Oracle® Marketing Intelligence

Implementation Guide

Release 11*i*

August 2000

Part No. A86174-01

ORACLE®

Oracle Marketing Intelligence Implementation Guide, Release 11*i*

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Contents

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- Are the examples correct? Do you need more examples?
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Preface

Intended Audience

This document is intended for IT professionals who are tasked with implementing Oracle Marketing Intelligence, Release 11*i*.

Related Documents

Additional information on installing and setting up dependencies is available in the following documents:

- *Release Notes, Oracle Applications Release 11i* (Part #A83528-01)

- *Oracle Applications Release 11i Concepts* (Part #A82932-01)

- *Installing Oracle Applications Release 11i* (Part #A69409-01)

- *Oracle Applications System Administrator's Guide Release 11i*

- *Implementing Oracle CRM:ERP Functional Checklist* (available on Oracle MetaLink)

Implementing Marketing Intelligence

Purpose for Implementing Marketing Intelligence

Marketing Intelligence is a new product in Oracle CRM 11i. It is the primary reporting, analysis, and decision support system tool that enables the marketing professional to monitor all marketing activities that Oracle Marketing manages.

Marketing Intelligence allows the user to respond based on the performance measures, graphical trends, drill down reports, and favorite reports.

This guide provides an overview of the product dependencies, setup, related resources, and implementation considerations at this stage of the product development.

Overview of Marketing Intelligence

The customer-centric marketing organization aims to continually improve its marketing strategies. Having this objective, entails having the organization learn from its marketing successes and failures; hence, you need the ability to review results of you efforts, as well as to have the tools to analyze and identify ways to improve your marketing activities.

Marketing Intelligence focuses on the four major marketing areas: campaign, channel, product, and customer.

You should be able to determine the success and failures of your campaigns; identify the types of outbound and inbound channels that are effective in the sales of your products and services; the types of customer that bought your products and services. You must also be able to recognize the channels that are most effective for the sales of your products and services.

Having the analytic reporting capability for these four areas, will provide you with the ability to develop winning marketing strategies.

Marketing Intelligence uses the meta data driven reporting. All the queries for the reports are Stored in AK repository. The AK tables used for storing the meta data are AK_REGIONS, AK_REGION_ITEMS, AK_QUERY_OBJECTS, AK_QUERY_OBJECT_LINES. Each report is assigned a unique region code. The reports are categorized into templates based on the layout of the report data and the graph type. So a given template (rdf file) can be used to run all the reports which has the same look and feel. The region code is passed as a parameter to the report to fetch the query from the ak repository and run the respective report.

Marketing Intelligence's End-Users

Userss can use the application to invent effective marketing strategies, translate the strategy into actionable plans, execute these tactics, report and analyze the results, and to use these results to further marketing successes.

Senior Executives

View the entire performance of marketing projects, and search for any marketing reports to gain insight for making strategic marketing decisions.

Middle Management

Monitor the performance of their responsible marketing projects, and monitor the performance measures for identifying areas of improvement.

Marketing Analyst

Perform marketing analysis to understand cause and effect relationship among measures, and gain an overview of typical marketing processes.

