

Cloud **Essenti** **Is**

# Empower Business with Packaged Analytics

Monitor performance for departments with  
best-practice, prebuilt KPIs and Reports

**ORACLE**  
Cloud



**Most companies have invested years of effort into implementing the enterprise software applications that run their businesses. They want to leverage the data in these applications to generate insights and create reports, but most analytics ventures require complex data models, custom-developed interfaces, and highly skilled IT professionals to guide the effort.**

Now, companies that use embedded reporting within Oracle's enterprise resource planning (ERP), human capital management (HCM), customer experience (CX), and supply chain management (SCM) cloud applications can jumpstart these analytics endeavors with Oracle Fusion Analytics. Designed for line-of-business managers,

executives, and analysts who want to go beyond the standard reporting in Oracle Cloud applications, Oracle Fusion Analytics includes content such as out-of-the-box dashboards, reports, and key performance indicators (KPIs). You can quickly start analyzing your application data to enhance business operations in finance, HR, sales, marketing, supply chain, and other domains.



## The value of packaged analytics

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Most analytics initiatives begin with departmental spreadsheets and move on to general-purpose business intelligence (BI) tools, often used in conjunction with a data warehouse or data mart. These implementations can provide valuable insights, but they are dependent on IT pros to set up and run everything. When business users want new data, dashboards, or KPIs, they have to wait for the IT team to modify the system. And “home-grown” BI solutions require complex data pipelines on the back end and custom-developed user interfaces on the front end.

By contrast, Oracle Fusion Analytics is prebuilt, so you can obtain valuable insights quickly with minimal configuration. Each analytical system includes a ready-made data warehouse, semantic model, and data pipeline,

plus best practices content such as KPIs, dashboards, and reports. All of this best practices content is updated automatically when new numbers and data are available. In addition, you have the flexibility to create your own KPIs, include other data sources in your analysis, and adapt each solution to meet your unique business needs.

You don't have to gather, prepare, or transform your application data, and you can always be confident in the data. Your technology team doesn't have to spend time tuning SQL queries, installing software patches, or backing up data. It's all handled for you. You obtain business information in a form that you can use right away without having to load data, construct queries, or create reports.



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Oracle's prebuilt analytics environment complements and extends the reporting capabilities embedded in Oracle Fusion Applications—and takes these reporting capabilities to the next level.

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## AI-driven insights for ERP and other domains

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Each Oracle Analytics Fusion solution includes embedded machine learning capabilities for analysts as well as automated discovery capabilities. This means the application takes the initiative to find patterns and correlations in your data. There's no need to program it or set up complex rules. The machine learning system makes discoveries on its own.

### Reasons to choose Oracle Fusion Analytics

Maximize the value of Oracle Cloud Application data.

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- Utilize prebuilt KPIs to continually monitor your business performance.
- Power deeper analysis with prebuilt dashboards and reports.
- Easily create in-depth analyses leveraging prebuilt data models

Accelerate time to value with packaged analytics.

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- Utilize a prebuilt data pipeline to load your application data.
- Lower costs and boost productivity with ready-made dashboards and reports.
- Discover new insights with built-in machine learning and data science tools.

Customize the solution to meet unique business needs.

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- Combine SaaS data with data from other sources, including third parties and external suppliers.
- Streamline collaboration with cross-department insights and workflows.
- Adapt cross-functional data sources.





## Four steps to an insight-driven business with Oracle Fusion Analytics

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Oracle Fusion Analytics delivers the insights business professionals need. The solution enables you to analyze your existing Oracle Cloud Application data and to blend in additional departmental data sources such as HR, sales, and marketing—as well as external data from third parties.

Let's take a closer look at how Oracle Fusion Analytics helps your team by surmounting the four primary obstacles that stand in the way of success with analytics.

### Step 1: Create a data foundation

The first hurdle on the road to analytics proficiency is marshaling your data. A solid data foundation must extend beyond the finance department to encompass other domains such as HCM, SCM, and CX. Rather than merely extracting ERP data into spreadsheets or staging it into data marts, you need a comprehensive data platform that can deal with large volumes of data from many sources, both on premise and in the cloud.

Data models are time-consuming to build and expensive to maintain. That's why Oracle packages ready-made models that deliver a comprehensive view of your organization's overall performance.

### Step 2: Expand visibility

In an era of flattening organizational hierarchies, every worker is a potential decision-maker. However, at most organizations, decision-making tools are only available to a select number of highly trained analysts. While there will always be a need for specialized data scientists and analysts, Oracle's new solution makes analytics accessible not only to the technical elite, but also to line-of-business managers, supervisors, and rank-and-file business users in many operational domains. KPIs let you track what's important to you, and everyone on the team will gain a consistent view of performance. You can define additional metrics, set alerts, collaborate with others, and benchmark performance against targets.



# Four steps to insight-driven business with Oracle Fusion Analytics

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## Step 3: Accelerate time to insights

Fusion Analytics accelerates time to insights. Empowered with self-service data discovery and analytics, business users can generate their own reports and visualizations with just a few clicks- without the help of IT. And with shortened deployment time for the prebuilt solution, you get up and running quicker than traditional applications.

Oracle Fusion Analytics uses AI technology to automate simple tasks and predict trends. AI also permits users to use natural language to easily discover additional data to add to analyses for extended company view. And AI accelerates time to informed decision making while leveraging the most accurate insights.

## Step 4: Make knowledgeable decisions

In order to generate the crossfunctional insights that create real business value, your organization needs common data definitions.

Oracle's prebuilt data models for Oracle ERP, HCM, SCM, and CX will take your analysis beyond a single line of business.

While the models are only designed for each of these SaaS apps, you can also pull in non-Oracle application data to enable a comprehensive view of your operation. By connecting data across systems you can achieve one integrated view of performance, as well as choose from strategic, operational, and process metrics that have been proven over decades of experience.

<sup>3</sup>The Future of Finance: How to thrive in the digital age" (AICPA, 2019).



## Ready-made analytics that monitor strategic indicators

Oracle Fusion Enterprise Resource Planning (ERP) Analytics is an example of an Oracle Fusion Analytics product available today. It can improve the performance and value of today's finance departments, especially with the addition of advanced analytics. Oracle Fusion ERP Analytics has capabilities tailored to CFOs, controllers, financial planning and analysis (FP&A) professionals, AP managers, AR managers, financial analysts, and other members of your team.

### Oracle Fusion Analytics helps finance teams monitor strategic indicators:

- **Profit and loss**

This analysis is fundamental at both the micro and macro levels since it allows the finance department to answer pivotal questions about enterprise health. Has profitability increased from quarter to quarter, relative to historical trends? Which business units and product lines are improving profit margins and which are decreasing growth?

- **Balance sheet**

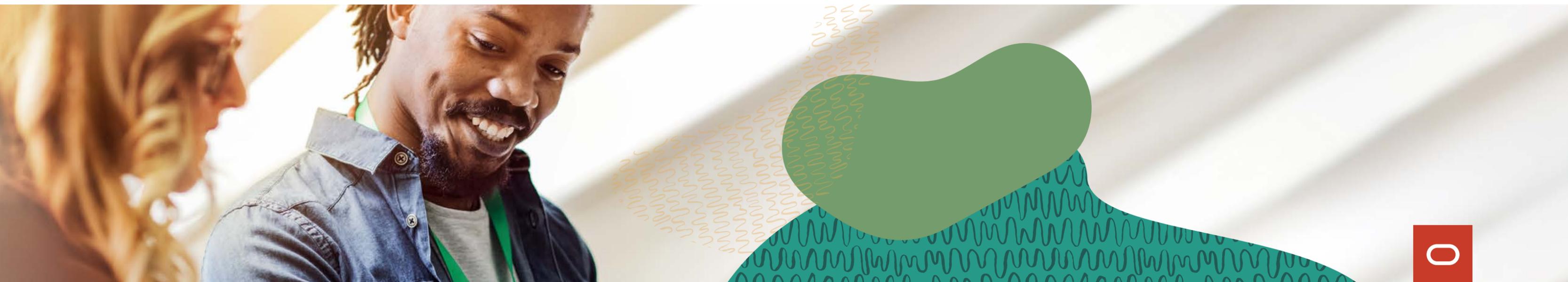
Our product's balance sheet analysis helps executives instantly interpret their organization's cash cycle. For example, which financial factors are most closely tied to operating revenue? How does today's cash flow compare with previous periods? What is the correlation between aging receivables and days sales outstanding (DSO)?

- **Payables**

This analysis examines overdue payments, top liabilities, and cash flow with key suppliers and supplier groups. How many invoices are you processing and what portion of them represent on-time payments? Do delays indicate a need to modify supplier payment terms?

- **Receivables**

This analysis examines aging trends to minimize exposure with top customers based on sales volume and receivables balances. How can you most efficiently minimize overdue balances and speed up pending orders? Can you proactively identify potential credit risks or improve cash collections by identifying slow-paying customers and other billing issues?



## Configurable financial analytics for a wide variety of metrics

Oracle's configurable analytics assets help your finance team monitor and explore an ever-changing set of business metrics.

### Prebuilt and tailorable KPIs

Oracle Fusion ERP Analytics includes more than 50 prebuilt KPIs to track profitability, balance sheet ratios, receivables, and payables. The KPIs can be tailored to CFOs, controllers, accounts payable professionals, and other finance users. KPI cards reveal selected metrics at a glance. The system can automatically alert one or more users when a KPI is trending up or down, based on predefined thresholds. You can see the value of the KPI in relation to a particular target, or as it compares to a previous time period.

Alert ▶



Operating expenses

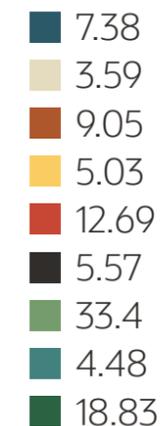
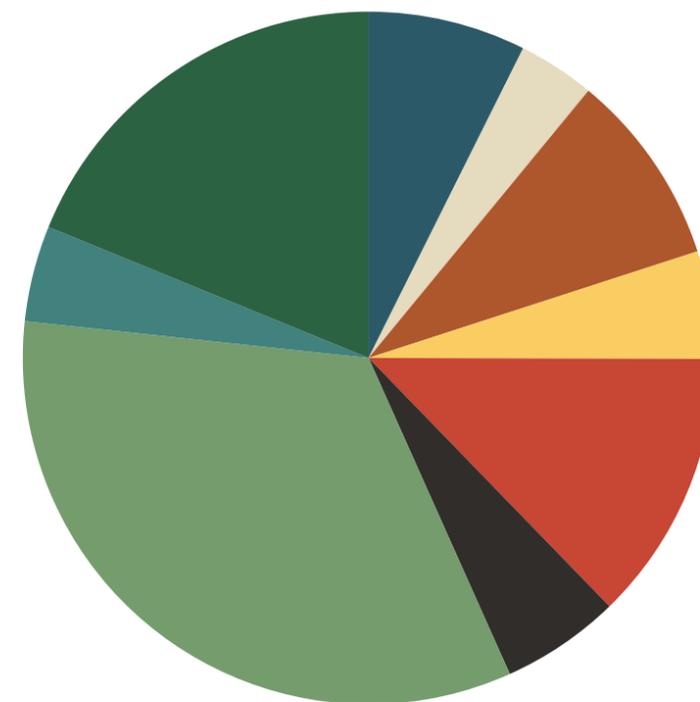
Value or compare to target ▶

**16.3%** over target

Trend ▶

2018 Q4 +4.96% QoQ ▲

Visualization ▶



Operating expenses



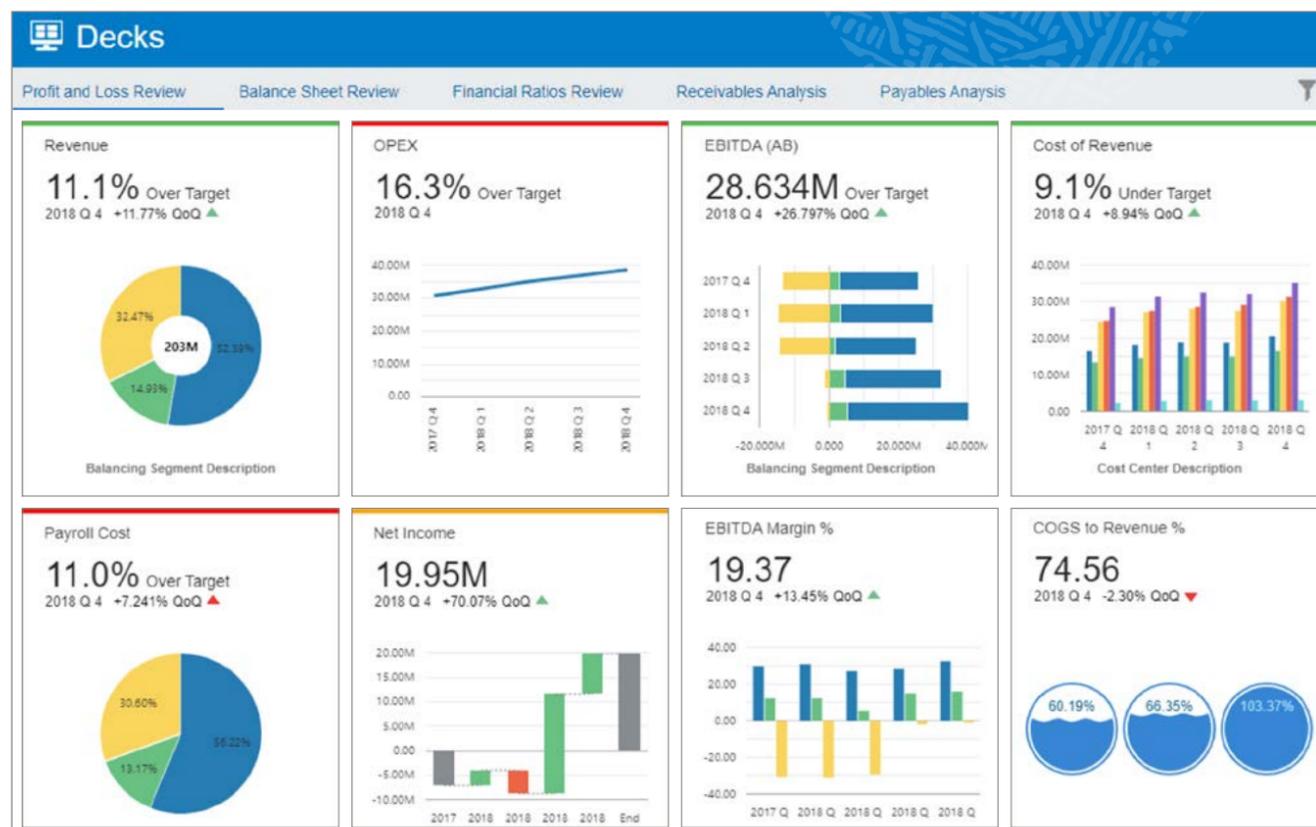
Discussion threads ▲



## Best practice KPI dashboards

KPI cards can be grouped into decks that are viewed through dashboards, supplying insight into core financial domains. You can select the type of visualization you desire (pie charts, bar graphs, tree maps, and so on) and choose the time period. You can also set up alerts that show comparisons against targets, and customize threshold percentages.

