



SOFTWARE SOLUTIONS

Oracle BI Overview, Demonstration and Experiences

***Kansas City Oracle User Group
October 23, 2013***

Dan Vlamis

Vlamis Software Solutions

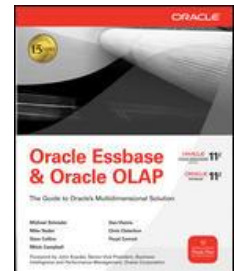
816-781-2880

<http://www.vlamis.com>



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





Mark Your Calendars Now!

BIWA Summit 2014, Jan 14-16

Oracle HQ Conference Center

Business Intelligence, Warehousing and Analytics
IOUG Special Interest Group

www.biwasummit.com



Home Page

ORACLE Business Intelligence Search All

Home | **Catalog** | **Dashboards** | **New** | **Open** | Signed In As **Michelle Arty**

Create...

- Analysis and Interactive Reporting**
Analysis | Dashboard | More ▾
- Published Reporting**
Report | Report Job | More ▾
- Actionable Intelligence**
Agent | Action
- Performance Management**
Scorecard | KPI | KPI Watchlist
- Marketing**
Segment | Segment Tree | List Format

Browse/Manage...

- All Content ▾
- My Analyses
- My Reports
- My Scorecards
- My Agent Subscriptions
- My Agents
- Marketing Jobs
- Report Jobs
- Report Job History

Get Started...

- Introduction to Oracle BI
- Oracle BI EE Documentation
- Download BI Desktop Tools ▾
- Help Contents ▾

Recent

Dashboards

Dashboards Prompts - CheckB... Open Edit More ▾	Dashboards Prompts - Chart Z... Open Edit More ▾	Dashboards Prompts - Chart Sl... Open Edit More ▾
Dashboards Prompts - Chart L... Open Edit More ▾	Dashboards Prompts - Calculat... Open Edit More ▾	Dashboards Prompts - page 1 Open Edit More ▾

Others

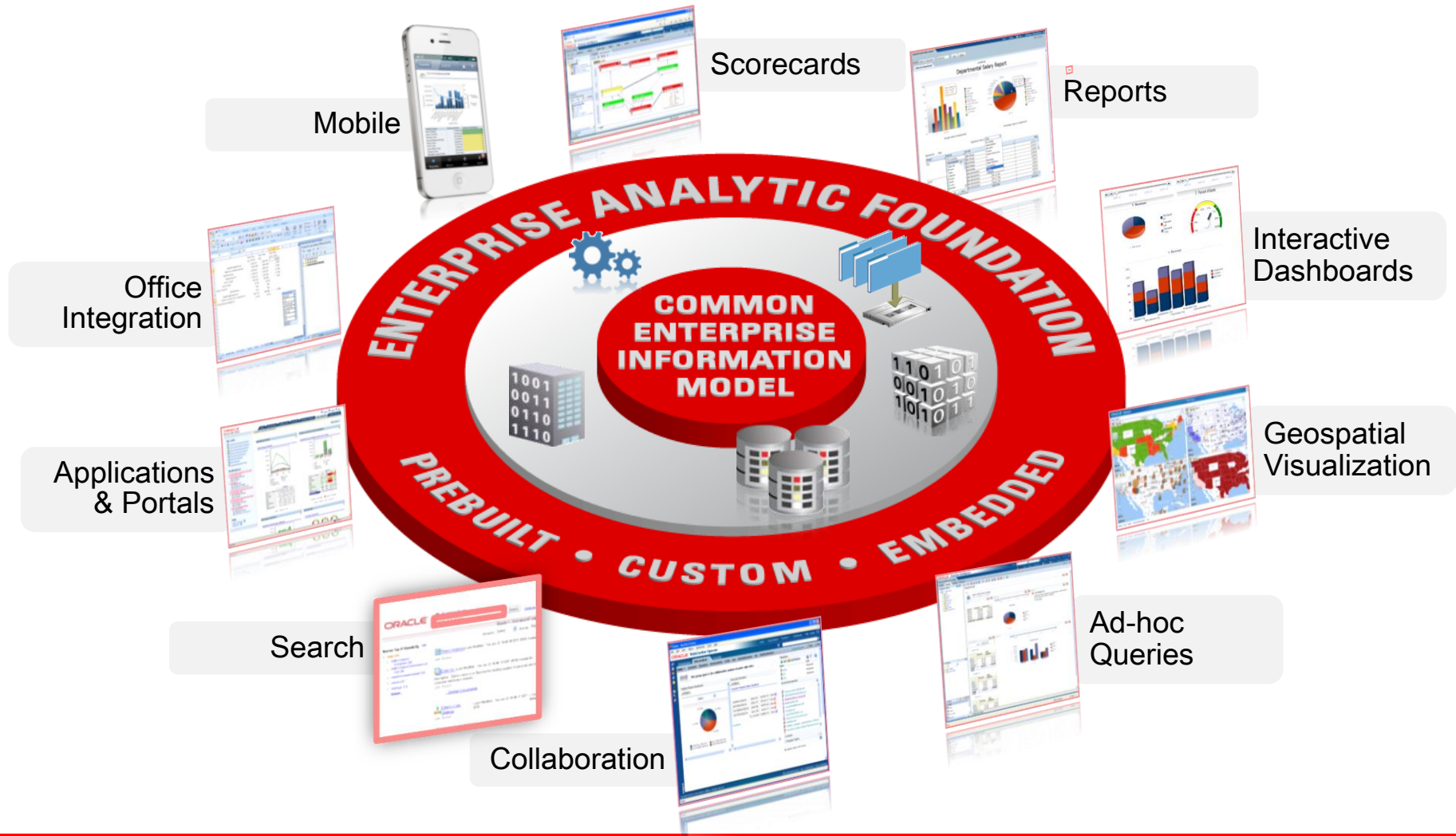
Big Selling Products Open Edit More ▾	Index To Avg Open Edit More ▾
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Most Popular

No recommendations are currently available. Most Popular items will be displayed here when results become available.

