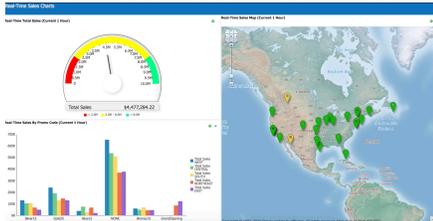


# Oracle Business Activity Monitoring

**ORACLE**  
**FUSION MIDDLEWARE**  
 BUSINESS ACTIVITY  
 MONITORING



## KEY BUSINESS BENEFITS

Oracle Business Activity Monitoring 12c is a best-of-breed monitoring tool for the most current and relevant business data. It provides a strategic platform to easily create dashboards using any data in any industry.

- Real-time active dashboards update dynamically.
- Customizable dashboards allow an end user to easily perspectives by adjusting parameters.
- Drilling through numerous types of business visualizations to the lowest level of detail using hierarchies.

In today's competitive environment, it is important to have a strategic platform for delivering relevant business data to operational managers and senior executives in a timely manner. Businesses must have efficient supply chains, superior customer service and immediate visibility to strategic business transactions, sales data and performance metrics in order to maintain a competitive advantage in this continuously evolving marketplace.

A modern business-monitoring platform requires tools that IT can easily configure to supply relevant, real-time data to the correct users while maintaining corporate security standards. At the same time, IT should not need to acquire all of the relevant business knowledge needed to create the appropriate reports that meet the continuously evolving needs of the business. A business analyst should be able to focus on being an expert in the business and require only minimal skills to create compelling and flexible dashboards for the operations managers and senior management executives. Once implemented, these dashboards are always up-to-date with the business data. They are directly connected to the enterprise systems and do not require periodic refreshing or widespread distribution of new versions of spreadsheets, which is operationally inefficient and may not be reactive enough to meet the needs of the business users.

## Real-Time Active Dashboards

An important aspect of monitoring many businesses is the ability to continually monitor the business metrics without even needing to refresh the browser. This not only makes monitoring easy to do for a single user, but enables the implementation of real-time monitoring scenarios like network operations centers and customer service monitoring where key metrics are shown on a large screen or projected on wall for everyone to see.

Business users need tools and data to help them manage and run their businesses effectively. Enterprises need to react in real-time. They often cannot afford to wait until daily reports are generated or IT sends a new version of a spreadsheet. They need to respond to opportunities and react to problems in real-time. It is also strategically important to put some customization capabilities in the hands of the end-users. Oracle BAM 12c has new capabilities to incrementally in-memory calculate new totals for certain types active dashboards even further improving performance and scalability.

## Dynamic Dashboards

While the end business user (such as an operations manager or a senior executive) may not be the person creating dashboards, he or she may still want some degree of flexibility not only see the high-level metrics, but also be able to easily change the perspective by adjusting parameters or clicking through the charts to see the data values within lower-level time frames or down to the lowest level of detail for a particular area by clicking through definable hierarchies (such as country, region, city or month, day, hour). Oracle Business Activity Monitoring 12c makes it very easy to define time and non-time hierarchies or attach configurable parameters, so that the end-user has the capability create their own perspective or drill-down to the lowest level of detail when it is necessary to see the raw data.

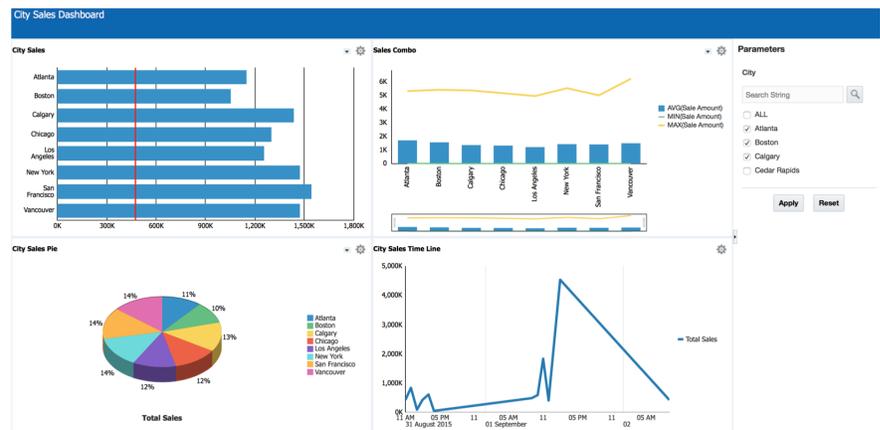


Figure 1. Dashboard with customizable parameters that the end-user can change to control the data in numerous business views at once.

## Extensive Data Integration Options

Certainly gaining access to business data that runs through legacy systems is not always easy. Oracle Business Activity Monitoring 12c in conjunction with all of the capabilities available in the Oracle SOA Suite 12c provide numerous mechanisms to allow IT to supply real-time data to the business in a secure and dependable and reliable way. Once data collection mechanisms are put in place by IT, each request for a new report or a different way to slice-and-dice the current data shouldn't require launching a major IT initiative. Business analysts with basic data manipulation skills and/or a minimal amount of training can easily create dashboards for end-users without any traditional programming. Implementing a platform such as Oracle Business Activity Monitoring (BAM) 12c is a better way for IT to serve the immediate data needs of the business analysts and end business users. It provides the environment to expose the recent real-time data to the relevant users without needing a more cumbersome way of distributing spreadsheets and without opening the low-level transaction database to the departmental technical users.

## Pre-built SOA/BPM Process Analytics Dashboards

Oracle BAM 12c comes with pre-built dashboards for displaying metrics related to your own deployed SOA and BPM composites. When you activate this feature in Enterprise Manager (EM) prior to deploying the composites, the data will automatically be sent to

### PLATFORM FOR IT TO SERVE THE BUSINESS CUSTOMERS

Oracle Business Activity Monitoring 12c is an enterprise grade platform for any organization. It provides many mechanisms to populate business dashboards with data and is part of Oracle SOA Suite 12c, which offers dozens of adapters to connect to connect legacy applications.

- Enterprise Message Source (EMS) configuration allows direct connection to numerous messaging technologies.
- Supports various Oracle and non-Oracle integration options.
- Integrated with Oracle SOA Suite and BPM Suite

BAM to populate these pre-built dashboards that display statistics such as the number of recent open and closed processes and the current bottlenecks in the processing.

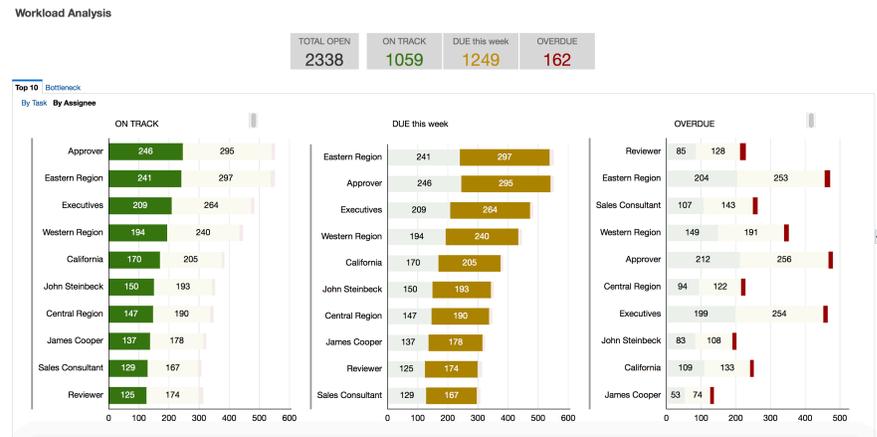


Figure 2. Pre-built SOA/BPM dashboard showing workload analysis statistics.

**ORACLE BUSINESS ACTIVITY MONITORING 12C**

Oracle Business Activity Monitoring 12c is available as a part of Oracle Service Oriented Architecture Suite (SOA) 12c and Oracle Business Process Management Suite (BPM) 12c.

**ORACLE STREAM EXPLORER**

Oracle Business Activity Monitoring (BAM) 12c compliments Oracle Stream Explorer (SX) 12c that allows simple creation of real-time streaming applications. Data can be sent to Oracle BAM for visualization in conjunction with the most recent historical data.

**Standard Oracle Business View Chart Components**

Oracle BAM 12c uses Oracle standard charts that you may find in other Oracle products. They provide a rich set of visualizations ranging from bar, pie, line, area and combo charts to heat maps, bubble and scatter charts, gauges and geo-maps. Oracle BAM exposes numerous properties of these charts to allow the user to configure them to their own individual needs and preferences. Some charts will allow the end-users to zoom or scroll to more clearly focus in on the data that they want to see.



Figure 3. Business analyst creating a business view assigned to a business query and configured with properties.

**Actionable Alerts**

Users may not be continually monitoring the dashboards to see when actions need to be taken. Oracle Business Activity Monitoring 12c allows users to configure actions to occur based upon user-definable conditions. These actions include automated technical actions such as calls to web services (using the data that triggered the alert) so that immediate automated actions can be taken when these pre-defined conditions are met.

## Enterprise-Grade Architecture

Oracle Business Activity Monitoring 12c is built upon an enterprise-grade platform with advanced in-memory processing capabilities for processing active dashboards and an architecture that allows it to scale to a large amount of users and/or a large amount of incoming data. It contains a report cache to synchronize the incremental changes to multiple users who have the same dashboard open. It runs on Oracle WebLogic Server and can be clustered across multiple physical servers to allow the implementation to scale using many common WebLogic server and Oracle Fusion Middleware features such as distributed JMS queues and Oracle Platform Security Services (OPSS). High availability is supported through features like active service migration (ASM).

## Ease of Use

One of the major reasons that Oracle Business Activity Monitoring remains popular is ease-of-use. As mentioned previously, it is very easy for experienced IT personnel to populate BAM with data and map the technical business data to the data definitions needed by the business. From there, a business analyst can:

- Create a project,
- Add the data object definitions to the project,
- Define queries using the graphical business query editor in a browser,
- Create the business view (chart),
- Assign the business query to the business view,
- Set the view properties (colors, titles) and run-time behavior (active, drilling capabilities)
- Create the dashboard by dragging the business views onto it.

In a few simple steps and in a matter of minutes, a user with no prior programming experience can create a dashboard that dynamically updates in real-time or is configured with parameters to allow for run-time modifications by the end-user.

Each dashboard created is assigned its own unique URL that can be bookmarked in the browser or sent in an email to make it easy to open again later.

### CONTACT US

For more information about Oracle Business Activity Monitoring 12c, visit [oracle.com](http://oracle.com), the Oracle Technology Network (OTN) <http://www.oracle.com/technetwork/middleware/bam/overview/index.html> or call +1.800.ORACLE1 to speak to an Oracle representative.



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