM, CPM, Data Mining, architecture, modelling, ETL, methodology, teaching
 - Average 5 years experience from Australia



The Reporting Battle



- Monthly, Quarterly, Yearly...
- Sales, Finance, Customer...
- Your success criteria is to get the report out in time
- Extensions is adjustments to existing reports – you've done it before, we know you can do it again!
- Ad-hocs is something you do on top of this because you know the data and really its just a little twist to an existing report anyway. Tomorrow, please.

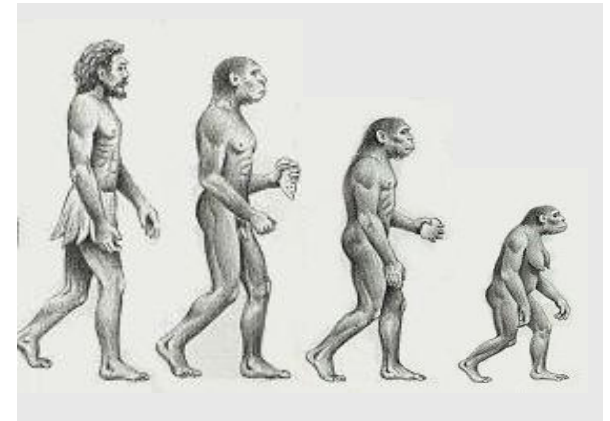
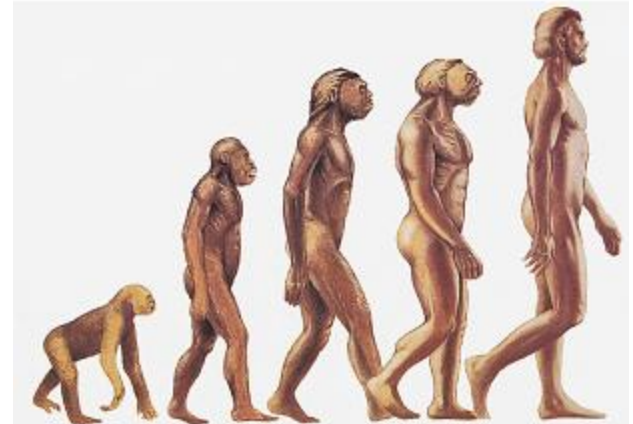
A deadline is a boundary where a person may cross only at the risk of death. Derived from prison systems, wherein if a prisoner escaped the deadline boundary he was to be shot down.

<http://en.wikipedia.org/wiki/Deadline>

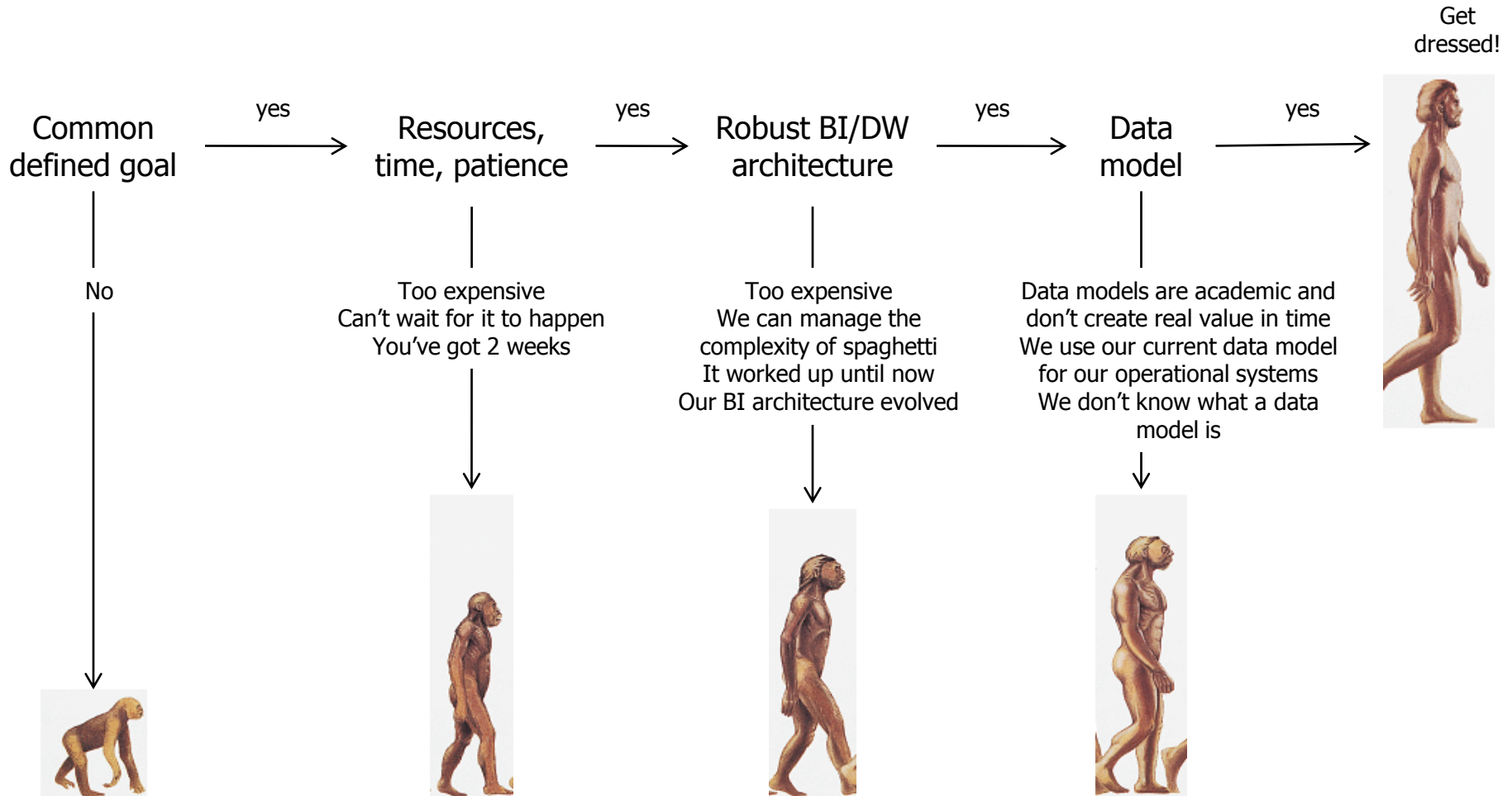


The Problem

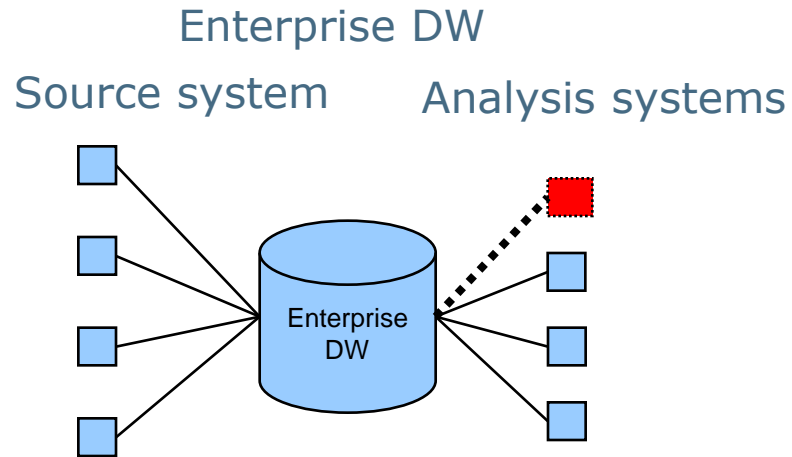
- Impatience
 - Non believers
 - The organisation does not know how to do it differently
 - It works – don't fix it!
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- Do they know what they miss out on?
 - Do they know how the organisation will evolve by not unlocking the information asset?



