OAKLAND
AGRI-BUSINESS SOLUTIONS

connect
WINTER 2012-2013

Business Intelligence & Analytical Processing
Still, Life Requires **Wisdom**

By Roger Oakland • President • roakland@oaklandcorp.com

We live in an age of Information Technology. Oakland has released Business Intelligence software that "will just blow your socks off" - remember that old phrase? Our society has the ability to analyze and calculate anything we might want to know. Political Parties analyzed the race right down to the precinct. If you were on the bubble, the candidates visited every week.

Since I travel to Haiti often I watch the Weather Channel for Hurricane Updates. Most Haitians don't have access to the Weather Channel, so when a hurricane is predicted, they pray a lot. Hurricane Sandy was predicted, and in the end performed exactly as all the models agreed - **Business Intelligence (BI) & Analytical Processing** is everywhere. Did our ability to predict Sandy's path direct Sandy's path? Probably not, but people react differently when we have definitive information. People might have prayed more before we had **BI** for hurricanes.

So do you really need **Business Intelligence**? Truthfully, I don't know the answer as well as you would know. Do your competitors have information about their business that you don't have? 95% of our users have the technology to use **Business Intelligence & Analytical Processing** - it will cost the 95% nothing more than to come to an Oakland Workshop to learn how to use **BI** to get data out of your Oakland System.

One manager said "I'm not sure my people will use it." I responded "the younger employees will use it and expect it to be there." There is no question that younger staff think differently than "more mature" staff. If you are "more mature" like me, consider allowing younger staff to gather some **Business Intelligence**, and then you can teach them the value of **Wisdom**.

If you ever watch EWTN you might have heard Mother Angelica's quote from September 1994, "It sounds like your friend has been educated beyond his intelligence." You will be fine even if you don't know how to gather the **BI**, because **Life Still Requires Wisdom.**

At this blessed time of the year, with blessings even in severe drought, calamity and hardship, remember to **Give Thanks** and praise the One for Whom the Season is named!! We are thankful for your business.

Roger & Lois Oakland

Holiday Closings

- **Thanksgiving**
  Thursday, November 22nd
  Friday, November 23rd

- **Christmas**
  Monday, December 24th
  Tuesday, December 25th

- **New Year's Day**
  Tuesday, January 1st

New Oakland Clients

- **Farmers Cooperative Compress**
  Lubbock, Texas

- **FTF, Inc.**
  Marble Rock, Iowa

- **Producers Grain**
  El Dorado Springs. Missouri

- **Mount Hamill Elevator & Lumber**
  Mount Hamill, Iowa

Excel OLAP Workshops

- **Wednesday, December 12th**
- **Wednesday, January 16th**
- **Wednesday, February 13th**

Read the *"Excel OLAP Workshops"* article (*Page 4*) for more info about the workshops

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Industry-Specific Agribusiness Management Software
Accounting | Agronomy | Fuel | Grain

800.383.5114
www.oaklandcorp.com

Development Sneak Peek
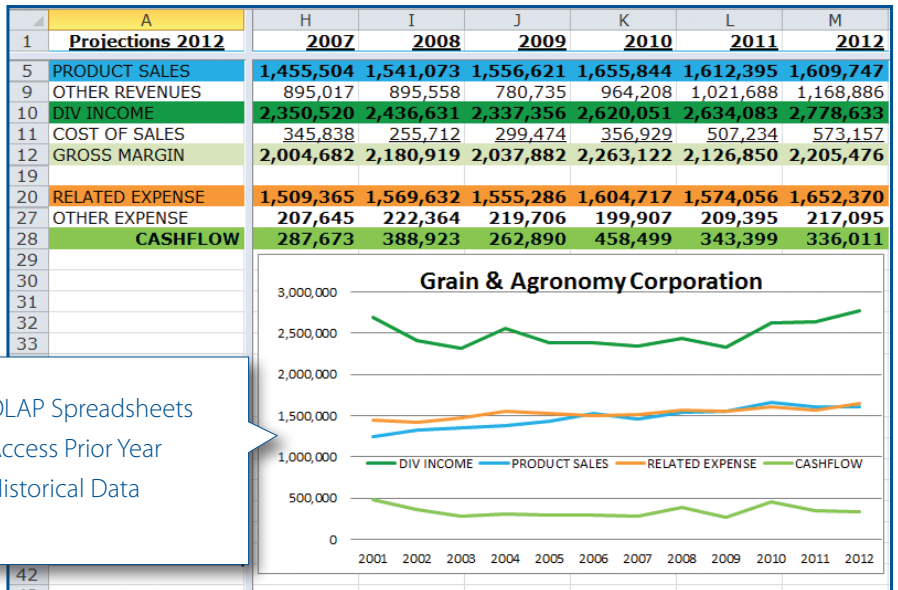## Customer Business Analysis Tools

Wavern DeJong
Support & Installation Tech
wdejong@oaklandcorp.com

"Have you seen what Oakland's been working on? It Scares Me!"

- Thousands of Customers
- Hundreds of Products
- Millions of Ticket Detail Lines
- Dozens of Locations
- Over the last 60 Months?
- 50,000 record reads per item
- Well it might take a minute – OK?
- Export to Excel? – NO the inquiries are **live in Excel**

The Customer Business information is gathered from our Patronage system. You're not a cooperative? It's still there; I'll get it for you. So I was looking at a 5 line view in the Oakland System, with Customer Sales + Customer Purchases totaling $100+ Million for the company.

A few drill downs in a few seconds, and I am looking at individual customer's impact on Agronomy Sales, ranked high to low by quantity or dollars - by GL#, with detail to the invoice. Want to compare ranking for last year, or 2 years ago? Just drill down on this column.

Projections 2012	2007	2008	2009	2010	2011	2012
PRODUCT SALES	1,455,504	1,541,073	1,556,621	1,655,844	1,612,395	1,609,747
OTHER REVENUES	895,017	895,558	780,735	964,208	1,021,688	1,168,886
DIV INCOME	2,350,520	2,436,631	2,337,356	2,620,051	2,634,083	2,778,633
COST OF SALES	345,838	255,712	299,474	356,929	507,234	573,157
GROSS MARGIN	2,004,682	2,180,919	2,037,882	2,263,122	2,126,850	2,205,476
RELATED EXPENSE	1,509,365	1,569,632	1,555,286	1,604,717	1,574,056	1,652,370
OTHER EXPENSE	207,645	222,364	219,706	199,907	209,395	217,095
CASHFLOW	287,673	388,923	262,890	458,499	343,399	336,011

OLAP Spreadsheets Access Prior Year Historical Data

Grain & Agronomy Corporation
(Chart legend: DIV INCOME — PRODUCT SALES — RELATED EXPENSE — CASHFLOW)

