

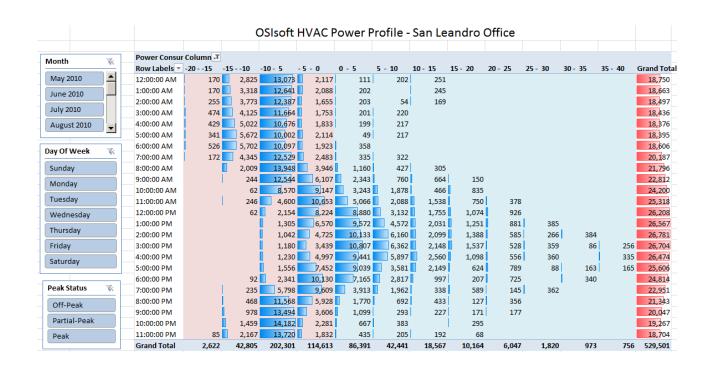
Presented by

Curt Hertler
Marketing Manager
OSIsoft

Agenda

- Business Intelligence (BI) Technologies
 - Multidimensional Data Analysis
 - Operational Intelligence
- Introduction to "Self-service BI"
 - PLAF
 - PI OLEDB Enterprise 2010
 - Microsoft PowerPivot for Excel 2010
 - Microsoft SharePoint 2010 Enterprise
- Example Walk Through
- Other Examples and Additional Information

Business Intelligence (BI) Technologies



Multidimensional Data Analysis

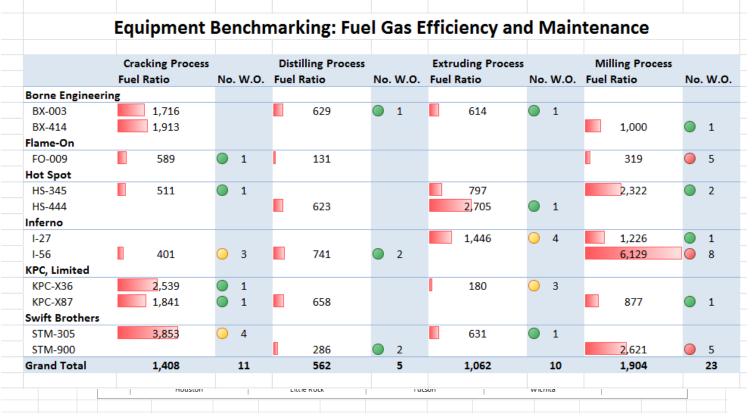
Quick, ad hoc, aggregation of large amounts of interesting data (facts), based on user-selected criteria (dimensions), to identify opportunities for improvement.



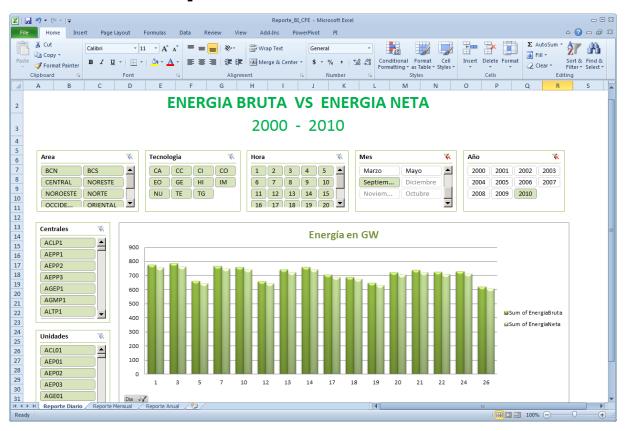
Critical HX Monitoring

	Water				Heat	
	Velocity	Skin Temp	CW Flow	U-Value	Load	Heat Flux
Exchanger 💌	Feet/Sec	Deg. F	GPM	BTU/(hr/ft2/deg F)	MMBTU	BTU/hr/ft2
E-163-A	3.70	77	2237	45.5	5.1	352.1
E-163-C	3.80	78	2298	48.0	5.8	401.1
E-191-A	2.31	101	4360	62.8	36.6	2782.4
E-191-B	3.08	80	4360	52.1	13.7	1027.2
E-256-A	2.46	97	1726	117.8	6.4	1082.2
E-256-B	2.47	89	1732	130.8	5.4	911.8
E-256-C	2.46	84	1728	141.9	8.0	1362.3
E-271	4.43	132	1930	153.3	40.9	9922.5
E-343	1.79	97	249	63.3	2.6	2443.0
E-38-A	1.81	105	3752	50.9	34.2	2378.9
E-38-B	1.95	82	3731	48.6	13.1	980.1
E-77-A	2.23	105	4204	61.8	36.4	2768.5
E-77-B	2.16	84	4246	57.1	19.0	1391.1
E-98-A	1.58	108	2986	47.3	29.3	2227.0
E-98-B	1.54	86	3013	45.3	15.6	1141.8

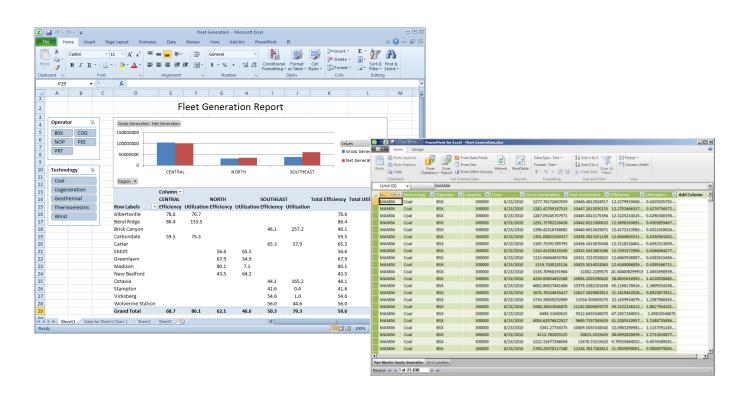
Operational Intelligence



Customer Example: CFE Mexico



Introduction to "Self-Service" BI



OSIsoft / Microsoft BI Stack











Self-service BI Toolkit for the PI System

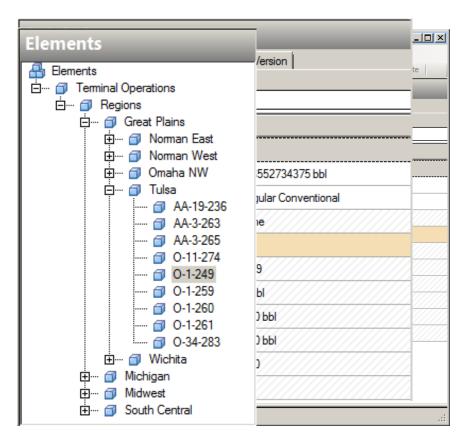
- Facts and Dimensions
 - PI AF (PI System 2010)
- Datasets for BI Data Extraction
 - PI OLEDB Enterprise 2010 (PI for Office 2010)
- Desktop Analysis and Cube Configuration
 - Microsoft PowerPivot for Excel 2010
- Enterprise Accountability
 - Microsoft PowerPivot for SharePoint 2010
 - Microsoft SharePoint 2010 Enterprise
 - Microsoft SQL Server 2008 R2 Enterprise or above

