



# Building a Business Intelligence Portal

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## Program Topics

- **Definition & Implementation of BI Portal**
  - Integration Issues
  - Protracted & Complex Implementation
  - Escalating Maintenance Costs
  - Poor & Incomplete BI Solution
- **Goals of BI Portals**
  - Get Data into Database
  - Find Information from the Database
  - Communicate What's Been Found
  - Include BI in the Overall Solution
- **Delivery of Information**
  - Requirements
  - Open Portlet Architecture
  - Self-Service Publishing
- **What Should a BI Portal Deliver?**
  - Common BI Document
  - Common Security Server
  - Aggregation Engines
- **Roles & Responsibilities of a BI Portal Development Team**
  - Portal Administrator
  - Page Designer
  - Page Viewers/End Users
  - Librarian
  - Content Management
  - Metadata Architect
- **Summary**
  - Bottom Line

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# HOW ARE WE DOING?

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*We would like to provide you with better advice in the future. Please take a few moments to complete the following questionnaire and return it to your facilitator.*

	Excellent	Very Good	Good	Fair	Poor
<b>GENERALLY SPEAKING</b>					
Presentation was a valuable use of my time					
Presentation held my interest					
<b>INFORMATION PRESENTATION</b>					
Information was useful					
Information met my expectations					
Information was clear and well-organized					
<b>PRESENTERS</b>					
Knowledgeable on topic					
Communicated in an interesting and informative manner					
Used other resources (ex. User interviews, demonstrations) effectively					
<b>MATERIALS</b>					
Workbook was useful					
Video picture was clear					
Audio was clear					

### WE WOULD LOVE TO HEAR YOUR IDEAS

If you need more space, please attach an additional sheet of paper. \_\_\_\_\_

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## REPORT OVERVIEW

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### AUDIENCE

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Technical Professionals

### BACKGROUND

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Steve Illingworth, Senior Director, Business Intelligence Products, at Oracle Corporation, examines the issues involved in building and deploying a business intelligence (BI) portal. The program also includes interviews with industry expert Matt Rhodes, Team Leader for Advanced Technologies, at Henkel Consumer Adhesives in Avon, Ohio, who explains how the BI portal is helping Henkel streamline its processes. Illingworth begins the presentation by defining and describing the implementation of a BI portal. He explains that building BI systems is a high-growth industry because data volumes are growing, and organizations are seeking competitive advantage from the data they have gathered. Illingworth examines BI portal goals, describes how extract, transform and load (ETL) technology is used to introduce information into a database, and discusses database functionality. Next, he explores the requirements and processes involved in information delivery. Then, Illingworth describes what the BI portal should deliver -- for example, security and benefits -- and details its limits. Finally, he outlines the roles and responsibilities of the BI portal development team, from librarian to metadata architect.

Viewers of this program will:

- Understand the advantages and disadvantages of various BI portal solutions;
- Learn the pitfalls and problems associated with building a BI portal;
- Be able to identify the essential components of a BI portal; and
- Know how to save time and money when building your organization's BI portal by aligning users' needs with the development process.

### PRESENTER

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Steve Illingworth, Senior Director, Business Intelligence Products, Oracle Corporation

**VALUE STATEMENT/RETURN ON INVESTMENT**

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By watching this program, you will learn the pitfalls and problems in building a BI portal as well as the advantages and disadvantages of various solutions. These ideas will help you save time and money when building your organization's BI portal.

## GLOSSARY

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### **Access Point**

A base station in a wireless LAN (local area network). Access points are typically stand-alone devices that plug into an Ethernet hub or server. As with a cellular phone system, users can roam around with their mobile devices and be handed off from one access point to the other. Access points are similar to the transceivers in cellular phone systems. They cover a certain range, perhaps as much as a thousand feet, and mobile users are automatically handed off from one to the other as they walk to other offices. (Source: TechWeb.com)

### **Data Mart**

A database, or collection of databases, designed to help managers make strategic decisions about their business. Data marts are usually smaller than a data warehouse and contain a subset of the data pertaining to a specific aspect of a company's business.

### **Data Warehouse**

A database designed to support decision making in an organization. It is batch updated, and structured for fast queries and summaries.

### **Histogram**

A chart displaying horizontal or vertical bars. The lengths of the bars are in proportion to the values of the data items they represent. (Source: TechWeb)

## Metadata

(1) Data about data. In data processing, definitional data that provides information about or documentation of other data managed within an app or environment. Metadata documents: data about data elements or attributes, (name, size, data type, etc.), data about records or data structures (length, fields, columns, etc.) and data about data (where it is located, how it is associated, ownership, etc.). Metadata may include descriptive information about the context, quality and condition, or characteristics of the data. Sometimes spelled 'meta-data' in order to avoid confusion with 'Metadata,' an incontestable trademark of The Metadata Company. (Source: FOLDOC) (2) Strictly speaking, data about other data. In a functional sense, structured data about data. More specifically, a description of a set of data - how and when it was collected, who collected and organized it, the format in which it is presented, etc. (Source: ODLIS: Online Dictionary of Library and Information Science)

## Portlet

From the end user's point of view, a portlet is a specialized content area that occupies a small 'window' in the portal page. For example, a portlet may contain travel itineraries, business news, local weather, or sports scores. The user can personalize the content, appearance, and position of the portlet according to the profile preferences set by the administrator and group to which the user belongs. The user can also edit, maximize, minimize, or float the portlet window.

**Single Sign-On (SSO)**

(1) The ability for users to log-on once to a network and be able to access all authorized resources within the enterprise. A single sign-on program accepts the user's name and password and automatically logs on to all appropriate servers. Single sign-on services such as Microsoft's Passport are increasingly being used for Web sites. (Source: TechWeb.com) (2) Single sign-on is a feature of some portals that enables users to be authenticated automatically if they have already signed onto one enterprise system. (Source: Aboutportals.com)























































