The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Business Intelligence 11gR1 Overview
Product Strategy
Overview – Oracle Business Intelligence 11gR1

• Delivers best-of-breed products for Query and Analysis, OLAP, Reporting, and Scorecards

• On a complete, open, and architecturally unified Business Intelligence Foundation

• Coupled with leading packaged business intelligence and enterprise performance management applications

• Providing customers with superior alignment, visibility, and fastest time to value
Complete.

Oracle Business Intelligence 11g

Common Business Intelligence Foundation

OLTP & ODS Systems
Data Warehouse
Data Mart
Exadata
OLAP Sources
Packaged Applications (Oracle, SAP, Others)
Unstructured & Semi-Structured
Excel XML/Office
Business Process
Open.

Oracle Business Intelligence 11g

Common Business Intelligence Foundation

OLTP & ODS Systems
Data Warehouse Data Mart
Exadata
OLAP Sources
Packaged Applications (Oracle, SAP, Others)
Unstructured & Semi-Structured
Excel XML/Office
Business Process
Integrated.

Oracle Business Intelligence 11g

Common Enterprise Information Model

- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management
Part of Oracle Fusion Middleware

User Interaction
Enterprise Performance Management
Business Intelligence
Content Management
SOA & Process Management
Application Grid

Development Tools

Enterprise Management
Identity Management
Query and Analysis (R-OLAP)
Product Strategy
Overview – Oracle Business Intelligence EE 11gR1

• Powerful enterprise semantic metadata layer
• Flexible exploration of all data sources
• Best-in-class R-OLAP – broad schema support, multi-pass calculations, custom attributes outside warehouses
• Automated query tuning & Aggregate Persistence
• Unified task-oriented user interface
• Market leading performance and scalability
Oracle BI Server EE
Leading R-OLAP Server

• Complete BI Tools Suite
  – Consistent UI, metadata, calculations, data access, security

• Best R-OLAP Performance
  – Intelligent Request Generation
  – Intelligent Function Shipping
  – With multi-pass calculations
  – Intelligent Aggregate Navigation
  – Intelligent Caching
  – Optimized Distributed Data Access

• Multi-user Development
  – Enterprise consolidation & scale

• Heterogeneous Data Sources
  – Relational, OLAP, unstructured
Best-in-Class Query & Analysis User Interface

• Powerful dashboards
  – Visually appealing
  – Intuitive
  – 100% thin client

• Across all styles of analysis
  – R-OLAP, M-OLAP, Scorecards, Reporting, Collaboration, Actions

• Across all data sources
  – Simplified model for users
  – Federated data access
  – On-the-fly calculations, even with complex share and time series
  – Custom members & groups
  – Share, collaborate, & publish
  – Consistency & alignment
Thank you for joining us from Amsterdam, Frankfurt, Madrid and Zurich
How do end users in your organization feel about their dashboards?

A) What dashboards?
B) OK, but wish they were easier to tailor to their needs
C) Like them, and are pushing for more
D) Love them, and use them all the time

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Demonstration

R-OLAP
End User Experience
How do end users in your organization feel about their dashboards?

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Multi-Dimensional OLAP
Product Strategy
Overview – Oracle Essbase 11gR1

• Common foundation for M-OLAP, “what-if”, custom planning and prediction
• Best-in-class OLAP server – highest performance, clustering, online data loading and cube merge
• First fully unified R-OLAP & M-OLAP user interface
• Seamless navigation across relational, OLAP, and unstructured data sources
• Market leading performance and scalability
Oracle Essbase
Leading M-OLAP Server

• Self-Service and Departmental Analysis
  – Forward-looking: Prediction & what-if analysis
  – Simple to model complex business scenarios
  – Sophisticated, cross-dimensional calculations
  – Procedural, financial, time series & custom calculations
  – Custom analytic applications
  – Multi-user write-back

• Best M-OLAP Performance & Scalability
  – Flexible storage – Block, Aggregate & Hybrid
  – Optimized load performance, trickle feed
  – High-availability clustering
  – Benchmarked sub-second response time with 20,000 concurrent users, 15 dimensions, 1 billion records

• Integrated with Oracle BI and Oracle EPM
  – Shared metadata, calculations, dimensions, security
Best-in-Class M-OLAP User Interface

• First, seamless R-OLAP & M-OLAP Browser Interface

• OLAP Query Building with member selection
  – Member selection
  – Calculated members
  – Hierarchical calculations
  – Custom aggregates

• Navigate across relational and multidimensional sources
  – Shared metadata, calculations, dimensions, security
  – Ragged & skip-level hierarchies
  – Performance for each source

• Microsoft Office Integration
How do you gather data to create your business intelligence applications?

A) Data warehouse
B) Planning and budgeting systems
C) Transactional systems (e.g. ERP, CRM)
D) Mixture of the above

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Demonstration

M-OLAP
End User Experience
How do you gather data to create your business intelligence applications?

