A New Breed of Analytics
Put Data In Motion

Data is the lifeblood of business success, but has been trapped in silos for too long. To unleash its value, analytics must transform from merely reporting on data to providing fuel for data-driven marketing.

How Analytics Can Transform Customer Experience

18.4B
Gartner forecasts the demand for engaging and productive digital experiences will increase end-user spending on Digital Experience Platforms at a CAGR of 14% over the period 2016 to 2021, to reach $18.4 billion in 2021.1

41%
41% percent of CX leaders said they planned to increase their investment in Customer Analytics with Digital Marketing Analytics being the number 1 focus. Moreover, by 2020, more than 40% of all data analytics projects will relate to an aspect of customer experience. 2

3x
Between 2016 and 2019, spending on real-time analytics will grow three times faster than spending on non-real-time analytics. 3

IoT Analytics
Forrester predicts the IoT will create massive volumes of time-series data and IoT analytics will become a specialized category and discipline.

Data In Motion
People are using more connected devices to engage with brands than ever before. Oracle has built a solution to collect, analyze and act on all of them.

PAST
Web + Mobile Devices

DATA

Traditional Digital Analytics
Limited
Limited
Limited
Declarative
Preprocessing
Delayed
Batch reports are 24+ hours old

Marketing Technologists
I now have complete interoperability and integration of my digital customer data with our entire marketing ecosystem.

Digital Executives
I'm worried about maintaining my channel insights that help us build connected brand's reputation.

Digital Marketers
The timely and relevant experiences I can now provide my customers by leveraging visitor-level personalized marketing. Data are remarkable.

Analysts
I can't drill into my reports deep enough to find the answers I need.

Benefit-Enabled Solutions

DATA

Oracle Infinity
Unlimited
Unlimited
Unlimited
Adaptive
Real-Time
Data can be viewed within minutes so campaigns can be optimized in real time

User Experience
Accurate results (data is lost)
Ad Hoc Reporting
incomplete, inconsistent and inaccurate (data is lost)

Oracle Infinity delivers at-scale algorithms that deliver the most reliable results

KNOW MORE

Click here to learn more about Oracle Infinity

Source: