

ORACLE

Analytic Strategy for Oracle Cloud Applications

An analytics guide for business leaders

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Introduction

Successful transformation requires a tightly coupled analytic strategy. Whether you're focused on growing profitability, diversifying your workforce, optimizing your supply chain or improving your customer experience – analytics is key to your success and speed matters.

Research shows that analytic leaders outpace their competitors by investing in their data so that it can be used in daily decisions and trusted to predict what happens next. They focus on making data easy to access, simple to understand and efficient for everyone to use.

Fusion Analytics

is the natural choice for Oracle Cloud Applications customers who want insights without delay. With Fusion Analytics, your finance, HR, procurement, sales and marketing teams can finally collaborate around a single trusted view of performance and put more data into decisions.

Introduction

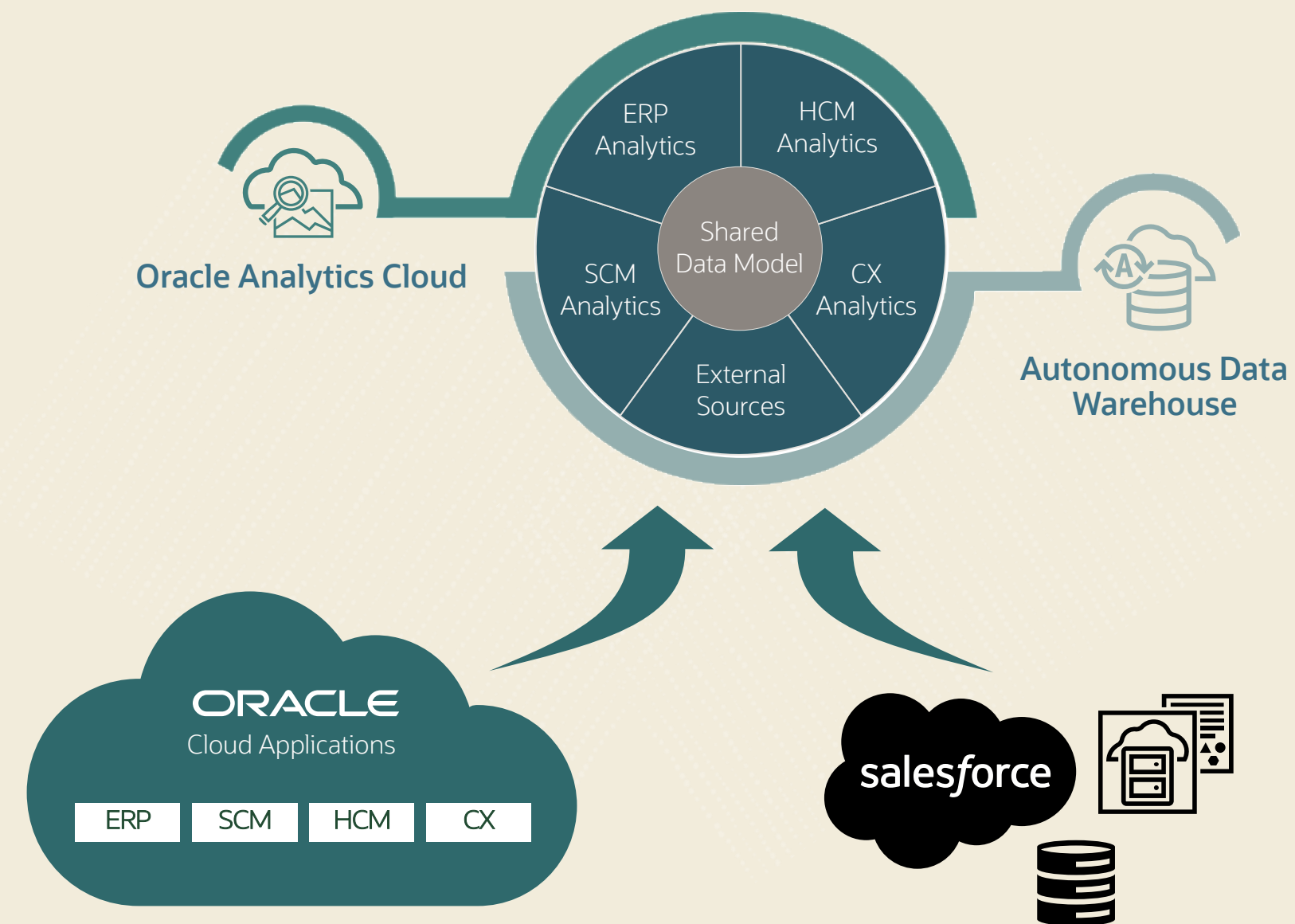
Fusion Analytics is a SaaS application that's designed to deliver personalized insights for all your Oracle Fusion Cloud Applications.

- ➔ Library of ready to use metrics and dashboards for faster collaboration
- ➔ Oracle managed data platform with prebuilt pipelines and data models
- ➔ Two dozen use cases out of the box for ERP, HCM, SCM, and CX
- ➔ Continuous innovation that's connected to your Oracle Cloud Applications
- ➔ A cloud platform for extending the application with non-Fusion data

“We believe that every Oracle Cloud Applications customer should start their analytic journey with Fusion Analytics.”

