

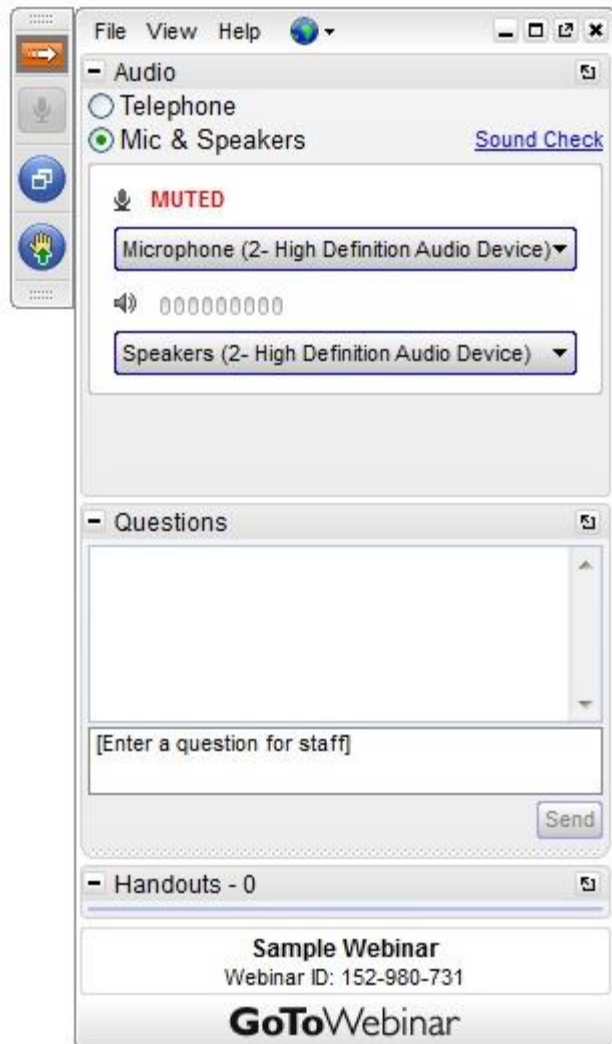


SENTURUS

AERO PRECISION CREATES TABLEAU VIZZES AGAINST LIVE COGNOS DATA Using the Senturus Analytics Connector



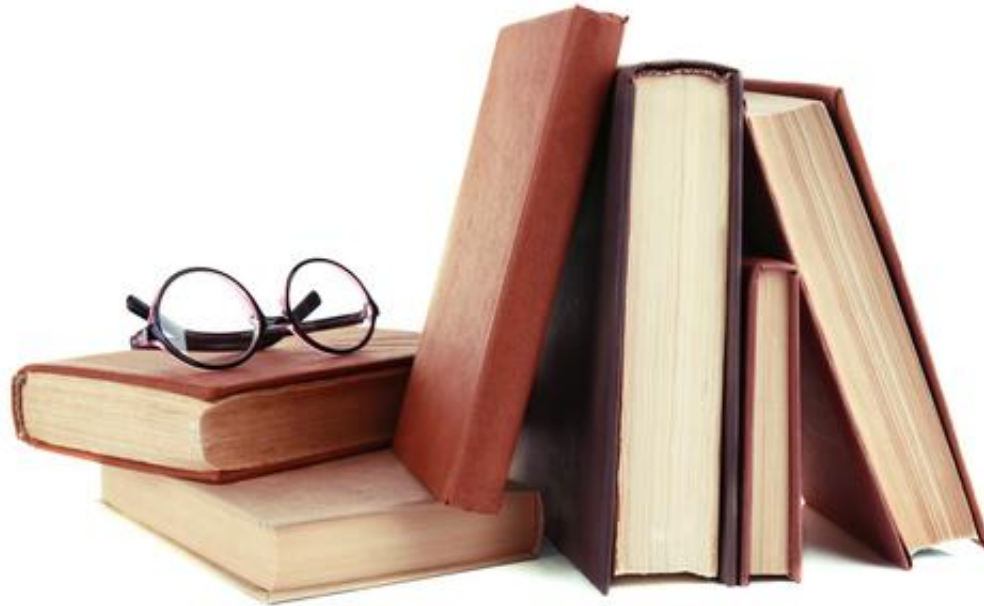
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Today's Agenda

