



ORACLE

# Oracle Analytics

Global Leaders - February 2021

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**Benjamin Arnulf**

Senior Director,  
Product Strategy, Analytics

## Safe Harbor

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The following 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, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

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## **Benjamin Arnulf**

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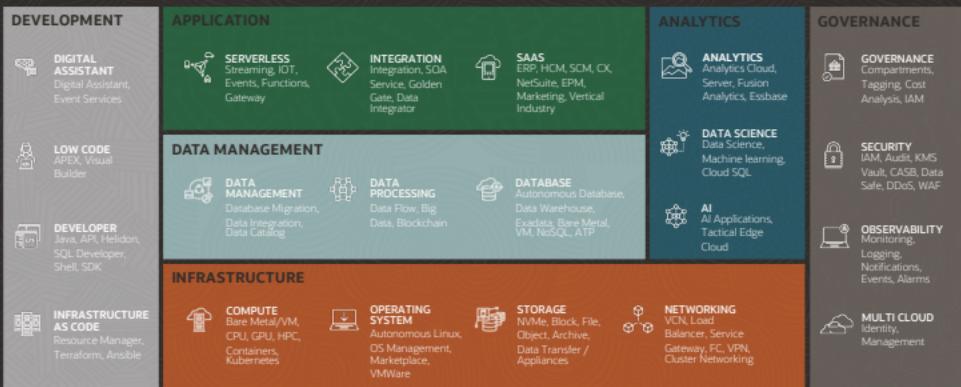
Senior Director  
Product Strategy  
**Oracle** Analytics

# Oracle Analytics Strategy

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# Oracle AI, Data, Analytics and Cloud Services



PUBLIC / GOVERNMENT CLOUD and CLOUD @ CUSTOMER

## Oracle Analytics Vision

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The quickest path for better **decisions and actions** with AI & Analytics

# Simplify & Unify

## New Analytics Products

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Oracle  
Analytics  
Cloud



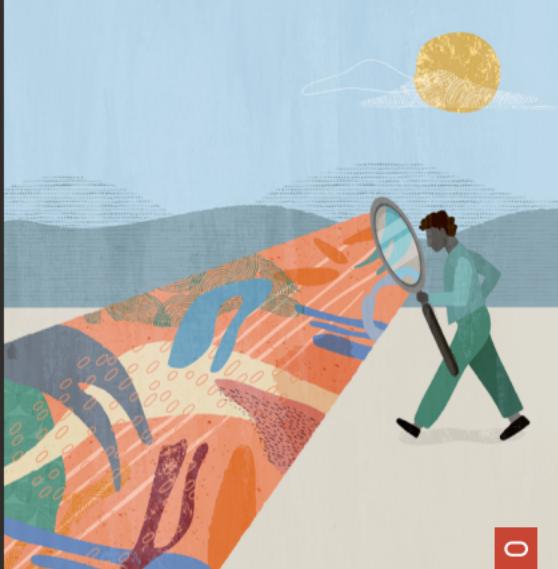
Oracle  
Analytics  
Server



Oracle  
Fusion Analytics  
Warehouse

# Oracle Analytics Products

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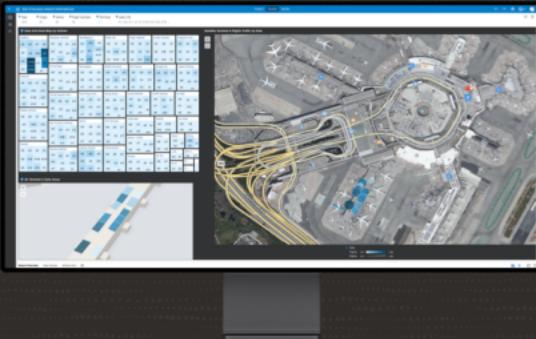
## Oracle Analytics Cloud

- Augmented Analytics Cloud Platform.
- Data Visualization, Data Preparation, Data Enrichment, Data Flow, Machine Learning and Artificial Intelligence.
- Automated Forecast and Insights.
- NLP, NLG, Mobile enabled.
- Self Upgrading, Patching and Securing.



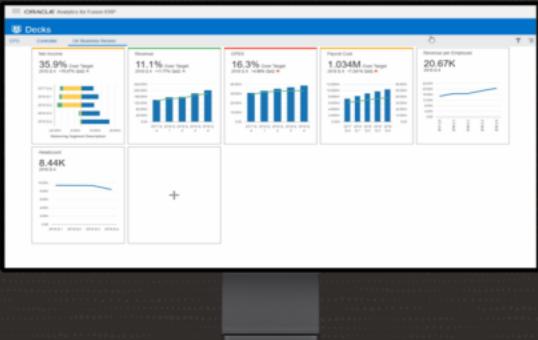
## Oracle Analytics Server

- Modern analytics platform **on-premises**.
- Supports hybrid configurations.
- OBIEE customers with active support agreement can **upgrade at no cost**.
- Machine Learning, AI & Data Visualization.
- Yearly release refresh.
- Available on Windows & Linux.



## Oracle Fusion Analytics

- Fully Managed Augmented Analytics.
- Autonomous Data Warehouse.
- Key Performance Indicator Catalog & Targets.
- Data Pipeline, Data Model & Data Visualization and Advanced analytics.
- For Fusion ERP, HCM, SCM, CX, NetSuite.



# Oracle Analytics Platform

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## Next Generation Infrastructure



60x

## Faster migration to cloud

29

Regions live!



# Oracle Analytics Platform



## Oracle Autonomous Database

The diagram illustrates the Oracle Autonomous Database ecosystem, centered around a large red circular icon containing a white cloud with a database icon. Surrounding this central icon are various features and data sources, each represented by a distinct icon.

**Data Sources**

- Applications**: Oracle Fusion Applications, Oracle Siebel, Oracle PeopleSoft, Oracle EBS, Oracle NetSuite, SAP, and NetWeaver.
- Databases**: Oracle Database, MySQL, PostgreSQL, and Neo4j.
- Files**: Oracle Database, Oracle Text, and CSV.
- Streaming Services**: Oracle Database, Oracle Kafka, and Oracle Cloud Stream.
- Data Lake**: Oracle Object Storage, Amazon S3, Microsoft Azure Blob Storage, and Oracle Big Data.

**Features**

- Data Insights**: Represented by a pie chart icon.
- Catalog**: Represented by a document icon with a cloud and database icon.
- Machine Learning**: Represented by a brain icon.
- Business Models**: Represented by a tree icon.
- Graph**: Represented by a network of nodes icon.
- Data Load & Transforms**: Represented by three interlocking gears icon.
- APEx: Data-Driven App Dev**: Represented by a code editor icon.
- 3rd Party BI Tools**: Represented by a bar chart icon.

**Visualization & Development**

- Application Express**: Represented by an X icon.
- Oracle ML Notebook**: Represented by a globe icon.
- Oracle Analytics Cloud**: Represented by a magnifying glass icon.
- IDEs**: Represented by a code editor icon.
- Spreadsheets**: Represented by an X icon.
- 3rd Party BI Tools**: Represented by a bar chart icon.

## New Analytics Platform

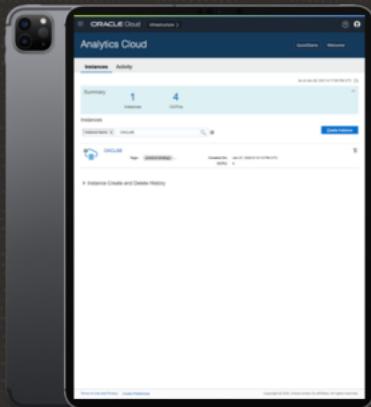
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Governed Analytics		Self-Service Analytics		Augmented Analytics	
Dashboards	Pixel-Perfect Reports	Data Preparation	Data Visualization	Voice & Chatbot	Natural Language
Semantic Models	Query Federation	Storytelling	Collaboration	Data Enrichment	1-Click Explain
Role-Based Access Control	Excel Integration	What-If Analysis	Mobile	Adaptive & Personalized	Machine Learning

Public / Government Cloud | Cloud @ Customer | On-Premises | Third Party Cloud

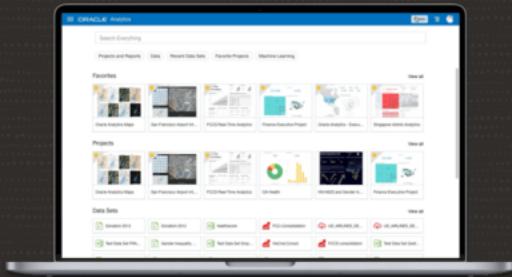
## Autonomous Analytics

- Autonomous Analytics!
- Analytics at Scale
- Easy to setup
- 1-Click management
- Data Gateway



