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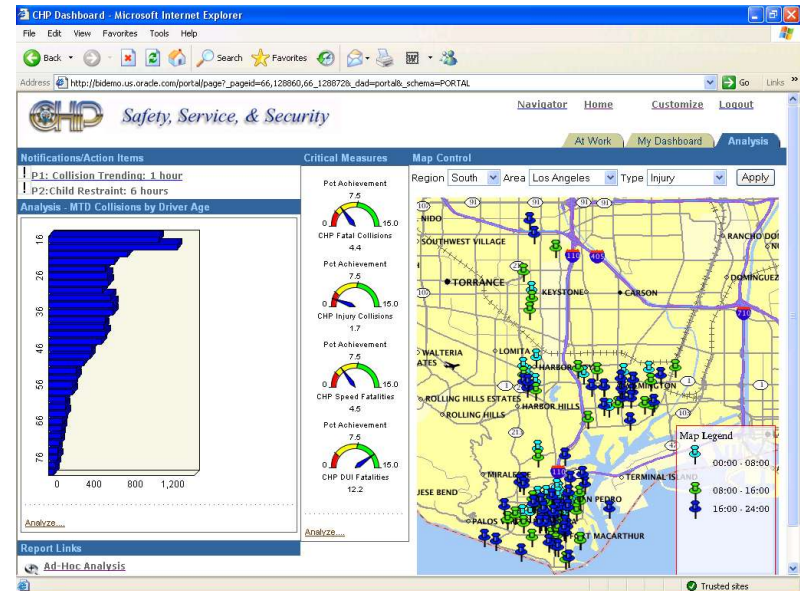
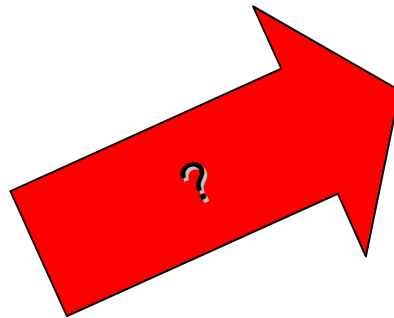


Inteligencia de Negocios

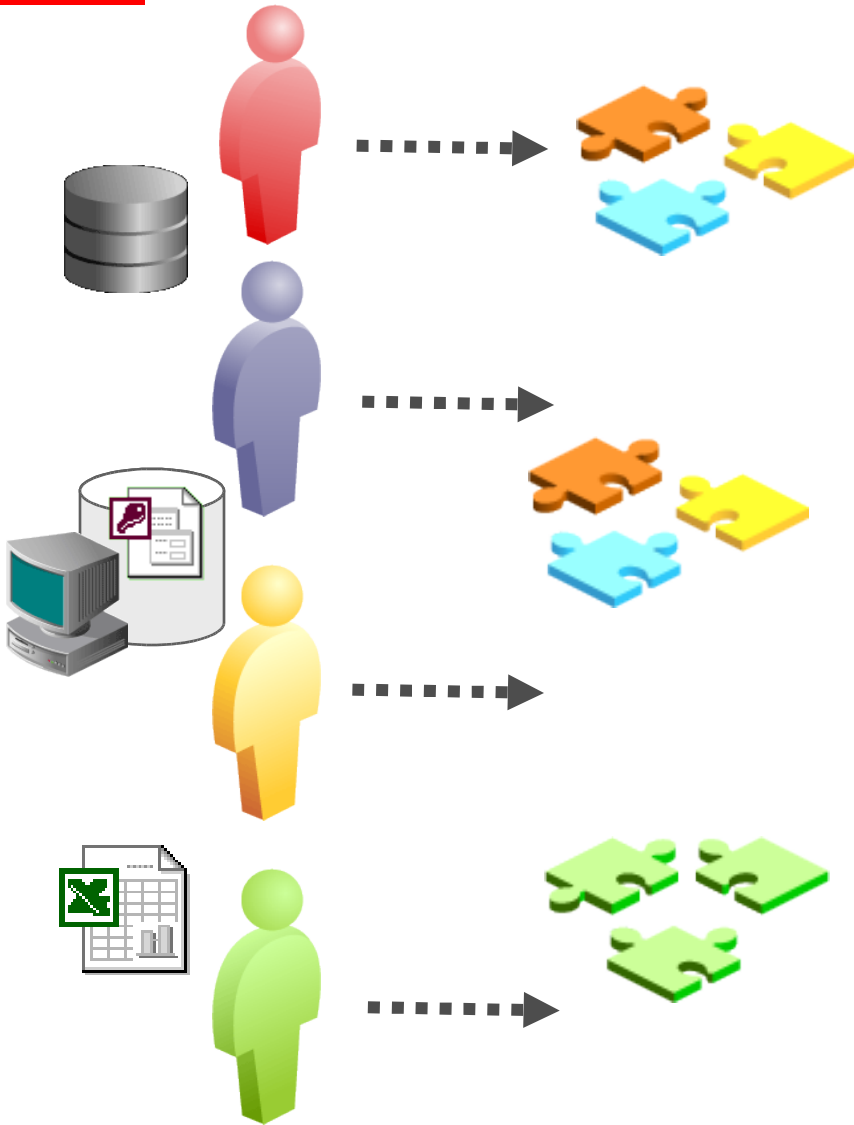
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José Arias
Sales Consulting Manager

Objetivo: Datos de Sistemas Dispersos a una Vista Unificada



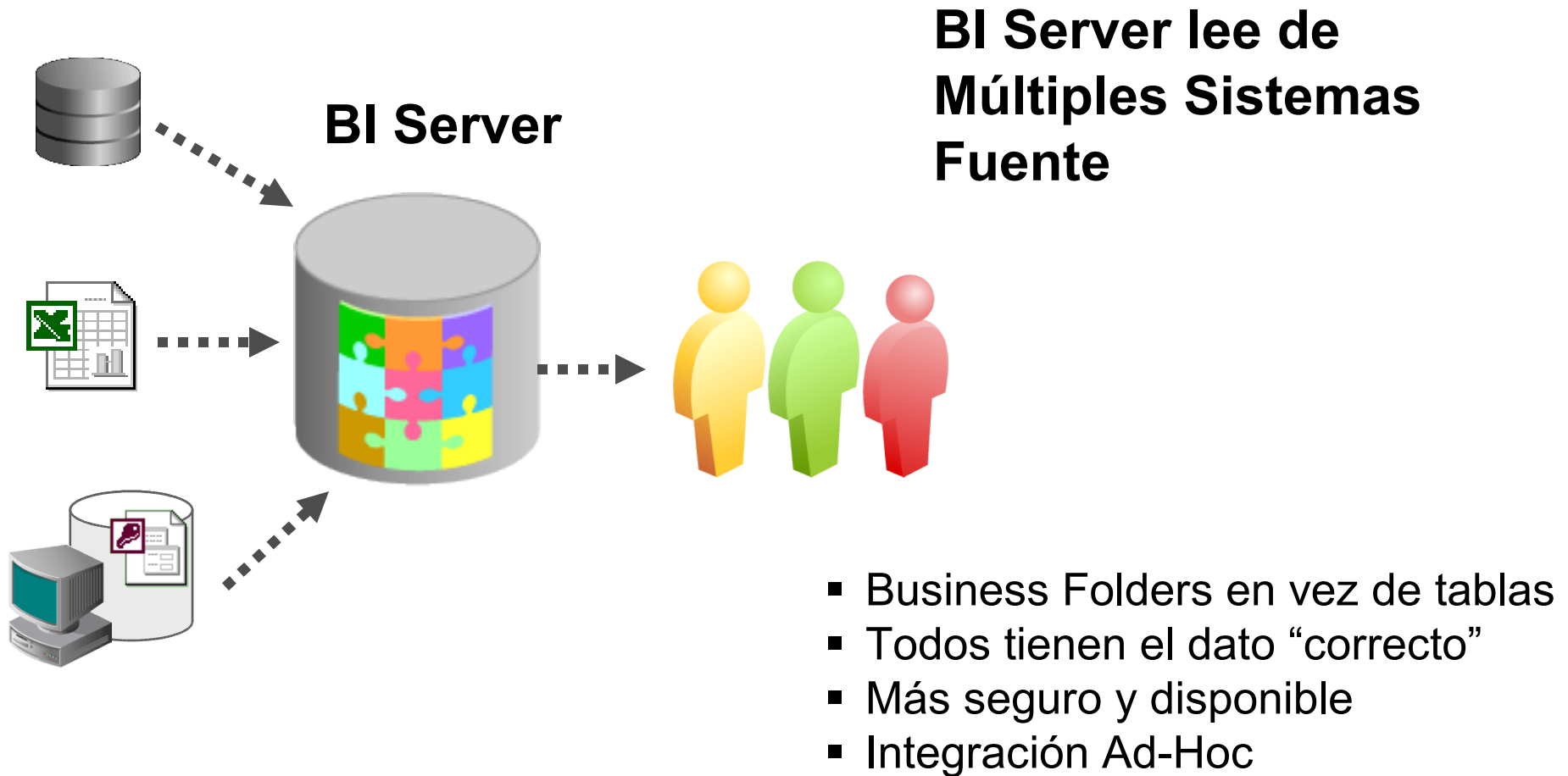
Inteligencia de Negocios sin una Vista Unificada



Requiere Múltiples Hojas de Cálculo, Bases de Datos “Desktop” y Data Marts Independientes

- 1 Copia por persona/múltiples versiones de la “verdad”
- Entonces quién tiene el dato “correcto”?
- Cómo vemos la figura completa?
- “Integrado” manualmente

Inteligencia de Negocios con una Vista Unificada



El Nuevo Rol de BI

De:

Analistas



Datos Históricos



Vista Fragmentada



Reporteando
Resultados



Herramientas
Analíticas



A:

Uso Masivo

Datos en Tiempo Real, Predictivos

Vista Unificada, Corporativa

Optimización del Proceso de
Negocio Basado en el
Conocimiento

Infraestructura Unificada y
Soluciones Analíticas Pre-
Construídas

Oracle Business Intelligence

Completo, Integrado, Best-of-Breed

**Oracle
BI Applications**

**Aplicaciones Analíticas
Empresariales, Específicas de
Industria**

**Oracle
BI Suite**

**Plataforma BI de Siguiente
Generación, Best-of-Breed**

**Oracle
Data Warehousing**

**Solución Completa de Data
Warehousing**

Oracle es el Líder Mundial en Business Analytics

**Oracle
BI Applications**

#1 in Analytic Applications
- IDC

**Oracle
BI Suite**

“One of the most comprehensive and innovative BI platforms...”
- Gartner

**Oracle
Data Warehousing**

#1 in DW Tools
- IDC

Sources: IDC and Gartner

Oracle BI Suite Enterprise Edition

- Fundamento de BI en Fusion
- Basado en la tecnología de Siebel y Oracle
 - Siebel fue el fabricante BI de más rápido crecimiento, promediando 50%+ de crecimiento anual en los últimos 5 años
- Completa plataforma BI de la siguiente generación
- Inteligencia disponible para todos los usuarios
- Arquitectura integrada y abierta

“With the acquisition of Siebel, Oracle find themselves as the owners of one of the most exciting BI solutions available at present.”

– Bloor Research

Arquitectura de Oracle BI

Oracle BI Suite Enterprise Edition

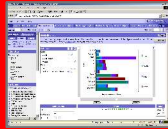
Interactive Dashboards



Reporting & Publishing



Ad-hoc Analysis



Proactive Detection and Alerts



Disconnected Analytics



MS Office Plug-in



**Oracle
BI Server**

Simplified Business Model and Abstraction Layer

Intelligent Caching Services

Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services


OLTP & ODS
Systems


Data Warehouse
Data Mart


SAP, Oracle
PeopleSoft, Siebel,
Custom Apps


Files
Excel
XML

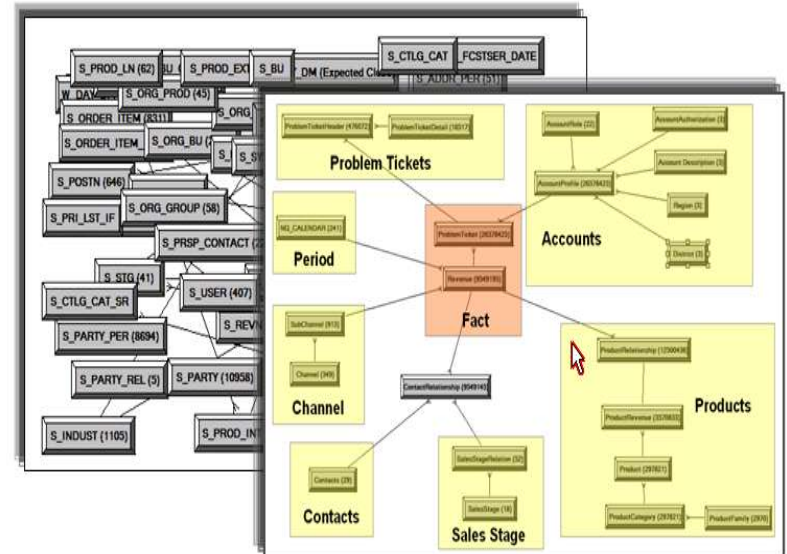

Business
Process

Ventajas:

- ✓ Consolidado y basado en estándares
- ✓ Experiencia única de usuario a través de los productos
- ✓ Metadata unificada y servicios compartidos

Oracle BI Server

- Vista del Modelo del Negocio Simplificado
- Motor de Cálculo e Integración Avanzado
- Generación de Requerimientos Inteligente y Acceso de Datos Distribuidos Optimizado
- Soporte RDBMS nativo para Oracle, Microsoft SQL Server, IBM DB2 y Teradata
- Rendimiento y Escalabilidad de Misión Crítica

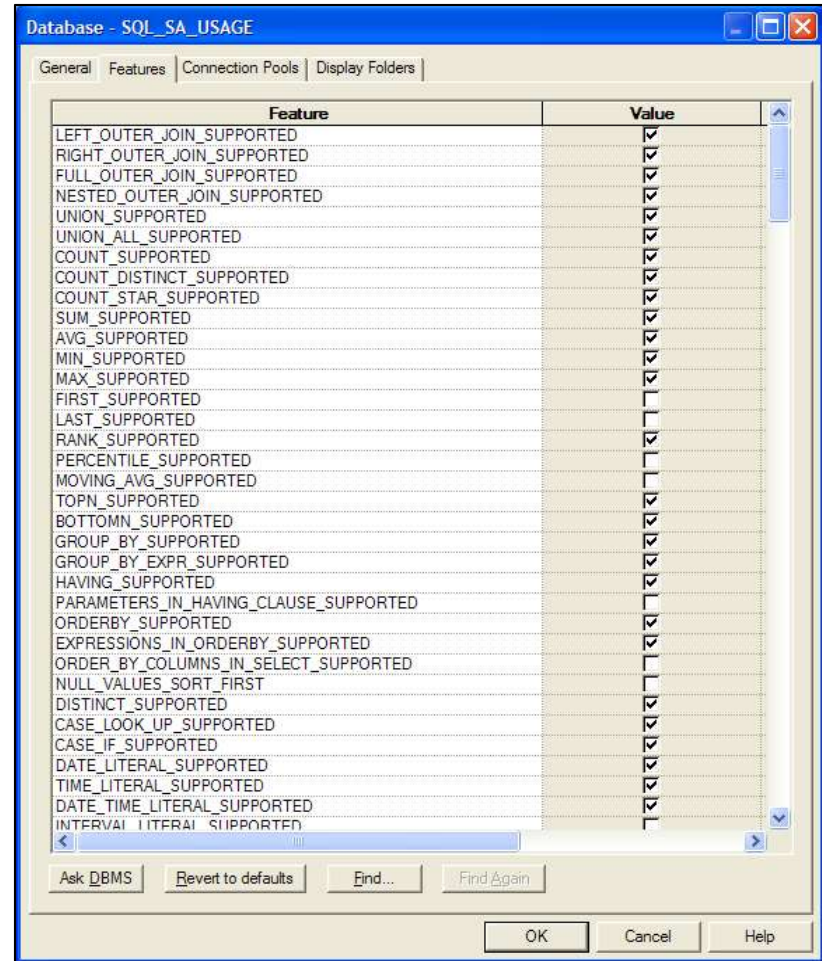
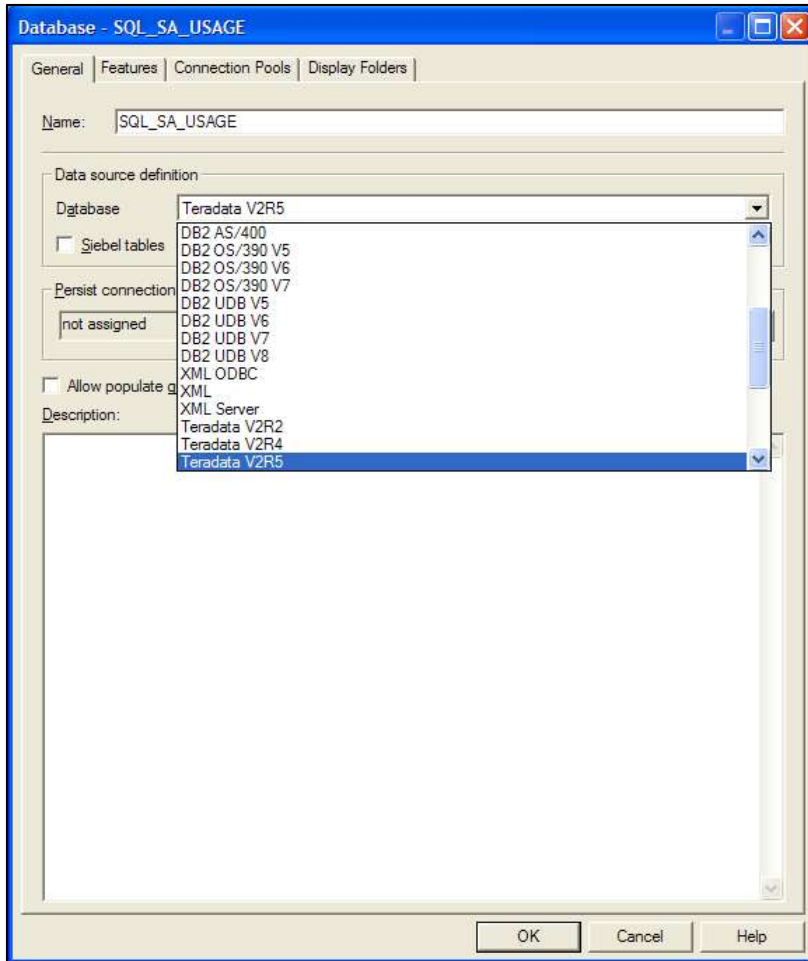


Oracle Business Intelligence Server

- Permite representar múltiples fuentes de datos físicas como una única estructura de datos simplificada a las herramientas de usuario final.
- Oracle BI Server es agnóstico de la fuente de datos
 - Oracle, DB2, MS SQL Server, Teradata, ODBC, XML, XMLA (MS Analysis Services , SAP/BW), etc...
- Oracle BI Server es agnóstico de las capacidades de cálculo de las fuentes de datos
- Soporte de SQL nativo para múltiples fuentes de datos

Oracle BI Server

Explota a funcionalidad nativa de las BD



Oracle BI Server

Reescrituras SQL Nativas Optimizadas



```
select distinct D1.c2 as c1,  
               Rank() OVER ( ORDER BY D1.c1 DESC ) as c2  
from  
  (select sum(T677."ActlExtnd") as c1,  
        T699."District" as c2  
   from  
     "d1_customer" T699,  
     "d1_orders" T677  
   where ( T677."repkey" = T699."SalesRep" )  
   group by T699."District") D1  
order by 1
```



```
select D1.c2 as c1, D1.c1 as c4  
from  
  (select sum(T1397."ActlExtnd") as c1,  
        T1384."District" as c2  
   from  
     "D1_customer" T1384,  
     "D1_orders" T1397  
   where ( T1384."repkey" = T1397."SalesRep" )  
   group by T1384."District" ) D1
```

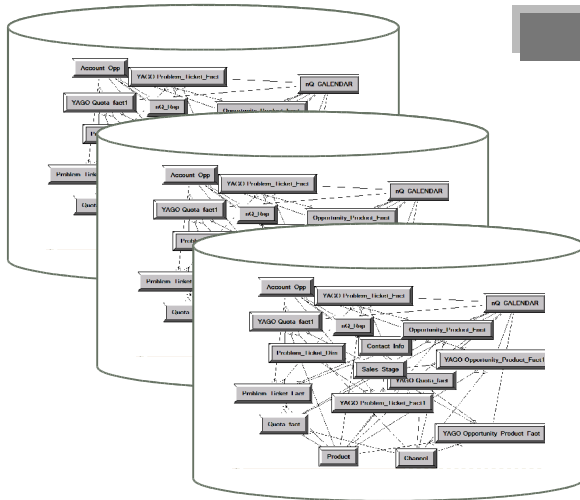
[Rank Calculation Performed on Oracle BI Server
To Compensate for the Limitations of MS SQL Server]

Common Enterprise Information Model

Rompe los silos de datos para hacer la información más accesible

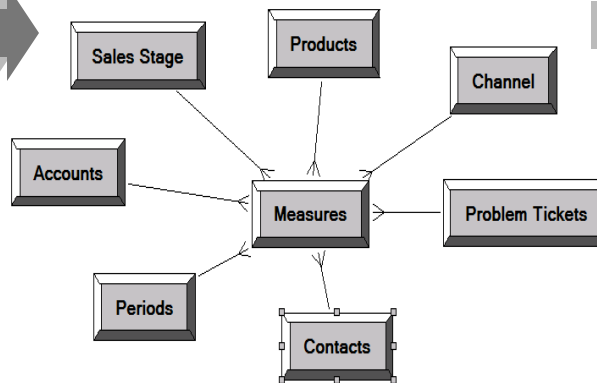
Physical Layer

Mapeo de los datos fuentes



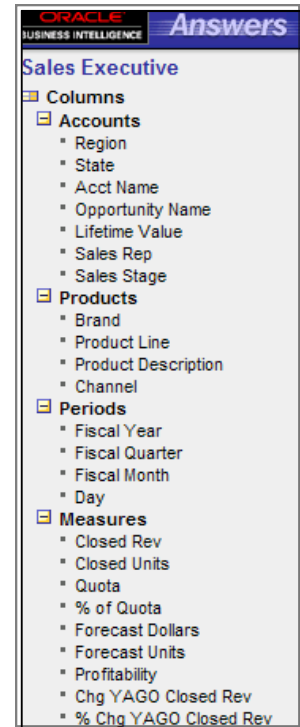
Semantic Object Layer

Definición del modelo de negocios lógico simplificado



Presentation Layer

Definición de lo que los usuarios finales ven



SAP, Oracle, SQL Server, Teradata,
Excel, Access, Paradox, etc.

Common Enterprise Information Model

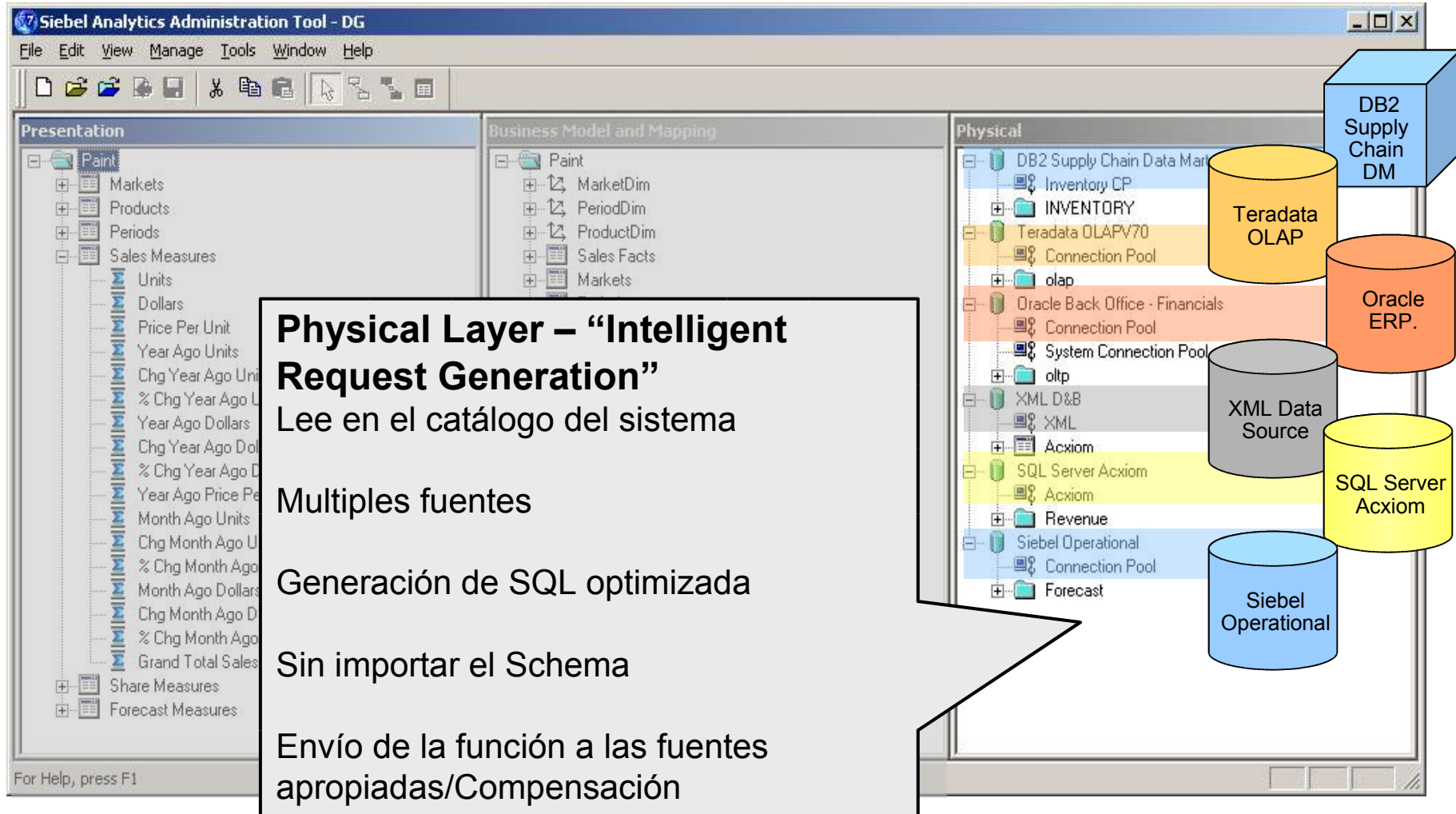
“Model once, deploy everywhere”

