Nicholas A. Goodman ngoodman@bayontechnologies.com
Principal Business Intelligence Consultant **(877) 710-3038**
bayon technologies, inc. **Seattle, WA USA**

CONSULTANT SUMMARY

Talented and enthusiastic consultant passionate about delivering sound technology solutions that address critical information needs. Plans, architects, and delivers Data Warehouse and Business Intelligence solutions to effectively answer strategic and tactical questions using appropriate methodologies, toolsets, and platforms. Highly skilled Software Engineer building applications (web, thick client, OO, Database) since 1995. A *Certified Business Intelligence Professional* who understands each customers uniqueness ensuring projects are delivered with positive impact and measurable results. A thought leader in BI industry, publishing information on Oracle, BI, and Open Source.

SKILLS PROFILE

BUSINESS INTELLIGENCE	Star Schema Design, Dimensional Modeling, Information Needs Analysis, Corporate Information Factory Architecture, OLAP, Cubes, Dimensions, Dimension Types, Conformed Dimensions, ETL Design and Implementation, Analytical Functions, Dashboards, Data Versioning, Data Auditing, Hierarchies
ORACLE	Oracle Warehouse Builder (9x, 92x, 10gR1, *10gR2 in BETA*), Discoverer (9x, 10gR1), Database (8, 9i, 10g), Application Server (9.0.4), Portal, HTMLDB
OPERATING SYSTEMS	Red Hat Linux (7, 9, 2.1, 3, AS/ES), Windows 2000 Server/Professional, White Box Linux
METHODOLOGIES	Rational Unified Process, bayon solution track, TDWI Modeling Artifacts, UML
OTHER SKILLS	AWT, Accrue, Analog, Ant, Apache, Apachemodules, Applets, BEA Web Logic, Benthic Golden, C, C++, CORBA, CVS, Cold Fusion, Configuration Descriptors, CyberCash, DTD, Datanamic DeZign, Dynamo, Dynamo Commerce Server, Dynamo Content Repositories, Dynamo Control Center, Dynamo Personalization Server, Dynamo Scenario Server, EJB, FTP, Firewalls, HTML, HTTP, HTTPS, IIS, Interwoven, JBoss, JBuilder, JDBC, JDeveloper, JHTML, JSP, JavaScript, JavaSpaces, Java Web Server Container, Jini, MSAccess, make, Materialized Views, MoveableType, MySQL, NetGenesis, ODBC, PHP, PHP-NUKE, PL/SQL, Perforce, Perl, RCS, RMI, RSA Encryption, Routers, SMTP, SNMP, ssh/scp/Tunneling, Server Clustering, Server Load Balancing, Servlets, Swing, Tomcat, Triggers, Typepad, VMWare, VPN, Verity, Visual Basic, Visual Source Safe, WebAlizer, WebTrends, XLST, bash, csh, ksh, rsync, samba, x86Assembly

CERTIFICATIONS AND MEMBERSHIPS

	Certified Business Intelligence Professional issued jointly by the ICCP (Institute for Certification of Computing Professionals) and TDWI (Data Warehouse Institute) is the only vendor neutral BI certification issued.
	Member, Oracle Partner Network. Expert tester of pre-beta software for Data Warehousing products.
	Professional IEEE member, Computer Society, New England, Grid Computing, Management Society
	Member, Puget Sound Oracle Users Group
Instructor, Oracle Warehouse Builder Course
	Member, Northwest Oracle Users Group
Conference Presenter
	Member, New England Java Users Group
	Member, Data Warehouse Institute
	Oracle Database 10g Administrator Certified Associate
	Member, DAMA Puget Sound chapter

WORK HISTORY

bayon technologies, inc.   **Founder and Principal BI Consultant**
Seattle, WA (877) 710-3038   2002 – present

