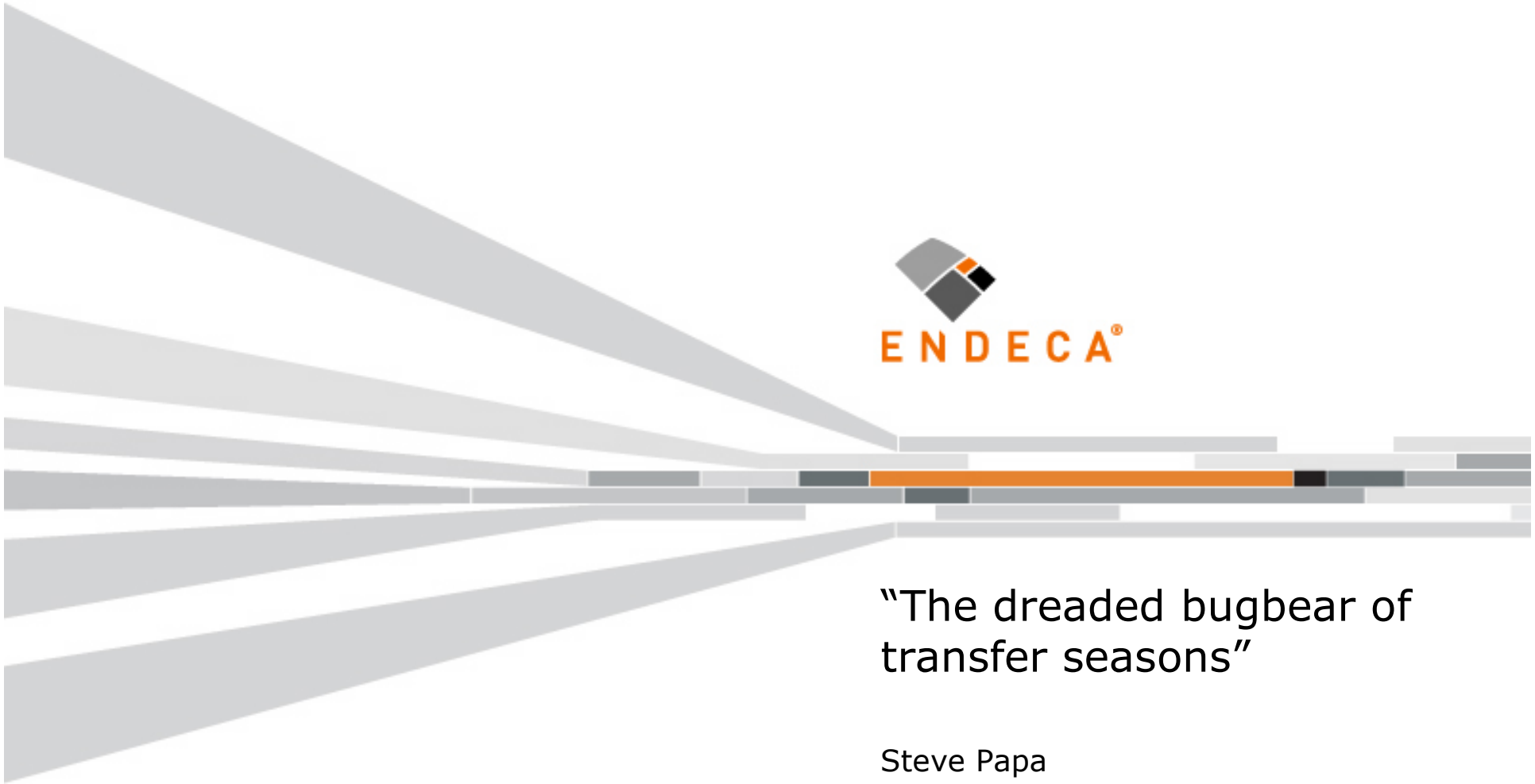
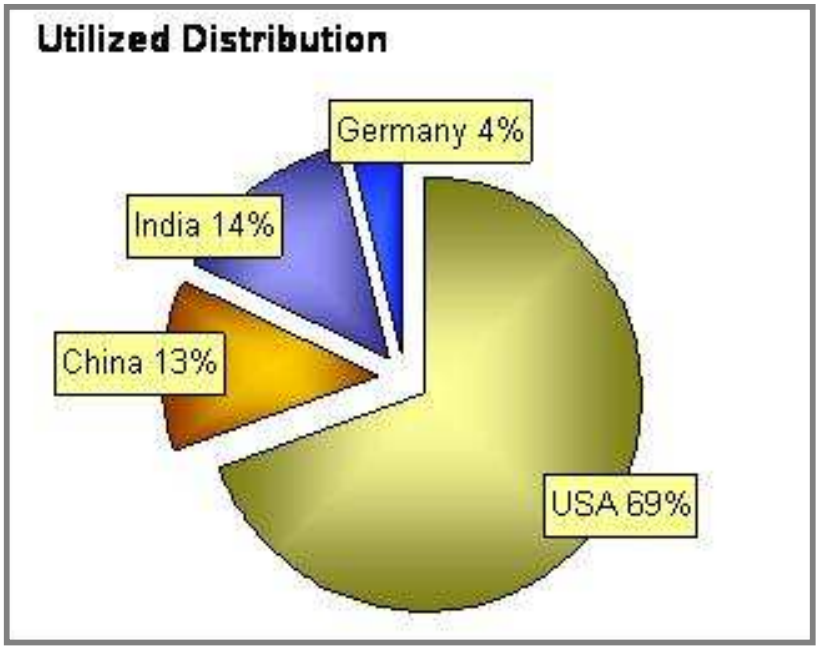
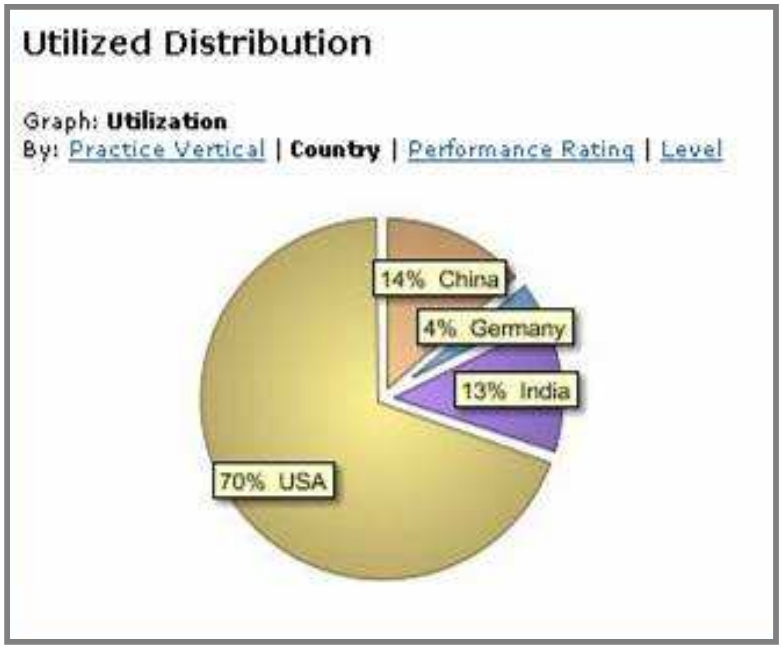



# "The dreaded bugbear of transfer seasons"

Steve Papa
Founder and CEO
ICIC, October 2007

# How are these different?

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# How are these different?

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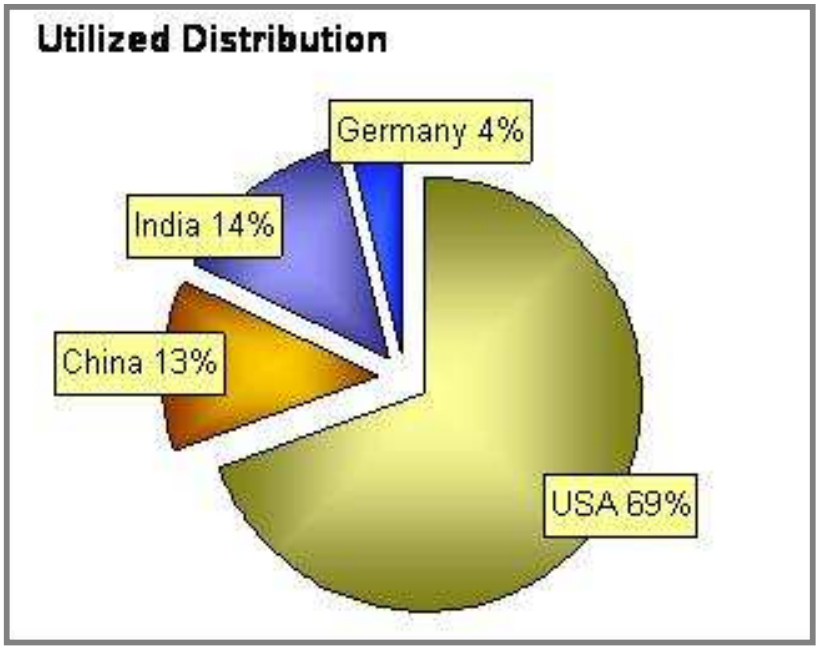
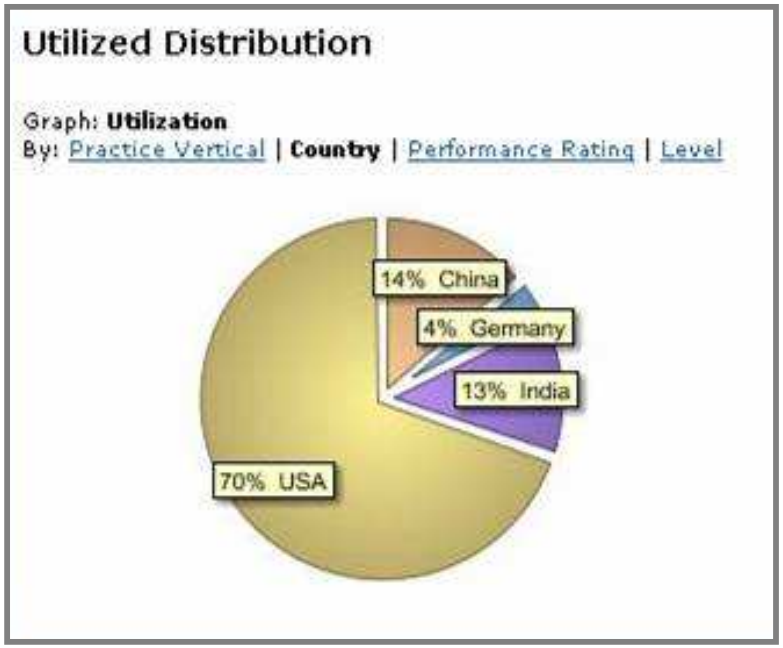
# RDBMS architecture vs. new class of database



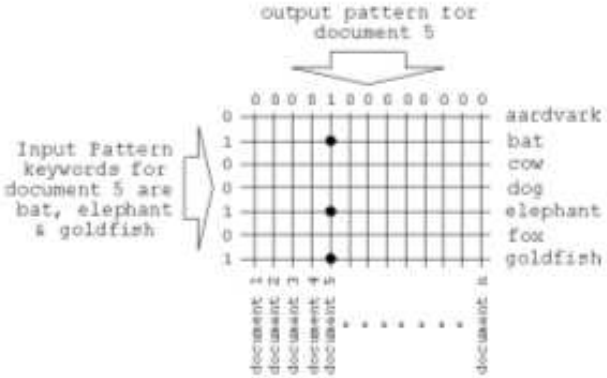

ENDECA

# How much would an iPod Nano have cost in the 1970s?

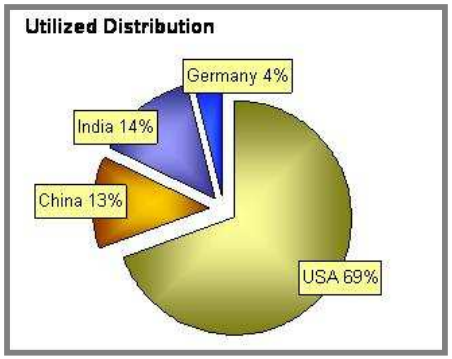
ENDECA

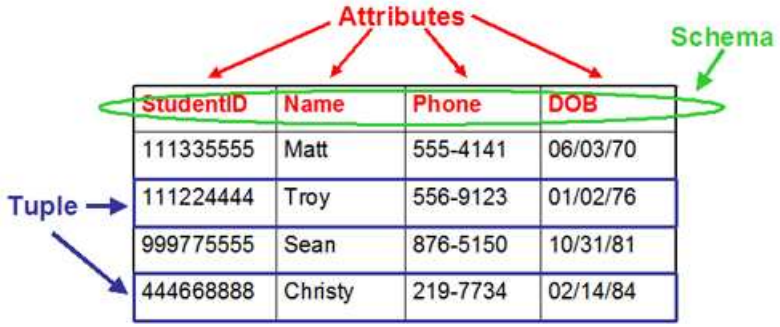
# Structured vs. unstructured data in the 1970s

- Search & the inverted index




- BI and the relational table

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# Storage is linked to access

**Transfer Last Year's Correspondence in ten minutes by the Safe Guard System**

The Safe Guard System provides for the care of miscellaneous papers so that they are as easily found when wanted as the more important papers which are so conspicuously indexed that they cannot be overlooked.

Active Files

Now—at the beginning of a new business year—is the opportune time to consider its adoption—and thoroughly eliminate for all time to come the dreaded bugbear of transfer seasons.

Storage Cases

**Globe-Wernicke**

*Safe-Guard System*

**Filing Cabinets**

A duplicate set of Indexed Folders that serve as Guides after the papers are transferred in Storage Cases, economizes both time and money—as the original set of Guides remains permanently in the Active Files.

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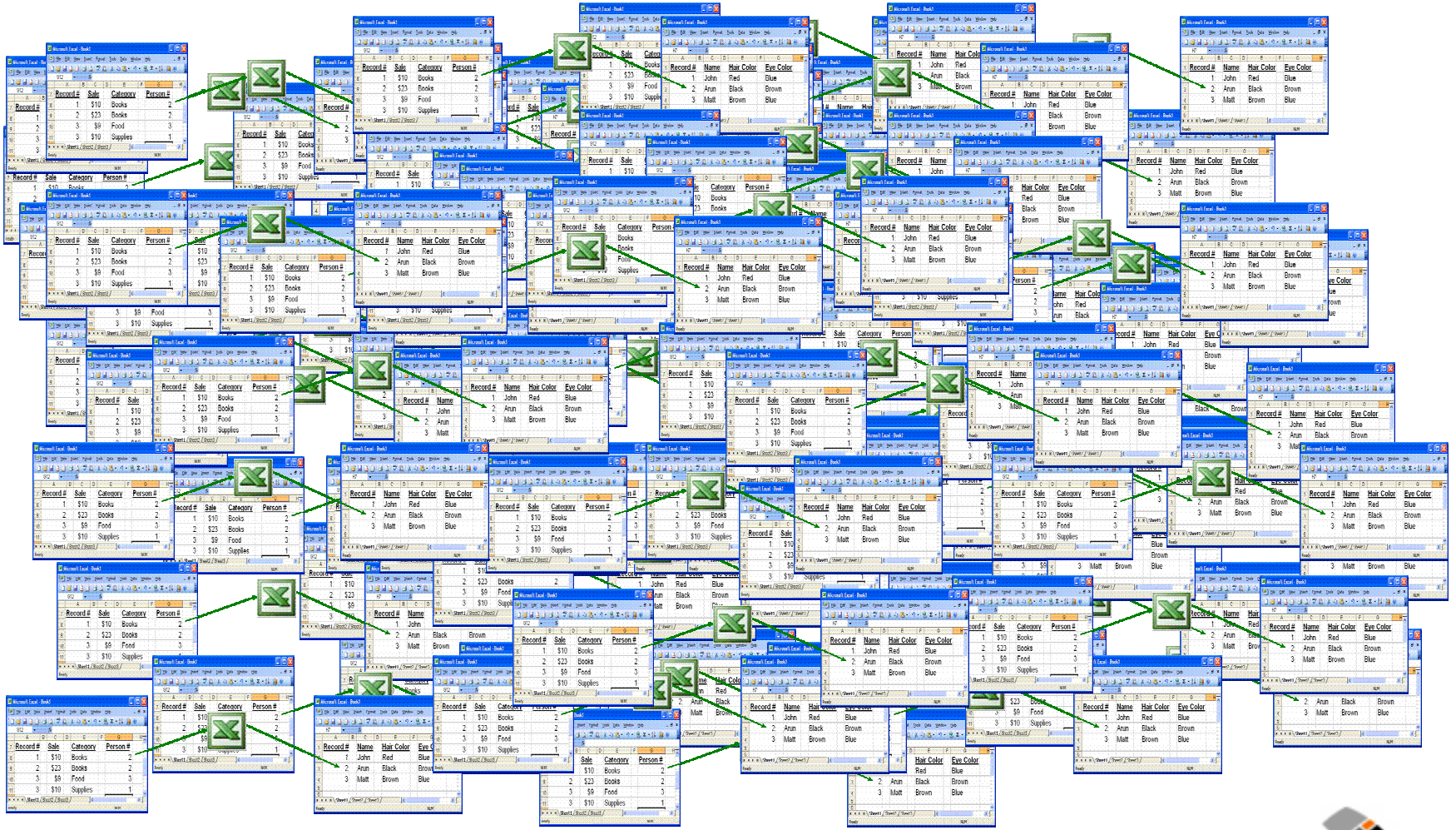
# Inside of ERP: 15,000 tables



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# One size fits all: an idea whose time has come and gone

## "One Size Fits All": An Idea Whose Time Has Come and Gone


Michael Stonebraker
*Computer Science and Artificial Intelligence Laboratory, M.I.T., and StreamBase Systems, Inc.*
*stonebraker@csail.mit.edu*

Uğur Çetintemel
*Department of Computer Science Brown University, and StreamBase Systems, Inc.*
*ugur@cs.brown.edu*


***"The last 25 years of commercial DBMS can be summed up by a single phrase: "One size fits all." … In this paper, we argue that this concept is no longer applicable…"***

of multiple code lines causes various practical problems, including:

- *a cost problem*, because maintenance costs increase at least linearly with the number of code lines;
- *a compatibility problem*, because all applications have to run against every code line;
- *a sales problem*, because salespeople get confused about which product to try to sell to a customer; and
- *a marketing problem*, because multiple code lines need to be positioned correctly in the marketplace.

