UConn User Forum

WebFOCUS 8 Extended Capabilities

Dennis McCarthy
Dec 2013
WebFOCUS 8 is a comprehensive BI platform, helping organizations deliver information and analytics to the widest range of users.

WebFOCUS 8 delivers many rich new capabilities and integrates the four critical elements for smarter decision-making:

• business intelligence,
• performance management,
• advanced analytics, and
• data integrity.
WebFOCUS 8 Extended Capabilities

Overview

WebFOCUS 8

- Extensive role-based personalization options for portals, dashboards, and other end-user applications.

- Enhanced capabilities for end-user tools and the application development environment.

- Integration with iWay Software event processing to deliver true, real-time dashboards and automated business processes.

- Enhanced security, including role-based access.
WebFOCUS 8

- **Portal**
- Active Reporting Technology Reports
- Predictive Analytics
- Mobile Business Intelligence
WebFOCUS 8 Extended Capabilities

Portal

Information from anywhere, multi-drill, html5 charts
Auto-resizing html5 charts
WebFOCUS 8 Extended Capabilities

Portal

User-configurable dashboards – add, remove, move content
WebFOCUS 8 Extended Capabilities
Portal

- Bi-directional maps integration – google maps
Maps are a native chart format in InfoAssist
Maps are a native chart format in InfoAssist
Parameterized chart with Autorun
Parameterized Report with Autorun

Sales Summary for Sarah Gunnell
December 10, 2013

<table>
<thead>
<tr>
<th>Country</th>
<th>Region</th>
<th>State</th>
<th>City</th>
<th>Store Name</th>
<th>Sales Rep</th>
<th>Product Name</th>
<th>Quantity</th>
<th>Line Total</th>
<th>Returns</th>
<th>Warranty Expenses</th>
<th>Shipping Cost</th>
<th>Cost of Goods Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>Est</td>
<td>Manitoba</td>
<td>Winnipeg</td>
<td>Winnipeg Audio</td>
<td>Sarah Gunnell</td>
<td>3-Way Speaker Pair</td>
<td>58</td>
<td>$14,442.00</td>
<td>5</td>
<td>$450.00</td>
<td>$144.42</td>
<td>$5,220.00</td>
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<tr>
<td>Canada</td>
<td>Est</td>
<td>Manitoba</td>
<td>Winnipeg</td>
<td>Winnipeg Audio</td>
<td>Sarah Gunnell</td>
<td>6-Piece Home Theater Speaker System</td>
<td>325</td>
<td>$130,074.00</td>
<td>32</td>
<td>$3,520.00</td>
<td>$1,300.74</td>
<td>$35,850.00</td>
</tr>
<tr>
<td>Canada</td>
<td>Est</td>
<td>Manitoba</td>
<td>Winnipeg</td>
<td>Winnipeg Audio</td>
<td>Sarah Gunnell</td>
<td>DVD Player</td>
<td>325</td>
<td>$64,874.00</td>
<td>32</td>
<td>$4,800.00</td>
<td>$6,487.44</td>
<td>$46,900.00</td>
</tr>
<tr>
<td>Canada</td>
<td>Est</td>
<td>Manitoba</td>
<td>Winnipeg</td>
<td>Winnipeg Audio</td>
<td>Sarah Gunnell</td>
<td>EasySnap Digital Camera 6.1 Megapixel</td>
<td>329</td>
<td>$224,614.00</td>
<td>32</td>
<td>$16,000.00</td>
<td>$2,246.14</td>
<td>$163,000.00</td>
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<tr>
<td>Canada</td>
<td>Est</td>
<td>Manitoba</td>
<td>Winnipeg</td>
<td>Winnipeg Audio</td>
<td>Sarah Gunnell</td>
<td>World Wide VHS VCR</td>
<td>10</td>
<td>$43,092.00</td>
<td>10</td>
<td>$3,000.00</td>
<td>$430.92</td>
<td>$32,400.00</td>
</tr>
</tbody>
</table>

**TOTAL SALESREP: Sarah Gunnell**

1,144 | $477,086.00  | 111 | $27,770.00 | $4,770.96 | $285,380.00

Proprietary and Confidential Information
Page 1 of 1
WebFOCUS 8

- Portal
- **Active Reporting Technology Reports**
- Mobile Business Intelligence
- Predictive Analytics
WebFOCUS 8 Extended Capabilities

