Convert Data into Insight
To Unleash Insight...

It all begins with a question...

**What caused a recent dip in sales?**

To answer this question, you need to combine data about what happened with information that helps explain why it happened...

… and to do this, you need a platform that is easy to use, one that supports the whole process—from loading data to creating and sharing dashboards and reports—on any device.

Then, you can dig into the details that drive your business and see the story unfold visually.
Start with the Data

To find out what caused the dip in sales, start by loading data into a powerful database—the foundation for a fast, flexible platform for analysis.

**Gather Your Data**
You have many data sources. The data that answers your questions is in different formats and systems—from spreadsheets and CSV files to on-premises ERP to cloud CRM.

**Load Your Data**
You want simple options to get your information into a powerful database. It’s a simple self-service approach to upload your data without having to know how to create database structures or write SQL.

**Enable Ongoing Updates**
You need a simple process for ongoing updates. The platform should let you import data from web services and other Software as a Service applications in a single click. And it must include easy ETL tools that streamline data refreshes.
Dig Deeper

You can see that your revenue data doesn’t tell the whole story. To dig deeper, you need to combine revenue and fulfillment details, and you need to enhance both data sets by using prebuilt, advanced functions that extend your analysis.

**Manage Your Data**
Review your data to see if the headers and data types match up across sources, and then correct the issues inline if they don’t.

**...and...**
Connect different data sets by specifying relationships between tables, defining aggregation rules, establishing hierarchies, and creating calculated values.

**Extend Your Analysis**
Enhance your data with intelligent, derived metrics. Do that by using a best-in-class BI platform, one that offers a library of prebuilt analytic modules, functions, filters, trending, binning, and advanced calculations.
See the Story

Now it’s time to see what’s going on. Illustrating the story should be as simple as selecting from a gallery of dynamic visualizations or getting automatic recommendations if you aren’t sure.

You can:

• **Create Compelling Dashboards:** When you have a pressing question, you want to move fast. An agile analytics platform lets you quickly create compelling dashboards by using intelligent defaults and easy drag-and-drop composition. Rapidly iterate on your own or with colleagues by adding or removing data, setting filters and prompts, and changing views.

• **Choose the Best View:** Is a bar graph best or would a trellis chart make the issue clearer? If you aren’t sure, you want your solution to be sophisticated enough to automatically suggest the best visualization for your data. However, if you do know what you want, then a rich charting gallery with dozens of dynamic visuals simplifies the selection.

• **Get a Clear Picture:** When it’s visual, the story is clear! Your top products are back ordered, and the back order caused a dip in sales. You might also catch other issues. For example, you see an emerging trend of customer cancellations—a totally new and critical insight.
Go Mobile and Share

Having information and being able to share it—when you need it, no matter where you are—drives new insights. As soon as you know that back orders are causing the dip in sales, you can share that insight with your VP, so that she has it on her iPad before she walks into her Operations review.

Mobile access shouldn’t take any extra effort. Today, you expect to get precisely what you need at the Apple Store or Google Play—not a static rendition of a desktop application, but a fully interactive experience that includes drilling, swiping, zooming, and offline access.

Similarly, sharing should be simple and secure. Choose what you want to share, knowing that fine-grained controls ensure that people see only appropriate content, even if the original analysis includes data outside their scope.
Right Now, on Your Terms

When something is changing in your business, you can’t wait to see what happens. You need a BI solution on your terms: immediately available, easy to learn, easy to use, highly secure, and cost-effective.

You can:

- **Take Immediate Action**: Spend your time identifying new insights that drive action by using a solution that’s immediately available and easy to learn.

- **Control Fine-Grained Security**: Secure your data so that people see only what they should. Fine-grained security means that there’s control across the system for applications, dashboards, and data.

- **Update on Your Schedule**: Control your organization updates on your schedule, while the infrastructure, maintenance, and upgrades are handled for you. Data is refreshed on a schedule that meets your needs, and changes to the environment reflect your actual business practice.

- **Benefit from Low Cost, Low Risk**: Manage your budget and measure your return on investment. Cloud solutions let you enhance the resources needed for a low-cost solution without assuming the capital expense.
BI Cloud Service

Now you have a solution when you need fast answers that you can trust!

Oracle Business Intelligence Cloud Service is a cost-effective, enterprise-class analytics platform in the cloud. It empowers you to convert data into insight.

You can:

- **Start with the Data**: Start your analysis by loading your data into a world-class database. No need to write SQL. Simply click to make self-service or ongoing updates.

- **Dig Deeper**: Manage data easily from multiple sources and extend the data by using prebuilt advanced analytic functions.

- **See the Story**: Illustrate your data from a rich charting gallery. Get automatic suggestions to create visually compelling dashboards and meaningful analytic applications that you can build and share quickly.

- **Go Mobile and Share**: Share your insights and drive collaboration. All your analytics are available on any device without extra design work.

- **Benefit Right Now, on Your Terms**: Benefit from a proven BI platform that delivers analytics on your terms and offers the peace of mind and low operating cost of the cloud.
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