- Introduction
- Overview of Senturus Analytics Connector
- Senturus @ Aero Precision
- Demonstration
- FAQs
- Senturus Overview
- Additional Resources
- Q/A

Introducing...Today's Presenters



Michael Weinbauer

Practice Area Director/Solutions Architect
Senturus, Inc.



Dave Clausen

BI Architect
Aero Precision Industries

Poll

How are you currently connecting Tableau to your data?
(select all that apply)

- Connect directly to source
- Export Excel or flat file & connect to Tableau
- Connect to data warehouse
- Tableau ODBC connector
- Other



OVERVIEW OF ANALYTICS CONNECTOR



Huge Value in Existing BI Models

Organizations have invested heavily in existing models that provide governed, secure, business-friendly, performant results

The screenshot displays the MicroStrategy Developer interface. The top window, titled 'Query Subject Definition - Sales', shows a list of available model objects on the left and a table of query items and calculations on the right. The bottom window, titled 'MicroStrategy Developer', shows a folder list on the left and a table of schema objects on the right.

Name	Type	Modification Time	Descripti...
Age Range	Attribute	1/5/2009 6:43:41 AM	
Customer	Attribute	6/6/2010 1:06:40 PM	
Customer Address	Attribute	8/7/2007 4:02:33 AM	
Customer Age	Attribute	1/23/2012 6:28:56 AM	
Customer Birth Date	Attribute	8/7/2007 4:02:34 AM	
Customer City	Attribute	12/23/2008 7:25:11 AM	
Customer Country	Attribute	6/28/2006 10:45:23 AM	
Customer Email	Attribute	8/7/2007 5:17:31 AM	
Customer Gender	Attribute	1/5/2009 6:53:47 AM	
Customer Latitude	Attribute	7/9/2015 3:48:50 PM	
Customer Longitude	Attribute	7/10/2015 10:05:30 AM	
Customer Region	Attribute	1/5/2009 6:50:01 AM	
Customer State	Attribute	12/23/2008 7:25:28 AM	
Days to Ship	Attribute	2/27/2016 4:36:59 PM	
Education Level	Attribute	1/5/2009 6:52:29 AM	
First Order Date	Attribute	3/3/2009 6:17:13 PM	
Household Count	Attribute	10/30/2009 1:12:43 PM	
Housing Type	Attribute	1/5/2009 6:58:02 AM	
Income Bracket	Attribute	1/5/2009 6:57:53 AM	
Last Order Date	Attribute	3/3/2009 6:16:54 PM	
Marital Status	Attribute	1/5/2009 7:00:15 AM	
Order	Attribute	5/27/2016 6:13:22 PM	
Payment Method	Attribute	6/1/2009 6:26:27 AM	
Phone Plan	Attribute	1/5/2009 7:07:04 AM	
Phone Usage	Attribute	6/1/2009 8:19:24 AM	
Rush Order	Attribute	11/29/2010 6:45:38 AM	
Ship Date	Attribute	8/7/2007 4:02:40 AM	
Shipper	Attribute	12/23/2008 7:25:22 AM	
Status	Attribute	1/5/2009 6:51:07 AM	
Zip Code	Attribute	4/11/2016 5:19:09 PM	

BUT...Tableau Users Circumvent Them!

