

ORACLE BUSINESS INTELLIGENCE ENTERPRISE EDITION INTEGRATES WITH SERVICE ORIENTED ARCHITECTURES

FEATURES AND FACTS

KEY FEATURES

- Organization receive timely and up to date information quickly
- Organization achieve number of key value proposition
- High scalability and availability

Integration between business intelligence and business processes is a key objective for companies seeking to understand and optimize their core processes and operations. This integration can further empower users to be able to initiate business processes directly as a result of business insight and alerts, and receive timely and up to date information as a result of process execution.

Most medium and large organizations use some form of software to manage and track their key business functions. However, the complexity and heterogeneity of IT infrastructure and applications presents a significant challenge to many organizations. Complex, heterogeneous architectures often cause escalating ownership and development costs and further lead to IT departments being unable to respond quickly to the needs of the business.

Oracle Business Intelligence Enterprise Edition 10.1.3.2 (Oracle BI EE 10gR3) and the Oracle 10.1.3 SOA suite together provide a comprehensive suite of technologies for business intelligence and the development of service oriented architectures.

Oracle BI EE has powerful integration capabilities with the Oracle SOA suite, enabling customers to achieve number of key value propositions:

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Action from insight:

The integration of Oracle BI EE with the Oracle SOA Suite enables business users to take appropriate action in response to the insight they gain through interactive dashboards, reports and alerts.

This integration enables business users to directly invoke business processes (defined as BPEL workflows) from dashboards, reports and business intelligence alerts.

RELATED PRODUCTS AND SERVICES

- Oracle Fusion Middleware
- Oracle Real-Time Decisions
- Oracle BPEL

Insight Driven Business Processes:

Oracle BI EE provides an extensive set of web services that enables Oracle business intelligence to be used within the heart of operational business processes. Integration with Oracle SOA Suite enables key performance indicators, business metrics and query results defined within Oracle BI EE to be embedded within BPEL workflows and business rules.

This integration enables business processes and rules to be defined that are directly oriented and optimized towards business goals.

Automated reporting, alerting and delivery:

Oracle BI EE provides open standard web services interfaces to enable service oriented architecture components to generate and deliver valuable business intelligence reports and alerts at key stages within a business process. For example, BPEL processes can be defined which deliver personalized reports to business users and generate alerts on dashboards throughout the execution of business processes.

Integration of Oracle BI EE's reporting and alerting capabilities within BPEL workflows provides essential, timely and precise visibility of business information to business users as part of the execution of a business processes.

Predictive analytics:

Oracle's highly innovative predictive analytics technology – Oracle Real-Time Decisions (RTD) - allows further enhancements to business rules and business processes defined within service oriented architectures. RTD allows customers to define a set of objectives that are desired from a given business operation. As the business operation goes into execution, RTD will then learn, in real time what the appropriate decisions are to achieve these objectives.

Business process analysis:

Service oriented architecture middleware components such as the (Oracle Process Manager and the Oracle Enterprise Service Bus) generate data describing the runtime behavior of business processes. The integration of Oracle BI EE and the Oracle SOA Suite provides rich data integration, analysis and reporting capabilities over this data, to enable near real time and historical understanding of business process performance.

Summary:

The integration of Oracle Business Intelligence with service oriented architectures enables the use of a rich Enterprise Business Model and sophisticated analytic and reporting capabilities to be leveraged within business process platforms. This integration further enables users to invoke business processes and events from within Oracle business intelligence tools and provide visibility into business operations.

Oracle Business Intelligence Enterprise 10.1.3.2 and the Oracle 10.1.3 SOA suite together provide a comprehensive suite of technologies for business intelligence and the development of service oriented architectures.

Well established levels of scalability and high availability, as well the loose coupling enabled by coarse grained service delivery and strict layering in the Oracle Enterprise Information Model enable business intelligence to be embedded and invoked throughout business processes, event routing and transformation engines and business rules.

Oracle Business Intelligence is “hot-pluggable”, supporting web service interoperability standards, third-party middleware, business process platforms and tools.