



## COLLABORATE 08 Conference Report

The COLLABORATE 08 conference report has been sponsored by GRT Business Solutions and Enterprise Solutions Providers. Please consider GRT Business Solutions and Enterprise Solutions Providers the next time you have a challenge beyond your staff capabilities. You can find out more by referencing their websites. Just click on the one of the logos below.



GRT Business Solutions is a Dallas-based national consultancy specializing in JD Edwards. GRT is an Oracle Certified Partner.

Contact **Brian Hodnett**

817.705.8753

[BHodnett@GRTBiz.com](mailto:BHodnett@GRTBiz.com)



Enterprise Solutions Providers (ESP) is a Michigan based consultancy specializing in CNC for JD Edwards EnterpriseOne. ESP is an Oracle Partner.

Contact **Shannon Kuchinski**

304.277.2211

[shannon.kuchinski@esperp.com](mailto:shannon.kuchinski@esperp.com)

### How to read this report

Praxis Reports are formatted in bullet point form for skimming. The point is to provide an overview of the conference in order for you to decide which topics are most important to you and your company. Skimming the report on a computer allows the reader to immediately use the embedded links. If your interest in a subject is piqued, use the contact or website information for further content.

Each session report begins with an objective report on what was heard followed by a separate opinion section. This allows the reader to create their own opinion.

---

Praxis Reports are sponsored by quality service organizations that believe in networking and knowledge sharing to optimize the client's investment in their services.

**This report is copyrighted by Praxis Reports. The report may be quoted with proper credit.**

[www.PraxisReports.com](http://www.PraxisReports.com)



# Table of Contents

*The Table of Contents entries are hyperlinks to their respective sections in this report.*

Collected Comments.....	3
The Conference Experience .....	4
Denver as a Conference Host .....	4
Conference Navigation or “What’s up with this schedule?” .....	4
The Conference Books .....	5
The Attendees .....	5
Networking.....	6
What was new .....	7
What stayed the same .....	7
The Exhibit Hall.....	7
Who should attend next year? .....	7
Conference Experience by Brian Hodnett of GRT Business Solutions .....	7
Sessions Attended but Not Covered in this Praxis Report .....	8
Knowledge Sharing at its Best – learning from other service providers .....	10
Quest Kickoff / Cindy Solomon .....	12
Keynote / Charles Phillips .....	14
Keynote / Lyle Ekdahl .....	16
Keynote / Lenley Hensarling and John Schiff .....	18
Oracle Communications: Vision and Strategy / Liam Maxwell.....	22
Extending JDE with Fusion MW / Jim Li .....	28
Microsoft as a Platform and Oracle Business Partner / Kurt DeBene and Eric Morse.....	30
E1 Tools 8.97 – information from multiple sessions .....	33
Simplifying Analysis for Everyone through Associative Analytics / Rob Patterson .....	37
Glossary!.....	39
A couple more notes from Jean McClelland.....	40
GRT Business Solutions.....	41
Enterprise Solutions Providers .....	42

**Oracle Disclaimer:**  
 Oracle always provides a disclaimer before all presentations. If the presentation (and therefore this report) provides forward thinking ideas or statements, those same ideas or statements may not be held as contractual.

**Trademarks and Copyrights:**  
 Quest, IOUG, OAUG are all the property of the respective user groups. Oracle, JD Edwards, and PeopleSoft are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks as well; e.g., JD Edwards EnterpriseOne (abbreviated in this report as JDE-E1) and JD Edwards World (JDE-W).

## Collected Comments

Note: [p] = a paraphrase vs. a direct quote.

...about the conference

...about upgrading to the latest, greatest whatever

...thoughts about products / enhancements and such

This file provides a preview of the 42 page report. The individual Collected Comments and other portions of the report are available within the full report.

For the full report, please visit one of the sponsors' websites or you can purchase the report at [www.researchandmarkets.com](http://www.researchandmarkets.com). On the Research and Markets website, search on "Praxis Reports" or one of the sponsors' names.



Ribbons. Ribbons. Ribbons.

I took this picture of Nichelle Wilcox because she had the most ribbons on her badge. (Nichelle is an Application Development Manager for Buffet Partners in TX.) It was easy to find out why Nichelle had so many ribbons. Boy! Is she involved! And THEN, at the Quest Meeting of the Members, Nichelle was awarded the Quest Distinguished Service Award for JD Edwards World Advocacy.

Congratulations, Nichelle! Keep those ribbons active and growing! You are a wonderful example of how involved we all could/should be.

