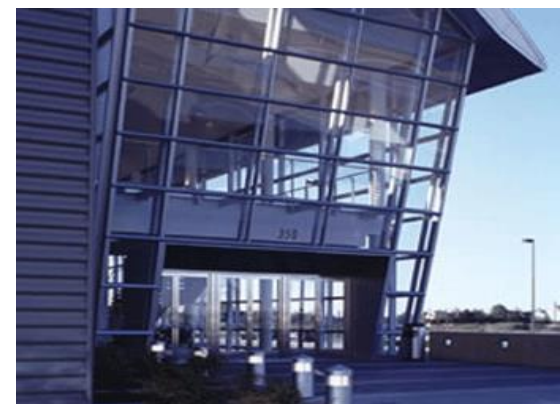




Oracle OpenWorld 2013:

Unauthorized BI Scoop Session

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Vlamis Software Solutions
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<http://www.vlamis.com>



Mark Your Calendars Now!


BIWA Summit 2014, Jan 14-16
Oracle HQ Conference Center

Business Intelligence, Warehousing and **Analytics**
IOUG Special Interest Group



VlamiS Software Solutions, Inc.

- Founded in 1992 in Kansas City, Missouri
- Oracle Partner and reseller since 1995
- Developed more than 200 Oracle BI systems
- Specialize in ORACLE-based:
 - Data Warehousing
 - Business Intelligence
 - Analytics
 - Web development and portals
- Deliver
 - Design and integrated BI and DW solutions
 - Training and mentoring
- Provider of Oracle Test Drives
www.vlamiS.com/testdrive-registration
- Expert presenter at major Oracle conferences
- www.vlamiS.com (blog, papers, newsletters, services)



The following is our interpretation of some events at Oracle OpenWorld. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment in any way. We actually don't even believe what we are going to present anyway. If you really want to know what happened at Oracle OpenWorld, you should just go yourself. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.





Larry Announcements

5:40 – 7:30 In-memory database

35:00– 35:30 M6-32 Big Memory Machine

40:30-44:50 Backup





Oracle's Expressed Strategy

- Engineered systems
- Cloud
- Vertical integration
- Industry solutions

**All have important implications for
business intelligence and analytics**



New Umbrella for everything Oracle

BUSINESS ANALYTICS!



A Ubiquitous Slide

Oracle Complete Business Analytics Solution

**Any Data,
Any Source**



**Full Range of
Analytics**



**Integrated
Analytic
Applications**



**On Premise,
On Cloud,
On Mobile**



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Business Analytics

Oracle Business Analytics Products

Examples

Any Data, Any Source, Any Format

Oracle Database

- Oracle Advanced Analytics
- Oracle Spatial
- Oracle NoSQL

Oracle Exadata

Oracle Big Data Appliance

Integrated Suite of Analytic Tools

Oracle BI Foundation

- OBIEE
- Essbase
- BI Mobile
- Scorecard & Strategy Management

Oracle Endeca

- Endeca Information Discovery
- Endeca Studio
- Endeca Integrator
- Text Enrichment

Integrated Suite of EPM & Analytics Apps

Oracle BI Applications

- CRM Analytics
- ERP, SCM Analytics
- HCM Analytics
- Industry Analytics

Oracle Hyperion EPM

- Hyperion Financial Close
- Hyperion Financial Management
- Hyperion Enterprise Planning
- Hyperion Strategic Finance
- Hyperion Profitability & Cost Management
- Hyperion Data Relationship Management

On Premise, On Cloud, On Mobile

Oracle Mobile BI

- BI Mobile HD
- BI Mobile App Designer

Cloud Services

- Planning & Budgeting
- Financial Reporting

Oracle Exalytics

- X3-4, T5-8

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Implications of Exalytics

- Oracle wants to sell engineered systems
- The “in-memory” answer
- Featured far more than Exalogic
- Renewed emphasis on enabling the front end
- Tres Hombres of Oracle business analytics
 - Exadata
 - Exalytics
 - Big Data Appliance