To avoid these problems, all the major DBMS vendors have followed the adage "put all wood behind one

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# How are these different?

- When did the patent on Claritin expire?
- Who authored articles in *Nature* last month?
- What is the average depth of our deep sea wells?
- How can we increase licenses on our IP portfolio?
- Who should I recruit for my lab?
- Where should we drill our next deep sea well?

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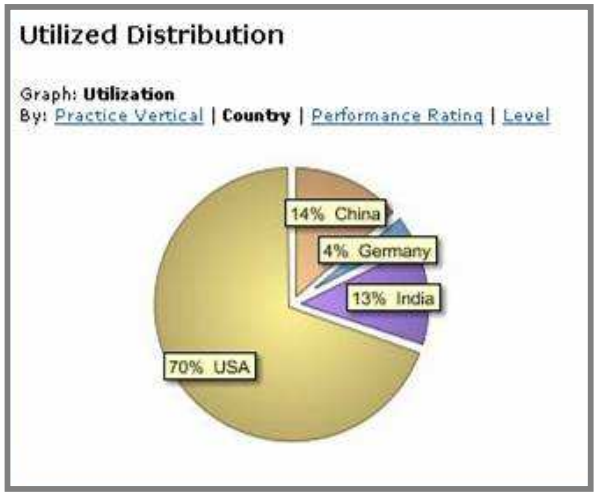
# Process software vs. people

- When did the patent on Claritin expire?
- Who authored articles in *Nature* last month?
- What is the average depth of our deep sea wells?
- How can we increase licenses on our IP portfolio?
- Who should I recruit for my lab?
- Where should we drill our next deep sea well?



ENDECA

# New kinds of databases emerging

- Flexible schemas for a world in flux
- Cross application silos (HR, CRM, file servers)
- Interactive dialog supports investigations
- Arbitrary filters and searches
- Summarize results with charts, faceted navigation, etc.

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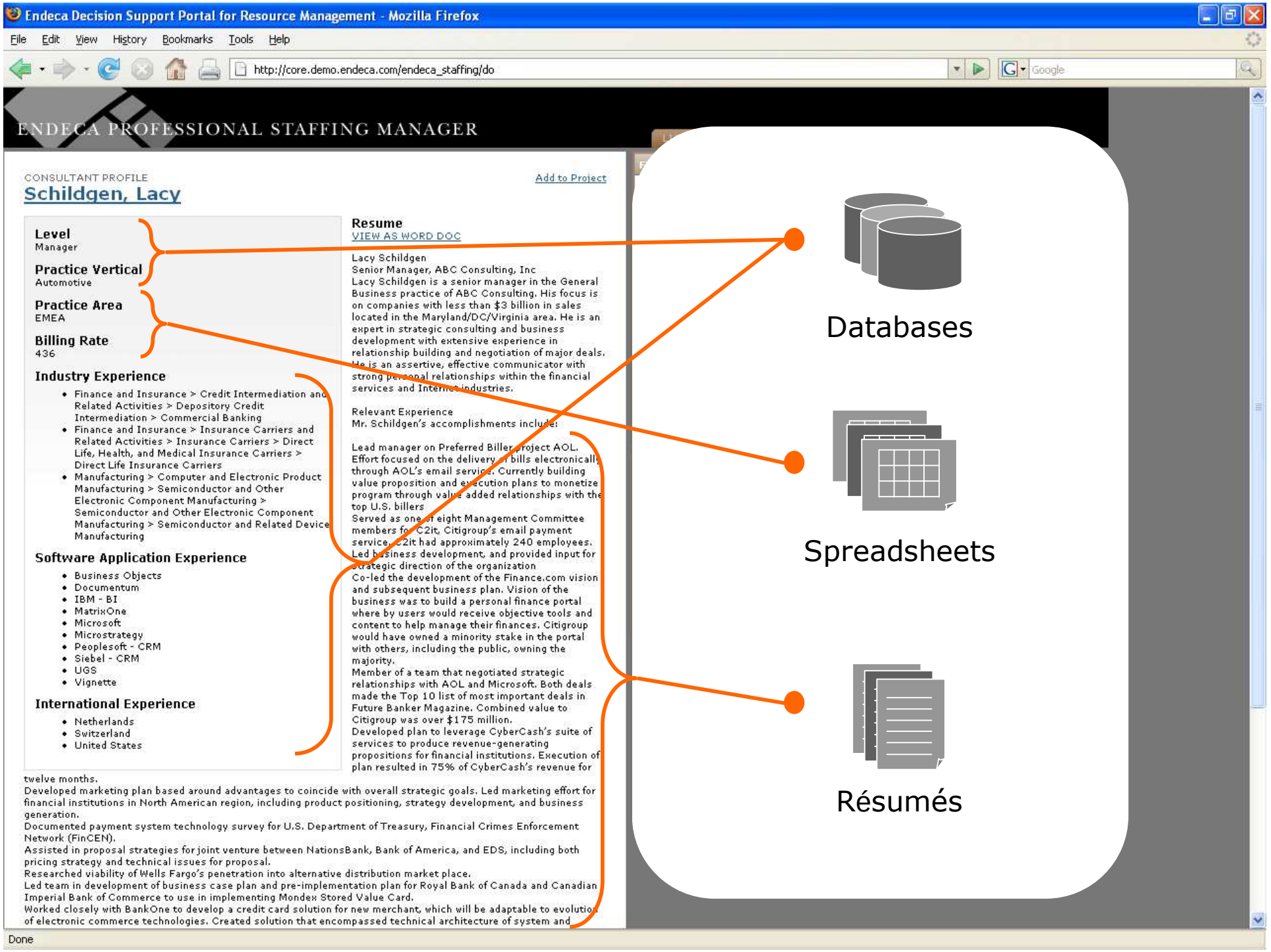
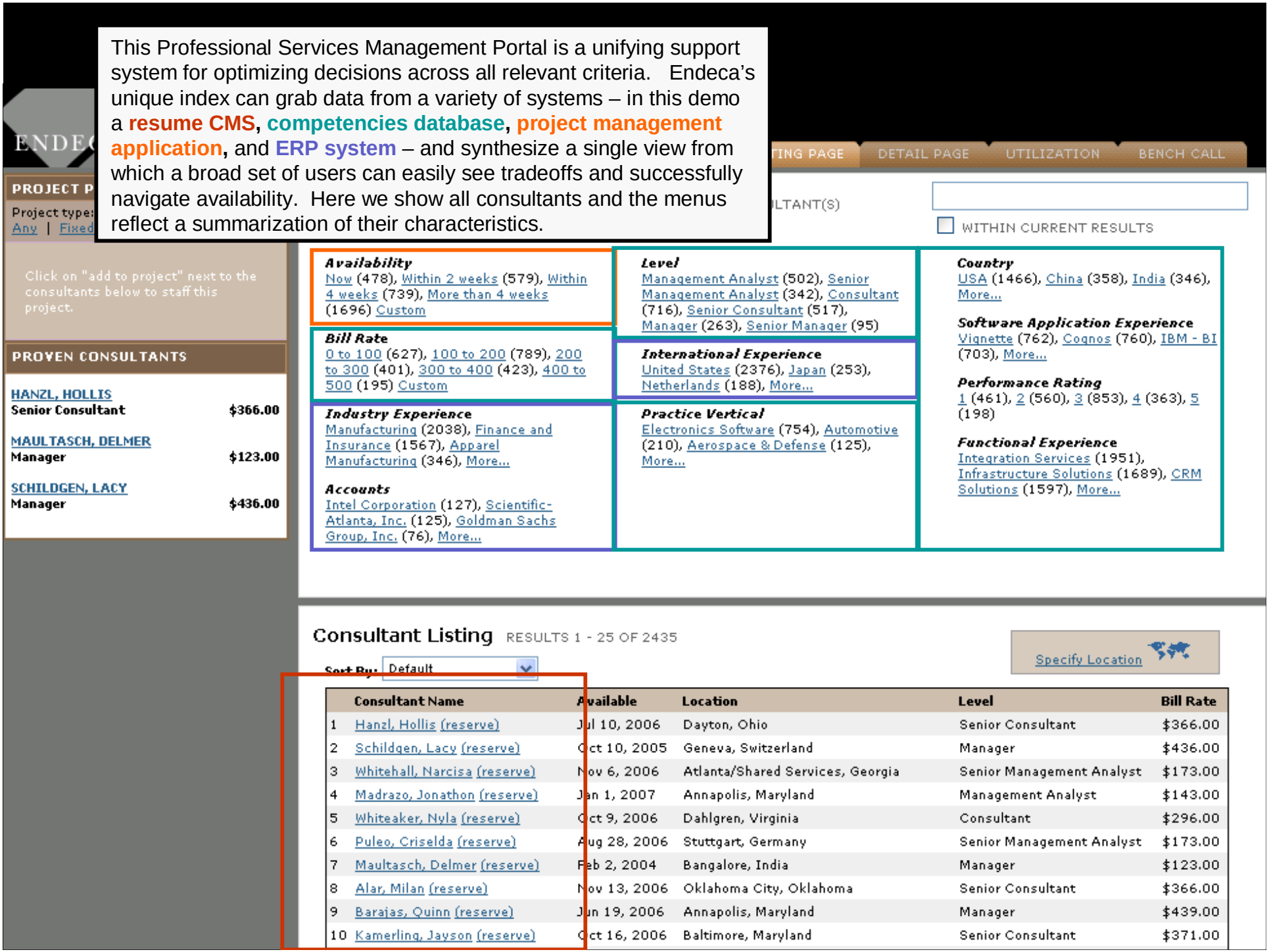
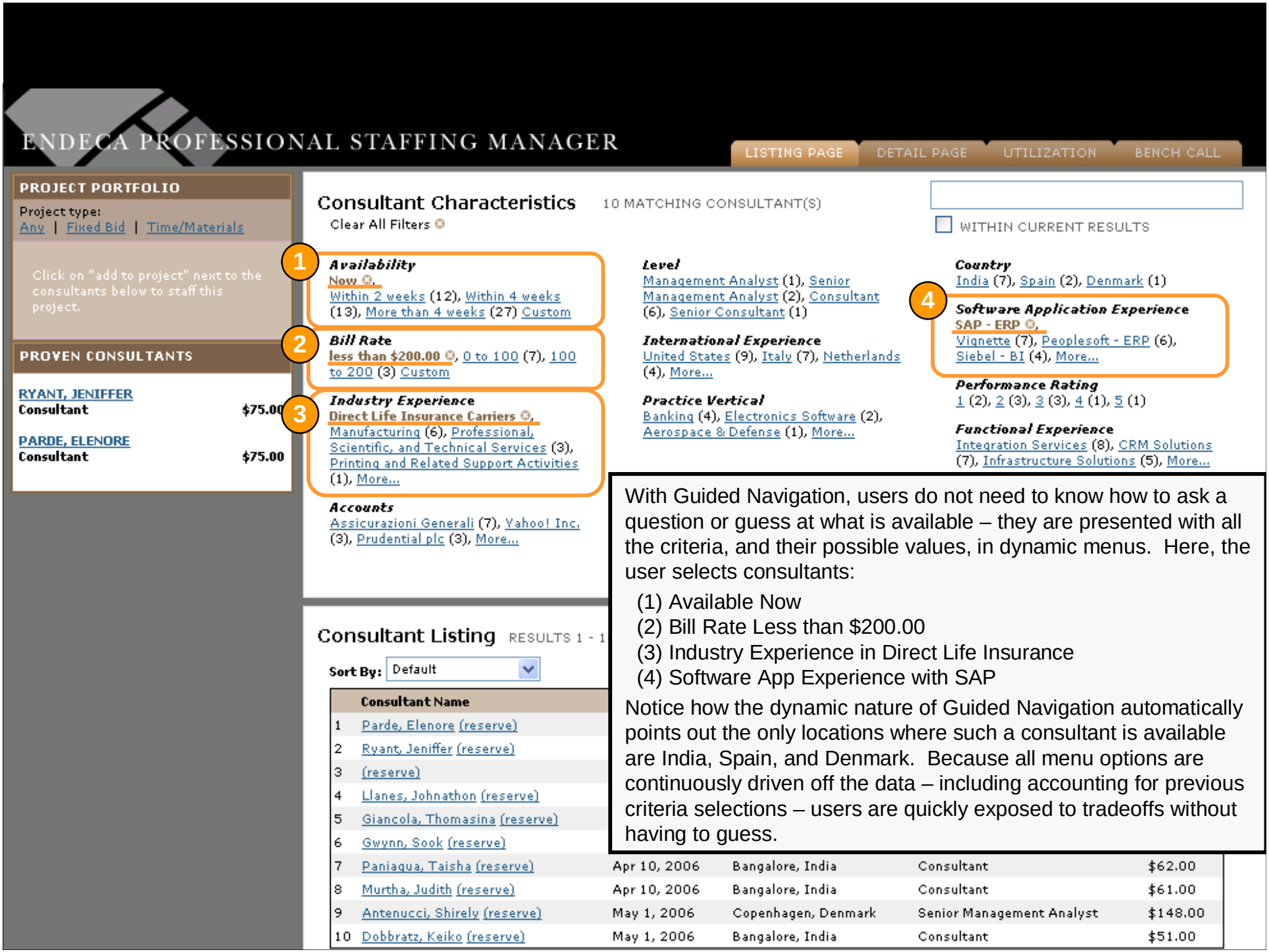
# IBM Human Capital Management

- Saved $500mm in one year (as reported to WSJ)
- Active seat count ~4000 untrained users

ENDECA


Endeca Decision Support Portal for Resource Management - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://core.demo.endeca.com/endeca_staffing/do
ENDECA PROFESSIONAL STAFFING MANAGER
CONSULTANT PROFILE
Schildgen, Lacy
Add to Project
Level
Manager
Practice Vertical
Automotive
Practice Area
EMEA
Billing Rate
436
Industry Experience
• Finance and Insurance > Credit Intermediation and Related Activities > Depository Credit Intermediation > Commercial Banking
• Finance and Insurance > Insurance Carriers and Related Activities > Insurance Carriers > Direct Life, Health, and Medical Insurance Carriers > Direct Life Insurance Carriers
• Manufacturing > Computer and Electronic Product Manufacturing > Semiconductor and Other Electronic Component Manufacturing > Semiconductor and Other Electronic Component Manufacturing > Semiconductor and Related Device Manufacturing
Software Application Experience
• Business Objects
• Documentum
• IBM - BI
• MatrixOne
• Microsoft
• Microstrategy
• Peoplesoft - CRM
• Siebel - CRM
• UGS
• Vignette
International Experience
• Netherlands
• Switzerland
• United States
Resume
VIEW AS WORD DOC
Lacy Schildgen
Senior Manager, ABC Consulting, Inc
Lacy Schildgen is a senior manager in the General Business practice of ABC Consulting. His focus is on companies with less than $3 billion in sales located in the Maryland/DC/Virginia area. He is an expert in strategic consulting and business development with extensive experience in relationship building and negotiation of major deals. He is an assertive, effective communicator with strong personal relationships within the financial services and Internet industries.
Relevant Experience
Mr. Schildgen's accomplishments include:
Lead manager on Preferred Biller project AOL. Effort focused on the delivery of bills electronically through AOL's email service. Currently building value proposition and execution plans to monetize program through value added relationships with the top U.S. billers
Served as one of eight Management Committee members for C2it, Citigroup's email payment service. C2it had approximately 240 employees. Led business development, and provided input for strategic direction of the organization
Co-led the development of the Finance.com vision and subsequent business plan. Vision of the business was to build a personal finance portal where by users would receive objective tools and content to help manage their finances. Citigroup would have owned a minority stake in the portal with others, including the public, owning the majority.
Member of a team that negotiated strategic relationships with AOL and Microsoft. Both deals made the Top 10 list of most important deals in Future Banker Magazine. Combined value to Citigroup was over $175 million.
Developed plan to leverage CyberCash's suite of services to produce revenue-generating propositions for financial institutions. Execution of plan resulted in 75% of CyberCash's revenue for twelve months.
Developed marketing plan based around advantages to coincide with overall strategic goals. Led marketing effort for financial institutions in North American region, including product positioning, strategy development, and business generation.
Documented payment system technology survey for U.S. Department of Treasury, Financial Crimes Enforcement Network (FinCEN).
Assisted in proposal strategies for joint venture between NationsBank, Bank of America, and EDS, including both pricing strategy and technical issues for proposal.
Researched viability of Wells Fargo's penetration into alternative distribution market place.
Led team in development of business case plan and pre-implementation plan for Royal Bank of Canada and Canadian Imperial Bank of Commerce to use in implementing Mondex Stored Value Card.
Worked closely with BankOne to develop a credit card solution for new merchant, which will be adaptable to evolution of electronic commerce technologies. Created solution that encompassed technical architecture of system and
Databases
Spreadsheets
Résumés
Done

