



**Does your BI Suck...**  
**at doing Real-time Intelligence?**

John Crupi, JackBe CTO

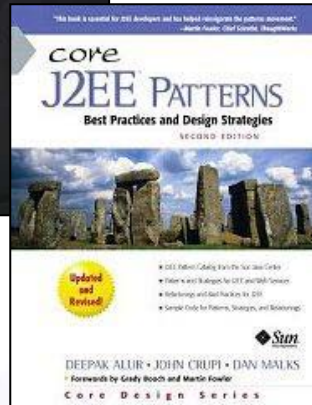


# Today's Special Guest



Chief Technology Officer, Blogger,  
Author.

Formerly, CTO of Sun's SOA Practice &  
Sun Distinguished Engineer.



Enjoys touring with U2, a good  
bottle of Burgundy, and catering  
to his two beautiful daughters.

# Today's Agenda

- What does 'Real-Time Intelligence' really look like?
- How is Real-Time Intelligence different from traditional Business Intelligence?
- What are the 5 important characteristics of Real-Time Intelligence?
- How can you achieve Real-Time Intelligence?

# Is This How You Make Decisions...Or Would Like To?

Customer Orders and Order Details  
(Microsoft Dynamics CRM)

The screenshot displays three main sections of the Microsoft Dynamics CRM interface:

- Pending Orders (Dynamics CRM On-Demand):** A table listing various customer orders with columns for Account, City, State, and Zip.
- Order Details (Dynamics CRM):** A form showing details for the selected order, including Account (Meli Mello Market), Address (542 Washington St), City (Boston), State (MA), Zipcode (02111), and Phone (617 436-5721).
- Shipping Summary (JackBe Mashup):** A form showing shipping details such as Distance (442.2), Fuel Price, Fuel Cost, Surcharge, and Shipping.

Delivery Destinations  
(Bing Map, MS Dynamics, DataMarket)

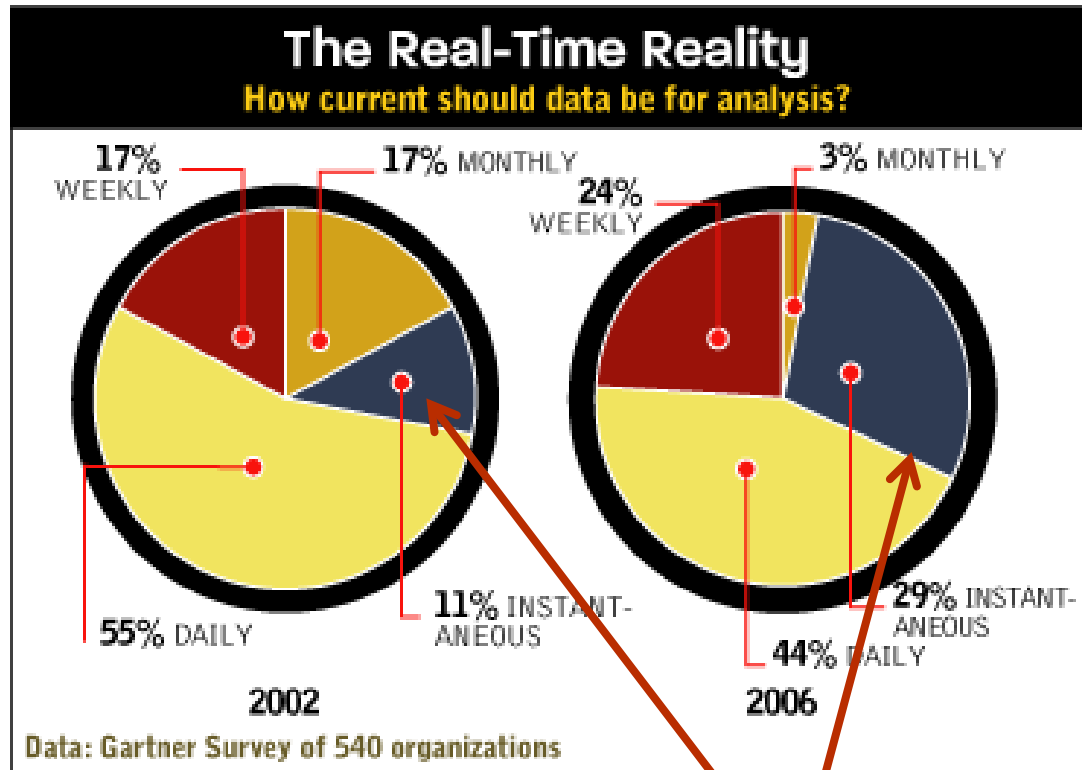
The screenshot displays a Bing Map of the Northeastern United States, showing delivery destinations. A red square indicates the current location, and several red circles with numbers (11, 13, 16, 17, 18, 19, 22, 23) represent delivery points. Below the map, there is a section for "Tomorrow's Route Weather Conditions (Marketplace)" which includes a temperature gauge and a relative humidity gauge.

Shipping Summary  
MS Dynamics, SharePoint and  
DataMarket

Temperature Listings  
(Microsoft SharePoint List)

Weather Gauge  
(MS Dynamics & Weather Central)

# The 'Need for Speed' is Not New

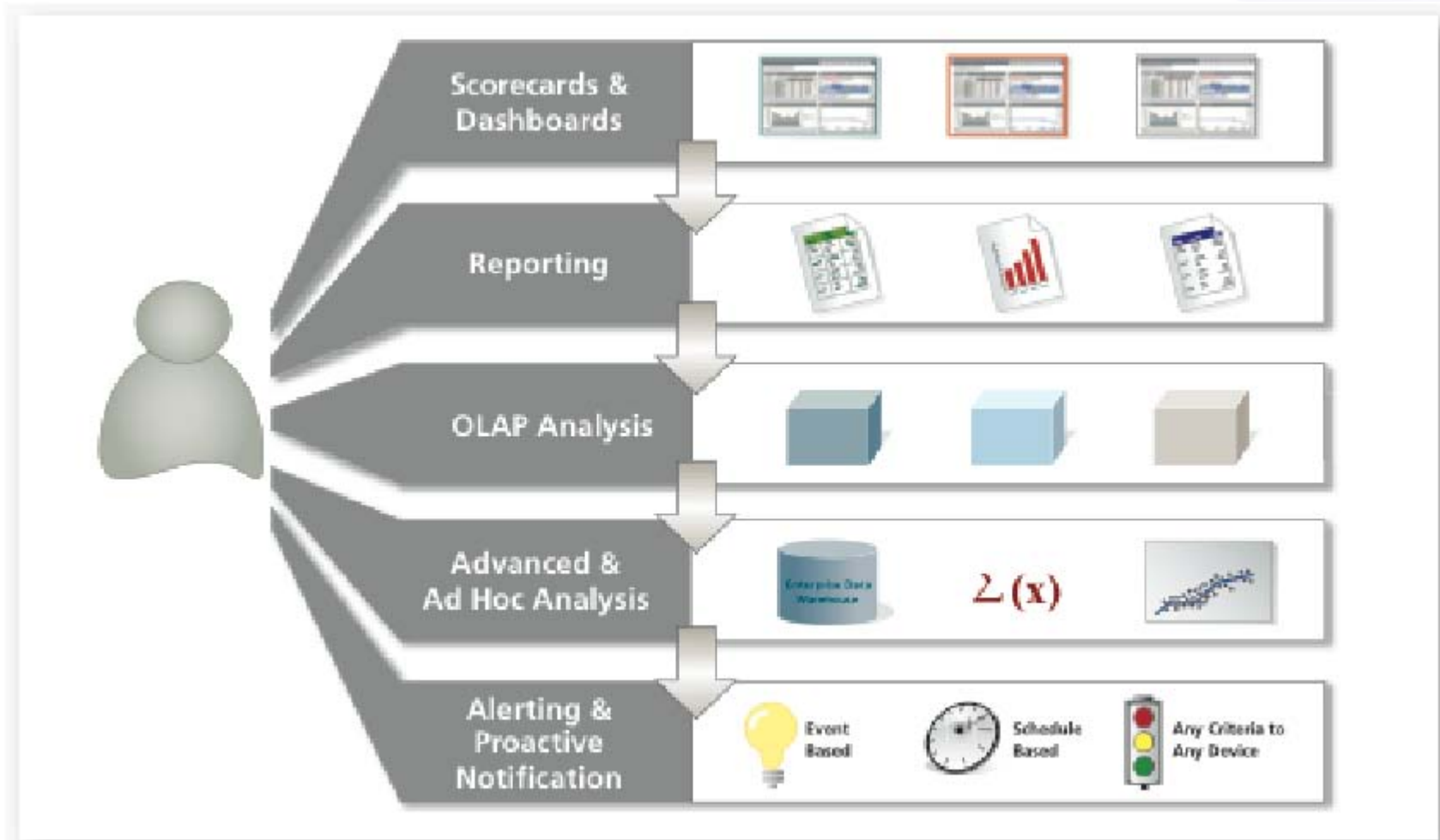


**300% growth!**

“Real-time (business) intelligence is about keeping pace in the accelerating world of business.”

