

Oracle Business Intelligence 11g
Most complete. Most integrated.



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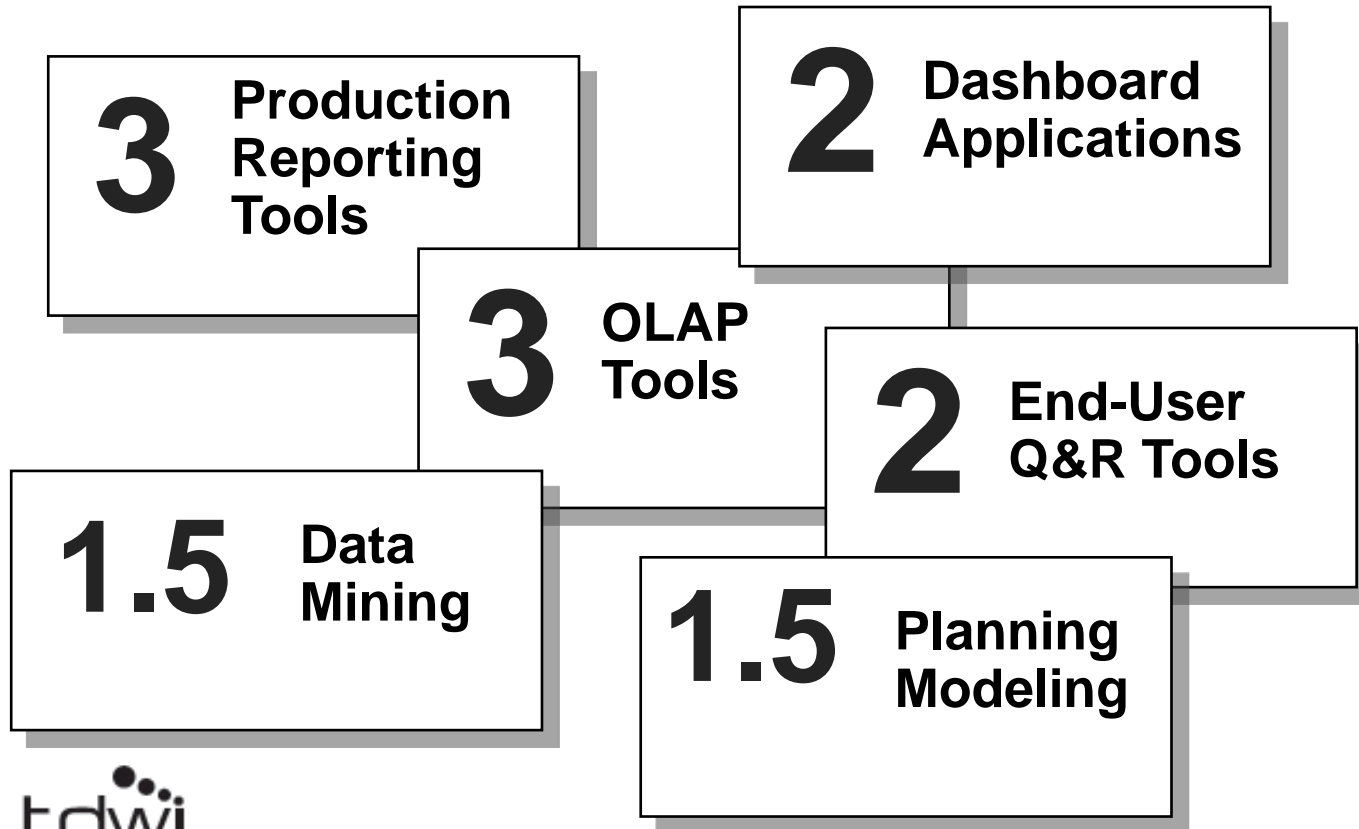
Oracle Business Intelligence 11g Business Dashboard Management

