



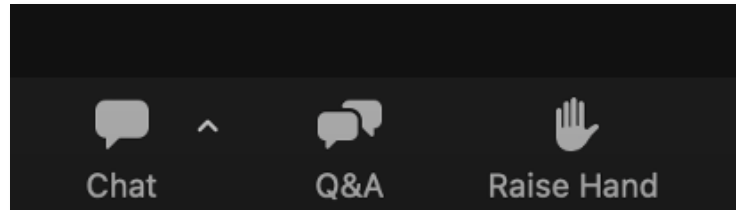
**SENTURUS**

**Many BI Tools.  
One Semantic Layer in the Cloud to Rule Them All.**



# Questions?

Click Q&A at the  
bottom of your screen



Submit questions  
in this section

A window titled 'Q&A' with a white background. It contains a welcome message and a text input field.

**Q&A**

**Welcome to Q&A**

Questions you ask will show up here. Only host and panelists will be able to see all questions.

Type your question here...

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**Webinar**  
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Learn the basics, including the software and plotting libraries



**Webinar**  
**Streamline Cognos Migrations and Consolidations**  
Automatically decode Cognos content and reduce migration time by 90%

# Agenda

Introductions

Current semantic layer process

Universal semantic layer

Additional resources & about Senturus

Q&A





# Introductions



**Pedro Ining**

Principal Business Intelligence Architect  
Senturus, Inc.



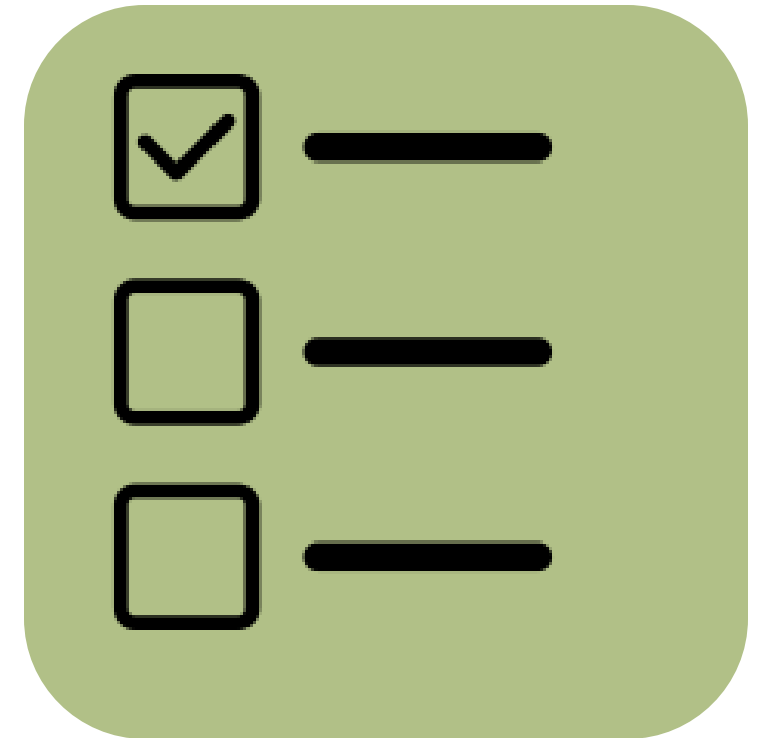
**Dave Mariani**

CTO and Founder  
AtScale, Inc

# Poll #1

Where is your data now?

- In the cloud
- On-premises
- Hybrid



A green rounded rectangle containing three rows of checkboxes and horizontal lines. The first row has a checked checkbox followed by a horizontal line. The second row has an unchecked checkbox followed by a horizontal line. The third row has an unchecked checkbox followed by a horizontal line.

# Poll #2

Select the concepts being discussed in your organization. (Select all that apply.)

- Headless BI
- Semantic layer
- Metric store
- None of these



# What is a semantic layer?

A semantic layer is **a business representation of corporate data that helps end users access data autonomously using common business terms**. A semantic layer maps complex data into familiar business terms such as product, customer, or revenue to offer a unified, consolidated view of data across the organization.