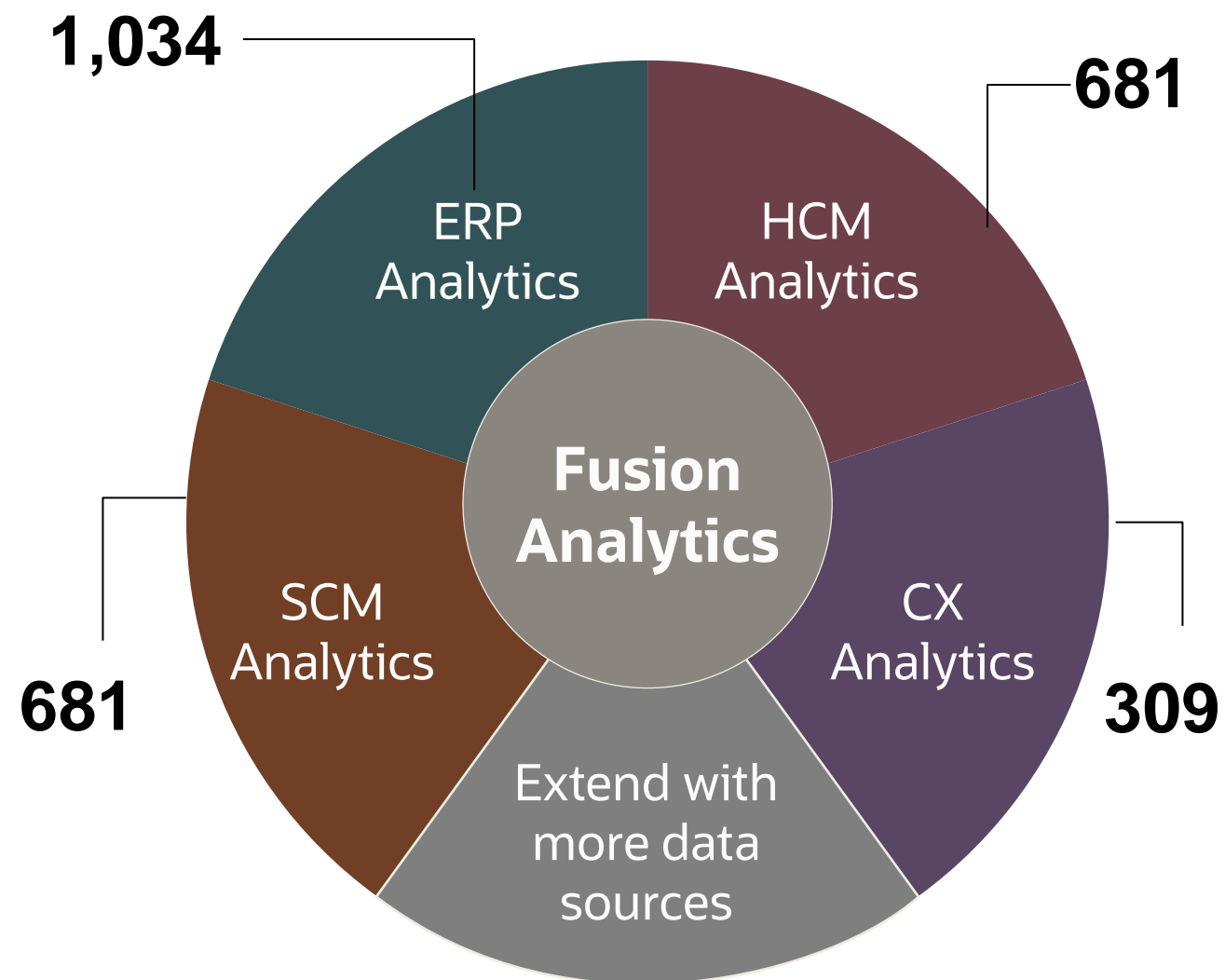
—TK Anand, Executive Vice President, Oracle

Oracle Fusion Analytics



Ready to use

Prebuilt Metrics



When your decisions depend on data and you can't wait for a long deployment, you need Fusion Analytics. With a library of over 2,300 metrics and 70 connected data models you can turn it on tomorrow and let Oracle do the heavy lifting for you.

Turn it on
tomorrow

Ready to use

Two dozen use cases come out of the box

Fusion Analytics gives you a head start with over two dozen use cases for **finance**, **HR**, **supply chain**, **sales**, and **marketing**.

