



Oracle Business Intelligence 11g

Most complete. Most integrated.

ORACLE®

DOE Information Management Conference 2012: Oracle Business Intelligence - Breakthrough Analytic Capabilities

Peter Fisher – Master Principal

Peter.fisher@oracle.com

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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making a purchasing decision. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

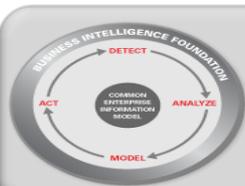
Fact: BI Requirements Continually Evolve

- 50% of analytic requirements changed in the first year
- Difficult to incorporate new or emerging data sources
- Expensive to integrate BI with IT infrastructure
- Development risk is result



Oracle Business Intelligence Foundation

Built to Last and Made For Change



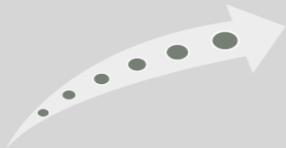
First Intelligent Business Process

Improve business performance by linking insight to action



Lowest Cost of Ownership

Reusable analytic assets deliver productivity and provide consistent enterprise metrics



Start Simple and Evolve

Manage risk with single analytic framework across a range of schemas and deployment options

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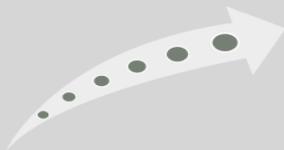
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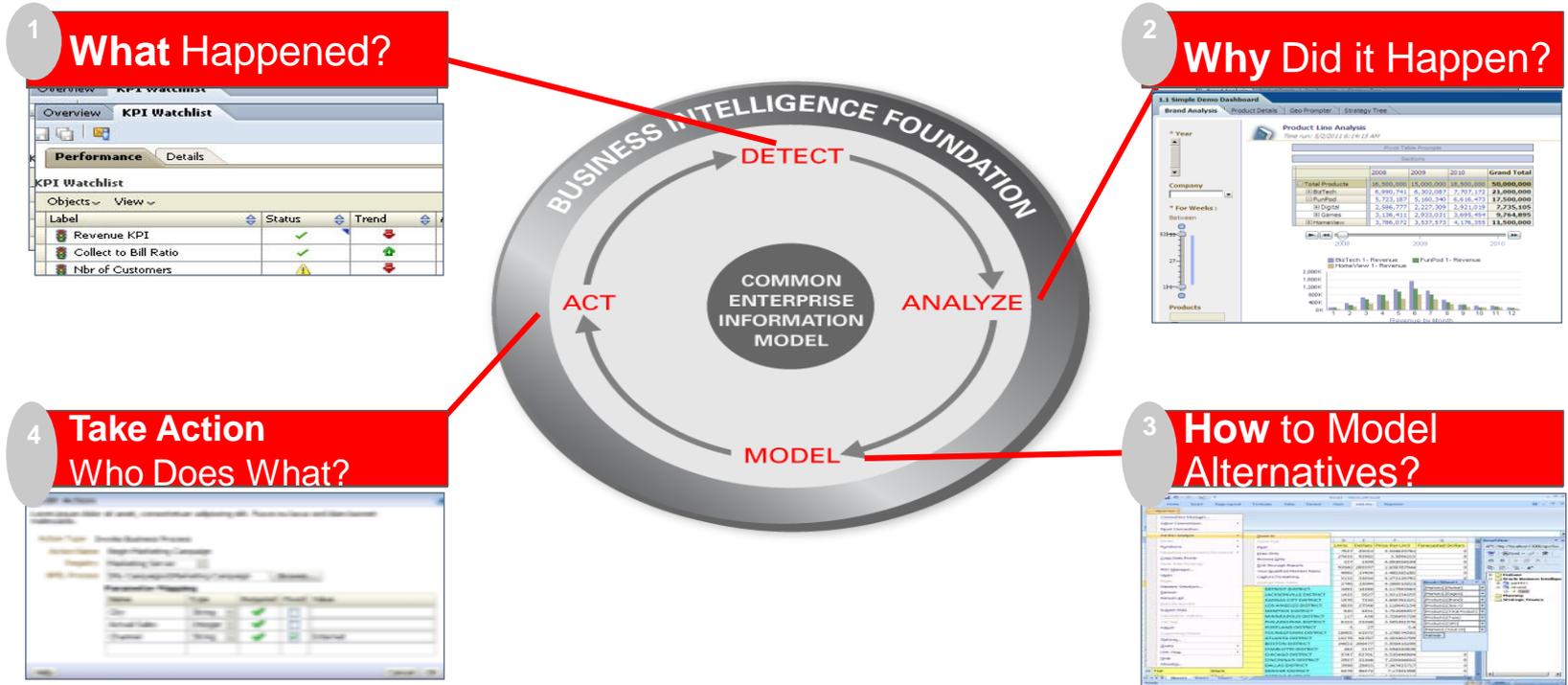


Start Simple and Evolve

Manage risk with single analytic framework across a range of schemas and deployment options

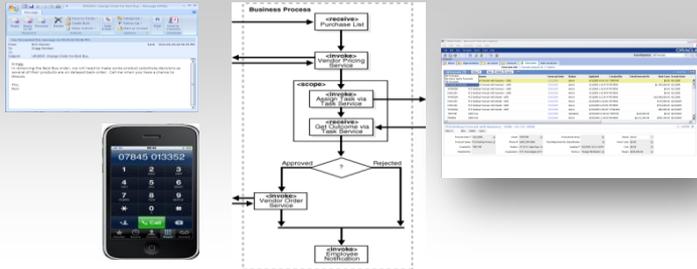
Intelligent Business Processes

Insight in Every Decision



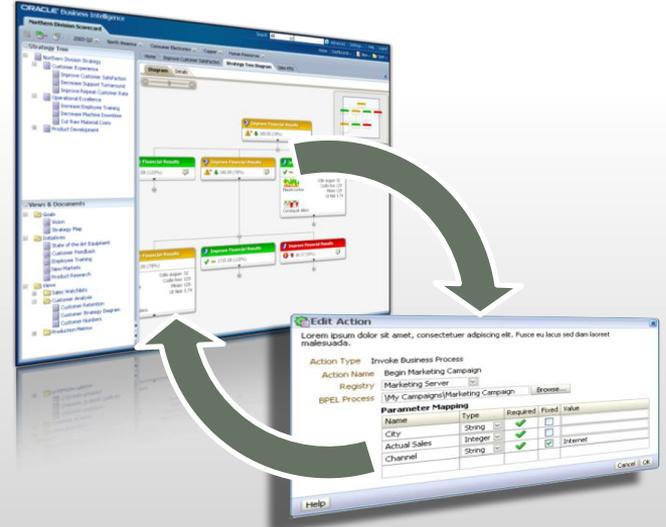
First Closed-Loop Business Intelligence Solution

THE OLD WAY



Disconnected. Open Ended.

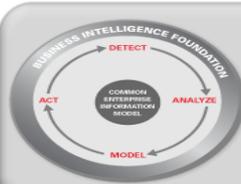
The New Way: ACTION FRAMEWORK



Integrated. Actionable.

