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Pentaho Update and Discussion with Curt Monash

Jared Cornelius, Product Marketing Manager
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Agenda

- Customer adoption dynamics

- Customer examples

- Key product differentiators

- Demonstration

- Additional discussion

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Pentaho Company Evolution

2005
Company Focus
Business Model
Team
Technology Focus
Architecture
Adoption
Developers, architects

2006
Company Focus
Community participation
Technology adoption
Technology Focus
Product breadth
Adoption
Developers, architects

2007
Company Focus
Monetization
Technology Focus
Graphical designers
Ease of use
Adoption
Departmental IT in
Medium/large
organizations

2008 - 2009
Company Focus
Scalability to address opportunity
Technology Focus
End user experience
Adoption
Departmental and central IT in
Medium/large organizations

Establishing community infrastructure and technology adoption, and expanding with continued community growth and commercial deployments

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Customer Adoption Dynamics

- Sales process frequently starts with online research, software download, and internal POCs
  - Driven by a technical champion
  - Initially "below the radar" of BI Competency Centers or other "standards" groups
  - "Pull-based" model, large and small companies, all industries

- Frictionless access to software, ability to "prove it" first have been key

- Importance of "community" in sales cycles varies widely among accounts
  - Open source-savvy prospects value the activity of the community
  - Other more traditional prospects may not understand or care about it

- Economic downturn appears to be accelerating demand

- 3 mainstream adoption models relative to traditional BI
  - Coexistence
  - Co-deployment
  - Replacement

Delivering Value in Different Deployment Models

- <u>Coexistence</u> with traditional proprietary BI
  - Minimize risk/exposure with consolidated vendors
  - Prove technology and services internally

- <u>Co-deployment</u> with traditional proprietary BI
  - Leverage existing investments
  - Pragmatically "use what works"
  - Reduce overall TCO by incorporating commercial open source

- <u>Replacement</u> of traditional proprietary BI
  - Upgrade BI capabilities or expand BI usage
  - Reduce TCO
  - Capitalize on the opportunity of a "disruption" (software upgrade, license change, etc.) to choose technology and vendor alternatives

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Coexistence: Pentaho at University of Montreal

"Pentaho was the clear choice for us after reviewing the alternatives from Business Objects, Oracle, and SAS. Pentaho's flexible architecture lets us build our operational business rules directly into the BI system, and integrate easily into our IT infrastructure as well as our strategic business processes."

Université de Montréal

Canada's Second Largest University

Key Challenges

- Managing daily operations with a clear picture of student enrollment, performance, and staffing

Pentaho Solution

- Pentaho BI Suite Subscription
- Selected over
    - Business Objects (used elsewhere in The University)
    - Oracle (already owned the necessary licenses)
    - SAS

Results

- Ability to align University resources, staffing, and investment on a daily basis

Why Pentaho

- Flexible architecture
- Easier integration into existing infrastructure
- Cost of ownership

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Co-deployment: Pentaho at Lifetime Networks

"The simplicity of the interface actually allows Lifetime Entertainment Services to give direct access to business analysts, allowing them to understand and manage the business rules governing the integration of information. That wasn't previously possible with complex hand-coded integration jobs."

Lifetime

Leading Multimedia Company

Key Challenges

- Optimizing advertising processes
- Adapting data integration infrastructure to keep up with changing business rules

Pentaho Solution

- Pentaho Data Integration
- Selected over Informatica and BusinessObjects Data Integrator
- Continued use of Business Objects BI tools

Results

- Ability for business analysts to manage integration rules and adapt integration processes to company business rules

Why Pentaho

- Ease of use
- Cost of ownership
- Subscription services

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Co-deployment: Pentaho at ZipRealty (NASD: ZIPR)

National Real Estate Brokerage

"With professional support and world-class ETL from Pentaho, we've been able to simplify our IT environment and lower our costs. We were also surprised at how much faster Pentaho Data Integration was than our prior solution."

ZIPREALTY.
Your home is where our heart is."

Key Challenges

- Measuring and optimizing agent performance, customer satisfaction, and marketing ROI
- Getting an integrated, strategic view across multiple operational systems

Pentaho Solution

- Pentaho Data Integration Enterprise Edition
- Red Hat Enterprise Linux, MySQL database
- Continued use of proprietary BI tools (MicroStrategy)

Results

- Three-fold performance increase, 8 hour reduction in batch load times
- Simplified maintenance and reduced costs

Why Pentaho

- Functionality and flexibility
- Professional support
- Product expertise

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Replacement: Pentaho Dashboards at Boyne Resorts

"We've advanced a major step forward for our business users by leveraging Pentaho…With professional support and a comprehensive BI offering from Pentaho, we've significantly upgraded our functional capabilities for a fraction of the cost of proprietary alternatives.."

BOYNE
What are you up for?

North America's Largest Family Run Four-Season Resort Company

Key Challenges

- Understanding customer behavior and customer loyalty to drive marketing

Pentaho Solution

- Pentaho BI Suite replacing Crystal Reports from Business Objects
- Pentaho integration with Google Maps

Results

- Critical insight into customer trends to maximize results from marketing programs

Why Pentaho

- Breadth of functionality in open source
- Ability to deliver results quickly
- Cost of ownership

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Pentaho at Mozilla

> "Pentaho and Vertica offer a great mix of leading edge technologies and commercial support. This provides a solid platform for Mozilla's business intelligence system."

One of the World's Largest Open Source Projects

Key Challenges

- Needed to integrate different log sources to better serve growing user base
- Outgrowing custom log analysis scripts

Pentaho Solution

- Pentaho BI Suite Enterprise Edition
- Vertica Analytic Database
- Pentaho community frameworks

Results

- Ability to integrate and analyze log data
- Sophisticated BI solution with advanced features and cutting edge UI

Why Pentaho

- Open technology framework
- Breadth of solution
- Integration with Vertica Analytic Database
- Proven scalability to scale to large data and user volumes

Pentaho at BNSF Logistics
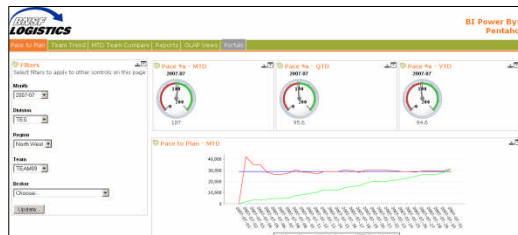
"Using Pentaho for our business intelligence platform, along with the expert support and knowledge provided by OpenBI, BNSF Logistics was able to implement our initial data warehouse with web-based reporting and analytics in just six weeks. Not only did we deliver a powerful business intelligence tool set for our organization in short order, but were able to do so at a fraction of the cost of proprietary alternatives ."

B-Eye Network
Podcast here

Leading Supply Chain Services Company

Key Challenges

- Cumbersome, manual process for creation and distribution of reports
- Inconsistent data accuracy because of semi-automated preparation processes

Pentaho Solution

- Pentaho BI Suite Enterprise Edition
- Business and implementation services by Pentaho Certified Partner OpenBI
- Red Hat Enterprise Linux, PostgreSQL Database

Results

- Initial data warehouse with web-based reporting and analytics in 6 weeks
- 75% lower acquisition costs, 50% lower ongoing ownership costs compared to proprietary BI
- Ability to monitor operational business health
- Faster, better decisions in sales processes

Why Pentaho

- Open standards support and ease of integration
- Cost of ownership

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Pentaho at Belgian Traffic Control

