

ORACLE BUSINESS INTELLIGENCE SUITE ENTERPRISE EDITION PLUS

PRODUCT FACTS & FEATURES

KEY FEATURES

- Comprehensive, best-of-breed capabilities
- 100 percent thin client interface
- Intelligence across multiple enterprise sources, including Oracle and non-Oracle data
- Unified BI metadata for all end-user tools
- Rich, interactive dashboards with guided analytics
- Full ad hoc analysis over the Web
- Proactive detection, alerts, and multi-step analytic workflow
- Advanced enterprise reporting and publishing
- Full-featured disconnected analytics for mobile users

SUPPORTED DATASOURCES

- Oracle Database
- Oracle E-Business Suite
- Oracle's PeopleSoft EPM
- Oracle's Siebel CRM
- Oracle Essbase
- SAP NetWeaver BI
- Oracle Database OLAP option
- Microsoft Analysis Services
- Oracle Hyperion Planning
- Oracle Hyperion Financial Management
- IBM DB/2 Database
- Teradata Warehouse
- Microsoft SQL Server
- Microsoft Excel
- Flat Files
- ODBC sources
- XML

Oracle Business Intelligence Suite Enterprise Edition Plus (OBIEE Plus) is a comprehensive suite of enterprise business intelligence (BI) products that delivers a full range of capabilities—including interactive dashboards, full ad hoc queries, proactive intelligence and alerts, enterprise and financial reporting, real-time predictive intelligence, disconnected analytics, and more. The products in the suite are based on a proven Web service-oriented architecture that integrates with an organization's existing information technology (IT) infrastructure for the lowest total cost of ownership (TOC). OBIEE Plus provides complete, relevant insight to everyone in an organization and that, in turn, results in better decisions, informed actions, and more-efficient business processes.

The Foundation and Tools for Enterprise Performance Management

OBIEE Plus delivers the enabling technology needed to standardize and simplify enterprisewide business intelligence. Oracle offers the only enterprise performance management (EPM) system that integrates both BI tools and performance management applications.

Comprehensive Business Intelligence Functionality Built on a Unified Infrastructure

OBIEE Plus delivers the widest and most robust range of BI functionality on a single unified infrastructure. The capabilities include interactive dashboards, full ad hoc queries and analysis, proactive intelligence delivery and alerts, enterprise and financial reporting, online analytical processing (OLAP) analysis and presentation, high-volume production reporting, real-time predictive intelligence, disconnected analytics, and integration with Microsoft Office. The BI infrastructure that supports this range of capabilities is built on an enterprise information model that unifies metadata across all Oracle BI tools and analytical applications for the lowest TCO.

Pervasive Insight to Everyone, Everywhere

OBIEE Plus provides complete, relevant insight to employees at all levels of your organization, not just analysts. Information is optimized for the user's role by leveraging the unified BI foundation that drives intelligence-driven business processes and workflow. Business users can access information in the most intuitive manner—as a dashboard, through ad hoc analysis, via formatted reports, with integrations to Web-based or Office applications, or as mobile analytics embedded

in alerts. Finally, business users can work with OBIEE Plus even when disconnected from the company network and seamlessly synchronize when back online.

Hot-Pluggable Business Intelligence Infrastructure

Because OBIEE Plus is designed to easily to integrate with existing data sources and IT infrastructure, organizations can protect existing IT investments while extending their BI capabilities. OBIEE Plus integrates with any data source; ETL tool; business application; application server; security infrastructure; portal technology; and other front-end and analytical tools. The suite accesses data from multiple heterogeneous sources—including relational databases such as Oracle Database, IBM DB/2, Teradata, Microsoft SQL Server; multidimensional sources such as Oracle Essbase, SAP NetWeaver BI, Microsoft Analysis Services; flat files; XML data; and unstructured data. OBIEE Plus also integrates with standard portals, Web services, and authentication technologies.

Oracle Business Intelligence Suite Enterprise Edition Plus: Components at a Glance

With the addition of Hyperion reporting products to OBIEE Plus, Oracle extends its product leadership strategy to deliver the world’s first EPM system that integrates information from operational BI systems, financial performance management systems, and transactional systems. The suite is composed of the components described below.

- **Oracle Business Intelligence Interactive Dashboards.** This 100 percent thin client solution provides fully interactive collections of analytic content with a rich variety of visualizations. Running on a Web-based architecture, the dashboards provide users with information filtered and personalized for their identity, function, or role based on predefined security rules. The rich, interactive user interface makes the presentation of data intuitive, relevant, and easy to understand. In addition, guided navigation and alerts drive the business user to greater insight and action. As a result, users are guided to make informed and effective decisions that enhance the performance of the entire organization.