## The Conference Experience

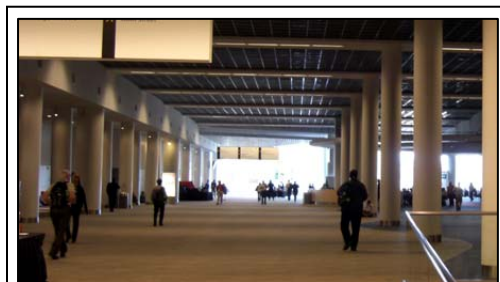
**Please Note: This portion of the report is opinion.**

### Denver as a Conference Host

Denver is one of America's great cities. A couple of people I talked to that have been to both COLLABORATE and OpenWorld said they prefer Denver to San Francisco because they perceived it to be cleaner and have less interruptions. I've had great experiences in both cities so it would be quite hard for me to choose one over the other. It is obvious that both cities enjoy having us all there for numerous reasons. The one aspect of having a conference in Denver that I prefer is the conference center itself. It's easy.

### Conference Navigation or "What's up with this schedule?"

Being back in Denver for veteran JD Edwards folks was comfortable and easy. The convention center is logically arranged. It has an easy-to-follow room numbering pattern. Each of the other Collaborates and their predecessors that I have attended had problems with masses of people in the halls at the same time. The Denver convention center can handle the masses. In fact, they could handle a whole bunch more than the 7500 attendees. Let's grow this conference – just a little more!



There really were 7500 people there... but where? This is a scene of one of the main convention center halls between sessions.

However, on the first day, the timing of some educational sessions was offset by which User Group sponsored the session. Sometimes one interesting hour-long session would start at 15 past the hour and the next equally interesting hour-long session would begin at 45 past the hour. Hmm... that's half an hour apart and each session was to last an hour. Boy, did that play havoc with the sessions I wanted to attend! Booooo! Hissss! ...or, so I was thinking. Then I asked for the explanation. I finally found it through Quest staff member, Jennifer Rogers. Well, OK. There was logic behind the frustration. The Special Interest Groups (SIGs) needed longer time slots than the educational sessions and Monday happened to be filled with SIG meetings which emphasized industry content. True. Logic prevailed to a point, BUT! ...here's an idea – provide some of the really cool labs and training sessions in the same time slots as the SIGs so that the time slots are the same length. Then people can attend what best meets their conference objectives. And, yes, there will always, always be the case of two sessions of interest to one person that have to occur in the same time slot.

A couple of people I talked to noted that there were fewer sessions on the subjects in which they were interested. I have to agree with that sentiment. It was the Praxis Report sponsors and my opinion that we should cover the value of the new EnterpriseOne (E1) Tools release 8.97 from the customer viewpoint. The release was made in January and I could find only one session provided on it. Bumpers! After the fact, I pulled together the information included in this report from slides posted to the Quest website. The presentations are only available till May 15<sup>th</sup>. [Check them out!](#) Lots of education there!

Another fairly common opinion was that the few sessions that were offered on a variety of interesting topics were all offered in the same time slot.

Now, there are two ways to solve this problem and they both hinge on customer participation in making the conference what you need.

1. Get involved in your User Group and make sure they are finding the customers that have experience with the topic that you want to hear about.
2. Get involved with a SIG, or create a new one. Have your User Group help you. Know the differences between the various User Groups so there isn't a lot of duplication of effort in the Oracle user family. Explore all the User Group websites so that you know the existing SIGs and which User Group would be best to explore your special interest!

Did you notice that both of the solutions required you to get involved! The User Groups cannot help you if they do not know what your objectives are!

## **The Conference Books**

Again, there were two. The huge-o detailed book with session descriptions and tracks and exhibitors and lots of other information plus a small summary book with just the titles of the educational sessions, which track they were within and where they were being offered. Again the two had to be compared and used in tandem in order to ensure that I was covering the sessions the Praxis Report sponsors and I deemed most interesting to you, our readers.

So... come on OAUG, IOUG and Quest! Put a full summary schedule in the "little book", please, including a map of the joint and ALL the sessions. There was progress, though. I didn't miss the Quest meeting of the members this year because it was in both books. However, Charles Phillips' keynote was at the end of the first day (good scheduling for people traveling in on Monday) but it wasn't noted in the little book. Charles Phillips, guys! Come on! (I did attend.)

## **The Attendees**

### **STATS!**

- Nearly 8,000 attendees in total
- Approximately 3000 attendees registered through Quest (Other 2 User Groups did not provide numbers)
- 40% of attendees were at Collaborate for the first time

Special mention! This is a first for a Praxis Report. You may not have ever noticed but I usually try to make sure that no one's face is recognizable in any of the conference pictures.

