




Making Sense of Oracle's Business Intelligence and Analytics Offerings

BIWA Virtual Symposium 2014

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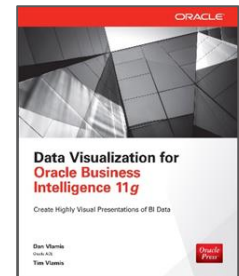


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Dan VlamiS and VlamiS Software Solutions

- VlamiS Software founded in 1992 in Kansas City, Missouri
- Developed more than 200 Oracle Analytics and BI systems
- Specializes in ORACLE-based:
 - Data Warehousing
 - Business Intelligence
 - Data Mining and Predictive Analytics
 - Data Visualization
- Expert presenter at major Oracle conferences
- www.vlamiS.com (blog, papers, newsletters, services)
- Oracle Gold Partner
- Oracle University Partner
- Beta tester for many Oracle for many DB and BI Products
- Beta tester and instructors for OUniv Data Mining and ORE
- Consultants average more than 20 years in industry



Many BI Systems Can Create Beautiful Results



OBI Operates at a Different Scale





Overview

- Oracle Software Fits into 1 of 3 Categories
 - Database
 - Middleware
 - Applications
- Oracle offers many industry/function specific solutions
 - Analytic Applications for business role
 - Analytic Applications for industry
 - Analytic Applications for product (ERP)
- BI “Bundles”
- Oracle “Engineered Systems” strategy
 - Hardware and software are optimized for each other
- Oracle’s “Open Source / Open Standards” strategy
 - Oracle stresses how it embraces “open”



Trefis.com July 29, 2014

Oracle

ticker: ORCL

% of Stock Price

Revenue

Adjusted EBITDA

Free Cash Flow

Select a division below to explore forecasts

STOCK PRICE ▼

\$46.01
TREFIS PRICE



DIVISION

% OF STOCK PRICE ▼



[Database Software Licenses](#)

38.9%

[Applications Software Licenses](#)

22.8%

[Middleware Software Licenses](#)

16.6%

[Storage And Networking Hardware](#)

6.6%

[Enterprise Servers](#)

5.8%

[Consulting & Other Services](#)

2.3%

[Cash \(Net of Debt\)](#)

7.1%

40.63
MARKET

TOTAL

100.0%



Trefis.com July 29, 2014

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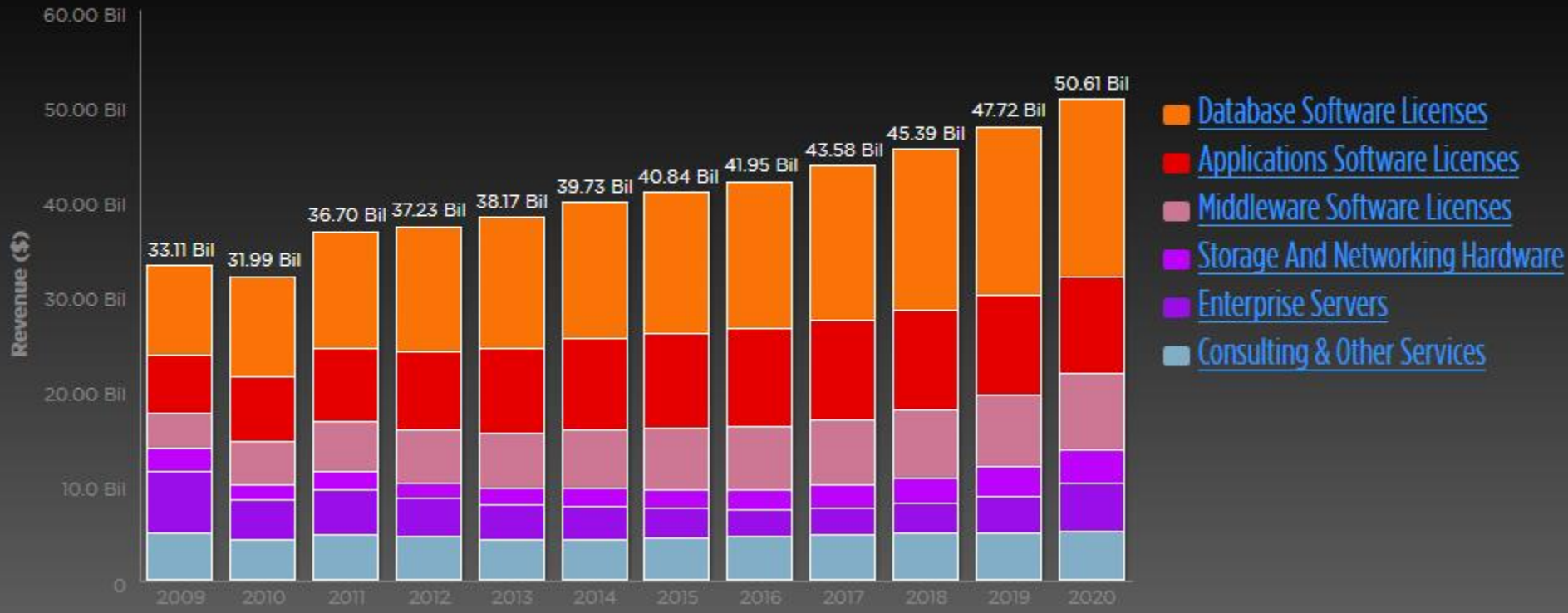
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Oracle Products

