

SOFTWARE SOLUTIONS

Oracle BI Overview, Demonstration and Experiences

Kansas City Oracle User Group October 23, 2013

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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
- <u>www.vlamis.com</u> (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







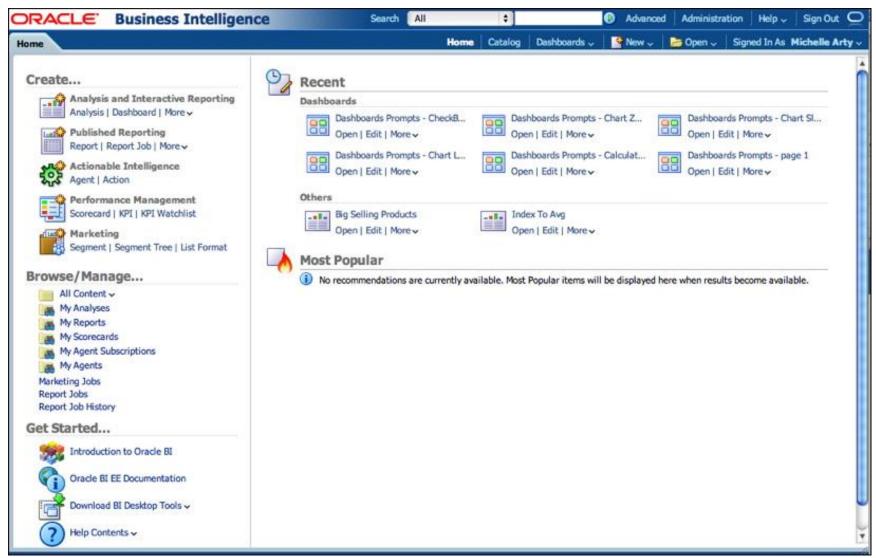
Mark Your Calendars <u>Now</u>!

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

Business Intelligence, Warehousing and Analytics IOUG Special Interest Group

www.biwasummit.com

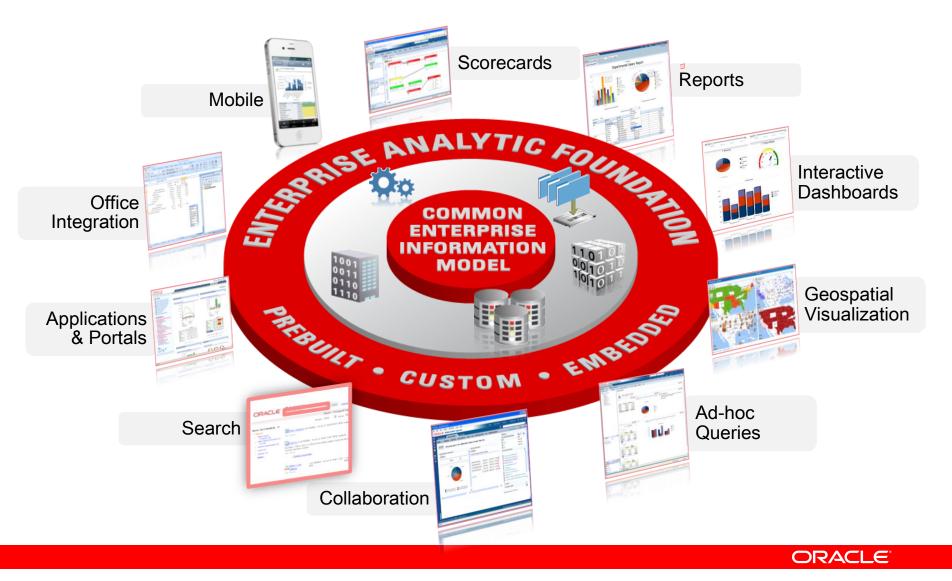
Home Page





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



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

SEMANTIC OBJECT LAYER



Role-Based Views of the Information Relevant to the User

Eases Security Administration

Consistent Definition of Business Measures, Metrics, Calculations

Dimensions
 Hierarchies
 Measures
 Calculations
 Aggregation Rules
 Time Series

PHYSICAL LAYER



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Map Physical Data Connections Schema

