vlamis™
SOFTWARE SOLUTIONS

Oracle BI Overview, Demonstration and Experiences

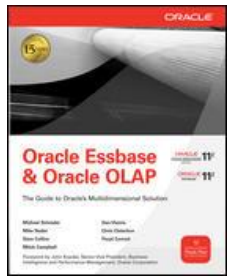
Kansas City Oracle User Group
October 23, 2013

Dan Vlamis
Vlamis Software Solutions
816-781-2880
http://www.vlamis.com

Copyright © 2013, Vlamis Software Solutions, Inc.

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



Copyright © 2013, Vlamis Software Solutions, Inc.

vlamis™
SOFTWARE SOLUTIONS

BIWA SIG

Better Information Better Results

www.oraclebiwa.org

Mark Your Calendars Now!

BIWA Summit 2014, Jan 14-16

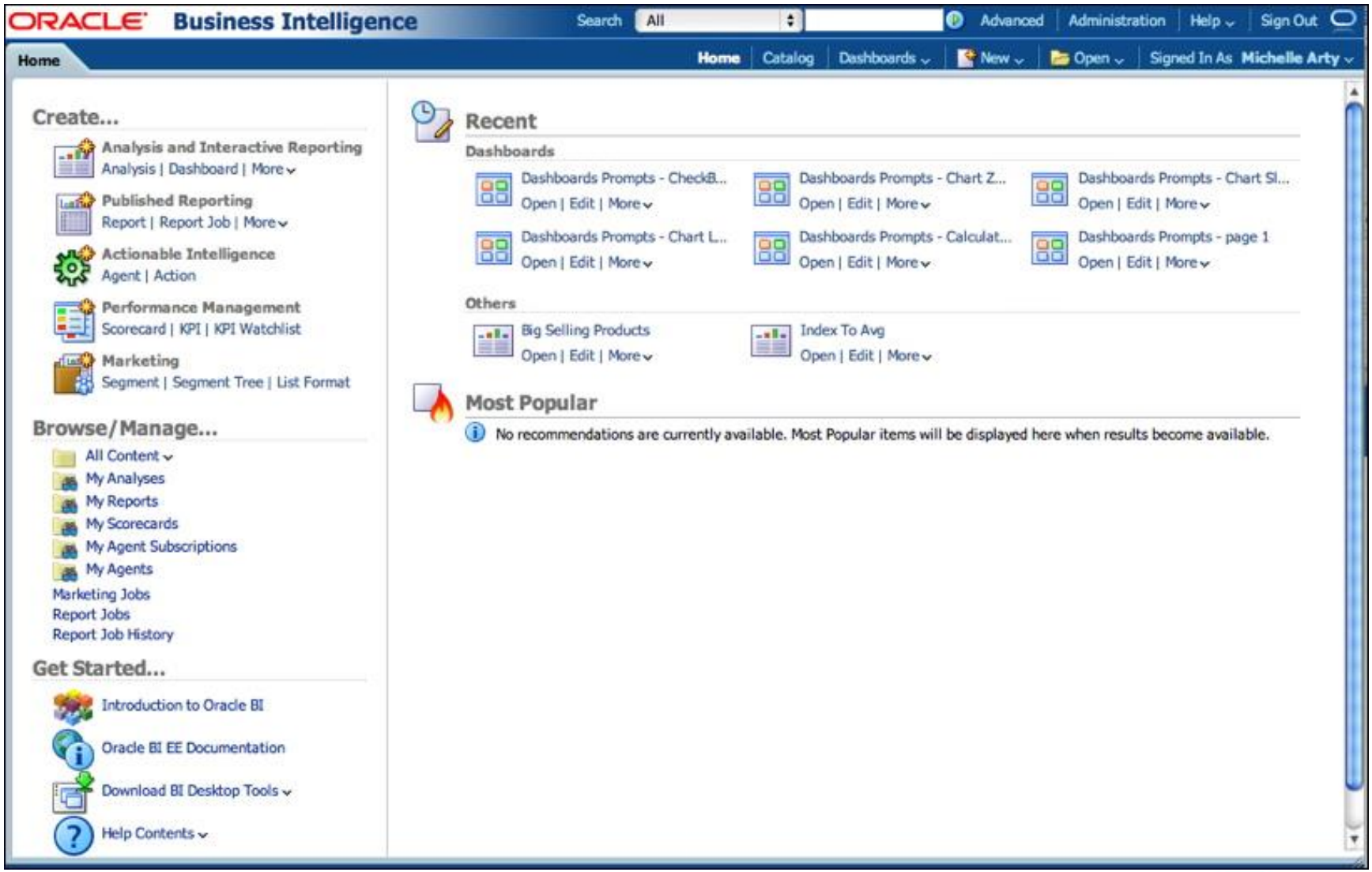
Oracle HQ Conference Center

Business Intelligence, Warehousing and Analytics

IOUG Special Interest Group

www.biwasummit.com

Home Page

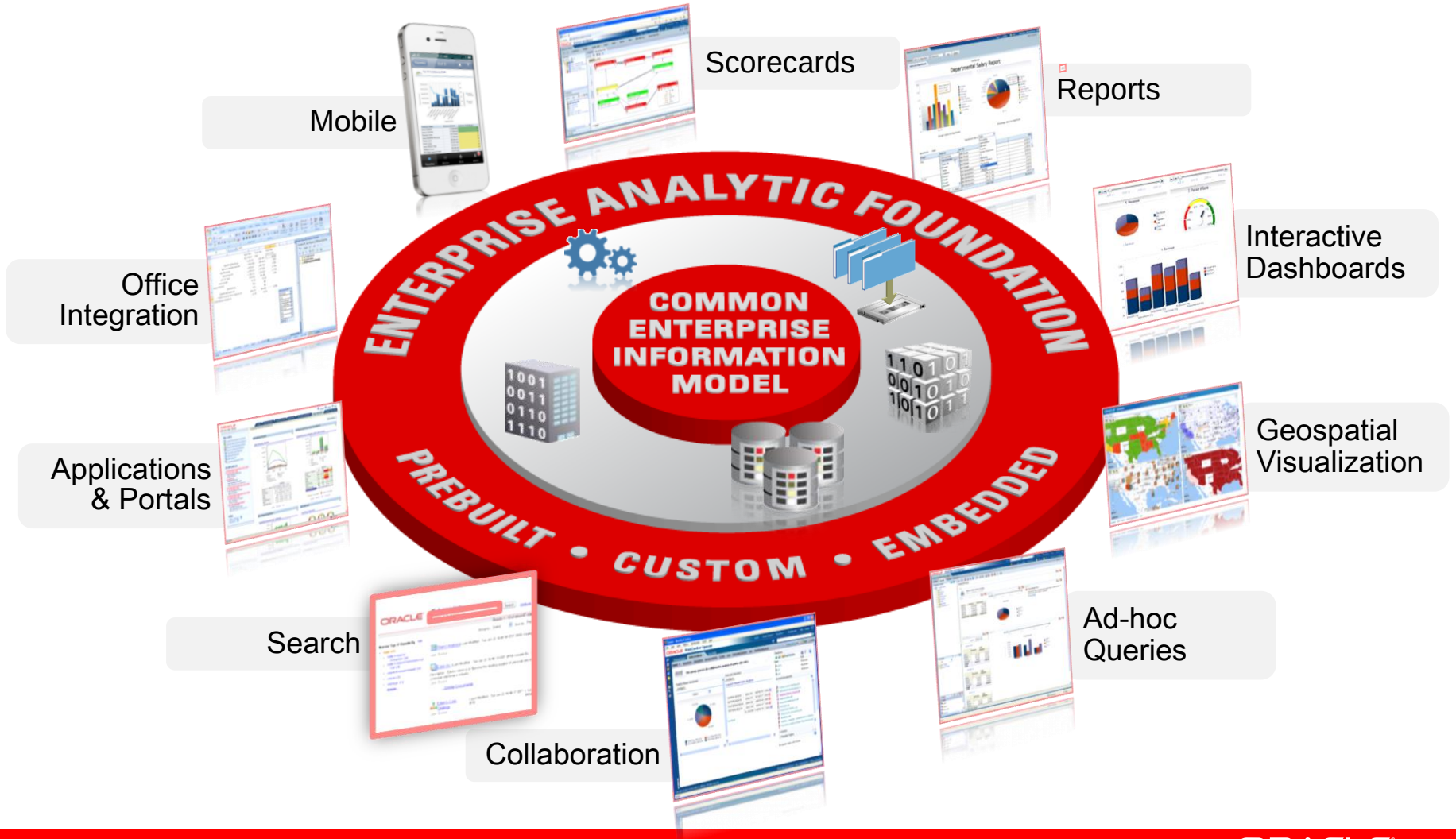


Copyright © 2013, Vlamis Software Solutions, Inc.

vlamis™ SOFTWARE SOLUTIONS

Most Powerful End User Experience

Complete. Consistent. Accurate.

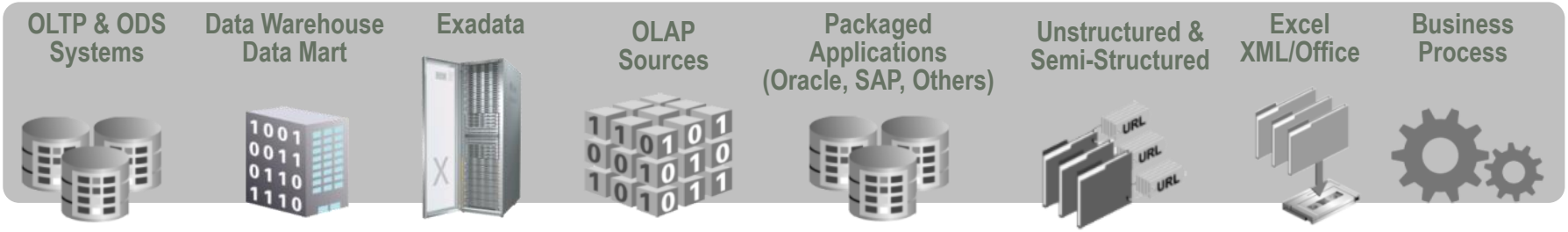


Integrated.

