

# ORACLE<sup>®</sup> WAREHOUSE BUILDER PRODUCT ROADMAP

## PRODUCT HISTORY

### THE EARLY DAYS

- First released in January 2000
- By February 2003, OWB 9.0.4 offered an extensible metadata repository and a comprehensive scripting language
- Product certified on Oracle RAC since OWB 9.2
- Since OWB 10.1, Oracle Database customers have free access to OWB's core functionalities

### SUSTAINED PRODUCT GROWTH

- OWB 10.2 introduced the Data Quality option with embedded data profiling and data cleansing
- OWB 10.2 introduced the Enterprise ETL option which includes centralized metadata management
- OWB 11.1 automatically installed with Oracle 11g Database
- OWB 11.1 introduces connectors to Siebel applications and Oracle Master Data Management

### LEADER IN THE ETL MARKET

- OWB recognized as an industry leader since 2004
- Over 3,000 companies using OWB by 2004
- By 2007, number of OWB users soars to over 10,000 companies
- OWB is a leader in the Forrester Enterprise ETL Wave 2008

*For the benefit of existing and prospective Oracle customers and partners, this data sheet reviews Oracle Warehouse Builder's history, current success, and the direction of future releases.*

### Oracle Warehouse Builder

Oracle Warehouse Builder (OWB) is Oracle's flagship ETL and data integration solution for Oracle database customers. Warehouse Builder was initially conceived to assist users in building Oracle data warehouses. With significant product development in each release, Warehouse Builder quickly outgrew its name. Today, customers rely on OWB not only for data warehousing but also data quality and data profiling, centralized metadata management, generic data object modeling, complex transformations of data from heterogeneous sources, and bulk data integration.

### Oracle Database as the Transformation Engine is a Key Strength

Oracle Warehouse Builder 10g Release 2 was released in May 2006. Analysts praise this release for, among other assets, the completeness of the ETL solution and expanded connectivity to non-Oracle sources and targets. Warehouse Builder leverages the Oracle Database as its transformation engine, which enables high performance ELT and ETL processing. OWB provides access to any non-Oracle source or target accessible through Oracle Gateways, ODBC, or flat files. The combination of performance, connectivity to non-Oracle platforms, and out-of-the-box support for an array of complex data transformations accounts for the sharp increase of customers using Warehouse Builder. By December 2007, more than 10,000 customers were actively using Warehouse Builder.

### Data Quality and Data Profiling Solutions are Key Differentiators

Oracle Database Enterprise Edition customers can license options for Warehouse Builder's solutions for data quality, enterprise ETL, and connecting to Oracle and SAP applications. In particular, the Data Quality option has garnered significant interest as it enables you to profile data, set conditional rules to either handle or cleanse the data, and monitor subsequent incoming data. OWB 11g Release 1 also introduces a connector to Oracle Master Data Management. This enables you to write cleansed data back to an Oracle Application.

## PRODUCT FUTURE

### NEXT RELEASE OF OWB

- Improved usability
- Support for Oracle OBI EE
- Native access to non-Oracle platforms
- To inquire about the beta program, email [dwhdoc\\_us@oracle.com](mailto:dwhdoc_us@oracle.com)

### SHORT TERM STRATEGY

- ODI and OWB to deliver stand-alone releases
- Each release a stepping stone towards integrating the two products
- OWB's next release will support ODI's knowledge module framework

### LONG TERM DIRECTION

- A unified data integration product

### Upcoming Release to Integrate with Oracle BI Enterprise Edition

Oracle will add functionality to Warehouse Builder in several areas to make data integration and data warehousing projects easier and faster. Such features include cube and dimension orphan management and improved user interfaces such as new editors and a quick mapper. In the next release, currently in beta, Warehouse Builder will create and manage metadata for Oracle BI Enterprise Edition (OBI EE). Also, in supporting service-oriented architectures, Oracle Warehouse Builder will deliver 'hot-pluggable' capabilities that can be implemented in any standards-based J2EE/SOA environment. This will enable OWB to smoothly interoperate with all of the integration technologies offered by Oracle, as well as technologies offered by other vendors.

### Upcoming Release to Support Knowledge Module Framework

In the next release, Oracle Warehouse Builder will support the knowledge module framework. Knowledge modules enable you to run and compile code in non-Oracle environments. You will be able to leverage this technology within Warehouse Builder for a wide range of usages, including but not limited to how you design mappings. For example, consider a mapping in which two tables from the same non-Oracle source are to be joined and one of the tables also has a filter. Leveraging knowledge module technology, you will be able to specify if the filter and/or join should be carried out on the source side or the target side.

### Short Term Strategy

Oracle purchased Sunopsis in October 2006 and re-branded it as Oracle Data Integrator (ODI). ODI's mission is to enhance the Oracle Fusion Middleware offerings, which require broad support to heterogeneous sources and targets.

Warehouse Builder's mission continues to be to support the Oracle Database.

Today, ODI and OWB are released separately. For the short term, both products will continue to deliver stand-alone releases.

Although released independently, both products are currently being developed with a common goal of integrating with each other and, ultimately, merging into a single product. In the next release, for example, OWB will support the knowledge module framework developed by ODI. And in future releases, both products will share the same user interface framework and will be able to launch each other processes.

### Long Term Direction

Oracle is committed to protect the investments customers have made in both Oracle Warehouse Builder and Oracle Data Integrator. In a future release, Oracle will deliver a unified data integration product that protects customer investments in both products.