

# Webinar Presentation Order and Timeline

Time (Central)	Segment	Duration	Presenter	Notes
11:02 am	Intro/Welcome	3 mins	Chris Francica	General information and housekeeping while people are still logging in
11:05	NAVTEQ Overview: Oracle BI 11g, A Game Changer	6 mins	Steve Lytle/Dan Vlamis	Dan will do a quick teaser demo
11:11	Oracle BI 11g	10 mins	Dave Granholm	
11:21	Demo of Oracle BI 11g Using Maps	28 mins	Dan Vlamis	
11:49	NAVTEQ Supplies the Data	4 mins	Steve Lytle	
11:53 am	Q&A Panel	10 mins	All presenters	Moderated by Chris Francica
12:03 pm	End			



NAVTEQ



Creating Dashboards with Maps in  
Oracle Business Intelligence 11g

# Welcome to the Webinar!

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Just as a reminder:

The audio for this webinar will be conducted through your computer speakers. You will need to have the full version of LiveMeeting installed on your computer for this to work properly (this is free).

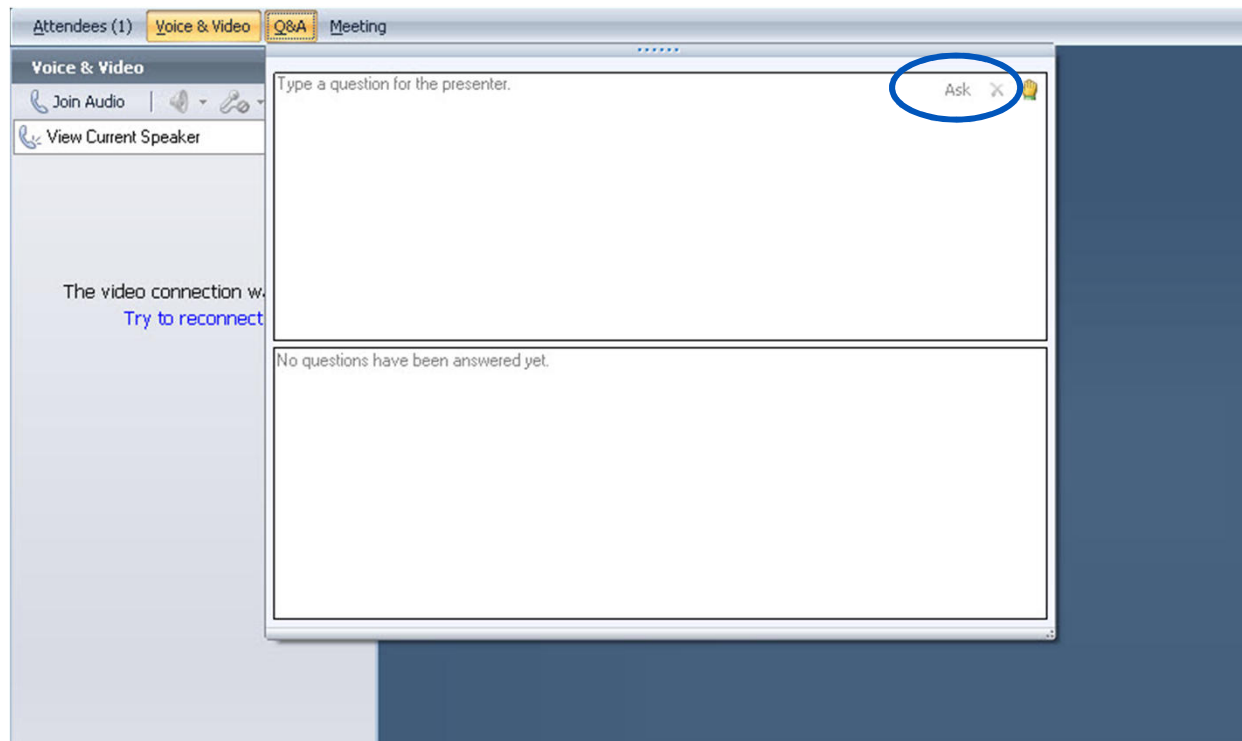
There is no phone number to dial in for this webinar.

Thank you!

## Feel Free to Ask Questions!

Please feel free to ask questions at any time during the presentation today. Questions will be repeated and answered live by our presenters at the end of the webinar.

To ask a question at any time, click the “Q&A” button at the top of the screen, type your question into the box, and click “Ask”.



# Welcome to the Webinar!

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## Speakers:

- ▶ Steve Lytle
  - Senior Account Executive, NAVTEQ
- ▶ Dave Granholm
  - Director, Product Management, Oracle Business Intelligence
- ▶ Dan VlamiS
  - President, VlamiS Software Solutions



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## Agenda:

- ▶ NAVTEQ Overview: Oracle BI 11g, A Game Changer
- ▶ Oracle BI 11g
- ▶ Live Demo of Oracle BI 11g and NAVTEQ Maps
- ▶ NAVTEQ supplies the data
- ▶ Q&A

# ORACLE BI 11g, A GAME CHANGER



# NAVTEQ and Oracle BI 11g: A Game Changer

**NAVTEQ is the original participant in the Oracle BI 11g initiative since it was launched in 2005**

- ▶ NAVTEQ Maps in Oracle BI 11g provide a new dimensional view of Oracle IT Corporate databases and performance indices
- ▶ What was once a view of tables and charts, Oracle BI 11g with NAVTEQ maps provides a view of your Corporate performance that can only be achieved through geospatial perspectives, providing measurable value of the interoperable relationships within a Corporate database
- ▶ Uncovering the “value of location” is the fundamental “Game Changer” to Oracle BI 11g and NAVTEQ maps



# Oracle BI 11g



# Product Strategy Overview

## Oracle Business Intelligence 11g

- Delivers best-of-breed products for Query and Analysis, OLAP, Reporting, and Scorecards
- On a complete, open, and architecturally unified Business Intelligence Foundation
- Coupled with leading packaged business intelligence and enterprise performance management applications
- Providing customers with superior alignment, visibility, and fastest time to value

# A Complete, Open and Integrated Solution

## 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



OLTP & ODS  
Systems

Data Warehouse  
Data Mart

Exadata

OLAP  
Sources

Packaged  
Applications  
(Oracle, SAP, Others)

Unstructured &  
Semi-Structured

Excel  
XML/Office

Business  
Process



# Oracle BI 11g New Interactive Visualizations

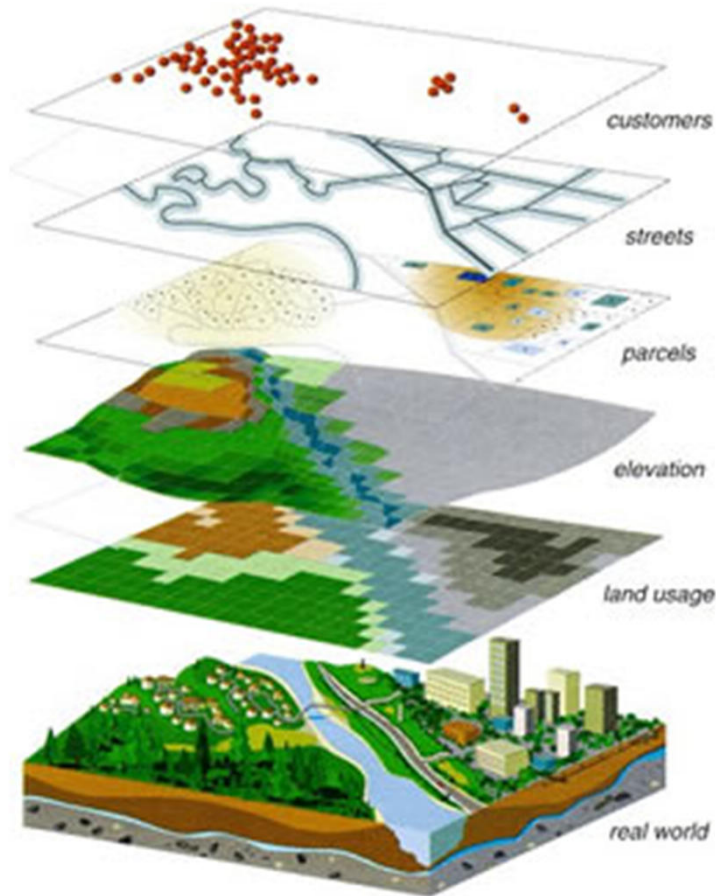
## Gain Insight Quicker with Greater Visibility

- Rich interactive visualizations
- Animated transitions
- Range sliders
- Paging sliders
- Master-Detail linking
- Extensive and extended set of chart types
- Consistent, hi-fidelity charting across Oracle product line



# Spatial Intelligence

## New Depth and Breadth of Analysis



- Most business data...
  - Contains geographic dimension(s)
- Oracle Business Intelligence
  - Delivers deeper analytical insights through Spatial visualization and data
  - Increases the ROI of BI & GIS systems

▪ "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."