- Portable Analytics
### WebFOCUS 8 Extended Capabilities

- **Portable Analytics with multiple sub-reports**

<table>
<thead>
<tr>
<th>Region</th>
<th>Store Name</th>
<th>Product Name</th>
<th>Quantity</th>
<th>Line Total</th>
<th>Cost of Goods Sold</th>
<th>Shipping Cost</th>
<th>Profit</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>East North Central AV VideoTown</td>
<td>100 Watt Front-Firing Powered Subwoofer</td>
<td>1,053</td>
<td>$135,837.00</td>
<td>$42,120.00</td>
<td>$1,358.37</td>
<td>$93,717.00</td>
<td>222.50%</td>
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</tr>
<tr>
<td>East North Central AV VideoTown</td>
<td>13 Inch Portable DVD Video System</td>
<td>1,185</td>
<td>$1,776,315.00</td>
<td>$1,422,000.00</td>
<td>$17,763.15</td>
<td>$354,315.00</td>
<td>24.92%</td>
<td></td>
</tr>
<tr>
<td>East North Central AV VideoTown</td>
<td>15 Inch Portable DVD Video System</td>
<td>723</td>
<td>$1,445,277.00</td>
<td>$1,084,500.00</td>
<td>$14,452.77</td>
<td>$360,777.00</td>
<td>33.27%</td>
<td></td>
</tr>
<tr>
<td>East North Central AV VideoTown</td>
<td>2-Way Speaker Pair</td>
<td>753</td>
<td>$149,847.00</td>
<td>$52,710.00</td>
<td>$1,498.47</td>
<td>$97,137.00</td>
<td>184.29%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12</td>
<td>$19,188.00</td>
<td>$15,600.00</td>
<td>$191.88</td>
<td>$3,588.00</td>
<td>23.00%</td>
<td></td>
</tr>
</tbody>
</table>

#### Profit By Store Name

- [Graph showing profit by store name]

#### Margin By Region

- [Bar chart showing margin by region]
WebFOCUS 8 Extended Capabilities

- Portable Analytics with a global filter
WebFOCUS 8 Extended Capabilities

Overview

WebFOCUS 8

- Portal
- Active Reporting Technology Reports
- **Mobile Business Intelligence**
- Predictive Analytics
WebFOCUS 8 Mobile Favorites

- WebFOCUS Mobile Faves gives users the ability to deploy specific BI content, such as reports and dashboards, to mobile devices.

- Users can instantly access this content from any smartphone or tablet PC – regardless of platform or browser.

- WebFOCUS Mobile integrates seamlessly with the WebFOCUS BI portal.
WebFOCUS 8

- Mobile Faves is a native application, or “helper app,” that interacts with WebFOCUS BI Portal to manage and view content on iOS and Android mobile devices.

- This hybrid approach to mobility eliminates complexity and cost associated with custom mobile application development.

- enhanced user experience, including an e-mail-like tap navigation and optional cover-flow interface.

- employs the device-specific navigation paradigms and gestures users are already comfortable and familiar with
WebFOCUS 8 Extended Capabilities
Mobile Favorites

WebFOCUS 8

- Enables web apps to access to major device functions, such as location services, contact information, cameras, bar-code readers, and photo libraries.

- Expands the reach and device interactivity of web apps, without the need for BI developers to create specific native apps for each device.
WebFOCUS Mobile Faves provides an easy and intuitive way for users to:

- Save, annotate, and catalog BI documents locally for offline analytic operations
- Subscribe to documents and have them “pushed” to their devices automatically, on a scheduled basis or when specific events or conditions occur
- Open and catalog BI documents received as e-mail attachments
- Share BI content with other users, regardless of the mobile device, browser, or platform
WebFOCUS 8 Extended Capabilities

Mobile Favorites

WebFOCUS 8

• The Mobile Faves app can also be completely branded with a business’s artwork and iconography.

• This allows a business to quickly deliver branded mobile apps, either within their enterprise or even in public app stores, with absolutely no native coding. Mobile Faves is supported on iOS and Android devices.

