



An Odds-on Favourite, Visual Analytics Wins at the Gala Coral Group

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Gala Coral Group – Coral Retail & BI Stakeholders

Change process from April 2015 to March 2016

Journey to a full Oracle 12c stack

**Coral Retail (London) & Gala Coral Interactive (Gibraltar)
plus Eurobet in Italy**

Coral Retail – 10,000 employees

Betting

- Sporting events
- Outcomes of elections
- National talent contests
- Reality television programmes

Gaming

- Casino-style machines

1800 shops in the UK

#3 retail operator in the UK with estimated 21% market share



Use of business intelligence to continuously drive performance improvement.

One of four key areas of strategic focus for the Gala Coral Group





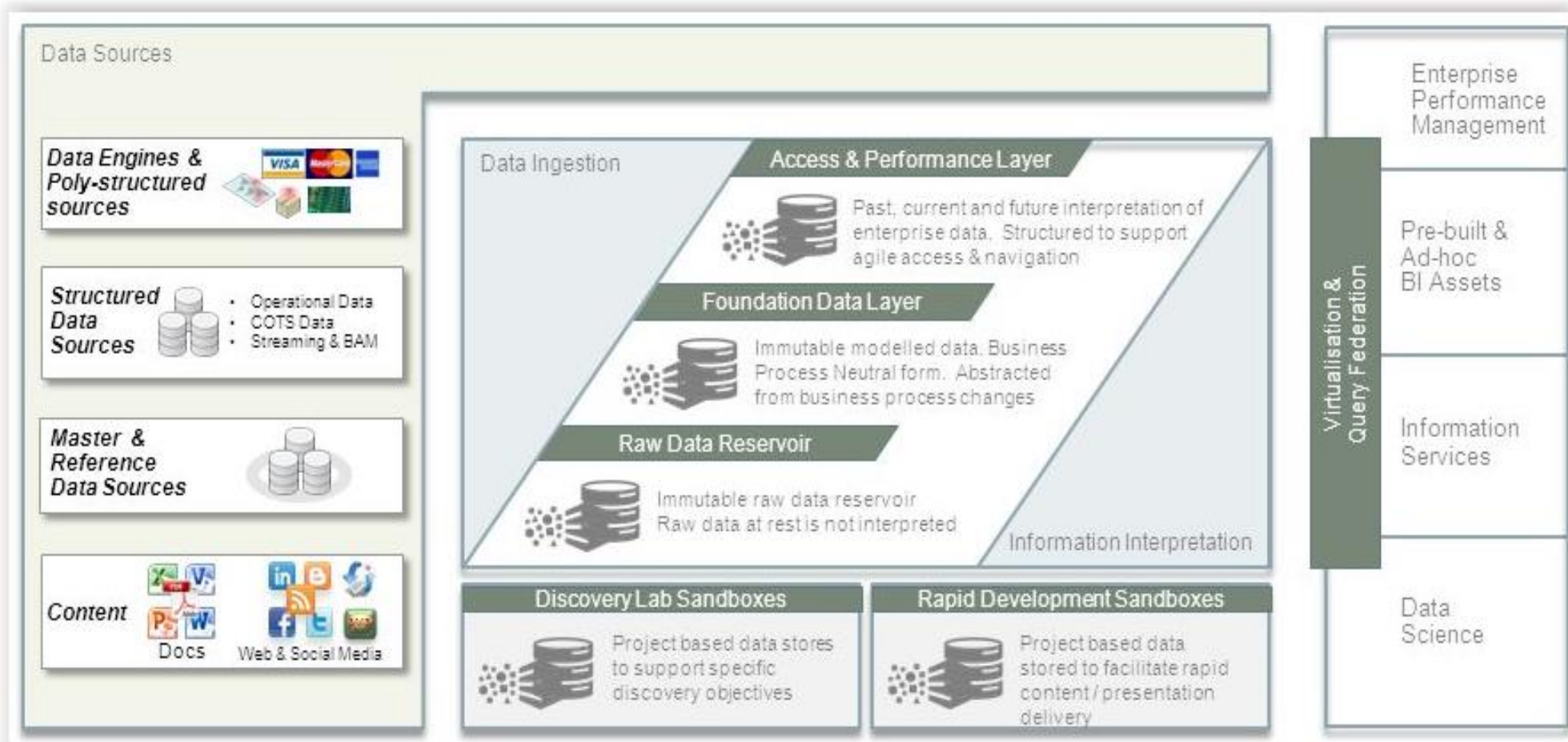
Technology	Year	Status
OBIEE	Since 2010	*.xls and *.pdf results emailed to users
Business Objects	Still used	*.xls and *.pdf results emailed to users
ODI	Since 2007	Numerous standalone agents
DWH / Oracle DB	Since 2004	First MS SQL Server, then two separate Oracle DBs