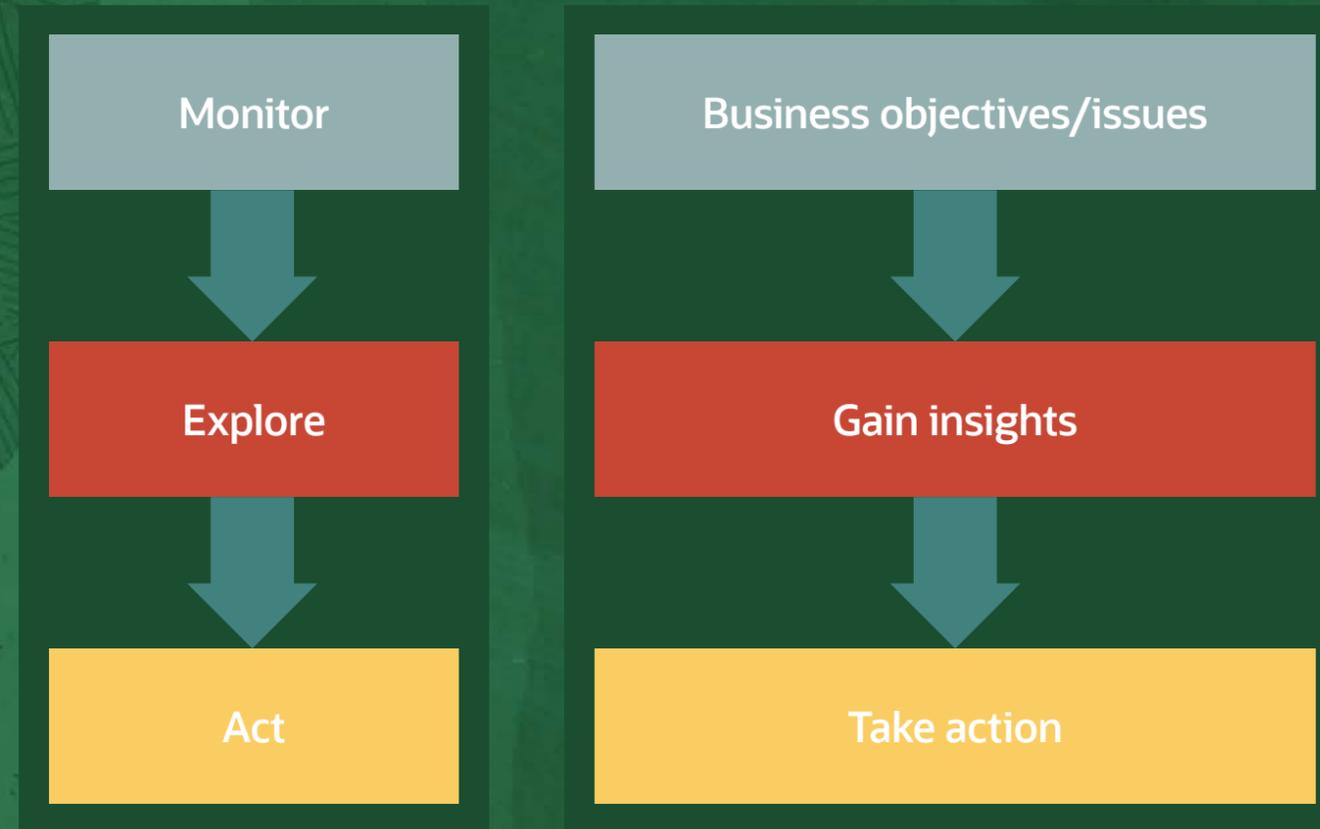
Data can be filtered at the KPI level or dashboard level to sort it by product line, region, or business unit. All KPIs present live data, so if you note an adverse trend and want to explore further, you can determine the cause with a few taps or clicks in near real-time.



## Prebuilt reports to drill down into data

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Oracle's prebuilt reports allow users to drill into successive levels of detail simply by interacting with these graphical displays. This allows finance professionals to not only monitor progress on an objective, but also pinpoint specific information and take proactive, corrective action. Because Oracle captures information from the ERP system at the transaction level, authorized users can drill down from high-level summaries to discrete details. And they can simultaneously monitor multiple KPIs and navigate to additional information to take proactive and corrective action.



## Benefits of packaged analytics

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**Ready-made KPIs:** With more than 50 KPIs available right out of the box, you can pick the ones that are important to you. View additional metrics, set alerts, configure, collaborate with other authorized users, and monitor performance against benchmarks.

**Comprehensive metrics:** Leverage Oracle's extensive knowledge of business applications to establish one integrated view of performance. You can choose from strategic, operational, and process metrics that have been proven over decades of active use.

**No need to wrangle data:** Oracle's ready-made data models let you delve into specific topics and analyze data across ERP, HCM, CX, and SCM to deliver a comprehensive view of overall performance.

**Tailorable to suit your needs:** Customize your analytics and extend models with data from other sources—from new data to alluring visualizations—without having to worry about upgrades.

<sup>4</sup>Axson, David A.J. "Finance 2020: Death by digital: The best thing that ever happened to your finance organization."

## Cloud Based Analytics

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"It's time to reimagine the role of the ERP system—to move away from its historical focus as a passive system of record, where siloed data and batch processing delay decision-making. Cloud-based platforms will become the predominant technology for reporting, planning, forecasting, and analytics in the finance organization of the future."

