

# Oracle Analytics Cloud

## Augmented Analytics: Start the Journey!

Today, people in your organization are doing analysis dozens of ways, using spreadsheets, applications, desktop tools, long-standing data warehouses, and business analytics solutions. That means managing multiple requirements for data, access, and visualization, not to mention the associated costs. At the same time, everyone wants more innovation, and faster—but without sacrificing correct and consistent results. So, how do you do it all? How do you gain flexibility together with structure to drive accuracy speed to disrupt your competitors?

### ORACLE ANALYTICS CLOUD

The answer is easier than you might think. Oracle Analytics Cloud is a single and complete platform that empowers your entire organization to ask any question of any data—across any environment, on any device. It fits into your ecosystem, enabling analysis in the cloud while also providing easy access to any data source. The result? The best use of all your data—no matter where it is. Oracle Analytics Cloud provides a variety of options for intelligent analysis without being overwhelming to deploy and manage, making it an effective way to engage more people in analysis and extend your organization's expertise.

Simple yet powerful, Oracle Analytics Cloud makes it easy for you to capitalize on cloud analytics today and in the future.

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## NEW FEATURES AND NEW VISION: ORACLE ANALYTICS CLOUD ROADMAP

The Oracle goal is to power all actions with deep insights from all of your data. Oracle is committed to serving all your analytics needs, no matter how advanced—or simple. Unlike other products that require you to compromise between governed, centralized analytics, and self-service, Oracle Analytics Cloud resolves this dilemma with a single solution that incorporates machine learning (ML) and artificial intelligence (AI) into every step of the process. With Oracle Analytics Cloud, augmented analytics, self-service analytics, and governed analytics can be combined into a single solution.

### Augmented Analytics



Intelligent Search



Smart Data Discovery



Smart Data Preparation



Natural Language



Auto-Suggest

### Self-Service Analytics



Visualization and Dashboarding



Global Transformation Policies



Experience Continuity



Smart Collaboration



Knowledge Fabric



Integrated Data Science

### Governed Analytics



Enterprise Architecture and Security



Platform Extensibility



Developer Experience



Smart Data Connectors

### KEY BUSINESS BENEFITS

Oracle Analytics cloud is a complete and cost-effective platform that:

- Lowers your total cost of ownership (TCO)
- Reduces your effort to deploy, manage, and maintain analytics
- Grows with you as your business changes
- Adjusts to your needs, enabling you to add services and capacity for peak times, and remove them when you're done
- Puts you ahead of the curve with regular releases of new capabilities
- Scales easily across the organization, from personal use to enterprise
- Keeps you informed via proactive analytics on your mobile devices
- Empowers you to drive faster, more accurate analysis

## COMPLETE: EVERYTHING YOU NEED FOR ANALYTICS

Oracle Analytics Cloud combines existing and new services to deliver the industry's most comprehensive analytics in the cloud. This delivers industry-standard capabilities as well as new ways to capitalize on your organization's collective intelligence. It provides everything you need for analytic agility, from fast, fluid self-service discovery to simple-yet-sophisticated data loading and blending, powerful inline data prep, data enrichment, automatic visualizations, data storytelling, instant mobile with full authoring, easy and extensible advanced analytics, and more.

### The core capabilities of Oracle Analytics Cloud are:

- Self-service, approach to enable users to create stunning visuals to explain their results and share them with colleagues
- Data preparation and enrichment, which is built into the analytics cloud platform
- Business scenario modeling, an industry-leading modeling engine for self-service, multidimensional, and visual analyses
- Proactive mobile that learns your routine and delivers contextual insights, at the right time and location in your daily activities while on the go
- Enterprise reporting, governance, and security, with a semantic layer that maps complex data into familiar business terms and offers a consolidated view of data across the organization

No other solution combines this array of capabilities to satisfy the needs of your entire organization, at any scale.

