

BUSINESS INTELLIGENCE IN ORACLE FUSION APPLICATIONS

BUSINESS INTELLIGENCE IN FUSION APPLICATIONS DELIVERS PRE-BUILT PACKAGED INSIGHT FOR:

- Oracle Financials
- Oracle Supply Chain Management
- Oracle Procurement and Spend
- Oracle Project Portfolio Management
- Oracle Human Capital Management
- Oracle Customer Relationship Management

Business Intelligence in Oracle Fusion Applications provides self-service, role based, and contextually focused content directly into the business processes of every Fusion Application module. Users at all levels of an organization can link better insight to action and create more intelligent business processes.

Get the Best Possible Visibility into Your Business Performance

Traditionally, transactional systems have been developed and deployed separately from business intelligence. In this paradigm, business intelligence's disconnected and out of sync from the business processes - requiring business users to hunt for the information they need to make decisions. With business intelligence isolated from normal business processes, many users would find inaccurate, incomplete data or perhaps none at all to make decisions that impact the performance of a business.

Now, all that has changed. Fusion Applications embed business intelligence directly into business processes so that all users have complete, consistent information when they need it, where they need it, and how they need it. Business Intelligence in Fusion Applications enables all users to see trends in the business, recognize opportunities for improvement, and make effective decisions.

Benefits

Business Intelligence in Oracle Fusion Applications provides self-service, role based, and contextually focused content directly into the business processes of every Fusion Application module. Organizations can sharpen their competitive edge with business intelligence that's:

- **Pervasive:** A full range of business intelligence and analytics is embedded directly into all business processes so users at all levels of an organization have the real time information and analysis they need to make better, and more informed decisions
- **Actionable:** Users can use business intelligence and analytics to monitor the status of key business processes and initiate workflows to streamline processes and optimize performance
- **Easy-to-use:** Business intelligence in Fusion Applications has been specifically designed to add real-time and analytical reporting to business and operational applications that back-office and front-office managers use on a daily basis

Best of all, the modular application design offered by Fusion Applications solves specific and immediate business challenges with the opportunity to expand and evolve to enterprise perspective over time. Instead of creating silos of information, each Fusion Application is built upon a common enterprise information model, providing greater value the more Fusion Applications are implemented.

Oracle Business Intelligence Applications for Fusion

Oracle BI Applications extend Oracle Fusion Applications with deeper insight into an organization's past, present, and future performance trends. It delivers complete, consistent

ABOUT ORACLE BI APPLICATIONS

Oracle Business Intelligence Applications provide complete, real-time and enterprise wide insight for all users, enabling fact-based actions and intelligent interaction. Designed for rapid deployment at a low cost of ownership, Oracle Business Intelligence Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle.

All Oracle BI Applications are powered by Oracle BI Foundation, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise BI need. Additional information about Oracle Business Intelligence Applications is available at www.oracle.com/goto/obia

ABOUT ORACLE BI FOUNDATION

Oracle Business Intelligence Foundation suite is a complete, open, and integrated solution for all of your enterprise BI needs, including reporting, ad hoc queries, OLAP, mobile analytics, dashboards and scorecards. The Oracle Business Intelligence Foundation suite includes the following products: Oracle Business Intelligence Enterprise Edition, Oracle Business Intelligence Publisher, Oracle Essbase, Oracle Scorecard and Strategy Management, and Oracle Essbase Analytics Link.

Contact Us

For more information about Oracle Business Intelligence solutions, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together

analytic information, to support the full range of decision making needs from tactical to strategic.

	BI in Fusion Applications	Oracle BI Application for Fusion Applications
Business Solution	Current State Analysis	Unlimited Historical Analysis
Business Process Reporting	Tactical Reporting	Strategic Reporting
Users	Fusion Application Operational Users	Managers and Knowledge Workers
Data Sources	Homogeneous – Fusion Applications-Centric	Heterogeneous – Multiple Business Areas and Disparate Applications
Data Preparation	Granular Views, No Data Movement	Data Warehouse Model With Transactional Detail, Persisted Data, ETL, Bulk and Incremental Data Movement,
Data Availability	Real Time	Updated Periodically via ETL
Cross Functional Analysis	Single Semantic Model with Conformed Dimensions Across Both	

Table 1. BI in Fusion Applications and Oracle BI Applications for Fusion Applications Feature Comparison

Leverage your existing Oracle investments

Business Intelligence in Oracle Fusion Application is built on technology that is already in wide-scale use by Oracle customers. This strategy helps to create the lowest Total Cost of Ownership for both cost of operation and cost of creating a skilled workforce.

An investment in Oracle Business Intelligence today improves your readiness for Fusion Applications. Oracle BI Foundation and Oracle BI Applications provide a consistent platform to support comprehensive business intelligence solutions today that can be extended to support Fusion Applications sources as your organization deploys them in the future.