The screenshot displays the Oracle Answers Business Intelligence interface, which is designed for creating and analyzing data reports. The main window is divided into several sections:

- Customer Insight**: A sidebar on the left containing a tree view of data categories: Columns, Accounts, Products, Deal Properties, Time Closed, Measures: Service, Measures: Revenue, and Measures: Inventory.
- Criteria**: A top navigation bar with tabs for Criteria, Results, Prompts, and Advanced.
- Columns**: A section for selecting data columns, including Account Name, Region, State, Sales Rep, Product Line, Item Size, Vendor Name, Vendor Number, Part Number, and various measures like # Service Requests, Open Critical Service Request, Avg Open Days, Closed Rev, Expected Rev, # of Orders, Avg Order Size, Available Quantity, In Transit Quantity, Reorder Point, and Inventory Turn.
- Filters**: A section for applying filters to the data, with a button to 'Combine with Similar Request'.
- Results**: A central area showing various data visualizations and tables. It includes a map of the United States, a table of 'Region Performance', a table of 'Top Open Days', and a table of 'Top Open Days with Similar Request'.
- Delivers**: A section for managing alerts and reports, showing a list of alerts with their status and a button to 'View this Alert'.

The interface is designed to be user-friendly and intuitive, allowing users to quickly explore and analyze their data.

Administración del Modelo de Negocios



Administración del Modelo de Negocios

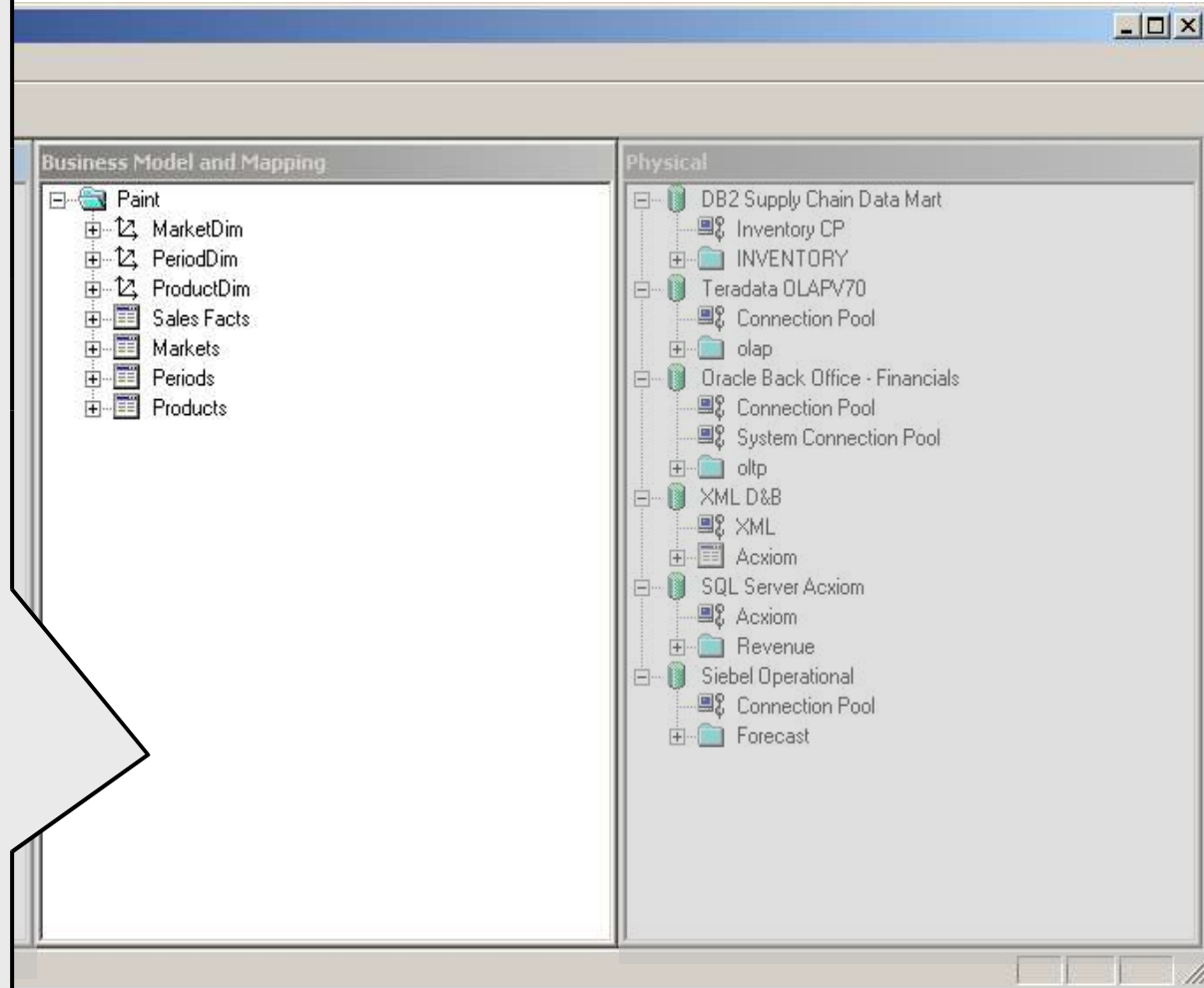
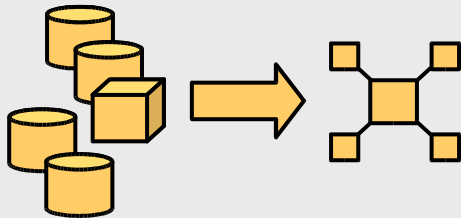
Business Model Layer – “Calculation Engine”

La complejidad física convertida
a temas lógicos

Drill-Paths

Medidas Complejas/Derivadas
(Level-based, time series,
dimension-specific, nested)

Aggregate/Fragment Aware



Administración del Modelo de Negocios

The screenshot displays the Siebel Business Model and Mapping tool interface. The left pane, titled 'Presentation', shows a tree structure under the 'Paint' folder. The 'Sales Measures' folder is expanded, revealing a list of measures including Units, Dollars, Price Per Unit, Year Ago Units, Chg Year Ago Units, % Chg Year Ago Units, Year Ago Dollars, Chg Year Ago Dollars, % Chg Year Ago Dollars, Year Ago Price Per Unit, Month Ago Units, Chg Month Ago Units, % Chg Month Ago Units, Month Ago Dollars, Chg Month Ago Dollars, % Chg Month Ago Dollars, Grand Total Sales and Quota, Share Measures, and Forecast Measures. A red oval highlights this list. The right pane, titled 'Business Model and Mapping', shows a similar tree structure with dimensions like MarketDim, PeriodDim, ProductDim, and measures like Sales Facts, Markets, Periods, and Products. A red oval highlights the 'Oracle Business Intelligence' logo. A text box on the right, titled 'Presentation Layer', contains the text 'Presentación basada en roles, en contexto, personalizada – Oracle'. Below this, a screenshot of the 'SIEBEL Answers' tool shows the 'Criteria' tab with 'Untitled Request'. It displays 'Request Columns' with a table of columns and filters, and 'Request Filters' with a filter for 'Year equals Current Year'.

Presentation Layer

Presentación basada en roles, en contexto, personalizada – Oracle

SIEBEL Answers

Criteria Results Views Advanced

Untitled Request

Select Columns from the Subject Area to include them in the request.

Subject Area

Paint

Markets

Products

Periods

Sales Measures

Units

Dollars

Price Per Unit

Year Ago Units

Chg Year Ago Units

% Chg Year Ago Units

Year Ago Dollars

Chg Year Ago Dollars

% Chg Year Ago Dollars

Year Ago Price Per Unit

Month Ago Units

Chg Month Ago Units

% Chg Month Ago Units

Month Ago Dollars

Chg Month Ago Dollars

% Chg Month Ago Dollars

Grand Total Sales and Quota

Share Measures

Forecast Measures

Request Columns

Select the columns you wish to include in your request from or change the column filters, formatting and formulas by clicking on the column filter button.

Periods	Markets	Sales Measures
Year	Region	Dollars
Year	Region	% Chg Year Ago

Grand Total: [X]

[Go](#) - [Remove Columns](#) - [Clear Sorts & Totals](#)

Request Filters

The current request filters are listed below. You can modify on the filter button [X] for one of the columns included in the request.

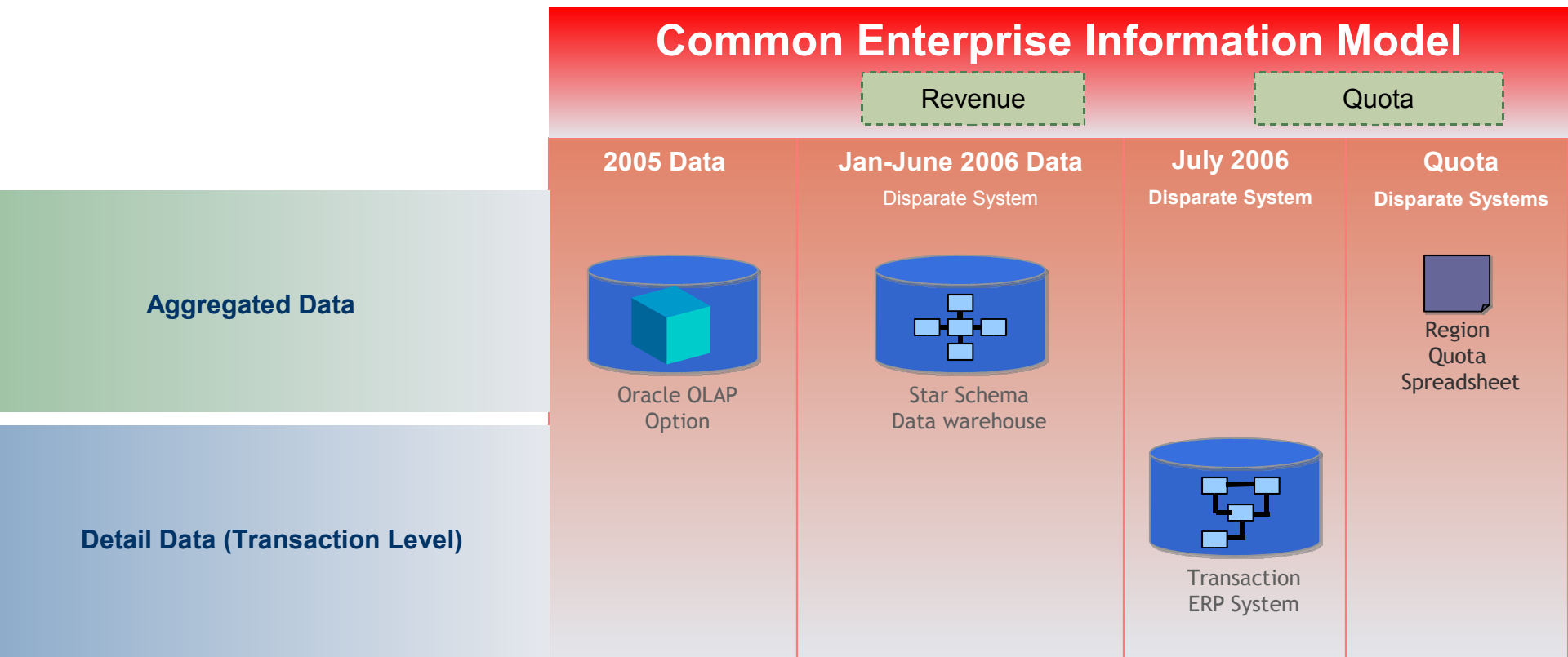
Year equals Current Year [Edit](#) [Remove](#)

