

ORACLE

Oracle Global Leaders Program

December 3 - 16.45 SGT

Oracle Global Leaders Meeting APAC 2020

Oracle Analytics Cloud Panel



Paul Mc Donald
Analytics Manager
Yarra Valley Water - AU



Shalvin Narayan
Head of IT
Telecom Fiji Ltd. – Fiji



Pawarit Ruengsuksilp (Taa)
Project Consultant
Forth Smart – Thailand



Robert Loughnane
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YARRA VALLEY WATER

Oracle Global Leaders APAC Event
December 2020



YARRA VALLEY WATER



The largest of Melbourne's three retail water utilities providing water and sanitation services to people and businesses in Melbourne's northern and eastern

KEY STATISTICS

2million

Population Served



\$5billion

assets

\$1billion

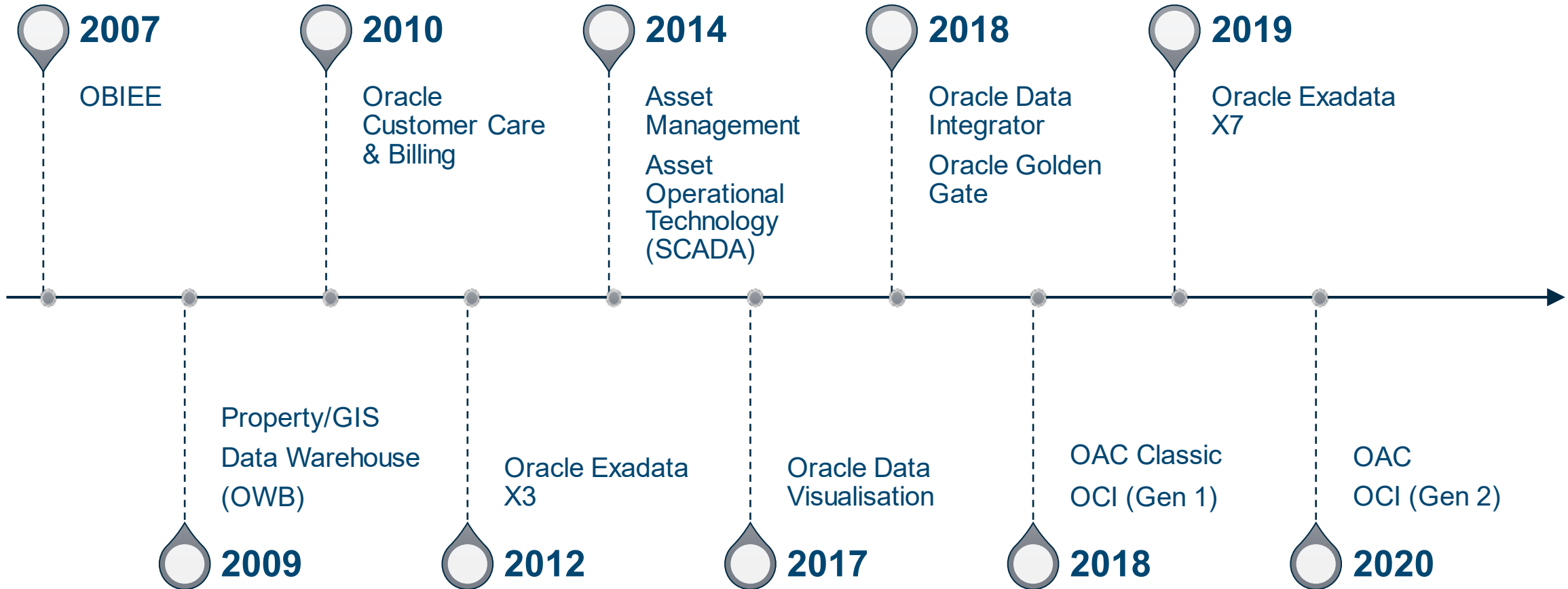
annual revenue

600

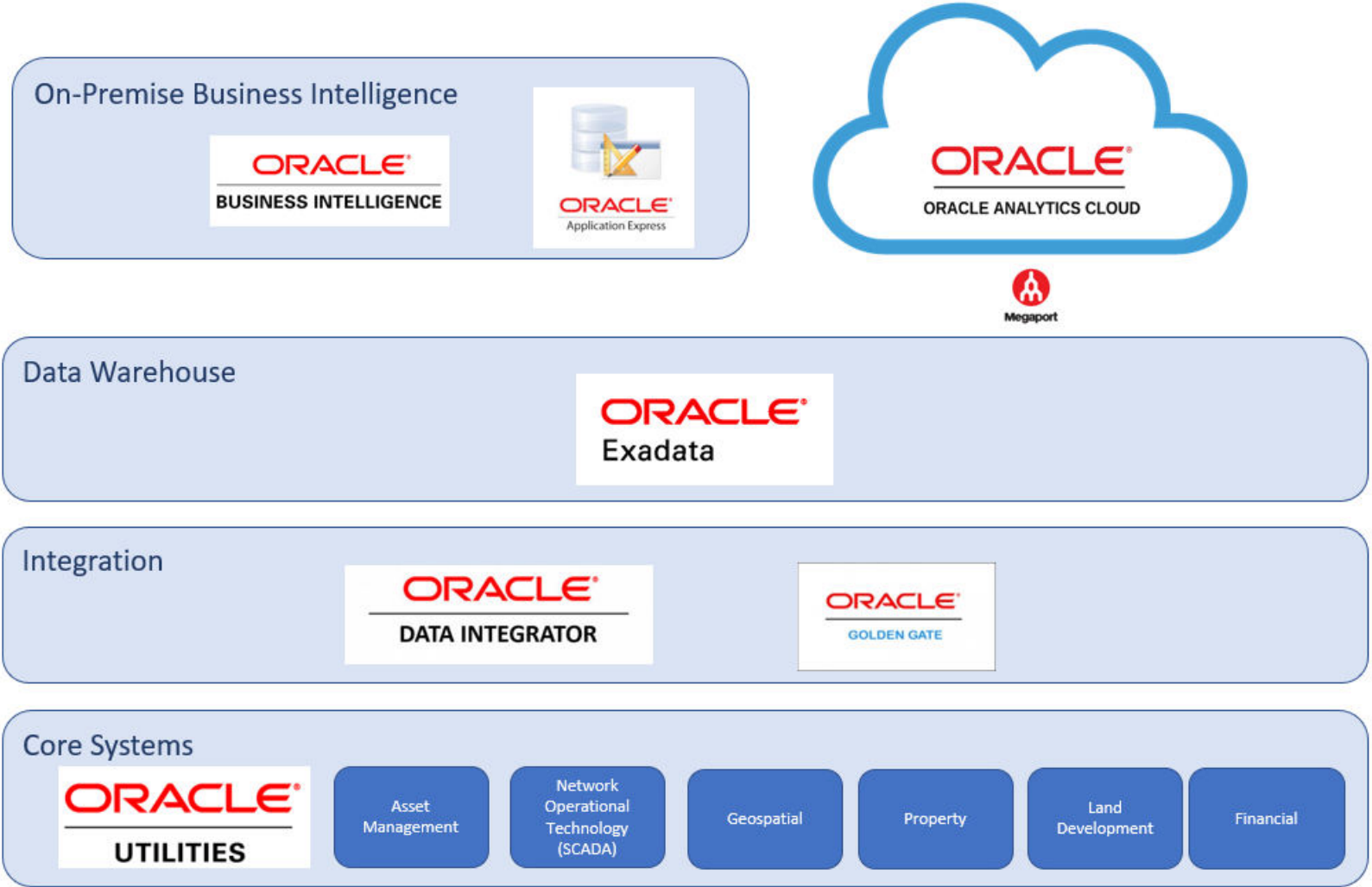
staff



ORACLE BUSINESS INTELLIGENCE TIMELINE



CURRENT BUSINESS INTELLIGENCE LANDSCAPE



BUSINESS INTELLIGENCE FACTS



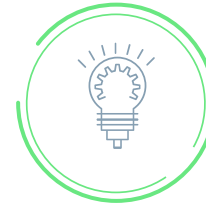
350 Dashboard and report consumers (operational, analytical, KPI and regulatory)