OBIEE at OpenWorld

- 11.1.1.7 really starting to hum
- SampleApp is amazing
- OBI secured at the center of Oracle's BI strategy
- OBI may be reaching its logical limit of complexity within the tool. Look for expansion in ecosystem rather than feature addition.
- Continued emphasis on data visualization (trellis, performance tiles, recommendations wizard, freeze headers)
- BI Mobile App Designer
- Smart View is much improved, very exciting



- Object oriented metadata repository for .rpd file coming.
- Web interface rather than BI Admin tool
- Easier multi-user development, think “Cloud”
- Common Enterprise Information Model is key!
- More direct data source integration (Hadoop, Endeca, etc.)
- More embedded Advanced Analytics
 - Major implications for BI Apps
 - Oracle R Enterprise capabilities including visualizations
 - Oracle Data Mining procedures and processes
 - Spatial and Map Views becoming more important with mobile
- Need to hear more about BI Ask



Slide from Jack Berkowitz Road Map

Database Analytics in OBIEE SampleApp (V309)

ODM & PREDICTIVE	ORE	DB CLAUSES & FUNCTIONS	SPATIAL	TEXT	TEMPORAL AND TIME
ODM model results Visualization	R Visuals Blob Integration in dashboard	Data Binning and Distribution	Point to point / Address to Point Distance Analytics	Mining & Tokenization (Word Distribution)	Temporal Query (SCD)
Hierarchical view of Classification Tree	R content End-User Interaction	Simple Regression Functions	Point to polygon Distance Analytics	Blending Tokens with Bus. Insights	Temporal Query at Session Level
Explain clause : Variables Significance	R Script Edit from Dashboard	Pattern Detection	<u>Mapviewer Feature layers (Heatmaps)</u>	Advanced Text Filtering	Dynamic <u>Timezone</u> Conversion
Dynamic Individual What if Scoring	R Sourcing from BI CEIM – Script	Descriptive Stats	Network Data Model : Static Results	Text Classification	Dynamic DST Conversion
Dynamic Predictive Queries : Anomaly Detection, Classification, Regression	R calculation embedded in RPD Models : end-user interact	<u>Frequent Itemset</u> (Market Basket)	Network Data Model : Dynamic Refresh	Text Aggregation	<u>Timespan</u> Calculations
Model Score Dynamic Aggregation	BIP Sourcing from R	Model Clause Inter-active Projection	Floor Plan Background		
Model Scores conditional highlighting		Sourcing from Web Services	Custom Geographies Aggregation		





Advanced Analytics will be BI

Advanced Analytics Benefits all BI Processes

...	Asset And Liability Management (Bank)	Asset Surveillance Solution (Energy)	Billing And Payment Management	Campaign Management	Claim Management (Insurance)	Content Analytics (Media)	Corporate Fraud Analytics (Bk)	Cost And Profitability Management
Credit Risk Analytics	Cross-Selling And Up-Selling	Customer Profitability	Customer Retention And Acquisition	Customer Segmentation	Defect Management (Mfg)	Demand Planning And Forecasting	Equipment And Asset Monitoring (Mfg)	Financial Planning Management
Fraud Analytics (Insurance)	Governance, Risk And Compliance (Grc)	Loyalty And Customer Experience Management	Marketing Optimization	Money Laundering And Transaction Monitoring	Network Analytics	Operational Profitability	Patient Record Management (HC)	Performance Management
Pricing Analytics (Bk/Insurance)	Product Planning	Production Optimization	Public Safety	Quality Management	Readmission Analytics (HC)	Workforce Management	Revenue Optimization	Risk Management
	Space Planning And Optimization	Supply Chain Management	Theft Analytics (Retail)	Transit Analytics (Transportation)	Warranty Claim Management (Insurance)	Workforce Management	...	