Oracle Business Intelligence 11*g*

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

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

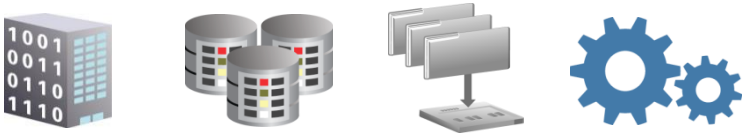
PHYSICAL LAYER

- Map Physical Data
- Connections
- Schema

Single Version of the Truth

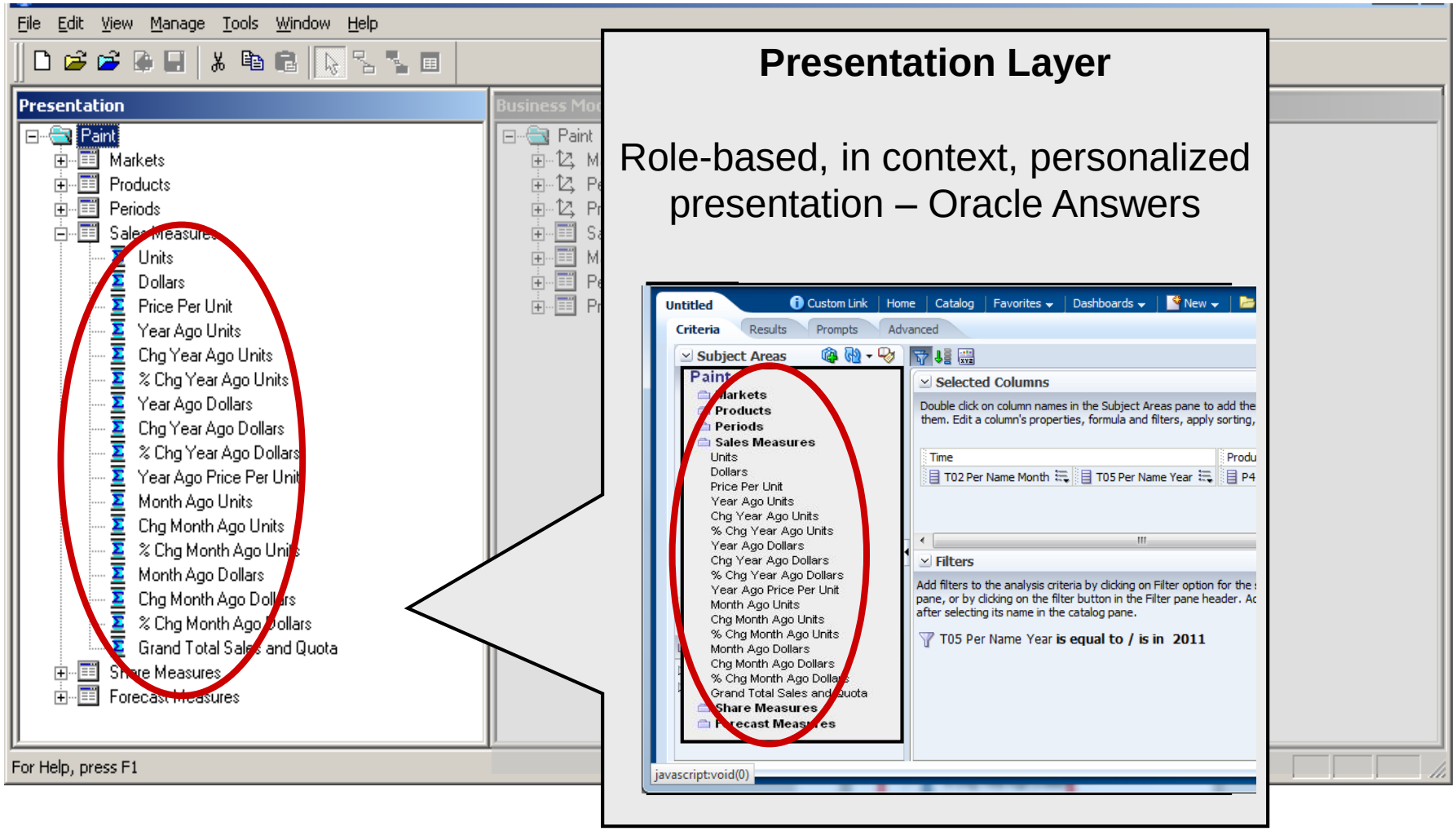
Model Once, Deploy Everywhere

OPEN to Combine most Data Sources

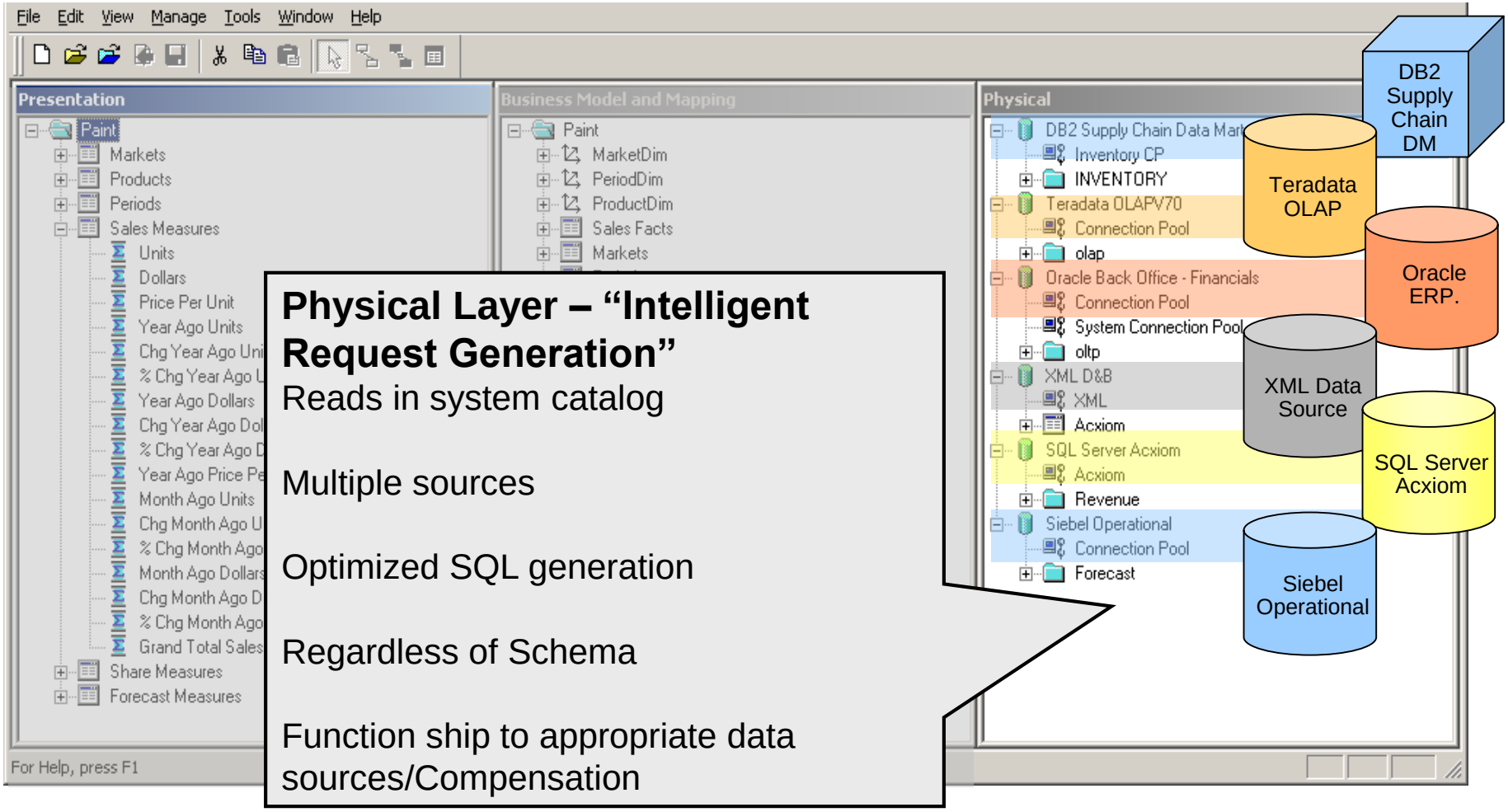


Federates access Joining all Enterprise Data Sources

OBI Enterprise Business Model Administration



OBI Enterprise Business Model Administration



Physical Layer – "Intelligent Request Generation"

