

❖ Consultants in Minnesota ❖

June 2000

President's Message

By Larry Bremer

Greetings

Let me begin by thanking Joe Benedict of Insightformation for his excellent presentation on the accessing and displaying of data, in multiple views, on the Intra/Internet. Joe is a very knowledgeable speaker, gave an informative presentation and provided great handouts. Thanks Joe. Also, thanks to Joe Harte for acting as program chair for May.

There is still a need for additional program chairs. Being a program chair is a great way to become involved in the chapter, meet some knowledgeable people in your field of interest (networking) and to learn more about your topic of interest. It truly is a rewarding and (mostly) enjoyable experience. Please call Gordy Schesel (651-429-8280) with ideas for programs and your willingness to assist.

There is also opportunity is to staff the booth at the strictly eBusiness Solutions Expo. Mark your calendars for June 7th and 8th for attendance and reserve a two-hour block of time to staff the booth. This show provides great networking opportunities, i. e. meeting influential people (contract labor buyers and other independent contractors). Gordy S. is the person to call to volunteer to staff the ICCA booth.

I plan to attend the Chapter President's Council meeting at the National Convention in Boston, June 8th - 10th. If you have any issues to present to the ICCA National Board, please drop me a line with the specific information.

Looking forward to seeing you at the Strictly Business Solutions Expo June 7th and in Boston June 8th - 10th.

More on the Strictly e Business Solutions Expo

www.StrictlyBusinessExpo.com

We have filled all of the two-hour blocks of time needed for staffing the ICCA booth. We even have some time slots with more than one ICCA member. Thanks, everyone, for volunteering. You have been pre-registered as exhibitors. Stop by the exhibitors entrance to pick up your (free) exhibitor's badge.

Reserve one-hour of time Wednesday, June 7th from 11:30 to 02:00 for this ICCA sponsored educational seminar. Thanks to publicity generated by the newspaper notice of our April 18th topic IT Project Management, we have **Bill Peter** presenting to Expo attendees (including us) who are interested in his free seminar titled:

"Client Relationships: the secret to a successful business".

Seminar #1: 11:30 – 12:30 Room # 205

Seminar #2: 01:00 – 02:00 Room # 205

Bill Peter is a speaker, author, and consultant. Bill is dedicated to unleashing his own and others' creativity in many business environments.

He has managed businesses or been a management consultant to many diverse companies around the world: computer software, electronics, real estate, industrial chemicals, art products, textiles, retail pharmacy, health care, automobiles, tires, appliances, education, advertising, medical products, church development and community development.

- ◆ His friends and consulting clients describe him as a compulsive innovator
- ◆ He has won the most prestigious marketing award in the U.S. – the EFFIE
- ◆ He has managed startups and a \$300 million business
- ◆ He founded a computer software company
- ◆ He is a marketing strategy consultant to businesses of all sizes
- ◆ He is now completing his fourth book
- ◆ He teaches at the St. Thomas Graduate School of Business
- ◆ He is a leader, facilitator and consensus builder
- ◆ His full bio and his books are online at billpeter.com

Officers:

President: Larry J. Bremer

Voice (612) 553-1994

Fax (612) 553-9094

email LJBremer@Compuserve.com

Vice President: Gordon Schesel

Voice (651) 429-8280

email 103011.3513@compuserve.com

Treasurer: Roger Montague

Voice (612) 545-7993

Fax (612) 546-3114

email rogermon@minn.net

Secretary: Ben Moyle

Voice (612) 933-2885

Fax (612) 933-7764

email bmoyle@bimoyle.com

Editor: Magne A. Hatlevik

Voice (651) 264-1608

email magne@magpcs.com

INDEPENDENT
COMPUTER
CONSULTANTS
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Newsletter
of the

ICCA[®]

Minnesota Chapter



(Continued from page 1)

Bill Peter is author of three books in the Peace-of-Mind series, and principal of Bill Peter & Associates.

He has other seminars on Motivation, Bureaucracy, Negotiations, Real Estate, Ethics, Corporate Culture and on Managing Non-Profit Organizations

ICCA FREE with Expo Registration

Attend the above meeting on Wednesday from 11:30-2pm in room 205. For more information, contact Gordy Schesel at 612.337.6165 or gordy_schesel@allianzlife.com

Legacy Systems Brought to the Internet

By Gordy Schesel

Joe Benedict of Insightformation presented the above topic to our group at the May 17th meeting at the Lido. "Making better decisions faster" and "knowledge is power" are just two of the many themes brought to light when discussing any of the latest Business Intelligence (BI) technologies. Joe told us about the leading multi-dimensional analysis (on line analytical processing (OLAP)) tools that enable us to instantly slice, dice and drill-down into a data-mart and data-warehouse. How many times have you heard "slice, dice and drill-down" used in conjunction with a "data mart, a data warehouse, or an EIS database"? Now you know exactly what those terms mean, especially with respect to multi-dimensional data.

Joe says "Here are some of the business issues we address":

- Potentially valuable data is hidden in our computer system
- Our reports don't show us key measures, meaningful context, or revealing comparisons
- We purchased query and analysis tools, but we have not been able to get people to use it successfully
- We have tangles of spreadsheets and inconsistent data
- We need solutions that are easy to use for "non-techies"
- Our people spend too much time digging for information and we need then to spend more time acting on it

What is Business Intelligence? "A generation of software that allows corporations to *accelerate the rate at which managers can physically process information.*" Howard Dresner, Gartner Group, 1994

"A category of software programs and their enabling technology that are designed to enable regular people, that is not specialists with degrees in statistics, to view, explore, and analyze information about their area of the business in order to make more informed business decisions." Rob Rose, Cognos Corp

"IBM views [Business Intelligence] as the next major use of computers, centered around the *gathering, organizing, managing, and analyzing* of information." Ben Barnes, GM of IBM's Global BI unit, Internet Week, Mar 9, 1998

BI transforms businesses "Instead of having 10% of the people spending 90% of their time doing data analysis... BI enables 90% of the people to spend 10% of their time easily analyzing data to improve their decision-making."

The Foundation of BI:

- Data Warehouses or Data Marts
- Extract, Transform and Load Process (ETL)
- Data cleansing tools and utilities

BI for the End User:

- OLAP (multi-dimensional analysis)
- Analytical applications
- Dashboards or Scorecards

On line transaction processing (OLTP) defined:

OLTP systems generally include applications that are built on top of databases that are specifically designed to support OLTP systems. Examples include: any ERP system such as SAP or PeopleSoft, General Ledger systems, HR systems.

OLAP really means multidimensional analysis (slice, dice, drill-down) of the OLTP system database.

Why OLAP and Data Marts?

- OLTP systems (ERP, etc) are not designed for queries and analysis
- User-friendly query tools won't solve the problem
- Analytical queries will bog down an OLTP system
- Data Marts move the data off the transaction processing system (The preferred kind of duplicate data)
- Data Marts are specifically designed for fast query response and ease-of-understanding
- Integrate multiple data sources
- Other packaged or custom applications
- Spreadsheets or Access files
- Purchased data
- Cleanse and standardize data
- More flexibility in storing historical data
- Archive history in data marts instead of migrating it to a new ERP system
- Different security needs

What a Data Mart is not...:

- A copy of the OLTP database used for queries
- Flat file extracts
- A software package—Data Marts are made, not bought
- Just another database
- An OLAP cube

What is a Data Mart?

- A dimensional database modeling a specific area of the business
- It doesn't build reports
- Models the business
- Data is relational as well as dimensional

ETL: Building a Data Mart

- Extract
- Identify the right data
- Automatically get it out of the OLTP or other system
- Transform
- Cross-reference and standardize
- Parse, re-format, integrate, etc.
- Load
- Build the star schema
- Manage surrogate keys
- Manage slowly changing dimensions

Key Concept: Dimensional Modeling

- Built around the business
- Requires good business analysis
- Gain agreement on the dimensions and facts

- Properly identify the grain, and richness
- Results in a star schema
- Fact table
- Dimension tables
- Surrogate keys
- Rich set of best practices and techniques
- Easily translates into OLAP structures

Conformed Dimensions

- Do some planning up front...
- What data marts will you be building?
- What dimensions should be shared?
- Where is the best area to start?
- Address key differences before you build
- Different terminology
- Different definitions of regions, product groups, etc
- Different coding conventions
- Create appropriate cross-reference tables
- Define a structure that data marts fit into
- All data mart developers must "take the pledge" to follow the rules

The Need for Conformed Dimensions

- Independently developed data marts can result in islands of information that are difficult to integrate
- Enterprise Data Warehouse advocates point out the problems with data marts
- Islands of information that can't be integrated
- Tough issues don't get solved up front
- Problems get entrenched and tougher to solve
- Architected Data Marts (with conformed dimensions) are the answer

Implementing Conformed Dimensions

- Nice theoretical concept
- Easier said than deployed
- "Data Marts Done Right" tactics and utilities simplify and support conformed dimensions

Note: Extra copies of the handout are available!



