



Analytics for All Your Data: Pervasive Insight in the World of Cloud

Cloud **Essentials**

ORACLE®

The Opportunity

We're living in a world where just about everything we see, do, hear, feel, and experience is captured as data and converted into digital intelligence. Structured data from business systems. Unstructured data from documents, tweets, and social networks. Data in motion and data at rest, streaming from equipment sensors, websites, and a billion connected devices. It all adds up to a tremendous opportunity, waiting to be tapped. With the right software, all this data can be visualized, analyzed, and shared to connect with customers, transform business processes, and gather the real-time insights that inform intelligent decisions.

The Challenge

Unfortunately, at many businesses, outdated reporting systems and disconnected silos of data have created organizational chaos. Workers have high expectations for obtaining relevant value from their data, in conjunction with self-service analytic systems that encourage independence and facilitate collaboration. However, the information systems they depend on can't deliver.

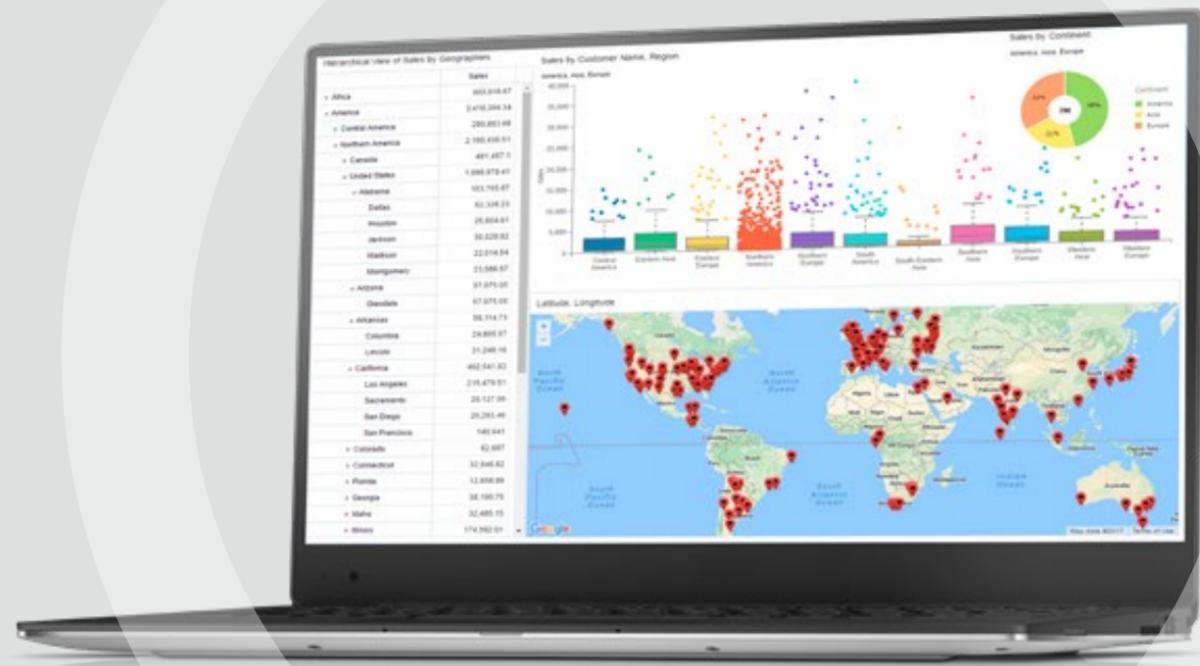
To lead in your market or industry, you must figure out how to extract business value from all your data and deliver it to the front lines. You must move analytics out of the back office and into the hands of operational workers. You must put your data in the context of the applications, activities, and devices that people use every day, so they can obtain timely insight to inform business decisions, automate workflow processes, and recommend the right course of action.

The Solution

Oracle Analytics Cloud can empower people throughout your organization to ask any question of any data, in any environment, on any device. More than 50 million users in more than 120 countries use Oracle Analytics Cloud to unlock insights from their data, and exploit those insights for competitive advantage. Read on to learn about the potential of Oracle Analytics Cloud for your business.



