

# Oracle Business Intelligence Standard Edition One

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# Oracle Business Intelligence Standard Edition One

Oracle BI Standard Edition One provides an ideal solution for enabling organizations to:

- **Create and deliver all manner of highly formatted business documents**
- **Integrate and analyze data from multiple applications and sources**
- **Define, manage, and access key business information, metrics and KPIs in one place**
- **Build personalized, interactive dashboards that drive insight to action**
- **Enable self-service ad hoc analysis of business data**

## DRIVERS FOR BUSINESS INTELLIGENCE ADOPTION

Growing small and medium size businesses rely on agility and innovation to compete and differentiate their products and services from larger, incumbent competition. And small workgroups within larger organizations often need to act with the same level of agility and speed to meet their departmental objectives.

Business Intelligence (BI) isn't just for big company executives anymore – it's for everyone in any organization that relies on information to be effective. High quality, readily accessible, and up-to-date information has become an increasingly essential ingredient to quick and effective decision making for organizations large and small. So it's not surprising that BI has become a top priority for CIO's and IT departments, or that Gartner surveys show BI as the #1 priority for CIO's the last two years running.

BI growth and necessity is being driven by a confluence of factors, including increasing business speed, change, and competitiveness, as well as regulatory requirements. From a business perspective, many organizations experience one or more of the following **pain points** that necessitate adoption of BI solutions:

- **Have data, lack insight:** Lots of data is being collected in operational systems, but the organization lacks insight into that data related to market, customer, and product trends that could help employees run the business more effectively.
- **No “big picture”:** Silos of data exist in finance, sales, manufacturing, and other departments, but the organizations lacks a complete and consistent view of this information to assess overall business performance as well as cause and effect relationships.
- **“After-the-fact” insight:** Information reaches decision-makers when it's too late to make a change. The organization is unable to spot emerging opportunities and risks in time to take advantage.
- **“Export, format, analyze, report....”** Lacking a quality BI foundation, employees in the organization resort to data export into Microsoft Office Excel, where they must combine, format, analyze, and create reports on the data, then cut and paste those reports for presentation to management, then repeat the process every time management wants an update. This process is time consuming, costly, error prone, subject to individual

interpretation, inflexible, and limited to periodic intervals. Information is not timely, consistent, or reliable. This is not the way to run a winning organization!

Any of these challenges sound familiar?

Today, most business executives and managers, as well as IT professionals, already understand the value of business intelligence, data integration, and data warehousing technology for addressing these challenges. However, most small to medium size businesses have had limited success with business intelligence tools either because the tools are too complex, are too costly to implement or support, are “dumbed down” versions of enterprise BI products and don’t provide the necessary functionality, or perhaps simply because a typical BI configuration requires different tools from different vendors, each of which adds more cost, complexity and risk when pieced together. Implementing such a solution can be challenging for organizations with limited resources.

### **KEY BI SOLUTION REQUIREMENTS**

To solve these problems and grow competitively, small to medium sized business are interested in a comprehensive business intelligence solution with the following capabilities:

- A single solution to generate, publish, and distribute business documents and reports such as operational reports, invoices, financial statements, shipping labels, checks, government forms, regulatory filings and more on a scheduled basis.
- Reporting and analysis with extensive functionality that is easy to use for business people, and easy for IT to integrate with business applications and data sources already in place.
- A single, integrated BI platform that meets a range of needs including reporting, dashboards, ad hoc analysis, and decision making – with one consistent view of all the company data.
- A simple install experience and ability to deploy a high performance, complete BI and data management system with low total cost.
- A solution that can be expanded and easily upgraded over time to meet growing and evolving business demands and business intelligence needs.
- A single vendor that provides support, no matter what the issue.
- An attractively priced solution that fits virtually any budget.

Oracle created Oracle BI Standard Edition One with these key requirements in mind.