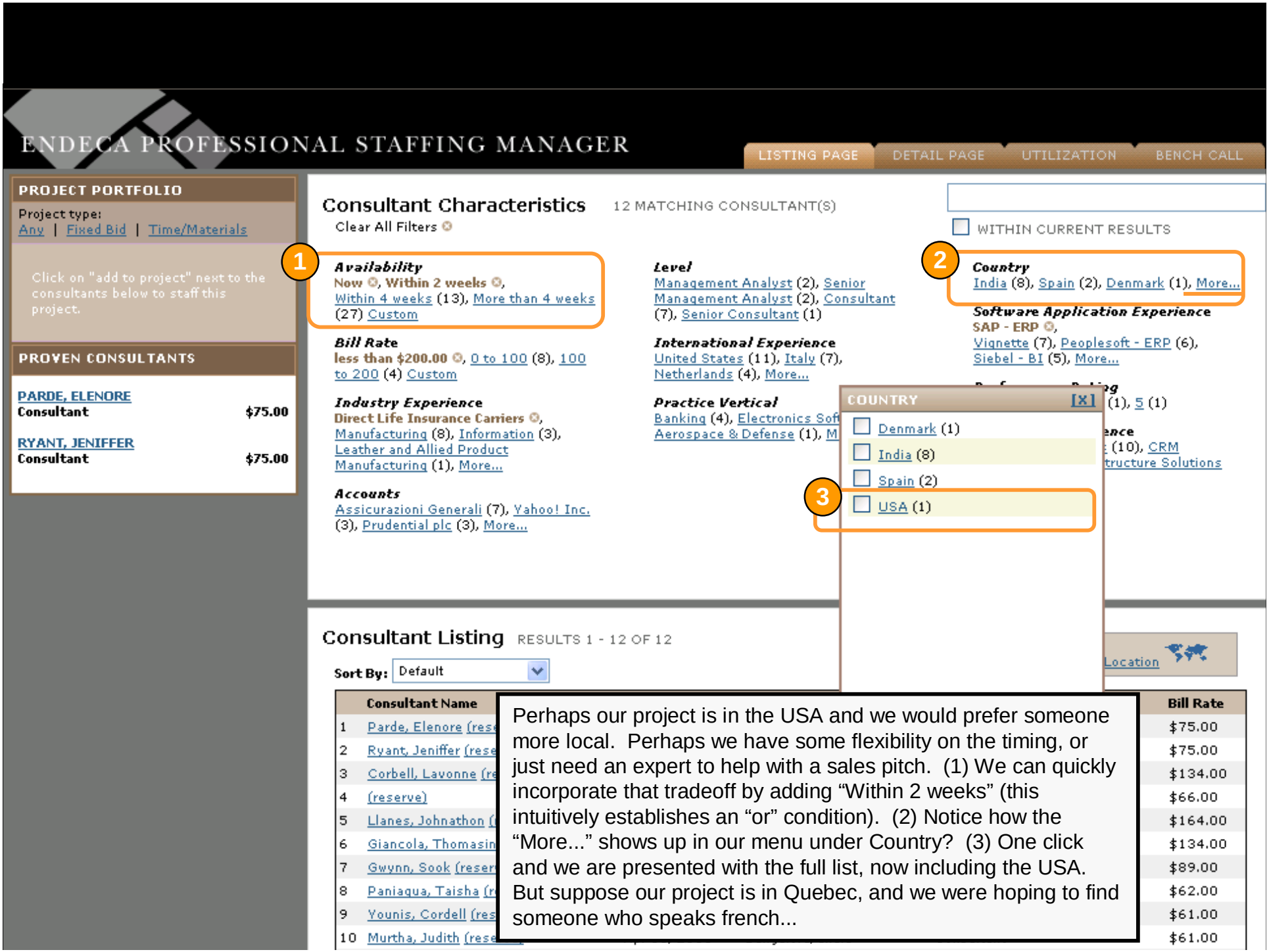

This Professional Services Management Portal is a unifying support system for optimizing decisions across all relevant criteria. Endeca's unique index can grab data from a variety of systems – in this demo a resume CMS, competencies database, project management application, and ERP system – and synthesize a single view from which a broad set of users can easily see tradeoffs and successfully navigate availability. Here we show all consultants and the menus reflect a summarization of their characteristics.
ENDE
TING PAGE
DETAIL PAGE
UTILIZATION
BENCH CALL
PROJECT P
Project type:
Any | Fixed
Click on "add to project" next to the consultants below to staff this project.
PROVEN CONSULTANTS
HANZL, HOLLIS
Senior Consultant
$366.00
MAULTASCH, DELMER
Manager
$123.00
SCHILDGEN, LACY
Manager
$436.00
LTANT(S)
WITHIN CURRENT RESULTS
Availability
Now (478), Within 2 weeks (579), Within 4 weeks (739), More than 4 weeks (1696) Custom
Bill Rate
0 to 100 (627), 100 to 200 (789), 200 to 300 (401), 300 to 400 (423), 400 to 500 (195) Custom
Industry Experience
Manufacturing (2038), Finance and Insurance (1567), Apparel Manufacturing (346), More...
Accounts
Intel Corporation (127), Scientific-Atlanta, Inc. (125), Goldman Sachs Group, Inc. (76), More...
Level
Management Analyst (502), Senior Management Analyst (342), Consultant (716), Senior Consultant (517), Manager (263), Senior Manager (95)
International Experience
United States (2376), Japan (253), Netherlands (188), More...
Practice Vertical
Electronics Software (754), Automotive (210), Aerospace & Defense (125), More...
Country
USA (1466), China (358), India (346), More...
Software Application Experience
Vignette (762), Cognos (760), IBM - BI (703), More...
Performance Rating
1 (461), 2 (560), 3 (853), 4 (363), 5 (198)
Functional Experience
Integration Services (1951), Infrastructure Solutions (1689), CRM Solutions (1597), More...
Consultant Listing
RESULTS 1 - 25 OF 2435
Specify Location
Sort By: Default
Consultant Name
Available
Location
Level
Bill Rate
1 Hanzl, Hollis (reserve) Jul 10, 2006 Dayton, Ohio Senior Consultant $366.00
2 Schildgen, Lacy (reserve) Oct 10, 2005 Geneva, Switzerland Manager $436.00
3 Whitehall, Narcisa (reserve) Nov 6, 2006 Atlanta/Shared Services, Georgia Senior Management Analyst $173.00
4 Madrazo, Jonathon (reserve) Jan 1, 2007 Annapolis, Maryland Management Analyst $143.00
5 Whiteaker, Nyla (reserve) Oct 9, 2006 Dahlgren, Virginia Consultant $296.00
6 Puleo, Criselda (reserve) Aug 28, 2006 Stuttgart, Germany Senior Management Analyst $173.00
7 Maultasch, Delmer (reserve) Feb 2, 2004 Bangalore, India Manager $123.00
8 Alar, Milan (reserve) Nov 13, 2006 Oklahoma City, Oklahoma Senior Consultant $366.00
9 Barajas, Quinn (reserve) Jun 19, 2006 Annapolis, Maryland Manager $439.00
10 Kamerling, Jayson (reserve) Oct 16, 2006 Baltimore, Maryland Senior Consultant $371.00



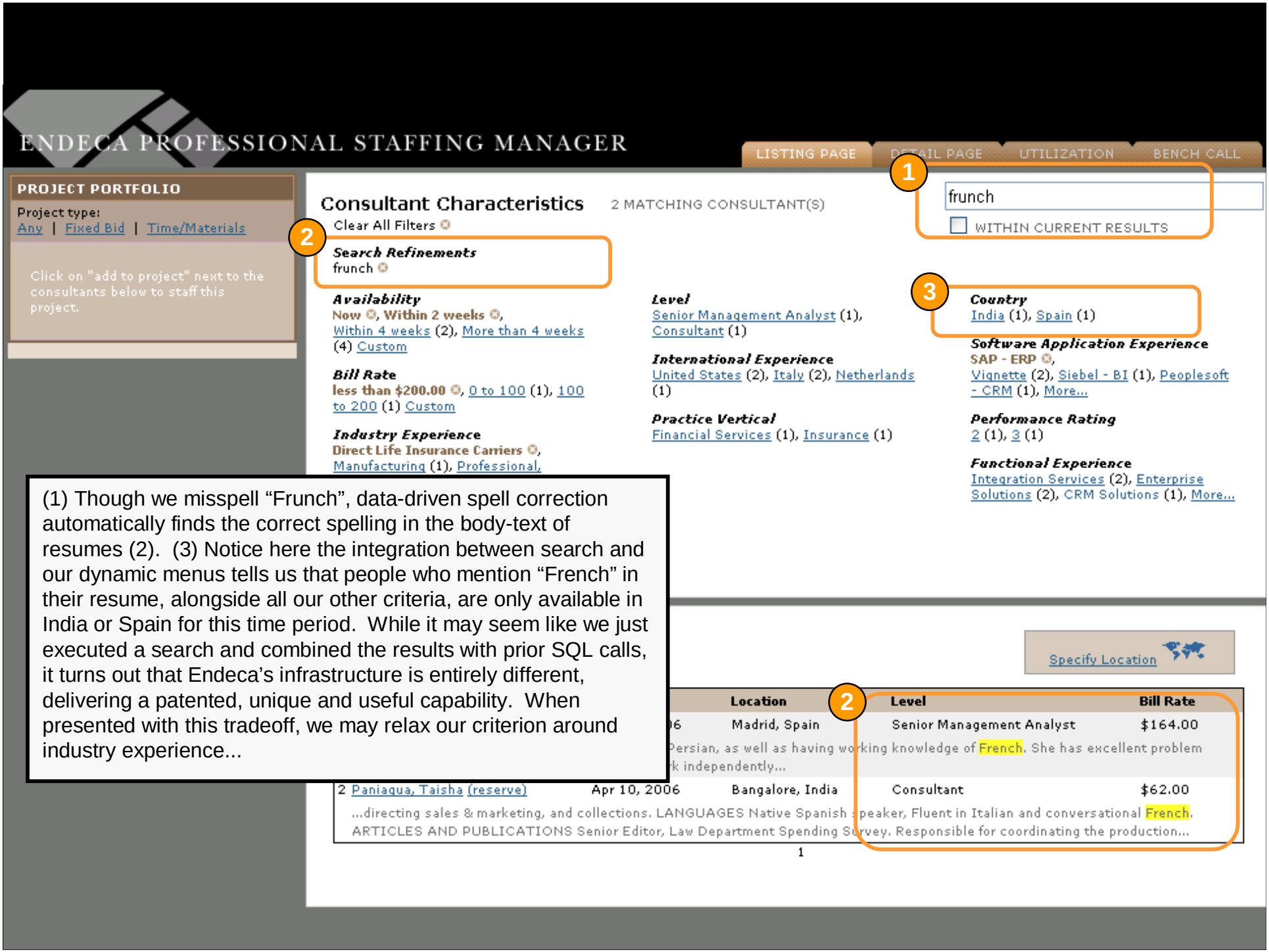

With Guided Navigation, users do not need to know how to ask a question or guess at what is available – they are presented with all the criteria, and their possible values, in dynamic menus. Here, the user selects consultants:

(1) Available Now
(2) Bill Rate Less than $200.00
(3) Industry Experience in Direct Life Insurance
(4) Software App Experience with SAP

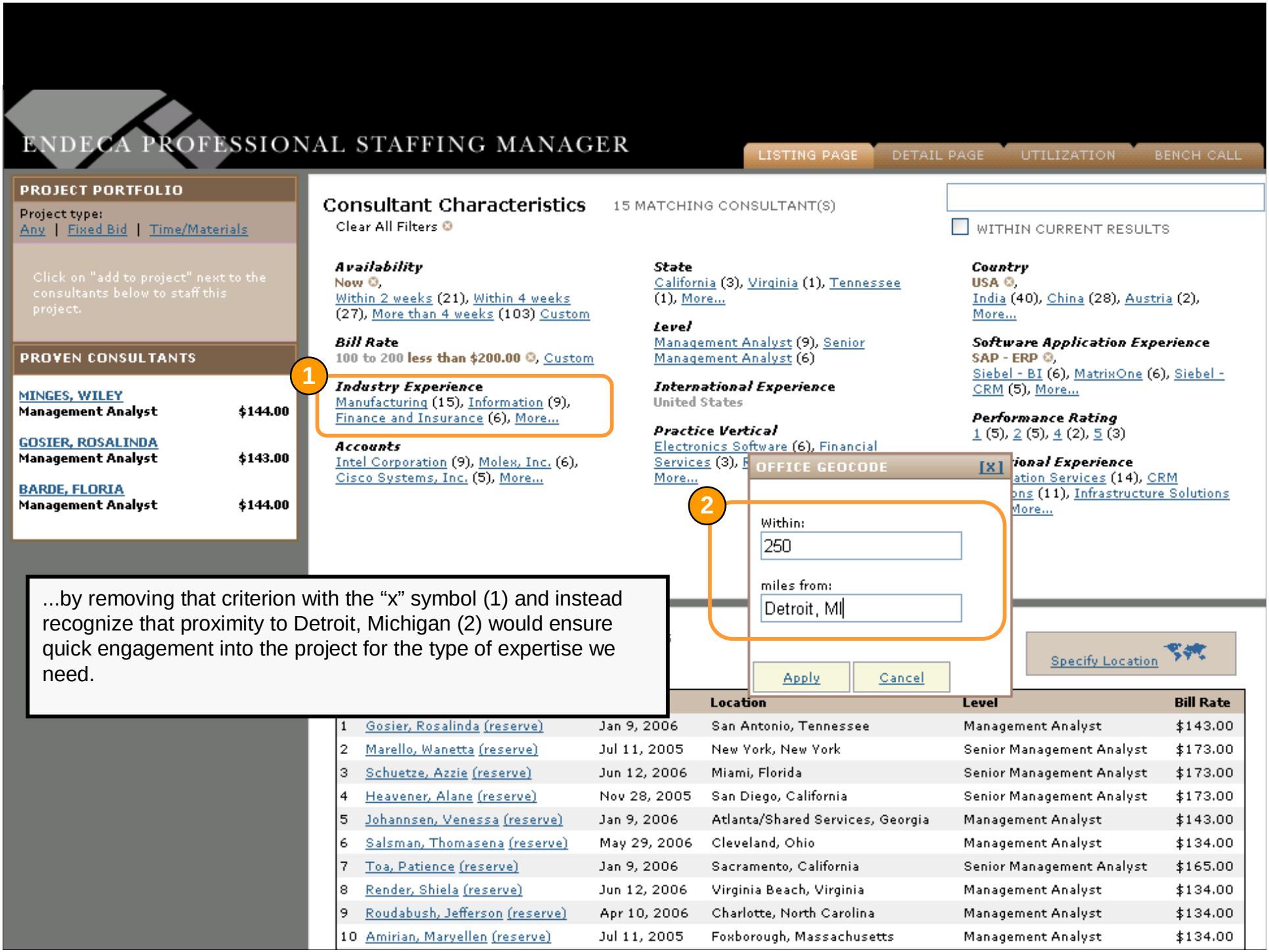
Notice how the dynamic nature of Guided Navigation automatically points out the only locations where such a consultant is available are India, Spain, and Denmark. Because all menu options are continuously driven off the data – including accounting for previous criteria selections – users are quickly exposed to tradeoffs without having to guess.



