

DeltaMaster clicks!

07/2005

Dear data analysts,

Analytical Reporting means to pry the secrets out of data and to pass the findings on to whom they may concern. And what is the best way to pass on things that have been elaborated in committed detail work with *DeltaMaster*? Now we have an answer for you: with *DeltaMaster*, of course.

Our user level concept allows information recipients to view their reports using the same software the pro analysts have created them with – however, without having to deal with the numerous analysis modules and options the pros need for their work. The Offline Reader mode not even requires a database connection. After an export to PowerPoint this wouldn't be different, but: The "consumer" would lose a proper extent of interactivity, which the Reader mode still offers even offline.

With this *DeltaMaster clicks!* issue, we would like to give some examples how you can easily supply your "internal clients" with interactive reports without having to switch the tool: Have fun with *Offline Reader!*

All the best,

Your Bissantz & Company team

Calendar

Next DeltaMaster@Work, the free workshop to learn about our solutions, will take place on August 25th, 2005 in our Nuremberg headquarters. Please contact our Mr Liepins: liepins@bissantz.de

DeltaMaster 5.1.3

A new DeltaMaster release is now ready for download. Among other things, it is now possible to use the HyperBrowser as an additional module in the Viewer, Pivotizer and Analyzer levels.

Dashboard or Trashboard?

Read the feature by Dr. Nicolas Bissantz: www.bissantz.de/kolumne

Archive

You can find previous DeltaMaster clicks! on the Web at www.bissantz.de/clicks

Good Business Intelligence Design

A co-production around this issue with Prof. Sven Piechota from Lüneburg University will soon be published. Piechota's matchless poignant view for the essential in management information is famous and dreaded by leaders and decisionmakers high and low. The book focuses on perception and arrangement aspects in reporting.



Trick of the Month Offline Reader

One of *DeltaMaster's* fundamental principles is its ability to allow all user groups ranging from the occasional report recipient all the way to the expert data analyst to work with the same integrated software suite. As every type of user approaches their data with a different goal, the requirements for the software differ considerably. To provide each user with exactly the commands and options needed, these are divided in five levels building up on each other - starting from *Reader* as the entry mode up to the full-fledged *Miner*.

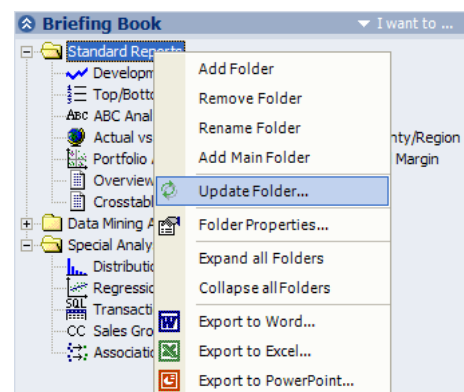
It is important to understand that the functionality is not scattered in individual applications as this would usually lead to various data export and import processes (and all the little problems involved). Instead, you choose the user mode you want to work with in one and the same program. As an analysis editor you will choose *Miner*, the highest level. In this mode you find everything you need to drive sophisticated analyses and arrange them in an appealing way. However, as a pure report recipient you ask for no more than a tool that is as easy to use as possible to have access to the reports created by the editor in order to prepare your decisions. For this purpose we suggest our *Reader* level - and this mode even works offline, without a connection to an OLAP server, and separated from the corporate network, for instance on your laptop in the hotel lobby or in a meeting. Companies pre-calculating and distributing user reports in large scale with *DeltaMaster ReportServer* equip their addressees with *Offline Reader*.

Preparing Analyses for Offline Reader

With *Offline Reader*, you can look at existing analysis sessions - those ".das" files in which you save the results of your work in *Miner* mode. These files do not only contain your cockpit definitions, analysis parameters, comments etc. but also part of the underlying data: all values occurring in pre-calculated reports, to be exact.

The *DeltaMaster* file format saves your data in a highly efficient binary format. Given that, an analysis session from our demo application *Chair* comprising more than 120 reports results in a handy file size of 1.1 MB.

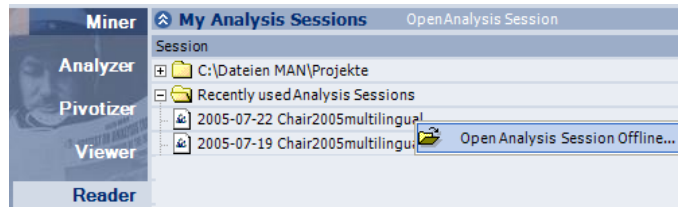
To allow the .das file to be viewed offline, all reports have to be pre-calculated. In order to do this, simply use the *Update Folder* function in the report folder menu. If your analysis session contains uncalculated reports when the file is saved, *DeltaMaster* shows a warning message (provided the corresponding option in *Extras/Options* is activated).



