

# ORACLE BUSINESS INTELLIGENCE ENTERPRISE EDITION 11G

## PRODUCT FACTS & FEATURES

### KEY FEATURES

- 100 percent thin client interface
- Intelligence across multiple enterprise sources, including Oracle and non-Oracle data
- Unified single end-user interface for analytics against relational, OLAP and flat file data sources
- Integrated scorecard and strategy management
- Ability to act on insight by invoking business processes from within BI
- 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
- Integrated Systems management for high availability and manageability

### SUPPORTED DATA SOURCES

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

*Oracle Business Intelligence Enterprise Edition 11g (OBIEE) is a comprehensive business intelligence platform that delivers a full range of capabilities—including interactive dashboards, ad hoc queries, notifications and alerts, enterprise and financial reporting, scorecard and strategy management, business process invocation, search and collaboration, mobile, integrated systems management and more. OBIEE 11g is 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 (TCO) and highest return on investment (ROI). OBIEE 11g provides complete, relevant insight to everyone in an organization and that, in turn, results in better decisions, informed actions, and more-efficient business processes.*

### **Comprehensive Business Intelligence Functionality Built on a Unified Infrastructure**

OBIEE 11g delivers the widest and most robust range of BI functionality on a single unified infrastructure. The capabilities include interactive dashboards, ad hoc queries and analysis, notifications and alerts, enterprise and financial reporting, online analytical processing (OLAP) analysis and presentation, high-volume production reporting, scorecard and strategy management, business process invocation, search and collaboration, mobile, integrated systems management and integration with Microsoft Office. The BI infrastructure that supports this broad range of capabilities is built on a common information model that unifies metadata across all Oracle BI tools and analytical applications for the lowest TCO and highest ROI.

### **Pervasive Insight to Everyone, Everywhere**

OBIEE 11g 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 businesses 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.

- XML

### Hot-Pluggable Business Intelligence Infrastructure

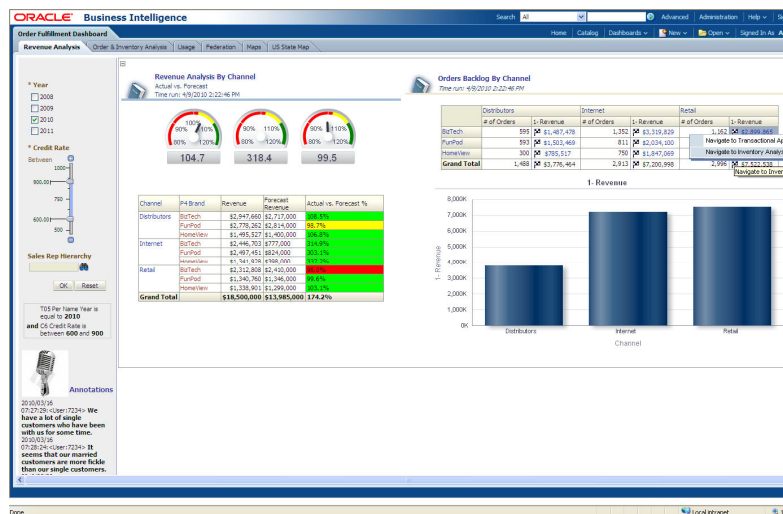
Because OBIEE 11g is designed to easily integrate with existing data sources and IT infrastructure, organizations can protect existing IT investments while extending their BI capabilities. OBIEE 11g integrates with any data source; ETL tool; business application; application server; security infrastructure; portal technology; and other front-end and analytical tools. The suite accesses data from multiple heterogeneous sources—including popular relational and multidimensional data sources and major ERP and CRM applications from Oracle, SAP etc. OBIEE also integrates with standard portals, Web services, and authentication technologies.

### Oracle Business Intelligence Enterprise Edition 11g: Functionality at a Glance

The suite empowers the end user with the functionality described below.

- **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.

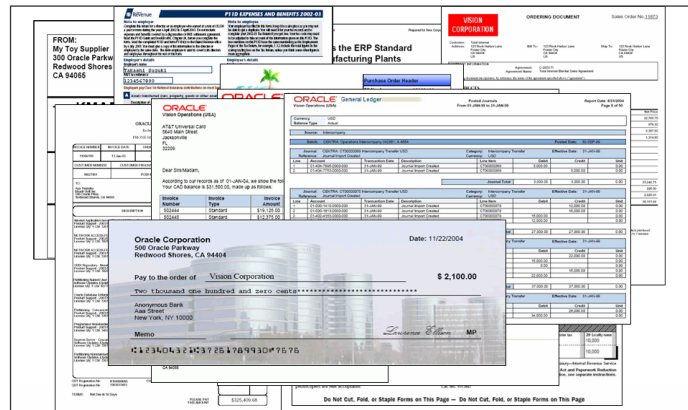
Figure 1: Oracle Business Intelligence Interactive Dashboards presents up-to-date data in easy-to-understand visual formats.



