



SOFTWARE SOLUTIONS

Making Sense of Oracle's Business Intelligence and Analytics Offerings

ODTUG Kscope 2013

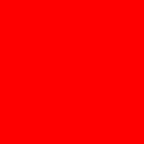
Dan Vlamis

Tim Vlamis

Vlamis Software Solutions

816-781-2880

<http://www.vlamis.com>

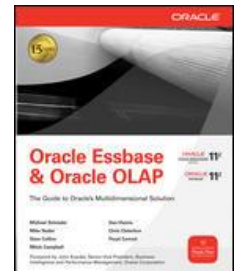


The following is our interpretation of Oracle Business Intelligence and Analytics software systems. It is intended for information purposes only and may not be incorporated into any contract. It is not a commitment in any way as we may or may not believe what we are going to present. We like and respect Oracle and ask you not to get us into trouble with them as a result of this presentation. If you really want to know all about Oracle Business Intelligence and Analytics software, you should read Oracle's official documentation and view their road map videos. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



Dan VlamiS and 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
 - Design and integrated BI and DW solutions
 - Training and mentoring
- Expert presenter at major Oracle conferences
- www.vlamiS.com (blog, papers, newsletters, services)
- Developer for IRI (former owners of Oracle OLAP)
- Co-author of book “Oracle Essbase & Oracle OLAP”
- Beta tester for OBIEE 11g
- Reseller for Simba and Nokia map data for OBIEE
- HOL Coordinator for BIWA Summit 2013





Tim Vlami's Bio

- 20+ years experience in business modeling and valuation, forecasting, and scenario analyses
- Trainer for Oracle University Two-Day Data Mining Course
- Professional Certified Marketer (PCM) from AMA
- Active Member of NICO (Northwestern Institute on Complex Systems)
- Adjunct Professor of Business Benedictine College
- MBA Kellogg School of Management (Northwestern)
- BA Economics Yale University



Oracle Essbase & Oracle OLAP: The Guide to Oracle's Multidimensional Solution

- Published by Oracle Press

- Dan VlamiS
- Chris Claterbos
- Michael Nader
- David Collins
- Floyd Conrad
- Mitchell Campbell
- Michael Schrader



- Covers both Oracle Essbase and Oracle OLAP
- 500 Pages



Vlami Kscope Presentations

Presenter	Time	Title
Dan and Tim Vlami	Mon 2:30 – 3:30	Making Sense of Oracle's Business Intelligence and Analytics Offerings
Dan and Tim Vlami	Wed 11:15 – 12:15	Blazing BI with Oracle DB Analytical Options: Oracle OLAP, Oracle Data Mining, Oracle R Enterprise



Agenda

Your comments, questions, opinions, and ideas are more important to this session than our prepared PowerPoint slides!

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 June 21, 2013

Oracle

ticker: ORCL

% of Stock Price

Revenue

Gross Profit

Free Cash Flow

Select a division below to explore forecasts

STOCK PRICE ▼

\$39.58

TREFIS PRICE

30.26
MARKET

DIVISION

% OF STOCK PRICE ▼



[Database Software Licenses](#)

36.0%

[Applications Software Licenses](#)

27.9%

[Middleware Software Licenses](#)

17.5%

[Enterprise Servers](#)

5.6%

[Storage Hardware](#)

3.2%

[Consulting & Other Services](#)