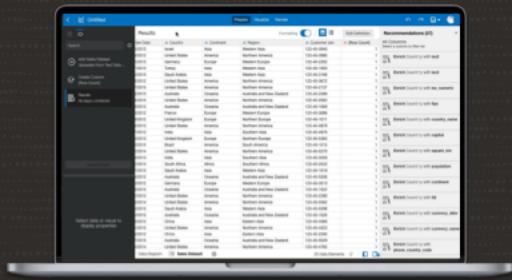
## Open Connectivity

- Fully integrated with Autonomous Database
- Connectors to various data sources including: Amazon Redshift, Fusion Apps, EPM Cloud, Microsoft SQL Server, Snowflake, Oracle Database and more!



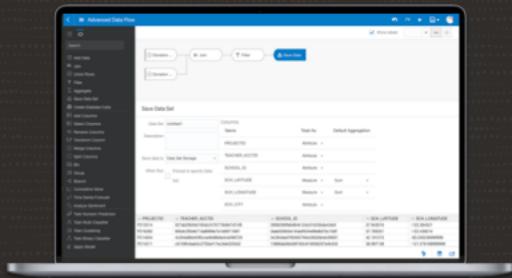
## Data Preparation

- Use **Data Preparation** to prepare your data, metadata, rename and transform column type.
- Use **Intelligent Data Enrichment** to enrich your data with external and secure data such as country currency, capital, population...



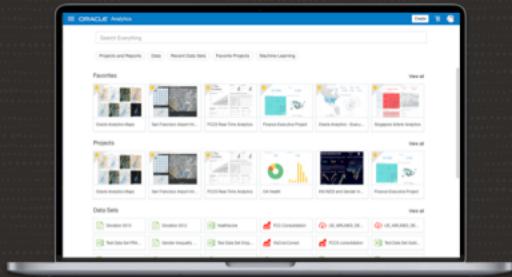
## Data Flow

- Use Data Flow to **ingest, clean** and **transform** easily your data from various sources and cloud!
- Group, split, join, union, merge and save data into a database or a cube.



## Unified Analytics

- Interface with **Augmented Analytics**.
- Analytics with **NLP** and **NLG**.
- Quickly search for **projects**, dashboards, datasets, machine learning models and more!



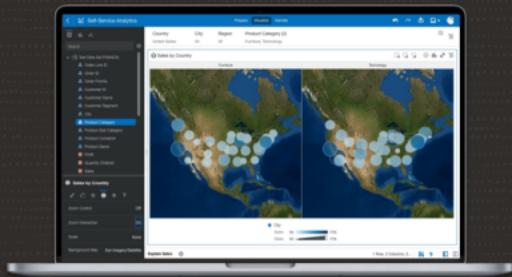
## Natural Language

- Query Data directly using Natural Language **Processing**.
- No Query or SQL needed.
- Description of the visualization using Natural Language **Generation**.
- Augmented Analytics.



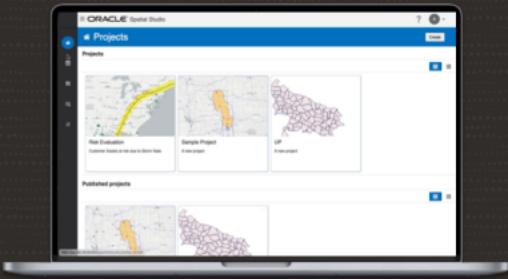
## Self-Service

- Self-Service Analytics.
- 1-click to forecast for **predictive analytics**.
- **What-if Scenarios**.
- Multiple data sources join.
- Data Story Telling.



## Spatial Analytics

- Oracle Analytics Spatial Studio for advanced mapping and **spatial visualization**.
- Create interactive maps and perform spatial analysis on business data.



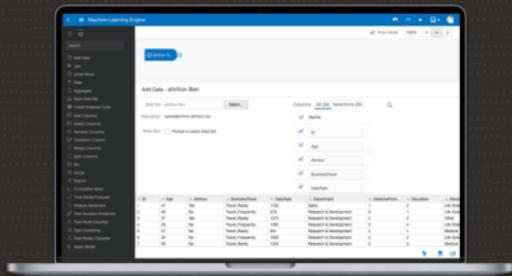
# Oracle Analytics AI & Machine Learning

