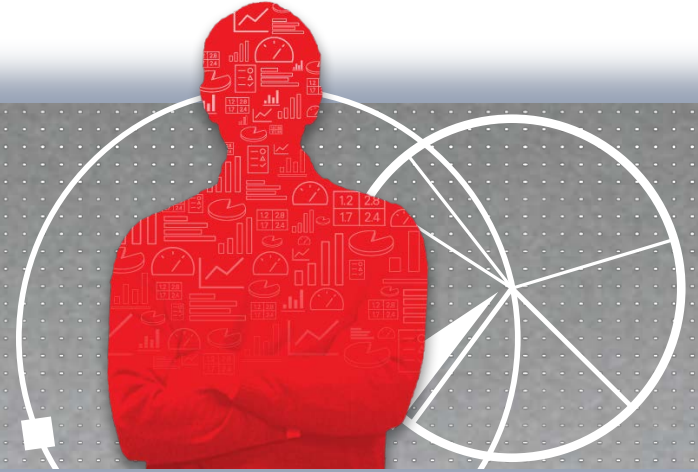


BE THE FIRST  
TO KNOW



**ORACLE®**

## **Introducing Oracle Exalytics Business Intelligence Machine**

Cenk KIRAL

Senior Director of BI&EPM solutions

ECMEA Region

# Business Challenges

## IT Constraints Can Impede Timely Decision Making

Grow Revenue  
Product Innovation  
Risk Reduction  
Unplanned Events  
Time to Market