## ORACLE BUSINESS INTELLIGENCE - A COMPLETE BI SYSTEM

Oracle BI was developed with simplicity and business user self-sufficiency in mind, with features such as:

- **Business user interfaces that require no coding, SQL or other technical skills**
- **Report layout and design using everyday tools like Microsoft Word and Adobe Acrobat**
- **Point and click, self-service ad hoc analysis over the Web**
- **Live, fully interactive dashboards**
- **Drag and drop dashboard authoring**
- **Single, integrated semantic model supports all BI tools for consistency and ease of use**
- **Fast, simple install of entire system on one server**

Oracle BI Standard Edition One is a complete, integrated BI system specifically designed for the small to medium size business or workgroup. It embraces all of the above properties as important design principles and includes:

- **Oracle Database Standard Edition One.** The world's leading database is included to serve as the foundation of a robust reporting database or data mart.
- **Oracle Warehouse Builder (core ETL).** One of the leading extract, transform and load (ETL) tools is also included to help organizations construct and maintain an efficient, high quality data warehouse.
- **Oracle Business Intelligence Server.** The exact same engine that powers Oracle BI Enterprise Edition is also included with BI Standard Edition One. The BI Server is a powerful query and analysis server that can integrate multiple heterogeneous data sources into a single, simplified view of business information. It supports direct access to both Oracle and non-Oracle data sources.
- **Oracle Business Intelligence Interactive Dashboards.** Oracle BI Interactive Dashboards provide a personalized, role-based, 100% thin-client, web browser interface to important trends and KPI's, including visualizations like gauges, charts, summary reports, and even condition-based guided analytics. Interactive Dashboards enable every user to keep tabs on the pulse of the business and get the relevant and complete insight they need for their role.
- **Oracle Business Intelligence Answers.** Oracle BI Answers is a 100% thin client, ad-hoc reporting and analysis solution that is full integrated with Interactive Dashboards and BI Publisher. End users can quickly create their own reports, then drill, analyze, visualize and embed the results in their own personalized dashboard.
- **Oracle Business Intelligence Publisher.** Oracle BI Publisher provides a single solution for generating all manner of business documents and highly formatted reports, from virtually any data source or application. Creating reports and documents with BI Publisher is uniquely simple for business users compared to other reporting tools. Users leverage common and familiar desktop tools like Microsoft Office Word, Microsoft Office Excel, and Adobe Acrobat to build their report templates, easily creating everything from regulatory filings, checks, and invoices to operational reports, management reports and more.

## THE RIGHT FOUNDATION FOR BUSINESS INTELLIGENCE

*"With Oracle's business intelligence solution, we were able to deliver more than 400 reports to a large organization with just one person—now that's cost effective."*

*— William Duffy, Data Warehouse Project Manager, Pitney Bowes Inc.*

### Proven, Leading Technology at an Attractive Price

Oracle is a proven and trusted leader in business intelligence and data warehousing. When organizations adopt Oracle BI Standard Edition One, they can do so with confidence that they are investing in category-leading technology across every part of the solution, including leading business intelligence, data integration, and data warehousing technology. In fact, Oracle is the only vendor positioned in the Leaders quadrant by Gartner for both BI Platforms and Data Warehousing tools. Further, Oracle is the #1 provider of Business Analytics software, which includes analytics applications, BI tools, and data warehousing, according to IDC.

Oracle BI Standard Edition One is priced attractively at \$1000 per user for 5-50 user deployments, providing industry-leading technology at an incredible value for the small to midsize organization.

### Ready to Grow with Your Business

BI Standard Edition One provides comprehensive BI functionality and is built on the same technology platform as Oracle BI Enterprise Edition. This makes it easy to scale the solution as business needs grow simply by acquiring the appropriate license. There is no need to convert, update or transform BI Standard Edition One reports, dashboards, metadata, or data models when moving to Oracle BI Enterprise Edition, so the platform is enterprise ready from day one! This makes it attractive to organizations interested in investing in a sound BI foundation that will meet current and future needs, rather than acquiring multiple piecemeal technologies by department that are ultimately thrown away as the business needs grow and change.

Further, the entire solution is available from a single vendor with award-winning support. Rather than diagnosing and troubleshooting issues through multiple vendors, Oracle BI Standard Edition One support can be obtained through a single call to address any issue.

