

2009 SAP BusinessObjects  
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# Blue Collar Business Intelligence

Session Code 212

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# Agenda

- Introduction
- Blue Collar Requirements
- Printing for the Masses
- Look but Don't Touch
- Conclusion

# Introduction

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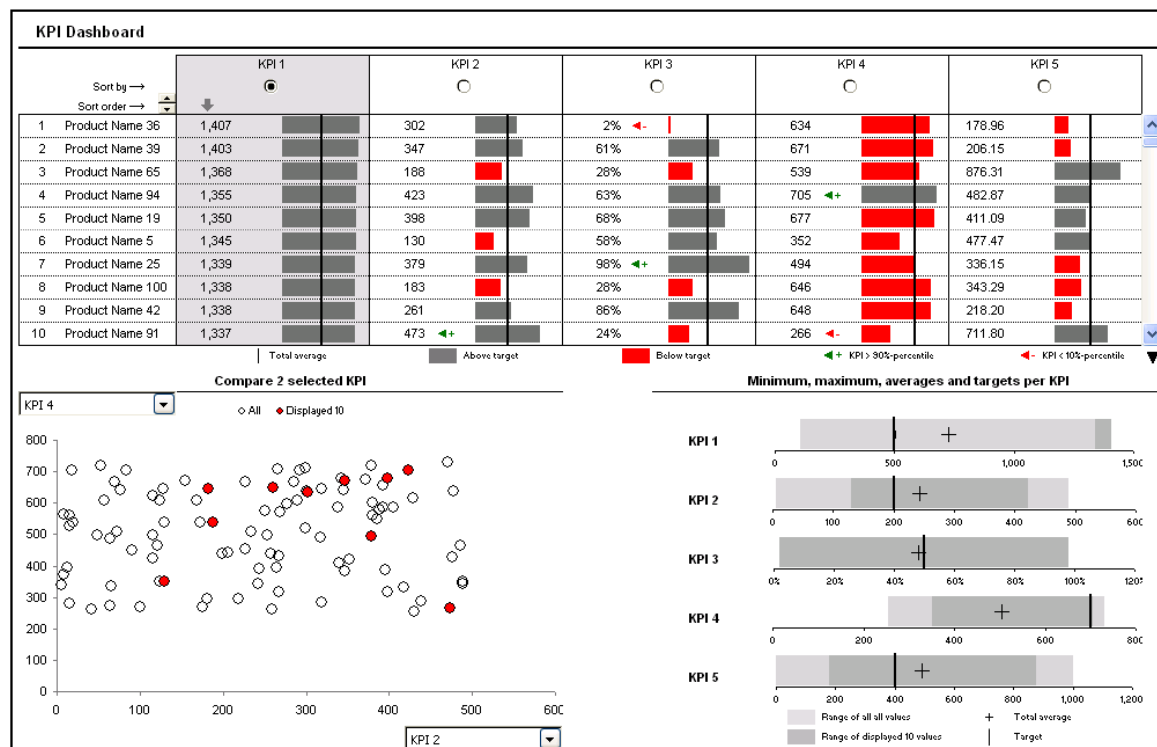
# Blue Collar Requirements

- These workers are not analysts
  - Their job is to DO, not analyze
  - Information provided should help them perform better
- They don't have the same tools, either
  - Many don't have desktop PCs or laptops



# Blue Collar Requirements

- Information provided must be understood at a glance
  - In-depth applications with various options need not apply



