

ORACLE DATA WAREHOUSING



Business intelligence and data warehousing turn data into information, allowing organizations to deploy resources more effectively, increase operational efficiency, determine a campaign's effectiveness, and identify new streams of revenue.

RELEVANT PRODUCTS

- Oracle Database Enterprise Edition
- Oracle Warehouse Builder
- Oracle Data Integrator
- Oracle Partitioning
- Oracle Advanced Security
- Oracle Enterprise Manager Packs
- Oracle Fusion Middleware
- Oracle Data Hubs
- Oracle OLAP
- Oracle Data Mining
- Oracle Business Intelligence Enterprise Edition Plus

Building your data warehouse on Oracle is the best way to consolidate and organize all your data so it can be easily managed, accessed, and analyzed. With a single management interface, self-tuning and self-diagnostic features, Oracle Database simplifies maintenance of your ever-expanding data warehouse

About Oracle Data Warehousing

Oracle offers the most comprehensive portfolio of technology and applications for enabling the insight-driven organization, including leading business intelligence applications, business intelligence platform technology, and data warehousing.

The Oracle Database, the leading database for data warehousing implementations, provides a highly scalable platform and is proven for data sizes ranging to tens of terabytes and above. Oracle's support of hybrid schema and advanced security enables consolidation of data marts into the enterprise data warehouse. Oracle Warehouse Builder provides an easy to use, enterprise integration design tool that manages the full life cycle of data and metadata for Oracle Database.



ORACLE CONSULTING DIFFERENTIATORS

- Oracle Expertise in delivering best practices using standardized methodology, process, tools, and resources
- Breadth of Services for Your Needs to integrate functional, technical, and change management services necessary for optimal user adoption
- Aligned with Your Goals with a cost-effective and comprehensive upgrade solution resulting in project success

Key Benefits

Oracle is the only software provider to integrate all the latest technologies into a single comprehensive and integrated data warehouse database. Other vendors rely on technology point solutions and extensive consulting engagements to glue together a solution. By integrating technologies such as parallel queries, bitmap indices, parallel bit-mapped star joins, materialized views, analytic functions, OLAP, and data mining into the database engine and leveraging these features in business intelligence tools from Oracle and Oracle's partners, businesses obtain needed flexibility to meet evolving needs.

How We Do It

Oracle's Data Warehouse solutions can deliver insights to your business that can help drive competitive advantage in the market place. To drive results your data warehouse solution must deliver data that is not only insightful, but also actionable. User adoption is compelled by the value received.

To reach business goals and assure success, risk must be recognized and minimized. Risk can range from inadequately gauging user requirements to poor technology implementations. Project executives can minimize risk by using proven database technology and following accepted practices for data warehousing. Multiple market research polls have shown Oracle as having the leading database in terms of market share and for data warehousing. Oracle's strength in implementing "Very Large Databases" (VLDBs) and multi-user data marts on a variety of platforms and operating systems (including UNIX, Windows 2000, Linux, and others) is demonstrated by the number of customers with successful implementations *today*.

Oracle Consulting

To achieve these goals Oracle Consulting leverages both the functional and technical expertise of its consultants to clearly understand your data warehousing requirements. We provide a variety of solution-based offerings that can be tailored to enable your company to quickly launch a successful deployment of your Oracle Data Warehouse solution.

Oracle's team of Data Warehouse Architecture consultants bring a host of benefits to your business intelligence implementation. Based on your needs an Oracle implementation team may include the following roles:

- Mitigating risk is essential. Years of collective experience being the number one data warehouse company stands behind each **Oracle Data Warehouse Project Manager**. This role comes with an "all-access pass" to Oracle's Unified Project Methodology, which encapsulates data warehousing best practices accumulated from years of global implementations, access to Oracle's data warehousing development organization and the latest technology innovations, and Oracle's comprehensive support organization to quickly and efficiently resolve issues should they arise. All these services are brought together in one person to help increase the probability of delivering on time and under budget.

- We don't just implement, we engineer. An **Oracle Data Warehouse Solution Architect** comes with years of experience understanding complex business intelligence issues and engineering the right combination of Oracle technology to solve the problem. This means you can be sure that you are getting the latest from a rapidly evolving Oracle technology landscape.
- Your business doesn't just stop. Business continuity is essential with today's fast paced, global business processes. **Oracle's Data Acquisition/ ETL Specialists** understand the pressure this can cause when integrating a new data warehouse and expertly design solutions with minimum impact as their centerpiece. Years of industry experience combined with access to the latest technology available help ensure this is the right move for your environment now and in the future.
- Strategic advantage comes at no extra charge. Now that you have built a solid data platform, **Oracle's Business Intelligence Solution Architects** have years experience understanding how to turn that data into a powerful tool for your business. They specialize in understanding your business requirements and choosing the right combination of Oracle analysis tools that enables you to spin raw data into a competitive advantage.
- Get the right data to the right people at the right time. This is the job description of **Oracle's Business Intelligence Reporting Specialists**. It sounds simple, but unused data is always a company's most wasted asset. This team is prepared to help you unlock this information by providing scalable, reliable, secure and compliant reporting information solutions that make sense for you. Whether you need employee views, partner views, or customer views, these reporting specialists ensure the right combination of Oracle technology is put in place to meet your specific requirements.

Oracle Consulting brings the power of Oracle's leading business intelligence technology and applications to customers through the Oracle Unified Method, a proven approach to maximizing business value while minimizing risk, time and cost associated with the implementation of performance management solutions. In addition, we leverage a number of partners with niche vertical and horizontal expertise to ensure that the most capable and appropriate provider is available to support your business objectives. Oracle consultants have access to the wide range of resources within Oracle, including best practices developed in our work with other customers and the knowledge of the engineering team that works to develop Oracle's Reporting and Analytics products.

How We Are Different

The Oracle Consulting team is focused exclusively on Oracle technologies, and we have the experts that others turn to for leading practices in Oracle software implementations. We know Oracle best and can provide your business with tightly integrated, comprehensive, superior services throughout your ownership experience.

Getting Started

Leverage Oracle's methods, tools, and extensive experience with customer implementations across diverse industries and geographies. Tight integration across Consulting, Development, Support, Education, and Global Delivery puts the entire Oracle team behind your success. To learn more, contact your local Oracle Consulting representative at 1-800-633-0615, email ask-oracleconsulting_us@oracle.com, or visit www.oracle.com/consulting.

Copyright 2007, Oracle. All Rights Reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle, JD Edwards, PeopleSoft, and Siebel are registered trademarks of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners.