Rocket® Discover

Self-Service Data Preparation and Visualization.
Empowering Business Users to Make Better Business Decisions.

Whether you are a manufacturer struggling with inventory that isn't moving, a retailer trying to derive relevant actionable insights from mountains of customer data, or a call center manager analyzing hold times, you have critical business challenges that require immediate attention. Studies show that the average organization needs actionable intelligence within one business day, but almost half report needing it within an hour. You know what your business challenges are; what you need is to be able to connect and interact with your data to solve them.

Rocket Discover, a self-service data preparation, data discovery, and collaboration solution introduces a new approach to BI exploration and visualization for executives and line-of-business owners. Through intelligent guidance, reduced click-action paths, intuitive browser/tablet-based interface, and an architecture that performs guided analytics capabilities out of the box, Discover provides a hands-on approach that makes connecting, exploring, and sharing data fast and easy.
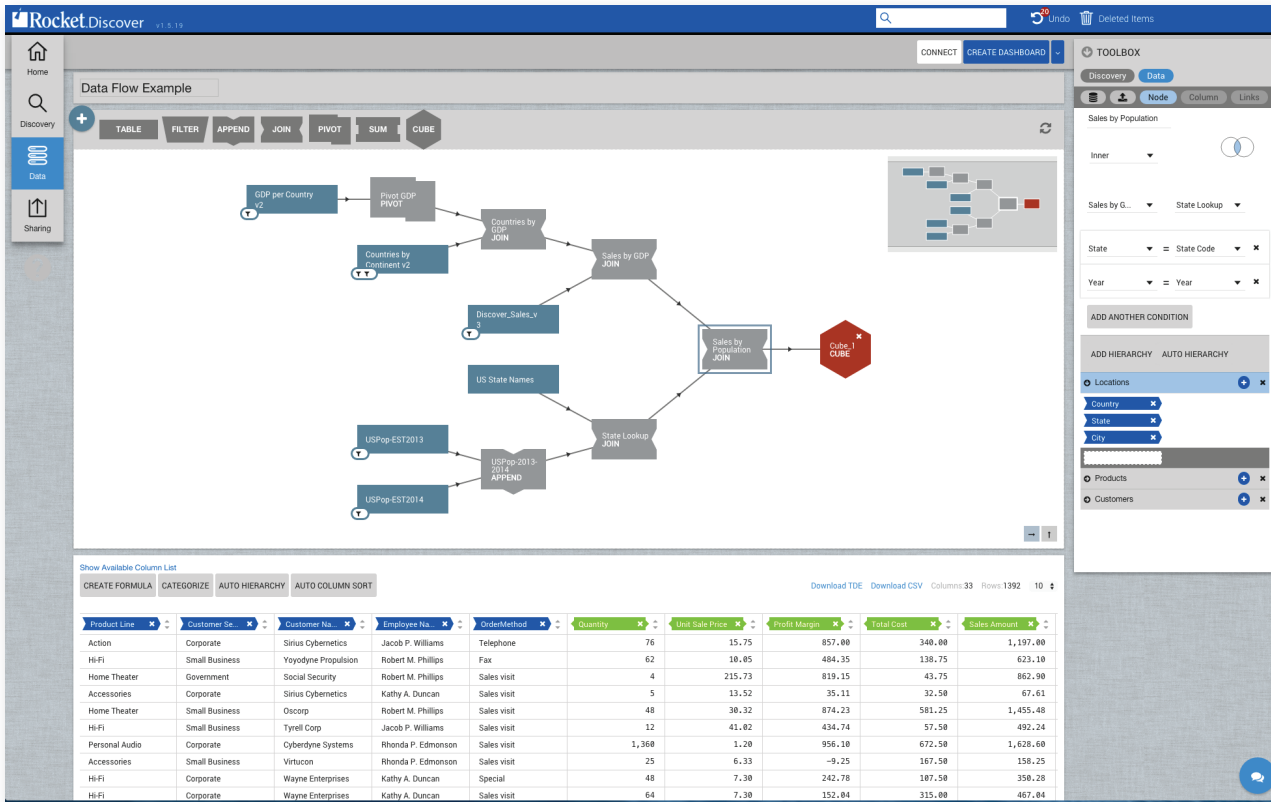
What makes Discover unique?

Figure 1 – Use the data-enrichment canvas to create a process flow that transforms multiple sources into a single result set.

