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Oracle Business Intelligence Mobile 11g

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Agenda



- Introduction
- Mobile Strategy
- Oracle Business Intelligence Mobile 11.1.1.5.0
- Demo
- Q & A





What Gartner Is Saying

“By 2013, 33 percent of BI functionality will be consumed via handheld devices. ”

2011 Predicts body of research , Gartner

Fact: Today Mobile Means “Immediate”, “Easy”, “Consistent”



- Users expect to view the same content they see on their computer at the office or at home
- They demand just-in-time access to information
- Want to understand, analyze and take action at all times, wherever they are
- Demand BI on their device “without delay”

Fact: BI Requirements Continually Evolve

50% Change in the First Year



- IT is challenged to deliver mobile BI “without delay”
- Ensuring security of corporate information assets
- Supporting one more BI delivery channel 24x7
- Pursuing Standardization / simplification but forced to implement new infrastructure & teams for mobile BI
- Key for IT:
 - How much of existing deployments can be reused?
 - How to control / manage solution complexity and TCO?



Principles for Mobile Business Intelligence



- **Reusability is key: “Design once, consume through any channel”**
 - Should not require manual design or reformat of dashboard content just for a mobile delivery channel
 - Deliver existing content in custom, embedded, or pre-built BI Apps
- **Should be easy to implement and use**
 - Deliver the same dashboards, reports, layout/design as any other computer
 - Not require additional dedicated IT infrastructure and maintenance
- **Should be a feature / option of a BI Foundation**
 - Not a separate middle tier product
 - Reuse security, metadata, dashboards, configuration & settings
 - Be available instantly –no separate complex installs & setup



→ **Lowest Possible TCO for IT + Respond to Users' Needs**

Oracle Business Intelligence Mobile 11.1.1.5.0

Prerequisites



- Foundation Requirements
 - Oracle BIEE 11g 11.1.1.5.0
 - Need licensing for components used (Dashboards, Answers, Delivers, Scorecard, Publisher)
- App Requirements
 - Downloadable from Apple iTunes App Store
 - Single binary for iPhone & iPad
 - Devices supported
 - iPhone 3GS, 4
 - iPad 1 & 2
 - Smartphone OS
 - iOS 4.2.1, 4.3



Immediate Benefit for Mobile Users

Fast Time to
Mobile Value*Lower TCO*



- 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 BIEE
- 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



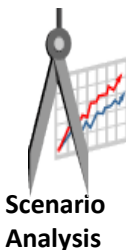
Analytical Collaboration Improves Productivity



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Predictive Analysis



Scenario Analysis



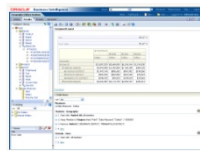
Scorecards



Tablet / Mobile



Interactive Dashboards



Ad-hoc Analysis



Geographic Visualization



Production Reporting



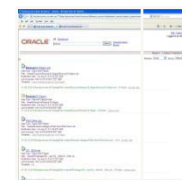
Embedded in Applications



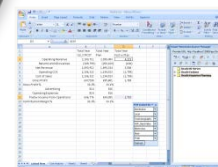
Business Processes



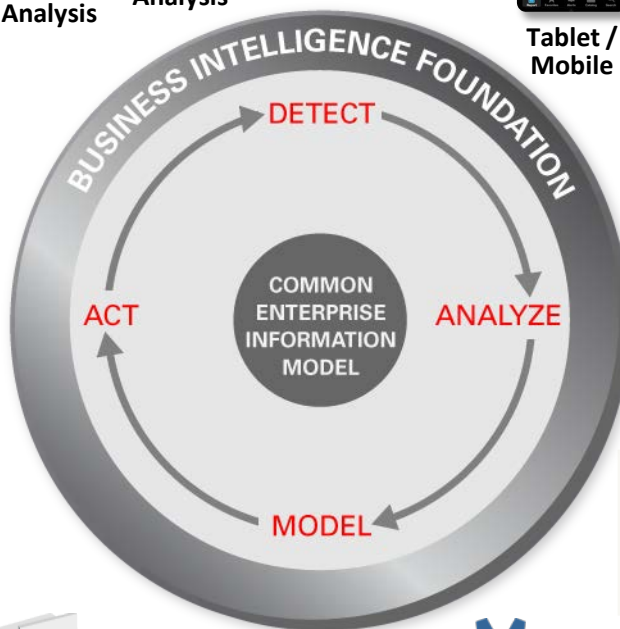
Strategy Maps



Secure Search



Office Integration



Oracle Business Intelligence Mobile 11g



- **Standalone Item on the Price list**
 - **\$360 per Named User Plus (25 user minimum); no CPU price**
 - **Pre-requisite of BI Enterprise Edition**
 - **Included at no charge with BI Foundation Suite**
- **Not available with BI SE1**



Marketing: Apple iPhone4 Campaign



deliver the
PROMISE

Business-savvy.



Bloomberg

Free • Staying on top of the world's markets is easier when you have the most respected source for financial news and expert analysis right in your pocket.



The Economist

Free • The magazine the world's opinion leaders rely on is now at your fingertips. Read or listen to highlights of economic and business news and analysis, with a uniquely global perspective.



Cisco WebEx

Free • Join secure online meetings right from your phone. View presentations with live notations while conferenced in with your team, so anywhere you are, everyone's on the same page.



Oracle BI

Free • Access real-time data from your Oracle Business Intelligence software anytime, anywhere. From enterprise reports to KPIs, this powerful tool keeps you current in or out of the office.

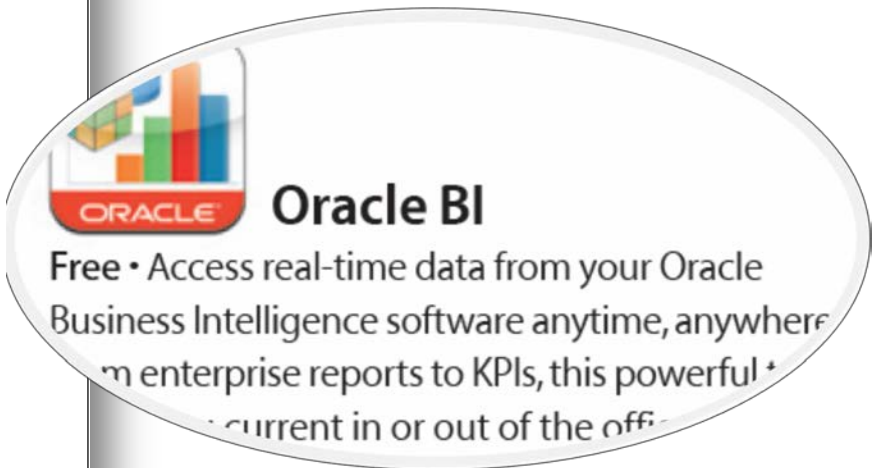


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iPhone 4



Oracle BI Mobile featured in Apple's iPhone 4 print ad in the Economist magazine.

ORACLE®



BI MOBILE DEMO

Authenticating With Server Configuration Setting
Sample App Server



Cancel

Q&A

The image features the letters 'Q&A' in a bold, three-dimensional, red font. The characters are highly stylized with a glossy finish and sharp edges. The 'Q' is on the left, followed by an ampersand '&' in the center, and the 'A' is on the right. The letters are set against a plain white background and cast a soft, grey shadow on the surface below them, giving them a sense of depth and volume.