PREPARED FOR:

baYon
technologies

Message based technology that sends messages about Customer changes and transactional data.

CRM APPLICATION

Administrator

SEND MESSAGES

RECV MESSAGES

ORACLE APPLICATIONS

Customer Master Database

ORACLE APPS DATA LIBRARIAN

Data Steward

DB1

SALES — TABLE ETC

CUSTOMER

Real Time ETL mappings to transform transaction and customer information into denormalized reporting structures. These progressive features are only available in OWB 10gR2 Beta (or written by hand)

SEND MESSAGES

DISCO

The MART becomes a "customer" data source to Oracle Applications and updates are sent in a message to the mart.

DB2

CUSTOMER

TABLE ETC — INVOICES

RECV MESSAGES

Report Builder

SEND MESSAGES

DISCO PLUS

DW

CUST MAP

CUSTOMER

TRAN MAPS

SALES CUBE

TIME

PRODUCT

Report Consumer

AR APPLICATION

RECV MESSAGES

Message based technology that sends messages about Customer changes and transactional data.

OWB_REP

DISCO VIEWER

Receive messages on an Oracle AQ that has information about transaction data

Excel Report Consumer

MAP = REAL TIME ETL PROCESSES

*Unified OWB 10gR2 repository (**beta**)*

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technologies

*OWB and **Discoverer** have developed a much tigher integration in OWB 10gR2. It is possible to use "Discoverer" dimensions inside of OWB and deploy the data to "Discoverer" dimensions and cubes.*

REAL TIME MAPPINGS
***Feature of OWB 10gR2 in BETA**. Bayon has been testing this release since 9/2004 and has been working directly with the product team.*

Changes from the Oracle Apps Customer Master Database (Customer Data Hub) will affect the Customer and Customer Household reporting dimensions.

FROM ORACLE APPS

FROM AR

FROM AR

- Mappings
- Real-Time Mappings
  - CUSTOMER_RT_MAP
  - DONATION_RT_MAP
  - SUBSCRIPTION_RT_MAP
- Transformations
- Data Auditors
- Dimensions
  - CUSTOMER
  - CUSTOMER_HOUSEHOLD
  - TIME_DIM
- Cubes
  - DONATION
  - SUBSCRIPTION
- Tables
- External Tables
- Views
- Materialized Views
- Sequences
- UserDefinedTypes
- Queues
  - Streams Queues
  - Advanced Queues
    - CUSTOMER_QUEUE
    - DONATION_QUEUE
    - SUBSCRIPTION_QUEUE
  - Queue Tables

CUSTOMER_STREAM → ANYDATA_CAST → CUSTOMER_PAYLOAD → CUSTOMER_HOUSEHOLD / CUSTOMER

DONATION_STREAM → ANYDATA_CAST → DONATION_PAYLOAD → DONATION

SUBSCRIPTION_STREAM → ANYDATA_CAST → SUBSCRIPTION_PAYLOAD → SUBSCRIPTION

CUSTOMER QUEUE :
Messages from CRM application with changes to the Master Customer Record.

Three Oracle Advanced Queues configured with specific payload definitions

Transactional Data is loaded into the CUBES defined in Oracle. Subscription and Donation are two example "event" metrics.