Example: Product Inventories



PI AF Associates Facts and Dimensions

mensions Dimensions Hierarchy **Templates** Categories



PI OLEDB Enterprise 2010

Daciens - AF **Accompagn** der

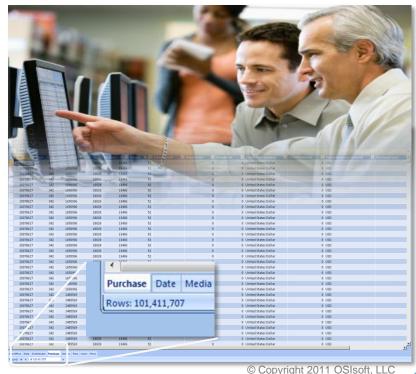
	T 1.15	-		Tank ID	Type	Region	Teminal	N . 1221	
	Tank ID	Time	001	23-373	Tank	Great Plains	Noman East	Nominal Volu	me
000001	T-14	9/20/2010 5:58:.	002	12-372	Tank	Great Plains	Noman East	50250	
000002	T-14	9/20/2010 6:58:.		24-374	Tank	Great Plains	Noman East	50250	
000003	T-14	9/20/2010 7:58:.		24-374	Tank	Great Plains	Noman East	50250	
000004	T-14	9/20/2010 8:58:		24-376	Tank	Great Plains	Noman East	50250	
000005	T-14	9/20/2010 9:58:	005	40-370	Tank	Great Plains	Noman East	50250	
				41-371					
000006	T-14	9/20/2010 10:58	007		Tank	Great Plains	Noman East	50250	
▶ 000007	T-14	9/20/2010 11:58		52-377	Tank	Great Plains	Noman East	50250	
000008	T-14	9/21/2010 12:58	009	15-11	Tank	Great Plains	Omaha NW	50250	
000009	T-14	9/21/2010 1:58:		35-1	Tank	Great Plains	Omaha NW	50250	
			011	35-2	Tank	Great Plains	Omaha NW		
000010	T-14	9/21/2010 2:58:.	012	35-9	Tank	Great Plains	Omaha NW	50250	
000011	T-14	9/21/2010 3:58:.	013	55-12	Tank	Great Plains	Omaha NW	50250	
000012	T-14	9/21/2010 4:58:.	014	55-3	Tank	Great Plains	Omaha NW	50250	
000013	T-14	9/21/2010 5:58:.	015	55-7	Tank	Great Plains	Omaha NW	50250	
000014	T-14	9/21/2010 6:58:	016	80.4	Tank	Great Plains	Omaha NW	50250	
			017	80.6	Tank	Great Plains	Omaha NW		
000015	T-14	9/21/2010 7:58:.	018	T-1-3	Tank	Great Plains	Omaha NW	50250	
000016	T-14	9/21/2010 8:58:.	019	AA-10-2	Tank	Great Plains	Omaha NW	50250	
000017	T-14	9/21/2010 9:58:.	020	T-8-1	Tank	Great Plains	Omaha NW	50250	
000018	T-14	9/21/2010 10:58	021	RB-10-1	Tank	Great Plains	Omaha NW	50250	
	Ready	•	022	AA-19-236	Tank	Great Plains	Tulsa	Ch 1 INS	s //

Introducing PowerPivot for Excel 2010

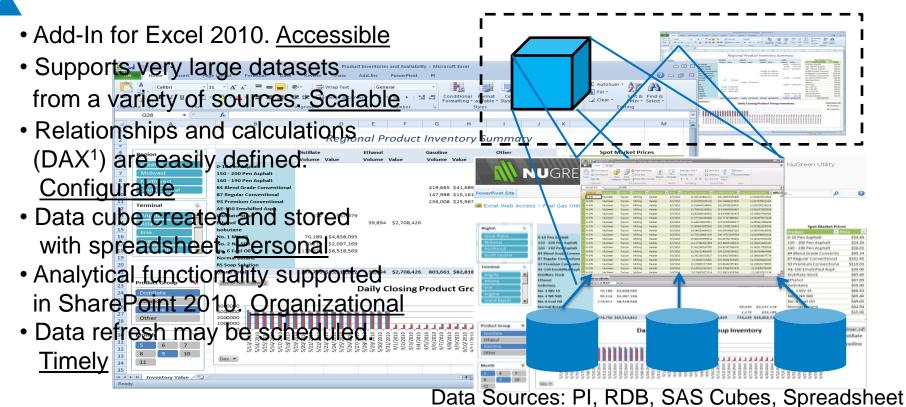
Excel.2010

Empowering The End User

- Enable users to perform self-service analysis and intuitively build their own BI solutions
- Allow users to interactively explore and perform calculations on large data sets
- Integrate data from multiple sources
- Minimize dependence on IT support

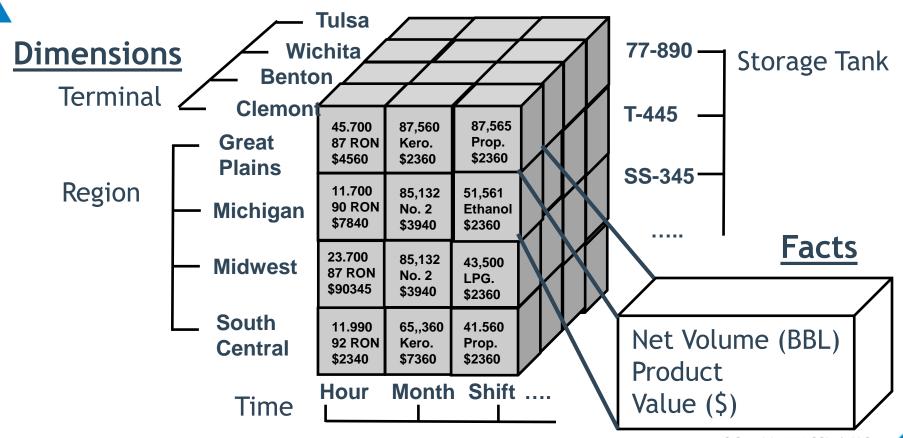


Microsoft PowerPivot for Excel 2010



Data Analysis Expression Language

Multidimensional Data "Cube"