Reads in system catalog

Multiple sources

Optimized SQL generation

Regardless of Schema

Function ship to appropriate data sources/Compensation

OBI Enterprise Business Model Administration

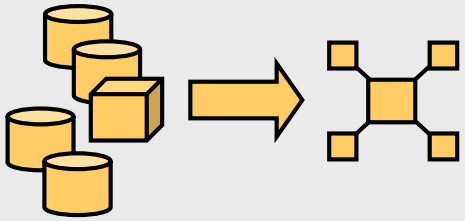
Business Model Layer – "Calculation Engine"

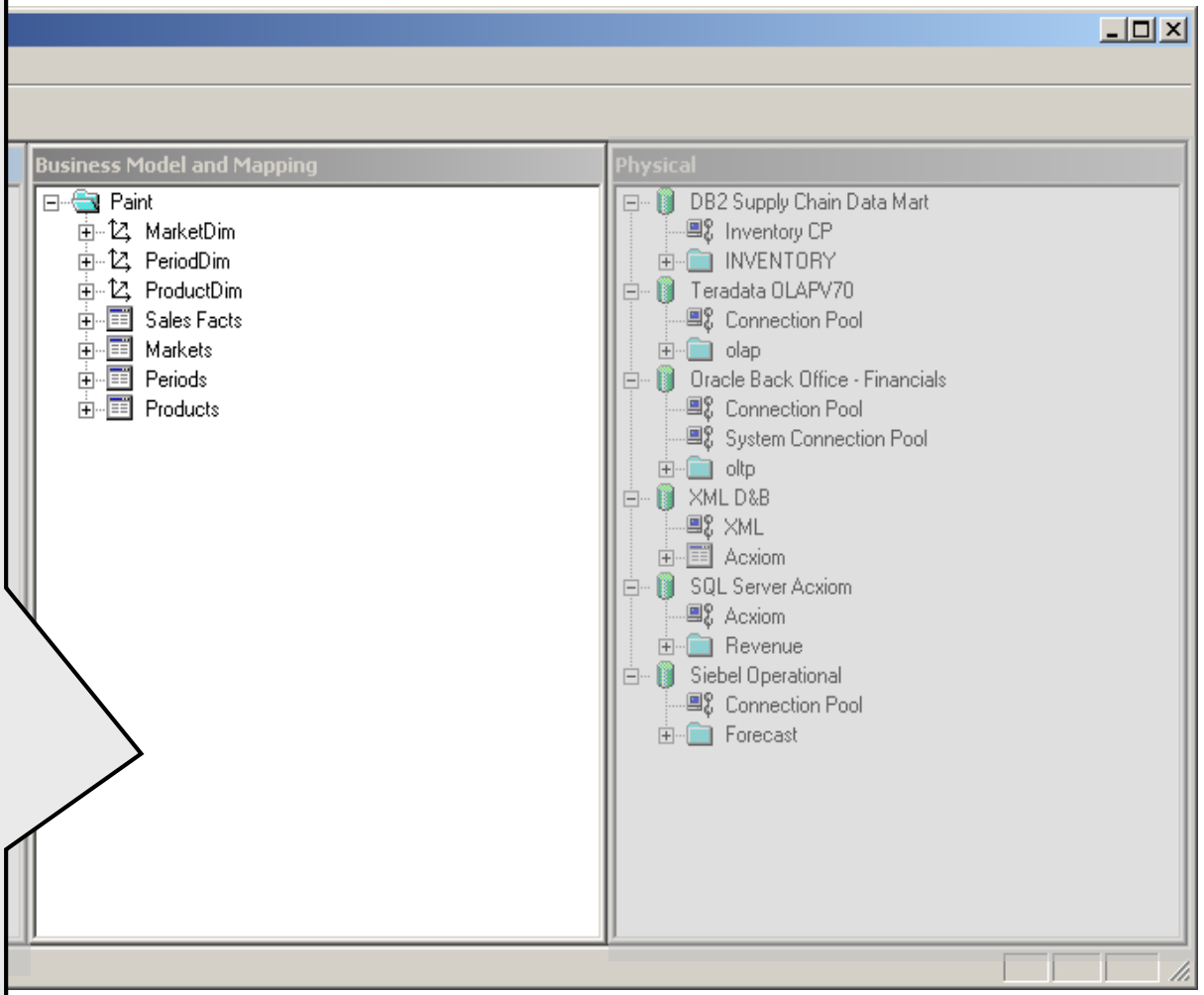
Physical complexity converted to logical subject areas