[Go](#) - [Save Filter](#) - [Remove Filters](#)

Federación y Navegación Inteligente

BI Server

Common Enterprise Information Model

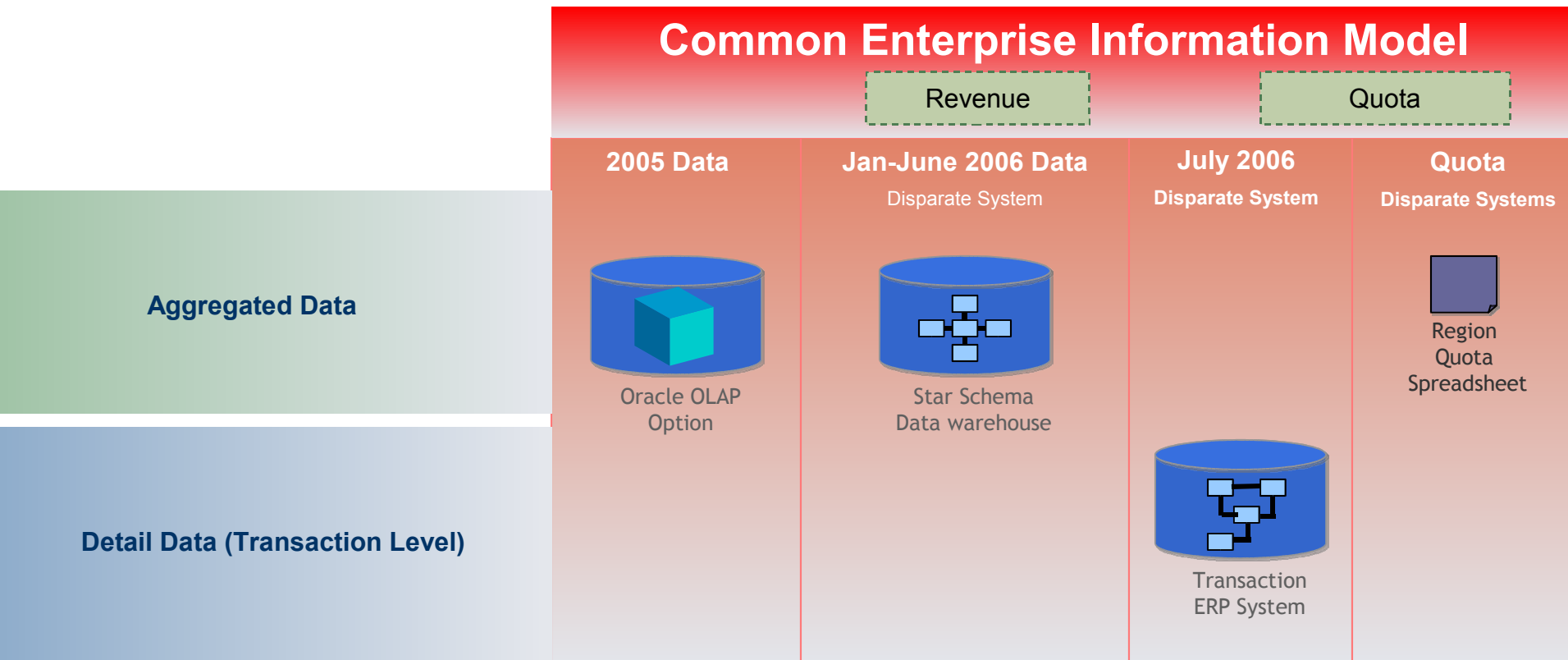


Federación y Navegación Inteligente

“Show me Revenue against Quota for All Regions in 2005”

BI Server

Common Enterprise Information Model



Federación y Navegación Inteligente

“Show me Revenue against Quota for All Regions in 2005”



Oracle Dashboard

Oracle Answers

Oracle XML Publisher

3rd Party Reporting

BI Server

Common Enterprise Information Model

Revenue

Quota

2005 Data

Jan-June 2006 Data

July 2006

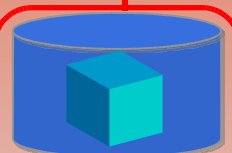
Quota

Disparate System

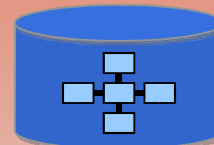
Disparate System

Disparate Systems

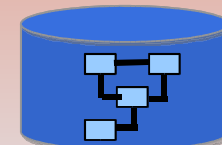
Aggregated Data



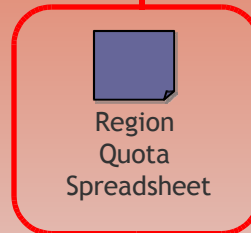
Oracle OLAP
Option



Star Schema
Data warehouse



Transaction
ERP System



Region
Quota
Spreadsheet

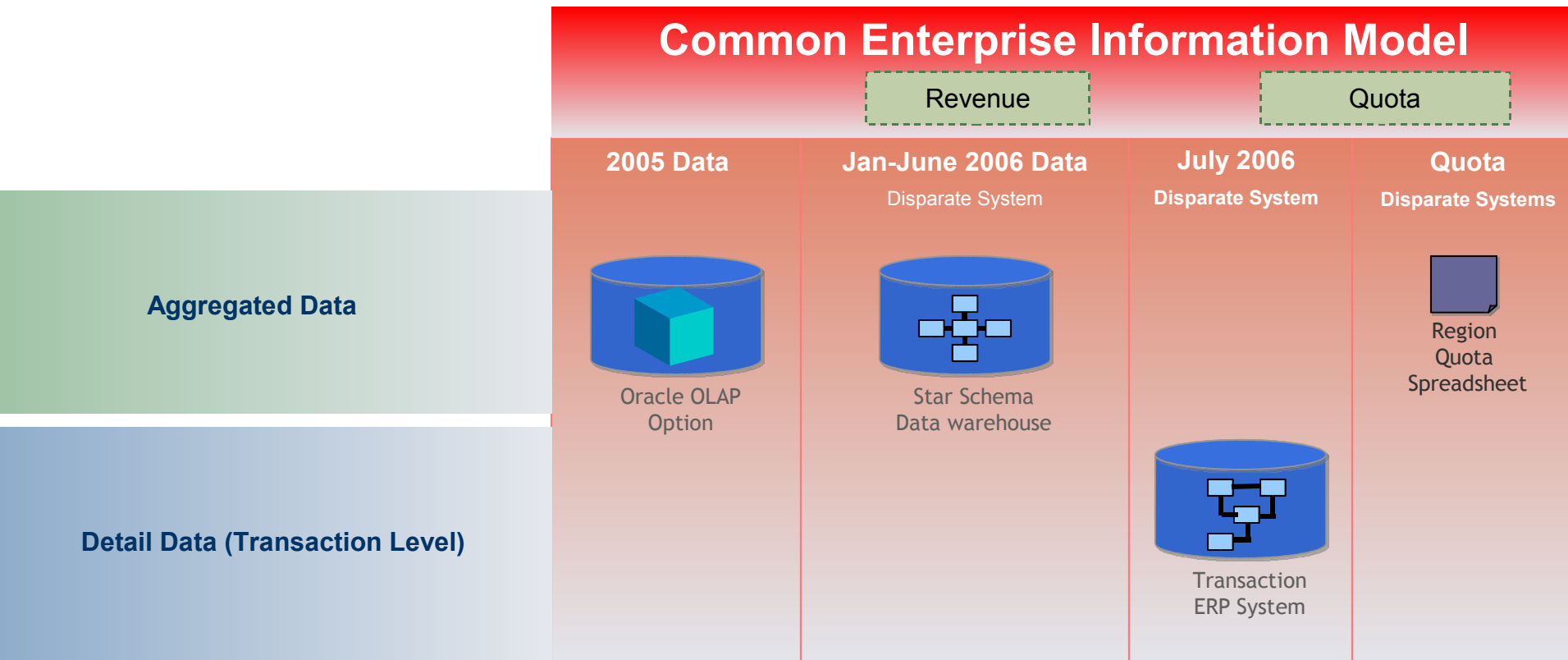
Detail Data (Transaction Level)

Federación y Navegación Inteligente

“Show me Revenue against Quota for All Regions in June 2006”

BI Server

Common Enterprise Information Model



Federación y Navegación Inteligente

“Show me Revenue against Quota for All Regions in June 2006”



Oracle Dashboard

Oracle Answers

Oracle XML Publisher

3rd Party Reporting

BI Server

Common Enterprise Information Model

Revenue

Quota

2005 Data

Jan-June 2006 Data

July 2006

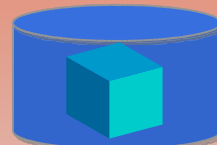
Quota

Disparate System

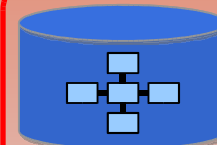
Disparate System

Disparate Systems

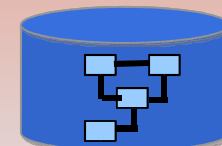
Aggregated Data



Oracle OLAP
Option



Star Schema
Data warehouse



Transaction
ERP System



Region
Quota
Spreadsheet

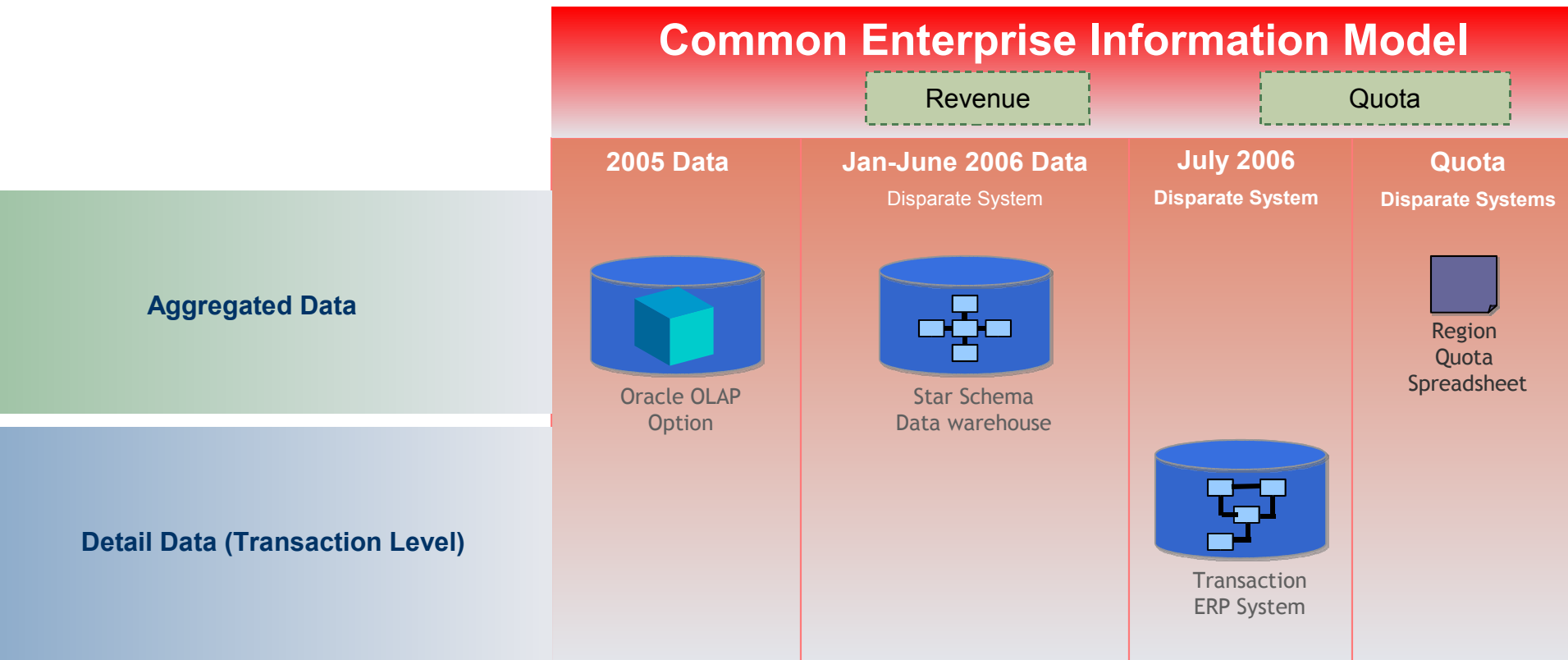
Detail Data (Transaction Level)

