

MARKET NOTE

Oracle Analytics Summit 2019: Oracle Announces a New Era of Augmented Analytics for Enterprises

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Oracle Analytics Summit, 2019

This IDC Market Note looks at the Oracle Analytics Summit 2019, held in San Francisco, June 24–25. The event was a showcase for the next-generational analytical solutions built with the enterprise in mind. A breadth of partners and customers in attendance validated the value of the offerings and thanked Oracle for listening to the customers, being transparent, and innovating to help customers realize sustainable change for long-lasting value.

Key Takeaways

- At Oracle Analytics Summit 2019, Oracle announced a new vision, product experience, and commitment to customer success that will enable it to collaborate with the entire ecosystem and deliver a new era of enterprise analytics.
- Oracle announced a single product offering Oracle Analytics that is available in the Oracle cloud via Oracle Analytics Cloud, on-premises via Oracle Analytics Server, and within applications via Oracle Analytics for Applications — all with affordable and flexible pricing options.
- The highlight was Oracle aiming to power deeper insights by embedding ML and AI into every aspect of the analytics process with capabilities like intelligent search, smart data discovery, smart data preparation, natural language generation and processing, and Auto Suggest.

Source: IDC, 2019

IN THIS MARKET NOTE

At the Oracle Analytics Summit 2019, held in San Francisco, June 24-25, the company made significant strides to deliver a new era of enterprise analytics. This IDC Market Note provides a broad view of the most important messages and announcements – especially those focused on augmented analytics at the Oracle Analytics Summit 2019, and what they mean holistically for Oracle.

IDC'S POINT OF VIEW

Oracle, Senior Vice President, Analytics, T.K. Anand, kicked off the event unveiling a new, customer-centric vision for Oracle Analytics. He said, "Today, we are announcing a new vision, product experience, and commitment to customer success that will enable us to collaborate with our entire ecosystem and deliver a new era of enterprise analytics." Oracle Analytics empowers customers with industry-leading artificial intelligence (AI)-powered self-service analytic capabilities for data preparation, visualization, enterprise reporting, augmented analysis, natural language processing (NLP), and natural language generation (NLG).

Digital transformation (DX) is reaching a macroeconomic scale. For digitally determined organizations, artificial intelligence is a critical component. The data that is created in DX initiatives has limited value if an organization can't extract valuable, accurate, and timely insights from it. That's why enterprise organizations are using AI technologies to pull actionable value from its data and create sustainable competitive advantage; in fact, by the end of 2019, 40% of all DX initiatives will be related to AI and 75% of commercial enterprise apps will use AI.

In our view, at Oracle Analytics Summit 2019, Oracle significantly advanced its position to compete in the new digital era, with the following key offerings and messages:

- Oracle Analytics is one offering that is available in the Oracle cloud via Oracle Analytics Cloud, on-premises via Oracle Analytics Server, and within applications via Oracle Analytics for Applications:
 - Simplified product offering and clarity of direction by rationalizing 18+ products down to a single brand (These solutions leverage Oracle's existing analytics capabilities and add new features, including augmented analytics and NLP, which are embedded throughout the platform.)
 - Integrated user experience across self-service data discovery and reporting and dashboards, delivering effortless access to insights that can be consumed in the cloud, on the desktop, and mobile
 - Autonomous Data Warehouse (ADW) is part of Oracle Analytics for Applications. While other products access information with ADW, they aren't "powered" by them in the same way as Oracle Analytics for Applications.
 - Demonstrating the industry's leading application analytics built on the Autonomous Data Warehouse and powered by Oracle Analytics Cloud
 - Affordable per-user pricing for departmental business users plus per-CPU pricing for broad enterprise scale

Oracle's goal is to power all actions with deep insights from all of customer's data without the need to compromise between governed, centralized analytics, and self-service. Oracle Analytics combines

augmented analytics, self-service analytics, and governed analytics into a single solution that can help customers quickly scale across the organization and realize the greatest potential from their data.

Oracle is aiming to power deeper insights by embedding ML and AI into every aspect of the analytics process. Oracle Analytics public road map (www.oracle.com/analytics-roadmap) highlights several areas of investment for augmented analytics:

- **Intelligent search:** To make analytics and data available to everyone, systems must adapt to the way humans work, not the other way around. With intelligent search, digital workers can easily find the right content by searching via text or speech. Oracle Analytics will determine the best answer to their question, dynamically generating it or suggesting predefined content. Intelligent search is available on any device or format – laptop or mobile, spoken or text. Analysis is auto authored using ML, taking the guesswork out of the best way to portray answers based on digital worker's question. Enabling these capabilities through chatbots, Slack, and other mechanisms provides greater access to relevant information for everyone in the organization: business users, staff, partners, and customers.
- **Smart data discovery:** In today's dynamic business environment, getting to the right – and unbiased – answer quickly is critical. With smart data discovery, the system automatically analyzes and generates explanations to any attribute, generating facts about their data, including the drivers of the results, key segments that influence behavior, and anomalies where the data is not aligned with expected patterns. Smart data discovery expands the explaining capability of Oracle Analytics, beyond analyzing an attribute or measure, examples include explaining an entire data set, explaining specific data events, or automatically understanding the links to related data.
- **Smart data preparation:** Data preparation is time consuming, and one cannot get to the analysis and synthesis phase until the data is prepared. Smart data preparation augments, enhances, heals, and creates richer data that can lead to improved business insights and sharper understanding. Tailoring the prep environment with organization-specific context connects consumers with data in the context of their business. Smart data preparation is a set of functions that leverage a vast amount of linked, open source reference knowledge to discover a wide range of semantic types. It provides a significant number of demographic and geographic enrichments including population data, latitude and longitude, pattern recognition (such as telephone and credit card numbers), and even gender identification based on an individual's given name. Customer-specific data also needs this type of intelligent service to enable better preparation and enrichment. Oracle plans to bring in additional capabilities like introduce customer-specific reference data to the knowledge base, share global synonyms, and enable data healing and integrated data preparation.
- **Natural language generation and processing:** People don't speak like computers. Yet we turn to computers for quick answers to make the best possible decisions in our business and personal lives. Oracle aims to eliminate the need to translate digital worker's questions to accommodate how analytics systems work. With natural language processing, digital workers will be able to get more accurate answers – faster and more efficiently. Natural language processing significantly expands an organization's consumer community for analytics by making interaction with data as natural as asking a question. In addition, the generation of narratives on output significantly improves productivity for many roles in the business (finance teams, in particular) by enabling users to customize narratives for a larger audience. Oracle thinks of natural language in terms of natural language processing and natural language generation and is aiming to enrich them for better conversational analytics. Oracle plans to add natural language processing capabilities like sharing global synonyms, personalizing

what's important, activating clarifying questions, enhanced interaction with chatbots and integration to voice-on-output such as Amazon Echo and Apple's Siri.

- **Auto Suggest:** Business analysts and consumers often don't know where to start their insights initiatives. Auto Suggest embeds suggestions intelligently throughout the analytics life cycle, using ML behind the scenes, personalized to user needs, and fast-tracks the cycle to quicker actions. It's a valuable time-saver that helps users get to the data, visualizations, or content they are looking for. Auto-suggestions are just that – suggestions, not mandates, and users are still able to override the suggestions with the click of a mouse. Oracle aims to add additional Auto Suggest capabilities, examples include Suggest data and content on the Oracle Analytics home page to get users started faster, Suggest the best graphic to display (based on dimensionality and cardinality of the data) when users select data elements for analysis, Suggest visualizations based on the ways others in their workgroup operate, understand more about personal preferences, then driving them toward what they need, not only what they think you want and help automatically discover the best data to kick-start their analysis.

As per IDC research, "faster time to insights" has been noted as one of the primary drivers of AI initiatives. Oracle's expanding augmented analytics strategy and portfolio will be fundamental for Oracle's success in the digital era. Oracle Analytics is uniquely positioned to marry data, analytics, and applications, and address the needs of business users, analysts, and IT. With Oracle Analytics Server deployment on-premises, customers are enabled to run analytics in a hybrid cloud setup integrating with Oracle Analytics Cloud. Customers also have the choice to deploy Oracle Analytics Server on an infrastructure of their choice on-premises or run Oracle Analytics Server on a third-party cloud. Longer term, Oracle should explore democratizing analytics and make its Oracle Analytics be available as a service on third-party public cloud offerings, giving customers full choice of flexibility. IDC believes that although today the cloud wars have been fought on compute and storage, longer term the differentiation and innovation will be at the applications, analytics, and AI services offered by the public cloud providers.

LEARN MORE

Related Research

- *AI in Functional Digital Transformation Use Cases, 2019* (IDC #US45165319, June 2019)
- *Win with AI: How to Create and Realize an AI Strategy* (IDC #US44587018, January 2019)
- *Artificial Intelligence-Based Automation Evolution Framework* (IDC #US44524318, December 2018)
- *IDC FutureScape: Worldwide Analytics and Artificial Intelligence 2019 Predictions* (IDC #US44389418, October 2018)

Synopsis

This IDC Market Note looks at the Oracle Analytics Summit 2019, held in San Francisco, June 24-25. The event was a showcase for the next-generational analytical solutions built with enterprise in mind. A breadth of partners and customers in attendance validated the value of the offerings and thanked Oracle for listening to the customers, being transparent, and innovating to help customers realize sustainable change for long-lasting value.

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