800 Intelligent Agents



15 Administrators (responsible for dashboards within their Business area)



25 Subject Areas (Financial, Assets, Billing, Metering, Customers, Work Orders, Property and Land Development)



70 Power Users (ad-hoc analysis)
30 now using OAC

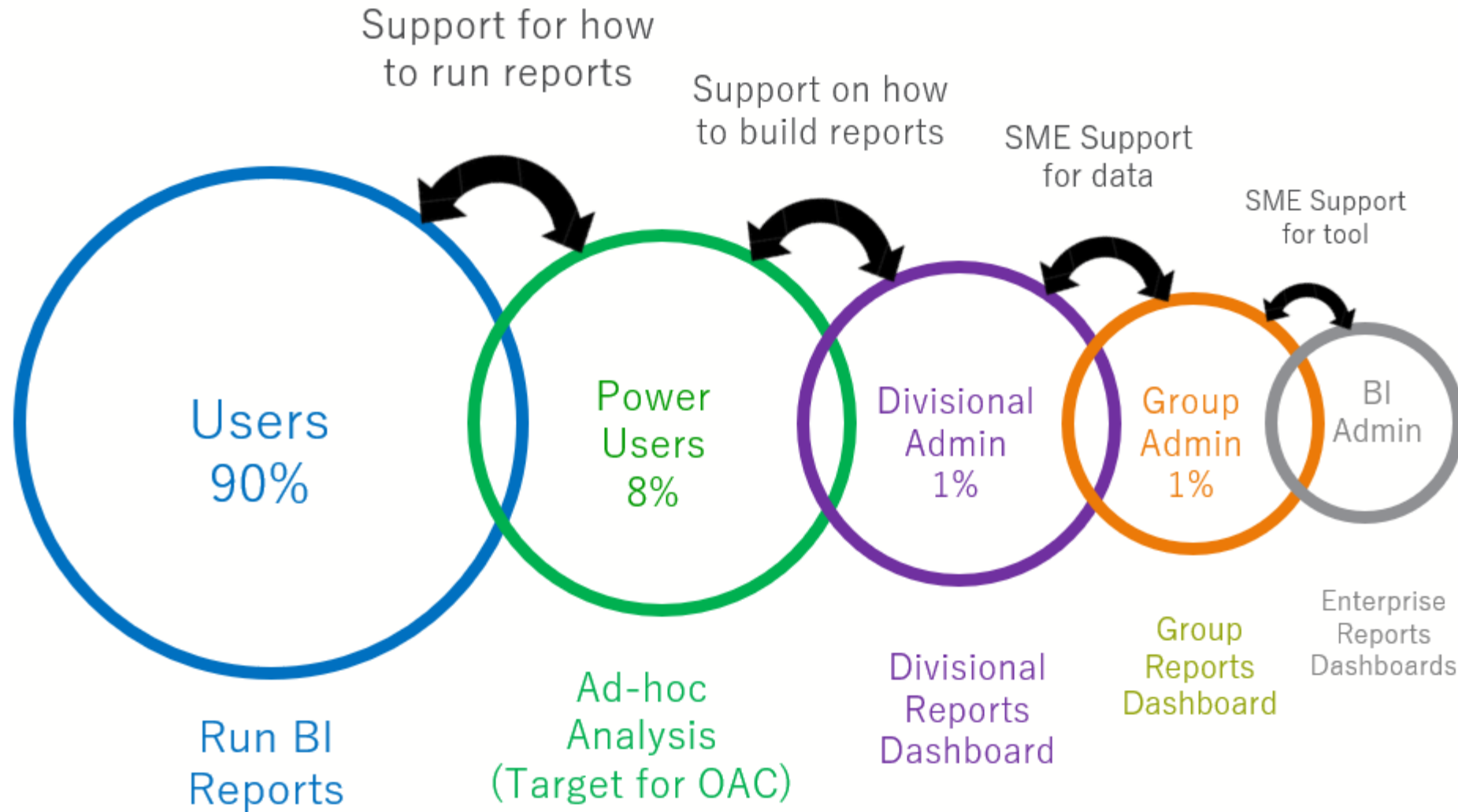


Data Warehouse (120 Dimensions, 90 Facts, 600 ELT Mappings, 50 Process Flows)



1600 Reports executed every month

SELF SERVICE MODEL



COMMUNITY OF EXCELLENCE

Cross Business Collaboration – Bringing together:

- Analytics Experts (Analytics Team)
- Data Engineers (Data Warehouse Team)
- Business Analysts (Business Reporting and Analytics Team)
- Information Explorers (Business End Users)
- Decision Makers (Business Leadership Team)

Goals

- Learn new skills and tools capabilities
- Share and learn best practices
- Learn about new data and analytics assets
- Learn the required processes and governance

WHY ORACLE ANALYTICS CLOUD

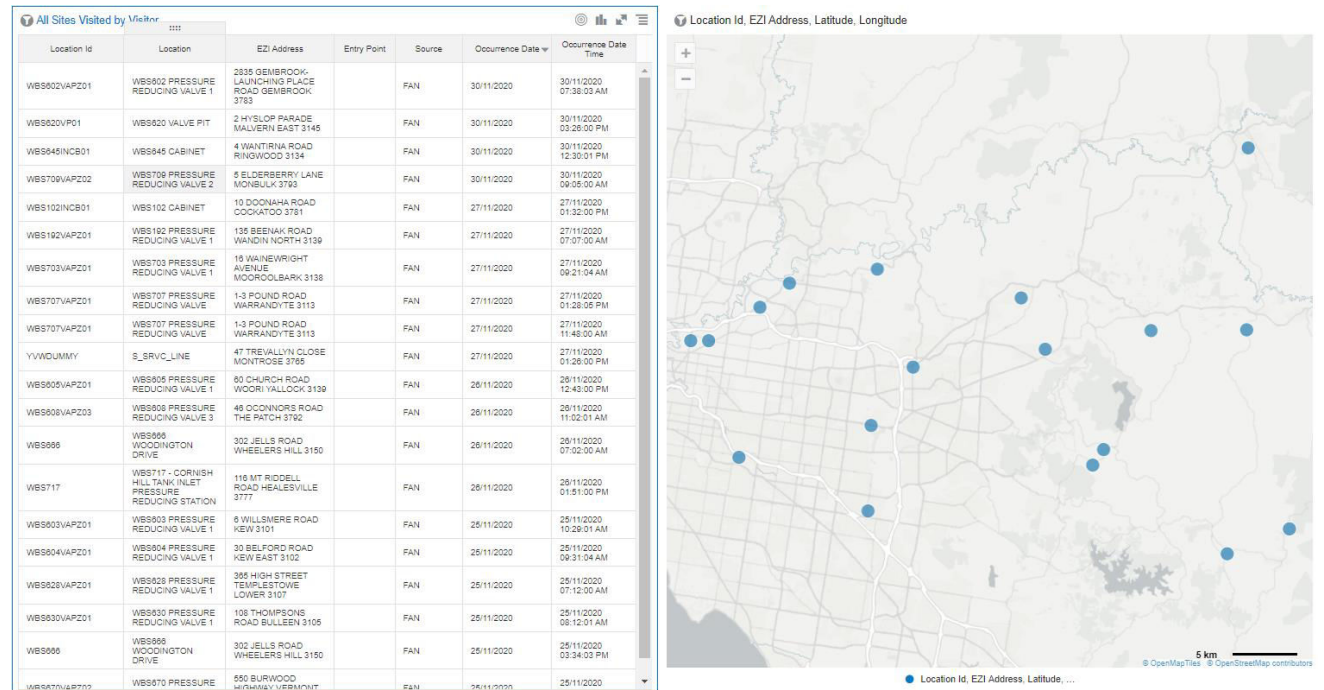
- No significant cost increases
- Leverage existing investment in OBIEE semantic layer
- No requirement to re-platform the existing Business Intelligence environment
- Users familiar with current product, existing OBIEE dashboard and reports still available and unchanged
- Single Enterprise reporting dashboard platform
- Modern User Interface (comparable to PowerBI and Tableau)
- Interactive Reporting
- New Visualisations
- Users can add their own data sources (Excel Spreadsheets)
- Users can combine data from multiple sources
- Augmented Artificial Intelligence (Forecasting)
- Security – Centralised control of access to production databases

SELF SERVICE SUCCESS STORIES

Corona Virus Contract Tracing

Purpose: As part of the Melbourne second wave lock down to tackle the spread of COVID-19 there was an urgent requirement to have the ability to contact anybody who had visited a YVW work site within the last 7 days. This would enable contact tracing in the event a visitor had contracted the virus.

Solution: Use OAC Data Sets and Data Flows to combine data from the YVW site card entry system, staff contact details from MS Active Directory, contractor and site visit information from the Asset Management system.