Architectural Overview of Marketing Intelligence
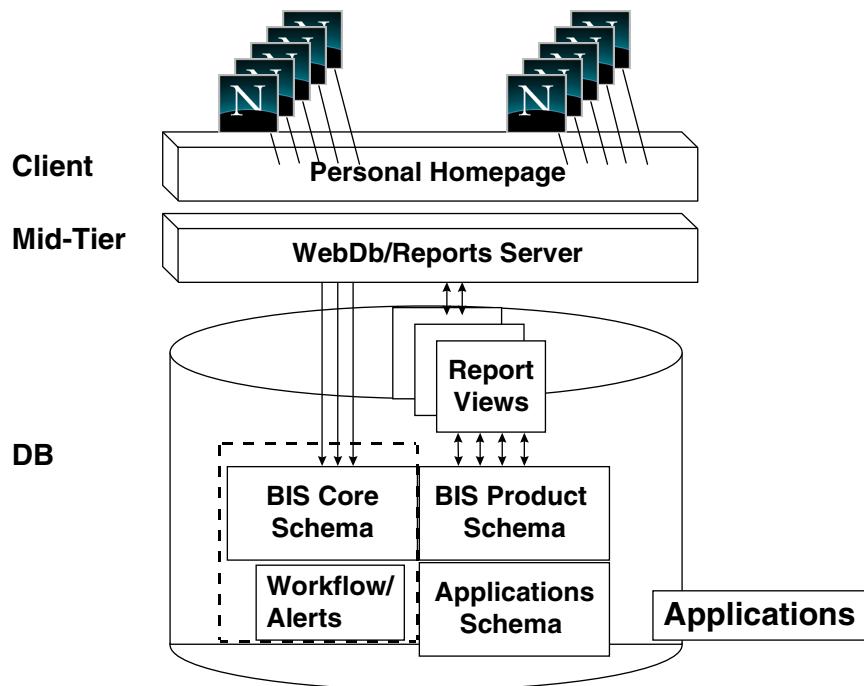
Workflow
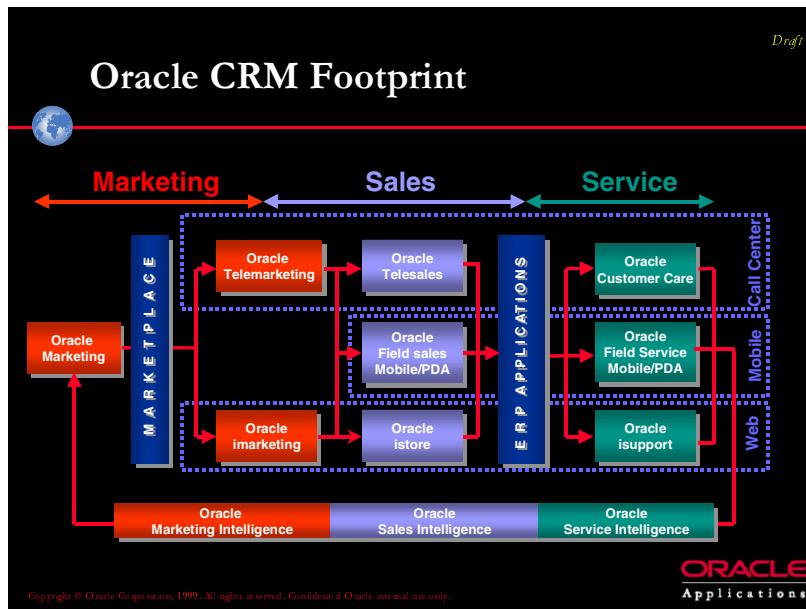
Dependencies for Marketing Intelligence

Marketing Intelligence's dependencies relates to other products and components. Its dependencies affect the product's implementation and ongoing operations; hence, you must install and set up all of Marketing Intelligence's dependent components.

In order to implement Marketing Intelligence, you must activate its required dependencies from different libraries, modules, engines, and applications.

The following is a table of Marketing Intelligence's report dependencies:

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign:										
Campaign Performance By Activity	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start data, end date
Campaign Performance By Channel	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start data, end date
Campaign Performance By Market Segment	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start data, end date
Campaign Performance By Sales Channel	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start data, end date
Campaign Performance By Period	BIMTPL04.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start data, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Performance Summary By Activity	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	BIM_SUMV_CAMP_PERF				Period Type, start data, end date
Campaign Performance Summary By Channel	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	BIM_SUMV_CAMP_PERF				Period Type, start data, end date
Campaign Performance Summary By Market Segment	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	BIM_SUMV_CAMP_PERF				Period Type, start data, end date
Campaign Performance Summary By Sales Channel	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	BIM_SUMV_CAMP_PERF				Period Type, start data, end date
Campaign Performance Summary By Period	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	BIM_SUMV_CAMP_PERF				Period Type, start data, end date
Campaign Cost By Activity	BIMTPL01.rdf	Marketing, Order Capture, AR	BIM_CMPGN_RVCST_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_REVCOST_SUMM	BIM_SUMV_CAMP_COST	ROI	bim_pmfalert_pkg.ROI_alert(target_level_short_name, measure_short_name)	bimpmf.wft	
Campaign Cost By Channel	BIMTPL01.rdf	Marketing, Order Capture, AR	BIM_CMPGN_RVCST_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_REVCOST_SUMM	BIM_SUMV_CAMP_COST				