[https://en.wikipedia.org › wiki › Semantic\\_layer](https://en.wikipedia.org/wiki/Semantic_layer) ⋮

[Semantic layer - Wikipedia](https://en.wikipedia.org/wiki/Semantic_layer)



# What is the issue?

- A proliferation of analytics tools
- Moving analytic data to the cloud
- Need a way to standardize the semantic layer so that all BI tools can pull from the same model

# Today's discussion

- The current semantic layer process via



- The universal semantic layer in the cloud via AtScale
- Demo
  - Creation of the cloud-based semantic layer with AtScale
  - Using the BI tools against the AtScale semantic layer

# Traditional semantic layer process

- Learn source schema – tables, relationships, metrics
- Model schema with BI tool proprietary methods



Framework  
Manager, data  
modules



Desktop  
modeling



Desktop  
modeling



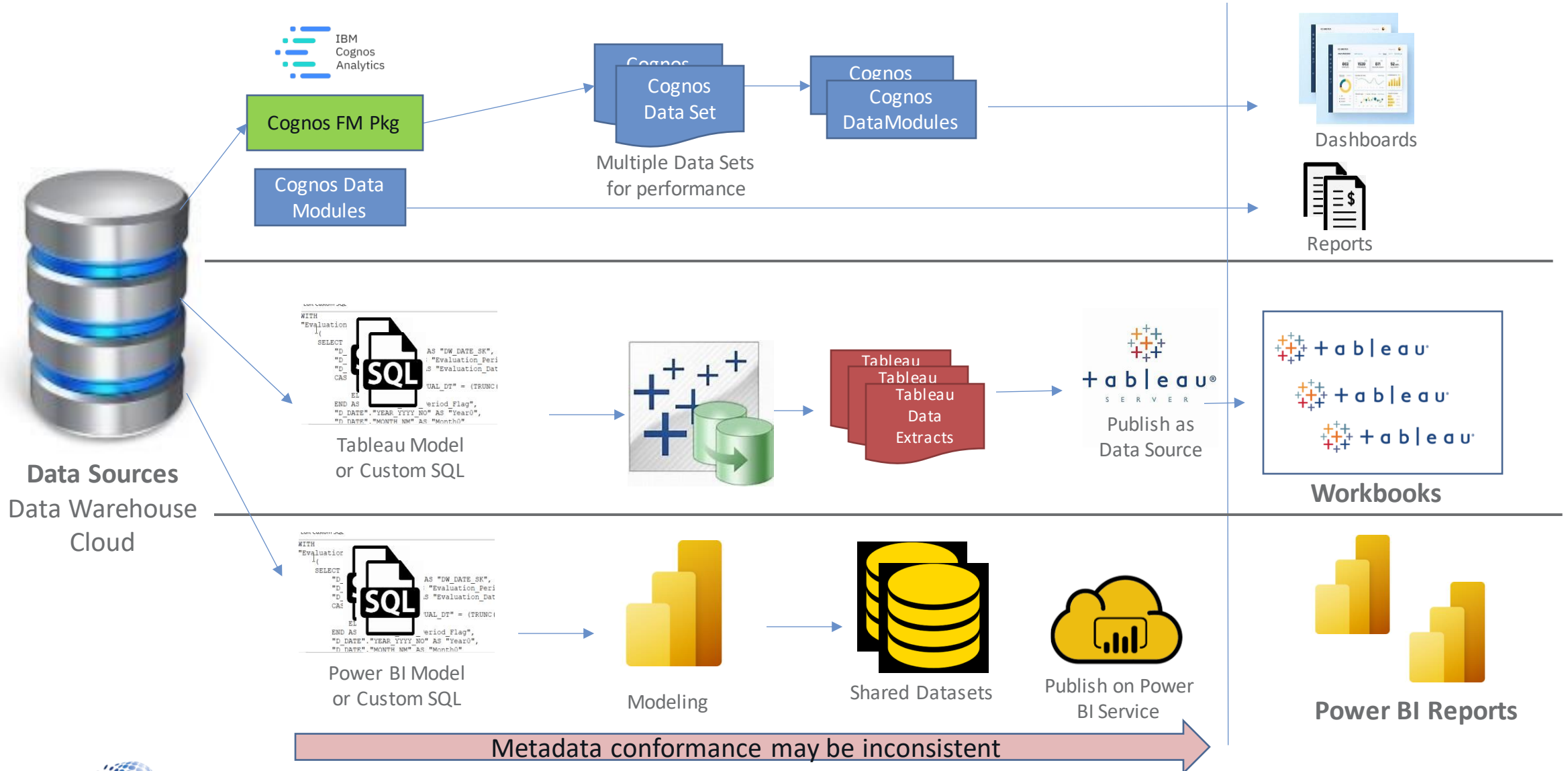
Raw  
tables

- Publish data model, data sets

# The result - multiple semantic layers

- Possible different business names
- Different metrics or same metrics with different definitions
- Calculations that differ
- Hierarchies in one tool, but not the other tool
- **Data governance is difficult to maintain**