Find Hidden Patterns in Your Data



Derive meaningful insights from any type of data.

Close the Gap from Insight to Action

- Data to inform every decision
- Data to personalize every process, workflow, and interaction
- Analytics in the context of day-to-day activities
- An agile and secure analytics platform to keep workers in sync

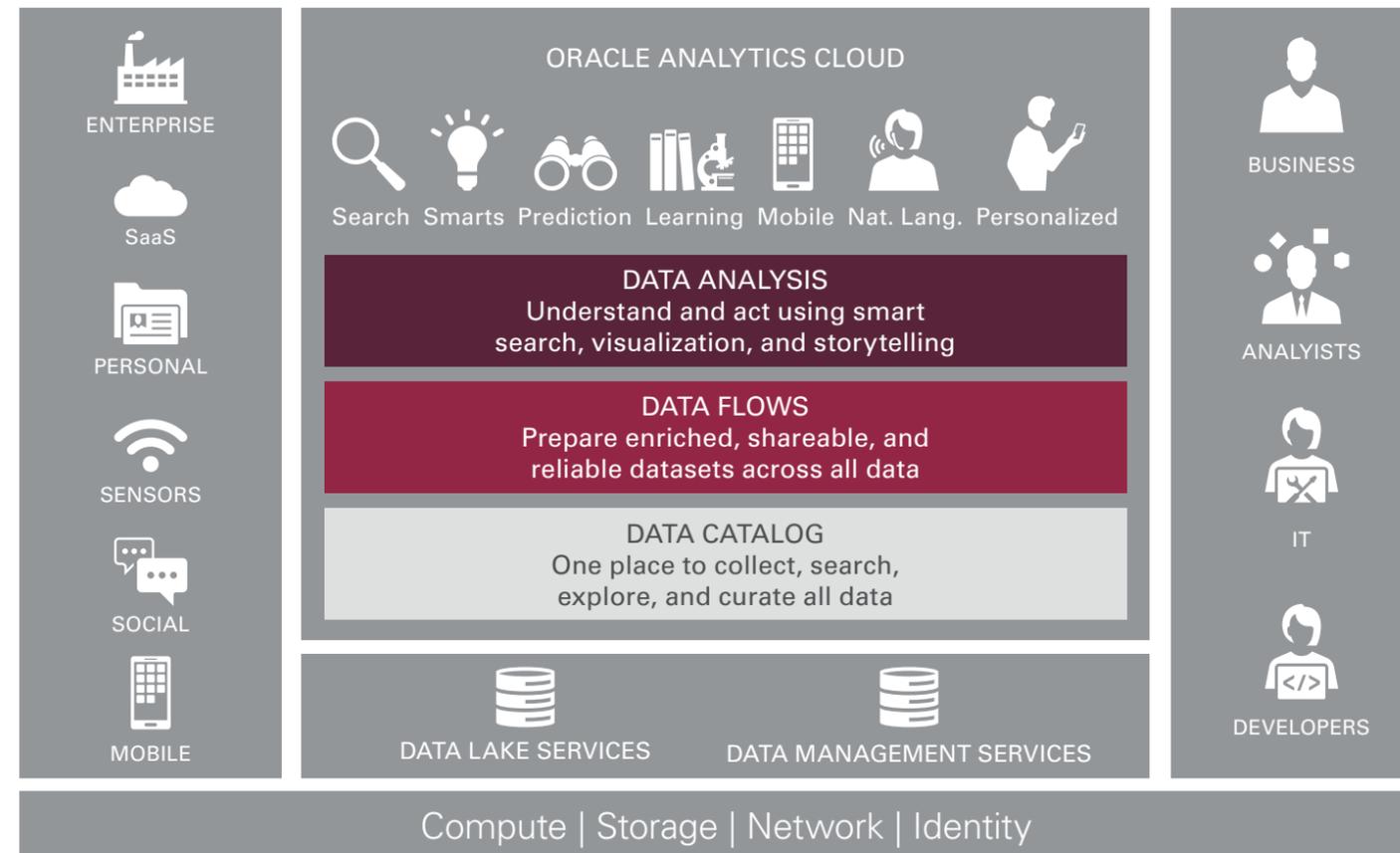
Simplify Analytic Chaos with a Complete Cloud Platform

