

Oracle BIWA SIG

2010 Annual Membership Survey Results

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Summary

The BIWA Board of Directors conducted this 2010 Annual BIWA Membership Survey to understand better the needs and interests of our membership. It was a huge success both in terms of number of responses and valuable input from our membership. With nearly 200 respondents, we had roughly a 10% response rate, which for most surveys is excellent. The gift certificates were a significant draw as over 100 people provided contact information to be entered in the random drawing.

The top 6 ideas considered for the 3 “best idea” gift certificates included (first three awarded):

- **TechCast Tracks** - John Heaton, ISeerix
- **Periodic Newsletter to Increase Website Traffic** - Carol Baldan, The New York Times
- **Personal Invitation for TechCasts** - Irene Chen Poston, Verifone Inc.
- **Members vote on which TechCasts to run, like Slideshare.com**
- **Match members with similar interests/concerns, like Match.com**
- **Run BIWA-specific Contests**

BIWA SIG has a good mix of members rating their top interest as BI (58%), warehousing (28%), and analytics (22%). Over the next three years, there is a growing interest in analytics (26%) compared to warehousing (21%) and BI (55%). This increasing interest in analytics is consistent with other surveys, such as TDWI, which found a similar trend.

Ninety percent of members derive value from being able to ask questions to Oracle technology experts, free training, and TechCasts. Eighty percent derive value from the OracleBIWA.org website and networking with industry professions.

A surprising percentage (45%) of respondents felt BIWA SIG membership was worth \$50 or more. While 41% said they would not pay for membership.

Members would participate more in BIWA events but cite lack of time and travel costs as a major impediment. Members would like to see more and varied TechCasts and a better website. Members would actively contribute to BIWA SIG if it had a more immediate or tangible benefit to them. Lack of management support or other recognition inhibits participation. Local BIWA chapters and events were a common thread for many members.

Regarding usage of BIWA resources, about 60% of respondents used the website multiple times over the past year. TechCasts follow with 44% viewing 4 or more live Techcasts, while 34% view recorded TechCasts. Some respondents have *not* taken advantage of various BIWA offerings, for example, networking with industry professionals (35%), sharing experiences with fellow BIWA members (45%), and asking Oracle Technology questions to experts (38%) were at least used. Yet, in other areas, these were cited as important for deriving value from BIWA SIG. These are areas to improve. The website was cited as a key area to improve. Respondents highlighted positively the “excellent” websites of other user groups.

Respondents don’t currently receive value from *social networking sites*, perhaps this is an opportunity for BIWA SIG to spearhead social networking media to provide value to a highly distributed audience.

Over 95% of respondents would like to see more TechCasts relating best practices and tips & tricks. Roughly 90% would like to see more case studies. Topics of interest most cited included data mining and OBIEE. However, many other ideas were listed, e.g., security – data access control, ODI, OLAP.

TechCasts are a major value for members, including the recordings. However, recording quality and availability is spotty and needs to be improved. BIWA SIG should consider finding a new provider.

When asked about their interests in three categories (applications, products, and technology), the top two respondent interests for **applications** was Hyperion (55%) and EBS (43%). The top two **product areas** were Business Intelligence (95%) and EPM (43%). The **technology** interests again cited business intelligence top (95%), with warehousing (75%) and data mining (73%) a close second, followed by OLAP (65%).

More than three-quarters of members are interested in database development. We could inquire further as to what aspects of database development are intended. Oracle University (61%), Support (57%), and Consulting (43%) are the top three Oracle Services of interest.

Most members are on Oracle 10g (85%), followed by Oracle 11g (54%). However, Oracle 9i and 8i still have a significant following. This explains respondents requests for TechCasts that focus on pre-11g database releases. Most respondents use SQL Developer (54%), followed by OBIEE (51%), and TOAD (45%). This implies that sessions that include SQL-level examples may be of significant interest to TechCast and Summit attendees.

Not surprisingly, most members cited High Technology for their industry (40%). However, BIWA SIG has good representation across industries, where most industries have at least 10% representation.

The final open-ended question on improving BIWA SIG yielded some interesting ideas:

- Provide more periodic information to increase traffic to the website (prize winner)
- Make a compelling case to management why membership and participation is valuable / important
- Offer product training (even with cost) for users to participate in over an extended period of time
- More reminders of BIWA events
- Promoting social networking in BIWA SIG

The most “far out” idea was to exploit new technologies like second life for greater interaction remotely.

Additional details are provided in the rest of this document.

Questions 1 and 2: Interest in BI, Warehousing, and Analytics

Current interests: BI-52%, W-28%, A-22%

Interests in 3 years BI-53%, W-21%, A-26%

Should BIWA SIG strive to change this mix, for example, by increasing membership among those with primary interest in warehousing or analytics to balance BI?

How are members defining "Business Intelligence" and is this affecting the skew towards BI?

Recommendations

Formulate question(s) that would help define BI in subsequent mini-survey. For example, "When you think of BI, which of the following components do you include? (1) query and reporting, (2) tables and graphs of business data, (3) summary and aggregate data and KPIs, (4) OLAP, (5) data mining and predictive analytics, (6) statistical data analysis.

Questions 3 and 4: BIWA SIG features and value

Asking questions on Oracle technology to experts, free training / knowledge, and BIWA-sponsored TechCasts are the top three features providing value to members, with ~90% rating this very or moderately important. The OracleBIWA.org website and networking with industry professionals follows with over 80% rating this very or moderately important.

Members made several suggestions:

- More white papers of technology with product comparisons between Oracle and non-Oracle products. This may require simply having an area on the website that lists available white papers by topic. Blogs would be an additional venue for posting such information.
- Active discussion forum. However, there already are many such forums available through Oracle. We may only need to provide links to these via our website. What do members want to discuss?
- Jobs in the BIWA space. This may be a website addition, but needs to be maintained. Perhaps such job postings could be done via the BIWA SIG twitter account, or individuals can tweet using the keyword #BIWASIGJOBS. Blogs would be an additional venue for posting such information.
- Conduct training TechCasts in an APAC-friendly time of day.

Greater access to technology experts to discuss problems was the number one additional feature members requested, with 93% rating this very or moderately important. More TechCasts and local BIWA SIG meetings followed with over 80% rating this as very or moderately important.

Having a periodic newsletter or desktop conference was of interest but the least important of the options.

Members made several additional suggestions:

- More market trend analysis and competitive analysis
- Podcast interviews with BI experts
- Have a matching site where people can be matched to others with the same interests or problems. This could leverage Oracle Data Mining after people complete a questionnaire.
- Track blogs and bloggers with a central place on the website to highlight these
- Regional meetings across the US and abroad

Recommendations

Provide webpages on OracleBIWA.org for the following content:

- White papers and other collateral organized by track and topic
- List of BIWA-blog sites, LinkedIn groups, etc.

Consider holding some TechCasts at an APAC or EMEA-friendly time, possibly giving TechCasts and two different times—if the presenter is willing.

Consider regional meetings.

Solicit TechCasts for technology comparisons.

Question 5: Annual membership fee

While 41% said they would not pay for membership, 30% would pay at the \$50 level, and 45% said they'd be willing to pay \$50 or more.

Members made the following suggestions:

- Introduce a corporate membership for all employees. This could be quite valuable to BIWA for revenue. Some companies may be willing to pay a flat fee to support BIWA activities.
- Membership should be included in the price of Oracle SW purchases

Recommendations

Charge \$25/year membership fee. Apply money to improving website and improved TechCast infrastructure (e.g., recordings). Consider adding a corporate membership that covers all employees of a company—rate to be determined.

Questions 6 and 7: Participation

A lack of time and travel funds is a major reason members are unable to participate more in BIWA-sponsored activities.

Respondents gave ideas for increasing their participation:

- More regular email communications, including timely invitations and reminders, e.g., hour before TechCast
- Job and career guidelines / recommendations
- Provide certifications for participants after attending a series of TechCasts or activities
- Local events – nearby location for face-to-face events
- TechCasts
 - More TechCasts – avoid sales and marketing oriented sessions
 - Ensure TechCasts are recorded, with good quality
 - More business-focused analytics TechCasts
 - More customer-driven content in TechCasts, not just technology providers.
- Greater access to technology experts
- A better website
- More hands-on labs (TechCast and/or Summit)
- More Oracle Database 10g-oriented content. 11g not yet relevant
- More insight into Oracle's product roadmap
- Engage in joint industry-specific projects such as how BIWA can help in standardization, integration, and analysis of clinical research data and electronic health records
- Local Chapters

Respondents suggested they would more actively contribute to BIWA SIG (e.g., give TechCasts / Summit talks, be a Board of Directors member) if:

- A statement of benefit that members could show to employers
- Provide potential speakers a personal request from a BIWA SIG member (and not just a general "hey we need your help" email addressed to everyone). Have "invited speakers" for TechCasts.
- Company sponsorship – have participation recognized by employer and factor into performance appraisals
- Introduce a configurable alert system for BIWA events
- Better way to share experiences with other members
- Summits in Europe
- Better communication on the needs of the SIG for the year
- More interaction within Local chapters
- More opportunities for involvement through BIWA SIG-sponsored activities.

Recommendations

Structure TechCasts according to tracks with different key topics to be addressed throughout the year. Solicit specific topics from speakers by invitation.

Explore the possibility of an opt-in notification system for TechCasts. This may involve requiring pre-registration for TechCasts.

In a follow up survey, ask what type of access to technology experts is desired – face-to-face, conference call, webcast, one-on-one, group, etc.?

At the beginning of each year, provide members a list of proposed activities and needs of BIWA SIG and put forth a "Call for Participation" from the membership.

Question 8: Usage of resources

About 60% of respondents use the website 4 or more times over the past year. TechCasts follow with 44% viewing 4 or more live Techcasts. Only 34% of respondents viewed recorded TechCasts.

Respondents who indicated they are not taking advantage of certain BIWA resources included: networking with industry professionals (35%), sharing experiences with fellow BIWA members (45%), and asking Oracle Technology questions to experts (38%). Yet, in other areas of the survey, these were cited as important for deriving value from BIWA SIG. These are areas to improve and expand for our membership.

Recommendations

Since the website is a key resource, consider significantly revising the website for extended content, searchability, and overall user friendliness.

Since a large number of people are taking advantage of TechCasts, we should improve accessibility and availability, expanding to other formats like YouTube and podcasts.

Have a follow up survey to obtain a second level of detail of specific improvements to these areas.

Question 9: Other user group membership

Membership from other user groups showed Independent Oracle Users Group (IOUG) at 50%, Oracle Applications Users Group (OAUG) at 28%, Oracle Development Tools User Group (ODTUG) at 25%.

Recommendations

Advertise in each of these to draw attendance and membership. Draw on best practices from other user groups to increase BIWA SIG value.

Question 10: Importance of features from other user groups

Two features cited as very important or moderately important were *local user group meetings* (76%) and *webcasts/webinars/techcasts* (80%), followed by *networking opportunities* (69%). Respondents don't currently receive value from *social networking sites*.

One comment cited the "excellent website" of their other user group(s) and encouraging member-to-member meetings and discussions. Respondents also like the wealth of knowledge provided by online courses, professional/technical/reference books, technical papers, latest trends, etc.

Recommendations

Consider how BIWA SIG could enable local user group meetings.

As cited earlier, invest in the OracleBIWA.org website to improve content, etc.

Explore how BIWA SIG could make better use of social networking sites.

Questions 11 and 12: TechCast type preferences and topics

Over 70% of respondents cited TechCasts focusing on *best practices* and *tips & tricks* as very useful. *Case studies* were second with 50% finding them very useful. *Product overviews* and *demonstrations* were cited by most to be moderately useful.

TechCast content suggestions included:

- Increase heterogeneity in BI tools
 - Have more third party tools and techniques presentations, not just Oracle
 - Feature cross product integrations such as OBIEE and Essbase
- Show alternative solution scenarios for the same problem with pros/cons
- How issues are resolved - Questions & Answers from the field

Specific topics of interest include:

- | | |
|--|--|
| <ul style="list-style-type: none">• OBIEE (7)<ul style="list-style-type: none">○ usage of Oracle OLAP and DM features○ A reporting paradigm which allows for dynamic "speed of thought" ad-hoc usage of analytics○ Migration strategy in a MUD environment.○ Cookbook / high level overview of setup for Oracle BI Apps and OBIEE.○ Integration with EPM and Essbase.○ Case study using SSO and LDAP authentication for OBIEE.○ Migration of old to new version of OBIEE+• Oracle Security (3) – data access control• Oracle Crystal Ball (2)• SQL Server OLAP and DM | <ul style="list-style-type: none">• Data Mining (6)<ul style="list-style-type: none">○ anomaly detection○ fraud detection○ practical case studies• Competitive analysis (3)<ul style="list-style-type: none">○ Comparison of BI products from different vendors – pros / cons• OLAP (2)• Statistics• Oracle Data Integrator (2)• How to use solid state disk or flash drives for Oracle DB – how it works, pros / cons• Integration – Hyperion, JD, PS, OnDemand• Informatica (2)• Technology for building products• Hardware and OS tuning for DW• ETL strategies |
|--|--|

- Database design – new column-oriented technologies
- Dashboard design – best ways for presenting data
- Medical informatics
- Best Practices / Case Study on how to provide metadata to end-users from the warehouse--field definitions, joins, refresh schedules, etc.
- Trends and Innovations in BI
- Best practice for not only specific product but also for specific industries
- Platform stacks, integration and issues related to the stacks
- Hyperion EPM and Oracle RTD

Recommendations

Solicit speakers on topics showing broader interest. Make list above available for speakers interested in talking on subject.