Thomas Oestreich
Chief EPM STrategist

Tool Proliferation is Inefficient and Costly

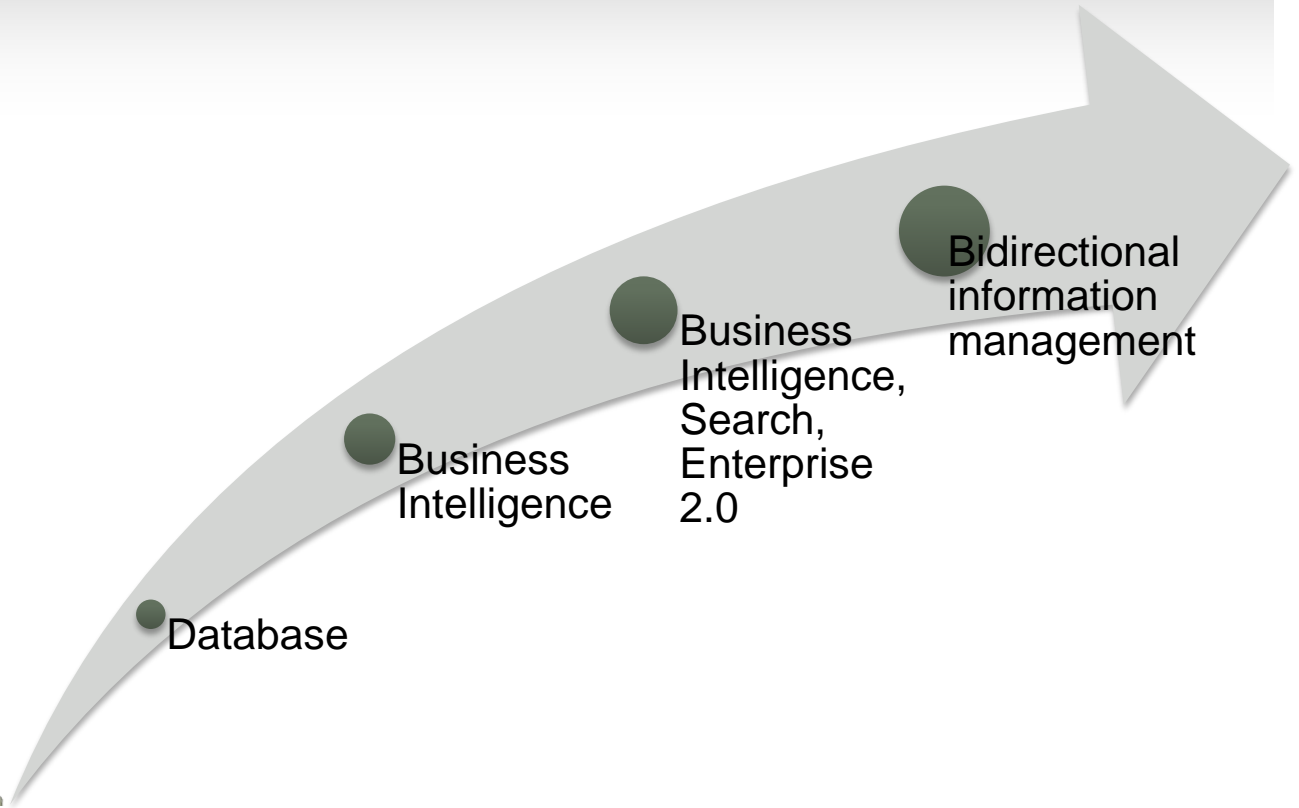
Disconnected Systems; Competing Analytic Needs

Question: Which capabilities are you standardizing?



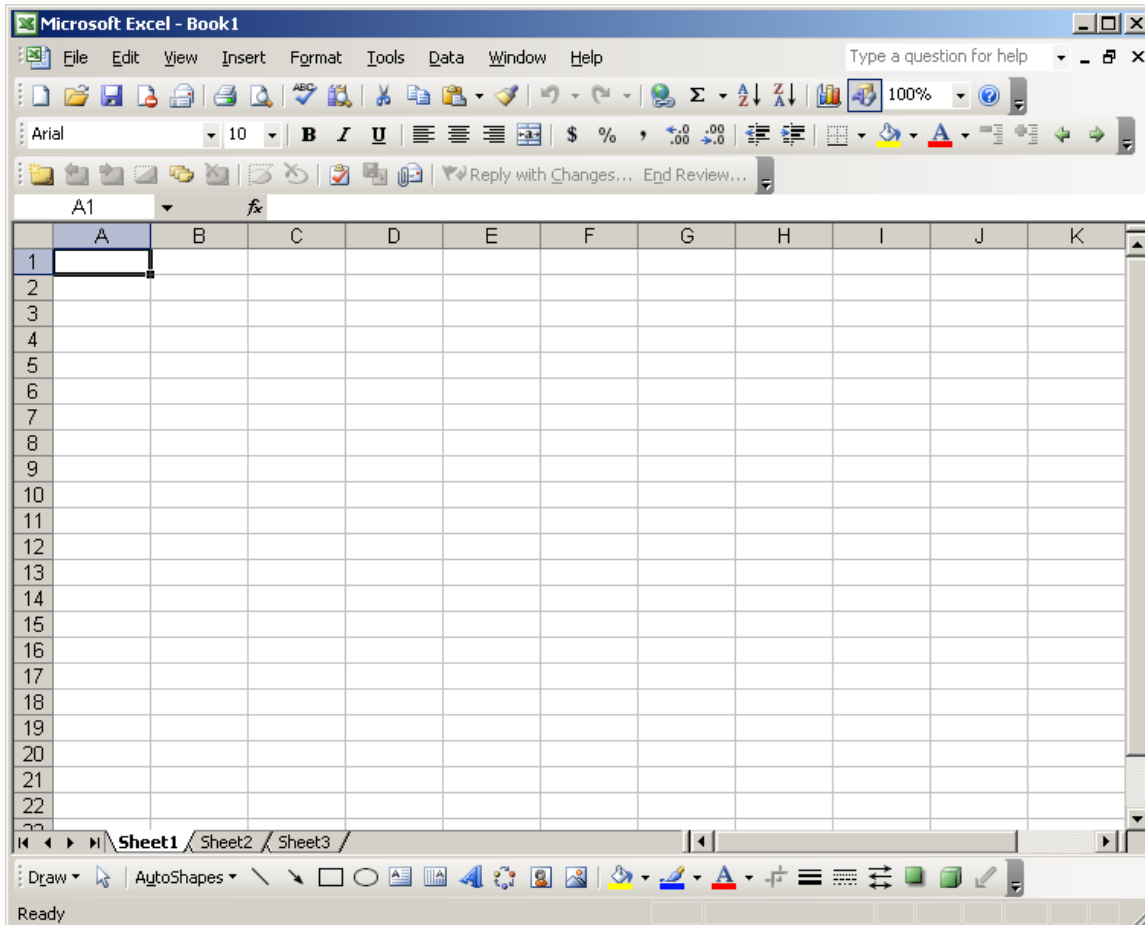
The Data Warehouse Paradox

Relevance for many questions vs
relevance for particular question



Most Dashboards Look Like This!

It is a Good Productivity Tool...but



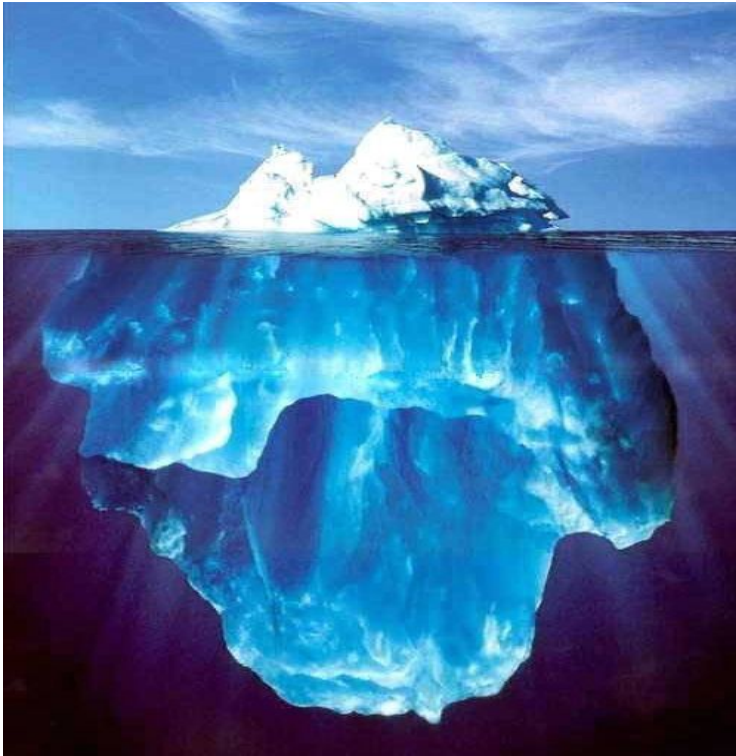
- Disconnected
- Data security risks
- Prone to errors
- Doesn't scale
- No controls / audit trails

What is a Good Dashboard?