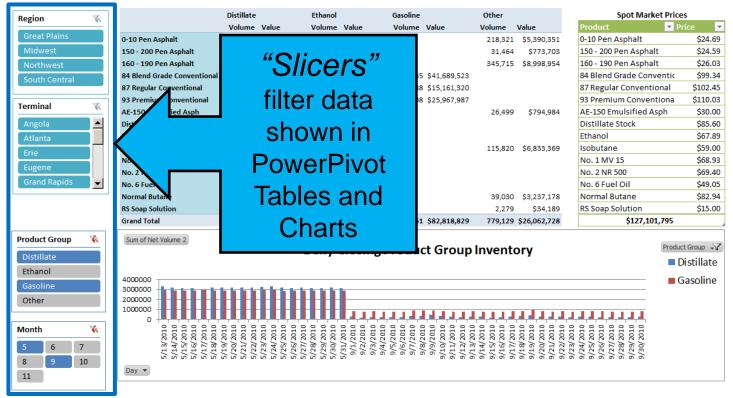
Example Walk Through

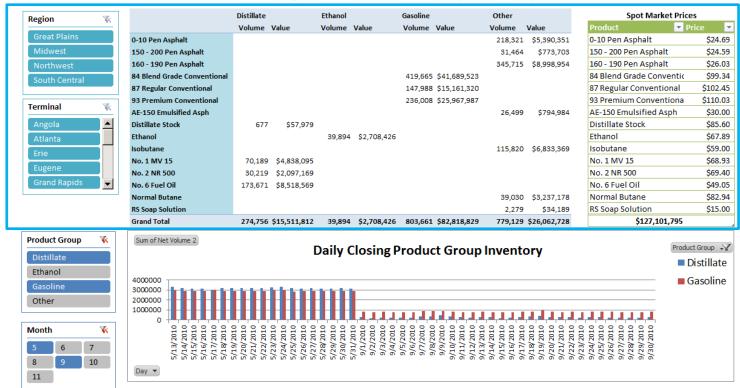


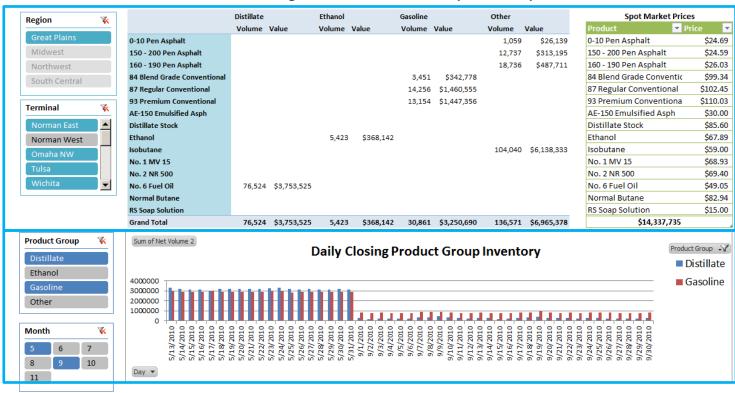
						,		•
	Distillate		Ethanol		Gasoline		Other	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
0-10 Pen Asphalt							1,059	\$26,139
150 - 200 Pen Asphalt							12,737	\$313,195
160 - 190 Pen Asphalt							18,736	\$487,711
84 Blend Grade Conventional					3,451	\$342,778		
87 Regular Conventional					14,256	\$1,460,555		
93 Premium Conventional					13,154	\$1,447,356		
AE-150 Emulsified Asph								
Distillate Stock								
Ethanol			5,423	\$368,142				
Isobutane							104,040	\$6,138,333
No. 1 MV 15								
No. 2 NR 500								
No. 6 Fuel Oil	128,444	\$6,300,192						
Normal Butane								
RS Soap Solution								
Grand Total	128,444	\$6,300,192	5,423	\$368,142	30,861	\$3,250,690	136,571	\$6,965,378