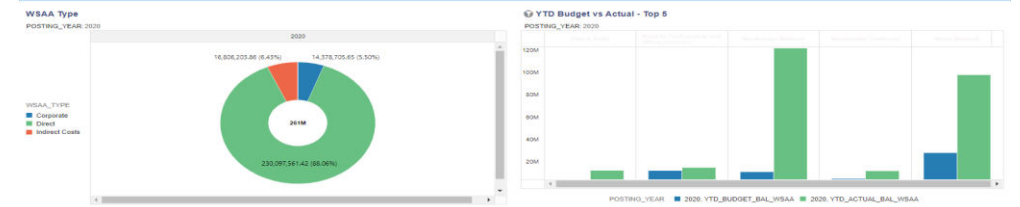
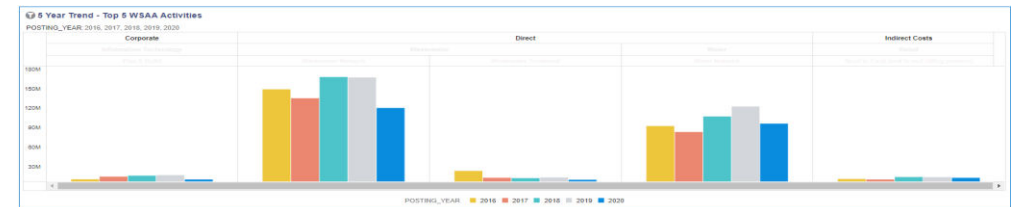
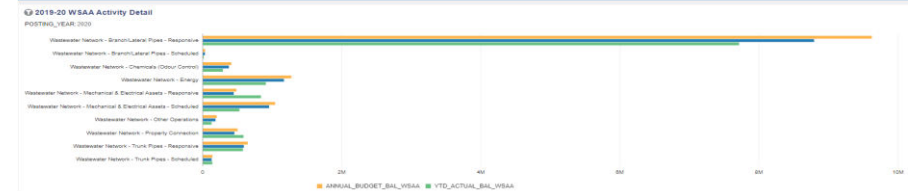
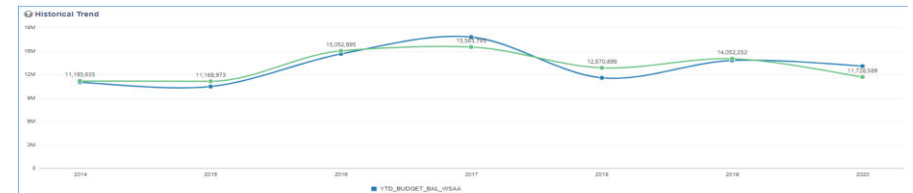


SELF SERVICE SUCCESS STORIES

Industry Standard Financial Reporting

Purpose: Organise the Business into alternative segments or cost pools as defined by the Water Services Association of Australia (WSAA) to enable benchmarking across the sector nationally.

Solution: Provide two spreadsheets of data, the first, mapping from YVW chart of accounts to the WSAA cost pools, the second, the details of the WSAA cost pool hierarchy. Use OAC Data Sets and OAC Data Flows to combine spreadsheets with general ledger data from YVW financial systems. Enabling financial information to be viewed using WSAA cost pool lens.



THE FUTURE

- Clean up of existing OBIEE Environment (6000 Reports and 500 Dashboard pages)
- Migration of rationalised OBIEE Dashboards and Reports to OAC
- On-going OAC training
- Continued establishment of Communities of Excellence



Yarra
Valley
Water

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Oracle Analytics Cloud



Shalvin Narayan – Telecom Fiji PTE LTD – Head of ICT

Who We Are ?



Only fixed line telco operator in Fiji focused on Digital Transformation.



Provides services to Government, Corporate, Wholesale, SME and Residential market.



Operates copper, fiber, 4G LTE and satellite network.



Offers voice, data, ICT, cloud and datacenter solutions.



Delivers MPLS, FTTx, xDSL and wireless access technologies

Our Analytics Use Cases

- New connections, subscription changes
- Customer churn
- Recurring, usage, add-on revenue
- Data usage patterns
- Voice usage patterns
- Service installation
- Trouble ticket installation
- Technician performance
- Common fault causes
- Unhealthy network inventory

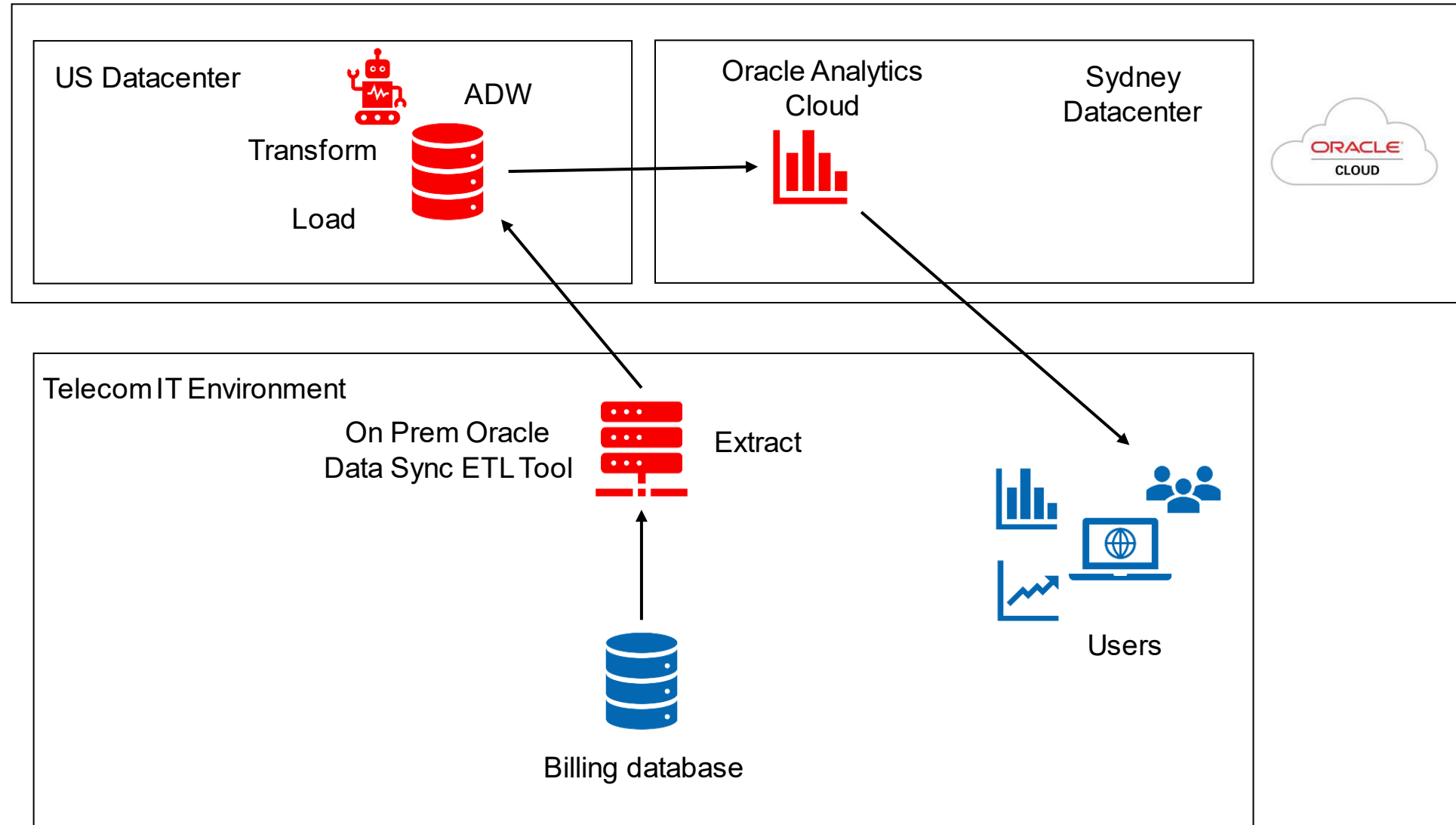
Status Before Moving to Cloud

- Transactional database performance issues
- Complex SQL statements – extreme execution plans
- Data silos
- Manual report generation
- Huge number of man hours and resources used
- DB performance fine tuning issues
- Low to no correlation
- Unhappy management – reports delivered very late
- Unhappy customers

Why Oracle Cloud ?