Drill-Paths

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

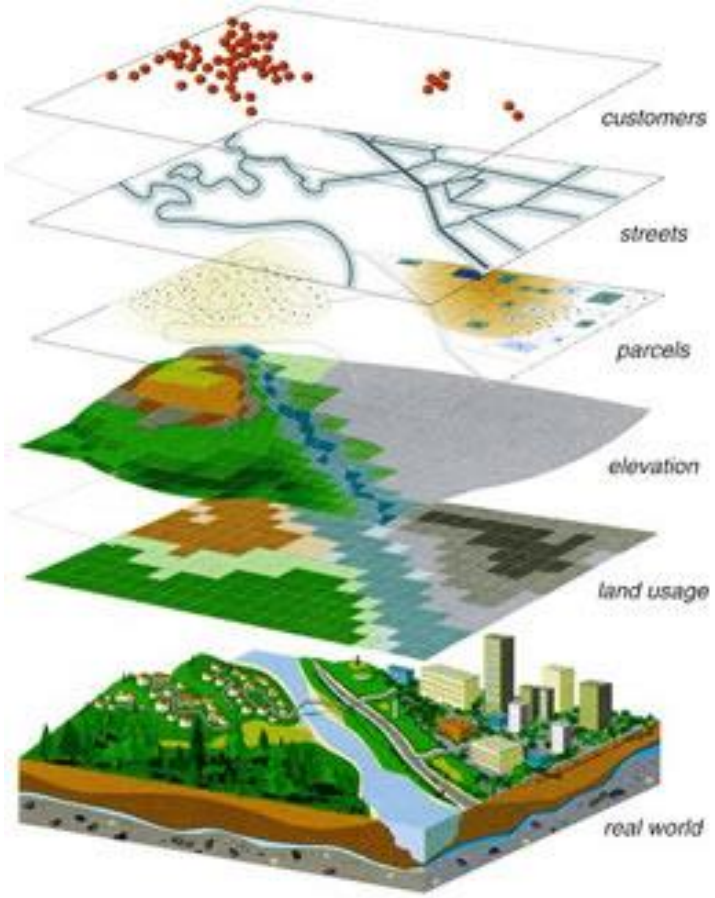
Aggregate/Fragment Aware





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.

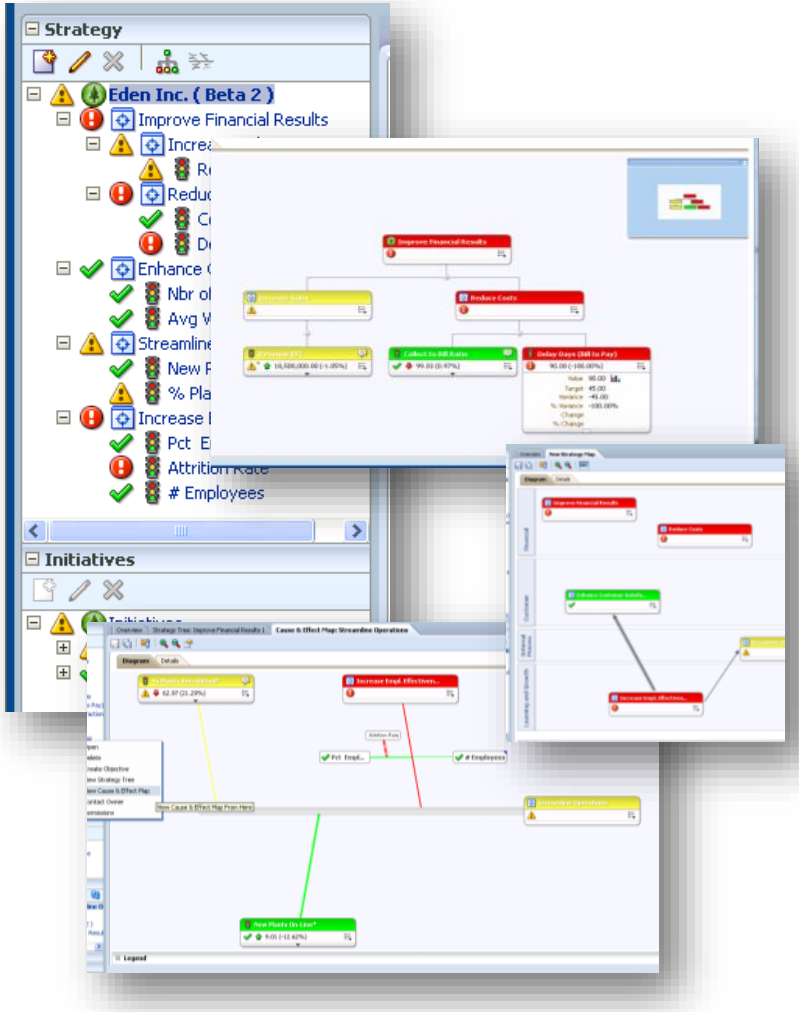
Microsoft, beware… we haven't heard much about geospatial and SQL Server integration lately… you are in danger of becoming a non-player. And IBM continues to play with ESRI only, and resists striking out on its own in what could be a missed opportunity.