Federación y Navegación Inteligente

“Show me Revenue against Quota for All Regions in July 2006”

BI Server

Common Enterprise Information Model



Federación y Navegación Inteligente

“Show me Revenue against Quota for All Regions in July 2006”

BI Server



Oracle Dashboard

Oracle Answers

Oracle XML Publisher

3rd Party Reporting

Common Enterprise Information Model

Revenue

Quota

2005 Data

Jan-June 2006 Data

July 2006

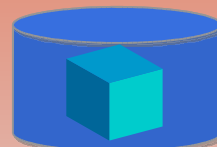
Quota

Disparate System

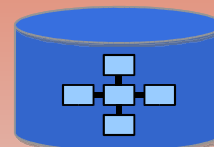
Disparate System

Disparate Systems

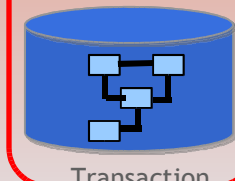
Aggregated Data



Oracle OLAP
Option



Star Schema
Data warehouse



Transaction
ERP System

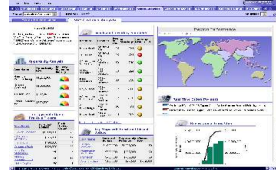


Region
Quota
Spreadsheet

Detail Data (Transaction Level)

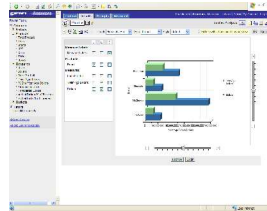
Componentes de Usuario Final

Oracle Interactive Dashboards



- Experiencia guiada conduce al usuario del conocimiento a la acción
- Dashboards/scorecards intuitivos e interactivos
- Personalizado, específico por función y basado en roles

Oracle Answers



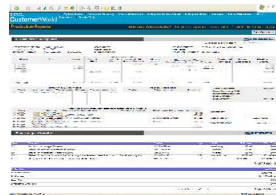
- Exploración de datos ad-hoc
- Verdadera auto-suficiencia del usuario de negocio
- Crear y modificar análisis, pivots y dashboards

Oracle Delivers



- Detección y notificación dinámica de problemas/oportunidades
- Workflows y procesos analíticos automatizados
- Entrega adaptada a un amplio rango de dispositivos móviles

Oracle Reporting & Publishing

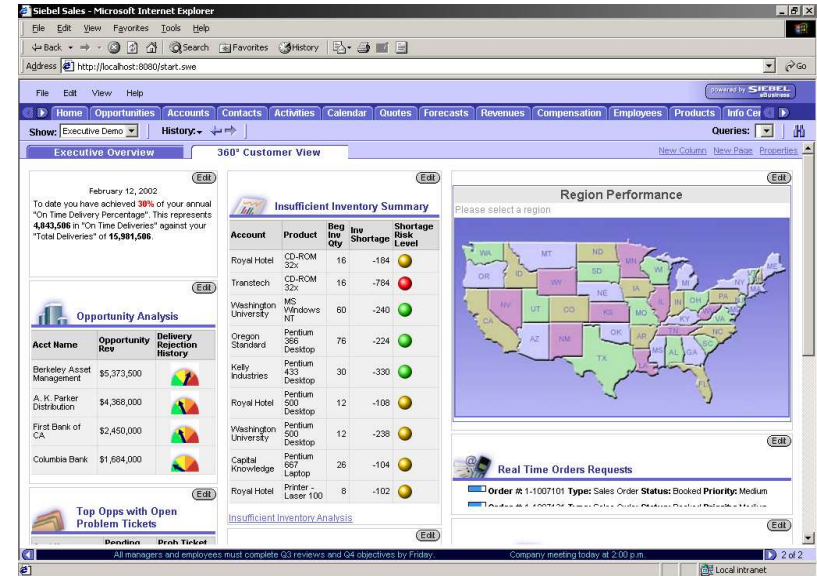


- Agendar y distribuir reportes corporativos
- Controles de layout de reportes sofisticados

Oracle Interactive Dashboards

La Interfase de Inteligencia con mayor Usabilidad

- Tableros de control gráficos, completamente interactivos
- Datos vivos, en tiempo real a través de las fuentes de datos de la empresa
- Personalizado al nivel más detallado para cada usuario
- Facilidad de uso – interfase simple para todos los usuarios
- Capacidades de “Guided Analytics” ofrecen enlaces inteligentes para ayudar a los usuarios en su “ruta al descubrimiento” y la acción



En vivo.

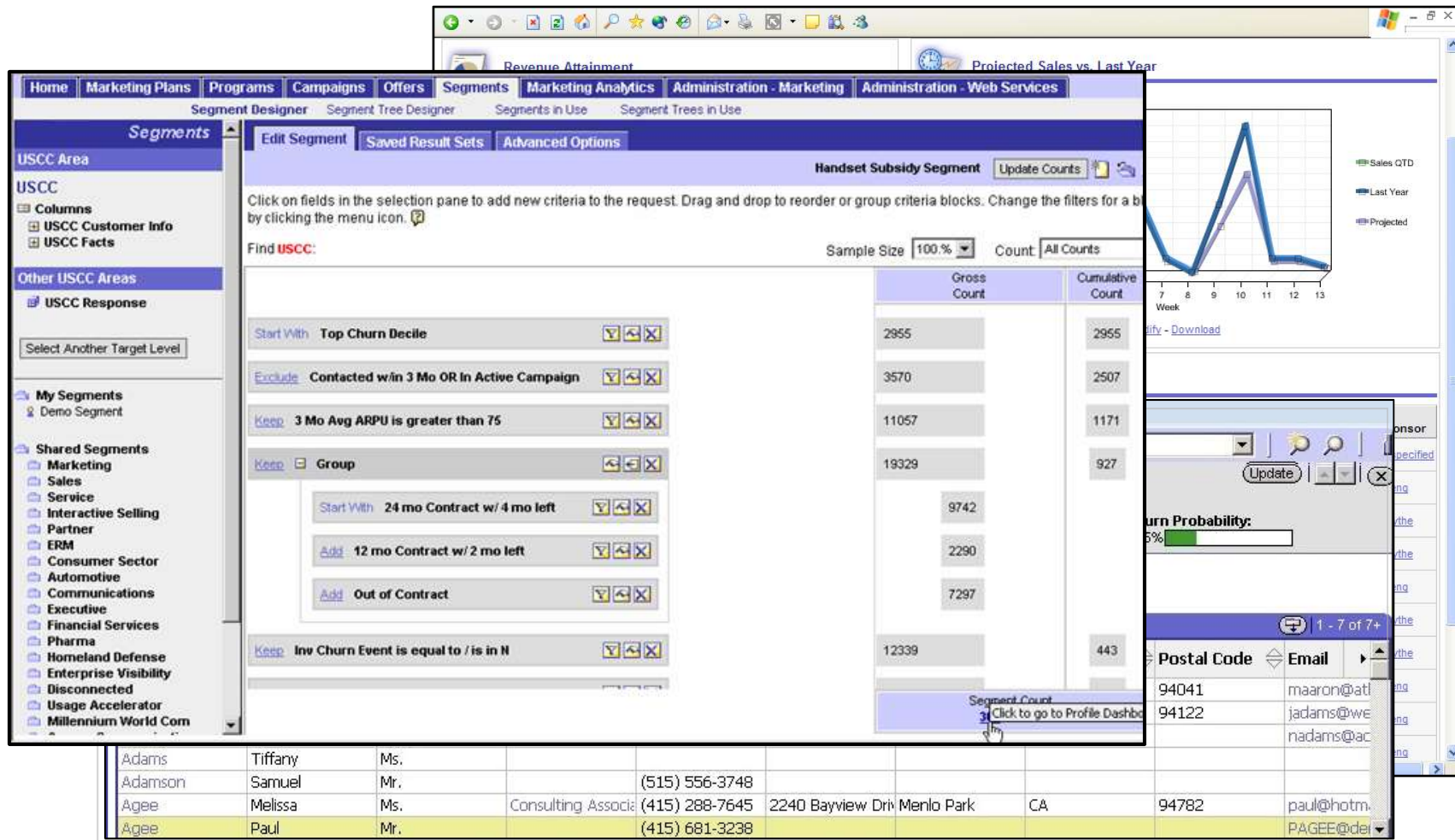
En tiempo real.

Completamente interactivo.

Inteligencia personalizada, accionable para todas las audiencias

Interacciones Adaptadas y Personalizadas

Inteligencia de Negocios transparente



Guided Analytics

Conduciendo a los Usuarios del Descubrimiento a la Acción

Projected Sales are going to be below last year sales. Research possible deals to accelerate.

Deal Acceleration Dashboard

% of Quota

Total Pipeline: \$361,158,974

Measures: Pipeline			
Sales Stage	Opp Revenue	Exp Revenue Target	% of Revenue Quota
01 - Prospecting	\$70,662,612	\$423,300,000	16.7%
02 - Potential Lead	\$59,660,065	\$141,100,000	42.3%
03 - Qualification	\$41,210,287	\$98,770,000	41.7%
04 - Opportunity	\$55,092,607	\$70,550,000	78.1%
05 - Building Vision	\$51,902,936	\$46,563,000	111.5%
06 - Short List	\$36,684,589	\$28,220,000	130.0%
07 - Selected	\$25,342,964	\$21,165,000	119.7%
08 - Negotiation	\$20,602,915	\$11,288,000	182.5%

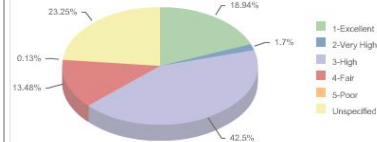
[Download](#)

Projected Sales are going to be below last year sales. Research possible deals to accelerate.

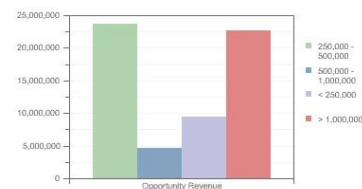
[Deal Acceleration Dashboard](#)