- Every functional BI process largely benefits from leveraging Advanced Analytics
- Every BI Application gets a value lift of embedding AA techniques

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Fun Parts of OpenWorld

- Going to cocktail parties and seeing who knows you
- Hanging out with Oracle Product Management
- Loved watching the races on the big screens
- Foosball



Oracle Advanced Analytics

- Oracle Data Mining and Oracle R Enterprise
- Most cooperative product management teams with potentially competing products in Oracle!
- Oracle R Enterprise getting a HUGE amount of press and visibility
- Many pieces to R within Oracle
- SQL Developer 4 is out and many new capabilities of Oracle Data Miner and Oracle Data Mining
- “Analytics” was everywhere
- Lots of really smart people in Oracle space, they will gravitate toward analytics



Spatial at OpenWorld

- Oracle Spatial is now Oracle Spatial and Graph
- Exciting new capabilities with MapViewer
- Growing presence in OBIEE
- New (revitalized) SIG in IOUG
- Navteq → Nokia Location Services → HERE



What's Going on With BI Apps?

- Now all have the term “Analytics” in their names.
- New release OBIA 11g PS1 (based on 11.1.1.7)
- Essbase for “what-if” analysis
- Endeca for “unstructured analysis”
- Advanced Analytics for “predictive analysis”
- Oracle continues to insist that Informatica will not be abandoned as an ETL tool
- ODI will have preference for batch ETL
- GoldenGate will have preference for streaming
- Mobile is big



Oracle BI Applications Product Family

Rapid Performance Insight

CRM ANALYTICS

SALES	MARKETING	SERVICE & CONTACT CENTER
<ul style="list-style-type: none">• Pipeline Analysis• Forecast Accuracy• Up-sell/Cross-sell• Cycle Times• Lead Conversion• Sales Team Effectiveness	<ul style="list-style-type: none">• Campaign Effectiveness• Customer Insight• Product Propensity• Market Basket Analysis• Campaign ROI	<ul style="list-style-type: none">• Service Effectiveness• Customer Satisfaction• Resolution Rates• Service Rep Efficiency• Service Cost• Service Trends
PRICE	LOYALTY	
<ul style="list-style-type: none">• Price Segments• Price Waterfall Analysis• Deal Life Cycle• Deal Desk Analysis• Product Pricing Performance	<ul style="list-style-type: none">• Member Demographics• Membership Trends• Promotion Cost• Promotion Effectiveness• Points Analysis	

ERP ANALYTICS

FINANCIALS	HUMAN RESOURCES	PROCUREMENT & SPEND	MANUFACTURING
<ul style="list-style-type: none">• General Ledger• Accounts Receivable• Accounts Payable• Fixed Assets• Profitability• Expense Management	<ul style="list-style-type: none">• Empl. Productivity• Compensation• Talent Management• Recruiting Analysis• Learning Analysis• Workforce Profile• Time & Labor	<ul style="list-style-type: none">• Direct & Indir Spend• Sourcing• Buyer Productivity• Contract Compliance• Supplier Perf.• Purch. Cycle Time• Employee Expense	<ul style="list-style-type: none">• Plan to Produce• Work Orders• Inventory and WIP• Quality, Resource Usage• Bill of Material• Costing• Kanban
PROJECTS	STUDENT INFORMATION	SUPPLY CHAIN & ORDER MGMT	ENTERPRISE ASSET MANAGEMENT
<ul style="list-style-type: none">• Project Funding and Budget• Product Cost• Project Revenue• Project Billing• Project Profitability• Resource Mgmt	<ul style="list-style-type: none">• Admissions and Recruiting• Student Records• Student Financials	<ul style="list-style-type: none">• Revenue & Backlog• Inventory Analysis• Fulfillment Status• Customer Status• Order Cycle Time• BOM Analysis	<ul style="list-style-type: none">• Maintenance History• Maintenance Costing• Asset Genealogy• Breakdown & Preventive• Quality• Inventory

ORACLE BUSINESS INTELLIGENCE FOUNDATION

SOURCE ADAPTERS:

ORACLE

PeopleSoft.

SIEBEL

J D EDWARDS

AND OTHER OPERATIONAL
AND ANALYTIC SOURCES

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Lots of Databases in Oracle BI and Analytics

- Oracle Database
 - Oracle Advanced Analytics
 - Oracle Data Mining
 - Oracle R Enterprise
 - OLAP
 - Spatial and Graph
 - Statistics and SQL functions
 - Oracle Text
- Essbase
- Endeca Server
- Times Ten
- NoSQL (Hadoop ecosystem)



Maybe Not So Clear

- Cloud offering different from on premise regarding marketing/CRM applications (Eloqua, Siebel, etc.)
- Where is the hype for Fusion?