# Multiple tools multiple metadata layers



# Why you shouldn't (re)-create metadata



Compromises  
data integrity



Compromises data  
security



Time consuming

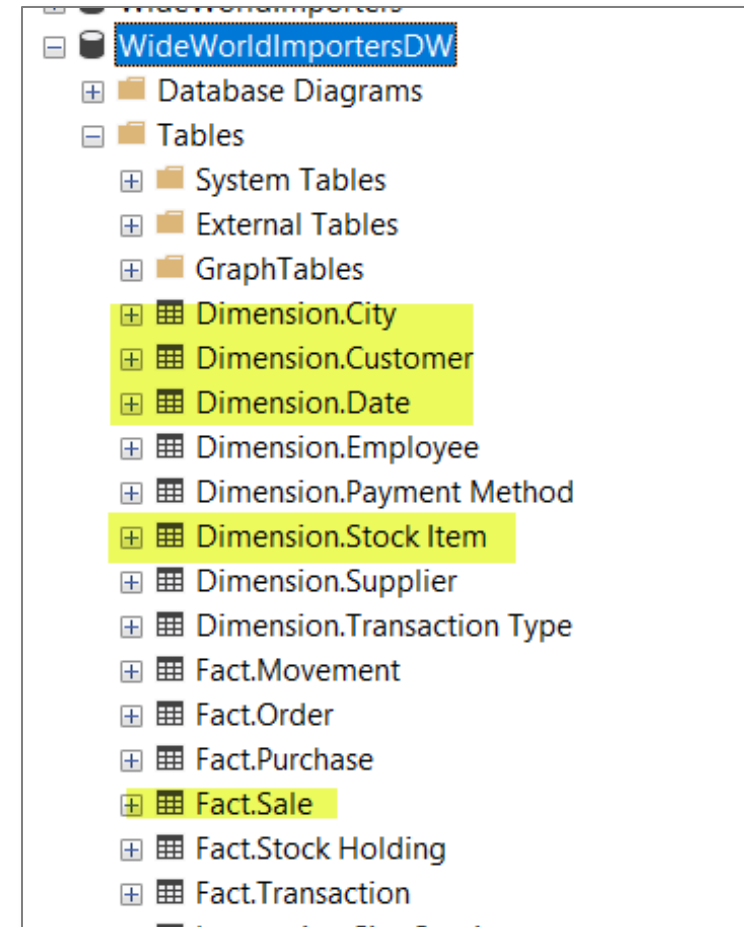


Creates data silos



# Demo – Cognos & Power BI

- Use standard Microsoft Wide World Importers DWH sample
- Source data warehouse database is on Azure
- Create semantic layer
  - Cognos using data modules
  - Power BI