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Cost Summary By Activity	BIMTPL01.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				
Campaign Cost Summary By Channel	BIMTPL01.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				
Campaign Revenue	BIMTPL11.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST	Sales Reve nue	bim_ pmfaler t_ pkg.sal es_ revenu e_ alert(ta rget_ level_ short_ name, measur e_ short_ name)	bimp mf.wf t	
Campaign Revenue summary	BIMTPL11.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				
Campaign Response Rate By Activity	BIMTPL05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP	Resp onse Rate	bim_ pmfaler t_ pkg.Res ponse_ Rate_ alert(ta rget_ level_ short_ name, measur e_ short_ name)	bimp mf.wf t	Period Type, start date, end date
Campaign Response Rate By Channel	BIMTPL05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Response Rate By Market Segment	BIMTPL05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Response Rate By Period	BIMTP L06.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Acquisition By Activity	BIMTP L05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Acquisition By Channel	BIMTP L05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Acquisition Market Segment	BIMTP L05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Acquisition Sales Channel	BIMTP L05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Acquisition By Period	BIMTPL06.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Acquisition Summary By Activity	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Acquisition Summary By Channel	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Acquisition Summary By Market Segment	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Acquisition Summary By Sales Channel	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Acquisition Summary By Period	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Cost Per Lead By Activity	BIMTPL05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Cost Per Lead By Channel	BIMTPL05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Cost Per Lead By Time	BIMTPL06.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Activity:										
Campaign Activity Performance By Campaign	BIMTPL03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Activity Performance By Channel	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Performance By Market Segment	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Performance By Sales Channel	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Performance By Period	BIMTP L04.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Performance Summary By Campaign	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Performance Summary By Channel	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Performance Summary By Market Segment	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Concurrent Processes	OLTP Tables	Summary Tables	Views	KPIs	Alerts	Work flow	Key Parameters
Campaign Activity Performance Summary By Sales Channel	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Performance Summary By Period	BIMTP L03.rdf	Marketing, Field/Tele Sales, Order Capture, AR, Inventory	BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	BIM_ SUMV_ CAMP _PERF				Period Type, start date, end date
Campaign Activity Profitability By Campaign	BIMTP L08.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Activity Profitability By Channel	BIMTP L08.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Activity Profitability By Period	BIMTP L09.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Activity Profitability Summary By Campaign	BIMTP L08.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Activity Profitability Summary By Channel	BIMTP L08.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Activity Profitability Summary By Period	BIMTP L08.rdf	Marketing, Order Capture, AR	BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	BIM_ SUMV_ CAMP _COST				Period Type, start date, end date
Campaign Activity Response Rate By Campaign	BIMTP L05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Activity Response Rate By Channel	BIMTP L05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Activity Response Rate By Market Segment	BIMTP L05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Activity Response Rate By Period	BIMTP L06.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Activity Response Rate Summary By Campaign	BIMTP L05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Activity Response Rate Summary By Channel	BIMTP L05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Activity Response Rate Summary By Market Segment	BIMTP L05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Activity Response Rate Summary By Period	BIMTP L05.rdf	Marketing, Field/Tele Sales	BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Campaign Activity Acquisition By Campaign	BIMTP L05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Activity Acquisition By Market Segment	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Activity Acquisition By Sales Channel	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Activity Acquisition By Period	BIMTPL06.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Activity Acquisition Summary By Campaign	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Campaign Activity Acquisition Summary By Channel	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Activity Acquisition Summary By Market Segment	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Activity Acquisition Summary By Sales Channel	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Campaign Activity Acquisition Summary By Period	BIMTPL05.rdf	Marketing, Order Capture, Inventory	BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Marketing Channel:										