▪ "The world's largest resource for "all things location"

# For Example: Business Data

 Interactive Visualizations

Year	Plant Location Country	Plant Location State	Spend Typ.	Spend	# of Suppliers	# of Buyers	Invoiced Quantity
2007	BE	Unspecified	ITEM	8,451,585	11	4	11,746
			TAX	288,325	8	4	
	BR	SP	ITEM	706,542	2	3	848
	FR	Unspecified	ITEM	36,058,468	10	8	51,139
			TAX	958,229	9	8	
	GB	Unspecified	ITEM	22,308,436	14	15	45,025
			TAX	464,114	9	4	
	IT	Unspecified	ITEM	8,406,679	11	4	14,435
			TAX	309,027	8	4	
	JP	Unspecified	ITEM	9,606	3	1	25
	NL	Unspecified	ITEM	28,937,424	10	4	44,364
			TAX	461,415	8	2	
	US	AZ	ITEM	136,853	2	1	18,904
		CA	ITEM	37,732,046	42	11	1,884,123
		CO	ITEM	1,080	1	1	90
		DC	ITEM	17,771,255	9	4	74,600
		GA	ITEM	88,411	11	3	59,332
		IL	ITEM	44,876	1	1	2,508
		LA	ITEM	132,583	1	1	17,704
		MA	ITEM	68,870,319	6	1	472,984
		MI	ITEM	31	3	2	545
		NC	ITEM	8,546,510	7	1	5,362
		NY	ITEM	50,640,285	21	5	17,139,790
			TAX	29	2	2	
		OH	ITEM	129,588	3	1	970
		OR	ITEM	84	2	1	28
		TX	ITEM	38,843,715	6	1	575,742
		WA	ITEM	115,436,145	14	5	6,463,985
2008	BE	Unspecified	ITEM	13,333,269	11	4	22,325
			TAX	58,493	6	3	
	BR	SP	ITEM	870,357	2	3	1,061
	FR	Unspecified	ITEM	41,952,960	10	9	56,607
			TAX	136,779	4	7	
	GB	Unspecified	ITEM	22,465,922	14	15	43,092
			TAX	63,570	8	3	
	IT	Unspecified	ITEM	16,737,493	11	4	25,791
			TAX	47,759	6	4	
	NL	Unspecified	ITEM	33,260,624	10	1	50,108
			TAX	76,018	7	1	
		AZ	ITEM	33,430	1	1	3,643
		CA	ITEM	60,694,355	40	8	3,106,348
		DC	ITEM	25,200,385	10	2	1,485,750

Year  
Plant Location Country  
Plant Location State  
Spending Type  
Spend  
Suppliers  
Buyers  
Invoiced Quantity