- Seamless integration with on-premise database
- Simple and easy to use design tools
- Best value per dollar
- Fastest cloud database
- Built-in intelligence on OAC
- No management skills required
- Wide availability of developer resources
- Business and technical resources are always available for any assistance

High Level Architecture



Benefits of OAC



Benefits of ADW

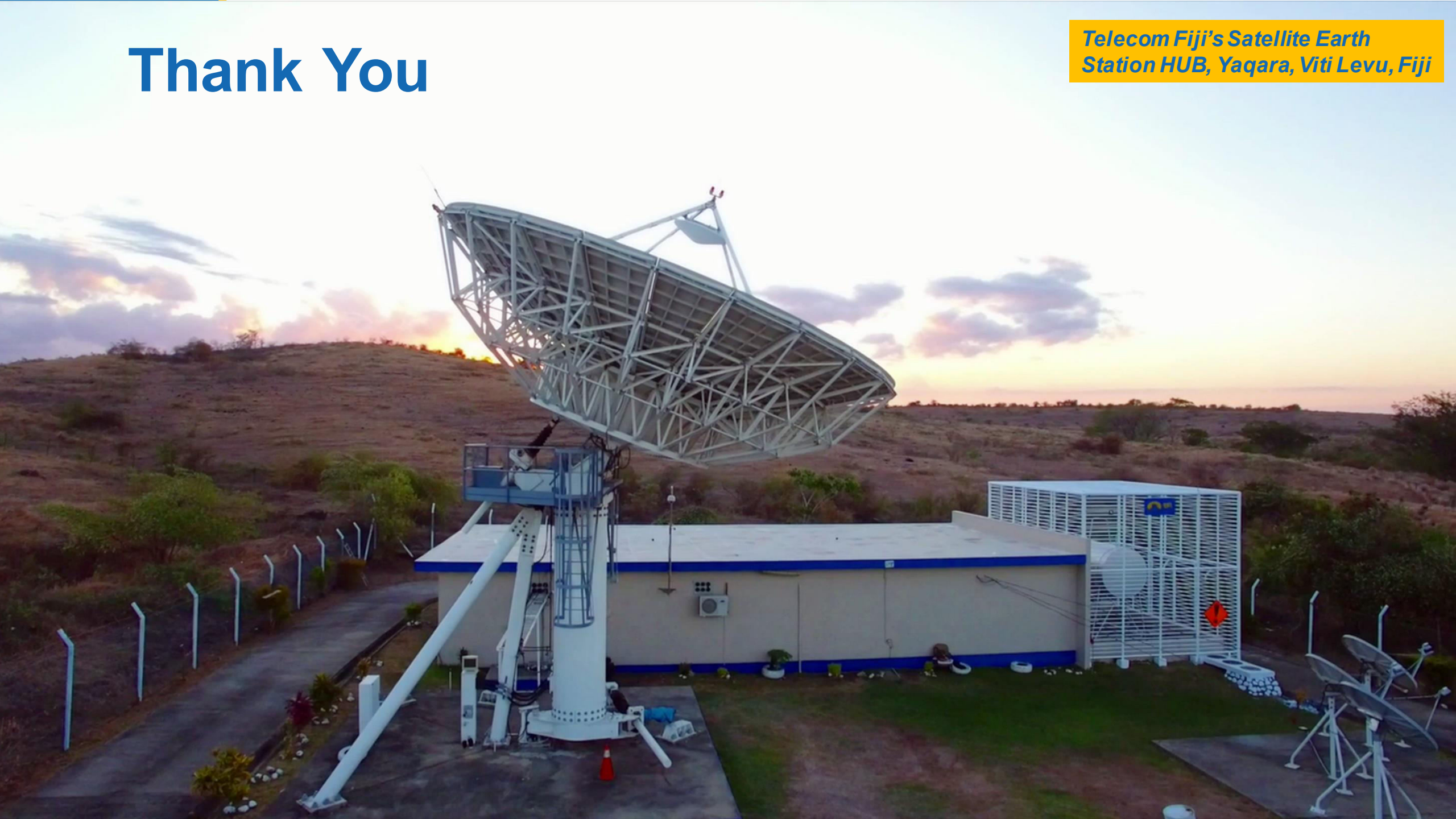
- Significantly reduced the turnaround time for the delivery of the analytics data from few hours to few minutes
- 50X performance gain in SQL queries in ADW
- Achieved single reporting source
- Ability to create new reports instantly
- Reduced resource utilization on transactional database
- Doesn't need any optimization
- Automatically scales up itself during peak times – end of the month
- DBA now focuses on analytics and data intelligence related tasks

Future



Thank You

Telecom Fiji's Satellite Earth Station HUB, Yaqara, Viti Levu, Fiji



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HOW DATA WAREHOUSE AND DATA MINING MAKE FINTECH MARKETING MORE EFFECTIVE

Pawarit Ruengsuksilp
Project Consultant
FORTH CORPORATION PCL
Dec 2020



Speaker Biography



Responsibility and Experience

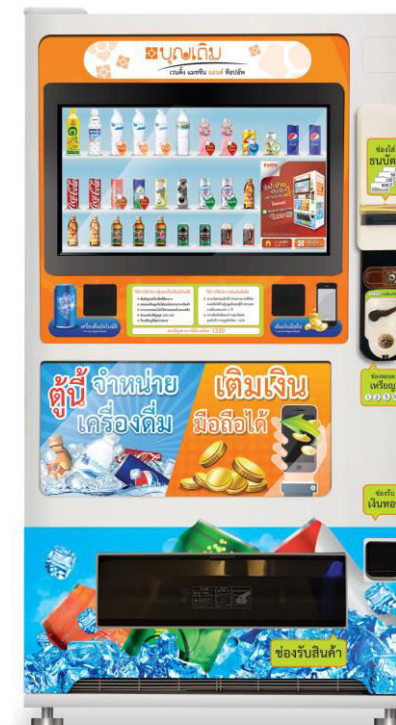
- Building a control room to minimize the downtime of 120,000 online vending machines
- Using Machine Learning Algorithms to do market segmentation and targeted ads
- Made more than 50 working dashboards with Oracle Analytics Cloud
- Automating and improving the quality and integrity of Management Meeting's reports
- Co-ordinating with international vendors to bring about the Smart Grid solution to improve Bangkok's electricity infrastructure

Agenda

- Company Introduction
- Use Case 1: Agent Service Team
- Use Case 2: Spatial Analytics
- Classification Models
- Experience of using ADW/OAC/OML
- Q&A

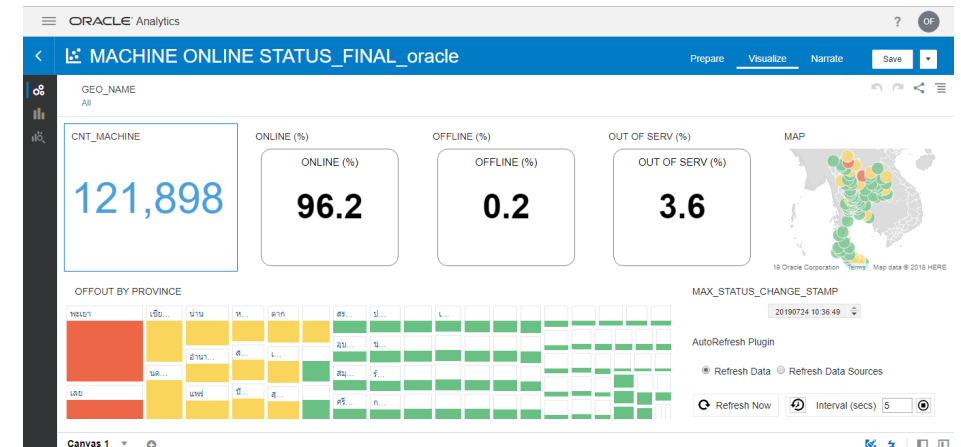
Forth Smart Service Corporation

- Established in 2008
- Around 300 employees
- Head Office based in Bangkok, Thailand
- Operating more than 120,000 vending machines throughout Thailand
- Provides topping up prepaid mobile phones, bank transfers and utility bills payment services
- Expanded into snacks, drinks and coffee