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Marketing Channel Acquisition By Campaign	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Marketing Channel Acquisition By Market Segment	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Marketing Channel Acquisition By Media	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Marketing Channel Acquisition By Period	BIMTPL06		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con- current Processes	OLTP Tables	Sum- mary Tables	Views	KPIs	Alerts	Work flow	Key Para- meters
Marketing Channel Acquisition By Sales Channel	BIMTP L05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Marketing Channel Acquisition Summary By Activity	BIMTP L05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Marketing Channel Acquisition Summary By Campaign	BIMTP L05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Marketing Channel Acquisition Summary By Market Segment	BIMTP L05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Marketing Channel Acquisition Summary By Period	BIMTPL06		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date
Marketing Channel Acquisition Summary By Sales Channel	BIMTPL05		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date
Marketing Channel Performance By Campaign	BIMTPL04		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	bim_sumv_camp_perf				Period Type, start date, end date
Marketing Channel Performance By Market Segment	BIMTPL04		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	bim_sumv_camp_perf				Period Type, start date, end date
Marketing Channel Performance By Period	BIMTPL04		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	bim_sumv_camp_perf				Period Type, start date, end date
Marketing Channel Performance By Sales Channel	BIMTPL04		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	bim_sumv_camp_perf				Period Type, start date, end date
Marketing Channel Performance Summary By Activity	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	bim_sumv_camp_perf				Period Type, start date, end date
Marketing Channel Performance Summary By Campaign	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_PERF_SUMM	bim_sumv_camp_perf				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Marketing Channel Performance Summary By Market Segment	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	bim_ sumv_ camp_ perf				Period Type, start date, end date
Marketing Channel Performance Summary By Period	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	bim_ sumv_ camp_ perf				Period Type, start date, end date
Marketing Channel Performance SummaryBy Sales Channel	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ PERF_ SUMM	bim_ sumv_ camp_ perf				Period Type, start date, end date
Marketing Channel Profitability By Period			BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	bim_ sumv_ camp_ cost				Period Type, start date, end date
Marketing Channel Profitability By Activity	BIMTP L08		BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	bim_ sumv_ camp_ cost				Period Type, start date, end date
Marketing Channel Profitability By Campaign	BIMTP L08		BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	bim_ sumv_ camp_ cost				Period Type, start date, end date
Marketing Channel Profitability Summary By Activity	BIMTP L08		BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	bim_ sumv_ camp_ cost				Period Type, start date, end date
Marketing Channel Profitability Summary By Campaign	BIMTP L08		BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	bim_ sumv_ camp_ cost				Period Type, start date, end date
Marketing Channel Profitability Summary By Period	BIMTP L09		BIM_ CMPGN_ RVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ REVCOS T_SUMM	bim_ sumv_ camp_ cost				Period Type, start date, end date
Marketing Channel Response Rates By Activity	BIMTP L05		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	bim_ sumv_ camp_ resp				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Marketing Channel Response Rates By Campaign	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	bim_ sumv_ camp_ resp				Period Type, start date, end date
Marketing Channel Response Rates By Market Segment	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	bim_ sumv_ camp_ resp				Period Type, start date, end date
Marketing Channel Response Rates By Period	BIMTPL06		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	bim_ sumv_ camp_ resp				Period Type, start date, end date
Event:										
Event Cost Per Lead By Event Offering	BIMTPL06									Period Type, start date, end date
Event Cost Per Lead By Period	BIMTPL06		BIM_ EVNT_ REVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ REVCOS T_SUMM	BIM_ SUMV_ EVENT _REV				Period Type, start date, end date
Event Costs	BIMTPL01		BIM_ EVNT_ REVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ REVCOS T_SUMM	bim_ sumv_ event_ rev				Period Type, start date, end date
Event Offering Cost Per Lead By Event	BIMTPL06		BIM_ EVNT_ REVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ REVCOS T_SUMM	BIM_ SUMV_ EVENT _REV				Period Type, start date, end date
Event Offering Costs	BIMTPL01		BIM_ EVNT_ REVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ REVCOS T_SUMM	bim_ sumv_ event_ rev				Period Type, start date, end date
Event Offering Performance By Campaign	BIMTPL04		BIM_ EVENT_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ PERF_ SUMM	bim_ sumv_ event_ perf				Period Type, start date, end date
Event Offering Performance By Event	BIMTPL04		BIM_ EVENT_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ PERF_ SUMM	bim_ sumv_ event_ perf				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Event Offering Performance By Market Segment	BIMTPL04		BIM_EVENT_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_EVENT_PERF_SUMM	bim_sumv_event_perf				Period Type, start date, end date
Event Offering Performance By Period	BIMTPL04		BIM_EVENT_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_EVENT_PERF_SUMM	bim_sumv_event_perf				Period Type, start date, end date
Event Offering Performance By Sales Channel	BIMTPL04		BIM_EVENT_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_EVENT_PERF_SUMM	bim_sumv_event_perf				Period Type, start date, end date
Event Offering Results By Period	BIMTPL10		BIM_EVENT_RESP_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_EVENT_RESP_SUMM	bim_sumv_event_rslts				Period Type, start date, end date
Event Offering Revenue	BIMTPL03		BIM_EVNT_REVCST_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_EVENT_REVCOST_SUMM	bim_sumv_event_rev				Period Type, start date, end date
Event Performance	BIMTPL07		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date
Event Performance Chart	BIMPHP08		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Concurrent Processes	OLTP Tables	Summary Tables	Views	KPIs	Alerts	Work flow	Key Parameters
Event Performance Over Period By Campaign	BIMTP L04		BIM_ EVENT_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ PERF_ SUMM	bim_ sumv_ event_ perf				Period Type, start date, end date
Event Performance Over Period By Event Offering	BIMTP L04		BIM_ EVENT_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ PERF_ SUMM	bim_ sumv_ event_ perf				Period Type, start date, end date
Event Performance Over Period By Market Segment	BIMTP L04		BIM_ EVENT_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ PERF_ SUMM	bim_ sumv_ event_ perf				Period Type, start date, end date
Event Performance Over Period By Period	BIMTP L04		BIM_ EVENT_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ PERF_ SUMM	bim_ sumv_ event_ perf				Period Type, start date, end date
Event Performance Over Period By Sales Channel	BIMTP L04		BIM_ EVENT_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ PERF_ SUMM	bim_ sumv_ event_ perf				Period Type, start date, end date
Event Results By Period	BIMTP L10		BIM_ EVENT_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ RESP_ SUMM	bim_ sumv_ event_ rslts				Period Type, start date, end date
Event Revenue	BIMTP L03		BIM_ EVNT_ REVCST_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ EVENT_ REVCOS T_SUMM	bim_ sumv_ event_ rev				Period Type, start date, end date
Source List:										
Source List Profitability	BIMTP L09		BIM_ SRCLIST_ PROFIT_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ SLIST_ PROFIT_ SUMM	bim_ sumv_ slist_ profit				Period Type, start date, end date
Source List Response Rates By Activity	BIMTP L05		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date
Source List Response Rates By Campaign	BIMTP L05		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CMPGN_ RESP_ SUMM	BIM_ SUMV_ CAMP _RESP				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Source List Response Rates By Channel	BIMTPL05		BIM_CMPGN_RESP_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_RESP_SUMM	BIM_SUMV_CAMP_RESP				Period Type, start date, end date
Source List Response Rates By Period	BIMTPL06		BIM_CMPGN_RESP_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CMPGN_RESP_SUMM	BIM_SUMV_CAMP_RESP				Period Type, start date, end date
Source List Vendor Performance	BIMPHP07		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date