Self-Service Data Preparation and Discovery in One Solution

Traditional BI solutions require a complex, costly data-preparation tool that developers use to access and transform multiple disparate data sources into a single result set. Using Discover, you do it yourself—with immediate results. Discover's data-enrichment canvas introduces a visually intuitive environment that you use to work directly with data. Connect to data sources and let intelligent guidance suggest join options and hierarchical structure to speed up the process. Data preview takes the guesswork out of cryptic column names so you can apply filters and calculated fields more easily. When you have fully developed your enriched data set, leverage your work in other applications by exporting it to popular formats such as TM1. Discover brings it all together so you can visually understand the data and see the progression of enrichment as the data process flow is created. Now you have a data set that populates a visual display of important information—a dashboard.

Dashboard Creation and Data Discovery for Immediate Information Access

Discover's intuitive interface allows you to create, modify, and drill down on data visualizations that are displayed on a dashboard. Drag and drop whatever dimensions or measures you need, or add more variables for increased drill-down capability. Column, pie, treemap, geo map, line, or scatter charts plus many more chart objects are available. Alternatively, you can use IBM Rapidly Adaptive Visualization Engine (RAVE). Initial RAVE integration will include bubble charts.

As a business user, you are looking for new ways to manage your organization, and you rely on data

analysis to provide insights that might not be readily apparent. However, you don't want to have to rely on technical or programming skills for each analytical insight. With Discover, the most commonly requested guided analytics capabilities such as outlier detection and cardinality are provided out of the box, integrated into the architecture for an intuitive analysis experience.

For one-off decision making you can quickly create simple reports using the tabular chart, which gives you a line-by-line view of summary data. Reports can be formatted to produce multi-level grouping, hierarchical structures, and dynamic cross tabulations, all for greater readabil-
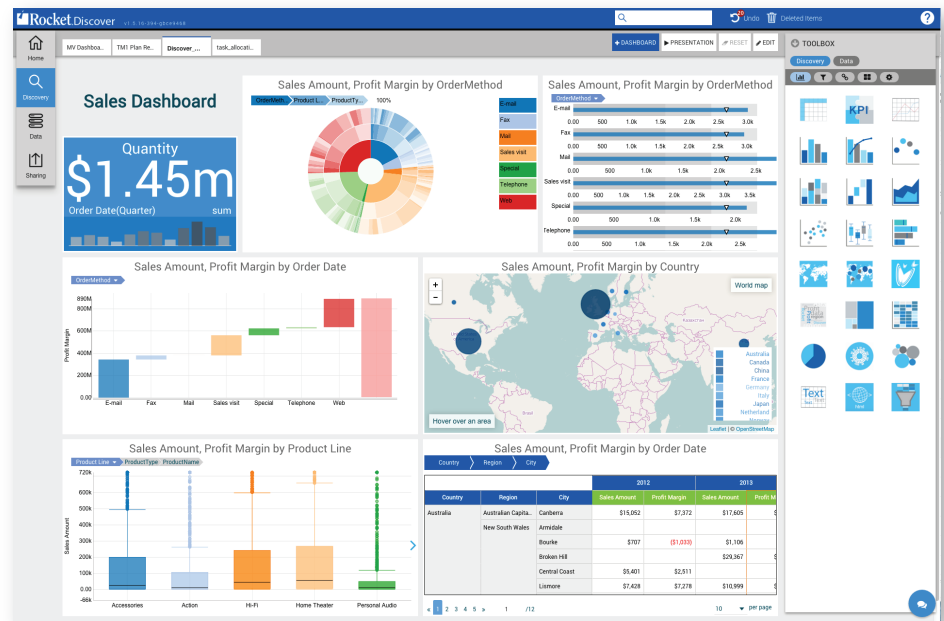

Figure 2 – Use the dashboard canvas to quickly create visualizations.

ity. Easy to build, easy to consume.

Data Lineage for Governance

But what if a data source feeding your dashboard is inconsistent, or otherwise corrupt? Unless you know the exact data source, file, table, and field from which a specific data component came, you may not be able to rely on your data. The only way to track each data component is to understand

the entire data flow, from its origin to its progression through the query structure. Each of these components is a required feature of data preparation and enrichment. Because Discover includes data preparation and enrichment, anyone can quickly and easily call up a data process flow, click on a data element, and reveal its origins. Having this information immediately empowers business users to have confidence in business decisions; enables organizations to monitor adherence to internal and external governance mandates; respond quickly to inquiries; and saves weeks, if not months, of time normally spent by data analysts.