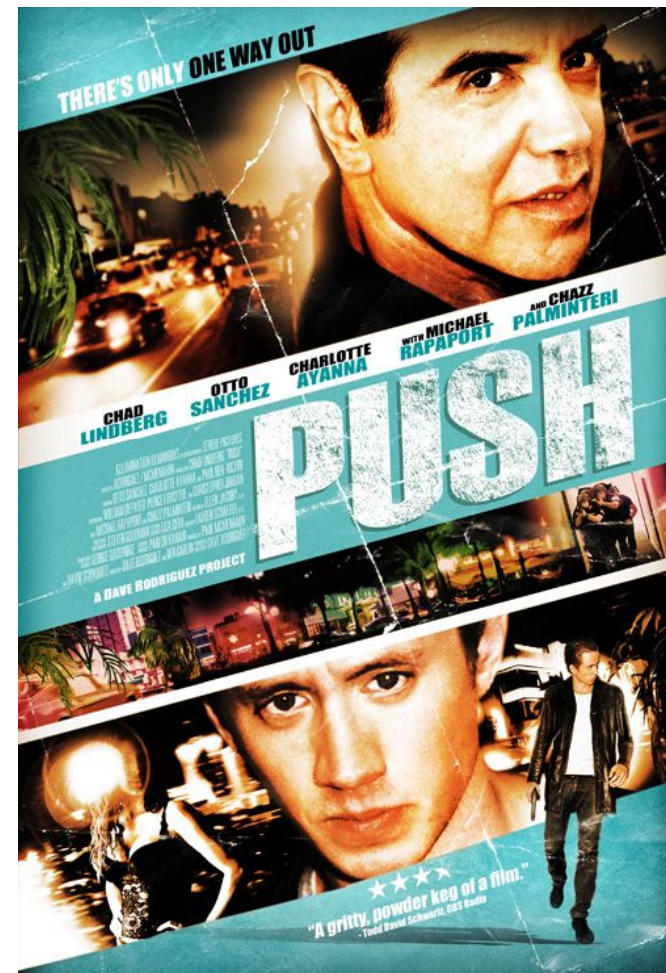
# Blue Collar Requirements

- Minimize or eliminate interactivity
  - Personalize the delivery vs. make them dig for information
  - Eliminate features that involve direct contact
    - Scrolling
    - Drop-down selections
    - Logging in
    - Unnecessary controls



# Blue Collar Requirements

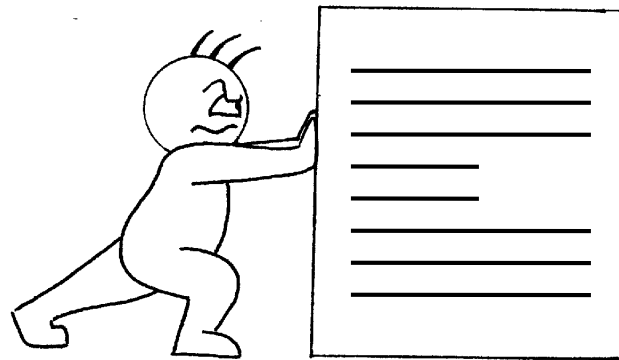
- **PUSH** the information rather than **PULL** it
  - Pulling data from systems involves interaction
    - These workers may not have the means to trigger requests
  - Pushing information is passive
    - Receiving is much easier than requesting





# Blue Collar Requirements

- How can this be accomplished?
  - This presentation will demonstrate several solutions
  - Each follows the requirements previously discussed
    - Tailored delivery
    - Minimal interaction
    - Information pushed vs. pulled



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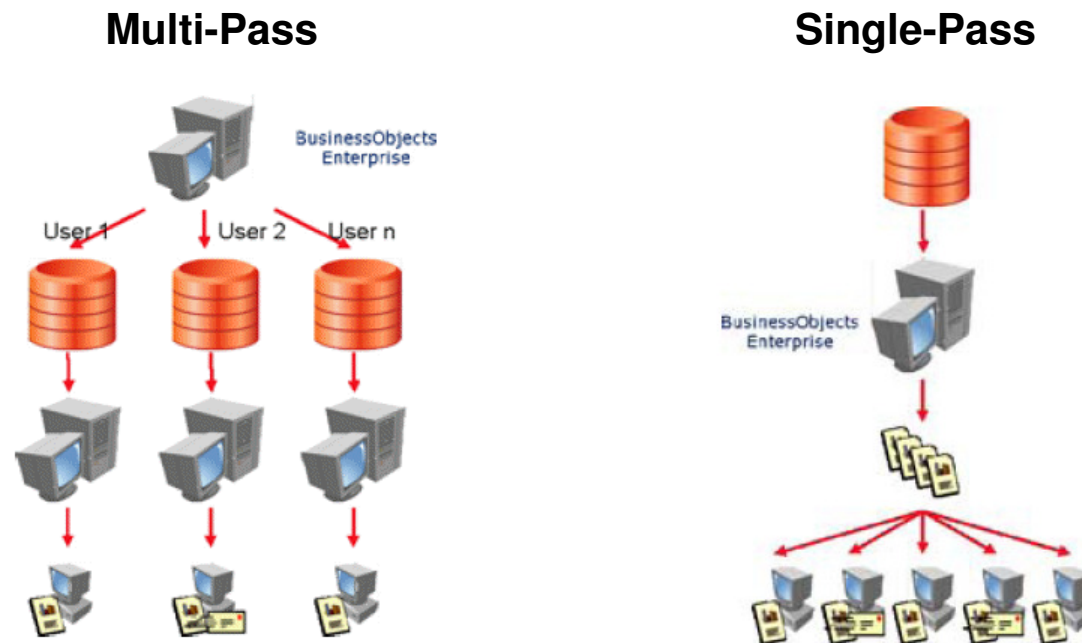
# Printing for the Masses