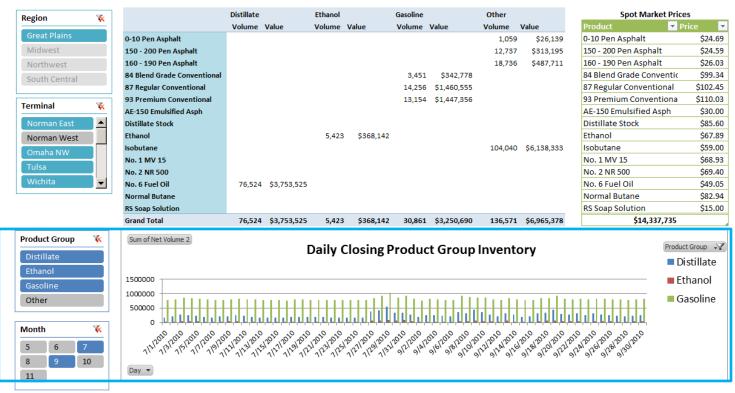
Spot Market	Pric	es	
Product	₹ [Price	¥
0-10 Pen Asphalt		\$24.6	59
150 - 200 Pen Asphalt		\$24.5	59
160 - 190 Pen Asphalt		\$26.0)3
84 Blend Grade Conver	ntic	\$99.3	34
87 Regular Convention	al	\$102.4	15
93 Premium Conventio	na	\$110.0)3
AE-150 Emulsified Asp	h	\$30.0	00
Distillate Stock		\$85.6	50
Ethanol		\$67.8	39
Isobutane		\$59.0	00
No. 1 MV 15		\$68.9	93
No. 2 NR 500		\$69.4	10
No. 6 Fuel Oil		\$49.0)5
Normal Butane		\$82.9	94
RS Soap Solution		\$15.0	00
\$16.884.4	102		