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## Machine Learning

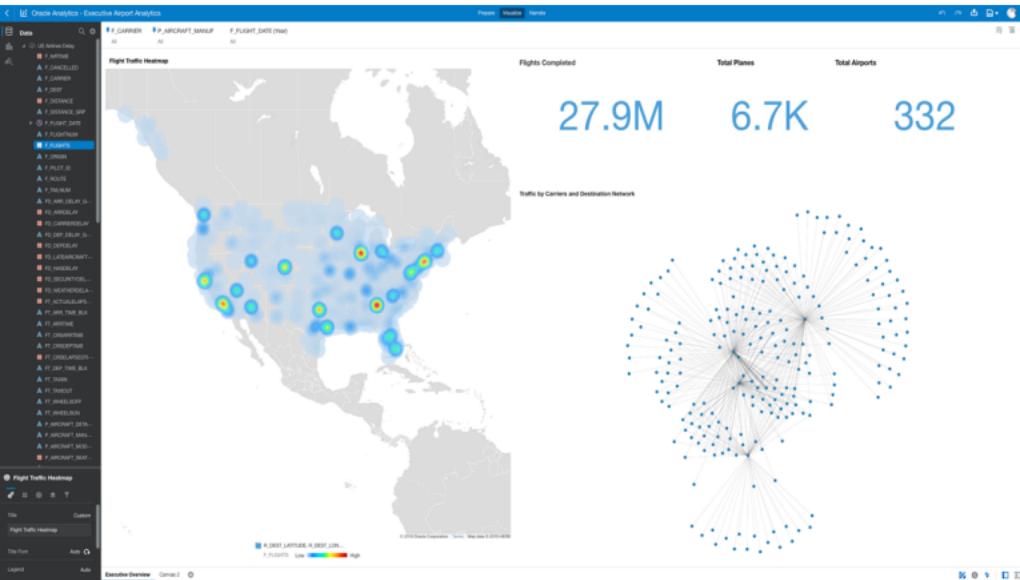
- Data Flow to train machine learning models.
- Linear Regression, Random Forest, CART, K-Means Clustering and more **algorithms**.
- Machine Learning models for **Predictive Analytics**.