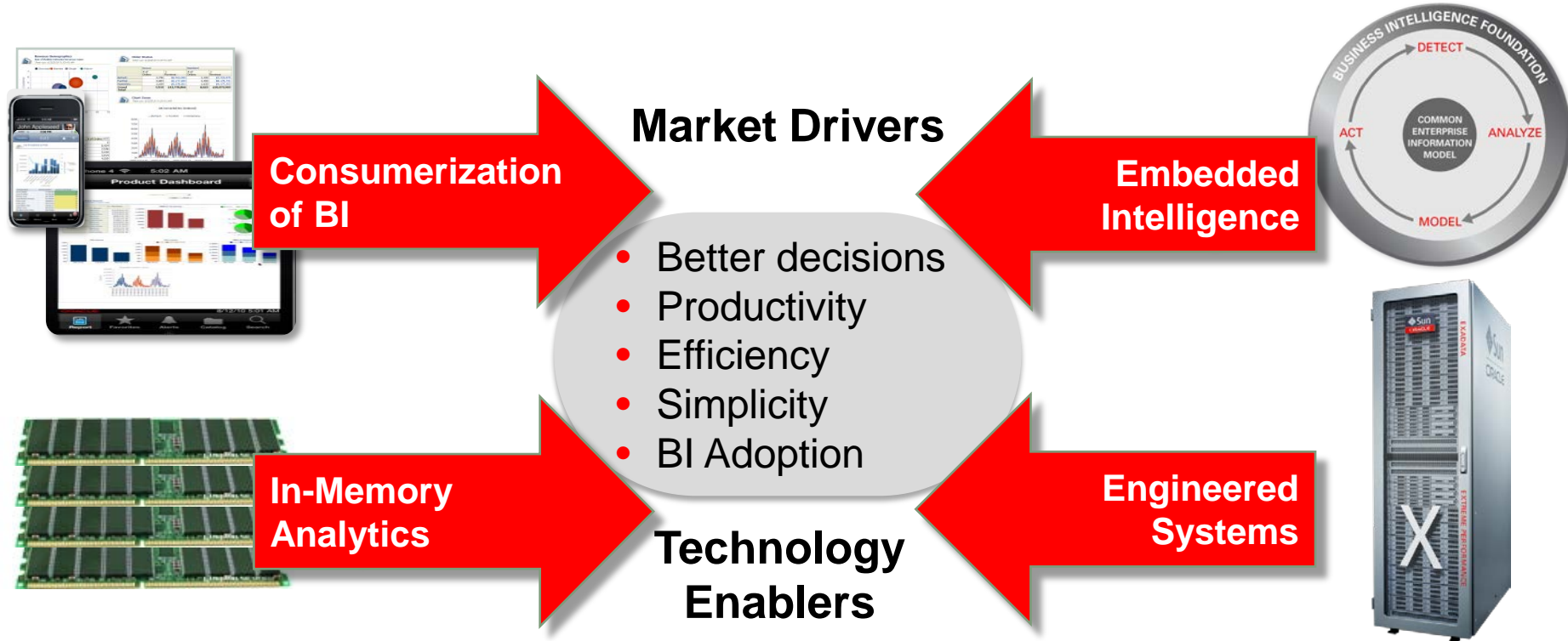
**LOB  
Challenges**

Reduce Complexity  
Accelerate Deployments  
Simplify Management  
Service Levels  
Reduce Costs

**IT  
Constraints**



# Market Drivers and Technology Enablers



# Announcing

## Oracle Exalytics In-Memory Machine



- First Engineered System for Analytics
- Best Visual Analysis with No Limits
- Smarter Analytic Applications

# Oracle Exalytics



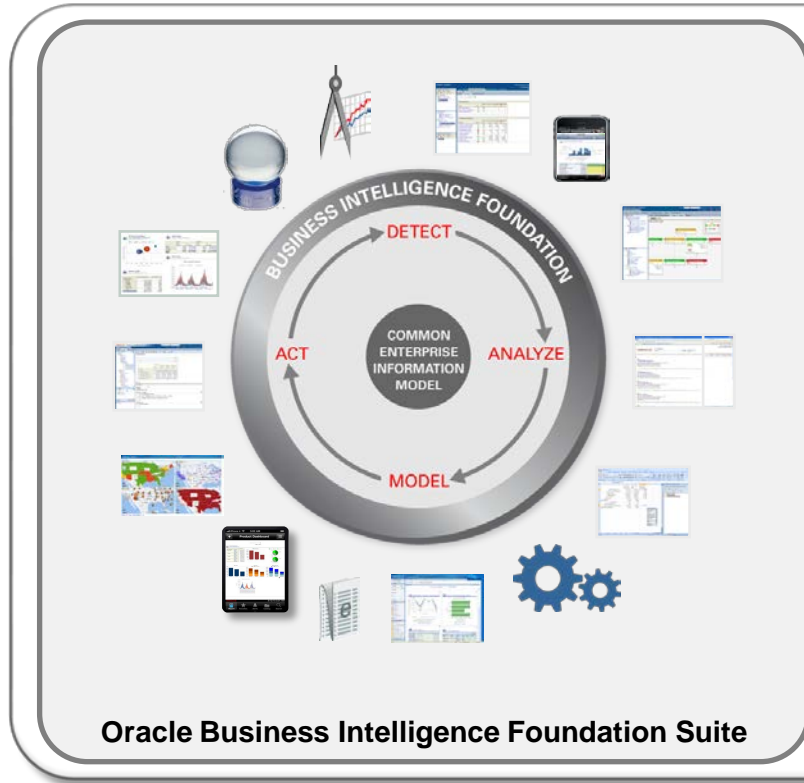
- **Super fast** R-OLAP and M-OLAP
- **Super fast** Financial & Operational Planning
- **Optimized Hardware**
  - Memory: 1 Terabyte DRAM
  - Processors: 40 Intel Cores
- **Software Breakthroughs**
  - Adaptive In-Memory Caching
  - In-Memory Columnar Compression
  - Optimized Storage Block Access
 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

