

# Maps Change the World of Business Intelligence

*How Executives Visualize Corporate Data  
with Oracle Business Intelligence 11g*

*NEOUG September 16, 2011*

**Dan VlamiS**  
**VlamiS Software Solutions**  
**816-781-2880**  
**<http://www.vlamiS.com>**



ORACLE® 11<sup>g</sup>  
FUSION MIDDLEWARE

# ORACLE®

## How OBIEE 11g Enables Better Business Decision Making

Courtesy Oracle Corporation

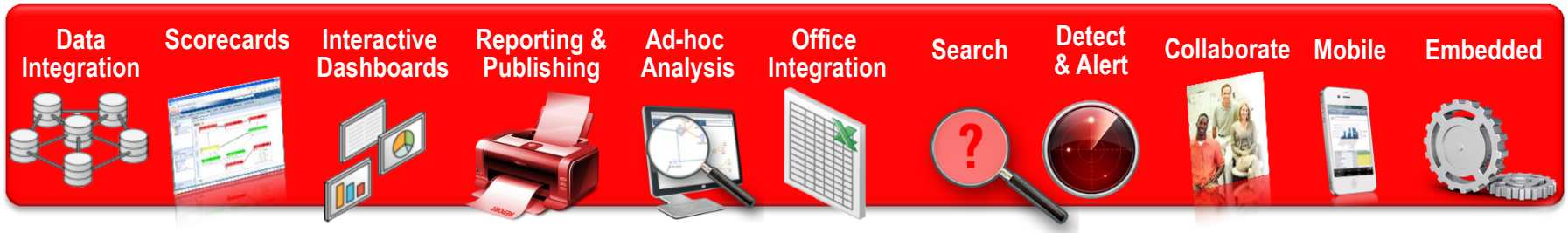
# Product Strategy

## Overview – Oracle Business Intelligence 11gR1

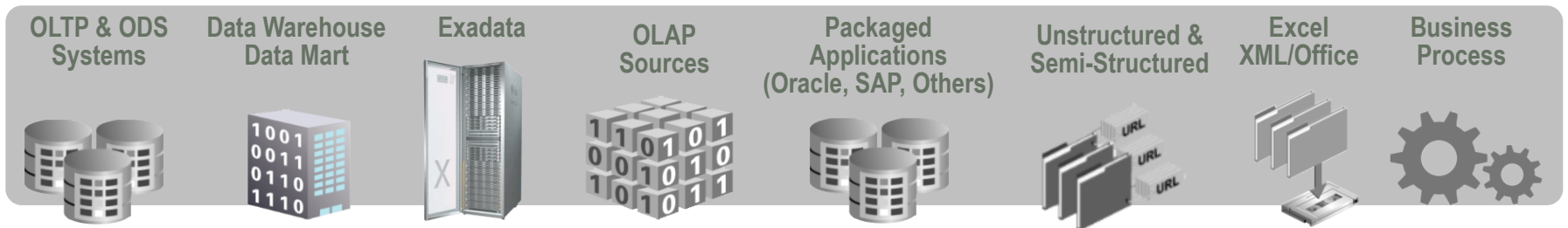
- Delivers best-of-breed products for Query and Analysis, OLAP, Reporting, Dashboards and Scorecards
- On a complete, open, and architecturally unified Business Intelligence Foundation
- Coupled with leading packaged business intelligence and enterprise performance management applications
- Providing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

# Complete.

## Oracle Business Intelligence 11g

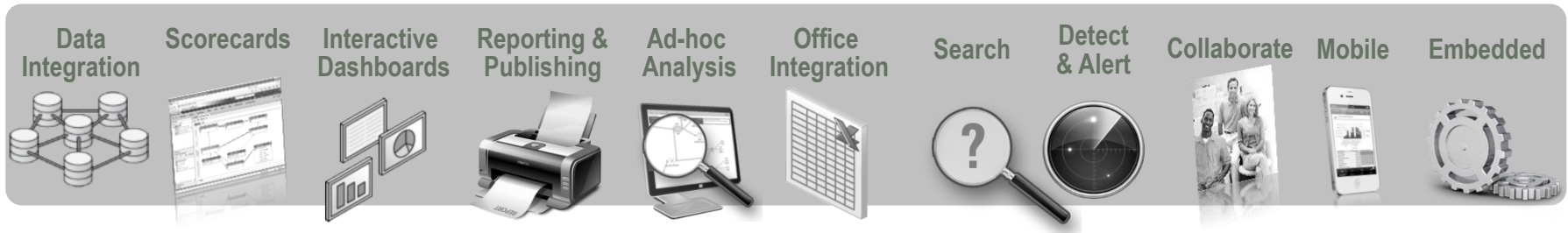


### Common Business Intelligence Foundation

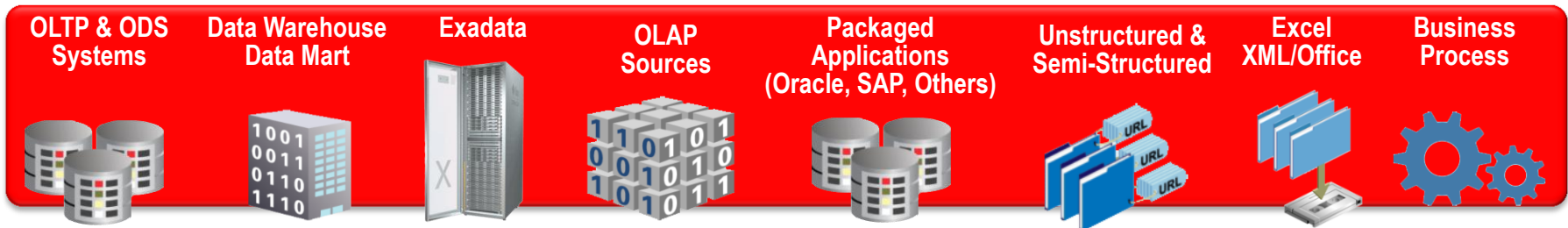


# Open.

## Oracle Business Intelligence 11g

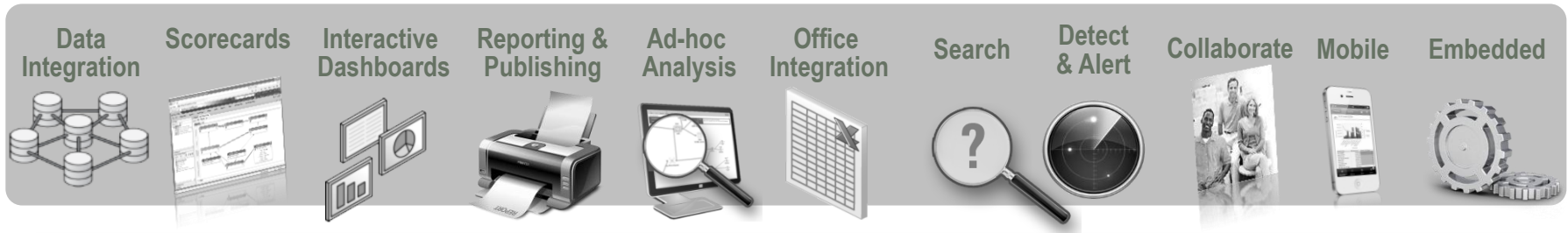


### Common Business Intelligence Foundation



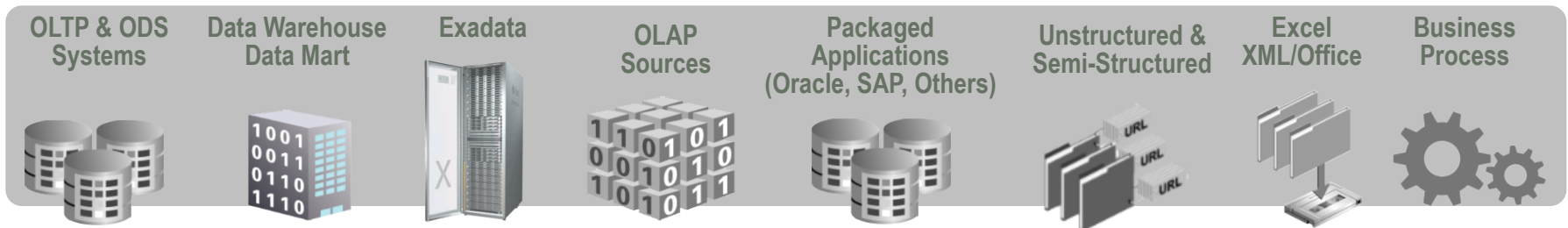
# Integrated.

## Oracle Business Intelligence 11g



### Common Enterprise Information Model

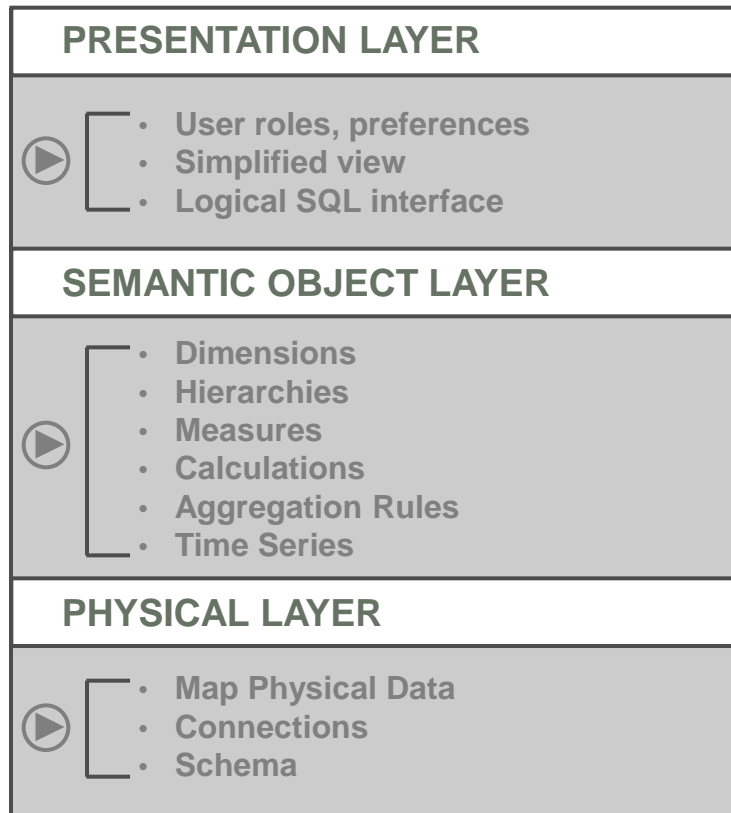
- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management