Limited development lifecycle maturity and environment setup

Projects delivered “reports” – DWH/BI team built them

Users consumed and expected “reports”

Oracle Information Reference Architecture



>>> The library metaphor



Finance planned to introduce different vendor BI software to report on JD Edwards Finance system

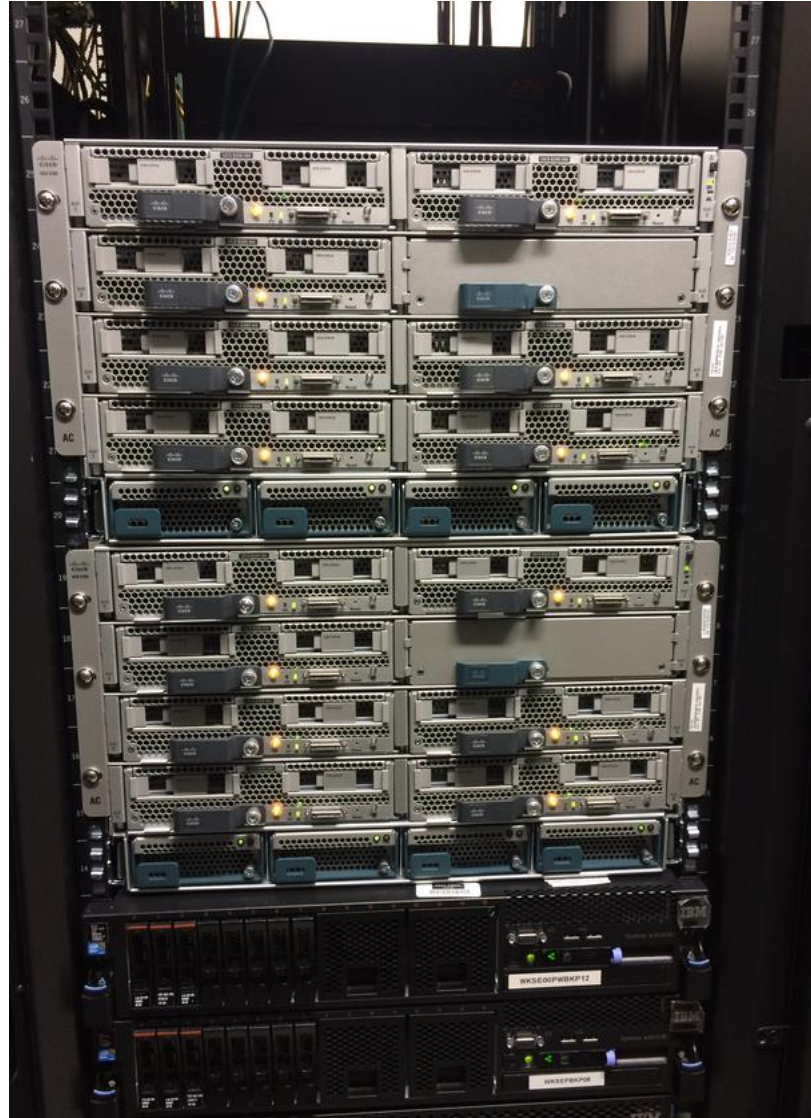
Target audience: Regional Directors & Area Managers