### Flexible Deployment Options to Meet Different Needs

Because the BI Standard Edition One package is so complete, organizations can pick and choose which components they want to start with and build out as business needs demand. For example, customers can:

- Start with BI Publisher to produce high fidelity production reports on a scheduled basis that can be delivered in a variety of formats (PDF, HTML, Microsoft Office Excel etc.)
- Construct a datamart to consolidate multiple systems into a single source of truth with the included Oracle Database using Oracle Warehouse Builder.

- Add dashboards with analytic content (KPI's, stoplight reports, gauges and charts) on top of the datamart using Oracle BI Interactive Dashboards, or perform ad-hoc query and analysis using Oracle BI Answers.

Oracle BI Standard Edition One is easy to install. The installer is pre-configured with the most appropriate options for the small to medium sized business making it simple to get up and running with minimal post-install configuration.

### **Designed with Business Users in Mind**

Oracle BI Standard Edition One was developed with business user self-sufficiency in mind. Many BI tools today are just that – tools for developers with poor business user interfaces. Their complexity put the emphasis on IT to develop reports and distribute them to business users. While organizations can certainly follow this model with Oracle BI Standard Edition One if they choose, the strength of the product is in enabling business users to more easily create and share new analyses, reports, and dashboards on their own, within the boundaries set by IT. It includes many features that empower business users with new levels of self-sufficiency, while also delivering powerful analytic capabilities that are easy to use. The following is a sample of the features included that help drive simplicity and user comfort:

- Business user interfaces that require no coding, SQL or other technical skills
- Report layout and design using everyday tools like Microsoft Word and Adobe Acrobat
- Point and click, self-service ad hoc analysis over the Web
- Live, fully interactive web dashboards that include rich filtering and data visualization capabilities
- Drag and drop Dashboard creation
- Single, integrated view of all your data that supports all BI tools, providing information consistency and ease of use
- Fast, simple install of entire system on one server

### **SUMMARY**

Oracle Business Intelligence Standard Edition One is a powerful, integrated and comprehensive BI system that will provide new levels of business insight and value within any IT environment. Based on leading BI and data warehousing technology, it's pre-configured and packaged at an attractive price to meet the needs of small to medium sized organizations. The entire solution is backed by Oracle's award winning support organization, so customers are assured of a simplified and extremely cost effective ownership experience. Even better, BI Standard Edition One is based on the same technology as Oracle BI Enterprise Edition, making it a proven solution for even the largest enterprise deployments, so investments made

in Oracle BI Standard Edition One will be provide the right BI foundation for competitive advantage, today and as future needs expand.

## APPENDIX: DESCRIPTION OF COMPONENTS

### Oracle Business Intelligence Server

IT departments today are burdened with supporting a variety of different BI and reporting tools that span different user needs, different departments, and different applications – each of which must be supported, has separate metadata, separate hardware, and training needs. All Oracle BI Standard Edition One reporting and analysis services, including BI Interactive Dashboards, BI Answers, and BI Publisher, are driven from a single, unified architecture based on the Oracle BI Server as a foundation.

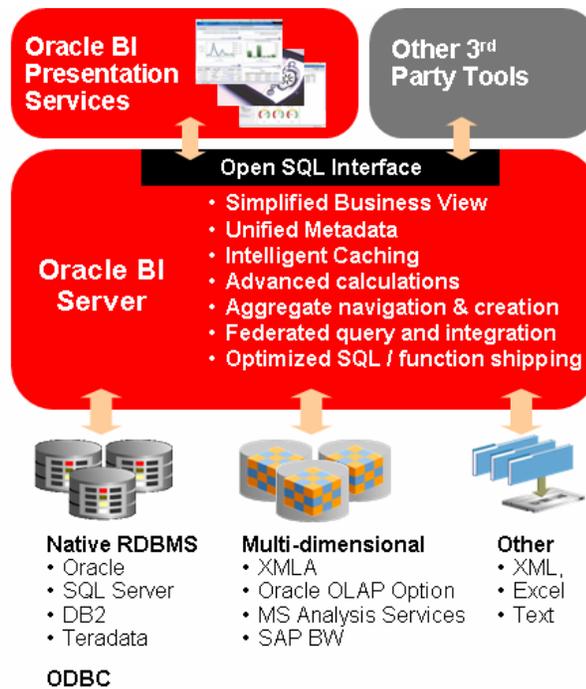
**Oracle BI Server provides access to and intelligence from data stored in virtually any data source or application, including:**