-- InformationWeek

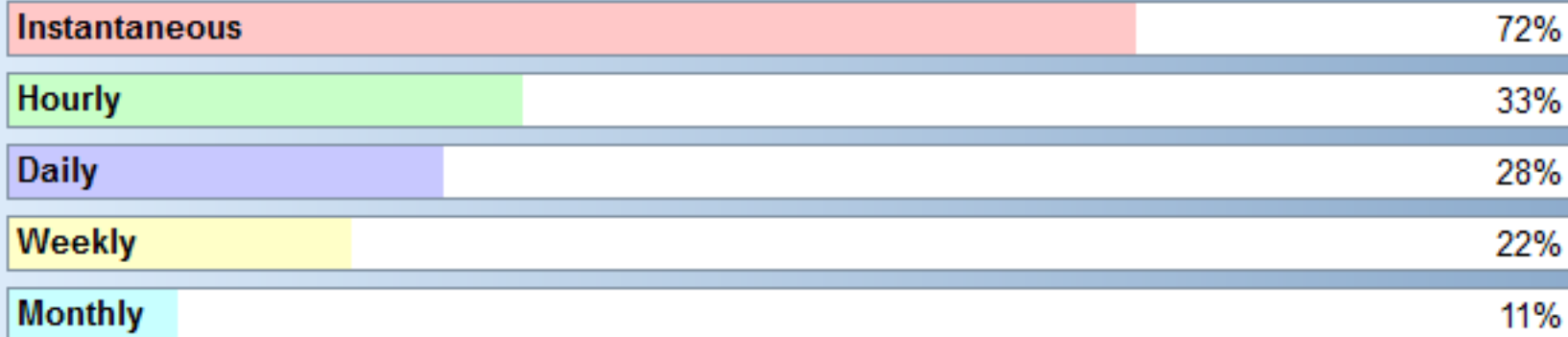
# What's Missing From This Picture?



# What do YOU think?

## How current does your data need to be? (Choose ALL that apply!)

Poll Results (multiple answers allowed):