Collaboration for Better Business Decisions

Discover gives you autonomy over your data, but you don't always work alone. Sometimes you want input from colleagues to ensure that you make the best decision possible. Discover makes it simple; drag a dashboard into the chat window and other users can immediately collaborate with you. Discuss performance results, strategy, and opportunities and discover new insights about the data.
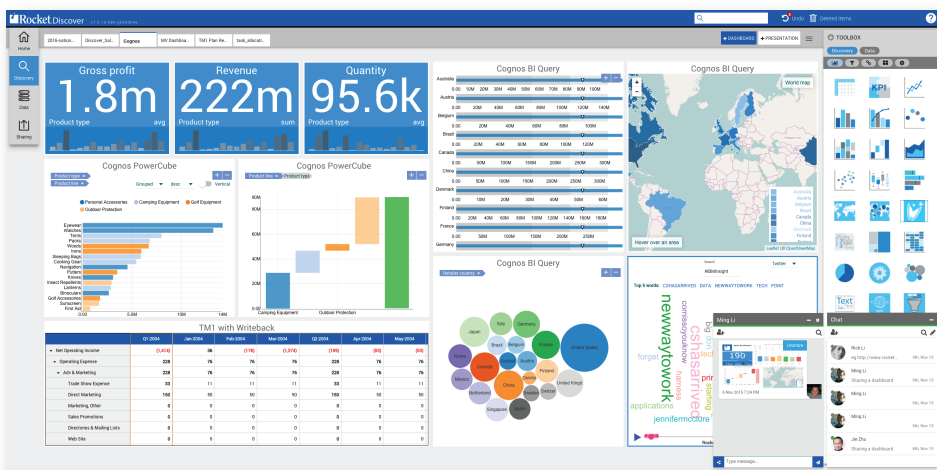

Figure 3 - Drag dashboards to the chat window, and collaborate with team members to discover opportunities.

Present your Findings

What if you are called upon to present your insights to an audience other than your collabora-

tors, perhaps to executives you need to support your vision? Discover provides a BusinessView Storyboard that will convert your dashboards into a presentation. In this view, there are no visual distractions; no menus, toolbars or other UI navigation. Your audience will be completely focused on the data story you are telling, helping to expedite executive discussions and approvals. To enhance your presentation, you can embed PowerPoints, videos, and other supporting materials. And if your audience is too busy for a presentation, you can convert your dashboards to pdfs.

Big Data and High Performance

To analyze massive volumes of data, you need a data-retrieval architecture that combines in-memory storage with live query access. Rocket Discover delivers a retrieval architecture that provides you with the best of both worlds: in-memory storage to ensure fast, predictable response times, and live query access to ensure real-time access to transactional data. As you develop a data set, you establish retrieval methods. As you develop dashboards, you can create mashups, where some data visualizations use in-memory data retrieval and others use live query. Control and performance are at your fingertips. With this level of performance, instant access to data ensures quicker decisions and improved efficiency.

