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# IOUG Spatial SIG

## Geospatial Business Intelligence

**Steven Pierce**  
**Johnston McLamb**  
**S292934**

JOHNSTON  
MCLAMB

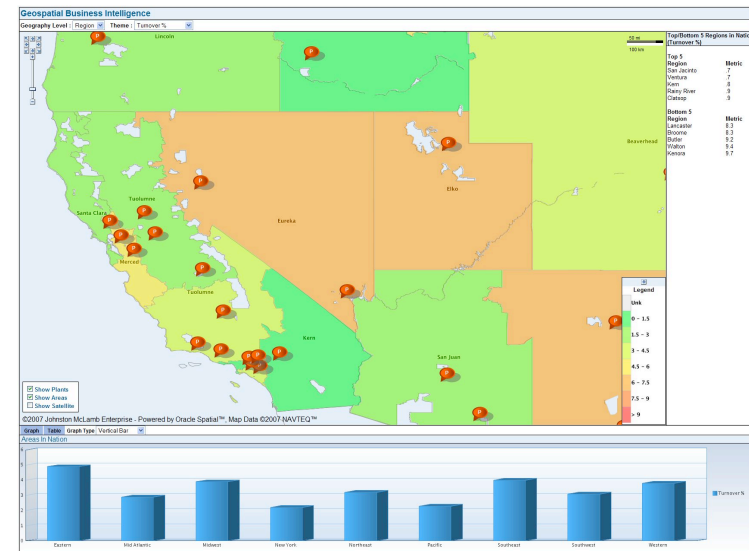
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## Speaker Qualifications

- Steven Pierce – Johnston McLamb Geospatial Solutions
- Steven Pierce speaks regularly at location intelligence conferences and Oracle Spatial user group meetings.
- Steven Pierce works with public, private and regulated sector customers to implement Oracle Spatial based solutions.

# Business Intelligence

- Business Intelligence data is important
- The spatial component of BI data is often underutilized
- There have been barriers to mapping BI data
- Those barriers have been overcome



## **Business Intelligence Reporting**

- Many users
- Many reports
- Potentially many geography tables
- Users can create new reports

## **Business Intelligence Mapping**

- Reportable = Mappable
- Must work with any new reports
- User should not have to do anything to make a report mappable
- No connectivity to data warehouse

## Traditional Mapping

- Normally content is static
- Often slow
- Interactivity is limited
- Requires extensive development

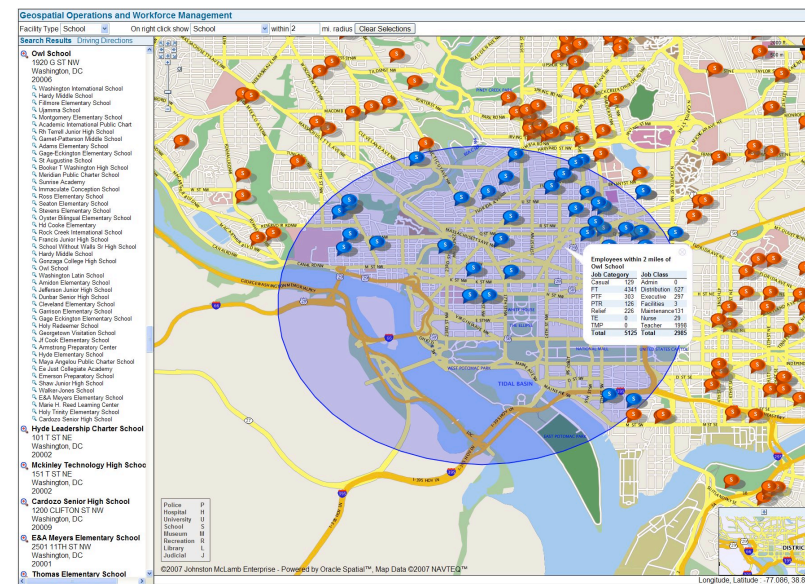
## Traditional Mapping

- Somewhat static, but we need something dynamic
- Often slow, and we have lots of users
- Interactivity is limited, and the interface must be rich
- Requires extensive development, and we did not have time



## Solution – Oracle MapViewer

- Provides dynamic data interface
  - NSDP
- Highly performant
  - 100's of users per server
- Rich client AJAX library
- Requires little development to integrate
  - Primarily Javascript

