Today’s competitive markets demand that stakeholders be able to understand, monitor, and react to changing market conditions in near real-time and business owners are requiring more control over business transactions. In fact, business analytics are driving the evolution and growth of every industry as never before. Businesses require flexible, dynamic, detailed insight – and they need it as it happens. Oracle Real-Time Integration Business Insight is designed to provide business owners with the information required to make informed, timely decisions to keep their business performing well.

Product Overview

Oracle Real-Time Integration Business Insight is designed for business users to model, collect and monitor business level metrics. It comes fully integrated with Oracle SOA Suite and Oracle Service Bus. Oracle Real-Time Integration Business Insight puts the business owner in control of the content, timing and format of metrics they need to make informed decisions daily. By simply identifying the key points within their business integrations, stakeholders immediately have access to detailed and actionable data, in real-time, with no costly engineering engagements or production redeployments.

Today’s integration landscape is complex and key business transactions and processes often span multiple IT systems and applications. Businesses are seeking easy ways to generate dashboards and reports that give executives the information they need using business rather than IT terms and scope. Oracle Real-Time Integration Business Insight supports multiple runtime domains mapped to a single model of a business, thereby providing a unified view of business data over the entire span of the business process.

Real-time data, viewed in easy to understand dashboards, guide the business owner in early identification and correction of problems.
For example, every business wants up-to-date information on things like orders, shipments, trouble tickets and customer behavior across application silos. While a data warehouse can provide rich reporting *after the fact*, many critical questions can only be answered with *current* and real-time information. A data warehouse will tell you how many SLAs you missed last week or even yesterday. What if you want to know which currently executing orders or shipments are in danger of missing their SLA while there is still time to accelerate them? What if your business could see order spikes or inventory shortfalls in time to shift resources to meet the need? Oracle Real-Time Integration Business Insight enables you to turn information into top-line revenue growth and bottom-line cost savings.

**Business Analytics for the Business User**

Oracle Real-Time Integration Business Insight’s flexible, easy-to-use interface allows the business user to define milestones within their business process and decide what metrics to associate with each milestone. All of this is accomplished while working in terms natural to the business user, skipping the technical jargon that impedes product adoption. More importantly, there is no need for development changes or redeployment of applications. Once appropriate milestones are identified, all that is required is for the milestones to be mapped to the corresponding services and components. Generally, this action is performed by an architect, but can also be done by a knowledgeable business user. Metrics are immediately collected and displayed on Insight dashboards.

**Home Page, Preconfigured and Custom Dashboards**

The home page displays rich summary data to immediately highlight the current state of the business. Multiple summary cards expose trouble spots across diverse, critical business applications. The business owner can quickly assess which of many business processes require attention and navigate directly to a preconfigured console to investigate further.

From within a console, the business owner has the option of interacting with preconfigured dashboards, searching for specific instances, and drilling into the details of a given order, shipment or trouble ticket.

In addition, the business owner can easily create new custom dashboards using the metrics defined in the model of the business. There is no technical jargon or steps requiring IT involvement. More importantly, the business owner can do on-the-fly
analysis quickly and easily to answer what if questions by creating additional custom dashboards. Within seconds, new dashboards are available for consultation.

Detailed Oracle Business Activity Monitoring (BAM) dashboards created using the BAM composer can be quickly and easily integrated into the Insight user interface for a seamless, native experience. This lets business users combine the power of Insight’s business friendly user experience with BAM’s advanced analytics.

Prebuilt and Custom Reports

When management requests an impromptu meeting to discuss monthly projections, rich reports based on up to the minute business transactions need to be generated quickly. Oracle Real-Time Integration Business Insight provides prepackaged reports highlighting exactly where the business stands right now in terms of successful, failed or even stuck business transactions in a vocabulary that management understands. The reporting capability is also extensible allowing stakeholders to create new, customized reports tailored according to business needs.
Built for the Modern Business Owner

Oracle Real-Time Integration Business Insight puts the business in full control of the data required today, tomorrow and in the future to improve and strengthen their business and their team. Download it today!

More Information

For more information on Oracle Real-Time Integration Business Insight, including overview videos, tutorials, downloads, and more, visit http://www.oracle.com/technetwork/middleware/insight/overview.