BUSINESS INTELLIGENCE IN ORACLE FUSION APPLICATIONS

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

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

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.

Contact Us

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

Oracle is committed to developing practices and products that help protect the environment

Copyright © 2012, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark licensed through X/Open Company, Ltd. 0611

Hardware and Software, Engineered to Work Together