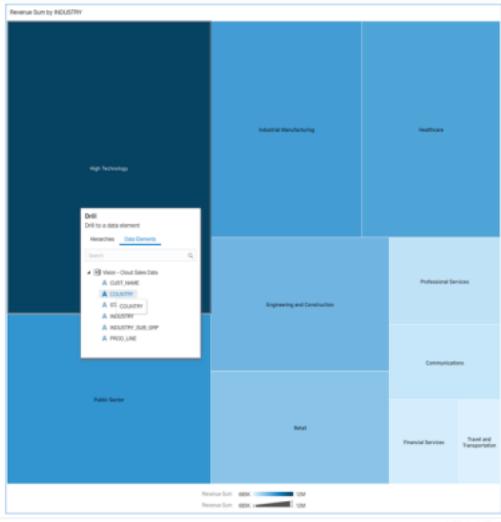


# Oracle Analytics Data Visualization

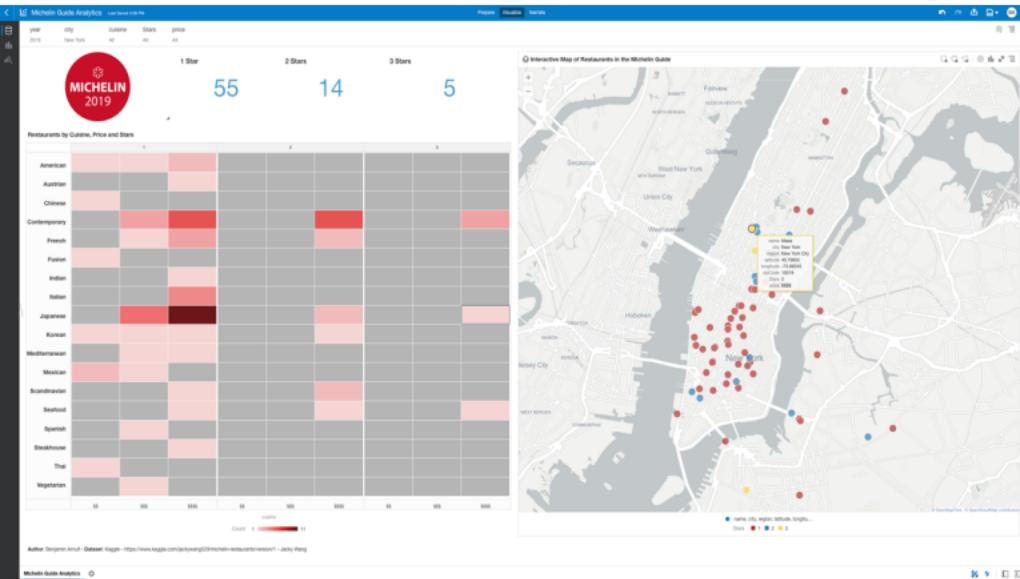
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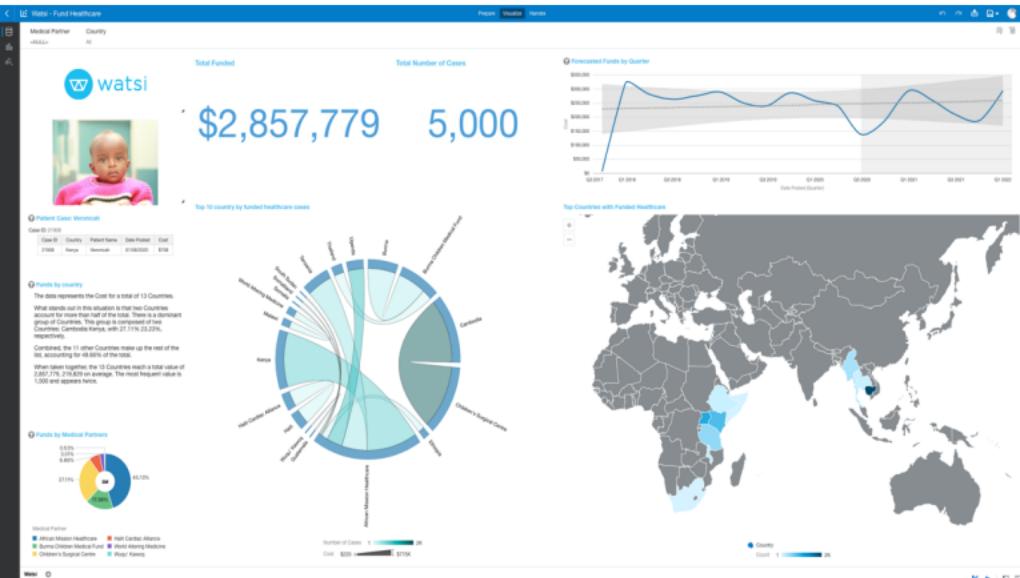


