The Inverted Data Warehouse based on TARGIT Xbone

-- How the biggest of data can be mined by “the little guy”

Presented by
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According to Gartner “TARGIT is the world largest BI vendor for companies using Microsoft Dynamics products”.

“TARGIT has a concentration on Microsoft Dynamics that no other vendor is even close to replicate” – Gartner 2013
- More than 3500 of our 4800 clients run on Dynamics
- Over 330,000 users worldwide

- “Most competitive BI product in the world”
  BARC 2012
- “Highest win rate in competitive deals”
  BARC 2012
- In Gartner’s Magic Quadrant for “ease of Use” the last 4 consecutive years.
- BARC survey listed TARGIT as the ”Easiest to Use” BI solution” by a wide margin and “TARGIT is used by more users within an organization than any other BI platform.”
Customer Sample – 4800+ World-Wide since 1997

Retail and Wholesale

Service

Manufacturing
Decision
Based on Facts
Use all available information

Orientation
Analytics
Simulation

Observation
Dashboards
Reports
Agents

Action
Changes
Communication
Reaction/Action

Courage
I've got an idea!

We're doomed.

Why can't we run our inventory database over our e-mail system?
Why don’t we query 32.5 billion rows of search data daily to see how we rank?
Big Data

Data that exists in such large amounts or in such unstructured form that it is difficult to handle in the traditional data warehouse or any other type of database.

Right?
From Control to No Control
From Control to No Control

- Business Intelligence (BI) Reporting, OLAP, and data mining on data that are under our control.
- “Analytics” starts where BI ends. Typically data will not be under our control.
Challenge by Big Data from SME perspective

- Loss of Control
- Data amounts overwhelming
- Data Scientist rather than an Accountant
Prior Art

- ETL -> DW
- Query, then Present
- Drag-Drop Dimensions/Measures
DATA SOURCES

AX 2.5 – 2012r2, Oracle, MS SQL etc.
Retail MS SQL, UC Cisco, MS SQL DWH etc.
Analysis Services 2000-2012

SERVER

CLIENT

Other data sources and databases
MySQL
SQL Server 2000-2012
Oracle
SADAS
EXASOL
IBM DB2
Generic Connections

TARGIT Enterprise Edition

Excel
Flat files
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TARGIT Xbone

- NoETL -- just drag-drop
- Auto-Detect Dimensions & Measures
- Extended use of Dimensions & Measures
- Dropbox aware
Inverted Data Warehouse (IDW)

- Inspiration from CERN’s LHC
- “Shotgun Approach”; equal to formulating hypotheses; data scientist
- No single point of failure
  (parallel Query Nodes have also been tested)
Decision Search

show me seo rank for my searches

- rank
- rank.avg
- rank.sum
- search
Conclusion

✓ Possible to Query 32.5B “rows” for “the Little Guy”

✓ Robust

✓ Operationally & Strategically Useful
Future Work

Speech!
DO YOU HAVE THE COURAGE TO ACT?

targit.com for fully functional demo
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