

"BI for the BlackBerry Crowd"

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What you'll see today

- All you need to know about delivering business intelligence to “Smart Phones”
- Oracle (Hyperion) Demonstration & Tips
- OBIEE Demonstration & Tips

Defining a "smart phone"



Interesting Facts

- The top 5 smart phones in Q4 of 2008 were the BlackBerry Pearl, Palm Centro, BlackBerry Curve, Apple iPhone, and Samsung Instinct
- 73% of cell phone users talk on phone while in traffic
- iPhone and BlackBerry Bold cost roughly \$170 to make
- The first “smart phone” was the IBM Simon produced in 1993 and sold for \$899
- 63% of BlackBerry users admit taking the device into the bathroom

Current Smart Phone Landscape

- Most Popular for business use:
 - BlackBerry (RIM) Devices
 - Nokia Devices
 - Palm Devices
 - Apple iPhone (AT&T only)
- Up & Coming
 - Google G1 (T-Mobile only)
- Declining
 - Motorola & Other Windows Devices

Trends

- Apple increasing market share in business arena, Windows Mobile decreasing
- Applications, especially open source, hailed as future of smart phones
- Virtualization, such as VMWare, for smart phones?
- 3G becoming common place, already discussing “4G”

Keys to BI on a Smart Phone

- Quickly digestible
 - Exceptions and highlights
 - Alerts
 - Features like pivoting and drilling not practical
- “No frills” Reporting
 - Features vary even within brands and/or operating system
 - Design for slow connections
 - Design for lowest common denominator

Keys to BI on a Smart Phone

- Know user's data plan
 - Limited data?
 - Limited text messaging?
- Know user's phone capabilities
 - Screen resolution
 - Operating system
 - Software (i.e. Pocket Excel, Acrobat Reader)
 - Browser and e-mail program

Keys to BI on a Smart Phone

- Security
 - Segment access levels into separate distribution lists
 - Enforce phone security policies
 - Focus on sending alerts or exceptions instead of all data
 - Avoid sending personal data
 - Be prepared for...
 - Lost or stolen phones
 - Employees who leave when using a personal phone

Methods of Delivery

- SMS
- MMS
- IM
- Web
- E-mail
- Applications

SMS

- Benefits
 - Delivered quickly
 - Accessible even by “not-so-smart phones”
- Limitations
 - 150 character limitation
 - Text only
 - May require a extra software and SMS services

MMS

- Benefits
 - Quick, similar to SMS
 - Can handle media
- Limitations
 - Generally expensive
 - Technically challenging

Instant Messenger Clients

- **Benefits**
 - Can cost less than SMS/MMS
- **Limitations**
 - Not universal (client has to be available for phone)
 - Technically challenging (requires a IM gateway/bot)
- **Examples**
 - Google Talk
 - Yahoo Messenger

Web browsers on phones

- **Benefits**
 - Familiar method of finding data
- **Limitations**
 - Limited JavaScript support needed by portals
 - Slow
 - Requires more user effort
- **Examples**
 - Pocket IE (Windows)
 - Blackberry
 - Safari (iPhone)

E-mail

- **Benefits**
 - Any smart phone has e-mail functionality
 - Less limitations on amount of content (like SMS)
 - Can easily be forwarded
 - Can deliver attachments such as spreadsheets
- **Limitations**
 - Implementation and features vary widely

Applications

- Benefits
 - Applications can standardize delivery
 - Custom applications have “limitless” possibilities
 - Most phones have SDK
- Limitations
 - Custom applications are proprietary and require more maintenance
 - Availability and functionality varies across phones
 - Oracle BI app available for iPhone but not Windows Mobile

Oracle EPM (Hyperion) Demonstration

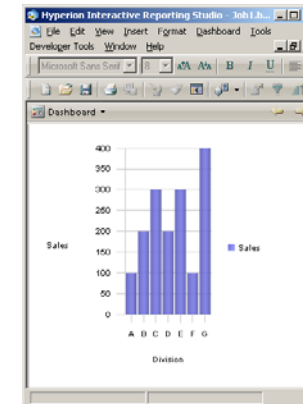
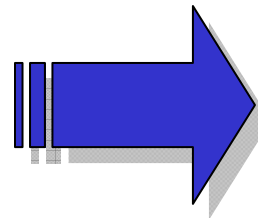
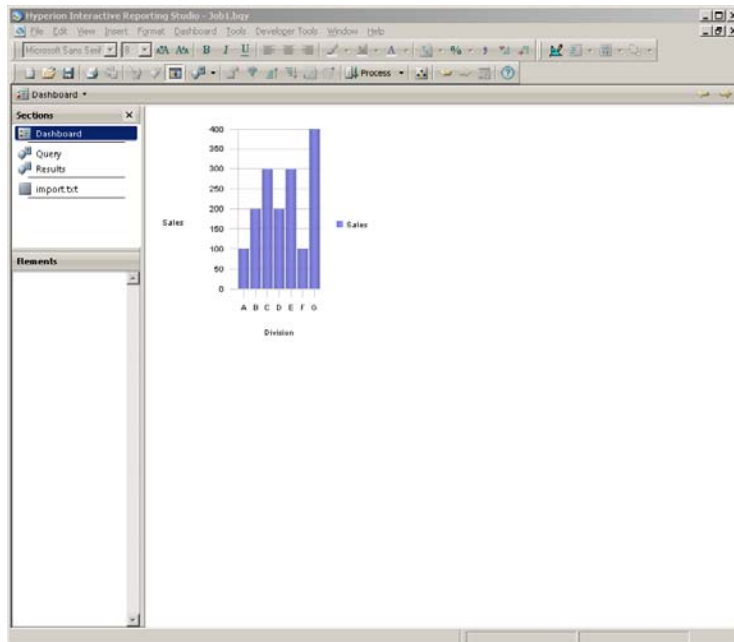
- Features & Capabilities
- Examples

Oracle EPM (Hyperion) Tips

- Hyperion job outputs are not capable of HTML e-mail, must use attachments (only one per e-mail)
- JPEG output of “Dashboard” section is most reliable for e-mail, and usually smallest data size

Oracle EPM (Hyperion) Tips

- If sending a dashboard section, close all tool bars and resize the IR studio before saving the document



Oracle BI Demonstration

- Features & Capabilities
- Examples

Oracle BI Tips

- When scheduling make sure to uncheck Interactive Dashboard from the Delivery options
- Consider creating a user with a delivery profile specifically for mobile content


Oracle BI Tips

- Force the size of graphs




General

Title



Custom Title

Data Labels

Show data labels 

Override Default Data Format

Treat Numbers As

Negative Format

Decimal Places

Use 1000's Separator

Size

Width

Height

Oracle BI Tips

- Use conditional formatting



Format Chart Data

Positional Conditional

Condition		Color		
1250000	Y		X	▼
Dollars 2000000	Y		X	▲
Region				

Add Condition ▶

OK Cancel

General Tips

- Bar graphs may be easier to read horizontally orientated
- Make use of phone and email information; most smart phones can direct dial/email from phone text
- If possible use a distribution lists per device type and per access level

General Tips

- Most phone providers have E-mail to SMS capability
- Organize jobs by creating folders and naming jobs by device, screen resolution or audience

Examples:

- DistrictSales_320x240
- HourlySales_BlackBerryCurve
- OnTimeDeliveries_ExecDashboard

There's more...

<http://dmittranzal.wordpress.com>

- Examples from today
- Download this presentation
- Phone data