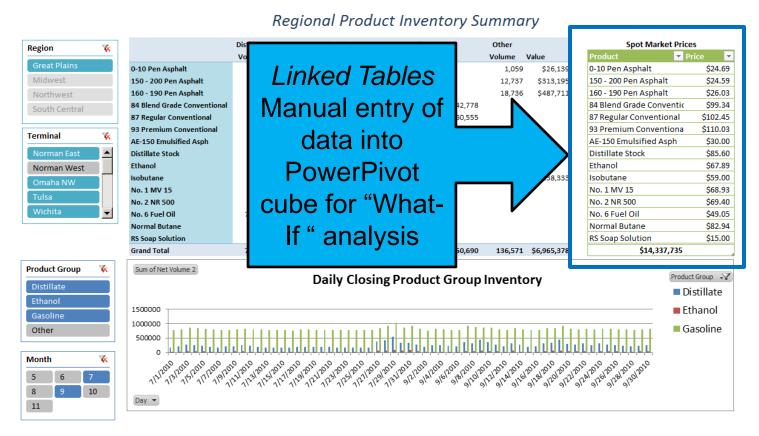






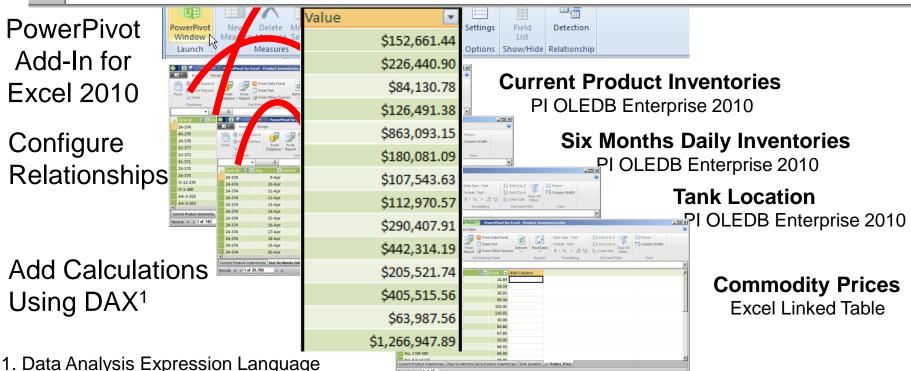




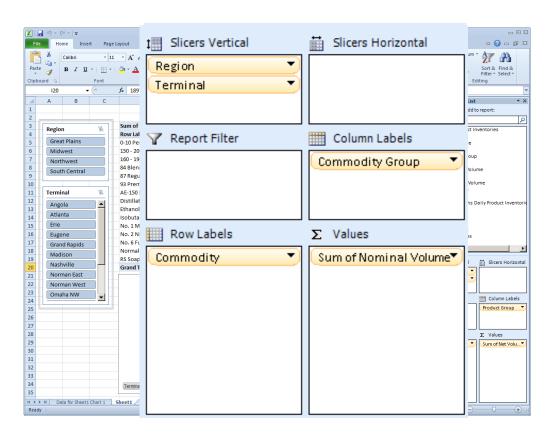


Import Data into PowerPivot

| ='Current Product Inventories'[Net Volume]*RELATED(Product_Prices[Price])