Oracle Business Analytic Applications

OTBI

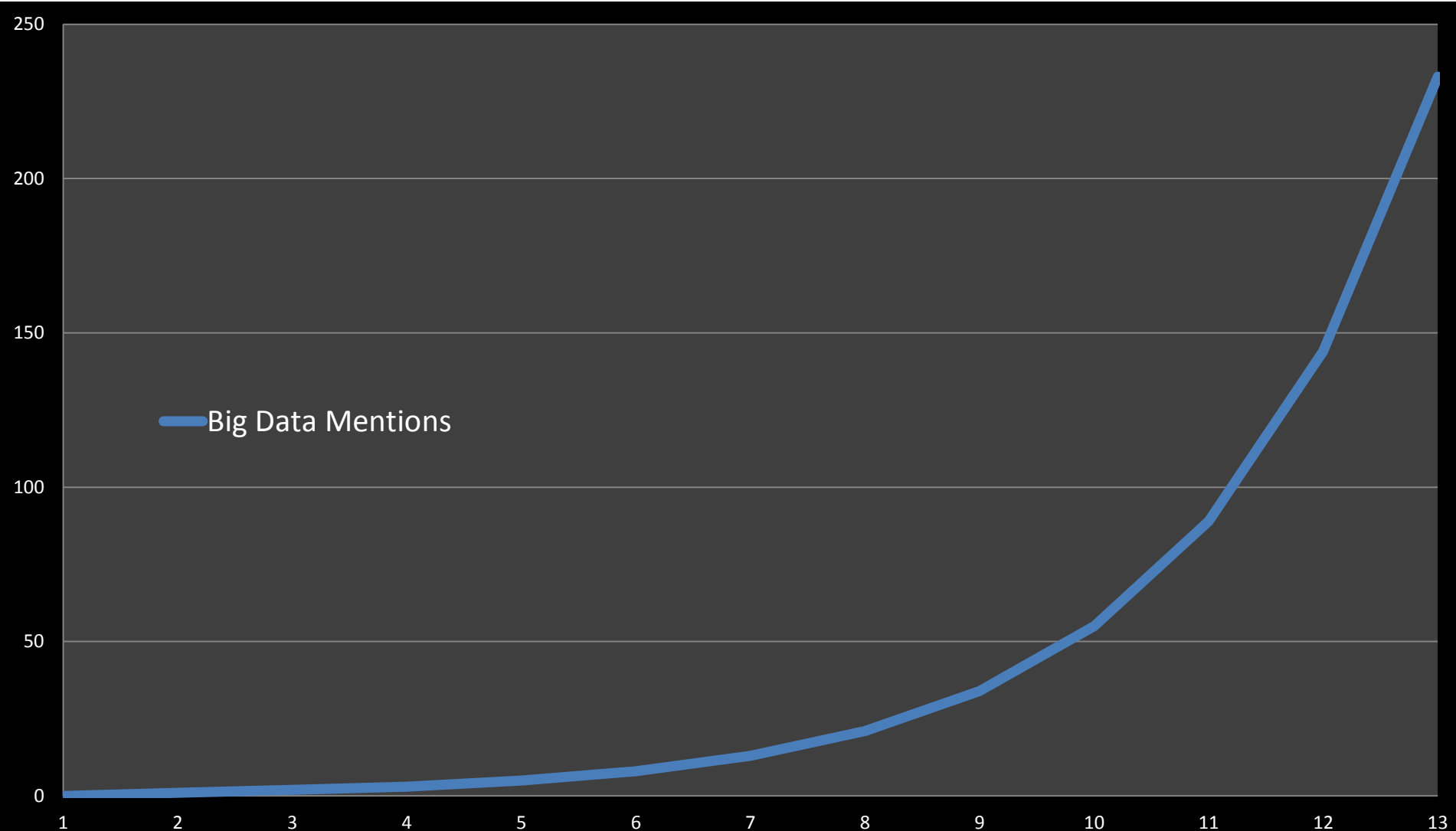
- Single source, single function
- Real-time analysis
- Configurable and extensible
- Built on BI Foundation Suite
- Available for Fusion Applications
- Planned: Taleo, RightNow, Eloqua