A) Data warehouse  
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Send in your vote now via the Internet or SMS text…
Reporting & Publishing
Oracle BI Publisher

Leading Report Server

- Lightweight, easy to use
  - Easy to embed: 5 MB Download
  - Relational, OLAP, unstructured sources
  - Multiple output formats: XML, HTML, Word, PPT, PDF, RTF, Open Office, …

- Powerful & highly scalable server
  - 1,000,000 Reports/Hour on 2 CPUs
  - Highly scalable: Optimal resource and print queue management
  - Active-Active clustering

- Separates data extraction, formatting, delivery models
  - Dynamic font substitution
  - Dynamic language substitution
  - Pre-packaged reporting templates
  - Integrated with Oracle BI Catalog
Best in Class Report Builder

- 100% pure thin client interface
  - No plug-ins, native AJAX

- 100% lifecycle support
  - Access data, design, schedule, manage all in thin client

- For interactive reporting
  - Web-centric design

- For production reporting
  - Pixel-perfect documents

- Microsoft Office Integration
  - Excel, PowerPoint, Word
  - Microsoft Office 2003, 2007 & 2010
Visualization & Collaboration
Visualization & Collaboration

Overview – Oracle Business Intelligence 11gR1

• Seamless user interface on multiple channels and devices
• Integrated Scorecard aligning with corporate objectives
• Seamless Microsoft Office integration across all styles of analysis and data sources
• Integrated collaboration and search to speed joint decision making
• Action Framework to move from Insight to Action
Unified End User Experience

Complete. Consistent. Accurate.
Oracle Scorecard and Strategy Management

Strategy Management & Goal Setting

• Integrated BI component
  – KPIs as core metadata
  – Thresholds, owners, history
  – Auto-generated interactive analyses
  – Linked objectives & initiatives

• Automatic detection
  – KPI alerts triggered by thresholds

• Strategy visualization
  – Strategy Maps and Trees
  – Cause and Effects
  – Watchlists
  – Annotations & override

• All methodologies
  – Balanced scorecard, six sigma, Baldrige
Oracle BI Collaboration

WebCenter Workspaces and Collaboration

• Integrated with WebCenter
  – Search, tagging, tag clouds
  – Linking & document association
  – Discussion forums
  – Chat, presence, & real-time collaboration
  – Workspaces
  – Community lists

• Business Intelligence in portals
  – Dashboards, dashboard pages, scorecards, reports embeddable
  – Standards-based portlet integration
  – Context passing & run-time editing
  – Personalization & skinning
  – Oracle & other portals
Oracle BI Search
Secure Enterprise Search

- All BI objects are searchable
  - Metadata, dimensions, prompts, hierarchies, reports, …
  - All data sources
  - Full text search
- Full security enforced
  - Functional & data security
- For users
  - Easily locate reports, analysis and dashboards
  - Execute selected report with correct context
- For analysts
  - Find all objects affected by business model changes
Oracle BI Action Framework
Alerting & Insight-to-Action

FULLY AUTOMATIC
Sense
• Detect business events and conditions.
Respond automatically
• Generate and deliver reports
• Alert and notify users
• Initiate business processes and workflows
Monitor Progress
• Track resolution and progress

HUMAN-DRIVEN
Define actions in response to insights
• Associate with key business conditions
Navigate
• Guide users to relevant analysis, web content and transactional systems
Take Action
• Initiate workflows and business processes

• Navigate to further analysis
• Initiate a business process
• Execute a workflow
• Deliver BI content
• Call a Web service
• Collaborate
When end users request reports in your organization, how long do they typically wait for their requests to be fulfilled by IT?

A) One Day
B) Between one day and a week
C) Between one week and two weeks
D) More than two weeks

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Demonstration

Mobile, Collaboration & Reporting
When end users request reports in your organization, how long do they typically wait for their requests to be fulfilled by IT?

A) One Day
B) Between one day and a week
C) Between one week and two weeks
D) More than two weeks

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Enterprise Business Intelligence
Enterprise Business Intelligence
Overview – Oracle Business Intelligence 11gR1

- Unified systems management across entire lifecycle
- Unified systems management across BI Foundation
- Clustering & high availability with 1-click scale-out
- Comprehensive security & identity administration
- Works in heterogeneous operational environments
Oracle BI Operational Management

Comprehensive Support in Enterprise Manager

• Unified systems management
  – Across all components
  – Across entire lifecycle

• Performance monitoring & tuning
  – Diagnostics & troubleshooting
  – Across single instance & clusters
  – 1-click scale-out & online clustering
  – Dynamic capacity management

• Automate all operational tasks
  – Develop, test, deploy
  – Scale-out & tune
  – Patch & upgrade cycles
  – HA patching (rolling restart)
Best in Class Performance, Scalability and Availability