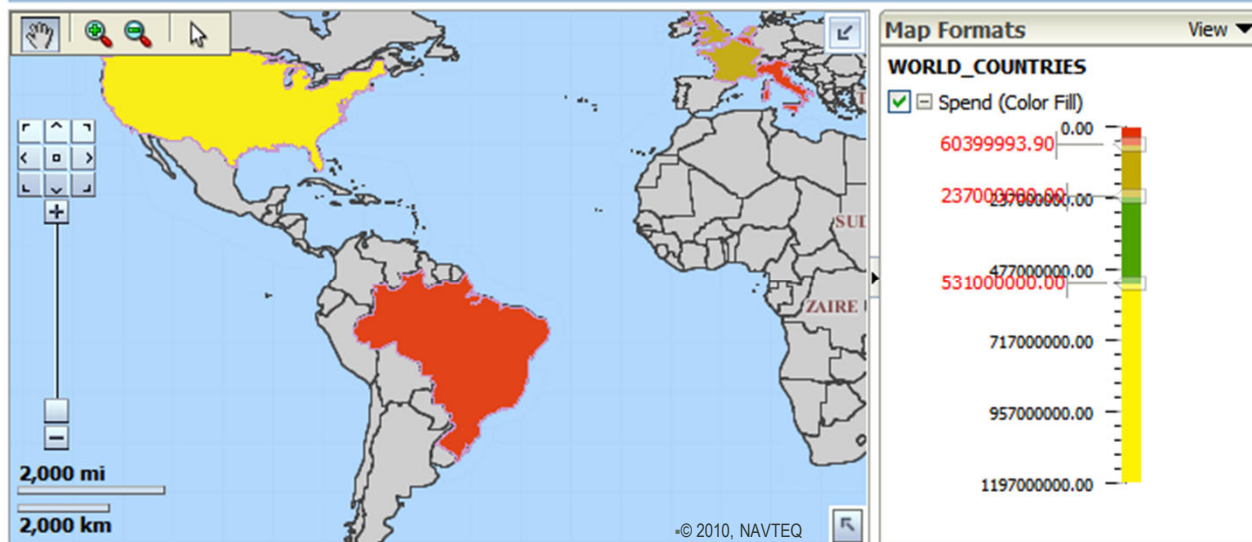


# And Resulting Analysis

Spend  
Country

Buyers  
Year

Interactive Visualizations

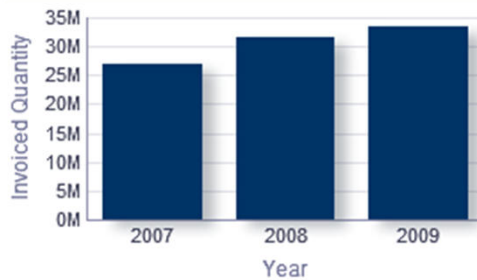


BE

# of Buyers



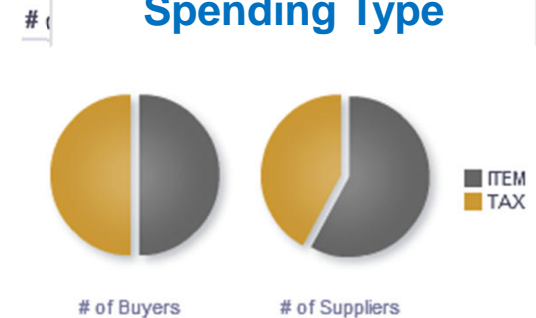
Invoiced Quantity Year



Buyers, Suppliers Year

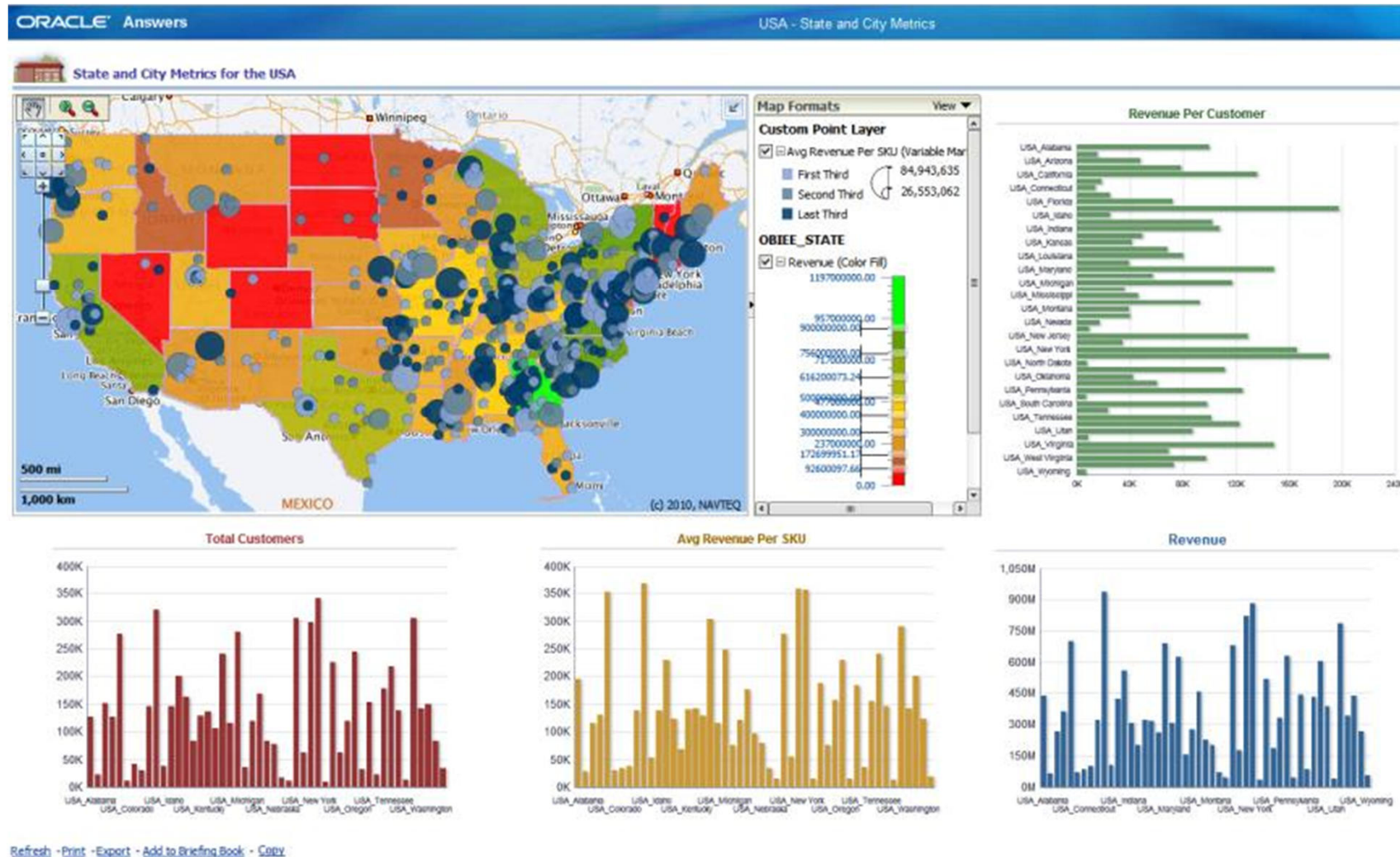


Buyers, Suppliers  
Spending Type



# Why Spatial Map Visualizations?

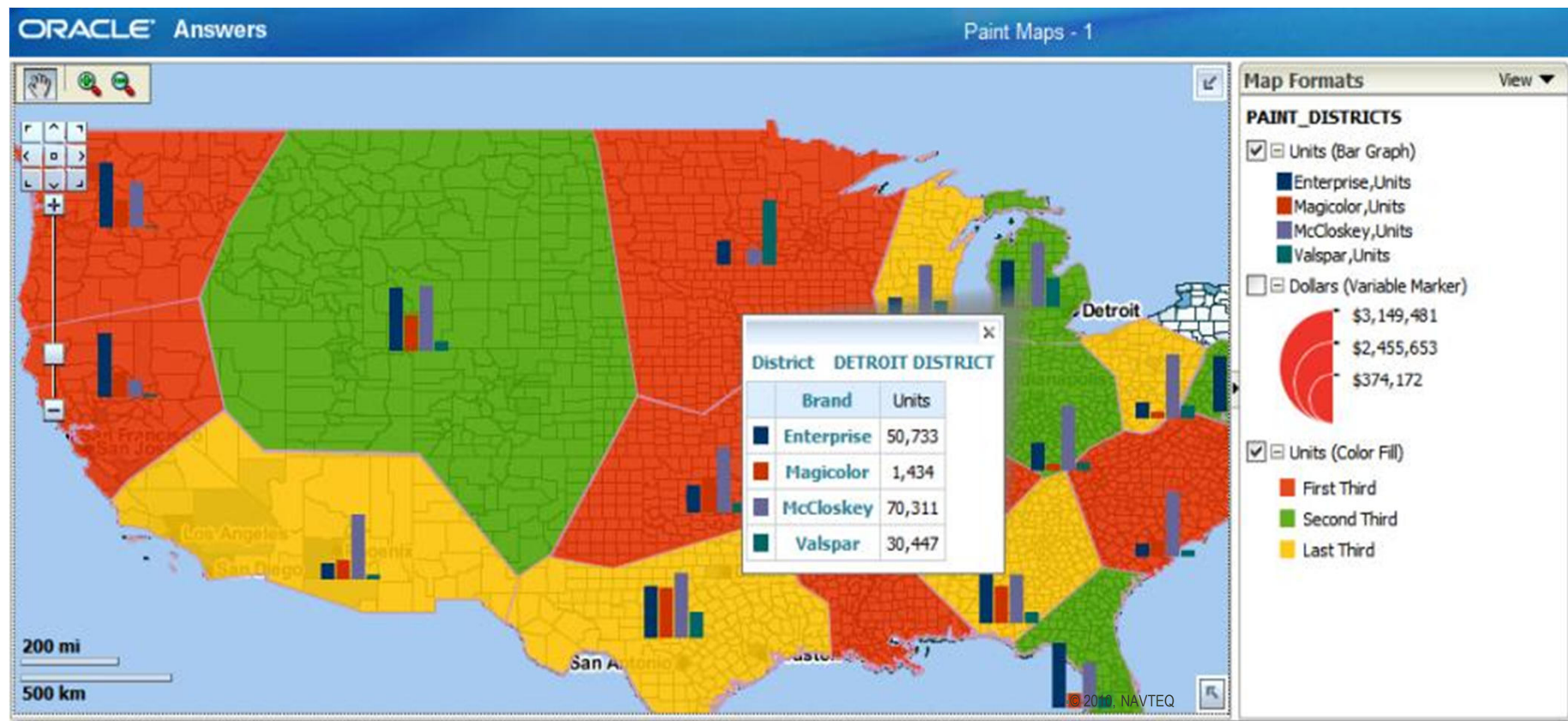
## The Original High-Density Visualization





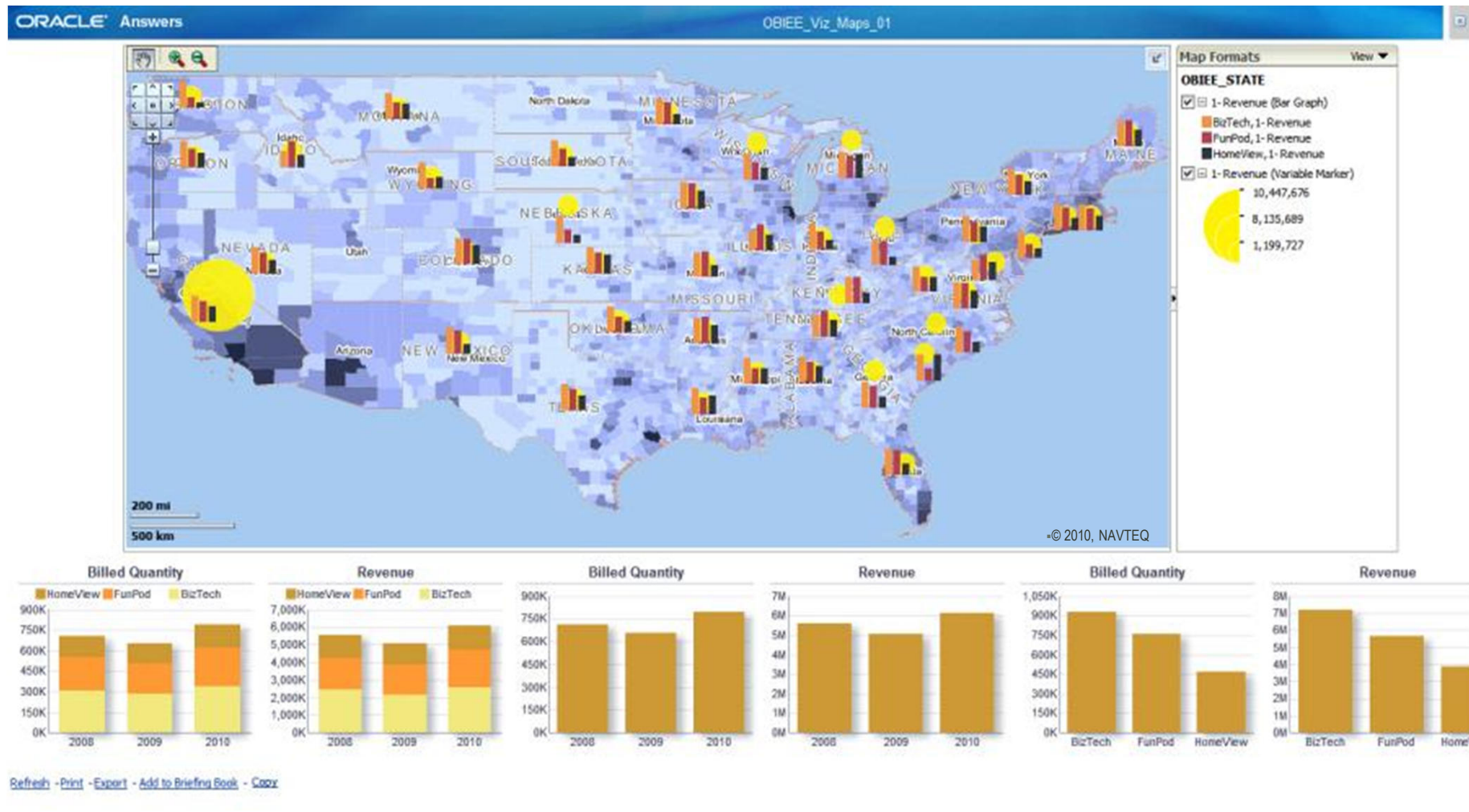
# Why Spatial Map Visualizations?

## Custom Territories



# Why Spatial Map Visualizations?

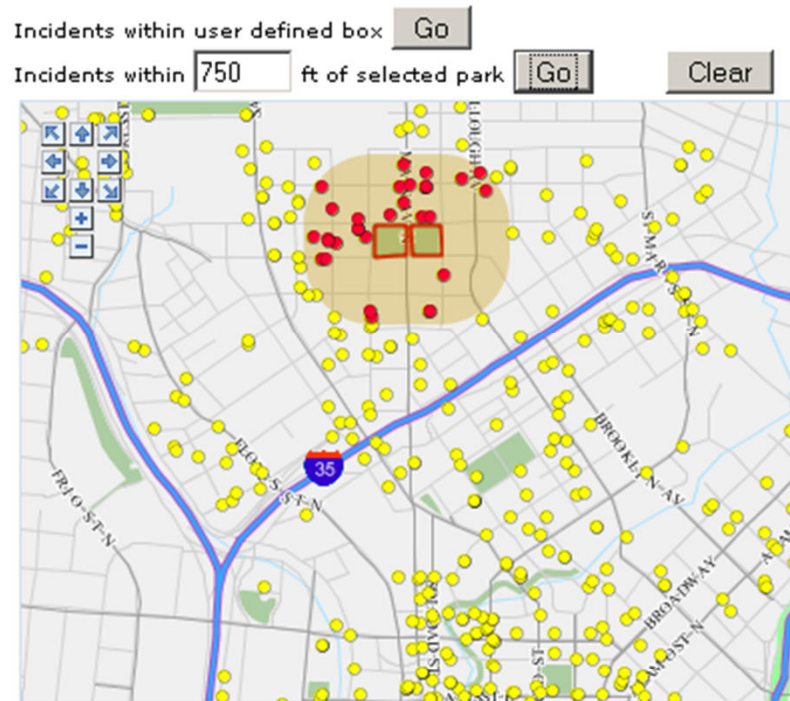
## Ideal For Master-Detail Analysis



# USING MAPS IN ORACLE BI 11g



# Some Analysis Is Possible Only with Spatial Analytics



Show incidents within 750 ft  
of selected park

## Complaint Detail

Offense Desc	PD Desc	Date Key	Complaint Key	Service Area	Region
CRIMINAL MISCHIEF & RELATED OF	MISCHIEF, CRIMINAL 4, OF MOTOR	18-Feb-03	1026	28	Central
DANGEROUS DRUGS	CONTROLLED SUBSTANCE, POSSESSI	10-Nov-02	30099	28	Central
		10-Mar-03	40099	28	Central
HARRASSMENT 2	HARRASSMENT,SUBD 1,CIVILIAN	02-Aug-03	1064	32	Central
	HARRASSMENT,SUBD 3,4,5	04-Mar-03	1027	28	Central
		04-May-03	31027	28	Central
		04-Sep-03	41027	28	Central
		19-Sep-03	41028	28	Central
ROBBERY	ROBBERY,UNCLASSIFIED,OPEN AREA	09-Jan-04	41032	28	Central

## When Are Map Views Useful

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- ▶ Visualizing data related to geographic locations.
- ▶ Showing or detecting spatial relationships and patterns.
- ▶ Showing lots of data in a relatively small area.
- ▶ Drilling down from a (map) overview to a detailed report, chart, or graph.
- ▶ When location is important? Can the dimension be plotted on a map?



## Map View Tips

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- ▶ Think about what scale to use. Different map scales will reveal different patterns and insights.
- ▶ Use Variable marker to display two measures on a map at a point – size and color.
- ▶ Avoid overlapping shapes too much.
- ▶ Be aware of spatial distortions E.g. Texas is larger than Connecticut.
- ▶ Look at color palette. [www.colorbrewer2.org](http://www.colorbrewer2.org)

# Using Color Effectively

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- ▶ Consciously choose a color palette.

- ▶ ColorBrewer2.org

- ▶ Sequential schemes



- Designed for ordered data that progresses from low to high.

