



Oracle Business Intelligence Suite Enterprise Edition

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PERU Oracle Users Group
Agosto 2007

Agenda



Business Intelligence: Tecnología Estratégica



Desafíos que enfrenta *Business Intelligence*



Oracle BI Enterprise Edition



Convergencia con Business Process Management

The Value of Business Intelligence

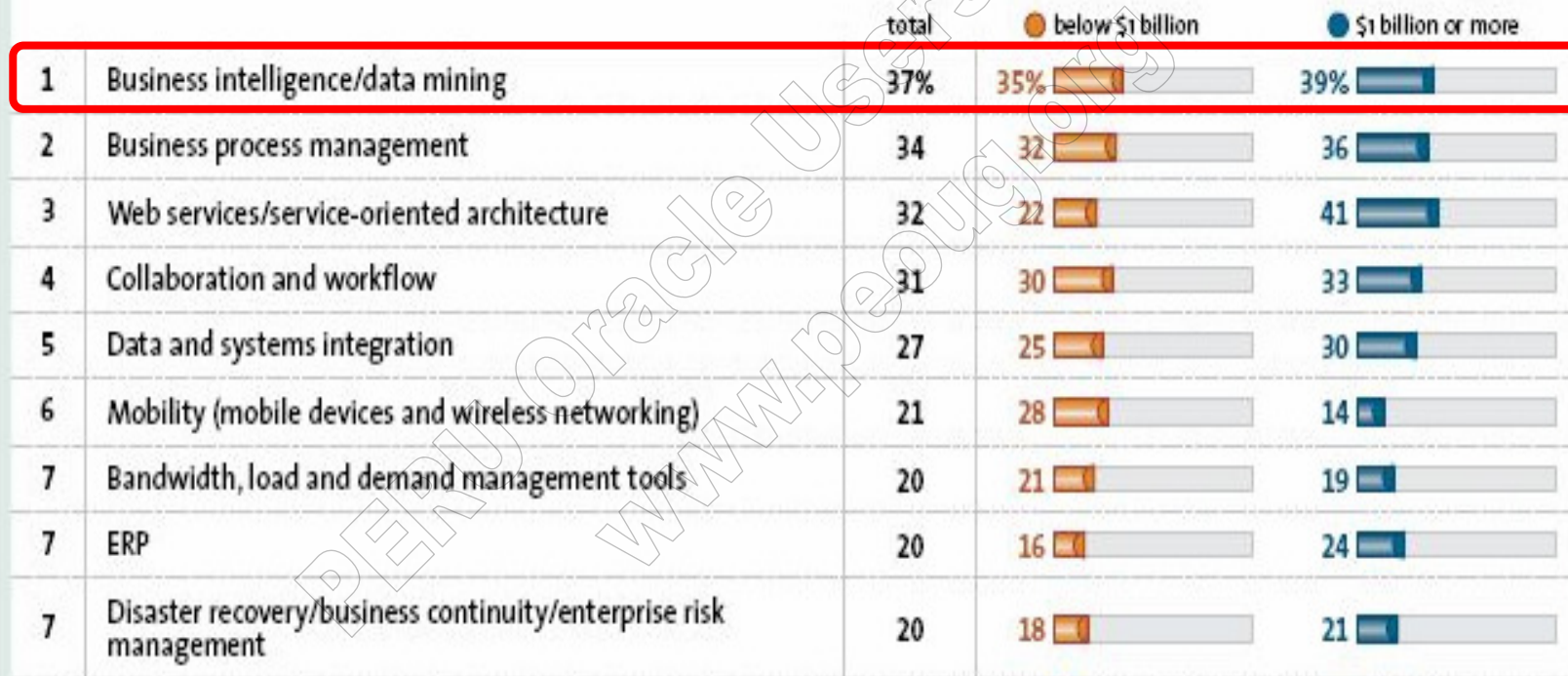
- **Visibility, Transparency**
- **Compliance**
- **Profitability**
- **Customer differentiation**

BI is #1 priority with CIOs

CIO Insight January 2007

2.1 Which five technologies will make the most significant contribution to your company's business strategy in 2007?

N=215



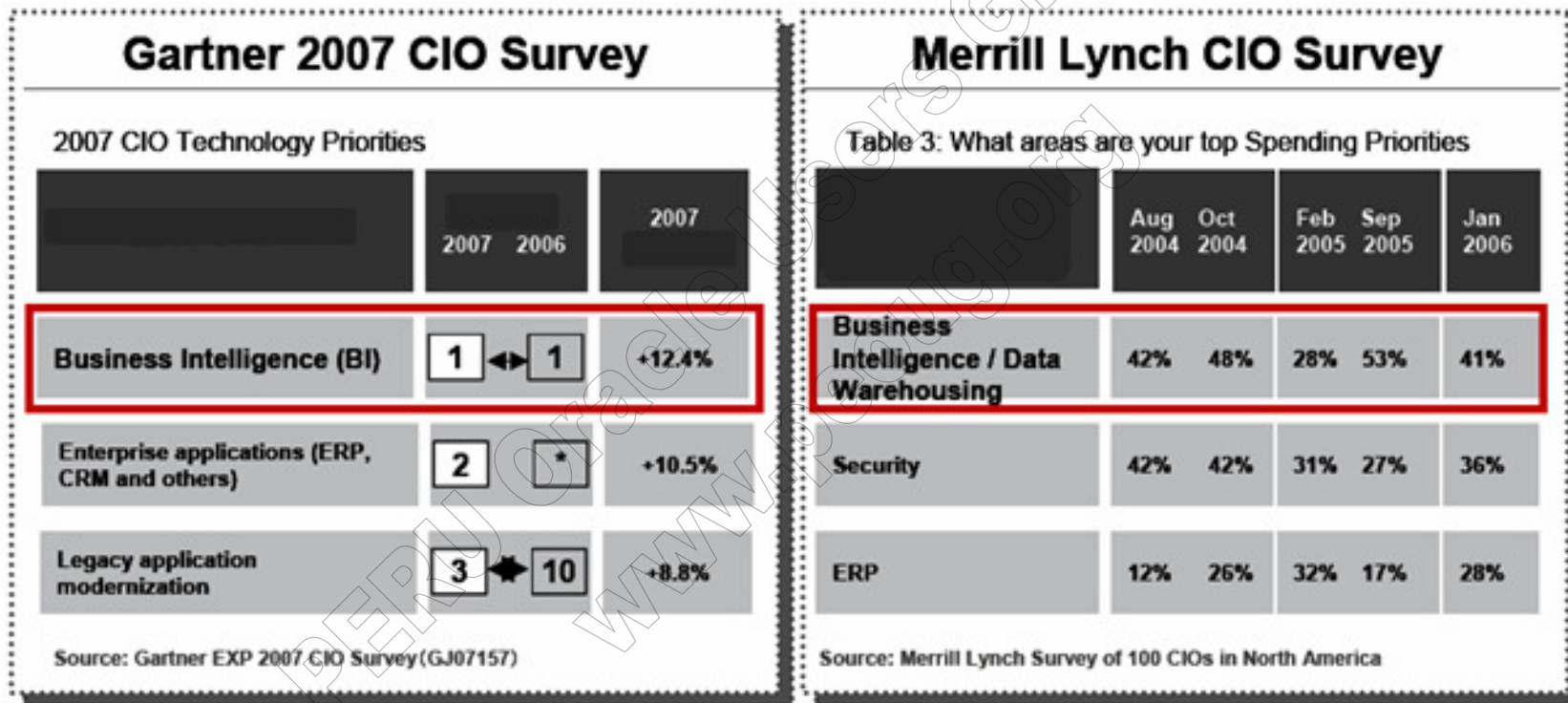
Source: CIO Insight, "The Future of I.T.: What's on Tap for 2007 and Beyond," January 16, 2007



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BI is #1 priority with CIOs

Gartner 2007 CIO Survey / Merrill Lynch CIO Survey



Agenda



Business Intelligence: Tecnología Estratégica



Desafíos que enfrenta *Business Intelligence*



Oracle BI Enterprise Edition



Convergencia con Business Process Management

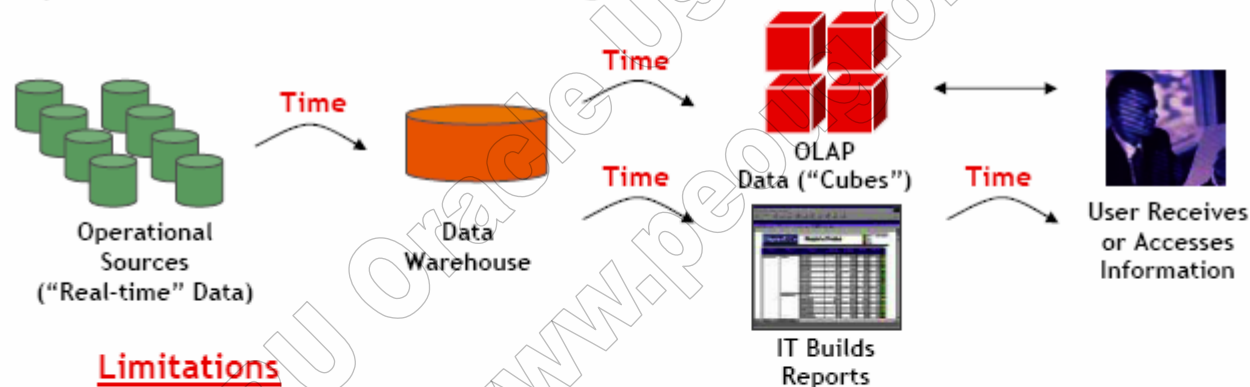
Challenges with Traditional BI Tools

Traditional BI vs Rich, Real-time insight

New Information Demands

- Insight based on the very latest, most complete data

Sample “Traditional” Business Intelligence Flow



Limitations

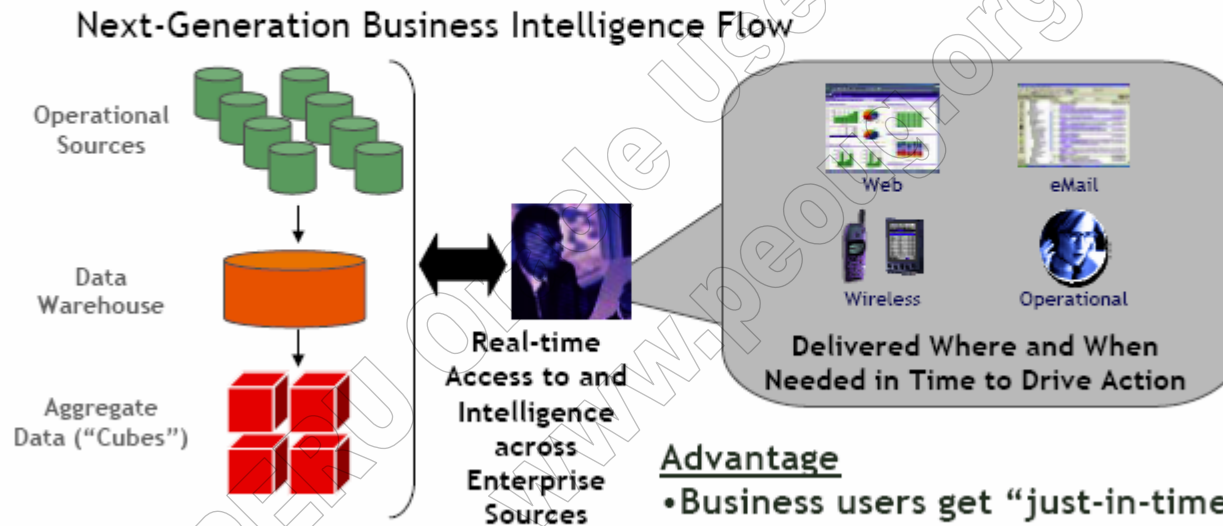
- After-the-fact reports or stale, summarized data
- High latency
- Business users can't access the most up-to-the-minute, detailed data