True, it's rather lazy of me because the reason is that I don't want to have to canvas 7500 people for permission to use their picture. (It's hard enough to get permission to use their words!) However, on the first night at the first party, I met two incredible men – Dan Stuart and Glenn Daughaday of William Scotsman, Inc. They actually ASKED to have their picture included in this report. So, here you go, Dan and Glenn.

We had a great time talking, networking and comparing conference notes. These are great guys! Say "Hi!" for me if you contact them!



*Dan Stuart, VP IT & CIO & Glenn Daughaday, Application Developer  
Yes! They were really in Denver!*

## Networking

Major improvements – especially by Quest! There was definitely more networking going on at this conference than previous conferences. As you will see when you read the notes on Quest's opening keynote by [Cindy Solomon](#), Quest directly addressed the advantages of creating a "Network of Advocacy". I believe this effectively set the tone for the conference to be the beginnings of numerous types of individual and group networks that will provide support outside the Oracle purview but inside the Oracle family of users. Kudos Quest!

I observed hall tables in between sessions being inhabited by attendees from different User Groups. Excellent! Cross pollination of ideas!

Of course, one of the best networking functions I found was the "Women in Technology" series. Sad to say I had to miss the second session where they had the panel discussion of industry leading women in order to cover another session. Bummers! Cindy Solomon opened the series of meetings with a second presentation. I did get to attend that one – a luncheon you had to specifically sign up for – and it was totally "sold out". Kudos to all three User Groups on this one! They all had a hand in planning and sponsoring these events.

## What was new

- 👉 More networking! (See above.) Plus, Quest instituted luncheon topic tables that were major fun. Some of the topics included were "Theater & Film", "Sports Fanatics" and "Adventurers".
- 👉 A really great new thing was the feeling the conference held – a feeling that the chaos has ended and the JD Edwards, PeopleSoft and other Oracle acquisitions are going forward. True, talking to a few Hyperion users, they did not feel that way yet... but I bet they will in another year or so. Be sure to read [Brian Hodnett's conference experience section](#). I felt the same way he did so I'm letting him tell you about it. It was a really great feeling!
- 👉 Collaborate went "green"! Instead of handing out the 400K bottles of water that the conference attendees would normally consume, the User Groups provided refillable bottles and lots of huge water stations to make sure we were all hydrated. Good going!
- 👉 I've poured over the "big" book of educational sessions to try to analyze how many of the sessions were led by customers. You couldn't really tell. I would think that a presenter's company was a customer and, upon further examination, it would turn out to be a consulting firm. I asked each of the User Groups for a statistic and each one said at least 50% of the sessions included customers. Hmm... not so sure about that. (Quest provided that 62% of their sessions were customer-led with many more including customers, though.)

## What stayed the same

Parties! Information! Lots of exercise walking between sessions and to / from the hotel! And, food! OH, the food! Ok... the sandwiches on the second day were dry and the morning bagels were deemed to be leftover from the week before but the reception food was superb. Crab, Colorado chili, gourmet deserts galore... and what was great was that you could afford to eat them after all that walking! And, yes, as always, there was a great variety of "liquid refreshment".

## The Exhibit Hall

At one of the plenary sessions, I sat next to a purchasing professional, Dan (from PA), who talked to me about how important the Exhibit Hall is to a person that works with vendors day in

and day out. He's always working to find the best value for his company and having so many vendors in one place allows him to both connect with vendors he already uses and to find new value in up-and-coming companies offering new products and services.

He also gets value out of the exhibit hall by utilizing the software experts available. According to Dan, it's a lot faster than the on-line support and you easily get a one-on-one with an expert. He'll always spend an hour or so talking to Oracle or vendor experts available in the booths of the Exhibit Hall. As he said, "It's a whole lot simpler to go to one place at one time instead of writing 24 work requests."

### **Who should attend next year?**

**Well, of course!** Where else will you find all these opportunities in one place, along with the really cool people that are actually beginning to create communities and networks and friends – and have FUN to boot!

This year more opinions on the difference between OpenWorld and Collaborate were offered to me. Generally, the people attending Collaborate want to hear customers' experiences and attend a more "manageable" conference. I happen to enjoy and benefit from both conferences but Collaborate definitely does solicit more customer involvement in the educational sessions than Oracle's massive OpenWorld. You decide, but do attend at least one of them. Communities are developing. Remember [Maslow' Hierarchy of Needs](#). The feeling of "belonging" needs to be satisfied before you rise to "esteem". This has been discussed in two of the last three conferences I've attended! How cool is that?

Collaborate09 will be held in Orlando, FL. OK. That sounds like fun. Now, how are you going to tell your kids that you are going to Orlando without them? Well, probably not. As always, this can be viewed in two ways – positively or negatively. In the positive way, not only can Orlando be fun but it allows you to include family on a business trip. On the negative side, family is wonderful and you hopefully miss them when you are gone but having them along means that your attention will be divided between the massive amount of information available and having fun with your family. Better start planning now! Maybe one of the perks the conference should be to provide a horde of Nannies!

### **Conference Experience by [Brian Hodnett](#) of [GRT Business Solutions](#)**

COLLABORATE 08 was a flashback to a time we haven't seen in awhile. I couldn't help but think I had gone back 10 years to the days of the JD Edwards we once knew. Don't get me wrong, Oracle was stamped all over this event but the atmosphere was more of what we experienced at a Focus in the late 90's. Maybe part of it was just being back in Denver. But more so, I think it was more the feeling that there's a bright future for JD Edwards.

For the first time in a long time, there weren't any major announcements. The tone of the event was comfortable. Gone were the days of anxiety about our future as JD Edwards users. Events such as Collaborate or OpenWorld tend to bring out a certain level of tension regarding announcements. Although we were waiting for the proverbial shoe to fall, it never has under Oracle's watch. All announcements have been welcome indicators of Oracle's plans for JD Edwards. If only we could have said that during PeopleSoft's watch!

From a product standpoint, it was nice to hear more people talking about World software. Although A9.1 was announced last year, it appears that more people are seriously considering the upgrade from A7.3. Even Charles Phillips' presentation on Application Integration Architecture (AIA) sounded strikingly similar to what was XPi. Although it's not a message from the past, learning about Oracle's new products such as Agile, Demantra and Stellent was interesting - one more sign of Oracle's commitment to bringing together the best applications into one comprehensive solution. As JD Edwards customers learn more about these products, I'm confident many of them will choose one or two of them to improve their business enterprises.

There were also the more superficial flashbacks such as hitting the patio at Rock Bottom. Of course, that was before it started snowing on Wednesday of that week. Denver has always been a great host city for this conference and it was nice to be back in the comfortable confines of the Denver Convention Center. I'm looking forward to Collaborate next year in Orlando. Now I just have to figure out how to hide the news from my family. I know, "Good luck with that."

- ❖ JEMcCNote: Brian has been to even more JD Edwards conferences than I have! You may also have noted that GRT Business Solutions has now been a Collaborate Conference Report sponsor for three years in a row! Please be sure to thank them for supporting knowledge sharing for your benefit!



Who is that peeking in the convention center window – on the 4<sup>th</sup> floor?  
Answer below...

### ***Sessions Attended but Not Covered in this Praxis Report***

COLLABORATE 08 offered over 900 sessions this year! WOW! As you have read in the comments section, people had a hard time choosing which sessions to attend for many different reasons. The Praxis Report sponsors and I always try to choose sessions that we think will be interesting to you plus give you a flavor of the type of information available. There have been so many new offerings by Oracle, you will find that this report differs from previous Collaborate reports in that many of the session reports are on topics hosted by Oracle themselves, even though this is Collaborate, not OpenWorld. Here are the themes observed throughout the conference:

- ▶ The addition of "Integrated" to Oracle's strategy and offerings.
- ▶ Applications Integrated Architecture – especially in relationship to Fusion Middleware.
- ▶ How upgrading to new architecture will enhance the flexibility of your entire information system. Your ERP is no longer the only software to be recognized. There will be best-of-breed third party software to be easily integrated into your information system – and (of course) Oracle is working toward helping you with that integration.

The usual topics were available as well. You will note in the Oracle keynotes that more customers are upgrading to the latest versions of their ERPs – regardless of which ERP they own. I attended two of the many sessions about upgrading. The information was basically the same as has been reported in the last three Collaborate Praxis Reports. The prior year reports are available on [GRT's website](#) or the [Praxis Reports](#) website if you want to check them out.

[Cindy Solomon](#) actually offered two sessions at this Collaborate. The second session was at the Women In Technology luncheon. The topic was “Creating Courage” and it was wonderful. I believe Cindy will be having a book published on her research about courage. Be sure to check [her website](#).

