

# Oracle Enterprise BI

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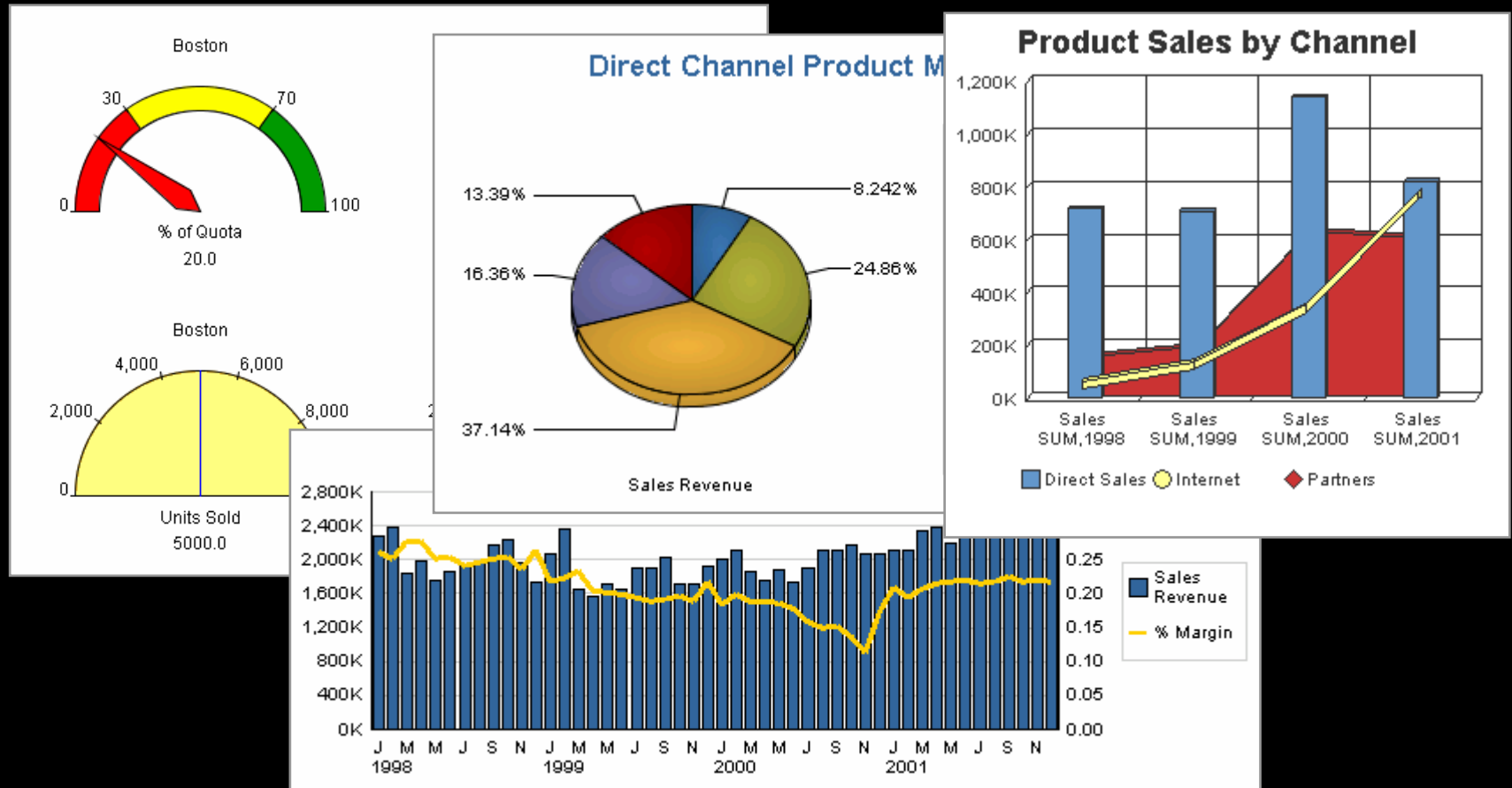
# Agenda

- **Business Challenges**
- **Oracle BI Intelligence Suite**
- **Reporting with BI Publisher**
- **Intro to Oracle BAM**
- **Where do we go from here?**
- **Q & A**

# Today's Challenges

- **Rapid Business Changes**
- **Greater Systems Agility**
- **With Lower Technology Costs**

# Improving Your Bottom Line



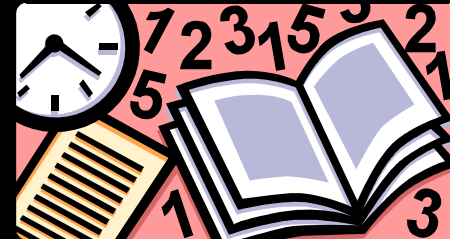
# The Information Challenge

- **Faster access** to critical near real-time information
- **Consistent, clean** “official” information
- **Forecast** “on-demand” without IT assistance
- **Out-of-the-box** solutions – now!
- **Incorporate external data**
- **Widely and securely** available information



# Meeting Goals of Initiatives

- Explosive information growth
  - Enable more accurate and new kinds of analysis
    - More granular levels of data from more sources
    - Longer periods of history
    - More automated data gathering
    - More types of data