- Relevant
- Timely
- Precise
- Intuitive
- Guiding
- Actionable



Beyond the Dashboard

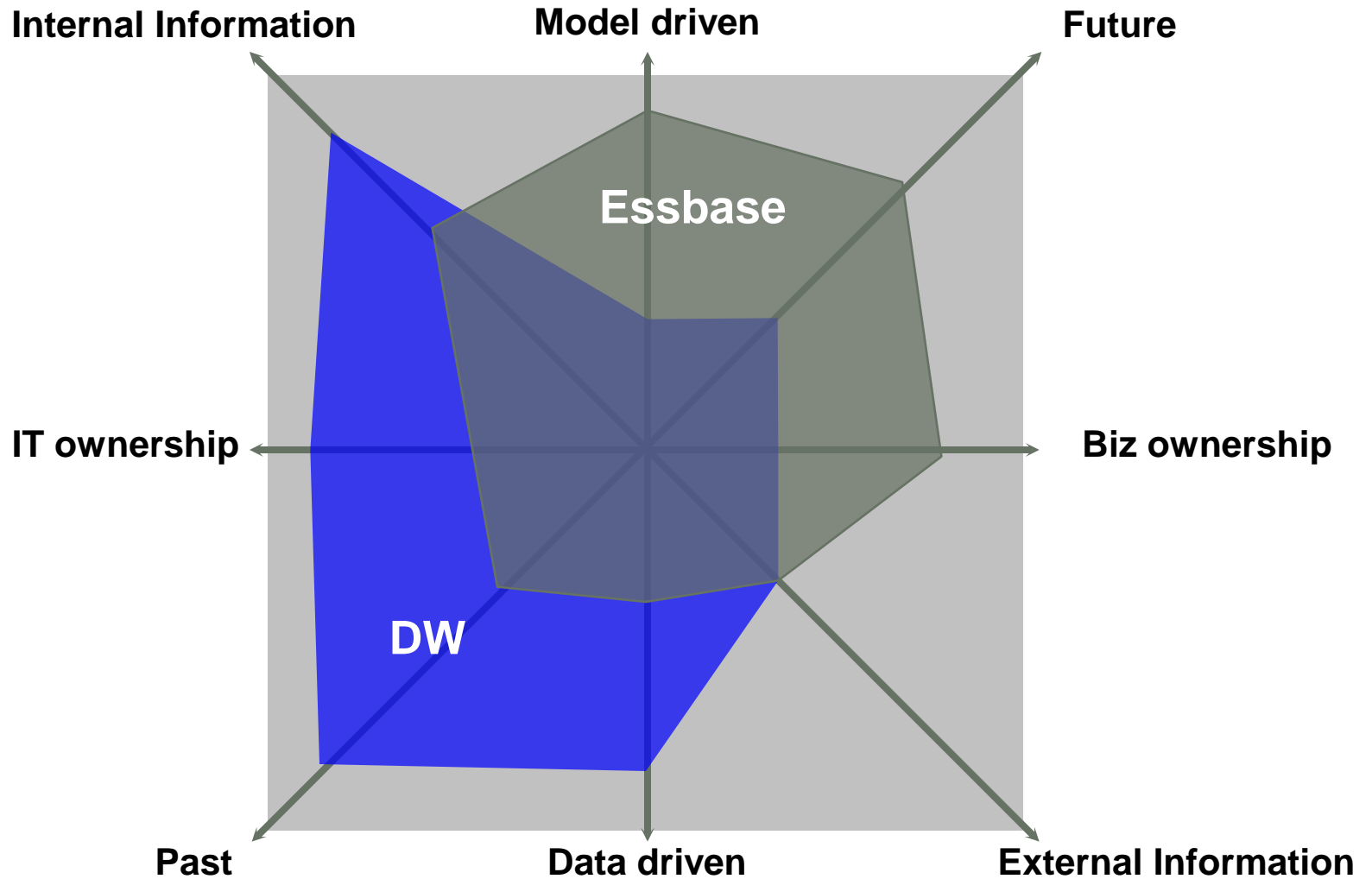


• Dashboards



- Integration
- Metadata mapping
- Metrics
- Data model
- Heterogeneous data sources

Design Pattern – DW and Essbase



Balance IT and Business Control

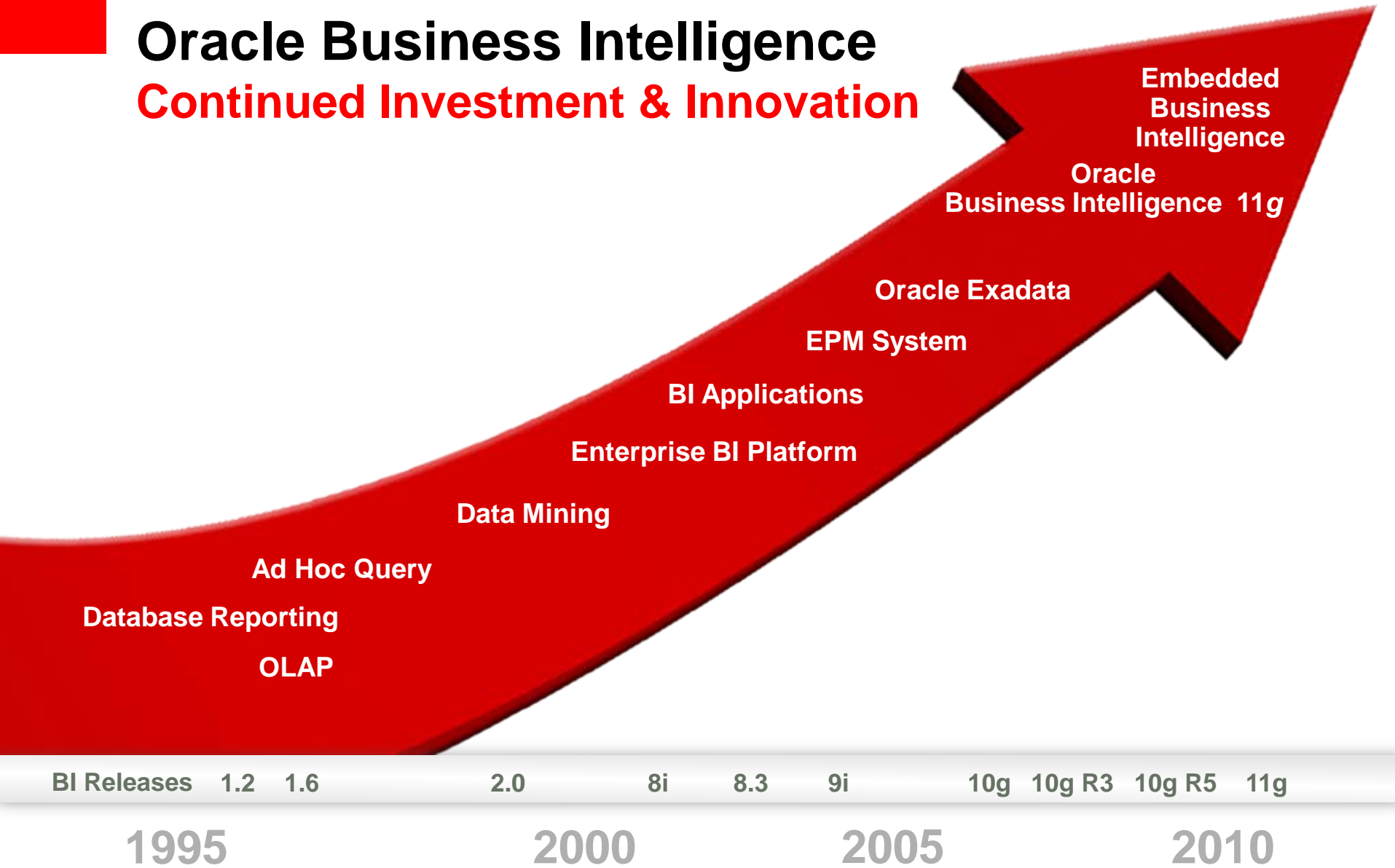


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Oracle Business Intelligence