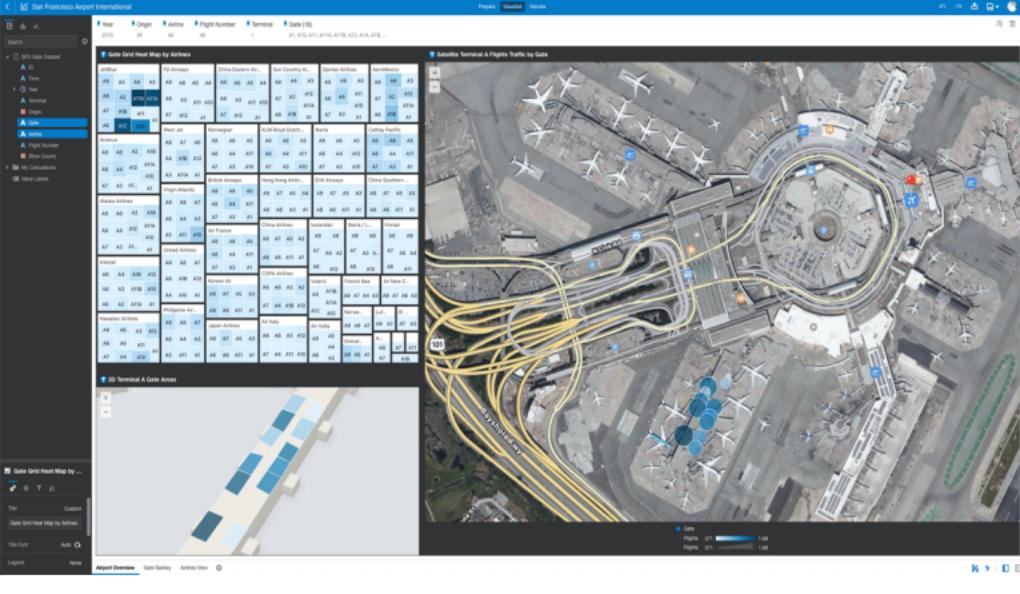


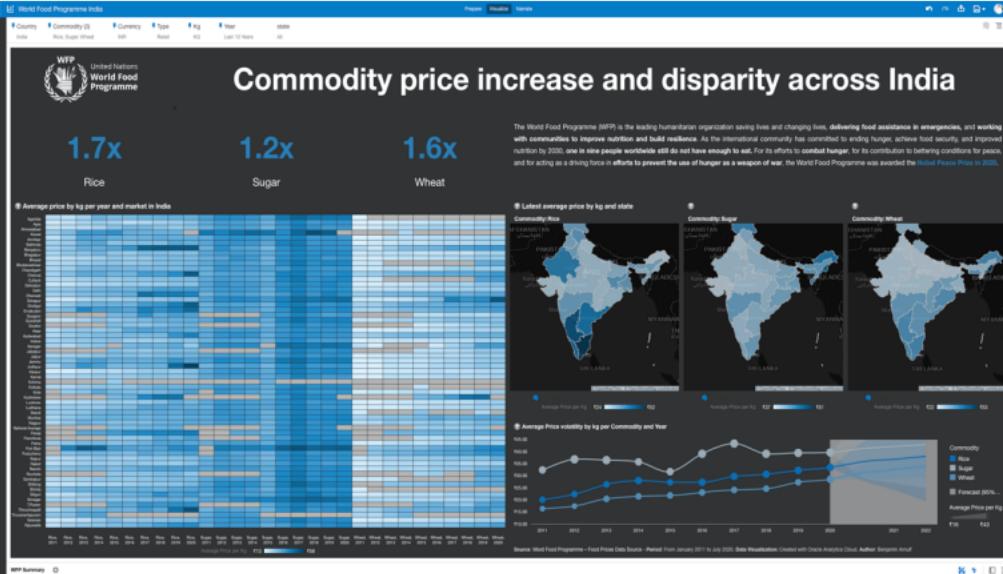


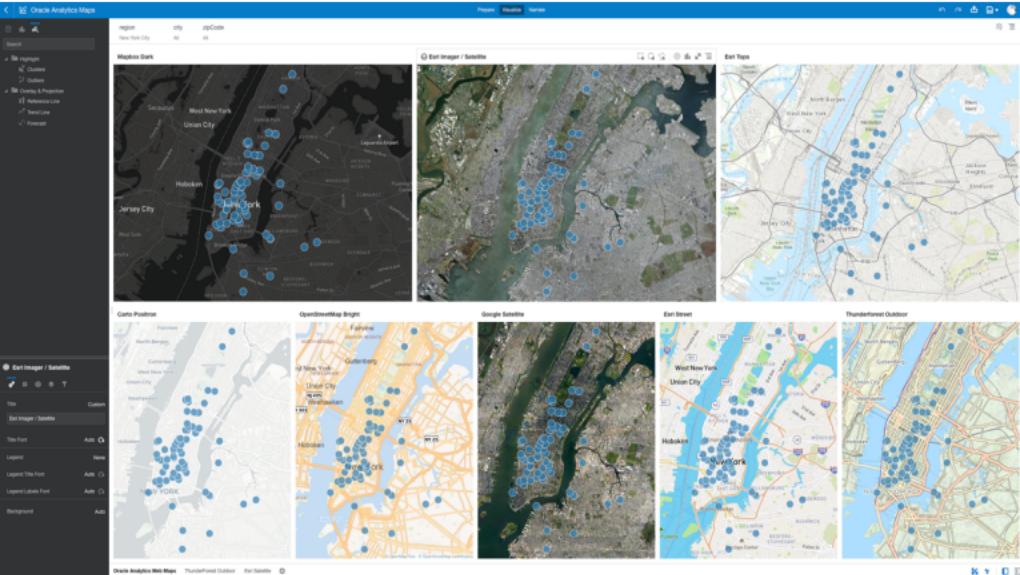


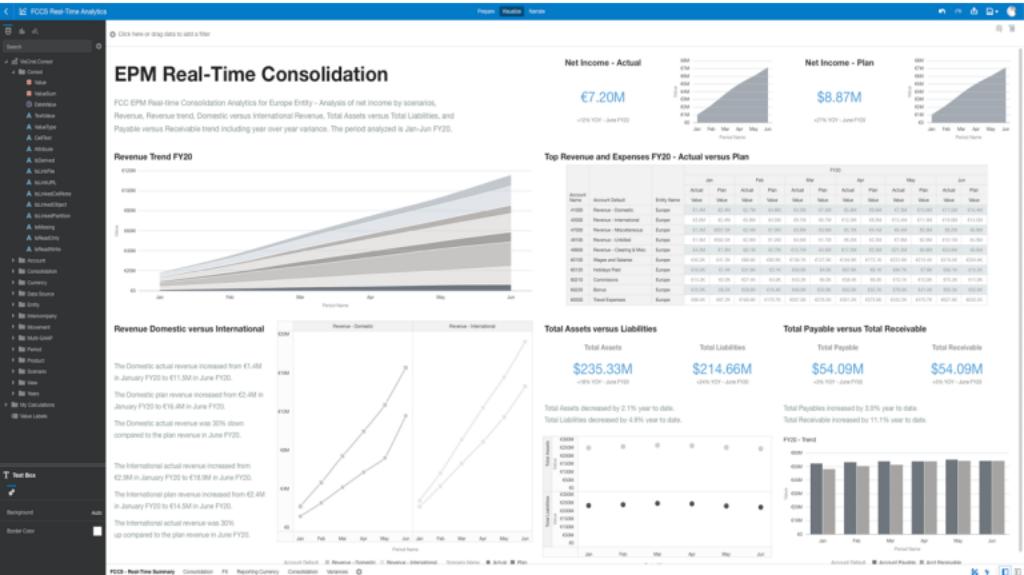






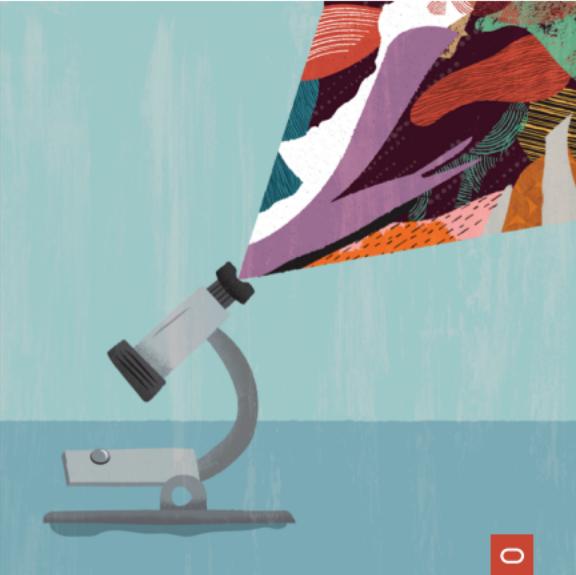






# Oracle Analytics Demonstration

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# Oracle Analytics Roadmap

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# Oracle Analytics Roadmap – January 2021