Revenue by Lead Quality

Sales Stage is equal to 05 - Building Vision



Revenue by Deal Size

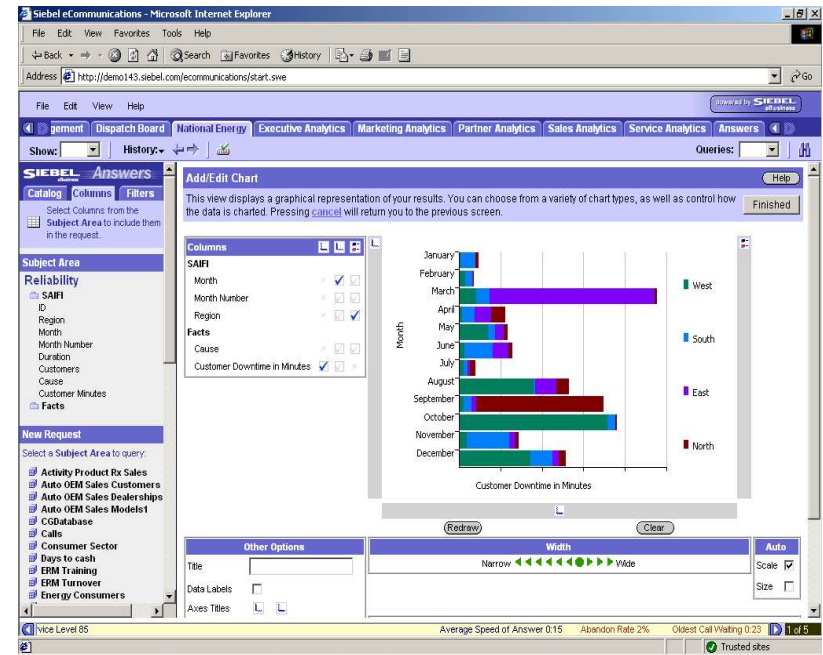


Account Name	Opportunity	Login	At Risk	Opportunity Revenue	Day Date	Country	Primary Competitor
AMCO Communications	Performa 800 California Campaign - David Sheldon	Unspecified		\$756,000	29-010-99	USA	Unspecified
Balcons & Jardins Davis	Nouveau St Postes Centre d'appel	FRA_MSTE		\$2,000,000	15-011-01	France	Unspecified
BG Edwards, Inc	BG Edwards inventory system	Unspecified		\$1,004,999	8-008-99	USA	Hewitt Pacific
Broadband e2e	100 Seats - Sales	WTAKUDA		\$1,000,000	1-002-02	USA	MileStone Software
Capital Knowledge	Siebel Sales - Seats, Capital Knowledge	Unspecified		\$3,754,000	1-005-02	USA	Unspecified
Crystal Motor Company	Branch Office Automation Server	VSILVER		\$1,829,960	10-009-99	USA	Unspecified
Digital River, Inc.	500 Seats of Marketing for Digital River	TSMYTHE		\$10,000,000	21-001-01	USA	Unspecified
Envoy Corporation	Sales - 1000 Seats, GE Financial Assurance	TSMYTHE		\$41,108,000	15-007-01	USA	Unspecified
FleetBoston Financial	500 Seats of Siebel Service for FleetBoston	CCHENG		\$10,000,000	20-001-00	USA	Unspecified
	500 Seats of Siebel Service Analysis for	CCHENG		\$10,000,000	15-007-01	USA	Unspecified
				\$10,000,000	19-003-01	USA	Unspecified

Oracle Answers

La Única Herramienta Verdadera de Auto-Servicio

- Completa creación de análisis ad-hoc, tablas pivot y reportes
- Interfase muy sencilla
- Protege a los usuarios de la complejidad y estructura de los datos subyacentes
- Explora e interactúa con resultados
- Guarda, organiza y comparte reportes
- Integra los reportes en los Dashboards



Análisis Ad Hoc

Ofreciendo verdadero acceso de auto-servicio a la información – los usuarios pueden tener respuestas en tiempo-real a las interrogantes del negocio

Demonstration

Oracle BI Suite Enterprise Edition

- Oracle Dashboards
- Oracle Answers



Oracle Delivers

La Más Flexible Visión Proactiva Disponible

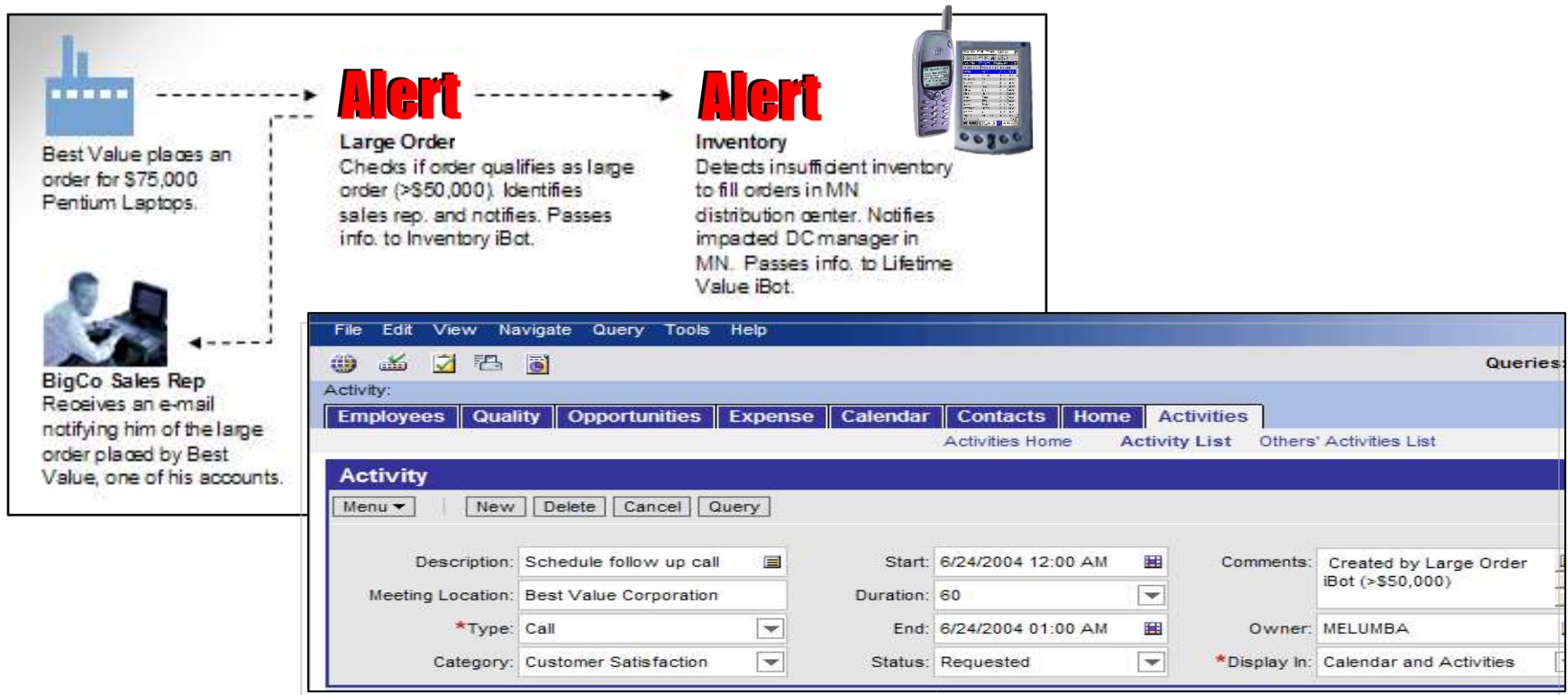
- “Detección y notificación” automatizada de problemas y oportunidades, con información entregada a través de un amplio rango de dispositivos
- Agentes de inteligencia basados en eventos y programados (“iBots”)
 - Software-based agent/iBot para acceder, filtrar y realizar análisis en los datos
- Ofrece monitoreo e inteligencia constante a través de fuentes operacionales y analíticas
- La colaboración del workflow analítico y los iBot automatiza incluso escenarios analíticos definidos multi-personas, multi-pasos



**Entrega proactiva de inteligencia en tiempo-real, personalizada y accionable
vía web, wireless, móvil y voz**

Oracle Delivers

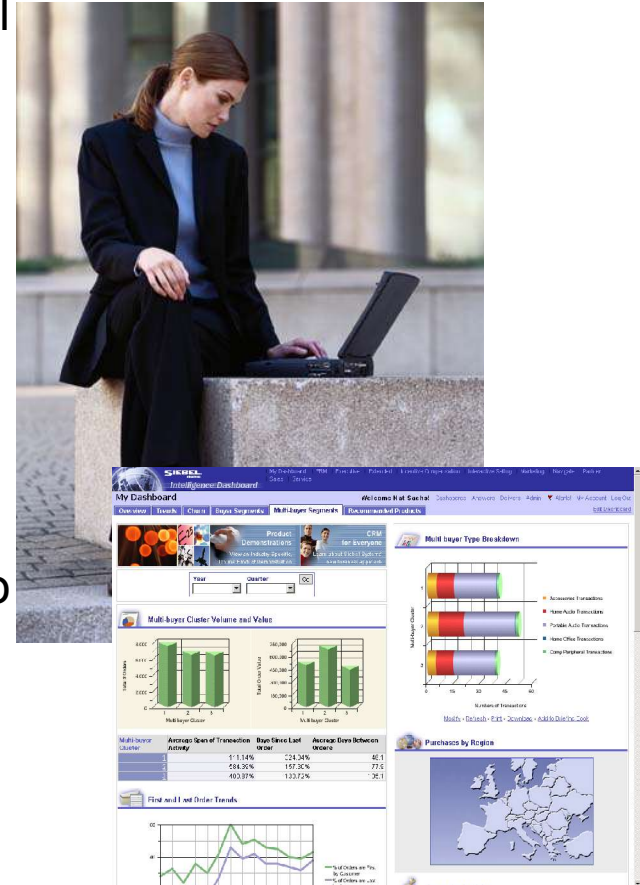
Monitoreo y Respuesta Proactiva en Tiempo-Real



Oracle Disconnected Analytics

La Única Solución para Inteligencia Móvil Escalable

- Completa funcionalidad analítica para el usuario móvil
- Habilita la funcionalidad de Intelligence Dashboard y Answers incluso cuando se está offline
 - Interactive dashboards, ad hoc analysis, pivot tables
- Es la misma interfase para los usuarios ya sea que esten conectados o desconectados
- Tamaño mínimo de juego de datos
 - Sincronización de datos completa e incremental con las fuentes de datos de la empresa
 - Datos comprimidos durante la sincronización
- Datos personalizados para cada usuario, manteniendo toda la seguridad y visibilidad basada en roles

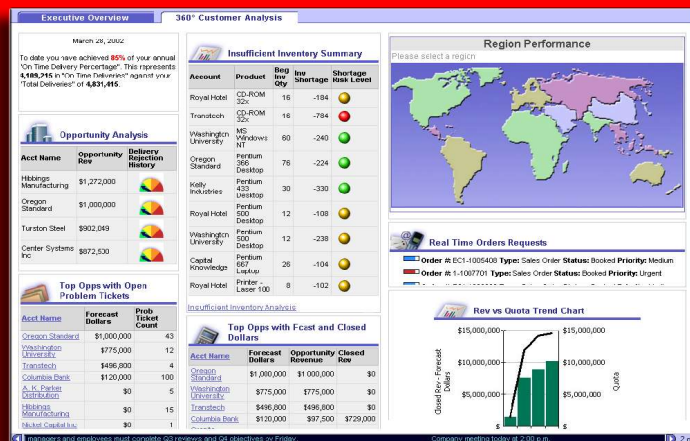


Funcionalidad analítica robusta para el profesional móvil

Oracle Disconnected Analytics

Cliente Desconectado con todas las Características

La experiencia del usuario es idéntica al usuario conectado.



Disconnected
BI Server

- Business Model
- Server Cache
- Calculations

Disconnected Metadata & Report Definitions



Web Catalog



Presentation
Metadata



ORACLE

Oracle Briefing Books

El Método más Fácil para Distribuir la Visión

- Toma snapshots estáticos de los Intelligence Dashboards y los guarda a un archivo “Briefing Book” personal
- Los archivos Briefing Book son guardados localmente y pueden ser:
 - Accedidos incluso cuando los usuarios están offline
 - Enviados por correo a otros
- Refrescados manualmente o automáticamente cuando el usuarios está en línea
- Fácilmente creados por los usuarios, o distribución automatizada por correo electrónico (utilizando Siebel Delivers)

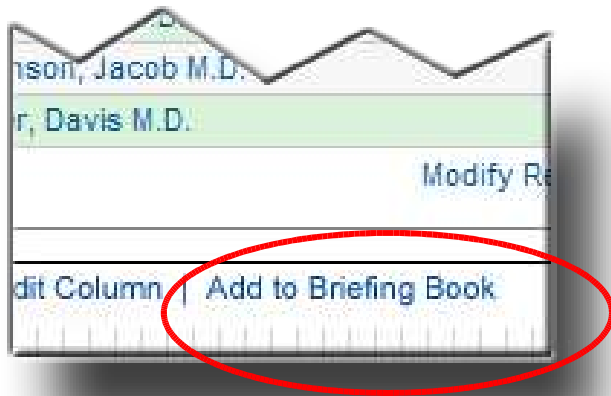


Intelligence Dashboards
“To Go”

