

Jon Goldberg

1107 East Pamer St.
Philadelphia, PA 19125
jon@eastfallsglass.com
(215) 432-3635

Profile:

Professional consultant specializing in front-end design and implementation of Decision Support Systems. Most recent experience has been with the SAP BI and KM toolkits, including not only development of Dashboard applications but also Portal-based collaboration and navigational enhancements. Previous focus had been on intranet application development using a toolkit including DHTML, XML, ASP and SQL Server.

Can bring broad range of skills to a project, including server-side and client-side scripting, server-side object development, relational and object modeling, database administration and a deep knowledge of the SAP NetWeaver Portal, specializing in BI and KM.

Goal:

Provide high-value consulting for organizations trying to create compelling dashboard applications and collaborative solutions using SAP NetWeaver.

Relevant Technologies:

SAP/BW Applications	SAP BW 3.5, BI, WebApplication Designer, Query Designer, Visual Composer, NetWeaver Portal 2004s, NetWeaver Developer Studio, KM, Flexible UI
Database	SQL-Server, Access, ADO, ADO-MD, OLAP Server, DTS, Oracle, Star-Schema Modeling, Relational Modeling, MDX, ODBO/XMLA
Programming Languages	JavaScript, Java, Visual Basic (.NET), ABAP, Transact-SQL, C, C++, DOS batch
Internet	DHTML, ASP, PHP, XML/XSL (MSXMLParser), CSS, RSS, XMLHttpRequest (AJAX)
Miscellaneous	Component Services, Microsoft Solutions Framework, VSS, MSMQ, Office 2000 Web Components
Modeling	Erwin, Visio, Rational Rose, SDesigner

Publications and Speaking Engagements:

SAP NetWeaver BI and Portals 2008 Conference (Orlando)

- Presentation planned on KM and collaboration rooms.

SAP NetWeaver Magazine

- Rohm and Haas dashboards (architected by Jon Goldberg) featured in SAP NetWeaver Magazine, Fall 2007.
[http://www.sapnetweavermagazine.com/archive/Volume_03_\(2007\)/Issue_04_\(Fall\)/v3i4a09.cfm](http://www.sapnetweavermagazine.com/archive/Volume_03_(2007)/Issue_04_(Fall)/v3i4a09.cfm)

SAP TechEd 2007 Conference (Las Vegas)

- 300 level (technical) presentation on Rohm and Haas Dashboard framework.

SAP NetWeaver BI and Portals 2007 Conference (Las Vegas)

- Presentation on Rohm and Haas Dashboard framework and Portal navigation enhancements.

Specific Project Experience:

Deloitte and Touche (Hermitage, TN)

5/07- Current (Part-Time)

- Created reusable architecture for KPI dashboard targeted for senior management, including flicker-free navigational elements. Complexity of KPI dashboard is concentrated in components, simplifying development and testing process of each individual report page.
- Assisted with development of KPI dashboard and integration of dashboard components into portal utilizing Portal Eventing (EPCM).

Sandoz (Princeton, NJ)

2/07- Current (Part-Time)

- Resigned existing financial dashboard to add dynamic capabilities and greatly reduce load time. Broke down design of single monolithic dashboard into tab-based simplified user interface.
- Helped optimize performance of financial dashboard by suggesting aggregates and web application/query design changes.

Rohm and Haas / Knowledge Management (Philadelphia, PA)

1/07- Current

- Designed project and team collaborative solution using SAP KM collaboration rooms, includes extensive configuration of Flexible UI components from Layout Sets down to custom Command Groups and Metadata Properties.

East Falls Glassworks (Philadelphia, PA)

1/06- Current (Part-Time)

- Created PHP based website (www.eastfallsglass.com) for glassblowing business, including common navigational elements and dynamically constructed pages.
- Optimized website for search engines, including keyword targeting and organic link building campaign. As of Jan 2007, site receives over 150 unique visitors daily and is first page on all search engines for targeted keywords.

Rohm and Haas / Business Intelligence (Philadelphia, PA)

6/04- Current

- Designed framework allowing rapid development of SAP Web Application-based Dashboards. 95% code reuse achieved through use of the framework. Dashboards are extremely rich, and provide functionality in SAP BW 3.5 that surpasses most that has been demonstrated in BW 2004s.
- Built Analysis Toolkit set of finance Dashboards using framework. Analysis Toolkit consists of 20+ Dashboards covering 9 different subject areas. (Summary, Inventory, Receivables, Operating Costs, etc...)
- Created new Portal navigational model/site map that organizes Dashboards into coherent, consistent structure and allows easy

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user navigation. Navigational elements built in Java using NetWeaver Developer Studio and leveraging HTMLB and the Navigation TagLib as well as many of the Portal Java classes.

- Built front-end VB application that delivers PivotTables from SAP BW system. Reverse-engineered SAP query definition metadata tables to understand structure of saved queries.

Rohm and Haas / Coatings Business (Philadelphia, PA)

5/02- 6/04

- Created reporting system allowing deep analysis of logs from customer-facing Portal (Webridge). Load of metadata from Webridge repository was joined with data from the IIS logs.
- Built Product Quality Metrics (PQM) application pulling data from SAP BW into SQL Server, manipulating the data and then allowing users to create PivotTables with their desired slice of the data. PQM application also creates Excel files incorporating statistical control charts, showing control and specification limits.
- Created SQL-Server/Excel PivotTable based tool combining future pricing (from SAP R/3) and forecasted volumes to calculate revenue gain from price increases.

Rohm and Haas IT (Philadelphia, PA)

5/02- 6/04

- Created reporting module, data-mart structure and load routines for Rohm and Haas developed Helpdesk ticketing system (PRS).

Brock and Company (Malvern, PA)

7/00- Current (Part-Time)

- Completed port of Access based accounting package (RAP) to Access 2000. Replaced existing custom dialup synchronization routines with CDO/Exchange based email synchronization routines. Replaced macro-driven with dynamically constructed menus.
- Wrote Pocket-PC based inventory application in VB.net for Symbol barcode handheld devices. Inventory application interfaces with RAP using ActiveSync API to copy files and XML file format.

Rohm and Haas (Bristol, PA)

4/98- 5/02

- Designed and constructed VB/MTS business objects for a web based decision support system (AIM DSS). System uses very 'thin' ASP pages that talk to MTS components. Modeled database to allow for data-driving of entire web application. To date, the system has a user base of ~2000 users and a potential user base of all of Rohm and Haas. From the rollout of the tool (4Q, 1998) to current (2Q 2001), more than 150,000 custom reports have been generated; the vast majority of these reports are Excel PivotTables.
- Created AIM DSS component that dynamically creates a DTS package to populate an Access database that is provided to users.
- Built scheduling and offline report generation subsystem for AIM DSS application. MSMQ provides job queuing for offline reports.
- Wrote Demand Planning Tool (DPT) this Access '95 based tool allows demand planned to update their forecasts and then email the updates back to the system. This tool works in an offline mode and is integrated into the AIM application.
- Designed and constructed ASP-based system for AIM that allows for generic update capability to source databases.
- Converted AIM DSS application to IE5 (DHTML/XML/XSL) client side application. Removed reliance on ASP Session and ADOR.
- Created HTML-based API for AIM DSS application that provides a simple entry point to allow external applications to use the dimension selection and report generation logic that AIM provides without knowledge of AIM's internals.
- Designed and built collaborative and team-based capability into AIM DSS application. Including the capability for users to create their own teams and publish custom pivottable formats to the team. Also allows user to designate a team as a distribution list for a scheduled report.

MPower (TRCG engagement) (Albuquerque, NM)

12/97- 4/98

- Administered server and lab environment.
- Migrated legacy application from CICS/DB2 for AIX to CICS/DB2 for Windows NT. Configured DB2 and CICS for NT and troubleshoot problems in the system.
- Ported build and installation scripts from AIX to MKS toolkit for NT. This included compile scripts for MicroFocus Cobol, resource definition scripts for CICS, administrative maintenance scripts and scripts that were part of the application.
- Documented AIX -> NT migration procedures and issues.
- Converted existing VB5 form-based application to ActiveX Document based application for Internet deployment.

Microsoft Consulting Services / Inacom (TRCG) (Omaha, NE)

9/97- 12/97

- Worked with Microsoft to develop administrative procedures and documents for SQL-Server 6.5 based help desk application implementation. Database size projected to exceed 100 gigabytes in three years. Trained Inacom personnel to fill the ongoing DBA role. Contributed to system administration guide.
- Made recommendations on hardware and software configurations to support VLDB SQL-Server implementation. Recommendations included SQL Server settings and clustering / software redundancy options.
- Developed installation scripts that install and configure SQL-Server. These scripts also installed administrative stored procedures (log maintenance, space monitoring, etc.) and created database and backup devices for the application. This enabled archiving of the entire configuration for easy reinstallation in the event of failure.
- Assisted in development of testing requirements and wrote test plan for SQL Server implementation. Testing categories included disaster recovery, database consistency checks, backups and performance monitoring.

The Redmond Consulting Group, Inc. (Chicago, IL)

9/97- 10/97

- Assisted with design documentation and functional specification for Microsoft Project / PeopleSoft Projects Interface (PPI).