Directions Magazine
All Things Location

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

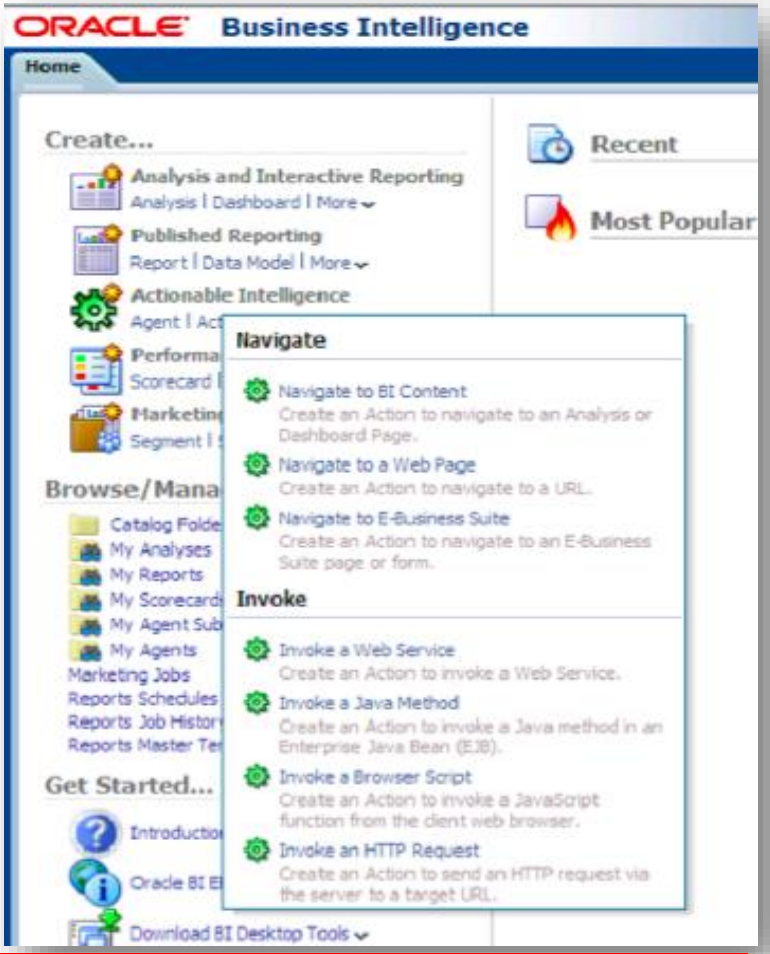


Actionable Business Intelligence

Empower Users to take Appropriate Action

ACTION FRAMEWORK

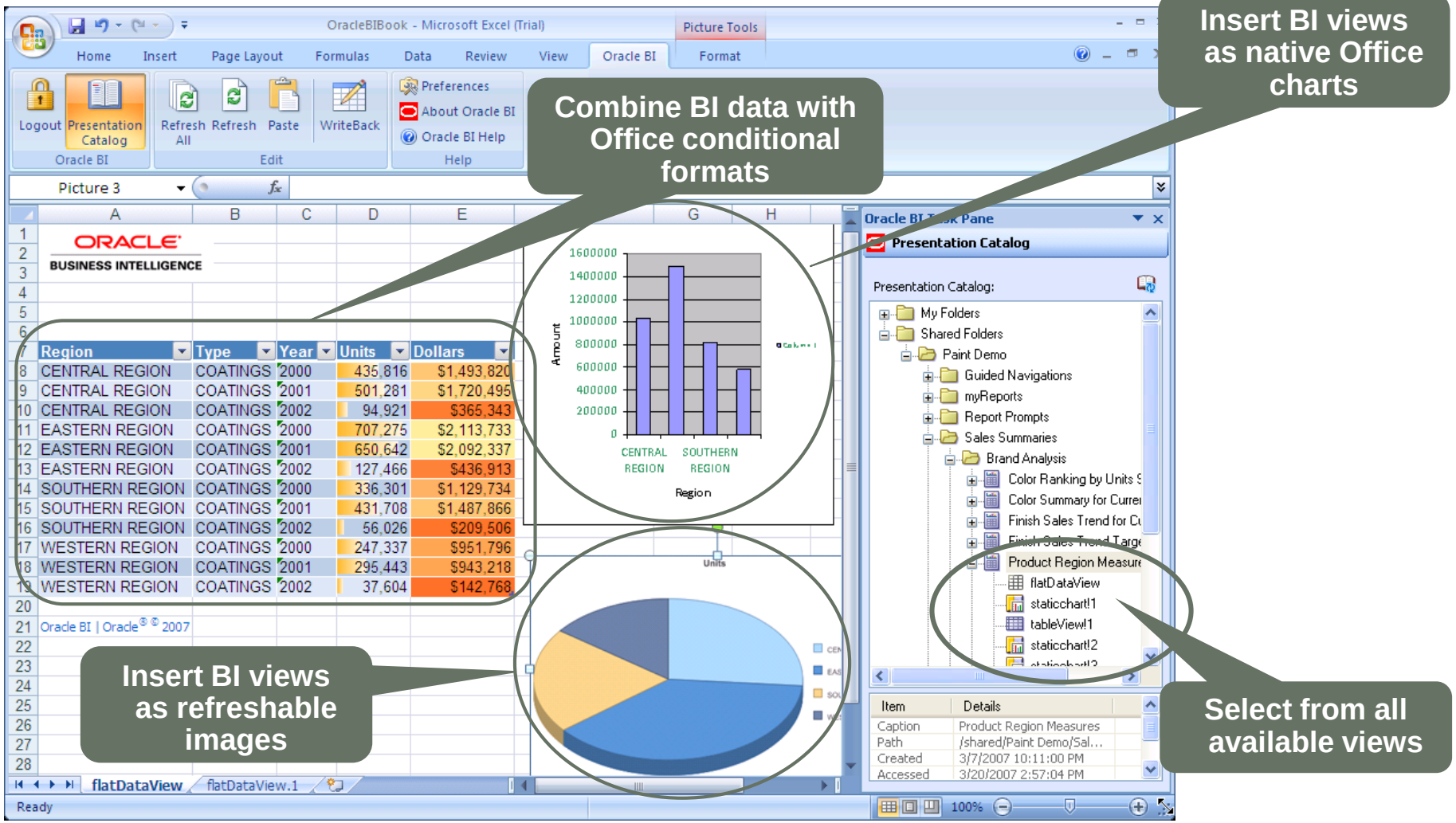
- **Define** Actionable response to insight
  - Associate with key business conditions
- **Navigate** – guide users to relevant analysis, web content and transactional systems
- **Take Action** – initiate workflows & business processes, scripts and Java programs



Extensible, Secure, Action Framework for "User Driven Insight to Action"