Another great session not covered was the one provided by the Amazing Race TV show host, Phil Keoghan. He encouraged everyone to live large, to do the things you know you would want to do before you die. Do them now! After his session, everyone raced to his book signing.

Supply Chain Management (SCM) is becoming a hot topic, especially with Oracle's acquisition of Demantra. I attended a session on Strategic Network Optimization (SNO) – evidently Oracle's original SCM offering. You can expect to hear more about it in the next report.

If you have any questions on anything in or not in this report, please [email Jean](#).

### ***Knowledge Sharing at its Best – learning from other service providers*** ***by [Shawn Scanlon](#) of [Enterprise Solutions Providers](#)***

❖ JEMcCNote: Shawn Scanlon, one of the partners at Enterprise Solutions Providers, felt that a Thursday morning session being provided by another CNC firm would be worth his attendance. He found out that even though he is also a CNC professional, there is always room to learn something new.

When you're a vendor manning a booth at these large conferences, you don't get a lot of opportunities to attend the great education sessions. Fortunately, the Exhibit Hall closed on Wednesday and left Thursday open for me to pick up some new knowledge. And boy did I!

The morning after the night of the "big party" is always the most difficult session to get to but the folks from GSI were presenting a session entitled "Technology Considerations when Upgrading OneWorld XE/ERP 8.0 to EnterpriseOne 8.12" (ID# 34950). I'm glad I dragged myself down to that room because there was standing room only with still 10 minutes before the session was scheduled to start! By the time the session was underway there were about a dozen people standing at the back of the room and others were being turned away at the door due to lack of places to even stand! Clearly the information promised in this session was in high demand and once the guys from GSI got started, they delivered on that demand.

The session was opened by David Telford, Vice President of GSI and an eleven year veteran of the CNC consulting community. He woke us all up with some early morning wise cracks about partying in the thin air of Denver and set the stage for the main speaker, Jim Stuebgen, also a long-time CNC consultant. The gist of the presentation was not how to upgrade from Xe to E1 8.12, but rather things you need to know that you won't find in any documentation or white papers – real-world stuff. I have been working with this product for several years but still

managed to learn some things from Jim's vast experience. The Q&A period was fairly active with both speakers responding to questions. The session actually ran a little longer than scheduled which caused some frustration for those following it up. My guess is that it probably could have run another 15 - 20 minutes without losing any of the audience.

Like ESP, GSI can provide what they call an Upgrade Assessment. An Upgrade Assessment is a technical engagement that involves a deep dive your infrastructure, architecture, and CNC configuration in order to baseline the current model and identify that path necessary to prepare the technical environment for an upgrade. The results of this type of activity, when combined with real-world technical experience of dedicated CNC specialists, is a great starting point for an upgrade project because it forestalls many of the unwelcome surprises often experienced in an upgrade effort. Just remember that your software depends on your hardware – your infrastructure. Figuring out the differences between the configuration needed by one version of your ERP – combined with your other applications – and the new version of your ERP – potentially requiring different versions of your other applications – will result in an easier upgrade experience for both your technical staff and your end users.

Even with the industry knowledge resident in the ESP organization, this session surpassed my expectations... and I expected a lot.

Shawn Scanlon, President  
[www.esperp.com](http://www.esperp.com)



Here's who's peeking in. The big (42 ft high) blue bear is now an icon for Denver and it's convention center. He's really, really cool... or is it "she"?

The following are examples of session reports. All sessions covered in the full report are listed in the Table of Contents.

For the full report, please visit one of the sponsors' websites:

[www.GRTBiz.com](http://www.GRTBiz.com)  
[www.ESPERP.com](http://www.ESPERP.com)

Or, you can purchase the report at [www.researchandmarkets.com](http://www.researchandmarkets.com). On the Research and Markets website, search on "Praxis Reports" or one of the sponsors' names.

Praxis Reports provides an independent opinion on the value of conferences based on the Conference Experience and content within the conference. Readers are then encouraged to decide whether or not the next conference is a worthy investment of their time.

**Keynote**  
**Charles Phillips**  
President, Oracle



**Complete + Open + *Integrated***

- Integrations are possible through use of standards and middleware
- Common Object Model across all software
- Collaboration Suite coming out later in 2008
- Oracle WebCenter Suite coming out later in 2008
- Participate in your User Group!

Notes: Please remember Oracle's disclaimer about future-looking statements not being contractual. Reference the disclaimer on the [Table of Contents](#) page of this report.