Continued Investment & Innovation



Embedded Business Intelligence

Oracle Business Intelligence 11g

Oracle Exadata

EPM System

BI Applications

Enterprise BI Platform

Data Mining

Ad Hoc Query

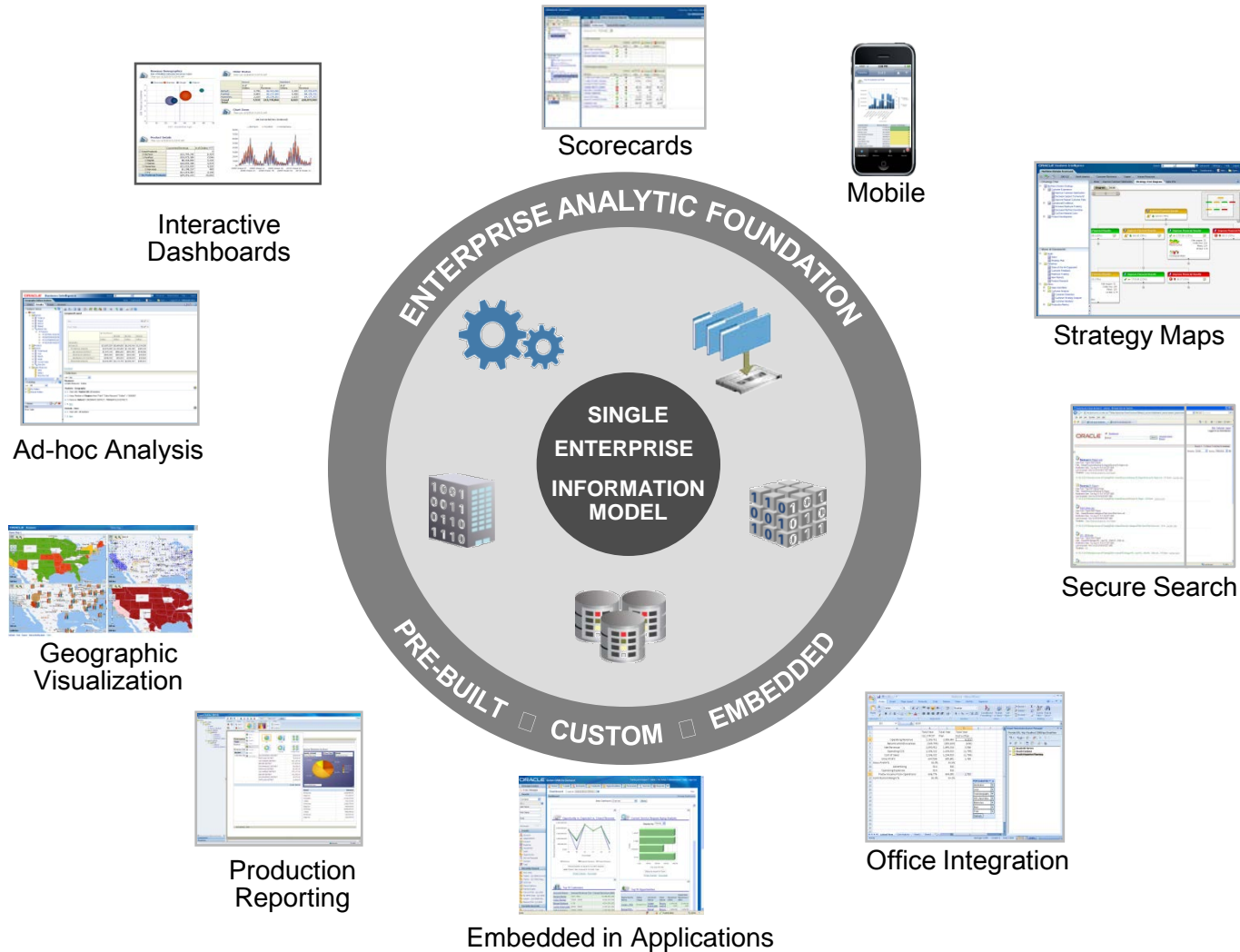
Database Reporting

OLAP

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Complete Enterprise Analytic Foundation

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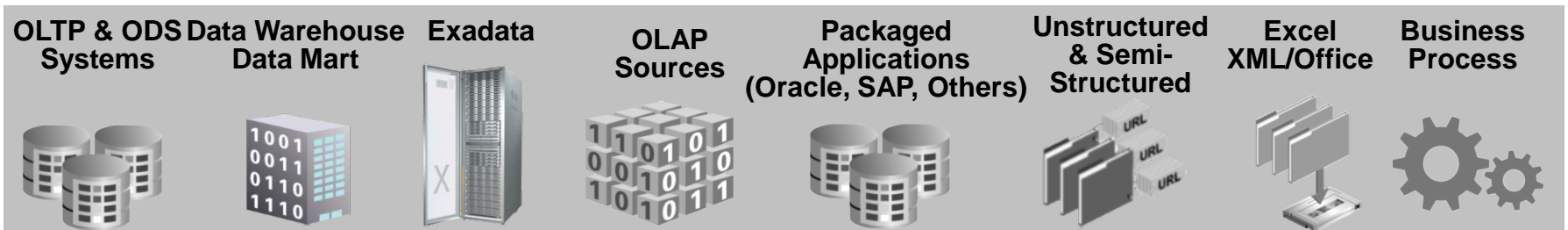
Most Integrated.

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Common Enterprise Information Model