Source List Vendor Performance Chart	BIMPHP14		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date
Target Segment:										
Target Segment Performance By Activity	BIMTPL08		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Target Segment Performance By Campaign	BIMTP L08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Target Segment Performance By Channel	BIMTP L08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Target Segment Performance By Market Segment	BIMTP L08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Target Segment Performance By Period	BIMTP L08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Concurrent Processes	OLTP Tables	Summary Tables	Views	KPIs	Alerts	Work flow	Key Parameters
Target Segment Performance By Sales Channel	BIMTPL08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Target Segment Response Rates By Activity	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Target Segment Response Rates By Campaign	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Target Segment Response Rates By Channel	BIMTPL05		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Target Segment Response Rates By Period	BIMTPL06		BIM_CMPGN_RESP_SUMM_PKG, BIM_CUSTOMER_REV_PKG	refer to Marketing Int. OLTP tables sheet	BIM_CAMP_ACQU_SUMM_TEMP, BIM_CMPGN_PERF_SUMM, BIM_CUSTOMER_REV_SUMM					Period Type, start date, end date
Product:										
Product Category Profitability (By Activity)	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
Product Category Profitability (By Campaign)	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin, bim_campaigns_denorm				Period Type, start date, end date
Product Category Profitability (By Channel)	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
Product Category Profitability (By Market Segment)	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
Product Category Profitability (By Offer)	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
Product Category Profitability (By Sales Channel)	BIMTPL03		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
Product Category Profitability (By Time)	BIMTPL04		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin, bim_dimv_periods				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
										Period Type, start date, end date
Product Group Profitability (By Activity)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Group Profitability (By Campaign)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin , bim_ campai gns_ denorm				Period Type, start date, end date
Product Group Profitability (By Channel)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Group Profitability (By Market Segment)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Group Profitability (By Offer)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Group Profitability (By Sales Channel)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Group Profitability (By Time)	BIMTP L04		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin ,bim_ dimv_ periods				Period Type, start date, end date
										Period Type, start date, end date
Product Profitability (By Activity)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Product Profitability (By Campaign)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin , bim_ campai gns_ denorm				Period Type, start date, end date
Product Profitability (By Channel)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Profitability (By Market Segment)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Profitability (By Offer)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Profitability (By Sales Channel)	BIMTP L03		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Product Profitability (By Time)	BIMTP L04		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin ,bim_ dimv_ periods				Period Type, start date, end date
Market Segment:										
Market Segment Response Rates (By Campaign)	BIMTP L06		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ resp_ summ	bim_ sumv_ camp_ resp ,bim_ dimv_ campai gns				Period Type, start date, end date
Market Segment Response Rates (By Channel)	BIMTP L06		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ resp_ summ	bim_ sumv_ camp_ resp				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Market Segment Response Rates (By Media)	BIMTP L06		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ resp_ summ	bim_ sumv_ camp_ resp				Period Type, start date, end date
Market Segment Response Rates (By Time)	BIMTP L06		BIM_ CMPGN_ RESP_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ resp_ summ	bim_ sumv_ camp_ resp, bim_ dimv_ periods				Period Type, start date, end date
Market Segment Revenue (By Activity)	BIMTP L01		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Market Segment Revenue (By Campaign)	BIMTP L01		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin , bim_ dimv_ campai gns				Period Type, start date, end date
Market Segment Revenue (By Channel)	BIMTP L01		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Market Segment Revenue (By Offer)	BIMTP L01		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Market Segment Revenue (By Sales Channel)	BIMTP L01		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin				Period Type, start date, end date
Market Segment Revenue (By Time)	BIMTP L02		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ margin , bim_ dimv_ periods				Period Type, start date, end date
Market Segment Sales Cycle (By Activity)	BIMTP L06		BIM_ OPPR_ CYCLE_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ oppr_ cycle_ summ	bim_ sumv_ sales_ cycle				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Market Segment Sales Cycle (By Campaign)	BIMTP L06		BIM_ OPPR_ CYCLE_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ oppr_ cycle_ summ	bim_ sumv_ sales_ cycle , bim_ dimv_ campai gns				Period Type, start date, end date
Market Segment Sales Cycle (By Channel)	BIMTP L06		BIM_ OPPR_ CYCLE_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ oppr_ cycle_ summ	bim_ sumv_ sales_ cycle				Period Type, start date, end date
Market Segment Sales Cycle (By Period)	BIMTP L06		BIM_ OPPR_ CYCLE_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ oppr_ cycle_ summ	bim_ sumv_ sales_ cycle, bim_ dimv_ periods				Period Type, start date, end date
Market Segment Sales Cycle (By Sales Channel)	BIMTP L06		BIM_ OPPR_ CYCLE_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ oppr_ cycle_ summ	bim_ sumv_ sales_ cycle				Period Type, start date, end date
Sales Channel:										
Sales Channel Comparison (By Activity)	BIMTP L08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Sales Channel Comparison (By Campaign)	BIMTP L08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Sales Channel Comparison (By Channel)	BIMTPL08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Sales Channel Comparison (By Market Segment)	BIMTPL08		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Sales Channel Comparison (By Time)	BIMTPL09		BIM_ CMPGN_ RESP_ SUMM_ PKG, BIM_ CUSTOME R_REV_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ CAMP_ ACQU_ SUMM_ TEMP, BIM_ CMPGN_ PERF_ SUMM, BIM_ CUSTOM ER_REV_ SUMM					Period Type, start date, end date
Sales Channel Revenue Performance (By Activity)	BIMTPL04		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ perf				Period Type, start date, end date
Sales Channel Revenue Performance (By Campaign)	BIMTPL04		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ perf , bim_ dimv_ campai gns				Period Type, start date, end date
Sales Channel Revenue Performance (By Channel)	BIMTPL04		BIM_ CMPGN_ PERF_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ cmpgn_ perf_ summ	bim_ sumv_ camp_ perf				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Sales Channel Revenue Performance (By Market Segment)	BIMTPL04		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_perf				Period Type, start date, end date
Sales Channel Revenue Performance (By Period)	BIMTPL04		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_perf, bim_dimv_periods				Period Type, start date, end date
Sales Channel Product Performance By Product Category	BIMSCLPP		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
Sales Channel Product Performance By Product Group	BIMSCLPP		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
Sales Channel Product Performance By Product Line	BIMSCLPP		BIM_CMPGN_PERF_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_cmpgn_perf_summ	bim_sumv_camp_margin				Period Type, start date, end date
										Period Type, start date, end date
Channel Sale Cycle Time (By Campaign)	BIMTPL05		BIM_OPPR_CYCLE_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_oppr_cycle_summ	bim_sumv_sales_cycle, bim_dimv_campaigns				Period Type, start date, end date
Channel Sale Cycle Time (By Market Segment)	BIMTPL05		BIM_OPPR_CYCLE_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_oppr_cycle_summ	bim_sumv_sales_cycle				Period Type, start date, end date
Channel Sale Cycle Time (By Media)	BIMTPL05		BIM_OPPR_CYCLE_SUMM_PKG	refer to Marketing Int. OLTP tables sheet	bim_oppr_cycle_summ	bim_sumv_sales_cycle				Period Type, start date, end date