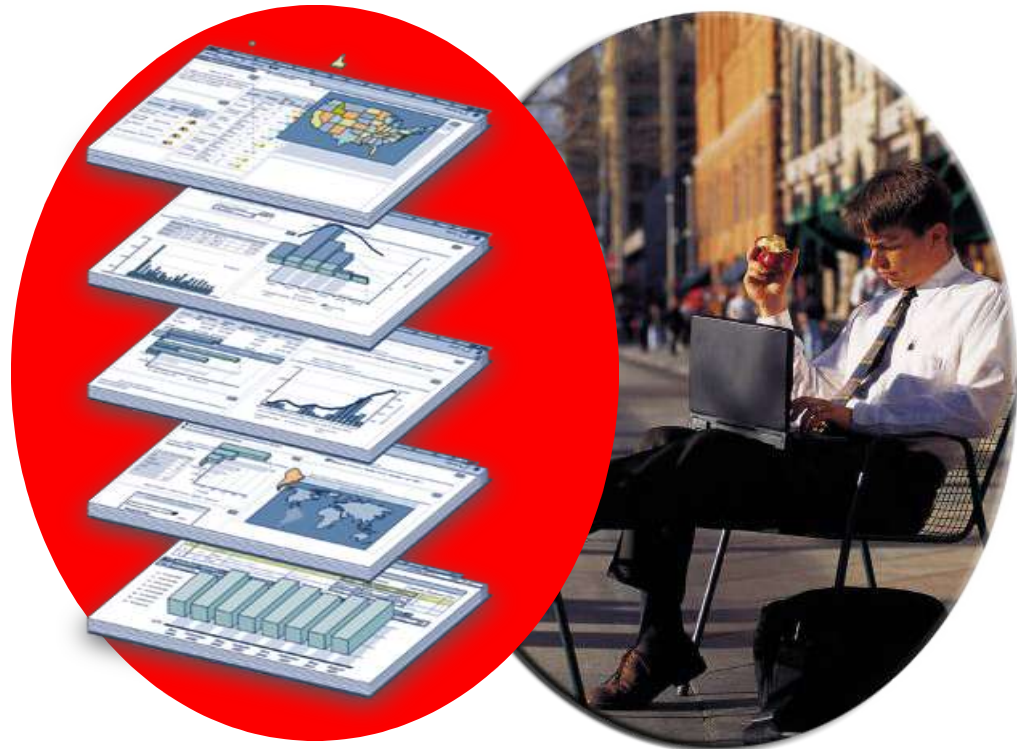
Guarda las páginas de Intelligence Dashboard localmente para verlas offline o compartirlas con otros vía email

Oracle Briefing Books

“Pack & Go” – Colección de sus dashboards más importantes



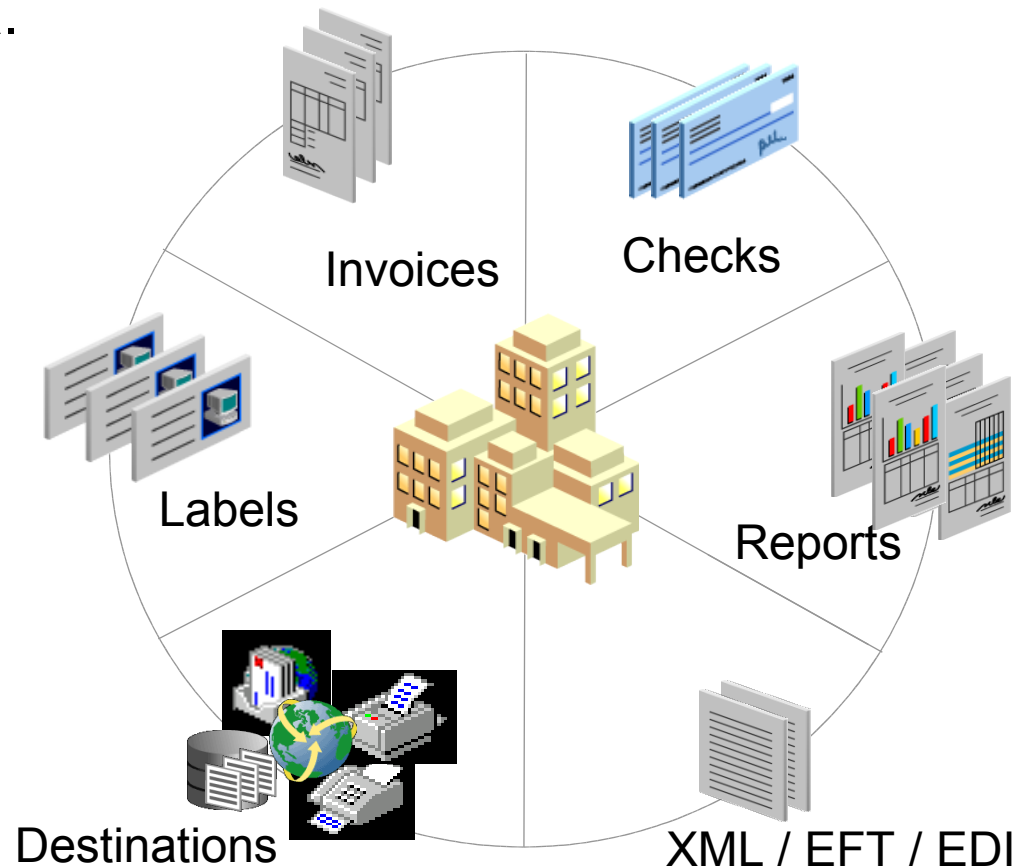
The bottom of every Dashboard page has an
“Add to Briefing Book”
Link that automatically builds an
electronic briefing book that you carry
with you.



Oracle Reporting and Publishing

Control de precisión sobre el formato de los reportes, layout y output – permitiendo la creación y distribución de reportes “pixel-perfect” sin importar la complejidad gráfica.

Oracle Reporting and Publishing aprovecha el Common Enterprise Information Model para mayores destinos y formatos



Reportes "Pixel-Perfect"

FROM:
My Toy Supplier

ORACLE
Redwood
PHONE (949) 346-5000

INVOICE NUMBER
11006199

INVOICE DATE
11-Jan-03

CUSTOMER NUMBER
10027451

CUSTOMER PROJECT
POEIN

TO:
Aya Tsunaki
Biyeth Soft Inc.
500 Costa Pkwy
Redwood Shores, CA 94065

DESCRIPTION
Internal Application Server Standard Edition - Processor
Product Support - 2003/11/25 to 2003/05/30
License Qty: 1 CSI: 3001459 Users: 2

NETWORK ACCESS FEE-DEPARTMENTAL
Product Support - 2003/05/25 to 2003/05/30
License Qty: 2 CSI: 3004

NETWORK ACCESS FEE
Product Support - 2003/11
License Qty: 1 CSI: 3001

CDI Repository - Nonstd
Product Support - 2003/11
License Qty: 1 CSI: 3004

Partitioning Named User
Software Updates Update
License Qty: 1 CSI: 82778

Oracle Database Enterprise
Product Support - 2003/11
License Qty: 1 CSI: 3001

Partitioning - Concurrent
Product Support - 2003/11
License Qty: 1 CSI: 3001

Programmer Nonstandard
Product Support - 2003/11
License Qty: 1 CSI: 3463

Express Server - Concurrent
Software Updates Update
License Qty: 1 CSI: 3001

Partitioning Nonstandard
Software Updates Update
License Qty: 1 CSI: 3001

GST Registration No:
GST Registration No:

TERMS: Net Due in 30 Days

P11D EXPENSES AND BENEFITS 2002-03

Note to employer
Complete this return for a director or an employee who earned at least of £8,500 a year more during the year April 2002 to 5 April 2003. Do not include expenses and benefits covered by a dispensation or RWE settlement agreement. Read the P11D Guide and HM Revenue & Customs Chapter 24 before you complete this form. Send the completed P11D and form P11D (S) to the Inland Revenue office by 6 July 2003. You must give a copy of this information to the director or employee by the same date. The form employers used to cover both directors and employees throughout the rest of the form.

Employer's details
Employer's name

Note to employee
Your employer has filled in this form. Keep it in a safe place as you may not be able to get a duplicate. You will need it for your tax records and to complete your 2002-03 Tax Return if you get one. Your tax code may need to be adjusted to take account of the information given on the P11D. The box numbers on the P11D have the same numbering as the Employment

Prepared for New Corporation

is the ERP Standard

Purchase Order Header
PO Number: 0500403

VISION CORPORATION

ORDERING DOCUMENT

Sales Order No. 11873

Customer: Total Internet
Address: 123 Rock Harbor Lane
Foster City
CA 94034
US

Bill To: 123 Rock Harbor Lane
Foster City
CA 94034
US

Ship To: 123 Rock Harbor Lane
Foster City
CA 94034
US

CONTRACT INFORMATION

Agreement: C-2003-TI
Agreement Name: Total Internet Blanket Sales Agreement

ORACLE
Vision Operations (USA)

General Ledger

Posted Journals
From 01-JAN-99 to 31-JAN-99

Report Date: 8/31/2004
Page 8 of 50

Currency: USD
Balance Type: Actual

Source: Intercompany

Batch: CENTRA: Operations Intercompany 342881: A-4854

Posted Date: 30-SEP-99

Journal: CENTRA: CT00000090 Intercompany Transfer USD

Category: Intercompany Transfer

Effective Date: 31-JAN-99

Reference: Journal Import Created

Currency: USD

Line Item Debit Credit Unit

1 01-404-7695-0000-000 31-JAN-99 Journal Import Created CT00000099 3,000.00 3,000.00 0.00

2 01-404-7753-0000-000 31-JAN-99 Journal Import Created CT00000099 3,000.00 3,000.00 0.00

Journal Total 3,000.00 3,000.00 0.00

Journal: CENTRA: CT00000070 Intercompany Transfer USD

Category: Intercompany Transfer

Effective Date: 31-JAN-99

Reference: Journal Import Created

Currency: USD

Line Item Debit Credit Unit

1 01-000-1410-0000-000 31-JAN-99 Journal Import Created CT00000070 12,000.00 12,000.00 0.00

2 01-000-1813-0000-000 31-JAN-99 Journal Import Created CT00000070 15,000.00 15,000.00 0.00

3 01-402-4163-0000-000 31-JAN-99 Journal Import Created CT00000070 15,000.00 15,000.00 0.00

4 01-402-4163-0000-000 31-JAN-99 Journal Import Created CT00000070 12,000.00 12,000.00 0.00

Journal Total 27,000.00 27,000.00 0.00

Journal Transfer Effective Date: 31-JAN-99

Debit Credit Unit

15,000.00 22,000.00 0.00

0.00 0.00 0.00

22,000.00 15,000.00 0.00

Journal Total 37,000.00 37,000.00 0.00

Journal Transfer Effective Date: 31-JAN-99

Debit Credit Unit

34,000.00 26,000.00 0.00

0.00 0.00 0.00

34,000.00 26,000.00 0.00

Date: 11/22/2004

\$ 2,100.00

Pay to the order of Vision Corporation

Two thousand one hundred and zero cents*****

Anonymous Bank
Aaa Street
New York, NY 10000

Memo

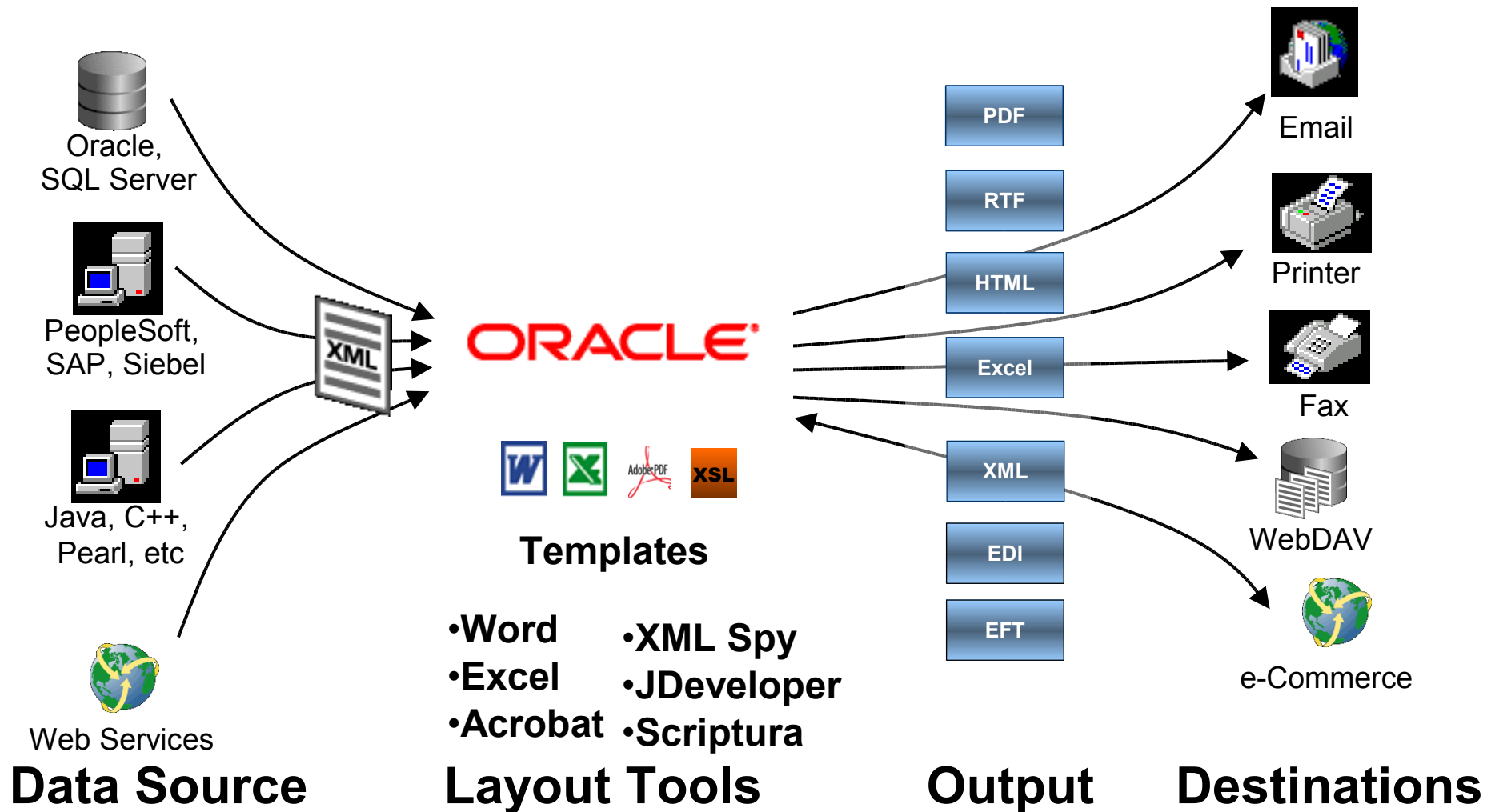
Laurence Ellison MP

10,000

Internal Revenue Service
Act and Paperwork Reduction
Notice, see separate instructions.

