

IBM Software Demos

DB2 Alphablox Alpha Financial

IBM DB2 Alphablox Demo Script Aug05

Intro

With IBM DB2 Alphablox, businesses can integrate customized business intelligence analytics directly into their business solutions. DB2 Alphablox can help improve decision making, productivity and profit.

In this demonstration we will see how Betty Jones, a branch manager for AlphaFinancial Bank uses a portal-based dashboard to monitor, track, and take action on items that directly impact individual branch's performance.

1a 00:00 13sec

Betty begins by clicking the "AlphaFinancials" tab which takes her to the Branch Profitability Business Intelligence Dashboard. This dashboard displays information from a multi-dimensional database.

1b 00:13

The Current Ranking portlet is a custom graphic driven by an Alphablox DataBlox component.

1c 00:17

The "To do" portlet is a ReportBlox showing relational data.

1d 00:23

The Bulletin Board portlet is another ReportBlox and the goal tracking portlet shows a bar chart with data from yet another database.

1e 00:31

All graphics on this page have the ability to be customized by the user. Here, Betty decides to track New Deposits more closely, and proceeds to change the red and green limits on the "New Deposits" chart.

1f 00:40

Clicking on the chart's "edit" icon, Betty can easily make changes the threshold levels.

1g 00:56

Returning to the chart, we see how the RED portion is up to \$200 thousand dollars and the GREEN portion is above \$600 thousand dollars.

2a 01:02

Personalization is a key feature of WebSphere Portal and Betty uses that ability to help her become more effective.

2b

Betty clicks on the "Edit Page" link to begin personalizing the contents of the corporate standard dashboard, so she can track New LOAN Accounts.

IBM Software Demos

DB2 Alphablox Alpha Financial

2c

This user-friendly page editor allows Betty to rearrange the layout and add, change or remove various portlets from her dashboard page .

2d 01:25

On this page, Betty is presented with all of the standard and customized portlets made available to her. She simply checks the box to add them to her Dashboard page.

2e 01:35

Returning to the dashboard, we see, the “Generic Blox Portlet” is now added right below the existing three portlets on that part of the page.

3a

Once the portlet has been added to the page, Betty needs to configure the chart’s settings.

3b 01:47

Clicking on the edit icon, Betty needs only to enter a customizable title, select whether she wants a grid or chart, pick the data source, and provide an initial query.

The availability of customized portlets can be controlled by company policy to be as robust or restricted as needed.

3c 02:16

Saving her input and returning to her dashboard Betty now has immediate use of this portlet. Thanks to Alphablox’s ability to take numerical values directly from a database, and display them in a more user-friendly manner, she now has a more complete view of her branch’s business situation.

4a

Turning her attention to more major concern, Betty begins to address her branch’s recent poor performance that is currently showing a rating of 4.

4b 02:44

By clicking on the “Ranking Details” link, she sees the underlying database ranking results from a relational database query. While the results are technically accurate, they don’t show the analysis in an obvious and easy to read way.

4c 02:55

With Alphablox and WebSphere Portal, users can also click on the “questionmark” help icon to see how the information displayed was actually gathered.

5a 03:28

As part of her morning routine, Betty reviews a report of checks returned for insufficient funds. These bad checks, known as NSF checks, are a problem for AlphaFinancial.

5b 03:34

By mousing over the column headings, Betty can "interact" with the data in the table which gives her instant flexibility in her choice of views.

5c 03:43

By clicking on the customer’s name Betty displays details that help her decide what to do with the NSF checks. In the past, she would have to login to 4 different systems to get this data - now

IBM Software Demos

DB2 Alphablox Alpha Financial

with this Alphablox Portal solution, she has access to the information with just a single mouse click.

5d 04:03

Betty now returns to the AlphaFinancial Dashboard.

6a 04:10

On the Dashboard, she adds a comment to indicate that today's NSF's have been reviewed.

IBM DB2 Alphablox's open architecture and component approach to application development provide for a high degree of customization when delivering analytic solutions.

Casual and power users alike can benefit from the many options for application user interfaces.

6b

Next Betty examines her branch's income statement to see how she can improve her financial performance.

6c 04:47

She selects the "Financial" tab and interactively drills down into the Income Statement for her branch.

6d

She quickly sees problem cells that have been highlighted in orange, these cells are highlighted using the Alphablox Traffic Light Feature.

6e 05:20

Again, clicking the help icon, this time on the Income Statement portlet shows the part of the IBM Banking Data Warehouse or BDW Model that was used to derive this part of the application. The BDW Model can be easily accessed through pre-built IBM Business Solution Templates.

7a

Viewing the chart and graph, It looks like Betty needs to increase the Advertising and PR budget to successfully run planned campaigns.

7b

She clicks on the "Budget" tab and is shown an Alphablox with her branch budget detail. Notice that she did not need to leave the application to do this.

7c 06:08

Drilling down to the lowest level of the Advertising line item, Betty increases the Advertising budget, right here, through her browser.

7d 06:21

The pending changes are shown in green italics.

7e 06:29

When Betty submits the changes, the entry returns to normal, indicating the update to the Budget application database was successful.

IBM Software Demos DB2 Alphablox Alpha Financial

8a

Next, she proceeds to document why the budget change was made.

8b 06:39

Right clicking in the cell allows her to associate a comment with this item.

8c 06:48

Betty sets the priority for the comment and enters the reason for the budget increase.

8d

Optimized for rapid application delivery and deployment, DB2 Alphablox and IBM's Banking Data Warehouse model provides a component-based, comprehensive framework for integrating analytics into existing business processes and systems. By implementing solutions that include IBM DB2 Alphablox, enterprises deliver business insight to the right people at the point-of-decision.

07:19 <END>