Challenges with Traditional BI Tools

Traditional BI vs Rich, Real-time insight

New Information Demands

- Insight based on the very latest, most complete data



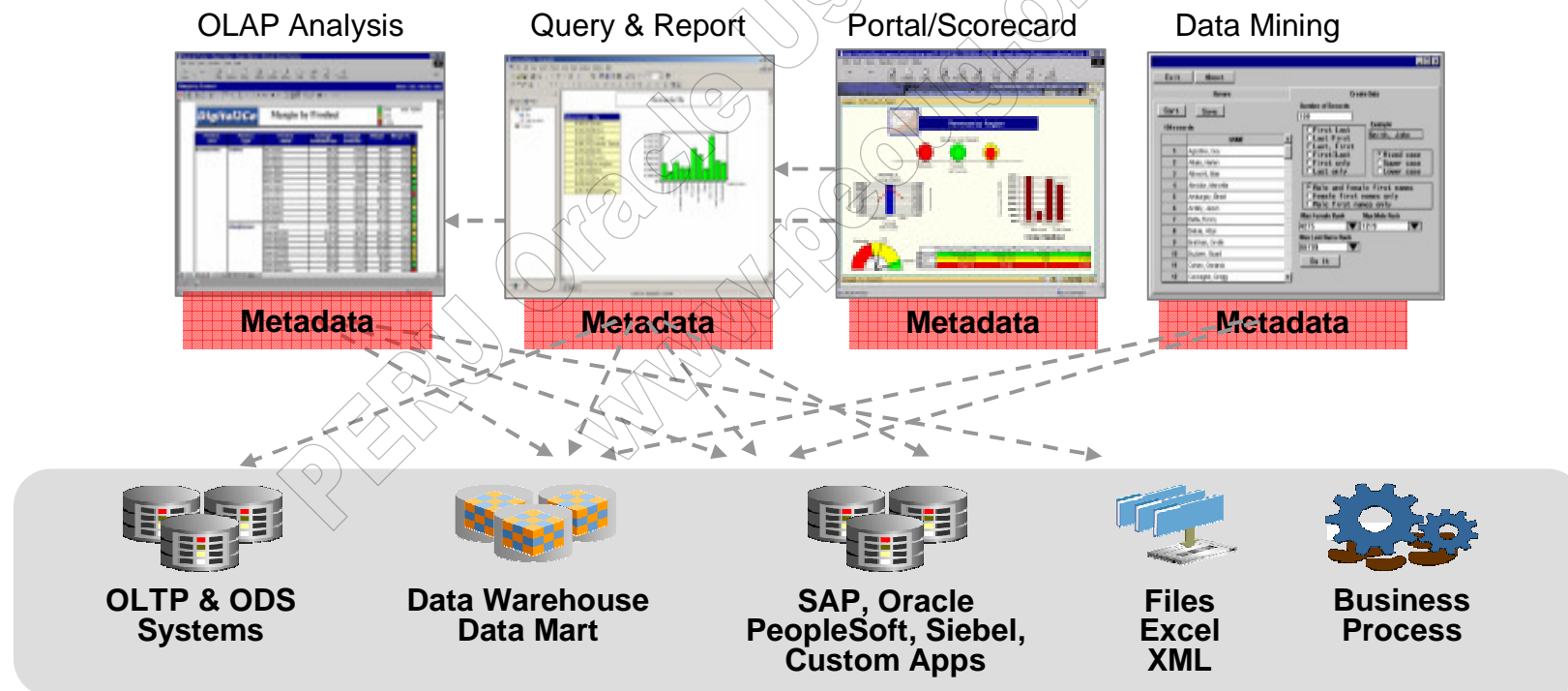
Advantage

- Business users get "just-in-time" insight from most detailed data for better decisions and actions

Challenges with Traditional BI Tools


Fragmented, Inconsistent, Non-Intuitive

- Each BI tool has its own metadata/interpretation of the KPIs
- Lack of common metadata means “single source of truth” is elusive
- Inconsistent user interfaces for each type of analysis



Challenges with Traditional BI Tools

Decision making is disconnected from the business process



	Business Processes	Business Analysis
1.	Operate in real-time	Operate off-line
2.	"Run" the business	"Manage" the business

The Evolution of Business Intelligence

•From:

•Analysts

•Historical data

•Fragmented view

•Reporting results

•Analytic tools



•To:

•Pervasive use

•Real-time, predictive data

•Unified, enterprise view

•Insight-driven business process optimization

•Unified infrastructure & prebuilt analytic solutions

Agenda



Business Intelligence: Tecnología Estratégica



Desafíos que enfrenta Business Intelligence



Oracle BI Enterprise Edition



Convergencia con Business Process Management

Our Vision - Enabling the Insight-Driven Enterprise

- **Empower Everyone** – Every person is provided with relevant, complete information tailored to their role.
- **Provide Real-time Intelligence** – Deliver insight that predicts the best next step, and deliver it in time to influence the business outcome
- **Use Insight to Guide Actions** – Lead people to take action based on facts to optimize decisions, actions and customer interactions

Becoming an insight-driven enterprise will drive the next level of value creation and competitive advantage for organizations.

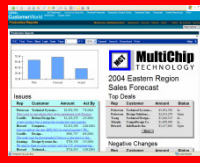
Oracle BI Suite Enterprise Edition

Unified Business Intelligence Infrastructure

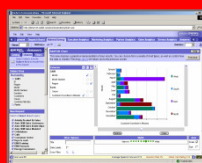
Interactive Dashboards



Reporting & Publishing



Ad-hoc Analysis



Proactive Detection and Alerts



Disconnected Analytics



MS Office Plug-in



Web Services



Common Enterprise Information Model

Oracle BI Server

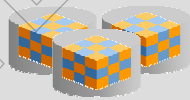
Intelligent Caching Services

Multidimensional Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services



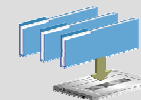
OLTP & ODS Systems



Data Warehouse Data Mart



**SAP, Oracle
PeopleSoft, Siebel,
Custom Apps**



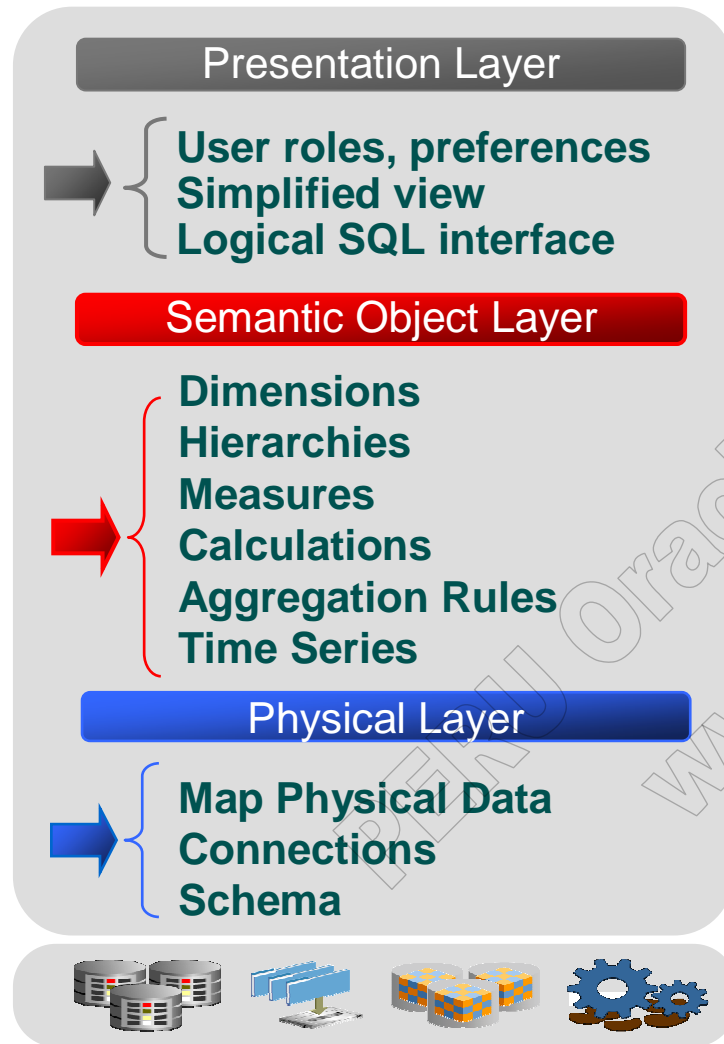
**Files
Excel
XML**



Business Process

Common Enterprise Information Model

Enables Consistency, Security, Reuse, Flexibility



Role-based views of the information relevant to the user

Consistent definition of business measures, metrics, calculations

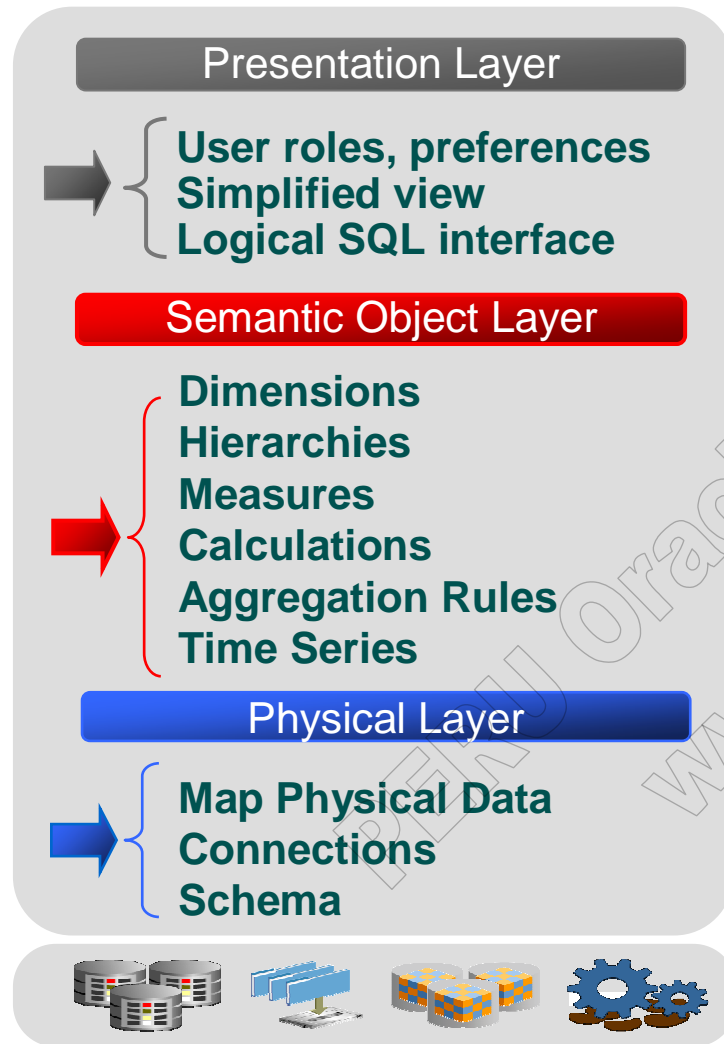
(drill-paths, time-series analysis, moving averages, cumulative calculations, % of column/row, etc)

Model once, deploy anywhere

Across any data sources

Common Enterprise Information Model

Key Benefits for Business and IT



More Complete and Timely Information

All relevant enterprise data presented to users as one logical source by the BI Server

Historical + real-time data

True end user self-sufficiency with powerful calculation / analysis capabilities

Greater Flexibility and Lower Cost

“Model-centric” (vs. “Report-centric”) approach

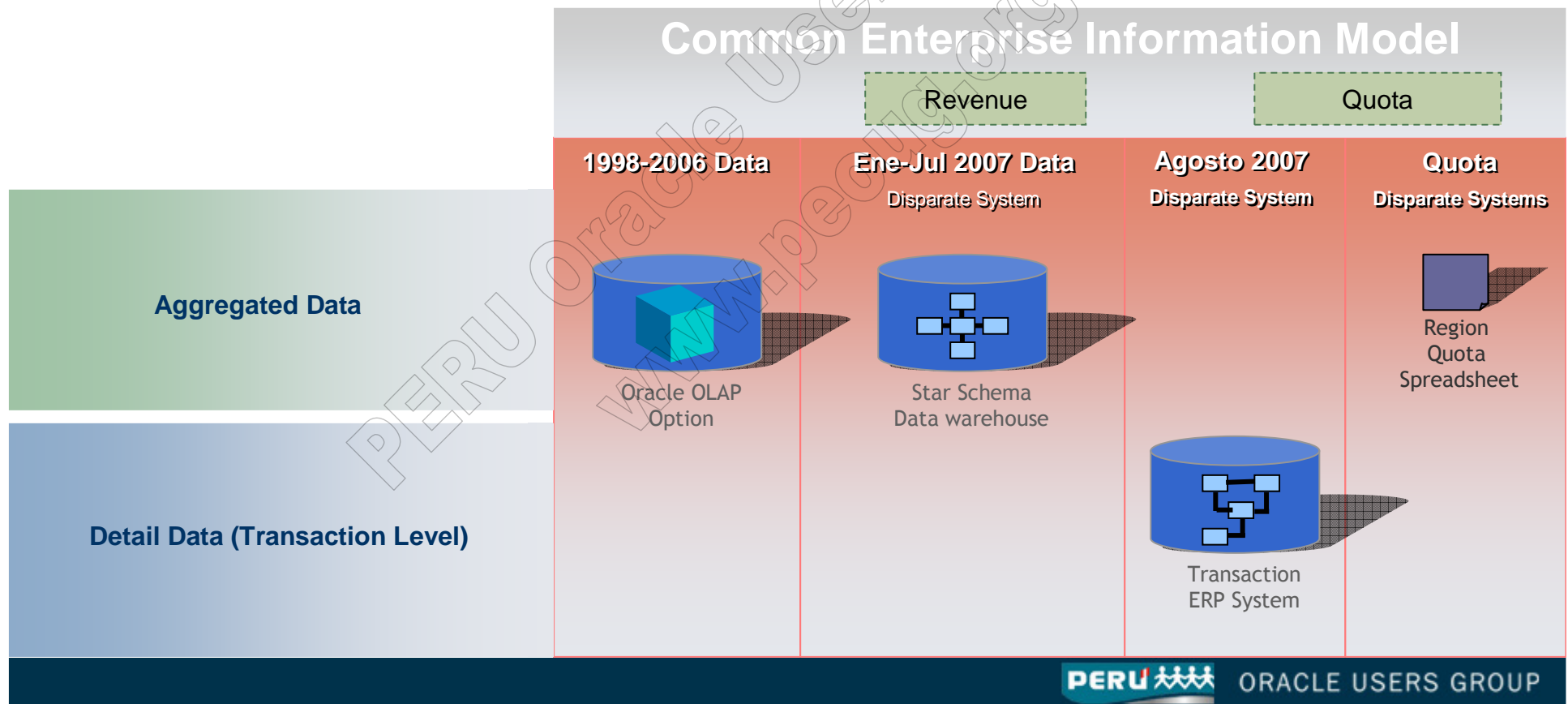
Enables IT to change data infrastructure (e.g. when upgrading an OLTP system) without breaking all the reports / dashboards

Greater usability and self-sufficiency reduces training costs

Common Enterprise Information Model

Intelligent Federation and Navigation

BI Server

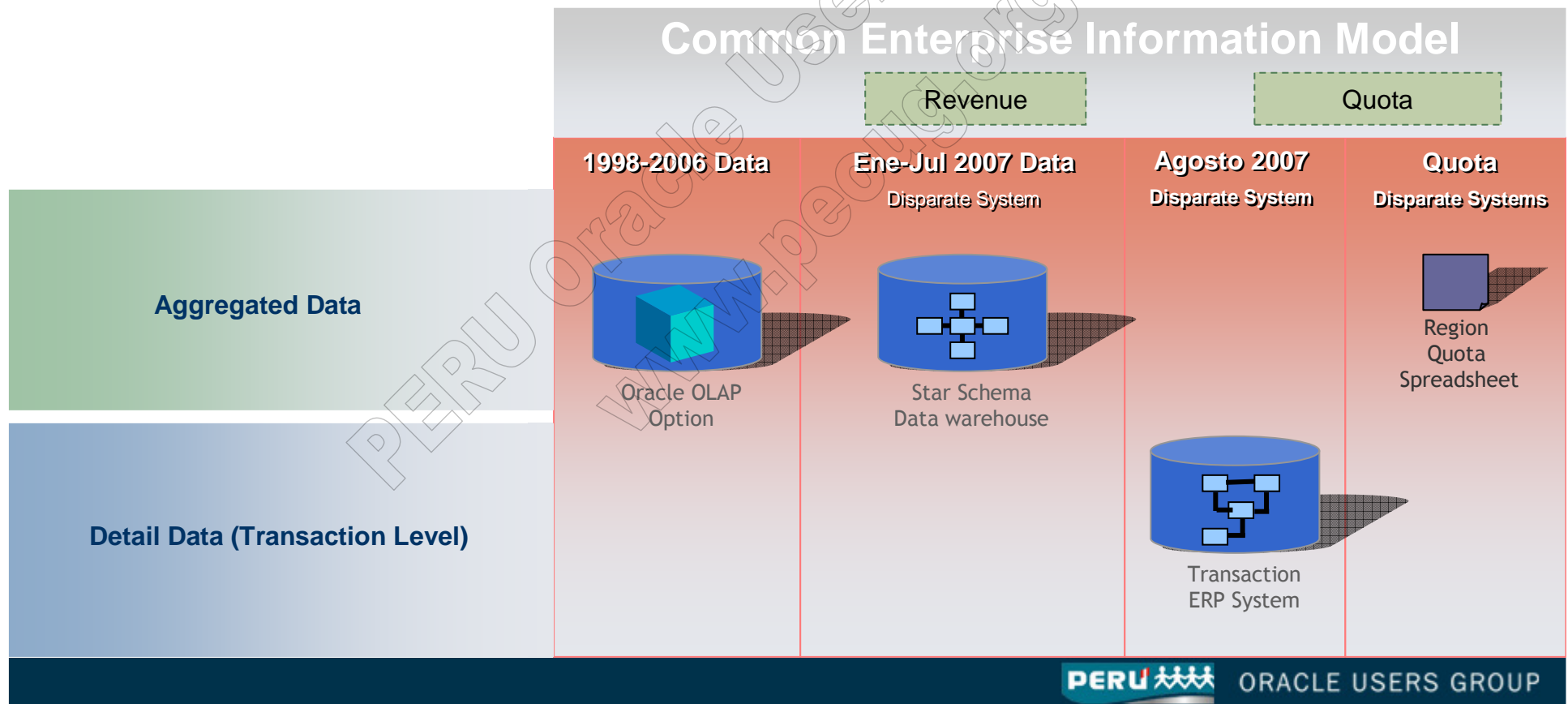


Common Enterprise Information Model

Intelligent Federation and Navigation

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

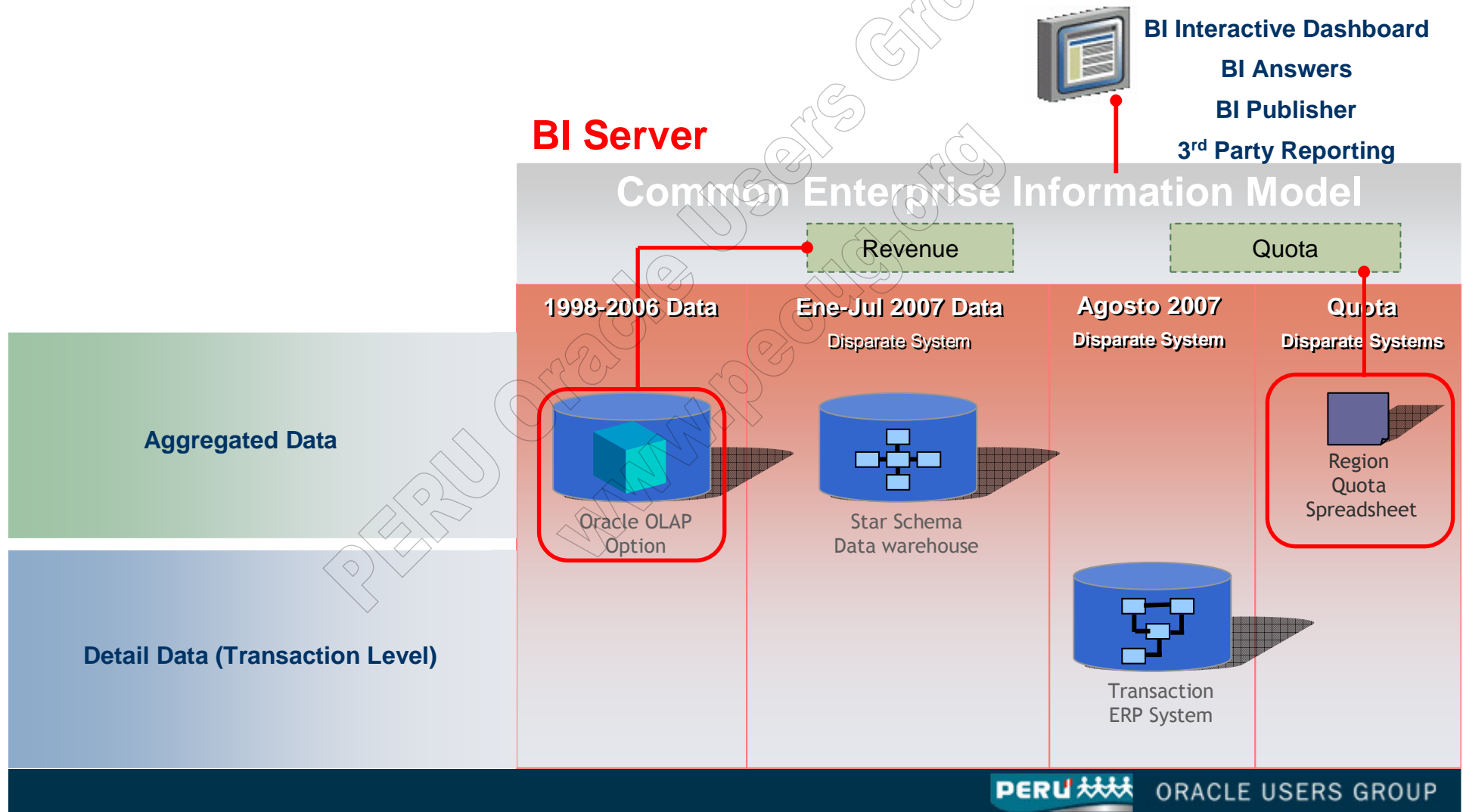
BI Server



Common Enterprise Information Model

Intelligent Federation and Navigation

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

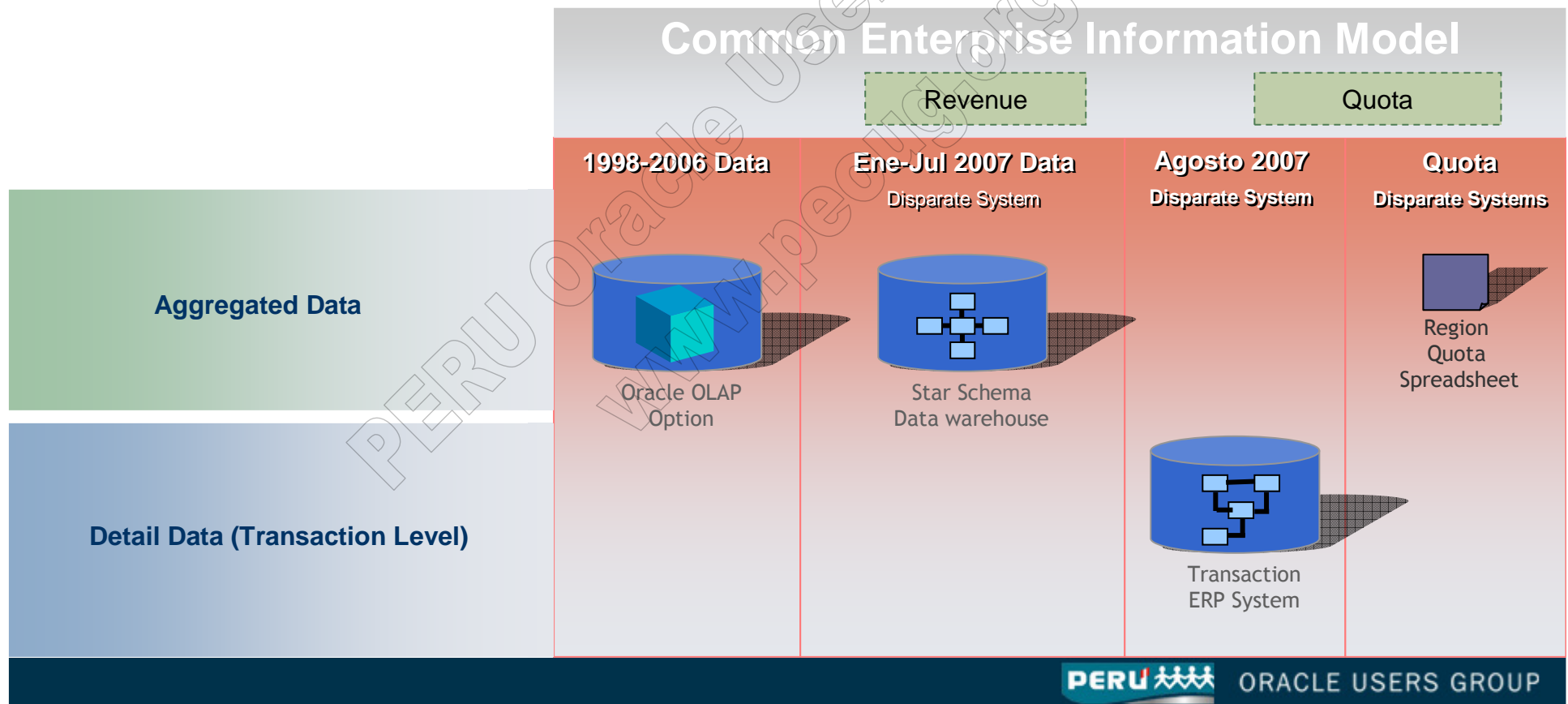


Common Enterprise Information Model

Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in July 2007”

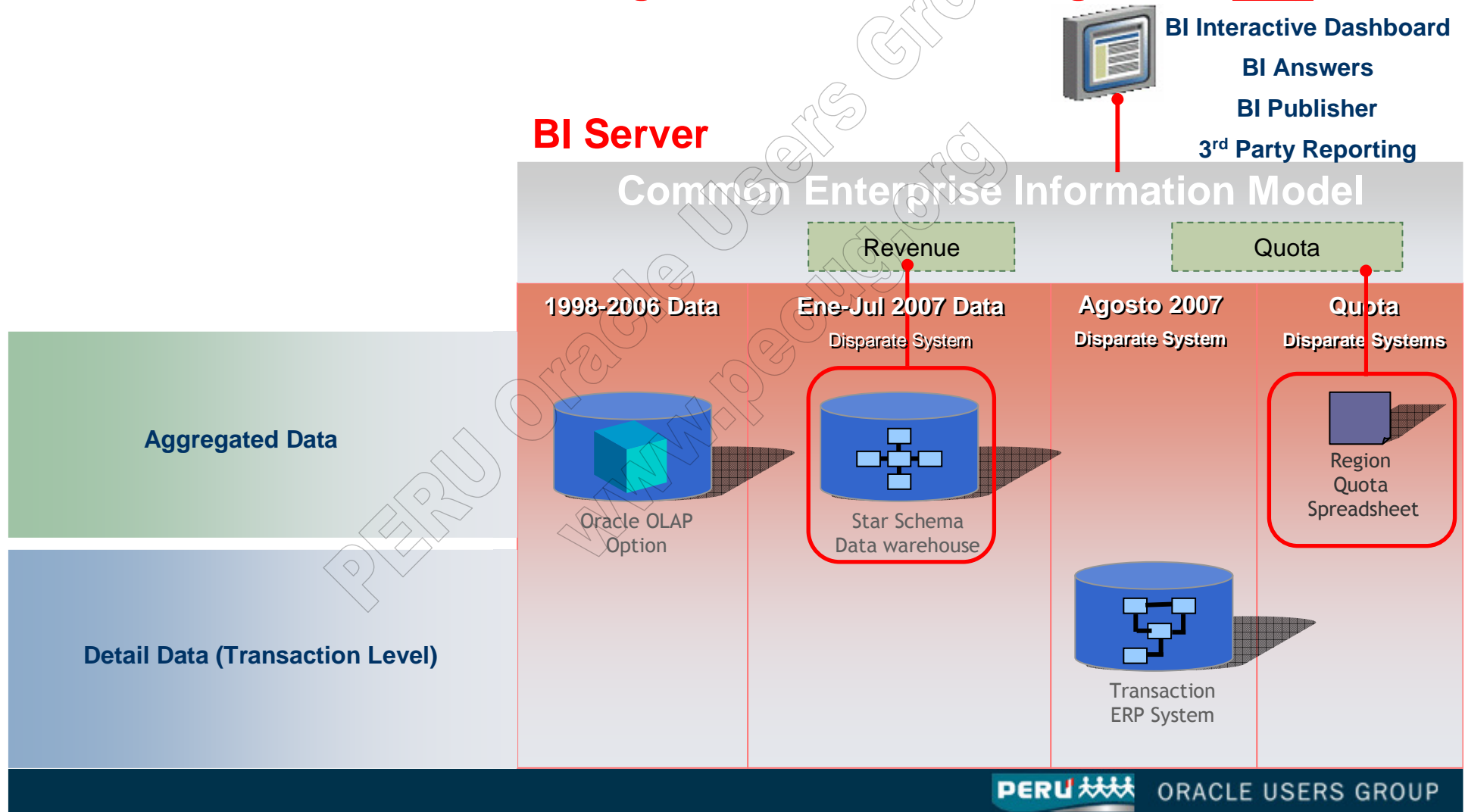
BI Server



Common Enterprise Information Model

Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in July 2007”

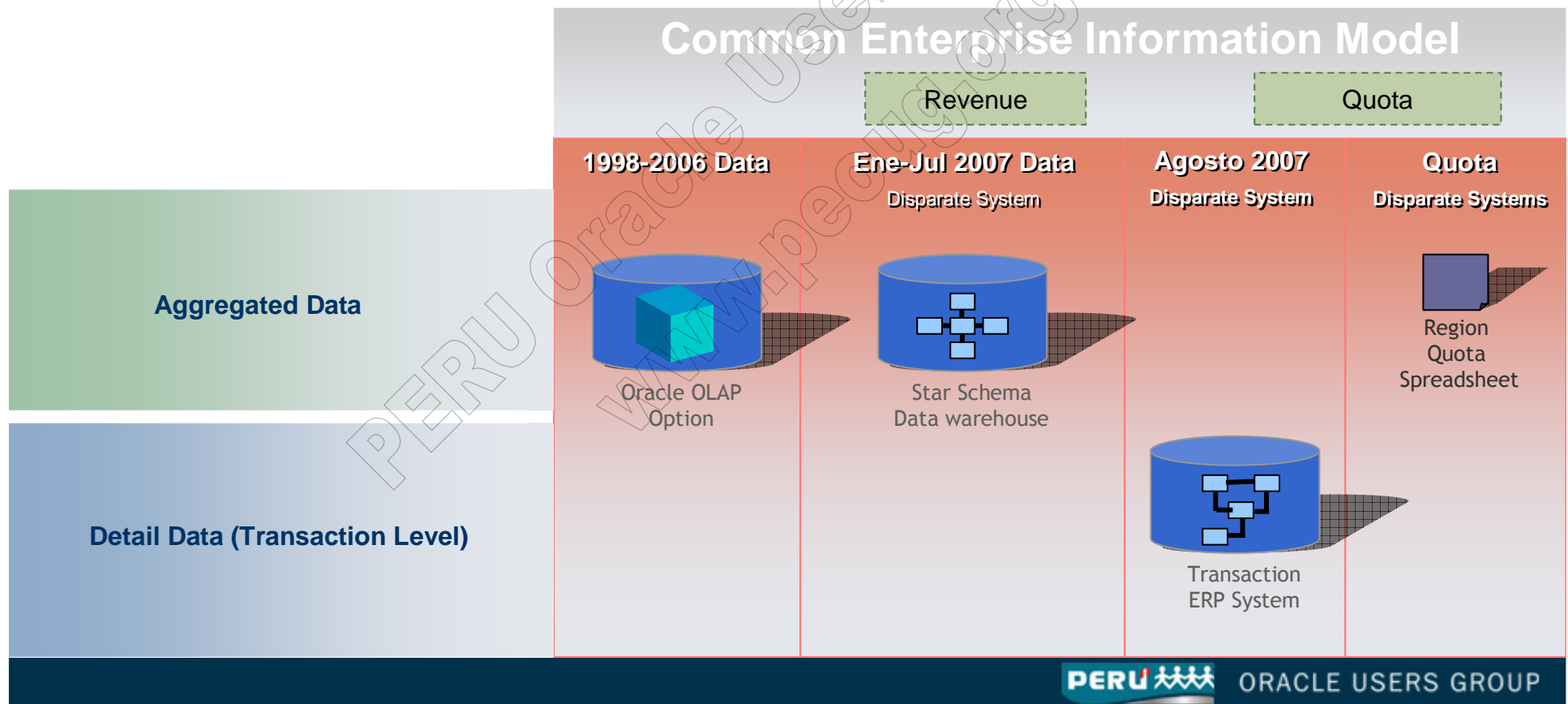


Common Enterprise Information Model

Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in August 2007”

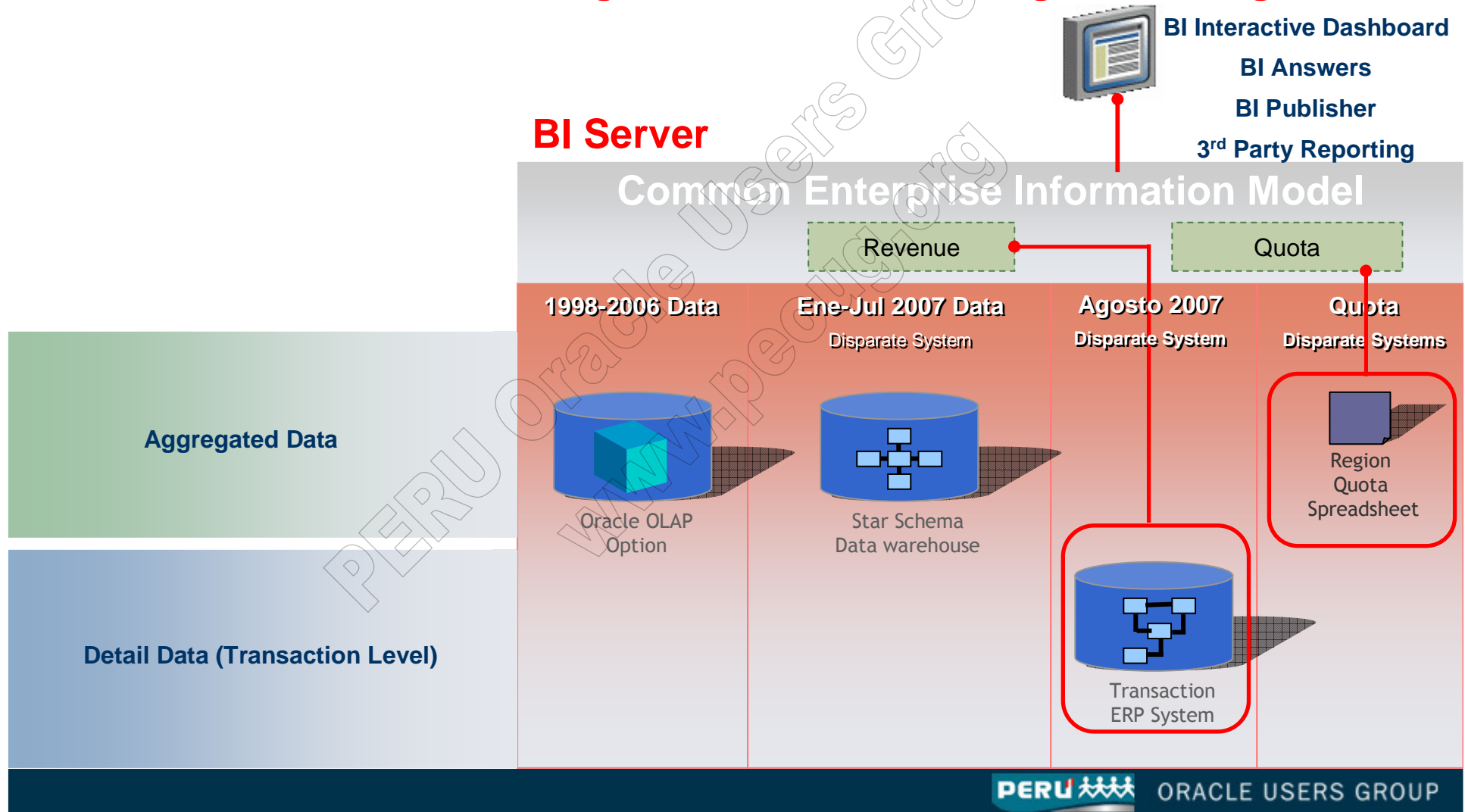
BI Server



Common Enterprise Information Model

Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in August 2007”



Work With Existing IT Investments

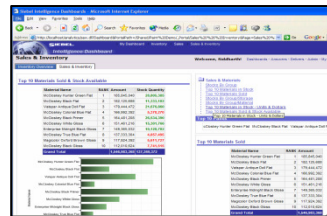
“Hot-Pluggable” Integration with Heterogeneous Systems

Portals



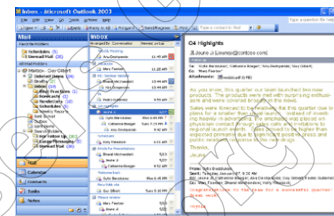
Any JSR 168
Portal

Analytic Tools and Reporting



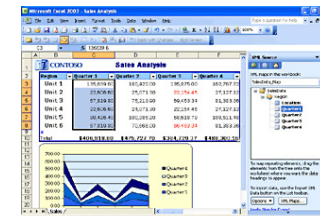
Oracle BI, HYSL, BOBJ,
COGN, MSTR, Actuate ...

