

# Oracle Utilities Analytics

## Business Intelligence Solutions

### ORACLE<sup>®</sup>

#### Utilities

#### KEY FEATURES

- Pre-built dashboards out of the box, plus flexible configuration to accommodate emerging needs
- Embedded analytics based on industry best practices
- Data models designed to meet utility industry needs
- Pre-built extractors and schema for Oracle Utilities applications
- Ad hoc “drag and drop” reporting
- A rich set of graphics, mapping, and mash-up tools
- The power and stability of Oracle Business Intelligence
- Near-real-time analytics
- Easy integration with other enterprise applications

#### KEY BENEFITS

- Low cost and fast implementation
- Enterprise-wide visibility
- Deep insights into trends and root causes of business problems
- Productized upgrades
- Out-of-the-box executive decision support
- Better communication with customers, media, and regulators
- Faster, easier training

With exponential growth in volumes and sources of data, utilities have an ever-expanding opportunity to derive value from that data to support data-driven decisions across the business. Oracle Utilities Analytics (OUA) is a family of solutions that deliver utility-focused analytics on a world-class technology platform to provide real-time, actionable insight. With OUA, utilities leverage pre-built analytics within a streamlined, intuitive platform to support peak performance of systems and business processes.

### Tame the Data

Smarter devices and rapidly evolving technology capabilities expand the amount of data pouring into your business by thousands of times. Smart meters inundate your systems with unprecedented amounts of voltage and interruption information. Simultaneously, a new generation of grid nodes and sensors detects and reports every system anomaly while adding to your already overburdened asset inventory. Meanwhile, production systems are churning out reams of new financial, customer, and staffing information.

Somewhere in this data deluge lays the path to a more efficient tomorrow. Oracle Utilities Analytics will help you find it.

### A Powerful Architecture

OUA leverages the power and stability of Oracle Business Intelligence, the industry-leading, comprehensive, enterprise platform that features guided and ad hoc analytics, advanced reporting and publishing, and the ability to invoke business processes. OUA components are built on either the Enterprise (OBIEE) or Standard (OBISE) Edition.

OUA's separate, prebuilt components speed implementation and time to value:

- Extractors and schema to pull data from specific Oracle Utilities production applications and format it for business intelligence purposes. A few pull data directly from the transactional database, leveraging aggregations pre-built into Oracle Utilities production application.
- Spatial dashboards display information on maps.
- Graphical dashboards analyze and summarize information in charts, traffic lights, top 10 lists, alerts, and similar tools. Drill-downs and filters help users focus on essential issues.

**RELATED PRODUCTS**

- Oracle Utilities Customer Care and Billing Analytics
- Oracle Utilities Meter Data Management Analytics
- Oracle Utilities Network Management System Analytics
- Oracle Utilities Work and Asset Management

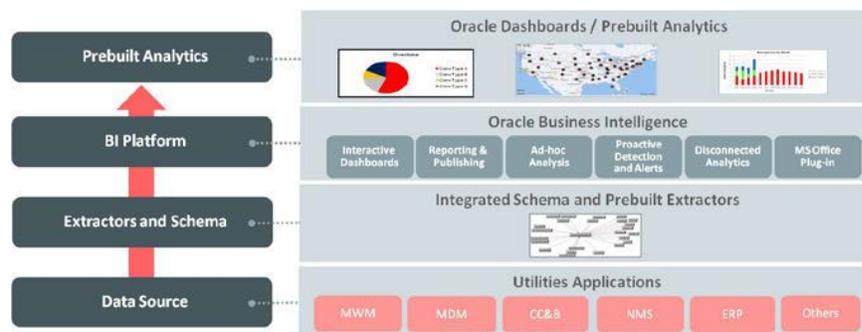


Figure 1: Oracle Utilities Analytics leverages prebuilt schemas and extractors and the market-leading Oracle Business Intelligence platform to deliver utility-centric dashboards and analytics insight.

Oracle Business Intelligence brings along with it the power of an enterprise solution with integrated strategy management, guided and ad hoc analytics, advanced reporting and publishing, and the ability to act on insight by initiating business processes from within the BI environment.

### Pre-Built Means Lower Cost, Faster Delivery

Yesterday's business intelligence projects took years to complete and disrupted entire departments for extended periods.

No longer.

Oracle has solved the issues BI experts previously spent months investigating, reworking, testing, and implementing.

All OUA components arrive ready to produce business intelligence right out of the box. Just enter a few service keys, and users start to reap the rewards immediately.

### Mash-Ups and Near-Real-Time Analytics

OUA delivers decision support using tools like maps, charts, and mash-ups—graphics that make it easy to absorb complex data and to grasp relationships. OUA also offers a choice of ways to examine data by using two different types of pre-built dashboards:

- Spatial dashboards, which use maps to provide location-based analyses of events and issues. Maps foster rapid understanding of the dimensions of events or issues. They may also reveal unexpected connections between seemingly unrelated events or between events and their locations. And data filters plus zooming and panning foster focus on the details behind critical events. Underpinning OUA spatial dashboards are mash-up tools that permit simultaneous display of information from multiple applications and even outside services like realtime weather data. Mash-ups add depth and breadth to the issue under examination, offering new insights that speed problem resolution.
- Graphical dashboards that use charts, alerts, trendlines, traffic lights, and similar tools to summarize complex utility issues and measure current and past performance against goals. Drill-downs and filters let you examine the details behind data anomalies and trends.

With OUA, you can rapidly measure current and historic performance against key performance indicators. You can drill down to discover the hidden causes of trouble. You can solve problems before they escalate.

OUA helps you communicate easily with all utility stakeholders. You can use its visuals to update customers and first responders on situations like outage restoration. You can replay events to aid in training or to show external stakeholders the results of capital investments. You can summarize trends and use them to project future issues during discussions with regulators.

## The Oracle Difference

Oracle Utilities Analytics combines deep industry knowledge and history with powerful analytics expertise to deliver the analytics capabilities utilities need now.

- Oracle Business Intelligence (OBI)—the industry-leading business intelligence platform that turns data extracts from every application into multiple channels of information delivery. With OBI, you easily organize data into enterprise reports, responses to ad hoc queries, in-depth analyses, financial reports, and proactive notifications and alerts. OBI offers access from within Microsoft Office tools, BI desktop gadgets, connected and disconnected dashboards, real-time predictive analytics, and more.
- Oracle Business Intelligence gives users consistent, relevant, and timely information when they most need it. And by eliminating the proliferation of disparate BI tools and applications across the enterprise, it reduces cost and complexity.
- Oracle integration. It solves interoperability challenges while providing security, auditability, and unprecedented data processing speeds.
- Oracle's financial strength, global service support, and commitment to the complete, open hardware and software utility solutions that help you exceed your most ambitious goals.



### CONTACT US

For more information about Oracle Utilities Analytics, visit [oracle.com](http://oracle.com) or call +1.800.275.4775 to speak to an Oracle Utilities representative.

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