

# **Oracle OpenWorld 2015:**

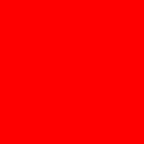
## ***Unauthorized BI BA Scoop Session***

### ***Monday, November 23, noon CST***

### ***IOUG BIWA SIG TechCast***



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**VlamiS Software Solutions**  
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**<http://www.vlamiS.com>**



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 may not even agree with what we 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.



*Session list is live now!*

BIWA Summit 2016, Jan 26-28

# Oracle HQ Conference Center

Business Intelligence, Warehousing and Analytics  
and Spatial

IOUG Special Interest Group  
[www.biwasummit.org](http://www.biwasummit.org)





# Month of IOUG BIWA Techcasts

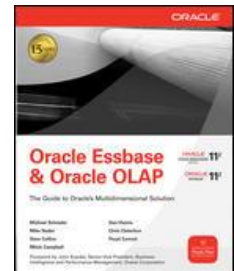
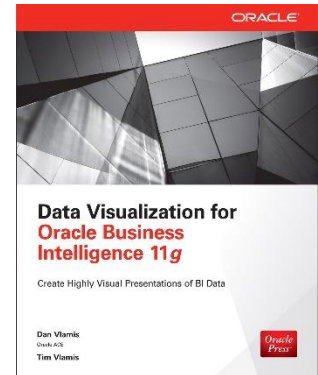
Time	Title
Nov 19 12pm	Oracle BI 12.2.1 New Features
Nov 23 12pm	Fifth Annual OpenWorld 2015 Unauthorized BI and Analytics Scoop Session
Dec 2 12pm	Upgrading from Oracle BI 11g to Oracle BI 12.2.1
Dec 9 12pm	Oracle Data Visualization Cloud Service Live Demo
Dec 16 12pm	Oracle BI 12.2.1 New Features (repeat)

More information and sign up at [www.vlamis.com/papers2015/#novdec](http://www.vlamis.com/papers2015/#novdec)



# VlamiS Software Solutions

- VlamiS Software founded in 1992 in Kansas City, Missouri
- Developed more than 200 Oracle BI systems
- Specializes in ORACLE-based:
  - Data Warehousing
  - Business Intelligence
  - Data Mining and Predictive Analytics
  - Data Visualization
- Expert presenters at major Oracle conferences
- Conference chair for BIWA Summit 2014 - 2016
- [www.vlamiS.com](http://www.vlamiS.com) (blog, papers, newsletters, services)
- Co-authors of book “Data Visualization for OBI 11g”
- Co-author of book “Oracle Essbase & Oracle OLAP”
- Oracle University and Gold Partner
- Beta tester for OBIEE 11g & 12c



**ORACLE** EDUCATION RESELLER

**ORACLE** Gold Partner

Specialized  
Oracle Business Intelligence  
Foundation Suite 11g



# Maybe Replay 2014 Scoop Session?

- Many, many aspects of OpenWorld are rote.
- Yes, we had our Vlamis reception again this year at the same time at the same place and once again the food was great and micro brews were awesome and most people didn't have too much to drink because they were talking about analytics, BI, and data strategies.
- OOW logistics are getting more efficient.
- Oracle is ahead where they've always been ahead and behind where they've always been behind.
- Important changes are occurring in markets.
- If nothing else, Oracle is ambitious.