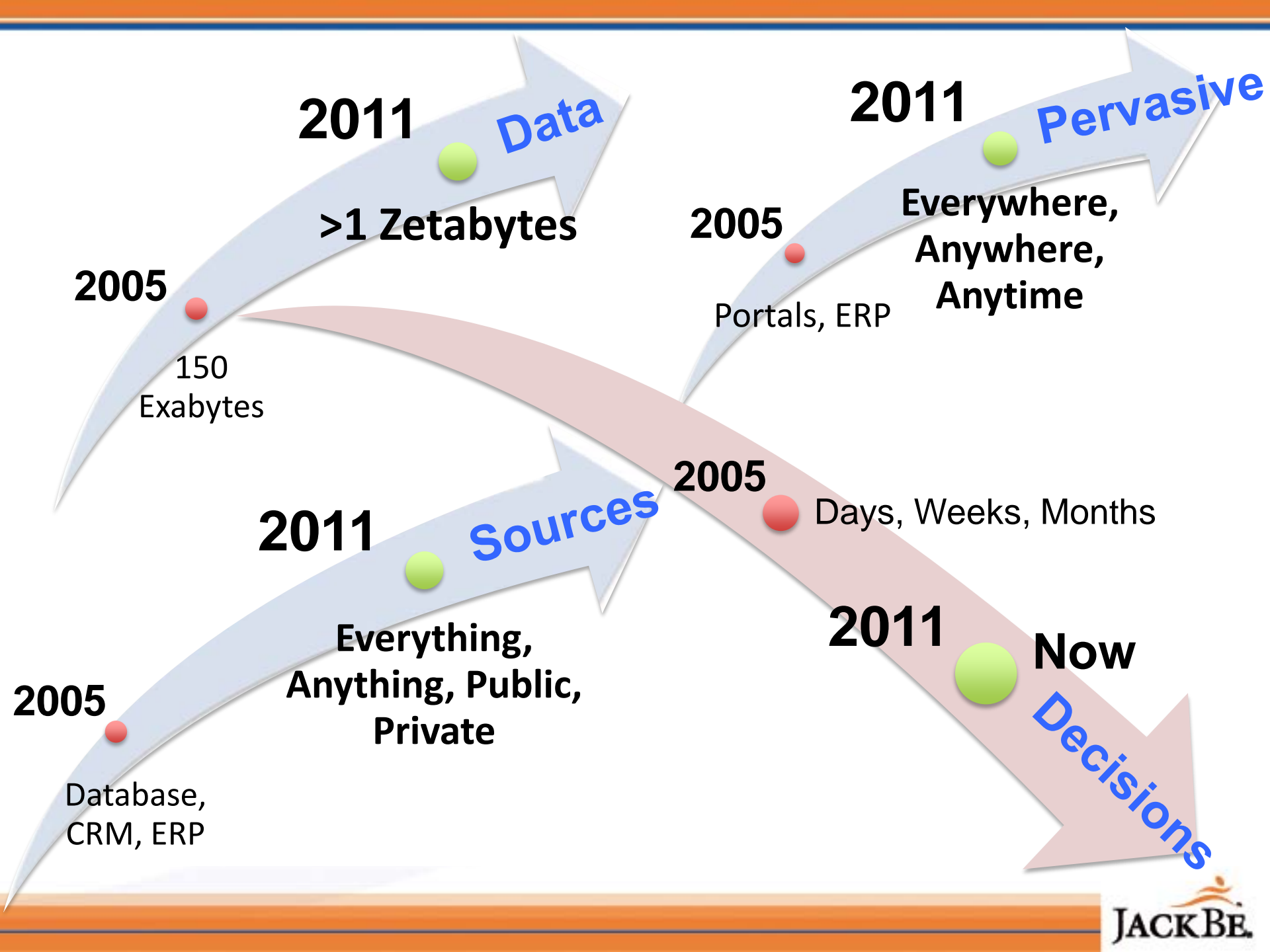


# Is 2011 the Year of Real-Time?

The Forrester logo consists of the word "FORRESTER" in a white, serif, all-caps font, centered within a dark green, horizontally-oriented oval.

“We definitely will see organizations ramping up the frequency to support real-time or near-real-time data in 2011 and beyond, especially as the business value of Information-as-a-Service (IaaS) becomes more visible across the enterprise.”