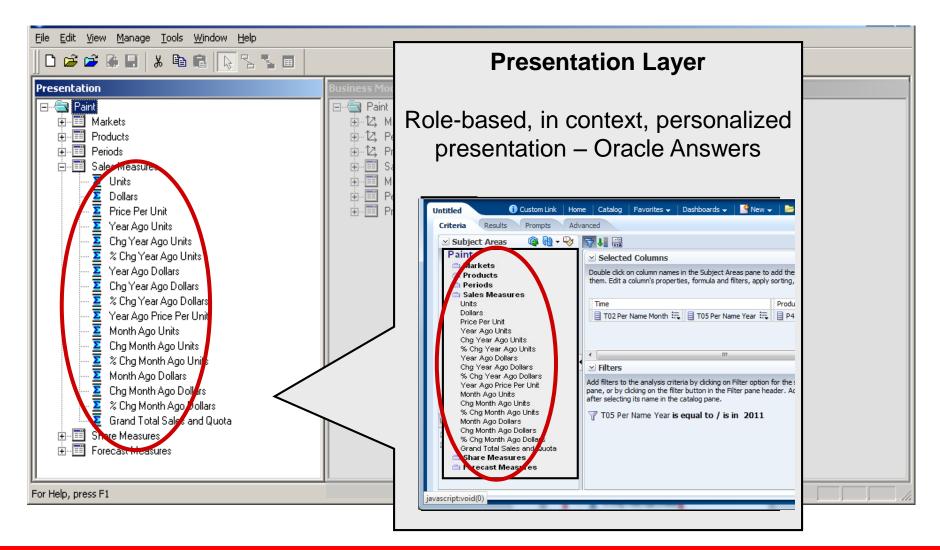
Single Version of the Truth

Model Once, Deploy Everywhere

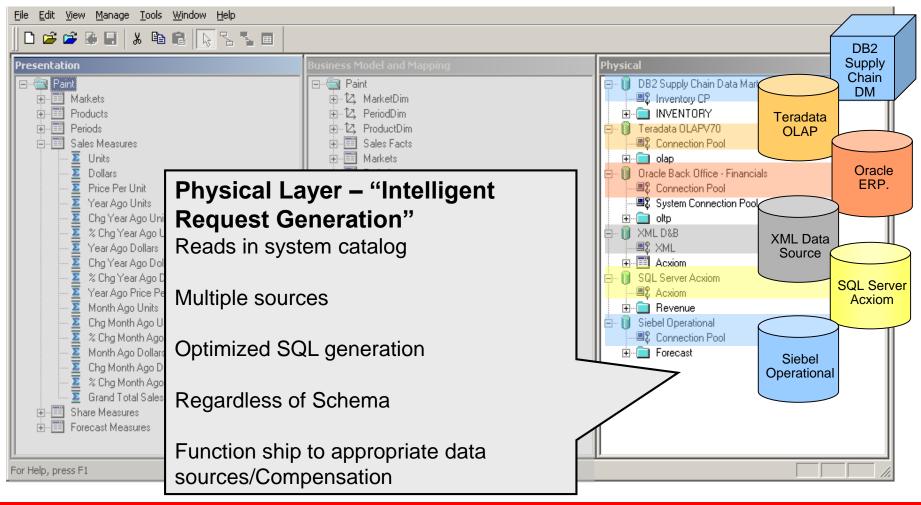
OPEN to Combine most Data Sources

Federates access Joining all Enterprise Data Sources

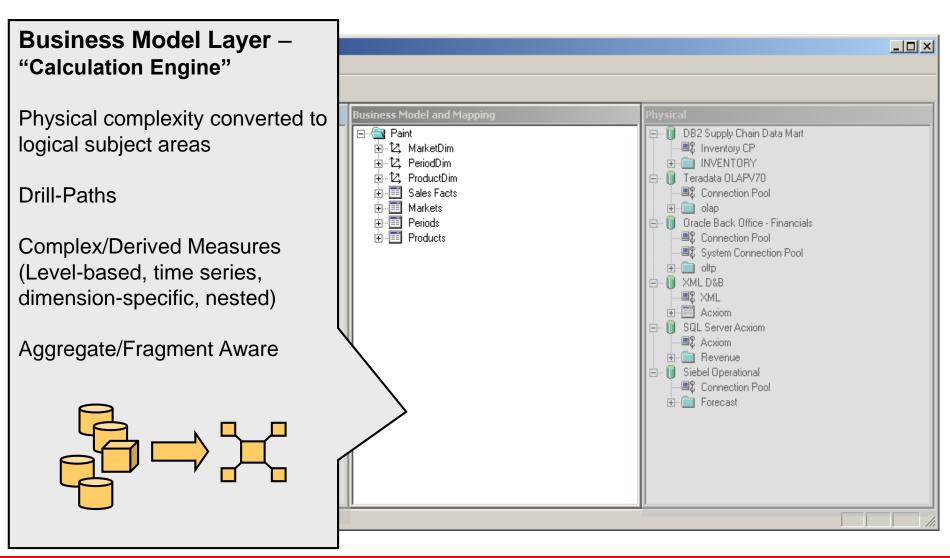
OBI Enterprise Business Model Administration