To listen to the entire keynote click on this link: <http://www.oracle.com/features/hp/complete-open-integrated.html>

- Reviewed the three pillars of Oracle as a business:
  - Database – Oracle has more market share than Microsoft and IBM combined
  - Middleware – BEA was Oracle's largest competitor. Now Oracle will own BEA.
  - Applications – both ERPs and other best-of-breed industry or function specific apps
- Oracle is the only company with scale in all three businesses. Having scale allows Oracle to spend more on the products.
- New overall Oracle theme: [JEMcCNote: Last year it was "Complete and Open"]

**Complete + Open + *Integrated***

▶ Comprehensive  
Industry  
Portfolio

▶ Standards  
Based

▶ Designed to work  
together

- Before Oracle achieved "scale" – companies had to make the decision "All Oracle?" or "Not all Oracle but hard time integrating"
- Now – Because Oracle embraced the Internet early, integration of technology from different sources is becoming a reality
- Oracle integrations
  - Common Object Model across all applications
  - Building integrations to all types of software – even SAP ("the Surround Strategy")
  - The ease of integration through an Oracle Portal was demonstrated for the audience
- Emphasized how important it is to be involved in your chosen User Group because User Groups help communicate customers' needs to Oracle.
  - Stated that Oracle tweaks their strategy from User Group feedback.

- Announced Oracle is getting more aggressive about going beyond ERP into industry applications – which is being accomplished through acquisitions plus Oracle research.
  - “We are now in the Enterprise 2.0 timeframe.” – Collaboration through the Internet is key.
- 

**Opinions:**

**David Arens, Director, Army & Air Force Exchange Service;** (This is the first time he has heard Mr. Phillips speak.) “He’s a very smooth speaker. He’s obviously a president that is involved in the company and knows what’s going on.”

**Jean McClelland** Also remember that this was another thing Phillips said last year...

Over Simplified Oracle’s Change-the-Software-Industry Strategy

**Back Office → Front Office → Global Connectivity**

“Integrated” was just added (unless it was added at OpenWorld 2007). Oracle is following through – again. Integration is great. All software, regardless of origin, talking to each other? I personally believe that Oracle is correct that they needed the scale they now have in order to effect true integration. Middleware has been dancing around it for quite a while but Oracle now owns or is producing software types and the middleware that is actually making it happen on a large, well... scale! They are, again, actually doing what they said they would do – bring about global connectivity through standards that support technology integration of all types.

As you read in Brian Hodnett’s Conference Experience report, the energy of this year’s conference was one of, “OK, the chaos of ownership is over. Let’s get on with growing our businesses.” Phillips always displays an energy of confidence. This year was no exception with the only difference being his energy of “acceptance”. Phillip’s presentation, as usual, was polished with the consistent marketing messages for which Oracle is known. His slight energy change was more of “We’re delivering what we said we would.” And the audience energy was, “Yes, we heard you. We accept that you own our ERPs. We accept that you are changing the software industry. Now. How is this going to affect us? How can we take advantage of what you are offering?”

Phillips answers were clear. We are keeping up the research and development on your existing ERPs as we are figuring out the next steps that will make your businesses more flexible. Of course, that “flexibility” is going to be how Oracle defines “flexibility”. Hmm... bet that has to do with data in databases and how to access it, use it and make decisions from it. Remember, to a hammer, everything looks like a nail. Oracle, was, after all, a database company first.

If I were sitting in a customer’s shoes, I would definitely take Phillips advice on being involved – big time! Support anyone in your organization that will get involved in the User Groups. Read the User Group and Oracle’s website regularly. Join a SIG! Oracle may be a hammer but it seems to be a hammer with eyes and ears that listen to their customers enough that customers do make a difference in their direction – IF the customers keep involved. Do it! Your business touches many more lives than you probably realize. As you may read in the next section, the JD Edwards leads recognize the global village. We all live on this little planet and we all like to prosper. Your business is part of that and you use Oracle’s products. Help keep Oracle products supporting YOUR business.

**Denverite walking the hall with me:**

When asked if he would be attending the keynote in an hour or so, he said he could already summarize it for me: “Oracle is great. Keep using it.”

### Simplifying Analysis for Everyone through Associative Analytics

**Rob Patterson**  
North American Marketing,  
QlikTech

### Business Intelligence with QlikView

- Associative Analytics (what QlikView uses as the base of their BI tool) is different than most BI. Most BI today is based on OLAP (Online Analytical Processing).