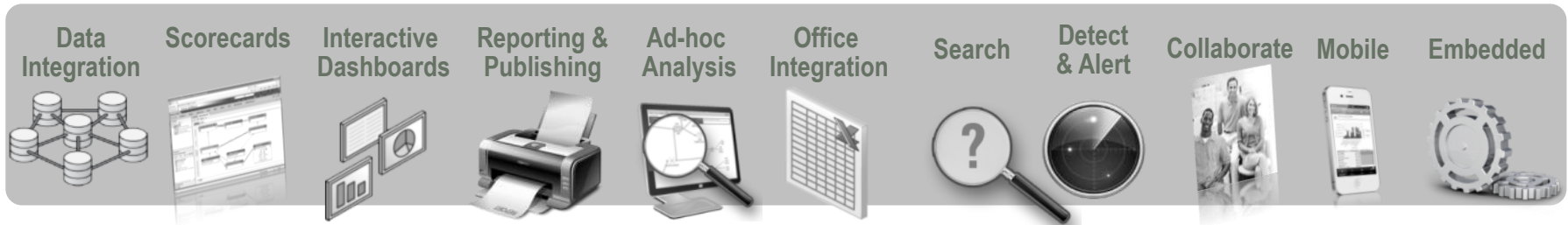
Most Powerful End User Experience

Complete. Consistent. Accurate.



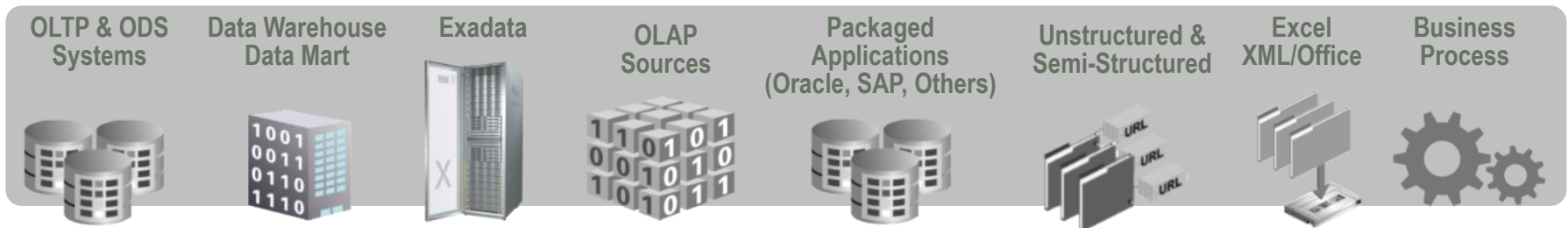
Integrated.

Oracle Business Intelligence 11g



Common Enterprise Information Model

- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management



ORACLE®

OBI Server– The Heart of Extreme Intelligence

Enables Consistency, Security, Reuse, Flexibility

OBI Common Enterprise Information Model



PRESENTATION LAYER

- ▶ User Roles, Preferences
- ▶ Simplified View
- ▶ Logical SQL Interface

Role-Based Views of the Information Relevant to the User

Eases Security Administration

SEMANTIC OBJECT LAYER

- ▶ Dimensions
- ▶ Hierarchies
- ▶ Measures
- ▶ Calculations
- ▶ Aggregation Rules
- ▶ Time Series