Using BI tools as ETL and/or recreating models in Tableau's data prep pane wastes time and compromises integrity

The screenshot shows the Tableau Desktop interface. At the top, the title bar reads "Tableau - Demo G0 Sales From Scratch". The menu bar includes File, Data, Server, Window, and Help. Below the menu bar, the connection status is "Connected to Microsoft SQL Server". The main workspace displays a data model with the following tables and relationships:

- ORDER_DETAILS** (gosales.ORDER_DETAILS) is connected to **ORDER_HEADER** and **PRODUCT**.
- ORDER_HEADER** is connected to **BRANCH**, **ORDER_METHOD**, and **RETAILER**.
- PRODUCT** is connected to **PRODUCT_TYPE**, which is then connected to **PRODUCT_LINE**.

The left sidebar shows the "Server" section with "PASDE" as the server name and "GOSALES" as the database. The "Table" section lists various tables, including "ACTIVITY_STATUS_LOOKUP", "BRANCH (gosales.BRANCH)", "CONVERSION_RATE_LOOKUP", "COUNTRY (gosales.COUNTRY)", "CURRENCY_LOOKUP", "DEPARTMENT_LOOKUP", "dtproperties", "EMPLOYEE (gosales.EMPLOYEE)", "EMPLOYEE_EXPENSE_DETAIL", "EMPLOYEE_EXPENSE_PLAN", "EMPLOYEE_HISTORY", "EMPLOYEE_SUMMARY", "EMPLOYEE_SURVEY_RESULTS", and "New Custom SQL". The "Stored Procedures" section lists "AssignStaff", "dt_addtosourcecontrol", and "dt_addtosourcecontrol...".

The bottom section displays a data table with the following columns: Branch Code #, Address1, Address1 Mb, Address2, Address2 Mb, City, City Mb, Prov State, Prov State Mb, Postal Zone, and Country Code. The table contains 10 rows of data, including entries for "1288 South Barrington Ave." and "Avenida Paulista, 333".

Why You Shouldn't (Re)-Create Metadata



Time Consuming

- 100s or 1000s of tables to sift through
- Business users have little/no knowledge of key joins or join type



Compromises Data Integrity

- Multiple metadata layers cause change management nightmares
- Performance suffers as you add joins/data sources
- Limited audit trail, lineage, calculations or friendly table names
- Lack of data quality
- Incorrect data types
- Limited ability to restrict access to data by user security level



Compromises Data Security

- No ability to leverage robust security at enterprise BI layer
- Users rely on non-secure data extracts or waste time and create potential mistakes attempting to replicate existing security measures



Creates Data Silos

- Having no single source of the truth means numbers don't align across workbooks

The Solution? The Senturus Analytics Connector!

Tableau users can connect directly to the BI modeling layer, giving them instant access to high quality data

The screenshot shows the Tableau 'Connect' interface. On the left, a sidebar lists connection options: 'To a File' (Excel, Text file, Access, JSON file, Statistical file, More...) and 'To a Server' (Tableau Server, Microsoft SQL Server, MySQL, Oracle, Amazon Redshift, More...). Below this is 'Saved Data Sources' (Sample - Superstore, World Indicators). The main area displays a search bar and a list of data sources. The 'Other Databases (ODBC)' window is open, showing the 'Connect Using' section with 'DSN: Cognos' selected. The 'Connection Attributes' section includes fields for 'Server', 'Database: Great Outdoors Sales (cube)', 'Username: mweinbauer', and 'Password'. A 'String Extras' text area is at the bottom. A 'Sign In' button is in the bottom right corner.

This screenshot shows the 'Other Databases (ODBC)' window with 'mstr10' in the top left. The 'Connect Using' section has 'Driver: Senturus Analytics Connector' selected. The 'Connection Attributes' section shows 'Server: mstr10', 'Database: Tutorial', 'Username: mstr', and an empty 'Password' field. The 'String Extras' text area is empty. A 'Sign In' button is in the bottom right corner.

Instant Access to Quality Data Sets

The screenshot displays the Cognos Analytics interface for configuring a data source. On the left, a tree view shows the 'go_sales' data source expanded, with various analysis and query objects listed. Three arrows point from these objects to the configuration panel on the right:

- An arrow from 'Sales (query)' points to the 'Database' dropdown, which is set to 'GO Sales (query)'.
- An arrow from 'Sales' points to the 'Schema' dropdown, which is set to 'Sales (query)'.
- An arrow from 'Products' points to the 'Table' list, where '_CALCULATIONS_' is selected.