# Oracle's Expressed Strategy

- Cloud Cloud Cloud

**CLOUD! CLOUD! CLOUD!**





# The Script for OpenWorld is Set





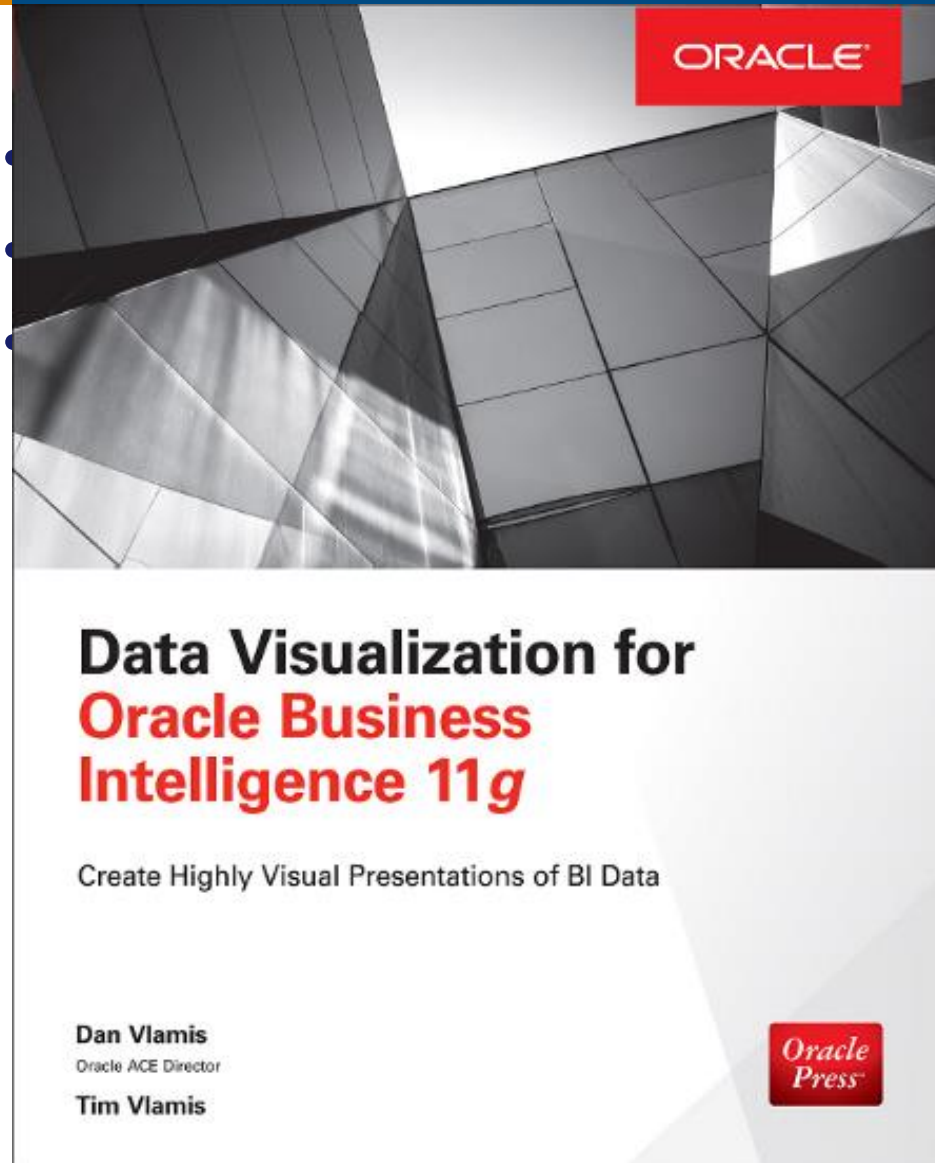


# Focus on what is new and different

- Won't make fun of the boat video before Larry's keynote (maybe next year).
- Won't point out that Larry runs his own presentations and everyone inside Oracle has to pay attention to what he says.
- Won't complain about loud music and crowds.
- Product/market focus, not day-by-day focus.



# Data Visualization is HOT!



Service (Larry demoed)  
omnipresent  
huge amount of



# New in Oracle Business Analytics

- Everything is analytics! People love analytics!



# New in Oracle Business Analytics

- Oracle Business Intelligence 12c is released the day before OOW opens...





# New in Oracle Business Analytics

- Oracle Business Intelligence 12c is released the day before OOW opens...there's nothing like a deadline!



# New in Oracle Business Analytics

- Oracle Business Intelligence 12c is released the day before OOW opens...there's nothing like a deadline!
- Seriously, OBI 12c is a hugely important release
  - Visual Analyzer/Data Visualization
  - Ability to upload data on an ad hoc basis
  - New tools for upgrading
  - New tools for .rpd and catalog migration (.bar files)
  - New clean Oracle look
- BICS being integrated in some apps
- BI Mobile still there
  - BI Mobile HD still there – works with Data Visualization
  - Day by Day coming – purpose-built app with “smart cards”
  - Project Lens coming later – data exploration on mobile
  - BI Mobile App Designer not talked about much

} Additional license fee



# Oracle Advanced Analytics

- Learn the most on the demo grounds
- New algorithms in ODM 12c being integrated
- Now can use in ORE
- Lots of work in ORAAH
- R is coming for OBIEE, evaluate R scripts in the logical layer of the repository. Spin up R engine either on BI server (vanilla R) or database using ORE.
- Everyone wants to do predictive analytics and lots of Oracle products are leveraging OAA, but there's not as much recognition for it as a standalone product.



# What Product Mgrs want to talk about

- In BI.....“advanced analytics”





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- In BI.....“advanced analytics”
- In OAA.....“Big Data”



# What Product Mgrs want to talk about

- In BI.....“advanced analytics”
- In OAA.....“Big Data”
- In Big Data...“Spark and Big Data Discovery (part of BI?)”



# Oracle Spatial

- Spatial and Graph Meet the Experts Tues evening
- Oracle Big Data Spatial and Graph
- Property Graph ex. social network analysis in Oracle DB
  - [CON8756\\_Lopez-ManyGraphsForManyUses\\_external](#)
- Spatial Summit at BIWA Summit Jan 26-28, 2015



# DB / Data Warehousing / Big Data

- Message is moving to Big Data SQL
- Standardize on Oracle
- Vendor lock in on Oracle? Marketplace may object
- Great 83-page summary of DW presos by Keith Laker
  - <http://oracle-big-data.blogspot.com/2015/11/review-of-data-warehousing-and-big-data.html>
- Preview of Analytic Views in future Oracle DB release
  - Simplifies SQL generation
  - Brings BI analysis to Oracle DB
  - Where should rules on how to compute be stored?
  - Works best with In Memory option in Oracle 12c





# Hints for OOW 2016 – Sep 18-22, 2016

- Recognize that it's Oracle's party
- Get hotel rooms early – Union Square area good
- Plan out time
- Use Session scheduler – better this year – favorite various sessions, then pick which ones to actually attend
- Use OOW as time to set up private meetings. Hotel lobbies work well



# Resources

Oracle OpenWorld Home

[www.oracle.com/openworld/index.html](http://www.oracle.com/openworld/index.html)

Oracle OpenWorld Keynotes

[www.oracle.com/openworld/live/on-demand/index.html](http://www.oracle.com/openworld/live/on-demand/index.html)

Review of DW and Big Data at OOW15

[oracle-big-data.blogspot.com/2015/11/review-of-data-warehousing-and-big-data.html](http://oracle-big-data.blogspot.com/2015/11/review-of-data-warehousing-and-big-data.html)

Book Page for Data Visualization for Oracle BI 11g

[www.vlamiS.com/DVforOBI/](http://www.vlamiS.com/DVforOBI/)

BIWA Summit 2016

[www.biwasummit.org](http://www.biwasummit.org)

VlamiS Software Web Site

[www.vlamiS.com/](http://www.vlamiS.com/)

BIWA Techcasts after OOW 2015

[www.vlamiS.com/papers2015/#novdec](http://www.vlamiS.com/papers2015/#novdec)

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