Brock and Company (Malvern, PA)

3/97- 9/97

- Designed and implemented accounting package (RAP) used to manage entire financial operations of cafeterias. This package included modules for managing register-closeouts, inventory, payroll, accruals, expenses and purchases. RAP was written in Access 2.0. Extensive reporting facilities were provided both at the remote unit and at the home office. Application rolled out to 50+ cafeterias.

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- Designed and implemented dial-up client and server for RAP. This was written in VB 4.0 using PDQComm. The remote units deliver their weekly operations data through this system to the home office.
- Interfaced accounting package with existing corporate financial system (Great Plains).

Rohm and Haas (Subcontracted) (Bristol, PA)

4/96-3/97

- Helped architect system that synchronizes data between an AS/400 application (PRISM) and a SQL-Server based application (Avantis.Pro).
- Built administrative application designed to uncover discrepancies between the AS/400 and SQL-Server based applications. This was a VB4 based application. Asynchronous RDO was used to allow simultaneous execution of multiple stored procedures on the database server, while allowing the user to use other parts of the application as the stored procedures executed. Also, from within VB, Access '95 reports were generated as needed using a custom report 'wizard' that used Access' object library to dynamically build reports.
- Designed and implemented system (Change Monitor) to capture changes real-time from a SQL-Server 6.5 database. This consisted of a VB4 code generator that generated SQL-Server T-SQL triggers from data stored in a data model. This allowed for easy system-wide functional modifications and fairly low code maintenance requirements.
- Designed and implemented three-tier architecture that allowed for remote creation/destruction and administration of system components using VB4 OLE Remote Automaton.
- Administered SQL-Server 6.5 database used by development team. Established backup and database monitoring procedures. Responsible for staging development and test environments.
- Wrote DLL's that were shared across the system's different applications and provided common logging and error-handling functionality. The application logging was integrated with NT's event log and SQL Server tables.

CoreStates/Transys (CoreTech Engagement) (Philadelphia, PA)

8/95-10/95 1/96-4/96

- Designed and developed VB4 code library including modules to be reused across many applications. A high degree of reuse was achieved across several different applications. Database access, RAS functions and error handling/logging was achieved using these components.
- Developed back-end of credit-card transaction delivery system. This involved daily migration of data from host-based tables to an Oracle database and then over a RAS connection to VB/Access clients. Incorporation of data from Oracle tables to local tables involved generation and application of deltas both in PL/SQL stored procedures and in the client application through queries.
- Architected extensible workflow system.
- Designed and built generic event logging and response system with entry points from both Visual Basic and Oracle. For clients without a direct connection to Oracle, logging done to a local Access database.
- Designed and built messaging component in a three-tier client/server system. This received simple requests for data in MAPI E-mail messages, processed them against the Oracle database and the E-mailed back the results.

Rohm and Haas (MCS/CoreTech) (Bristol, PA)

10/95-1/96

- Designed and developed completely data-driven decision support tool. Report definitions were stored within the data model so new functionality could be added with no changes to the client application. The application GUI changed according to the available options for each report. The reports were Access 2.0 reports built from a common template that was modified to fit the grouping, sorting and column requirements for the chosen report. The source for the data was a SQL-Server 6.0 database. Components were designed and developed using structured programming techniques and an object methodology; this greatly facilitated code re-use and program maintenance. The original application was rolled-out successfully and Rohm and Haas reused the reporting capabilities to meet new requirements. The AM DSS application was the replacement for this.

Charon Planning (CoreTech engagement) (Valley Forge, PA)

8/95

- Wrote transaction generation logic for deferred compensation administration system. This involved reverse-engineering existing VB3 code to understand the processing required and then writing new functions that were maintainable and worked efficiently.

Merck and Co. (CoreTech engagement) (Rahway, NJ)

8/94-8/95

- Developed and deployed directory synchronization processes. These provided E-mail directory services for users on several disparate systems. Back-end technology included Oracle, VB, and Access. Delta generation logic implemented using Access queries. Deployment process involved heavy use of Access 2.0 to resolve discrepancies in several corporate E-mail directories.
- Participated in testing and integration of SMTP E-mail gateway and new E-mail routing topology. Wrote scripts on three different platforms (Windows NT, MacOS and VMS) to generate message loads for testing purposes.
- Architected and developed distributed E-mail metrics application using Visual Basic and Access.

Merck and Co. (Internship) (West Point, PA)

5/94-8/94

- Member of Technical R&D Group. Beta-tested Windows '95 (Chicago). Developed tools to test network and applications performance.

Certifications:

Microsoft Certified Solution Developer

Microsoft Certified Product Specialist

- SQL Server 6.5 Database Design, Microsoft Access '95 and the Access Developer's Toolkit

Education:

Hampshire College, Computer Science Concentration

References available upon request