The configuration panel on the right includes the following sections:

- Connections:** Shows 'Cognos (ODBC)' and 'Other Databases (ODBC)'.
- Database:** A dropdown menu set to 'GO Sales (query)'.
- Schema:** A dropdown menu set to 'Sales (query)'.
- Table:** A list of tables with search filters. The selected table is '_CALCULATIONS_'.

Below the configuration panel, a diagram shows the 'Sales' data source connected to four dimensions: 'Branch', 'Order_method', 'Products', and 'Time_close_date_'. Below this, a table displays the data structure:

#	Abc	Abc	Abc	Abc
Branch	Branch	Branch	Branch	Branch
_LINK COLUMN (...)	Address 1	Address 1 (multisc...	Address 2	Address 2 (multis...

At the bottom right, there are two buttons: 'Update Now' and 'Automatically Update'.

Instant Access to Quality Data Sets

The image displays two software interfaces side-by-side. On the left is the MicroStrategy Secure Enterprise interface, featuring a 'Folder List' on the left pane and a central table of data attributes. On the right is the Tableau - Book1 interface, showing a 'Connections' pane with 'mstr10' selected, and a 'Table' pane listing various data sets. Arrows indicate the mapping from folders in MicroStrategy to specific data sets in Tableau.

MicroStrategy Secure Enterprise Folder List:

- Administration
- MicroStrategy Tutorial
 - History
 - My Personal Objects
 - Project Builder
 - Project Objects
 - Public Objects
 - AutoStyles
 - Consolidations
 - Custom Groups
 - Documents
 - Drill Maps
 - Filters
 - Metrics
 - Count Metrics
 - Count Base Formulae
 - Transformation
 - Customer Analysis Metrics
 - Human Resources Metrics
 - Inventory Metrics
 - Market Basket Analysis Metrics
 - Sales Metrics
 - Prompts
 - Reports
 - Searches
 - Templates
 - Schema Objects
 - Attributes
 - Customers
 - Geography
 - Products
 - Promotions
 - Time
 - Facts

MicroStrategy Data Attributes Table:

Name	Type
Age Range	Attribute
Customer	Attribute
Customer Address	Attribute
Customer Age	Attribute
Customer Birth Date	Attribute
Customer City	Attribute
Customer Country	Attribute
Customer Email	Attribute
Customer Gender	Attribute
Customer Latitude	Attribute
Customer Longitude	Attribute
Customer Region	Attribute
Customer State	Attribute
Days to Ship	Attribute
Education Level	Attribute
First Order Date	Attribute
Household Count	Attribute
Housing Type	Attribute
Income Bracket	Attribute
Last Order Date	Attribute
Marital Status	Attribute
Order	Attribute
Payment Method	Attribute
Phone Plan	Attribute
Phone Usage	Attribute
Rush Order	Attribute
Ship Date	Attribute
Shipper	Attribute
Status	Attribute
Zip Code	Attribute

Tableau - Book1 Connections:

- mstr10 (Other Databases (ODBC))