Agile Modern Architecture and Design

Discover delivers business intelligence when, where, and how you need it. Our modern responsive design allows you to interact visually and natively with your intelligent device and access information wherever you are. You can stay connected and quickly and collaboratively resolve business challenges. Discover is available in the cloud, or on-premise and uses a server-side architecture that provides a web interface so you never have to deal with client installations and
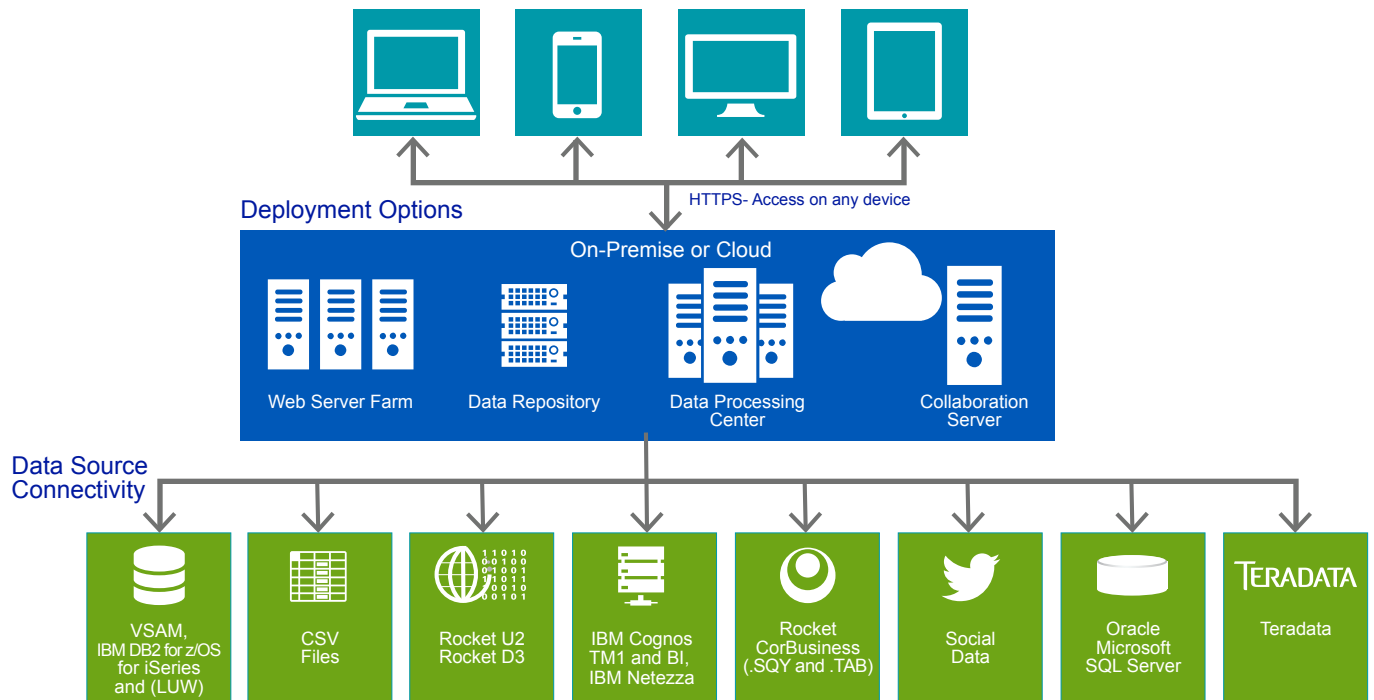
Rocket Discover Architecture

Deployment Options

HTTPS- Access on any device

On-Premise or Cloud

Web Server Farm   Data Repository   Data Processing Center   Collaboration Server

Data Source Connectivity

| VSAM, IBM DB2 for z/OS for iSeries and (LUW) | CSV Files | Rocket U2 Rocket D3 | IBM Cognos TM1 and BI, IBM Netezza | Rocket CorBusiness (.SQY and .TAB) | Social Data | Oracle Microsoft SQL Server | Teradata |

updates. Global enterprises with dispersed teams will appreciate that besides English, Discover is also available in German, Japanese, Simplified Chinese, French, Italian, and Spanish.

Uncompromised Data Connectivity

Most of the time and cost of BI is tied up in data connectivity. Rocket develops solutions that provide high-performance access to mainframes, OLAP, desktop sources, relational, cloud, MultiValue data, and beyond. With out-of-the-box, seamless connectivity for all your data, Discover provides connectivity without additional cost.

Native Connectivity for IBM

 Discover provides native connectivity to IBM® Cognos® TM1®, Cognos 10 BI content, including Queries and PowerCubes enabling you to leverage your existing BI metadata models in a self-service

environment. Netezza®, IBM® DB2® on iSeries and on z/OS are also supported. Business users can create visualizations from these pre-established sources and obtain valuable insight within minutes.

If you run IBM System z mainframes, Discover offers two types of connectivity. You can have out-of-the-box access to VSAM files and DB2 through z/OS native connectors, or run almost exclusively in a mainframe specialty engine, the System z Integrated Information Processor (zIIP). You decide which approach is right for your organization based on budget, resource, and data access requirements.

If your organization uses IBM Cognos TM1 you know that accessing the feature set of this powerful solution has not always been straight-forward. Discover's native TM1 connection gives you direct access so you can access cube views, create visualizations, and instantly see TM1 updates in each dashboard. If you make changes to the TM1 data,
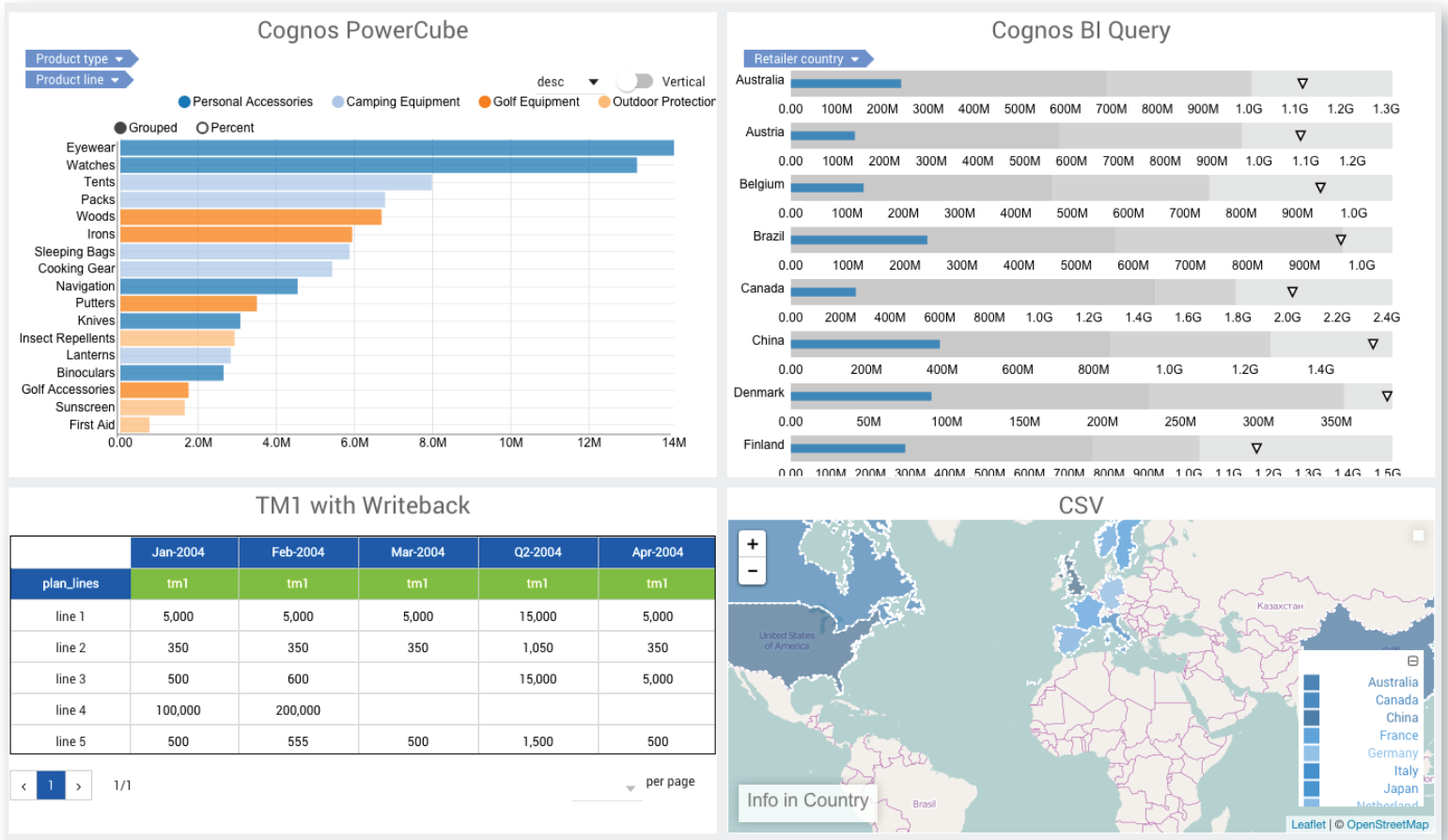
Figure 4 – A blended dashboard provides a complete view of Cognos data sources and non-Cognos sources

you can write back those values to the original cube! Knowing that you are working with up-to-date data gives you the confidence you need to make the right forecasting, modelling and business planning decisions. And if you are a business analyst with ideas that won't wait, use the

dimensional modeling in Discover to create your own TM1 cube from scratch.

Rocket Discover brings you closer to the data you need. It is a self-service tool that makes it possible for you to discover new opportunities, make more effective business decisions on a timely basis, and find answers to questions as they arise in today's

www.rocketsoftware.com

info@rocketsoftware.com

twitter.com/rocket

www.youtube.com/
rocketsource

www.linkedin.com/company/
rocket-software

plus.google.com/u/0/
104109093105646534918