

ORACLE®

**BUSINESS INTELLIGENCE CLOUD
SERVICE**



Deliver Agile Analytics

ORACLE®



To Do More with Less...

Use the Cloud

Manage Data Easily

Show the Story

Extend Your Analytics

Make it Mobile

On Your Terms

BI Cloud Service

Get Started

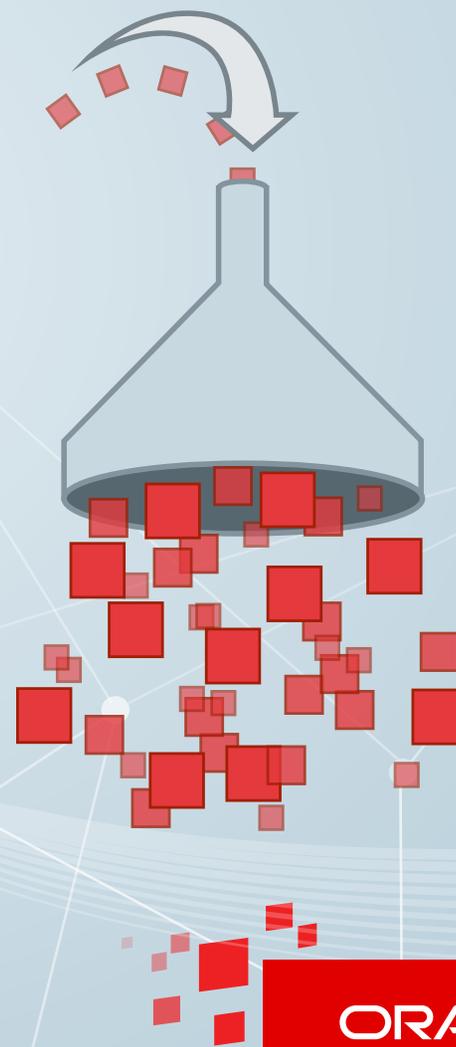
To Do More with Less

You need a platform that's easy and intuitive for your users, yet powerful, secure, and easy for you to manage.

Today, every organization is looking to get more from analytics—using more data to drive deeper insights faster, for more people—and all for less.

To meet those goals, you need a robust platform that supports the entire analytic process with the security, flexibility, and reliability you expect. It needs to help you empower your users to do self-service analysis without sacrificing governance. And it must be easy to administer.

But how can you get the benefits of an enterprise-class system without enterprise-class costs and infrastructure?



ORACLE®



Use the Cloud

Oracle Cloud gives you the power of the enterprise, without additional infrastructure or maintenance, for a predictable low cost. Instead of worrying about upgrades or performance, you can use your expertise to deliver a top-quality solution that drives innovation.

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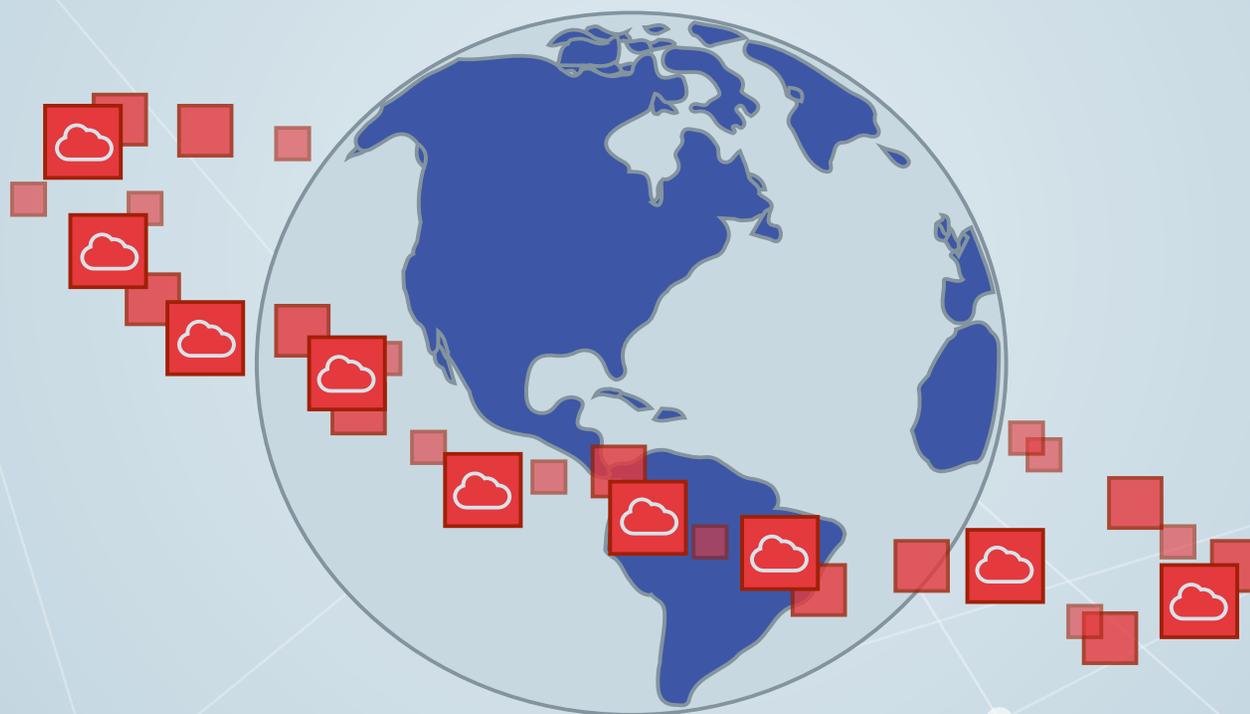
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When your analytics are in the cloud, you want the best—an end-to-end public cloud solution, from data center to application, that safeguards your information and offers the highest levels of service.