Oracle Business Intelligence Foundation

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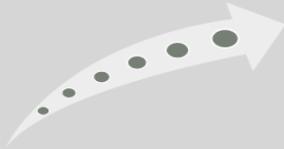
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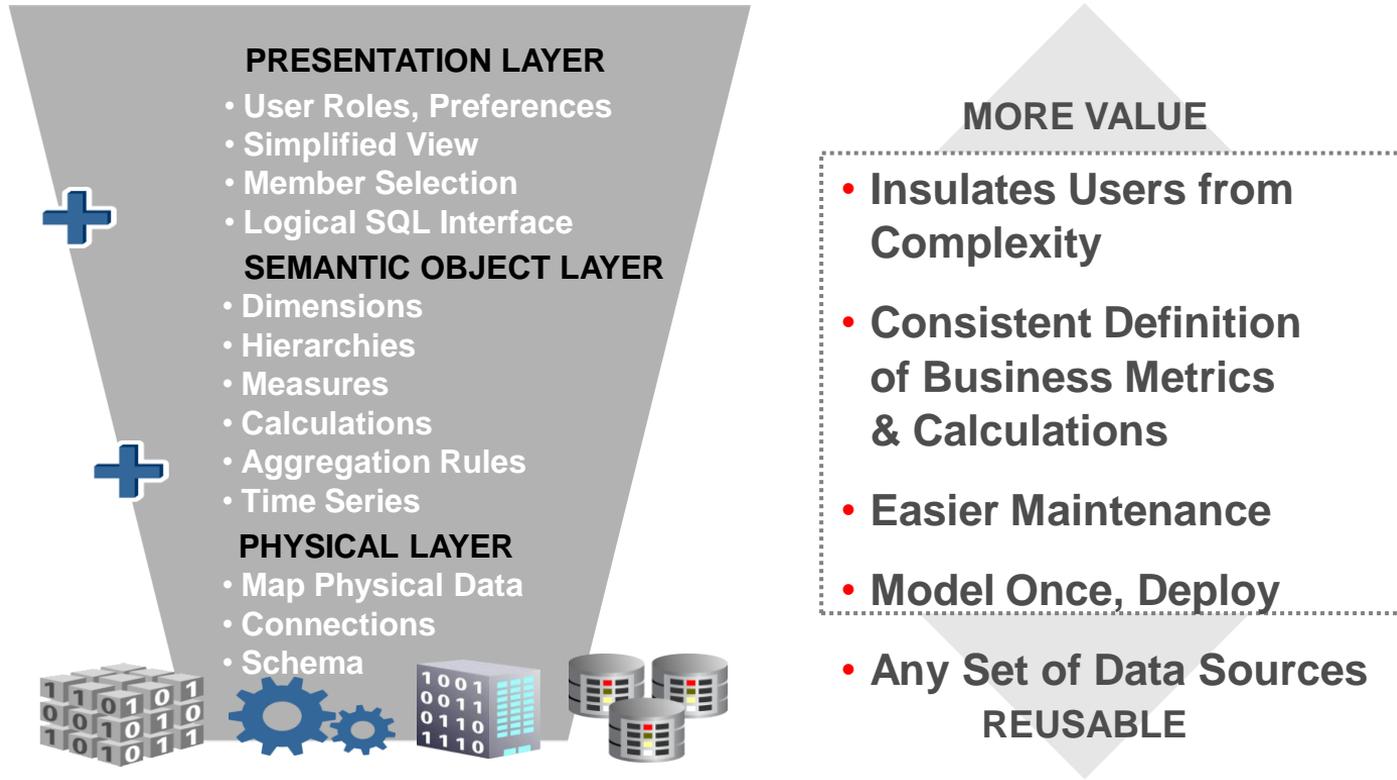


Start Simple and Evolve

Manage risk with single analytic framework across a range of schemas and deployment options

Reusable Analytic Assets

Common Enterprise Information Model Enables Scale



Oracle Business Intelligence Foundation

Built to Last and Made For Change



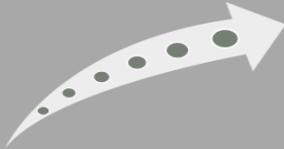
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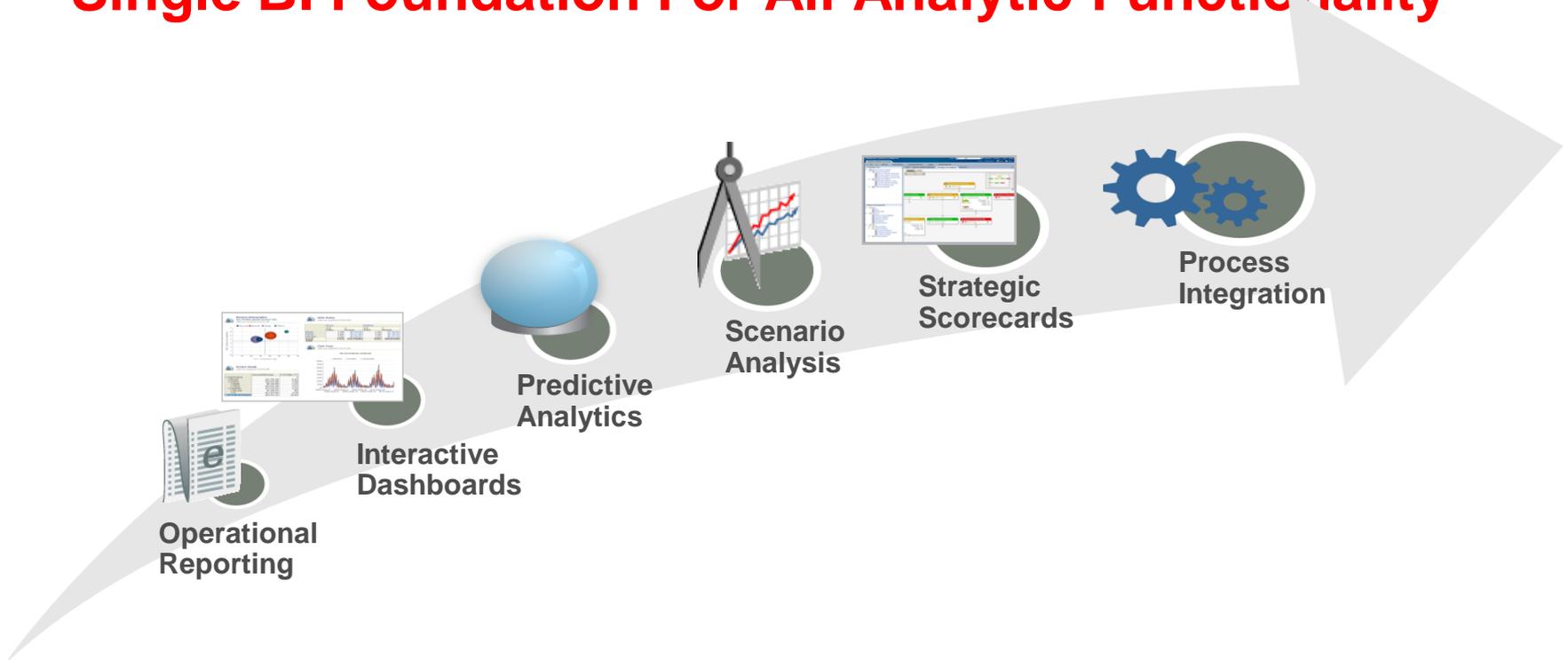


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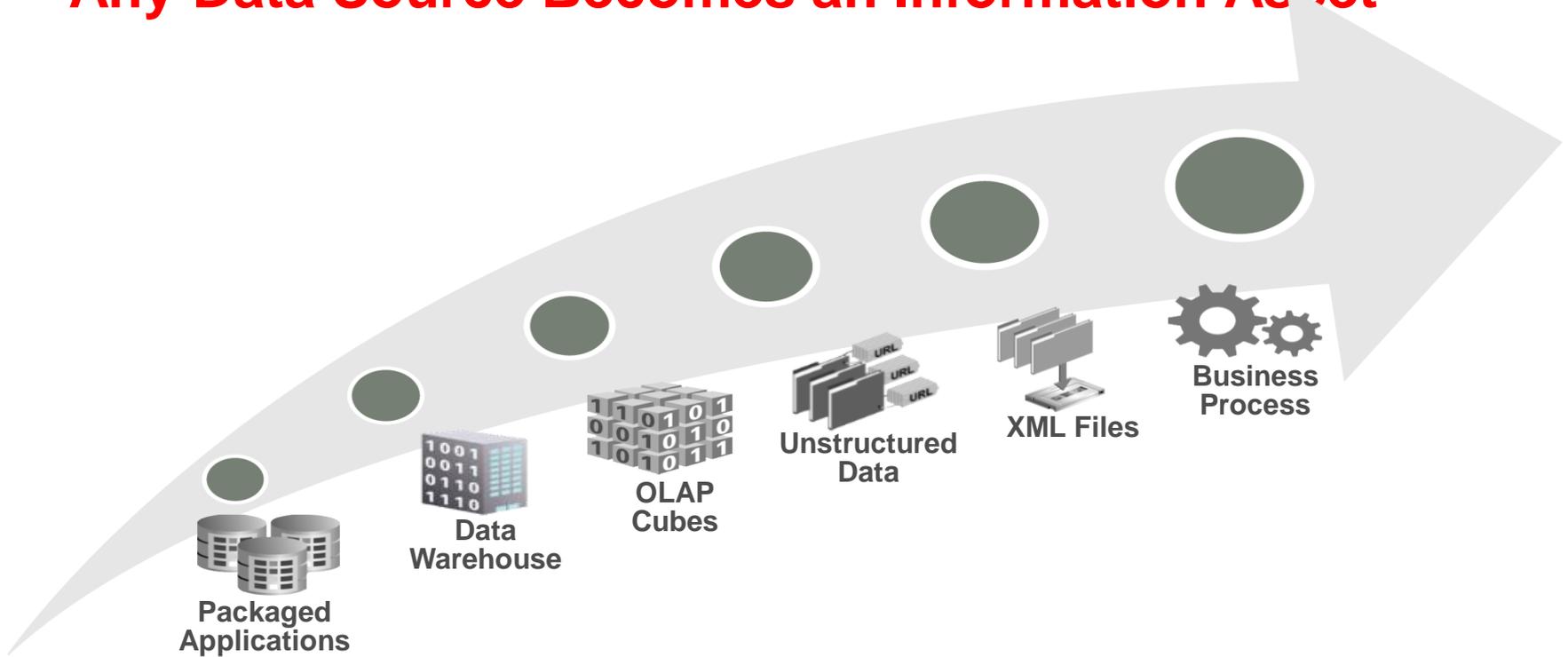
Start Simple and Evolve Your BI Strategy

