

This getting started was created for the administrators of Narrowcast Server of MSTR Analytics Enterprise.



We used Adobe FrameMaker as the authoring tool, to create and publish the guide in the PDF format.



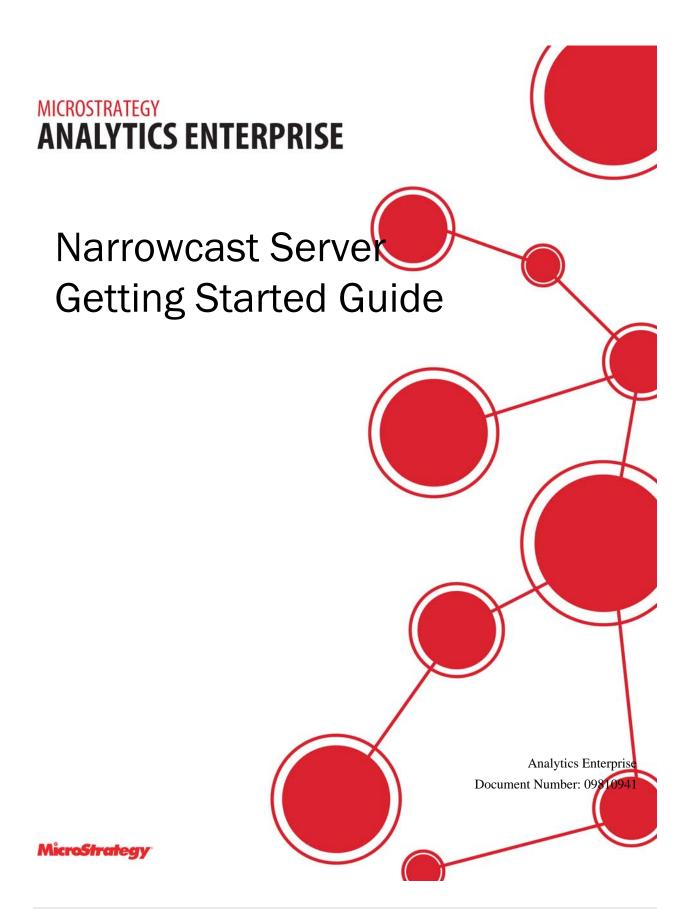
We adhered to the Microsoft Manual of Style for Technical Publications (MSTP) standard for creating and reviewing content.



This getting started guide provides brief information about Narrowcast Server of MSTR Analytics Enterprise.



TechSmith SnagIt was used to capture snapshots of the application pages.



Twenty-sixth Edition, Analytics Enterprise

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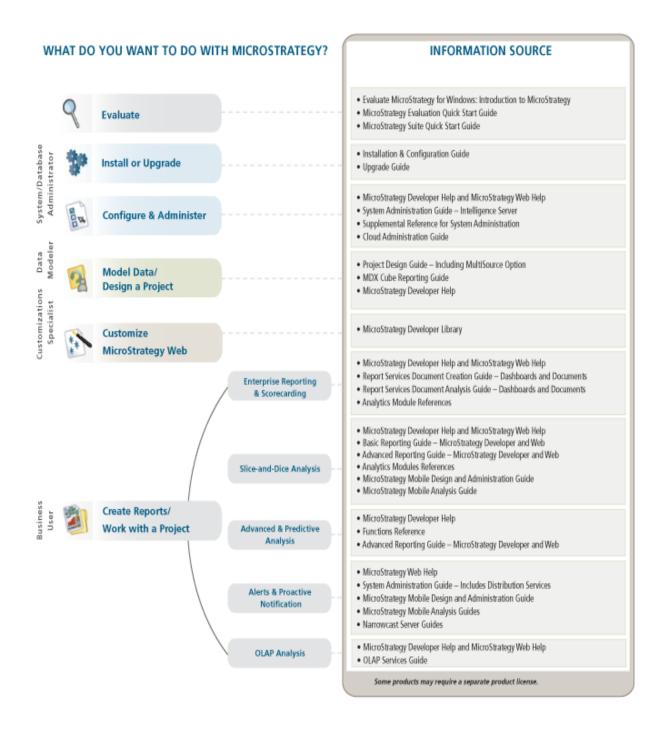
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CONTENTS

	Book Overview and Additional Resources	Description of this Guide	
		About this book	xii
		Additional formats	xii
		How to find business scenarios and examples	xiv
		What's new in this guide	xiv
		Who should use this guide	xiv
		Resources	xiv
		Documentation	xiv
		Consulting	xvi
		International support	xvi
		Technical support	xvi
		Feedback	xvi
1.	About the Narrowcast Server System	Introduction	1
		System overview	1
		Internationalizing the system	
		Narrowcast Server components	
		Narrowcast Administrator	
		Delivery Engine	
		Subscription Portal	
		SequeLink	
		Sample MicroStrategy Tutorial - Delivery Project	

2.	Getting Started with Services	Introduction	
		Installing and configuring the sample Tutorial system Tutorial project prerequisites	
		Configuring Narrowcast server Prerequisites for configuration	
		Changing the Tutorial configuration	
		Removing the Tutorial configuration	
		Troubleshooting the Tutorial installation and configuration	6
3.	Sending and Receiving Services	Evaluating Narrowcast featuresIntroduction	
		About services	7
		About the MicroStrategy Tutorial - Delivery project	8
		Getting started with Narrowcast evaluation	8
		Sending sample services	
		Transactional Sales Detail Report service	
		Sales Analysis with Excel Workbook service	11
		Running your first service	11
4.	Service Execution Flow	Introduction	13
		High-level checklist of service execution flow	
		Service evaluation and recipient determination	
		Evaluating delivery information from schedules	
		Evaluating recipient information from subscriptions and	
		subscribers	
		Evaluating information from information sources	
		Evaluating personalized content	
		Retrieving service content from information sources	
		Displaying service content<<	
		Transmitting messages	17
		Delivering service content: Information transmitters	
GI	ossary		19
Ind	dex		21

BOOK OVERVIEW AND ADDITIONAL RESOURCES

Description of this Guide

This *Getting Started Guide* can help you begin using MicroStrategy Narrowcast Server quickly and easily. This guide provides steps for working with the MicroStrategy sample project called Tutorial - Delivery. The MicroStrategy Tutorial - Delivery project contains sample services that demonstrate many of the features of MicroStrategy Narrowcast Server.

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About this book

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Additional formats

How to find business scenarios and examples

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What's new in this guide

Who should use this guide

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Resources

Documentation

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Translations

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Finding information

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Manuals for MicroStrategy overview and evaluation

Resources for identity and loyalty

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Manuals for query, reporting, and analysis

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Manuals for analytics modules

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Manuals for narrowcast services products

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Software development kits

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Documentation for MicroStrategy portlets

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Documentation for MicroStrategy GIS Connectors

Help



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Accessing manuals and other documentation sources

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To access documentation resources from any location

Туре	Indicates	
bold	Button names, check boxes, options, lists, and menus that are the focus of actions or part of a list of such GUI elements and their definitions Example: Click Select Warehouse.	
italic	 Names of other product manuals and documentation resources A part of command syntax, indicates variable information to be replaced by the user Example: The aggregation level is the level of calculation for the metric. Example: Type copy c:\filename d:\foldername\filename 	
Courier font	 Calculations Code samples Registry keys Path and file names URLs Messages displayed on the screen Text to be entered by the user Example: Sum(revenue)/number of months. Example: Type cmdmgr -f scriptfile.scp, and then and press Enter. 	
+	A keyboard command that calls for the use of more than one key (for example, SHIFT+F1)	
誉	A note icon indicates helpful information for specific situations.	
	A warning icon alerts you to important information such as potential security risks; these should be read before continuing.	

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International support

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Technical support

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ABOUT THE NARROWCAST SERVER SYSTEM

Introduction

Narrowcast Server proactively delivers personalized business insight to email, pagers, and smart phones, extending the reach of business intelligence applications within the enterprise and beyond. Users can specify preferences in the subscription interface, and set notifications based on personalized business rules. This ensures that the information received is relevant.

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System overview

A MicroStrategy Narrowcast Server system is composed of several components that work together to provide the functionality and facilitate the performance of Narrowcast Server. Each component serves a distinct purpose, but interacts with the others to ensure high availability, easy maintenance, and efficient processing.

Integrate with custom data sources, formatting, transmission, and subscriptions

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- Authentication and security
- Remote monitoring and redundancy
- Clustering

Internationalizing the system

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Localized object names

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Local time zones

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Languages, character sets, and value formatting

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Narrowcast Server components

Narrowcast Administrator

Delivery Engine

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Subscription Portal

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SequeLink

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Sample MicroStrategy Tutorial - Delivery Project

GETTING STARTED WITH SERVICES

Introduction

This chapter provides steps to install and configure the sample Tutorial system. After the system is set up, you can create and deliver a sample service.

Installing and configuring the sample Tutorial system

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Tutorial project prerequisites

Configuring Narrowcast server

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Prerequisites for configuration

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To configure the Tutorial - Delivery system

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Changing the Tutorial configuration

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Removing the Tutorial configuration

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Troubleshooting the Tutorial installation and configuration

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Reviewing the configuration log file

SENDING AND RECEIVING **SERVICES**

Evaluating Narrowcast features

Introduction

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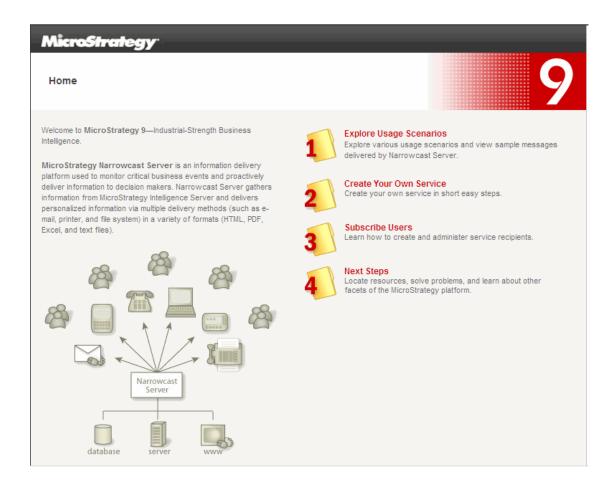
About services

About the MicroStrategy Tutorial - Delivery project

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Getting started with Narrowcast evaluation

The Home page is the starting point for using Narrowcast evaluation.



Sending sample services

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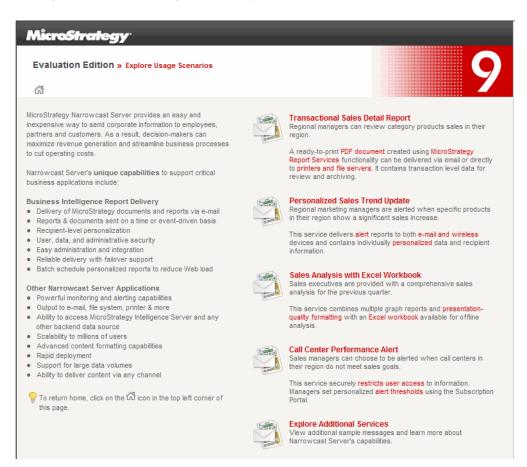
Prerequisites

Transactional Sales Detail Report service

This service sends the Sales Performance Analysis report.

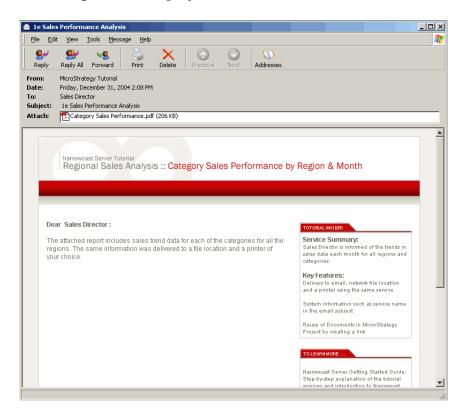
To execute the Transactional Sales Detail service

1 On the Home page, click Explore Usage Scenarios. The Explore Usage Scenarios page is displayed:



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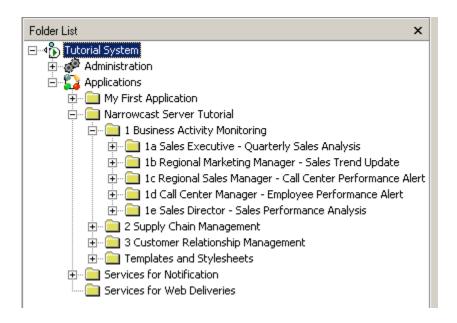
- 2 Select the first service, **Transactional Sales Detail Report**. The email that the service sends is displayed in your email client.
 - If you do not see the fully formatted email with graphics, from the email client's View menu, select Message in HTML. If your email client blocks images, click in the message at the top of the email to allow images to be displayed.



3 In the email, double-click the attached **Category Sales Performance** PDF to open it. This PDF shows a Report Services document designed to display sales data. The details of the service and its attached document are described below.

10 Sending sample services

To return to the evaluation Home page, in the **Folder List** on the left click **Tutorial System** at the top of the folder hierarchy, as shown in the image below:



You can close the 1e Sales Performance Analysis email when you are finished viewing it.

Sales Analysis with Excel Workbook service

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Running your first service

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Running your first service 11

SERVICE EXECUTION FLOW

Introduction

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High-level checklist of service execution flow

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Service evaluation and recipient determination

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Evaluating delivery information from schedules

Evaluating recipient information from subscriptions and subscribers

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Evaluating information from information sources

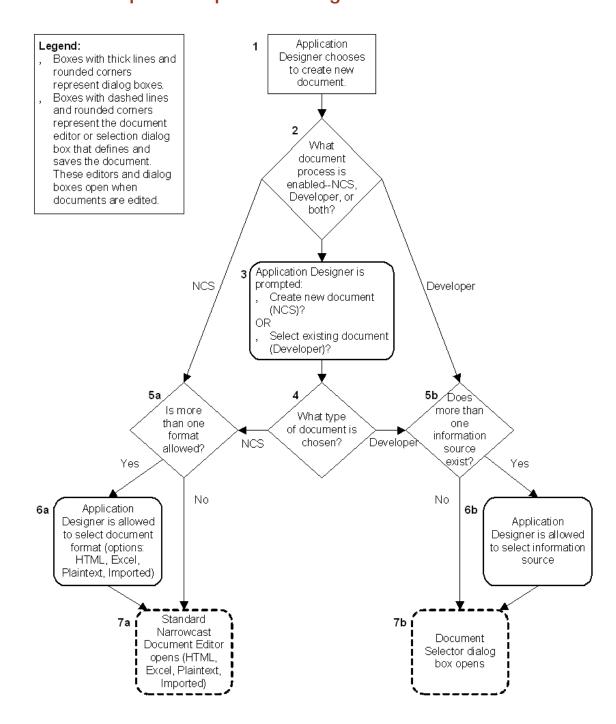
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Evaluating personalized content

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Personalization enabled by devices

Information acquisition process diagram



Retrieving service content from information sources

MicroStrategy reports as service content

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Report Services documents as service content

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HTML documents as service content

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User information as service content

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System information as service content

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Subscription information as service content

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Displaying service content«

Service content container: Narrowcast documents

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Transmitting messages

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Delivering service content: Information transmitters

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Transmitting messages 17

GLOSSARY

account Creates a relationship between access privileges and user login credentials. Account permissions are based on granted roles, and each role has specific privileges.

See also:

- application administrator
- application designer
- subscription administrator
- system administrator

address display << Please note that this sample does not include the complete content in all the sections of this document. >>

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INDEX

C	Н	
content	HTML documents 16	
formatting 16		
	I	
D	installing and configuring	
documents	Narrowcast Server 6	
HTML 16		
Report Services 16	L	
types 17	languages 15	
E	locales 15	
errors	M	
review configuration log file 6		
tutorial configuration 6	messages see also services	
execution	transmission 17	
periods. See schedules.	MicroStrategy Tutorial - Delivery xiii	
F	D	
formatting	R	
content 16	Report Services document 16 running first service 11	

S

```
SequeLink 3
service
running 11
support. See technical support.
system information 16
system overview 1

T
technical support xvii
transmitting messages 17
tutorial configuration
errors 6
process 6
review configuration log file 6
```