Report Name	Report Rdf File Name	OLTP	Con-current Processes	OLTP Tables	Sum-mary Tables	Views	KPIs	Alerts	Work flow	Key Para-meters
Channel Sale Cycle Time (By Time)	BIMTPL06		BIM_ OPPR_ CYCLE_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ oppr_ cycle_ summ	bim_ sumv_ sales_ cycle, bim_ dimv_ periods				Period Type, start date, end date
Channel Sale Cycle Time (By Channel)	BIMTPL05		BIM_ OPPR_ CYCLE_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	bim_ oppr_ cycle_ summ	bim_ sumv_ sales_ cycle				Period Type, start date, end date
Lead:										
Lead Aging	BIMLEDAG.rdf		BIM_ LEAD_ CONV_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ LEAD_ CONV_ SUMM	BIM_ SUMV_ LEAD_ CONV				Period Type, start date, end date
Lead Conversion	BIMLEDPP.rdf		BIM_ LEAD_ CONV_ SUMM_ PKG	refer to Marketing Int. OLTP tables sheet	BIM_ LEAD_ CONV_ SUMM	BIM_ SUMV_ LEAD_ CONV				Period Type, start date, end date

Performance Measures for Marketing Intelligence

We will not be discussing performance measures for Marketing Intelligence in this document.

Performance Issues

We will not be discussing performance issues for Marketing Intelligence in this document.

Set Up Marketing Intelligence

This section contains the tasks required to set up and customize Marketing Intelligence reports and performance measures. The information in this section guides you to:

- Set Up Profile Options

- Verify Inventory Items Assigned to Sales Categories

- Verify Interaction Outcomes and Results

- Run Concurrent Programs

- Set Up and Customize Performance Measures and Alerts

The first four tasks must be completed before users can run Marketing Intelligence reports.

Set Up Profile Options

It is necessary to set up the following Profile Options to run the Marketing Intelligence concurrent programs and reports. These are set up using the System Administration responsibility.

CRM BIS:Period Set Name

This profile is used to set the calendar which will be used for reporting.

CRM BIS:Period Type

This profile is used to set the period level at which you would like to summarize and store your data. For example, if you set the period type to be Month, then the data is summarized and stored by the months defined for the calendar that was chosen in the profile CRM BIS: Period Set Name.

Period Types and Calendars must first be defined in Oracle General Ledger using the GL Super User responsibility.

See: *Oracle General Ledger User Guide* for more information on creating user types and calendars.

Verify Inventory Items Assigned to Sales Categories

In order to report on revenue by product, you must assign inventory items to the sales categories within the Sales Category Set. If no Sales Categories exist, follow these steps:

1. Define Sales Categories within the Sales Category Set. The Sales Category Set has been provided.

2. Assign Inventory Items to the Sales Categories within the Sales Category Set.

   See: *Oracle Inventory User Guide* for details on how to define categories and assign items to categories.

Verify Interaction Outcomes and Results

In order to report on Response Rates, you must set the following flags for Interaction Outcomes and Results:

- Positive Outcome flag for those outcomes that identify the interaction as a Target

- Positive Response flag for those outcomes that identify the interaction as a Response

To set the flags:

1. Log in to the Business Intelligence System and assume the CRM Administrator responsibility.

2. Select the Interaction History Administration form.

3. Set the Positive Outcome Flag to Y for those outcomes that identify the interaction as a Target.

4. Set the Positive Response Flag to Y for those results that identify the interaction as a Response.

Run Concurrent Programs

The Marketing Intelligence reports available with this release of the Business Intelligence System rely on summarized data that is created by running various concurrent programs from Oracle Applications.

The Marketing Intelligence reports available in the Oracle CRM Business Intelligence System rely on summarized data. The summarized data is created by running various concurrent programs from Oracle Applications.

To ensure that your BIS users always have up-to-date information for their reports, we suggest that you schedule the concurrent programs to run at specified intervals. Use the Oracle Applications Standard Request Submission (SRS) feature to schedule the programs.

See: *Oracle Applications System Administrator Guide*

You can run the programs either individually or collectively using the request set that we provided. We suggest that you run the programs collectively using the request set provided to collect your data. You need to log in using the Marketing Intelligence Collection Manager responsibility in order to run the programs.

Run the concurrent program CSTBISLD - BIS Margin Analysis Load Run before you run the other Marketing Intelligence concurrent programs. This program collects revenue and margin information, which is used by some of the other Marketing Intelligence concurrent programs.

Before running any of the Marketing Intelligence programs, You will need to complete the first three following steps:

- Set up profile options for Reporting Calendar and Period Type

- Assign Inventory Items to Sales Categories

- Set up interaction outcomes and results

To run the program CSTBISLD-BIS Margin Analysis Load Run, follow these steps:

1. Navigate to the Submit Requests window.

2. Choose the option Single Request.

3. Choose the program BIS Margin Analysis Load Run from the list of values.

Specify the Program Parameters:

From Date (optional parameter): If you leave it blank, the program will process the data from the beginning.

To Date (optional parameter): If you leave it blank, the program will process all the data up to the current system date.

Overlap Days (optional parameter): If the Load Option is Incremental and From date is not blank, then the program will process the data from the previous program run date (overlap days) up to the To Date.

Load Option (mandatory parameter): Set to Refresh or Incremental.

If you choose the refresh option, then the program will process all the data right from the beginning. We recommend that you run the program with the incremental option.

4. Submit your request.

To run the Marketing Intelligence Data Collection concurrent programs collectively, follow these steps:

1. Navigate to the Submit Requests window.

2. Choose the option Request Set.

3. Choose the Request Set BIM OLTP COLLECTION.

Specify the Program Parameters for the first collection program.

Period Year: The Year you would like to collect the data.

Start Period: Enter the period number for the start period.

For example, if the CRM BIS:**Period Type** profile is set to Month, then the valid period numbers will be from 1 to 12.

End Period: Enter the period number for the end period.

If you do not specify any parameters, then the data will only be collected for the current period as determined by the profile option.

4. Submit your request.

To run the Marketing Intelligence Data Collection concurrent programs individually, follow these steps:

1. Navigate to the Submit Requests window.

2. Choose the option Single Request.

3. Choose a concurrent program from the list of values.

Specify the Program Parameters as mentioned above.

4. Submit your request.

Note: If you change the above profile options after the data has been collected for the first time, we recommend you run the programs to recollect all your data from the beginning -- if you do not recollect all your data from the beginning, you might get incorrect data in your reports.

The collection details for each concurrent program can be viewed in the concurrent program's log files.

Set Up and Customize Performance Measures and Alerts

The person doing this work must have the appropriate security level in order to accomplish these tasks. Please refer to the *Oracle BIS 11i User Guide Online Help* for additional information about the Performance Measures and the Performance Management Framework.

Viewing Performance Targets

1. Log on to the Business Intelligence System Personal Homepage.

2. Choose BIM Performance Management Framework menu option from the Navigate Region.

3. Choose Performance Targets submenu. The Performance Target Level Selection screen appears.

4. Choose a Target Level from the list of values.

5. Choose an Organization from the list of values.

6. Click on Find Targets. The dimensions associated with the chosen measure appear.

7. Choose values for the dimensions. If no values are chosen, all targets for the chosen organization displayed.

8. Click on Retrieve. A table of target data for the Standard business plan is displayed.

9. To view targets for a different business plan (for example, the Industry Benchmark), choose the desired business plan from the List of Values.