- Publishing is one of the oldest forms of communication
  - Writing established 4000 BC
  - Gutenberg's printing press put paper in people's hands
- BusinessObjects can publish as well
  - Published material can be tailored
  - Delivery rules fine-tune what is sent
  - Existing reports can be filtered to present relevant information
  - Reports can be printed, sent as e-mail, ...
  - Workers never need to log in



# Printing for the Masses

- Publishing in BusinessObjects
  - Multi-Pass: Refresh report for each group/worker
  - Single-Pass: Refresh report once, filter for each group/worker



# Printing for the Masses

**Publication**



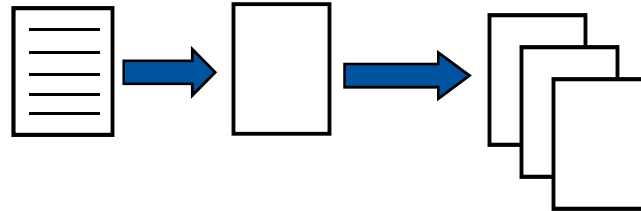
● Publication waits for time (or event) to run

● Scheduler refreshes the report

● Scheduler bursts the Report by applying profile filters

The profile contains the security rules that determine what that person/group can see

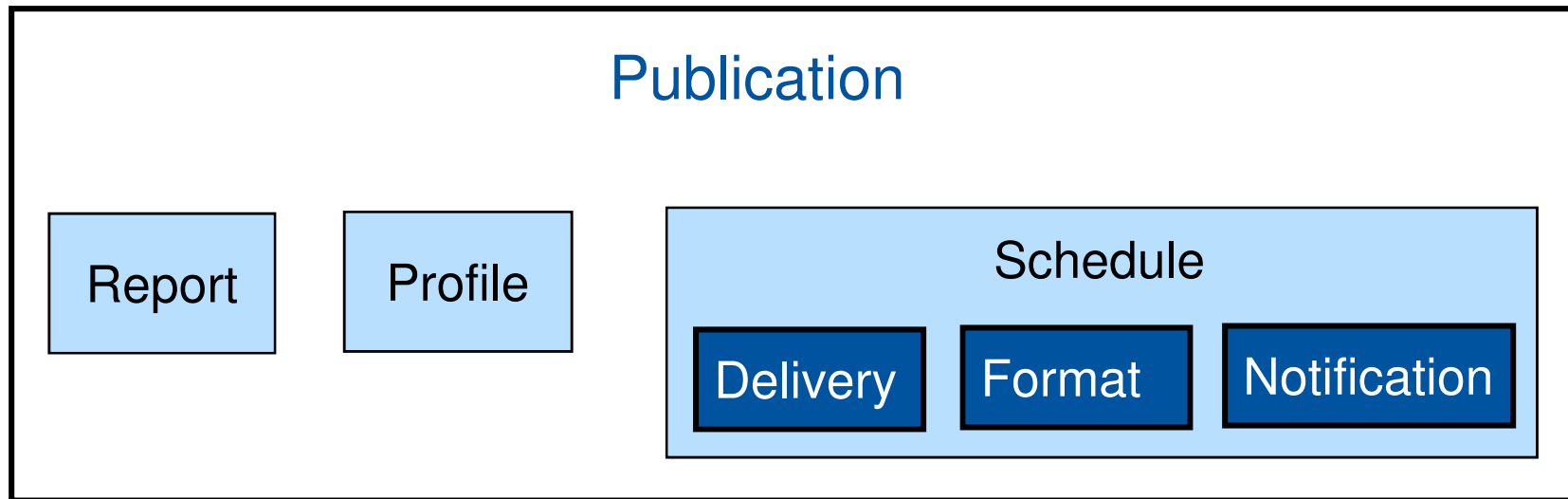
Profile      Report      Burst Reports



● Burst reports are delivered to a destination

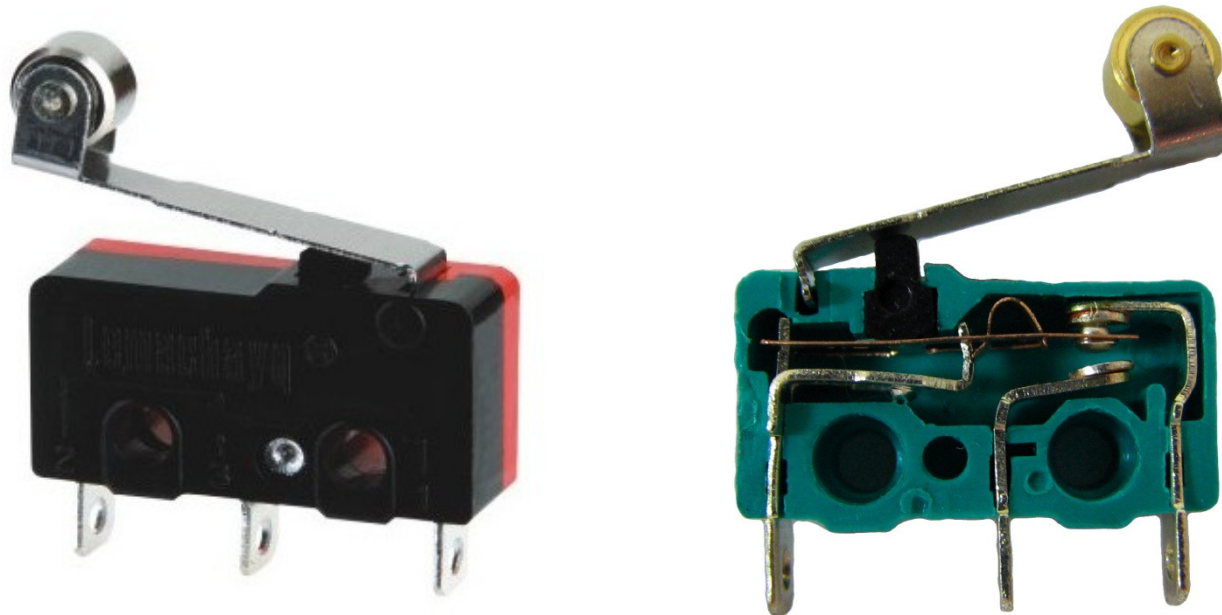
# Printing for the Masses

- Publication Blueprint



# Printing for the Masses

- Our Demonstration Scenario
  - Making microswitches!



# Printing for the Masses

- Scenario Specifics
  - Two models to make, each with their own assembly line
    - Ultraminiature
    - Subminiature
  - A third line for standard switches will be ready by year end
  - Three 8-hour shifts build the switches
  - Last shift (12am – 8am) is less efficient
  - Each shift has four assemblers and one foreman
  - Each foreman has access to BusinessObjects



# Printing for the Masses

- Demonstration #1
  - Bursting a Web Intelligence report



# Printing for the Masses

- Demonstration #2
  - Bursting a Crystal Report



# Printing for the Masses

- Last thoughts
  - Carefully choose the delivery method
    - Simpler methods like “output to printer” may work better
    - Not everyone may have (or use) an e-mail account at work
  - Focus on group vs. individual needs
    - Usually more than one person doing the same job
    - This can vary depending on job
      - Example: Drivers have their own routes



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# Look But Don't Touch

- A picture is worth 1000 words
  - Worth infinitely more if the picture is relevant



