



## Oracle Cloud Platform for Business Analytics

### Turnkey Data Exploration, Discovery, and Visualization

Oracle Cloud includes new online services for business analytics, big data, and data visualization. This integrated platform allows you to sift through any data to visualize important trends with unprecedented simplicity—all without having to rely on skilled technical personnel or a big budget to get started.

There is a tremendous amount of data surrounding most businesses, generated from both inside and outside of the organization. Extracting insights from this data is essential to progress. But as data grows in volume, complexity, variety, and velocity, most companies find they are only able to analyze a small fraction of this burgeoning data set. The companies that do harness all of their data often become the disruptors, wielding decisive advantages that allow them to launch new business models, products, and services to leapfrog competitors. While many business executives wrestle with how to offer disruptive products and services—or spend time worrying that *their* organization will be disrupted—the insights that they need to succeed are often locked-in siloed data sources. Research shows that top-performing organizations are three times more likely to use analytics to turn data into insights than low-performing organizations. Built on proven Oracle technologies and cloud infrastructure, Oracle's cloud-based analytics platform enables organizations of any size to implement analytic-driven processes and share the resulting insights across the organization.

### See the Signals with Self-Service Visual Analytics

Data visualization and exploration capabilities allow organizations to navigate through vast troves of data to make new discoveries about their businesses. To be effective, these capabilities must be accessible to business people. Why? Because business leaders want to see the signals before their competition does. They want to make rapid predictions and become the disruptors in their organizations. They need to be able to easily mash up and blend data and discover the answers to their most pressing business questions—without having to wait for IT. Oracle Data Visualization Cloud Service, Oracle Business Intelligence Cloud Service, and Oracle Big Data Discovery make rich, powerful, visual analytics accessible to every business leader. People at all levels of an organization can blend and analyze enterprise, personal, or big data with just a few clicks, effectively sifting through data clutter to uncover hidden patterns and trends. These users can now communicate their findings to their peers and management teams in a simple and meaningful way.

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**CLOUD PLATFORM**

#### A WORLD-CLASS BI SERVICE

- » **Robust**—A best-in-class analytics platform with a broad array of intuitive tools
- » **Intuitive**—Guidance and tutorials to get up to speed quickly
- » **Advanced**—Visualizations and calculations to reveal insights and predictions in your data
- » **Interactive**—Configurable dashboards to analyze operational activity

#### EASY TO GET STARTED

- » **Fast Analysis**—Quickly combine data sets to build compelling BI applications
- » **Easy Integration**—Easily import operational data to the cloud, with a huge base of connectors and adapters for fast and consistent data integration
- » **Trouble-Free Operation**—Oracle manages it all, so your business analytics are always available

*"It is easy to upload your data, model it, and create dashboards. The time frame from idea to value is very short."*

**CONNOR BJÖRLING**  
BUSINESS ANALYST, SKANSKA GROUP

**ORACLE®**

## Sprint to Innovation with a Cloud-First Strategy

Cloud computing and analytics are an ideal match. Analytics is about delivering the right information to the right people at the right time. The cloud provides an agile way to access data and applications. These two trends are coming together at an ideal time. Across every organization, people are looking for faster, easier ways to analyze information. Of course, IT wants platforms that deliver value, fast—without compromising data integrity or security. Speed, simplicity, and ease of use are key considerations for both groups. So how can you reap the benefits of analytics in the cloud while minimizing the risks?

Oracle combines the power of world-class analytics with an easy, streamlined user experience that takes the guesswork out of analysis. Oracle makes analytics accessible to anyone, at any scale. Its cloud and on-premises solutions leverage the same industry standards and technology foundations, allowing you to seamlessly reuse analytic models, applications, and integrations. Oracle Business Intelligence Cloud Service is uniquely able to balance the needs of business with the needs of IT—mitigating risk and driving your business forward.

## Scale Insights with Hadoop in the Cloud

Scaling today's disruptive business ventures requires building analytics into every business process. That's no small task. Each year the world produces more data, fueled by millions of internet searches, web browsing activities, smartphone clickstreams, social media posts, geospatial data, and an ever-expanding array of networked sensors from cars, utility meters, shipping containers, shop floor equipment, point-of-sale terminals, and many other sources. Whether it's a manufacturing company monitoring data from an assembly line, an advertiser studying location data to target consumers, or a retailer examining web logs to segment customers, big data can give companies a disruptive edge.

Much of this data is now being stored in Hadoop data reservoirs rather than relational data warehouses. Analyzing raw data in Hadoop typically requires data preparation and wrangling by highly skilled data scientists and developers. To realize the full value of big data with agility and speed, business people need to be able to independently find, explore, transform, discover, and share data to derive strategic insights. Oracle puts big data in the cloud by delivering Hadoop as a secure, automated, elastic service. Oracle also lets you integrate Hadoop data with data in Oracle Database for the most comprehensive analysis possible. Each customer receives a dedicated instance to ensure outstanding availability and performance. It's the only cloud service that offers a consistent analytic and data visualization environment for Hadoop, NoSQL, and Oracle Database—with the robust security of Oracle Database extended to all three. You can start small and scale this cloud service as needed, utilizing powerful tools and utilities including Oracle Data Integration, Oracle R, and Oracle Spatial and Graph software.

## A Comprehensive Platform for Analytics—in the Cloud

How do you disrupt an industry or outflank a competitor? You do it by applying analytics to every facet of your business. Oracle's cloud-based solutions make this possible. For more information, please read about [Oracle Cloud Platform for Business Analytics](#).

### EXTEND BIG DATA ANALYTICS THROUGHOUT THE ENTERPRISE

- » **Find**—Search interactive Hadoop catalogs with guided navigation and self-service tools
- » **Explore**—Assess data constructs, review correlations, and evaluate data sets
- » **Transform**—Leverage a library of transformations to enrich the data with location, context, and classification information
- » **Discover**—Combine data sets to establish new perspectives using drag-and-drop dashboards, visual analytics, and powerful search capabilities
- » **Share**—Collaborate using shared projects, bookmarks, and snapshots, then export enriched data back to the source

*“Oracle BI Cloud Service allows us to rapidly deploy new dashboards and metrics. It reduces the infrastructure costs and eliminates the time we used to spend setting up hardware and tuning applications. We can provide reports and dashboards to faculty within 24 hours.”*

**BRIAN HAUGABROOK**  
CIO, VALDOSTA STATE UNIVERSITY

#### CONNECT WITH US



#### FOR MORE INFORMATION

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Integrated Cloud Applications & Platform Services

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