# Make **Your Data** Speak the Language of **Your Business**

David Mariani, CTO, Co-Founder  
AtScale, Inc

# Managing knowledge gravity

## Insight Gravity

continues to diversify across a broader spectrum of analytics approaches

## Data Gravity

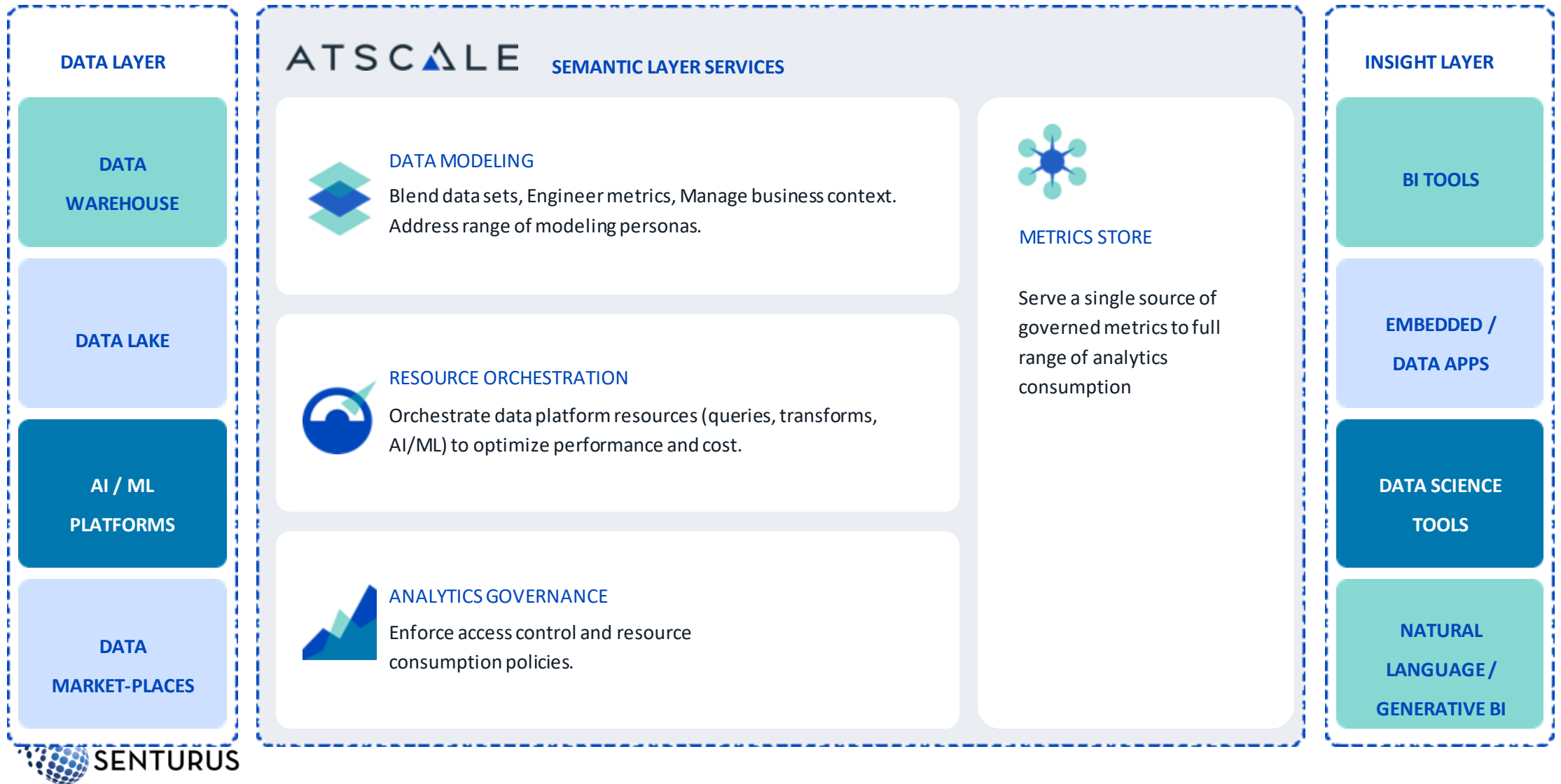
continues to shift toward toward centralized cloud data platforms

## Complexity. Silos. Skill Gaps.

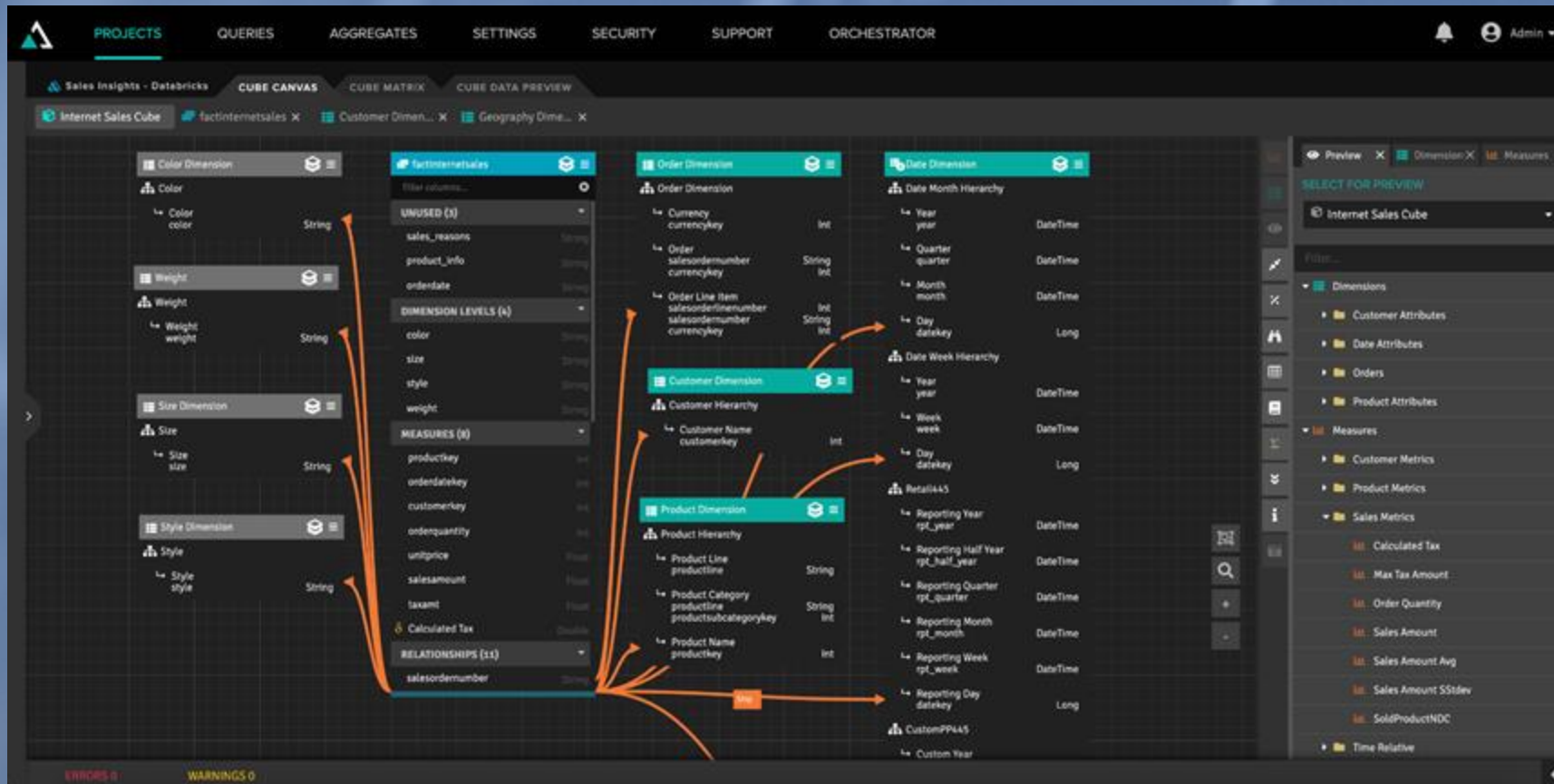
The complexity of managing knowledge related to business context is a fundamental obstacle



# A control plane for knowledge gravity




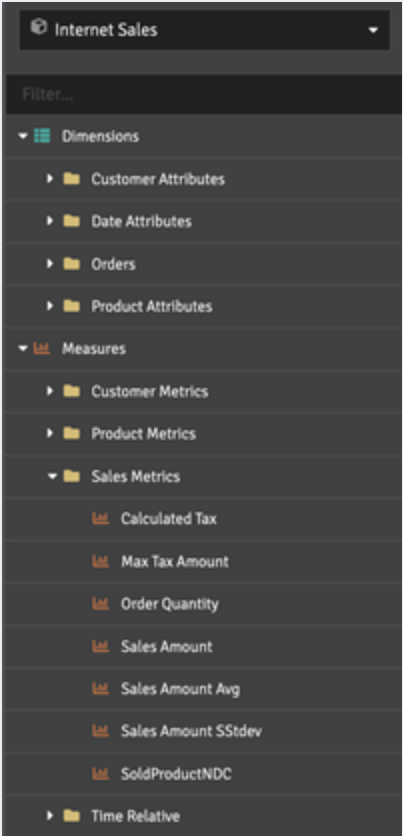
# Data stewards: the semantic model




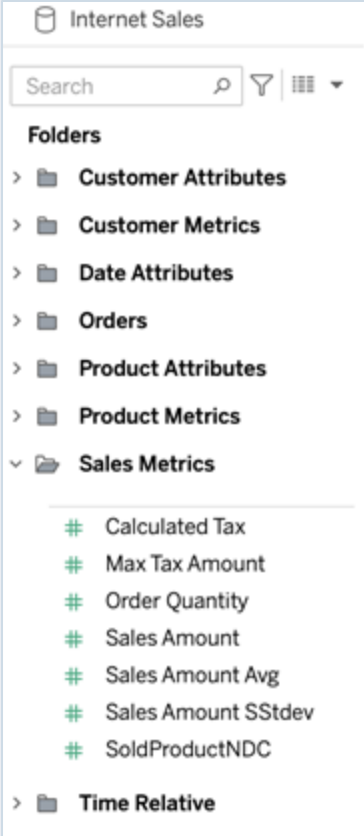
- Visual Data Modeling
- Complex Expressions
- Virtualized Data Access