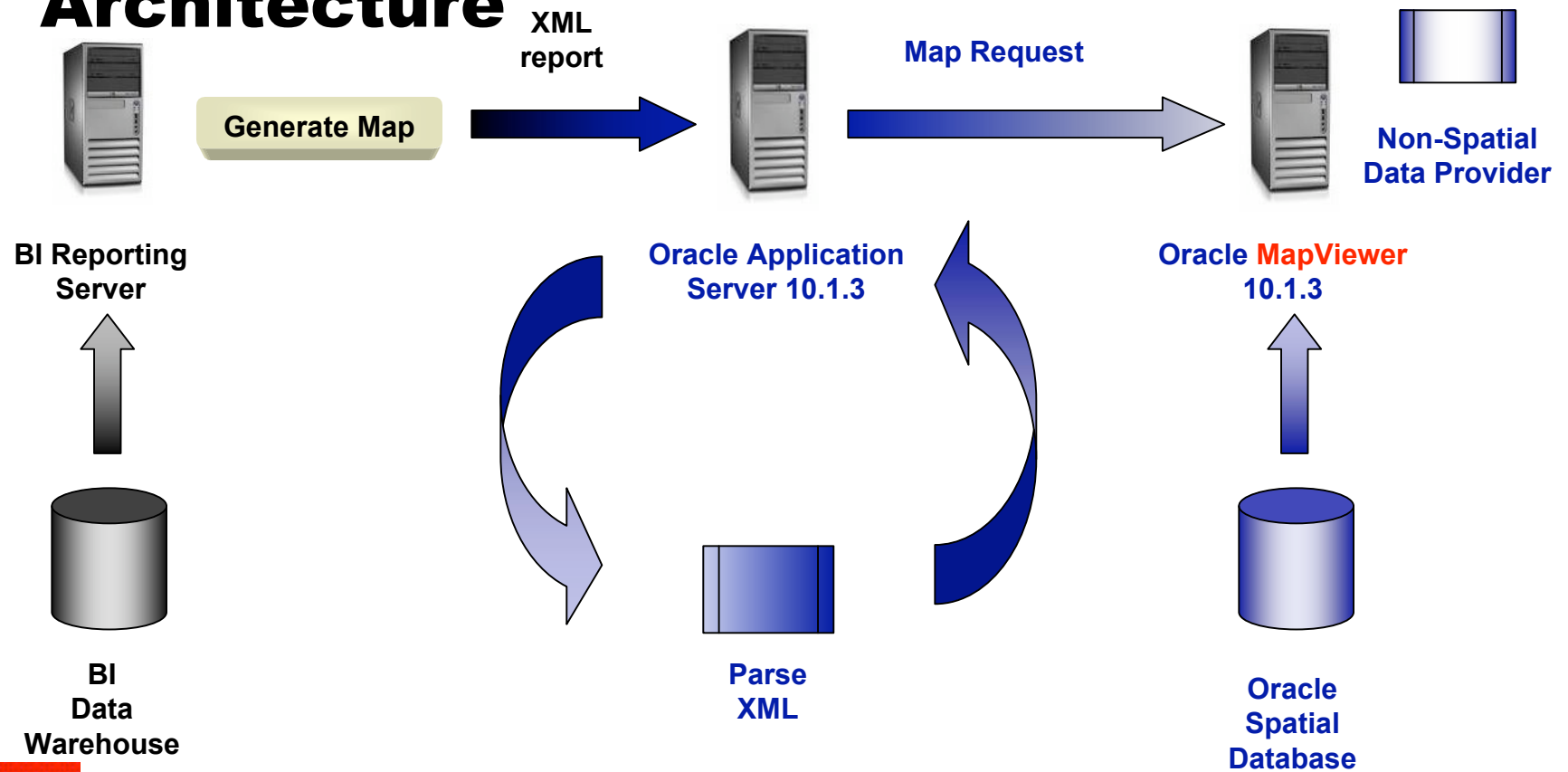




## **Solution**

- Oracle Maps Non-Spatial Data Provider
  - NSDP for short
- Think Attribute to Spatial Data Joiner (ASDJ)
- Can join any data to a MapViewer theme
- Can join attribute data from any source
- Dynamic styling based on non-spatial attributes

# Architecture



## **Advantages of NSDP**

- No need to add attribute columns to spatial tables
- No need to add spatial columns to attribute tables
- No more views to visualize non-spatial data
- In fact, there's no reason attribute data needs to be in the database at all



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# Demonstration



## **When to use a Non-Spatial Data Provider**

- Data source is a web service
- Source database is not directly accessible (Security)
- To avoid data replication
- Maps for scheduled reports

## Items Learned in this Session

- Business Intelligence Mapping used to be hard
- Now, Business Intelligence Mapping is possible
- Oracle MapViewer provides a native interface for joining Non-Spatial data to Spatial data
- A NSDP can be used for more than just BI reporting





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# Questions?

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**Thank You!**

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