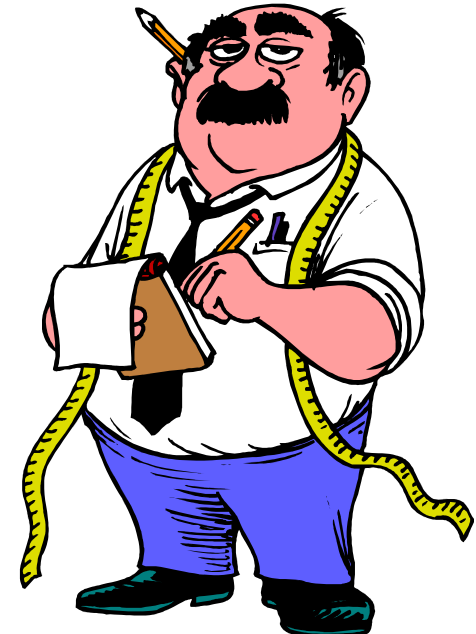
# Look But Don't Touch

- Dashboards convey information
- Big differences in audience, however
  - Analyst dashboards are very content-rich
  - Blue collar dashboards are more operational
  - Only key information should be revealed
  - Minimize or eliminate the interactivity
    - Often displayed on mounted flat panels
    - Individual computers may not be available



# Look But Don't Touch

- Characteristics of blue collar dashboards
  - Easy to understand at a glance
  - Little or no manipulation required
  - Tailored to display tailored information for a group
- Too much information to display?
  - Show the most crucial information first
  - Reveal the exceptions