Question 13: TechCast time of day

Over three-quarters finds the current time convenient. Almost a quarter would prefer midday in APAC or EMEA.

Several respondents cited the on-demand recording would be best for them.

Others felt afternoon (not lunch time) would be better, perhaps 1:00 PM ET or 3:00 PM ET.

Recommendations:

Conduct 1 or 2 TechCasts at both the current time and then again later in the evening to reach APAC. Based on the response, we can gauge whether we could get a significantly larger audience if TechCasts were held at a different time or multiple times. This poses a problem in that speakers may not be available to give a TechCast twice or at different times of day.

Ensure TechCasts are properly recorded and available. Explore other services that may be more reliable and have improved quality.

Question 14: Best aspects of TechCasts

The best aspects of TechCasts include:

- Available from desktop (3) / no need to travel
- Recorded for later viewing (4)
- Quality of content and presenters
- Free
- Learning from experts with deep knowledge of topic, informative
- Q&A at end
- Understanding issues that can arise during a project
- Staying up-to-date with technology trends
- Not a sales pitch
- Demos
- Tips & Tricks
- See how technology is being used
- Easy access
- Learn new features
- Real world experiences
- Quick and visual
- Clear agenda

One respondent suggested indexing recordings for access to specific sections. However, this is not feasible with the current infrastructure / tools.

Recommendations

Come up with a classification scheme (tags) for TechCasts that is searchable. Assign tags to assess what each TechCast brings to the membership.

Question 15: Giving a TechCast

Fortunately, 31% (47) would consider giving a TechCast, however, only 17 provided contact information to do so.

Recommendations

Make formal invitations to individuals we would like to target to give TechCasts.

Question 16: Improving TechCasts

Suggestions for improving TechCasts include:

- Provide more analytics and business problems
- Get more people involved
- Have more TechCasts, even multiple speakers on the same day
- Send copies of slides in advance
- A reminder email about an hour before TechCasts start
- More reliable audio/video recording
- A full day virtual conference
- Different tracks of webcasts. For example: Architecture track, developer track and business track. Specific content formulated towards each track to make it relevant. With overview sessions to start the series off. For example OBIEE. Session 1 - Overview. Session 2 - Architecture Session 3 - Design and Best Practices Session 4 - Gathering effective requirements and change management etc

Recommendations

Organize and plan TechCasts by track and actively pursue individuals who can speak to track topics.

Sending slides in advance would be desirable, but speakers often are completing slides the day of the TechCast.

Consider registering for TechCasts with a reminder email option.

Questions 17, 18, and 19: Member interests in Oracle Applications, Product Areas, and Technology

Applications

- | | | | |
|--|-------|--------------------------|-------|
| • Hyperion | 55.0% | • BEA | 17.5% |
| • Oracle E-Business Suite | 42.5% | • Agile | 15.8% |
| • Fusion | 35.8% | • PeopleSoft | 13.3% |
| • Strategy | 30.0% | • Other (please specify) | 10.8% |
| • Application Integration Architecture | 27.5% | • Primavera | 10.0% |
| • Siebel | 26.7% | • Oracle On Demand | 10.0% |
| • Development and Management | 26.7% | • JD Edwards | 5.0% |

Product Areas

- | | | | |
|-------------------------------------|-------|------------------------------------|-------|
| • Business Intelligence | 95.9% | • Financial Management | 23.0% |
| • Enterprise Performance Management | 42.6% | • Customer Relationship Management | 22.1% |
| • Master Data Management | 38.5% | • Product Lifecycle Management | 18.0% |
| • Project Management | 32.0% | • Governance, Risk, and Compliance | 17.2% |

- Supply Chain Management/Planning 16.4%
- Procurement 12.3%
- Fulfillment (Order Management/Logistics) 9.8%
- Human Capital Management 9.0%
- Asset Lifecycle Management 8.2%
- Other (please specify) 3.3%

Technology

- Business Intelligence 95.2%
- Warehousing 74.6%
- Data Mining and Predictive Analytics 73.0%
- OLAP 65.1%
- Extraction, Transformation, and Load (ETL) 55.6%
- Database Technology 54.8%
- Data Quality 51.6%
- Performance and Scalability 45.2%
- High Availability 34.9%
- Security 29.4%
- SOA, BPM, Web Services, App Server 26.2%
- Enterprise Management 23.0%
- Grid/Oracle Real Application Clusters 21.4%
- Middleware 19.8%
- Identity Management 16.7%
- Spatial 16.7%
- Content Management, Collaboration, Web 2.0 8.7%
- Other (please specify) 2.4%

Recommendations

Use interests cited above to drive TechCast and Summit content selection.