• Download the Mobile Faves App
  • **iPhone, iPod Touch, and iPad devices** - iTunes App Store,
WebFOCUS 8 Extended Capabilities

Mobile Favorites

WebFOCUS 8

Send report content to Mobile Devices
WebFOCUS 8 Extended Capabilities
Mobile Example
WebFOCUS 8

- Portal
- Active Reporting Technology Reports
- Mobile Business Intelligence
- **Predictive Analytics**
WebFOCUS 8 Extended Capabilities
Overview

WebFOCUS RStat

- the market's first fully integrated business intelligence (BI) and data mining environment

- seamlessly bridges the gap between backward- and forward-facing views of business operations

- With RStat, companies can easily and cost-effectively deploy predictive models as intuitive scoring applications

- business users at all levels can make decisions based on accurate, validated future predictions instead of relying on gut instinct alone.
WebFOCUS RStat

• provides a single platform for BI, data modeling, and scoring

• eliminates the need to purchase and maintain multiple tools

• frees analysts and other statisticians from spending countless hours extracting and querying data

• At the same time, it reduces costs, simplifies maintenance, and optimizes IT resources.

• WebFOCUS RStat can deliver results that are consistent, complete, and correct.
WebFOCUS RStat

A single tool, fully integrated with WebFOCUS with access to more than 300 data sources, for both BI developers and data miners

- Comprehensive data exploration, descriptive statistics, and interactive graphs
- In-depth data visualization and transformation
- Hypothesis testing, clustering, and correlation analysis
- Other key WebFOCUS RStat features include:
  - The ability to build and export models for prediction and classification
  - Comprehensive model evaluation
  - Rapid application creation through easy incorporation of scoring routines into WebFOCUS reports
Predicting Student Failure with Rstat

<table>
<thead>
<tr>
<th>Student ID</th>
<th>Gender</th>
<th>Major</th>
<th>HS Class Rank</th>
<th>GPA Range</th>
<th>GPA</th>
<th>SAT Range</th>
<th>SAT Score</th>
<th>Failure Risk</th>
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<tbody>
<tr>
<td>6087204</td>
<td>Female</td>
<td>Business</td>
<td>Top 10Pct</td>
<td>2.0 - 2.99</td>
<td>2.01</td>
<td>500-550</td>
<td>547</td>
<td>No</td>
</tr>
<tr>
<td>4770990</td>
<td>Male</td>
<td>Biology</td>
<td>Top 50Pct</td>
<td>2.0 - 2.99</td>
<td>2.01</td>
<td>551-600</td>
<td>597</td>
<td>No</td>
</tr>
<tr>
<td>4542027</td>
<td>Female</td>
<td>Communications</td>
<td>Top 10Pct</td>
<td>2.0 - 2.99</td>
<td>2.01</td>
<td>601-650</td>
<td>646</td>
<td>No</td>
</tr>
<tr>
<td>3000511</td>
<td>Female</td>
<td>Biology</td>
<td>Top 50Pct</td>
<td>2.0 - 2.99</td>
<td>2.01</td>
<td>651-700</td>
<td>654</td>
<td>No</td>
</tr>
<tr>
<td>6439575</td>
<td>Male</td>
<td>Business</td>
<td>Top 25Pct</td>
<td>2.0 - 2.99</td>
<td>2.01</td>
<td>651-700</td>
<td>670</td>
<td>Yes</td>
</tr>
<tr>
<td>6061095</td>
<td>Male</td>
<td>Communications</td>
<td>Top 50Pct</td>
<td>2.0 - 2.99</td>
<td>2.01</td>
<td>651-700</td>
<td>683</td>
<td>No</td>
</tr>
<tr>
<td>4350090</td>
<td>Male</td>
<td>Business</td>
<td>Top 25Pct</td>
<td>2.0 - 2.99</td>
<td>2.01</td>
<td>651-700</td>
<td>696</td>
<td>No</td>
</tr>
<tr>
<td>5162451</td>
<td>Male</td>
<td>Business</td>
<td>Top 50Pct</td>
<td>2.0 - 2.99</td>
<td>2.02</td>
<td>551-600</td>
<td>579</td>
<td>No</td>
</tr>
<tr>
<td>2129840</td>
<td>Male</td>
<td>Business</td>
<td>Top 25Pct</td>
<td>2.0 - 2.99</td>
<td>2.02</td>
<td>601-650</td>
<td>613</td>
<td>Yes</td>
</tr>
<tr>
<td>8404676</td>
<td>Male</td>
<td>Communications</td>
<td>Top 50Pct</td>
<td>2.0 - 2.99</td>
<td>2.02</td>
<td>601-650</td>
<td>647</td>
<td>No</td>
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WebFOCUS 8 Extended Capabilities