Applications



Oracle EBS, Siebel, SAP,
PeopleSoft, JD Edwards ...

Desktop Tools

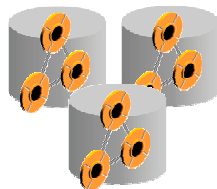


Excel, Outlook,
Lotus Notes ..

Common Enterprise Information Model

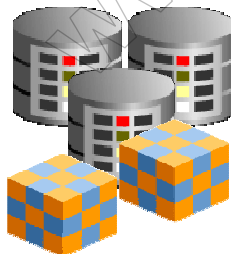
Oracle BI Foundation

Security



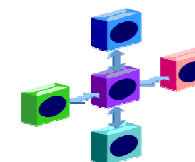
Oracle
Kerberos
iPlanet
MSFT AD
Novell
Custom
Others ...

Data Access



Oracle RDBMS
Oracle OLAP Option
Microsoft SQL Server
& Analysis Services
IBM DB2
Teradata
Essbase
SAP BW
XML, Excel, Text
Others ...

ETL



Oracle Data Integrator
(Sunopsis)
Oracle Warehouse
Builder
Informatica
Ascential
Others ..



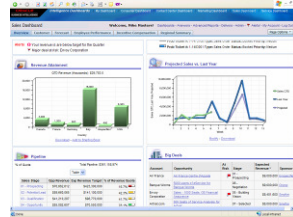
ORACLE USERS GROUP

Demonstration BI Server Administrator

Complete Insight Delivery Capabilities

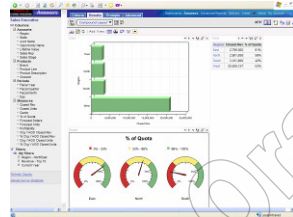
Designed for Pervasive Intelligence

Oracle Answers



Powerful ad-hoc analysis via 100% Web UI
Create & modify charts, pivots and dashboards
True business user self sufficiency via intuitive, simplified business model

Oracle Interactive Dashboards



Live, intuitive, personalized dashboards
Powerful dashboard to dashboard navigation and dynamic, event-driven guided analytics
Simple yet powerful intelligence for anyone

Oracle Delivers

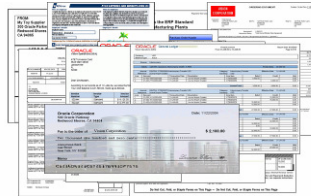


Automated detection & alerts for proactive insight
Content deliver to any device in multiple formats
Multi-step analysis and analytic workflows

Complete Insight Delivery Capabilities

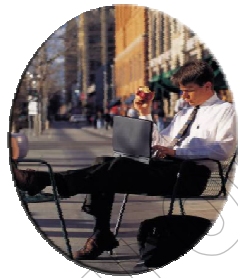
Designed for Pervasive Intelligence

Oracle BI Publisher



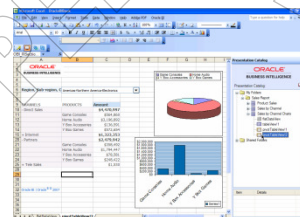
True “pixel-perfect” reporting and publishing
Report layout using familiar tools (e.g. Word, Adobe)
Single product for all document needs – invoices, checks, financial statements, government forms, etc.

Oracle Disconnected Analytics



Full analytics for the mobile professional
Same experience whether offline or connected
Full and incremental data synchronization enables rapid updates with minimal data set size

Oracle MS Office Plug-in

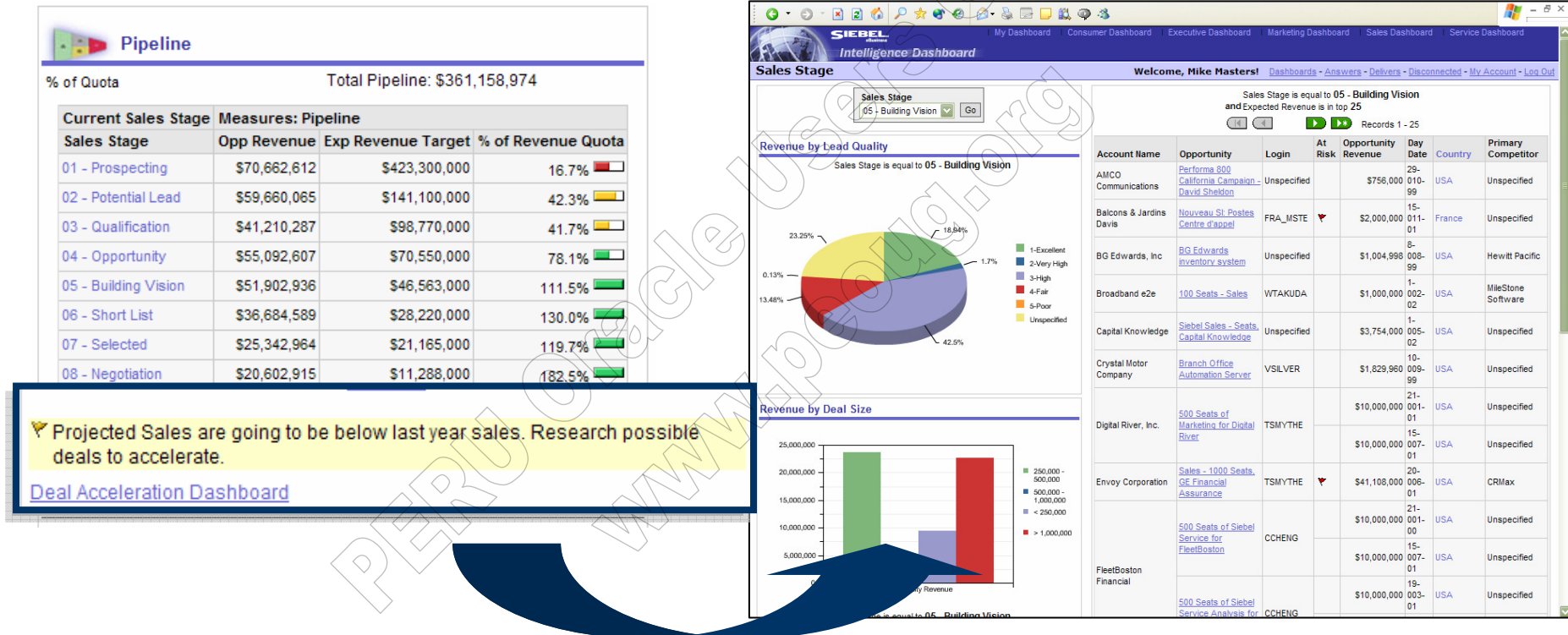


Interactive Excel and PowerPoint add-ins
Enable use of BIEE data, business model, and report catalog within key Office applications
No fragmentation of data in local spreadsheets

Guided Analytics in Interactive Dashboards

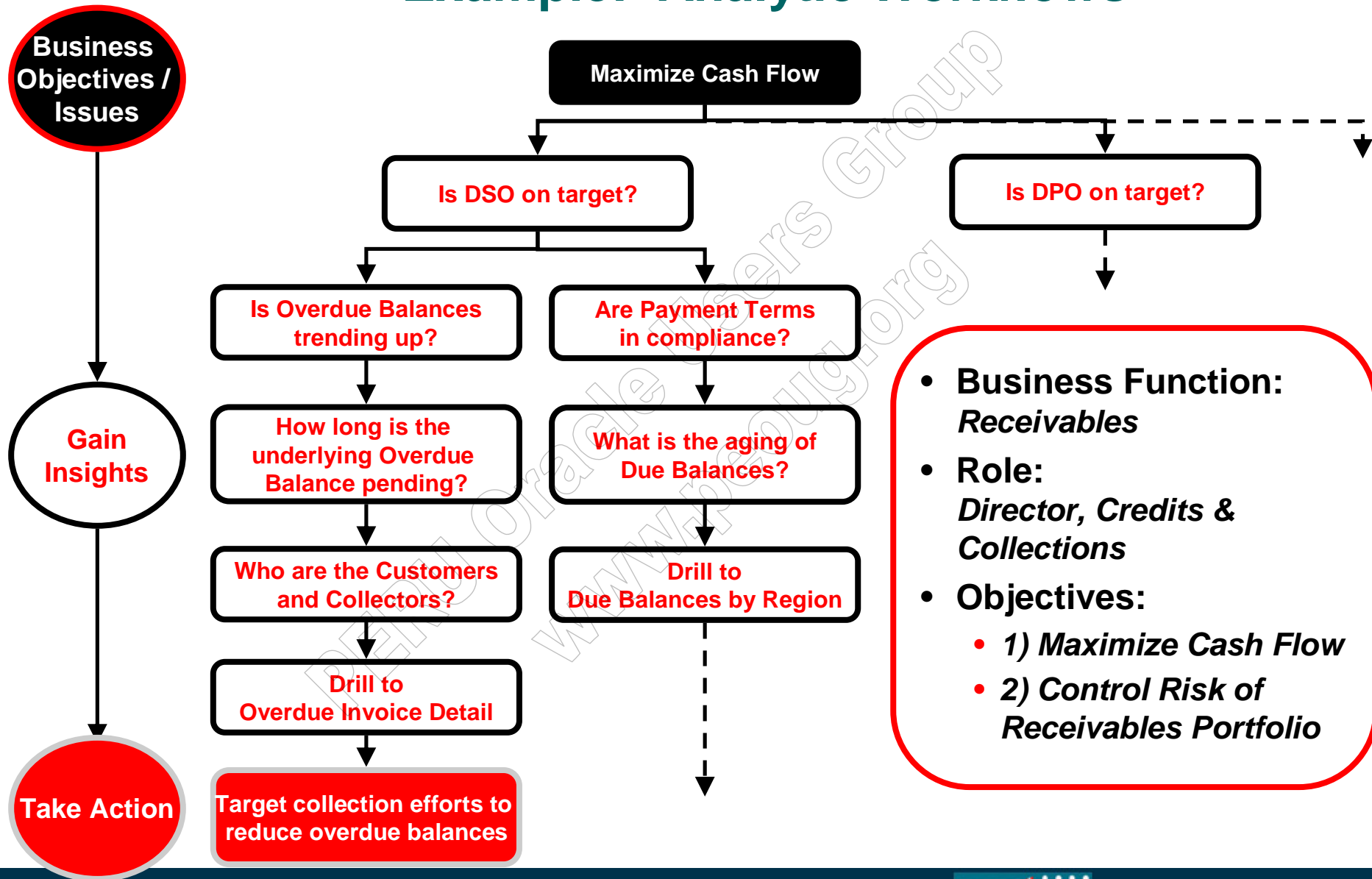
Dynamic & Event-Driven Analytics Drive the Right Actions

Guided Analytics drives alignment and actions through the organization by modeling and making accessible discovery and decision-making best practices.