Tableau - Database: Tutorial

Tableau - Schema: Select Schema

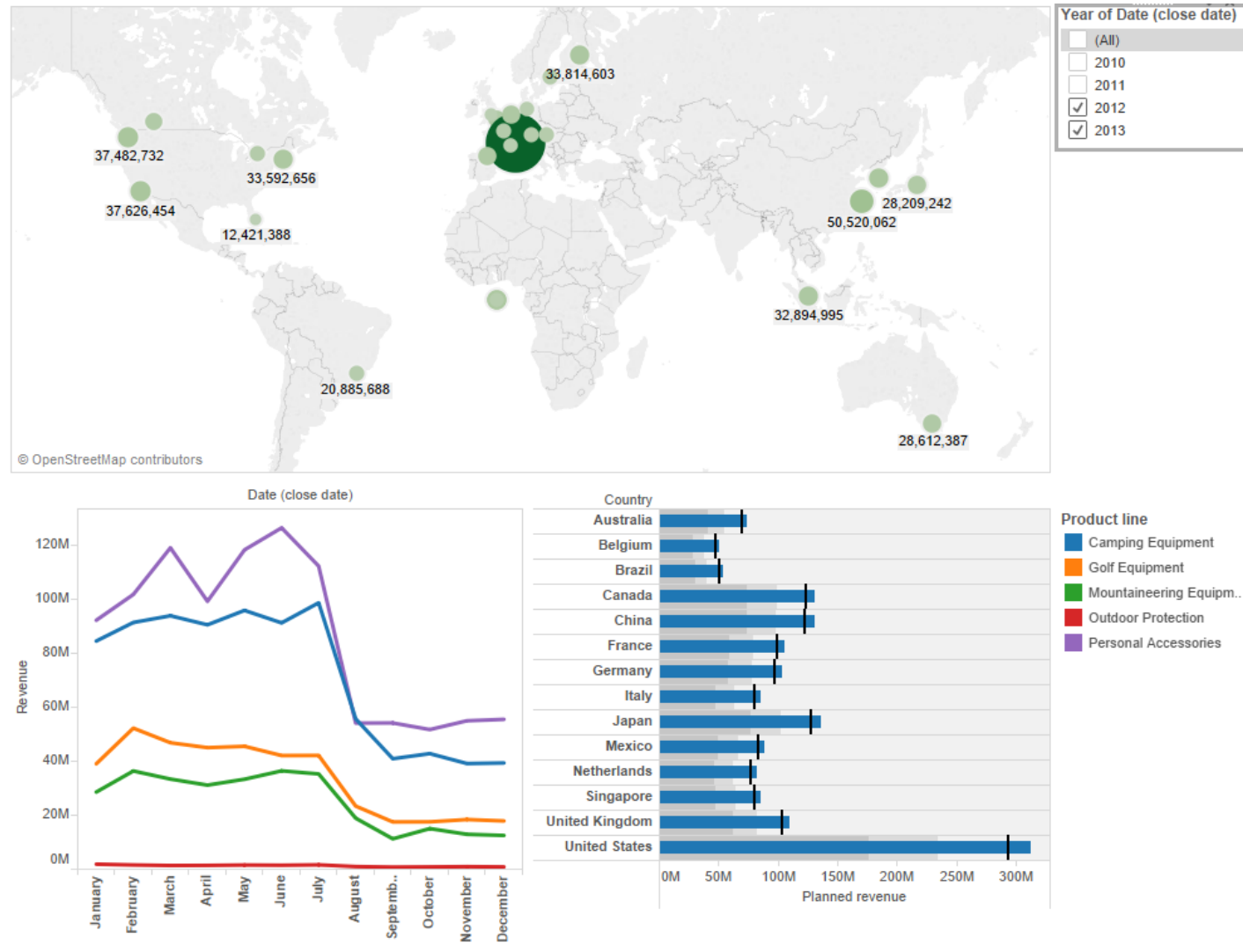
Tableau - Table:

- Enter table name
- Exact (selected), Contains, Starts with
- Count Metrics (Schema.Count Metrics)
- Customer Analysis Metrics...ustomer Analysis Metrics)
- Customers (Schema.Customers)
- Geography (Schema.Geography)
- Human Resources Metrics ...Human Resources Metrics)
- Inventory Metrics (Schema.Inventory Metrics)
- Market Basket Analysis Met...t Basket Analysis Metrics)
- Products (Schema.Products)
- Promotions (Schema.Promotions)
- Sales Metrics (Schema.Sales Metrics)
- Time (Schema.Time)
- New Custom SQL

Arrows indicating data set access:

- From MicroStrategy 'Customers' folder to Tableau 'Customers (Schema.Customers)'
- From MicroStrategy 'Geography' folder to Tableau 'Geography (Schema.Geography)'
- From MicroStrategy 'Products' folder to Tableau 'Products (Schema.Products)'
- From MicroStrategy 'Sales Metrics' folder to Tableau 'Sales Metrics (Schema.Sales Metrics)'

Don't Sacrifice Integrity for Agility!