Anticipated implementation cost high

POC with OBIEE 11g + Map on iPad

OBIEE 12c released in same month

New Hardware



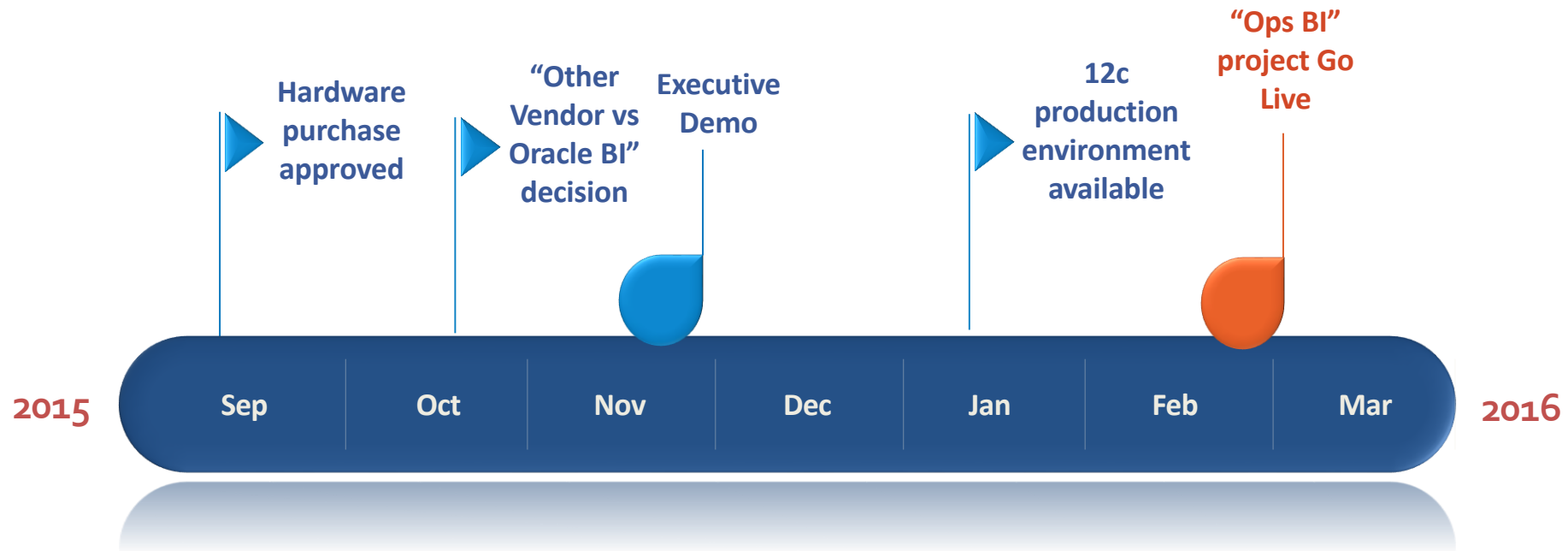


What won the argument?

- New hardware already in procurement stage
- Licenses mostly available
- Mashup with Data Visualization possible
- Speed of delivery
- Total Cost of Ownership
- Agile Corporate Platform for Business Self-Service



Timeline of Events



- Project relabelled "Operations BI" because RDs and AMs main audience
- Build on Development "Sandbox", initially DB 11g, ODI 12c and OBIEE 11g & then 12c for all components: DB, ODI & OBIEE



Move to the latest technology

Latest versions of

Presentation Tool

Oracle OBIEE 12c

Data Processing Tool

Oracle ODI 12c

Database

Oracle Database 12c Enterprise Edition Release



Finance & HR Dashboards





Databases

AS/400 DB2, MS SQL Server, Essbase, Oracle 11g & 12c

Transactional Sources

- BWR – Bet Analysis Transactions
- Yield/Videobet– Machines Data
- JD Edwards – General Ledger Balances
- JD Edwards – General Ledger Transactions
- Essbase Hyperion – Finance Budgets
- PSE – Employee & Pay Details

Upgrading of existing OBIEE to latest version of 11g

Consolidation of existing OBIEE environments

Installation & configuration

Lifecycle improvement

Regular demonstrations of development progress



User self-service

BICC is “dead”: self-service and role of traditional DWH/BI moves to curation of data & governance

(<http://blogs.gartner.com/alan-duncan/2016/03/11/the-bicc-is-dead/>)

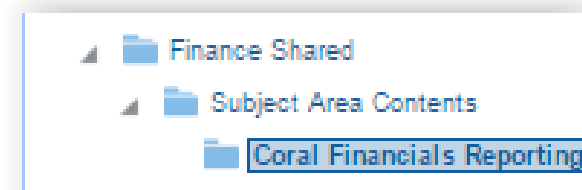
Business Ownership of Dashboards, Answers & Visualisation publishing

Encouragement of “Discovery and Development Sandboxes”

User self-service

- On Demand ODI 12c ELT job runs via back-end (console)
- Source system (MDM) categorisations via front end (Dashboard)

ORACLE® Data Integrator Console



ORACLE® Visual Analyzer

Projects dictate data and analysis requirements

Business stakeholders as development prioritisation leads

DWH/BI team purpose - provision of curated data

Governance – controlled documentation & release process

Repositioning of BI as business department under COO

Permanent staff converting into Analytics generalists

DELIVER BI architects for technical transformation



Technology	Status
OBIEE + DV	Analytic use for growing user community
ODI	Enterprise installation
Oracle DB	Enterprise edition - one DWH ready to grow