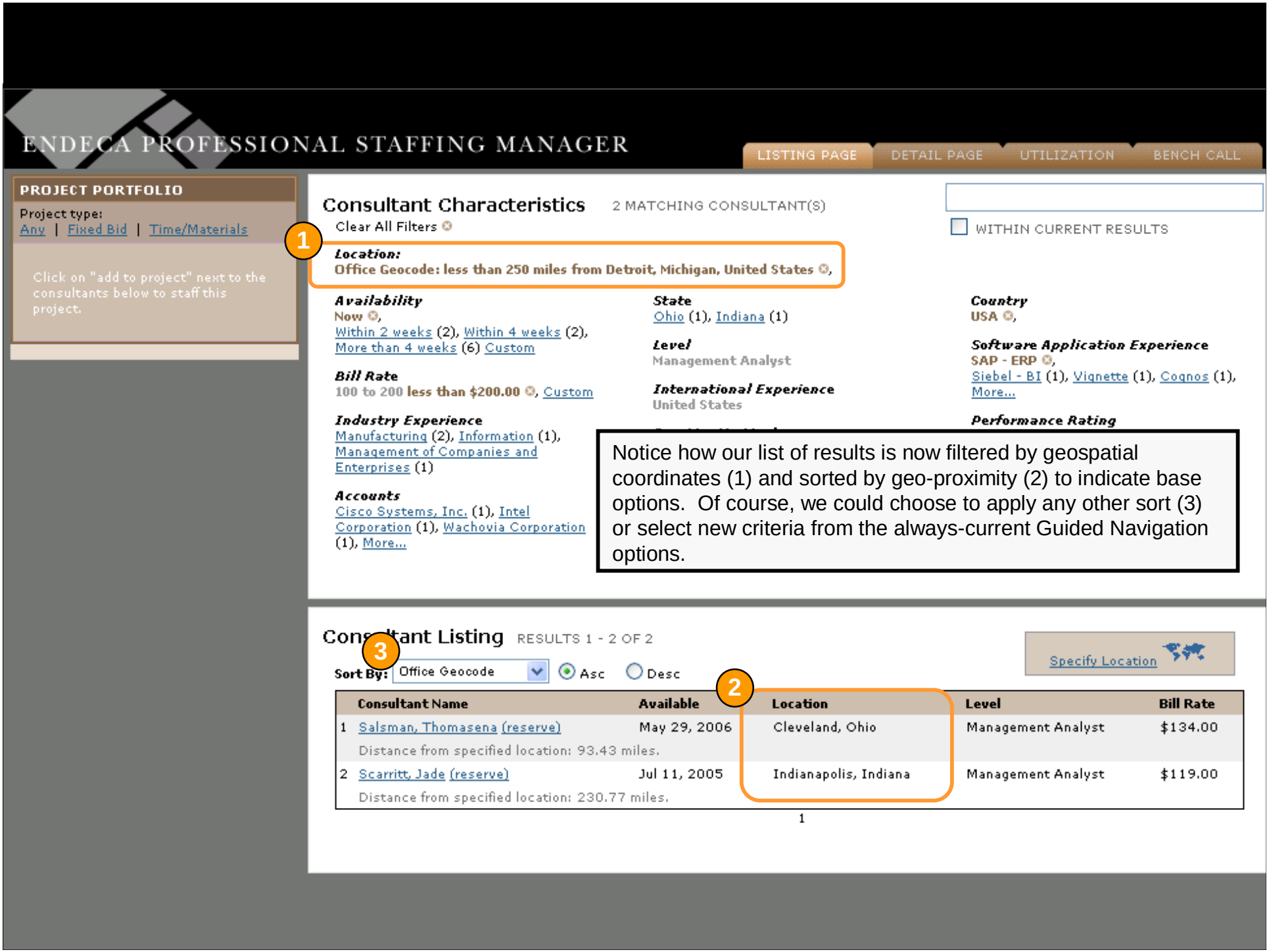

Perhaps our project is in the USA and we would prefer someone more local. Perhaps we have some flexibility on the timing, or just need an expert to help with a sales pitch. (1) We can quickly incorporate that tradeoff by adding “Within 2 weeks” (this intuitively establishes an “or” condition). (2) Notice how the “More...” shows up in our menu under Country? (3) One click and we are presented with the full list, now including the USA. But suppose our project is in Quebec, and we were hoping to find someone who speaks french...

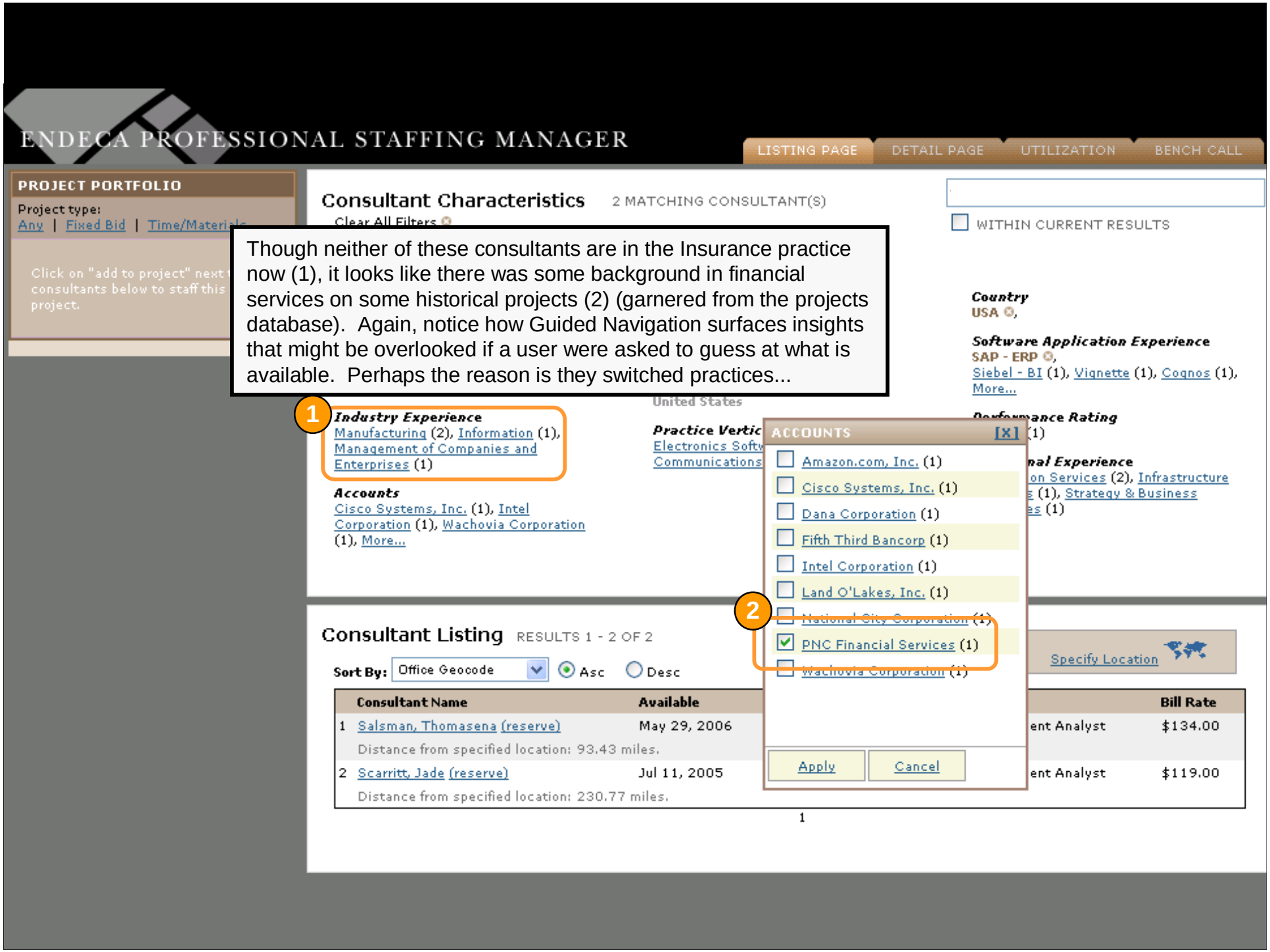


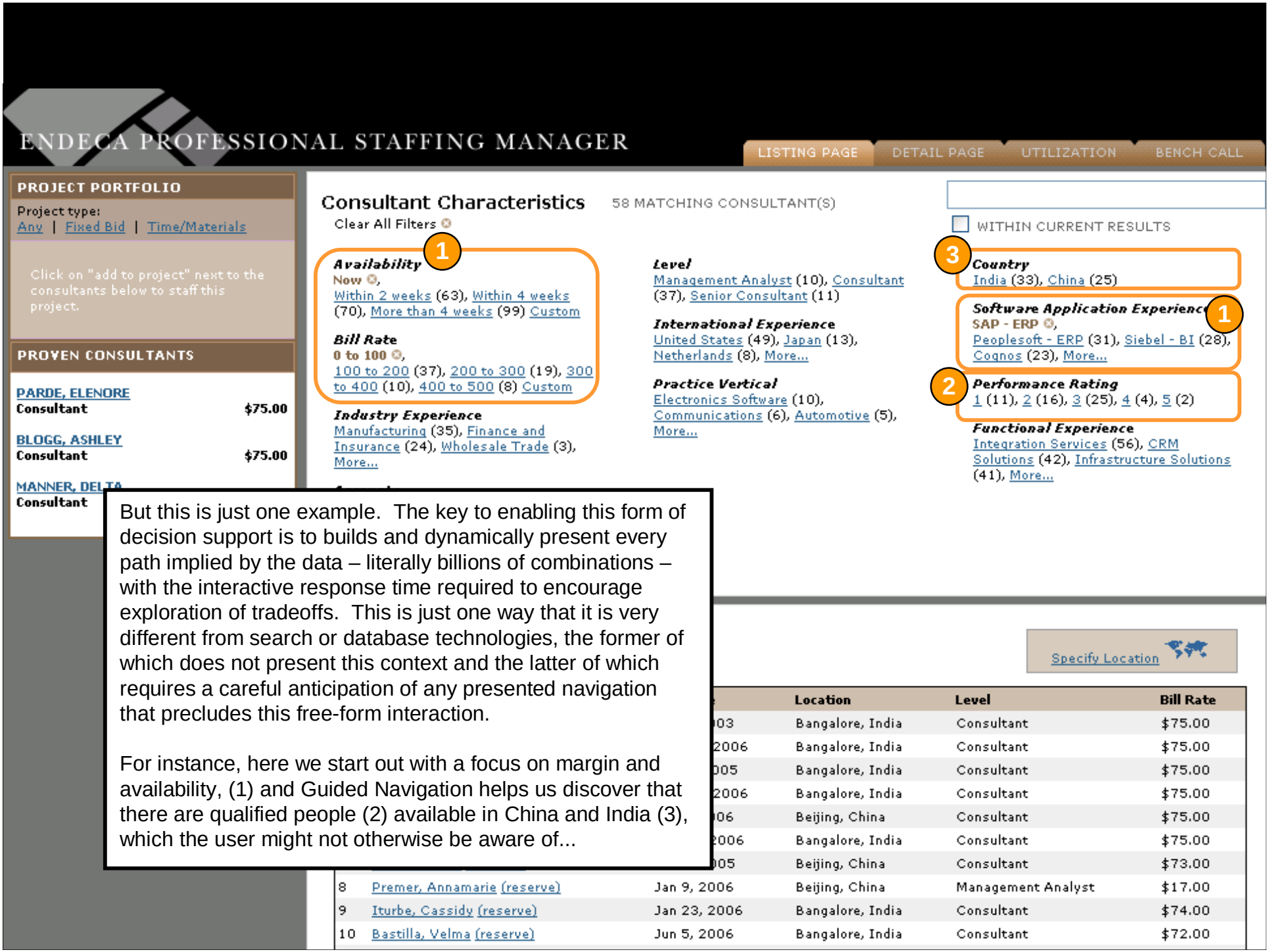

(1) Though we misspell “Frunch”, data-driven spell correction automatically finds the correct spelling in the body-text of resumes (2). (3) Notice here the integration between search and our dynamic menus tells us that people who mention “French” in their resume, alongside all our other criteria, are only available in India or Spain for this time period. While it may seem like we just executed a search and combined the results with prior SQL calls, it turns out that Endeca’s infrastructure is entirely different, delivering a patented, unique and useful capability. When presented with this tradeoff, we may relax our criterion around industry experience...




...by removing that criterion with the “x” symbol (1) and instead recognize that proximity to Detroit, Michigan (2) would ensure quick engagement into the project for the type of expertise we need.

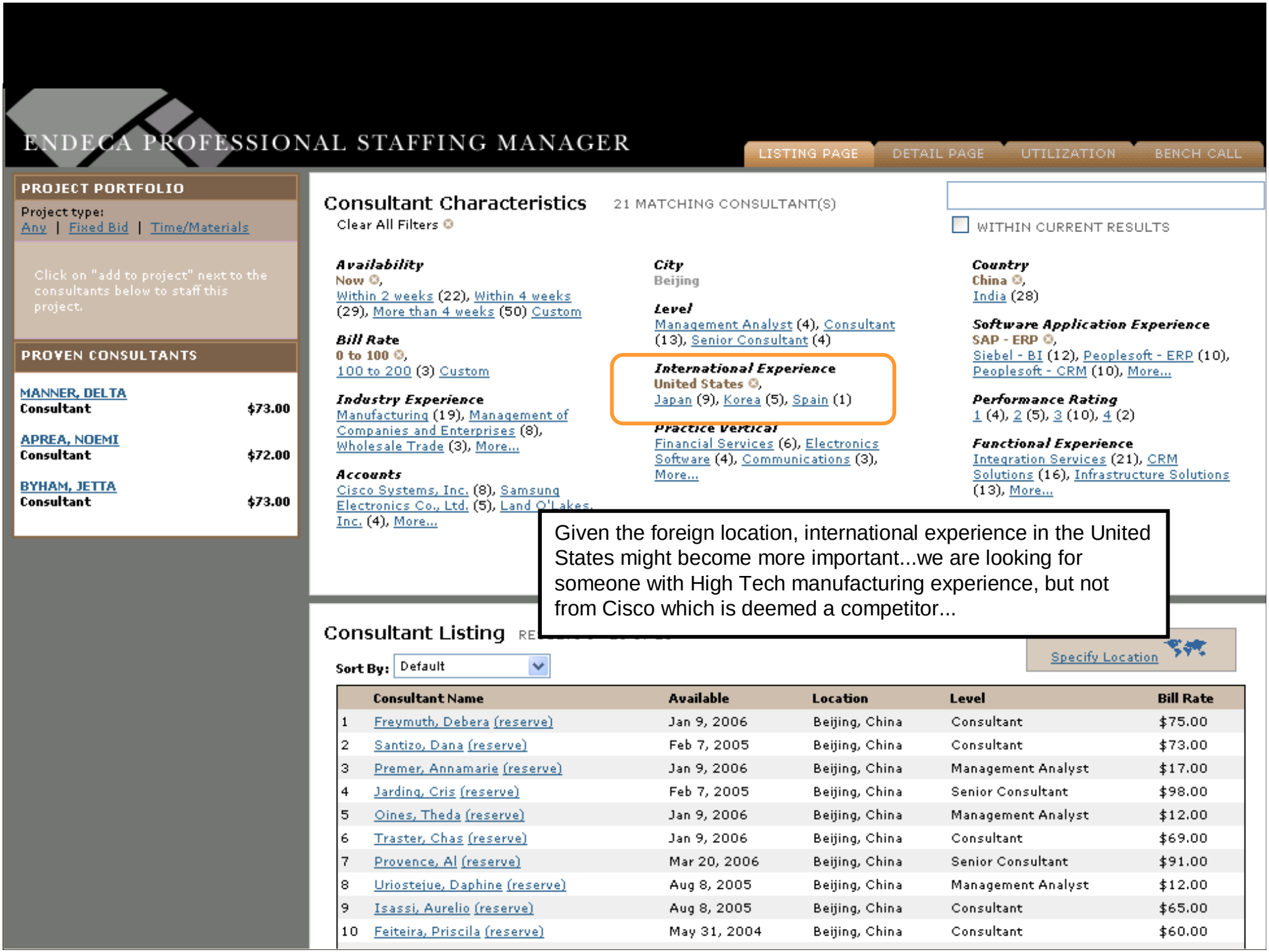

ENDECA PROFESSIONAL STAFFING MANAGER
LISTING PAGE
DETAIL PAGE
UTILIZATION
BENCH CALL
PROJECT PORTFOLIO
Project type:
Any | Fixed Bid | Time/Materials
Click on "add to project" next to the consultants below to staff this project.
Consultant Characteristics
2 MATCHING CONSULTANT(S)
Clear All Filters
1
Location:
Office Geocode: less than 250 miles from Detroit, Michigan, United States
WITHIN CURRENT RESULTS
Availability
Now,
Within 2 weeks (2), Within 4 weeks (2),
More than 4 weeks (6) Custom
Bill Rate
100 to 200 less than $200.00, Custom
Industry Experience
Manufacturing (2), Information (1),
Management of Companies and Enterprises (1)
Accounts
Cisco Systems, Inc. (1), Intel Corporation (1), Wachovia Corporation (1), More...
State
Ohio (1), Indiana (1)
Level
Management Analyst
International Experience
United States
Country
USA,
Software Application Experience
SAP - ERP,
Siebel - BI (1), Vignette (1), Cognos (1),
More...
Performance Rating
Notice how our list of results is now filtered by geospatial coordinates (1) and sorted by geo-proximity (2) to indicate base options. Of course, we could choose to apply any other sort (3) or select new criteria from the always-current Guided Navigation options.
Consultant Listing
RESULTS 1 - 2 OF 2
3
Sort By: Office Geocode
Asc
Desc
Specify Location
2
Consultant Name
Available
Location
Level
Bill Rate
1 Salsman, Thomasena (reserve)
May 29, 2006
Cleveland, Ohio
Management Analyst
$134.00
Distance from specified location: 93.43 miles.
2 Scarritt, Jade (reserve)
Jul 11, 2005
Indianapolis, Indiana
Management Analyst
$119.00
Distance from specified location: 230.77 miles.
1