Consistent Definition of Business Measures, Metrics, Calculations

Single Version of the Truth

PHYSICAL LAYER

- ▶ Map Physical Data
- ▶ Connections
- ▶ Schema

Model Once, Deploy Everywhere

OPEN to Combine most Data Sources



Federates access Joining all Enterprise Data Sources

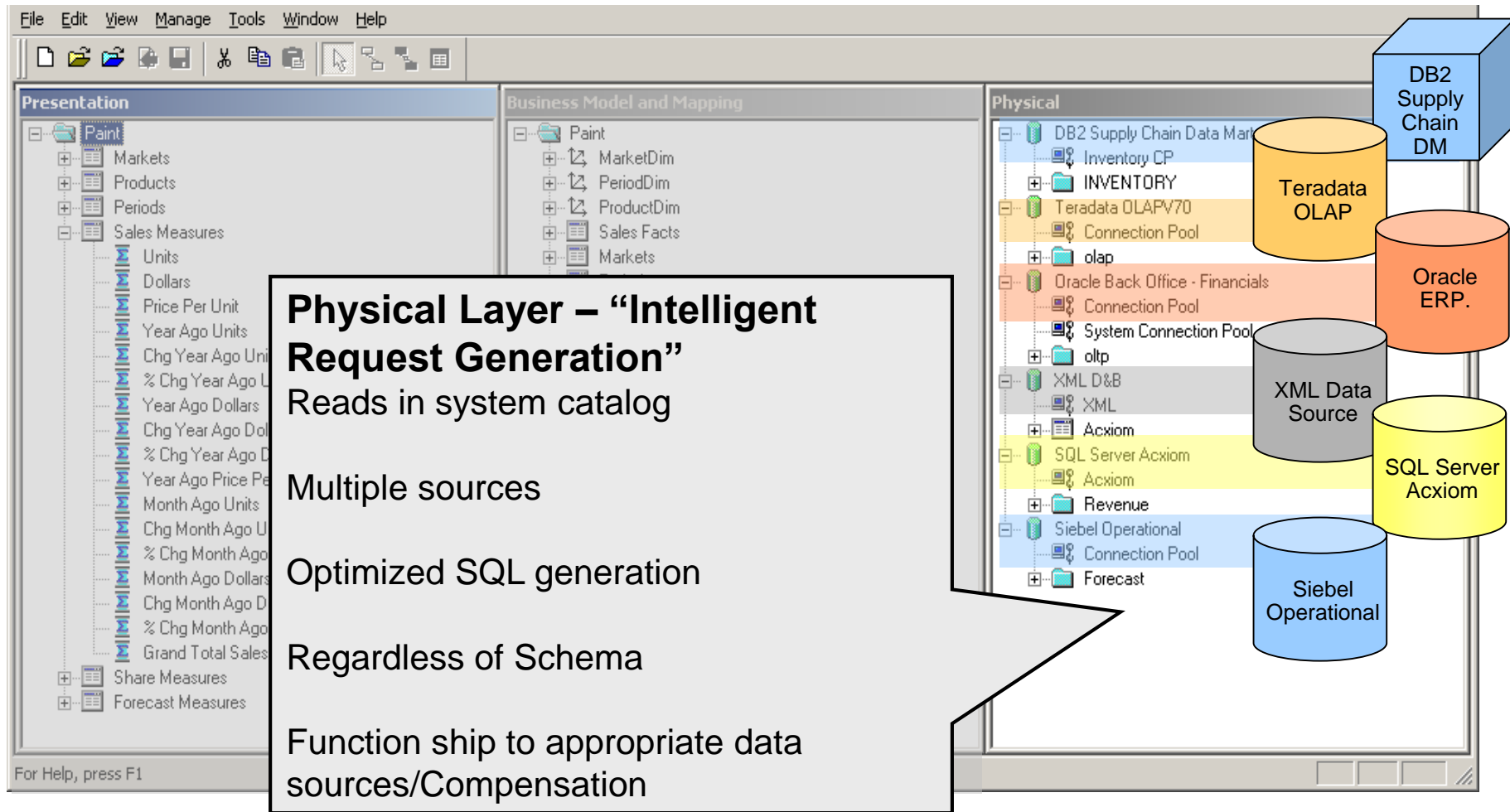
OBI Enterprise Business Model Administration

The image displays the OBI Enterprise Business Model Administration interface. On the left, the 'Presentation' pane shows a tree structure under 'Paint' with categories: Markets, Products, Periods, and Sales Measures. The 'Sales Measures' category is expanded, showing a list of measures including Units, Dollars, Price Per Unit, Year Ago Units, Chg Year Ago Units, % Chg Year Ago Units, Year Ago Dollars, Chg Year Ago Dollars, % Chg Year Ago Dollars, Year Ago Price Per Unit, Month Ago Units, Chg Month Ago Units, % Chg Month Ago Units, Month Ago Dollars, Chg Month Ago Dollars, % Chg Month Ago Dollars, Grand Total Sales and Quota, Share Measures, and Forecast Measures. A red oval highlights this list. A large arrow points from this list to a central box titled 'Presentation Layer'. Inside this box, a smaller screenshot shows the 'Criteria' pane of the OBI interface. It features a 'Subject Areas' pane with the same tree structure as the main interface, also with a red oval highlighting the 'Sales Measures' list. To the right of the 'Subject Areas' pane is the 'Selected Columns' pane, which shows a list of columns including 'Time', 'T02 Per Name Month', 'T05 Per Name Year', and 'P4'. Below this is the 'Filters' pane, which contains a filter rule: 'T05 Per Name Year is equal to / is in 2011'. The overall interface includes a menu bar (File, Edit, View, Manage, Tools, Window, Help) and a toolbar with various icons. The status bar at the bottom left says 'For Help, press F1'.