—David A. J. Axson,  
Accenture<sup>4</sup>

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## Your analytics journey

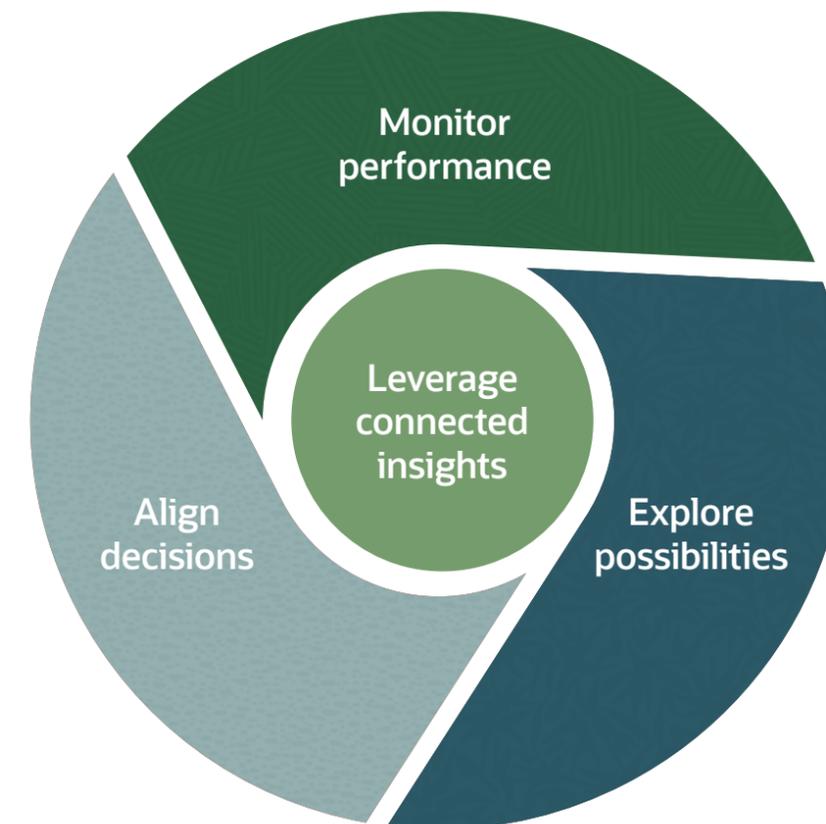
Nearly every company claims to be data-driven. But how many can call themselves data leaders? How many organizations have moved beyond the rudiments of data management to become not just data leaders, but analytics leaders—and not just data-driven, but insight-driven?

Stop worrying about creating a data-driven organization. Let Oracle manage your data and create your analytics assets, so you can become an insight-driven organization.

### A foundation for continuous improvement

Oracle Analytics for Fusion Applications is built on top of two mature cloud applications: Oracle Analytics Cloud and Oracle Autonomous Data Warehouse. You can use these powerful cloud services to create additional analytics assets, tailored to your needs. And you can extend your data set by simply loading additional data into the warehouse. You'll simplify administration and eliminate data management chores with a system that can patch, tune, and upgrade itself—without downtime.

## Create an insight-driven enterprise



Line managers



Analysts



Management



Executives



## Optimize your analytics process

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Becoming an insight-driven business requires analyzing and managing all data from across the company.

Studies show that most business users spend 64% of their time gathering information and analyzing it for insights, and only 36% of their time communicating these insights to influence decision-making.<sup>1</sup> IT professionals face similar headwinds: on average, the software developers and database administrators who are tasked with enabling business intelligence and analytics initiatives spend 81% of their time managing data and only 19% of their time analyzing it.<sup>2</sup>

These statistics reveal a sobering fact: While general-purpose BI and data visualization tools can help you create useful dashboards, charts, and animations, these UI assets are worthless without a robust data foundation. Picture an iceberg: the part above the water's surface is just the tip of a much larger structure. The real work—and value—in today's analytical systems lies beneath the surface. A full 90% of the effort required to produce most analytical environments goes into creating the KPI libraries, semantic models, data pipelines, and other software infrastructure that accompanies a secure, governed, quality data set. Oracle does that work for you—it's all part of the package.

<sup>1</sup>The Future of Finance: How to thrive in the digital age" (AICPA, 2019).

<sup>2</sup>"Data Literacy: A Foundation for Succeeding in a Data-Driven World" (IDC, 2019).

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Oracle has done the hard work of building KPI libraries, semantic models, data models, data pipelines, data visualizations, and dashboards—just turn it on and start analyzing your data application.

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## Focus on data-driven decisions

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Today's business executives want to move their teams beyond routine work and help them focus on activities that move the business forward. That's why Oracle is creating analytics tailored explicitly for its popular cloud applications. These cloud services require no database design, tuning, data transformation, nor data modeling—freeing your team from the arduous work of creating and maintaining a new data environment and developing custom analytics.

Oracle Fusion Analytics lets you spend more of your time analyzing data, and less time preparing and managing that data.



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Learn more about [Oracle Fusion Analytics](#) and find out what sets Oracle apart from other cloud providers.

Read about [Oracle Fusion ERP Analytics](#), now available for finance teams.

Read about [Oracle Fusion HCM Analytics](#), now available for HR teams.



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