ENDECA PROFESSIONAL STAFFING MANAGER
LISTING PAGE
DETAIL PAGE
UTILIZATION
BENCH CALL
PROJECT PORTFOLIO
Project type:
Any | Fixed Bid | Time/Materials
Click on "add to project" next to consultants below to staff this project.
Consultant Characteristics
2 MATCHING CONSULTANT(S)
Clear All Filters
WITHIN CURRENT RESULTS
Though neither of these consultants are in the Insurance practice now (1), it looks like there was some background in financial services on some historical projects (2) (garnered from the projects database). Again, notice how Guided Navigation surfaces insights that might be overlooked if a user were asked to guess at what is available. Perhaps the reason is they switched practices...
1
Industry Experience
Manufacturing (2), Information (1), Management of Companies and Enterprises (1)
Accounts
Cisco Systems, Inc. (1), Intel Corporation (1), Wachovia Corporation (1), More...
United States
Practice Vertic
Electronics Softy
Communications
Country
USA
Software Application Experience
SAP - ERP
Siebel - BI (1), Vignette (1), Cognos (1), More...
Performance Rating
(1)
nal Experience
on Services (2), Infrastructure
s (1), Strategy & Business
es (1)
ACCOUNTS
[X]
Amazon.com, Inc. (1)
Cisco Systems, Inc. (1)
Dana Corporation (1)
Fifth Third Bancorp (1)
Intel Corporation (1)
Land O'Lakes, Inc. (1)
National City Corporation (1)
2
PNC Financial Services (1)
Wachovia Corporation (1)
Apply
Cancel
Consultant Listing
RESULTS 1 - 2 OF 2
Specify Location
Sort By: Office Geocode
Asc
Desc
Consultant Name
Available
Bill Rate
1 Salsman, Thomasena (reserve)
May 29, 2006
ent Analyst
$134.00
Distance from specified location: 93.43 miles.
2 Scarritt, Jade (reserve)
Jul 11, 2005
ent Analyst
$119.00
Distance from specified location: 230.77 miles.
1

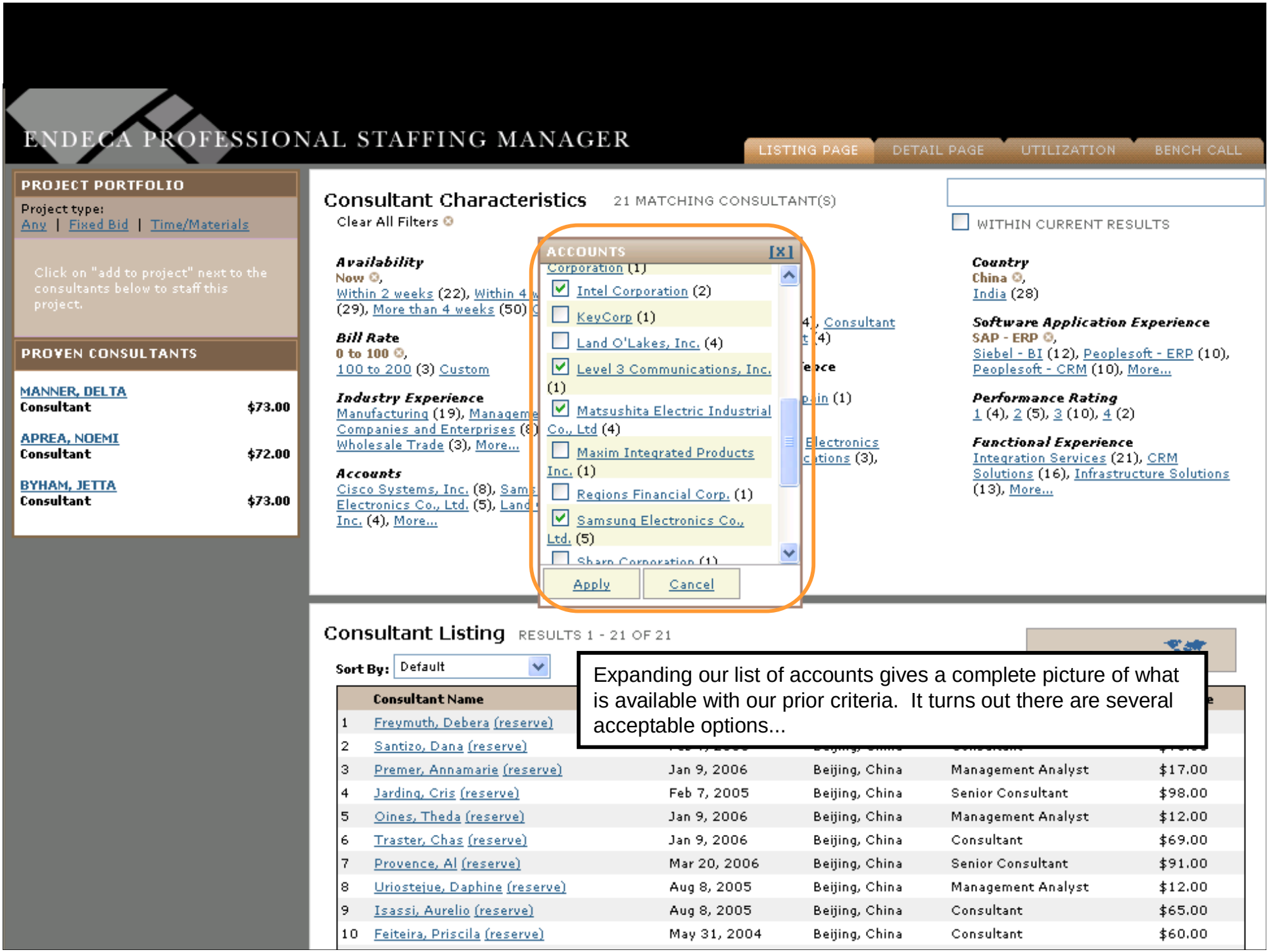


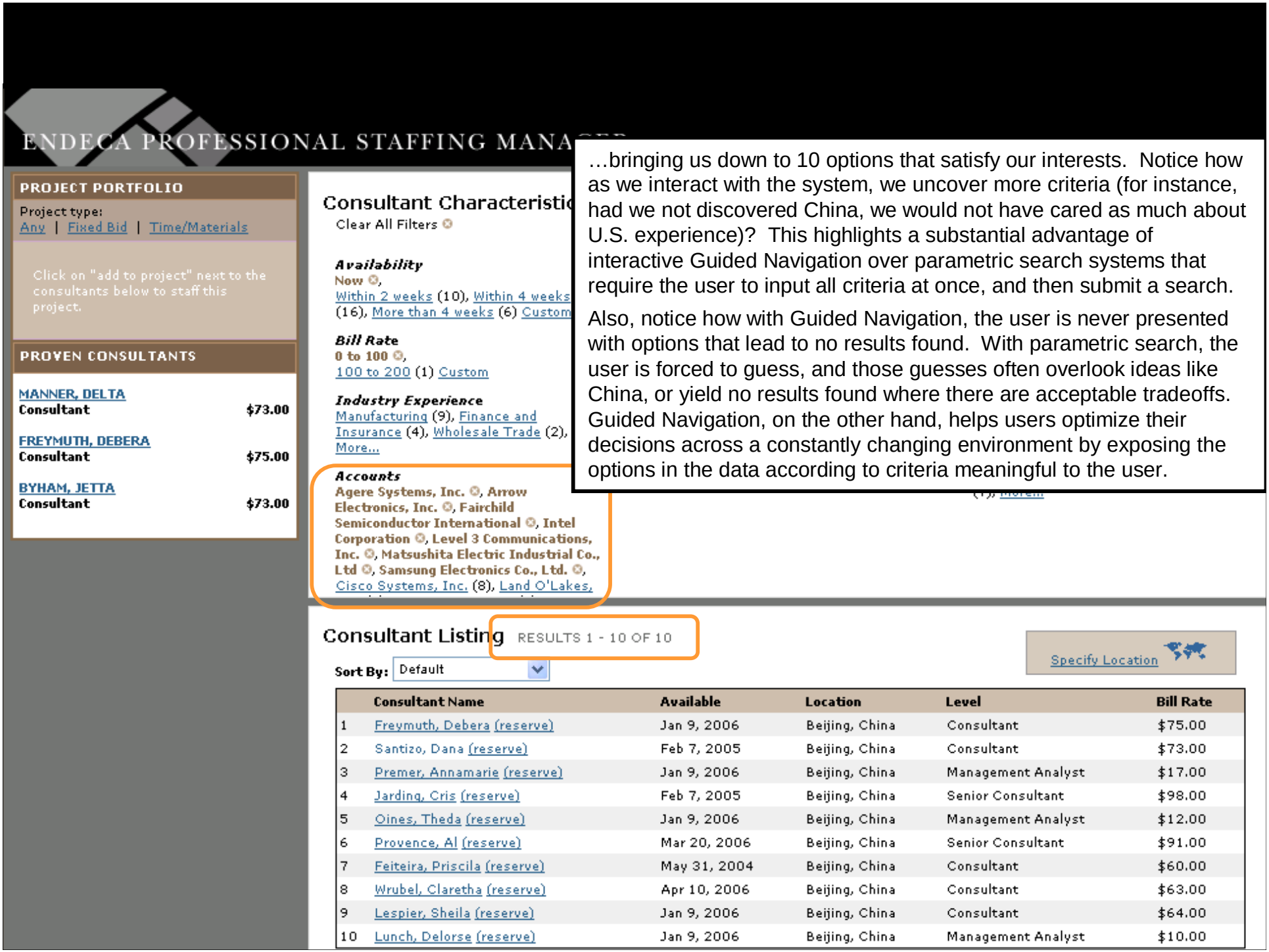

But this is just one example. The key to enabling this form of decision support is to builds and dynamically present every path implied by the data – literally billions of combinations – with the interactive response time required to encourage exploration of tradeoffs. This is just one way that it is very different from search or database technologies, the former of which does not present this context and the latter of which requires a careful anticipation of any presented navigation that precludes this free-form interaction.

For instance, here we start out with a focus on margin and availability, (1) and Guided Navigation helps us discover that there are qualified people (2) available in China and India (3), which the user might not otherwise be aware of...



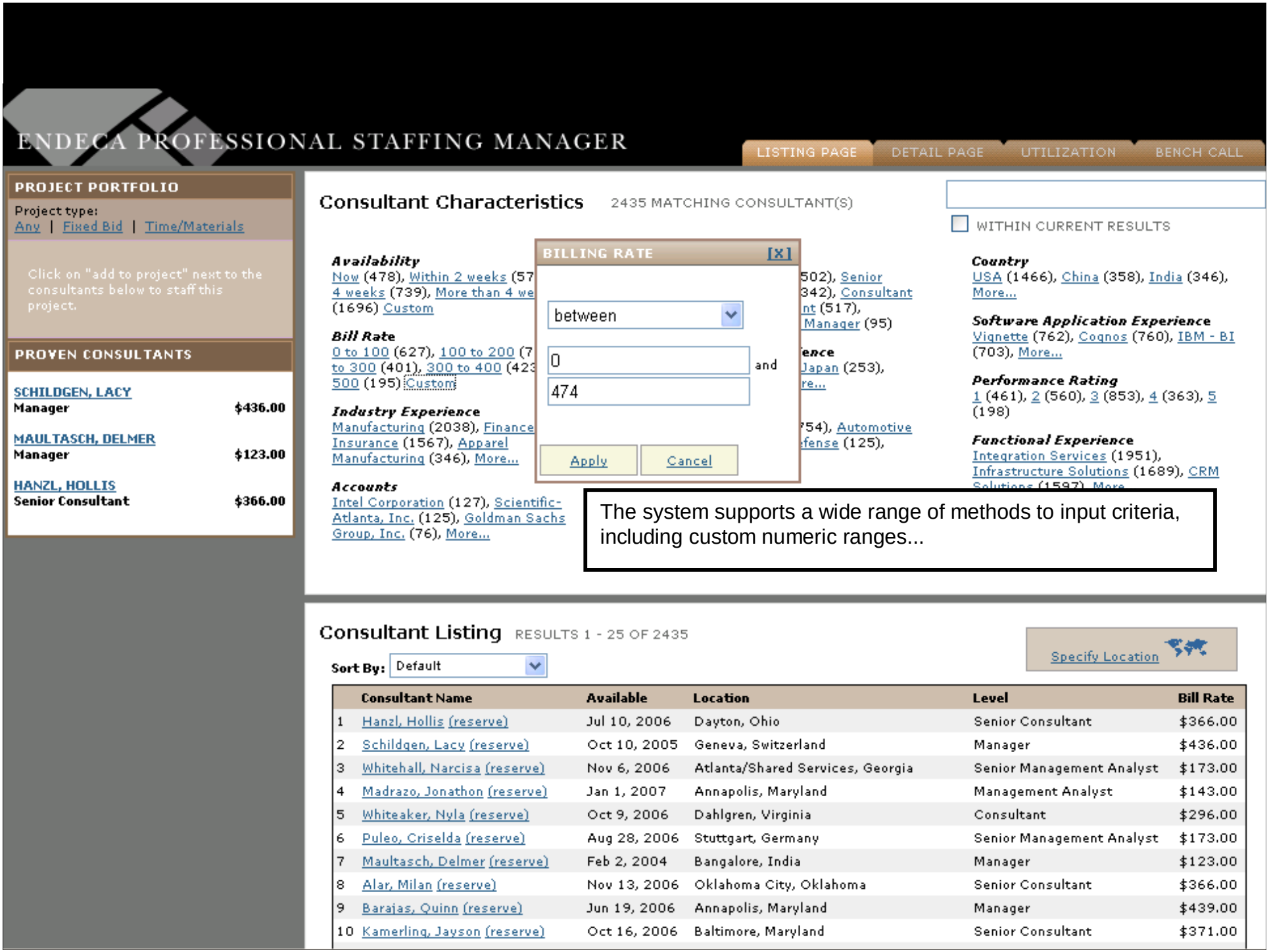

| | Consultant Name | Available | Location | Level | Bill Rate |
|---|---|---|---|---|---|
| 1 | Freymuth, Debera (reserve) | Jan 9, 2006 | Beijing, China | Consultant | $75.00 |
| 2 | Santizo, Dana (reserve) | Feb 7, 2005 | Beijing, China | Consultant | $73.00 |
| 3 | Premer, Annamarie (reserve) | Jan 9, 2006 | Beijing, China | Management Analyst | $17.00 |
| 4 | Jarding, Cris (reserve) | Feb 7, 2005 | Beijing, China | Senior Consultant | $98.00 |
| 5 | Oines, Theda (reserve) | Jan 9, 2006 | Beijing, China | Management Analyst | $12.00 |
| 6 | Traster, Chas (reserve) | Jan 9, 2006 | Beijing, China | Consultant | $69.00 |
| 7 | Provence, Al (reserve) | Mar 20, 2006 | Beijing, China | Senior Consultant | $91.00 |
| 8 | Uriostejue, Daphine (reserve) | Aug 8, 2005 | Beijing, China | Management Analyst | $12.00 |
| 9 | Isassi, Aurelio (reserve) | Aug 8, 2005 | Beijing, China | Consultant | $65.00 |
| 10 | Feiteira, Priscila (reserve) | May 31, 2004 | Beijing, China | Consultant | $60.00 |