The Senturus Analytics Connector Gives You



Faster, more accurate reporting

Tableau users spend less time in data prep and more time conducting real analysis. No need to remodel the data since Tableau can now access the rich semantic layers and business-friendly data in your enterprise BI system.



Reduces change management

Changes to the metadata layer are automatically picked up by the Connector, eliminating the need to chase down individually curated workbooks.



Trust in the data

Users access a “single version of the truth,” using data that is secure, auditable, compliant and governed.



Improves security

Eliminates redundant replication efforts, reduces risks associated with the use of non-secure data and allows appropriate guardrails to be set up around data access.



Superior Tableau performance

Poorly modeled data in Tableau can dramatically decrease performance. Data modeled in the enterprise BI platform has been optimized.

What's New?



What's New?



What's New?

- Local cache for metadata
- Intermediate in-memory database for post-processing support
- Support for Cognos 10.2.0 and 11.0.6
- Support for multiple dispatchers and fail over by specifying multiple dispatcher URLs in config
- 32 bit ODBC driver on Windows 64 bit OS
- Automatically install documentation with Connector
- Configuration GUI/Driver config and modification via Windows ODBC Administrator
- Improved troubleshooting via new batch script
- Simplified installation process for Tableau Server - no post-installation file copying required
- Support silent installation
- Support IIS/Windows authentication
- Increased the length limit of character data types
- Support sort on min/max value of PowerCube and Dynamic Cube levels
- Support Top N in filter
- Support for SiteMinder SSO
- Support for custom joins between query subjects (Cognos only)

Aero Precision - Overview

Aero Precision provides OEM component management for military aircraft operators in over 60 countries across 14+ military platforms from more than 16 OEM partners. Aero Precision provisions OEM spares, manages repairs and provides upgrade/modification solutions.

“Excellent OEM relationships” are the cornerstone of Aero Precision’s business

AeroPrecision

Aero Precision - Improving Supply Chain Visibility

Past State

- Static Cognos report used for monthly/quarterly reviews
 - Not visual
 - Not interactive
 - No trending
- Manual creation effort for each account manager (3 hours/month)
- Using Excel extracts not an option



Aero Precision - Improving Supply Chain Visibility

Current State

- Use the Senturus Analytics Connector to create data source
 - Worked around complex Cognos model challenges
- Create Tableau visualizations directly against curated data
- Automated, consistent and interactive



Aero Precision - Improving Supply Chain Visibility

Future State

- Leverage Connector against other packages to greatly improve efficiency and effectiveness of other business areas
- Migrate scorecards and KPIs to Tableau to improve sales, business development, customer service, warehousing and shipping



Aero Precision - Improving Supply Chain Visibility

Business Value

- Better ability to identify trends, anomalies, etc. by making them visual
- Improved communications with OEM and vendor managers
- Senior management can see trends and anomalies and can respond more quickly
- Saves ~80 hours of time PER MONTH across team =~\$100k/year!