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# Common Enterprise Information Model

## Enables Consistency, Security, Reuse, Flexibility



**Role-Based Views of the Information Relevant to the User**

**Consistent Definition of Business Measures, Metrics, Calculations**

**Model Once, Deploy Everywhere**



**Across Any Data Sources**

# Common Enterprise Information Model Benefits

## BUSINESS BENEFITS

- ✓ Consistent, accurate information
- ✓ Business user self service
- ✓ Choice of front-end tools
- ✓ Role-based, secure access
- ✓ Transparent information access

## IT BENEFITS

- ✓ Model once, Deploy anywhere
- ✓ Reduced user support from IT
- ✓ Enables phased BI standardization
- ✓ Supports IT compliance initiatives
- ✓ Easier upgrades & changes



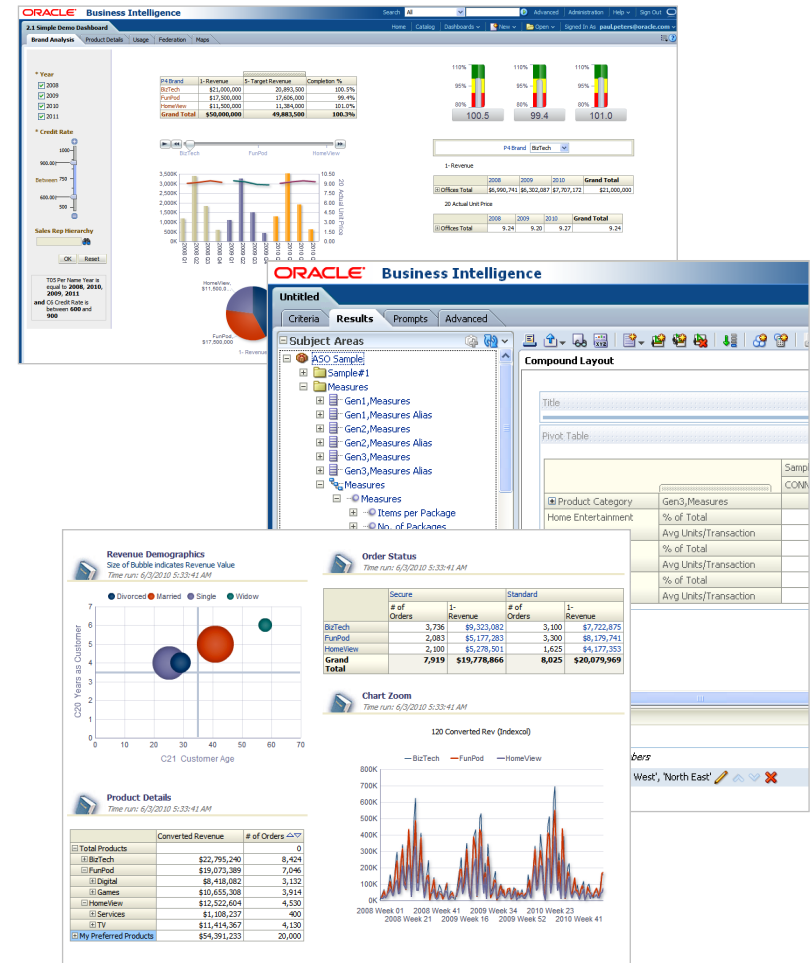
# Best in Class Performance, Scalability & Availability

## Continuous Improvement

- Performance
  - 100s of performance optimizations
  - 64-bit memory optimizations
  - Native huge page support
  - Support for multi-grain cache objects
  - Improved cache seeding & query rewrite
  - Improved local execution on in-memory cache for better reuse
- Massively scalable with flexible deployment options
  - Terabytes of data, 10s of thousands of concurrent users
  - On-premise single node or clustered
  - SaaS with single tenant or multi-tenant
  - Standalone or embedded
- Highly available with Active-Active Clustering
  - Automated user session & query failover
  - Online hot patching
  - Automated failover to disaster recovery

# Best-in-Class Query & Analysis User Interface

- Powerful dashboards
  - Visually appealing
  - Intuitive
  - 100% thin client
- Across all styles of analysis
  - R-OLAP, M-OLAP, Scorecards, Reporting, Collaboration, Actions
- Across all data sources
  - Simplified model for users
  - Federated data access
  - On-the-fly calculations, even with complex share and time series
  - Custom members & groups
  - Share, collaborate, & publish
  - Consistency & alignment



# Oracle BI 11g Interactive Visualizations

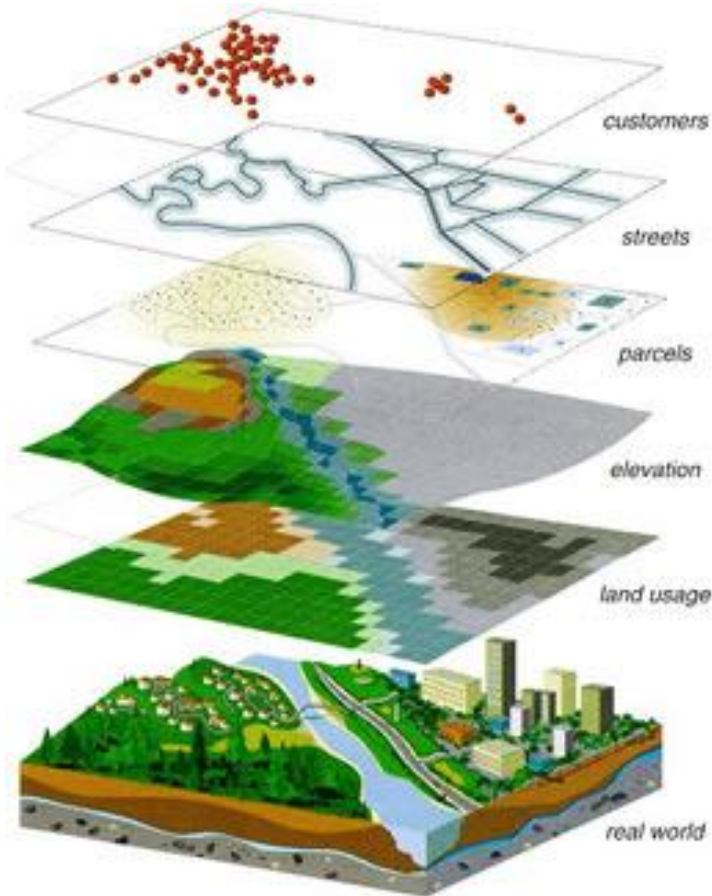
## Gain Insight Quicker with Greater Visibility

- 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"

# Business Data...



Interactive Visualizations

Year	Plant Location Country	Plant Location State	Spend Type	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	75,200,385	10	2	1,485,750

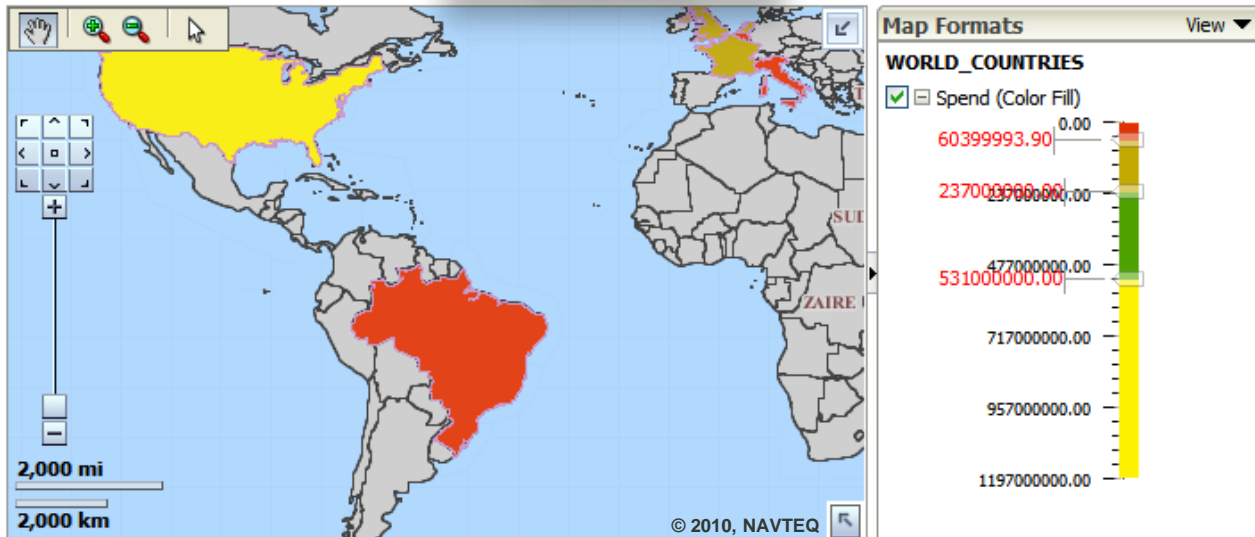
**Year**  
**Plant Location Country**  
**Plant Location State**  
**Spending Type**  
**Spend**  
**Suppliers**  
**Buyers**  
**Invoiced Quantity**

# Converted to Map and Dashboard

**Spend**  
**Country**

**Buyers**  
**Year**

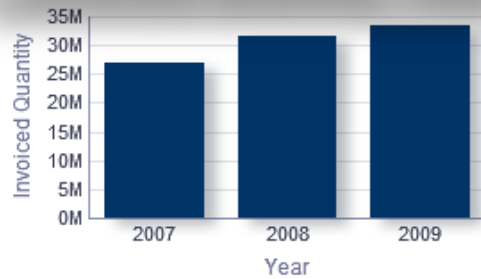
Interactive Visualizations



# of Buyers



**Invoiced Quantity** **Year**



**Buyers, Suppliers** **Year**



**Buyers, Suppliers**  
**Spending Type**

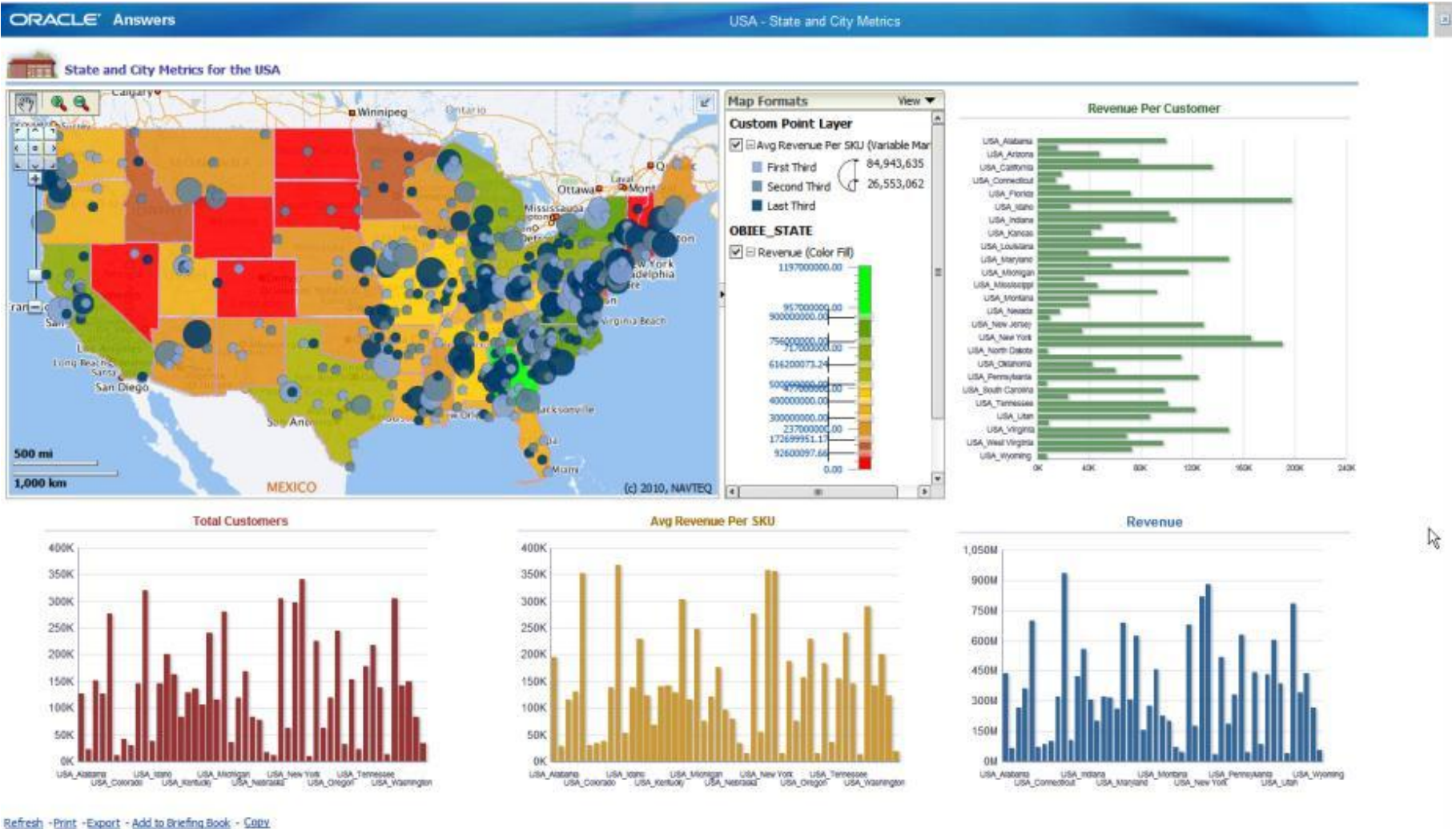


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# Why Spatial Map Visualizations?

## The Original High-Density Visualization



# Master-Detail linking:

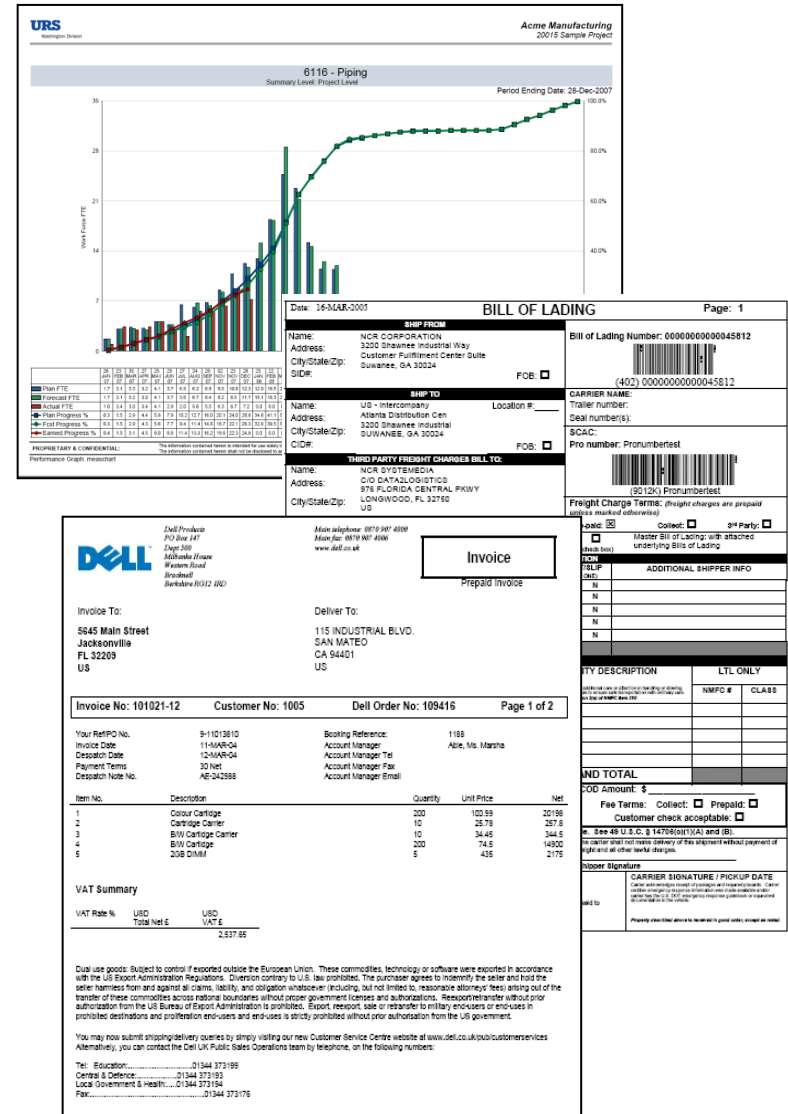
## Country on the map, State details in charts.





# Oracle BI Publisher 11g

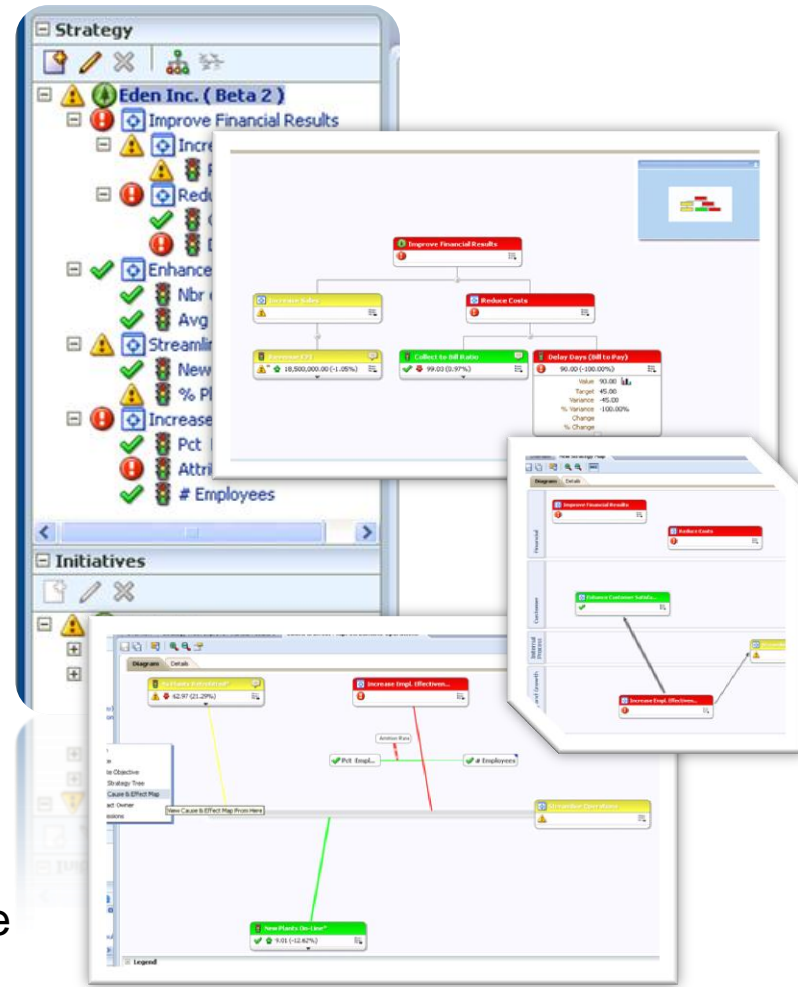
- Tighter integration with OBIEE
  - Web catalog integration
  - Home page integration
  - Security integration
- New Web report builder
- Redesigned Web interface
- Data Model Editor
- Scheduling & bursting enhancements
- Sub templates & Style templates
- PDF optimization
- JDeveloper & ADF integration



# Oracle Scorecard and Strategy Management

## Strategy Management & Goal Setting

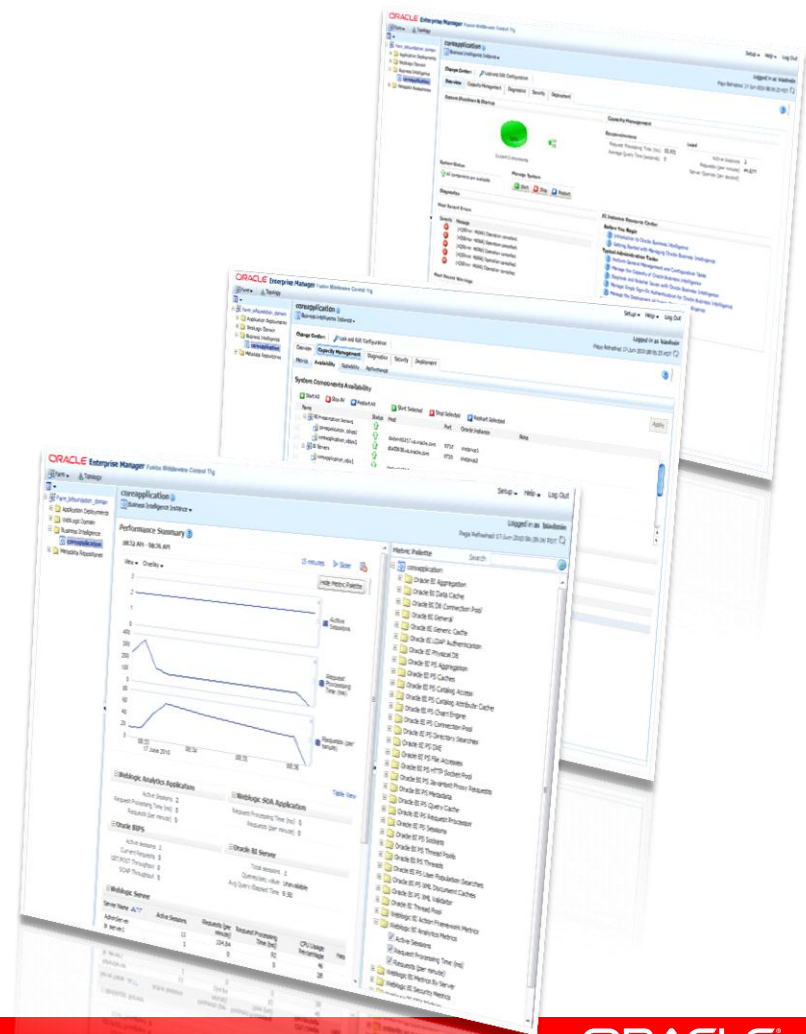
- Integrated BI component
  - KPIs as core metadata
  - Thresholds, owners, history
  - Auto-generated interactive analyses
  - Linked objectives & initiatives
- Automatic detection
  - KPI alerts triggered by thresholds
- Strategy visualization
  - Strategy Maps and Trees
  - Cause and Effects
  - Watchlists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



# Oracle BI Operational Management

## Comprehensive Support in Enterprise Manager

- Unified systems management
  - Across all components
  - Across entire lifecycle
  - Heterogeneous environments
- Performance monitoring & tuning
  - Diagnostics & troubleshooting
  - Across single instance & clusters
  - 1-click scale-out & online clustering
  - Dynamic capacity management
- Automate all operational tasks
  - Develop, test, deploy
  - Scale-out & tune
  - Patch & upgrade cycles
  - HA patching (rolling restart)



# Oracle BI Security

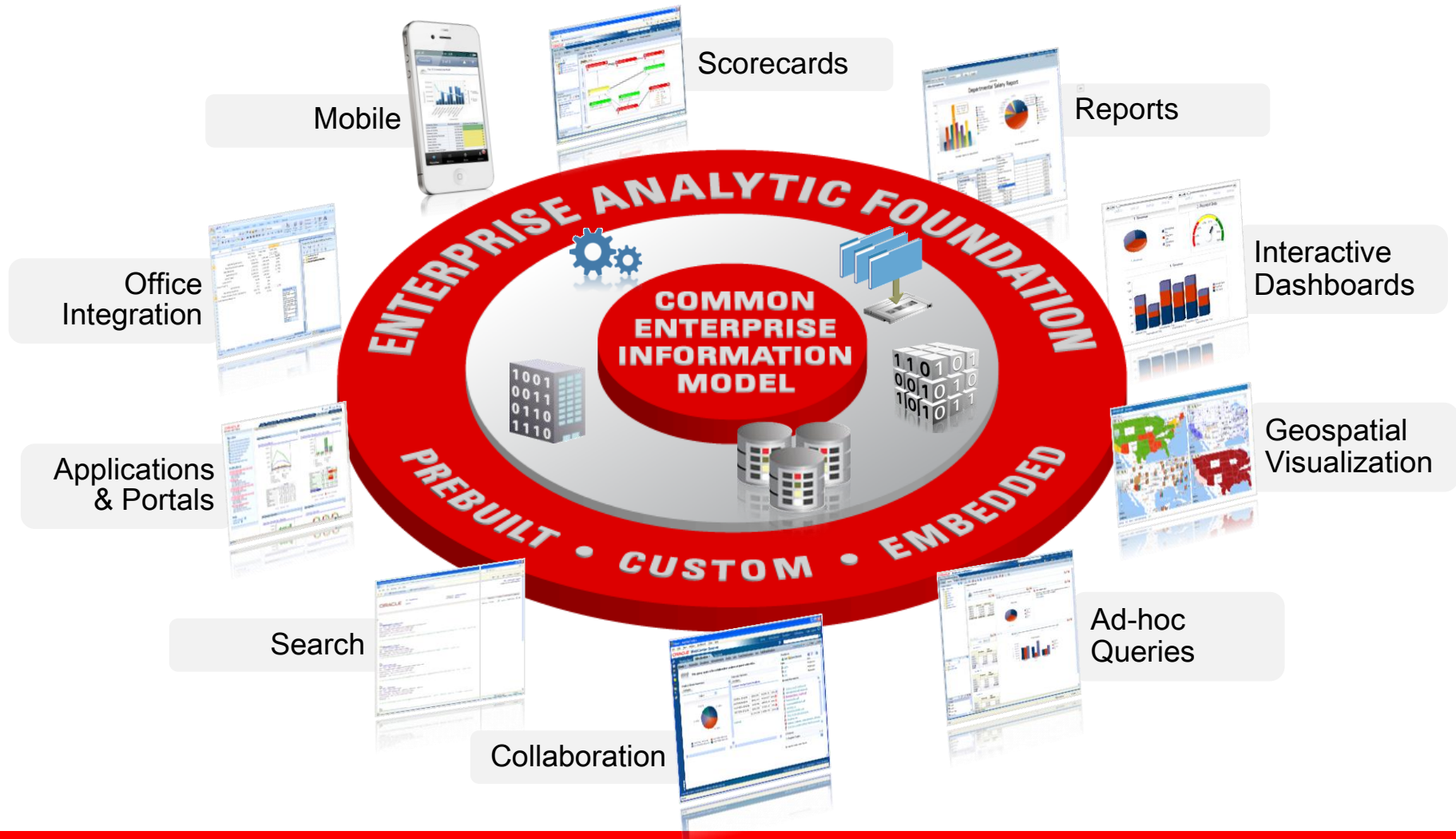
## Integration with Identity Management

- Strong security
  - Comprehensive SSL
  - Encrypted metadata catalog
  - Report encryption, watermarking & signing
- Authentication & Single Sign-On
  - Strong Authentication
  - Integrates with corporate directories
  - Integrates with corporate SSO
  - Externalizes authentication
  - Easy to configure & setup
- Application roles & authorization
  - Comprehensive set of application roles
  - Externalized for all metadata & data
  - Flexible authorization model
- Centralized auditing



# Unified End User Experience

Complete. Consistent. Accurate.





A man in a dark suit, light blue shirt, and striped tie is sitting in an office chair, gesturing with his right hand. He is positioned in front of a large server rack. The server rack has a perforated metal front and various control buttons and indicators on the right side. The background is a blurred office setting with large windows.

# Oracle BI Mobile

SOFTWARE.  
HARDWARE.  
**COMPLETE.**

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# Oracle BI Mobile

- Built on OBIEE Foundation
- Employs an embedded Dashboard approach
  - Supports Analyses, Dashboards, Publisher Reports, Action Framework, Scorecards, Alerts, Catalog Search
- Zero training to interact with data on mobile devices
- Gestural interactions, Orientation recognition, and Layout optimizations for tablet and smartphone platforms
- Technical
  - Will be Available from Apple iTunes App Store
  - Devices supported: iPhone 3GS, 4, iPad
  - Hybrid Application
    - Employs Webkit layout engine
    - Wrapped in a native iOS native shell
  - OBIEE Security Model (SSL and SSO)



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Authenticating With Server Configuration Setting  
Sample App Server



Cancel





## Oracle Business Intelligence Mobile



## Catalog

/Shared Folders

- 0. Overview >
- 1. Quick Demos >
- 2. Functional Examples >
- 3. Analysis and Dashboards >
- 4. Actionable Intelligence >
- 5. Performance Management >
- 6. Published Reporting >
- 7. Server Features >
- 8. Source Specific Features >
- Components >
- sampleappwip >



Favorites



Alerts



Catalog



Search



Settings

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←Catalog

/Shared Folders/6. Published Reporting/Executive

Data Models>

Quarterly Income Statement.xdo

Revenue By Region.xdo

Sales Dashboard with News.xdo

Sales Dashboard.xdo

Favorites

Alerts

Catalog

Search

Settings

500 Oracle Parkway  
Redwood Shores, CA 94065  
USA

# Report

ue  
98 is 37,439,010.00.

## COATINGS

uct category COATINGS is 37,439,010.00.

brand Enterprise is 7,798,224.00.

District	Revenue (USD)
YOUNGSTOWN DISTRICT	7,798,224.00
Total	7,798,224.00

brand Magicolor is 9,592,812.00.

District	Revenue (USD)
BOSTON DISTRICT	4,375,600.00
KANSAS CITY DISTRICT	2,671,080.00
PHILADELPHIA DISTRICT	2,546,132.00

# 1.1 Simple Demo Dashboard

## Geo Prompter

### Settings

Mobile Layout

OFF

Console Logging

OFF

Documentation



Sample App Server



Demo Server



Add Server



Version

11.1.1.4.0 (20110201.1)



Favorites



Alerts



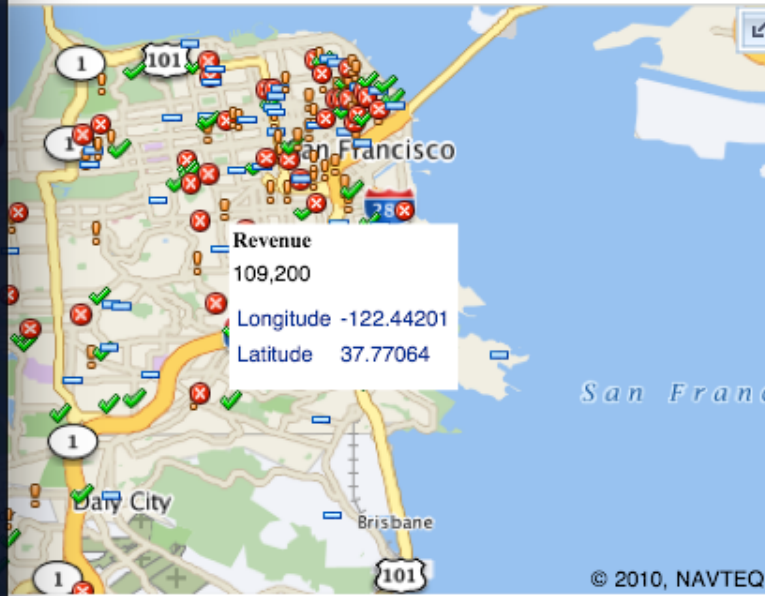
Catalog



Search



Settings



### Map Formats

View

#### Longitude, Latitude

☒ Revenue (Variable Marker)

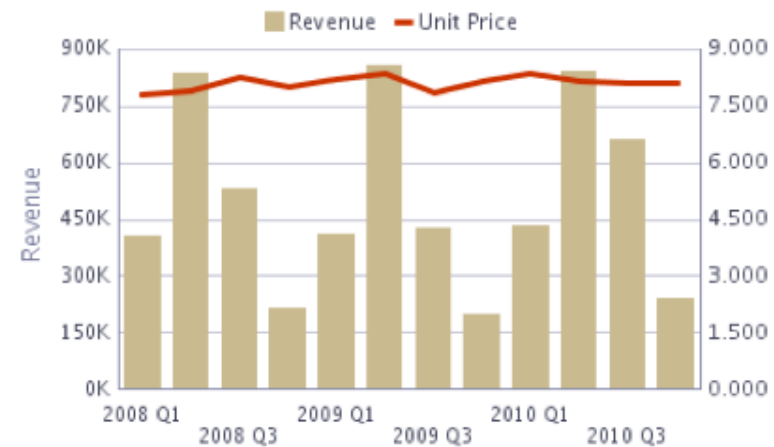
Top Quartile

Second Quartile

Third Quartile

Fourth Quartile

	Orders	Revenue	Unit Price
pez	1	3,240	9.643
may	1	2,781	16.957
	1	336	1.059
ntile	1	336	2.288
kins	1	1,726	5.136
	1	2,781	21.227
pling	1	2,781	12.818
er	1	1,720	5.119
ly	1	1,891	5.629
nan	1	2,781	6.685
	10	20,373	7.446





Master Detail Events Linking



Master Detail Events Linking

Time run: 2/2/2011 1:46:00 AM

Quarter	Revenue	Paid Amount
2008 Q1	2,707,686	737,035
2008 Q2	8,109,716	5,113,334
2008 Q3	4,338,844	7,780,625
2008 Q4	1,343,754	2,223,477
Grand Total	16,500,000	15,854,471

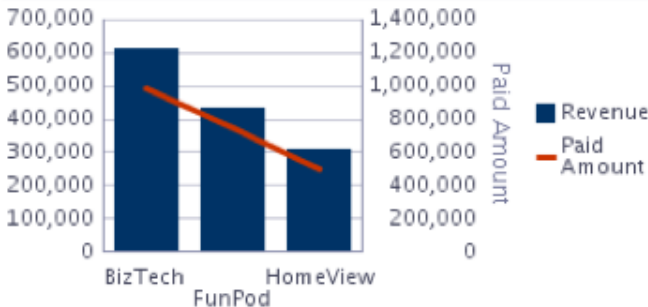
Revenue



Revenue

- Genmind Corp
- Stockplus Inc.
- Tescare Ltd.

Revenue, Paid Amount



Quarter 2008 Q4

Genmind Corp

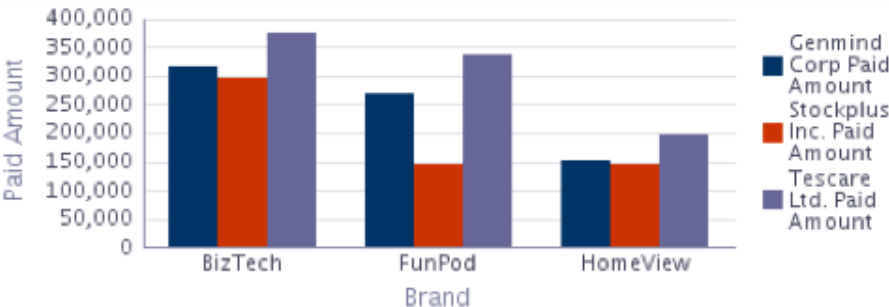
	Revenue	Paid Amount
Brand		
BizTech	175,158	313,817
FunPod	167,150	267,976
HomeView	80,809	152,449
Grand Total	423,117	734,242

Stockplus Inc.

	Revenue	Paid Amount
Brand		
BizTech	210,983	293,981

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Paid Amount



- Genmind Corp Paid Amount
- Stockplus Inc. Paid Amount
- Tescare Ltd. Paid Amount



# Quarterly Income Statement.xdo

## Standard Template

# ORACLE

Currency: USD

Date:27-NOV-2006 22:48:33  
Page:1

**Select** **Done**

Quarterly Income Statement

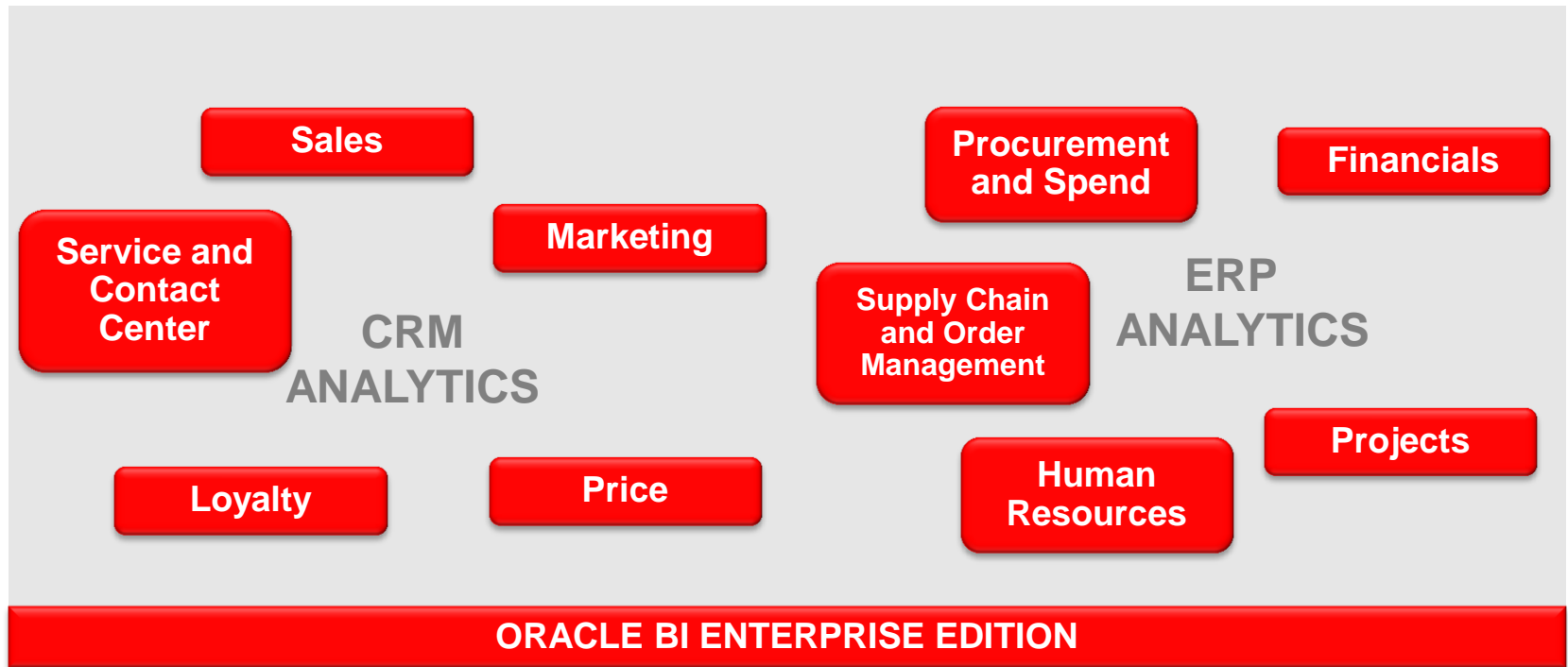
**Standard Template**

**Press Release**

	Same Quarter Ending Nov-06			Year-to-Date Ending Nov-06	
Revenue					
Hardware Revenue	10			73,614,532	
Support Revenue	7			3,695,656	
Consulting Revenue	10			4,383,441	
Training	5,923,410	616,764	14,451,270	2,524,239	
Miscellaneous	4,985,662	733,325	12,694,743	2,393,843	
Total Revenue	46,633,996	27,382,507	116,402,886	86,611,710	
COGS	<31,035>	13,288,452	215,932	31,405,193	
Salaries	0	28,000	303,207	167,834	
Benefits	0	0	196	148	
Commissions	37	1,427,8	106,720	422,998	
T&E	446,685	50,227	1,084,779	237,973	
Other Operating Expenses					
Computers & IT	6,300,829	678,137	17,603,448	3,524,327	
Advertising & PR	9,585,124	276,426	24,357,589	1,074,334	
Facilities	5,582,063	688,198	14,292,099	3,028,289	
Professional/Recruiting Fees	1,206,825	220,063	3,187,062	845,748	
Shipping & Transportation	5,976,174	1,313,874	14,945,138	4,284,443	
Miscellaneous	1,008,403	141,668	2,977,198	608,409	
Total Expenses	30,075,105	16,799,323	79,069,369	45,599,696	

# Packaged BI Applications

Business Intelligence EE 11gR1



ORACLE®

PeopleSoft®

SIEBEL

J D E D W A R D S®

SAP

AND OTHER OPERATIONAL AND ANALYTIC SOURCES

ORACLE®



A man in a dark suit, light blue shirt, and striped tie is sitting in a black leather office chair. He is gesturing with his right hand, palm facing up. Behind him is a large, silver Oracle server rack with a perforated front panel. The server has various labels and buttons, including 'TAPE', 'STANDBY', and 'XSCF'. The background is a blurred office setting with large windows.

# Oracle BI Adoption

SOFTWARE.  
HARDWARE.  
**COMPLETE.**

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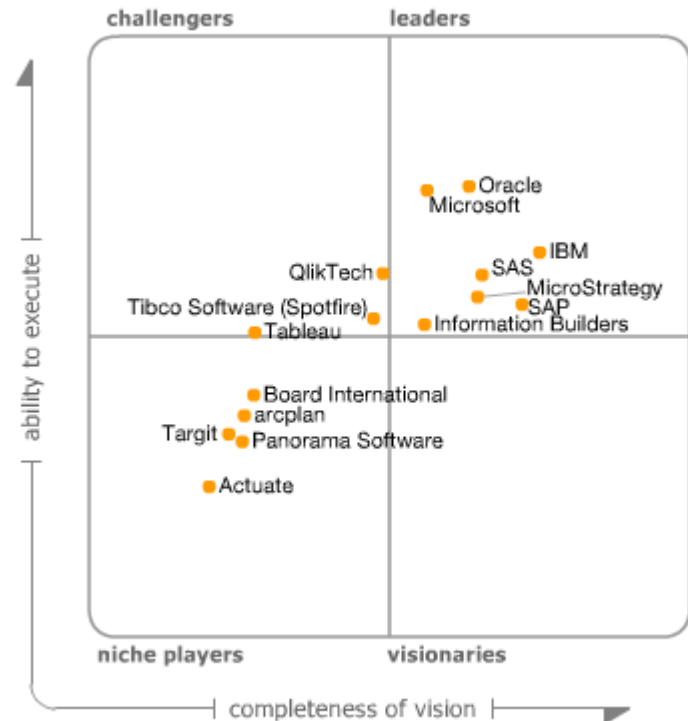
# Oracle Positioned in Leaders Quadrants

## Gartner Magic Quadrant for Business Intelligence Platforms

**Magic Quadrant for Business Intelligence Platforms, 2010**

**Magic Quadrant for CPM Suites, 2010**

**Magic Quadrant for Data Warehouse Database Management Systems, 2010**



As of January 2010

Source: Gartner, Inc., "Magic Quadrant for Business Intelligence Platforms, 2010" by Rita Sallam, Bill Hostmann, James Richardson, Andreas Bitterer, 29 January 2010.

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from Oracle.

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# Business Intelligence Customers

## Business Analytic Tools and Applications

### Communications



### Public Sector



### Finance / Banking



### Consumer Goods



### High Tech



### Retail



### Aero / Industrial



### Insurance / Health



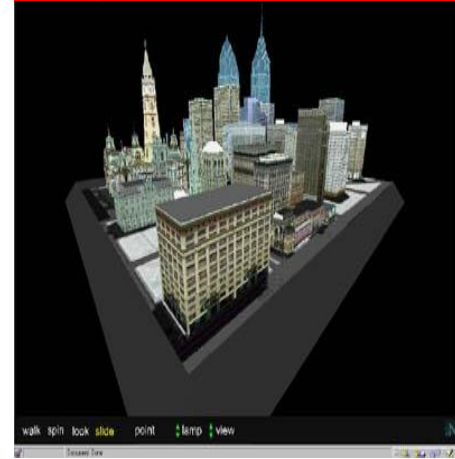
### Life Sciences



### Travel & Transport



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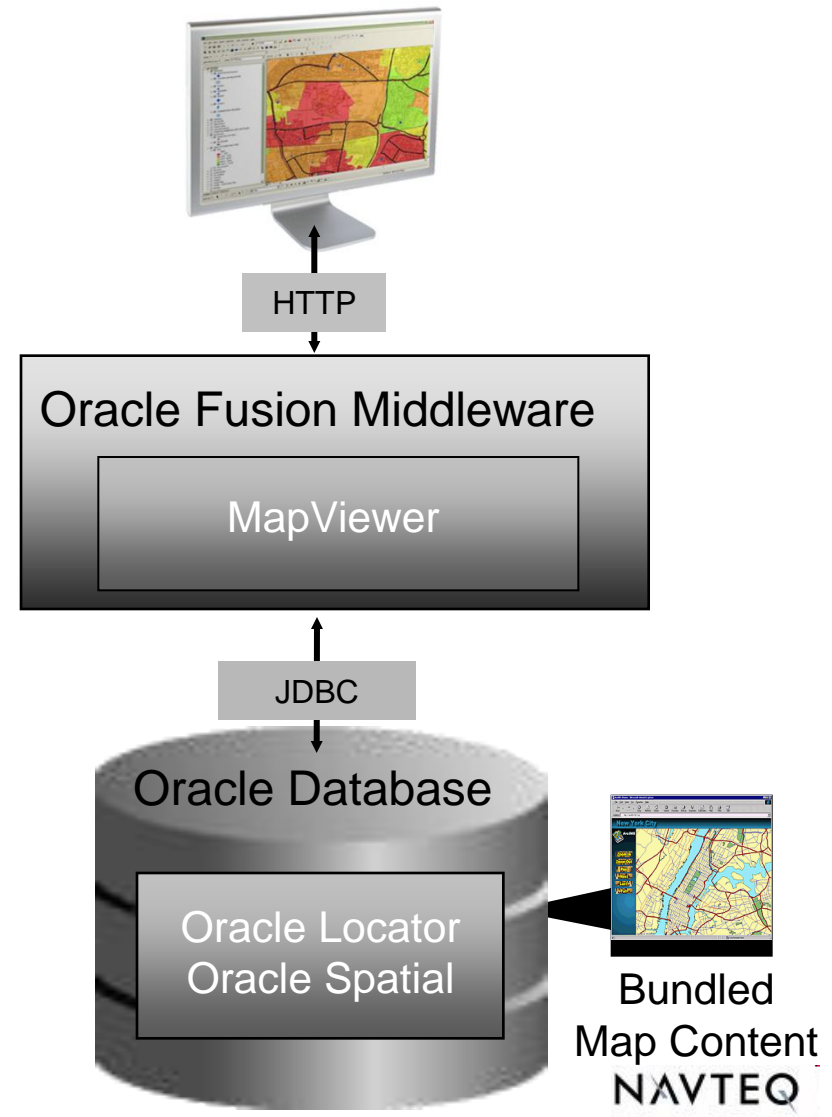


# Oracle Spatial Technologies

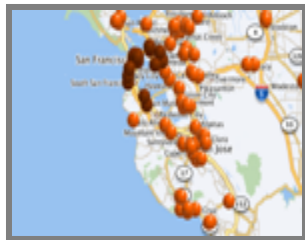
## Location Analysis for Better Business Solutions

# Oracle Spatial Technologies

- **Oracle Locator**: Feature of Oracle Database XE, SE, EE
- **Oracle Spatial**: Priced option to Oracle Database EE
- **MapView**: Java application and map rendering feature of Oracle Fusion Middleware
- **Workspace Manager**: Long transactions feature of Oracle Database SE, EE
- **Bundled Map Content**: Major roads, administrative boundaries (city, county, state, country) - worldwide coverage from Navteq



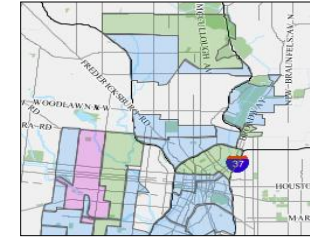
# Natively Manage All Geospatial Data



“Points”



“Lines”



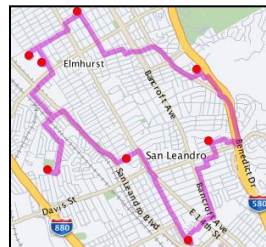
“Polygons”

Web Services  
(OGC)

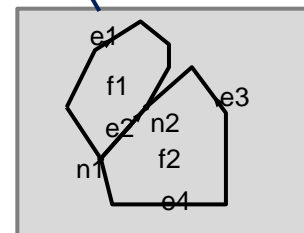
Geocoding  
Routing



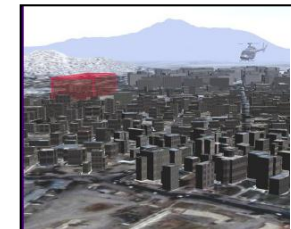
Rasters



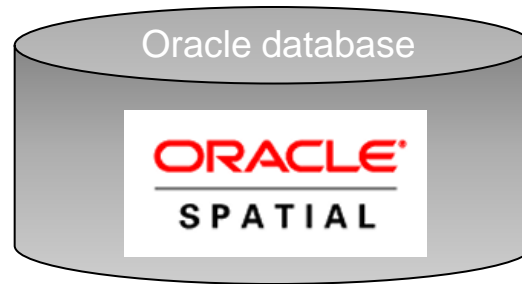
Networks



Topologies



3D



# NEW VISUALIZATIONS IN OBIEE 11g



# New Ad-hoc, Dashboards and BI Publisher Features

## New Features

- Unified Framework
- Column Type Changes
  - Hierarchical Columns
  - Selection steps
  - Groups
  - Calculated Items
- Unified Prompting
- New Graph Features
- Maps
- BI Publisher Integration and Web Editor



# New Home Page

**ORACLE Business Intelligence** Search  [Advanced](#) [Administration](#) [Help](#) [Sign Out](#)

**Home** [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

<b>Dashboards Prompts - CheckB...</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>	<b>Dashboards Prompts - Chart Z...</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>	<b>Dashboards Prompts - Chart Sl...</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>
<b>Dashboards Prompts - Chart L...</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>	<b>Dashboards Prompts - Calculat...</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>	<b>Dashboards Prompts - page 1</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>

#### Others

<b>Big Selling Products</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>	<b>Index To Avg</b> <a href="#">Open</a>   <a href="#">Edit</a>   <a href="#">More</a>
---	---

### Most Popular

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





# Catalog with Viewer

**ORACLE Business Intelligence** Search All Advanced Administration Help Sign Out

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

User View Location /Shared Folders/3. Analysis and Dashboards/Map V Show Hidden Items

Type All Sort Name A-Z Show More Details

- Del Simple Thematic Map** | Last Modified 1/5/2011 4:44:58 PM | Created By BIAdministrator  
Open | Edit | More
- Map From Elocation** | Last Modified 1/5/2011 4:44:58 PM | Created By BIAdministrator  
006211745  
Open | Edit | More
- Map Prompt Revenue** | Last Modified 1/5/2011 4:44:58 PM | Created By BIAdministrator  
006010846 text field prompt; "between"  
Edit | More
- Master Detail Linked Map View** | Last Modified 1/6/2011 11:22:54 AM | Created By weblogic  
006010848  
Open | Edit | More
- Master Detail Linked Map View\_old** | Last Modified 1/6/2011 11:22:46 AM | Created By weblogic  
006010848  
Open | Edit | More

**Preview: Master Detail Linked Map View**





# OBIEE 11g Changes in Ad-hoc

- Improved support for OLAP-style reporting
  - Hierarchical columns
  - Support for ragged and skip-level hierarchies
  - Dynamic re-arrangement of pivot tables in the dashboard
- Dynamic grouping and custom aggregates
- New Prompts
- New dashboard controls
- New gauge types and graphics

The screenshot displays the Oracle Business Intelligence (OBIEE) 11g interface. The main window is titled "Product Time Revenue w/Prompt" and shows a dashboard with a "Compound Layout". The layout includes a "Pivot Table" and a "Static Text" block.

**Subject Areas:**

- A - Sample Sales
  - Time
  - Products
    - Product Ragged Skipped L
    - More Product Objects
    - P1 Product
    - P2 Product Type
    - P3 LOB
    - P4 Brand
    - Products Hierarchy
      - Total Products
        - BizTech
        - FunPod
        - HomeView
  - Offices
  - Sales Person

**Catalog:**

- Shared Folders
  - 1. Overview
  - 2. Functional Examples
  - 3. Analysis and Dashboards
  - 4. Actionable Intelligence

**Compound Layout:**

**Title:** Product Time Revenue w/Prompt  
Time run: 2/24/2011 3:54:59 PM

**Pivot Table:**

Products Hierarchy	Total Time Revenue
BizTech	21,000,000
Communication	10,885,416
Electronics	10,114,584
Accessories	2,698,715
Audio	7,415,869
SoundX Nano 4Gb	2,476,985
MicroPod 60Gb	4,938,884
FunPod	17,500,000

**Static Text:**

Keep Only the Selected Members <determined via Prompt Selections>. Default Values are BizTech and FunPod.

[Add to Briefing Book](#)



# Hierarchical Columns

- Now supports expanding and compressing hierarchy in same column
- Just like other OLAP tools like Discoverer
- Supports ragged and skip level hierarchies
- Integrated with new grouping and custom aggregate capabilities
- Works with ANY datasource (OLAP, Relational, XML)

	Revenue
[-] Total Products	[-] Total Time
[-] BizTech	50,000,000
[-] Communication	21,000,000
[-] Electronics	10,885,416
[-] FunPod	10,114,584
[-] Digital	17,500,000
[-] Games	7,735,105
[-] HomeView	9,764,895
[-] Services	11,500,000
[-] TV	1,005,845
[-] <b>Hot Products</b>	10,494,155
[-] Cell Phones	18,822,801
[-] Camera	5,917,903
MPEG4 Camcorder	7,735,105
7 Megapixel Digital Camera	3,995,040
[-] Plasma	3,740,065
	5,169,794



# Groups

- Hierarchies can be used to build custom aggregates
- Hierarchy is preserved within group so drill down is supported

**New Group**

Display Label: Media

Values From: Products.Products Hierarchy

Available:

- Products.Products Hierarchy
  - Total Products
  - BizTech
  - FunPod
  - Digital
  - Games
  - HomeView
  - Services
  - TV

Selected:

- LCD
- Plasma
- Digital

Buttons: Move, Move All, Remove, Remove All, Format, Help, OK, Cancel

**Compound Layout**

Title:

Pivot Table:

	Total Time	2009	2010
Products Hierarchy			
Total Products	50,000,000	15,000,000	18,500,000
BizTech	21,000,000	6,302,087	7,707,172
FunPod	17,500,000	5,160,340	6,616,473
Digital	7,735,105	2,227,309	2,921,019
Games	9,764,895	2,933,031	3,695,454
HomeView	11,500,000	3,537,573	4,176,355
Services	1,005,845	330,837	376,561
TV	10,494,155	3,206,735	3,799,795
Media	18,229,260	5,434,044	6,720,814
Digital	7,735,105	2,227,309	2,921,019
LCD	5,324,361	1,638,358	1,881,936
LCD 36X Standard	3,993,962	1,264,918	1,373,781
LCD HD Television	1,330,399	373,440	508,155
Plasma	5,169,794	1,568,377	1,917,859



# New Dashboard Prompts and Visualizations

- Available Prompts has been expanded
- Check List, radio buttons, list box, slider etc
- Step Based Prompt builder
- Master Detail links



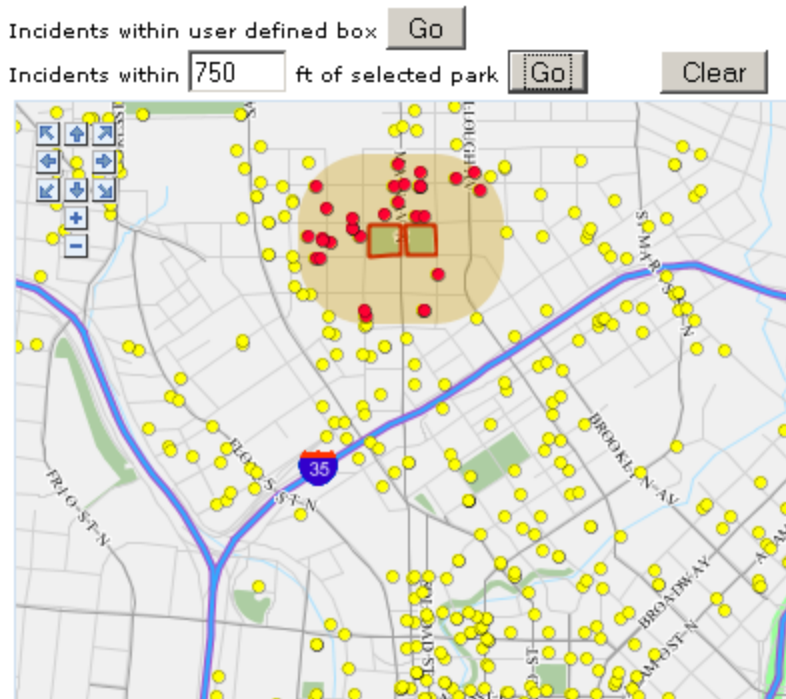


# MapViewer Integration

- Map is a new View Type!
- Integrates with spatial encoded and non-spatial encoded datasets
- Comes with NAVTEQ maps (State, County, Global)



# 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	HARASSMENT,SUBD 1,CIVILIAN	02-Aug-03	1064	32	Central
	HARASSMENT,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





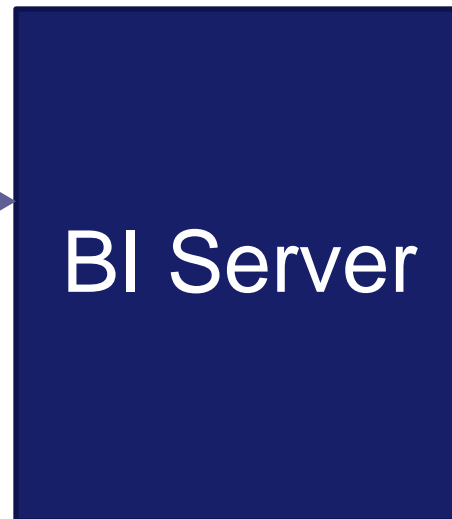
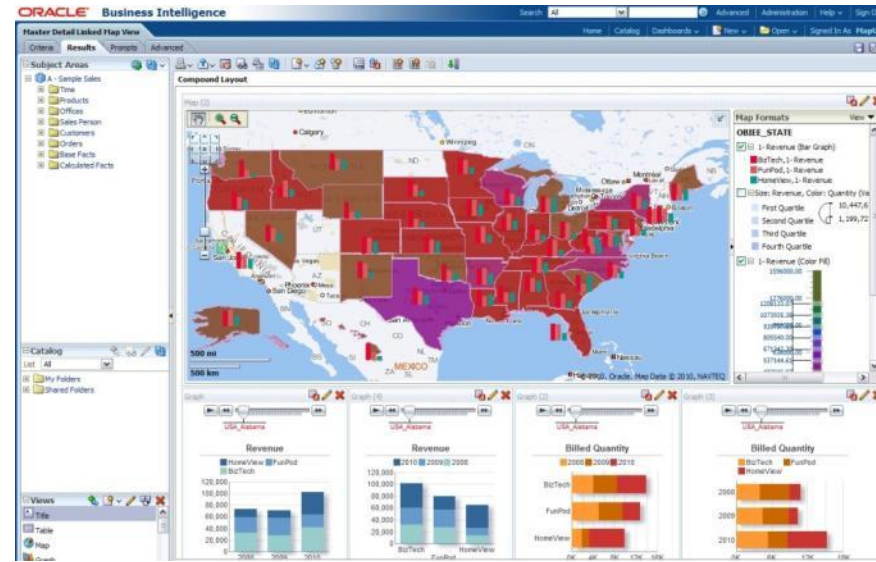
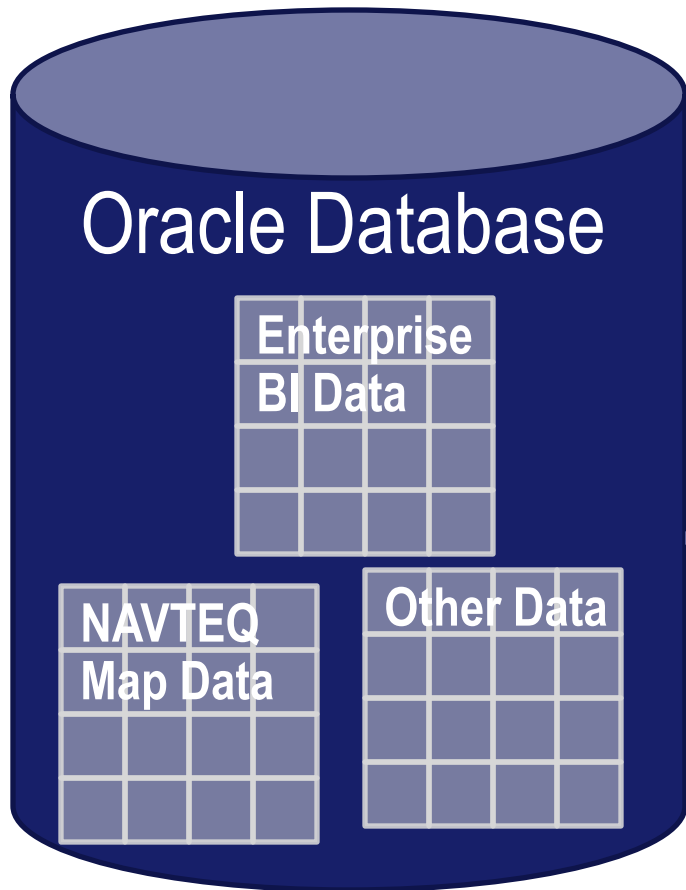
# When Are Map Views Useful

