The Oracle Difference: 
End-to-End Business Analytics

Why do SAP Customers Choose Oracle for Business Analytics? Ten Reasons to Evaluate Oracle Today
Introduction

In the battle for competitive advantage, companies that have timely, accurate and relevant information – and the ability to act decisively on it – are best placed to win

Gaining insight to act faster is the guiding principle behind Oracle’s Business Analytics solution. Our software captures data from across and beyond the enterprise to get the right information to the right person, at the right time, enabling them to make the right decision and take the right action.

It’s this breadth of scope and immediacy of information that makes Oracle a great choice of analytics software for SAP ERP customers.

Today, thousands of SAP customers around the world are using Oracle Business Analytics to:

- Align strategy and objectives
- Coordinate planning to meet those objectives
- Consolidate and analyze enterprise-wide information
- Monitor performance against plans
- Deliver the insights to drive the best decisions, actions, and processes throughout the enterprise

Those organizations choose Oracle Business Analytics for ten key reasons. This paper examines each one in turn, building a compelling business case for SAP customers to evaluate Oracle Business Analytics as a complete, end-to-end analytics solution for the modern enterprise.

Oracle: The Leader in Business Analytics

Leading industry analyst firm, IDC, has named Oracle as the leader in the Business Analytics Software market based on 2011 software revenue. IDC’s report, “Worldwide Business Analytics Software 2012-2016 Forecast and 2011 Vendor Shares” highlights that:

- Oracle is #1 in IDC’s worldwide Business Analytics Software market report for 2011, with 19.2 percent market share based on total software revenue*

- With 17.8 percent growth from 2010 to 2011, Oracle exceeded the industry average (14.1 percent)

- In addition to its position as market leader in Business Analytics software, Oracle holds the largest market share (41.3 percent) in Data Warehouse Management software market for 2011

IDC defines the Business Analytics software market as the combination of the data warehouse (DW) platform software with business intelligence (BI), performance management, analytic applications and analytic tools.

### Ten Reasons to Choose Oracle Business Analytics

1. **To create a foundation to unlock business potential**
2. **For answers delivered at the speed of thought**
3. **To reap the advantages of cloud and mobile computing**
4. **To gain instant insight from structured and unstructured data**
5. **To integrate information silos for better business insight**
6. **To get the advantages of truly end-to-end analytics**
7. **For effortless integration with SAP and other ERP and non-ERP systems**
8. **For data quality the whole organization can rely on**
9. **For self-service analytics that empower business users and relieve pressure on IT**
10. **Because Oracle Business Analytics just keep getting better**
At one time, a business could succeed just by being more efficient than its competitors. Early ERP and CRM adopters found they could automate processes, work more efficiently, and reduce cost and waste throughout the enterprise. And as a result they reaped the rewards – faster time to market, lower costs, and happier customers.

Those days are over. Most large organizations now run ERP, HCM and CRM systems, and the competitive advantage that comes from using these systems is declining. Today, the key to competitive advantage is in making the best use of information to ‘unlock business potential’. In successful companies, managers can get instant answers to questions about any aspect of their business, at any time, from any device anywhere they happen to be – giving them the right information to make the right decision and take the right action immediately.

Oracle’s Business Analytics solutions combine market-leading applications with powerful analytics to help organizations unlock their business potential through:

**Planning for Profitable Growth**
Oracle’s proven enterprise-wide planning and profitability solution supports strategic and financial planning along with detailed workforce, capital asset and project planning plus integrated predictive scenario analysis. Used by over 3500 organizations globally, this suite enables them to improve forecast accuracy even in times of economic uncertainty, reduce costs while increasing margins, better manage cash flow, and indentify and exploit growth opportunities.

