

Blending and Using Data with OpenEdge, Progress Easy1 and DataPA OpenAnalytics

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DataPA
REAL TIME INTELLIGENCE

PROGRESS
EXCHANGE 2014

Spotting Trends and Building Visualizations

This is what I have



This is what I want



Who do I have in pipeline for this promotion?
What are aggregated buying patterns and predictions?
Which prospects engage in related campaigns?

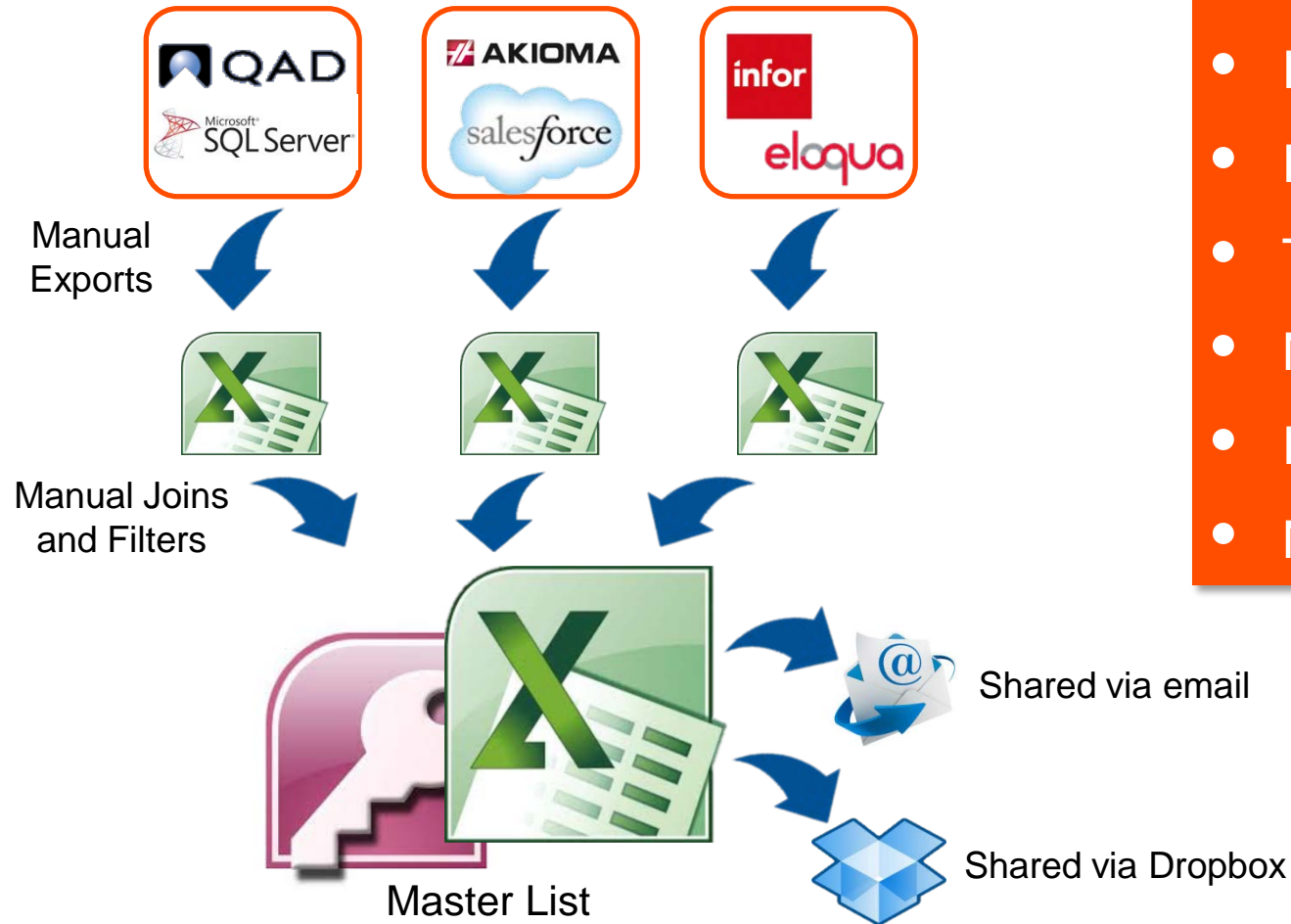
Examination of the **Data-to-Dashboard** Process

