ORACLE

Oracle Infinity Data Sheet

OVERVIEW

Oracle Infinity is an enterprise analytics solution that harnesses big data to provide actionable customer intelligence at scale, in real time and with unlimited flexibility on a secure platform. Oracle Infinity Analytics incorporates reporting, ad hoc data exploration and segmentation into a unified application and a single user experience with no limits from the point of data collection to the point of consumption. Essentially, Oracle Infinity puts "data in motion" driving business growth by enabling deeper and more profitable customer relationships.

KEY CAPABILITIES

- Real time, all the time: All data is available within minutes and ready for streaming instantaneously.
- Unlimited scale and flexibility: Unlimited scale, flexibility and accessibility on a big data platform.
- Individual level intelligence: All data stored at the individual level.
- Accuracy at scale: Accurate, reliable visitor data and analysis with absolutely no sampling.
- Cross-channel insights: Connect behaviors across digital channels.
- Data activation and openness: Easy integration of analytics data into your marketing ecosystem through built-in integrations and customizable APIs.

KEY COMPONENTS

Oracle Infinity is offered in two product tiers – standard and premium:
- Infinity Standard allows for aggregate trend reporting for web and mobile.
- Infinity Premium provides access to individual level behaviors for deeper analysis and streaming.

Infinity Analytics: Infinity Analytics incorporates reporting, ad hoc data exploration and segmentation into one application with a unified user experience.

Infinity Streams: Infinity Streams captures and delivers online events and complete visitor sessions, as they occur, for the purposes of real-time data visualization and activation.

Infinity Action Center: Infinity Action Center is an integration hub that connects Infinity Streams data for remarketing and "light" data delivery.

Infinity Data Connector: The Infinity Data Connector is a data delivery solution that quickly and securely transmits online behavioral data to your customer data warehouse or big data initiative.

INFINITY ANALYTICS

Unlimited Data Collection

Analytics starts with data collection. Oracle Infinity ingests data via JavaScript tags (a single line of code), Mobile App SDKs, and a simple to use, standards-based API. The Oracle Infinity tag supports modular tag plugins to customize and enhance the data that is available to Infinity. Based on the client requirements, one or more of the plugins can be custom configured to meet most tracking needs. In addition, custom plugins can be built if a pre-existing one is not available.

Data can also be collected via a mobile app SDK for both IoS and Android, including a host of out-of-the-box data collection parameters and unlimited customization capability. The Infinity data collection API, the third method of data collection, leverages standard HTTP and HTTPS GET and POST methods for easy and universal implementation.

Custom Reporting and Ad Hoc Data Exploration

- Oracle Infinity is the most customizable analytics solution on the market, tailored to incorporate custom metrics, dimensions, reports & dashboards. The user experience has been designed to make insights easy to consume by anyone in your organization. Rather than separate pre-built and "canned" reports, Infinity Analytics unlocks the power of data for all users, with powerful ad-hoc data exploration, making it easy to uncover patterns within the data that can be shared with extensive data exports.
- New Dimensions, Measures, and Segments may be added at any time, with historical data immediately reflected with the new, recently added parameters. Oracle Infinity currently supports upto five dimensions. The user can either save it as a new report (or the same, improved report), and immediately push it out to additional report collections. This is incredibly helpful for analysts, who can ask and immediately answer questions about the data, develop hypotheses and immediately investigate them, and quickly and efficiently overlay multiple segments onto the data to understand demographic behavior.
- Infinity also includes a capable REST API for data export, accessible from within the report itself without the need to write a query. Within the reporting UI, a simple click will reveal the REST query for use in other systems that need to pull Analytics data.

This empowers customers to collect data from any digital, connected source, including web sites, native and hybrid mobile apps, the IoT and any other source capable of leveraging an API. This data is fully customizable, with the opportunity to send unlimited custom data in addition to a comprehensive list of out-of-the-box data points. Infinity can be used by any type of organization to measure various digital properties and deliver highly specific insights on business performance. Both product tiers allow access to unlimited collections and reports and the standard tier serves as a foundation to allow marketers to build integrations within the entire marketing ecosystem.

Advanced On-the-Fly Segmentation

Oracle Infinity Analytics empowers marketers to create simple or complex segments via an intuitive drag-and-drop paradigm within a single interface, without the need to write complex SQL queries.

Any segment created can be used instantly for any view of the data and shared across the organization. Segments are historically relevant as well – any segment can be applied to the entire history of stored data. Segments may be created from nearly any collected parameter, custom or out-of-the-box. In addition, segments can be created based upon values of these parameters that occur for individual Events (page views), Sessions, or Users.