2.4%

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

7.3%

TOTAL

100.0%



Trefis.com June 21, 2013

Oracle

ticker: ORCL

View P&L

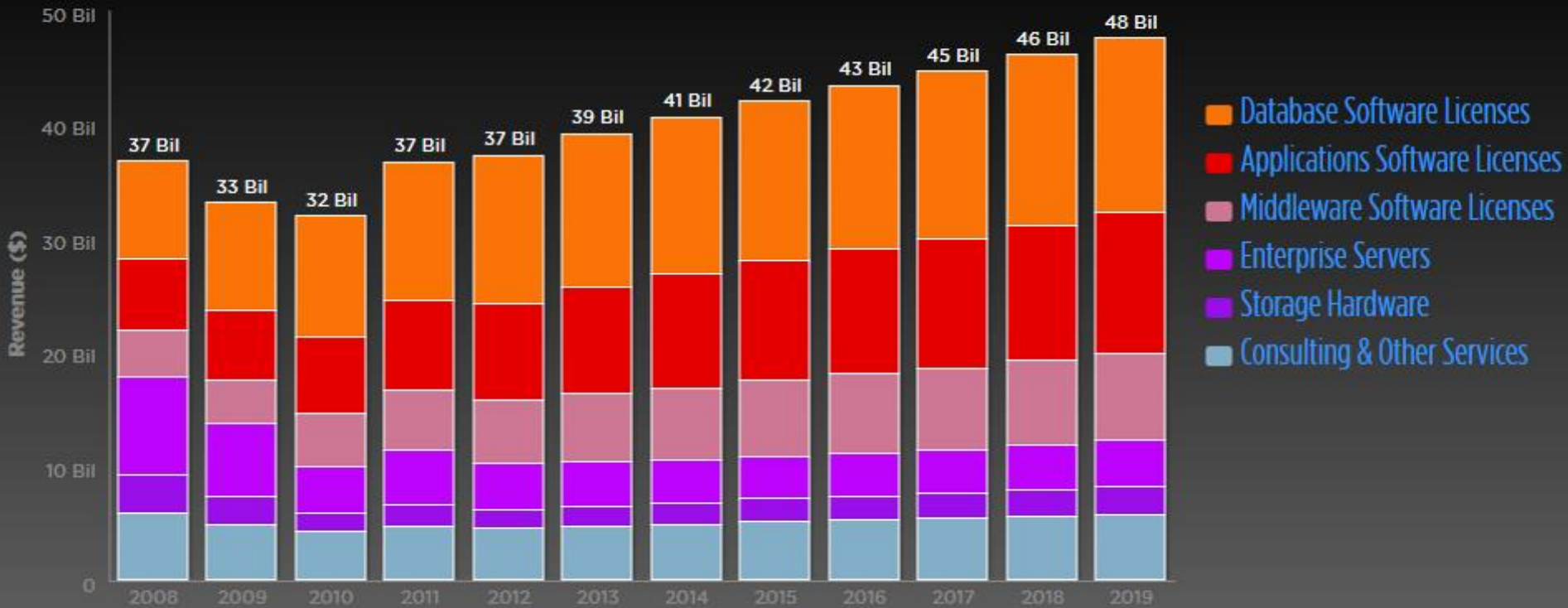
Download Research Report

% of Stock Price

Revenue

Gross Profit

Free Cash Flow





Middleware Business Analytics Umbrella

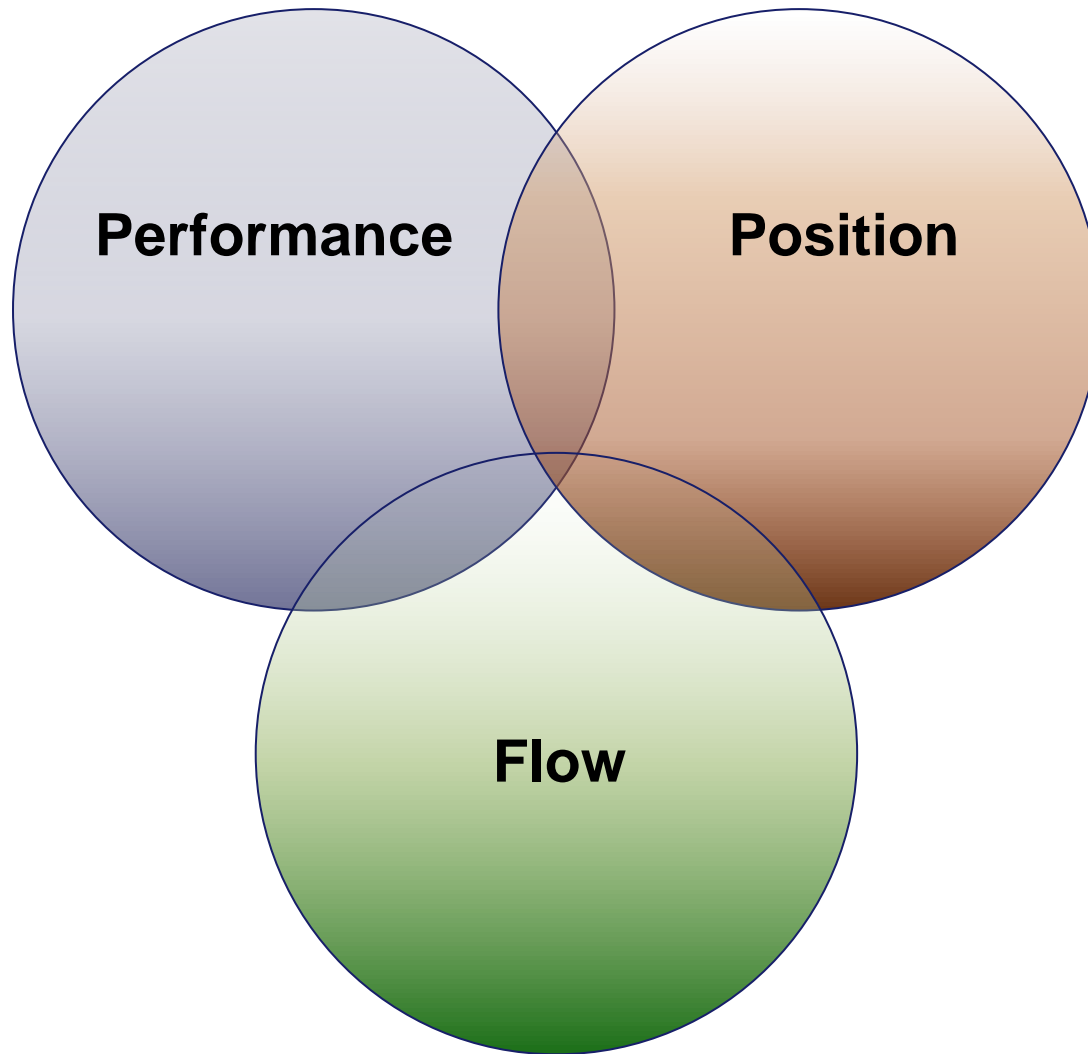
- Business Intelligence
- Enterprise Performance Management
- Analytic Applications

The image shows two side-by-side Google search results. The left search is for 'business intelligence site:oracle.com/us/products/' and shows 'About 1,610 results (0.26 seconds)'. The right search is for 'analytics site:oracle.com/us/products/' and shows 'About 1,790 results (0.16 seconds)'. Both search results show the 'Web' tab selected and a list of search results.