Presentation Layer

Role-based, in context, personalized presentation – Oracle Answers

OBI Enterprise Business Model Administration



OBI Enterprise Business Model Administration

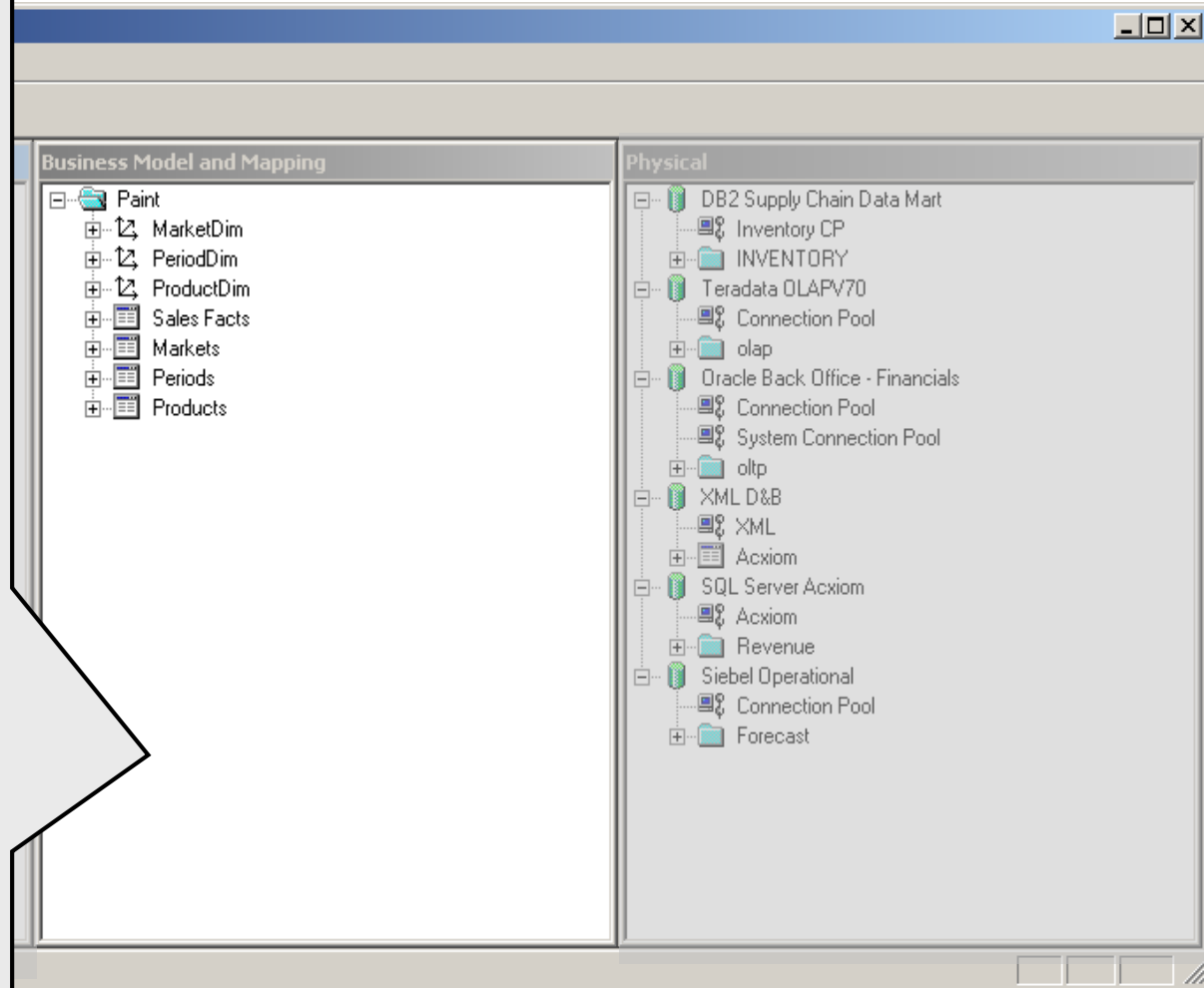
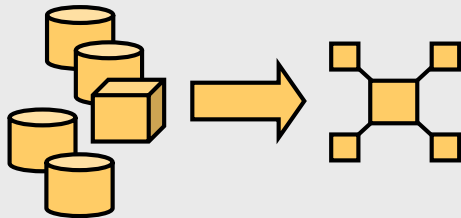
Business Model Layer – “Calculation Engine”

Physical complexity converted to
logical subject areas

Drill-Paths

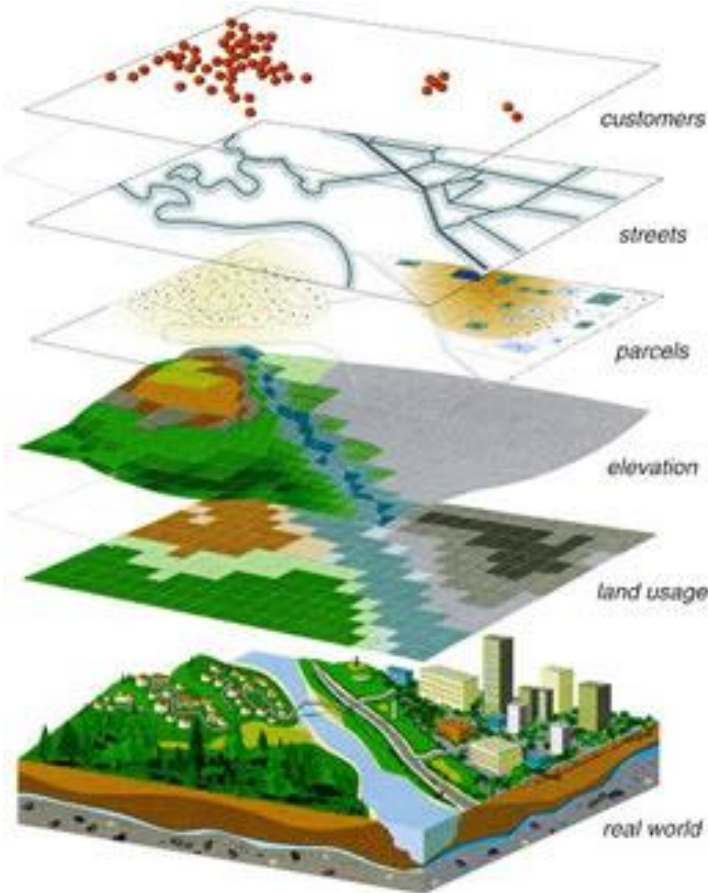
Complex/Derived Measures
(Level-based, time series,
dimension-specific, nested)