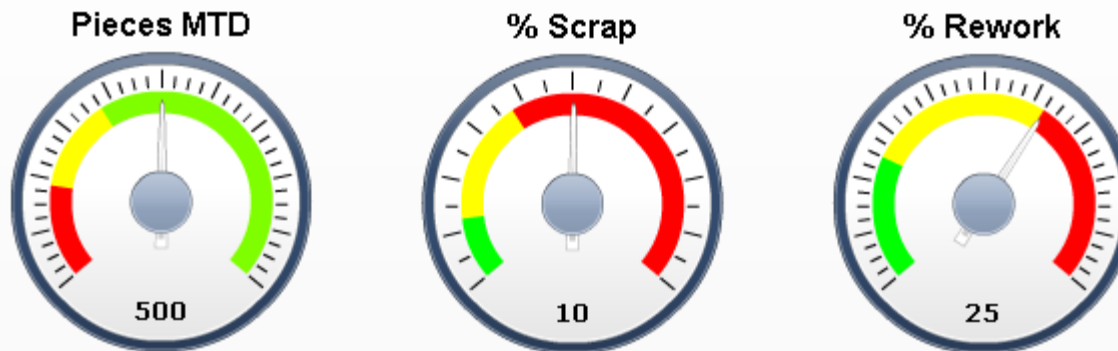
# Look But Don't Touch





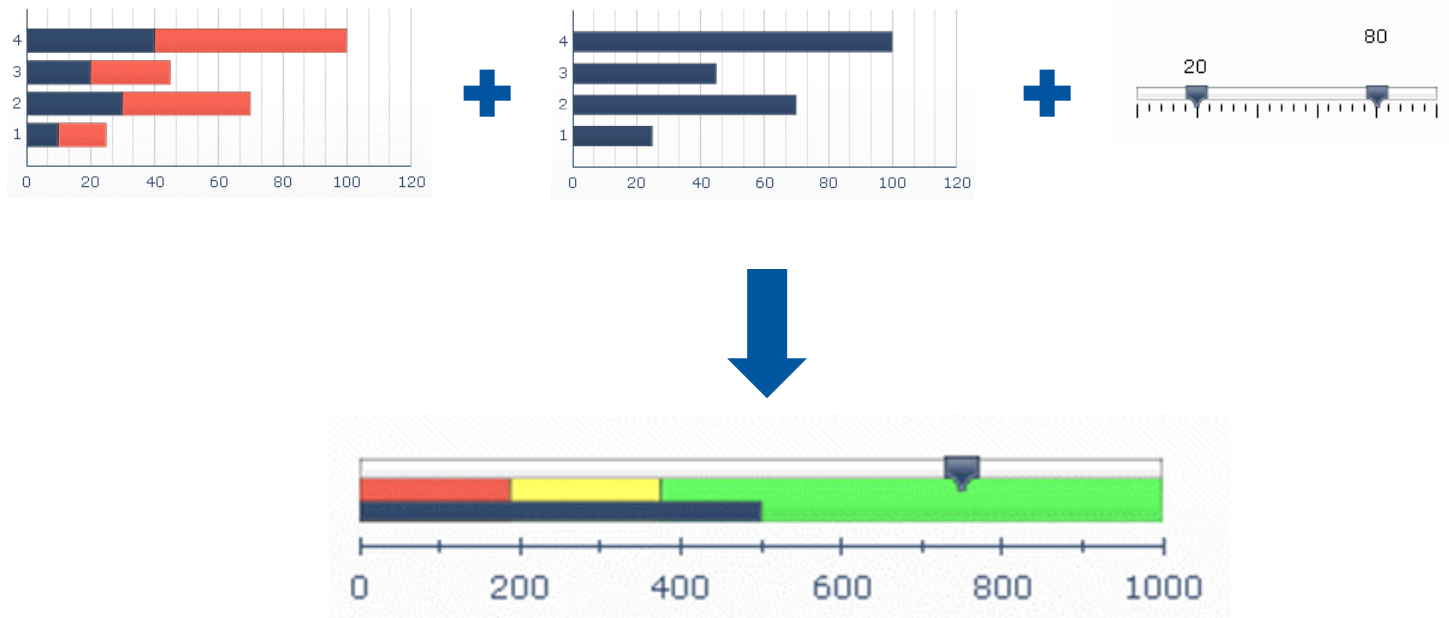
# Look But Don't Touch

- First Attempt: Non-interactive dashboard
  - Gauges take a LOT of screen real estate
  - No way to mark target/goal
  - Tolerances hard to read
  - Scale can't be labeled