Single BI Foundation For All Analytic Functionality



Direct Reporting Against Any Data Source

Any Data Source Becomes an Information Asset

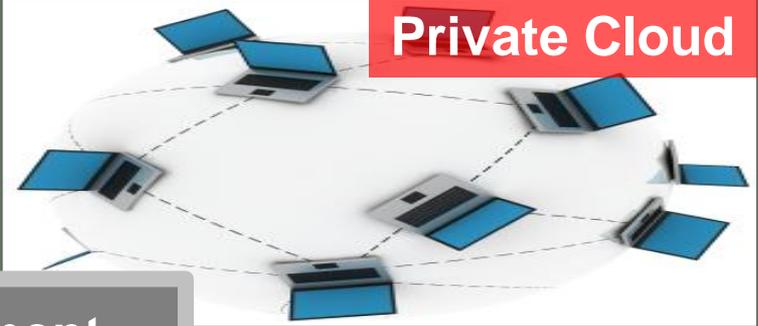


Choice of Deployment Options

Public Cloud



Private Cloud



Deployment Options

On Premise



Hybrid





End User Experience

Task Oriented User Experience

Focus on the Answer, Not the Tool

The screenshot displays the Oracle Business Intelligence user interface. At the top, there is a navigation bar with a search field, a user menu, and options for 'Advanced', 'Settings', 'Help', and 'Logout'. Below this, a secondary navigation bar shows 'Home', 'Dashboards', 'New', 'Open', and 'Logged In As Administrator'. The main content area is divided into several sections:

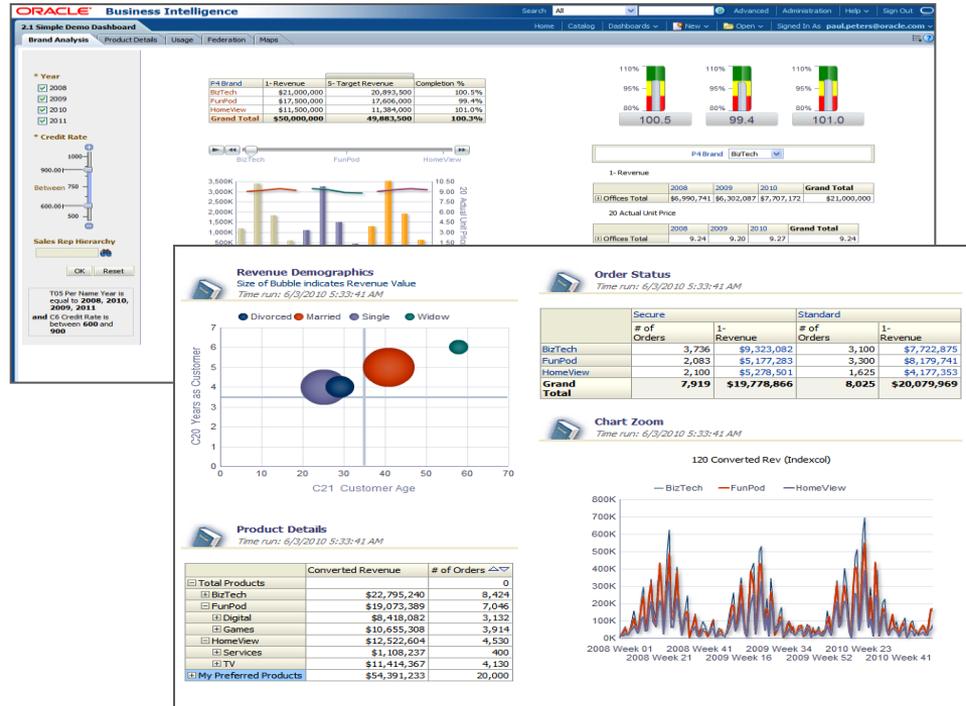
- Create...:** A list of actions to create, including Dashboard, iBot, Report, Request, and Score Card, each with a brief description and a 'More text is here.' link.
- Browse/Search Catalog...:** A tree view showing folders like 'My Folders', 'Shared Folders', 'My Reports', and 'Shared Reports', along with reports and score cards.
- Get Started...:** Links for 'Quick Tour', 'Oracle Technology Network', and 'Help Documentation'.
- Recent Dashboards:** A grid of dashboard thumbnails with titles like 'My Dashboard', 'Regional Performance', and 'Enterprise Contact Center', each with 'View | Open | More' options.
- Recent Updates:** A grid of update thumbnails with titles like 'Marketing Dashboard', 'Regional Profit', 'Invoice Template', 'Regional Performance', and 'Sales Dashboard', each with 'View | Open | More' options.
- Favorites:** A grid of favorite report thumbnails with titles like '2006 Sales and Profits Report', 'Audio & Video Sales Report', 'Marketing Dashboard', 'Employee Salary Report', 'Regional Report', and 'Regional Performance', each with 'View | Open | More' options.

- Extensive user interface improvements
- Find what you want quickly
- Do want you want easily

New Interactive Visualizations

Gain Insight Quicker with Greater Visibility

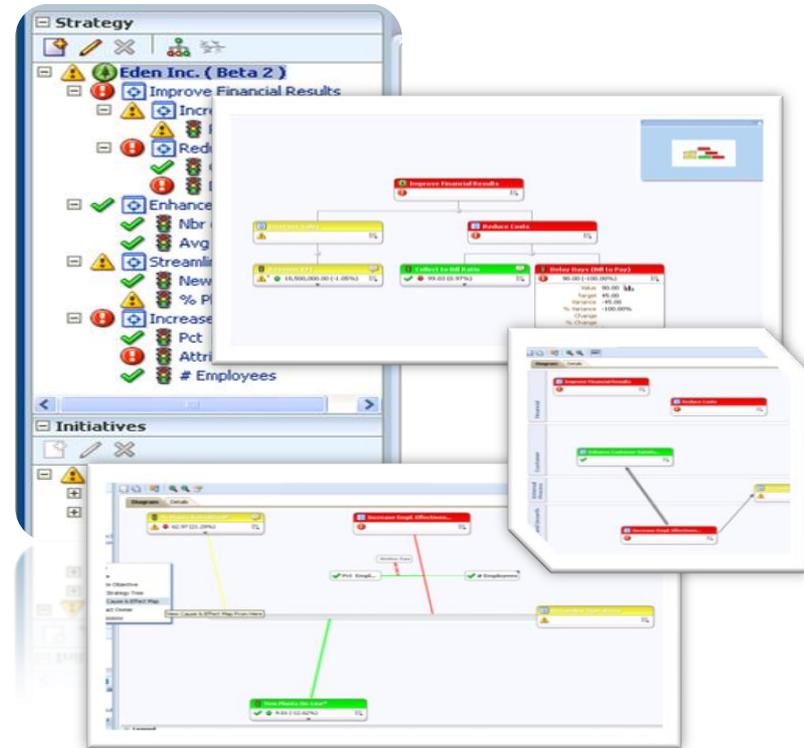
- Rich Interactive Visualizations
- Animated transitions
- Range and Paging sliders
- Legend-based interactions
- Master-Detail linking
- Extensive and extended set of chart types
- Consistent, hi-fidelity charting across Oracle product line