Aggregate/Fragment Aware



Geo-Spatial Mapping Intelligence

New Depth and Breadth of Analysis



- Most BI data *already* contains geographic dimension of analysis
- Deliver deeper analytical insights through Spatial visualisation and data
- Increase the ROI of BI & GIS systems
- Maps and Aerial Photographs

In effect, Oracle is "flipping the switch" and turning spatial into a product feature when such a capability is needed. **It will be daunting to compete against this company.**

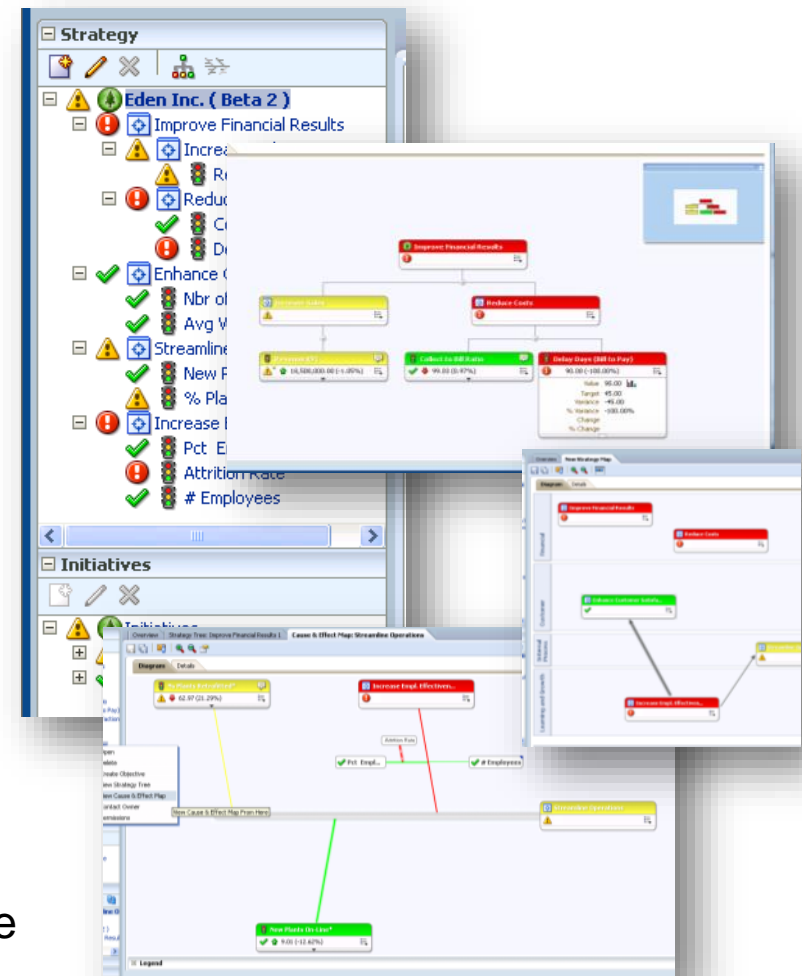
Microsoft, beware... we haven't heard much about geospatial and SQL Server integration lately... you are in danger of becoming a non-player. And IBM continues to play with ESRI only, and resists striking out on its own in what could be a missed opportunity.



OBI 11g Scorecard and Strategy Management

Strategy Management & Goal Setting

- Integrated BI component
 - KPIs as core metadata
 - Thresholds, owners, history
 - Auto-generated interactive analyses
 - Linked objectives & initiatives
- Automatic detection
 - KPI alerts triggered by thresholds
- Strategy visualization
 - Strategy Maps and Trees
 - Cause and Effects
 - Watchlists
 - Annotations & override
- All methodologies
 - Balanced scorecard, six sigma, Baldrige