4/24/00 at 12:12:22.59

I.C.C.A. Minnesota
Account Reconciliation
As of Mar 31, 2000
1000 - Checking Account
Bank Statement Date: March 31, 2000

Filter Criteria includes: Report is printed in Detail Format.

Beginning GL Balance		4,987.19
Add: Cash Receipts		868.00
Less: Cash Disbursements		<556.22>
Add <Less> Other		
Ending GL Balance		5,298.97
Ending Bank Balance		4,626.89
Add back deposits in transit	Mar 31, 2000 3/31/00	868.00
Total deposits in transit		868.00
<Less> outstanding checks	Mar 31, 2000 2647	<97.96>
	Feb 1, 2000 2649	<97.96>
Total outstanding checks		<195.92>
Add <Less> Other		
Total other		
Unreconciled difference		0.00
Ending GL Balance		5,298.97

I.C.C.A. Minnesota
Income Statement
For the Twelve Months Ending March 31, 2000

	Current Month		Year to Date	
Revenues				
Dinner Meeting Payments	\$ 418.00	48.16	\$ 4,125.00	59.14
Membership Dues	450.00	51.84	2,850.00	40.86
Education Tuition	0.00	0.00	0.00	0.00
Total Revenues	868.00	100.00	6,975.00	100.00
Cost of Sales				
Dinner Meeting Expenses	458.26	52.79	5,145.15	73.77
Directory Printing	0.00	0.00	223.65	3.21
Total Cost of Sales	458.26	52.79	5,368.80	76.97
Gross Profit	409.74	47.21	1,606.20	23.03
Expenses				
Advertising/Promotion	0.00	0.00	0.00	0.00
Bank Charges	0.00	0.00	0.00	0.00
Education Expense	0.00	0.00	0.00	0.00
Postage	49.50	5.70	639.97	9.18
Newsletter Printing	48.46	5.58	584.40	8.38
Referral Mailing Expense	0.00	0.00	0.00	0.00
Office Supplies	0.00	0.00	7.41	0.11
Expenses, Misc.	0.00	0.00	52.55	0.75
Total Expenses	97.96	11.29	1,284.33	18.41
Net Income	\$ 311.78	35.92	\$ 321.87	4.61

I.C.C.A. Minnesota
Balance Sheet
March 31, 2000

ASSETS		LIABILITIES AND CAPITAL	
Current Assets		Capital	
Checking Account	\$ 5,298.97	Beginning Balance Equity	\$ 4,217.18
Total Current Assets	5,298.97	Retained Earnings	759.92
Property and Equipment		Net Income	321.87
Total Property and Equipment	0.00	Total Capital	5,298.97
Other Assets		Total Liabilities & Capital	5,298.97
Total Other Assets	0.00		
Total Assets	\$ 5,298.97		
		Current Liabilities	
		Total Current Liabilities	0.00
		Long-Term Liabilities	
		Total Long-Term Liabilities	0.00
		Total Liabilities	0.00



June 2000 Meeting!

There are no regular meeting planned for June 2000. Instead you are welcome to attend the ICCA Minnesota sponsored educational seminar at the Strictly e Business Solutions Expo on Wednesday June 7, 2000 with speaker and consultant Bill Peter.

“Client Relationships: the secret to a successful business”.

Seminar #1: 11:30 – 12:30 Room # 205
 Seminar #2: 01:00 – 02:00 Room # 205



Next Meeting

Wednesday, August 16, 2000

CIO – Access

Italian Market Deli by Lido

2801 North Snelling Ave
651-636-9721
(north of Rosedale)

Social Hour at 5:30PM
Dinner at 6:30PM

For reservations call
Joan Barnes @ 651-257-2570

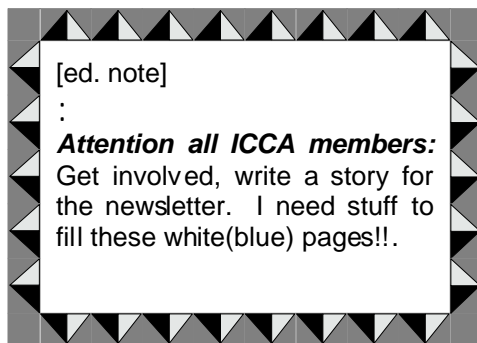
FUTURE MEETINGS

July No regular meeting
Aug 16 CIO – Access @ Lido
Sept 21 Business to Business @ Wyndham

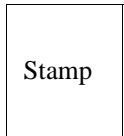
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5788 Lincoln Drive
Edina, MN 55436



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