BI Tools Have Made Analysis and Visualization Easy



Most Business Users Do This Manually

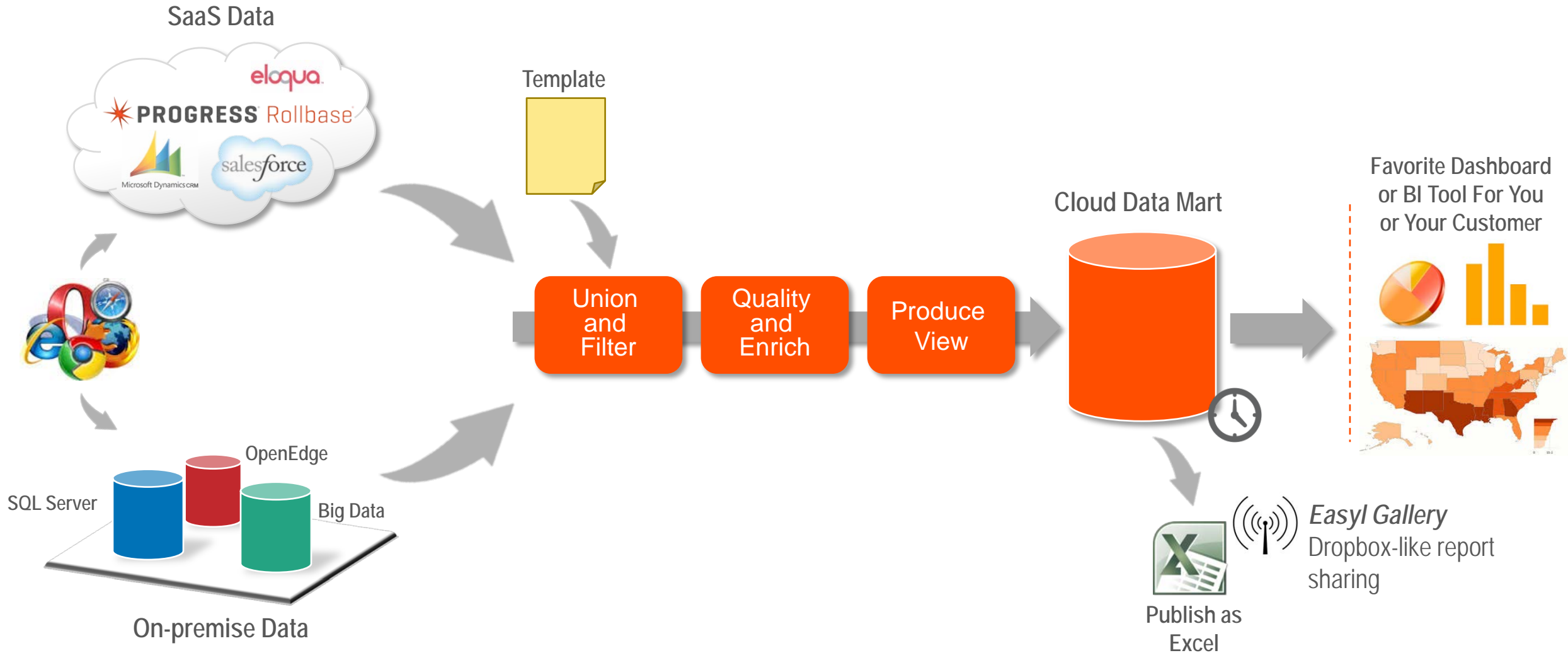
Export, Excel, Email... it is Truly Brute-Force