- ▶ Divergent schemes



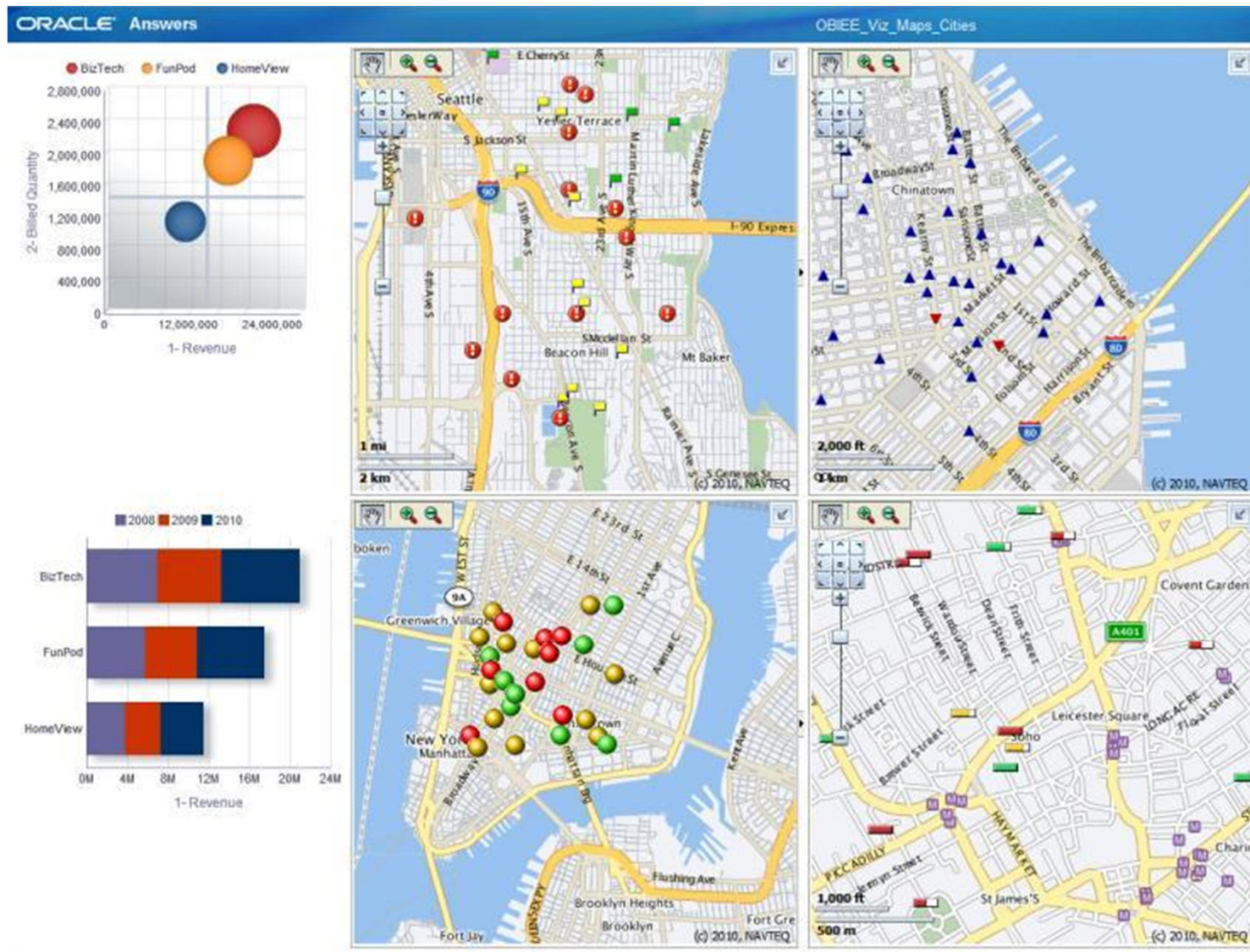
- Place equal emphasis on mid-range values and extremes at both ends of the data range.

- ▶ Qualitative schemes



- Used for nominal and categorical data where magnitude differences between classes should not be emphasized.

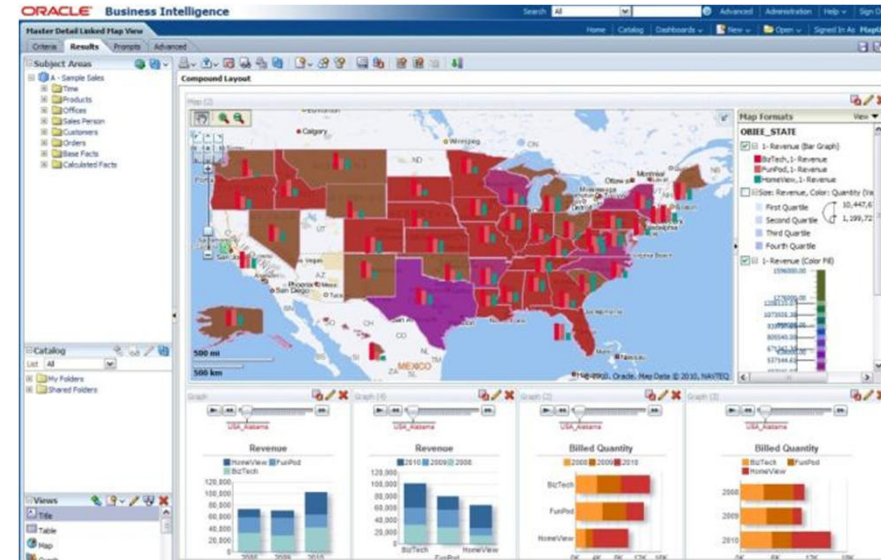
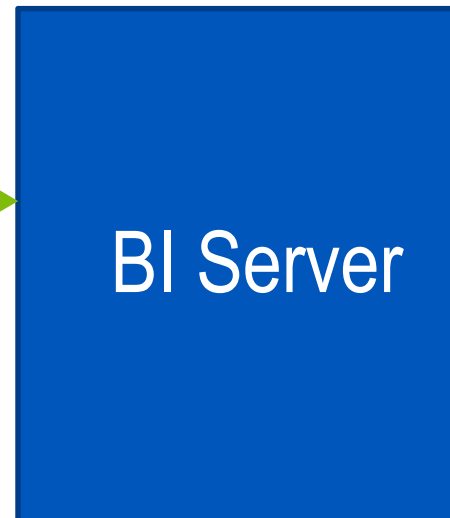
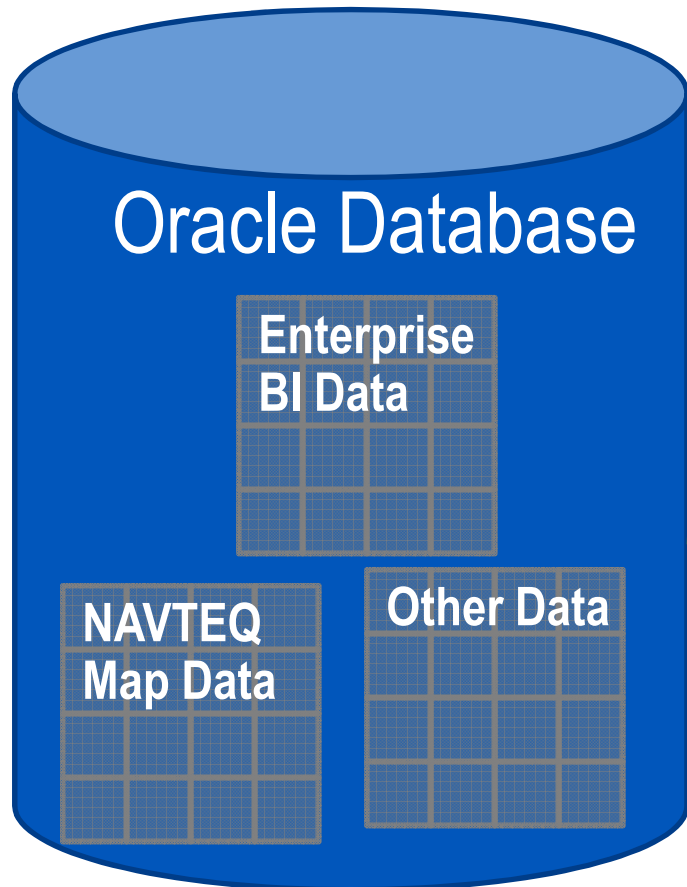
# Depict and Detect Spatial Relationships



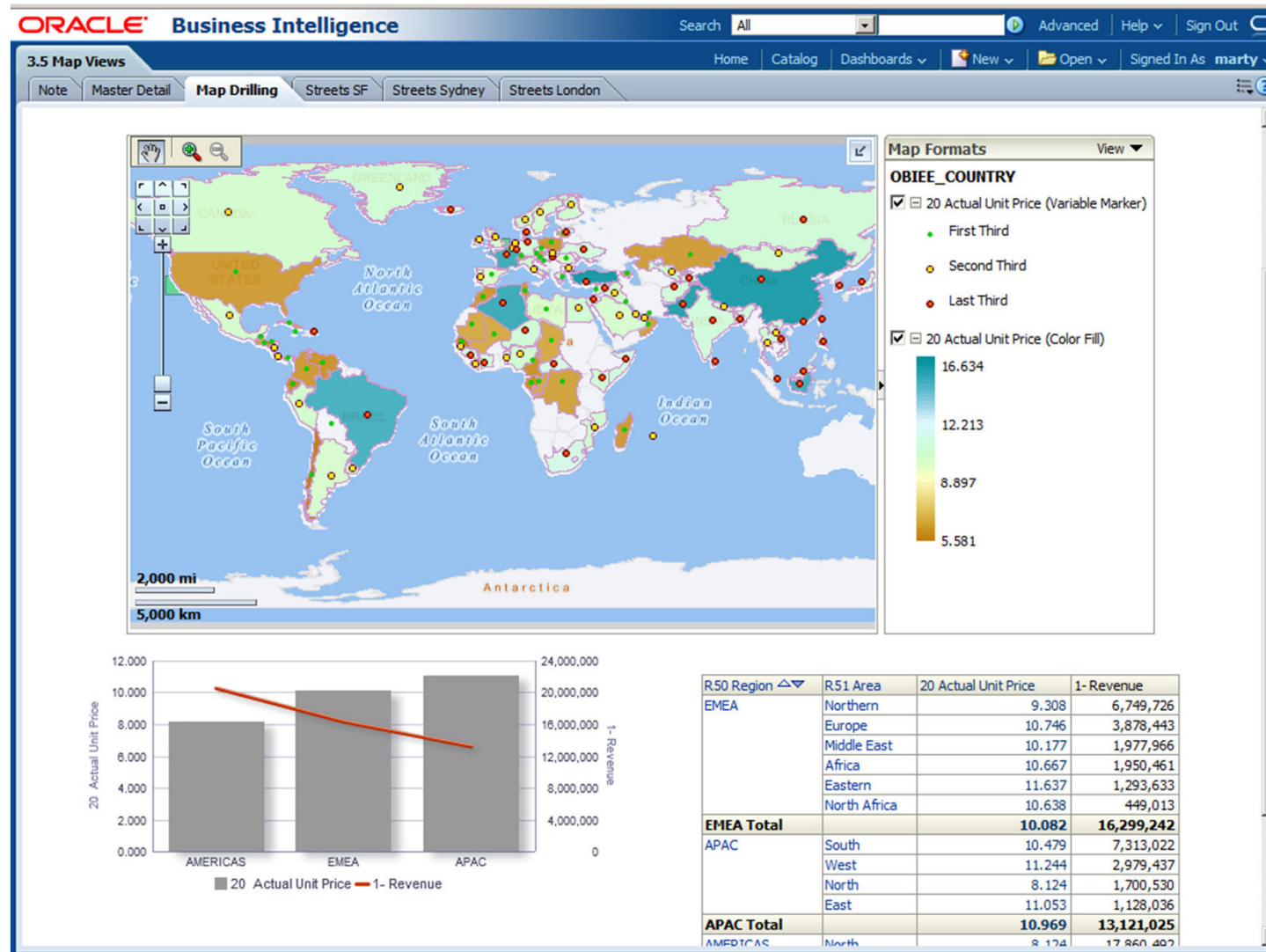


## Secure, Resident Data

- With this solution, all NAVTEQ and BI Data is safely housed inside your Oracle Database