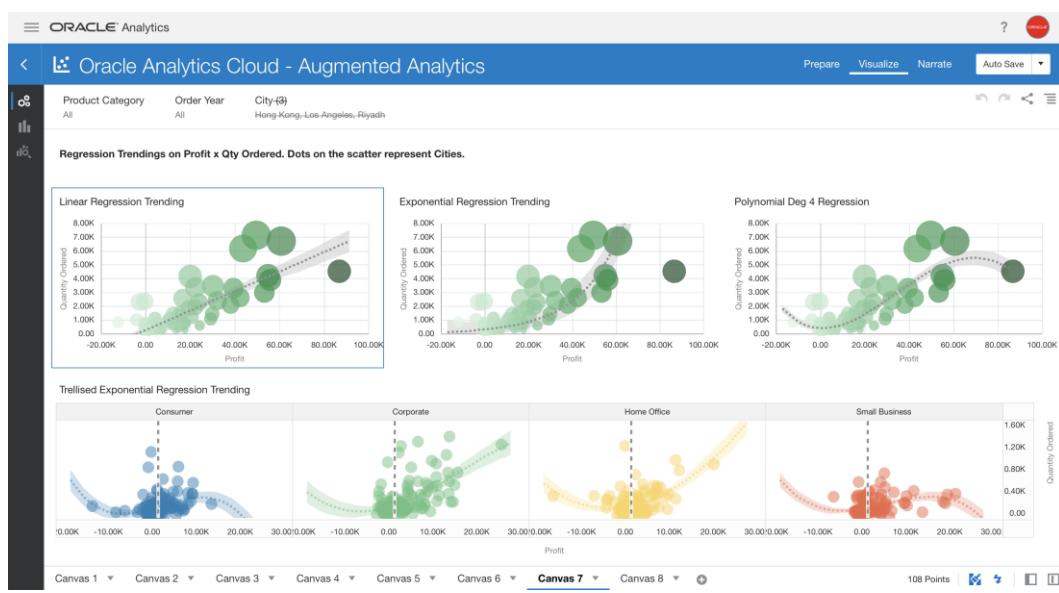


Figure 1. Sample Dashboard project using linear regression trending graphs in Oracle Analytics Cloud.

### KEY CAPABILITIES

Oracle Analytics Cloud is a single, central platform with comprehensive capabilities, including:

- Single source of truth for important enterprise data using a semantic layer
- Analytics for every need: descriptive, predictive, proactive
- Governed self-service discovery
- Search and voice-driven analytics
- Visual storytelling
- Self-learning analytics delivering proactive insights via mobile devices
- Proactive, self-learning insights via Day by Day, a native mobile app integrated with Oracle Analytics Cloud
- Drag-and-drop blending between self-service data and enterprise data
- User-driven what-if modeling
- Full range of options for data loading and blending, from self-service to operational integration
- Powerful inline data preparation and enrichment for all data, from personal to corporate
- Visual workflows for automating data prep and enrichment
- Enterprise-class semantic layer for reporting and analysis
- Granular security
- Elastic cloud
- Simple yet sophisticated data modeling to support enterprise business definitions and analysis
- Optimized connectivity to on-premises data warehouses using Data Gateway

CONNECTED: GETTING YOU THE RIGHT DATA AT THE RIGHT TIME

Oracle Analytics Cloud currently utilizes a growing list of possible data sources, giving you an easy way to connect people and processes to the information they need. Likewise, open integration frameworks help connect analytics across business processes and environments, streamlining work and enabling the best possible user experiences. Working with data and creating connected experiences is simple and smart with Oracle Analytics Cloud:

- Automatic visualization for all your data, whether you load it self-service or through operational integrations, so you can quickly see its shape and quality.
  - Data connectors are available for a wide array of sources, Oracle and non-Oracle.
  - Intelligence is embedded in connectors for Oracle SaaS applications, getting you to meaningful information right away and accelerating your analysis.
  - Powerful inline data preparation and visual data flows with the power of machine learning that allow you to see the steps to transform and enrich data, then automate them.
  - A Software Developer Kit enables you to incorporate custom visualizations, and an extensible framework makes it easy to embed Oracle Analytics Cloud into other applications and user experiences so people can incorporate analysis into their daily work.

