

# data sheet

## ORACLE DAILY BUSINESS INTELLIGENCE FOR ISTORE

*Oracle® Daily Business Intelligence (DBI) for IStore empowers managers to stay on top of the critical sales activities of their organization. DBI offers enhanced e-commerce visibility by providing enterprise-wide performance information daily. DBI for IStore enables e-commerce professionals to maximize performance and opportunities, identify potential issues earlier, and address them before they escalate into real problems. Oracle DBI is part of the Oracle E-Business Suite, an integrated set of Information-Driven applications engineered to ensure that the data you capture and create with your business applications is transformed into information that drives competitive advantage.*

### **Overview**

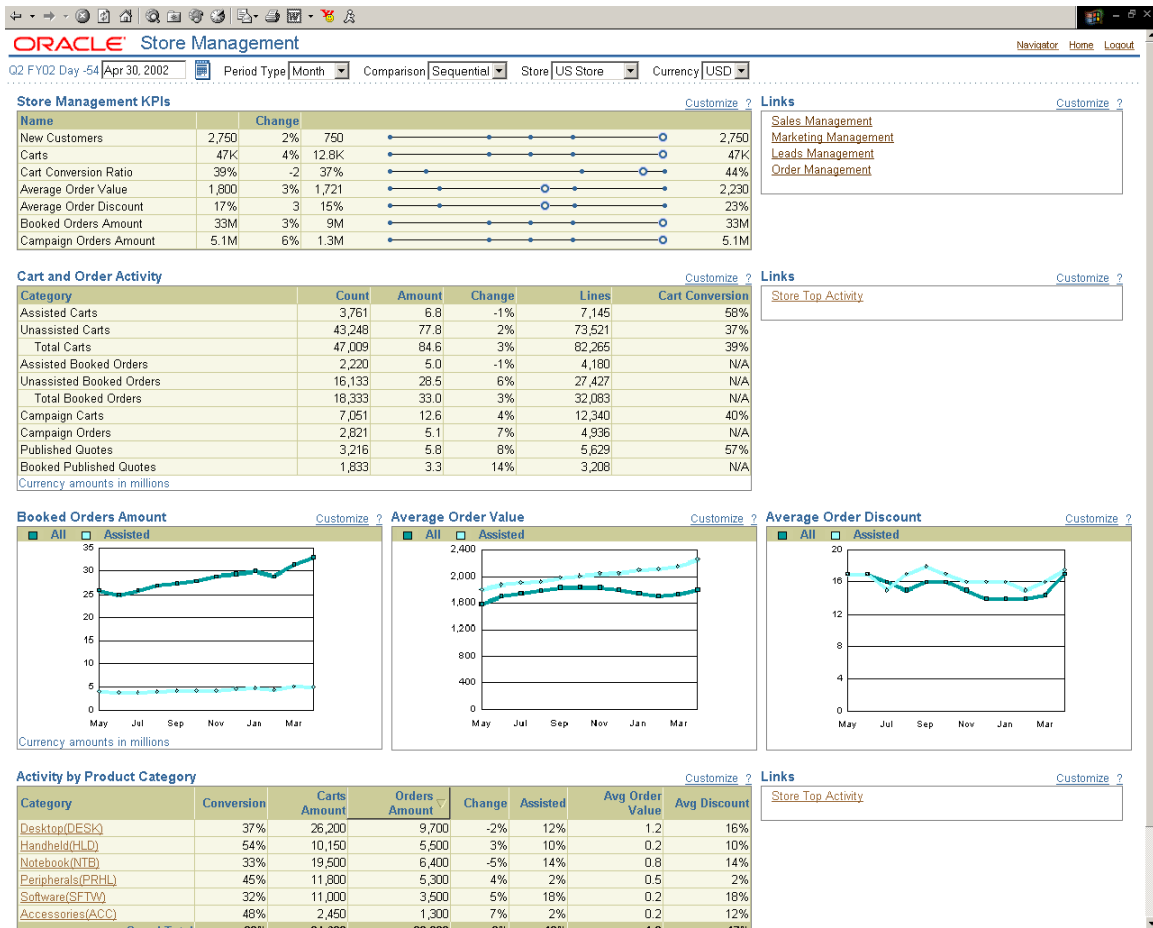
Do you want to understand how your store is performing in detail and in real time? DBI for IStore provides a 360 degree view of store activity, from the time a customer begins browsing, to order fulfillment. DBI for IStore provides executives with concise and powerful insight into how their electronic stores are performing as well as allowing them to make fact-based decisions rather than relying on guesswork.

An integral part of the wider DBI solution within Oracle's E-Business Suite, DBI for IStore provides eCommerce managers with the information they need to run their businesses. Today's packaged applications provide data at the transactional level and do not provide a means of measuring business performance. Management's traditional methods of gathering data are slow and often result in missed opportunities.

Oracle DBI for IStore is a pre-built decision support system for the Oracle IStore applications allowing you to continually monitor and improve daily business processes.