Manage Data Easily

Everyone has questions. To provide answers, you need to combine information from multiple systems and sources, spanning corporate and user data, in a powerful database that provides a fast, flexible, central foundation for your analytics.

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Keeping Up with the Data

Data needs to be refreshed regularly for you and your users to have confidence in your analytics. Your platform should offer a familiar, robust environment that enables you to import data from your existing databases and other Software-as-a-Service applications in a click. Ideally it should enable you to reuse existing skills, data integrations, and applications, as well as provide simple tools to automate ongoing updates.

Enabling Self-Service without Losing Control

Your users increasingly expect self-service capabilities to access and analyze any data—personal or corporate—any time. You need to know that the process to load and analyze data is both transparent and intuitive. This gives you full visibility into the information being used, which empowers your users, yet doesn't translate into hours of support.



Show the Story

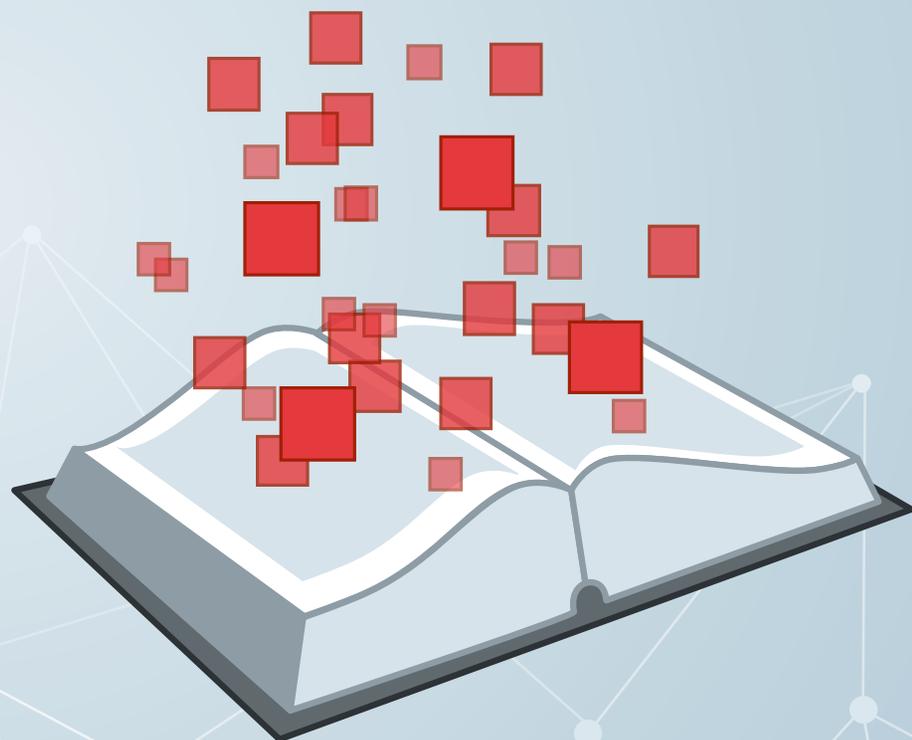
Revealing the story in your data should be easy. Automatic visualizations, easy layout, and a rich visual gallery streamline your experience, providing a robust environment that enables you to make the most of your data.

Compelling Analytics

Creating meaningful views and dashboards should be simple and smart. You and your users should be able to drag and drop data to quickly add or remove content, explore it dynamically, and easily set filters and prompts—reducing the time and effort to create analytics that keep your focus on uncovering the value in your data.

The Best View

Is a bar graph best, or would a trellis chart make the insight clearer? How does that change when you combine new data? Your solution should automatically suggest the best visualization, and guide users through their self-service experience with integrated search, filters, navigation, and intelligent context. Whether you are building content or should your users know what they want, a rich gallery with dozens of dynamic visuals makes it easy to choose and collaborate.



