



OpenWorld 2011: *Unauthorized BI Scoop Session*

Heartland OUG October 20, 2011

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For the Complete Technology & Database Professional



MARK YOUR CALENDARS!

BIWA Summit @

COLLABORATE 12

April 22-26, 2012

Mandalay Bay Convention Center

Las Vegas, Nevada



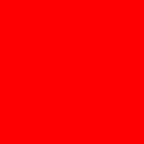
<http://events.ioug.org/p/cm/ld/fid=15>

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WORLD**



**ENGINEERED
FOR INNOVATION**

October 2-6, 2011
Moscone Center
San Francisco



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 actually don't even believe what we are going to 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.

Oracle BI Mobile

11.1.1.6 Machine Release

- **New Application Shell** delivers an extremely intuitive navigation paradigm and user experience
- **Greatly-expanded Interactivity and Gestural Support** provides native app feel and “touch-friendly” approach
- **New Offline Capabilities** make Oracle BI Mobile content always-available



Redesigned Home Page

Designed for Tablets & Touch Interactions

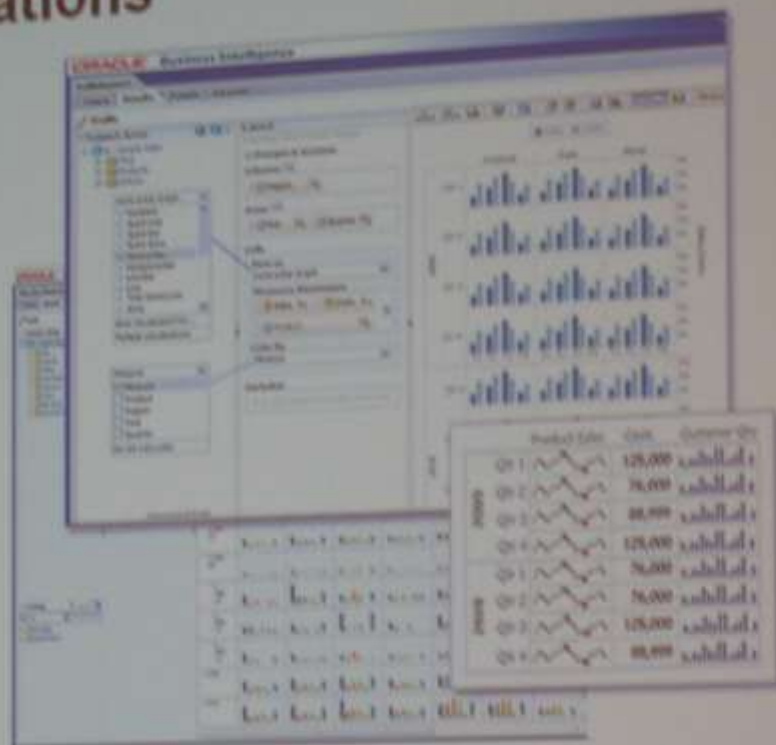


- Alerts at a glance
- Carousel view of recently-viewed content
- Thumbnails & previews improve discoverability
- Quick access to Favorites, Dashboards, Local content
- Air-Print
- Rich-content email

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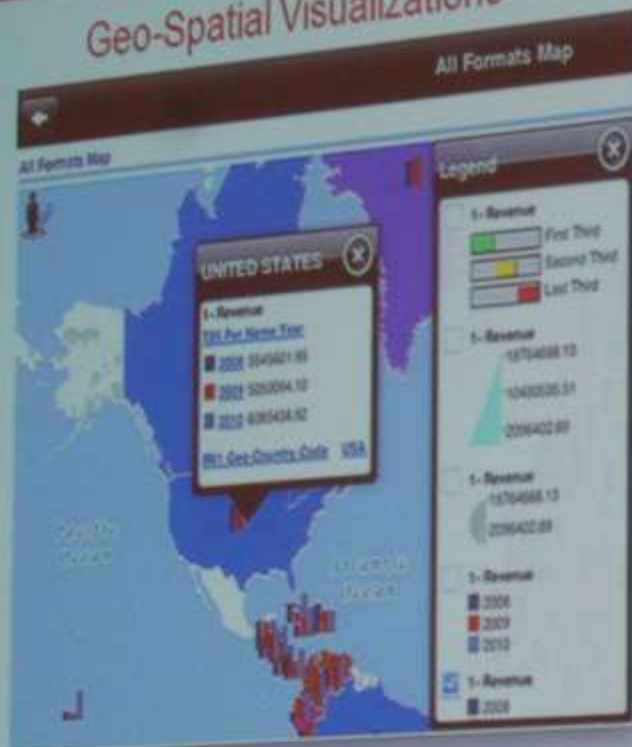
Data-dense Visualizations

- Multi-panel trellis charts are particularly effective at displaying multiple visualizations across a common axis scale for easy comparison and identification of outliers.



Enhanced Interactivity

Geo-Spatial Visualizations



- Location-enabled (GPS integration)
- Pan-and-zoom via swipe and pinch gestures
- Redesigned Tooltips and interactions
- Support for drills, Actions, Master-Detail linking
- Redesigned Formats panel
- Support for line-geometries (e.g., plot flight-revenue as color-coded line)
- Maximize view for greater usability

Regions OOW Scorecard

Region Cust Segments Offices Products 2010 Q3 Markets 100-10 Oct

- Strategy
 - Eden Scorecard (OOW)
 - Improve Financial Results
 - Reduce Cost
 - Control Regional Spending
 - Expenses KPI - All Regs
 - Expenses East
 - Expenses West
 - Expenses South
 - Expenses Central
 - Collect to BI Rate
 - Increase Revenue
 - Revenue KPI
 - Avg Order Size
 - Avg Revenue per FTE
 - Enhance Customer Satisfaction
 - Improve Employee Effectiveness
 - Streamline Processes

Overview Eden Scorecard (OOW) Breakdown Strategy Tree: Eden Scorecard (OOW)

Diagram Details

Expenses South
 1,30.00 (-43.33%)
 20% of Control Regional Spending
 12.5% of Reduce Cost
 5% of Improve Financial Results
 2.8% of Eden Scorecard (OOW)



- Initiatives
- Scorecard Documents
- Perspectives
- Catalog

End-user Experience with Exalytics

Speed of Thought Interactive Analysis

- Go-less Prompts
- High Density Visualizations
- Auto Completions
- Auto Suggestions
- Contextual Actions
- All on Mobile



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