



Oracle BI Application: Demonstrating the Functionality & Ease of use

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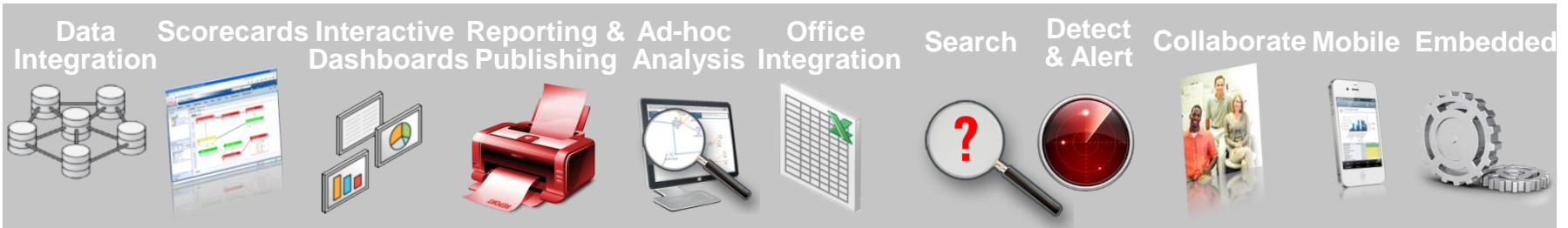
Agenda

- Oracle BI & BI Apps Overview
- Demo:
 - Procurement & Spend Analytics
 - Creating a ad-hoc report



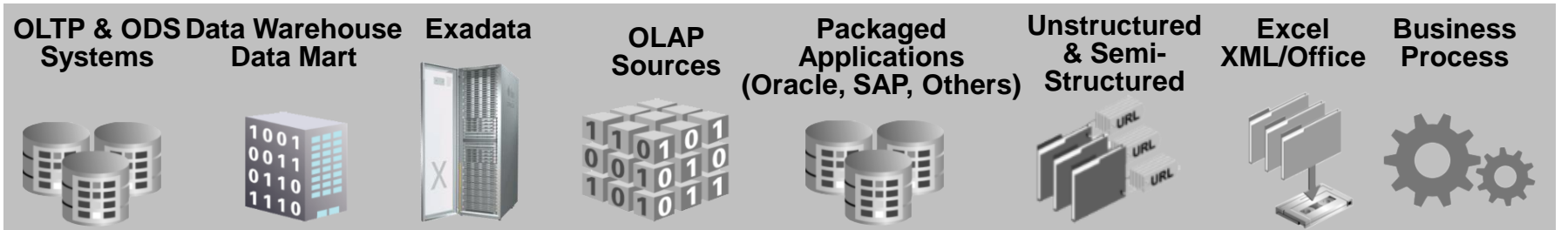
Oracle Business Intelligence 11g

Most Integrated



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



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Building BI Solutions is Challenging