**Reporting with Confidence and Insight**
Oracle’s complete financial close and reporting solution enables organizations to accelerate the consolidation of financial results, centralize management of both data and metadata, and consistently deliver highly visual and mobile reporting of financial and operational information enterprise-wide. Used by over 3000 organizations globally, this suite enables them to meet existing and new regulatory reporting requirements, streamline reporting processes and ensure accuracy, and maintain operational efficiencies even through periods of major organizational change.

**Accelerating Business Value**
Oracle’s Business Analytics solutions offer complete flexibility in deployment options, including on premise, via the cloud, or on engineered systems designed for high performance and lower TCO. Along with best in class data and process integrations with SAP and Oracle ERP systems, these solutions uniquely enable organizations to deliver new applications and business value quickly, reduce ongoing IT costs, optimize new IT investments, and drive new and innovative business processes.
Reason 2
Analytics at the Speed of Thought

As analytic applications become more sophisticated and calculation-intensive, user adoption increases, mobile BI usage expands, and data volumes explode, the need for speed and efficiency becomes more important than ever. In-memory technology can dramatically accelerate analytic performance. Oracle Exalytics In-Memory Machine (Oracle Exalytics) is the industry’s first engineered system for analytics that combines a market leading BI foundation, in-memory analytics software, and best-in class hardware optimized to deliver extreme performance for Business Intelligence and Enterprise Performance Management applications. As a result, users can visually navigate and drill into information at the speed of thought, without limits on the complexity of their questions or the volume of the underlying data. Oracle Exalytics drives a new class of smarter and more powerful analytic applications that simply weren’t possible using conventional BI software and generic hardware configurations.

Oracle Business Intelligence Foundation running on Oracle Exalytics has been specially enhanced to take advantage of large memory, multiple processors, concurrency, storage, networking, operating system, kernel, and system configuration afforded by the Oracle Exalytics hardware. Oracle TimesTen In-Memory Database for Exalytics has been specially enhanced for analytical processing at in-memory speeds. With lightening fast scan speed of up to 100 million rows/second and up to 10x columnar compression, Oracle TimesTen In-Memory Database for Exalytics delivers faster reports & dashboards for departmental as well as enterprise wide consumption.

“One of the real advantages of Exalytics is the speed. It gives us reports around 35 to 70 times faster than we’re used to.”

John Anker Moller, Senior VP, Information Services, Nykredit.

Organizations using Oracle Exalytics for speed-of-thought analysis and decision-making realize dramatic performance improvements in their management processes and analytics that enable them to execute the right actions faster and exploit market opportunities sooner than their competition.
Two megatrends are converging to transform the IT landscape in today’s organizations: the cloud and mobility. Industry analysts predict that cloud is growing to a $70+ billion industry by 2015, and estimates suggest that more than 80% of the world’s population use mobile devices, with mobile on a path to rapidly overtake fixed internet access.

Organizations that can take advantage of these trends are realizing significant business benefits including greater agility, faster progress towards goals, lower operational costs and an engaged, motivated and talented workforce.

Oracle Business Analytics are built for this modern world, with complete flexibility in deployment options and comprehensive support for mobile access.

Cloud: Nearly seven years ago, Oracle embarked on a journey to completely rewrite and modernize all of our applications. Very few technology companies cross the chasm from one generation of technology to the next. It is a huge undertaking and requires a significant vision and commitment. The result is the most comprehensive cloud in the industry, with a complete suite of enterprise-grade applications, built on a single modern, socially-enabled, enterprise-grade cloud platform that leverages the latest in secure, reliable and high performance database and middleware technologies for which Oracle has always been known.

Organizations can deploy the software in the Oracle Cloud, on their premises, or in a third-party data center and any combination of these deployment options concurrently. With the same code line underpinning all styles of deployment, organizations have the flexibility to change models to meet changing business requirements.

Mobile: Whether accessing applications in the cloud or on-premise, mobile users have access to Oracle Business Analytics functionality, with mobile-optimized display for major devices, operating systems and browsers. Users can get instant intelligence, anywhere – including notifications and alerts, reporting, ad hoc query, OLAP analysis, dashboards and scorecards - and with the capability to download data to the mobile device for offline analysis, they often don’t even have to be connected to get the information they need.

Oracle Cloud Solutions:
– More than 25 million users
– More than 10,000 customers
– Translated into 27 languages
Reason 4
Instant Insight from Structured and Unstructured Data

There is a huge competitive advantage to be gained from the ability to combine structured data (from databases and ERP systems) with unstructured data (from documents, email, social media and many other sources) to uncover patterns and trends in the business environment.

Oracle Endeca Information Discovery (OEID) is a fast-to-deploy application that enables anyone in the enterprise to combine structured and unstructured data for unprecedented, insight into the root cause of trends and anomalies affecting the business. Working with the existing BI environment (whether Oracle or third-party, including SAP), it builds on existing analytical capabilities to enable unstructured data to be taken into account when making decisions. Best of all, OEID can work with data in an infinite variety of formats, meaning source data does not have to conform to the same model before it can be analyzed, and new sources of data can be added at any time. A major contributing factor to Oracle EID’s ability to deliver real-time insight.

“With Endeca, we can put our best problem-solving resources to work much sooner by finding field performance issues in hours rather than weeks, great for both Delphi and our customers.”

William Guggina, Vice President of Operations, Delphi Electronics & Safety

Read the full case study here »

Oracle Endeca combines structured and unstructured data from many sources

- CRM
- Analytics
- PIM
- User Reviews
- CMS

Score: 8/10
In most large organizations today, data tends to be stored and analyzed in silos. Multiple sources of information cannot easily be combined to provide a true, enterprise-wide view. Often, the only way to merge information from multiple systems is to extract it into spreadsheets and manually manipulate it, which delays its publication and introduces considerable risk of errors.

Siloed data can also prevent a deeper understanding of cause and effect in decision-making, which can lead to actions being taken at a departmental level that might have a negative impact on the organization as a whole.

Wherever data is confined to silos, there’s inefficiency, lost opportunities and wasted money. For example:

– If HR managers do not have access to call center metrics, they may not understand how staffing levels, pay-for-performance, and employee performance correlate to the employee retention rate

– If sales data is confined to individual sales channels, organizations may not be able to spot trends in customer behavior and therefore not be able to take advantage of new market opportunities

– If operational and financial planning are carried out independently, it is difficult to align plans and can ultimately result in a failure to achieve the required results

Oracle Business Analytics eliminates information silos by providing a common foundation of BI tools and services that provide the connection to a wide range of data sources including Oracle and SAP ERP solutions. This single common platform makes it easy to access and to manage the Business Analytics solutions’ connection to transactional systems and much easier to deploy compared with other vendors’ solutions that are based on multiple standards and platforms.

Oracle Business Analytics offers a comprehensive and flexible solution. Pre-configured BI Applications for SAP R/3 enable organizations to extend the value of their ERP systems with actionable analytics at a fraction of the cost required to deploy traditional BI solutions. SAP customers using Oracle Business Analytics can better understand their businesses to align decisions and actions with strategic goals. They can also collaborate across the organization on key activities and processes; reduce cycle times; compare operational results to plans in real time; and drive decisions from “insight to action” with lower costs and less complexity than other solutions which do not have the same high level of integration.

Oracle’s Common Information Model enables better integration of information silos
In a typical large organization, business analytics tends to be fragmented into single applications or partial application suites, which are often stitched together with manual processes or spreadsheets. The inherent manual ‘boundaries’ have severe implications to these organizations when they have to execute an end-to-end management process where they introduce:

**Delay:** Each boundary that requires manual intervention introduces delay to the overall process.

**Risk:** Manual processes are renowned for introducing errors which could be material in the resulting numbers used to make critical business decisions.

**Cost:** Both the delay and manual intervention will lead to increased costs.

With fragmented management processes, organizations can miss opportunities when executing an entire end to end management process like enterprise planning. They may also find themselves in breach of financial close and reporting regulations.

Oracle’s strategy of acquisition and integration, along with adherence to standards, means that Oracle offers the most complete and integrated set of market-leading solutions for business analytics available today. Three distinct Oracle solution families can work together or separately to deliver insight into every aspect of the business, enabling organizations to plan ahead and act with confidence—anytime, anywhere, on any device.

**Oracle Business Analytics links management and operational processes**

**Integrated Planning**
- Operational Planning
- Profitability Cost Mgmt
- Financial Planning
- Strategic Planning

**Integrated Analytics**
- Supply Analytics
- Dem and Analytics
- Finance / Risk Analytics
- Management Analytics

**Integrated Processes**
- SCM
- PLM
- CRM
- ERP
- HCM
- Financial Close

**Reason 6**
A Complete, End-to-End Business Analytics System

**Oracle’s market-leading EPM applications accelerate financial close and reporting processes while providing greater transparency and confidence in the numbers. They enable organizations to plan and forecast with greater precision using business planning solutions that align finance and operations. When fully deployed, this modular, integrated suite supports strategic planning and goal setting, financial and operational planning, financial close and reporting, and profitability management.**

**Enterprise Performance Management:** Oracle’s market-leading EPM applications accelerate financial close and reporting processes while providing greater transparency and confidence in the numbers. They enable organizations to plan and forecast with greater precision using business planning solutions that align finance and operations. When fully deployed, this modular, integrated suite supports strategic planning and goal setting, financial and operational planning, financial close and reporting, and profitability management.

**Business Intelligence:** A single, scalable business intelligence (BI) platform that turns IT into a true business enabler, connecting people with information—anytime, on any device—and accelerating decision making. Oracle BI tools and technology provide a broad set of capabilities for reporting, analysis, modeling, and forecasting. Oracle’s Business Intelligence platform makes BI actionable by giving business users the ability to initiate actions directly from their dashboards.

**Analytic Applications:** More than 80 distinct Oracle BI Applications accelerate business innovation by dramatically reducing the time it takes to deploy BI solutions. Organizations can extend the value of their existing IT investments and power better decisions with intuitive, role-based intelligence. Oracle BI Applications support business functions and industry-specific processes with best-practice analytics based on Oracle’s experience across hundreds of CRM and ERP implementations.
Reason 7
Effortless Integration with SAP (and Other ERP Systems)

Most IT functions in large organizations will, at some point, have encountered the nightmare of trying to integrate business analytics software with operational systems.

At best, these herculean – and expensive – integration efforts result in either patchy islands of automation (in the case of integrating multiple analytical tools with multiple transactional systems), or information that’s hopelessly out of date (in the case of implementing an enterprise data warehouse).

While those efforts may have been sufficient in the past, today’s business users need instantaneous answers to pressing business questions. They need to take all available information into account, and they need to be able to access it anytime, anywhere.

Oracle Business Analytics provides pre-built integration with SAP and non-SAP source systems. Its open standards-based architecture and powerful integration technologies mean it can take data from everywhere – from ERP systems to files, email, social media and more – to deliver real-time insight into the entire organization’s operations.

Case study: Korea Yakult

Korea Yakult reviewed products from IBM, Oracle, and SAP and chose Oracle Hyperion Planning and Oracle Business Intelligence Enterprise Edition because the solutions were simple to customize and met performance requirements. In addition, the solutions could be easily integrated with Korea Yakult’s SAP ERP system.

“To keep up with rapidly changing customer demands in the Korean food and beverage market, we implemented a business planning and simulation system based on Oracle Hyperion Planning and Oracle Business Intelligence Enterprise Edition. We intend to leverage the agility and control we have gained from the system to maximize customer satisfaction by extending our product range beyond fermented food and beverages to providing complete healthcare solutions.”

Kang Woong-seong, CIO, Korea Yakult Co., Ltd

Read the full case study »
A business analytics system is only as good as the data it’s based on. Organizations that run multiple transactional systems need to know that the data from those different systems is clean, consistent, accurate and up to date when it’s provided for management processes, reporting and analysis.

And with processes, reporting and analysis now increasingly taking place in real-time, any data quality measures need to be applied instantaneously.

Oracle Business Analytics includes two robust, business user-operated modules for ensuring data quality and integrity across information gathered from multiple, heterogeneous source systems:

**Oracle Financial Data Quality Management:** Data used by management processes like strategic planning or regulatory reporting needs to be 100% accurate, auditable and traceable to its source. This packaged solution for integrating data from source systems can be managed and operated by finance users and helps develop standardized financial data management processes.

Both financial and non-financial information can be collected – so, for instance, sustainability reporting can be undertaken alongside financial reporting with the same degree of accuracy and auditability.

**Oracle Data Relationship Management:** As organizations grow, particularly through mergers and acquisitions, the systems landscape becomes more fragmented and complex. Data Relationship Management ensures consistency within master data assets despite endless changes within the underlying transactional and analytical systems.

---

**Fig 4. Oracle Data Quality solutions ensure data quality and integrity across multiple source systems**
In most organizations today, decision makers are unable to see the full picture without requesting and reconciling different management reports – something that often requires help from IT. Those reports can take days or weeks to obtain, usually contain out of date or inconsistent information, and place a heavy burden on IT staff.

Oracle Business Analytics puts business users firmly in control when it comes to running queries, reports and analyses. Its emphasis on self-service reporting means that users not only have access to standard reports and dashboards, but can also specify and run their own queries for any ad-hoc information they may require.

Self-service aspects of Oracle Business Analytics include:

- **Role-specific dashboards**: see performance, spot anomalies and drill down into exceptions quickly and easily to understand root causes.
- **Thousands of out-of-the-box reports**: run frequently-needed, role-specific reports quickly, easily and whenever they are needed.
- **Ad-hoc querying, reporting and analysis**: no more requests to IT – users can specify and run their own ad-hoc queries, reports and analysis to get quick answers to any business question.
- **Access from Microsoft Office**: use the world’s most popular office applications to enter, report and analyze information across the entire business analytics system.
- **Comprehensive mobile access**: Get real-time, mobile-optimized dashboards, reports and data visualizations from any smartphone or tablet – and save datasets for offline processing.

**Fig 5: Oracle Business Analytics Delivers a Wide Range of Self Service Dashboards and Reports to End Users**
Oracle has been in the data business since its founding in 1977, and has always had a mission to help organizations get the most value from their information. We are committed to continuous improvement and enhancement of all of our business analytics solutions, taking into account the rapid change and evolution taking place in the global enterprise environment.

With the Oracle database, data warehousing technologies, BI technology and applications, EPM applications and advanced analytics, Oracle is the market leader in Business Analytics.

Oracle Business Analytics enables organizations to:

- **Drive Innovation:** through the ability to do entirely new things like discovering new insights by combining structured and unstructured data or discovering new sources of profitability by undertaking micro profitability analysis

- **Optimize Operations:** by doing current things better like making insights accessible to anyone, anytime and anywhere with mobile business intelligence or integrating strategic, financial and operational plans

- **Simplify Experience:** through enabling current things to be done faster and cheaper with the extreme performance and lower TCO of engineered systems or enabling the integration of data and meta data between EPM and transactional systems

Organizations that choose Oracle Business Analytics can be assured of a world-class, enterprise-wide analytics environment that improves business outcomes while simplifying IT.

**Further Resources**

For more information on Oracle’s Business Analytics solutions:

- Visit our website for C-Level Executives: oracle.com/c-central

- Visit our Business Analytics website: oracle.com/epm

- See a video of Oracle Business Analytics in action here
Disclaimer: The foregoing 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.