

BUSINESS INTELLIGENCE AND DATA WAREHOUSE EXTREME PERFORMANCE



ASSOCIATED PRODUCTS

- Oracle Database 11g
- Oracle Real Application Clusters
- Oracle Partitioning
- Oracle Advanced Compression
- Oracle OLAP
- Oracle Data Mining
- Oracle Warehouse Builder
- HP Exadata Storage Server
- HP Oracle Database Machine
- Oracle Business Intelligence (BI) Enterprise Edition Plus
- Oracle BI Server
- Oracle BI Answers
- Oracle BI Disconnected Analytics
- Oracle BI Publisher
- Hyperion Financial Reporting
- Hyperion's Web Analysis

Business intelligence applications and data warehouses help consolidate and transform data into information enabling organizations to compete more effectively, increase operational efficiency and identify new revenue streams. However, as the size of data warehouses and fact tables' increase, coupled with expanding dimensions, data analysis becomes constrained by limited I/O capabilities. Large data warehouses require a higher level of data throughput to satisfy business intelligence demands.

Oracle Database 11g provides all the data integration, reporting, analytics and data mining features organizations today require. With the recent introduction of the HP Oracle Database Machine and HP Exadata Storage Server, organizations can expect to improve query performance by a least a factor of 10x. By combining leading, industry-standard hardware from HP with the intelligence built into Oracle Database 11g and the Oracle Exadata Storage Server Software, the HP Oracle Database Machine has the I/O bandwidth required to deliver extreme performance for large data warehouses.

About Oracle

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, Data Warehousing and storage.

The Oracle Database is the leading database for Data Warehousing providing a highly scalable platform proven for data sizes ranging to from tens to hundreds of terabytes. Oracle's support of hybrid schema's and advanced security enables consolidation of data marts into the enterprise Data Warehouse.

Key Benefits

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

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 patchwork solution. Oracle can integrate technologies such as hardware assisted Exadata Storage Technologies with parallel queries, bitmap indices, parallelism, bit-mapped star joins, materialized views, analytic functions, OLAP, and data mining. By leveraging these features in Business Intelligence tools from Oracle and Oracle's partners - businesses obtain needed flexibility to meet evolving needs.

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



How We Do It

Oracle's Data Warehouse solutions can deliver insights to your business that can help drive competitive advantage in the marketplace. 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 Linux, UNIX, Windows, 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 Experts brings a host of benefits to your Business Intelligence implementation. Based on your needs an Oracle implementation team may include the following roles:

- An Oracle Data Warehouse Solution Architect can help you understand complex Business Intelligence issues and how Oracle Technology can solve the problem. This means you can be sure that you are getting the latest from a rapidly evolving Oracle Technology landscape.
- Mitigating risk is essential. Oracle Data Warehouse Project Managers come with an "all-access pass" to Oracle's Unified Project Methodology, access to Oracle's Data Warehousing development organization, and Oracle's Support organization to quickly and efficiently resolve potential issues. All these services are brought together to increase the probability of delivering on time and under budget.
- Applying new technology to complex business problems is the key to maintaining an edge over your competition. Oracle Data Warehouse Enterprise Architects are the most senior resources in the industry with experience ranging from the applications front-end through database and storage technologies. Data Warehouse Enterprise Architects are drawn from industries across the business spectrum. Many have advanced degrees in addition to ten to twenty years of hands-on experience. They are the experts to help you understand, design and engineer complex technologies in Data Warehouse, decision-supporting and real-time environments.
- 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 minimal impact as their centerpiece.
- Get the right data to the right people at the right time. This is the job description of Oracle Business Intelligence Applications, Dash-Boarding and 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

and your business. 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.

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.

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