Rstat Examples

### Predicting Insurance Fraud

<table>
<thead>
<tr>
<th>ID</th>
<th>Age Range</th>
<th>Age</th>
<th>Education</th>
<th>Marital Status</th>
<th>Gender</th>
<th>Occupation</th>
<th>Predicted Fraud</th>
<th>No Fraud Predicted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983846</td>
<td>25 under</td>
<td>19</td>
<td>HSgrad</td>
<td>Single</td>
<td>Female</td>
<td>Student</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>9026309</td>
<td>25 under</td>
<td>20</td>
<td>HSgrad</td>
<td>Widowed</td>
<td>Male</td>
<td>Financial Planner</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>8232152</td>
<td>25 under</td>
<td>20</td>
<td>HSgrad</td>
<td>Single</td>
<td>Male</td>
<td>Financial Planner</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2946966</td>
<td>25 under</td>
<td>20</td>
<td>HSgrad</td>
<td>Male</td>
<td>Male</td>
<td>Prof Services</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>9259774</td>
<td>25 under</td>
<td>20</td>
<td>HSgrad</td>
<td>Single</td>
<td>Male</td>
<td>Prof Services</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>8097576</td>
<td>25 under</td>
<td>20</td>
<td>College</td>
<td>Single</td>
<td>Male</td>
<td>Prof Services</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>1276913</td>
<td>25 under</td>
<td>20</td>
<td>HSgrad</td>
<td>Male</td>
<td>Male</td>
<td>Prof Services</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>1997523</td>
<td>25 under</td>
<td>20</td>
<td>HSgrad</td>
<td>Single</td>
<td>Male</td>
<td>Prof Services</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>9211248</td>
<td>25 under</td>
<td>20</td>
<td>College</td>
<td>Single</td>
<td>Male</td>
<td>Prof Services</td>
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<td>0</td>
</tr>
<tr>
<td>4520829</td>
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<td>20</td>
<td>College</td>
<td>Single</td>
<td>Male</td>
<td>Prof Services</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

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### Predicted Fraud By Age Range

- 25 under: 28%
- 26 - 35: 19%
- 36 - 45: 30%
- 46 - 55: 13%
- 56 - 65: 13%
- 65+: 8%

### Predicted Fraud By Gender

- Female: 64%
- Male: 36%

### Predicted Fraud By Marital Status

- Divorced: 2%
- Married: 59%
- Single: 22%
- Widowed: 7%

### Predicted Fraud By Education

- Bachelor: 5%
- College: 33%
- Engineering: 41%
- HSGrad: 17%
- Master: 13%
- Other: 7%
WebFOCUS 8 Extended Capabilities
Rstat Examples

Predicting Patient Volume for Healthcare

<table>
<thead>
<tr>
<th>Date</th>
<th>Holiday</th>
<th>Season</th>
<th>Poor Weather</th>
<th>Local Event</th>
<th>Predicted Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/01/2010</td>
<td>Y</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>624</td>
</tr>
<tr>
<td>01/02/2010</td>
<td>N</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>336</td>
</tr>
<tr>
<td>01/03/2010</td>
<td>N</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>360</td>
</tr>
<tr>
<td>01/04/2010</td>
<td>N</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>328</td>
</tr>
<tr>
<td>01/05/2010</td>
<td>N</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>288</td>
</tr>
<tr>
<td>01/06/2010</td>
<td>N</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>296</td>
</tr>
<tr>
<td>01/07/2010</td>
<td>N</td>
<td>Winter</td>
<td>Y</td>
<td>N</td>
<td>561</td>
</tr>
<tr>
<td>01/08/2010</td>
<td>N</td>
<td>Winter</td>
<td>Y</td>
<td>N</td>
<td>584</td>
</tr>
<tr>
<td>01/09/2010</td>
<td>N</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>352</td>
</tr>
<tr>
<td>01/10/2010</td>
<td>N</td>
<td>Winter</td>
<td>N</td>
<td>N</td>
<td>328</td>
</tr>
</tbody>
</table>

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Predicted Patient Volume By Season
- Fall: 17%
- Spring: 22%
- Summer: 33%
- Winter: 28%

Predicted Patient Volume By Holiday

Predicted Patient Volume By Local Event

Predicted Patient Volume By Poor Weather
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THE END