

## Oracle Business Intelligence Mobile App Designer Solution Brief

### Related Products

- Oracle Business Intelligence Foundation Suite
- Oracle Exalytics
- Oracle Business Intelligence Applications
- Oracle Business Intelligence Mobile

Oracle Business Intelligence (BI) Mobile App Designer, a component of Oracle BI Mobile, empowers business users to easily create visually stunning and interactive analytical apps for any line of business – all without writing a single line of code. Integrated with Oracle Business Intelligence Foundation Suite, business users can leverage data from their existing Oracle BI environment to create analytical apps tailor made to their area of interest or expertise, all with a simple drag and drop user interface. The Mobile App Designer ensures that business intelligence is truly at the forefront of decision making – even while on-the-go.

The apps created using Oracle BI Mobile App Designer run using HTML5 on iOS, Android, and Windows Mobile, and Blackberry smartphones and tablets. Automatic rendering for differing screen sizes ensures visualizations display optimally with a write once, run anywhere model. Users can also easily collaborate and share apps via the Apps Library, which serves as a repository of mobile analytic applications to which users can subscribe and receive automatic updates, ensuring that users across the organization are consuming the most up to date information.

### Easily Create Mobile Analytical Apps

Oracle BI Mobile App Designer is the ideal solution for users who want targeted, line of business mobile apps that require no coding or programming expertise - creating professional mobile analytical applications is as easy as working with common office productivity tools. Business users can create a diverse range of visualizations simply by using a drag and drop interface in their web browser. Instead of relying on IT to create apps relevant to a specific area of interest, users can become self-sufficient in creating and presenting their enterprise data in a form relevant to their business needs, and the needs of their line of business. An intuitive toolbar menu provide a rich palette of formatting capabilities, making it easy to combine text and images to create executive briefing books, dashboards, graphs, tables, and catalogs. Actionable insights are displayed with stunning interactive visualizations, making it easy for users to identify critical business intelligence, and act on the data to enhance their decision making.

With the instant preview function, users can preview their newly created app by using either the browser-based mobile simulator, or by scanning a dynamic QR code generated by the BI Mobile App Designer, which lets users run their app directly on the mobile device of their choice.

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Figure 1 – BI Mobile App Designer apps on mobile devices

## Delightful to Use

Oracle BI Mobile App Designer allows business users to create professional, interactive mobile apps that are delightful to use. Touch and swipe gestures make it easy to browse through enterprise data. With the ability to interact with the apps, end users can drill down on any data set to get a more granular view at the data at hand, and gain a deeper understanding of their enterprise information. Navigation panes help direct users to the data they are looking for, and make finding their desired data set a simple, intuitive experience.

Users can also subscribe to apps most relevant to their area of expertise, and create a library of data-driven insights to collaborate and share apps tailor made for their line of business.

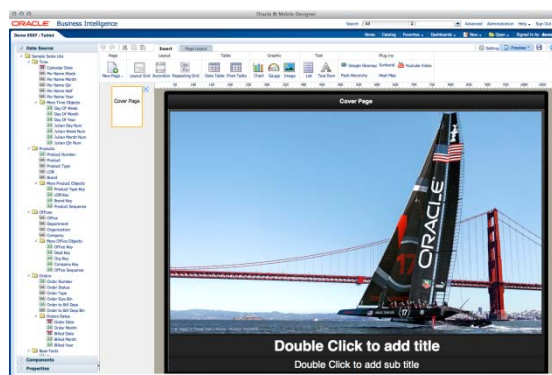


Figure 2 – Build mobile apps with the BI Mobile App Designer

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## Any Platform, Any Device, Any Screen Size

With the ever-growing number of mobile platforms, devices, and screen sizes organizations face a daunting challenge when attempting to create, distribute, and manage secure mobile apps. Various mobile devices and platforms spread across a global organization make it both time consuming and expensive to enable a mobile workforce. With Oracle BI Mobile App Designer, organizations can rely on their line of business managers to create mobile apps for their smartphones and tablets. The generated apps are based on the HTML5 standard and utilize the BI Mobile App Designer's responsive web engine to dynamically layout content for pixel-perfect screen rendering.

## Enterprise Integration, Security, Performance, and Scalability

Oracle BI Mobile is ideal for enterprise deployments, it allows self-service business users to automatically leverage centralized metrics, calculations, and analysis provisioned by IT, and also allows business users to supply their own data. It enforces enterprise security leveraging the same security model as the Oracle Business Intelligence, without requiring additional overhead to provision and manage user security separately. When paired with Exalytics In-Memory Machine, mobile BI deployments can easily scale to tens of thousands of users. A fully integrated Fusion Middleware Auditing Framework provides system administrators and developers with the ability to track the mobile apps' usage and patterns easily.

Businesses now can now deploy full interactive dashboard capability with zero additional development using Oracle BI Mobile HD on iOS devices, and can create purpose-built mobile analytic applications for smartphones and tablets with drag-and-drop simplicity using Oracle BI Mobile App Designer. These factors lead to faster time to value for users, secure deployments, and a lower total cost of ownership (TCO) for companies and IT. As the #1 vendor in business analytics with the industry's most complete and integrated range of enterprise-class business intelligence solutions, Oracle leads the way in helping organizations gain more insight, across more data, and drive better outcomes in every aspect of their business.

### **CONTACT US**

For more information, visit [oracle.com/bi](http://oracle.com/bi) or call +1.800.ORACLE1 to speak to an Oracle representative.

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