# Demo of Oracle BI 11g Maps



**NAVTEQ SUPPLIES THE DATA**



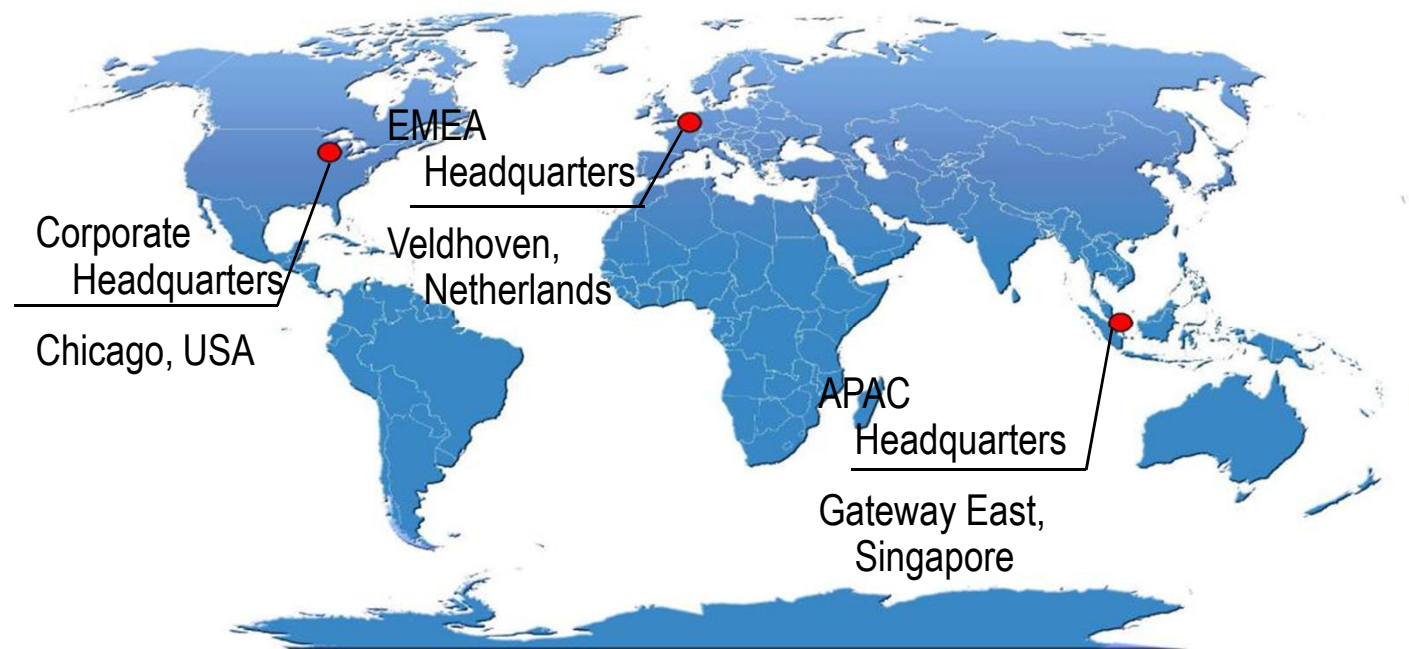
# Who is NAVTEQ?

**NAVTEQ is the leading global provider of digital map, traffic and location data that enables navigation and location-based platforms around the world**

- ▶ In-dash Navigation Systems
- ▶ GPS / Personal Navigation Devices
- ▶ Internet Portals
- ▶ Mobile/Cell Phones
- ▶ Over 100,000,000 uses of our map every day
  
- ▶ **Commercial and Government (Enterprise)**
  - ▶ Business Intelligence, fleet optimization, mobile workforce management, field service, GIS

# NAVTEQ is a Global Company

- ▶ Approximately 5,100 employees
  - ▶ 2,700 in Digital Mapping Organization
    - Over 1,100 drive the roads every day
  - ▶ 650 Employees in R&D
  - ▶ 212 offices in 48 countries
  - ▶ Over 2,000,000 map changes every day



## NAVTEQ and Oracle: Collaborating since 2002!

---

- ▶ Existing Global Technology Agreements:
  - ▶ Since 2002 NAVTEQ and Oracle have a global technology agreement
  - ▶ This provides Oracle access to all NAVTEQ global content for development and demonstration
  - ▶ Agreement also provides NAVTEQ content for deployment in Oracle's eLocation Services

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- ▶ NAVTEQ Content made Available to Oracle Customers:
  - ▶ License agreement provides Oracle to make available NAVTEQ content via OTN and direct product deliveries such as Oracle BI 11g Plus
  - ▶ Map content is global boundary data and high level regional road networks
  - ▶ Detailed content is made available through direct licensing with NAVTEQ or through the NAVTEQ channel

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  - ▶ Map content is global boundary data and high level regional road networks
  - ▶ Detailed content is made available through direct licensing with NAVTEQ or through the NAVTEQ channel
- ▶ NAVTEQ Map and Location Content for Oracle:
  - ▶ NAVTEQ is the only supplier with off-the-shelf commercially available and supported content for the Oracle technology and application stacks



# NAVTEQ Content and Oracle Applications

- ▶ NAVTEQ has been working with Oracle for close to a decade
  - ▶ Many business use cases
  - ▶ Deliver turnkey content

ORACLE®  
E-BUSINESS SUITE

ORACLE®  
FUSION MIDDLEWARE  
BUSINESS INTELLIGENCE  
SUITE

ORACLE®  
UTILITIES

ORACLE®  
COMMUNICATIONS

ORACLE®  
SPATIAL

ORACLE®  
FUSION MIDDLEWARE  
UNIVERSAL CONTENT  
MANAGEMENT

ORACLE®  
RETAIL

NAVTEQ™

ORACLE®  
CUSTOMER RELATIONSHIP  
MANAGEMENT

ORACLE® Application Express

ORACLE®  
E-BUSINESS SUITE  
TRANSPORTATION  
MANAGEMENT

ORACLE®  
FUSION MIDDLEWARE  
JDEVELOPER

# NAVTEQ and Oracle

## What You Need to Know about Licensing NAVTEQ Map and Location Content for Oracle BI 11g

- ▶ NAVTEQ licenses its map and location content on a “Use Case” basis, specific to Oracle BI 11g
- ▶ Pricing for NAVTEQ maps for Oracle BI 11g is based upon the number of users being licensed and their geography
  - ▶ For instance there is different pricing for North America, EU, and other geographies
- ▶ Please contact NAVTEQ and VlamiS to inquire about specific pricing

# NAVTEQ and Oracle

## What You Need to Know About NAVTEQ Map and Location Content

- ▶ NAVTEQ has traditional map and location content for deployment behind the firewall on customer premises including traffic and transportation specific databases
- ▶ NAVTEQ also has cloud-based services for maps and location content including traffic and transportation specific databases
  - ▶ See [www.navteq.com](http://www.navteq.com) for our public portal. The maps, transportation, and traffic services are part of our cloud-based services.
- ▶ NAVTEQ can license a hybrid scenario combining traditional deployment and cloud-based services
- ▶ Please contact NAVTEQ or VlamiS to inquire about specific pricing

# NAVTEQ and Oracle

## Who to Contact at NAVTEQ

### ▶ NAVTEQ Contacts:

- ▶ Steve Lytle is the NAVTEQ global account manager for Oracle. Steve is located in CA.

- [Steve.lytle@navteq.com](mailto:Steve.lytle@navteq.com)

- 619.291.0126

- ▶ Dan Abugov is the NAVTEQ business development manager and technical lead for Oracle. Dan is located in MA.

- [Daniel.abugov@navteq.com](mailto:Daniel.abugov@navteq.com)

- 978.387.2917

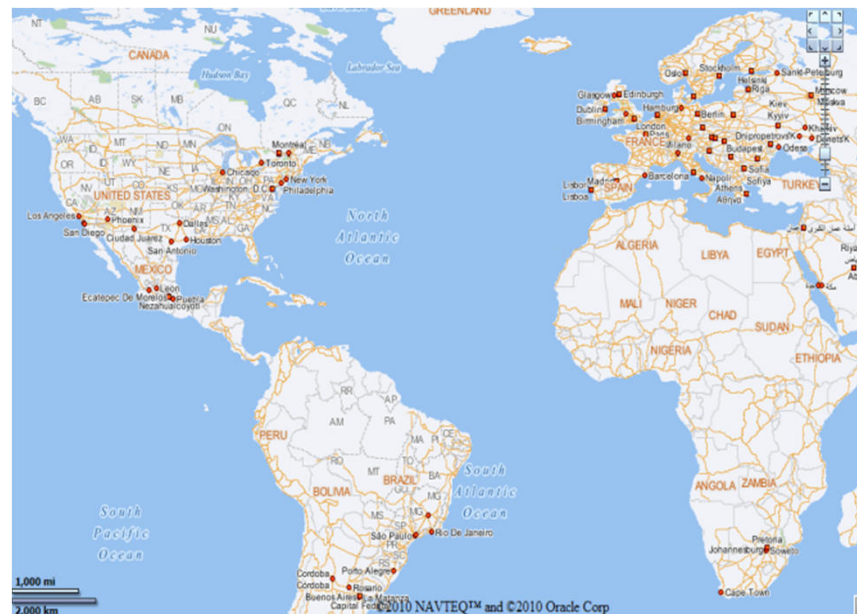
- ▶ Pascal Boyeau is the NAVTEQ contact for EU. Pascal is located in Paris.