- **Ad hoc Analysis and Interactive Reporting.** Providing business users with true ad hoc query and analysis capability, Oracle Business Intelligence can create new analyses from scratch or modify existing analyses in dashboard pages. To free business users from data structure complexity, the metadata layer of Oracle Business Intelligence offers a logical view of

metrics, hierarchies, and calculations expressed in understandable concepts. Business users do not need to understand physical data storage to combine data from multiple enterprise information sources intuitively, quickly, and easily. Oracle Business Intelligence offers a unified user experience for data source agnostic query, reporting & analysis.

- Enterprise Reporting.** Delivered via Oracle Business Intelligence Publisher (formerly known as Oracle XML Publisher), this functionality allows the creation of highly formatted templates, reports, and documents such as checks, government forms, and more. It is the most efficient, most scalable reporting solution available for complex and distributed environments. It provides a central architecture for generating and delivering information to employees, customers, and business partners—securely and in the right format. Best of all, users can work with familiar tools such as an online web based layout editor, Microsoft Word or Adobe Acrobat for report layouts. Tightly integrated with the OBIEE 11g platform; BI Publisher is also available for purchase as a separate product.



**Figure 2: Oracle Business Intelligence Publisher creates templates, reports, documents, and forms.**

- Proactive detection and alerts.** OBIEE 11g’s powerful, near-real-time, multi-step alert engine can trigger workflows based on business events and notify stakeholders via their preferred medium and channel. This means field sales representatives can receive a short message service alert on their cell phone, warehouse managers get a PDF attachment via e-mail, and financial analysts obtain the report as a Microsoft Excel spreadsheet saved to their shared corporate file system.
- Actionable Intelligence.** The OBIEE 11g action framework turns insights into actions by providing the ability to invoke business processes from within the business intelligence dashboards & reports. This is made possible by the integration of business process management technologies within the business intelligence platform. Invoked actions may include initiating a business process, a web service, a java method or simply calling another BI content.
- Microsoft Office integration.** Delivered via a Plug-in for Microsoft

Office, this functionality enables integration of business intelligence information from Oracle Business Intelligence Server, Oracle Essbase and Oracle Hyperion Performance Management applications with the Office environment, embedding up-to-the-minute corporate data in Microsoft PowerPoint, Word, and Excel documents. Business users can then share these documents with others for collaborative decision-making. Users authenticate themselves to access Oracle Business Intelligence content and, having done so, can access the Oracle Business Intelligence metadata to build analyses from objects that can span multiple data sources 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 PowerPoint, Word or Excel.

- **Scorecard and Strategy Management.** Scorecard and Strategy Management extends the Oracle BI Enterprise Edition (OBIEE) 11g with capabilities that let you communicate strategic goals across the organization and monitor their progress over time. Scorecard and Strategy Management provides capabilities to establish specific goals, define how to measure their success, and communicate that information down the entire organization. Armed with this insight, employees can understand their impact on achieving success and align their actions accordingly. As they use Scorecard to measure the outcome of their actions, they can quickly make adjustments as needed to successfully achieve the goals.
- **Oracle Business Intelligence Server based query, reporting and analysis.** As the foundation of OBIEE 11g, 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.

**KEY BENEFITS &  
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 BI Publisher
- Oracle Essbase
- Oracle Real-Time Decisions
- Oracle BI Applications
- Oracle Hyperion Performance Management Applications

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.

**Delivering Industry-Leading BI Tools**

OBIEE 11g is a comprehensive suite of enterprise BI products that delivers the full range of BI capabilities, including interactive dashboards, ad hoc queries, notifications and alerts, enterprise and financial reporting, scorecards and strategy management, search and collaboration, mobile, integrated systems management, 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 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, business decision-makers at all levels are provided with the data they need to manage and fine-tune enterprise performance.

**Contact Us**

For more information about how your organization can leverage the power of Oracle Business Intelligence Enterprise Edition, please visit [www.oracle.com](http://www.oracle.com) or call 1.800.ORACLE1 to speak to an Oracle representative.

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