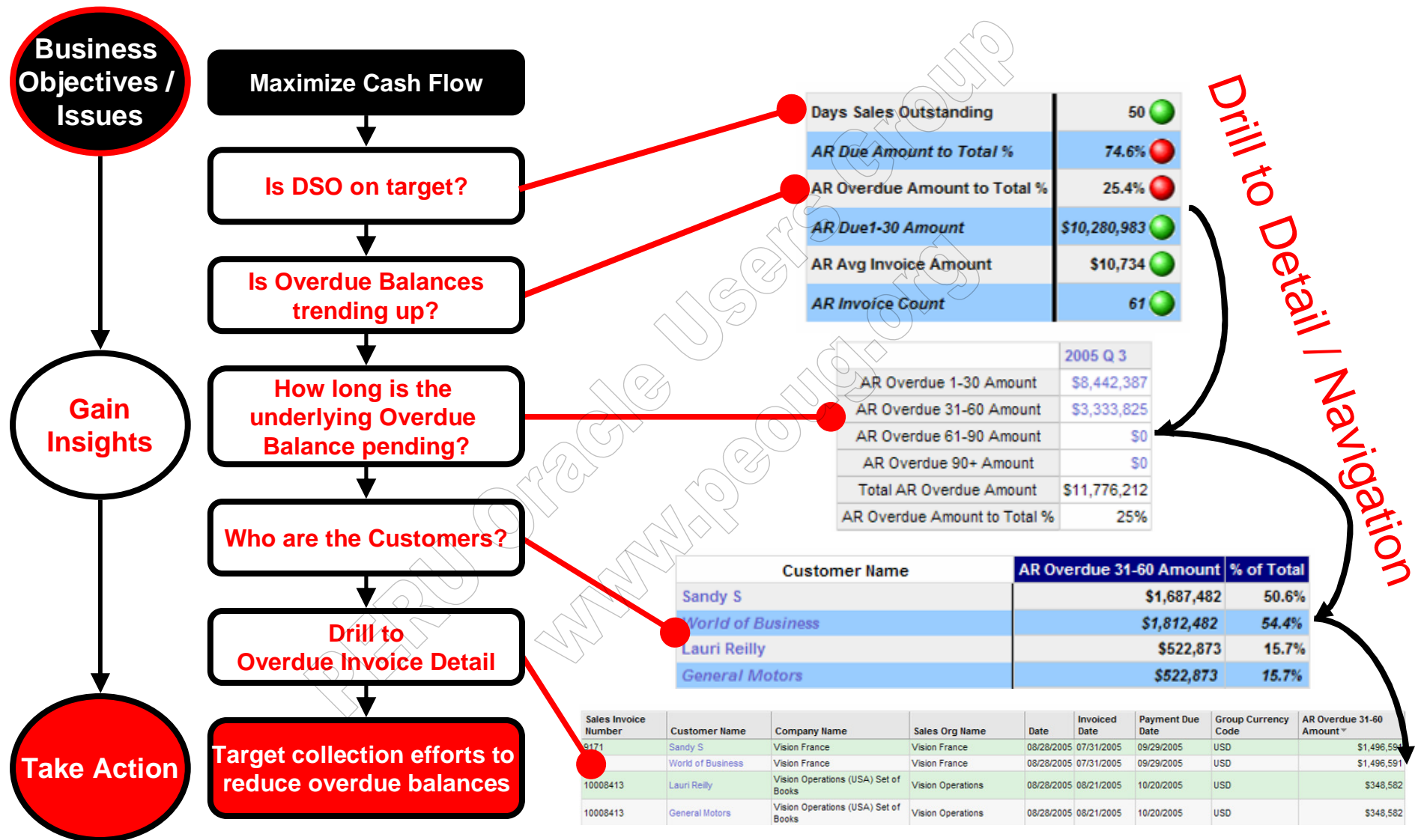


Guided Analytics leverages Dashboard-to-Dashboard navigation, which passes context (parameters) from one dashboard to the next and is easy to configure in OBIEE.

Example: Analytic Workflows



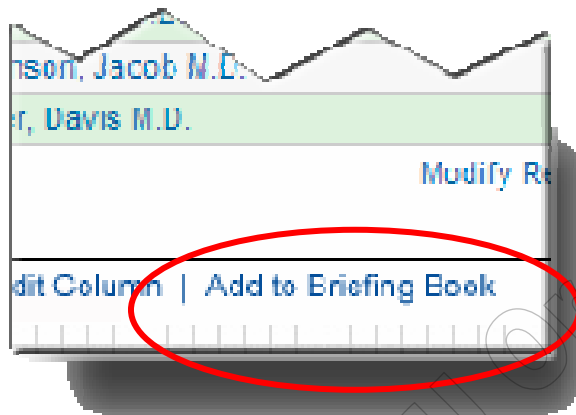
Example: Analytic Workflows



Briefing Books

“Pack & Go” Dashboards

Bring along an electronic “Briefing Book” which is a collection of your most important dashboards. Briefing Books are extremely small and can be delivered daily for enterprise collaboration.



The bottom of every Interactive Dashboard page has an “**Add to Briefing Book**” link that automatically builds an electronic briefing book.



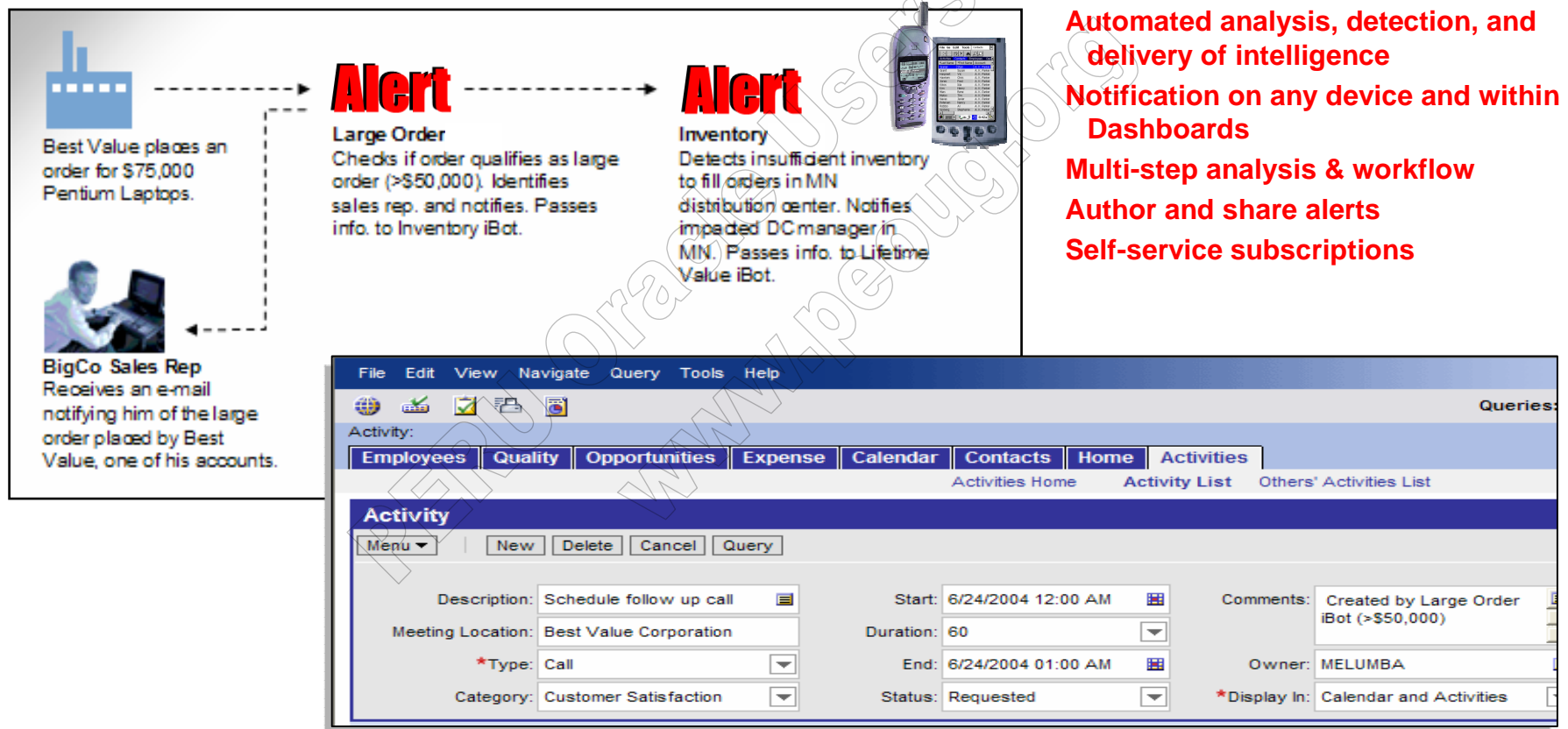
Briefing Books can be:

- Saved
- Carried anywhere
- Emailed / shared
- Presented
- Refreshed / updated
- Distributed automatically via Delivers

Sense and Respond with Oracle Delivers

Real-Time Proactive Intelligence

Delivers provides constant monitoring, analysis, and notification of problems and opportunities, across all data sources, tailored for any user on any device.



BI Publisher High-Fidelity Reporting

One Solution for All Document Needs

- ✓ Purchase Orders
- ✓ Labels / Bar Codes
- ✓ Collateral
- ✓ Employee Forms
- ✓ Government Forms
- ✓ Order Forms
- ✓ Invoices
- ✓ Operational Reports
- ✓ Correspondence
- ✓ Financial Statements
- ✓ Cheques

ORACLE General Ledger Vision Operations (USA) 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 4054 Posted Date: 30-SEP-99

Journal: CENTRA: CT00000069 Intercompany Transfer USD Category: Intercompany Transfer Effective Date: 31-JAN-99

Reference: Journal Import Created

Line	Account	Transaction Date	Description	Line Item	Debit	Credit	Unit
1	01-404-7895-0000-000	31-JAN-99	Journal Import Created	CT00000069	3,000.00		0.00
2	01-404-7753-0000-000	31-JAN-99	Journal Import Created	CT00000069		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

Line	Account	Transaction Date	Description	Line Item	Debit	Credit	Unit
1	01-000-1410-0000-000	31-JAN-99	Journal Import Created	CT00000070		12,000.00	0.00
1.1	01-000-1813-0000-000	31-JAN-99	Journal Import Created	CT00000070		15,000.00	0.00
2.1	01-402-4193-0000-000	31-JAN-99	Journal Import Created	CT00000070	15,000.00		0.00
3.1	01-402-5110-0000-000	31-JAN-99	Journal Import Created	CT00000070	12,000.00		0.00
Journal Total					27,000.00	27,000.00	0.00

Journal: CENTRA: CT00000071 Intercompany Transfer USD Category: Intercompany Transfer Effective Date: 31-JAN-99

Reference: Journal Import Created

Line	Account	Transaction Date	Description	Line Item	Debit	Credit	Unit
1	01-000-1410-0000-000	31-JAN-99	Journal Import Created	CT00000071		22,000.00	0.00
2	01-000-1814-0000-000	31-JAN-99	Journal Import Created	CT00000071	15,000.00		0.00
3	01-000-2990-0000-000	31-JAN-99	Journal Import Created	CT00000071		0.00	0.00
4	01-402-4193-0000-000	31-JAN-99	Journal Import Created	CT00000071		15,000.00	0.00
6	01-4			CT00000071			0.00

Oracle Corporation
500 Oracle Parkway
Redwood Shores, CA 94040

Date: 11/22/2004

Pay to the order of Vision Corporation \$ 2,100.00

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

Anonymous Bank
Aaa Street
New York, NY 10000

Memo

Laurence Ellison MP

⑆ 2340432 ⑆ 3726 ⑆ 789930 ⑆ 7676

High-Level Print

via seamless integration with ERP and CRM applications

- Consolidate data from ERP applications and external systems
- Streamline business processes to improve operational efficiencies
- Implement robust and comprehensive financial application
- Transition from proprietary mainframe to flexible, integrated environment