Use Business Intelligence to Forecast Growth!
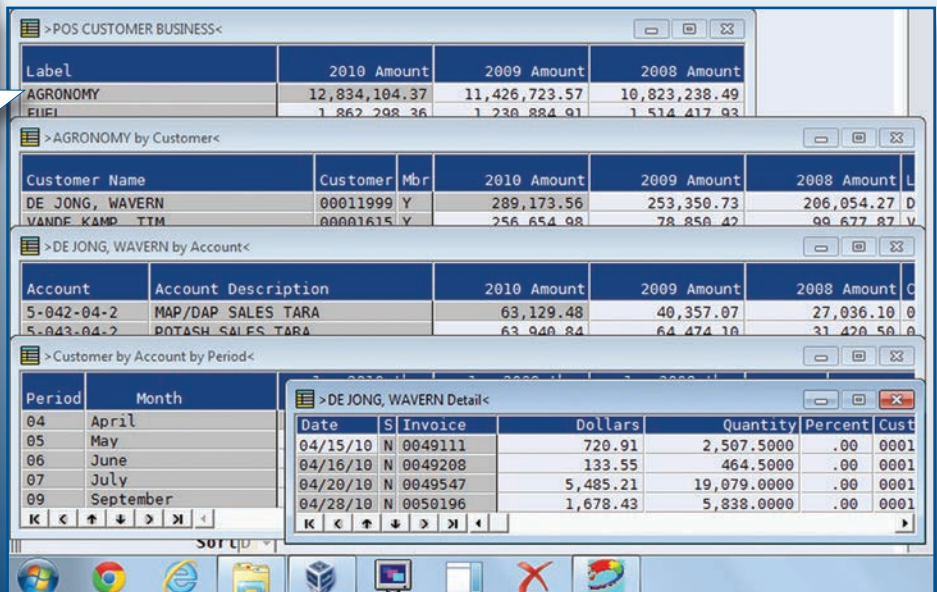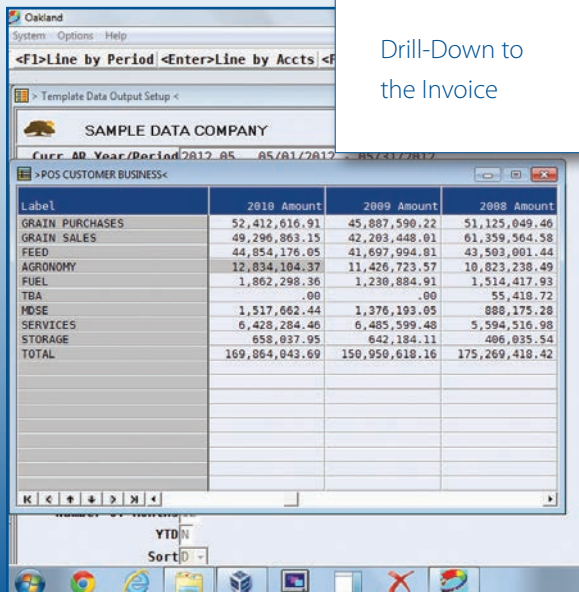
Chuck Carlson
Vice President
ccarlson@oaklandcorp.com

I remember the days when Controllers and CFOs had to wait for month-end activity to be compiled to generate the reports Management needed to make decisions. "Reports" has always been a good name for it because the information was reporting "after the fact". In those days, Management looked at budgets and "reports" to manage "after the fact".

However today, with the advancements of technology, **Business Intelligence** changes the way businesses operate now and well into the future. Rolling-forecasts are replacing budgets in the modern business world with the help of **BI**.

In a May 2011 article, "**Let It Roll**" by Russ Banham in **CFO Magazine**, Banham quotes Steve Player of the *Beyond Budgeting Roundtable* saying, "In the old days, the CFO sat in the back of the ship recording what happened. Now, the CFO stands on the bridge looking forward and adjusting for variables." **Business Intelligence** provides the tools to forecast and manage outcomes from the start instead of "after the fact." *- Let It Roll • CFO Magazine - http://www.cfo.com/printable/article.cfm/14570220*

Drill-Down to the Invoice

Business Intelligence - your data, anytime, anywhere
Now You Can Fly!

Arlen Oakland • *Sales Team Leader* • *aoakland@oaklandcorp.com*

It has been a very interesting year!! Development designed the **Business Intelligence** product in 2011, but until we actually saw **BI** in May 2012, and started testing it, our Sales Team didn't comprehend what it would really do.

Two years ago, a manager told our Sales Team that he wanted to be able to get information out of the Oakland System without knowing how to run Oakland. We thought "How can you get data out if you don't know how the System works?" **That *is* Business Intelligence.**

Management doesn't necessarily know how to run their accounting system, but they all know how to use **Microsoft Excel** and other Analytical Tools. Excel 2007 & 2010 have developed some really nice Pivot Table and On Line Analytical Processing (OLAP) tools. **OLAP is really the heart of BI.** Here's how it works:

1. Accounting/Grain/Agronomy/Fuel Staff builds a **Template**. A Template is an easy to use Oakland Systems tool to OPEN the data you want to see in Excel.
2. Management opens *Excel* and uses the *Connections* feature to connect to **OLAP** on the Oakland Server.
3. Anytime Management wants to **Refresh** their Excel Sheet, OLAP will update the Sheet from the Oakland General Ledger, Inventory or Patronage Systems.