Agile development cycles of DWH/BI objects on an enterprise platform
Projects deliver “data for analysis” – DWH/BI team creates/curates data
Users self-serve their analytic requirements

Release automation

More content for Corporate Platform

Define path for Sandbox content into Enterprise model

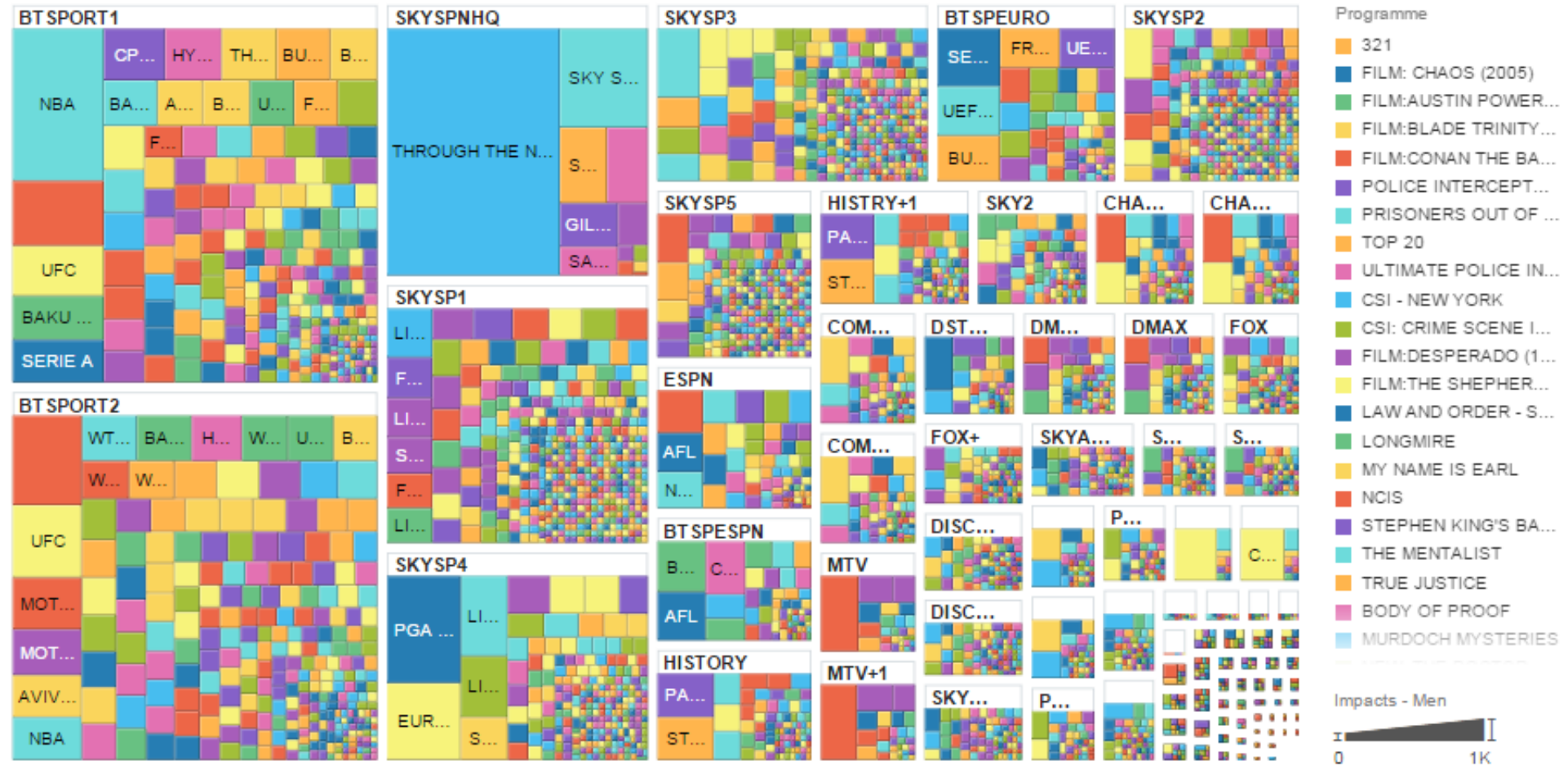
Continue winning “hearts and minds” for Self-Service

Data Visualization



Marketing POC – Data Visualization

Impacts - Men by Station, Programme



Coral – strategic investment in systems, process and people

Modernisation coupled with OBIEE 12c & Data Visualization

Enterprise platform & configuration enables user self-service

Extend focus on data visualisation with user community

Small matter of a merger...