~~\$801,000~~ vs. ~~1,200,000~~

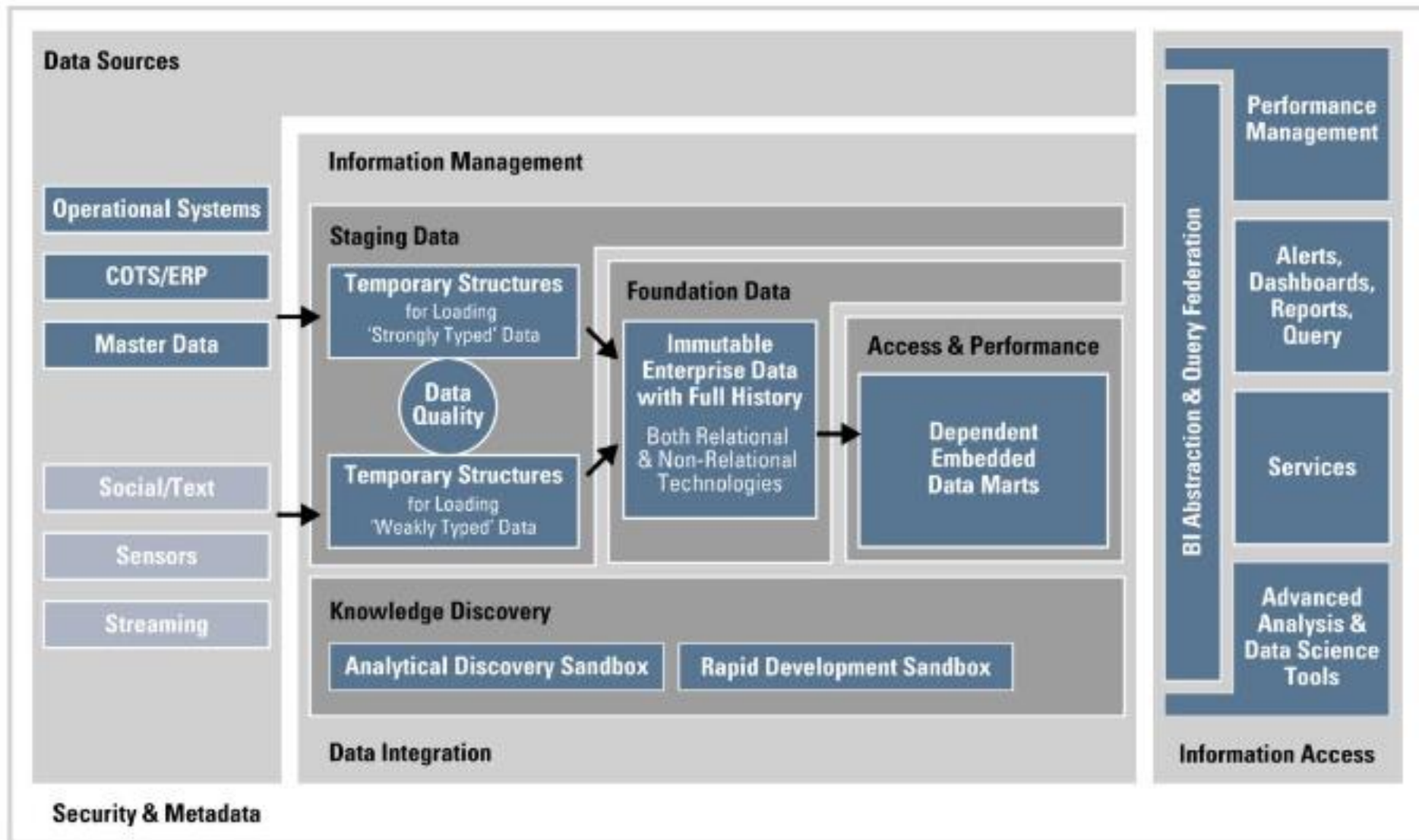


Three Views of BI Systems





Oracle's IM Reference Architecture





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



Oracle Products

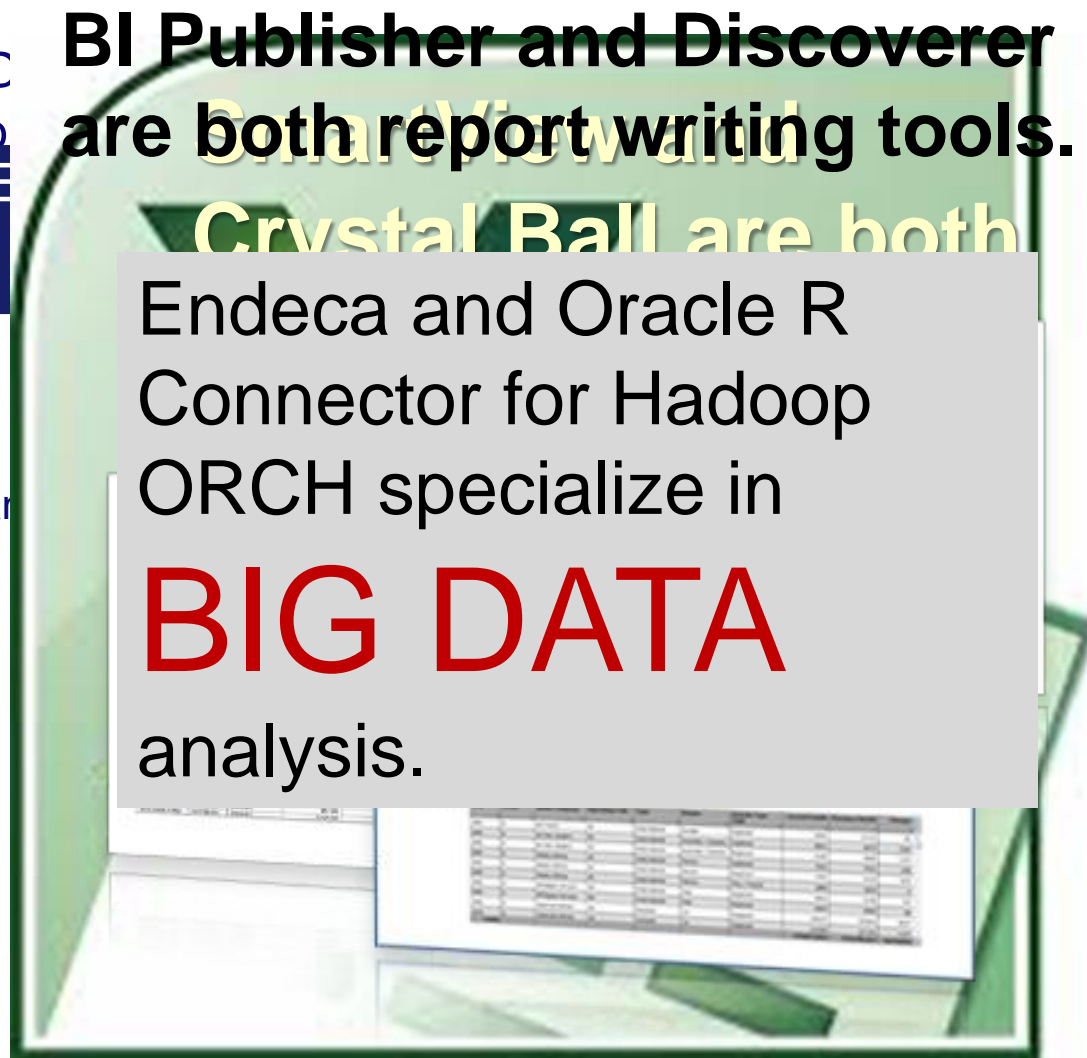
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 - Mobile BI
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- SmartView
- BI Publisher
- Endeca
- Discoverer
- Crystal Ball
- Oracle BI Applications

BI Publisher and Discoverer are both report writing tools.

SmartView and Crystal Ball are both

Endeca and Oracle R Connector for Hadoop ORCH 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



Oracle's "Exa" Engineered Systems

- Exadata – fast, large data warehouse running the Oracle Database.
 - Database → Exadata.
 - Disk bottleneck answer.
- Exalogic – optimized java server. Replaces “server farms” that are running web applications. Massively parallel.
 - WebLogic → Exalogic.
 - CPU bottleneck answer
- Exalytics – “in-memory BI machine”. Focused on analytics with OBIEE and Essbase. Runs TimesTen in memory database.
 - Business Analytics → Exalytics
 - Memory bottleneck answer



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.)



Development Patterns

- Database → RPD → Query → Report → Dashboard
- User defines metric/visualization/rule/condition/action
- Usefulness determined by user
- Efficiency determined by admin/IT



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.
 - Informatica will continue to be supported for the foreseeable future.
- 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.vlamis.com/testdrive-registration/
- Runs off of Amazon AWS
- Hands-on Labs based on Collaborate 2012 HOLs
- Test Drives for:
 - Oracle BI
 - BI Publisher
 - Microsoft Excel against Oracle OLAP
 - Oracle Data Mining
 - Map Views in OBIEE
- Once sign up, you have private instance for 5 hours
- Available now



Thank You!

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

Presenter Information

Dan Vlami, President, dvlamis@vlamis.com

Tim Vlami, Consultant, tvlamis@vlamis.com

Vlami Software Solutions, Inc.

816-781-2880

For more information go to www.vlami.com