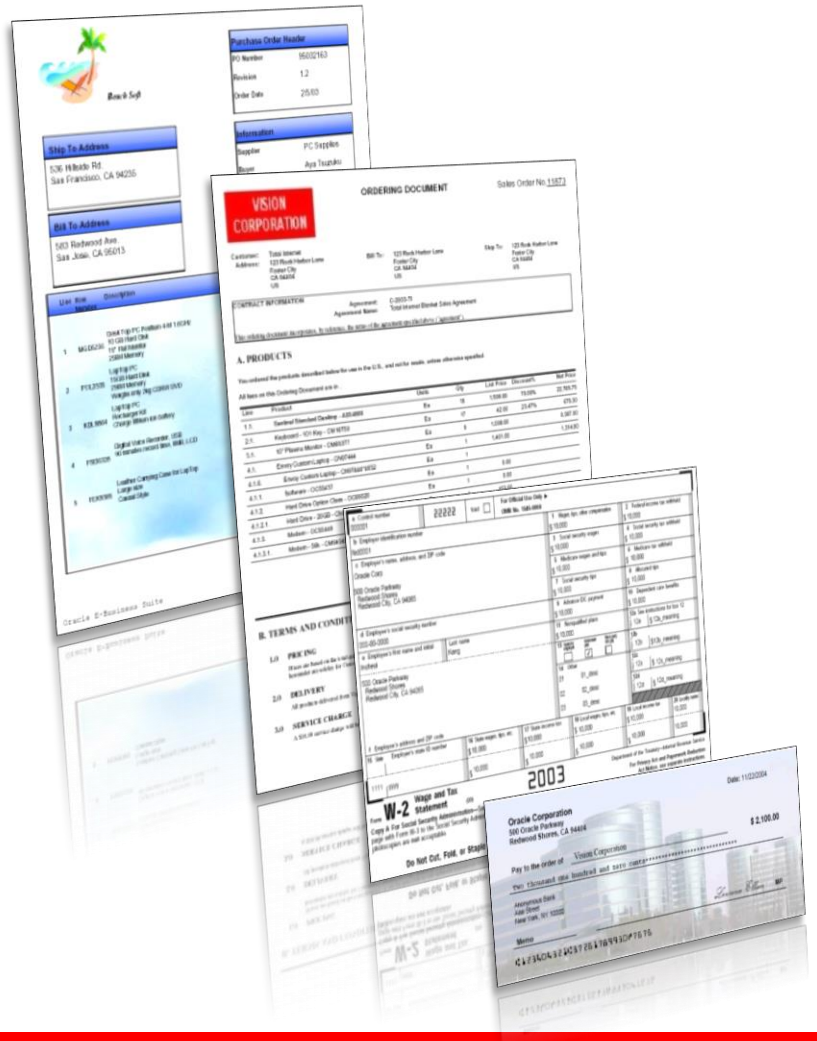
Office Plug-In Excel

Build Your Own Dashboards



Oracle BI 11g Publisher

Best in Class Report Builder

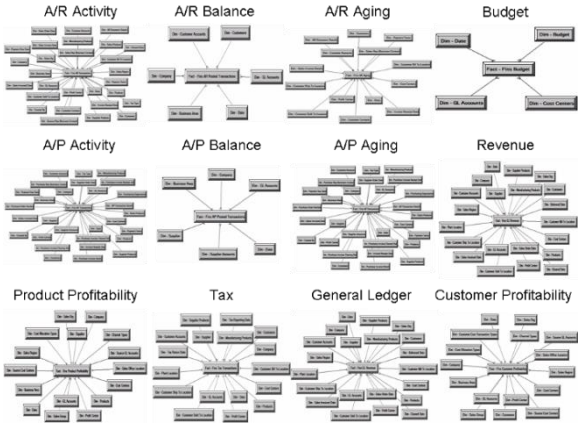


- 100% pure thin client interface
  - No plug-ins, native AJAX
- 100% lifecycle support
  - Access data, design, schedule, manage all in thin client
- For interactive reporting
  - Web-centric design
- For production reporting
  - Pixel-perfect documents
- Microsoft Office Integration
  - Excel, PowerPoint,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

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

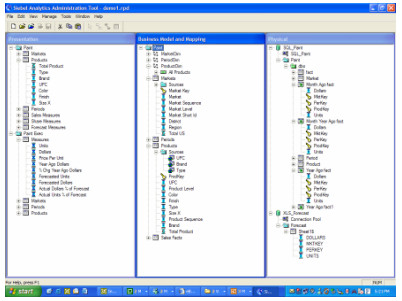
Example: Financial Analytics

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

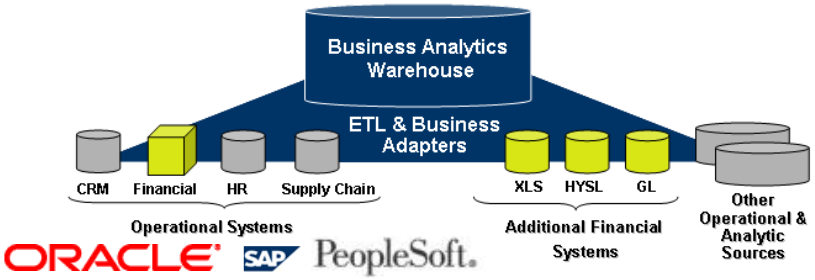


3 **Pre-mapped metadata, including embedded best practice calculations and metrics for Financial, Executives & other Business Users.**