Oracle Scorecard and Strategy Management

Strategy Management & Goal Setting

- Integrated BI component
 - KPIs as core metadata
 - Thresholds, owners, history
 - Auto-generated interactive analyses
 - Linked objectives & initiatives
- Automatic detection
 - KPI alerts triggered by thresholds
- Strategy visualization
 - Strategy Maps and Trees
 - Cause and Effects
 - Watchlists
 - Annotations & override
- All methodologies
 - Balanced scorecard, six sigma, Baldrige



Best-in-Class Query & Analysis User Interface

- **Powerful dashboards**

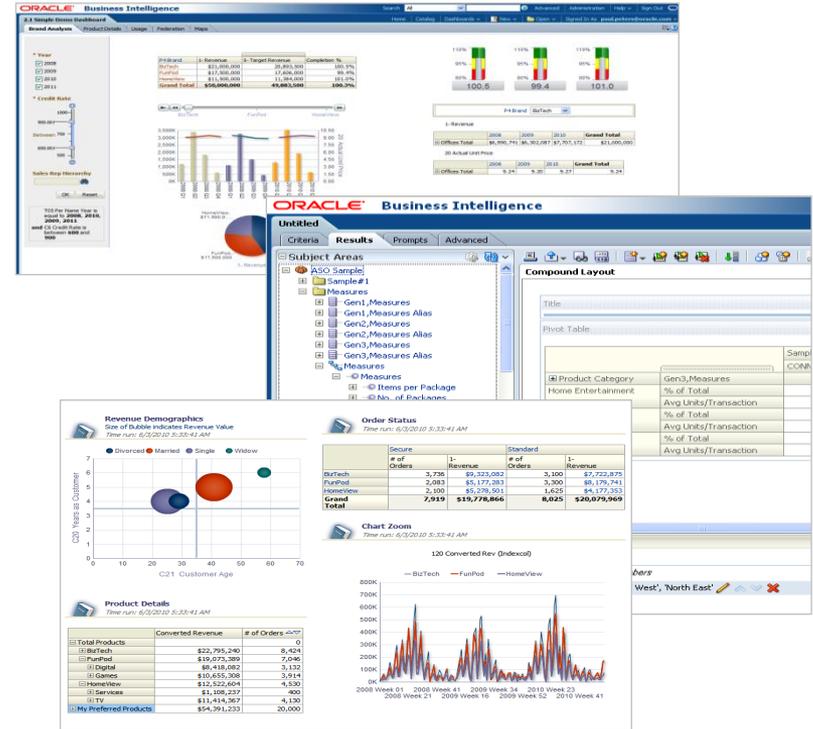
- Visually appealing
- Intuitive
- 100% thin client

- **Across all styles of analysis**

- ROLAP, MOLAP, Scorecards, Reporting, Collaboration, Actions

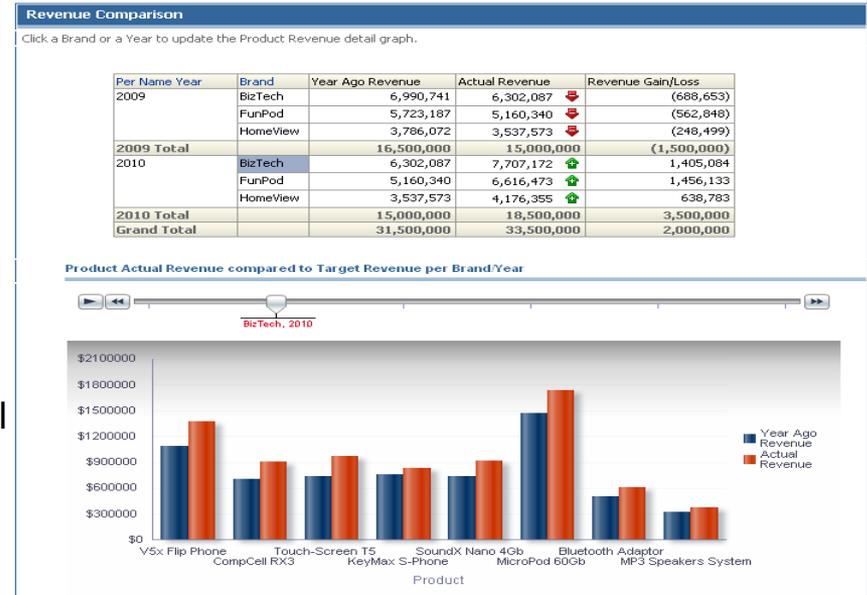
- **Across all data sources**

- Simplified model for users
- Federated data access
- On-the-fly calculations, even with complex share and time series
- Custom members & groups
- Share, collaborate, & publish
- Consistency & alignment



Best-in-Class MOLAP User Interface

- First, seamless ROLAP & MOLAP Browser Interface
- OLAP Query Building with member selection
 - Member selection
 - Calculated members
 - Hierarchical calculations
 - Custom aggregates
- Navigate across relational and multidimensional sources
 - Shared metadata, calculations, dimensions, security
 - Ragged & skip-level hierarchies
 - Performance for each source
- Microsoft Office Integration



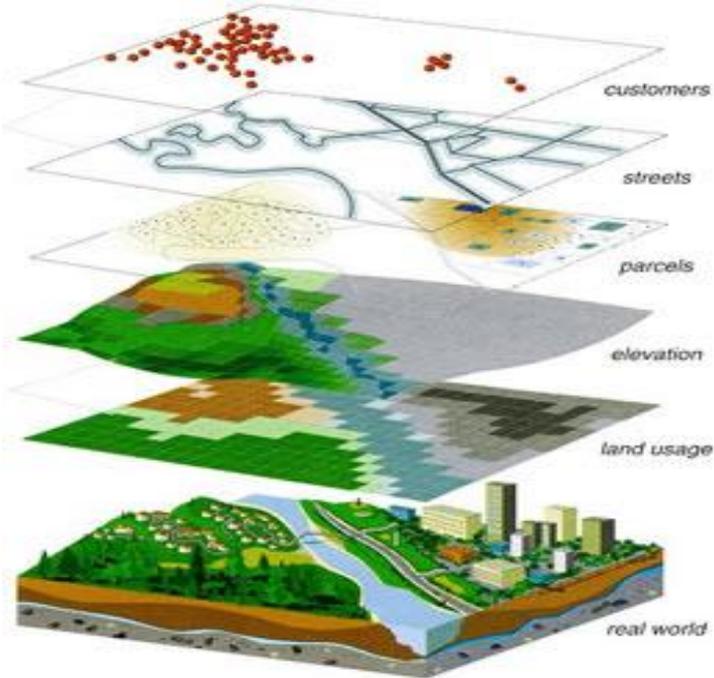
Best in Class Report Builder

- 100% pure thin client interface
 - No plug-ins, native AJAX
- 100% lifecycle support
 - Access data, design, schedule, manage all in thin client
- For interactive reporting
 - Web-centric design
- For production reporting
 - Pixel-perfect documents
- Microsoft Office Integration
 - Excel, PowerPoint, Word
 - Microsoft Office 2003, 2007 & 2010



Spatial Intelligence

New Depth and Breadth of Analysis



- Most BI data *already* contains geographic dimension of analysis
- Deliver deeper analytical insights through Spatial visualisation and data
- Increase the ROI of BI & GIS systems

In effect, Oracle is "flipping the switch" and turning spatial into a product feature when such a capability is needed. **It will be daunting to compete against this company.**

Microsoft, beware... we haven't heard much about geospatial and SQL Server integration lately... you are in danger of becoming a non-player. And IBM continues to play with ESRI only, and resists striking out on its own in what could be a missed opportunity.