It's that easy. If you don't want to update your Excel Sheet, don't Refresh. You can save Sheets under other names for permanent copies of your own Monthly Financials. **OLAP** has password capability to prevent unauthorized use. You can copy and paste Sheets and Graphs into any Microsoft Office compatible product.

It's like we took our OPENworkshop 8.7.1 Clients to the airport, and showed them how to FLY!! Your data is OPEN, where do you want to go? Come to an Oakland Workshop this winter and learn how to **FLY this BI plane** right on your laptop. The workshop is free.

What if your company doesn't want to fly the plane? Can Oakland gather the Business Intelligence for you? Yes we can!! We call that Oakland Management Suite. OMS is for companies that want Oakland to *fly the BI plane* for them. It includes unlimited custom Templates and no annual Support Fee until 2014.

Solid State VPN2

Aaron Shaw
I.T. DIrector
ashaw@oaklandcorp.com

Oakland's IT Department was busy this fall installing our new VPN2 solutions for those clients who purchased an upgrade. **Thank you to our clients for helping make this a resounding success.**

Our new VPN2's are designed for maximum uptime for your business. By eliminating the need for fans, you no longer have to worry about VPN's getting filled with dust, causing the system to overheat and fail. Traditional spinning hard drives have been replaced by **Solid State Drives**, reducing boot times to a matter of seconds. A new compact design reduces the footprint to a quarter of the size of an original VPN1.

We've also completely redesigned the underlying software, allowing us to protect your business even more. All these software changes allow us to continue to develop and add features to the new VPN2's. Whether it's uptime or security, **we understand how critical the internet is in today's business world.**

Unsure if your business purchased a VPN2 upgrade? Please contact Arlen Oakland or John Mogren for more information.

- Current
- 30+ Days
- 60+ Days
- Over 90 Days
  in Pie Chart

Mouse-over shows last 12 months Business per Customer

Oakland Management Suite includes:

- Unlimited Custom Templates
- POS Aging Stoplight
- Customer Business Chart
- Long & Short Gauges

Customizable Alarm

Connecting to Oakland Data
Live within Excel
Hands-on Training Workshop

Dan Oakland
New Products Development
doakland@oaklandcorp.com

Tim VandeKamp
Support & Installation Tech
tvandekamp@oaklandcorp.com

Oakland Clients who have upgraded to Thoroughbred 8.7.1 + XML can now access **General Ledger and Inventory Templates** as a Microsoft-compatible Analysis Services Datasource. As detailed elsewhere in this newsletter, this means you have a connection providing access to **live data** in these modules – with **Customer Business** coming in the next release!

Learning the ins and outs of this new way to analyze your Oakland data can take a little time – we recognize this, and we're providing free training workshops in Story City to help get you started. The workshops are limited in size, due to them being a bit like a computer lab: you can **bring your own laptop** and access your company's Oakland System during the class. That way you're learning the new features using the accounts, products, and names that you already recognize.

The workshop itself is primarily intended for individuals who will be **creating templates and spreadsheets** for your company's Management Team. Familiarity with your company's General Ledger and Inventory modules is recommended. We also require that you bring a laptop with Excel 2007, 2010, or 2013 with you in order to participate. If you do not have a laptop that meets these requirements, we have a very limited number available for use each session.

Workshops run from 9:30am to 2:30pm, and we will be available afterward for additional discussion. Lunch is provided at no cost. We plan to continue workshops, with perhaps online workshops if there is interest. Due to the nature of the seminars, it does take a little time for us to set everything up – **please call Dolores** to reserve your spot and get more information on this unique opportunity.

Come with your laptop and **leave with spreadsheets** you can quickly refresh each month to report, chart, and analyze your business!

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