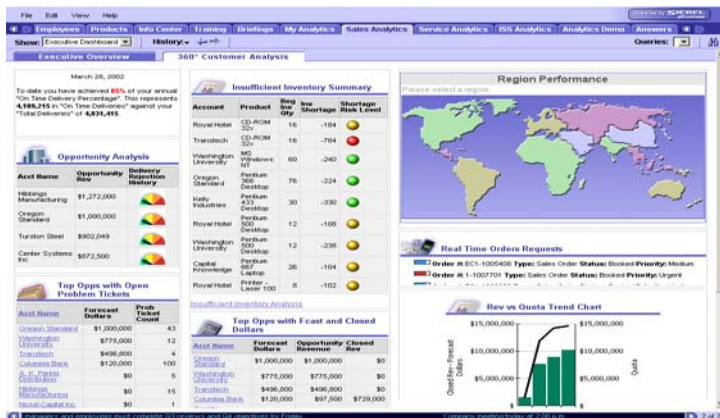


Figure 1: Oracle Business Intelligence Interactive Dashboards presents up-to-date data in easy-to-understand visual formats.

metadata to build analyses from objects that can span multiple datasources in the enterprise. This ensures everyone in the organization is working from the single source of truth and not a local copy of the data in Excel.

- **Oracle Disconnected Analytics.** The full capabilities and intuitive interfaces of Oracle Business Intelligence Interactive Dashboards and Oracle Answers are also available offline via Oracle Disconnected Analytics. Oracle Disconnected Analytics provides full analytical functionality for the mobile professional, enabling interactive dashboards and ad hoc analysis to be done on a laptop computer while disconnected from the corporate network. Disconnected and remote users can work with their personalized data and maintain all role-based security. Intelligent synchronization of relevant data, analytic metadata, dashboards, and saved selections occurs once a user reconnects to the enterprise network.
- **Oracle Business Intelligence Server.** As the foundation of OBIEE Plus, the Oracle Business Intelligence Server generates queries optimized for each data source, appropriately aggregates them, and presents the results to users within a familiar Web browser via easy-to-use dashboards and reports.

A flexible, enterprise metadata layer spans all your underlying data sources—including flat files, databases, packaged applications, and more. This metadata layer is so open and flexible you can even use existing third-party query and reporting tools against it. Report authors can select the items they want in their report and the Oracle Business Intelligence Server will collect and aggregate the information—even if it exists in disparate data sources. With larger user populations, many queries will have similar content and the Oracle Business Intelligence Server can intelligently reuse previous query results. Queries might also be scheduled to be pre-run so the results are available when the user opens the dashboard.

The Oracle Business Intelligence Server also includes parallel query execution engines, memory management, and high-throughput data connectivity adapters to allow highly efficient data sourcing and aggregation that minimize data retrieval time. This highly scalable platform with clustering and caching capabilities is the heart of what drives the other suite components. Multiple servers can be clustered to provide session replication and automatic failover capabilities. The Oracle Business Intelligence Server delivers mission-critical performance, scalability, and reliability.

Physical, business, and presentation layer mapping are all under IT control. A single click on the physical layer mapping will swap out one data source for another—for example, an upgrade from a legacy Teradata Database to an Oracle Database or a switch from a test system to a production one—so users can continue to report unimpeded by changes to data sources. With the business and presentation layers, intelligent caching services, and a multidimensional calculation and integration engine, the Oracle Business Intelligence Server delivers intelligent request generation and optimized data access services.

- **Hyperion Web Analysis.** Oracle's Hyperion Web Analysis delivers out-of-the-box OLAP analysis, presentation, and reporting. Hyperion Web Analysis takes advantage of the many powerful and advanced analytics features provided in Oracle Essbase or other multidimensional sources. The intuitive, easy-to-use interface provides ad hoc analysis capabilities that give Hyperion Web Analysis business users the independence to create their own views and rapidly explore a large quantity of data.
- **Oracle Hyperion Financial Reporting.** Oracle Hyperion Financial Reporting turns enterprise data into operational insights by creating book quality financial reports in a variety of formats for a range of audiences. Compliant with all accounting regulations and external requirements, these easy-to-generate reports can be delivered immediately or scheduled for later distribution to enhance your organization's financial planning, management, and control. With minimal involvement from your IT staff, end users in the finance department can disseminate vital financial information. Oracle Hyperion Financial Reporting supports Oracle's Hyperion performance management applications, Oracle Essbase, and SAP NetWeaver BI.

	Actual	Plan	Variance
Net Revenue	\$ 275,238,513	\$ 301,862,394	(\$ 26,623,882)
Cost of Sales	\$ 185,708,825	\$ 204,822,877	\$ 19,114,052
Gross Profit	\$ 89,529,688	\$ 96,939,422	(\$ 7,409,734)
Operating Expenses	\$ 93,861,674	\$ 80,160,705	\$ 13,699,969
Pretax Income From Operations	(\$ 4,128,986)	\$ 16,678,717	(\$ 20,807,603)
Other Exp (Inc)	(\$ 7,681,207)	(\$ 5,886,119)	\$ 1,795,088
Total Pretax Income	(\$ 11,710,192)	\$ 9,012,600	(\$ 20,722,692)
Provision for Income Tax	\$ 9,346,354	\$ 9,274,942	\$ 71,412
Minority Interest Income	-	-	-
Earnings from Investments in Subs	\$ 952,881	\$ 548,575	\$ 404,306
Extraordinary Income	-	-	-
Net Income	(\$ 20,583,765)	\$ 296,232	(\$ 20,789,997)

Note: Net Income Adjusted for FtdOg in 2004.