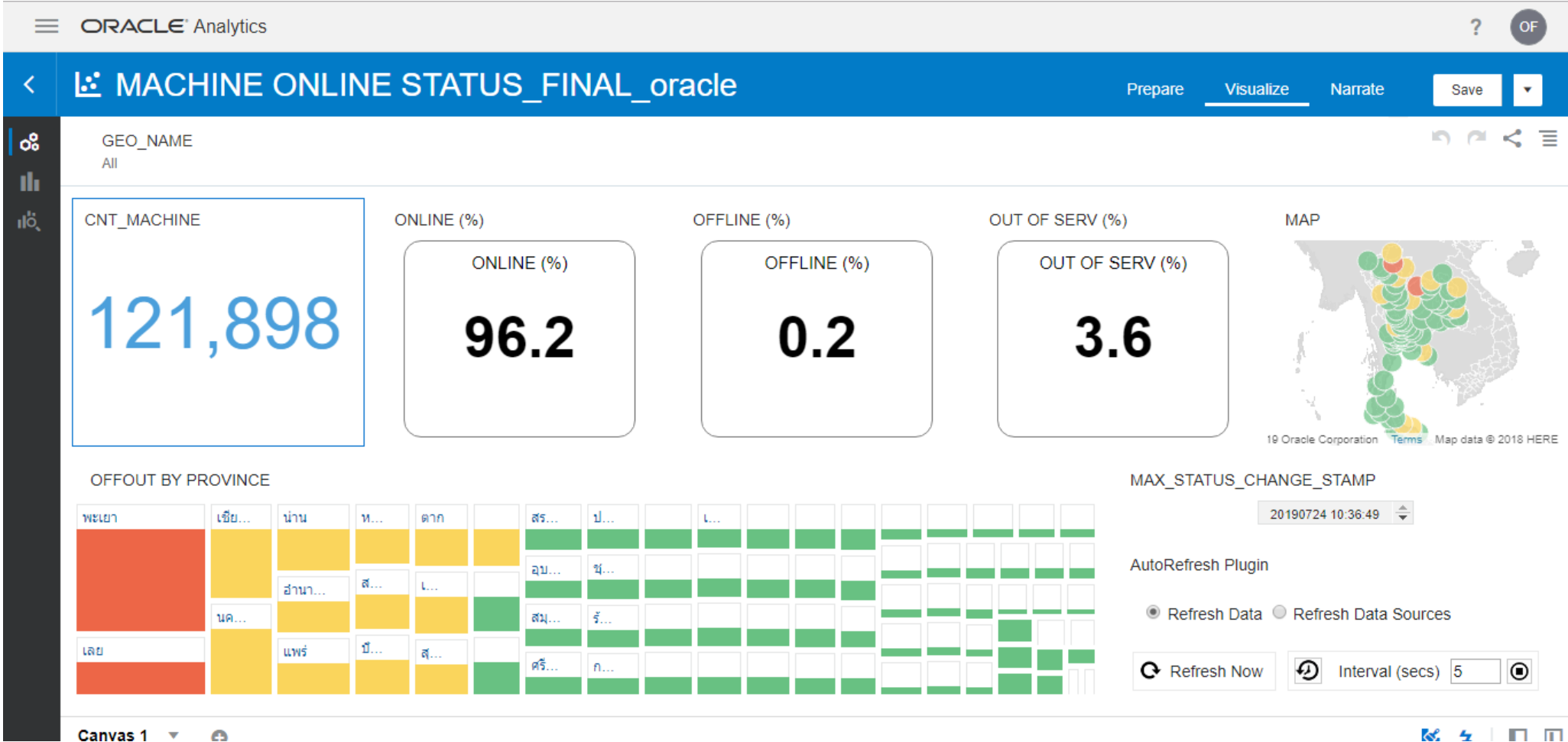


Agent Service

- First point of contact for agents
- Provide maintenance advice to agents
- Solve machine robbery issues
- Troubleshooting alarms
- Keep the system of machines disturbance free

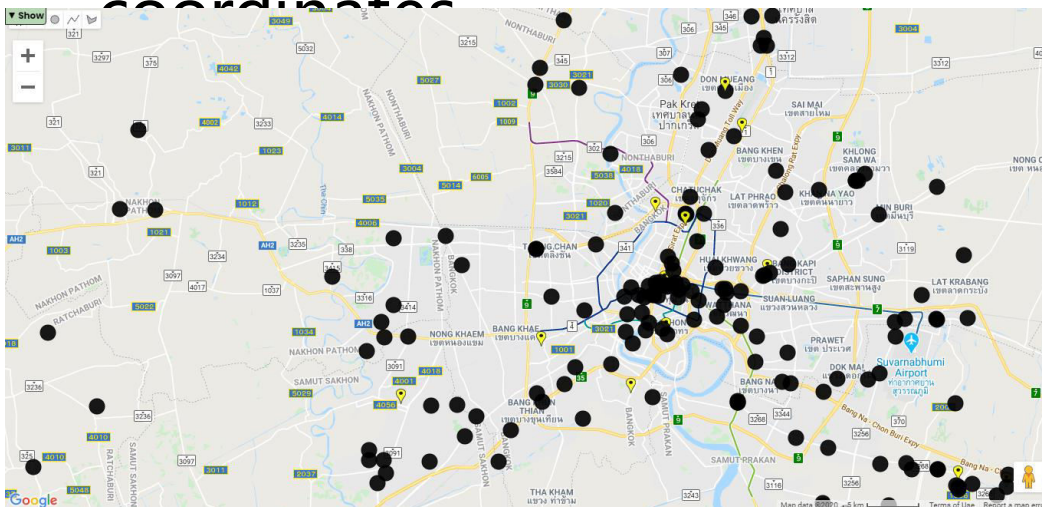


Control Room



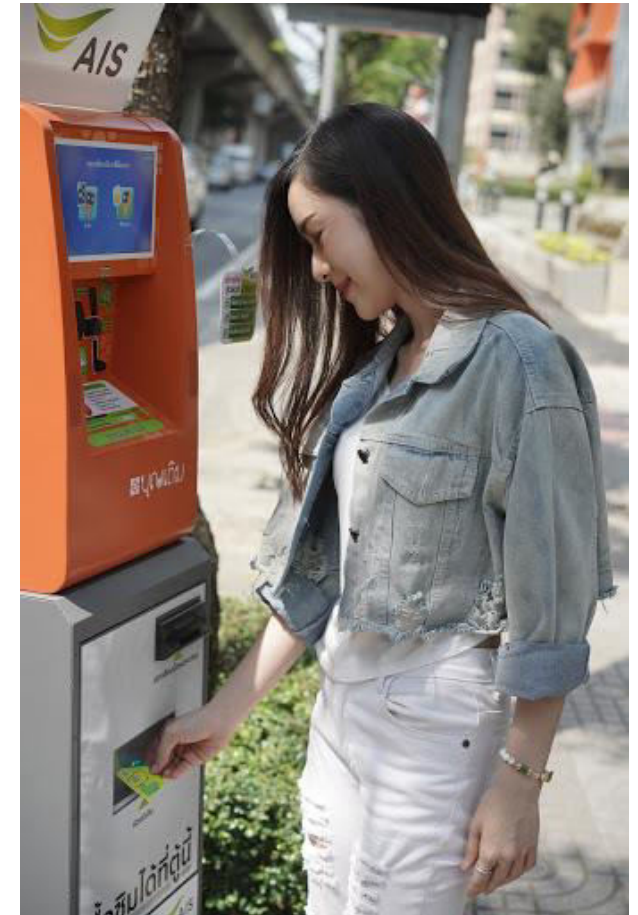
Spatial Analytics

- Sim-card selling is of interest to Telco companies
- Sim-card selling machines are placed based on proximity to strategic locations with good topup sales
- Machine locations identified by GPS coordinates



```

CREATE OR REPLACE FUNCTION distance (Lat1 IN NUMBER,
Lon1 IN NUMBER,
Lat2 IN NUMBER,
Lon2 IN NUMBER)
RETURN NUMBER IS
DegToRad NUMBER := 57.29577951;
BEGIN
RETURN(
63712atan2(
sqrt(
sin((Lat2-Lat1)/(DegToRad2)) sin((Lat2-Lat1)/(DegToRad2)) +
cos((Lat1)/DegToRad) cos((Lat2)/DegToRad)
sin((Lon2-Lon1)/(DegToRad2)) sin((Lon2-Lon1)/(DegToRad2))
),
sqrt(1-
sin((Lat2-Lat1)/(DegToRad2)) sin((Lat2-Lat1)/(DegToRad2)) +
cos((Lat1)/DegToRad) cos((Lat2)/DegToRad)
sin((Lon2-Lon1)/(DegToRad2)) sin((Lon2-Lon1)/(DegToRad2))
)
);
END;
    
```



CUSTOMER CLASSIFICATION

Machine Learning Examples

Classification Model I

Objective: Working out which customers are likely to be our Line Sticker customers

- 12 mn potential customers reached
- Query the customers with rules obtained
- Give the marketing team a set of cellphone numbers to do targeted advertising
- Facebook Audience used as a comparison channel to SMS

Results:

- 3x Conversion Rates due to Classification
- 6x Conversion Rates due to Facebook Audience



Copyright © LINE Corporation

Rule	Surrogates	Target Values
Node Rule:		
If CNT_SERVICE_USED isIn ("3" "4" "5" "6")		
And SUM_SERV_AMT_TOPUP <= 55		
And CNT_TRANSACTION > 6.5		
Then YES		
Confidence	0.518993839835729	
Support	0.002971913283598029	

Classification Model II

Objective: Introducing a new bank

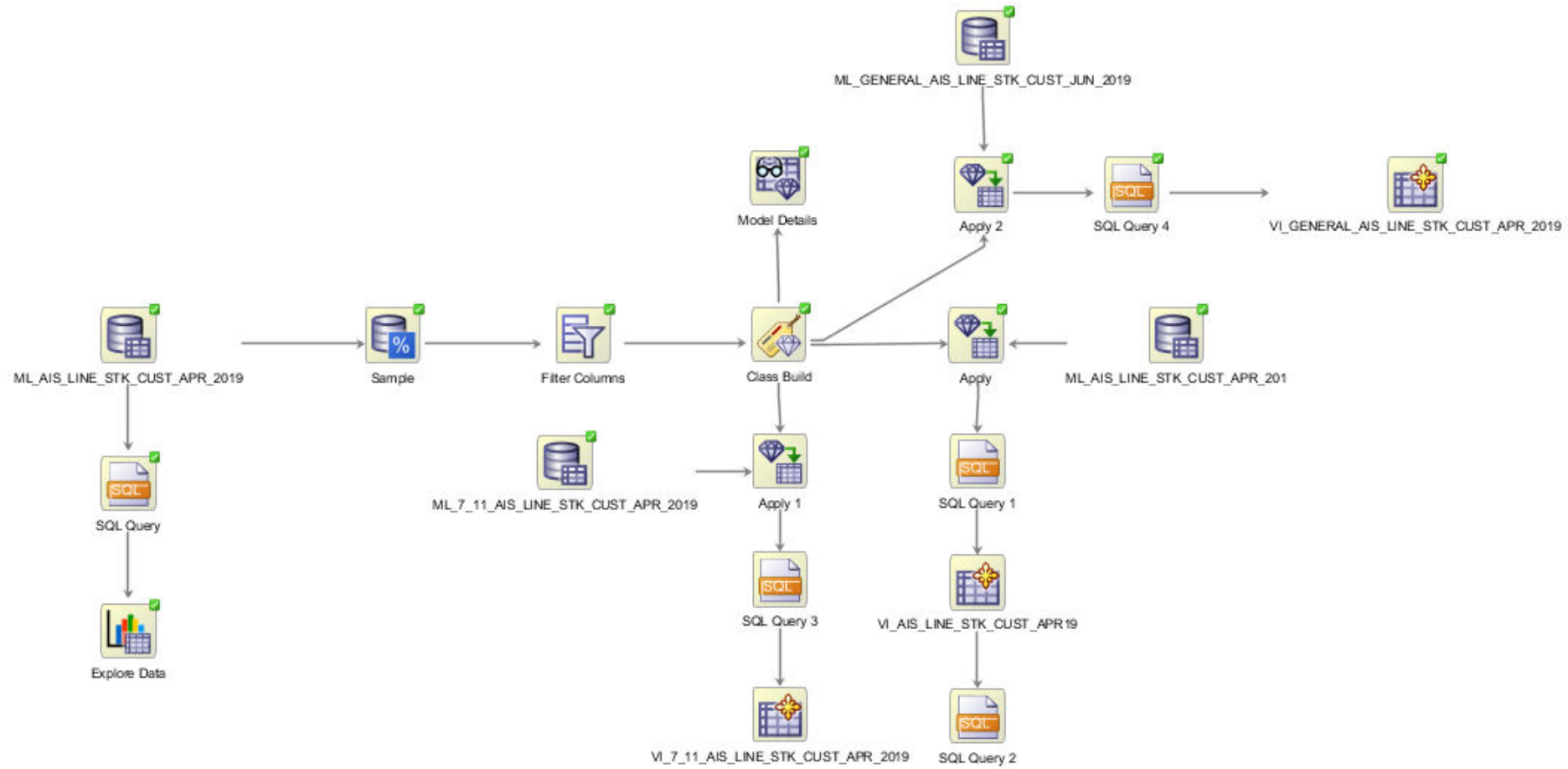


- Use transaction data of similar banking service
- Query the customers with rules obtained
- Give the marketing team a set of cellphone numbers to do targeted advertising via SMS
- Control group available

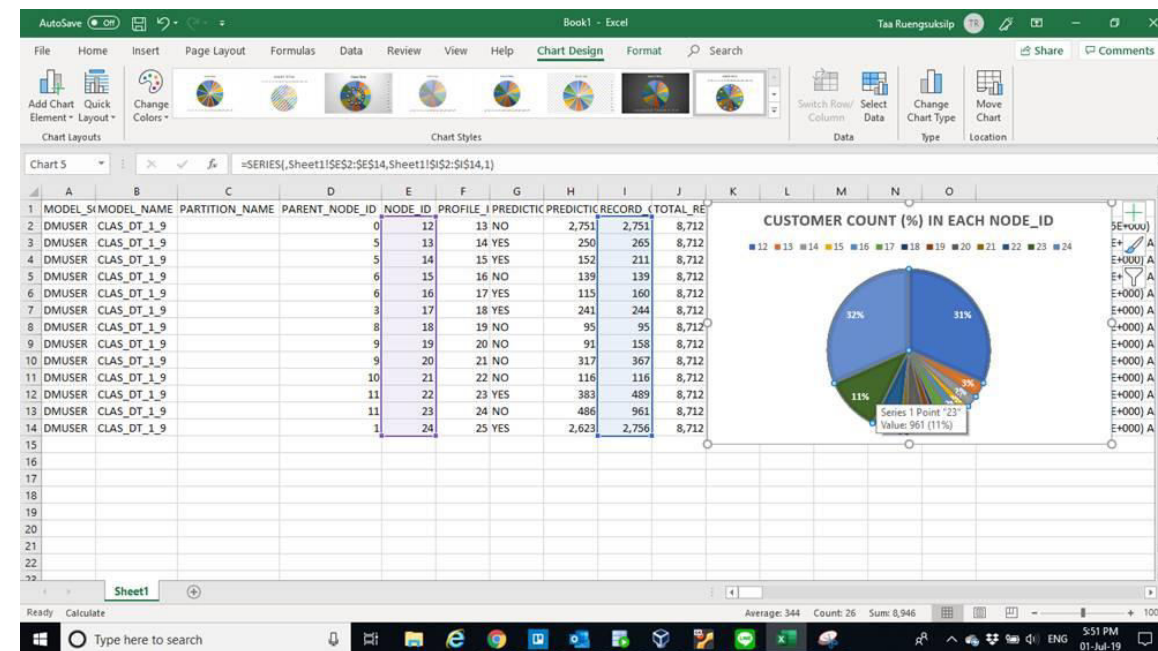
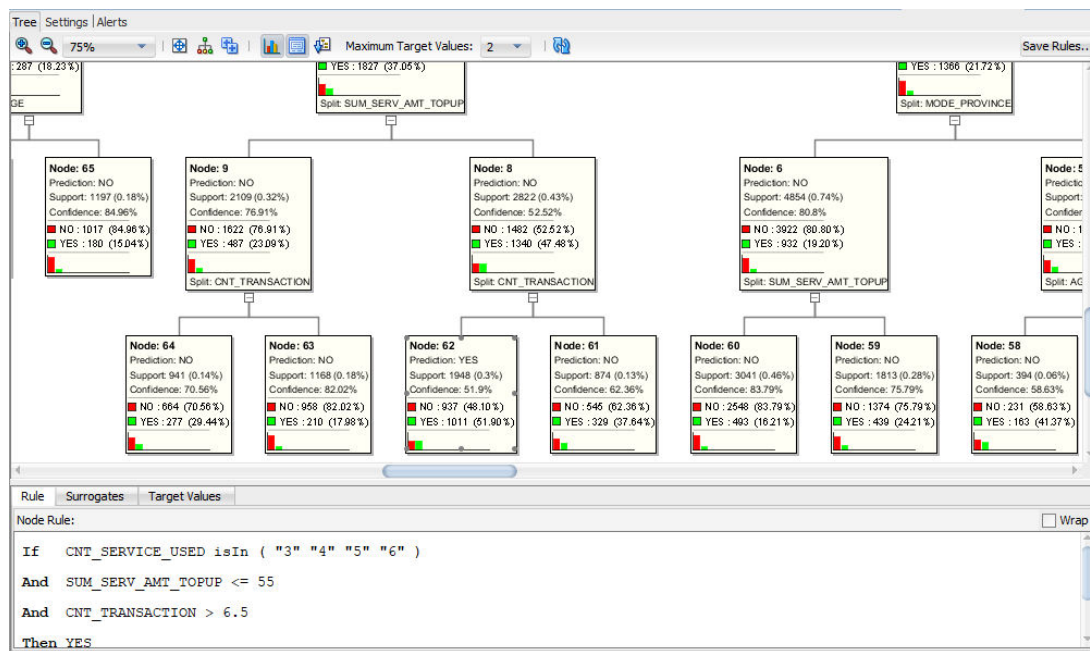
Results:

- 53,490 potential customers identified
- 3x difference in conversion rates for group with confidence more than 0.9 to group with confidence between 0.5 and 0.6

Classification Model



Decision Tree and Model Details



Questions & Answers

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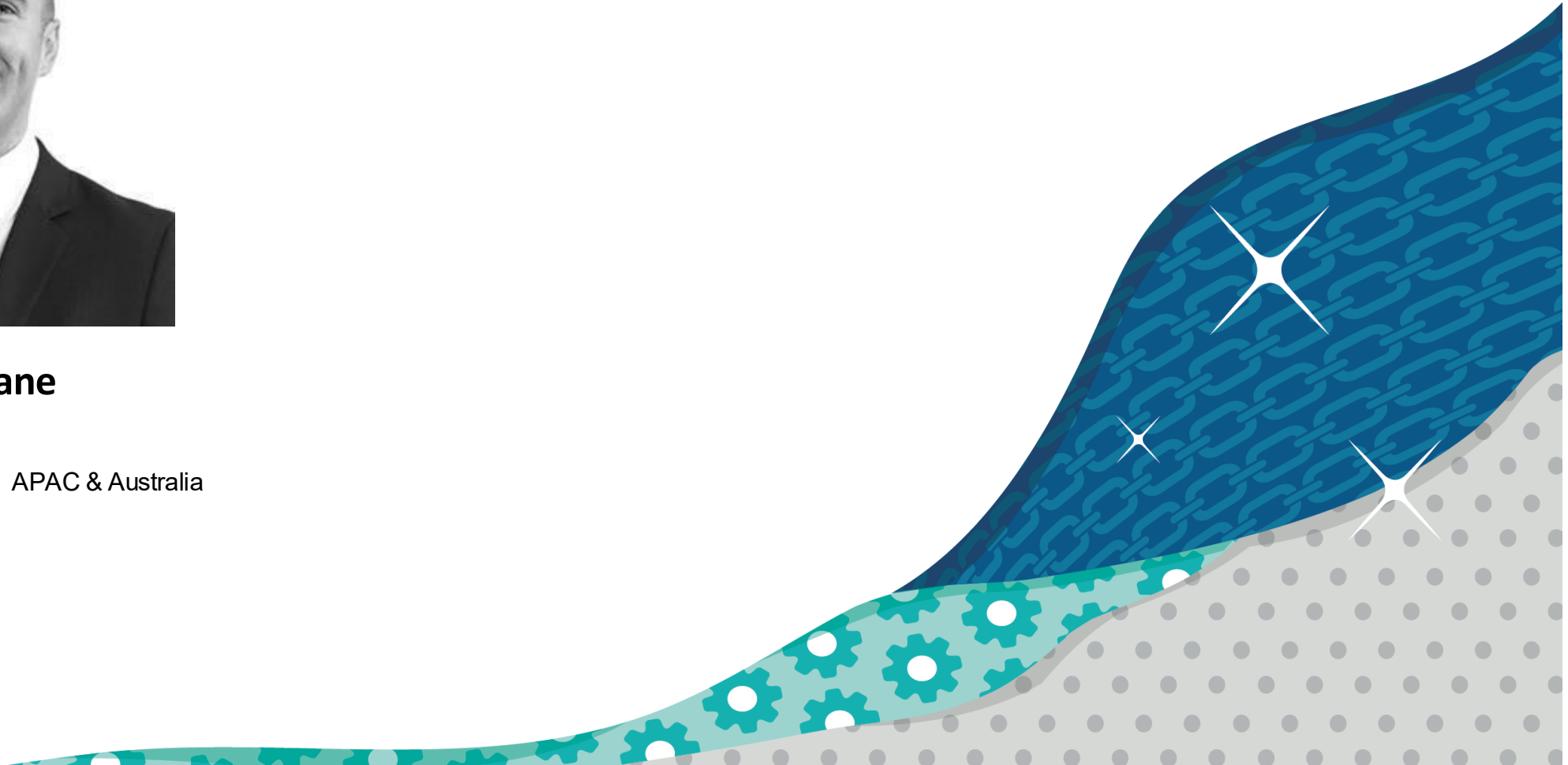




Robert Loughnane

Partner - Deloitte

Oracle Analytics Lead - APAC & Australia





Deloitte is the Global Platinum Oracle Partner and first platinum global cloud elite partner

Deloitte's Oracle practice

Deloitte at a glance



As the first Platinum Global Cloud Elite partner, Deloitte & its member firms globally provide access to professionals with deep knowledge across Oracle applications & technology.



More than 25 years of experience working with Oracle products and collaborating with Oracle. Awarded the most Oracle Excellence awards over the last five years of any Oracle service implementer



Deloitte member firms' globally recognized Oracle practices have achieved 35 specializations across Oracle applications including;

- Oracle Cloud Implementations
 - ERP
 - SCM
 - HCM
 - CX
 - ePBCS/PBCS (EPM)
 - **Paas / IaaS**
 - **OAC(s), ODI, ADW, OIC, DbaaS, DQ, Chatbots, Mobile, FAW**
- Oracle eBusiness , Peoplesoft, JDE , Netsuite
- Manage Services Provider, both in Australia (over 100 customers) and globally.

Global Reach

Over 26,000 Oracle professionals worldwide supported by offshore practices in Europe, North America, India, and Asia-Pacific



Deloitte named the undisputed leader in Business Consulting, Business Transformation Consulting, and Innovation Strategy



#1 Globally in consulting based on revenue by Gartner. #1 Globally in Consulting based on market share and revenue by Kennedy



Deloitte consulting is a Global Practice with more than **\$19.4 billion** in annual revenue, **107,900 practitioners**, serving more than **100 countries**.



Deloitte Consulting is Oracle's No. 1 business partner—and No. 1 in the world when it comes to the number of Oracle implementations. Gartner named Deloitte a **Global Leader in Oracle Implementation Services** based on Capabilities, 2018.

Leading Industry Accelerators

Deloitte LLP and its subsidiaries have more than 85,000 professionals working in four key business areas — audit, advisory, tax and consulting — but our real strength comes from combining the talents of those groups to address clients' business needs. Deloitte named a global leader in Oracle Application Services based on completeness of vision and ability to execute by Gartner 2018.

- Deloitte has held the **highest level of alliance relationship with Oracle** since 1992 and have been recognized with the most Oracle Partner Network Excellence awards for implementation excellence

Deloitte.



Behind every award there are satisfied clients

- 2019 - APAC Business Analytics Partner of the Year
- 2019 - APAC HCM Cloud Partner of the Year
- 2019 - ANZ Cloud HCM Partner of the Year
- 2019 - ANZ Cloud ERP Partner of the Year
- 2019 - ANZ Business Analytics Partner of the Year
- 2018 - Specialized Partner of the Year: Business Analytics Cloud – Global
- 2018 - Specialized Partner of the Year: Business Analytics Cloud – North America
- 2018 - Specialized Partner of the Year: Customer Advocacy – APAC
- 2018 - NetSuite Global Alliance Partner of the Year
- 2018 - Oracle HCM Partner of the Year - United Kingdom
- 2017 - Oracle ERP Cloud Partner of the Year – France / ANZ
- 2017 - Oracle ERP Cloud Partner of the Year – France
- 2017 - Global Cloud Transformation Partner of the Year
- 2017 - Global Specialized SaaS Partner of the Year
- 2017 - APAC Specialized Digital Transformation Partner of the Year
- 2017 - APAC Specialized Digital Transformation Partner of the Year

Imagine Now

Oracle Cloud + Deloitte

Human experience, fueled by digital innovation.

Technology is reshaping our world and inspiring continuous innovation. It can also fuel frenetic and impersonal connections. At Deloitte, we help organizations sustain feelings of belonging and relevant connections at the right time for *all* humans within their ecosystems.

Connect with us, and *imagine* human need driving the design of your digital enterprise *now*, with Oracle applications and technology.

Our Oracle practice draws upon Deloitte's renowned industry experience across all areas of your business to deliver comprehensive solutions.



A 12-year focus on Oracle Cloud Applications & Analytics



We are Oracle's #1 Analytics Partner

Deloitte is the recognized leader for Oracle Cloud Analytics. Deloitte is also the winner of the Cloud Transformation Global Partner Solution Award for 2019 and has held the highest level of alliance relationship with Oracle for almost three decades.

Deloitte.