Traffic Center of the Flemish government

Belgian Traffic Control Center

Key Challenges

- Monitoring and analyzing minute-by-minute traffic flow design from 570 remote traffic sensors
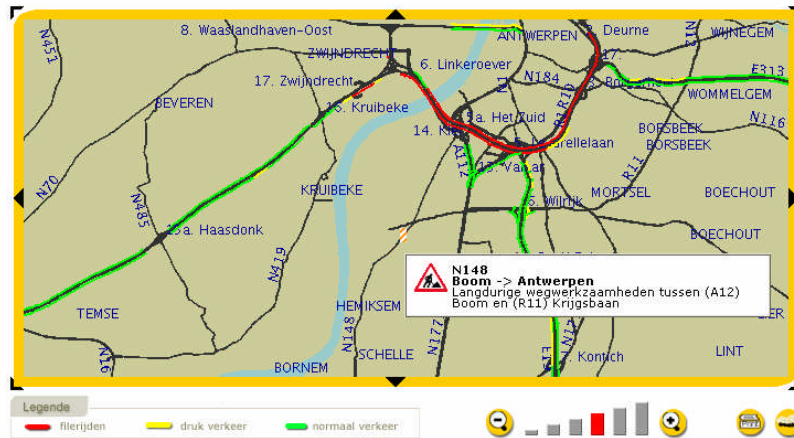
Pentaho Solution

- Pentaho Data Integration
- MySQL database
- Largest fact table has over 2 billion records, adding 200 million+ records per month

Results

- Ability to analyze traffic patterns based on weather, time of day, day of week, season

Why Pentaho

- Ease of use
- Performance and scalability
- Cost of ownership

Pentaho at National Health Service Islington

> "Choosing Pentaho BI Suite Enterprise Edition allowed us to improve our use of diverse data sources and sophisticated analytical techniques at a much lower total cost of ownership than competitor products. The overall solution is a huge win for both our providers and our patients, improving care while reducing costs."

NHS

Leading European Health Care Organization

Key Challenges
- Rising health care costs
- Identifying high-risk patients to treat with preventative interventions

Pentaho Solution
- Pentaho BI Suite Enterprise Edition
- Pentaho Data Mining Enterprise Edition
- Implemented by Pentaho Certified Partner ThotWave

Results
- Reduced hospital admissions and lower patient and provider costs
- Ability to incorporate national and local sources of patient admissions and emergency data
- Delivery of proactive patient care based on analysis of patient attributes

Why Pentaho
- Equivalent functionality to proprietary offerings
- Low cost of ownership

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"On The Record" - Public Wins Over Proprietary BI

- Oracle BI
  - Close Premium Finance UK, U.S. Navy

- Business Objects
  - U.S. Navy, University of Montreal, Boyne Resorts, SPH Search (rednano.sg)

- Cognos
  - Loma Linda University Healthcare, Orbitz, U.S. Navy, SPH Search (rednano.sg)

- Informatica
  - Lifetime Networks

- SAS Institute
  - University of Montreal

Large Deployment Examples

- **Frontier Airlines – Yield Management**
  - 4 years of historical ticket data down to the individual ticket
  - 800 million records
  - Half a terabyte of live OLAP data in Greenplum
  - 4 server cluster
  - Most queries under 8 seconds
  - Longest queries under 15 seconds

- **Major Healthcare OEM**
  - 600 dimensions and 3,000 measures in the application
  - Tens of thousands of members in largest dimensions
  - Fact tables contain hundreds of millions of rows

- **TradeDoubler**
  - Extraction and transformation of more than 3.2 billions rows
  - Average load rate higher than 300,000 rows per second into MySQL / Infobright

- **Orbitz Travel Services**
  - Self-service extranet portal for travel agents
  - 3,000 interactive users
 - 4 CPU Server
  - Teradata data warehouse

Pentaho Platform Advantages

- Componentized and modular

- Service-implemented architecture
  - Built "from the ground up" as a set of services
  - Exposed via AJAX and Web Services