Actionable Business Intelligence

Empower Users to take Appropriate Action



ACTION FRAMEWORK

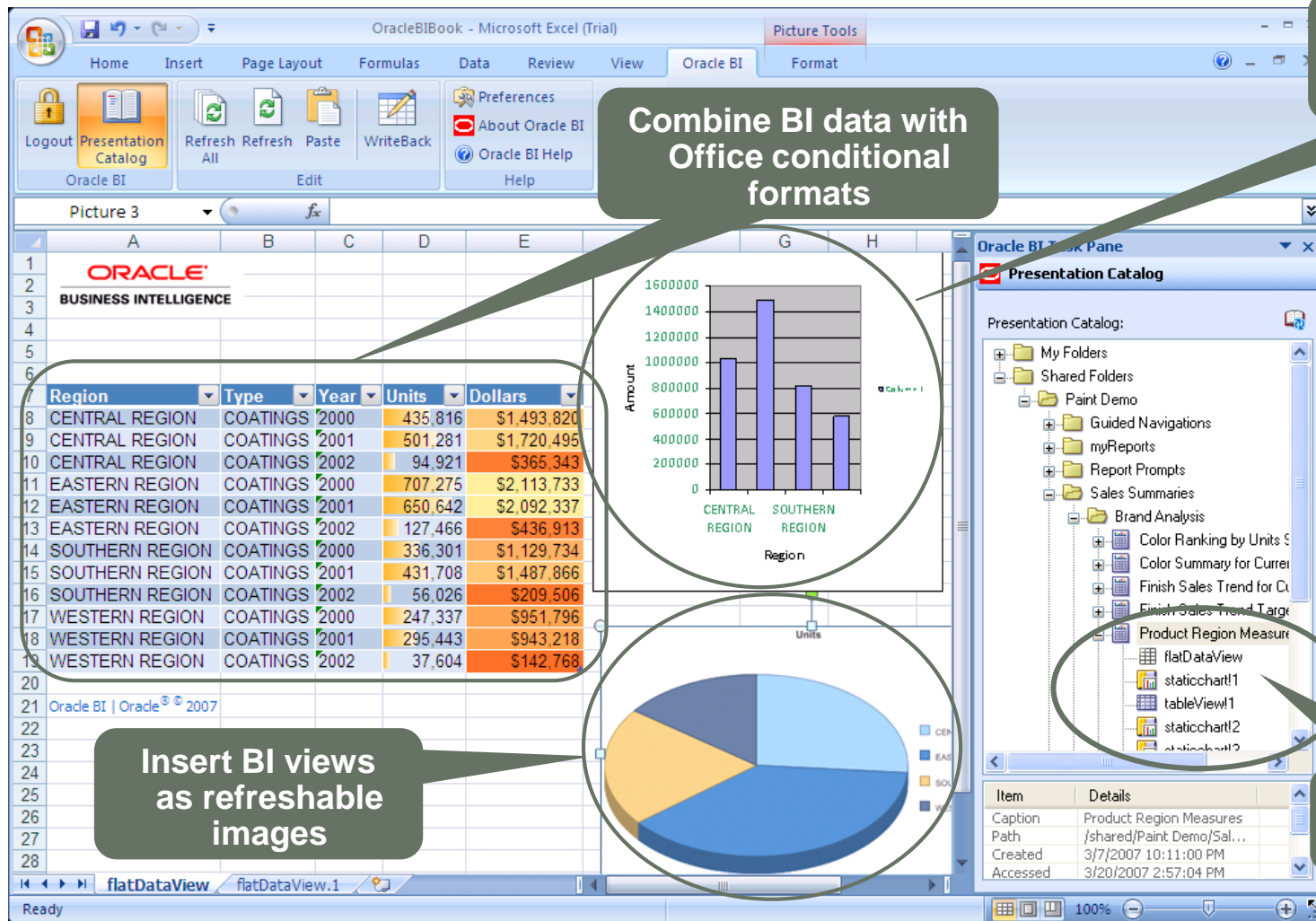
- **Define** Actionable response to insight
 - Associate with key business conditions
- **Navigate** – guide users to relevant analysis, web content and transactional systems
- **Take Action** – initiate workflows & business processes, scripts and Java programs