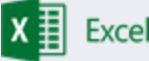
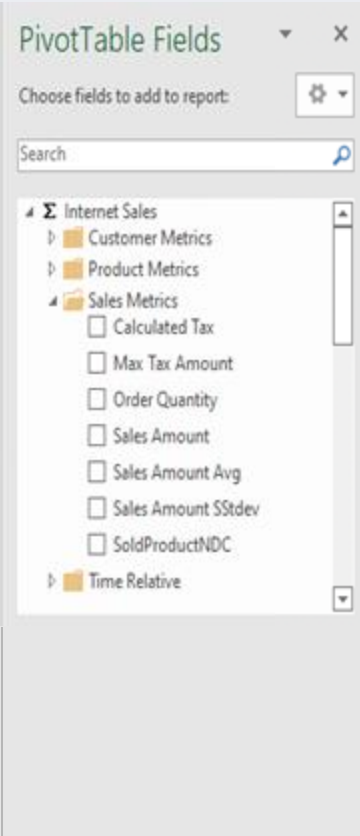
# Data consumers: universal access


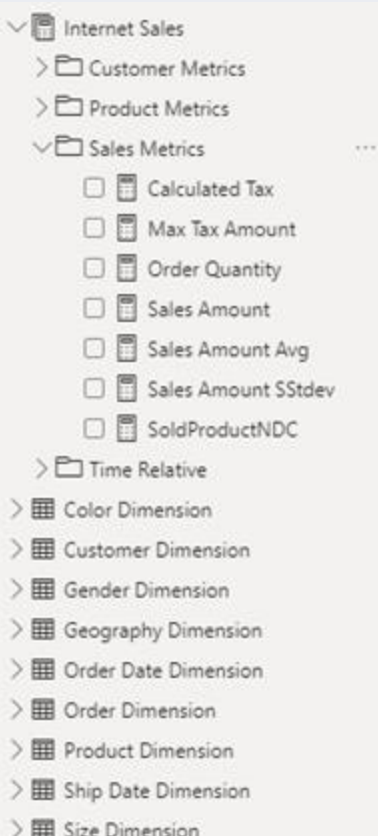
Semantic Model



SQL

MDX

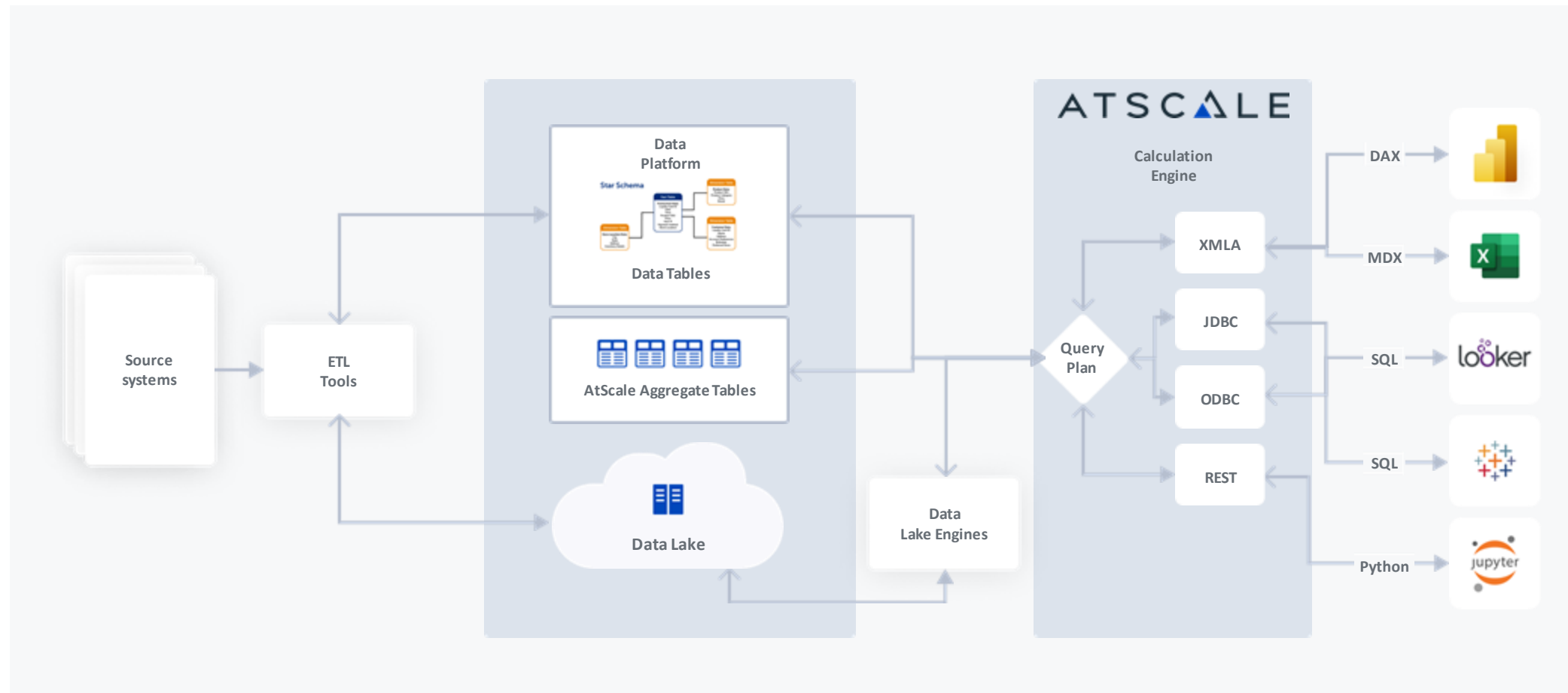
DAX

PYTHON



# Deploying a semantic layer



# Additional resources

## Unbiased product reviews



## Technical tips



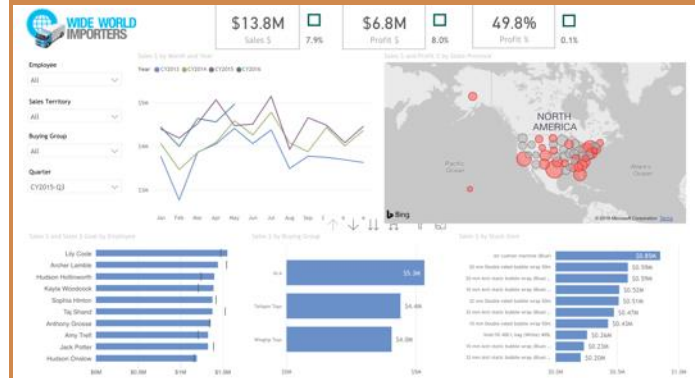