- 
- QlikTech Mission = Simplify analysis for everyone.
    - Founded in 1993
    - Based in Radnor, PA
    - No one has figured out how they do it.
    - They are strong in both mid-market and big-market companies.
    - QlikView (QlickTech's BI product) is totally scalable.
  - Why traditional Business Intelligence is a failure (per Rob Patterson)
    - Long to implement (average 17 months)
    - Traditional project success rate = 31%
  - QlikView project success rate = 98%
  - QlikTech –) Two main differences between QlikView and other BI software
    - Associative Analytics – Everyone associates data differently from other people. QlikView has a patented in-memory associative technology (which means it moves through data as the human mind thinks)
    - In-Memory – where QlikView works and does analysis
  - QlikTech provides a 30 Day Guarantee because most implementations take less than that
  - Customer – Leah Hansen, Applications Manager – CanWel Building Materials Income Fund
    - Building Materials & Hardware distribution
    - \$1B revenue
    - All across Canada with its corporate office in Vancouver.
  - CanWel was / is on two versions of E1 (Xe & 8.10) by growth through acquisition
    - Budget constrained
    - Must deliver within 3 months
    - Cost effective at entry point
  - How the CanWel QlikView implementation project succeeded
    - Managed the consultants
    - Used the QlikTech quick start templates
    - Conducted formal 4 day training course in house
    - Reinforced QuickStart process
    - Put together a plan for success

- CanWel Now
    - Use both 32 bit and 64bit
    - User licenses are purchased as demand grows – purchased in groups of 10
    - Variety of platforms for basic engine
    - Have 4 developers – mostly able to support it themselves
    - Three users trained and using Professional level licenses, otherwise over 70 analyzer licenses
    - All sales data is made available to QlikView
    - GL, AR, AP available in QlikView
    - Two separate but similar environments – one for each ERP
    - Old data warehouses being closed down
  - CanWel Results – “Changing the way we work. People can do their own analysis.”
  - CanWel Lessons learned
    - Data needed to be cleaned
    - Sizing the platform is critical
    - QlikView opens data to people who would not normally get into the detail Now Sr. Execs can spend 30 minutes and identify issues which sends a strong message down the line.
    - The way you extract and present data to QlikView is important. Currently re-building data extract processes from the ERP.
    - Moving licenses between platforms a problem in othe dual platform environment
  - Alex (another QlikView person) provided a demo to show the differences
    - Having the data in memory provides an immediate response
    - QlikView structures the data the way people think instead of trying to get people to think the way the data is structured
  - QlikView will not change the source data or slow down the system. The data is saved into QlikView format in-memory in the QlikView engine and then changes are recorded when loaded again.
  - Intel uses QlikView to index their chips.
  - Works with World, EnterpriseOne, PeopleSoft, eBusinessSuite
  - QlikView is generally sold by the seat
- 

**Opinion: Jean McClelland**

This was one of the most exciting sessions I attended and, sad to say, there were less than 20 people in attendance. The session was exciting for two reasons:

- ❖ Again, this was a session provided by a combination of a vendor with a great product and a customer that was telling us all how it really works for them.
- ❖ Second, this session provided a demonstration of a product that “thinks” like many humans think – relationally, not necessarily linearly.

How QlikTech does it is a really good secret to have, but I’m glad they are offering their knowledge to the world. This is one of those subjects I personally want to know a lot more about!

## Glossary!

Term / Acronym	Description
AIA	Applications Integration Architecture
appl	Application; e.g., JD Edwards, Siebel, Retek, Hyperion
BI	Business Intelligence – the ability to mine your transaction data and create meaningful reports on which to make informed business decisions
BPEL	Business Process Execution Language – an Oracle offering that is the industry standard for creating business process based applications
CNC	Configurable Network Computing
CRM	Customer Relationship Management
E&C	Engineering & Construction – an industry vertical market being addressed by Oracle; often in combination with Home Builders and Real Estate verticals
EPM	Enterprise Performance management
ERP	Enterprise Resource Planning – for Oracle, that equates to JD Edwards EnterpriseOne, JD Edwards World, PeopleSoft and Oracle eBusiness Suite
FM, FMW or MW	Fusion Middleware
HB	Home Builder – an industry vertical market being addressed by Oracle; often in combination with E&C and Real Estate
JDE-E1 or E1	JD Edwards EnterpriseOne
JDE-W	JD Edwards World
LOB	Line of Business
Mash up	A combination of information and things to create a new piece of information or thing.
MDM	Master Data File Management (MDM)
OBA	Office Business Application – Microsoft term for their applications that interface with an ERP
PIP	Process Integration Pack
PLM	Product Lifecycle Management
PS	PeopleSoft
RE	Real Estate – an industry vertical market being addressed by Oracle; often in combination with E&C and HB
SIG	Special Interest Group – something you should join!
SCM	Supply Chain Management
SNO	Strategic Network Optimization
SOA	Service Oriented Architecture
UPK	User Productivity Kit – An Oracle product to quickly produce complete documentation and training solution based on single source recording of an Oracle task

## A couple more notes from Jean McClelland

Throughout the conference, it was consistently mentioned how important it is to be involved in your chosen User Group. Being involved allows your ideas and enhancement requirements to be considered for inclusion in future releases of the software.