# Oracle Exalytics

## 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

# Oracle Exalytics – Under the Hood



TimesTen for Exalytics

Essbase

Adaptive In-Memory Tools

**In-Memory Analytics Software**

1 TB RAM  
40 Processing Cores  
High Speed Networking

**In-Memory Analytics Hardware**

# Exalytics Hardware Architecture

RAM Machine Optimized to Run BI Foundation Suite



## Memory

1 TB RAM, 1033 MHz

## Compute

4 Intel® Xeon® E7-4870, 40 cores total

## Networking

40 Gbps InfiniBand – 2 ports

10 Gbps Ethernet – 2 ports

1 Gbps Ethernet – 4 ports

## Storage

3.6 TB HDD Capacity

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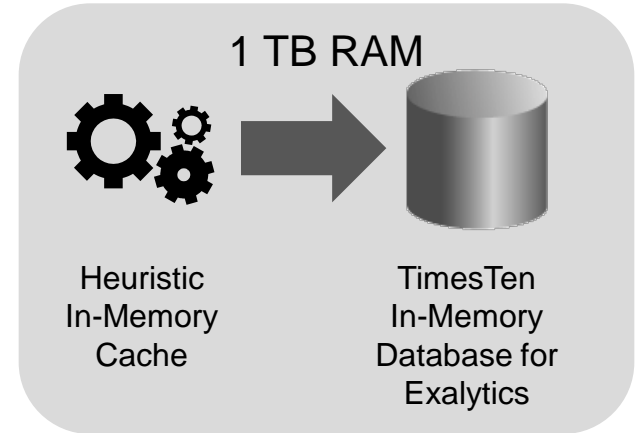
# In-Memory Analytics

## Heuristic Adaptive In-Memory Cache

- Decides what gets stored in-memory
- Adapts to changes in analytic workload

## In-Memory Databases

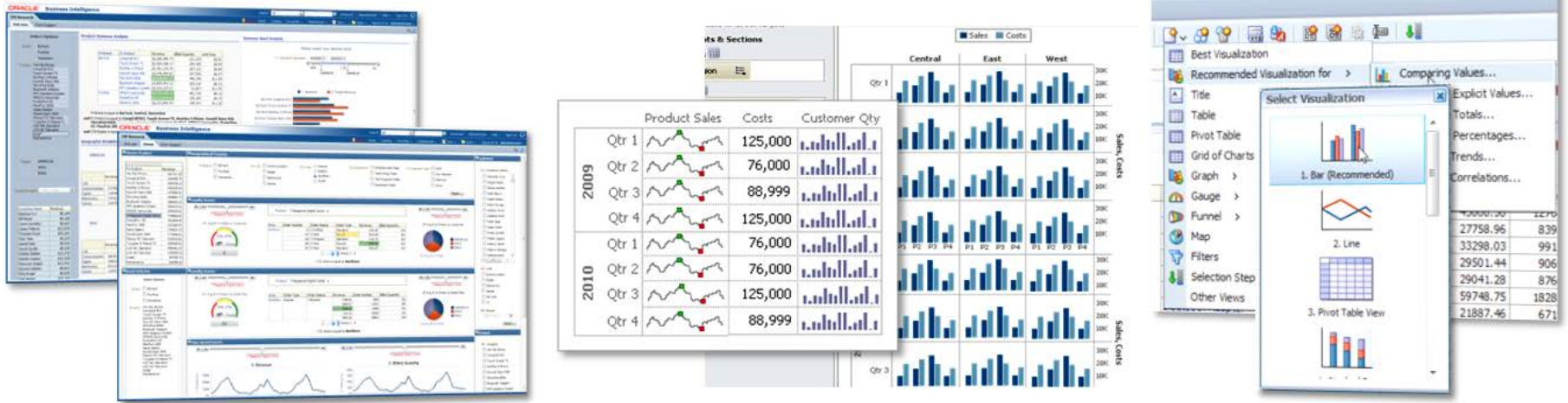
- Parallel TimesTen Database
- Parallel Essbase
- Advanced Columnar Compression
- In-Memory Analytic Functions



# 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



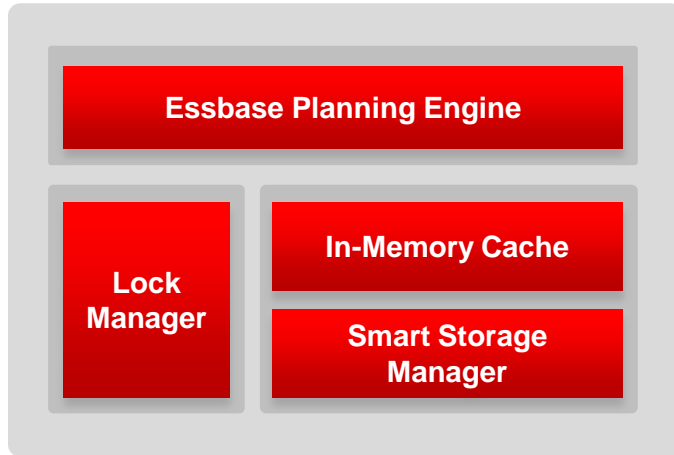
# Immersive Mobile Experience with Exalytics

Fastest Time to Mobile Value. No Additional Development



- Exalytics user experience extended to iPad
- All BI content instantly available to mobile users with zero extra development
- Speed-of-thought analysis available anywhere

# High Performance Planning with Exalytics

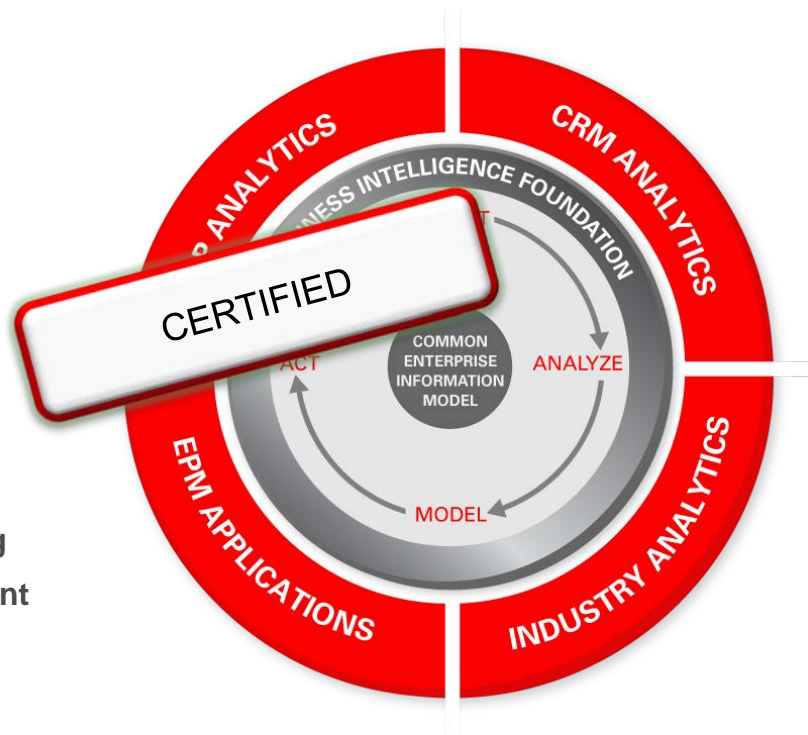


- **Smart Storage Manager** stores frequently accessed blocks in-memory
- **In-Memory Cache** optimizes block access
- Lock Manager improves parallelism
- **80x Faster Reads; 20x Faster Writes**

# BI and EPM Applications Run Better with Exalytics

No application changes required

- Financials
- HR
- Procure & Spend
- Projects
- Supply Chain
- Order Management
- Logistics
  