### **Stay Informed On A Daily Basis with Powerful Dashboards**

Oracle Portal provides a common, integrated starting point for accessing your data - images, applications and web sites. DBI for IStore includes the Store Management dashboard and the Store Top Activity dashboard. The Store Management Dashboard allows you to monitor eCommerce productivity through several new Key Performance Indicators (KPIs) including new customer count, cart amounts and cart conversion to order ratios, average order value and discount, total booked and campaign-related order amounts. The Store Top Activity dashboard allows you to view top orders, products, customers and carts by sales amount and thus gain a valuable picture of your eCommerce activity. They allow you to assess current performance and to take remedial action to meet sales targets.



Store Management dashboard (partial view)

### Track Key Measures of Store Activity

The KPIs, tables and graphs provide electronic store information that users can act on. DBI for Web Analytic users can quickly see:

- How many new customers came to the store
- KPIs by store and period with the ability to change time periods
- The effectiveness of current web campaigns
- Revenue trends and the average discount by store
- How effective sales assistance is
- Which products require assistance

ORACLE Store Top Activity

Q2 FY02 Day -54 Apr 30, 2002 Period Type: Month Comparison: Sequential Store: US Store Currency: USD

Top Orders by Sales Amount

Order Number	Customer Name	Source	Booked Amount	Discount	Lines	Assisted
1234	Business World	Quote	454	20%	10	Yes
4567	Advanced Micro Devices	Cart	145	17%	23	No
3456	Sun Micro	Cart	149	15%	34	No
2345	Micro Mega Inc	Cart	123	12%	34	No
3456	Advanced Networks	Quote	87	10%	43	Yes
2345	Coast Dental	Cart	85	12%	25	No
6789	ADM Inc	Cart	74	23%	23	Yes

Currency amounts in thousands

Top Products by Sales Amount

Product	Description	Conversion	Booked Orders Amount	Change	Assisted	Avg Order Value	Avg Discount	Lines
AS92689(V1)	Envoy Standard Laptop	40%	1,570	-3%	9%	1.2	12%	800
AS72111(V1)	Envoy Deluxe Laptop	33%	1,430	1%	5%	1.4	13%	700
PT50066(V1)	Envoy Deluxe Bundle	38%	1,150	2%	1%	1.9	0%	500
CM75113(V1)	Sentinel Monitor 17	32%	912	3%	1%	0.7	0%	2,123
CM15140(V1)	Sentinel Monitor 15	10%	812	2%	2%	0.8	0%	1,445

Currency amounts in thousands

Top Customers by Sales Amount

Customer Name	Booked Orders Amount	Change	Assisted	Number of Orders	Avg Order Value	Avg Discount
Business World	612	-6%	5%	15,321	305	12%
Advanced Micro Devices	523	1%	9%	12,897	275	13%
Sun Micro	212	2%	9%	13,453	122	5%
AMD Inc	196	-2%	6%	9,987	10	8%
Micro Mega Inc	194	3%	12%	8,121	20	7%

Currency amounts in thousands

Top Carts by Sales Amount

Cart Number	Customer Name	Amount	Lines Status	Age in Days	Assisted
1234	Business World	700	10 Orderable		2 Yes
4567	Advanced Micro Devices	540	5 Orderable		4 No
3456	Sun Micro	510	34 Orderable		2 No
2345	Vision World	200	34 Orderable		5 Yes
3456	Advanced Networks	100	34 Orderable		2 No
5467	Coast Dental	50	34 Expired		22 Yes
6789	ADM Inc	50	23 Expired		14 Yes

Currency amounts in thousands

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## Store Top Activity dashboard

## Powerful Tables

DBI for IStore tables instantly communicate top customers, products, orders and carts for each store. Using the Store Management Dashboard, executives can determine:

- What their top products are and how much assistance they need
- Who their key customers are
- What the largest orders are and if they were assisted or not
- What the top carts and their statuses are

In summary, IStore Daily Business Intelligence is a complete intelligence solution fully integrated with other Oracle Applications to give you better information **every day** enabling you to make better decisions that allow your ecommerce management team to perform to the best of their ability.

## KEY FEATURES

#### **IStore DAILY BUSINESS INTELLIGENCE**

- Analysis of critical store activity on a daily basis
- Easy access to key performance indicators (KPIs) tables and graphs
- Single click access to cross-functional areas

#### **Configurable and Extensible for your Industry**

Decision makers need information that is timely and relevant. With DBI, KPI's and reports can be renamed, hidden, or rearranged on the appropriate DBI Dashboard, tailoring DBI for the needs of your specific industry. DBI is also extensible, allowing you to create new KPIs and reports, based on both Oracle and non-Oracle data sources. New content added to DBI Dashboards will persist through version upgrades, for maximum ROI and reusability.

#### **Oracle E-Business Suite—The Complete Solution**

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—using applications that are built on a unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products — all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

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