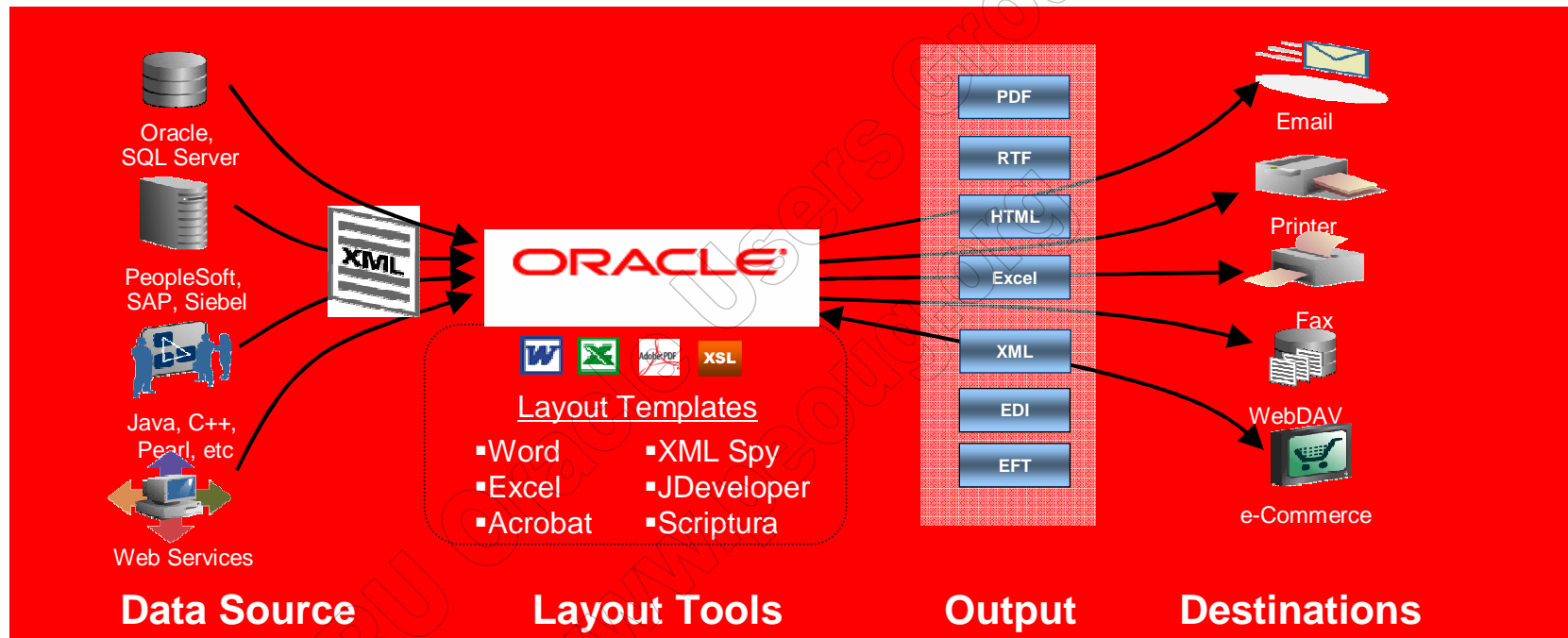
7/23/2003 Page 1

PLEASE PAY THIS AMOUNT \$325,409.68

	£ 500,000	£ 500,000	£ 500,000	£ 500,000	£ 500,000	£ 500,000
Capital contributions (maximum £5,000) the employee made towards the cost of car or accessories	£ 500,000					
Amount paid by employee for private use of the car	£ 500,000					
Cash equivalent of each car	£ 500,000					
Total cash equivalent of all cars available in 2002-03	£ 980,000.00	1.16	£ 980,000.00			
Cash equivalent of fuel for each car	£ 980,000.00					
Total cash equivalent of fuel for all cars available in 2002-03	£ 980,000.00	1.17	£ 980,000.00			

BI Publisher

Author, Manage & Deliver to any destination



- ✓ Multiple document output formats
- ✓ Report layouts developed and maintained using familiar desktop applications.
- ✓ Reduced costs and complexity by eliminating custom or third party solutions

Demonstration BI Presentation Services

**BI Answers
BI Interactive Dashboards
BI Publisher**



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Oracle BI Applications

Multi-Source Analytics with Single Architecture



Sales	Service & Contact Center	Marketing	Order Management & Fulfillment	Supply Chain	Financials	Human Resources
Pipeline Analysis	Churn Propensity	Campaign Scorecard	Order Linearity	Supplier Performance	A/R & A/P Analysis	Employee Productivity
Triangulated Forecasting	Customer Satisfaction	Response Rates	Orders vs. Available Inventory	Spend Analysis	GL / Balance Sheet Analysis	Compensation Analysis
Sales Team Effectiveness	Resolution Rates	Product Propensity	Cycle Time Analysis	Procurement Cycle Times	Customer & Product Profitability	HR Compliance Reporting
Up-sell / Cross-sell	Service Rep Effectiveness	Loyalty and Attrition	Backlog Analysis	Inventory Availability	P&L Analysis	Workforce Profile
Cycle Time Analysis	Service Cost Analysis	Market Basket Analysis	Fulfillment Status	Employee Expenses	Expense Management	Turnover Trends
Lead Conversion	Service Trends	Campaign ROI	Customer Receivables	BOM Analysis	Cash Flow Analysis	Return on Human Capital

Prebuilt adapters:

ORACLE

PeopleSoft

SIEBEL

SAP

Other Operational & Analytic Sources

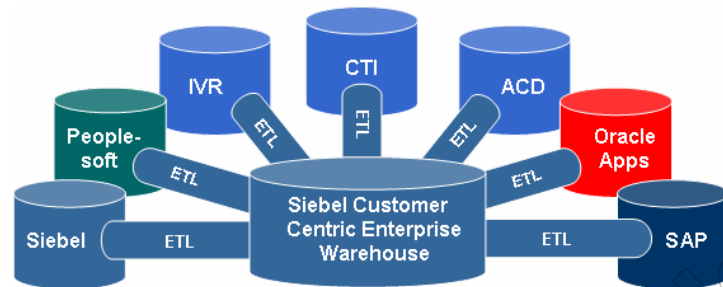
Oracle BI Suite Enterprise Edition



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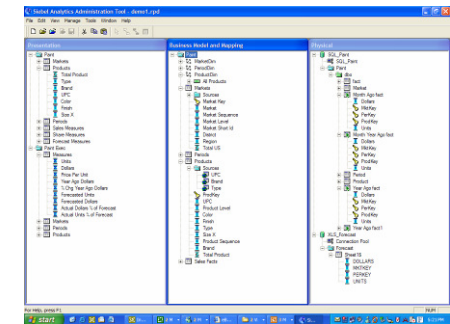
Example: Service and Contact Center Analytics

- 1** Pre-built ETL to extract data from over 3,000 operational tables and load it into the DW, sourced from CRM, call center telephony middleware and other sources.

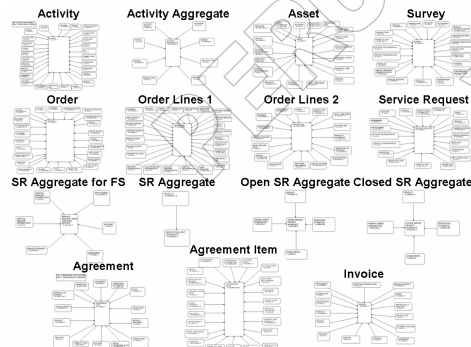


- 3** Pre-mapped BI EE metadata, including embedded best practice calculations and metrics for the contact center.

- Presentation Layer
- Semantic Object Layer
- Physical Layer



- 2** Pre-built warehouse with 15 star-schemas designed for analysis and reporting on contact center & service data.



- 4** A “best practice” library of over 150 pre-built BI EE Interactive Dashboards and Alerts for service and contact center agents, managers and executives



Agenda



Business Intelligence: Tecnología Estratégica



Desafíos que enfrenta *Business Intelligence*



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Convergencia con Business Process Management

Next Level of Performance Optimization

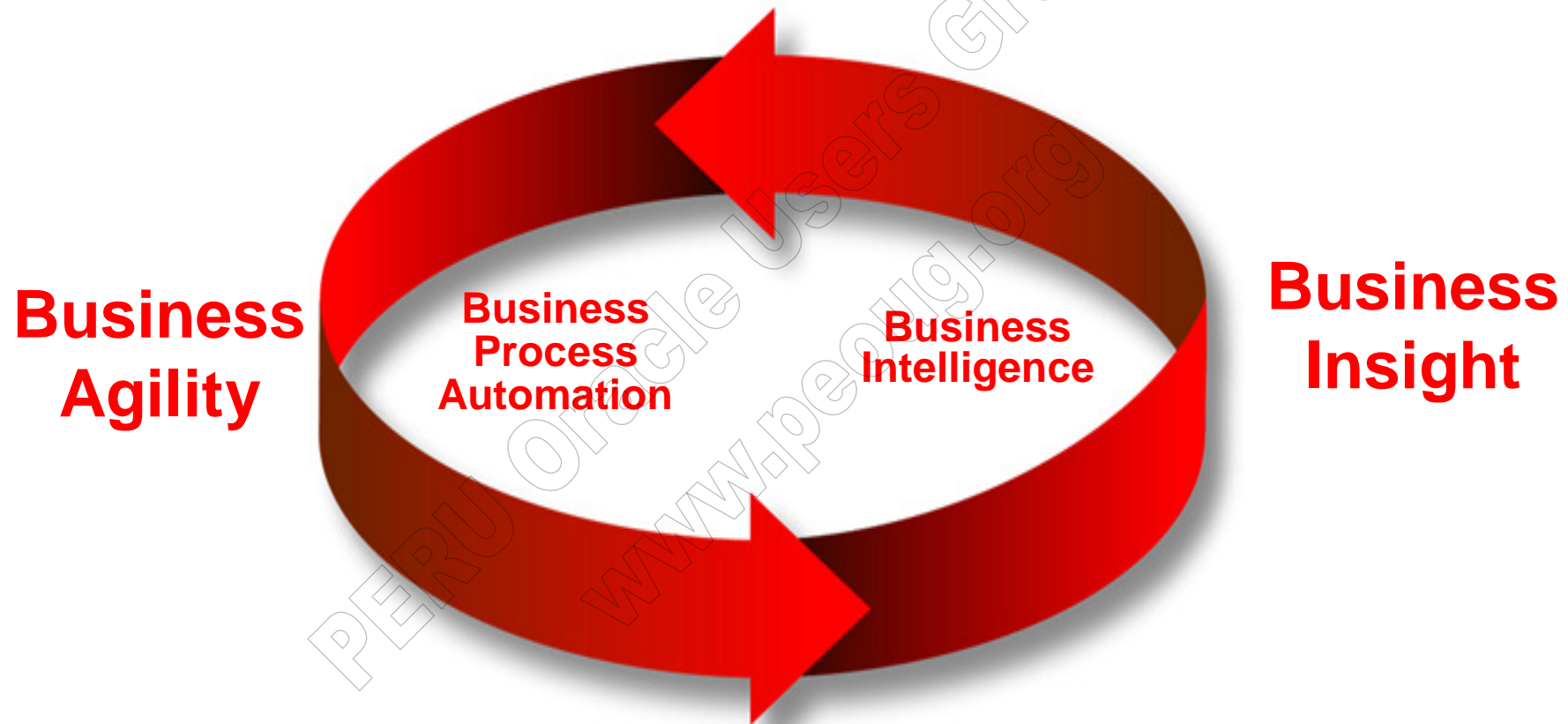


“Business intelligence (BI) is moving into the context of the business process, not just to make users’ information experience more effective, but also to allow for business process optimization.”

Software Macro-Trends: Reshaping Enterprise Software - Sep 2005

Business Agility and Business Insight

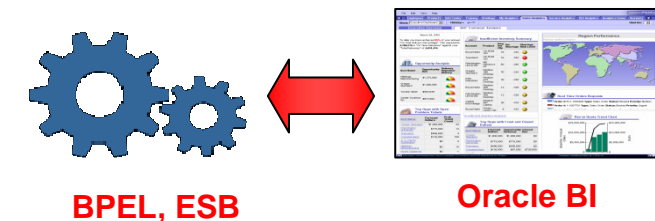
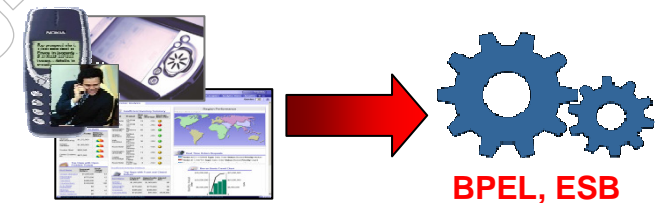
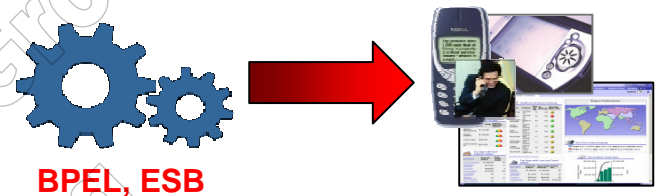
An Essential Synergy



The Fusion of BI & Business Processes

Three Key Requirements

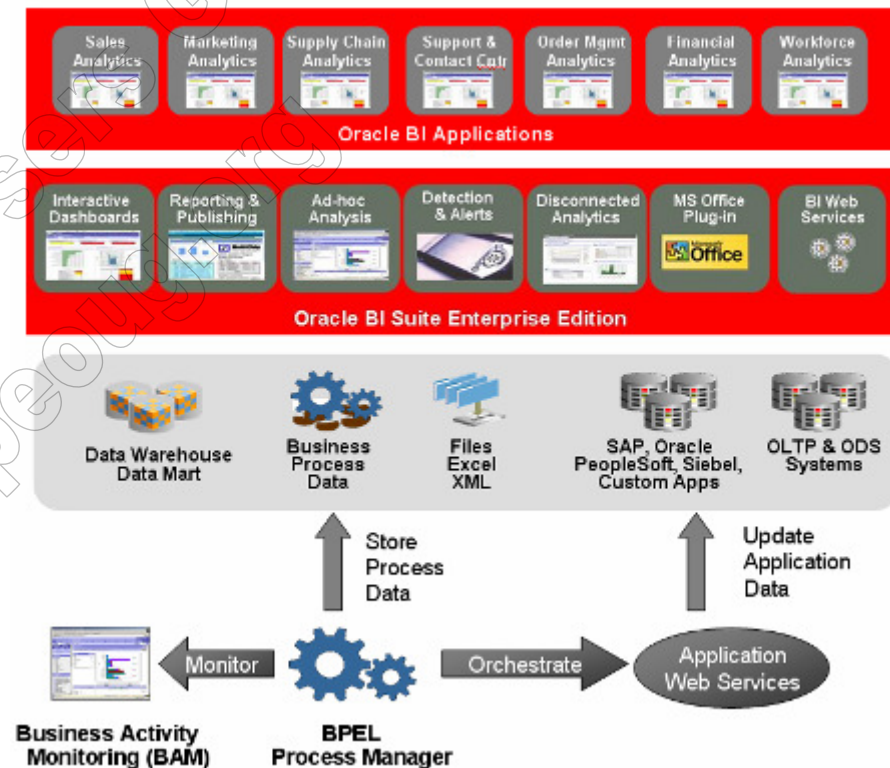
- Visibility & business insight
 - BI provides insight into processes
- Action from insight
 - BI users or BI alerts trigger a business process or event
- Insight-driven business processes
 - Decision points in a workflow are driven by analytics
 - Generate and Deliver reports and alerts from BPEL Workflows



Visibility and Insight

Understand impact of business processes

- Monitor business activities in real time.
- Oracle BAM provides visibility of in-flight business processes
- Understand business impact of process performance
 - Oracle BI integrates application and process data
 - Enterprise scale, adhoc analysis and reporting



Action From Insight

Example: Invoking business process from BI Dashboards

ORACLE Interactive Dashboard

My Dashboard Enterprise Contact Center Enterprise Sales Executive Financials Human Resources 1234567
 ^^&&8**(O_+MADHUSPECIALCHAR Demo Dashboard Supply Chain Sumans Dashboard NK test dashboard

My Dashboard Welcome, GWEEKS!

Financial

Objective	KPI Name	YTD Value	YTD Target	Indicator	Type	Quarter
Build Enterprise Financial Strength	Cross Sell Ratio	35	30	<div><div></div></div>	Lag	Q2
Drive Product Revenue	% Revenue from new products	29	35	<div><div></div></div>	Lag	Q2
Increase service organization efficiency	Service Revenue per Service Employee (MM\$)	430	400	<div><div></div></div>	Lag	Q2
Reduce excessive operating expenses	Operating Expense (MM\$)	320	350	<div><div></div></div>	Lag	

KPI Trend Analysis

Learning and Growth

Objective	KPI Name	YTD Value	YTD Target	Indicator	Type
Develop and Retain Quality Employees	Employee Commitment Loyalty (%)	92	90	<div><div></div></div>	Lead
	Employee Turnover (%)	4	3	<div><div></div></div>	Lag
Optimize product pipeline	Product Pipeline Yield (%)	67	60	<div><div></div></div>	Lead
Retain Top Performers	Top Performer Turnover (%)	3	4	<div><div></div></div>	Lag

Execute Action

Provide values for the following action parameters:

Begin Marketing Campaign

Region

Campaign ID

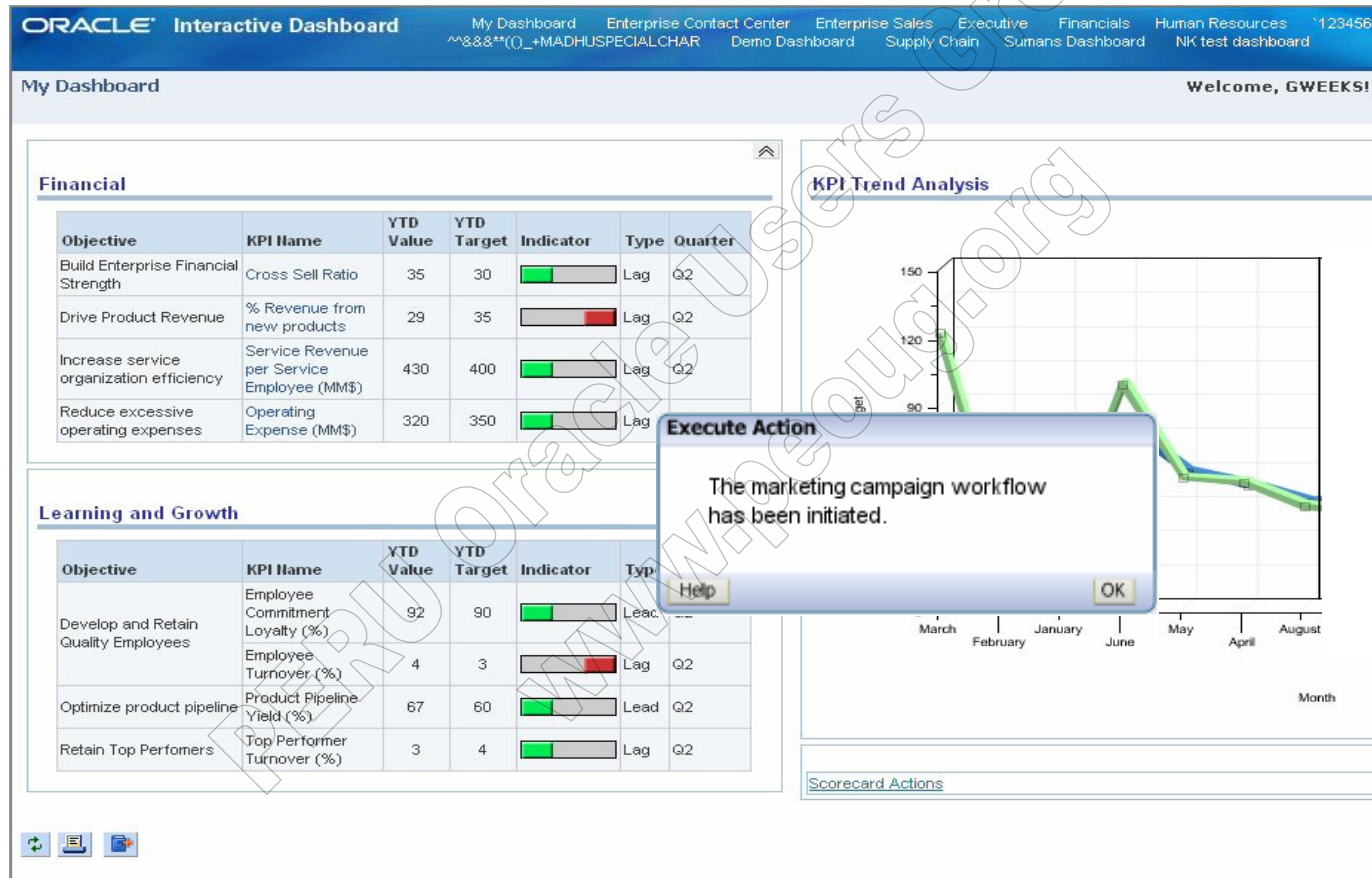
[Help](#) [Cancel](#) [OK](#)

[Scorecard Actions](#)

- Distribute Scorecard
- Investigate Revenue
- Investigate Turnover
- Begin Marketing

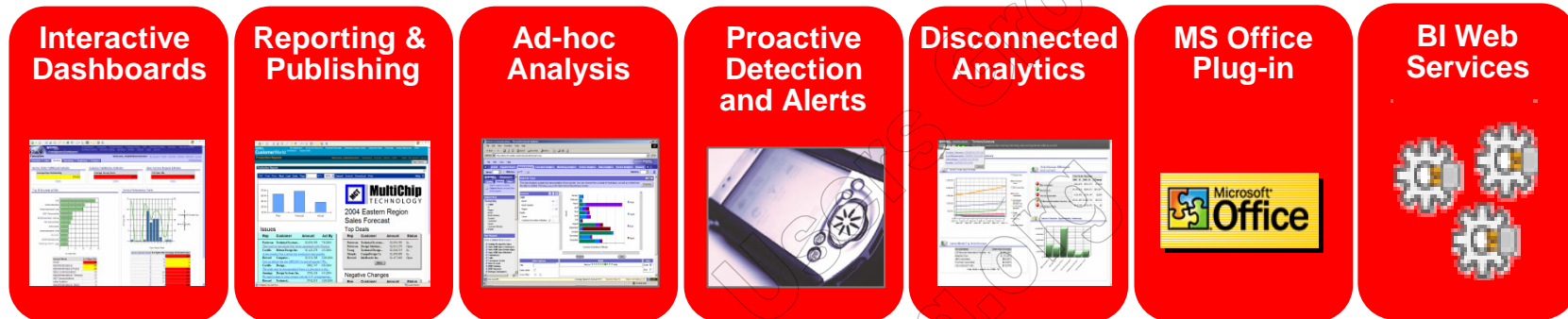
Action From Insight

Example: Invoking business process from BI Dashboards

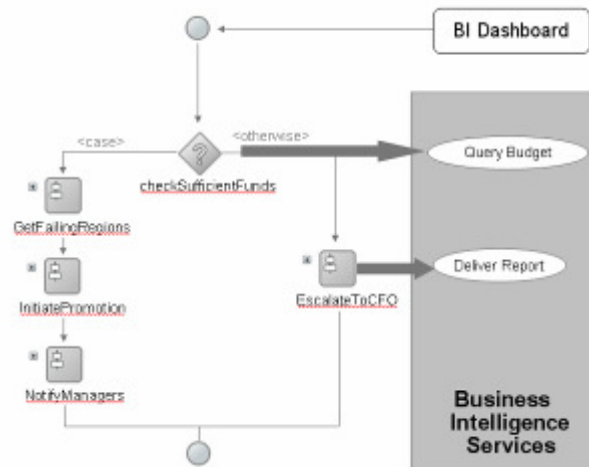


Insight Driven Business Processes

Orientate Business Processes towards Business Goals



- Evaluate KPIs, business metrics, and conditions within business processes
- Embed adaptive decision making into Business Processes
- Generate, access and deliver reports from business processes



Benefits and Differentiators

BI Challenge	Benefits / Differentiators
1. Fragmented	<p>Comprehensive, integrated BI suite</p> <p>Common Enterprise Information Model</p> <p>Designed for pervasive use</p> <p>Open, extensible, standards-based</p> <p>Intelligence from multiple data sources</p>
2. Inconsistent	
3. Report-centric	
4. Restricted	
5. Non-Intuitive	
6. Disconnected from business process	

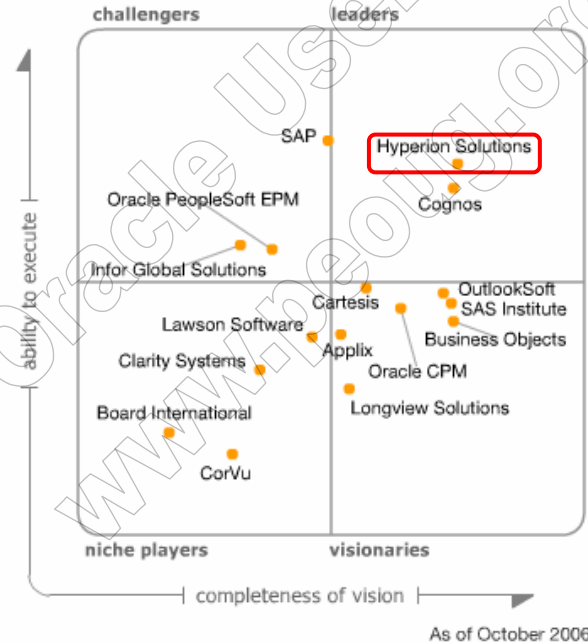
Leader in Gartner Magic Quadrants

BI, Performance Management, DW

BI Platforms Jan 07



CPM Suites, Oct 06



Data Warehousing, Sep 06



Business Intelligence Customers

BI Tools & Applications – Select References

Communications	Automotive	Finance/Banking	Consumer Goods	High Tech
         	       	           	          	      
Media / Energy	Aero/Industrial	Insurance/Health	Life Sciences	Other
      	     	    	       	       

PREGUNTAS & RESPUESTAS



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