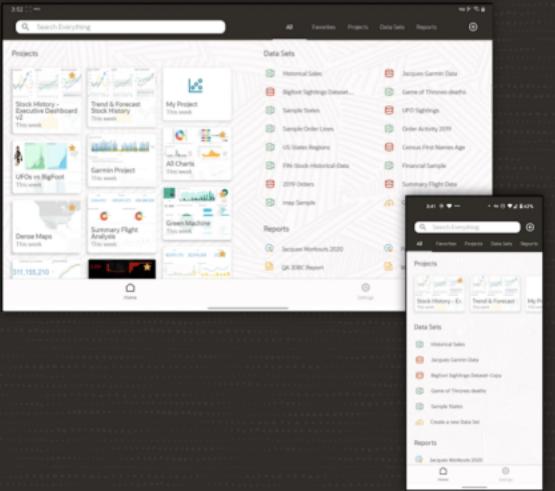
NetSuite Analytics Warehouse	NetSuite Analytics Warehouse	NetSuite Analytics Warehouse
<b>Fusion Analytics Warehouse</b> <ul style="list-style-type: none"> <li>Beta Program</li> </ul>	<b>Fusion Analytics Warehouse</b> <ul style="list-style-type: none"> <li>Sales and Payables</li> <li>Inventory</li> </ul>	<b>Fusion Analytics Warehouse</b> <ul style="list-style-type: none"> <li>Financials</li> <li>Manufacturing</li> </ul>
<b>ERP Analytics</b> <ul style="list-style-type: none"> <li>Spend Analysis</li> </ul>	<b>ERP Analytics</b> <ul style="list-style-type: none"> <li>Employee Expenses</li> <li>Multi-Calendar</li> </ul>	<b>ERP Analytics</b> <ul style="list-style-type: none"> <li>POs, Receipts, Agreements</li> <li>Projects</li> <li>Fixed Assets</li> </ul>
<b>HCM Analytics</b> <ul style="list-style-type: none"> <li>Performance</li> <li>Goals</li> <li>Survey Analytics</li> </ul>	<b>HCM Analytics</b> <ul style="list-style-type: none"> <li>Compensation</li> <li>Absence &amp; Accruals</li> </ul>	<b>HCM Analytics</b> <ul style="list-style-type: none"> <li>Payroll</li> <li>Talent Review</li> </ul>
<b>SCM Analytics</b> <ul style="list-style-type: none"> <li>Beta Program</li> </ul>	<b>OX Analytics</b> <ul style="list-style-type: none"> <li>Beta Program</li> </ul>	<b>OX Analytics</b> <ul style="list-style-type: none"> <li>Marketing (Eloqua)</li> <li>Sales (Sales Cloud)</li> </ul>
<b>Languages &amp; Data Centers</b> <ul style="list-style-type: none"> <li>Support for 10 Languages *</li> <li>Frankfurt (EMEA) &amp; Sydney (APAC)</li> </ul>	<b>Languages &amp; Data Centers</b> <ul style="list-style-type: none"> <li>Support for all 29 Languages</li> <li>São Paulo (LAD), Dubai (EMEA), Toronto (NA)</li> </ul>	<b>Data Centers</b> <ul style="list-style-type: none"> <li>Jeddah &amp; Amsterdam (EMEA), Phoenix (NA)</li> </ul>
<b>H1 2021</b>	<b>H1 2021</b>	<b>H2 2021</b>
<b>Oracle Analytics Cloud</b> <ul style="list-style-type: none"> <li>Generic JDBC Connectivity</li> <li>Connectivity to Google BigQuery</li> <li>Scheduled Refresh for Datasets</li> <li>Custom Knowledge</li> <li>Advanced Self-Service Datasets</li> <li>Support for subject area hierarchies in self-service pivot and table</li> <li>Chart sort dialog</li> <li>On-Canvas filters for date and measures</li> <li>Unrelated layers on maps</li> <li>Graph Analytics in Data Flow</li> <li>Private Access Channel</li> <li>Vanity URLs</li> </ul>	<b>Oracle Analytics Cloud</b> <ul style="list-style-type: none"> <li>Microsoft Azure Synapse connectivity</li> <li>Support for analytics views from subject areas</li> <li>Data Quality Insights</li> <li>Increased limits for Data Flows</li> <li>Pivot Export to Excel</li> <li>Conditional Formatting</li> <li>Increased limits for export from visualizations</li> <li>Mapbox Maps</li> <li>Flexible, layer-based combo chart</li> <li>High-resolution printing in Data Visualization</li> <li>Automated Imports</li> <li>Improved Natural Language Generation</li> <li>Next Gen OA Mobile</li> <li>Customized Actions for Consumers</li> <li>Redwood Design</li> <li>OAC on OCI Native health and performance metrics</li> </ul>	<b>Oracle Analytics Cloud</b> <ul style="list-style-type: none"> <li>REST connector</li> <li>Web-based semantic modeler</li> <li>Semantic model markup language</li> <li>On-Canvas filter bar</li> <li>On-Canvas navigation control in visualization projects</li> </ul>
<b>Oracle Analytics Server</b> <ul style="list-style-type: none"> <li>Annual Oracle Analytics Server Release</li> </ul>		

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## Oracle Analytics Mobile

- Unified Home Page & Search
- Interacting with DV projects
- Launch “Classic” Dashboard
- Share & collaborate on projects
- Open, create & upload datasets



\*Concept view/vision. The final UI/UX might be different on the future release.

## More information on Oracle Analytics

[Oracle.com/Analytics](http://Oracle.com/Analytics)

[Oracle.com/goto/AnalyticsLeaders](http://Oracle.com/goto/AnalyticsLeaders)

[Blogs.oracle.com/analyticscloud](http://Blogs.oracle.com/analyticscloud)

[Facebook.com/OracleBusinessAnalytics](http://Facebook.com/OracleBusinessAnalytics)

[Twitter.com/OracleAnalytics](http://Twitter.com/OracleAnalytics)

[cloudcustomerconnect.oracle.com](http://cloudcustomerconnect.oracle.com)



**Thank you *all* for joining  
& Thank you to the **Database**  
team for the invitation!**

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