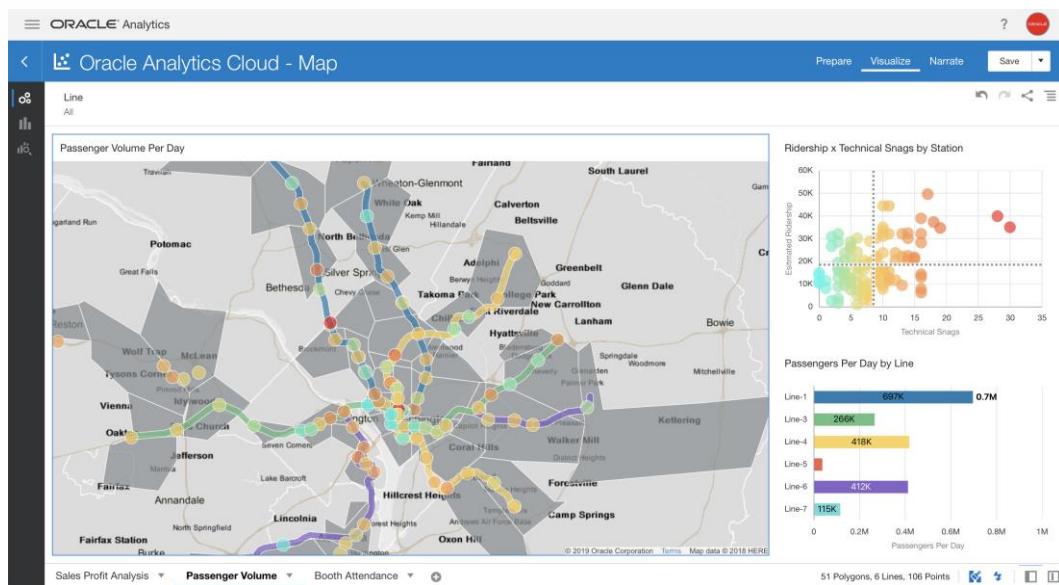


Figure 2. Sample Custom Map in Oracle Analytics Cloud showing the passenger volume per day.

## COLLABORATIVE: CHANGING THE WAY YOU WORK

Proactive self-learning insights, smart visualization, and analytic storytelling drive to new levels of collaboration and innovation. Oracle Analytics Cloud delivers a strategic platform to capitalize on the collective intelligence of people, processes, machines—all to turn insight into action. Extending analytics with social and mobile metaphors fuels intuitive interactions, including:

- **Natural Language Processing**

Search and voice-driven analysis, with visualizations building automatically as you tap or talk, allowing you to understand the data and adjust your direction based on each new insight

- **Mobile Analytics**

Contextual, proactive analytics on your mobile devices, fueled by machine learning in conjunction with usage patterns, including location, preferences, connections with your colleagues, and more

- **Sharing and Collaboration**

Sharing and collaboration capabilities that support the entire analytics process, so you can make public comments, create private discussions, and share insights via third-party apps

- **Visual Stories**

Capture insights and comments to create interactive stories you can share across the organization

- **Analytics Everywhere**

Embed insights into the day-to-day experience of others in preferred applications and portals

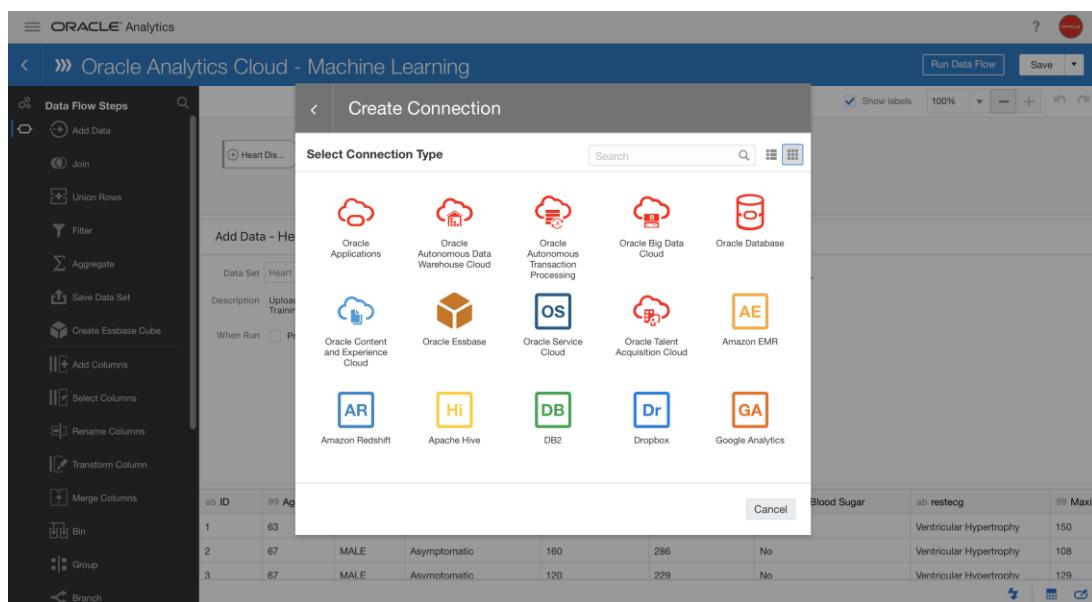


Figure 3. Sample of connection types available in Oracle Analytics Cloud.

## CHOICE: GIVING YOU THE BEST OPTIONS FOR YOUR BUSINESS

Oracle Analytics Cloud gives you the flexibility to grow and change as your business does. At the same time it puts you in complete control of your analytics environment:

- Analyze any data, anywhere—in the cloud, on premise, or a combination of both (hybrid). Leave data on-premises and run your analytics in the cloud.
- Balance business freedom and a governed framework to achieve the best blend of self-service agility and operational consistency for your organization—so you can fuel innovation without sacrificing accuracy and peace of mind.
- Accommodate changing demand easily—dynamically adding capabilities and capacity to handle peaks and removing them when demand diminishes.