Oracle's robust analytic platform encompasses all types of intelligence and draws from diverse sources of data—including enterprise business applications, equipment sensors, web logs, and social networks—all accessible via a cohesive data management environment. A data catalog gives you one place to collect, search, explore, and curate data. Out-of-the-box data flows enable you to prepare enriched, sharable, and reliable data sets. Standard analysis functions include an expression library with custom functions for statistics and machine learning.

Business users and citizen developers can utilize this cloud-based environment for visual discovery, data preparation, and intuitive keyword search capabilities. It includes powerful data preparation and code generation capabilities, natural language processing via voice or text, and user-friendly predictive modeling tools.

Professional developers can extend the environment with a visualization software development kit, an extensible expression library, R programming language tools, and native database connectors and adaptors.

A Complete Analytic Platform



Subscribe to an integrated environment with capabilities for all levels of users.

Simplify Data Chaos

- Enhance your analytic environment with powerful data preparation tools
- Query your data via text or natural language processing
- Model business scenarios to answer essential “what if” questions
- Move beyond historical reporting with predictive modeling tools
- Tailor the system with custom portals that match user needs

Create More Value by Connecting All Your Data, All the Time

Oracle Analytics Cloud makes it easy to connect directly to a vast number of data types, as well as enrich the source data for consumption and processing. Smart SaaS connectors make it easy to access Oracle Applications at the business entity level, including Oracle Human Capital Management (HCM) Cloud, Oracle Customer Experience (CX) Cloud, Oracle Supply Chain Management (SCM) Cloud, and Oracle Enterprise Resource Planning (ERP) Cloud. These direct links allow you to consume thousands of prebuilt views, embed calculations and business logic directly in dashboards and reports, and create more value by leveraging your entire application ecosystem.

Of course, you can also query raw database tables and browse both structured and unstructured data through familiar SQL tools. Oracle SQL Developer enables massively parallel, distributed query processing with scalable joins between data sources. You will always be assured of secure data access.

- Preventive controls mitigate unauthorized access to sensitive systems and data
- Detective controls reveal unauthorized system and data changes through auditing, monitoring, and reporting
- Administrative measures address security policies, practices, and procedures





Consume Prebuilt Business Content

Create Value from All Your Data

- Connect and consume all business data
- Leverage smart SaaS connectors to analyze application data
- Consume prebuilt business content designed for departmental managers
- Query any data through familiar SQL constructs

Sales VP

- Top deals in Play
- Sales review
- Pipeline trend
- Revenue trend



HR VP

- Attrition Analysis
- Compensation
- Workforce Performance



Marketing Analyst

- Campaign performance
- Campaign cost



Service Manager

- Open incidents
- Closed incidents
- Team performance



Move analytics out of the back office and into the hands of business users throughout the enterprise.



Improve Organizational Effectiveness with Collaborative Tools

Analytics isn't just about answering questions. It's about changing the way people work, interact, and collaborate. Today's workforce demands technology that is instinctive and accessible. Rather than having to run a report or click into a dashboard, workers expect to receive insights, alerts, and recommendations in the context of day-to-day activities. Rather than digging for data, relevant information should be delivered to workers, when it's needed, so it can impact daily activities from moment to moment.

Oracle facilitates this vision with event-driven, machine-assisted intelligence that can be infused into ordinary applications and workflows. Modern social and mobile analytics streamline business processes and facilitate collaboration. You can animate reports and dashboards with interactive visualizations to illustrate insights. You can drill into digital maps

to gain a spatial perspective of your data, and embed powerful search capabilities in any display to help users find exactly the data they need. Interactive stories can increase your company's collective understanding and expertise, while search- and voice-driven analyses power a modern user experience, with analytic insights tailored to individual activities, locations, and roles.