Questions 20 and 21: Member interests in Oracle Development Areas and Oracle Services

Oracle Development Areas

- Database Development 78.5%
- Tools Development and Management 39.3%
- Java 34.6%
- SOA Development 31.8%
- Fusion Development 29.0%
- .Net 14.0%
- Other (please specify) 5.6%

Oracle Services

- Oracle University 67.0%
- Oracle Support 57.1%
- Oracle Consulting 42.9%
- Oracle Linux Support 17.6%
- Oracle On Demand 15.4%
- Oracle Advanced Customer Services 11.0%
- Other (please specify) 3.3%

Recommendations

Use interests cited above to drive TechCast and Summit content selection.

Questions 22 and 23: Member interests in Databases and Development Environments

Databases

- | | | | |
|------------------------|-------|--------------------------|-------|
| • Oracle 10g | 85.2% | • IBM DB2 | 14.8% |
| • Oracle 11g | 54.1% | • Oracle 8i | 13.1% |
| • Microsoft SQL Server | 40.2% | • Teradata | 9.0% |
| • Oracle 9i | 30.3% | • Other (please specify) | 5.7% |
| • MySQL | 18.0% | | |

Development Environments

- | | | | |
|---|-------|---------------------------|-------|
| • Oracle SQL Developer | 54.2% | • Oracle Jdeveloper | 18.6% |
| • Oracle BI EE Admin Tool and Presentation Services | 50.8% | • Other (please specify) | 17.8% |
| • Quest Software TOAD | 44.9% | • Other SQL Editors | 16.1% |
| • Oracle Applications Express | 30.5% | • Microsoft .Net | 15.3% |
| • Eclipse | 20.3% | • Microsoft Visual Studio | 13.6% |
| • Oracle Forms | 19.5% | • Other Java IDE | 7.6% |

Recommendations

Use interests cited above to drive TechCast and Summit content selection.

Question 24: Member industries

BIWA SIG has a good representation from a variety of industries.

- | | | | |
|-----------------------------|-------|--------------------------------|-------|
| • High Technology | 40.0% | • Media and Entertainment | 13.0% |
| • Financial Services | 33.0% | • Education and Research | 12.2% |
| • Professional Services | 24.3% | • Other (please specify) | 12.2% |
| • Public Sector | 21.7% | • Aerospace and Defense | 11.3% |
| • Consumer Products | 19.1% | • Engineering and Construction | 11.3% |
| • Communications | 17.4% | • Automotive | 9.6% |
| • Retail | 17.4% | • VAR or System Integrator | 8.7% |
| • Industrial Manufacturing | 14.8% | • ISV | 4.3% |
| • Travel and Transportation | 13.9% | | |

Recommendations

Use interests cited above to drive TechCast and Summit content selection.

Question 25: Ideas to improve BIWA SIG services

- Provide more periodic information, e.g., newsletter, surveys, site update monthly, monthly tips, best practices note or case study tips, briefs on a specific topic. Draw members back to the website more often
- Make a compelling case to management why membership and participation is valuable / important
- Encourage more case studies for TechCasts

- Organize local user groups – open an India chapter
- Vary local locations of events
- Encourage more local user group involvement
- Produce an exclusive BIWA Magazine or Journal
- Any product trainings offered (even at some cost) for the users to participate in over an extended period of time.
- Provide a list of members and their current Oracle technology they are running in production
- Regular newsletters or reminders of BIWA activities / events
- Similar to slideshare.com the BIWA could provide a focused arena of submitting presentations for members to review and even vote on for future presentations.
- A monthly newsletter with happenings and a schedule for the next quarter so that people can plan accordingly
- Promote social networking in BIWA SIG

Recommendations

Provide newsletter and periodic announcements that drive members and others to the OracleBIWA.org website.

Investigate the possibility of having members vote on TechCasts to be given.

Allow members to opt-in for a list indicating their current Oracle technology usage / interests. A Facebook page may also be useful for people with similar interests.