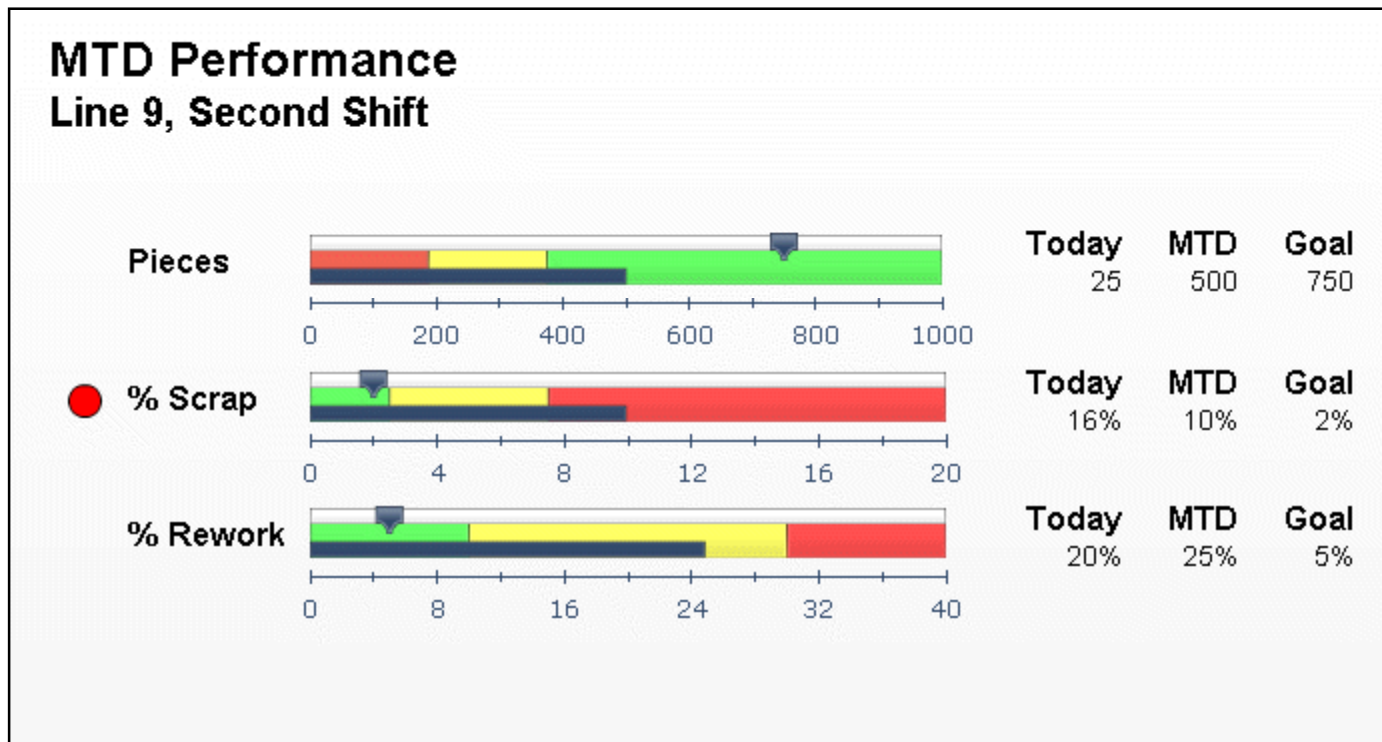
# Look But Don't Touch

- Solution: Condense gauge features
  - Flatten gauges into bars
  - Combine existing components into a **BULLET GRAPH**



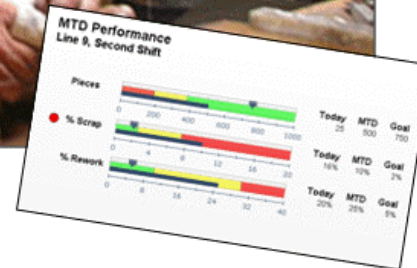
# Look But Don't Touch

- Blue Collar Dashboard Blueprint



# Look But Don't Touch

- Demonstration #3
  - Assembling the Blue Collar dashboard



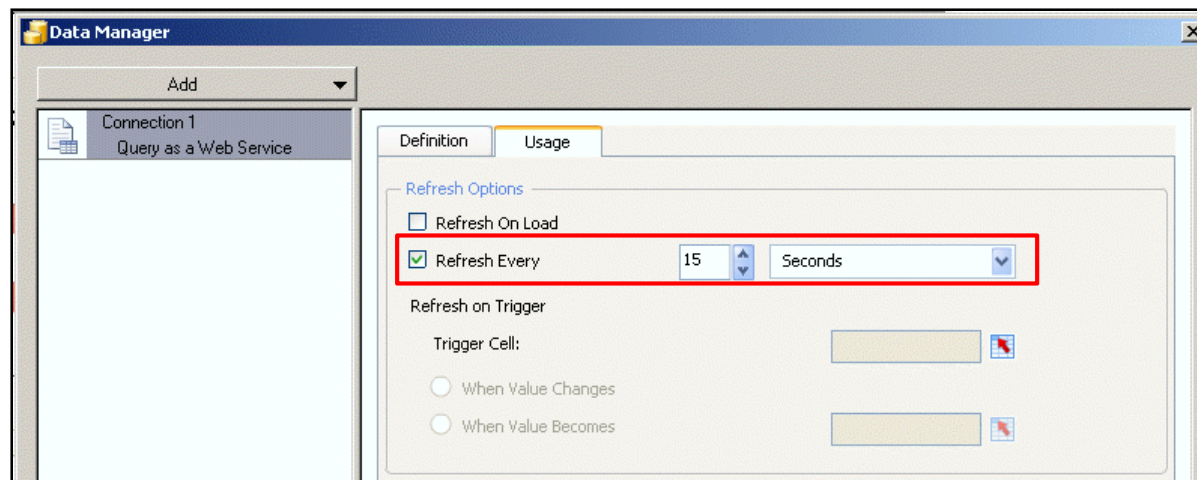
# Look But Don't Touch

- Changing non-interactive displays
  - This dashboard was built as a hand-off solution
  - Can displays be rotated automatically?
    - Think of the boarding gate display at an airline
      - 4 screens are shown for 15 to 30 seconds at a time



