

# Open Source BI Overview for TDWI South Florida Chapter

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# Agenda

- Pentaho Introduction
- Open source fundamentals
- Five myths of open source BI with customer examples
- Resources
- Q & A (25 minutes)

# Pentaho Introduction

- World's most popular enterprise open source BI Suite
  - Founded in 2004: Pioneer in Commercial open source BI
  - Large referenceable customer base, wide range of BI/DW deployments
- Management - proven BI and open source veterans
  - from Business Objects, Cognos, Hyperion, JBoss, Oracle, Red Hat, SAS
- Board of Directors - deep expertise and proven success in open source
- Widely recognized as the leader in open source BI



# Open Source Fundamentals

- Open source software (from opensource.org)
  - Freely available without license fees
  - Source code available, modifiable
- Commercial open source
  - Companies that build a commercial business around open source software
  - Focus is generally on services, rather than up-front software licenses
  - Typically support, value-added services, additional features, indemnification
  - Usually provide traditional product management, dedicated engineering, etc.
- Open source is everywhere!
  - TiVO, Google, YouTube, Cell Phones, Traditional BI Suites, Enterprises





## Five Myths of Open Source BI

- “Nobody’s using it.”
- “Open source licenses are risky.”
- “Open source BI will cost me more if I’m ‘standardized’.”
- “Open source BI is an all-or-none decision”
- “Innovators and forward-looking organizations are using open source BI.”

# Who's Using Open Source BI?

- Wide range of deployments

- Reporting
- Analysis (OLAP)
- Dashboards
- Data Integration
- Data Mining

- Large companies

- Small companies

- Large deployments

- Thousands of users
- Terabytes of data

- Small deployments

- 20 users
- Megabytes



## And Why?

- Reduced costs
  - No up-front software license fees
  - Lower "all-in" TCO
- Easy deployment
  - Standards-based
- Vendor relationship
  - Open, transparent model
  - Not based on technology lock-in
- Performance and Scalability
  - Modern, proven architecture
- Reduced risk
  - Professional methodology
  - World-class support and services