350+ Oracle Analytics Referenceable Clients

1000+
Dedicated
Oracle
Analytics
Worldwide

Leading Oracle Analytics SI,
Co-development & Marketing
Partner

Oracle's **#1** North
America Partner for 7
Years in a Row

Continuous **Investment in the
Development and Innovation** of Oracle
Analytics Assets and Accelerators

Oracle-Deloitte **Joint
Client Advisory Board**



Deloitte named a leader in "2020 Gartner Magic Quadrant for Data and Analytics Service Providers"

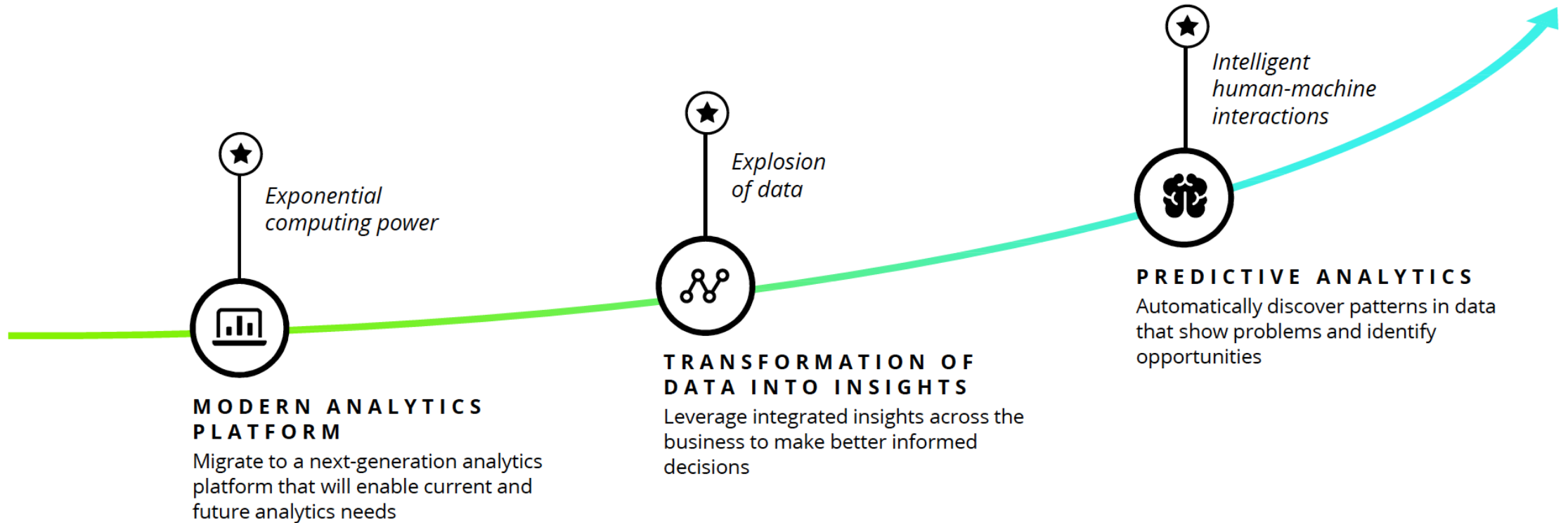


Deloitte named the global leader in "2020 Forrester Wave: Enterprise Insights services"



Analytics Journey

The Analytics journey has multiple stages, with each stage bringing tangible value to multiple layers of the business



Migrate once → enjoy **automatic future benefits and technologies**

Transform data into easily accessible insights → **better, faster, more reliable business decisions**

Deploy AI and Predictive Analytics → **Uncover hidden trends and predict the future**

Deloitte's 'Modernize to Analyze' Journey

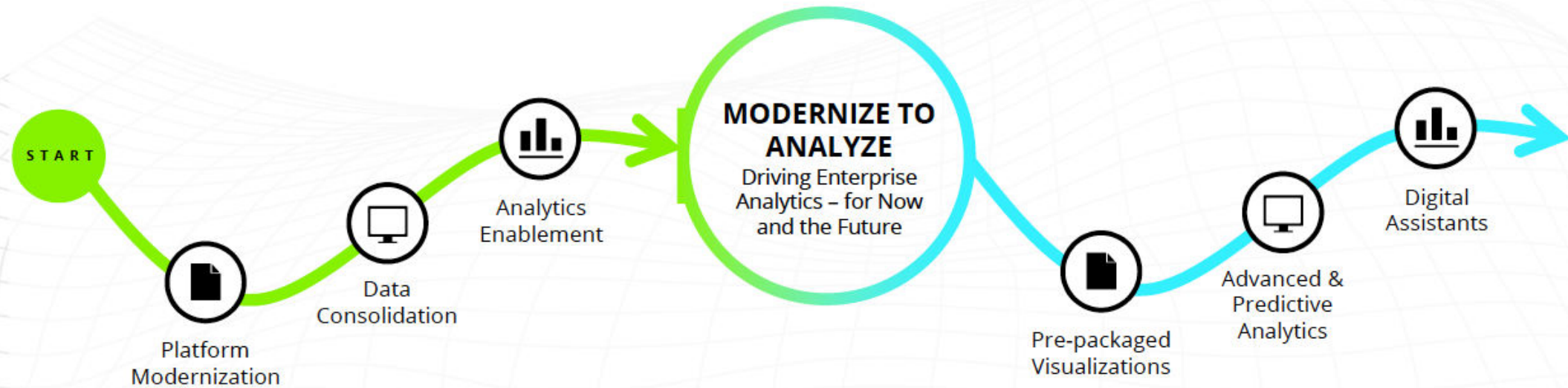
Deloitte's comprehensive analytics program – powered by Deloitte and Oracle – will help drive the future of your business by modernizing to the next-generation platform, moving from descriptive to predictive analytics, and enabling cross functional insights across all of your business functions.

MODERNIZE

Modernize to the next-generation analytics platform and move from descriptive to predictive

ANALYZE

Utilize next-generation, function-specific analytics (e.g. Workforce, Finance, Supply Chain) – driven by Deloitte's industry domain & eminence



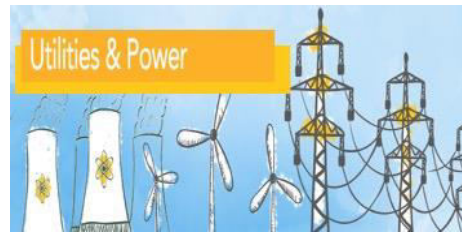
POWERED BY

Deloitte.

ORACLE®

Customer Success and Experience – We measure our success from that of our customers, always seeking to successfully deliver innovative, impactful analytics solutions.

We have successfully delivered innovative Oracle Analytics solutions to customers APAC wide across multiple industries including:



Large Construction company: Oracle Analytics Cloud

Challenges and objectives

- Tremendous amounts of manual effort (weeks) to produce critical and executive business reporting for all levels of the business
- Board packs delivered via PowerPoint with limited self service reporting and analytics
- Error prone reporting due to large transactional data combined and calculations with limited governance on numbers
- Over reliance on the finance team to produce reports for areas of the business
- Lack of a modern analytical solution with governed available data

Why the customer partnered with Deloitte

- Deloitte established a true partnership model with the customer. We brought our industry experience of construction, domain knowledge of Finance, Procurement, Supply Chain and Project Analytics and leading Oracle Analytics Cloud to ensure the customer success

Company overview

- This organisation is an icon Australian brand and one of Australia's largest construction companies
- Delivers large and complex construction and engineering projects nationally
- Industry leading health and safety record
- Industry awarded project deliveries nationally
- Billions of dollars in annual revenue

Engagement summary

- Worked with key business users and areas to identify critical analytic requirements. Designed and built fully automated and governed Data pipelines integrating data from key critical data sources and building up the organisations data asset.
- True enterprise-level analytics for the business users for the first time; bridged disparate data sources to provide a holistic view of the business
- Advanced analytics and machine learning enabled in the back-office in innovative ways, realizing value that otherwise would have gone untapped

Deloitte partnership

Charting the course

The initial platform deployment sourced and integrated data from key business applications.

- Performed initial discovery to migrate manual excel based reporting to a modern digital analytics platform
- Established a single true data source for all Finance, Procurement, Supply Chain and Project Analytics reporting needs
- Established a modern digital analytics platform that included Oracle Analytics Cloud, DBaaS,
- Leveraged Deloitte's industry leading functional and technical IP to advise and ensure customer success.

Delivering results

- Reduced key management and executive report development time from weeks to instantaneously, with data continuously refreshed.
- Deployed a true self service national Analytics solution across all business units and project offices (Corporate to site level) and standardized presentation of insights to leaders across operating companies and geographies
- Delivered ability to use real-time data from various source systems side-by-side with enterprise-curated data
- Eliminated inconsistencies in analyses by completely automating data sourcing and management
- Built a solid foundation for enabling prediction of business events



Infrastructure

Define business objectives and goals; gain organization alignment



Agile Approach

Employ a hybrid agile approach tailored for Oracle and business process Analytics Cloud and associated technologies, delivering results while remaining flexible



Solution

Focus on user experience and business process optimization, including user stories and journey maps



Phase 1

Establish modern analytics platform for customer with initial deployment covering integrations with existing source systems



Phase 2

Expand Oracle Cloud footprint and deploy globally and to broader Enterprise



Ongoing

Support organization-designed analytics cloud platform; continuous delivery of reporting and analytics innovation made possible by the extensible platform