CCS BI System (2004 - current)
- Facilitated the development of a full BI strategy for the organization. Provided guidance and advised stakeholders on funding, process, and Oracle purchasing.
- Collected and synthesized disparate information needs, BI requirements, and current project work into a long term plan of BI achievements. Developed plan focused on building both *capabilities* and *marts* to feed both immediate ROI needs and long term low TCO and integrated BI requirements.
- Developed a Corporate Information Factory architecture with integrated staging and warehouse environments with capabilities for multiple analysis areas. Architecture provides for conformed dimensions, integrated and comprehensive data processing and abilities to handle numerous analysis areas from one platform.
- Capitalized on existing Oracle investments to provide significant project cost savings while project funds were sparse. Project remained funded while organization reduced workforce by nearly 30%.
- Designed and built a system with required capabilities including : Data Auditing, Data Versioning, split staging/warehouse/marts, job management system, process monitoring and email notification, administration GUI, data management GUI, data archiving, data duplication across environments (dev/stage/prod), metadata management, remote data retrieval (ftp/http/scp/JDBC)
- Developed in the following systems and APIs; Oracle Warehouse Builder 10gR1, Oracle Workflow, Oracle 10gAS, Oracle Portal, Oracle SSO, Oracle Internet Directory, Oracle Enterprise Manager, Oracle Discover Viewer, Discoverer Plus, Discoverer Administrator, Discoverer Plus, IIS Log format, Apache log format, XML, HTML DB, Oracle Apache, mod_plsql, Red Hat Linux 3.0 AS, VMWare, ssh/http/scp, bash
- **BUSINESS BENEFIT :** CCS has a system that retrieves and processes disparate and varied source data and consistently and reliably turns that data into actionable information. Extension and augmentation of the warehouse and marts requires less time and fewer resources because of the delivered capabilities. Critical BI needs can be addressed more quickly and with fewer incurred costs.

Seattle League of Women Voters Gifts Analysis, *pro-bono* (2004- current)
- Building a system to allow the analysis of charitable gifts, frequencies, and membership retention analytics.
- Further assisting in the augmentation of advanced SQL queries for new website functionality.
- Developed in the following systems and APIs; ASP, MS Access
- **BUSINESS BENEFIT :** Understanding of membership behaviors and donation patterns to increase membership satisfaction and increase revenue from member gifts.

spirituality.com Data Mart "Proof of Concept" (2003)
- Performed an Information Needs Analysis. Interviewed business stakeholders, collected and facilitated the prioritization of information requests.
- Developed documentation, data models, dimensional models, and source system data profiles.
- Evaluated the Oracle Clickstream Analysis "packaged mart" and advocated forgoing solution.
- Installed, configured, and managed a stack of Oracle tools to facilitate the build out of a proof of concept. Oracle tools included Oracle Warehouse Builder, Discoverer, AS, Portal, Oracle DB, and Workflow.
- Quickly built an exploratory prototype with an initial dataset of approximately 20gb. Data sources included 2 XML definitions, 3 web log formats, 2 operational applications. Proof of concept included 2 cubes, and 5 dimensions.
- Demoed Discover Viewer, Discoverer Plus, and Portal Dashboards to stakeholders throughout the organization to advocate Business Intelligence as a worthwhile addition to IT capabilities.

- Developed in the following systems and APIs; Oracle Warehouse Builder 9.0.3, Oracle Warehouse Builder 9.2, Oracle Workflow, Oracle 9AS, Oracle Portal, Oracle SSO, Oracle Internet Directory, Oracle Enterprise Manager, Oracle Discover Viewer, Discoverer Plus, Discoverer Administrator, Discoverer Plus, IIS Log format, Apache log format, XML, Windows 2000 Server.
- **BUSINESS BENEFIT :** spirituality.com received valuable insight into customer behavior even with modest amounts of data and a qualified confidence factor required for a rapidly built proof of concept.

spirituality.com Newsletter Analytics (2003)

- Developed an actionable plan to respond to a dire information gap for the content push features of the site. Collected and prioritized information needs and presented sample reports and data to refine requirements.
- Determined the lacking source system data and built source system enhancements (Java/HTML) to enrich the data.
- Built system and procedures to collect data from web logs, customer registration information, and newsletter push system to answer key business questions.
- Developed in the following systems and APIs; IIS web logs, Apache web logs, ftp scripts, grep, cut, sort, uniq, perl, Excel, scheduled NT tasks, JHTML, ATG Dynamo, Java.
- **BUSINESS BENEFIT :** Delivered actionable intelligence on customer behaviors, newsletter read and click through rates, and overall newsletter effectiveness.