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

Université   
de Montréal

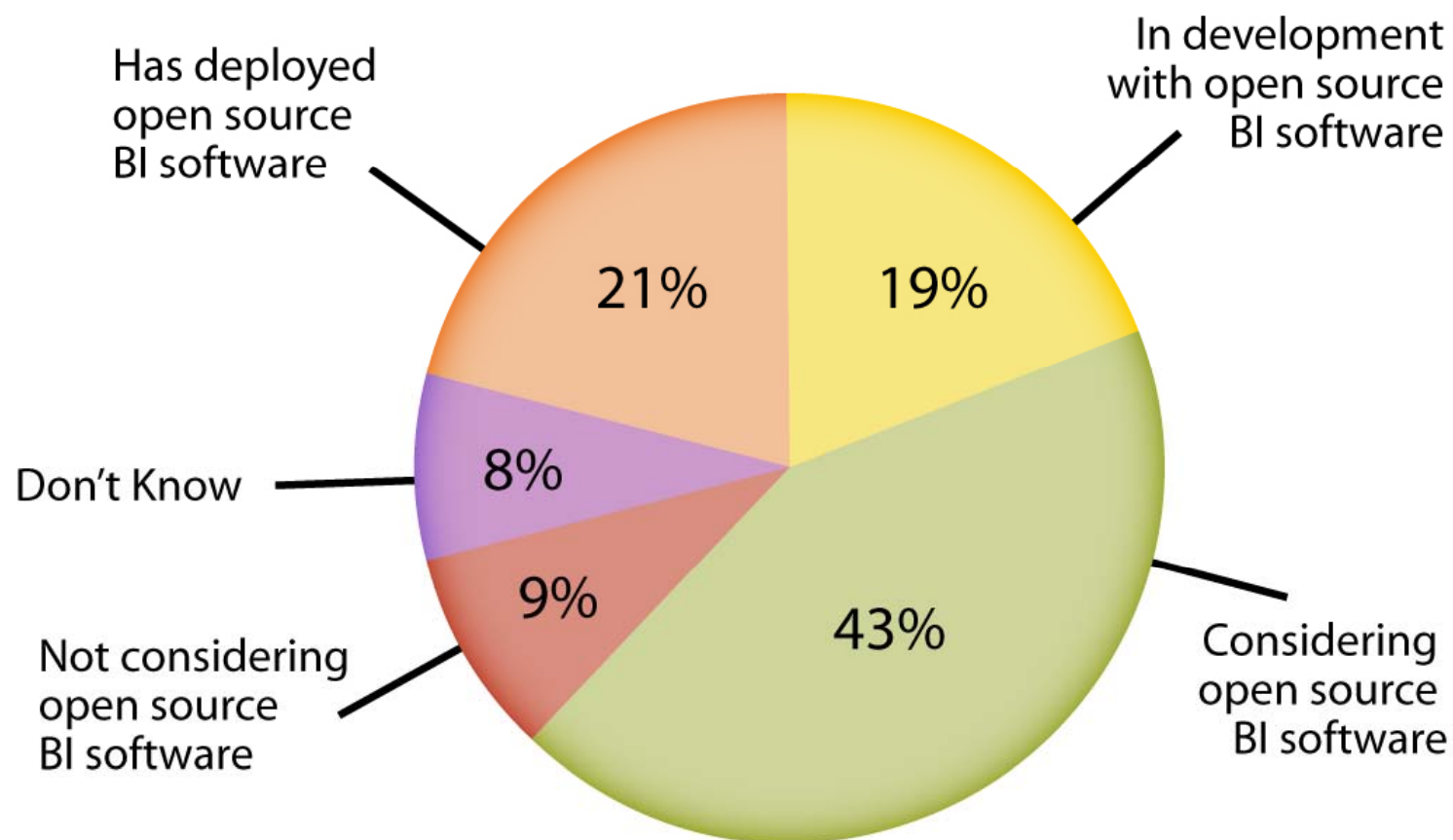
"Not only did we deliver a powerful business intelligence tool set for our organization in short order, but were able to do so at a fraction of the cost of proprietary alternatives ."

  
BNSF  
LOGISTICS

 pentaho™  
open source business intelligence™



## Rapid Market Uptake of Open Source BI



Ventana Research Survey of Open Source BI Usage, May 2006 (n=320)

NOTE: Every respondent indicated that they were already using proprietary BI somewhere in their organization

## Open Source Licensing is Risky.... Unless You Choose Open Source!

- A Pentaho Subscription includes IP indemnification
  - “Insurance policy” against open source IP issues
  - Far less open source IP exposure than many leading proprietary offerings

### Proprietary Vendors Bundle Open Source

*“We use selected open source software in our products and may use more open source software in the future... We may also be subject to claims that we have failed to comply with all the requirements of the open source licenses.”*



Source: Business Objects most recent 10-Q, at [www.sec.gov](http://www.sec.gov)

### Public Exposure

*“McAfee frequently cautions other companies about the latest bugs and computer viruses, but the security software maker is now warning that its own business could be in jeopardy -- not from some form of malware but from the fact that its products rely heavily on open source software.”*



Source: InformationWeek Jan 2008

# Open Source BI Saves Money for 'Standardized' Companies

## Orbitz Travel Services

### Pentaho Solution

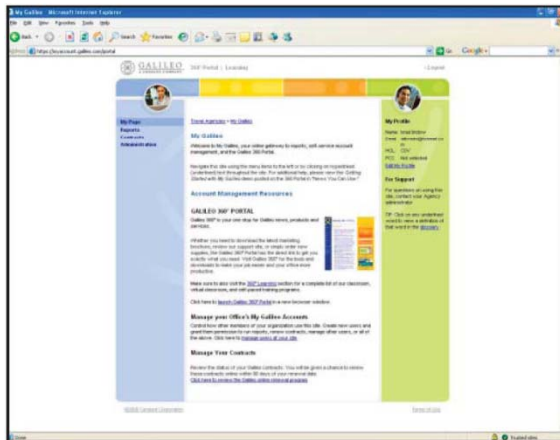
- Pentaho Reporting Subscription
- Red Hat Enterprise Linux, JBoss Application Server, MySQL database
- 2,500 users with integrated contract renewal, ordering, reporting

