

ORACLE®

SOFTWARE POWERS THE INTERNET™

Richard Solari

Technical Director

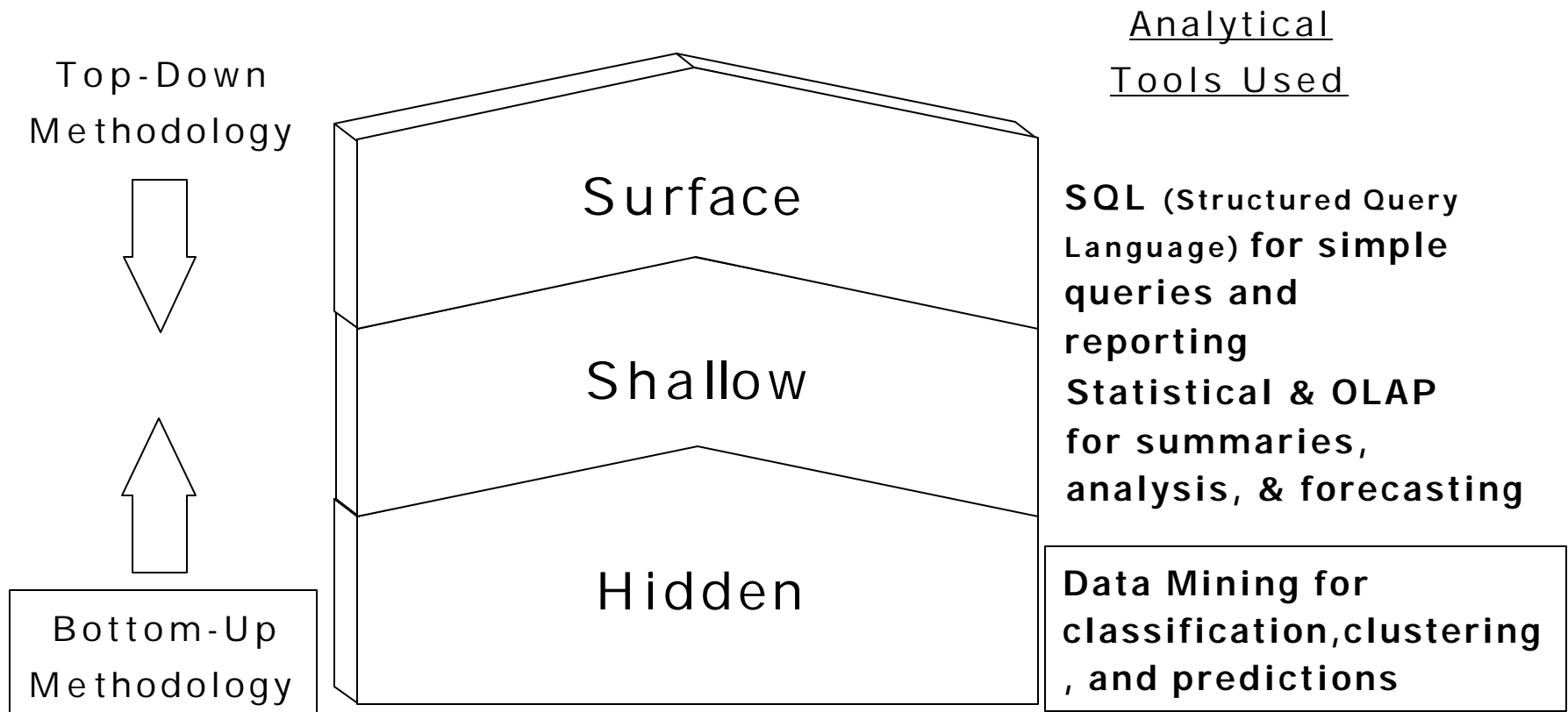
Data Mining Technologies

Oracle Corporation

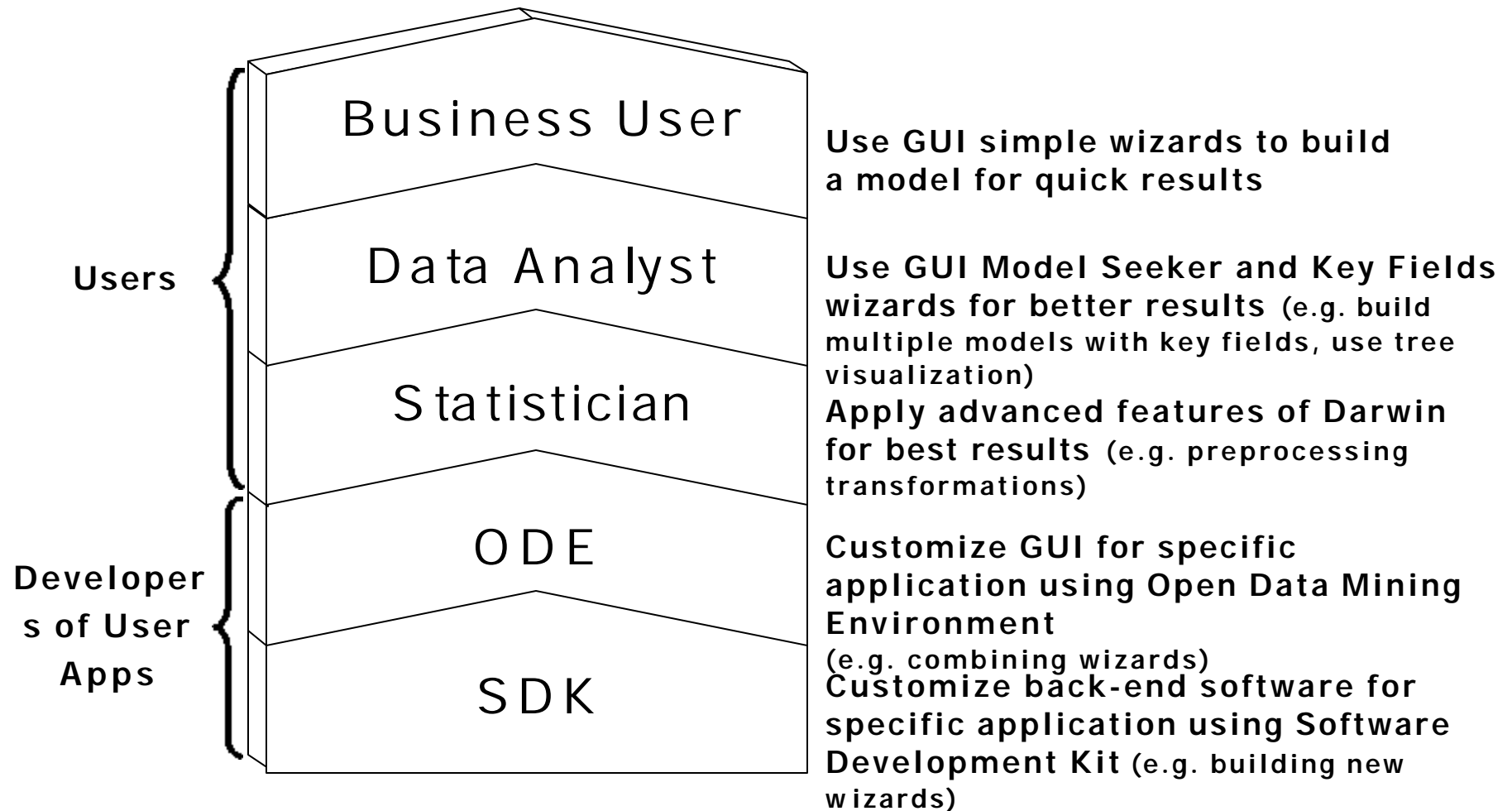
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Oracle Data Mining Software

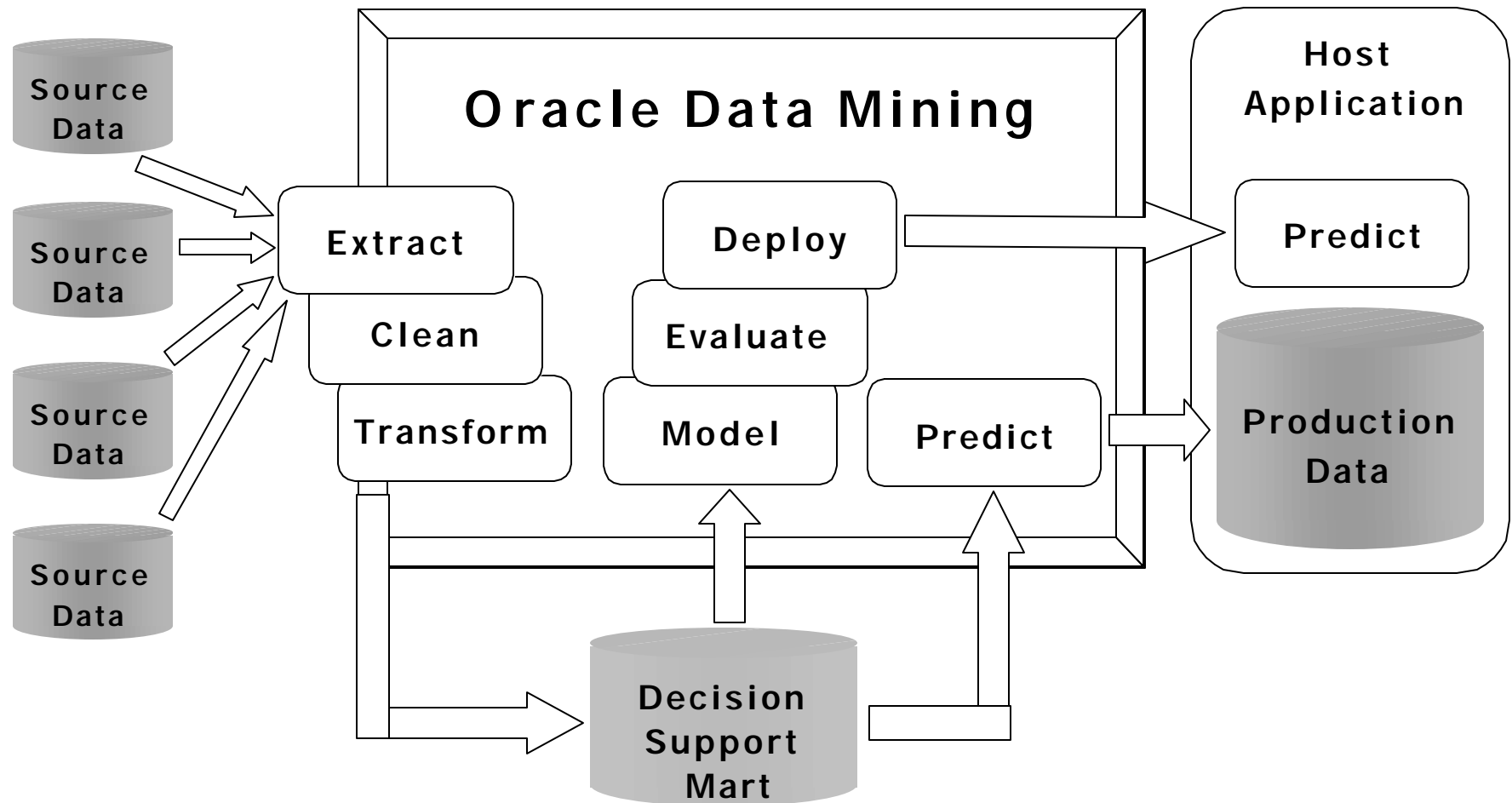
Business Intelligence Levels



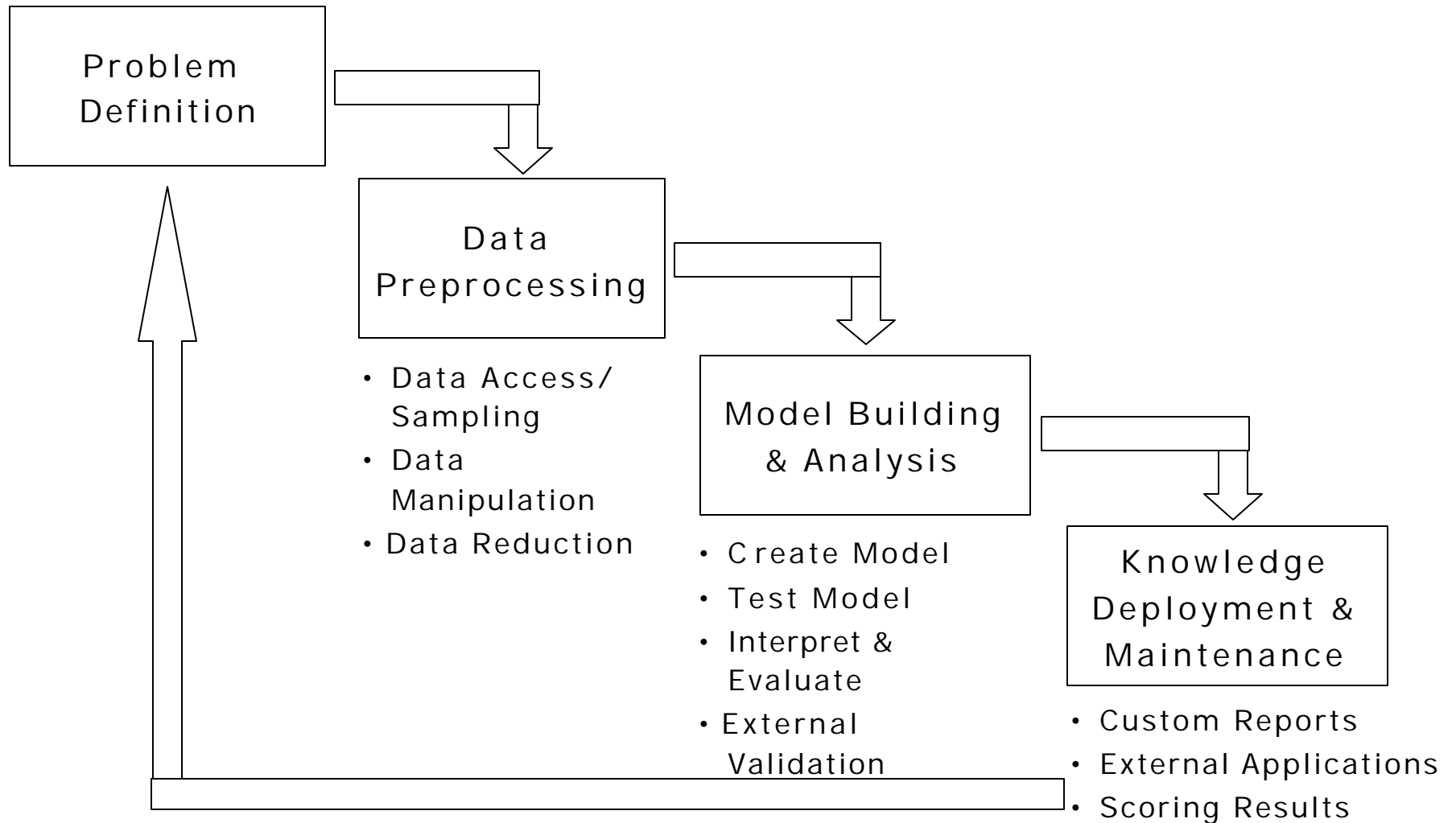
Oracle Data Mining Users and Developers



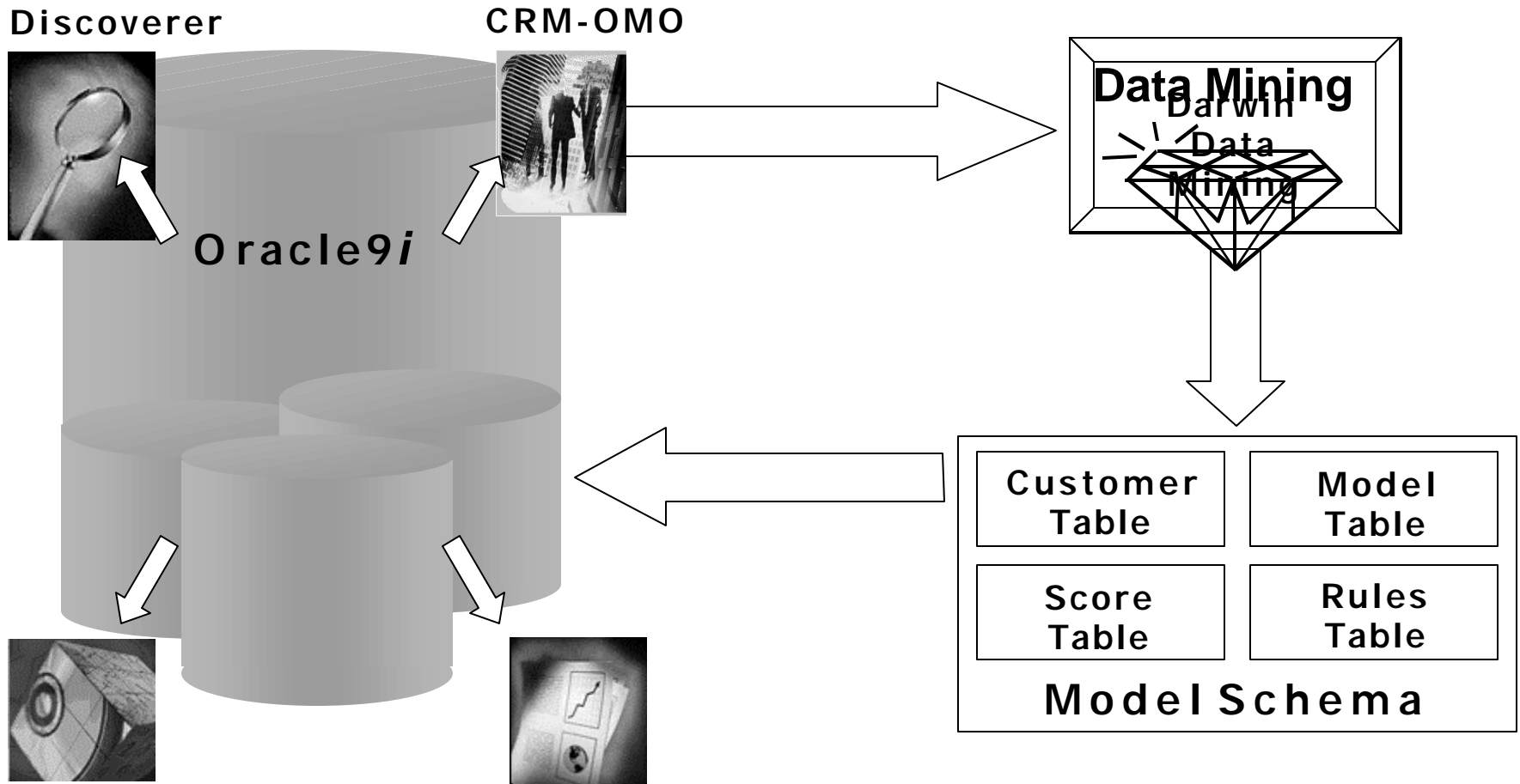
Data Mining Flow



Phases of the Data Mining Process



Darwin Environment

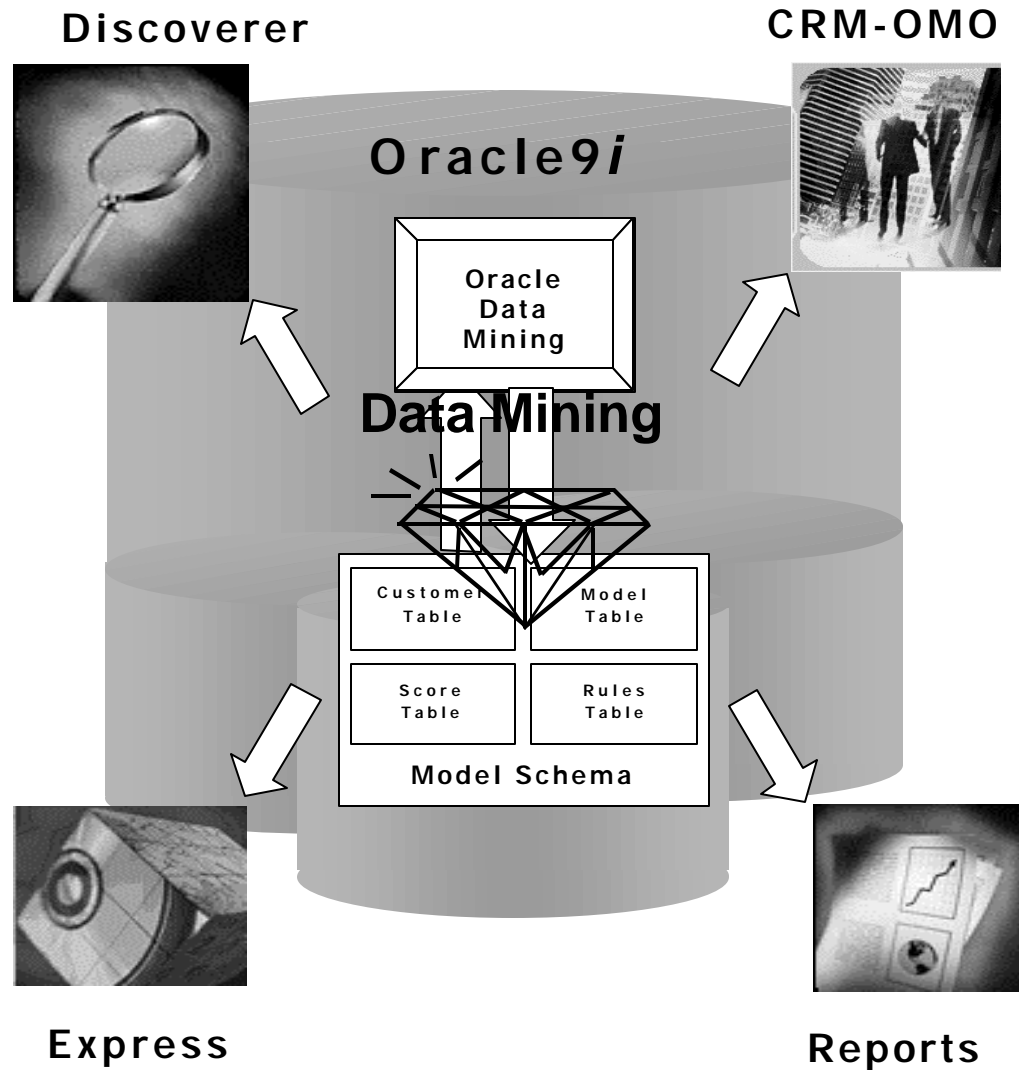


Express

Reports

ORACLE

ODM Environment



ODM Benefits

- Completely Integrated into Oracle 9i Database:
 - Only commercially available Data Mining tool available that is integrated completely inside the database
 - Unsurpassed in efficiency, scalability and security
- Leading Edge Data Mining Techniques :
 - Most advanced Data Mining techniques available today
- Easy to use to gain the full value of Data Mining:
 - Data Mining Intelligence completely written back to Database
 - ODM becomes the value add to existing applications
 - True production environment available

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