CCS Email Campaign Delivery Intelligence (2003)

- Evaluated unverified evidence of deliverability issues for pushed email content. Identified stringent SPAM filtering and SMTP issues as possible causes of email delivery issues.
- Identified and evaluated a third party data collection service that samples deliverability across campaign, ISP, and content type.
- Facilitated the contracting and implementation of the third party data collection service to collect data on delivery rates.
- Provided reports and analysis along with recommended steps to improve delivery based on quantitative and qualitative information.
- Developed in the following systems and APIs; http://www.assurancesys.com/, Excel
- **BUSINESS BENEFIT :** Technical and business users receive ongoing feedback on deliverability metrics of their pushed content.

TekSystems, Inc   **Java Consultant**
Boston, MA (508)766-3100   2001

- Estimated resource and time requirements for fulfilling business objectives. Participated continually in business stakeholders' evaluation and prioritization of projects.
- Trained and mentored team members on Java, Dynamo and n-tier application architectures and best practices.
- Spearheaded effort to develop and execute strategy for an application upgrade from Dynamo 4.x to Dynamo 5.x.
- Refactored original database powered content system to an XML based content system. Leveraged targeting and content management features of Dynamo Application Server and Dynamo Control Center. Solution empowered producers to author and display content previously requiring IT maintenance.
- Provided expertise and strategy for enhanced visitor reporting capabilities.
- Designed and implemented a dynamic platform for an existing static site. Assisted and mentored team porting content from static site to new Dynamo application servers.
- Assisted operations staff in troubleshooting application, application server, solution partner, operating system and network problems.
- Complete implementation of several additional content areas of a web site. Solicited requirements, led team to design appropriate solutions, led team through deliverables, integrated and tested, deployed and evaluated.
- Implemented a solution for providing International content on parts of a web site.
- Implemented integration with application service provider Prospero, adding discussion forums to a web site.
- Developed in the following systems and APIs; Dynamo Application Server 4.x, Dynamo Personalization Server 4.x, Dynamo Personalization Control Center, Dynamo Application Server

5.x, Dynamo Personalization Server 5.x, Dynamo Control Center, Dynamo Connection Module, Oracle, CVS, .jhtml files, Internet Information Server, NT Server, Interwoven, Epic XML editing tool, Ant build tool.

Sephora.com, Inc an LVMH Company   **Java Developer**
San Francisco, CA (415)348-3200   2000 – 2001

- One of three developers evolving and maintaining the Sephora.com application systems (web site, customer service application, content management tool, inventory and merchandising systems, order fulfillment systems, payment processing).
- Focused on transitioning business ideas into reality. Accomplished by soliciting requirements, designing, developing and integrating solutions into current systems and deploying with high server availability.
- Refactored web site visitor tracking package. A rewrite was required due to degrading application performance under load. Further enhanced to collect essential visitor data to answer critical ROI questions.
- Honed performance and solved scalability issues for increased holiday traffic. Decreased database and network traffic in server clusters by over 50%, accomplished by refactoring key pieces of the web site to use the caching features provided by ATG Dynamo.
- Transitioned system from Java 1.1.8 and Dynamo 4.1.0 to Java2 and Dynamo 4.5.1.
- Contributed to architectural work for an application rewrite utilizing Dynamo 5.0 (Application, Personalization, Commerce) and Interwoven.
- Developed in the following systems and APIs; Dynamo Application Server 4.x, Dynamo Commerce Server 4.x, Dynamo Personalization Server 4.x, CyberCash credit card processing, BeFree affiliate system, MCS merchandising system, Oracle 8i, perforce source control system, .jhtml files.