- Planning & Forecasting
- Profitability Management



- Sales
- Marketing
- Service
- Contact Center
- Price
- Loyalty
  
- Financial Services
- Communications
- Healthcare
- Retail

# Exalytics Optimized to work with Exadata

Extreme Performance: Query Processing & Analytics



Extreme performance via pre-integrated, optimized Oracle database platform

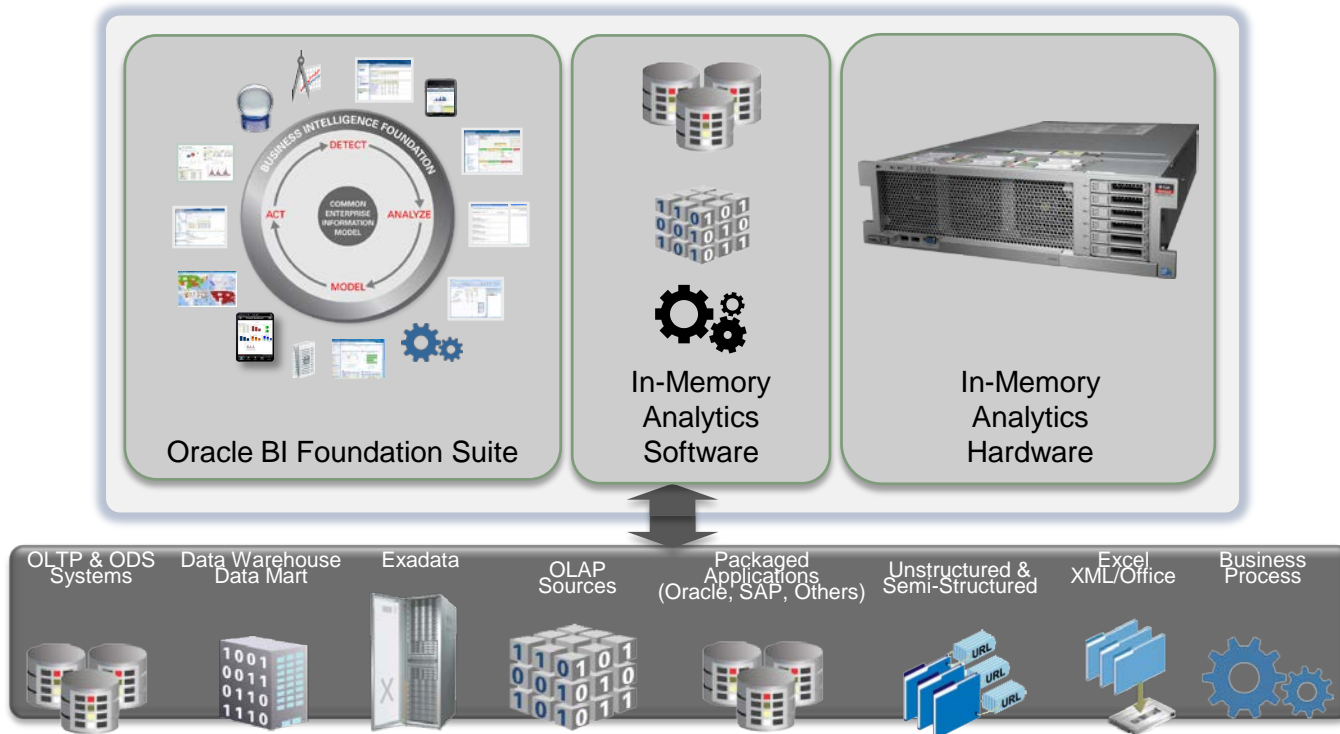


Speed-of-thought enterprise Business Intelligence platform

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# Complements Existing Data Sources

Relational and Multidimensional Sources in any Combination



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# Oracle Exalytics



## Hardware and Software

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## Engineered to Work Together

- Tested together
- Certified together
- Packaged together
- Deployed together
- Upgraded together
- Managed together
- Supported together

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# Oracle Exalytics

## Impressive Results from Early Customer Benchmarks

### Nykredit

- Largest mortgage provider in Denmark, major private bond issuer in Europe
- Need to deliver outstanding performance for summary and transaction grain analysis
- **35x to 70x** faster with Exadata + Exalytics



- Supplies automotive industry with market intelligence “*PolkInsight*”
- Need highly interactive dashboards and visualizations for global analyst community
- **> 10x** faster on average and up to **100x** faster in specific cases



- Large oilfield services company with about ~860 rigs deployed around the world
- Need to drive usage of packaged BI Applications across the organization
- **5x** shorter time to develop; **50x** faster than a custom report (without tuning)



- Large cloud infrastructure services company
- Need highly interactive visualizations for large numbers of individual analyst data sets
- Consistent **Sub-second** interactivity on par with **desktop tools** down from ~30 secs

### A Global CPG Company

- Global consumer pre-packaged foods company
- Need more frequent planning and budgeting cycles for 2000+ users
- **6x** faster cycle time - **4 hours** down from more than **24 hours**

# Hardware and Software

ORACLE®

# Engineered to Work Together

ORACLE®