10. Click on Refresh. A table of target data for the chosen business plan is displayed. To view the next 10 values, click on Next 10, and so forth.

11. When finished viewing targets, click one button. The Targets screen appears.

Set Up Performance Targets

1. Log on to the Business Intelligence System Personal Homepage.

2. Choose the BIM Performance Management Framework menu option from the Navigate Region.

3. Choose the Performance Targets submenu. The Performance Target Level Selection screen appears.

4. Choose a Target Level from the list of values.

5. Choose an Organization from the list of values.

6. Click on Find Targets. Dimensions associated with the chosen performance measure, target level and organization appear.

7. Choose values for the dimensions. If no values are chosen, all targets for the chosen organization (of the selected measure) are displayed.

8. Click on Retrieve. A table of target data for the Standard business plan is displayed.

9. To view targets for a different business plan (for example, the Industry Benchmark), choose a Business Plan from the list of values.

10. Click on New. The Performance Target Details screen, with additional regions, appears.

11. Choose a Dimension value from the list of values.

Selecting Business Plans

12. Choose a Business Plan from the list of values.

13. Enter a numeric value in the Target field.

If a function has been set to compute the target, entering a number in the Target field overrides the computing function.

Filling-in Tolerance Ranges and Selecting Responsibilities

14. Enter the first Tolerance Range percentages for this target.

15. Choose the responsibility to be notified if Actual performance falls outside of the first tolerance range.

16. Repeat steps 14 and 15 for the second and third tolerance ranges.

We recommend notifications be escalated as the tolerance range increases.

17. Click on Done to save your work. The target data table with the new targets appears.

18. Click on the Home icon at the top of the window to return to the Personal Homepage.

You can now monitor the performance of the actual value compared to the target on the Personal Homepage.

At any point, you can click on Save Changes to save your intermediate work.

Testing Marketing Intelligence

This test plan is intended to verify the operations of the following functions:

- Login to Self-Service Web Application (SSWA), select Marketing Intelligence Reports
- Parameter Selection fully functional
- View By's Functionality
- Reports Graphing Accuracy
- Reports Data Accuracy
- Reports Consistency in Look and Feel
- Table Data Display Accuracy
- Table Display Look and Feel
- View Bys
- Drill Down link accuracy
- Related Reports link accuracy

This test does not verify the following:

- Whether or not the Oracle Marketing Product is working
- Whether or not other Oracle Applications are working correctly
- Whether or not, the PHP is fully functional
- Whether or not PMF's are working
- Whether or not other BIS products are working

The following is a list of Process Flows:

- Login to SSWA, select Marketing Intelligence Reports

- Parameter Selection fully functional

- View By's Functionality

- Reports Graphing Accuracy

- Reports Data Accuracy

- Reports Consistency in Look and Feel

- Table Data Display Accuracy

- Table Display Look and Feel

- Drill Down link accuracy

- Related Reports link accuracy

- Data Testing

The following assumptions are made in order to execute the test plan:

- Graph Item functionality is functional

- Geography dimension exists

- There are no product and geography view bys

- Save as Default functionality is functional

- For the Campaign dependent parameters, "All" is represented as blank values for campaign type and campaign status values

- For the Campaign Activity dependent parameters, "All" is represented as blank values for campaign activity type and activity and channel

- Campaign Activity reports drill down to Marketing Channel reports

Follow these steps to test Marketing Intelligence:

1. Login to the BIS PHP using 2 different users created previously and ensure that the default PHP is appearing for both logins.

2. Login to SSWA.

Login as Regular User: Regular User Functionality.

3. Click on the Exit icon on the top bar of the PHP.

You will be sent back to the SSWA log-in page.

4. Login to SSWA.

Login as Super User: Super User Functionality.

5. Click on the Exit icon on the top bar of the PHP.

You will be sent back to the SSWA log-in page

Printing Marketing Intelligence Reports from the Web Browser

While printing the report from your web browser, you might experience large font sizes on your printed report. To resolve this problems, follow these steps to change your browser settings:

1. Go to Tools and select Internet Options.

2. Under the General tab, click on the Accessibility button.

3. Check the box, Ignore font sizes specified on the web pages.

It is listed under, Formatting.

4. Save your work.

5. Click Done.

In the PHP, do not define more than one report in the Plug.

If you define more than one report, you will delay displaying the PHP page. Reports defined in the plug area runs sequentially, and the PHP page will be displayed only after you complete defining all the reports in the plug area.

Troubleshooting Marketing Intelligence

No troubleshooting issues for this document.

Related Documentation and Resources

Marketing Intelligence documentation is available through iHelp and the BIS Implementation Guide. Click the help icon on each report to refer documentation for that report while accessing the Marketing Intelligence reports.

For additional information on Marketing Intelligence, as well as other related products, refer to Metalink and www.oracle.com.