Immediate Benefit for Mobile Users

Fast Time to Mobile Value

- Download from Apple iTunes AppStore
- No learning curve – same self-service content accessed on other computers
- Integrated strategy management, operational reporting, and forward-looking scenario analysis
- Initiate actions or workflows in response to insights from mobile device
- Instant access to existing custom, embedded, or pre-built BI Apps



Supports Standardization and Infrastructure Simplification

- Built on Oracle BI Foundation
- Always on – nothing to install, no separate server deployment
- 100% reuse of design & implementation effort in existing BI Apps
- Reuse same security model and Enterprise Information Model
- Instant ROI – Zero end-user training
- Best TCO – No additional infrastructure, development or maintenance



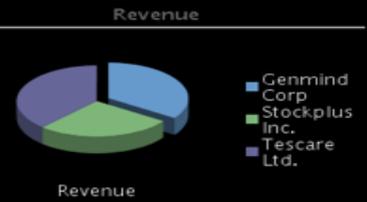


Mobility Master Detail

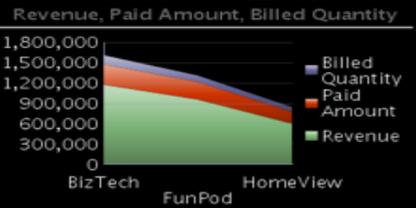
Revenue Breakdown

Quarter	Revenue	Paid Amount
2008 Q1	2,707,686	737,035
2008 Q2	8,109,716	5,113,334
2008 Q3	4,338,844	7,780,625
2008 Q4	1,343,754	2,223,477
Grand Total	16,500,000	15,854,471

Quarter 2008 Q1



Quarter 2008 Q1



Quarter 2008 Q1

Genmind Corp

Brand	Revenue	Paid Amount
BizTech	376,077	99,593
FunPod	379,356	89,954
HomeView	177,528	49,966
Grand Total	932,961	239,512

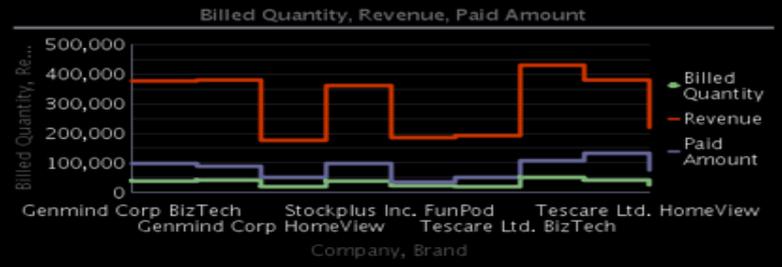
Quarter 2008 Q1



Stockplus Inc.

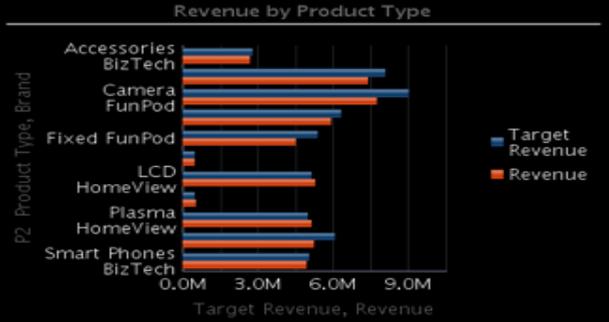
Brand	Revenue	Paid Amount
BizTech	361,774	96,938
FunPod	186,146	34,458
HomeView	193,315	50,547
Grand Total	741,234	181,943

Quarter 2008 Q1



Tescare Ltd.

Product Analysis



Year 2008

Revenue

Month	BizTech	FunPod	HomeView
2008 / 01	142,462	119,964	63,010
2008 / 02	363,708	259,010	189,681
2008 / 03	663,489	567,142	339,220
2008 / 04	806,265	779,928	483,490
2008 / 05	1,079,602	966,739	589,886
2008 / 06	1,494,221	1,114,703	794,883
2008 / 07	1,012,277	802,375	558,202
2008 / 08	538,247	401,845	294,988
2008 / 09	286,012	281,269	163,631
2008 / 10	239,733	140,134	119,072
2008 / 11	230,443	178,032	118,062
2008 / 12	134,282	112,046	71,949

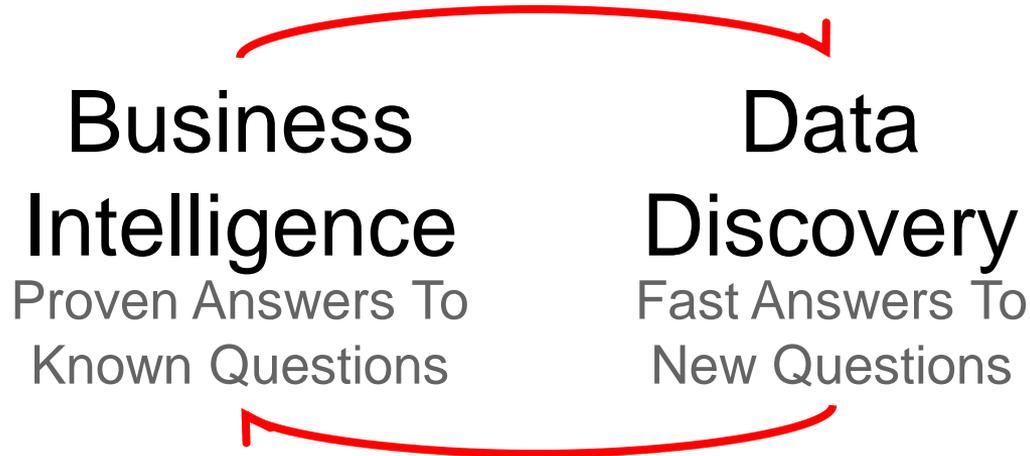




Data Discovery – Unstructured & Structured Data

BI And Data Discovery Are Peers

Drives need for



Creates new KPIs for

Data Discovery Solves New Problems

- More kinds of data drive the need for fact-based decision-making in more kinds of decisions
- In this new world, traditional data modeling is an unaffordable luxury
- For more people to use more data, interfaces must make the complex simple

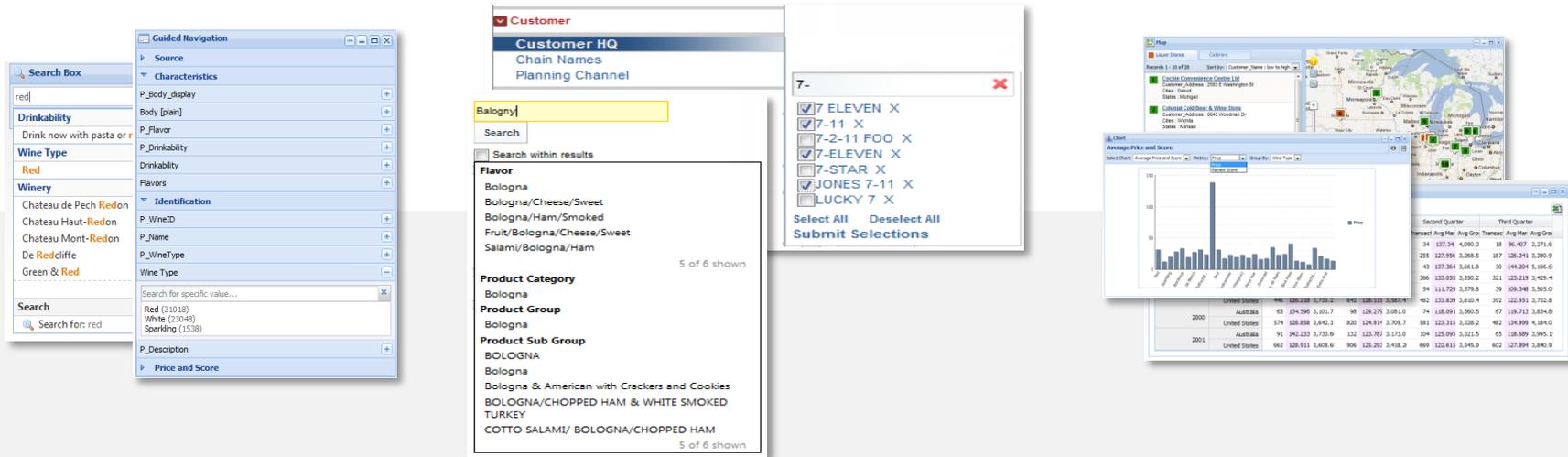
Simplicity of Search, Power of BI



- Walk-up ease of use
 - Derived from 10 years ease of use experience
- Search + Faceted Navigation + Visual Analysis
 - Search and select attributes in unstructured and structured data
- Interactive Exploration
 - Responsive Guide Search

