

# ORACLE BUSINESS INTELLIGENCE APPLICATIONS FOR ORACLE'S E-BUSINESS SUITE



## ORACLE'S E-BUSINESS SUITE (EBS)

- Comprehensive business & industry solutions
- Improve business performance and increase efficiencies
- Web services integration that fit seamlessly into heterogeneous applications environments
- A broad choice of technology infrastructure

## ORACLE BUSINESS INTELLIGENCE APPLICATIONS (OBIA)

- Pre-built integration with Oracle's e-Business Suite
- Accelerate deployment of a combined data warehouse
- Integrate data from multiple sources to provide business users with a complete view of business operations
- Provides comprehensive user self service capabilities to reduce the burden on IT resources

*Oracle's e-Business Suite (EBS) applications are designed to address the most complex business requirements. Oracle's e-Business Suite applications provide complete business & industry solutions, enabling organizations to significantly improve execution performance through greater efficiency & collaboration. The increasing volumes and complexity of data provide a strategic opportunity for organizations to turn information into business intelligence. This can be accomplished today with the powerful combination of Oracle's e-Business Suite applications and Oracle Business Intelligence Applications, a suite of pre-built BI solutions.*

### **Integrated and Actionable Business Process Insight**

In today's ever-competitive business climate, the ability to understand business conditions and gain timely insight into business performance is essential for survival. Business users have long faced the challenge of being unable to easily analyze business data in their enterprise resource planning (ERP) environment. Oftentimes, the reporting tools available are too complex for business users to utilize effectively, and IT experts do not have the business background to sufficiently understand business users' analytical needs. The delay in IT department's turn around time can quickly render information irrelevant and outdated by the time it is available to business users. Oracle's e-Business Suite applications meet these challenges by delivering seamless integrations with Oracle Business Intelligence Applications (OBIA). EBS and OBIA facilitate actionable analysis of information in Financials, Procurement, Supply Chain and Order Management, Human Capital Management, and Projects, thereby empowering business users with prompt access to knowledge that transforms decision making into an information driven business process.

Oracle BI Applications for Oracle's e-Business Suite applications offers a suite of pre-built extract, transform, and load (ETL) adapters, as well as role-based dashboards. Dashboard reports can be configured to trigger action links that drill back to the EBS transactional system for truly closed-loop analysis-to-action business processes.

### **Intelligence to Increase Profits and Ensure Financial Stability**

With Oracle BI Applications for Oracle's EBS, organizations can gain a complete view of its financial health status through metrics spanning across sales, payables, receivables, general ledger, and profitability. Financial Analysts are able to appraise trends in revenue, expenses and profit margins with the ability to easily drill down into essential details based on customer, product, date, region or line of business.

### **Information to Reduce Procurement Spend and Improve Procurement Effectiveness and Supplier Relationship**

To compete effectively on a global scale, organizations must drive greater efficiency in overall procurement and spend performance. Commodity Managers can leverage the pre-built metrics in Oracle BI Applications for Oracle's EBS to monitor procurement activities and spend levels. Similarly, Contract Managers can evaluate supplier performance in an effort to negotiate more favorable contract terms or consolidate spend with key suppliers.

### **Complete Visibility into the Supply Chain Improves Customer Satisfaction without Increasing Inventory**

Oracle Supply Chain and Order Management Analytics delivers deep customer insight into orders and inventory data so organizations can make better decisions at each stage of the order lifecycle. By leveraging actionable and fact-based insights, companies can enhance their current supply chain and order management processes to improve financial performance and customer satisfaction. Oracle Supply Chain and Order Management Analytics enables organizations to assess inventory levels, predict product fulfillment needs before an order has been booked, identify potential order backlog issues, and stay on top of critical accounts receivable (A/R) and days sales outstanding (DSO) issues. The insights gained from this analysis lead to actionable steps to address short-term issues and provide strategic input into how to transform the supply chain and order management process.

### **Insights to Maximize Workforce Talents**

Employees are an organization's greatest asset. To help organizations effectively manage its work force, Oracle BI Applications for Oracle's EBS offers a comprehensive set of pre-built metrics and dashboards to analyze work force profile, performance, compensation, recruitment, retention, learning and talent management. Department Managers can review employee performance trends, identify top and under performers, as well as evaluate the effectiveness of training programs on productivity. Also, HR managers can easily assess workforce retention rates and success of recruitment programs in order to attract and retain the best talent.

### **Performance Data to Improve Project Management and Manage Project Profitability**

With Oracle BI Applications for Oracle's EBS, Project Managers can easily identify the most profitable projects and identify the customers involved. Similarly, project spending, resource utilization and cash flow can be analyzed to ensure projects stay within budget and are delivered on time with highest quality.