- Oracle Database
- Oracle Database OLAP Option
- Oracle e-Business Suite
- Oracle PeopleSoft EPM
- Oracle Siebel CRM
- SAP B/W
- Microsoft SQL Server
- Microsoft Analysis Services
- Microsoft Office Excel
- IBM DB/2 database
- Teradata Warehouse
- ODBC sources
- Flat Files
- XML

Oracle BI Server provides the following services to enable the other components of BI Standard Edition One such as Answers (for ad-hoc query and analysis), Interactive Dashboards (for performance management) and BI Publisher (as a source of data for highly formatted reports):

- High performance, scalable, highly efficient query and analysis
- Federated data access and integration
- Rich calculation engine
- Simplified business model, with common definitions of business items regardless of their underlying source

The BI Server is capable of integrating disparate heterogeneous data sources into a single federated view. It can simultaneously generate optimized SQL against multiple data sources, be they relational, multi-dimensional or flat file. This means that users enjoy the convenience of operational analysis from dashboards or ad-hoc query against a single presentation layer that represents all the data assets of the organization, no matter what they are. A unified metadata layer called the Common Enterprise Information Model presents users with items and reports in simple terms. For example, an item called “revenue” can be hosted in a historical data warehouse, another called “quota” can be hosted in an Microsoft Office Excel spreadsheet and a third “forecast” can be in Microsoft Analysis Services 2005. Yet all items can be seamlessly drawn into a single analysis and displayed in a report or on a dashboard because the BI Server handles the intermediation to optimally query each source.



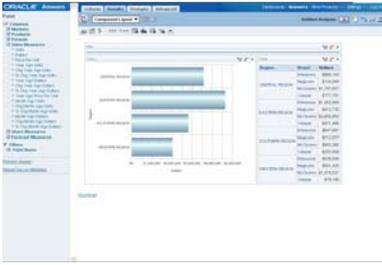
### Oracle Business Intelligence Interactive Dashboards



The primary business user interface for management as well as front-line business users is the Oracle BI Interactive Dashboards. Business users can access live business intelligence information through Interactive Dashboards, which is a 100% thin client solution that only requires a web browser and no downloads or plug-ins. It provides users with a rich, interactive user experience by delivering information that is filtered and personalized to a user's identity or role; making information intuitive and easy to understand; and guiding users to precise and effective decisions. Users work with live reports, prompts, charts, tables, pivot tables, graphics, and tickers. Users have the ability to quickly and easily navigate to the information they need; drill in place for further analysis; modify calculations; and interact with results.

Oracle BI Interactive Dashboards provide an innovative feature called Guided Navigation. This allows custom content to appear in a user's dashboard page if a business exception has occurred. The guided navigation supplies descriptive text and a link to take the user to further insight and action. For example, if there is an inventory shortfall associated with an order worth more than \$50,000, a guided navigation link appears which notifies the user of this exception and provides a link to a supplier performance report that can help the user understand if they need to replace an existing supplier. In short, an organization's best practices can be encoded in these guided navigations, so users are always led through the most effective path when correcting business problems.

## Oracle Business Intelligence Answers



Like BI Interactive Dashboards, Oracle BI Answers is a 100% thin client solution that works in standard web browsers without requiring downloads or plug-ins. It delivers sophisticated ad-hoc query and analysis features and is fully integrated with BI Publisher and BI Interactive Dashboards. This means users can easily present findings on a dashboard page for management review or turn an analysis into a high quality printed report using BI Publisher.