We run a risk of stopping evolution at less advanced levels

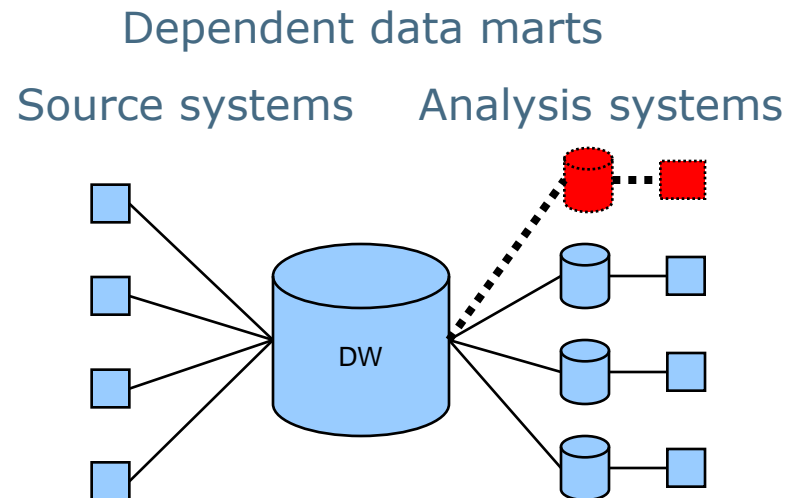
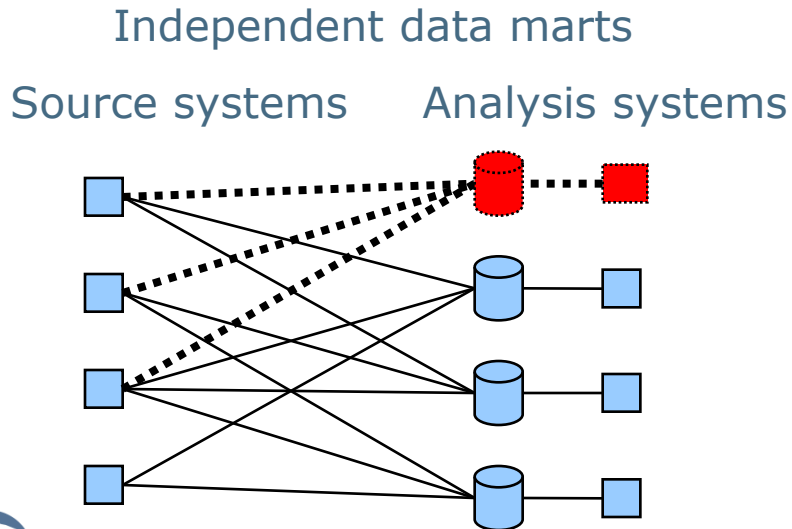


3. BI Architectures



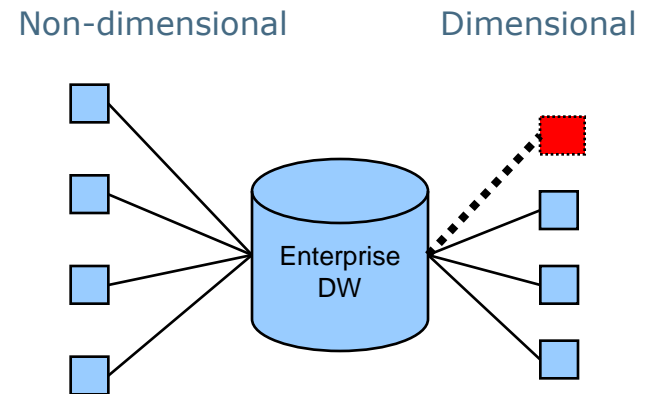
Issues

- ODS
- Federated
- SAP BW
- Tools (again)
- Metadata



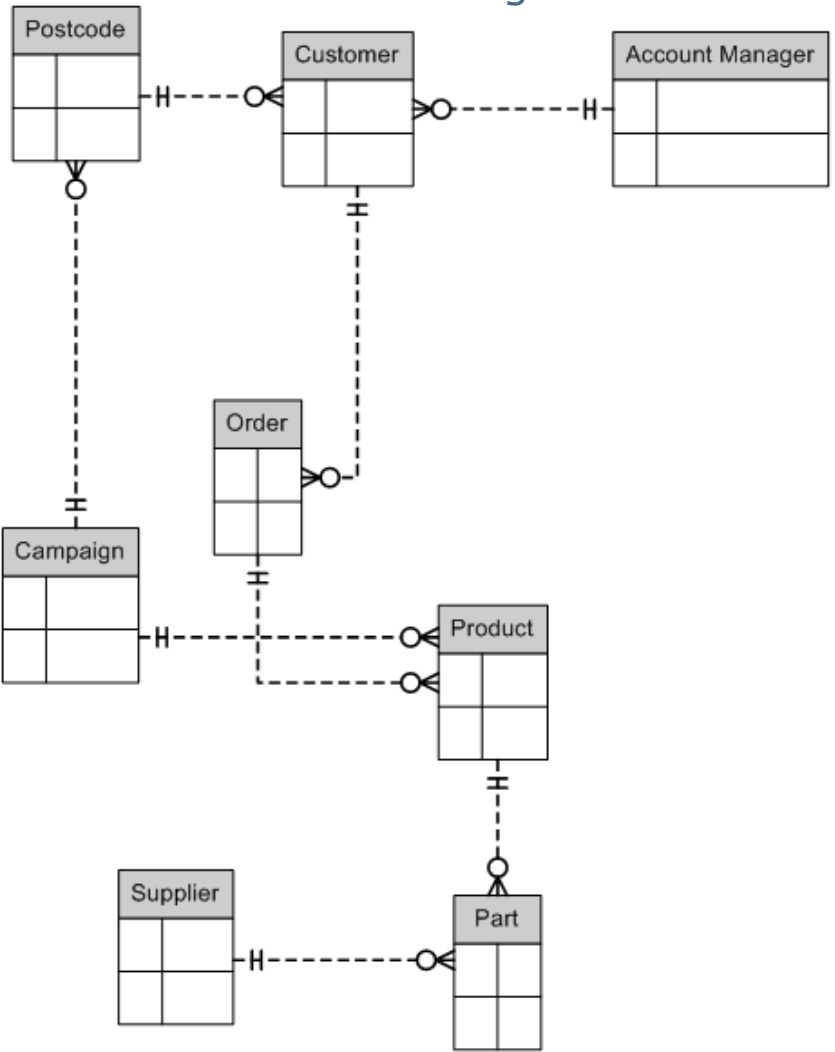
Data Model

- A data model helps us understand the data we have, the relationships between various bits of data
- Needed for working with data and create a common understanding of data
- We distinguish between non-dimensional and dimensional data models
- Dimensional data models focus on how we query data
- Non-dimensional data models focus on the relations between entities of data

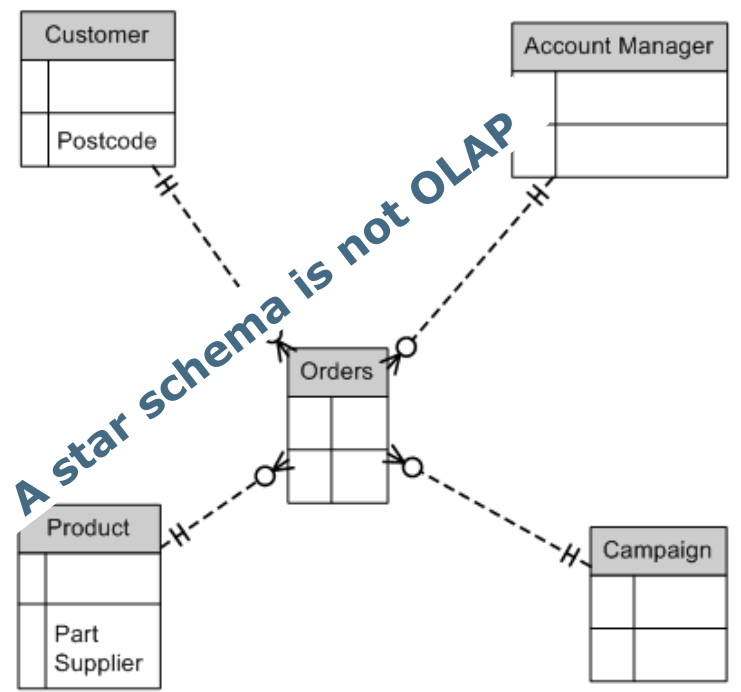


Types of data models

- Non-dimensional, Entity/Relationship
- Good for transactions
- IT skills an advantage



- Dimensional, Star Schema
- Good for analysis and reporting
- End-users find it easy to understand



The pragmatic approach to data modelling

Do:

- Create a very high-level model of the whole organisation
- Stay in the helicopter
- Get end-users involved
- Go into detail with an area when creating reports for that area
- Take this into account when estimating reports for an area if the data model is not yet created

Don't:

- Attempt to model the whole company before delivering reports to end-users
- Detach data modelling from reporting projects



What We Achieved

- Unlocked data for analysis and reporting
- Gave users access to a repository of data in addition to fixed reports
- Automated preparation of data
- Scheduled reports automated and timely delivered (the monthly reports)
- Time-to-user significantly decreased (factor 10)
- One version of the truth
- Support for a multitude of ad-hoc queries
- Overview of data through data models
- OLAP server for drilling – currently too much work in creating summary tables and clumsy end-user navigation
- DI Studio for better ETL development environment



Get dressed

- Organisation
- Prioritisation
- Development standards
- Documentation standards
- Metadata management
- End-user training in data availability
- Security
- Data delivery agreements
- Establish common BI/DW language