## Insider viewpoints



## More on this subject



## Product demos



## Upcoming events



# Upcoming events

## **Cool Power BI Functionality You May Not Know About**

Thursday, June 15, 11am PT/2pm ET

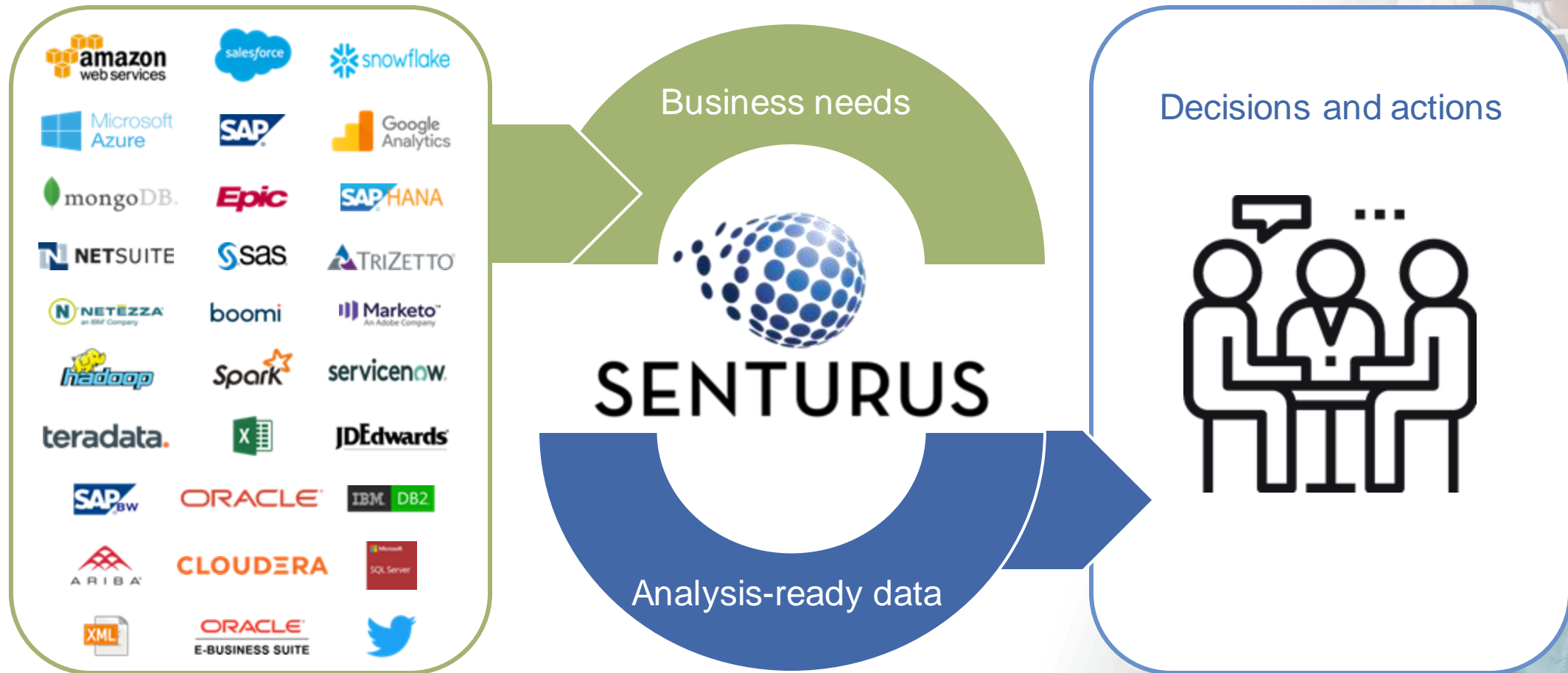
## **Chat with Pat: Building Data Modules in Cognos**