- Greg Leganza



**2011** Data

>1 Zetabytes

**2005**

150  
Exabytes

**2011** Pervasive

Everywhere,  
Anywhere,  
Anytime

**2005**

Portals, ERP

**2011** Sources

Everything,  
Anything, Public,  
Private

**2005**

Database,  
CRM, ERP

**2005**

Days, Weeks, Months

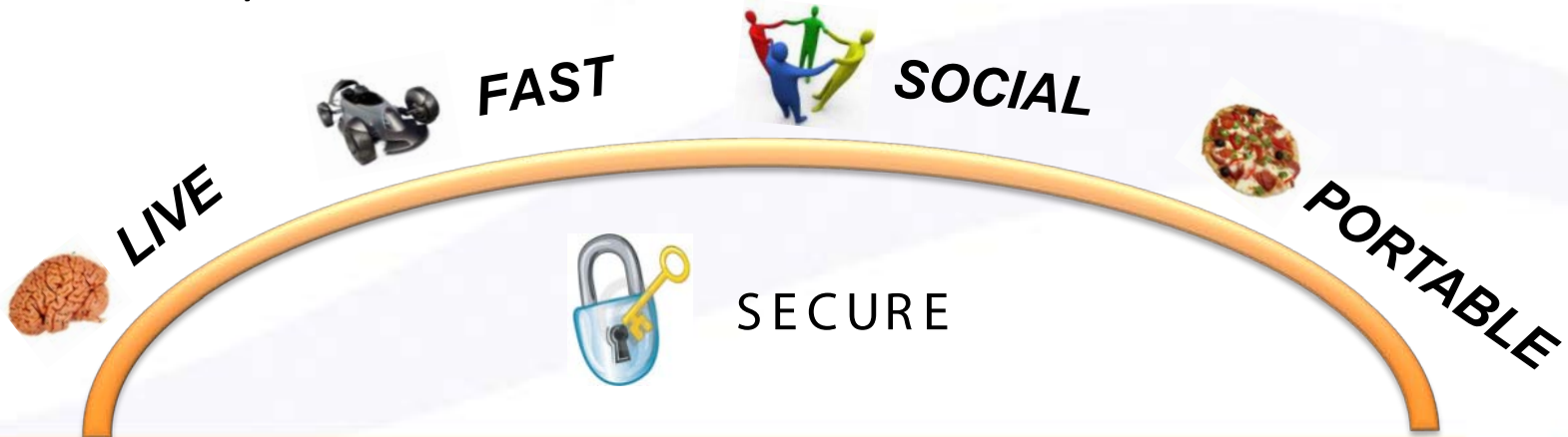
**2011**

Now  
Decisions

# Real-Time Intelligence Is Not Just About “Time”

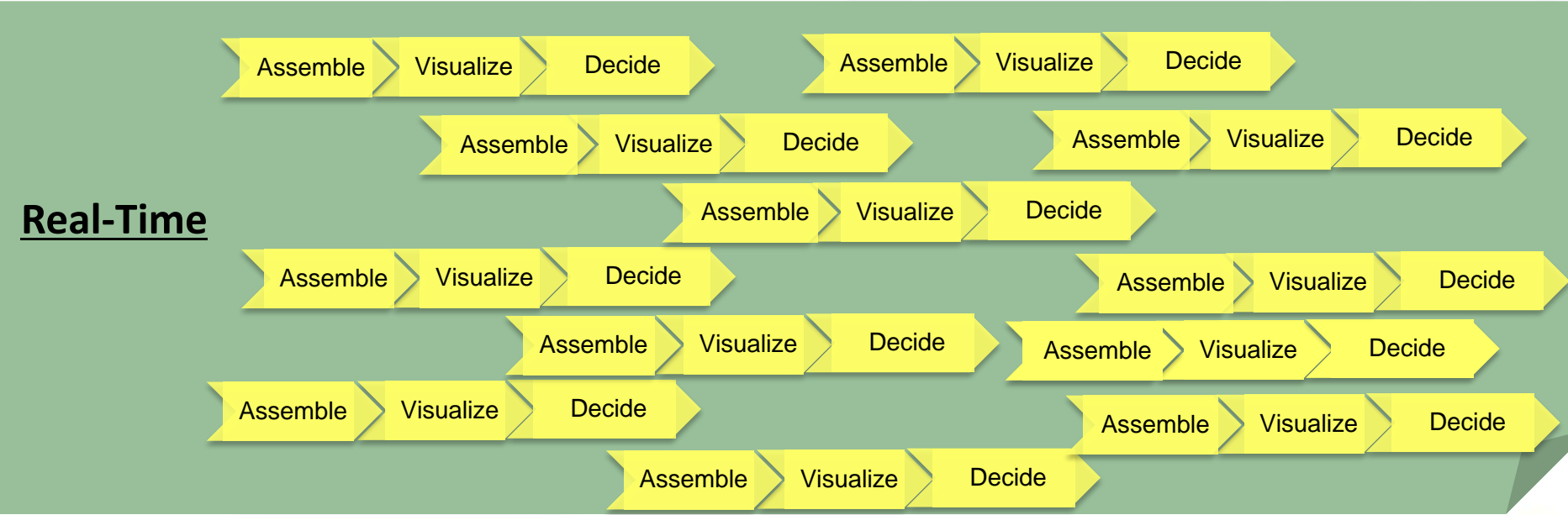
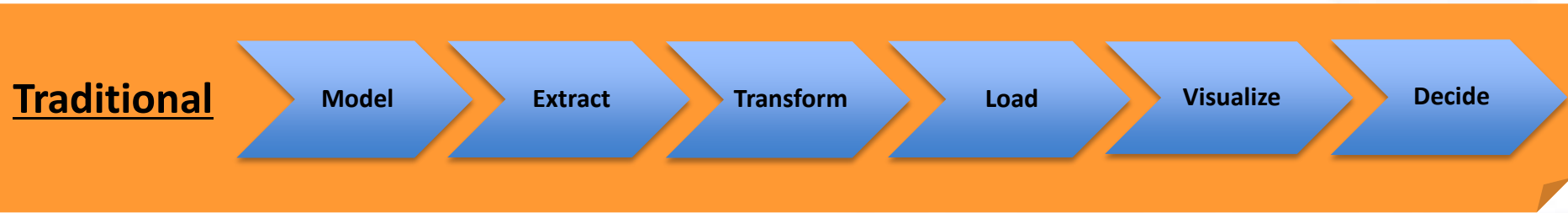
It's about:

- Getting the most current live data
- Getting the data to user when they need it
- Getting the data into actionable form
- Getting intelligence to the users where they need it



# Real-Time Information Gives You More Time for Decisions

January	February	March	April	May	June	October	November	December



# Differences between Traditional BI and Real-Time Intelligence

Characteristic	Traditional	Real-Time
Decision View	What happened?	What's happening?
Decision Style	Individual Decisions	Collaborative Decisions
IT Dependency	High	Low
Data Sources	Data Warehouse/Mart, Database centric	Live Connections to ANY Data Type (including Data Warehouses/Marts)
Reusability	'Spreadsheet Dump'	Portable Apps
Agility	Static 'Models'	Dynamic Mashups
Architecture	Proprietary	Web Standards

Source: <http://esj.com/Articles/2010/11/10/Future-of-BI.aspx?Page=3>

# Real-Time Intelligence In Action: The Best Deal on the Market

Customer Information App  
(Salesforce CRM)

Customer Shipments & Returns  
(Homegrown Returns System & ERP System)

Customer Buying Rating  
(Data Warehouse and Internal Analytics Engine)

Competitive Prices & Deals  
(Twitter, Groupon, Living Social)

The screenshot shows a web application interface with several sections. The top left section is titled 'Callcenter Customer Info Custom App' and contains a form with fields for 'Email', 'First Name', 'Last Name', 'Address 1', 'Address 2', 'City', 'State', 'Zip Code', 'Home Phone', 'Phone', 'Email', 'Date Created', and 'Birth Date'. The top right section is titled 'Callcenter ShipmentsAndReturns Custom\_Mashup' and contains a table with columns for 'Return', 'Ship', and 'Shipments' (September 2010, October 2010, November). The bottom left section is a table with columns for 'Pictures', 'Id', 'Name', 'Desc.', 'Category', 'Price', 'Disc. Price', and 'Stock Av.'. The bottom right section is another table with columns for 'Pictures', 'Id', 'Name', 'Desc.', 'Category', 'Price', 'Disc. Price', 'Stock', and 'Avg R.'. Arrows from the callout boxes point to these sections: 'Customer Information App' points to the top left form; 'Customer Shipments & Returns' points to the top right table; 'Customer Buying Rating' points to the bottom left table; and 'Competitive Prices & Deals' points to the bottom right table.

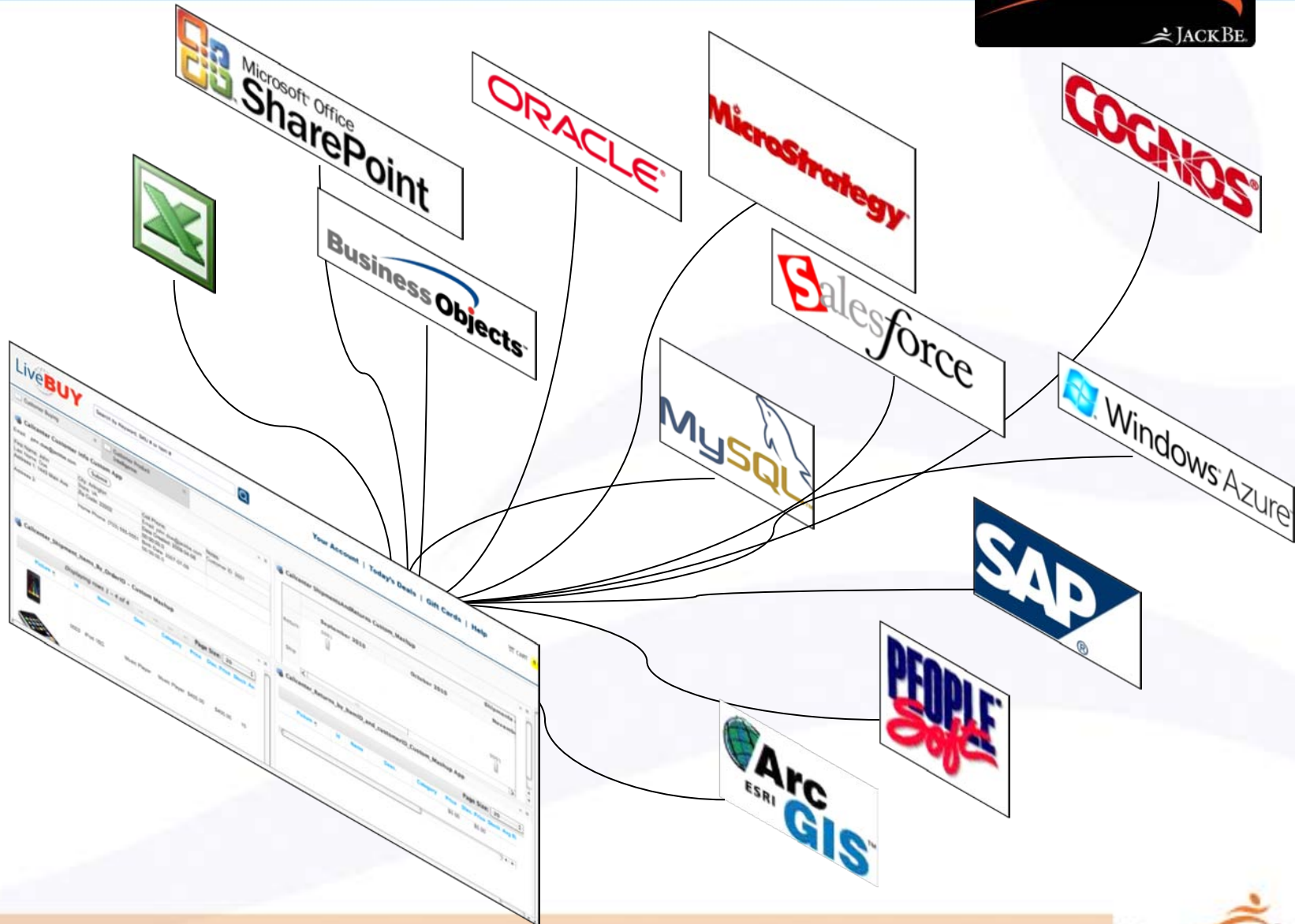
# Presto Delivers Real-Time Intelligence Apps