Technical Benefits

- Use flattened Framework model with 3 data sources, designed and implemented ideal solution for management
- Using the Connector, each monthly Supply Chain Report is created effortlessly and automatically

Source: SQL Server 2015



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DEMONSTRATION

Summary

- (Re)-creation of metadata is slow, challenging and risky
- The Senturus Analytics Connector delivers agility and integrity
- Spend your time doing analysis, not prepping data that's already curated elsewhere

Frequently Asked Questions

Live vs. Extract

- Both methods are supported

Supported BI Platforms and Versions

- IBM Cognos 10.2.x/11.0.6 and higher
- MicroStrategy 10.6 and higher

Supported Data Sources

- Cognos - Relational, PowerCubes, DMR, Dynamic Cubes, & TM1
- MicroStrategy - Relational

Release Date

- The product was released on 11/7/16

Frequently Asked Questions

Supported Versions / Platforms

- Tableau 9.x/10.x
- Microsoft Windows operating system (Windows 7, 8, 10, Windows Server 2008 R2, 2012, 2012 R2)

Software Installation Location

- Wherever connectivity to Enterprise BI is required (Desktop and/or Server)
- Nothing installed on Cognos/MicroStrategy servers

Minimum Software Requirements

- Similar to those for any other typical ODBC driver

Cognos/MicroStrategy Environment Impact

- Tableau users leveraging the Connector will generate load on the Cognos/MicroStrategy servers similar to an interactive report user on those systems.

Frequently Asked Questions

Licensing / Pricing

DESKTOP	
Pricing Plan	
Year 1	\$ 200 per user
Year 2 and beyond	25% of year one
Minimum Purchase: \$10,000 for Combined Desktop & Server	
Volume Discounts Provided	

SERVER	
Pricing Plan	
Year 1	\$ 100 per user OR \$ 40,000 for 8 cores
Year 2 and beyond	25% of year one
Minimum Purchase: \$10,000 for Combined Desktop & Server	
Volume Discounts Provided	

***Subscription pricing also available at \$85 and \$45, respectively**

Frequently Asked Questions

Licensing Requirements - Cognos

- Extracts: Cognos BI analytics user or equivalent to allow extraction creation. Cognos license not required to connect to extracts, just Senturus Connector license
- Live Connect: Cognos BI analytics user or equivalent

Licensing Requirements - MicroStrategy

- Extracts: Project access and reporter role to allow creation of extracts. MicroStrategy license not required to connect to extracts, just Senturus Connector license
- Live Connect: Project access and reporter role required

Frequently Asked Questions

Security

- Enforces security applied within the Enterprise BI environment

Metadata Modeling Requirements

- No special modeling requirements for the Connector
- Tableau requires that joins are created between query subjects/attributes/metric views
- Cognos - supports both CQM & DQM

Method for Accessing Tableau

- ODBC connection

Support

- Provided by Senturus and included in the price of the product

ROI for the Senturus Analytics Connector

- Time and money required to create metadata from scratch in Tableau - ranges from a few days to several weeks depending on the complexity of packages/projects
- Risk of not having proper data security (PII, HIPPA)
- Time saved converting reports to Tableau
- Time wasted by different analyst groups maintaining multiple metadata layers between Enterprise BI and Tableau
- Time wasted, cost and potential risk of having inaccurate/misaligned business metrics

Connector Test Drive

- Two week proof of concept
- Includes installation, configuration and testing in your environment

Register to request a test drive:

<http://www.senturus.com/enterprise-bi-connector-tableau/>





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WHO WE ARE

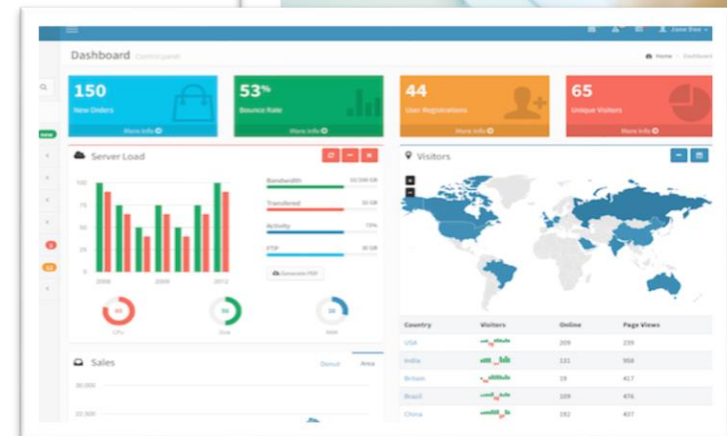
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Free Upcoming Events

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WE'RE BAAACK! TABLEAU CONFERENCE 2017

October 9-12, 2017



TABLEAU LIKE A PRO IN HALF A DAY

HANDS-ON WORKSHOP IN AUSTIN, TX

Wednesday, November 08, 2017 - 8:30am – 12:30pm CT or 1pm – 4:30pm CT - 4 hours or 3.5 hours




IS OLAP DEAD?