Wednesday, June 21, 11am PT/2pm ET

Register at [senturus.com/events](https://senturus.com/events)



# Modern BI: accelerated & accessible





# A long, strong history of success

22 years

1400+ clients

3000+ projects





# Join the Senturus team

We're hiring talented and experienced professionals

- Managing Consultant
- Senior Microsoft BI Consultant

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Send your resume to: [jobs@senturus.com](mailto:jobs@senturus.com)

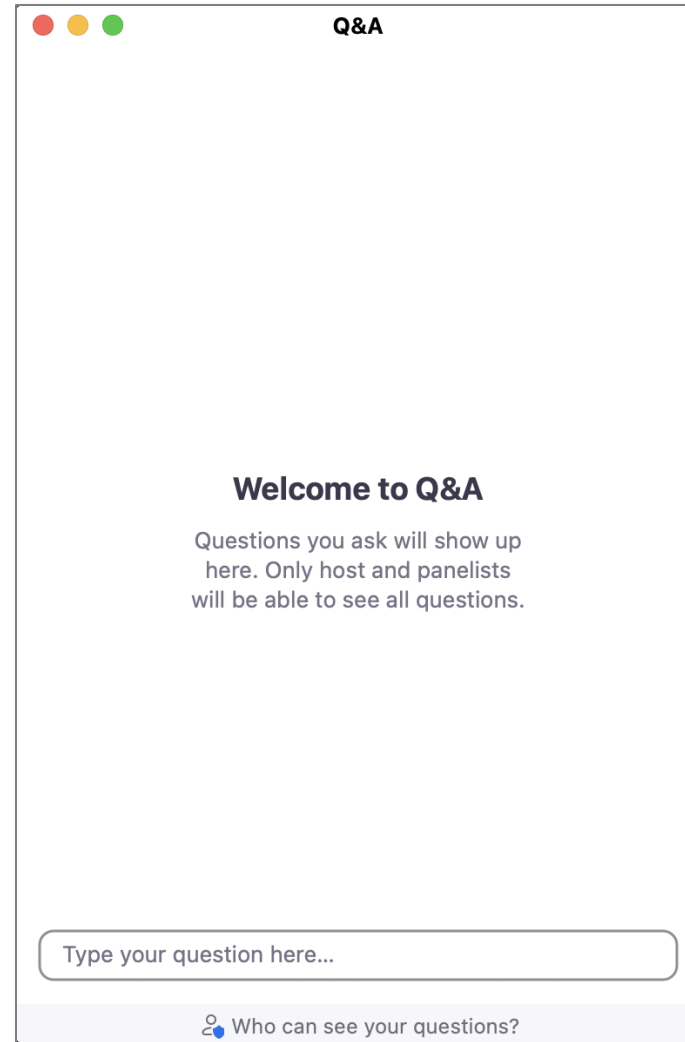


# Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

[info@senturus.com](mailto:info@senturus.com)

and we will set up a free consultation.



Q&A

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# Thank You



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