- **Performance**
  - 100s of performance optimizations
  - 64-bit memory optimizations
  - Native huge page support
  - Support for multi-grain cache objects
  - Improved cache seeding & query rewrite
  - Improved local execution on in-memory cache for better reuse

- **Massively scalable with flexible deployment options**
  - Terabytes of data, 10s of thousands of concurrent users
  - On-premise single node or clustered
  - SaaS with single tenant or multi-tenant
  - Standalone or embedded

- **Highly available with Active-Active Clustering**
  - Automated user session & query failover
  - Online hot patching
  - Automated railover to disaster recovery
Oracle BI Security
Integration with Identity Management

• Strong security
  – Comprehensive SSL
  – Encrypted metadata catalog
  – Report encryption, watermarking & signing

• Authentication & Single Sign-On
  – Strong Authentication
  – Integrates with corporate directories
  – Integrates with corporate SSO
  – Externalizes authentication
  – Easy to configure & setup

• Application roles & authorization
  – Comprehensive set of application roles
  – Externalized for all metadata & data
  – Flexible authorization model

• Centralized auditing
On average, how often do users in your organization access their business intelligence system?

A) Daily  
B) Weekly  
C) Monthly  
D) Quarterly

Send in your vote now via the Internet or SMS text…

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**SMS (UK only):**
Send a, b, c or d to **82727**
Demonstration

Operational Management
On average, how often do users in your organization access their business intelligence system?

A) Daily
B) Weekly
C) Monthly
D) Quarterly

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Reporting Strategy
Overview – BI Publisher 11gR1

- Unified architecture for web-based interactive and document-centric production reporting
- Powerful self-service user interface for report design and publishing
- Seamless integration with Microsoft Office
- Supports relational, OLAP, and unstructured sources
- Market leading performance and scalability
Foundation for Packaged Applications
Foundation for Packaged Applications
Overview – Oracle Business Intelligence 11gR1

- Embedded in Oracle’s leading ERP, HCM, CRM, SCM applications
- Foundation for leading packaged Business Intelligence Applications
- Foundation for leading Enterprise Performance Management applications
- Oracle Business Intelligence works with other leading packaged applications
Packaged BI Applications
Business Intelligence EE 11gR1

Sales
Service and Contact Center
CRM ANALYTICS
Marketing
Price
Procurement and Spend
Supply Chain and Order Management
Human Resources
Financials
Projects
ERP ANALYTICS

ORACLE BI ENTERPRISE EDITION

ORACLE
PeopleSoft
Siebel
JD Edwards
SAP

AND OTHER OPERATIONAL AND ANALYTIC SOURCES
Packaged EPM Applications

Business Intelligence EE 11gR1 & Essbase 11gR1

Industry leading Performance Management Applications for Oracle, SAP and other systems
Embedded in Oracle Applications
BI Publisher 11gR1 & Business Intelligence EE 11gR1
Integrated with SAP Applications

Business Intelligence 11gR1

89%

SAP customers in Fortune Global 500 use Oracle BI/EPM

• SAP BW
  – Fully supported source for Oracle BI, BI Publisher
  – Integrate into Oracle BI Common Enterprise Information Model
  – Mix with other corporate data sources in consistent Oracle BI user interface

• SAP R/3 and ECC
  – Source for Essbase
  – Source for BI Publisher
  – Source for EPM Applications
  – Source for BI Applications
Scalability and Performance
Oracle Business Intelligence

- Over 1 Million named users
- Peak concurrency: 30,000 – 50,000 users
- 20 TB data
Scalability and Performance
Oracle Essbase

Large Research-Based Pharmaceutical
• 2 Billion rows loaded
• Largest dimension: 1.7 million members
• 95% Sub-second response time
Scalability and Performance
Oracle Business Intelligence Publisher

- >20,000 Documents per hour
- 60,000 to 80,000 Pages per hour
- CPU Load < 5%
- 18 Languages
Scalability and Performance
Oracle Business Intelligence + Exadata

Large US Grocery
• Up to 457x Faster queries
• 1 second vs 7.6 minutes

Global Bank
• 9.2x to 27.6x Faster queries

Major US Bank
• 14x – 752x Faster queries,
• 5 hour query reduced to 17 seconds
Summary
Oracle Business Intelligence 11gR1

**Summary**

- Delivers best-of-breed products for Query and Analysis, OLAP, Reporting, and Scorecards
- On a complete, open, and architecturally unified Business Intelligence Foundation
- Coupled with leading packaged business intelligence and enterprise performance management applications
- Providing customers with superior alignment, visibility, and fastest time to value
Oracle Business Intelligence 11g
Most complete. Most integrated.
SOFTWARE. HARDWARE. COMPLETE.