Limitations With This Approach

- Every report starts from scratch
- Each export can reset the process
- Time intensive joins and filters
- No governance on sharing
- Reliance on other departments
- Not repeatable, not scalable

How Progress EasyI Works

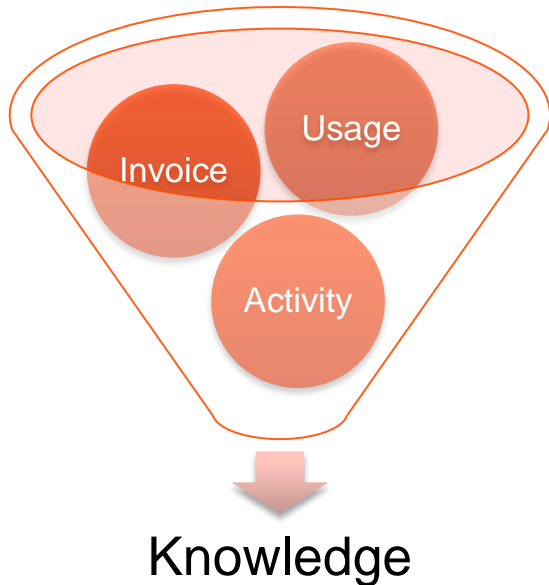




360° Reporting for your OpenEdge and Rollbase Applications

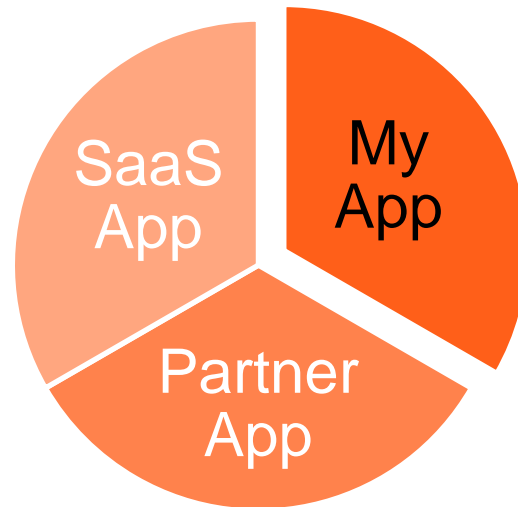
Business Insight

Build Reports That Aggregate Customers and Tenants, unite Marketing and Sales, and more



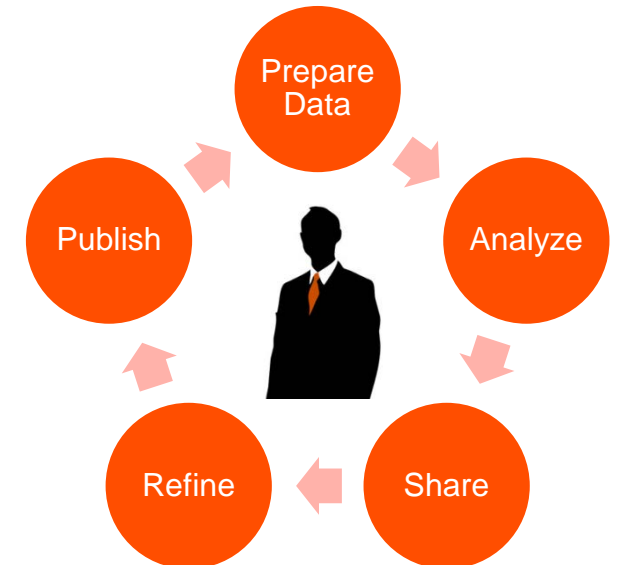
Revenue Growth

Provide Your Customers the Reports They Need, and Grow Your Revenue Opportunity



Delight Customers

Empower Your Users to Report and Collaborate on Their Data, Fostering Customer Loyalty