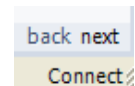
Against the Trend: Go Offline

When you work in a higher user level, you can switch to *Reader* mode via the side bar or the *Mode* menu at any time, but you stay connected to the database. There are three ways to work offline:

- All files displayed on the portal page have a context menu entry to *open the analysis session offline* (right-click on the file name).
- When you have selected *Reader* mode *before* you open a .das file, *DeltaMaster* asks whether you want to connect to the OLAP database. If you decline, you'll work offline. (This behaviour depends on the settings in *Extras/Options/Mode*.)
- DeltaMaster* automatically switches to *Offline Reader* if the local computer only has such a license. This configuration will be found frequently at the desktops of pure report recipients.



In the offline analysis session, the status bar has a login hyperlink that allows you to *connect* to the database at any time without interrupting the current session. Also in the bottom-right window corner, there are useful hyperlinks to browse forward and backward through the report folder.



What else you can Expect Offline

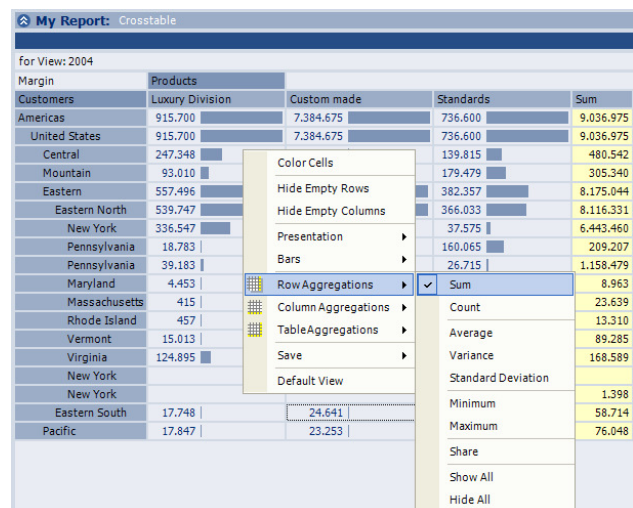
Using Offline Reader is so simple and intuitive that we do not need to go into it any further. As always, remember our advice to use the right mouse button!

The context menu shows you the options and functions available for each report, or the object you clicked on, respectively. They are a subset of the built-in functions of the higher user modes.

Let us take a report based on a pivot table for an example.

Although *DeltaMaster* runs in the simplest mode and offline, principal functions for essential information requirements are still at hand:

- Calculate aggregations like *sum*, average etc. over rows and/or columns,
- show statistical indicators,
- sort the table by right-clicking the column/row headers (not shown aside),
- switch the *presentation* from the absolute results (here: margins) to *shares* (distribution in percent),
- colorize (i.e. traffic-light) the cell background according to the range of the table values



- toggle the display of the bars.

And if you feel like it, you can still export (save) the report or the whole folder to Microsoft Word, Excel, or PowerPoint - just like you are used to it from the other user levels.

Bear in mind - all these possibilities are there for you in offline mode, the lowest of all usage modes. The change of the view is not possible offline as the OLAP server has to be queried for this purpose. Variable views are available from the *Viewer* level upwards. To shift up, you do not even have to change the current report, let alone leave the session. Choose *Viewer*, *Pivotizer*, *Analyzer* or *Miner* according to your needs. The range of functionalities increases on every step.

Customer Focus *The “LaLa Principle” at Bayerische Landeshäfen*

At their six locations Aschaffenburg, Bamberg, Nürnberg, Roth, Regensburg, and Passau, the Bavarian State Port Authority (Bayerische Landeshäfen) manage a total throughput of goods as big as the two Baltic Sea harbours Lübeck and Rostock combined. After the conversion from a public administration unit into a commercial service company in a free and dynamic market, the requirements for financial controlling increased. Leadership grew more decentralized and now relies on delegation. All executive employees are responsible for their budgets, ranging from the cafeteria chef to the six harbour masters.

The principle to instruct the masters to wise up in regard to costs and productivity brought forth the term LaLa - Laptop in the Latzhose (German term for working overall). One of the consequences was to facilitate dealing with figures and reports significantly - and, most important of all, this had to apply to more and other people than before.

Alexander Ochs, former Head of Financial Controlling and today's CFO, summarized the requirements for his analytical solution with DeltaMaster:

“My topmost goal was to get rid of having to work with five or six different standard applications in Financial Controlling, and instead to be able to generate all information from one piece of software. Contrary to the common practice of implementing dedicated reporting systems for top management, ad-hoc tools for analysts as well as interactive OLAP browsers and statistical programs, we now have a single solution running.”

Alexander Ochs, Bayerische Landeshäfen