Presto Real-Time Intelligence Apps deliver immediate insight when and where organizations need to make faster, smarter decisions.



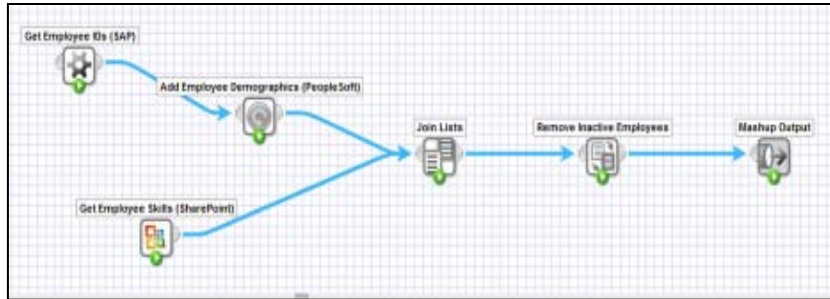
# Presto's Point-and-Click *Live* Connectivity



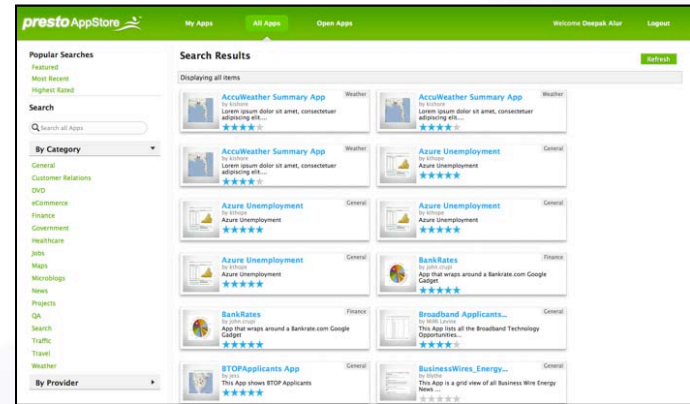
# Presto's Pervasive *Portable* Apps



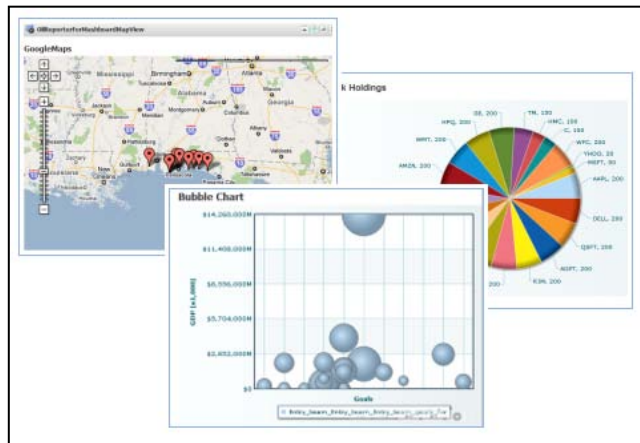
# Presto Tools for *Fast* Assembly & Delivery



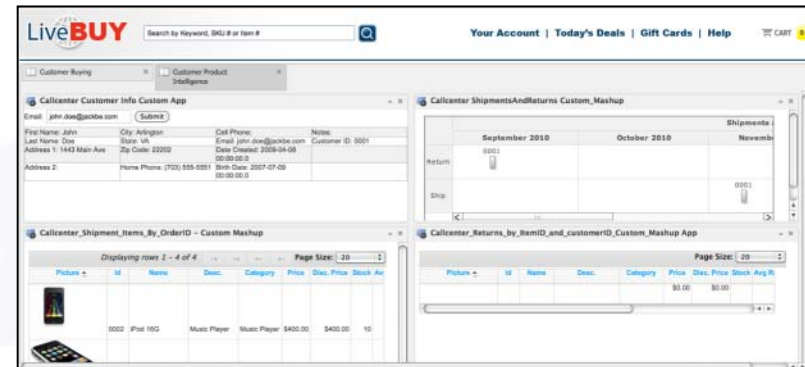
Easy Mashups



Self-Service App Store



Live Apps



Dynamic Dashboards

# What do YOU think?

## Which of these qualities are important to you? (Check ALL that apply!)

Poll Results (multiple answers allowed):



# Do You Need Real-time Intelligence?

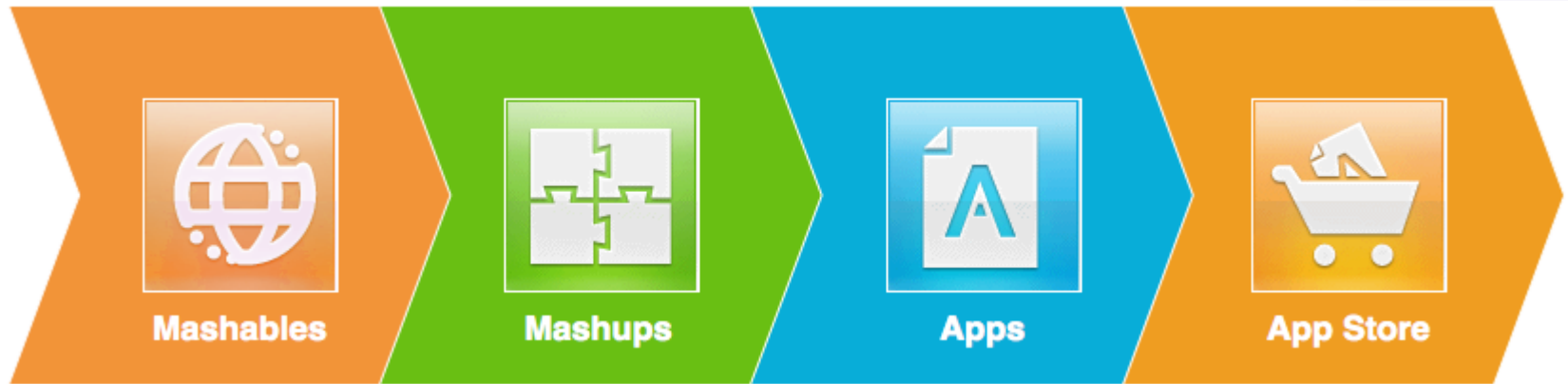
**Gartner**<sup>®</sup>

Gartner definition of the  
'Real-time Enterprise'

“The Real-time Enterprise is an enterprise that competes by using ***up-to-date information*** to progressively ***remove delays to the management and execution of its critical business processes.***”

# Visit Our Mashup Developer Community Today!

[www.jackbe.com/dev](http://www.jackbe.com/dev)



“JackBe Presto has helped us **aggregate and compartmentalize our application data** into consumable chunks of information that can be delivered readily in a number of information delivery platforms.”

*--Lou Sacco, Qualcomm*



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**at doing Real-time Intelligence?**

**For more  
information:**

**[www.jackbe.com](http://www.jackbe.com)**