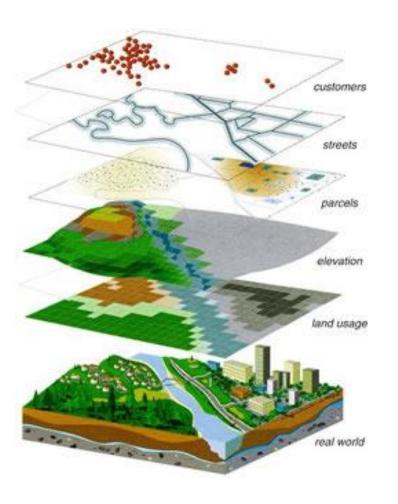
OBI Enterprise Business Model Administration



OBI Enterprise Business Model Administration



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

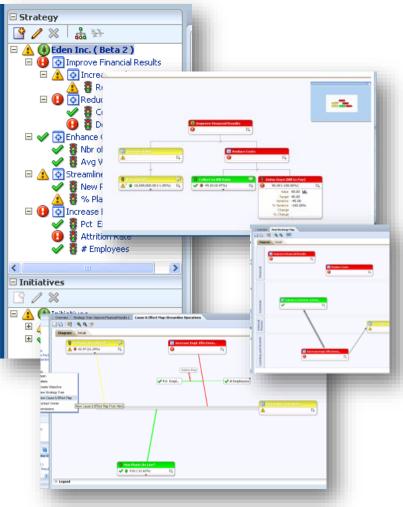
In effect, Oracle is "flipping the switch" and turning spatial into a product feature when such a capability is needed. It will be daunting to compete against this company.

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



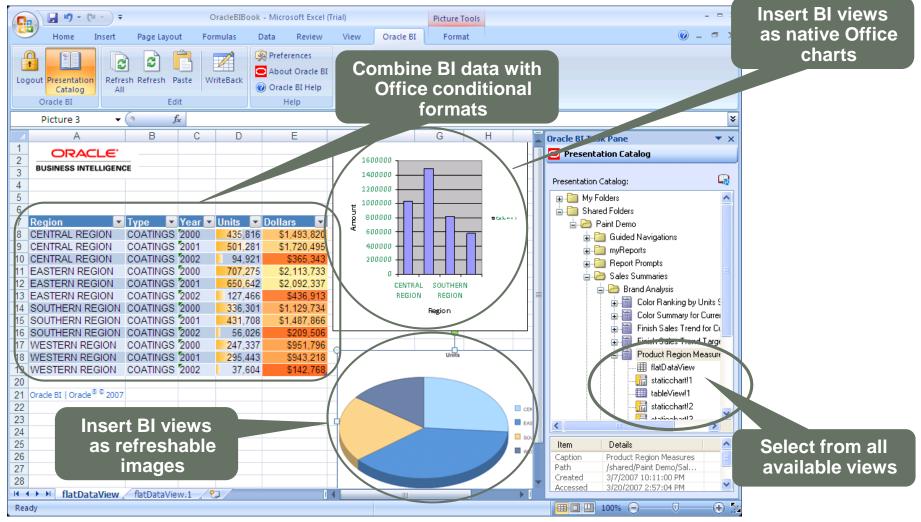
ACTION FRAMEWORK

- **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



Oracle BI 11g Publisher

Best in Class Report Builder

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- 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

100.00

- Microsoft Office Integration
 - Excel, PowerPoint, Word
 - Microsoft Office 2003, 2007 & 2010

Pre-Built, Pre-Mapped, Pre-Packaged Insights Example: Financial Analytics



3 Pre-mapped metadata, including embedded Pre-built warehouse with more than 16 best practice calculations and metrics for star-schemas designed for analysis and Financial, Executives & other Business reporting on Financial Analytics A/R Balance A/R Activity Users. Edit Vev Henege Tools Hindow Presentation A/P Balance A/P Activity A/P Aging Revenue Layer **Logical Business** Model Product Profitability Тах General Ledger Customer Profitability **Physical Sources** 2 A "best practice" library of over 360 4 Pre-built ETL to extract data from hundreds pre-built metrics, Intelligent Dashboards, of operational tables and load it into the 200+ Reports and alerts for CFO, Finance DW, sourced from Oracle EBS, PeopleSoft Controller, Financial Analyst, AR/AP Enterprise, SAP R/3, and other sources. Managers and Executives **Business Analytics** Warehouse ETL & Business Adapters XLS GL HR HYSL CRM Financial Supply Chain Other

Operational &

Analytic

Sources

Additional Financial

Systems

Operational Systems

SAP

ORACLE'

PeopleSoft.

Sample Dashboard

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- Free to try out Oracle BI
- Go to <u>www.vlamis.com/testdrive-registration/</u>
- Runs off of Amazon AWS
- Hands-on Labs based on Collaborate 2012 HOLs
- Test Drives for:
 - Oracle Bl
 - 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







More information on:

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