Companies that depend on spreadsheets can use Oracle Analytics Cloud to leverage existing Excel content while enforcing data integrity to keep diverse workgroups in sync. All analytic assets access centralized business data, capitalizing on enterprise investments and extending popular modes of work.

Make Analytics Pervasive with a Flexible Enterprise Environment

Flexibility and choice are paramount to any analytics deployment—and that's the beauty of Oracle Cloud. You can select the service model that's best for you, whether it is managed by your team or managed by Oracle. You can run analytic processes and store your data in Oracle Public Cloud or in a private cloud deployed behind your firewall. And you can choose the license model that works for you, either per user or per processor.

If corporate policies and regulations prevent you from moving your data offsite, you can keep your data in place and still utilize Oracle Analytics Cloud. You can also choose the data management capabilities that fit your needs, including relational databases, NoSQL, Hadoop, Kafka, and OLAP multidimensional databases. Oracle's elastic infrastructure has no capacity limits. You can choose an hourly plan or a long-term consumption model.

Oracle Analytics Cloud also includes many options for loading data into a data lake in Oracle Cloud. You can utilize an open-source Apache Hadoop or Spark infrastructure, and expand as you incorporate complementary services such as Oracle Big Data Cloud Service. If you want a bare metal offering for maximum performance, you can license a Cloudera or Spark stack with dedicated technology resources, including network bandwidth and direct-attached storage.

You will no longer waste resources by purchasing extra servers to accommodate occasional bursts of activity. You can subscribe to the exact amount of resources you need, and never pay for more than you use. That's the beauty of the cloud, and Oracle's elastic infrastructure lets you scale up or down at will, matching user demand with a scalable supply.



Oracle lets you decide which data lake you want to use for each project.

The Flexibility to Choose What You Need

- Select any location for your data—on premises, cloud, or hybrid.
- Enjoy robust governance of all data models
- Analyze all types of data sources including Cloudera Hadoop, Spark, NoSQL, and Oracle Big Data Spatial and Graph
- Unleash the power of Kafka and other streaming data sources

The Cloud That Stands Apart

Oracle Analytics Cloud includes Oracle Data Visualization Cloud Service, Oracle Business Intelligence Cloud Service, Oracle Big Data Cloud Service, and Oracle Essbase in the cloud to facilitate every conceivable development and deployment need. Oracle has a realistic view of cloud computing that encourages a hybrid cloud infrastructure, with prepackaged applications and tools for rapid provisioning, migration, centralized management, and integration.

It's the industry's most complete cloud offering, spanning the infrastructure (IaaS), platform (PaaS), and application (SaaS) layers, tied together with integrated consumption models and centralized management.

Oracle Cloud has been designed with one overriding goal in mind: to simplify your journey to the cloud as you embrace modern hardware, software, infrastructure, applications, and capabilities.

The Best Choice for Cloud Analytics

- The world's most complete analytic cloud platform
- Designed for all types of consumers, at any scale, and with the very latest analytics capabilities
- Better collaboration with common languages and metrics
- Any data, fast deployment, low-cost licensing model, and robust management services
- A massive ecosystem: 50 million users and thousands of customers in more than 120 countries



Oracle Cloud enables you to consume all types of data and enrich it with powerful inline data preparation tools.

Cloud **Essentials**

Oracle Cloud Platform

- ✓ **Complete:** Best-of-breed and integrated solutions in every cloud category—data, software, platform, and infrastructure
- ✓ **Open:** Standard-based platform that supports all workloads, apps, languages, open source, and data types
- ✓ **Secure:** Automatic, always-on protection that extends throughout the entire cloud stack, all the way down to the silicon layer
- ✓ **Choice:** Flexible deployment options—public, private, Oracle Cloud at Customer, and hybrid cloud
- ✓ **Intelligent:** Artificial intelligence and machine learning in every cloud category—data, software, platform, and infrastructure

Learn more about **Oracle Analytics Cloud**.

Try Oracle Cloud today. Go to cloud.oracle.com/tryit.

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