Below are links to the User Group websites. Check them out. Get involved. It helps your company and it helps you – both personally and professionally. Just do it. It's a good thing.

	<a href="http://www.QuestDirect.org">www.QuestDirect.org</a>
 <i>For the Complete Technology &amp; Database Professional</i>	<a href="http://www.IOUG.org">www.IOUG.org</a>
	<a href="http://www.OAUG.org">www.OAUG.org</a>



[www.GRTBiz.com](http://www.GRTBiz.com)

**GRT Business Solutions** is a full service, consultancy dedicated to Oracle JD Edwards applications. GRT is celebrating its 10<sup>th</sup> year of providing world class software solutions. Beyond having expertise in upgrades, implementations and rollouts, GRT excels when it comes to tackling the most difficult projects.

The strength of GRT's delivery resides in our resources. Our consultants not only have years of JD Edwards experience, but also extensive industry knowledge. This combination of skill and experience creates an atmosphere of success that each GRT client leverages. Success is measured in speed, quality and value, three tenets of each GRT project.

In addition to world class JD Edwards solutions, GRT also provides

- Extensive software solutions utilizing QlikView business intelligence solutions,
- Crystal reports through our partner, Preferred Strategies, and
- Effective project management for rapid results.

These solutions give EnterpriseOne and World users access to the critical data necessary to run the business at peak performance.

As an Oracle Certified Partner, GRT Business Solutions is committed to the JD Edwards products and our relationship with Oracle. GRT often conducts demonstrations of the software and supports the sales process for Oracle and other business partners.

**Communication is key in learning about customers needs.  
Next, the best, most cost-effective solution must be employed.  
GRT consultants are experts in designing solutions.**

Find out more at [www.GRTBiz.com](http://www.GRTBiz.com)

Contact: Brian Hodnett at 817.417.4988

or email [bhodnett@GRTBiz.com](mailto:bhodnett@GRTBiz.com).





## Enterprise Solutions Providers

For more information, contact:

**Shannon Kuchinski**  
Director of Strategic Relationships  
Specializing in JD Edwards ERP Solutions

[shannon.kuchinski@esperp.com](mailto:shannon.kuchinski@esperp.com)

Phone: (304) 277-2211

ESP delivers technical components required for your entire suite of Oracle JD Edwards applications to function under optimized levels. ESP consultants are specialized in EnterpriseOne, World and OneWorld tool sets, with a strong understanding of the proven best practice in each.

A sampling of ESP services that will help you realize the maximum return on your ERP investment:

- **Managed CNC (Outsourced CNC) – a variety of service levels of remote, managed CNC**
- **Technical Foundations (Development) – custom developed solutions**
- **UPK (User Productivity Kit) - knowledge solutions from Oracle's User Productivity Kit**
- **JDE Training/Education (EnterpriseOne, World)**
- **Vertex Tax (Q Series, TDM, GeoCodes) - tax implementations and solutions**
- **Security (Qsoft E1config, E1SOD) – delivery of new Qsoft [Oracle Security Partner] accountable models or assistance in redefinitions for existing security configurations**
- **JDE Upgrades (EnterpriseOne, World)**
- **Database/System (iSeries/400, DB2, Oracle, SQL Server)**
- **Web Technologies – installation of WebSphere Portal, Oracle Portal, Remote HTTP, LDAP, EnterpriseOne Single sign-on and Branding**

ESP was founded in 2003 with the goal of providing senior level JD Edwards EnterpriseOne resources for your organization's needs. ESP specializes in Enterprise Resource Planning (ERP) databases and application. ESP's managed CNC allows your CNC administrators to function on daily goals without facing the constant pressures to keep up with this challenging task while meeting other critical deadlines.

ESP consultants have experience including previous employment with JD Edwards and PeopleSoft. The knowledge of this highly complex software, mastered first-hand at the companies where the product was designed, provides your company with the edge needed to stay ahead of the competition.

[www.esperp.com](http://www.esperp.com)