### Results

- 4-year, \$1.5M TCO reduction
- Integrated, self-service reporting
- Application selected as 2006 JBoss Innovation Award winner

### Why Pentaho

- Cost of ownership
- Embeddability within custom web-based applications (security, user interface, etc.)



## Recommendations

“Realize that open source projects can be every bit as good as commercial equivalents without the expensive license fees. You will probably also experience much better overall support - via the combination of community support tools such as Forums and Wikis and the for-pay technical support offered as part of the [Subscription.]”

The logo for ORBITZ, featuring the word "ORBITZ" in a bold, blue, italicized sans-serif font. The letter "O" is stylized with a blue circular arrow pointing clockwise, suggesting a cycle or orbit.

# It's Not an All-or-None Decision at ZipRealty (NASDAQ: ZIPR)

“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.”



## National Real Estate Brokerage

### Key Challenges

- Measuring and optimizing agent performance, customer satisfaction, and marketing ROI

### Pentaho Solution

- Pentaho Data Integration
- 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

# A Pragmatic Choice at Terra Industries (NYSE: TRA)

\$2B Global Nitrogen Products Leader

## Key Challenges

- Aligning pricing and delivery with inventory and supply
- Obtaining an integrated view of operations across multiple disparate operational systems

## Pentaho Solution

- Pentaho Reporting
- Pentaho Data Integration
- Sourcing data from SAP R/3, Peoplesoft, Tabware, and home-grown systems
- MySQL Enterprise

## Results

- Rapid time-to-value via embedded operational reporting for front-line workers
- Long-term strategic benefits from single, integrated view of company-wide information