CAN NEXT GEN TOOLS TAKE OVER?

Thursday, October 19, 2017 - 11am PT/ 2pm ET - 60 minutes

More Free Resources www.senturus.com

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Popularity Date Title Type 

RESOURCE TITLE	TYPE	GO
TOOL COMPARISON: ENTERPRISE BI VS SELF-SERVICE ANALYTICS Choosing the best tool for the job	 BUSINESS STRATEGY	→
UNLOCKING SALESFORCE AND MARKETO VALUE WITH TABLEAU Five Pragmatic, Quick-Win Techniques	 BUSINESS STRATEGY	→
COGNOS ANALYTICS AUGUST 2017 ENHANCEMENTS 11.0.7 Demos and Q&A with IBM Product Team	 FEATURES	→

LEGENDS

FEATURED **NEW**

TOPICS

+ ☐ DASHBOARDS, REPORTING & VISUALIZATIONS (140)

☐ DATA ARCHITECTURE (9)

☐ DATA PREPARATION (6)

+ ☐ ENTERPRISE PLANNING (36)

+ ☐ PREDICTIVE ANALYTICS (16)

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Cognos Analytics & Tableau Training

<http://www.senturus.com/training/course-schedule/>

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Title



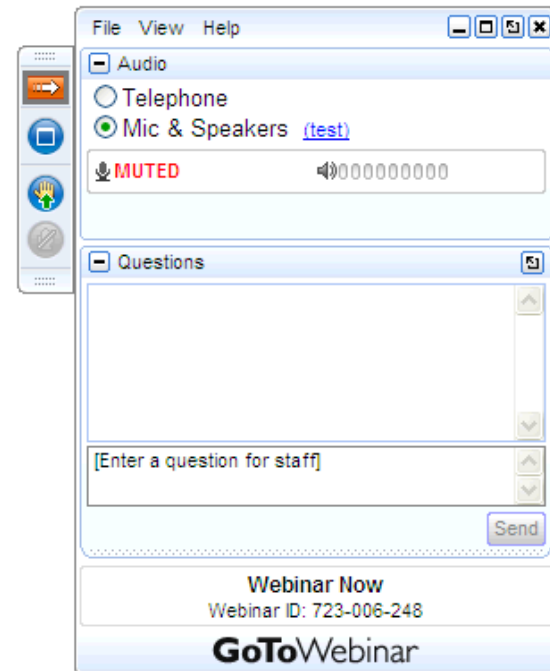
PLATFORM	VERSION	TOOL	TITLE	DATE	GO
IBM COGNOS	11.0.5	COGNOS ANALYTICS	V11 NEW FEATURES FOR EXPERIENCED AUTHORS	OCT 09	→
IBM COGNOS	11.0.5	COGNOS ANALYTICS	PROFESSIONAL REPORT AUTHORIZING IN V11	OCT 10 - OCT 11	→
TABLEAU	10	DESKTOP	INTERMEDIATE DATA VISUALIZATION AND DASHBOARDING	OCT 13	→
TABLEAU	10	DESKTOP	ADVANCED DATA VISUALIZATION AND DASHBOARDING	OCT 16 - OCT 17	→
IBM COGNOS	11	COGNOS ANALYTICS	OVERVIEW, NEW FEATURES AND BUSINESS AUTHORIZING	OCT 16	→

Q&A

If your question or issue is broader than what can be answered today, contact us at

info@senturus.com

and we will set up a free consultation.



Thank You!



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