



MARKETING TECHNOLOGIES GROUP
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Marketing Technologies Group

Agenda

- ◆ Concepts
- ◆ Implementation
- ◆ Limitations
- ◆ Demo

How Do We Know If The Numbers Are Right

- ◆ Compare new results to a benchmark set of “control” data
- ◆ Make it repeatable
- ◆ Automate it
- ◆ Document it

Make It Routine

- ◆ If it's not fast and easy it won't get done
- ◆ Do it every time you make a change
- ◆ Make it part of your Data Quality Standard

Control Data

- ◆ Correct set of target data
- ◆ Validated and blessed
- ◆ Already exists for conversions, modifications
- ◆ If you don't have it - make it (get the users to)
- ◆ Makes testing fast and easy and documented
- ◆ Forces users to clearly specify the logic
- ◆ Provides numeric examples
- ◆ Organize control data into Essbase friendly formats

Using Excel Different Sheets

- ◆ Control
- ◆ Test
- ◆ Difference sheets

Understanding Difference Cubes

- ◆ Any two similar cubes of N dimensions can be loaded to two members of dimension $N+1$
- ◆ E.G. Any two 5 D cubes can be loaded to two members of a 6 D cube
- ◆ The third member can be the difference

Difference Cube Design Options

- ◆ Export and import
- ◆ Partitioning
- ◆ @XREF
- ◆ Dynamic calcs
- ◆ Stored calcs
- ◆ Zoom and pivot
- ◆ Essbase Query Designer
- ◆ Report scripts

Limitations

- ◆ Different members on dimensions
- ◆ Different dimensions
- ◆ Calc order
- ◆ Block creation
- ◆ Version incompatibility
- ◆ Canceling of opposite errors

Differing Outlines

- ◆ Same dimensions- different members
- ◆ Different dimensions

Calc Order Issues

- ◆ Difference of the sums
- ◆ Sum of the differences

Error Cancellation Issues

- ◆ Absolute Value

Analyzing and Reporting Differences

- ◆ Static sheets
- ◆ Zoom and pivot on differences
- ◆ Essbase Query Designer
- ◆ Report scripts
- ◆ Triggers

Excel Difference Sheet Tips

- ◆ Formulas to synch member names
- ◆ Comparing missing text
- ◆ Creating checksums
- ◆ Creating summary sheets
- ◆ Using data filters

Automating Difference Cubes

- ◆ Freeze the Control cube
- ◆ Make changes to the Test cube
- ◆ Copy the Test cube (without data)
- ◆ Add the Difference dimension
- ◆ Add members for Control, Test, Difference, Absolute difference, Pct difference, etc.
- ◆ Set up @XREFs, Alias, Formulas, Dynamic calc settings