- 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?



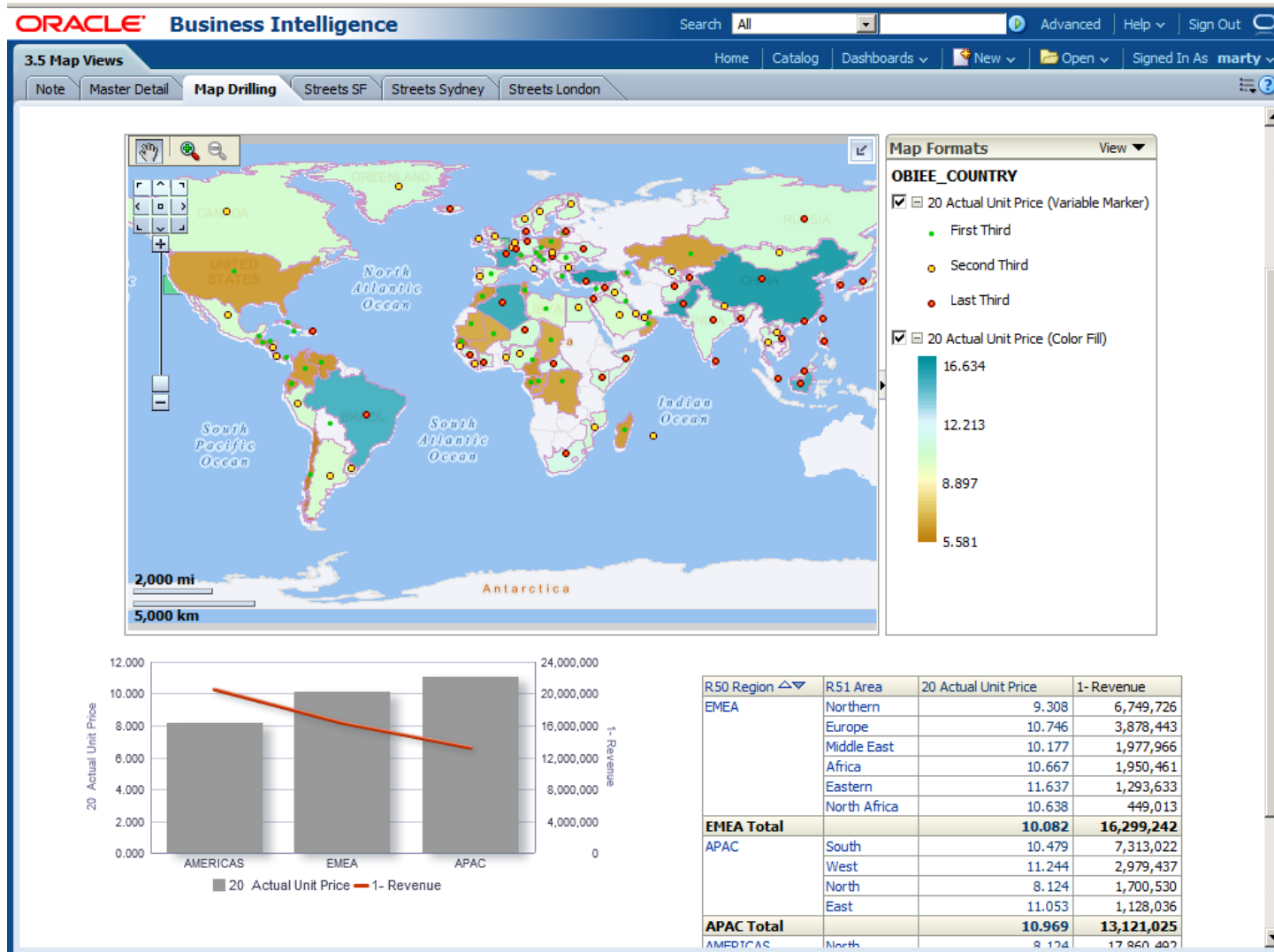
# Secure, Resident Data

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





# Demo of Oracle BI 11g Maps





# Creating New Map

**ORACLE® Report Center** Search   [Advanced](#) | [Administration](#)

Untitled [Home](#) | [Catalog](#) | [Dashboards](#) | [New](#) | [Open](#)

Criteria **Results** Prompts Advanced

Compound Layout

Map

Map Formats [View](#)

**OBIEE\_COUNTRY**

☒ 1- Revenue (Color Fill)

First Quartile

Second Quartile

Third Quartile

Fourth Quartile

# The Premier Provider of Digital Content

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

# NAVTEQ® Maps are Everywhere

NAVTEQ is the leading provider of the digital map, traffic and location data that powers many of the world's most innovative navigation applications

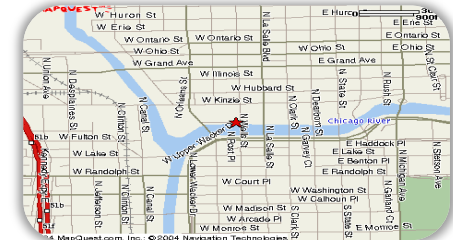
**In-Dash**



**Telematics**



**Internet**



**Mobile**



**Cell Phones**



**Trip Planning**



**Fleet**



**Enterprise**



**Government**





# Global Market Leadership

## Automotive

- › Virtually every major automobile manufacturer currently offering a navigation system in North America and Europe uses NAVTEQ® maps in one or more of their models
- › More than 19 million navigation systems have been enabled with NAVTEQ® maps since 1999

## Internet

- › NAVTEQ Maps power major internet mapping portals in North America and Europe
- › Billions and billions of map and route planning transactions each year

## Wireless

- › The leading global wireless brand chooses NAVTEQ maps to help power their location-enabled devices

## Mobile Devices

- › The foremost PND manufacturers in the world choose NAVTEQ, including some of the most trusted consumer brands, including Garmin, Magellan, Sony, LG, Navigon, Panasonic
- › More than 45 million portable devices in EU and NA have been enabled with NAVTEQ maps since 2001

## Enterprise

- › Leading global supplier of digital maps to Federal Agencies, including National Geospatial-Intelligence Agency and the Department of Homeland Security
- › Chosen by top fleet management companies, including Qualcomm and FedEx
- › Enterprise software solutions using geospatial data, including Oracle and ESRI

**On average, there are over 100 million uses of NAVTEQ data every day**

# Strong Customer Relationships

## Automotive



## Systems Vendors



## Telematics



## Internet & Wireless



## Mobile Devices



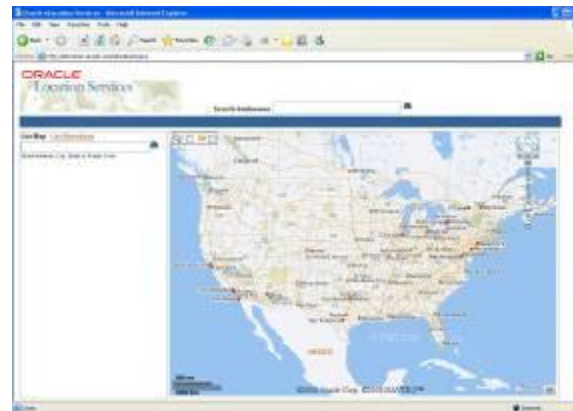
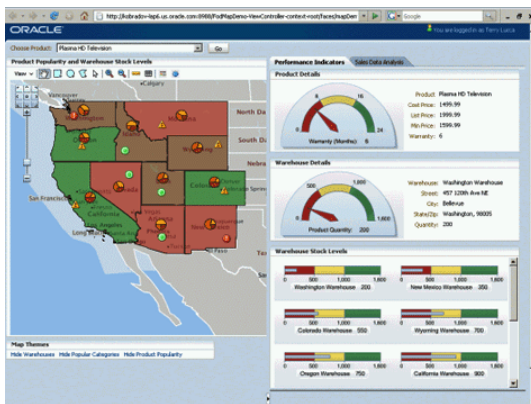
## Enterprise



# NAVTEQ ODF – A Global Footprint

## Oracle Delivery Format (ODF)

- ▶ Delivered **“out of the box”** using Oracle Transportable Tablespaces
  - ▶ All tables and indexes are pre-built
  - ▶ Simple file copy and metadata import
  - ▶ Over 100GB\* installed and usable in less than 10 minutes
  - ▶ Allows IT, system integrators, and developers to quickly and easily deploy the data that drives powerful mapping, geocoding, routing, and location analysis services used in Oracle Enterprise Solutions



\* Typical size for North American or European premium content