- [Pascal.boyeau@navteq.com](mailto:Pascal.boyeau@navteq.com)

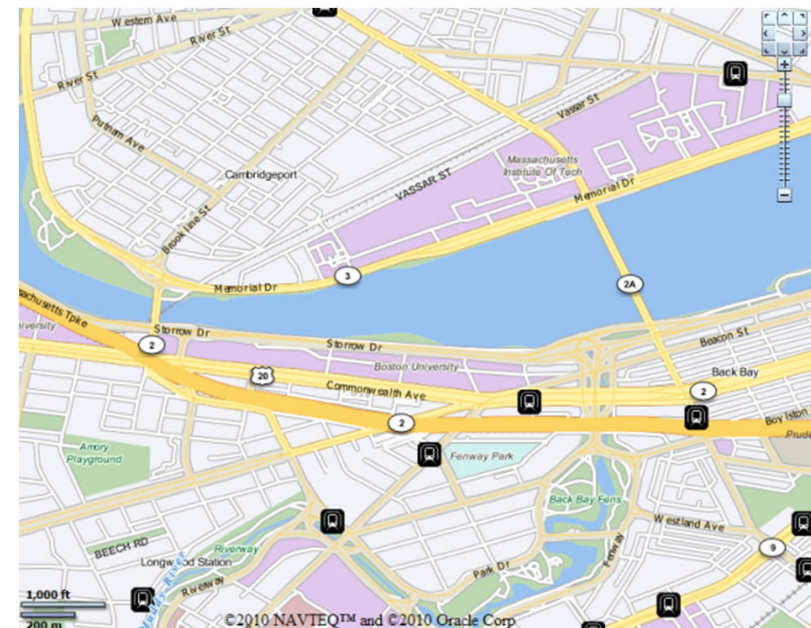
- +33.1.419.249.49

# NAVTEQ Content Delivery

High Level boundary data available with Oracle BI 11g, along with other sample data



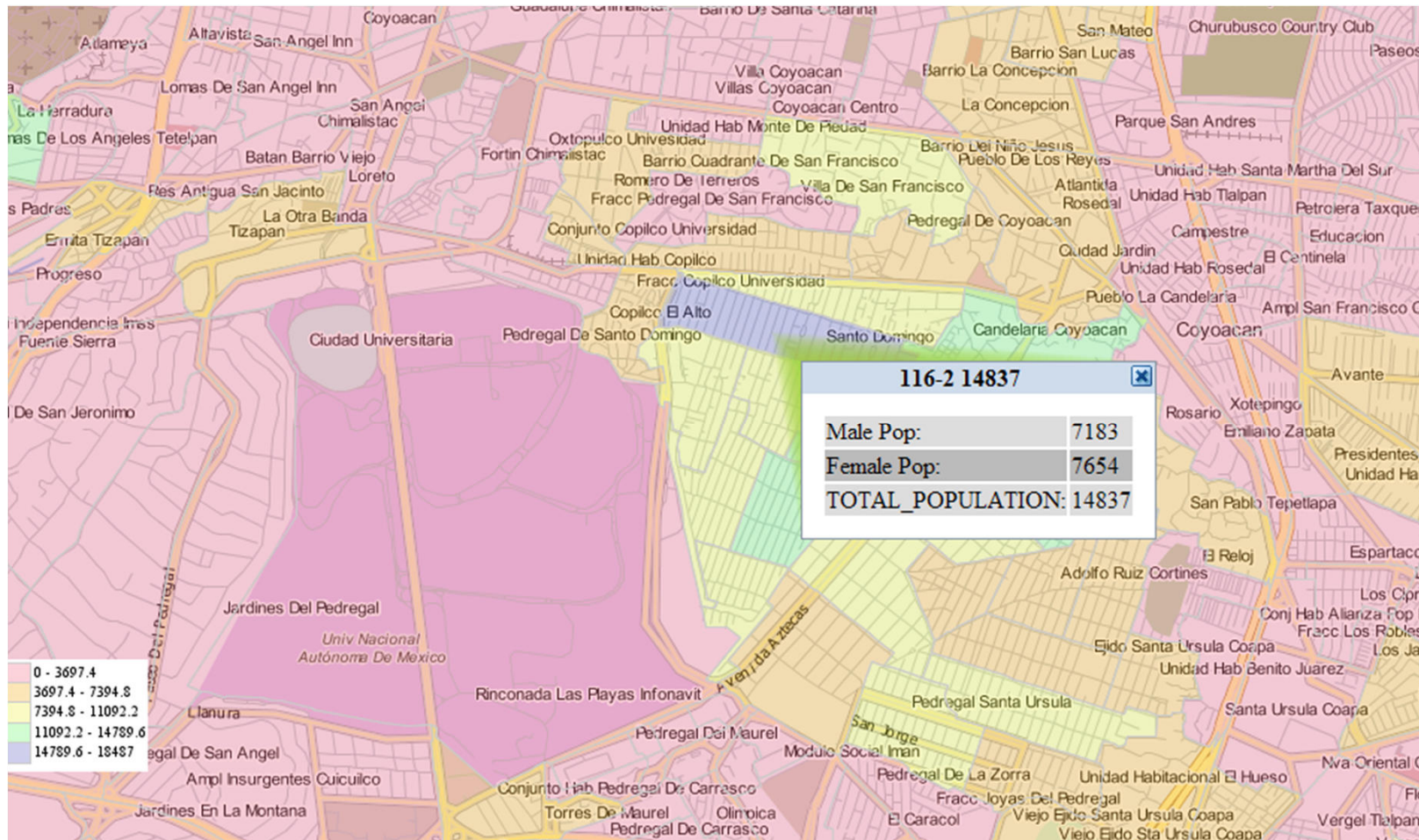
Detailed content available from resellers, e.g. Vlamis