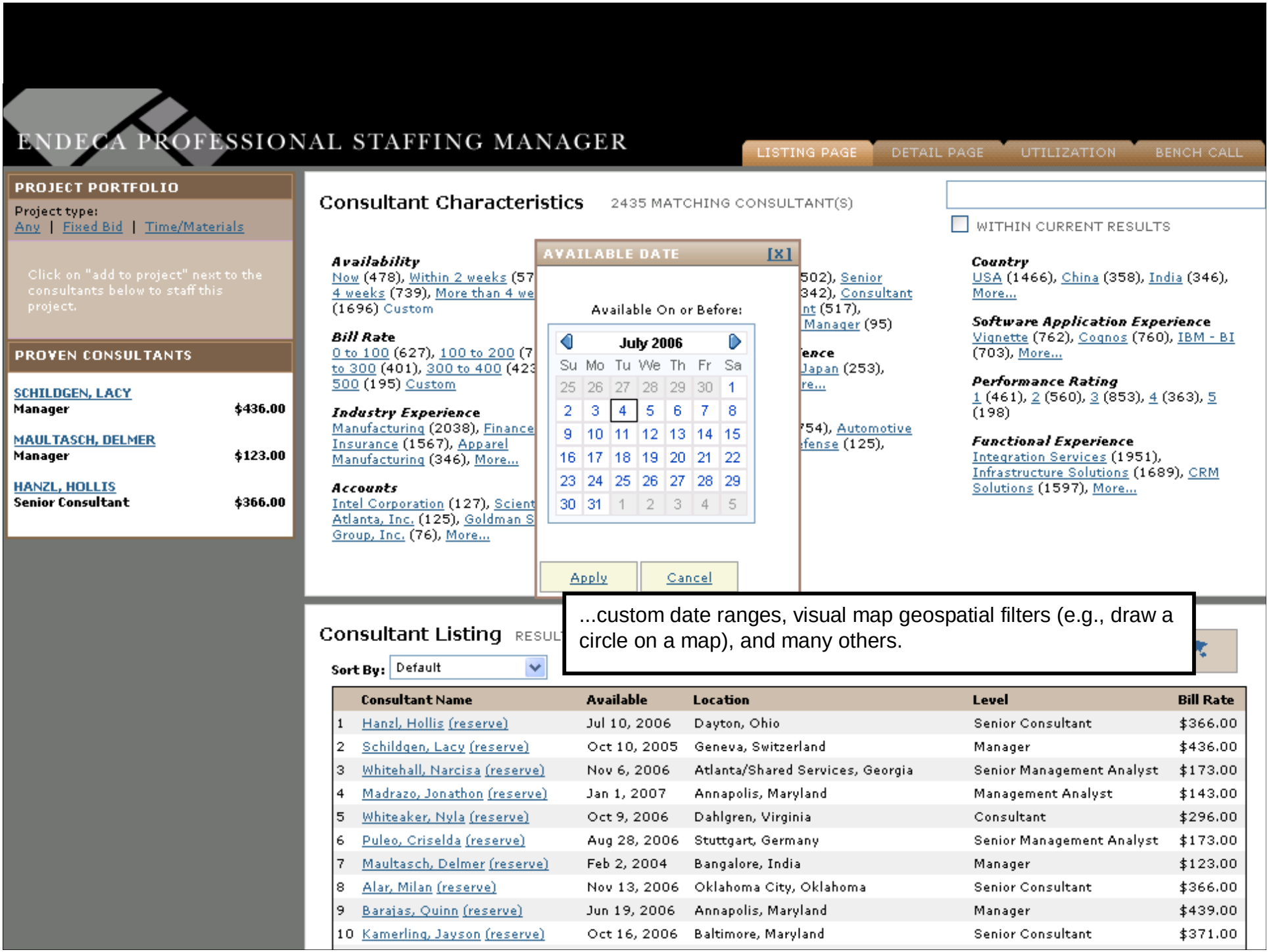

ENDECA PROFESSIONAL STAFFING MANAGER
LISTING PAGE
DETAIL PAGE
UTILIZATION
BENCH CALL
PROJECT PORTFOLIO
Project type:
Any | Fixed Bid | Time/Materials
Click on "add to project" next to the consultants below to staff this project.
PROVEN CONSULTANTS
MANNER, DELTA
Consultant
$73.00
APREA, NOEMI
Consultant
$72.00
BYHAM, JETTA
Consultant
$73.00
Consultant Characteristics
21 MATCHING CONSULTANT(S)
Clear All Filters
WITHIN CURRENT RESULTS
Availability
Now,
Within 2 weeks (22), Within 4 w
(29), More than 4 weeks (50)
Bill Rate
0 to 100,
100 to 200 (3) Custom
Industry Experience
Manufacturing (19), Manageme
Companies and Enterprises (8)
Wholesale Trade (3), More...
Accounts
Cisco Systems, Inc. (8), Sam
Electronics Co., Ltd. (5), Land
Inc. (4), More...
ACCOUNTS [X]
Corporation (1)
Intel Corporation (2)
KeyCorp (1)
Land O'Lakes, Inc. (4)
Level 3 Communications, Inc. (1)
Matsushita Electric Industrial Co., Ltd (4)
Maxim Integrated Products Inc. (1)
Regions Financial Corp. (1)
Samsung Electronics Co., Ltd. (5)
Sharp Corporation (1)
Apply
Cancel
Consultant
Country
China,
India (28)
Software Application Experience
SAP - ERP,
Siebel - BI (12), Peoplesoft - ERP (10),
Peoplesoft - CRM (10), More...
Performance Rating
1 (4), 2 (5), 3 (10), 4 (2)
Functional Experience
Integration Services (21), CRM Solutions (16), Infrastructure Solutions (13), More...
Consultant Listing
RESULTS 1 - 21 OF 21
Sort By: Default
Expanding our list of accounts gives a complete picture of what is available with our prior criteria. It turns out there are several acceptable options...
Consultant Name
1 Freymuth, Debera (reserve)
2 Santizo, Dana (reserve)
3 Premer, Annamarie (reserve) Jan 9, 2006 Beijing, China Management Analyst $17.00
4 Jarding, Cris (reserve) Feb 7, 2005 Beijing, China Senior Consultant $98.00
5 Oines, Theda (reserve) Jan 9, 2006 Beijing, China Management Analyst $12.00
6 Traster, Chas (reserve) Jan 9, 2006 Beijing, China Consultant $69.00
7 Provence, Al (reserve) Mar 20, 2006 Beijing, China Senior Consultant $91.00
8 Uriostejue, Daphine (reserve) Aug 8, 2005 Beijing, China Management Analyst $12.00
9 Isassi, Aurelio (reserve) Aug 8, 2005 Beijing, China Consultant $65.00
10 Feiteira, Priscila (reserve) May 31, 2004 Beijing, China Consultant $60.00




…bringing us down to 10 options that satisfy our interests. Notice how as we interact with the system, we uncover more criteria (for instance, had we not discovered China, we would not have cared as much about U.S. experience)? This highlights a substantial advantage of interactive Guided Navigation over parametric search systems that require the user to input all criteria at once, and then submit a search.

Also, notice how with Guided Navigation, the user is never presented with options that lead to no results found. With parametric search, the user is forced to guess, and those guesses often overlook ideas like China, or yield no results found where there are acceptable tradeoffs. Guided Navigation, on the other hand, helps users optimize their decisions across a constantly changing environment by exposing the options in the data according to criteria meaningful to the user.


ENDECA PROFESSIONAL STAFFING MANAGER
LISTING PAGE
DETAIL PAGE
UTILIZATION
BENCH CALL
PROJECT PORTFOLIO
Project type:
Any | Fixed Bid | Time/Materials
Click on "add to project" next to the consultants below to staff this project.
PROVEN CONSULTANTS
SCHILDGEN, LACY
Manager
$436.00
MAULTASCH, DELMER
Manager
$123.00
HANZL, HOLLIS
Senior Consultant
$366.00
Consultant Characteristics
2435 MATCHING CONSULTANT(S)
WITHIN CURRENT RESULTS
Availability
Now (478), Within 2 weeks (57
4 weeks (739), More than 4 we
(1696) Custom
Bill Rate
0 to 100 (627), 100 to 200 (7
to 300 (401), 300 to 400 (423
500 (195) Custom
Industry Experience
Manufacturing (2038), Finance
Insurance (1567), Apparel
Manufacturing (346), More...
Accounts
Intel Corporation (127), Scientific-
Atlanta, Inc. (125), Goldman Sachs
Group, Inc. (76), More...
BILLING RATE
[X]
between
0
and
474
Apply
Cancel
502), Senior
342), Consultant
nt (517),
Manager (95)
ience
Japan (253),
re...
754), Automotive
efense (125),
Country
USA (1466), China (358), India (346),
More...
Software Application Experience
Vignette (762), Cognos (760), IBM - BI
(703), More...
Performance Rating
1 (461), 2 (560), 3 (853), 4 (363), 5
(198)
Functional Experience
Integration Services (1951),
Infrastructure Solutions (1689), CRM
The system supports a wide range of methods to input criteria, including custom numeric ranges...
Consultant Listing
RESULTS 1 - 25 OF 2435
Specify Location
Sort By: Default
Consultant Name
Available
Location
Level
Bill Rate
1 Hanzl, Hollis (reserve) Jul 10, 2006 Dayton, Ohio Senior Consultant $366.00
2 Schildgen, Lacy (reserve) Oct 10, 2005 Geneva, Switzerland Manager $436.00
3 Whitehall, Narcisa (reserve) Nov 6, 2006 Atlanta/Shared Services, Georgia Senior Management Analyst $173.00
4 Madrazo, Jonathon (reserve) Jan 1, 2007 Annapolis, Maryland Management Analyst $143.00
5 Whiteaker, Nyla (reserve) Oct 9, 2006 Dahlgren, Virginia Consultant $296.00
6 Puleo, Criselda (reserve) Aug 28, 2006 Stuttgart, Germany Senior Management Analyst $173.00
7 Maultasch, Delmer (reserve) Feb 2, 2004 Bangalore, India Manager $123.00
8 Alar, Milan (reserve) Nov 13, 2006 Oklahoma City, Oklahoma Senior Consultant $366.00
9 Barajas, Quinn (reserve) Jun 19, 2006 Annapolis, Maryland Manager $439.00
10 Kamerling, Jayson (reserve) Oct 16, 2006 Baltimore, Maryland Senior Consultant $371.00


ENDECA PROFESSIONAL STAFFING MANAGER
LISTING PAGE
DETAIL PAGE
UTILIZATION
BENCH CALL
PROJECT PORTFOLIO
Project type:
Any | Fixed Bid | Time/Materials
Click on "add to project" next to the consultants below to staff this project.
PROVEN CONSULTANTS
SCHILDGEN, LACY
Manager
$436.00
MAULTASCH, DELMER
Manager
$123.00
HANZL, HOLLIS
Senior Consultant
$366.00
Consultant Characteristics
2435 MATCHING CONSULTANT(S)
WITHIN CURRENT RESULTS
Availability
Now (478), Within 2 weeks (57
4 weeks (739), More than 4 we
(1696) Custom
Bill Rate
0 to 100 (627), 100 to 200 (7
to 300 (401), 300 to 400 (423
500 (195) Custom
Industry Experience
Manufacturing (2038), Finance
Insurance (1567), Apparel
Manufacturing (346), More...
Accounts
Intel Corporation (127), Scient
Atlanta, Inc. (125), Goldman S
Group, Inc. (76), More...
AVAILABLE DATE
[X]
Available On or Before:
July 2006
Su Mo Tu We Th Fr Sa
25 26 27 28 29 30 1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31 1 2 3 4 5
Apply
Cancel
502), Senior
342), Consultant
nt (517),
Manager (95)
ence
Japan (253),
re...
754), Automotive
efense (125),
Country
USA (1466), China (358), India (346),
More...
Software Application Experience
Vignette (762), Cognos (760), IBM - BI
(703), More...
Performance Rating
1 (461), 2 (560), 3 (853), 4 (363), 5
(198)
Functional Experience
Integration Services (1951),
Infrastructure Solutions (1689), CRM
Solutions (1597), More...
...custom date ranges, visual map geospatial filters (e.g., draw a circle on a map), and many others.
Consultant Listing
RESUL
Sort By: Default
Consultant Name
Available
Location
Level
Bill Rate
1 Hanzl, Hollis (reserve) Jul 10, 2006 Dayton, Ohio Senior Consultant $366.00
2 Schildgen, Lacy (reserve) Oct 10, 2005 Geneva, Switzerland Manager $436.00
3 Whitehall, Narcisa (reserve) Nov 6, 2006 Atlanta/Shared Services, Georgia Senior Management Analyst $173.00
4 Madrazo, Jonathon (reserve) Jan 1, 2007 Annapolis, Maryland Management Analyst $143.00
5 Whiteaker, Nyla (reserve) Oct 9, 2006 Dahlgren, Virginia Consultant $296.00
6 Puleo, Criselda (reserve) Aug 28, 2006 Stuttgart, Germany Senior Management Analyst $173.00
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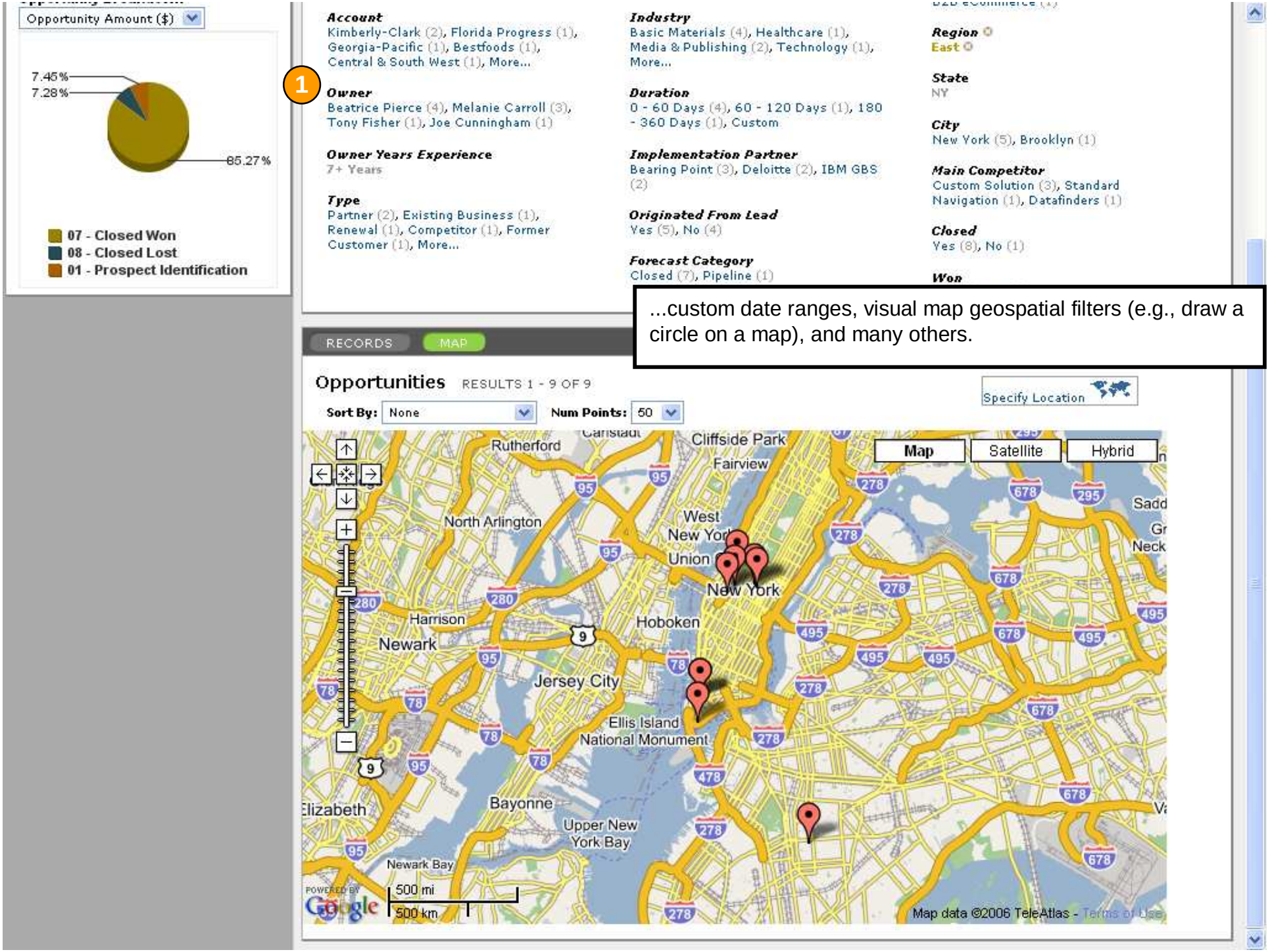
8 Alar, Milan (reserve) Nov 13, 2006 Oklahoma City, Oklahoma Senior Consultant $366.00
9 Barajas, Quinn (reserve) Jun 19, 2006 Annapolis, Maryland Manager $439.00
10 Kamerling, Jayson (reserve) Oct 16, 2006 Baltimore, Maryland Senior Consultant $371.00


Opportunity Amount ($)
7.46%
7.28%
85.27%
07 - Closed Won
08 - Closed Lost
01 - Prospect Identification
1
Account
Kimberly-Clark (2), Florida Progress (1), Georgia-Pacific (1), Bestfoods (1), Central & South West (1), More...
Owner
Beatrice Pierce (4), Melanie Carroll (3), Tony Fisher (1), Joe Cunningham (1)
Owner Years Experience
7+ Years
Type
Partner (2), Existing Business (1), Renewal (1), Competitor (1), Former Customer (1), More...
Industry
Basic Materials (4), Healthcare (1), Media & Publishing (2), Technology (1), More...
Duration
0 - 60 Days (4), 60 - 120 Days (1), 180 - 360 Days (1), Custom
Implementation Partner
Bearing Point (3), Deloitte (2), IBM GBS (2)
Originated From Lead
Yes (5), No (4)
Forecast Category
Closed (7), Pipeline (1)
Region
East
State
NY
City
New York (5), Brooklyn (1)
Main Competitor
Custom Solution (3), Standard Navigation (1), Datafinders (1)
Closed
Yes (8), No (1)
Won
...custom date ranges, visual map geospatial filters (e.g., draw a circle on a map), and many others.
RECORDS
MAP
Opportunities
RESULTS 1 - 9 OF 9
Specify Location
Sort By:
None
Num Points:
50
Map
Satellite
Hybrid
Rutherford
Cliffside Park
Fairview
North Arlington
West New York
Union
New York
Harrison
Hoboken
Newark
Jersey City
Ellis Island National Monument
Bayonne
Upper New York Bay
Newark Bay
500 mi
500 km
Map data ©2006 TeleAtlas - Terms of Use

ENDECA PROFESSIONAL STAFFING MANAGER

LISTING PAGE | DETAIL PAGE | UTILIZATION | BENCH CALL

## Applied Filters [X]

*No filters selected*

## Range Filters

- Bill Rate
- Week Start Date
- Performance Rating

## Filter By

Account Attributes

- Account City
- Account Country
- Account Name
- Account State
- NAICS Class
- SIC Class

Employee Attributes

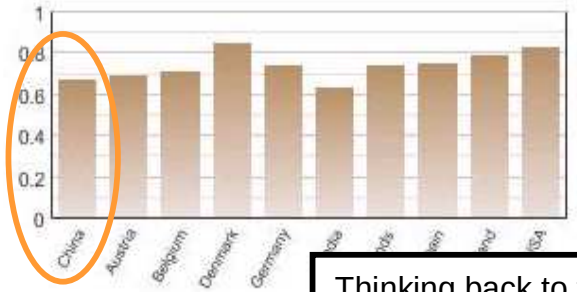
- Bill Rate
- City
- Country
- Functional Experience
- Industry Experience
- International Experience
- Level
- Performance Rating
- Practice Area
- Practice Vertical
- Region
- Software Application Experience
- State

Project Attributes

- Project End Month

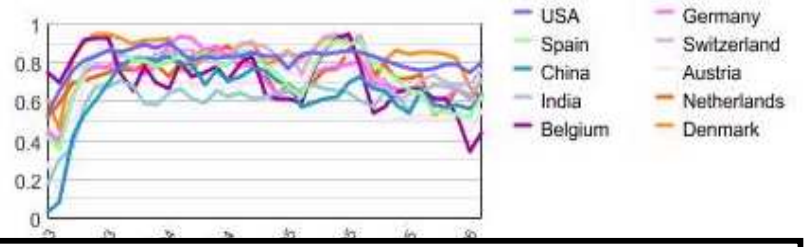
## Utilization Rate Breakdown

Graph: **Utilization**
By: **Country** | Level | Practice Vertical | Performance Rating



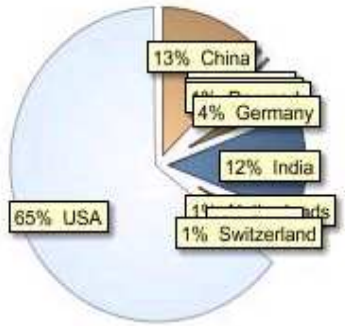

## Utilization Rate History

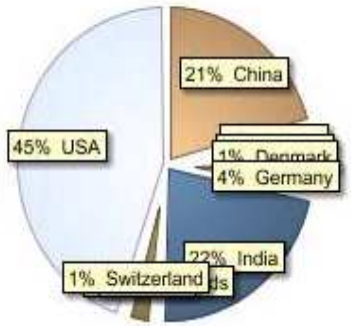
Graph: **Utilization**
By: **week**
And by: **Country** | Level | Practice Vertical | Performance Rating



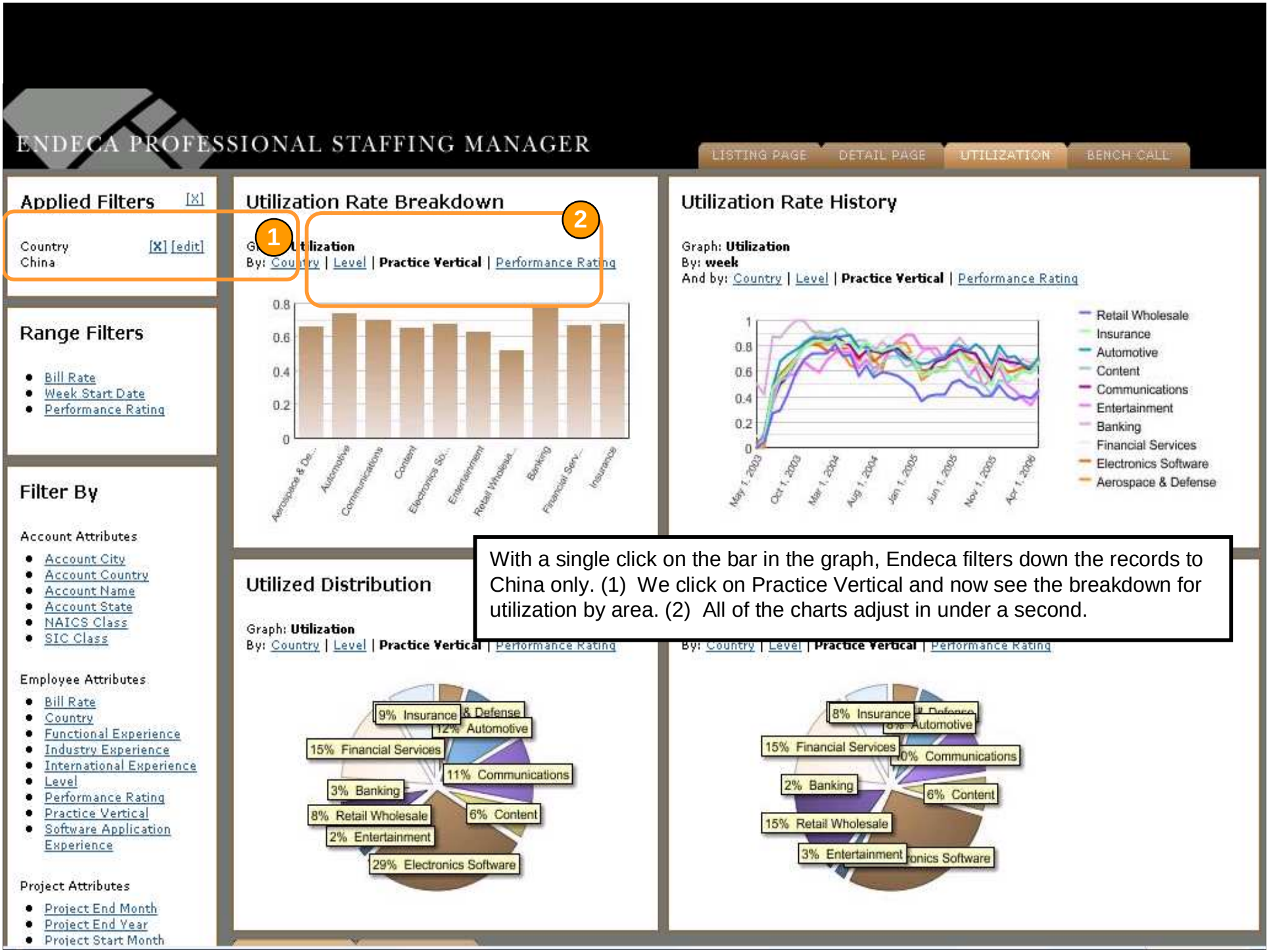

## Utilized Distribution

Graph: **Utilization**
By: **Country** | Level | Practice Vert



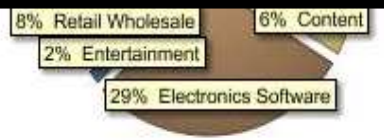

Thinking back to the previous screens, remember next to the menus there were parenthetical numbers? These reflected a summarization of the data in each filtered state. These parenthetical numbers – in addition to derived calculations like averages, sums, etc. – can be shown as charts. These visual representations are very different from BI dashboards. They operate from the same core engine technology and are every bit as easy to explore and dynamic as the rest of this system. Suppose we notice China's utilization rate is low...


ENDECA PROFESSIONAL STAFFING MANAGER
LISTING PAGE
DETAIL PAGE
UTILIZATION
BENCH CALL
Applied Filters [X]
Country [X] [edit]
China
Range Filters
Bill Rate
Week Start Date
Performance Rating
Filter By
Account Attributes
Account City
Account Country
Account Name
Account State
NAICS Class
SIC Class
Employee Attributes
Bill Rate
Country
Functional Experience
Industry Experience
International Experience
Level
Performance Rating
Practice Vertical
Software Application Experience
Project Attributes
Project End Month
Project End Year
Project Start Month
Utilization Rate Breakdown
1
2
By: Country | Level | Practice Vertical | Performance Rating
0.8
0.6
0.4
0.2
0
Automotive
Communications
Content
Entertainment
Banking
Financial Serv...
Insurance
Utilization Rate History
Graph: Utilization
By: week
And by: Country | Level | Practice Vertical | Performance Rating
1
0.8
0.6
0.4
0.2
0
May 1, 2003
Oct 1, 2003
Mar 1, 2004
Aug 1, 2004
Jan 1, 2005
Jun 1, 2005
Nov 1, 2005
Apr 1, 2006
Retail Wholesale
Insurance
Automotive
Content
Communications
Entertainment
Banking
Financial Services
Electronics Software
Aerospace & Defense
Utilized Distribution
Graph: Utilization
By: Country | Level | Practice Vertical | Performance Rating
9% Insurance
12% Automotive
15% Financial Services
11% Communications
3% Banking
8% Retail Wholesale
6% Content
2% Entertainment
29% Electronics Software
8% Insurance
15% Financial Services
2% Banking
6% Content
15% Retail Wholesale
3% Entertainment
With a single click on the bar in the graph, Endeca filters down the records to China only. (1) We click on Practice Vertical and now see the breakdown for utilization by area. (2) All of the charts adjust in under a second.

- Practice Vertical
- Software Application Experience

Project Attributes

- Project End Month
- Project End Year
- Project Start Month
- Project Start Year
- Project Type



CROSSTAB | RECORDS

## Performance Scorecard

**Column:** Level
**Rows:** Software Application Experience

Change: Region | Practice Vertical | Performance Rating | Functional Experience
Change: Region | Practice Vertical | Performance Rating | Functional Experience

| Utilization | Management Analyst[s] | Consultant[s] | Senior Consultant[s] | Manager[s] | All |
|---|---|---|---|---|---|
| Agile[s] | 60% | 72% | 47% | 73% | 66% |
| Business Objects[s] | 72% | 65% | 63% | 65% | 66% |
| Cognos[s] | 69% | 70% | 68% | 52% | 67% |
| Documentum[s] | 74 | | | | |
| FileNet[s] | 59 | | | | |
| IBM - BI[s] | 59 | | | | |
| Interwoven[s] | 51 | | | | |
| MatrixOne[s] | 56 | | | | |
| Microsoft[s] | 74 | | | | |
| Microstrategy[s] | 67 | | | | |
| Oracle - BI[s] | 69 | | | | |
| Oracle - CRM[s] | 64% | 71% | 64% | 77% | 69% |
| Oracle - ERP[s] | 93% | 91% | 91% | 93% | 91% |
| Peoplesoft - CRM[s] | 74% | 70% | 59% | 64% | 67% |
| Peoplesoft - ERP[s] | 74% | 68% | 60% | 75% | 67% |
| PTC[s] | 23% | 69% | 35% | 58% | 54% |
| SAP - CRM[s] | 90% | 89% | 89% | 91% | 89% |
| SAP - ERP[s] | 68% | 69% | 65% | 79% | 69% |
| SAP - PLM[s] | 68% | 67% | 56% | 52% | 63% |
| Siebel - BI[s] | 71% | 62% | 60% | 60% | 64% |
| Siebel - CRM[s] | 69% | 66% | 58% | 72% | 65% |
| UGS[s] | 66% | 63% | 75% | 89% | 71% |
| Vignette[s] | 73% | 71% | 73% | 75% | 72% |
| All | 67% | 68% | 65% | 62% | 67% |

This cross-tab view delivers some visual cues as to where utilization is suffering, as well as the option to adjust the analysis on the column or row to explore. This “within-set” navigation is more typical of BI systems. However, unlike these systems, no one needed to configure Endeca to anticipate a discreet set of questions in the index. As before, every possible question is available, with sub-second interaction time.

ENDECA PROFESSIONAL STAFFING MANAGER

LISTING PAGE | DETAIL PAGE | UTILIZATION | BENCH CALL

## Applied Filters [X]

Country [X] [edit]
China

Practice Vertical [X] [edit]
Retail Wholesale

## Range Filters

- Bill Rate
- Week Start Date
- Performance Rating

## Filter By

Account Attributes

- Account City
- Account Country
- Account Name
- Account State
- NAICS Class
- SIC Class

Employee Attributes

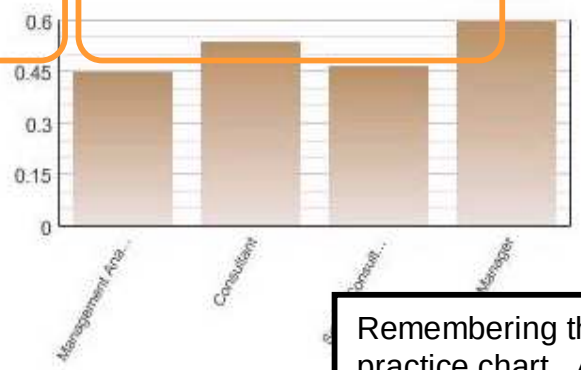
- Bill Rate
- Country
- Functional Experience
- Industry Experience
- International Experience
- Level
- Performance Rating
- Practice Vertical
- Software Application Experience

Project Attributes

- Project End Month

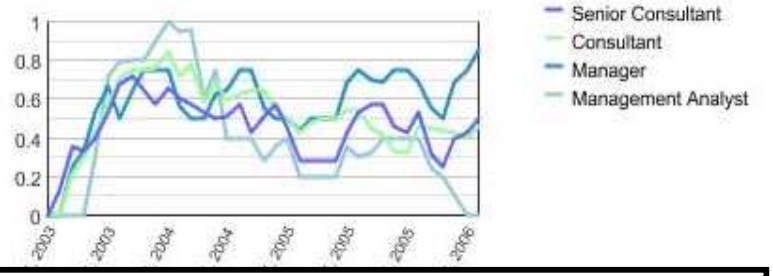
## Utilization Rate Breakdown

Graph: **Utilization**
By: Country | **Level** | Practice Vertical | Performance Rating




## Utilization Rate History

Graph: **Utilization**
By: **week**
And by: Country | **Level** | Practice Vertical | Performance Rating




Remembering that Retail utilization was low, we click on that bar in the practice chart. As before, this filters the records down, setting a new area of analysis for all the charts and the cross-tab area below.

## Utilized Distribution

Graph: **Utilization**
By: Country | **Level** | Practice Vertical | Performance Rating

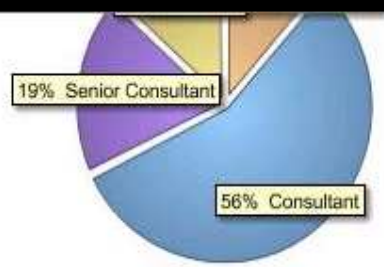
Graph: **Utilization**
By: Country | **Level** | Practice Vertical | Performance Rating

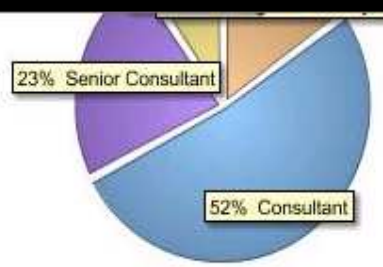
CROSSTAB | RECORDS

- Bill Rate
- Country
- Functional Experience
- Industry Experience
- International Experience
- Level
- Performance Rating
- Practice Vertical
- Software Application Experience

Project Attributes

- Project End Month
- Project End Year
- Project Start Month
- Project Start Year
- Project Type




CROSSTAB | RECORDS

Here we click on the RECORDS tab to get a more granular sense of what is going on. Even without sorting, it is pretty clear that there are a lot of low performance ratings contained in this list. However, a quick glance indicates some anomalies like Naketa, who is rated "1" but is unutilized. A sort will immediately deliver all of these anomalies, should we want to take action to ensure that high-performers get staffed, lest we lose them. But in this case, we decide to look at the aggregates again to see if there is a trend.