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Use the Cloud

Manage Data Easily

Show the Story

Extend Your Analytics

Make it Mobile

On Your Terms

BI Cloud Service

Get Started



Extend Your Analytics

Today's questions won't be tomorrow's. You need to be able to quickly enhance your analysis, using easy tools to review and edit information, as well as advanced and predictive analytic functions that can take your investigation to the next level.

To Do More with Less...

Use the Cloud

Manage Data Easily

Show the Story

Extend Your Analysis

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On Your Terms

BI Cloud Service

Get Started

Manage and Govern Your Data

The first step in extending your analytics is to make the data accessible for your users. You should be able to abstract data structure complexity by easily creating a semantic layer and standard definitions, or reuse them from your on-premises systems. You should also be able to make changes inline to headers and data types; as well as specify relationships between tables, define aggregation rules, establish hierarchies, and create calculated values.

Extend Your Insights

In addition to making data accessible, a best-in-class platform helps you make the most of it through a library of prebuilt analytic modules, functions, and filters. It enables you to create advanced calculations that enrich your data with intelligent, derived metrics. And it allows you to take advantage of the advanced analytic and predictive functions in your database environment.





Make It Mobile

Fully functional analysis on any device is the new normal, which means your platform must include a seamless solution for mobile.

To Do More with Less...

Use the Cloud

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Show the Story

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Make It Mobile

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BI Cloud Service

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Automatic

Mobile access shouldn't take extra effort. Analytics should be immediately available on any device without special design, development, or administration on your part. The experience should be fully interactive with drilling, swiping, zooming; and it should provide offline access.

Simple and Secure

Sharing information should also be simple and secure across all devices. You should be able to set up sharing based on roles, knowing that people will only see content appropriate to them, even if the original analysis includes data outside their scope.





On Your Terms

Today, you have more people asking for more data and new analytics, faster. To satisfy the business, you need a BI solution on your terms: flexible, simple, secure—so you can manage changes on your schedule.

To Do More with Less...

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Manage Data Easily

Show the Story

Extend Your Analytics

Make it Mobile

On Your Terms

BI Cloud Service

Get Started

Flexible to Administer

Your BI platform should offer testing and production environments so you can develop new analytics iteratively and manage a phased rollout, starting with a limited launch to specific users and then scaling as appropriate to the enterprise. Once your analytic applications are in production, they should run on autopilot, with data refreshed on your schedule and automated backups and patching.

Simple to Manage

Oracle Cloud means infrastructure, maintenance, and upgrades are handled for you. You can control updates to ensure that data is refreshed on your schedule, while you manage changes to the content and structure of your analytics.

Secure

It's your job to make sure people have access to the data and applications they need. Fine-grained, role-based security means there's control across the system, from data, to dashboards, to applications, so your users see what they should and can share information securely.





Oracle BI Cloud Service

Everything you need to satisfy users and deliver fast answers you can trust.

Oracle Business Intelligence Cloud Service is a cost-effective, enterprise-class analytics platform in the cloud that empowers you to do more with less.

- **Use the Cloud**—get the performance and peace of mind you expect from the cloud, so you can focus on streamlining analytics to drive innovation.
- **Manage Data Easily**—Oracle Database in the cloud means you can do it all: enable self-service data loading, reuse existing data integrations and applications, and use a wide array of tools and industry-standard APIs to create your data pipeline.
- **Show the Story**—dozens of interactive visualizations, automatic suggestions, and self-service discovery make it easy for you or your users to create compelling analytics.
- **Extend Your Analytics**—enhance your data while ensuring consistency, and maintaining governance through standard definitions, advanced calculations, and predictive analytical functions.
- **Make It Mobile**—your analytics are available immediately and securely on any device, with no extra work, so it's simple for you to enable mobile for your organization.
- **On Your Terms**—BICS is an agile platform that provides fine-grained security, is easy to administer, automates backups and patching, and puts you in control of change management.

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On Your Terms

BI Cloud Service

Get Started



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On Your Terms

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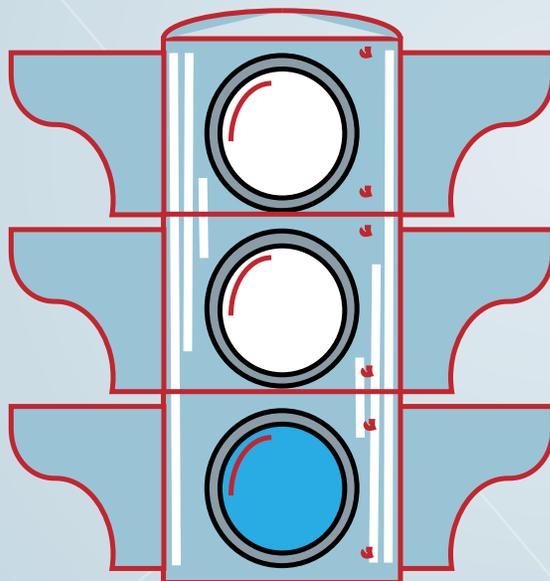
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