**Extensible, Secure, Action Framework for
“User Driven Insight to Action”**

Office Plug-In Excel

Build Your Own Dashboards



Combine BI data with Office conditional formats

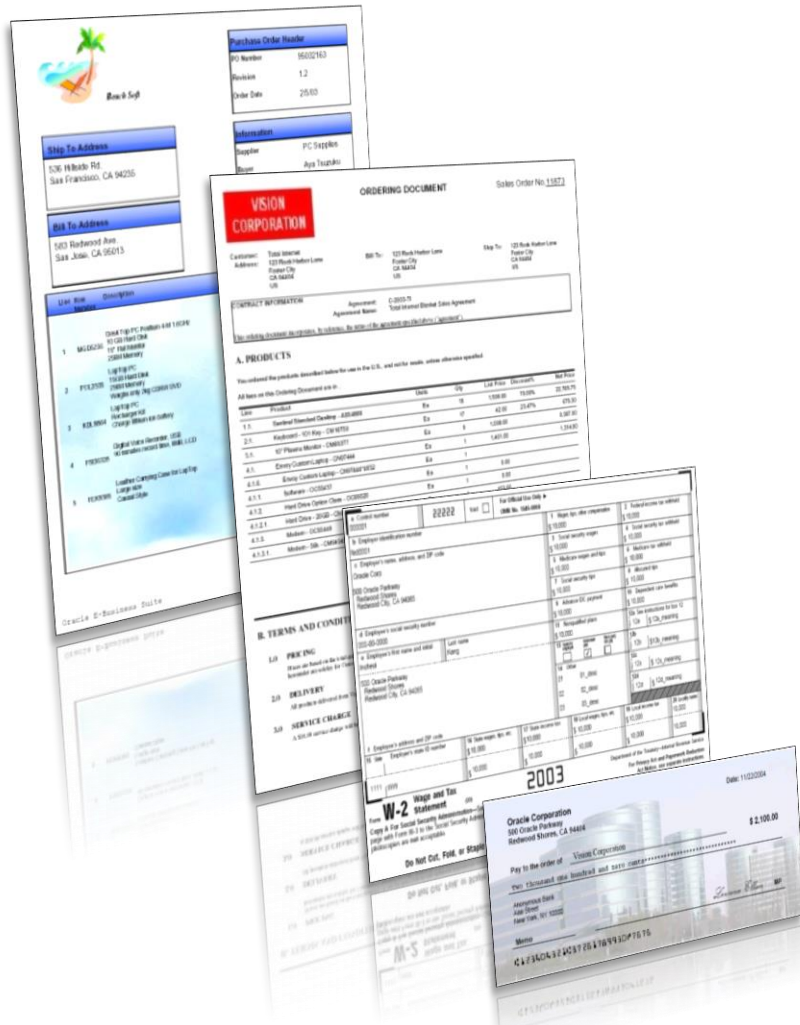
Insert BI views as native Office charts

Insert BI views as refreshable images

Select from all available views

Oracle BI 11g Publisher

Best in Class Report Builder



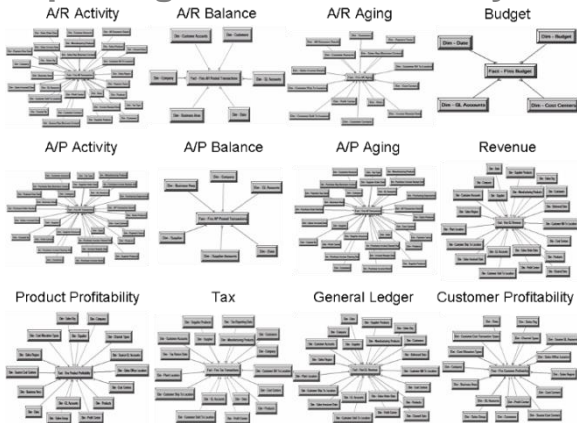
- 100% pure thin client interface
 - No plug-ins, native AJAX
- 100% lifecycle support
 - Access data, design, schedule, manage all in thin client
- For interactive reporting
 - Web-centric design
- For production reporting
 - Pixel-perfect documents
- Microsoft Office Integration
 - Excel, PowerPoint, Word
 - Microsoft Office 2003, 2007 & 2010

Pre-Built, Pre-Mapped, Pre-Packaged Insights

Example: Financial Analytics

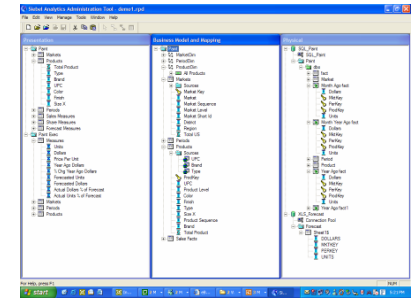


- 1 Pre-built warehouse with more than 16 star-schemas designed for analysis and reporting on Financial Analytics



- 3 Pre-mapped metadata, including embedded best practice calculations and metrics for Financial, Executives & other Business Users.

- Presentation Layer
- Logical Business Model
- Physical Sources



- 2 Pre-built ETL to extract data from hundreds of operational tables and load it into the DW, sourced from Oracle EBS, PeopleSoft Enterprise, SAP R/3, and other sources.