Because it leverages the Common Enterprise Information Model, BI Answers lets users query all data assets in the organization no matter what form they take, relational, multi-dimensional or flat file. The simplified presentation layer makes it easy to get at items from disparate data sources, stitching them together into a powerful analysis that crosses departmental boundaries. Just how much revenue does each employee contribute as a ratio of their individual salary? Such a cross disciplinary question is easily tackled with BI Answers.

## Oracle Business Intelligence Publisher



Oracle BI Publisher offers an efficient, scalable reporting solution that specializes in the generation and delivery of highly formatted reports. Utilizing familiar desktop tools (such as Microsoft Office Word, Microsoft Office Excel, PowerPoint, Adobe Acrobat and as an integrated component of BI Standard Edition One, it's easy to take any Oracle BI Answers request and turn it into a highly formatted report with pixel perfect layout precision. BI Publisher can also accept and format any well-formed XML data and can therefore be integrated with any database, application, process or web service that generates XML. This means that data from multiple sources can be combined into a single output document.

A screenshot of a detailed report generated by Oracle BI Publisher. The report is titled "Oracle General Ledger" and shows a complex data table with multiple columns and rows. The data appears to be financial or operational in nature, with various numerical values and text descriptions. The report is formatted with clear headers and footers, and includes a logo for Oracle at the top left.

BI Publisher has sophisticated bursting capabilities, allowing administrators to schedule report runs that take data, combined with multiple formatting templates to generate multiple documents from that same data, delivering each to specific users in specific ways. For example, a user could e-mail a finished report as a PDF attachment, save a copy in a webDAV application for archival purposes and upload an HTML version to a website – all from a single scheduled run.

Specializing in highly formatted reporting, BI Publisher makes it easy to generate the full spectrum of business documents, from marketing brochures, operational reports, management reports to tax forms, checks and shipping labels with bar codes.

## Oracle Database



The foundation for most successful business intelligence solutions is a well-formed data mart or data warehouse optimized for analysis and reporting. Oracle is the worldwide leader in data warehousing, and customers that begin with Oracle Standard Edition One as their BI foundation will benefit from the included Oracle Database Standard Edition One, which is itself designed for deployment in small to medium sized business environments. Out of the box the database is pre-

configured for production usage, complete with automated space, storage and memory management, automated backup and recovery and automated optimizer statistics management.

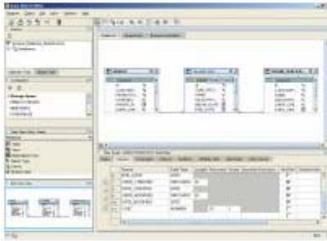
As a full-featured edition of Oracle's industry leading database, Oracle Database SE1 supports all standard relational data types as well as native storage of XML, Text, Documents, Images, Audio, Video and Location data. Access to data is via industry standard interfaces such as SQL, JDBC, and more.

Automated data mirroring and backup/recovery capabilities protect business data from common causes of data loss without the need for expensive storage solutions. Powerful Flashback Query capabilities allow administrators to easily see and recover older versions of data, without the need to perform complex recovery operations.

Robust support for database roles, auditing and data encryption provides strong access control and accountability to address security and privacy needs.

Like Oracle BI Standard Edition One, the Oracle Database Standard Edition One is built from the same code base as the Enterprise Edition, ensuring that as needs expand it is a simple process to upgrade to enterprise licenses, protecting existing investments long into the future.

### **Oracle Warehouse Builder**



In conjunction with the included Oracle Database, Oracle Warehouse Builder can help an organization build a high quality data warehouse, integrating and consolidating data from across departments to provide a complete and accurate picture of the market, customers, and performance. Warehouse Builder is an industry leading ETL tool that handily pulls data from multiple sources (relational sources like SQL Server, flat files, Microsoft Office Excel files and much more), automating the ongoing processes of staging and updating data to deliver an up to date high performance warehouse.

Tightly integrated with the Oracle Database, Oracle Warehouse Builder takes advantage of database features to provide support for slowly changing dimensions (capture changes and version them with data, for example an evolving product hierarchy); smart storage, using partitioning to improve load and query times; the appropriate creating of indexed columns on fact tables to enable star query transformation and the ability to automatically generate time dimensions and more.



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