



enterprise BI Phase 1

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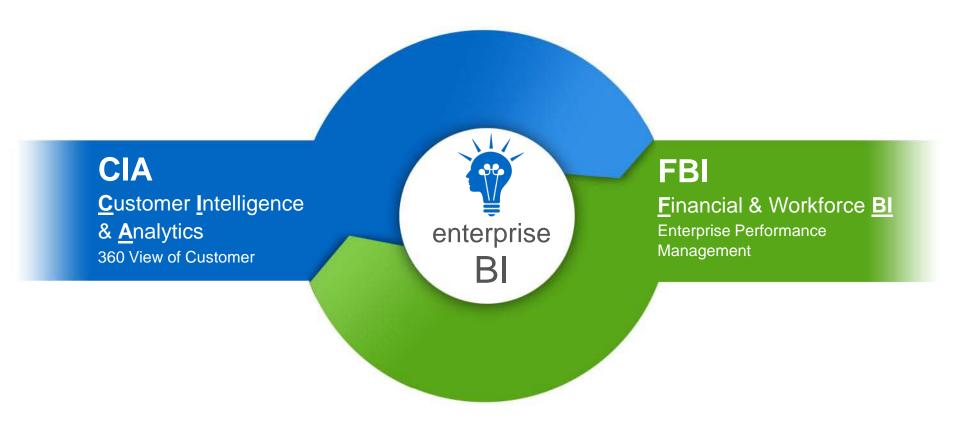




enterprise BI Vision:



NetApp The Central Intelligence for NetApp



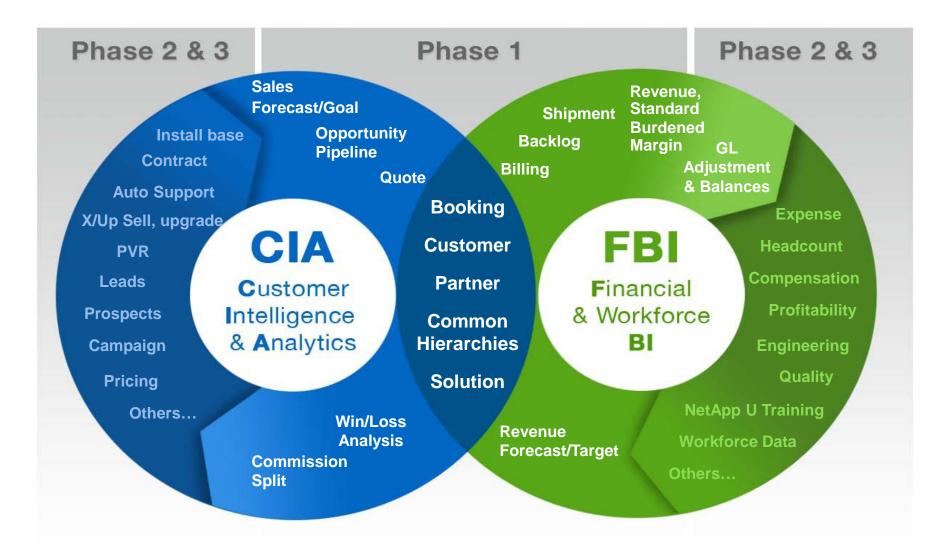
Enabling NetApp with Integrated and Intuitive enterprise Business Intelligence



Combined Power of CIA + FBI:



enterprise BI Foundation Ready for Future Analytics: NetApp enterprise BI





All Functions Need Deeper and Timely Insight into Business Performance





Marketing

S5000
Customer
segmentation,
Customer
Loyalty Trend,
Solutions
Tracking,
Win/Loss
Analysis



Sales

Bookings
Trend, Account
and Partner
Performance,
Pipeline
coverage,
Sales Territory
Performance,
Forecast and
Goal Trend,
Discount and
Margin
Analysis



Services

Bookings
Trend and
Penetration,
Bookings,
Revenue and
Plan Trend,
Discount and
Margin
Analysis



Manufacturing Operations

Demand Planning, Supplier and Distribution



Finance

BBB Analysis, Revenue and Adjustments, Bookings, Forecast and Plan Trend, GL Balance.



Product Operations

Product and Platform
Performance, Product
Discount and Margin
Analysis



NetApp eBI Phase 1 Sample Benefits



Integrated <u>enterprise</u> solution & architecture

- -Transform from reporting to BI analytics
- Strong enterprise BI framework & metadata architecture

Integrated enterprise data warehouse – Using NetApp products

- Fully integrated enterprise data model & enterprise data warehouse
- A/B instant switch with NetApp products, <0.1 second user impact when ETL is running, huge benefits for global user. Lay ground for multiple data refreshes in one day in FY10
- Hourly projected booking analytics, hourly refresh with NetApp
- Shared storage & fast refresh among many BI environments

Robust visualization through dashboards & analytics

- -Slice/dice with 20+ dimensions
- -True drill down, drill through, cross-referencing
- Robust role based security & real time security admin
- Usage tracking & auditing with the same BI app



NetApp eBI Phase 1 Sample Benefits



A lot of new capabilities

- -As is, as was, as-of
- -Enterprise booking view vs. Sales booking view
- -360 view of customer, partner, Sales rep... (with phase 1 data)
- –More data, deferred revenue code, daily backlog vs. weekly before...

eBl as a catalyst to clean business processes & data

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- New enterprise wide product hierarchy
- Opportunity/pipeline data clean up
- -End customer data clean up

Enhanced performance & scalability

Better IT supportability



3-Year Strategic Roadmap for eBI



Defined in April, 2008

Phase 1 Phase 2 Phase 3 **Business Value** We are here **BI** Capabilities **BI** Capabilities Complete 360 view of Customer Customer Analytics II Establish Enterprise • Financial Analytics II Capabilities **Performance Mgmt** • Install base/ASUP Analytics, BI Capabilities Statistical Modeling Cross/Up Sell/Tech Refresh Financial Booking & Other Advanced analytics Revenue Analytics I **BI** Foundation Customer Opportunity & Booking Analytics I **BI** Foundation Evolve Analytics Platform • Expand EDW with new data Evolve Analytics **Platform** • Evolve data model, **BI** Foundation architecture, performance... Expand new EDW with Analytical Platform additional data New Data Warehouse • Install base, expense... • Improve Governance YEAR 1 (FY09) **YEAR 3 (FY11) YEAR 2 (FY10)**