- Oracle Data Integrator (ODI)
- Oracle Database EE Options
 - Advanced Analytics
 - Oracle Data Mining
 - Oracle R Enterprise
 - Oracle OLAP
 - Spatial and Graph
- OBIEE
 - Strategy and Scorecard Management
 - Mobile BI
- Essbase
- SmartView
- BI Publisher
- Endeca
- Discoverer
- Crystal Ball
- Oracle BI Applications

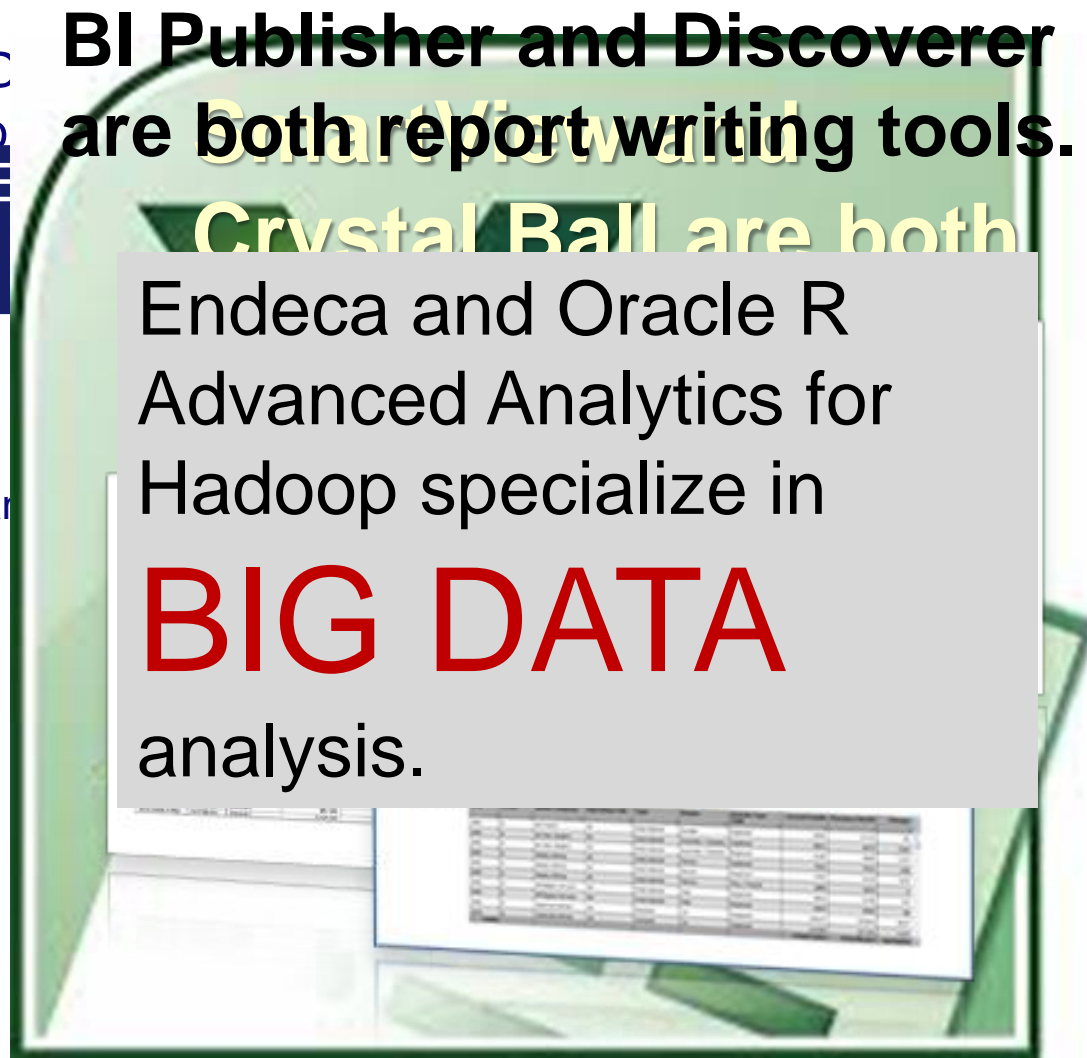


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BI Publisher and Discoverer are both report writing tools.

SmartView and Crystal Ball are both Endeca and Oracle R Advanced Analytics for Hadoop specialize in
BIG DATA
analysis.