Micro Analysis and Design   **Student Consultant**
Boulder, CO (303)442-6947   1999 - 2000

- Designed and developed GUI for existing modeling engine (native C application). Drafted requirements and architecture documents, developed prototype, constructed system and tested.
- Developed in Blackdown port of the Linux JDK1.2 . Utilized Java Swing API and built framework data and graphical components for clients' further extension.
- CVS and automated unit and regression testing methods utilized.

Matchlogic, Inc an Excite @Home Company   **Developer**
Westminster, CO (NO LONGER OPERATING)   1998 - 1999

- Designed and developed rich media testing application for customer support staff and flagship clients. Java Servlet development with database interactions (SQL), in a Java Web Server container running on Solaris.
- Dependencies on legacy Perl code which need to be refactored for added functionality.
- Acted as project lead coordinating group work assigned and completed and controlling builds. Authored and maintained all company prescribed documents.
- Supported production staff on technical issues. Served as an expert on the ad server and ad reporting environments and software. Provided the technical magic to fulfill clients' unique requests.
- Researched and resolved customer problems. Worked with production and customer support to troubleshoot problems and resolve them.
- Administered ten PCs in testing lab. Developed an imaging system to allow people to quickly switch between various OS on the same machine and restore an original "factory like setting."

CQG, Inc.   **Intern/Webmaster/QA Developer**
Denver, CO (303) 573-1400   1995 – 1998

- Original Webmaster for the company developed using WebLink (extinct product) and Visual Basic. Progressed to Allaire Cold Fusion, using ODBC and MS Access as database.
- Developed interactive intranet applications, including a tracking and administration application for the Alpha/Beta test programs.
- Helped the company develop their strategy and evaluate their tools for web development.

EDUCATION

University of Colorado, Boulder
- B.S. in Computer Science from the College of Engineering and Applied Science (May 2000).
- Course Highlights: OO Design, Compiler Construction, Senior Project, Data Structures, Algorithms, Computer Design, x86 Assembly, Digital Logic, Theory, Entrepreneurship, Microeconomics.

CUSTOMER EXPERIENCES
- "bayon helped us think through the best way to capture and measure newsletter effectiveness on a weekly basis. That has helped us view the results from a framework that allows better business thinking and critical decision making." - *Kim Proctor, Marketing Manager CCS Website*
- "We have found that bayon offers good insight and ideas on how to best approach business intelligence reporting." – *Business Development Manager, spirituality.com*
- "bayon provided experienced guidance and implementation on problems that were particularly challenging, ultimately providing our business users with a sound solution that met their needs!" - *Dan Hussey, Development Manager*
- "I've appreciated bayon's ability to add value throughout our project lifecycle. Their participation in analyzing needs, architecting solutions, building systems, and even training users has helped us be more successful." **- Arthur Frontczak, Program Manager, Project Management Office, Church of Christ Scientist**
- "I've valued bayon's ability to understand the direction we want to go. They always keep pace with our needs, and done so with grace and a genuine desire to help." **- Arthur Frontczak, Program Manager, Project Management Office, Church of Christ Scientist**
- Further references furnished upon request.

PUBLICATIONS, PRESENTATIONS, TRAINING
- Oracle Warehouse Builder Paris "Early Review." Series of articles published via orablogs.com. http://www.bayontechnologies.com/bt/blog/archives/2004/09/owb_paris_early.php
- Oracle Warehouse Builder Paris "Webcast." Online rich media presentation covering new features of OWB including Real Time BI, Data Profiling, Experts, and Metadata Management. http://www.bayontechnologies.com/bt/blog/archives/2005/02/owb_paris_webca.php
- Northwest Oracle Users Group "How to leverage the new features of Paris." Presentation given at annual Winter NWOUG conference. http://nwoug.com/members-only/download/conference/0105-t2-s4.zip
  http://www.bayontechnologies.com/bt/blog/archives/2005/02/nwoug_presentat.php
- Puget Sound Oracle Users Group "Build a DataMart in 90 minutes." Using OWB we populated a Star Schema sourcing flat files, remote databases. http://www.psoug.org/presentations.html
- Oracle Warehouse Builder Workshop I – Puget Sound Oracle Users Group March 26, 2005. http://www.psoug.org/cal/mar.html