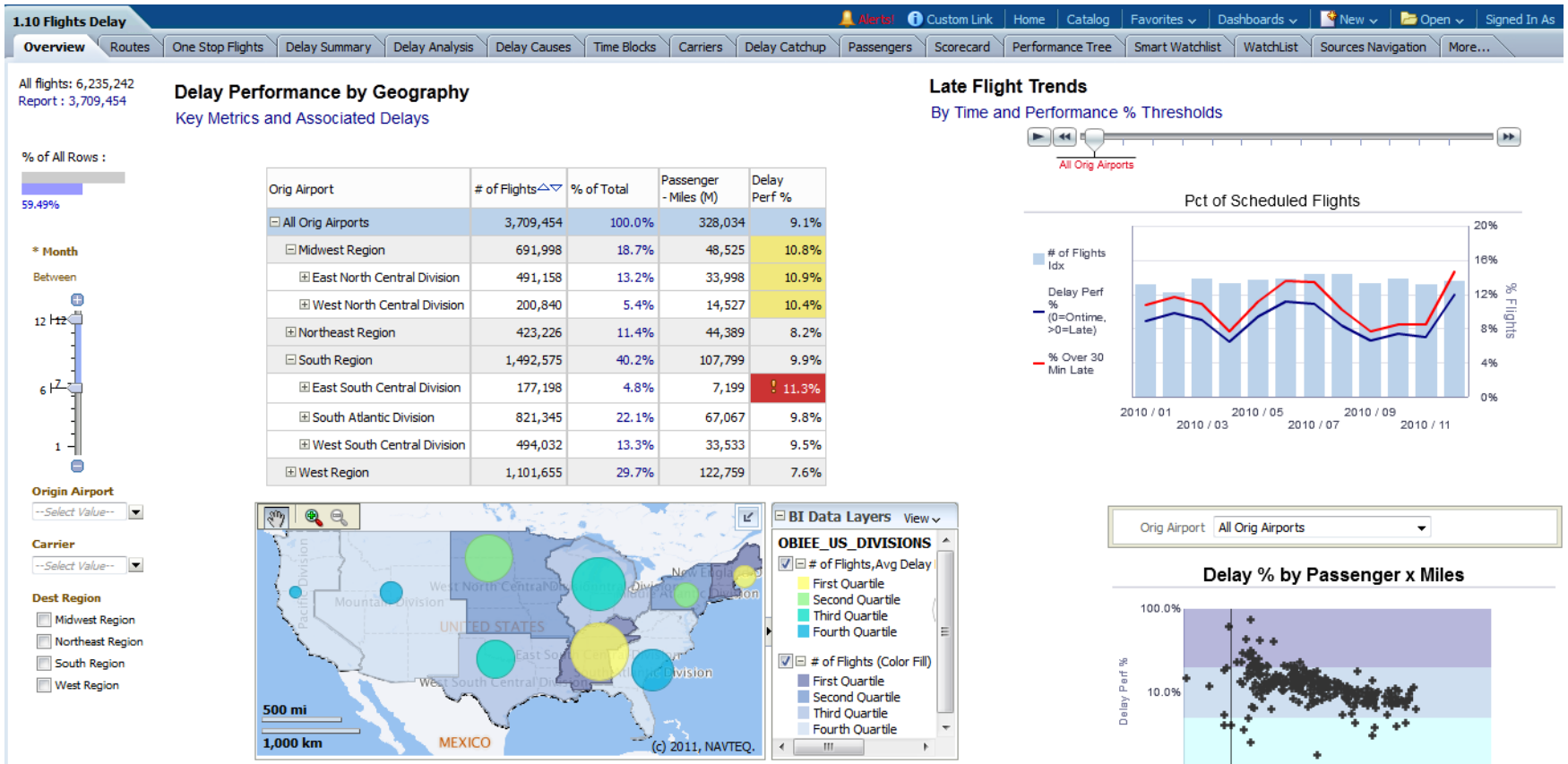


- 4 A “best practice” library of over 360 pre-built metrics, Intelligent Dashboards, 200+ Reports and alerts for CFO, Finance Controller, Financial Analyst, AR/AP Managers and Executives



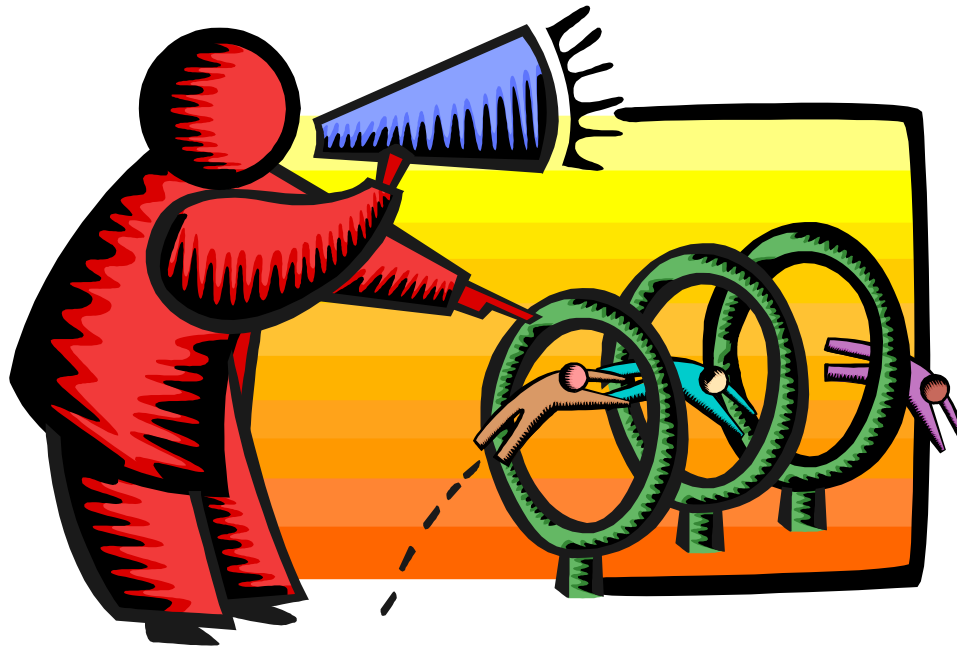


Sample Dashboard





Working With Oracle BI



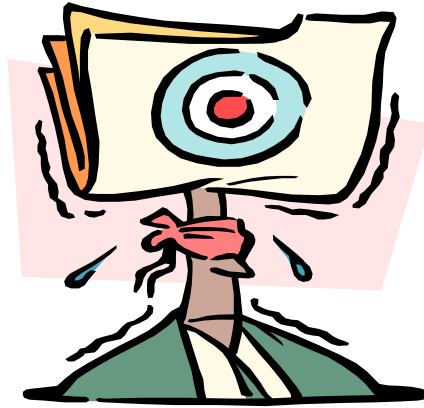


Oracle Test Drive

- 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
 - Map Views in OBIEE
 - BI Publisher
 - Microsoft Excel against Oracle OLAP
 - Oracle Data Mining
 - Oracle R Enterprise
- Once sign up, you have private instance for 3 hours
- Available now



Questions?



More information on:

Vlami Software: www.vlami.com, dvlamis@vlami.com

IOUG BIWA: www.biwasummit.com, www.oraclebiwa.org

SampleApp: <http://www.oracle.com/technetwork/middleware/bi-foundation/obiee-samples-167534.html>

BI Tech Demos by SampleApp team on YouTube

<http://www.youtube.com/channel/UCXpjKAY010SDUXmAA67DILg>

KCOUG

<http://www.ioug.org/kcoug>