Significant Investment, Skills and Time Required

Develop detailed understanding of operational data sources

Design a data warehouse by subject area

License an ETL tool to move data from operational systems to this DW

Build ETL programs for every data source

License interactive user access tools

Research/understand analytic needs of each user community

Build analytics for each audience

License/create information delivery tools

Set up user security & visibility rules

Perform QA & performance testing

Manage on-going changes/upgrades

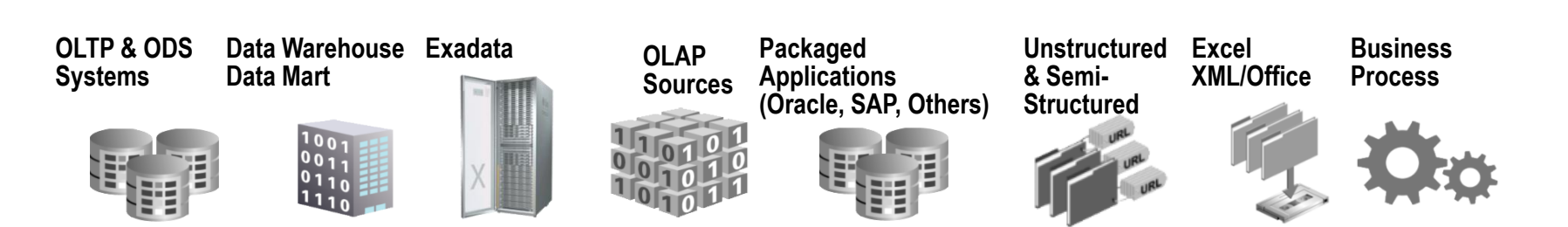
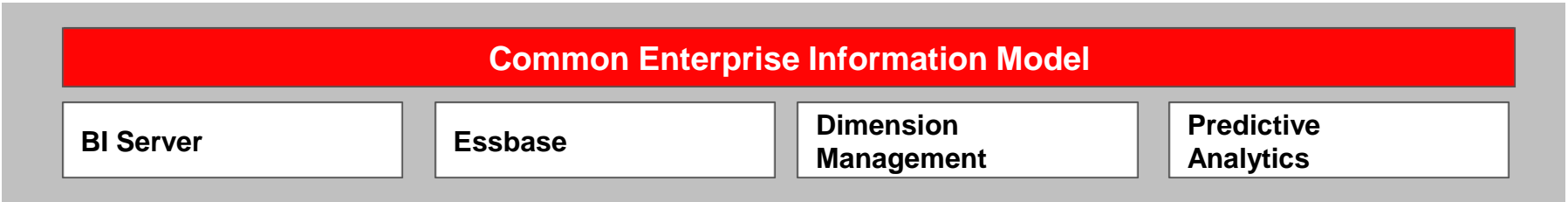
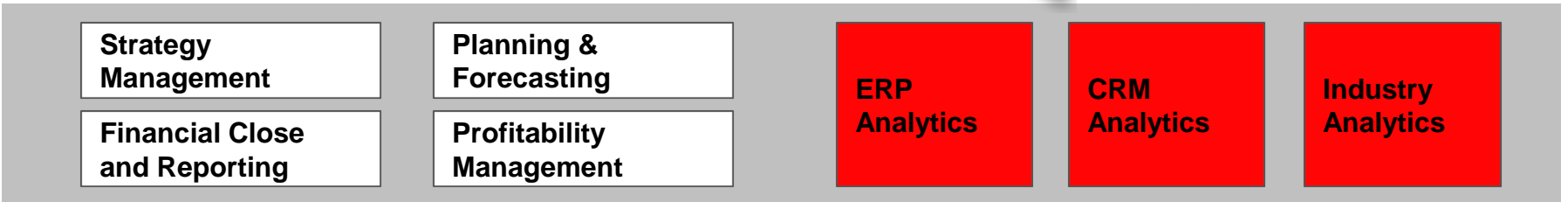
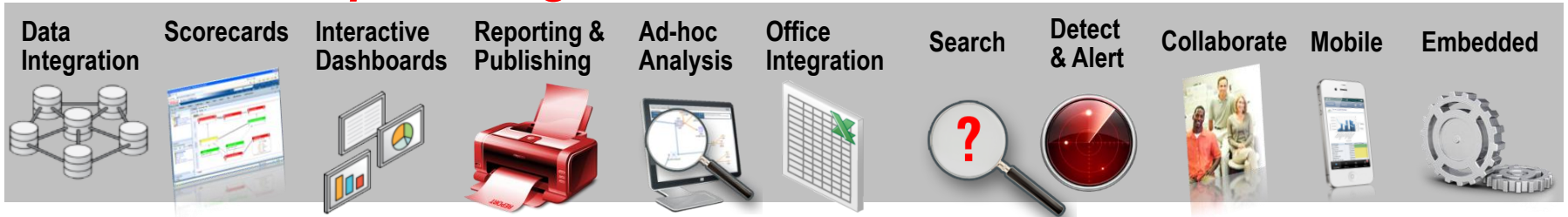
These steps require multiple different BI and DW technology
INVESTMENTS

These steps require IT or BI staff resources with specialized
SKILLS

These steps take TIME to understand and perfect as knowledge of best practices is learned

Oracle's EPM System

Modular. Open. Integrated.



Broadest Analytic Application Coverage

Oracle BI Applications

CRM ANALYTICS

SALES

- Pipeline Analysis
- Forecast Accuracy
- Up-sell/Cross-sell
- Cycle Times
- Lead Conversion
- Sales Team Effectiveness

MARKETING

- Campaign Effectiveness
- Customer Insight
- Product Propensity
- Market Basket Analysis
- Campaign ROI

SERVICE & CONTACT CENTER

- Service Effectiveness
- Customer Satisfaction
- Resolution Rates
- Service Rep Efficiency
- Service Cost
- Service Trends

ERP ANALYTICS

FINANCIALS

- General Ledger
- Accounts Receivable
- Accounts Payable
- Cash Flow
- Profitability
- Expense Management

PROCUREMENT & SPEND

- Direct & Indirect Spend
- Buyer Productivity
- Contract Compliance
- Supplier Performance
- Purchase Cycle Time
- Employee Expense

SUPPLY CHAIN & ORDER MGMT

- Revenue & Backlog
- Inventory Analysis
- Fulfillment Status
- Customer Status
- Order Cycle Time
- BOM Analysis

PRICE

- Price Segments
- Price Waterfall Analysis
- Deal Life Cycle
- Deal Desk Analysis
- Product Pricing Performance

LOYALTY

- Member Demographics
- Program Revenue
- Membership Trends
- Promotion Effectiveness
- Points Analysis

PROJECTS

- Project Funding and Budget
- Product Cost
- Project Revenue
- Project Billing
- Project Profitability

HUMAN RESOURCES

- Employee Productivity
- Compensation
- Talent Management
- Recruiting Analysis
- Learning Analysis
- Workforce Profile

ORACLE BUSINESS INTELLIGENCE

SOURCE ADAPTERS: **ORACLE** PeopleSoft. **SIEBEL** J D EDWARDS

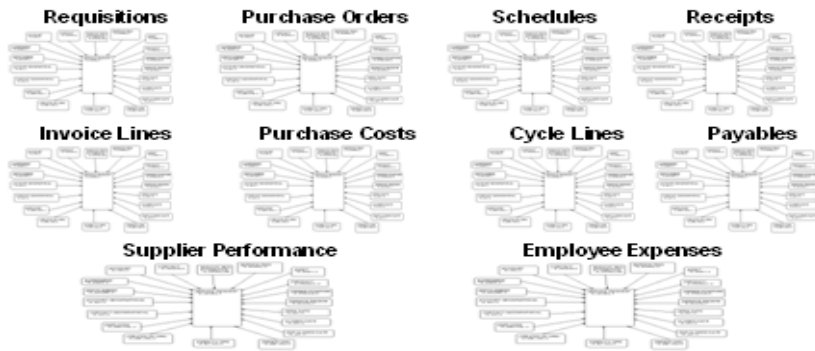


AND OTHER OPERATIONAL AND ANALYTIC SOURCES

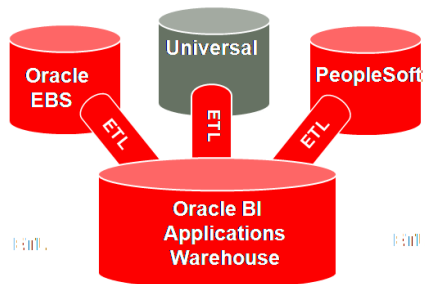
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Procurement & Spend Analytics

- 1 • **Pre-built warehouse** with 10 star-schemas designed for analysis and reporting on Procurement & Spend Analytics.

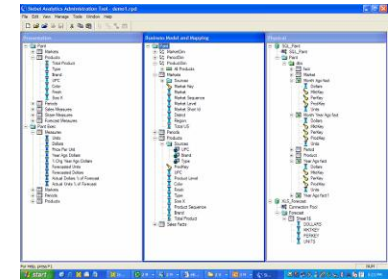


- 2 • **Pre-built ETL** to extract data from over 3,000 operational tables and load it into the DW, sourced from Oracle EBS and other sources.



- 3 • **Pre-mapped metadata**, including embedded best practice calculations and metrics for Supply Chain, Supplier, and other Business Users.

- Presentation Layer
- Logical Business Model
- Physical Sources



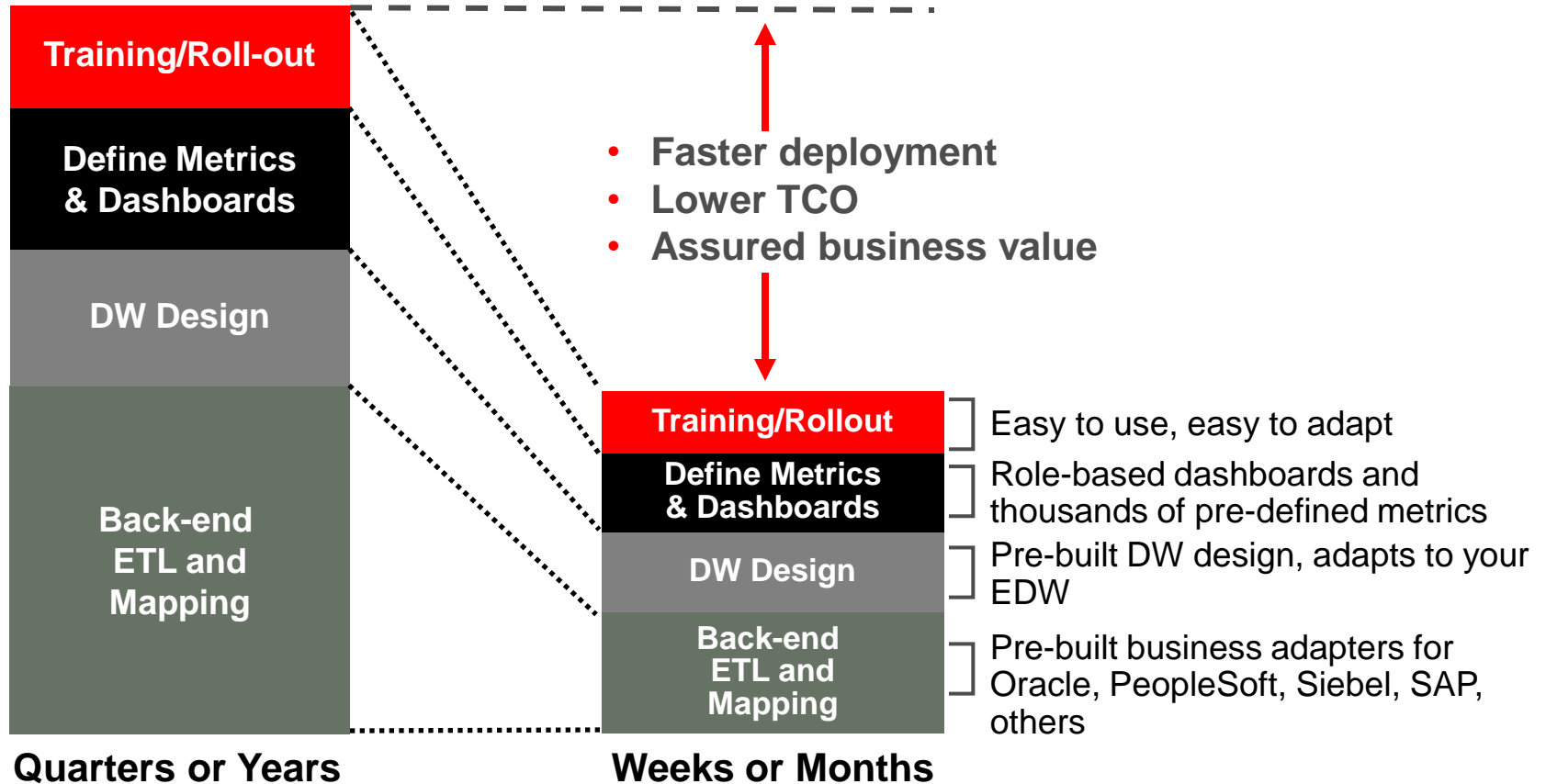
- 4 • A “best practice” library of **over 250 pre-built metrics, Dashboards, Reports and alerts** for Buyers, Cost center Managers, Inventory Managers, Procurement Managers and Supply Chain Executives.



Speeds Time to Value and Lowers TCO

Build from Scratch
with Traditional BI Tools

Oracle BI
Applications



Source: Patricia Seybold Research, Gartner, Merrill Lynch, Oracle Analysis

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Align Actions with Best Practices

Guided & Conditional Navigation Helps Novice Users

GUIDED NAVIGATION


- Enables users to quickly navigate a standard path of analytical discovery specific to their function and role
- Enhances usability and lowers learning curve for new users

In addition to looking at the Inventory Snapshot by Plant that details information on a Quality basis, it is very important to also understand the dollar value of these quantities. In order to obtain this information please click on the link below.

[Top 10 Inventory Valuation Report By Plant or Product Type](#)

CONDITIONAL NAVIGATION

- Appears only when conditions are met and alerts users to potential out of ordinary conditions that require attention
- Guides users to next logical step of analytical discovery

 Recognized Revenue is trailing Order Revenue by a significant amount. Check your revenue page to investigate this issue.

[Revenue](#)

BI Applications Business Content

Deep Coverage Across the Board

Metadata Element	Number
Fact Tables	370
Dimension Tables	595
Dimensional Attributes (a.k.a. Data Elements)	17700
Total Logical Metrics	8200
Base metrics	4000
Derived Metrics	4200
Dashboards	109
Dashboard Pages	430
Reports	3250

Oracle BI Applications 7.9.6.2*

Available Today!

- Summary of new features
 - New Certifications
 - Supply Chain and Order Management Analytics Adapter for JDE EnterpriseOne
 - Position Hierarchy (Back Dated Changes)
 - Project Commitments
 - Procurement Product Catalog
 - Teradata Performance Enhancements
- Certified with
 - OBIEE 10.1.3.4.1
 - DAC 10.1.3.4.1 with minimum patch 10052370
 - Informatica PowerCenter 8.6.1 HF11
- Source Systems
 - Siebel CRM 7.8.x, 8.0.x, 8.1.1
 - Oracle EBS 11i10, R12, R12.1.1, 12.1.2
 - PeopleSoft 8.9, 9.0, 9.1
 - JDE EnterpriseOne 8.11SP1, 8.12, 9.0 (Financials, Supply Chain & Order Management)
 - JDE World A9.2 (Financials)



- **Target Databases**
 - **Oracle 10gR2 (10.2.0.4 or higher), 11gR1 (11.1.0.7), 11gR2 (11.2.0.1+)**
 - **Microsoft SQL Server 2000, 2005, 2008**
 - **IBM DB2 9.1, 9.5, 9.7**
 - **Teradata 12.0, 13.0**
- **Full localization**
 - **Translation to 28 languages**
- **(* 7.9.6.2 is mainly a certification/localization release and a follow on to 7.9.6.1)**

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Build vs Buy costing

Equivalent content to One BI Apps

50% discount provided

	Build	Buy BI Apps
BI Tool (OBIEE)	260 325	260 325
Data base	40 065	40 065
ETL Tool (Infomatica)	194 000	194 000
One Pre Built Apps (25 U)	-	1 111 850
Build Time (12 Mnths+)	4 752 000	-
Setup Time (2 Mnths)	-	528 000
TOTAL	R 6 358 240	R 2 134 240

**** These are estimated figures. Contact your Oracle Sales Representative for an accurate quote.**

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