This Page

XML Publisher – De los Datos al Destino



XMLP – Crear Reportes con Microsoft Word

Brand Trend by Region.rtf - Microsoft Word

Adobe Acrobat Professional - [1145286722969out.pdf]

File Edit View Insert Format Tools Table Window Help

File Edit View Document Comments Tools Advanced Window Help

Normal Arial 10 B

118%

ACME Corporation Confidential

2000

Brand

Enterprise

Region	Revenue	YAGO	Trend	% Change
CENTRAL REGION	\$13,487,506		\$13,487,506	%100.00
EASTERN REGION	\$23,820,798		\$23,820,798	%100.00
SOUTHERN REGION	\$19,128,760		\$19,128,760	%100.00
WESTERN REGION	\$18,763,040		\$18,763,040	%100.00

Magicolor

Region	Revenue	YAGO	Trend	% Change
CENTRAL REGION	\$2,197,628		\$2,197,628	%100.00
EASTERN REGION	\$5,290,794		\$5,290,794	%100.00
SOUTHERN REGION	\$11,824,228		\$11,824,228	%100.00
WESTERN REGION	\$15,344,770		\$15,344,770	%100.00

Report Wizard

Enter Report Attributes

This wizard will help you to
Please specify the output directory.

Output Directory

Report Name

Report Description

Help

Page 1 Sec 1 1/1 At 2.7" Ln 11 Col 1

1 of 3

Oracle BI Suite Enterprise Edition

Infraestructura Común de BI

All Oracle BI Suite Modules:

- Oracle Interactive Dashboards
- Oracle Answers
- Oracle Delivers
- Oracle Disconnected Analytics
- Oracle Briefing Books
- Oracle BI Server
- Oracle BI Administration Tool

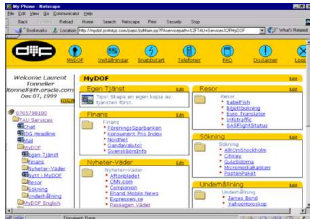
Comparte:

- ✓ Security Services
- ✓ Metadata Services
- ✓ Reporting Objects (Views)
- ✓ Query Intelligence Engine
- ✓ User Experience
- ✓ Administration

Hot Pluggable

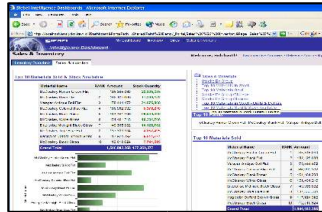
Abierto, se Integra con Inversiones Existentes

Portals



Any JSR 168
Portal

Analytic Tools



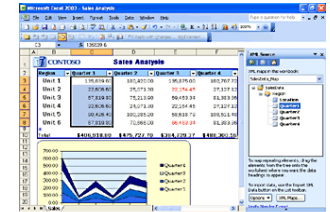
BOBJ, COGN
MSTR

Reporting



Actuate, Oracle
Apache FOS

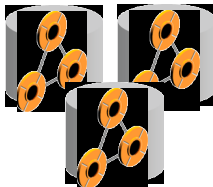
Desktop Tools



Excel, Outlook,
Lotus Notes

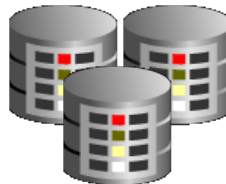
Analytic Server

Security



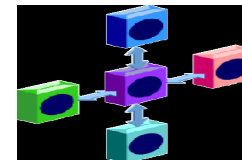
Oracle
MSFT AD
iPlanet
Novell
Others ..

Data Access



Oracle
DB2
MS SQL
Teradata
Red Brick
SQL Anywhere
XML, Excel
Others ..

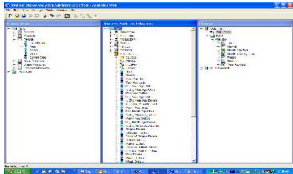
ETL



Oracle
Informatica
Ascential
Sunopsis
Others ..

Enterprise Bus. Intelligence Suite

Abierto, Extensible, Best-of-Breed, Integrado



Data Integration



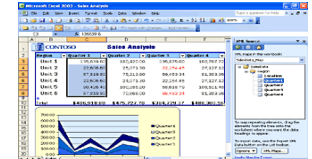
Query & Analysis



Dashboards



Reporting



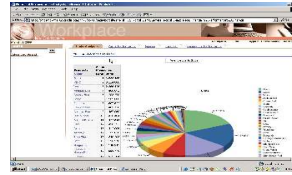
Collaboration



**Activity
Monitoring**



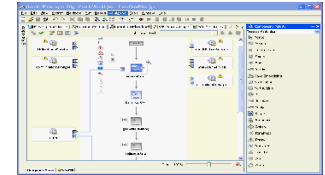
**Balanced
Scorecard**



**Real Time &
Predictive**



**Guided
Analytics**



**Intelligent
Workflow**



Common Enterprise Information Model

**Data Access
Events
Management**

**Metadata Mgt.
Web Services
Security**

**User Interface
Content Mgt.
Scheduling**

**User Profile
Business Rules
Clustering**

Estrategia de Producto

Comparación Competitiva

AREA	ORACLE	BOBJ	COGN	HYPR	MSTR	MSFT
Query & Analysis	Oracle					
Enterprise Reporting	Oracle					
Dashboards	Oracle					
Office/Excel Integration	Oracle					
Data Integration/ETL	Oracle					
Unified Metadata for BI Tools	Oracle					
Enterprise Portal	Oracle					
Service Oriented Architecture (SOA)	Oracle					
Programmatic Environment	Oracle					
Offline Mobile Analytics	Oracle					
Out-of-Box Workflow Integration	Oracle					
Activity Monitoring (BAM)	Oracle					
Integrated Data Mining	Oracle					
Guided Analytics	Oracle					
Embedded Analytics	Oracle					
Real-Time Predictive Decisioning	Oracle					
Enterprise Semantic Model	Oracle					
Prebuilt Analytic Apps & CPM	Oracle					

Oracle BI Applications

Suite completa de aplicaciones analíticas



Sales Analytics	Service & Contact Center Analytics	Marketing Analytics	Financial Analytics	Supply Chain Analytics	Workforce Analytics
Pipeline Analysis	Churn Propensity	Campaign Scorecard	Receivables / Payables Analysis	Supplier Performance	Employee Productivity
Triangulated Forecasting	Customer Satisfaction	Response Rates	Customer Profitability	Inventory Analysis	Compensation Analysis
Sales Team Effectiveness	Resolution Rates	Product Propensity	Product Profitability	Procurement Cycle Times	Compliance Reporting
Up-sell / Cross-sell	Service Rep Effectiveness	Loyalty and Attrition	Regulatory Compliance	Inventory Availability	Workforce Profile
Discounting Analysis	Service Cost Analysis	Market Basket Analysis	Expense Management	Employee Expenses	Turnover Trends
Lead Conversion	Service Trends	Campaign ROI	Cash Flow Analysis	BOM Analysis	Return on Human Capital

Prebuilt adapters:

SIEBEL

ORACLE

SAP

PeopleSoft®

Other Operational
& Analytic Sources

Oracle BI Suite Enterprise Edition – Comprehensive, Integrated, Hot-Pluggable Infrastructure

Diferenciadores Principales

- Enterprise Semantic Model
 - Centrado en el Modelo vs. Centrado en el Reporte
- Conocimiento del Negocio Masivo
 - Potencia a los Usuarios de Negocios con un Conocimiento Profundo
- Conocimiento Predictivo en Tiempo Real
 - Monitoreo de la Actividad y Análisis Predictivo
- Acciones Guiadas por el Conocimiento
 - Visualización Contextual con Decisiones Guiadas
- Optimización de los Procesos de Negocios
 - Detección y Respuesta con Procesos de Negocio Inteligentes
- Más Rápida Obtención de Valor
 - Aplicaciones Analíticas Pre-Empaquetadas

Arquitectura BI Probada Para el Futuro

Escalable, Disponible, Flexible

- **Escalable**

- Diseñado para grandes volúmenes de usuarios y datos
- La facilidad de uso disminuye los costos de entrenamiento y soporte

- **Disponible**

- Acceso a los datos inmediatamente – nsin necesidad de esperar hasta que TODOS los datos esté en el DW

- **Flexible**

- Modificar la estructura de los datos sin afectar los dashboards o reportes
- Cambiar los datos físicos y simplemente remapear la metadata



8,000 users → 20,000+



4,500 users

300+ applications

Multiple Terabytes data



1,000,000+ users

Over 10 Terabytes



3,000+ users

14+ Terabytes

Multiple sources



2,700 users → 10,000+

12 Terabyte data warehouse



Deploying to 60,000 users

Los Líderes de la Industria están Adoptando Oracle BI Enterprise Edition



Aerospace & Defense	5 of the top 6
Commercial Banks	4 of the top 5
Pharmaceutical	8 of the top 9
Computer Office Equip	6 of the top 9
Diversified Financials	3 of the top 4
Railroad	3 of the top 4
Medical Products & Equip	3 of the top 6
Telecommunications	5 of the top 6
Securities	3 of the top 6
Network & Comms Equip	2 of the top 4
Life & Health Insurance	3 of the top 5

Referencias de Oracle Business Intelligence

Communications



Automotive



Finance / Banking



Consumer Goods



High Tech



Media / Energy



Aero / Industrial



Insurance / Health



Life Sciences



Other



Oracle: Su Partner Estratégico de BI

Oracle is well positioned to be the leader in BI and deliver to the proposition that was introduced at the very beginning

Everyone in your company can do their jobs better if they made decisions and took actions based on actual information rather than “best guess” or “how we did it last year.”

**Greater Business
Insight Across the
Enterprise**

#1

- Business Analytics
- Business Process Execution BPEL
- Data Warehousing Database
- Database
- Business Applications in N.A.
- HR Applications Globally
- Supply Chain Applications
- Customer Relationship Management

Source: IDC

“Oracle is set to become probably **the most important** player in the BI Market.”

 **Bloor
Research**

Resumen:

La Solución de BI Más Completa de la Industria

Masiva

- Conocimiento masivo entregado cuándo y dónde es necesitado
- Conocimiento accionable incluido dentro de las actividades diarias normales
- Guided analytics integrado con los workflows del negocio

Completa

- Una solución completa, integrada para todas las necesidades de BI de la empresa
- Pre-integrada con el stack tecnológico de Oracle
- Componentes Best-of-Breed

Hot-Pluggable

- Soporta fuentes de datos heterogéneas históricas y en tiempo-real
- Abierta y extensible para maximizar los sistemas actuales
- Common enterprise information model



Coming up....



27 a 29 de Marzo, 2007
Transamerica Expo Center
São Paulo – Brasil
www.oracle.com/goto/openworld-la

ORACLE®