### **Oracle BI Applications for Greater Return on Investment**

Oracle BI Applications offer many pre-built components that are designed to help organizations reduce the time and effort involved in a data warehouse deployment initiative:

- ETL Adapters

Pre-built ETL adapters created specifically to map data from Oracle's EBS applications to OBIA's data warehouse schema, supporting business rules in EBS applications and ensuring highest level of data quality and integrity.

- **Metadata Layer**  
Oracle Business Intelligence Enterprise Edition Plus (OBIEE) toolset is used to create a metadata layer on top of OBIA data warehouse schema, organizing delivered metrics and associated dimensions into functional subject areas that enable intuitive analysis and reporting, and assure appropriate access via role user security.
- **Role-Based Dashboards**  
Delivered role-based dashboards are easily configurable to meet specific organizational needs and practices.
- **Ad-hoc Analysis**  
Metadata layer serves as foundation to provide flexible and intuitive ad-hoc reporting and custom dashboard designs through Oracle BI Answers and Oracle BI Dashboard tools that are part of the OBIEE toolset.

### **Closed-Loop & Embedded Integration**

To further provide seamless integration with Oracle's EBS applications, dashboard reports can be configured with action links that launch appropriate transactional screens for business users to take immediate actions based on insights gained from analysis. For example, an HR Manager can analyze the effectiveness of recruitment programs within an OBIA dashboard, and launch an action link to either activate or discontinue recruitment campaigns.

### **Mobile Intelligence**

As business users become more mobile, they need quick and easy access to time critical intelligence in order to stay informed of the latest business conditions and trends. Pre-built OBIA and custom OBIEE reports can be accessed by mobile business users conveniently and securely through Oracle Business Indicators, an Apple iPhone client application. In addition to reports, Oracle Business Indicators can deliver alerts notifying mobile business users when exceptions in business conditions arise. Oracle Business Approvals for Managers is another iPhone application that enables executives and managers to view and approve EBS workflow notifications for expenses, purchase requisitions, job offers and job openings. Contextually relevant business intelligence reports can be analyzed with workflow notifications on the mobile device to facilitate decision-making.

### **Business Intelligence for Oracle's EBS**

Oracle Business Intelligence Applications offers the following solutions with ETL adapters pre-built for Oracle's EBS

- Oracle Business Approvals for Managers
- Oracle Financial Analytics
- Oracle Procurement and Spend Analytics
- Oracle Supply Chain and Order Management Analytics
- Oracle Human Resources Analytics

**ABOUT ORACLE BI  
APPLICATIONS FOR  
E-BUSINESS SUITE**

Oracle BI Applications provide complete, real-time, and enterprise wide insight for all users, enabling fact-based actions and intelligent interaction. Designed for rapid deployment at a low cost of ownership, Oracle BI Applications are pre-built solutions that embrace any existing corporate data source and are seamlessly integrated with Oracle's transactional solutions to improve business insight across the organization. All Oracle BI Applications are powered by Oracle BI Enterprise Edition Plus, a high-performance, highly scalable, and reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise business intelligence need. Additional information about Oracle BI Applications is available at <http://www.oracle.com/goto/obia>.

**Oracle Business Indicators and Business Approvals for Managers:**

Leverage investment in OBIEE or OBIA to provide access to BI reports and alerts, as well as EBS to approve workflow notifications, on the Apple iPhone.

<http://www.oracle.com/appserver/business-intelligence/business-indicators.html>

<http://www.oracle.com/applications/oracle-business-approvals-for-managers.html>

- Oracle Project Analytics

Additionally, EBS customers can leverage the following solutions with universal ETL adapter:

- Oracle Sales Analytics
- Oracle Service Analytics
- Oracle Contact Center Analytics
- Oracle Marketing Analytics
- Oracle Marketing Loyalty Analytics
- Oracle Price Analytics

**Summary**

Across industries, companies are facing increased pressure to grow revenues while reducing costs. This means ensuring that money spent to market, acquire, sell and service customers must return the best possible results. It also means that companies need to manage their business operations as cost-effectively as possible to meet profitability targets. With pre-built components and tight integration, Oracle's EBS applications and Oracle Business Intelligence Applications enable quicker deployment, reduce risk and gain greater return on investment. Oracle Business Intelligence Applications deliver maximum value by enabling users the essential insight to control all customer, supplier and workforce decisions, resulting in lower costs, increased revenue, and greater profitability.

**Contact Us**

For more information about Oracle Business Intelligence Applications, Oracle Business Approvals for Managers or Oracle Business Indicators, please visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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