Leverage Oracle Endeca Information Discovery to Unlock Insights from Every Source

HIGHLIGHTS

- Understand “why.” Investigate and understand cause from a wider variety of data
- Perform faster analytics in a consumer-friendly user interface
- Extract value from all relevant data, not just structured content
- Leverage existing investments in BI
- Deliver analytics in weeks (vs. months or years)

Are You Making Decisions with Only 20 Percent of Your Data?

With the proliferation of new sources of digital information, organizations are leaving a wealth of rich customer, employee, and product knowledge untapped. If harnessed, this information could provide a look into the motivation behind buying behavior, or shed light on the best practices of top performers. Unlocking the insights from these sources of information requires expanding the boundaries of traditional business intelligence (BI) systems.

The Unexplored Frontier of Information

Most organizations have implemented some form of BI to enable decision-makers to monitor, understand, and improve business performance. Yet more than 80 percent of enterprise information exists as unstructured data beyond the reach of traditional BI environments—in Websites, social media, content management systems, e-mails, documents, sensor data, external databases, and more—and this diverse and changing data is growing exponentially. Organizations that cannot understand the insights buried within this data are at a critical competitive disadvantage.

Unlock Insights from Every Source

Oracle Endeca Information Discovery unites the worlds of structured and unstructured data to provide business users with complete visibility into their business processes, creating new insights and enabling better business decisions. Only Oracle provides a complete, integrated solution for superior structured and unstructured data analysis, all delivered on engineered systems optimized for performance and low total cost of ownership.

Oracle Endeca Information Discovery helps solve problems associated with analyzing unstructured data, in finding better ways to listen to customers, improving the relationship between companies and their employees, getting to the real root causes behind issues, or creating new products and services through a better understanding of the market. Oracle Endeca Information Discovery creates transformative opportunities for the business, and enables IT to cost-effectively support them in

- Identifying causes behind events and exceptions in standard business processes, with added context from unstructured datasources
- Quickly responding to new situations and requirements without direct IT involvement, saving time and cost
- Evaluating new data and adding the perspectives of unstructured data to integrate into your existing business analytics investments
KEY BENEFITS

• Exploration and analysis of structured, semistructured, and unstructured data
• Text enrichment using theme and entity extraction as well as sentiment analysis
• Interactive visualizations
• Intelligent, state-of-the-art search capabilities and contextual navigation built into the product
• Drag-and-drop application composition, enabling fast configuration of new discovery applications
• In-memory architecture designed for performance

Change the Game with Oracle Endeca Information Discovery

Many Oracle customers have supercharged their existing business analytics investments with Oracle Endeca Information Discovery. Here are three examples:

Automotive Manufacturing

Several years ago, a large automotive manufacturer issued a massive vehicle recall related to reports of unintended acceleration leading to several deaths. They were unable to determine from their existing analytic investments whether there was a real quality problem or another factor in the environment causing these occurrences.

Using Oracle Endeca Information Discovery, they were able to combine a variety of data from their warehouse and beyond—vehicle data, quality reports, internal warranty claims, sales transactions, service records, supply chain data, and more. When new questions required data from outside the company, they were able to readily incorporate claims from the National Highway Transportation Safety Authority and competitor sales data from JD Power. Oracle Endeca Information Discovery enabled the quality engineers, marketing organization, and supplier alliance managers to easily explore and understand this diverse data without having to build advanced queries or reports.

Consumer Beverages

A major consumer beverages company needed to understand variances between demand forecasts and actuals. While this is typically a problem well served by BI tools, their demand planners still had additional questions about why inaccuracy existed in the demand plan.

Using Oracle Endeca Information Discovery, they combined the forecasts out of SAS with actuals from the distribution transaction system, and information from a legacy marketing system. As insights from these areas provided a more complete picture of the factors driving demand, they were able to add trade promotion data from outside the data warehouse, and then complement it with sales and pricing data acquired from third-party sources. All of this happened in eight weeks.

Finally, planners discovered something they didn’t expect—that unauthorized overrides to the demand plan being performed by individuals in the field were actually helping to improve the accuracy of the forecast. This was due to tribal knowledge of business conditions, impossible to predict in the planning process. These tribal business practices have now been captured and replicated across the business, leading to accuracy improvements of between 2 and 5 percent.

Commercial Food Production

The world population hit 7 billion last year. A large processed food producer knows that corn yields have to go from about 150 bushels an acre to about 200 to feed a growing world. One division sells and distributes new strains of seed to increase farmers’ crop yields, and they make the case for the farmers to use the seed using data.

Fortunately, there is lots of data available—the difficulty lay in combining it cost-effectively and making it usable and useful. Using Oracle Endeca Information Discovery, they were able to combine a transactional warehouse tracking seed purchases, a marketing database, and a separate transactional warehouse with data from “answer plots” that the company plants with different seeds to demonstrate the actual yields. Those results were juxtaposed with government data on how many acres are planted with which crops. The application is now used by thousands of salespeople, and the company expects higher profit margins as a result. They estimate that they saved 1.5 years and US$4 million by solving this problem with Oracle Endeca Information Discovery.

CONTACT US

For more information about Oracle Endeca Information Discovery, visit oracle.com/endeca.