- 100% Java EE server side
  - Scalable, standards-based

- Web-based, thin-client end user interface

- Desktop-based design interfaces

- Built for embeddability and extensibility
  - Customizable UIs
  - Completely exposed via APIs
  - Source code available
  - Deployable as embedded java libraries or a full server deployment
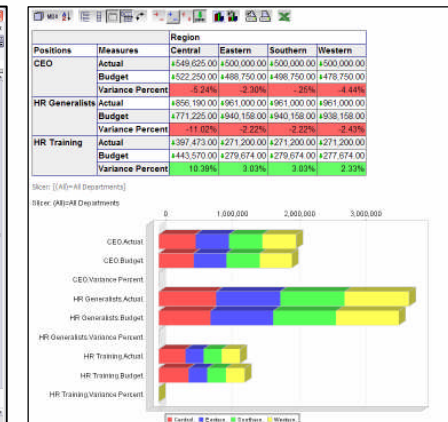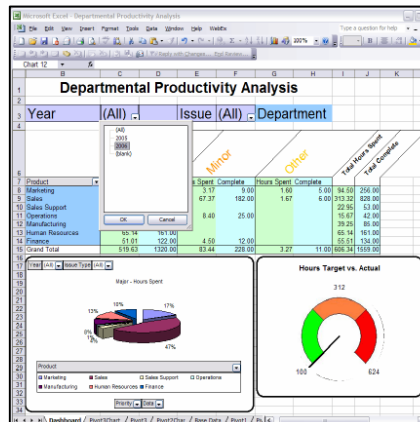
Product Module Advantages

- Reporting
  - One report format, one engine for ad hoc and pixel-perfect reports
  - Access to multiple sources – relational, XML / Web Services, Java Beans, Hibernate, MDX, Pentaho Data Integration (for EII)
 - Connect via centralized metadata layer or directly to sources
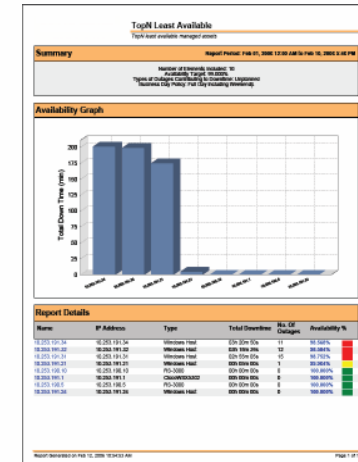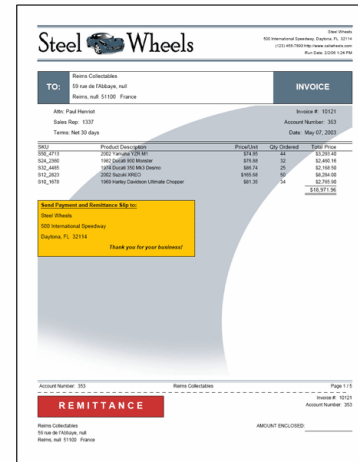
- Analysis
  - ROLAP engine supporting MDX standard
  - Web or Excel front ends
  - Relational dialecting support to support database-specific SQL

Product Module Advantages

- **Dashboards**
  - Ajax-based, mashup-friendly, extremely extensible (3rd-party charting and visualization, etc.)

- **Data Integration**
  - Metadata-based, server engine architecture
  - Wide range of connectors, many delivered by the community
  - Intuitive and easy to use
  - Built in support for slowly changing dimensions, junk dimensions, etc.