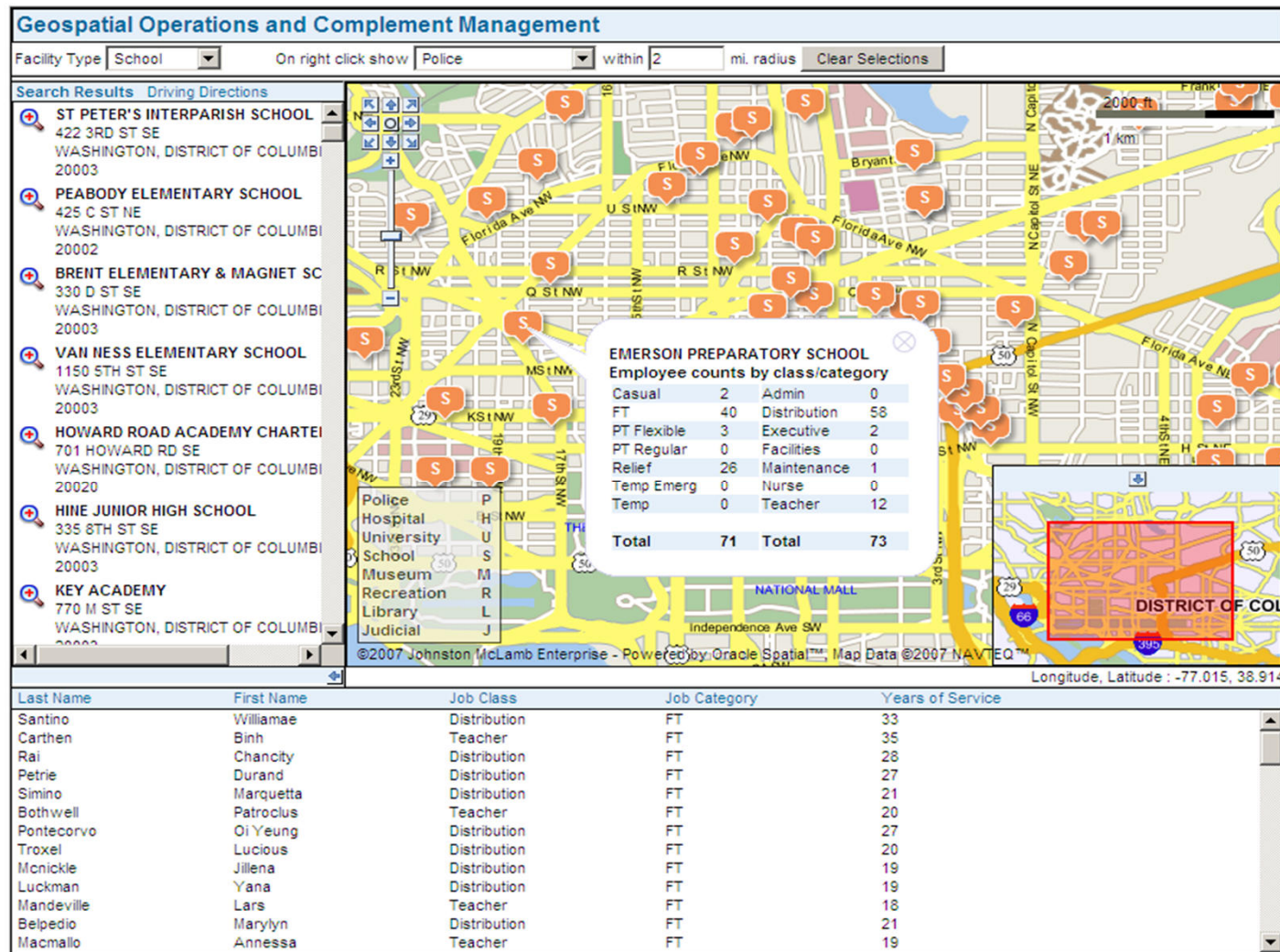


# NAVTEQ Content for BI

## Postal codes, census boundaries



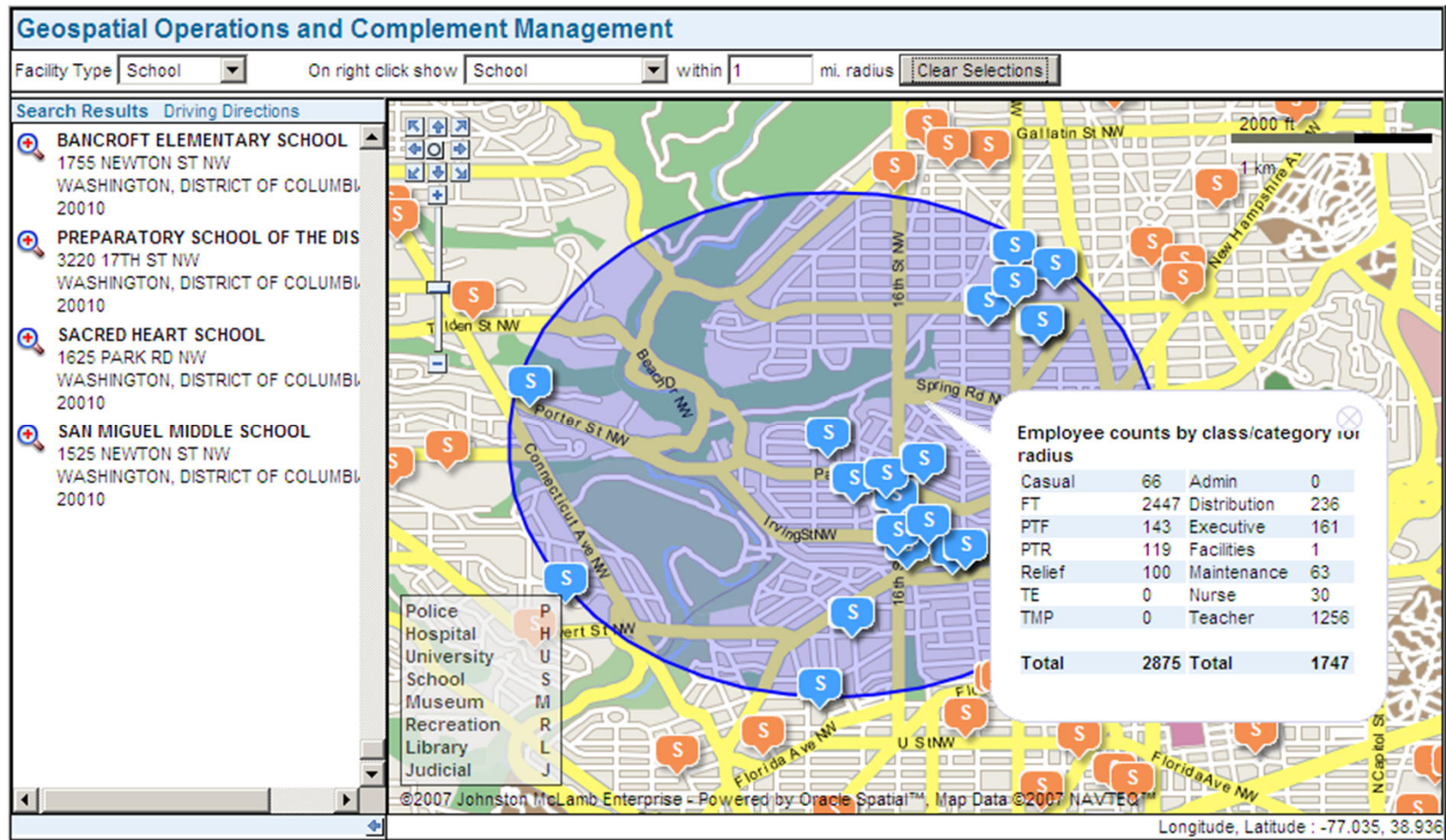
# Visual Analytics – Java



Courtesy of Johnston McLamb



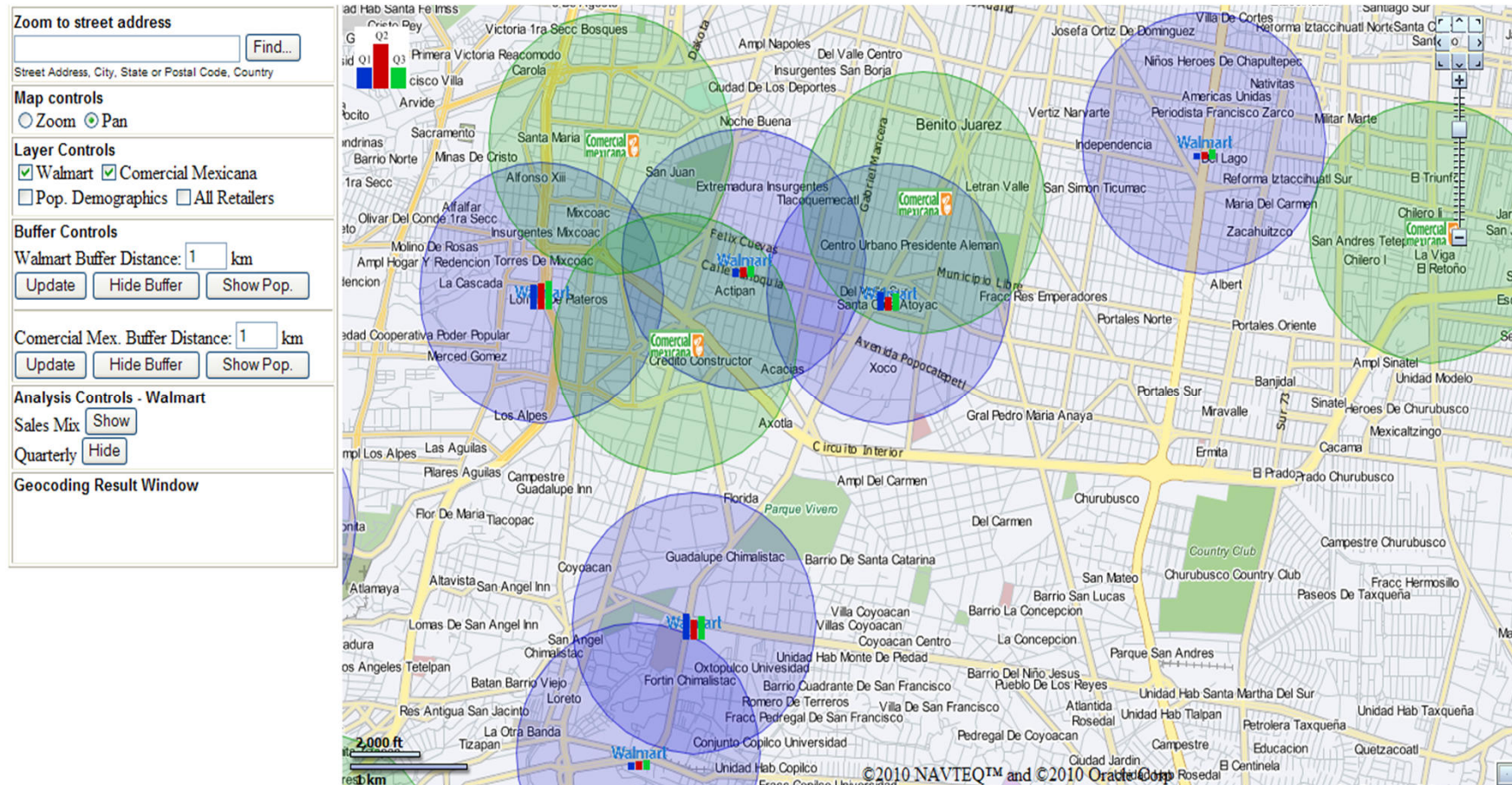
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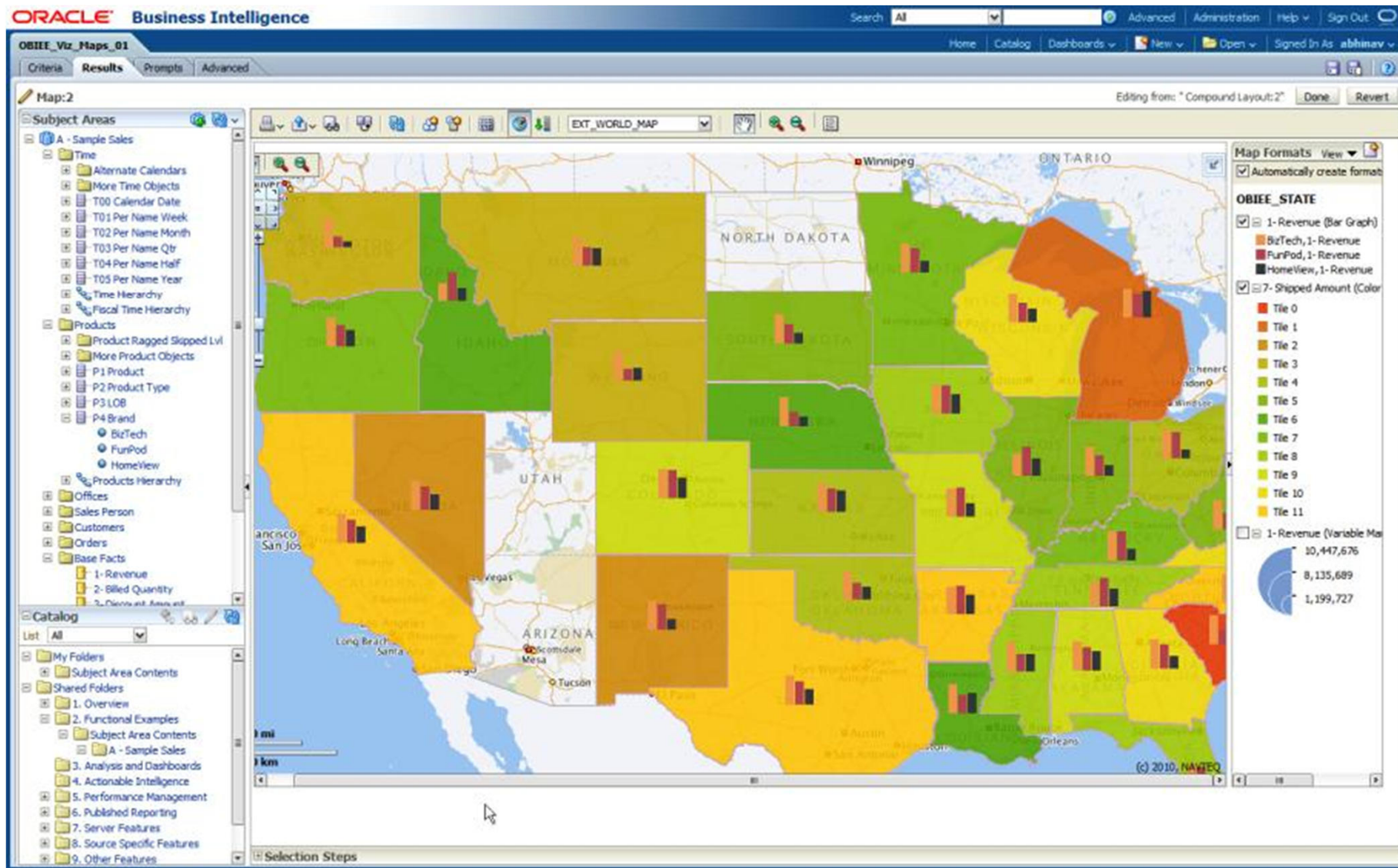
Courtesy of Johnston McLamb