# Meeting Goals of Initiatives

- Better and wider access
  - Enable stronger partnerships and more self serve
    - Access provided to suppliers, distributors, partners
    - Access via the internet = need for better security
    - Higher levels of service



# Meeting Goals of Initiatives

- Speed of Information Delivery through Standard Components
  - Enable better analysis and decision making sooner
    - Less custom development
    - More modular approach to application interaction
    - More consistency in analyst experience





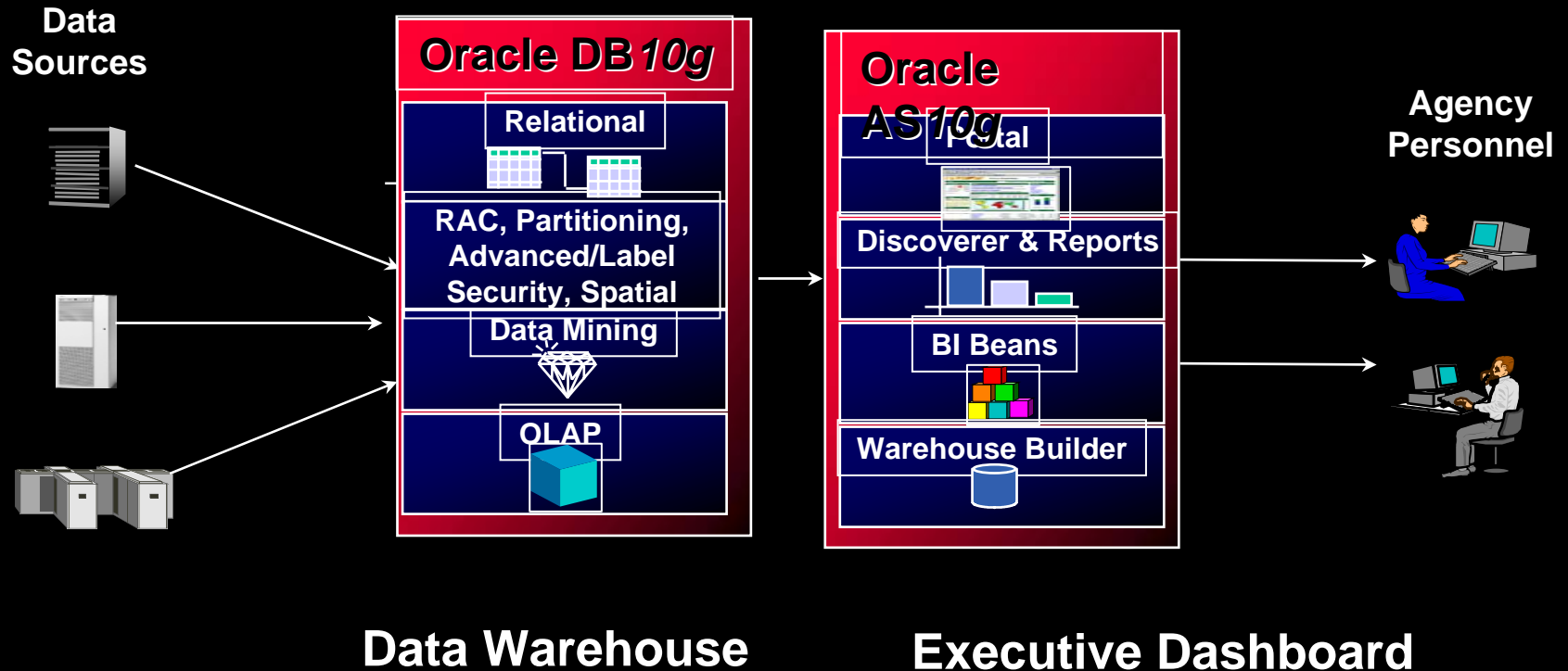
# Meeting Goals of Initiatives

- Automated Business Processes
  - Enable immediate and consistent response
    - Process Flows driven by automated analysis
    - Immediate response to supply & demand changes
    - Cost savings by better just-in-time decisions



