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.

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.

41%
41% of CxO leaders said that they are concerned about their competitors winning in a world of on-demand digital experiences.

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

IoT Analytics
Estimates predict that IoT will create massive volumes of time-series data and IoT analytics will become a specialized category and discipline.

Traditional Digital Analytics
Preprocessing
Limited ability to scale for IoT with the set number and types of collectable parameters
Delayed Batch reports are 24+ hours old
Accurate At-scale algorithms deliver the most reliable results

Oracle Infinity™
Unlimited All data can be collected and analyzed through one system.
Real-Time Data can be viewed within minutes so campaigns can be optimized in real time
Accurate At-scale algorithms deliver the most reliable results

Pains
- Analysts have limited access to data sources
- Digital Marketers struggle to leverage data
- Marketing Technologists face tremendous complexity
- Digital Executives struggle with legacy infrastructure
- Digital Marketers are unable to reach the right audience

Benefit-Enabled Solutions
- In the past, data analytics provided valuable insights, but in the future, analytics enabled businesses to transform data into action.
- Oracle Infinity™ streamlines and transforms the customer data journey to provide real-time data and actionable insights.
- Oracle Infinity™ leverages big data and AI to provide real-time insights.

Click here to learn more about Oracle Infinity

Source:

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