Interactive Exploration and Discovery

User experience optimized to foster discovery



Advanced Search

- Search look-ahead
- Spell-correction
- Data-driven filtering



Faceted Navigation

- Select attributes, like a web site



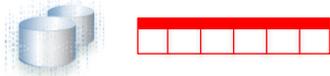
Visual Analysis

- Charting & crosstabs
- Geographic visualization
- Tag clouds

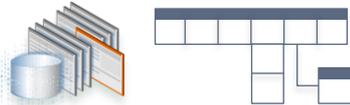
Data Discovery Application Lifecycle

Diverse and changing information

Structured



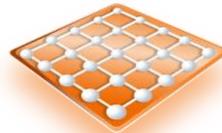
Semi-Structured



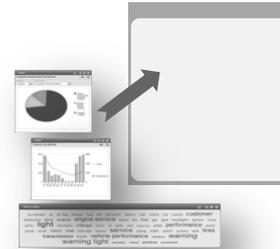
Unstructured



Automatically unified and enriched in Oracle Endeca Server – no predefined model required



Drag-and-drop application composition



Interactive search, navigation and analytics for exploration and analysis



Oracle Endeca Information Discovery

A platform for data discovery applications across the enterprise



Oracle Endeca Information Discovery

Unified
Querying

Interactive
Exploration

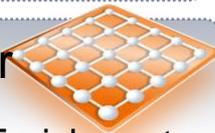
App
Composition

Oracle Endeca Server

Faceted Data Model

Integration

Enrichment



Oracle Endeca Information Discovery helps organizations quickly explore all relevant data

- Combine structured & unstructured data from disparate systems
- Automatically organize information for search, discovery & analysis
- Rapidly assemble easy to use analysis applications



Oracle Exalytics BI Machine First Engineered System for Analytics



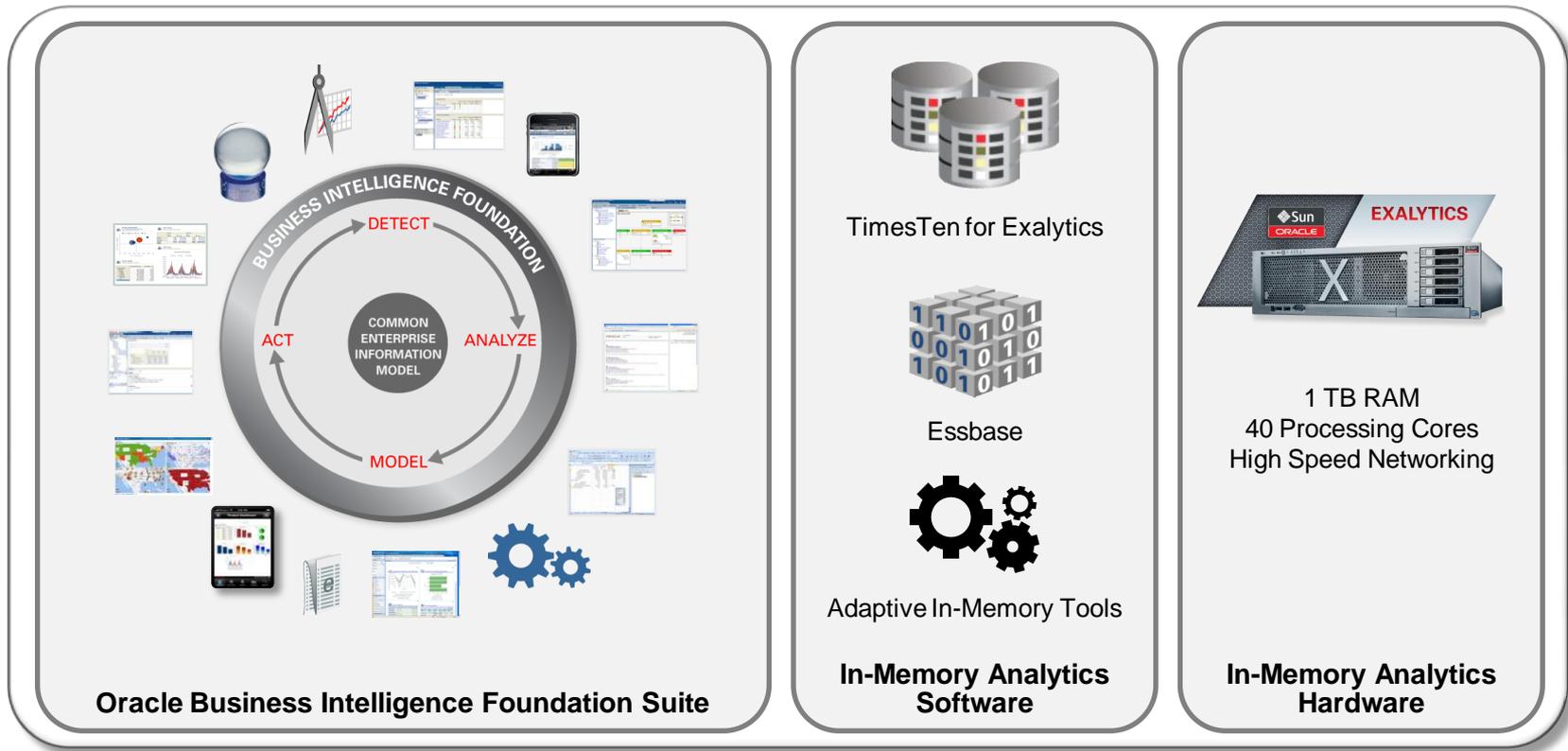
ORACLE

Oracle Exalytics



- **Super fast** R-OLAP and M-OLAP
- **Super fast** Financial & Operational Planning
- **Optimized Hardware**
 - Memory: 1 Terabyte DRAM
 - Processors: 40 Intel Cores
- **Software Breakthroughs**
 - Adaptive In-Memory Caching
 - In-Memory Columnar Compression
 - Optimized Storage Block Access
 - Free Form Data Exploration
 - High Density Visualizations
 - Optimized for Exadata
- **Best Cost/Performance**

Oracle Exalytics – Under the Hood



Oracle Exalytics

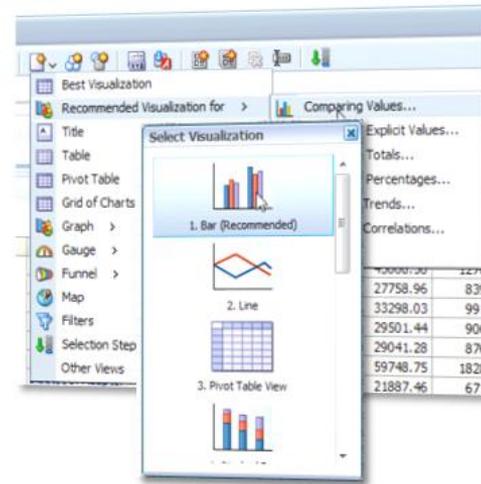
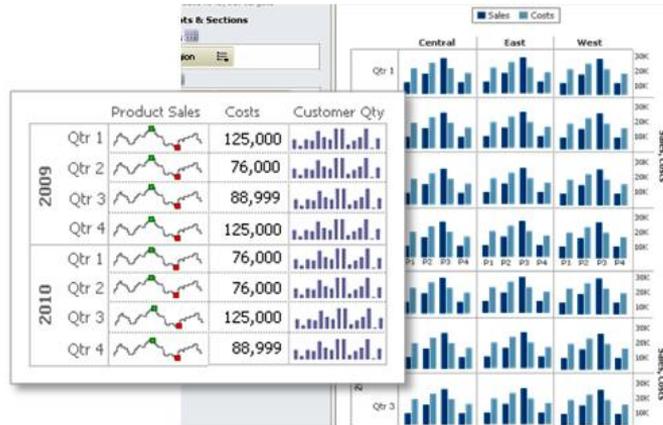
Extreme Performance for Enterprise Analytics

- Speed-of-Thought Analysis at Enterprise Scale
 - 20x better response times
 - Sub-second performance enables speed-of-thought analytics
 - Grow to 50,000 enterprise users on one appliance
- What-if Analysis and Forecasting
 - 16x better response times
 - More accurate – use more detail, include more scope, evaluate wider operations
 - More scale – more users and higher volumes at busy periods
 - Greater agility – do daily instead of monthly
- Enterprise Planning
 - Reduce planning cycle times with 5x better response time and 6x better throughput
 - Run more planning models with finer grained operational detail to improve accuracy
 - Extend beyond Finance to every LOB, with 10,000 Planning users on one appliance