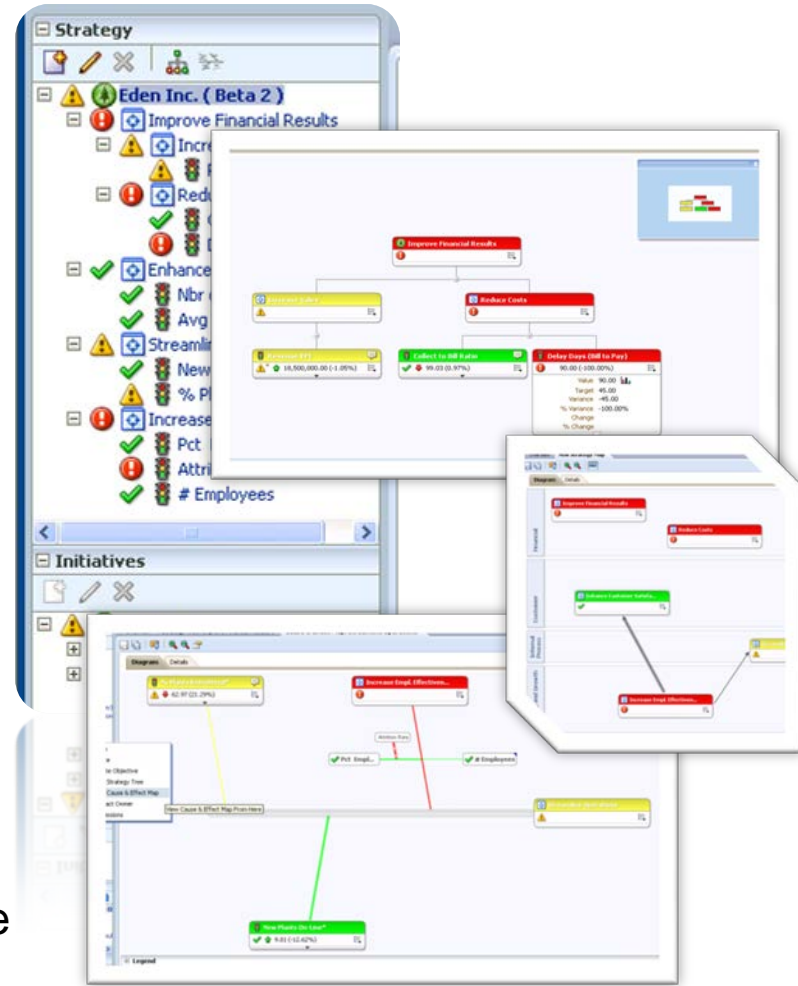
- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management



Detect Variances from Goals

Oracle Scorecard and Strategy Management

- 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



New Interactive Visualizations

Gain Insight Quicker with Greater Visibility

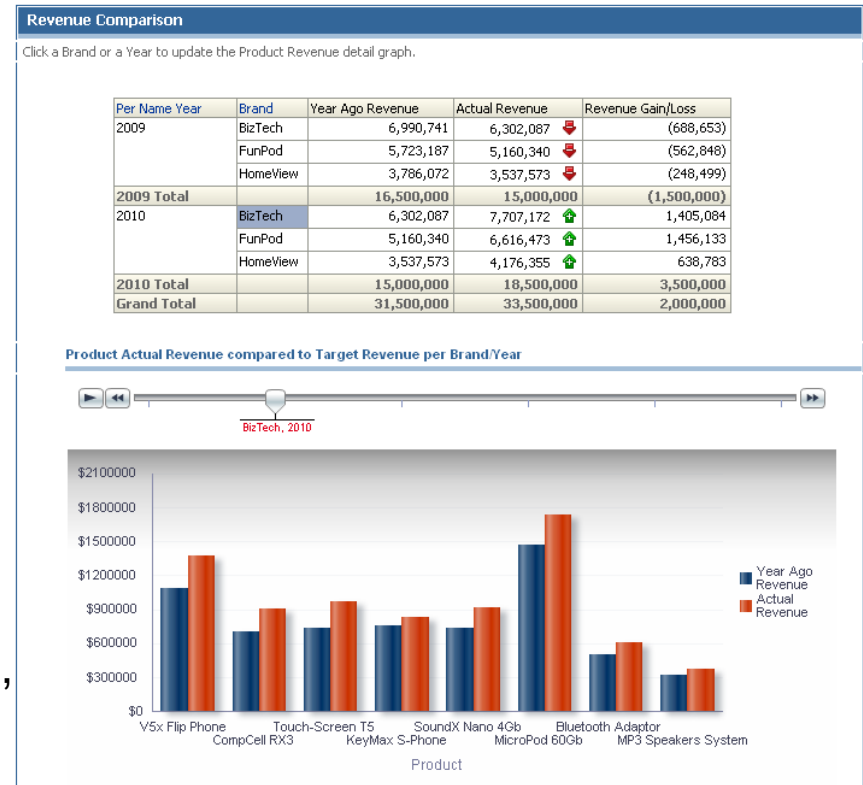
- Rich Interactive Visualizations
- Animated transitions
- Range and Paging sliders
- Legend-based interactions
- Master-Detail linking
- Extensive and extended set of chart types
- Consistent, hi-fidelity charting across Oracle product line