- Presentation Layer
- Logical Business Model
- Physical Sources

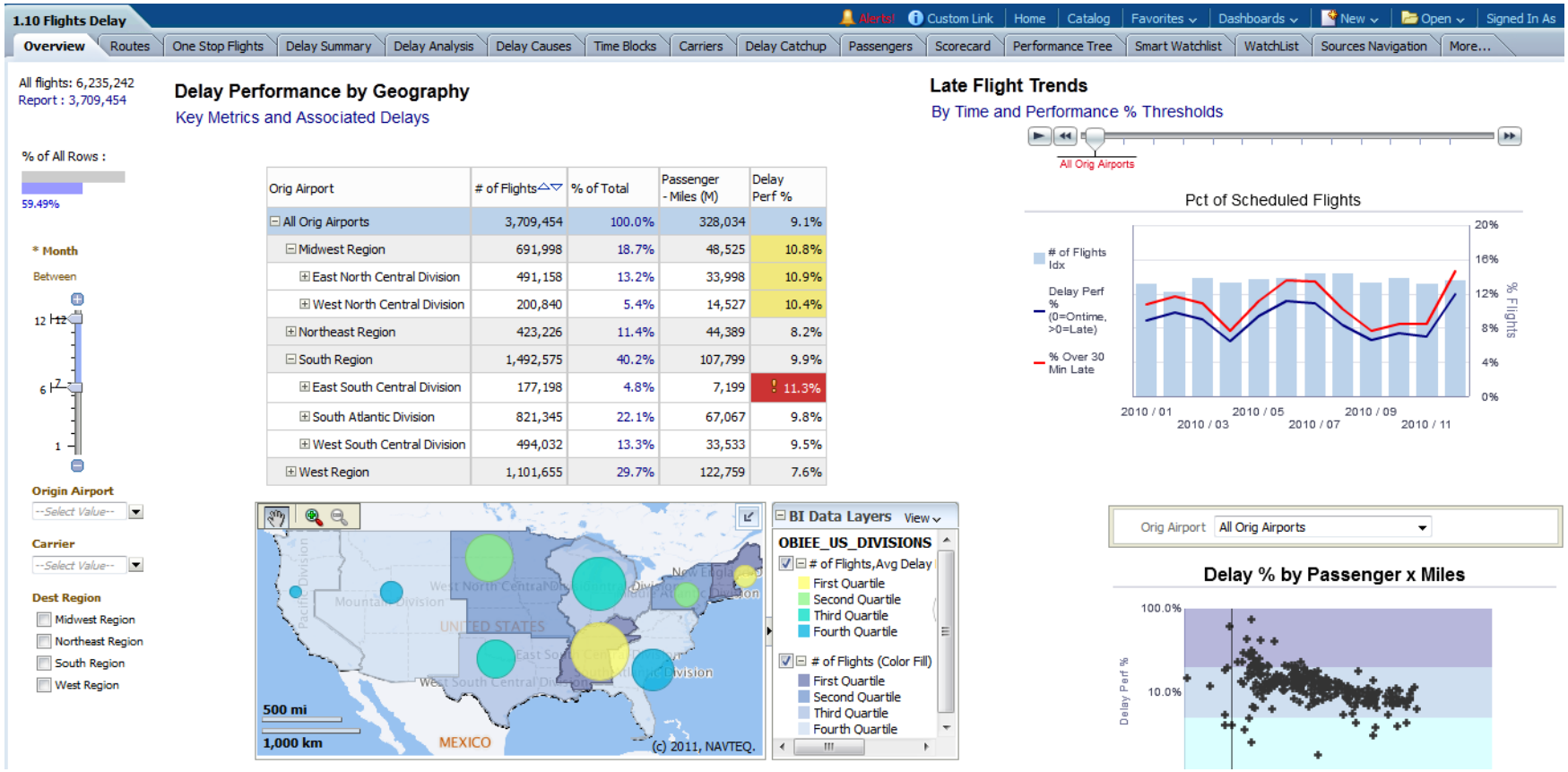


2 **Pre-built ETL to extract data from hundreds of operational tables and load it into the DW, sourced from Oracle EBS, PeopleSoft Enterprise, SAP R/3, and other sources.**



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**

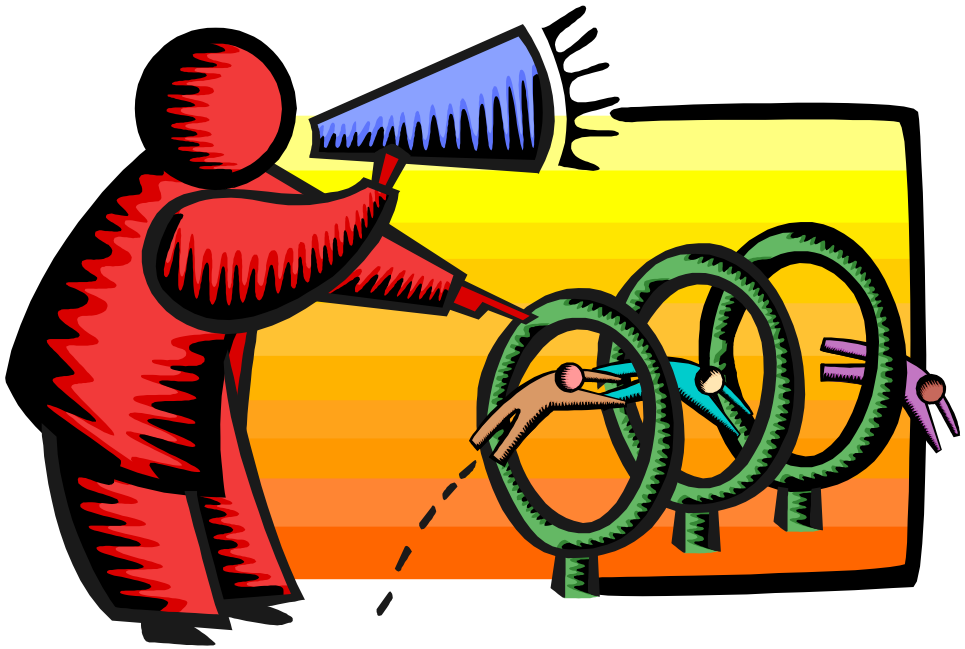
Sample Dashboard



Copyright © 2013, Vlamis Software Solutions, Inc.

vlamis SOFTWARE SOLUTIONS

Working With Oracle BI



Copyright © 2013, Vlamis Software Solutions, Inc.

vlamis™
SOFTWARE SOLUTIONS

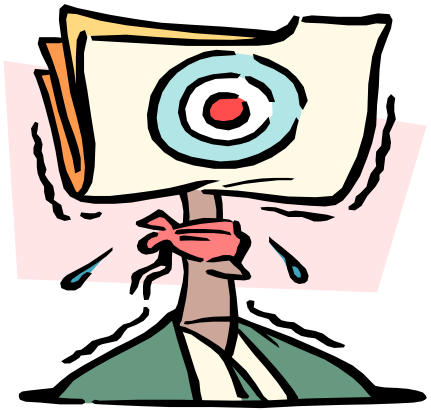
Oracle Test Drive

- 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

Copyright © 2013, Vlamis Software Solutions, Inc.

vlamis™ SOFTWARE SOLUTIONS

Questions?



More information on:

Vlamis Software: www.vlamis.com, dvlamis@vlamis.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

Copyright © 2013, Vlamis Software Solutions, Inc.

vlamis™ SOFTWARE SOLUTIONS