End-user Experience with Exalytics

Speed of Thought Interactive Analysis

- Highly Interactive Analysis
- Free Form Data Exploration
- High Density Visualizations
- View Auto Suggestions
- Contextual Actions
- All on Mobile

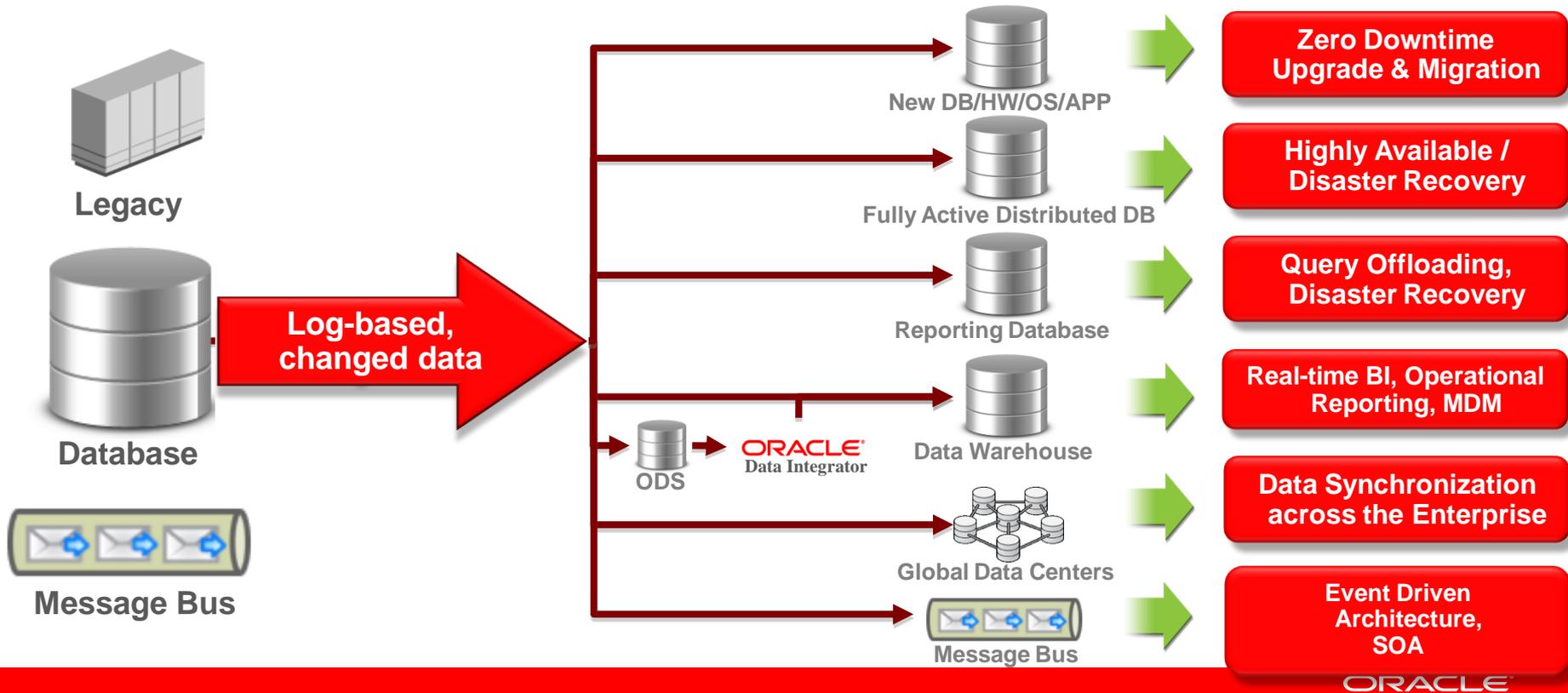


Data Integration



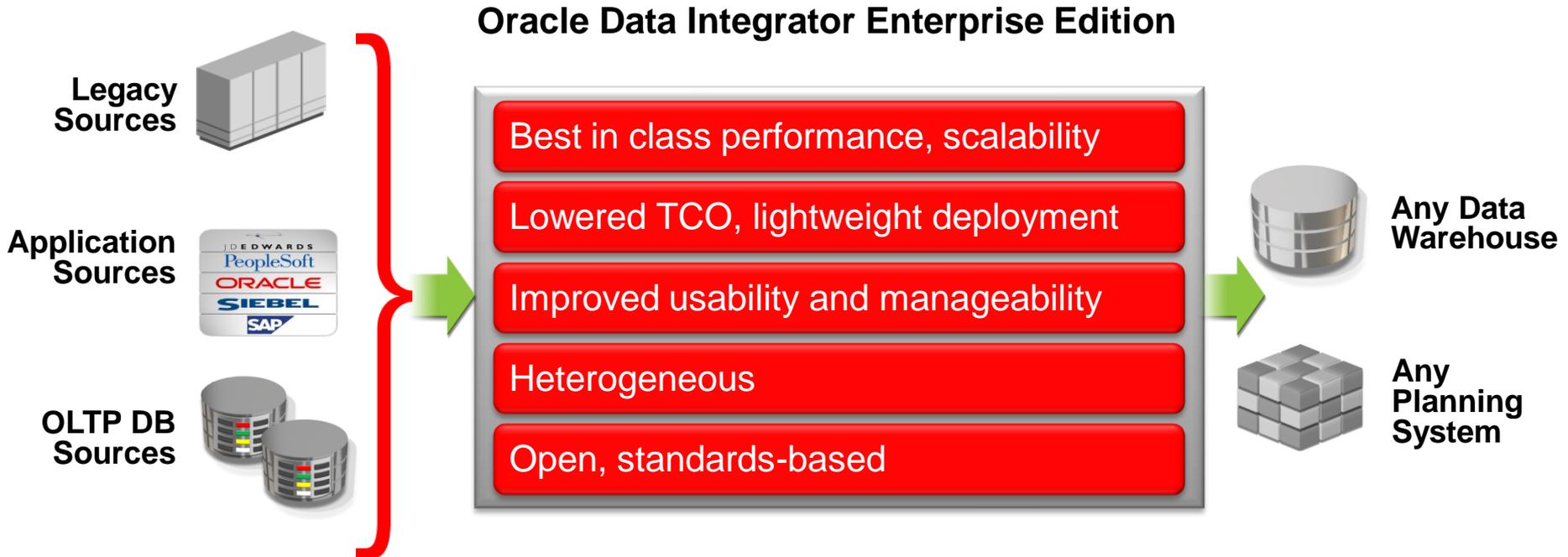
Oracle GoldenGate 11g

Low-Impact Real-Time Data Integration & Transactional Replication



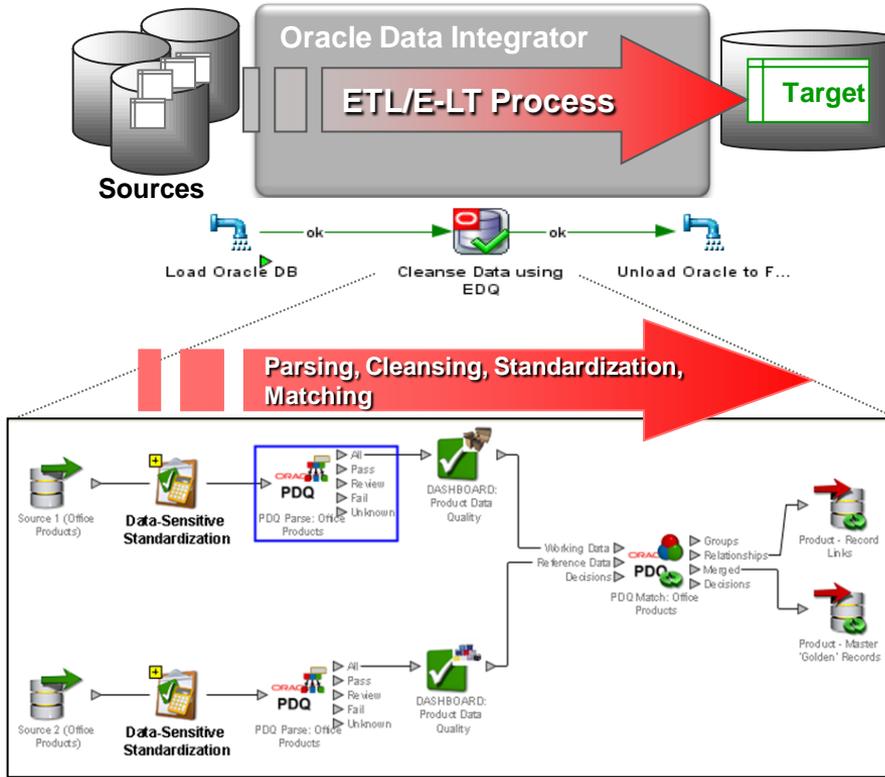
Oracle Data Integrator 11g

Fastest ETL/E-LT, Simpler Time-to-Value, Lowest TCO



Integrated Data Quality with ODI

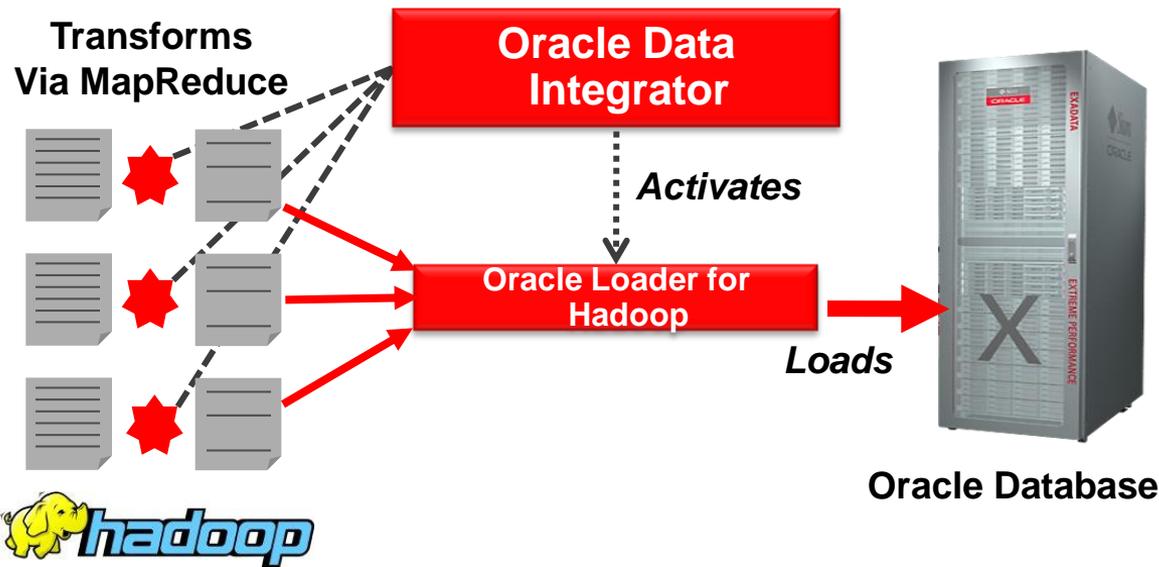
Oracle Data Quality Runtime with Data Integrator



- Best of breed Quality
 - Proven, scalable DQ engine
 - Rich capabilities for cleansing, standardization, validation, match and merge
 - Extensible by customers
- Out-of-box integration
 - ODI integrates with Quality functions via pre-built ODI OpenTool
 - Drag and drop graphical icon for inserting DQ flows into ODI

Oracle Data Integration for Big Data

Improving Productivity and Efficiency for Big Data



Benefits

- Improves productivity for transforming Big Data
- Optimizes the loading of Big Data with Oracle Loader for Hadoop
- Reduce complexities of processing Hadoop through graphical tooling
- Consistent tooling across BI/DW, SOA, Integration and Big Data

Summary

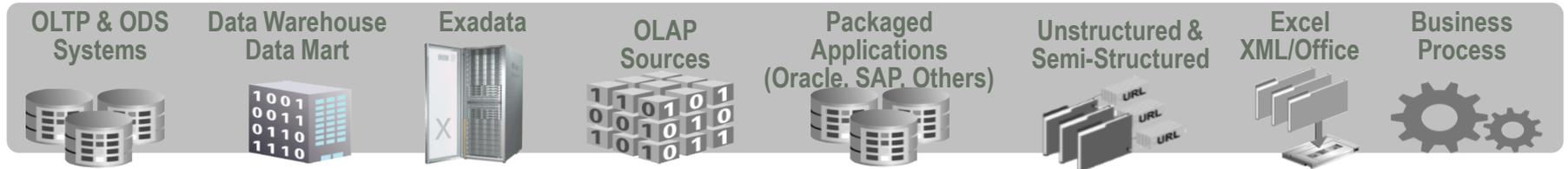


Complete.

Oracle Business Intelligence 11g

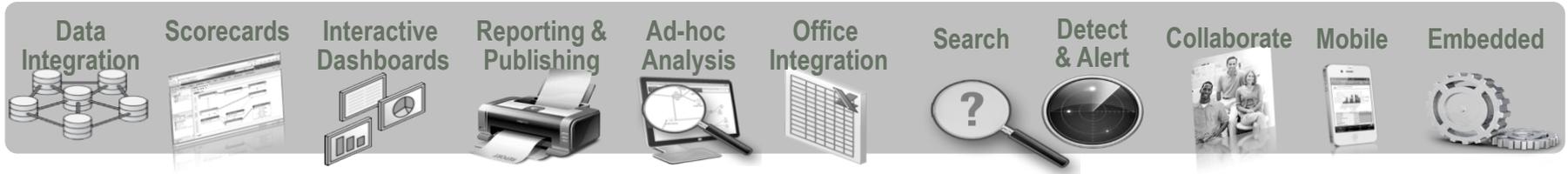


Common Business Intelligence Foundation