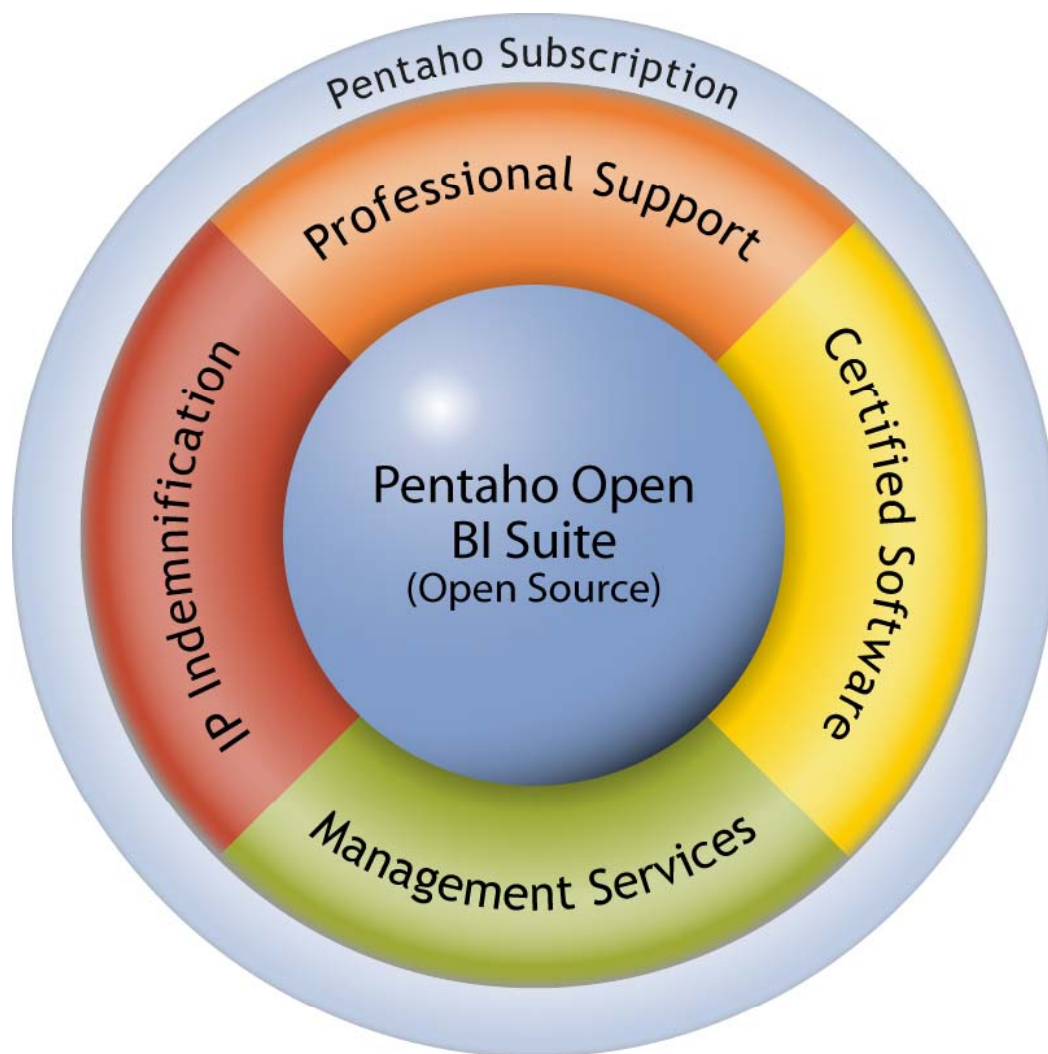
## Why Pentaho

- Functionality and flexibility
- Cost of ownership

“We chose Pentaho because it has a full range of functionality, exceptional flexibility, and a low total cost of ownership because of its open source business model. We can start delivering value to our business users quickly with embedded, web-based reporting, while integrating our disparate data sources for more strategic benefits down the road.”



# Pentaho Subscription



# Why Pentaho?

## ✓ Best Products

- Complete coverage of end-to-end BI needs
- Unmatched quality, widespread community and enterprise adoption
- Modern, standards-based, componentized architecture
- Management Services

## ✓ Best Service

- 24x7x365 Production Support available
- Support cases handled by true Pentaho experts from the first call
- Professional training and consulting

## ✓ Best Value

- No cost open source license
- Subscription support at a fraction of proprietary vendors

## ✓ Best Relationship

- Complete transparency
- Relationship based 100% on quality of customer support





## TDWI Perspectives: An Enterprise BI Solution

“Business metadata is a critical factor in ensuring adoption of BI tools and reports by average business users. Pentaho's new 1.6 release provides this capability, demonstrating the steady advancement of open source BI from developer tool to enterprise BI solution.”

-Wayne Eckerson, Research Director  
The Data Warehouse Institute



## Resources

- TDWI Case Study “What Works” on ZipRealty
  - [www.tdwi.org/Publications/WhatWorks](http://www.tdwi.org/Publications/WhatWorks)
- Archived TDWI Web Seminar - “The Ins and Outs of Open Source BI”
  - Archived at [www.pentaho.com/events](http://www.pentaho.com/events)
- TDWI Class on Open Source BI by Mark Madsen
- TDWI January 2008 research on “Spreadmarts”
  - [www.tdwi.org](http://www.tdwi.org)
- Pentaho customer examples with podcasts, webcasts, case studies
  - [www.pentaho.com/about/customers](http://www.pentaho.com/about/customers)
- Pentaho software download
  - [www.pentaho.com/download/](http://www.pentaho.com/download/)

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