Best in Class Ad-hoc Query & Analysis

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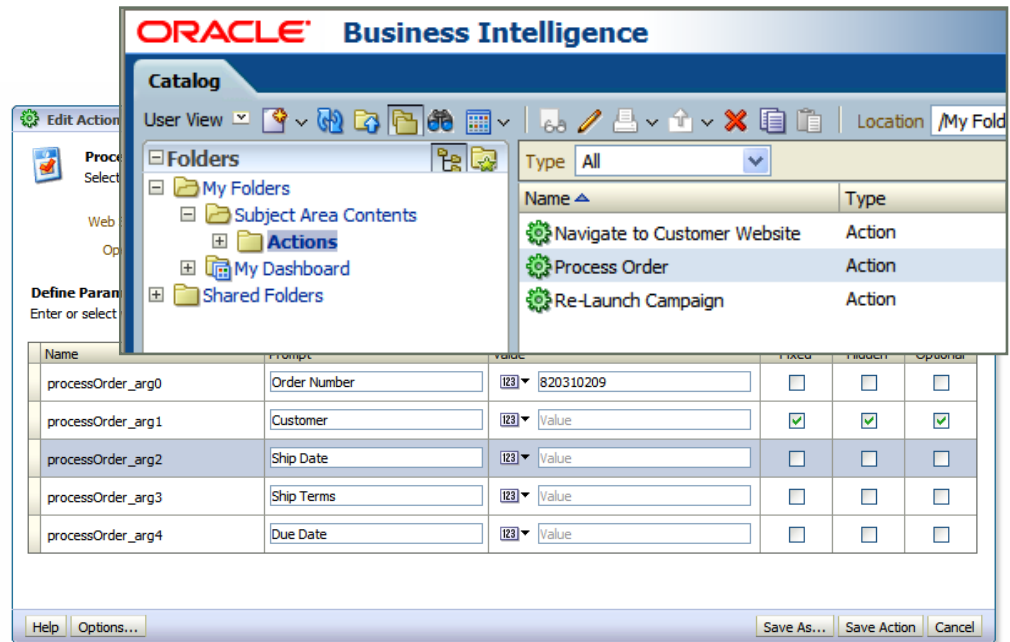
- First, seamless ROLAP & OLAP browser interface
- OLAP query building with member selection
 - Member selection
 - Calculated members
 - Hierarchical calculations
 - Custom aggregates
- Navigate across relational and multidimensional sources
 - Shared metadata, calculations, dimensions, security
 -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



Standards-based Action Framework

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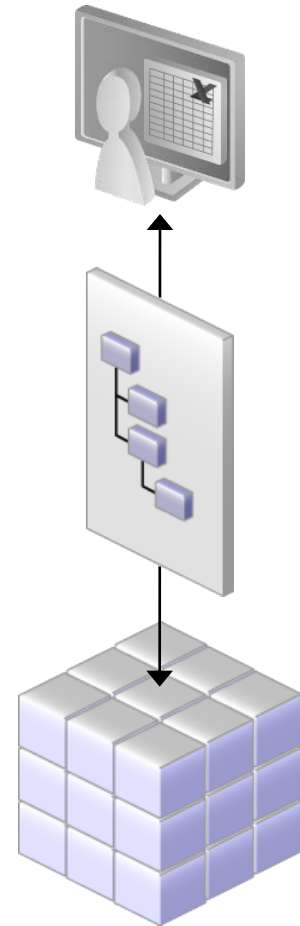
- **Initiate**
 - Workflow / Business Process (BPEL)
 - Message / Post Event (ES)
 - Web Service
 - Delivers iBot
- **Execute**
 - Java Method
 - Siebel Workflow
- **Navigate**
 - BI Content
 - Analytic Application View
 - Web Content
- **Deliver**
 - BI Content
 - Web Content



Best in Class OLAP Server

Oracle Essbase

- Forward looking what-if analysis
- Model complex business scenarios
- Financial, time series & custom calculations
- Multi-user write-back
- Best OLAP Performance & Scalability
 - Flexible storage – Block, Aggregate & Hybrid
 - Optimized load performance, trickle feed
 - High-availability clustering
 - Sub-second response time: 20,000 concurrent users, 15 dimensions, 1 billion records
- Integrated with Oracle BI and Oracle EPM
 - Shared metadata, calcs, dimensions, security



Analyst Perspective on Oracle BI

FORRESTER

MAKING LEADERS SUCCESSFUL EVERY DAY

"OBIEE 11g has features which make all enterprises running Oracle applications think twice before looking somewhere else for their enterprise BI platform. Having said that, there's nothing in the OBIEE architecture that requires tight coupling with Oracle's applications and middleware. 11g is a huge release, bringing tons of important new features to the OBIEE platform."

Forrester: Boris Evelson July 2010

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