Open.

Oracle Business Intelligence 11g



Common Business Intelligence Foundation



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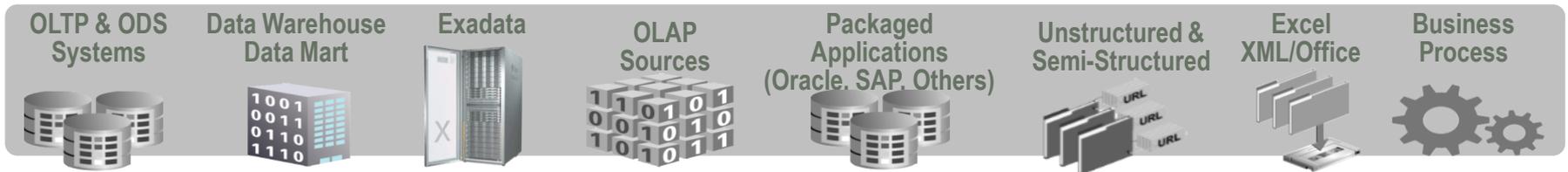
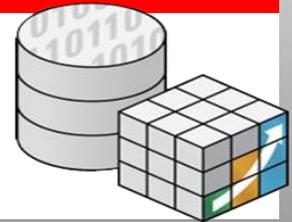
Integrated.

Oracle Business Intelligence 11g



Common Enterprise Information Model

- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management



For More Information

www.oracle.com/businessintelligence11g

The screenshot shows the Oracle Business Intelligence 11g website homepage. The top navigation bar includes 'Home', 'Solutions', 'Launch Webcast', 'Events and Community', and 'Stay Connected' with social media icons. The main content area features a large red banner with the text 'Oracle Business Intelligence 11g Most complete. Most integrated.' and a 'Watch the Launch Event Webcast' section. Below the banner, there are two columns of text describing the product's features, such as 'The only integrated scorecard application for linking individual to organizational goals' and 'Simplified deployment, performance monitoring, diagnostics, and optimization'. At the bottom, there are sections for 'FOR BUSINESS USERS' and 'FOR IT MANAGERS', each with a 'Get Started' button. The footer contains the slogan 'SOFTWARE. HARDWARE. COMPLETE.' and a link to 'About Oracle | Contact Us | Legal Notices | Terms of Use | Your Privacy Rights'.

- Launch webcast
- Demos
- Videos
- Podcasts
- Technical Whitepapers
- Data sheets
- Events and social media



Q&A