Oracle Business Intelligence Enterprise Edition (OBIEE 11g)

- Central Platform for the BI system
- World class BI system
 - Highly scalable
 - Highly configurable for different audiences
 - Flagship product for Oracle
- Dashboard Centric
 - Role based dashboards
 - Multiple dashboards and dashboard pages
- Unified Enterprise Information Model (single version of the truth)
- Actionable Intelligence emphasis
- End User Self-Service
- Forward Looking (e.g. Mobile)



OBI 11g Key Components

- Dashboards - *a visual presentation of current summary information needed to manage and guide an organization or activity.*
 - Web-based technology. Extremely flexible.
 - Personalized, function-specific and role-based.
 - Prompts, selectors, user defined filters foster interactivity.
 - Can be used as launching pad for all analytical activities.
- Answers (Reports and ad hoc analysis writer)
- Delivers (Agents and Alerts)
- BI Administrator
- BI Enterprise Manager



Oracle BI Publisher

- Tool for creating and editing “pixel perfect” reports.
- Excellent for generating configurable report “blasts”
- Full integration with OBIEE 11g,
 - Publisher can use the same data model.
 - Publisher uses the same catalog as OBIEE.
 - Publisher files can be used on OBI Dashboards
- Publishers reports in the following formats:
 - MS Word
 - MS PowerPoint
 - MS Excel
 - Adobe Acrobat
 - Adobe Flexbuilder
 - HTML, RTF, XSL, eText (EDI or EFT)
 - Flash



Oracle Endeca Information Discovery

- Works on unstructured data.
- Focused on search and data relationships
- Key to many of the retail “store” interfaces on the www.
- **Endeca Server** operates as a separate data base
- **Studio** is an interface/design application
- **Integration Suite** is an ETL tool for bringing structured and unstructured data into Endeca Server



Applications

- Oracle Hyperion EPM
 - Mostly designed for corporate finance departments
 - Utilize Essbase, OBIEE, Excel, Custom Applications
 - Highly sophisticated applications for \$Billion+ orgs
 - On the “long march” to Fusion
- Oracle Business Intelligence Applications (BI Apps)
 - Highly developed, focused solutions
 - Include large repository files, ETL scripts, queries, dashboards
 - Developed for business functions, industries, and products.



Long March to Fusion

- Oracle is deliberately moving toward an “integrated” strategy
- OBI wins over Discoverer et al
- WebLogic wins over WebSphere et al
- ODI wins over Informatica
- Oracle Database wins over DB2, mysql, et al.



BI Foundation Suite Components

- BI Foundation Suite
 - OBIEE 11g
 - Answers
 - Delivers
 - Dashboards
 - Marketing
 - BI Mobile
 - Scorecard and Strategy Management
 - BI Publisher
 - Essbase
 - SmartView
 - WebLogic*
 - ADF, MapViewer, TopLink, Entitlements Server, Java SE, WebTier



What Product to Use Depends on:

- Skill level of users
- Skill level of technical staff
- Budget
- Strategic direction of company (analytically-minded?)
- Amount of central control desired
- Specific output format requirements



Data Comes From Where?

- Database of some sort
- Data Warehouse (how fed?)
- Federated sources
- Data calculated in ETL?
- Excel spreadsheets/flat files?
- API call?



How is Data Used?

- Dashboards and Reports
- Alerts and notifications
- Business Processes
- Analyses (including adhoc requests)



Where is Data Calculated?

- Excel
- Hard-coded Javascript
- Report logic (OBIEE catalog)
- Middle tier business layer (OBIEE Admin Tool and RPD file)
- ETL process (e.g. ODI script)
- Some sort of database
 - Logic in views
 - Options of Oracle DB EE
 - Advanced Analytics
 - Oracle Data Mining
 - Oracle R Enterprise
 - Oracle OLAP
 - Spatial and Graph
 - Essbase database
- Other (middleware, RTD, Java Process, etc.)



Generalized Recommendations

- Upgrade to OBI 11.1.1.7
 - SmartView is now excellent
- Deprecate MS Office plugins and use SmartView in OBI 11.1.1.7
- Move ETL functions for OBI Apps from Informatica to ODI
 - Unless Informatica is a corporate standard and used widely.
- Beef-up OBI apps platform. Trellis charts very memory intensive.
- Move BI Publisher data sources to CEIM through OBI.
- Move analytic functions downstream to improve performance.
- Deconstruct SampleApp.
- Invest in a professional assessment of your current BI implementation (2-3 days).
- Train, retrain, and improve users skills on a scheduled basis.



Oracle Test Drive

- Free to try out Oracle BI
- Go to www.vlami.com/td
- Runs off of Amazon AWS
- Hands-on Labs based on Oracle content
- Test Drives for:
 - Oracle BI (OBIEE and Map Views)
 - Oracle Advanced Analytics (ODM and ORE)
 - Big Data (5 different labs)
- Once sign up, you have private instance for 3 hours
- Available now



Mark Your Calendars Now!

BIWA Summit 2015, Jan 27-29 Oracle HQ Conference Center

Accepting Abstracts NOW!

Business Intelligence, Warehousing and Analytics
IOUG Special Interest Group

www.biwasummit.com



Thank You!

Thank You for Attending Session
**Making Sense of Oracle's Business Intelligence and
Analytics Offerings**

Presenter Information

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