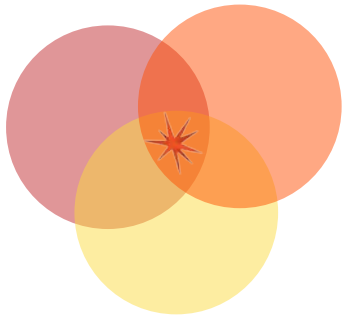


Progress Easy! Key Features



360° Reporting for your OpenEdge and Rollbase Applications

Unite Fragments of Data



Connect, combine, and clean data across many applications and sources to spot correlations, enable predictions, and power your visualizations

On-Premise or In The Cloud



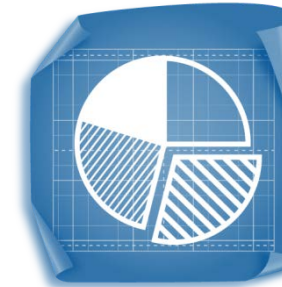
No matter where your data is located – in SaaS apps such as Salesforce, or on premise in OE databases – Easy! can access it without changing your firewall

Collaborate and Share



Prepared data can be shared between co-workers, or with your customers, to support collaboration and for separation of roles

Guided by Templates



Out of the box templates for Sales & Marketing, ISV templates for domain-specific value, and customer created templates for personalized needs

Zero Infrastructure to Manage



Easy! is a cloud service that eliminates the need for traditional IT-led integration projects. It scales on demand with no servers to manage

Demo

Welcome to Pacific

Come on in. The water is warm!

Username:

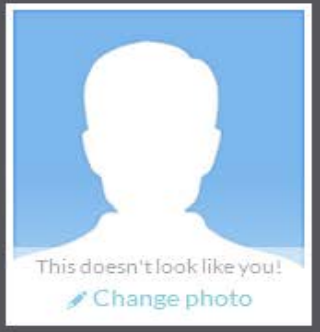
Password:

[I forgot my Username](#)

[I forgot my Password](#)

Log In

Don't have a Pacific Account? [Register now.](#)




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Morrisville
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Sep 26
It's Friday,
if you finish now, you can relax tomorrow.

Get Connected




Join the discussion today and get timely, expert information on Pacific

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 **Rollbase**

0 DAYS LEFT

Oh no! Your trial has ended
Don't miss out, subscribe today!

-  2 Deployed Apps
-  1 Users
-  0 Online Users


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 **DataDirect Cloud**

A single, embeddable interface that makes SaaS application data appear just like a relational database. Real-time access, less coding, and no API management

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[Try Free for 30 days](#)

 **Easy!**

-  0 Shared Folders
-  Sharing with 1 Other
-  5 Modified Reports

[Create Reports](#)

+ Create A Report

Reports

Data Sets

Data Sources

Reports

NAME	REPORTS	LAST MODIFIED	SHARED
Eloqua SFDC Reporting	5	9/22/2014 12:49:26 PM	
RTJ test	5	8/8/2014 8:43:36 AM	



Earn more Storage!

With Every New Account created from One of Your Invites, you will receive 256 MB of Brand New Storage!

+ Create A Report

Reports

Data Sets

Data Sources

Grow with Easy1
Earn Free Storage
 +256 MB
Learn More

Data Sources

NAME	CONNECTIONS
Google Analytics	5
Eloqua	1
Salesforce	1
DB2 On-Premise	
Excel	
Greenplum On-Premise	
HubSpot	
Marketo	
Microsoft Dynamics CRM	

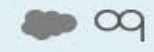
Get your Easy1 to go!

Choose a Template For Your Report

Not sure what to do next? [Get help](#)

Data Sources

Account Details



Account Details RTJ test



Campaign Members Report



Campaign Won Report



Contact Details



Account Details

Data sources:

List of Accounts and their owners and details


Default Report Layout:

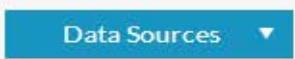





Name	Owner	Shipping State	Shipping Country	Industry	Source
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[Choose Template](#)

or [Customize This Template](#)

Choose a Template For Your Report

Not sure what to do next? [Get help](#) 

-  Data Sources
-  Campaign Members Report
-  Campaign Won Report
-  Contact Details
-  Contact template
-  Customers by Role

Campaign Won Report

Data sources:  

Overview of all Campaigns

Default Report Layout:

Name	Is Active	Status	Start Date	End Date	Number of Responses	Number of Leads	Number of Opportunities	Number of Won Opport...
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[Choose Template](#)

or [Customize This Template](#)

Template Data Sources

Choose one or more data sources for your template

Not sure what to do next? [Get help](#) ?