OBIA

- Multi-source and cross-functional
- Warehouse-based analysis
- Configurable and customizable
- Built on BI Foundation Suite
- Available for on premise Oracle Apps
- Planned: Connectors to Cloud Apps

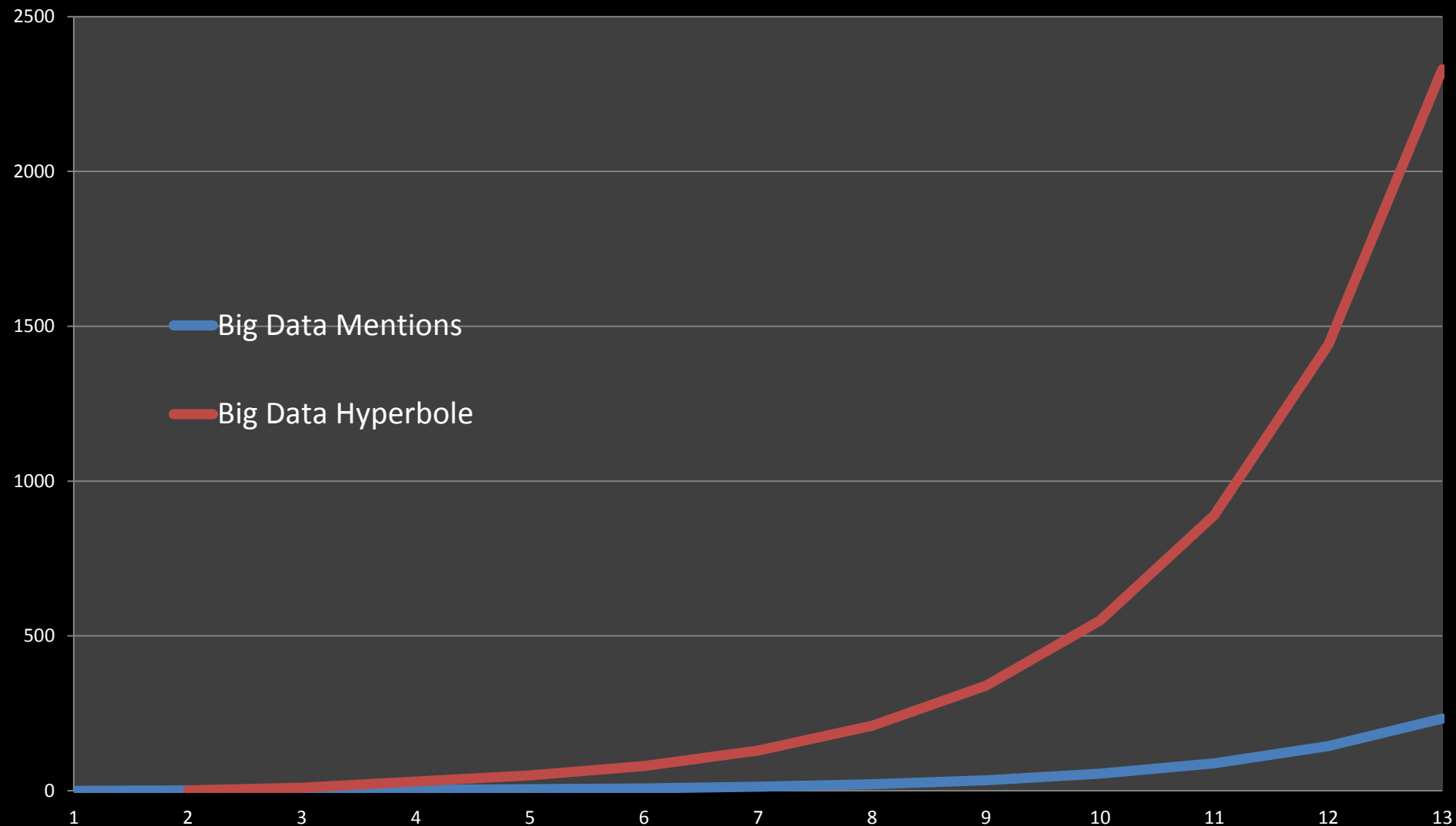


Big Data Mentions by Year



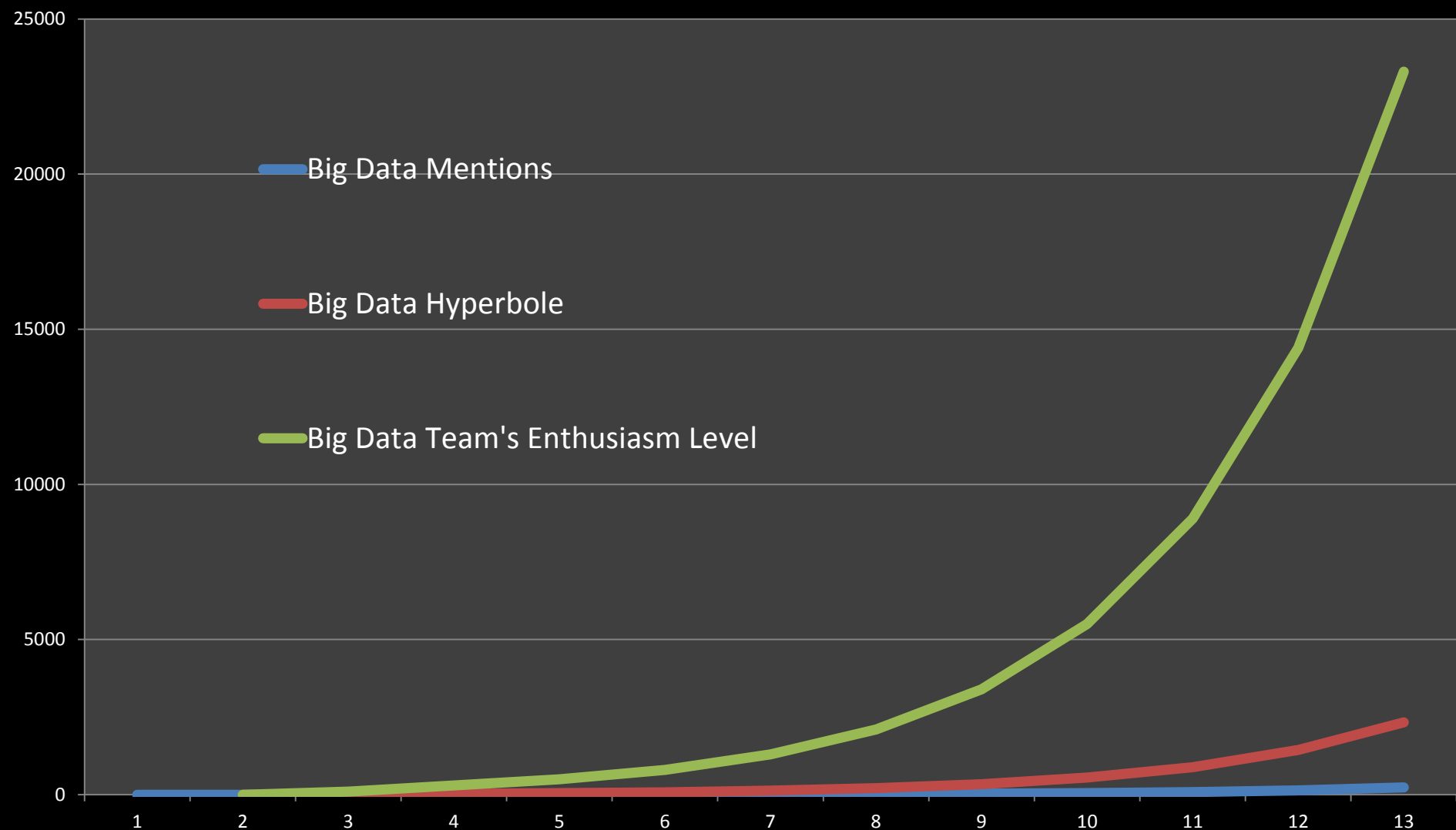


Big Data Hyperbole by Year





BD Team's Enthusiasm by Year



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