# Visual Analytics on a NAVTEQ Map



# Another View of Multiple Map-Based Analytics

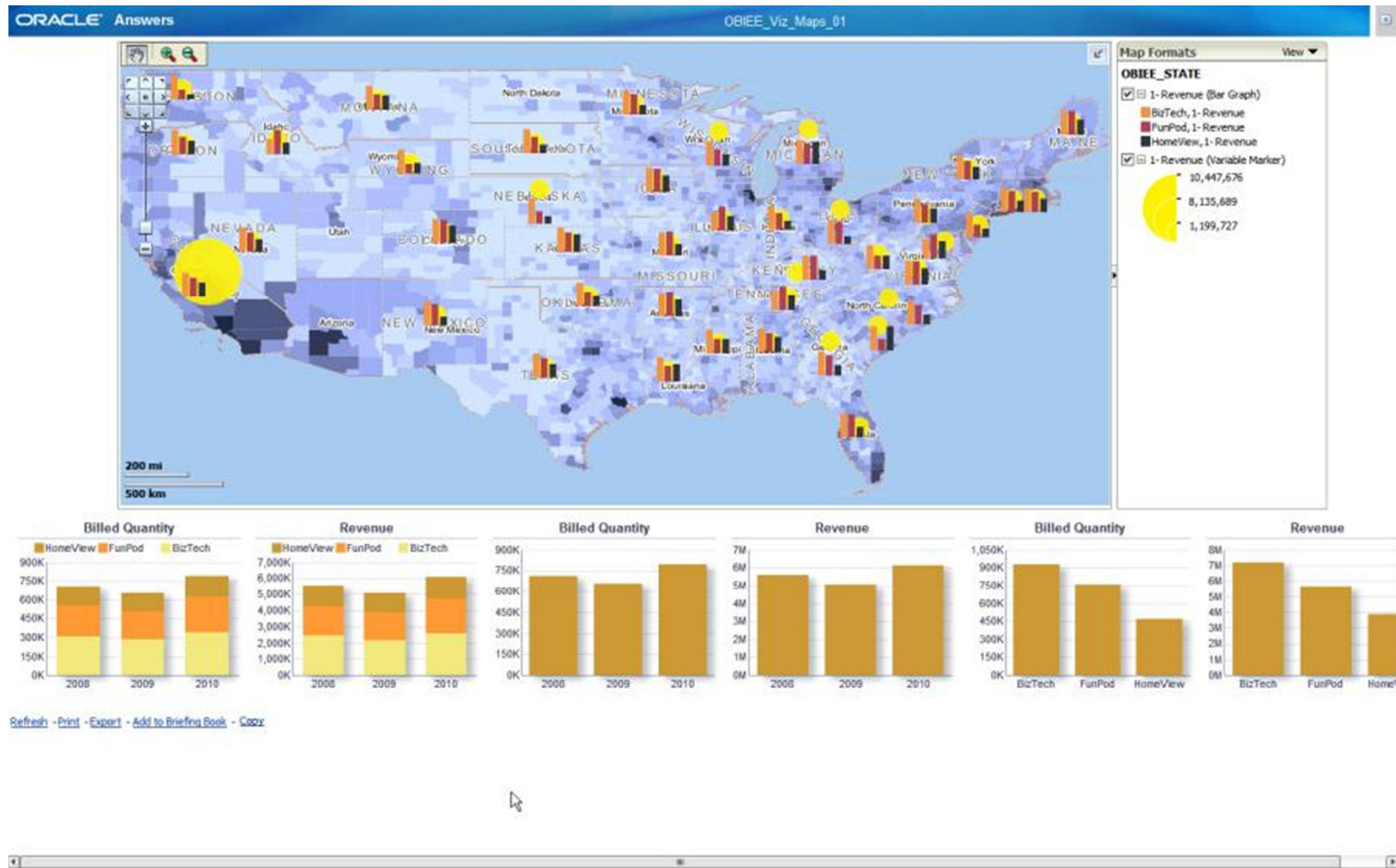




# UNIT 1

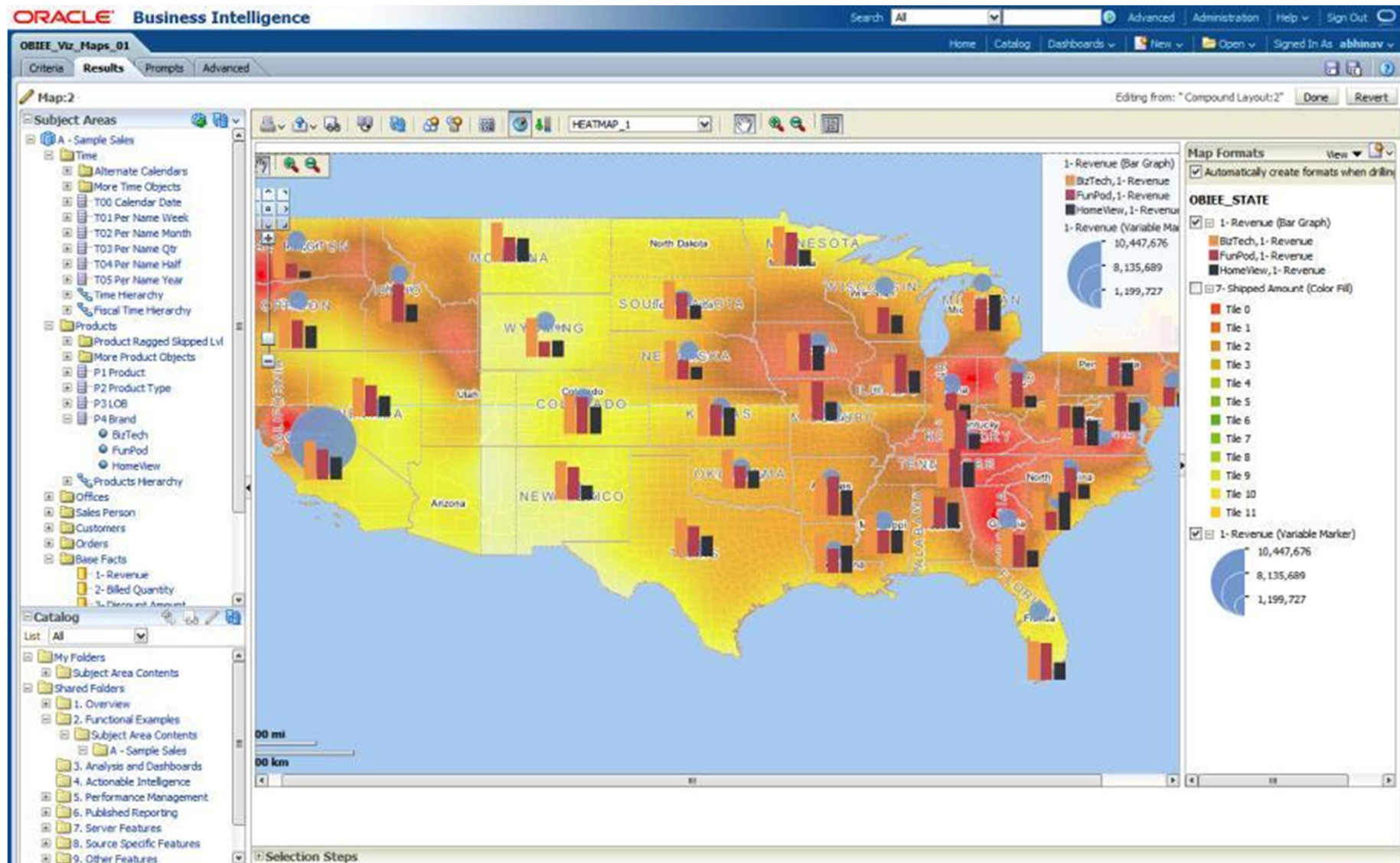


# Background Map Can Be a Thematic Map





# Background Map Can Be a Thematic Map



## Questions?

Thanks for joining us!

If you have any questions, please ask them now using the “Q&A” feature in LiveMeeting.

Questions will be repeated and answered live by our presenters.

- ▶ Steve Lytle [steve.lytle@navteq.com](mailto:steve.lytle@navteq.com)
- ▶ Dan VlamiS [dvlamis@vlamis.com](mailto:dvlamis@vlamis.com)
- ▶ Dave Granholm [dave.granholm@oracle.com](mailto:dave.granholm@oracle.com)
  
- ▶ Oracle – [www.oracle.com](http://www.oracle.com)
- ▶ NAVTEQ – [www.navteq.com/oracle](http://www.navteq.com/oracle), [www.nn4d.com/oracle](http://www.nn4d.com/oracle)
- ▶ VlamiS Software – [www.vlamiS.com](http://www.vlamiS.com)
- ▶ Oracle BI – [www.oracle.com/businessintelligence11g](http://www.oracle.com/businessintelligence11g)

This webinar has been recorded and will be posted within 1 week  
on the NAVTEQ Enterprise Americas website

([www.navteq.com/enterpriseamericas](http://www.navteq.com/enterpriseamericas))