- **Data Mining**
  - ETL integration for load-time scoring

- **Suite level**
  - iPhone enablement (via browser detection)
  - Delivered via a single installation
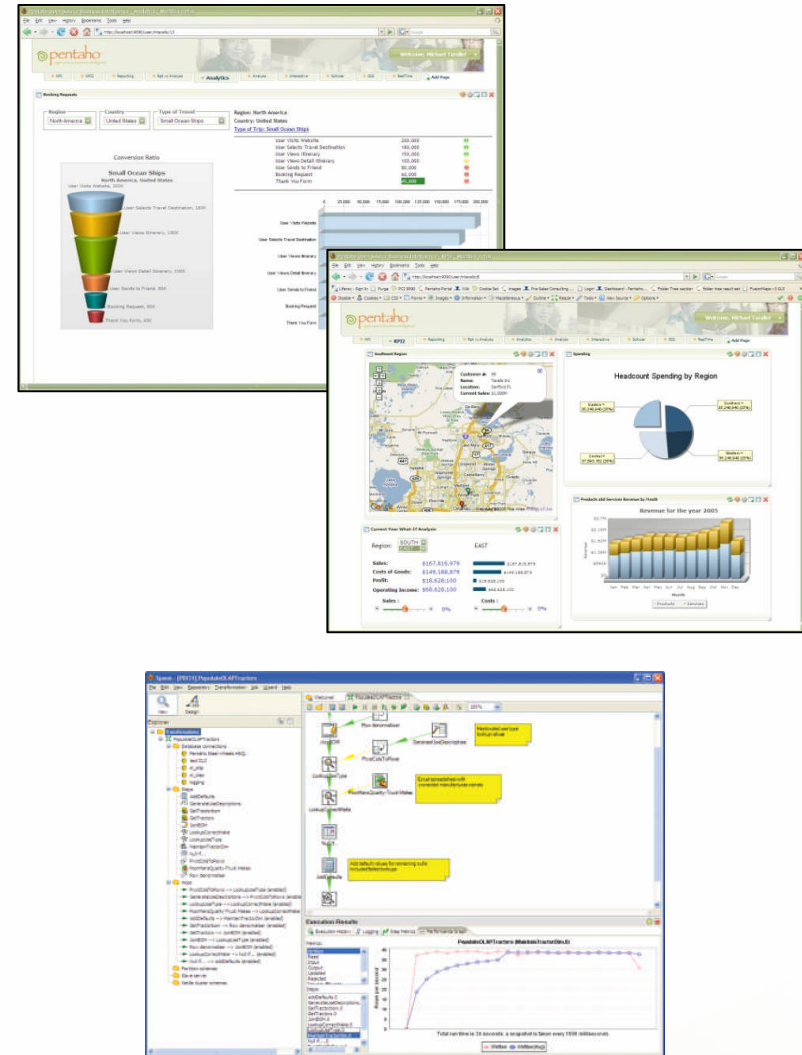
Pentaho: Unique in Open Source BI

- Full spectrum of BI capabilities
  - Reporting, Analysis, Dashboards, Data Integration, Data Mining
- The only open source BI suite provider that leads and sponsors all of its BI projects
  - Critical for complete service delivery (service level agreements, software maintenance), product strategy and roadmap, partner collaboration, etc.
- The only open source BI suite proven in large deployments, and for a diverse range of applications and use-cases
  - Large data warehouses, large end user populations, dashboards and data mining examples, full suite deployments

2H08 Highlights: Continued Growth in Mainstream BI

☑ <u>Traction</u> in the world's largest companies

  - Added multiple Fortune 50 Enterprise Edition clients

☑ <u>Renewals</u> business is strong

  - Received renewals and expansions from multiple Global 2000 customers

☑ <u>Big opportunities</u> being won

  - Received a multi-seven-figure order from an end user customer after a successful Proof-of-Concept

☑ <u>Balanced business</u> mix

  - Steady stream of orders from small and mid-sized companies as well

☑ <u>Global expansion</u>

  - Added Unisys as a Global Reseller focused on top 500 accounts
  - Added new sales personnel and partners in Europe Asia Pacific
  - Added first public reference in Asia Pacific (SPH Search)

☑ <u>Partner Success</u>

  - Proven deployments with partners like Infobright and Vertica, meaningful revenue for OEM partners like Spidex

Demonstration and Discussion

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