Build PowerPivot Tables and Charts



SharePoint 2010 Enterprise

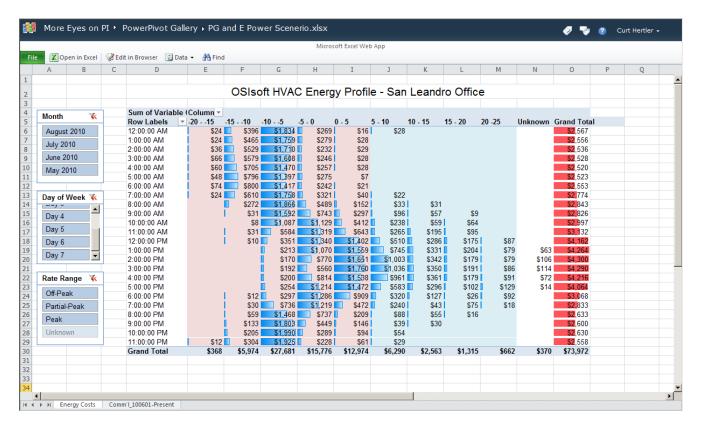


Other Examples and Additional Information

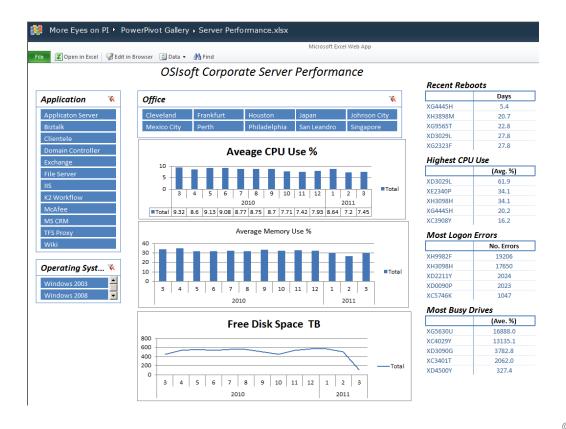


WWW.PowerPivot.com

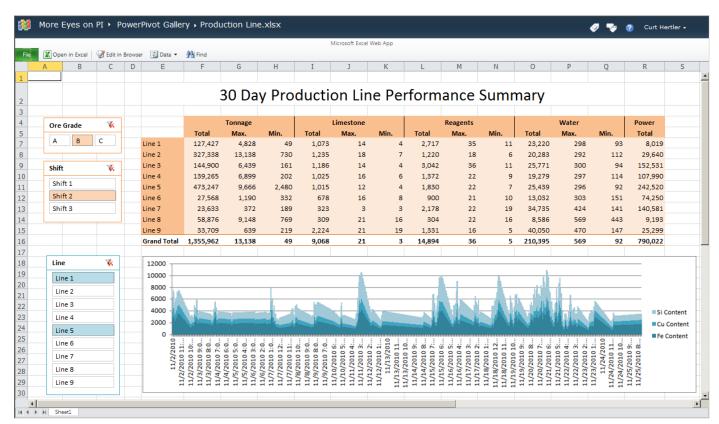
Performance Profiling



Historical Analytics

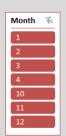


Feedstock Analysis



Energy Benchmarking

Refinery Process Energy Performance



Fuel Gas

	Cadereyta		adereyta Madero			Minatitlan			Salamanca			Salina Cruz			Tula		
	Fuel Gas	KPI		Fuel Gas	KPI		Fuel Gas	KPI		Fuel Gas	KPI	F	uel Gas	KPI	Fuel Gas	KPI	
Atmospheric Distillation	51,793		360	224,972		6,280	134,225		1,420	68,80	6	705	64,844	1	78 56,49	94	324
Catalytic Cracking	278,199		1,935	58,958		1,644	115,170		621	105,80	1	290	233,786	1,6	95 48,94	19	180
Coking	63,198		640	313,243		4,371	369,317	7	1,993	152,72	3	419	158,108	5	73 112,66	58	667
Naphtha Reforming	399,678		1,390	201,529		2,810	355,541		1,880	114,36	3	585	257,313	7	38 111,69	92	810
Vacuum Distillation	268,052		2,718	64,796		1,808	268,052	2	1,447	47,50	2	130	116,704	6	70 95,23	32	691
Grand Total	1,060,919		1,405	863,497		3,442	1,242,304	ļ.	1,540	489,19	5	452	830,754	7	38 425,0	36	534



Power

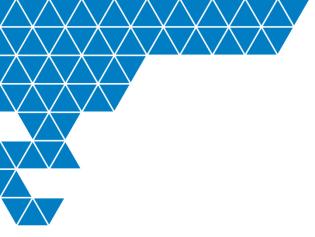
	Cadereyta		Cadereyta		Cadereyta		Ma	adero	M	linatitlan		Sa	lamanca	Sa	lina Cruz	Τι	ıla		
	Power	KPI	Po	wer KPI	I Po	ower KP	ı	Po	wer KPI	Po	wer KPI	Po	ower KPI						
Alkylation	47,596	5	166	40,324	204	26,642		141	49,667	254	31,515	90	36,495	108					
Atmospheric Distillation	19,646	5	137	17,576	491	12,693		134	46,605	478	21,618	59	17,465	100					
Hydrodesulfurization	19,640)	137	15,497	433	14,461		78	34,161	94	18,606	135	10,306	38					
Isomerization	68,325	5	346	36,169	505	29,858		81	25,078	34	26,840	97	34,935	103					
Naphtha Reforming	17,571		122	15,502	433	17,568		186	17,571	180	19,649	113	17,568	127					
Vacuum Distillation	17,571		178	15,803	441	18,404		99	17,463	48	30,017	172	19,644	142					
Viscosity Reduction	41,429		420	27,836	295	23,793		244	18,398	51	36,240	263	34,167	126					
Grand Total	231,778	3	224	168,707	390	143,418		132	208,944	159	184,485	124	170,579	106					

Steam

	Cadereyta		Madero		Minatitlan		Salamanca		Salina Cruz		Tula	
	Steam	KPI	Steam	KPI	Steam	KPI	Steam K	(PI	Steam	KPI	Steam K	PI
Catalytic Cracking	83,054	2,496,184	5,411	648,901	78,735	1,836,299	31,168	369,676	50,343	1,576,865	30,968	492,846
Hydrodesulfurization	83,147	2,499,231	39,974	4,819,694	130,631	3,046,725	61,698	731,795	83,107	2,603,643	87,594	1,394,113
Isomerization	65,913	2,887,268	22,777	2,745,139	22,517	525,042	87,419	1,036,924	66,069	2,069,844		
Naphtha Reforming	48,691	1,463,163	117,843	14,213,667	97,717	4,466,824	48,640	2,151,786	100,362	2,488,704	61,674	1,931,916
Grand Total	280,805	9,345,846	186,004	22,427,401	329,601	9,874,891	228,925	4,290,180	299,880	8,739,056	180,236	3,818,875

Resources

- OSIsoft Resources
 - Recorded Users Conference 2010 and 2011 Presentations
 - Recorded OSIsoft vCampus Presentations
 - Prescriptive Architecture Guides
- Books
 - "PowerPivot for the Data Analyst", Bill Jelen
 - "Practical PowerPivot & DAX Formulas for Excel 2010", Art Tennick
- Microsoft Resources
 - PowerPivot (www.PowerPivot.com)
 - CFE Case Study (www.microsoft.com/casestudies/Microsoft-Sharepoint-Server-2010/Comisi-n-Federal-de-Electricidad-CFE/Mexico-s-Electrical-Utility-Sees-Saving-Millions-of-Dollars-through-Collaborative-BI/4000007996)
 - Windows Azure DataMarket (datamarket.azure.com)



Thank you