Oracle Infinity unlocks the power of simple or deep segmentation for all users, providing a key capability necessary to transform an enterprise from a data-driven organization to an insight-driven one.

Data Delivery via REST

Reporting exports are available from directly within the Infinity Analytics UI. The data exported will include all the visible dimensions, measures, and segments that are being used within a particular report. The user has to request an export URL and a format (JSON, CSV, XML, or HTML), and they will be presented with a re-usable URL necessary for a data pull.

The REST-exported data will contain the very latest data (up to the very last few seconds since the REST request was made), and it can currently return up to 3 million report rows. All Infinity REST APIs are HTTPS for secure delivery.

Granular Data Permissions

Oracle Infinity Analytics enables very granular data permissions to keep data secure and empower users across all functional areas of the organization. Infinity Analytics enables this with data permissions at the individual parameter level. Nearly all of the collected parameters can be locked via permissions allowing for extremely granular administrative capabilities.

Simplified Administration

With Oracle Infinity, users can benefit from lower costs and overhead when administering analytics. Oracle Infinity comes with a library of shareable objects for data governance and management. Pre-processing of reports is not necessary as all data queries are 100% on demand providing immediate access to data and saving valuable time and money. Additionally, there are no technology constraints on variables, correlations, time buckets or rollups, which lowers overhead and removes the need to "pre-plan". Having access to unlimited and swappable dimensions reduces the number of reports and reduces the need for one-off reports.

INFINITY STREAMS

Infinity Streams captures and delivers online events and complete visitor sessions, as they occur, for the purposes of real-time data visualization and activation. Streams provides an intuitive drag and drop interface that enables you to view, query, segment and visualize real time data, even while visitors are still on your website.

Oracle Infinity Streams includes the following key capabilities:
- Events View: Event Streams provides a query-able, desktop workspace exposing every single collected parameter and value as it is collected in each event.
- Sessions View: Sessions Streams provides a visual view of individual sessions as they occur, including session and user contextual information.
- JSON View: A peek into the raw data in JSON format, as it is delivered in raw form via the Streams API. You can isolate the entire data packet sent to Oracle Infinity for each individual event as it is collected, including each parameter in the payload.
- Visualization Templates: Data collected and configured by Streams can be displayed in real-time isualizations for the purposes of testing and validating the streams data. Streams lab provides multiple visualization templates to make this testing easy.
- Streaming API: A programmable API enabling applications to connect & consume data in real time.

Features include:
- Real time data streams: Every online event is collected for every user session, with the time stamp.
- On-the-fly segmentation: Ability to segment & filter streaming data on the fly on any attribute.
- Data enrichment: Visitor sessions are enriched with geo and mobile device attributes.
- Real time Visualizations: Allows the user to visualize & interrogate individual sessions as they occur.

INFINITY ACTION CENTER

Infinity Action Center is an integration hub that connects Infinity Streams data for remarketing and "light" data delivery.

Once a stream is configured, the Infinity Action Center console enables easy creation, monitoring, stopping and starting of connections that enable you to connect data streams to other marketing applications, allowing individual level data to be pushed into key business processes.

Action Center comes packaged with two valuable connectors:
- A universal connector which allows configured streams to be exported in file format for delivery to external systems. This is extremely powerful if you want, for example, to send to your CRM systems the signed-in users who viewed a given product.
- A remarketing connector for integration with Oracle Responsys: This connector enables event-triggered marketing for such things as cart abandonment, browse abandonment, subscription sign up, product view, etc. In fact, you can define your own event from within Streams for in-the-moment delivery to Responsys via Action Center.

INFINITY DATA COLLECTOR

Data connectivity and openness is a core design principle of the Infinity platform. The Infinity Data Connector is a data delivery solution that quickly and securely transmits online behavioral data to your customer data warehouse or big data initiative. High volumes of clickstream level data are then delivered over a secure connection into the destination format for immediate loading into your on-premise or cloud-based customer warehouse. Other solutions can take days to deliver data; also, they do not provide discreet individual details in the way Oracle Infinity can.

The Infinity Data Connector provides packaged integrations with Hadoop and other warehouse technologies delivering large volumes of visitor data quickly and securely. The result is lower integration costs and a faster ROI.

Infinity Analytics allows powerful, fault tolerant delivery of data to marketing action systems via open standards. Monitoring and restart services provide fault tolerance. Pre-built integrations for major EDW and big data warehouses along with expert services ensure success and time to value.

EXPERTISE

Oracle Marketing Cloud Expert Services offers a flexible, affordable way to take advantage of expertise on a subscription basis. This includes strategic services, implementation services, and expert services to manage and maintain your analytics solutions over time. Some examples include tagging implementation, governance strategy and best practices, training for administrators, and data analysis.