-  Salesforce [Remove](#)
-  Eloqua [Remove](#)

[Show All Data Sources](#)

[Back](#)

[Continue](#)

Customize Existing Template

Not sure what to do next? [Get help](#)

Account x ContactDetail x User x Lead x Campaign x CampaignMember x Case x Product x +

- Objects
- Data Source Relationships
- Data Set Relationships

		Add Mapping		Delete Field	
FIELD NAME	DATA TYPE	DE-DUPE	SEARCHA...	ACCOUNT	ACCOUNT
Id	String	<input type="checkbox"/>	<input type="checkbox"/>	ROWID	ID
Name	String	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SYS_NAME	NAME
Description	String	<input type="checkbox"/>	<input type="checkbox"/>	DESCRIPTION	DESCRIPTION
Owner	String	<input type="checkbox"/>	<input type="checkbox"/>	SYS_OWNERID	Click here to edit
LastModifier	String	<input type="checkbox"/>	<input type="checkbox"/>	SYS_LASTMODIFIEDBYID	UPDATEDBY
Creator	String	<input type="checkbox"/>	<input type="checkbox"/>	SYS_CREATEDBYID	CREATEDBY
DateCreated	DateTime	<input type="checkbox"/>	<input type="checkbox"/>	SYS_CREATEDDATE	CREATEDAT
DateModified	DateTime	<input type="checkbox"/>	<input type="checkbox"/>	SYS_LASTMODIFIEDDATE	UPDATEDAT
ParentCompany	String	<input type="checkbox"/>	<input type="checkbox"/>	PARENTID	Click here to edit
Phone	String	<input type="checkbox"/>	<input type="checkbox"/>	PHONE	BUSINESSPHONE
Fax	String	<input type="checkbox"/>	<input type="checkbox"/>	FAX	Click here to edit

Back

Save As

Default Acct Report Eloqua SFDC Test Default Salesforce Eloqua Data Set
Last Loaded at: 8/7/2014 1:33:23 PM Save

x

Available Fields Sort

▼ Account

- Id ✓
- Name
- Description
- Owner ✓
- LastModifier
- Creator
- DateCreated
- DateModified
- ParentCompany
- Phone
- Fax
- BillingStreet
- BillingStreet2
- BillingCity
- BillingState
- BillingPostal...
- BillingCountry

Owner	Shipping State	Shipping Country	Industry
005a0000007ldQsAAI		AUS	Nonclassifiabl
00530000006ym1uAAA		Belgium	Manufacturing
00530000000eRi8AAM	SP	Brazil	Retail
005300000077NWyAAM		Germany	Business Servi
00530000003wsknAAA		Denmark	Technology - S
00530000003wayiAAA	WI	USA	Manufacturing
005a0000007ldQsAAI		United Kingdom	Technology - S
005a0000007ldQsAAI		United Kingdom	Business Servi
00530000001iUG4AAM	Hampshire	United Kingdom	Technology - S
005a0000007ldQsAAI			Business Servi

+ Create A Report

- Reports
- Data Sets
- Data Sources

NAME
Default
Eloqua
Foo rep
foobar
utest-3

Report Details

Default Acct Report Eloqua SFDC [Edit Title](#)

Export Options:

- Excel (.xlsx) file
- Tableau (.tde) file
- Upload to Tableau Online

Data Set Name:

- Test Default Salesforce Eloqua Data Set

Last Loaded: 01:33pm on Aug 7, 2014

Owner:

- rijulius
- JDBC Connection URL
- ODBC Database Name

[Close](#) [Open Report](#)

Q&A

PROGRESS EXCHANGE²⁰¹⁴

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