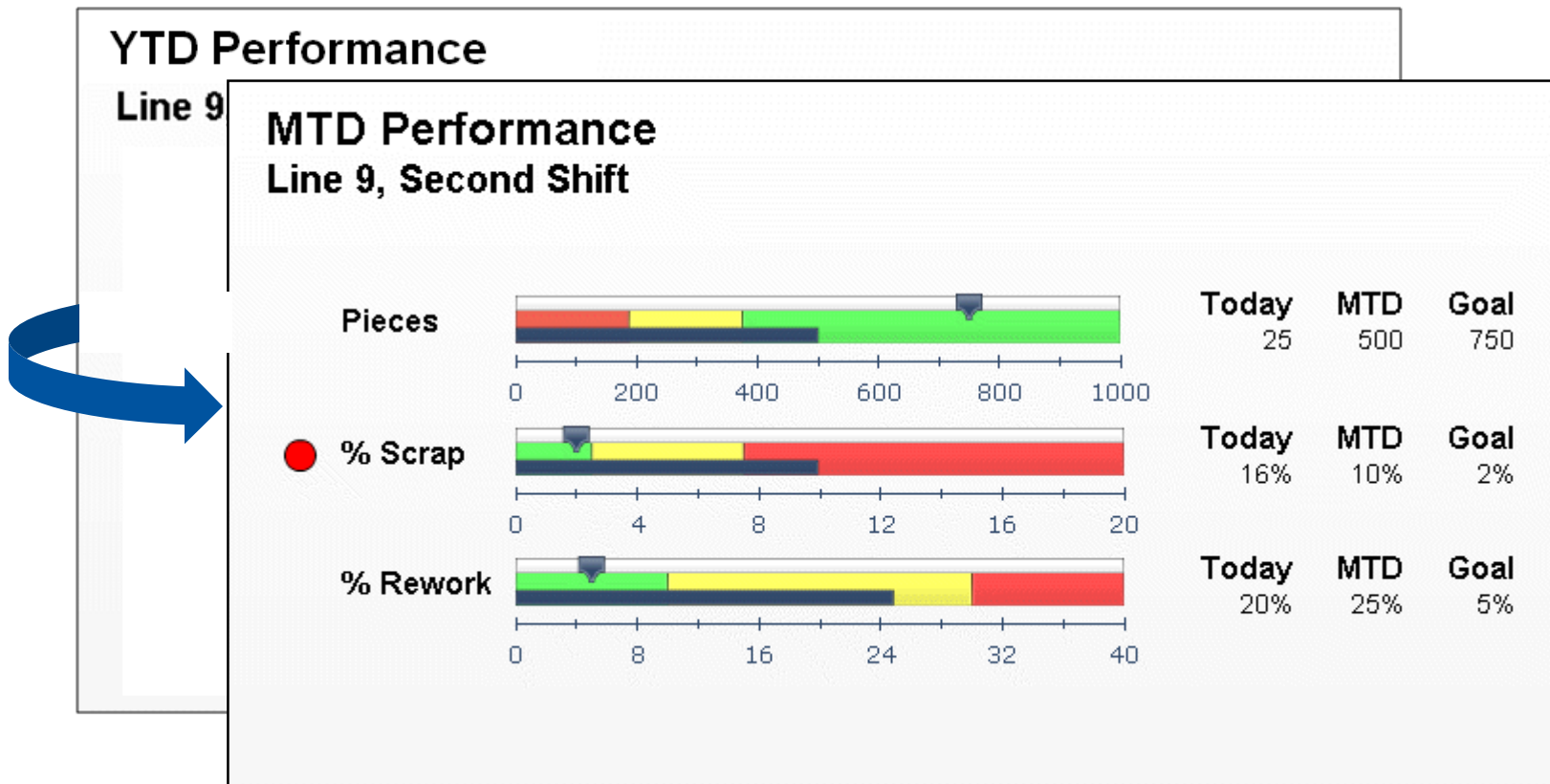
# Look But Don't Touch

- Changing non-interactive displays, cont'd
  - Use the dashboard's **Refresh** feature
    - Pull the current date/time into the dashboard
    - Parse that timestamp into groups of seconds
      - 15, 30, 45, 60 seconds
    - Make each screen dependent on one group



# Look But Don't Touch

- Demonstration #4
  - Rotate the dashboard displays



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# Conclusion

- Business Intelligence can benefit the masses
- Design with your audience in mind
- Information should empower vs. overwhelm
- Techniques covered should achieve that goal

# Questions?

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