Figure 3: Oracle Hyperion Financial Reporting creates book quality reports in a variety of formats so you can tailor them to your audience.

- **Hyperion Interactive Reporting.** Oracle's Hyperion Interactive Reporting pulls together data from operational or analytic sources to create easily comprehensible charts, pivots, and reports. Hyperion Interactive Reporting adds the option of direct access to relational sources without the need to create and access a semantic layer via the Oracle Business Intelligence Server.
- **Hyperion SQR Production Reporting.** Oracle's Hyperion SQR Production Reporting generates massive reports within specified time frames and connects to a wide variety of enterprise data sources. In the past, combining production planning data residing in enterprise resource planning sources with financial, marketing, and sales intelligence from customer relationship management (CRM) or financial planning sources was next to impossible because most of that data was locked within its own application. With Hyperion SQR Production Reporting, this is no longer the case. By providing access to a wide

range of data sources—including leading relational, multidimensional, and legacy databases such as IBM DB/2, SAP R/3, SAP NetWeaver BI, and SQL Server—Hyperion SQR Production Reporting unlocks that data, providing cross-functional reporting capabilities that let companies surface exceptions and track business process performance.

GPS Product Line
Monthly Sales Report for July 1997

Product: Compass Basic

Customer Name	Invoice Number	Invoice Date	Total Order Amount
British National	102366	July 02, 1997	\$12,000.00
California Transportation	101922	July 10, 1997	\$43,205.00
	101983	July 22, 1997	\$19,200.00
	101999	July 28, 1997	\$14,390.90
	102101	July 31, 1997	\$102,500.00
Capitol Group	102619	July 12, 1997	\$12,234.00
City Environmental	102333	July 05, 1997	\$56,788.00
	111123	July 29, 1997	\$34,380.00
	111118	July 30, 1997	\$45,478.00
	112090	July 31, 1997	\$87,427.00

Figure 4: Hyperion SQR Production Reporting generates reports based on large volumes of data from a variety of enterprise datasources.

Delivering Industry-Leading BI Tools

OBIEE Plus is a comprehensive suite of enterprise BI products that delivers the full range of BI capabilities, including interactive dashboards, full ad hoc queries, proactive intelligence and alerts, enterprise and financial reporting, real-time predictive intelligence, disconnected analytics, and more. Each of the suite's components accesses the same underlying data and serves it to the varied audiences within the organization that need to view and use that information in different ways.

In addition to providing full BI functionality, OBIEE Plus is based on a proven, modern Web service-oriented architecture that delivers next-generation BI capabilities. The platform supports a full complement of access, analysis, and information delivery options. Unlike other BI tools, all components are integrated on a single, common architecture to provide a seamless and intuitive user experience. With OBIEE Plus, business decision-makers at all levels are provided with the data they need to manage and fine-tune enterprise performance.

KEY BENEFITS AND RELATED PRODUCTS

KEY BENEFITS

- Simplifies BI tools infrastructure
- Integrates BI foundation with IT architecture
- Offers consistent view of information and single-source accountability
- Improves customer choice for BI solutions

RELATED ORACLE PRODUCTS

- Oracle Fusion Middleware
- Oracle Analytic Applications
- Oracle Data Warehousing
- Oracle Real-Time Decisions
- Oracle Business Activity Monitoring
- Oracle BPEL Process Manager
- Oracle Hyperion Financial Management
- Oracle Hyperion Planning
- Oracle Hyperion Performance Scorecard
- Oracle Hyperion Strategic Finance
- Oracle Hyperion Capital Asset Planning
- Oracle Hyperion Workforce Planning
- Oracle Hyperion Financial Data Quality Management

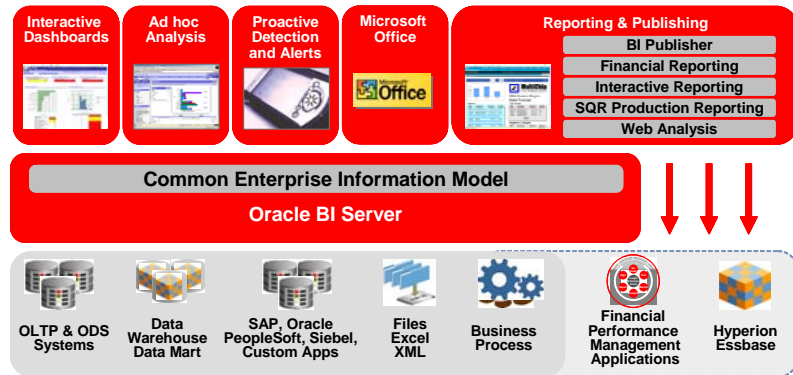


Figure 5: Oracle Business Intelligence Suite Enterprise Edition Plus provides a full range of BI capabilities including dashboards, ad hoc queries, alerts, enterprise and financial reporting, and integration with Microsoft Office.

Contact Us

For more information about how your organization can leverage the power of Oracle Business Intelligence Suite Enterprise Edition Plus, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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