# Oracle BI Platform

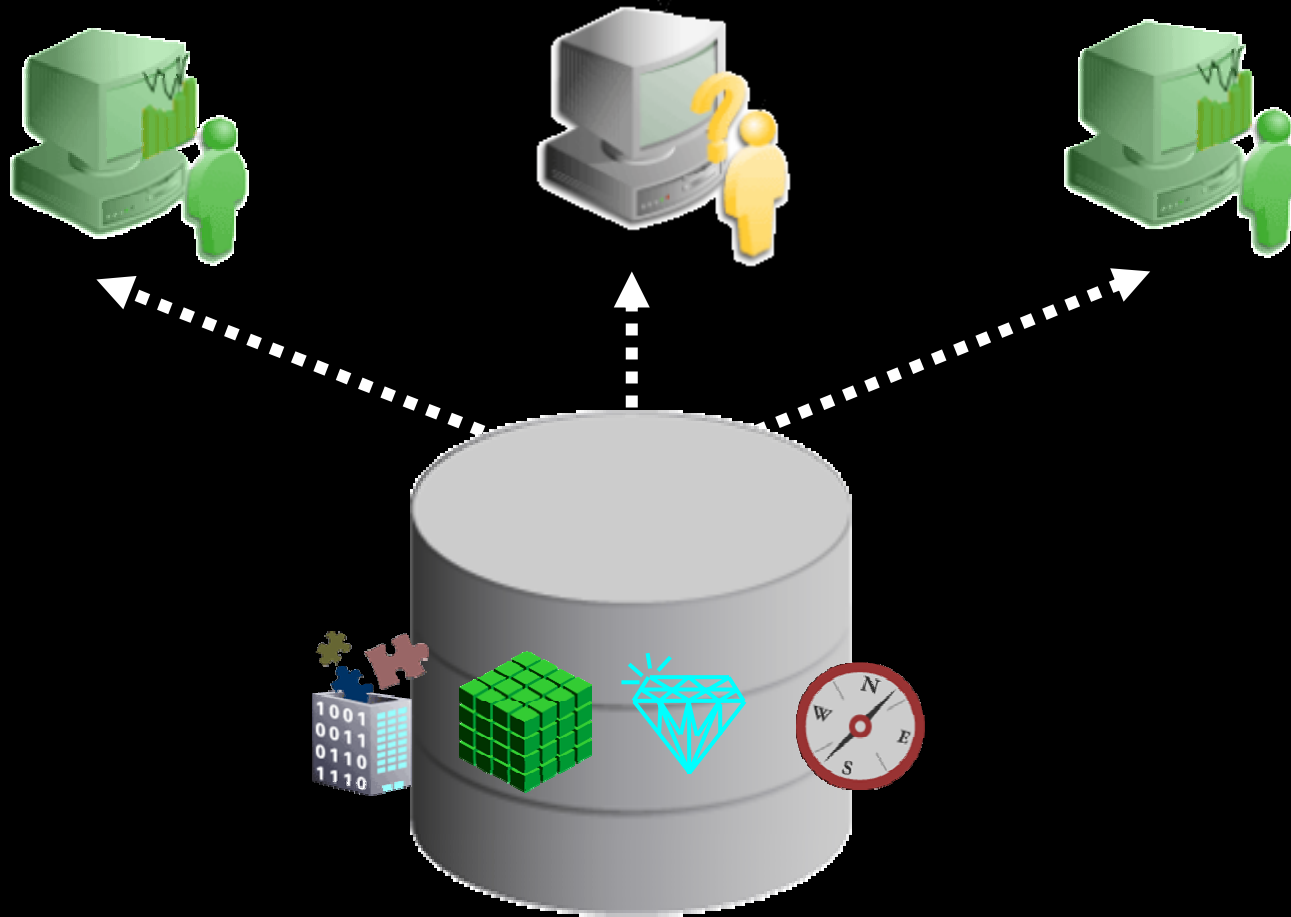
*Complete and Integrated*



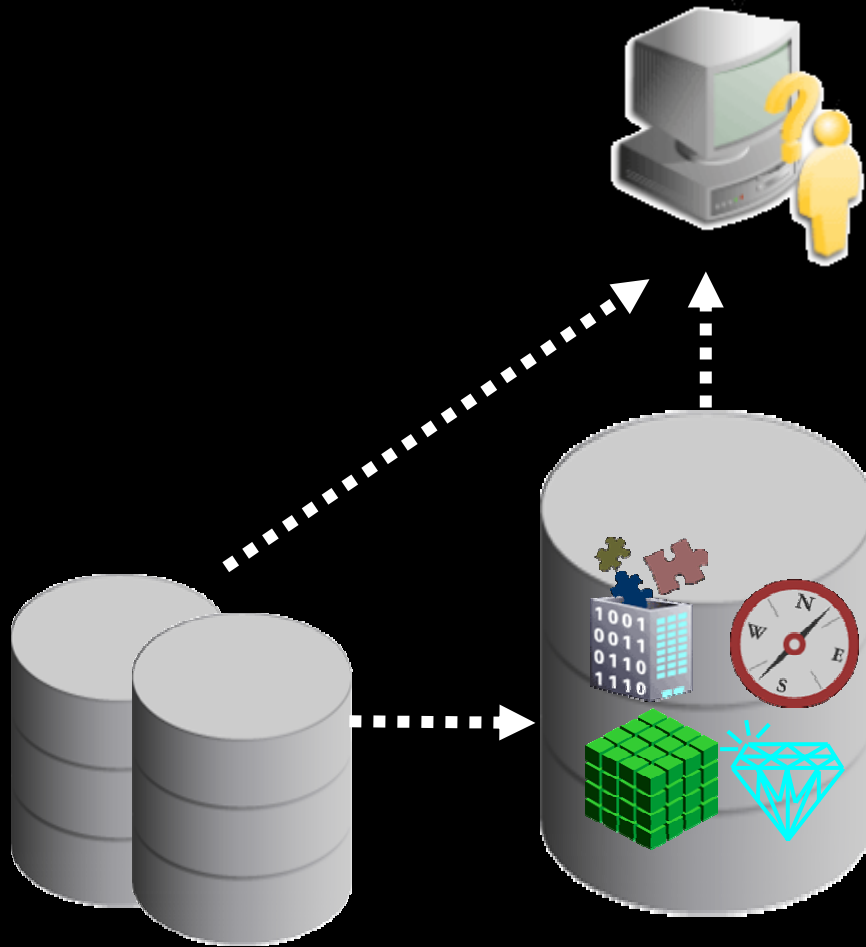


# Oracle BIDW Platform

*Simple, Scalable BI Capabilities*



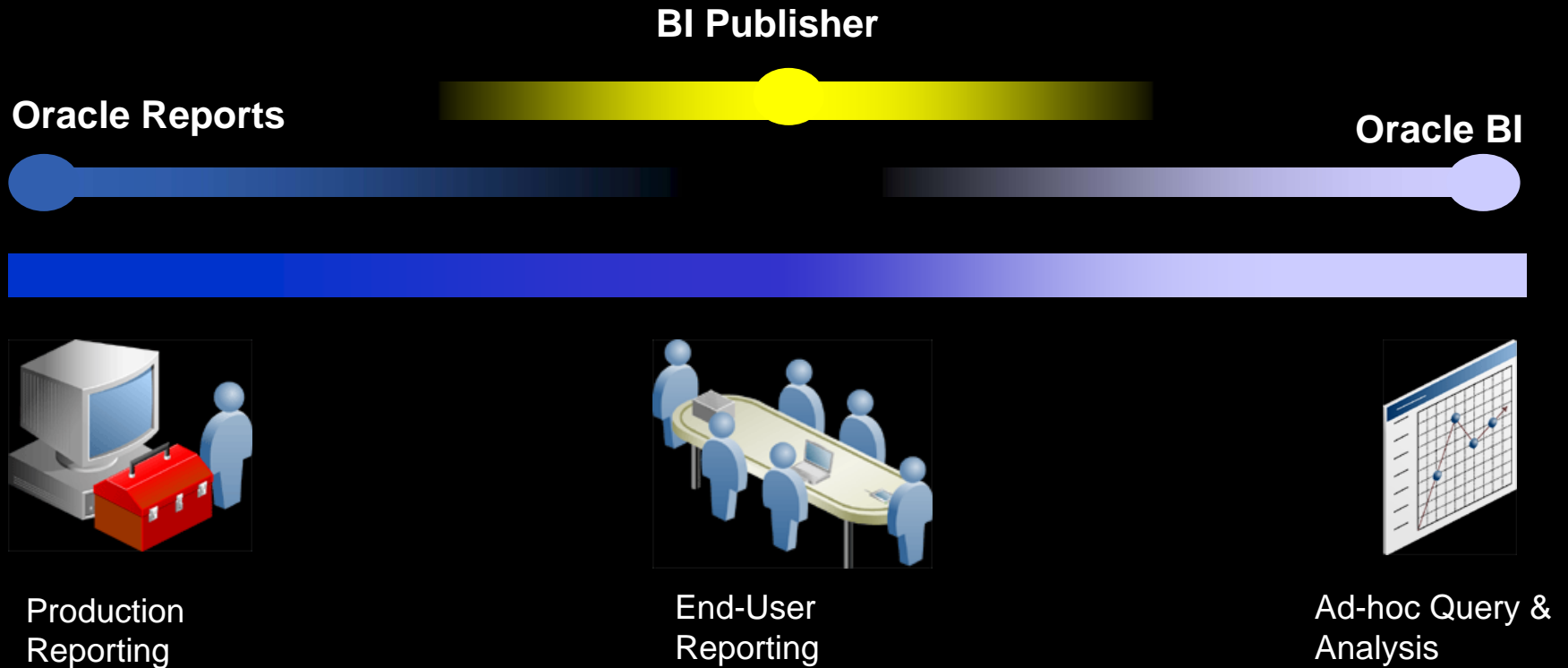
# Oracle BIDW Platform with a complete BI Toolset



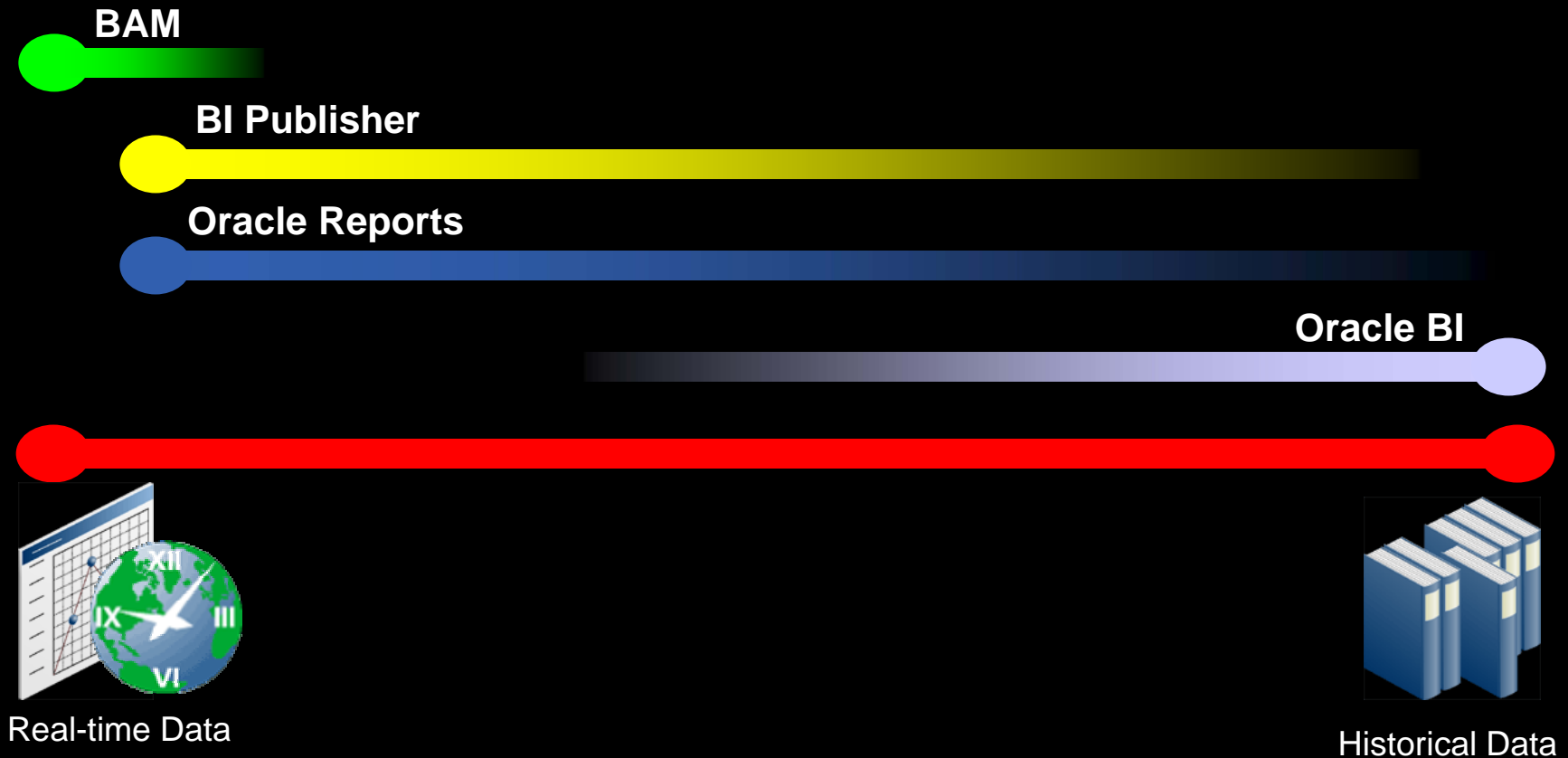
OracleBI 10g  
BI Publisher  
BAM

Oracle10g  
Oracle OLAP  
Oracle Data Mining  
Oracle Spatial

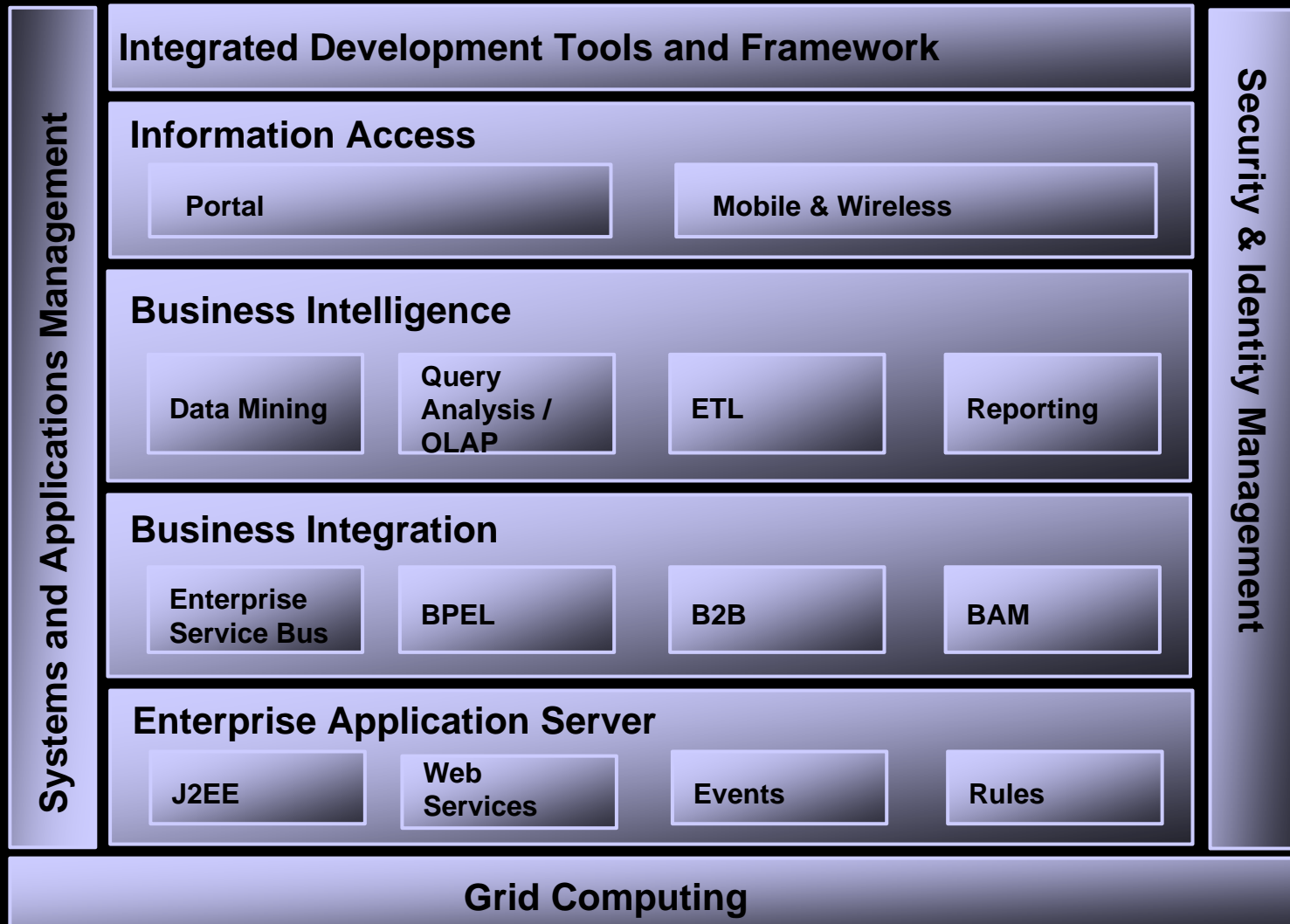
# Reporting Spectrum



# Reporting Spectrum

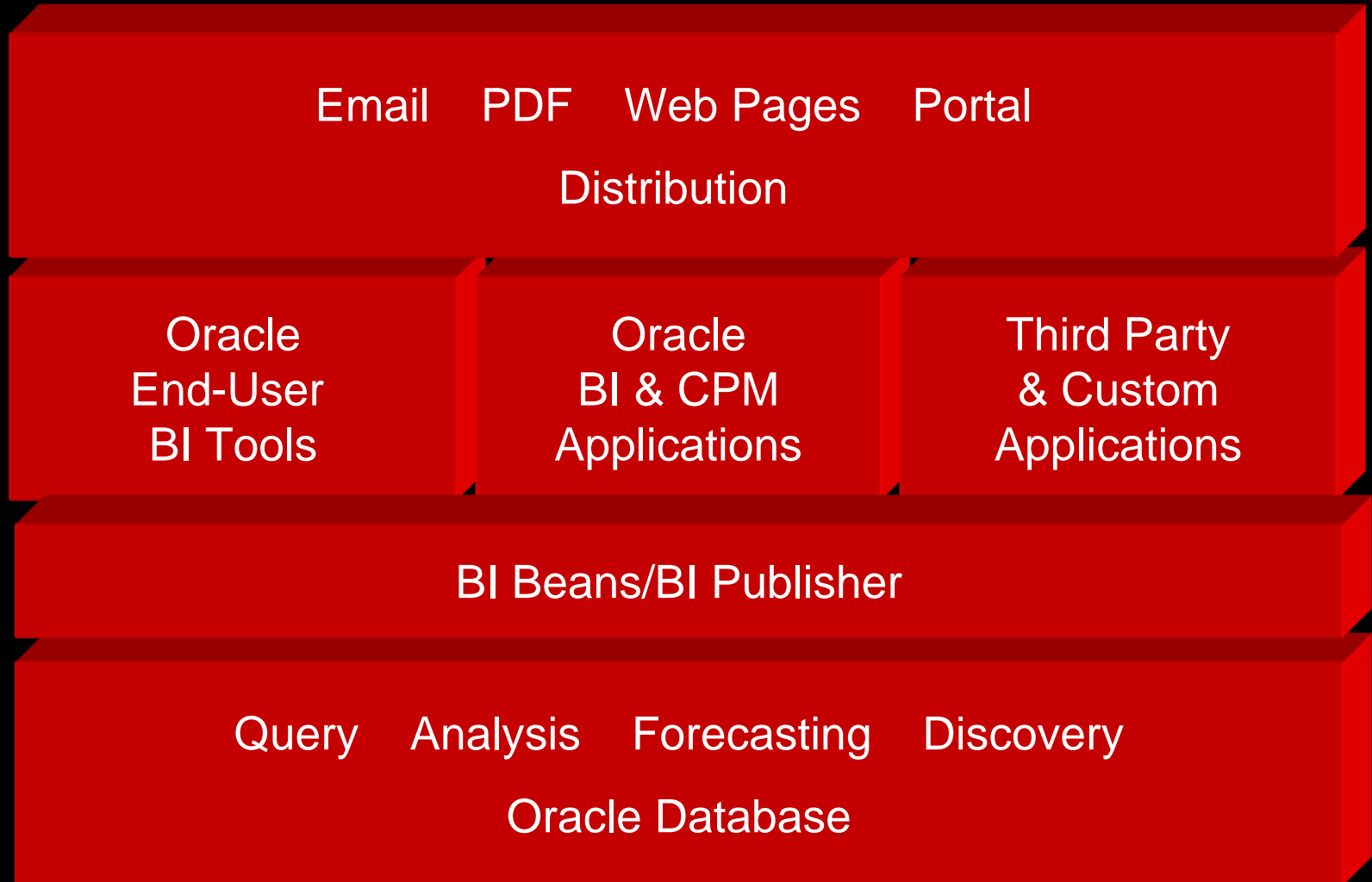


# Oracle Application Server Architecture



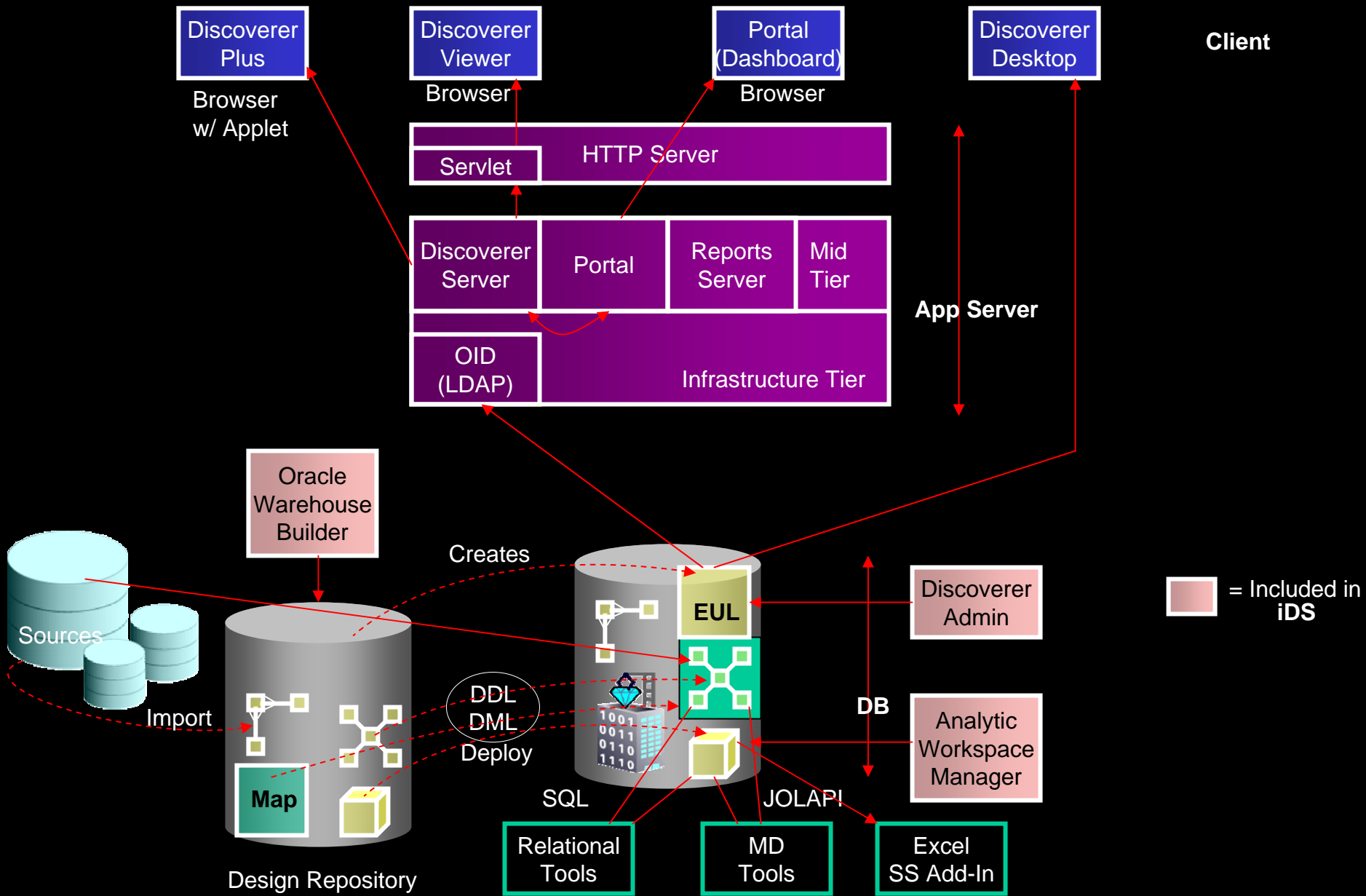


# Oracle Business Intelligence



# Complete Solution

*Query, Analysis, Reporting, Publishing,  
Personalization and Administration*



# Reporting with BI Publisher

# Oracle BAM

# Next Steps & Summary

*Get Ready for the Next Generation of BI*

# **BI Product Roadmap: Where do we go from here?**

# Enterprise Business Intelligence Suite

Integrating & Unifying Technology

## Fusion Middleware Technology

- Portal
- Reports
- Discoverer
- BAM
- BPEL
- BI Beans

## Oracle Database Technology

- OWB
- OLAP
- M Views
- Analytic Workspaces
- Partitioning
- RAC

## Siebel Analytics Technology

- Analytic Server
- Answers
- Dashboards
- Delivers
- Mobile Analytics

## Oracle Applications Technology

- BI Publisher
- Balanced Scorecard



Unified Business Intelligence Infrastructure



# Product Packaging

**All Products Available Today\***

## **Oracle Business Intelligence SE One**

- SE One Database
- Warehouse Builder
- Analytic Server, Answers
- Dashboards
- Server Administration
- Targeted to SMEs

## **Oracle Business Intelligence SE**

- Discoverer Plus (incl. OLAP)
- Discoverer Viewer (incl. OLAP)
- Reports
- BI Beans
- MSFT Office Add

## **Oracle Business Intelligence EE**

- Analytic Server
- Answers
- Dashboards
- Reporting & Publishing
- Sense & Respond
- Offline Analytics
- MSFT Office Add-In

- Licensed by Named User or Processor-based metrics
- Products can also be licensed individually, not just as suites
- Other products – Portals, BAM, Workflow/BPEL – are part of Fusion MW

**ORACLE**

# Product Roadmap

## Phased Product Roadmap

Today	Summer 2006	Q1 CY 2007	2nd Half 2007
<b>10<sup>g</sup>R2</b> <b>V 10.1.2</b>	<b>10<sup>g</sup>R3</b> <b>V 10.1.3.3</b>	<b>10<sup>g</sup>R3</b> <b>V 10.1.3.4</b>	<b>11<sup>g</sup>R1</b>
<ul style="list-style-type: none"><li>• Oracle Business Intelligence EE</li><li>• Oracle Business Intelligence SE</li></ul>	<ul style="list-style-type: none"><li>• Oracle Business Intelligence EE</li><li>• Oracle Business Intelligence SE</li><li>+</li><li>• Oracle Business Intelligence SE One</li><li>• New BI Publisher</li><li>• New SAP BW</li><li>• Reports migration to BI Publisher</li><li>+</li><li>• New OWB/ETL</li></ul>	<ul style="list-style-type: none"><li>• Oracle Business Intelligence EE</li><li>• Oracle Business Intelligence SE</li><li>• Oracle Business Intelligence SE One</li><li>+</li><li>• New Advanced Analytics Solution</li><li>• Discoverer unification with Analytic Server</li></ul>	<ul style="list-style-type: none"><li>• Major Release</li><li>• All Products continue</li><li>• New features for Analytic Apps</li></ul>

# Product Roadmap

## Phased Product Roadmap – 10<sup>g</sup>R3V10.1.3.3

- New Business Intelligence Products
  - New BI Publisher – Enterprise Reporting
  - New SAP BW – Packaged Analytics for SAP
  - New Warehouse Builder - ETL
  - New MSFT Word Add-In for BI Beans, Discoverer
  - New Integrated Analytics for SME Offering
- Enhanced Business Intelligence EE
  - Aggregate Persistence
  - HyperCube Infrastructure
  - “Legless” View Deployment
  - Metadata Dictionary – Model Lookup from Dashboard
  - GUI - Filtered Metrics; Drag & Drop Compound Layouts
  - Localization - Time Display & Date Formatting
  - Collaboration - Multi-User Enhancements

# Product Roadmap

## Phased Product Roadmap – 10<sup>g</sup>R3 V 10.1.3.3

- Enhanced Bus. Intelligence Dashboards
  - Web Variables Infrastructure & GUI
  - Unified Prompting Infrastructure & GUI
  - Drill & Contextual Navigation Enhancements
  - Dashboard Proxy for “Impersonation”
- Enhanced Business Intelligence Runtime
  - Oracle Portal Integration via JSR-168
  - Oracle Identity Management - SSO, LDAP Integration
  - SSL Secure Communication & Authentication
  - Cluster Aware Cache Seeding & Diagnosability
  - Multi-pass Optimizations – Break Filter, Nulls, Cache Hit
- New Intelligent Workflow Functionality
  - Create & Send iBot to Excel, to NFS, to BPEL Process Mgr.

# Product Roadmap

## Phased Product Roadmap – 10<sup>g</sup>R3V10.1.3.4 & 11<sup>g</sup>R1

- Business Intelligence 10<sup>g</sup>R3 V 10.1.3.4
  - Enhanced BI Publisher for Enterprise Reporting
  - New Advanced Analytics Solution
  - Custom Members, Aggregated, Dimensions
  - Integrates Discoverer with Analytic Server
  - Discoverer OLAP & Relational Migration
- Business Intelligence 11<sup>g</sup>R1
  - New Balanced Scorecard Solution
  - New Advanced Visualization Solution
  - Advances in Analytics & Dashboards
  - Business Activity Monitoring Integration
  - MSFT Office 12 & Oracle Workplace Integration
  - Enterprise Manager Integration
  - New Discoverer, Reports – No Forced Migration

# Product Strategy

## Overview

- Integrated Business Intelligence Tools
  - Best-of-Breed, Next Generation Business Intelligence Infrastructure
- Integrated Business Intelligence Database
  - Business Intelligence Functions Integrated in Database
- Integrated Analytic Applications
  - Enterprise Wide, Industry Specific Analytic and Corporate Performance Applications

# Summary

- Oracle BI - The Complete Solution
  - ***Unified Tool for Relational + OLAP***
  - Powerful Analytics
  - Flexible Reporting and Publishing
  - Easy to Customize and Personalize
  - Integrated Administration
- Only Oracle consolidates both data and tools for a complete and simple BI solution

Q&A



# Closing

- Q & A
- [tina.yetman@oracle.com](mailto:tina.yetman@oracle.com)
- A list of whitepapers and web references can be emailed (free of cost!)