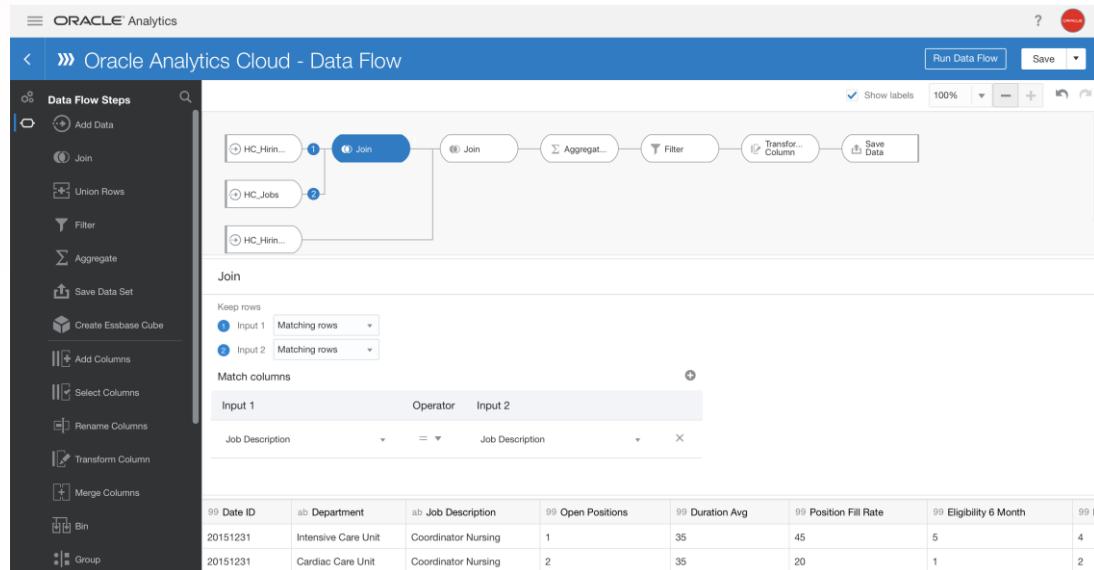


Figure 4. Sample Data Flow available in Oracle Analytics Cloud to prepare and train data for Machine Learning.

## GET THE VALUE YOU WANT FROM ANALYTICS TODAY

Oracle Analytics Cloud is a single, centralized solution that provides everything you need in a scalable environment to support varied user requirements for now and in the future. Buy what you need and get the value you want from modern analytics, all while continuing to take advantage of its complete, connected, collaborative platform as you grow. With Oracle Analytics Cloud, you have the freedom to define analyses the way you want to, anytime, anywhere.

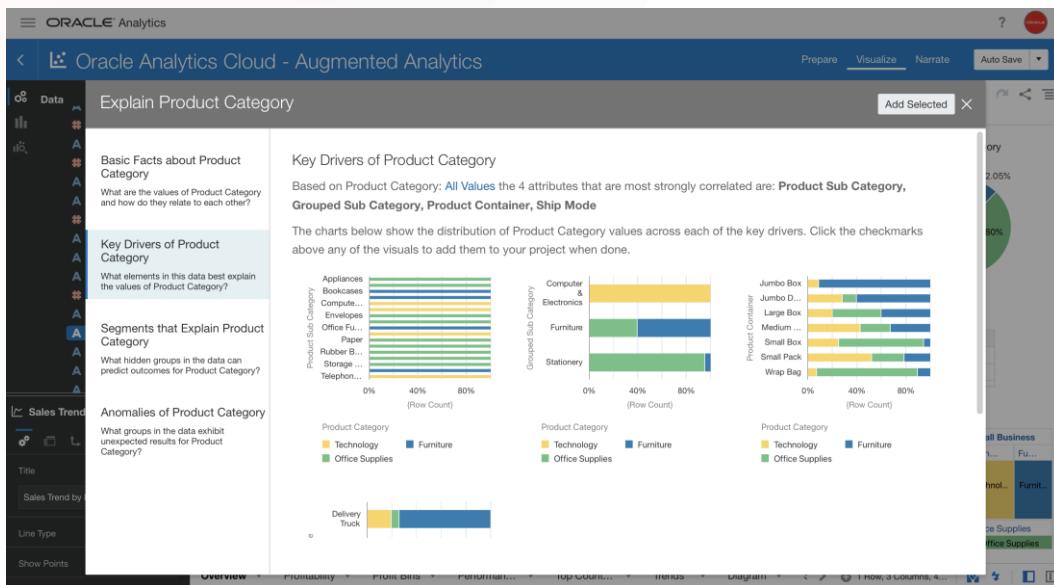


Figure 5. Sample Dashboard using Augmented Analytics in Oracle Analytics Cloud.

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## Integrated Cloud Applications & Platform Services

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