## Consultants

Results 1-10 of 36.

| | Name | Level | Practice Area | City | Total Projects | Performance Rating | Weeks Utilized | Weeks Un-Utilized | Bill Rate |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Burttram, Clay | Senior Consultant | APAC | Beijing | 6 | 4 | 138 | 17 | $81.00 |
| 2 | Nakata, Marcelino | Senior Consultant | APAC | Beijing | 1 | 1 | 0 | 145 | $100.00 |
| 3 | Smithj, Corazon | Consultant | APAC | Beijing | 1 | 3 | 0 | 160 | $64.00 |
| 4 | Foxe, Farah | Consultant | APAC | Beijing | 6 | 1 | 145 | 10 | $73.00 |
| 5 | Feiteira, Priscila | Consultant | APAC | Beijing | 3 | 3 | 15 | 104 | $60.00 |
| 6 | Derden, Stephine | Senior Consultant | APAC | Beijing | 6 | 3 | 90 | 51 | $86.00 |
| 7 | Garbarino, Freddy | Consultant | APAC | Beijing | 8 | 3 | 124 | 17 | $64.00 |
| 8 | Bourgois, Ervin | Senior Consultant | APAC | Beijing | 1 | 3 | 0 | 158 | $87.00 |
| 9 | Wanschek, Nicolette | Consultant | APAC | Beijing | 2 | 3 | 47 | 40 | $62.00 |
| 10 | Osier, Tamiko | Consultant | APAC | Beijing | 2 | 5 | 15 | 102 | $54.00 |

Results per page: **10** | 20 | 30

Next>>

ENDECA PROFESSIONAL STAFFING MANAGER

LISTING PAGE | DETAIL PAGE | UTILIZATION | BENCH CALL

## Applied Filters [X]

Country [X] [edit]
China

Practice Vertical [X] [edit]
Retail Wholesale

## Range Filters

- Bill Rate
- Week Start Date
- Performance Rating

## Filter By

Account Attributes

- Account City
- Account Country
- Account Name
- Account State
- NAICS Class
- SIC Class

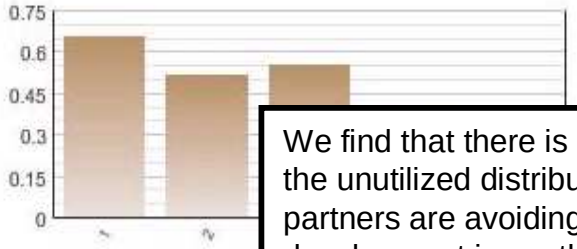
Employee Attributes

- Bill Rate
- Country
- Functional Experience
- Industry Experience
- International Experience
- Level
- Performance Rating
- Practice Vertical
- Software Application Experience

Project Attributes

## Utilization Rate Breakdown

Graph: **Utilization**
By: Country | Level | Practice Vertical | **Performance Rating**



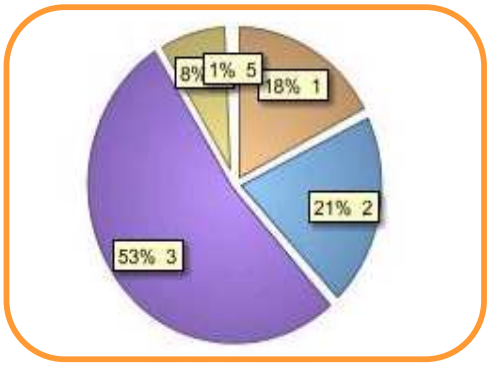

## Utilization Rate History

Graph: **Utilization**
By: **week**
And by: Country | Level | Practice Vertical | **Performance Rating**

We find that there is a much higher proportion of poorly-rated consultants in the unutilized distribution than the utilized distribution. Could it be that partners are avoiding trouble-spots? Perhaps we have a human capital development issue that is depressing utilization in Retail within the China delivery center...

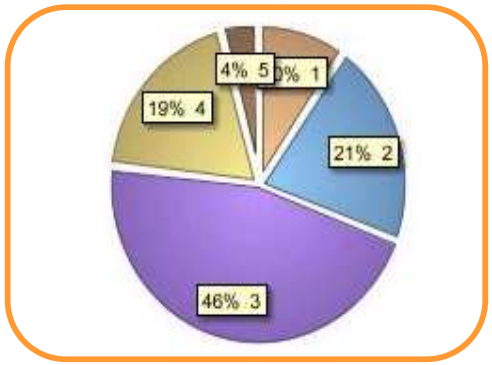
## Utilized Distribution

Graph: **Utilization**
By: Country | Level | Practice Vertical | **Performance Rating**




## Unutilized Distribution

Graph: **Utilization**
By: Country | Level | Practice Vertical | **Performance Rating**



ENDECA PROFESSIONAL STAFFING MANAGER

LISTING PAGE | DETAIL PAGE | UTILIZATION | BENCH CALL

## Applied Filters [X]

Country [X] [edit]
China

## Range Filters

- Bill Rate
- Week Start Date
- Performance Rating

## Filter By

Account Attributes

- Account City
- Account Country
- Account Name
- Account State
- NAICS Class
- SIC Class

Employee Attributes

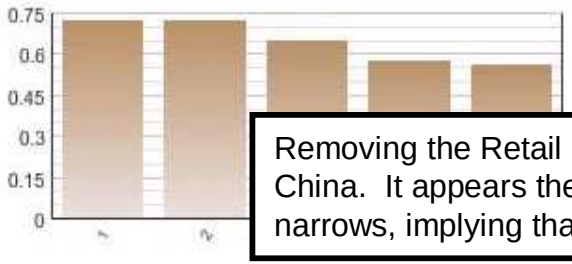
- Bill Rate
- Country
- Functional Experience
- Industry Experience
- International Experience
- Level
- Performance Rating
- Practice Vertical
- Software Application Experience

Project Attributes

- Project End Month
- Project End Year
- Project Start Month

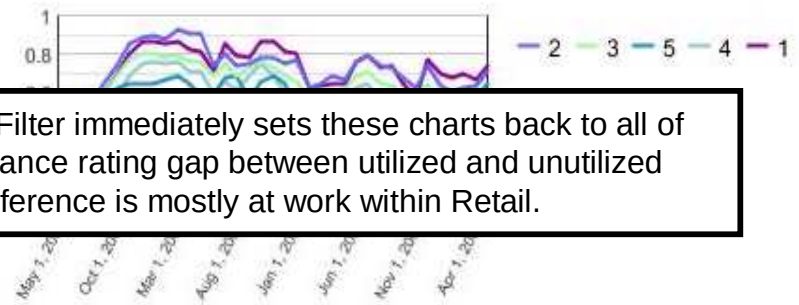
## Utilization Rate Breakdown

Graph: **Utilization**
By: Country | Level | Practice Vertical | **Performance Rating**




## Utilization Rate History

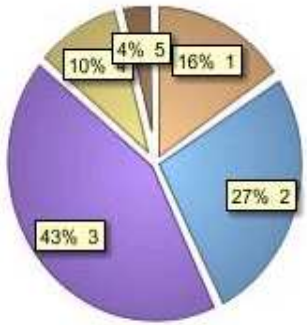
Graph: **Utilization**
By: **week**
And by: Country | Level | Practice Vertical | **Performance Rating**




Removing the Retail Industry Filter immediately sets these charts back to all of China. It appears the performance rating gap between utilized and unutilized narrows, implying that this preference is mostly at work within Retail.

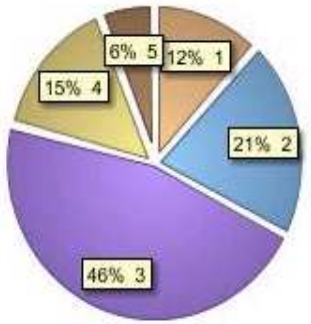
## Utilized Distribution

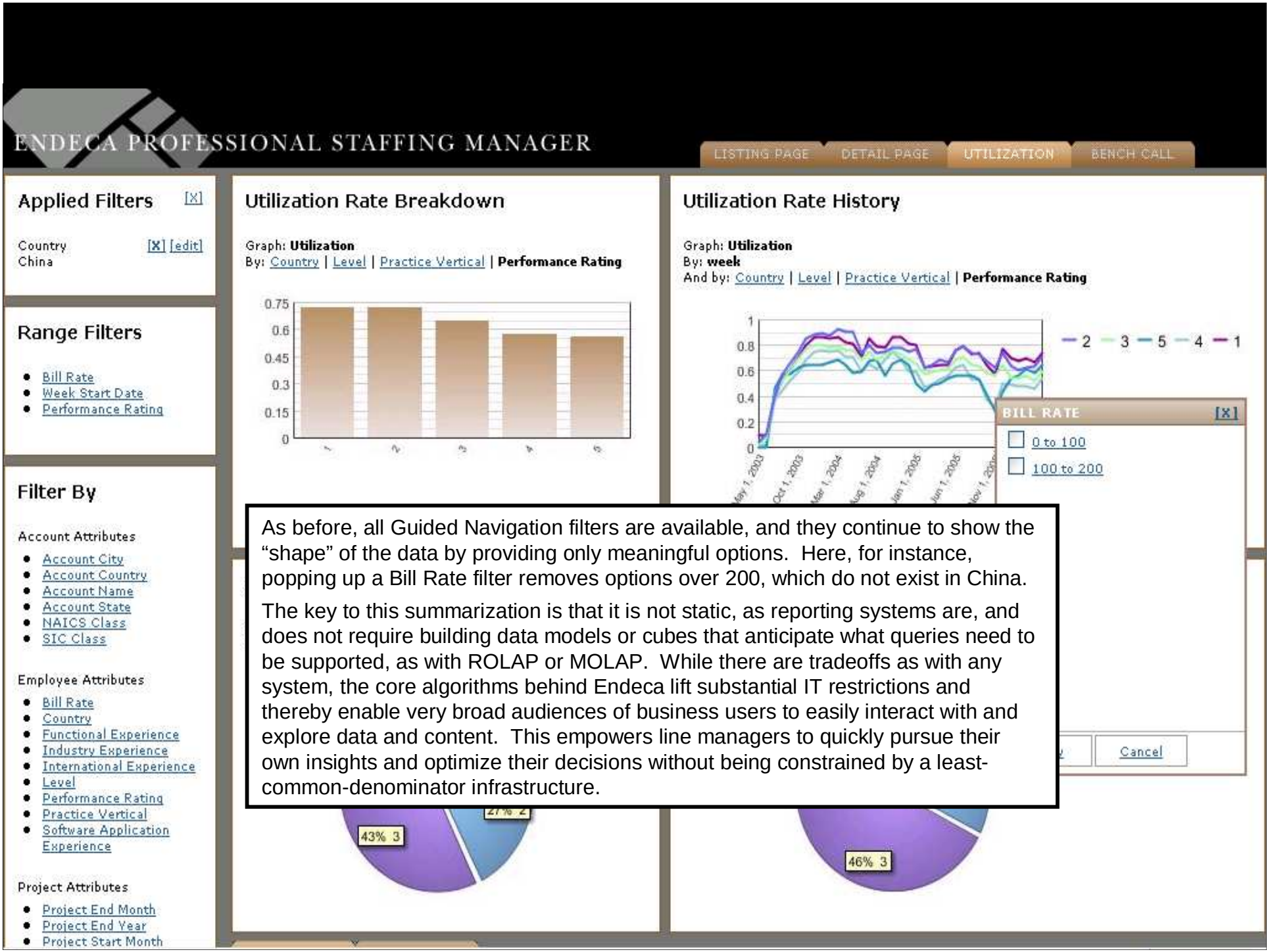
Graph: **Utilization**
By: Country | Level | Practice Vertical | **Performance Rating**




## Unutilized Distribution

Graph: **Utilization**
By: Country | Level | Practice Vertical | **Performance Rating**






As before, all Guided Navigation filters are available, and they continue to show the "shape" of the data by providing only meaningful options. Here, for instance, popping up a Bill Rate filter removes options over 200, which do not exist in China.

The key to this summarization is that it is not static, as reporting systems are, and does not require building data models or cubes that anticipate what queries need to be supported, as with ROLAP or MOLAP. While there are tradeoffs as with any system, the core algorithms behind Endeca lift substantial IT restrictions and thereby enable very broad audiences of business users to easily interact with and explore data and content. This empowers line managers to quickly pursue their own insights and optimize their decisions without being constrained by a least-common-denominator infrastructure.

# Or summarizations like this…..

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- Drug References (5,584)
- Medline Citations (1,500,000)
- Medscape Articles (26,671)
- Medscape Images (11,676)

**Author**

- Nakamura T (1,104)
- Nakamura M (758)
- Zhang Z (725)
- Ito M (706)
- Matsumoto K (706)

**Medline Citations**

**Publication Type**

- Journal Article (1,354,973)
- Review (194,053)
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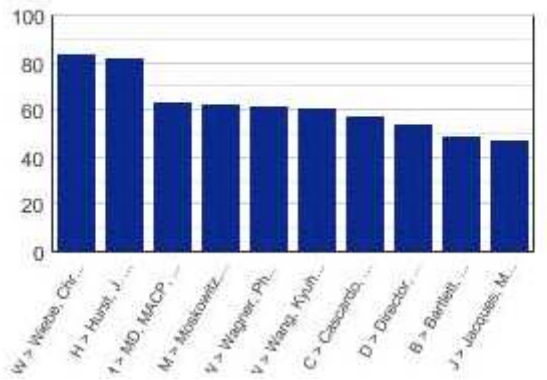


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# Search and BI convergence

- Architecture matters
- New opportunities to support all users in investigations and discovery

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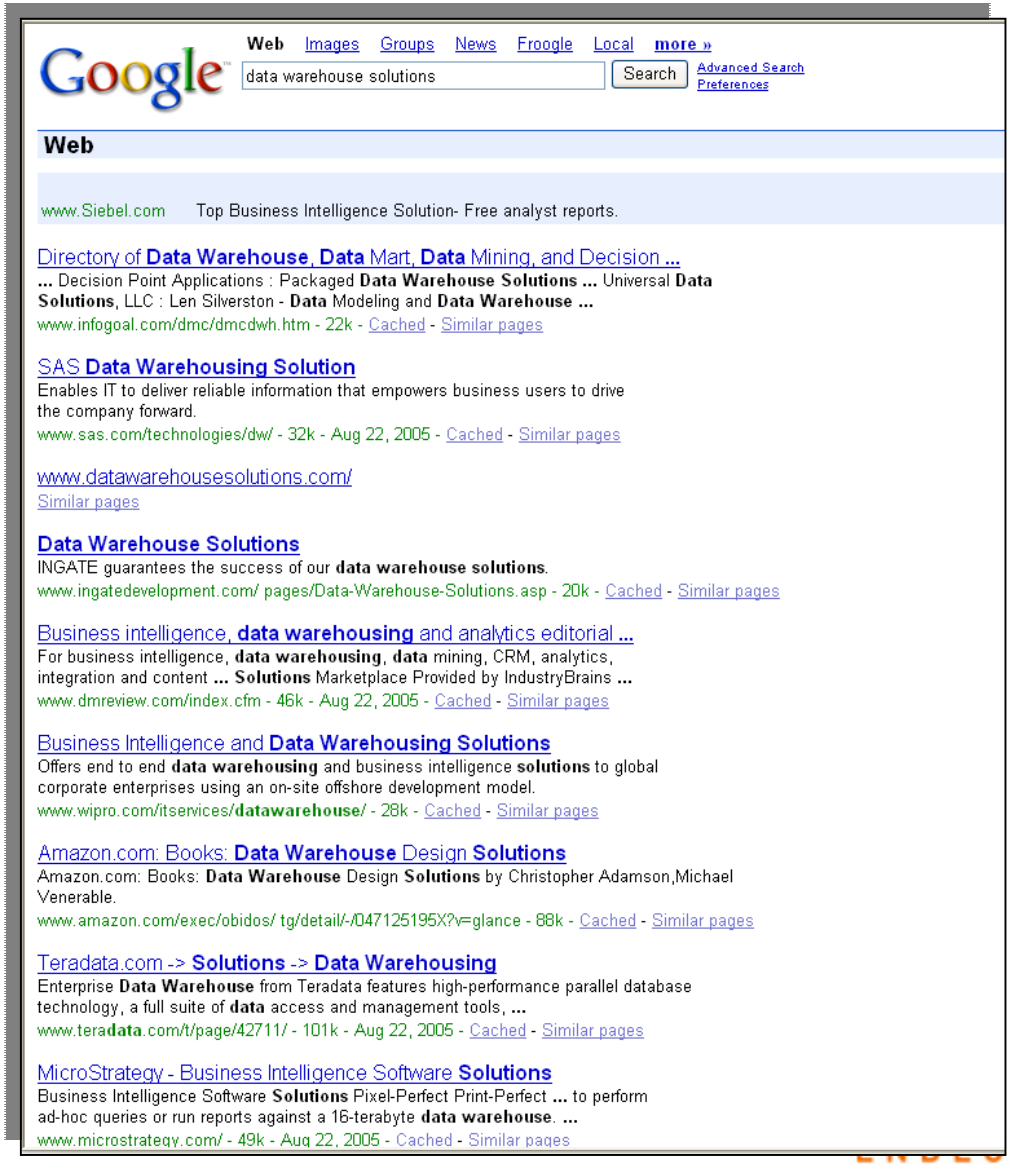
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