Fusion ERP Analytics

- Manage Supplier Risk
- Enhance Procure-to-Pay
- Monitor Project Costs
- Improve Payment Performance
- Improve Days Sales Outstanding
- Identify Top Profitability Drivers

Fusion HCM Analytics

- Analyze Team Effectiveness
- Examine Unplanned Absences
- Track Diversity Indicators
- Compare Compensation Plans
- Monitor Internal Mobility
- Analyze Employee Engagement

Fusion SCM Analytics

- Identify Demand Trends
- Discover Order-to-Cash Bottlenecks
- Uncover Cost Savings Opportunities
- Enhance Procurement Effectiveness
- Align Inventory with Demand
- Evaluate Order Fulfillment

Fusion CX Analytics

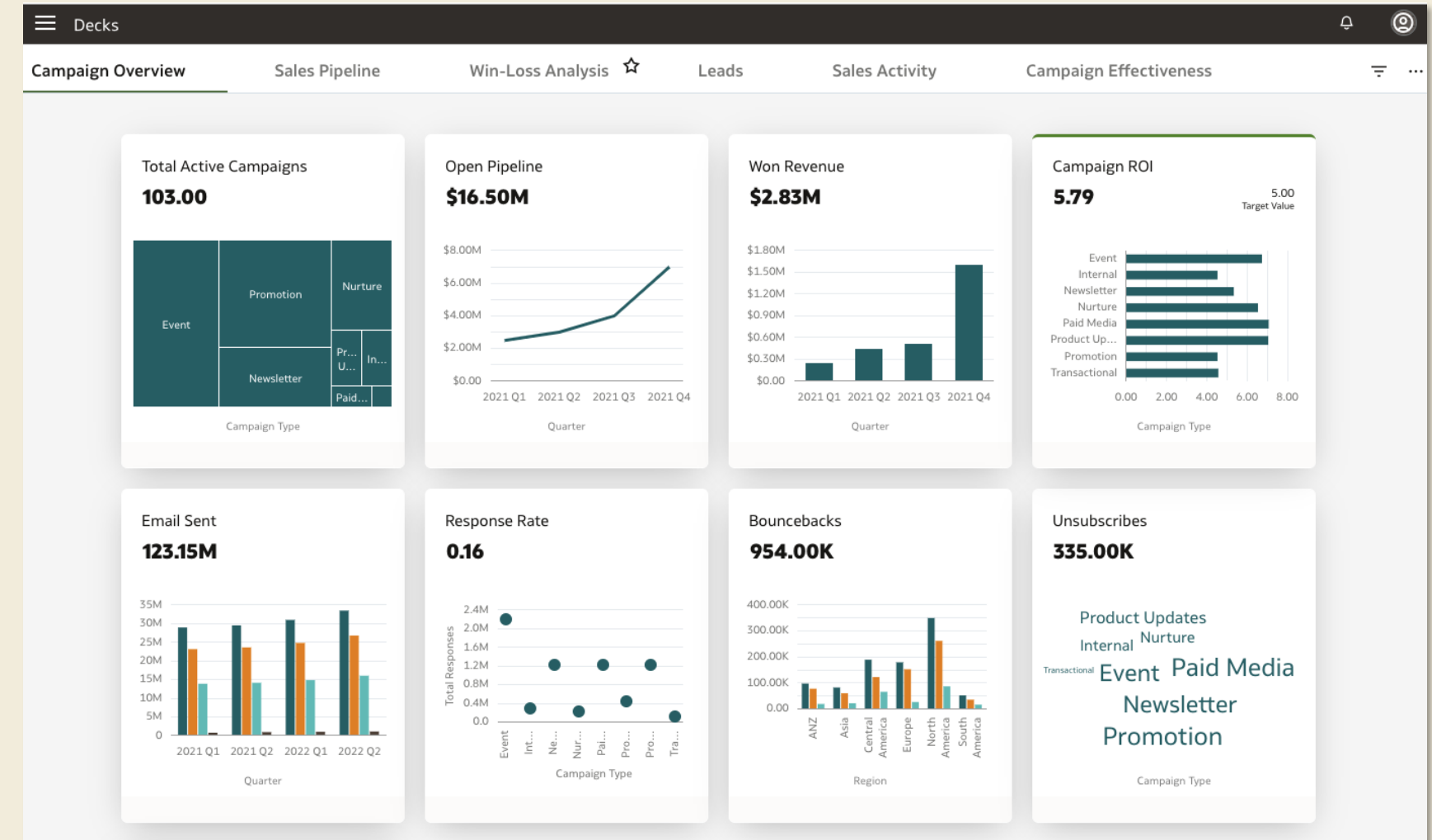
- Margin & Profitability Analysis
- Acquisition Cost vs Lifetime Value
- Loyal Customers/Renewals/Churn
- Predictable Revenue
- White-Space Analysis
- Discounts by Product

Ready to use

Dashboards that are made for you

Fusion Analytics offers role-based dashboards for all your core business processes and reduces cross-departmental analysis complexity with a common data model and dozens of subject areas mapped to your core processes for:

- ➔ Record to Report
- ➔ Procure to Pay
- ➔ Plan to Produce
- ➔ Hire to Retire
- ➔ Lead to Revenue



Ready to use

It's easy to explore all the metrics

Click [here](#) to see more than 2,300 prebuilt metrics for ERP, HCM, SCM, and CX. These metrics are organized into more than 70 analytic subject areas as shown below.

| ERP | | | | | | CX | | | | SCM | | | HCM | | | |
|-------------------------------|-------------------------|------------------------------------|---|-------------------------------|-------------------------------------|--------------------------------|--|------------------------------------|--|----------------------------|------------------------------|-------------------------------|--|--|----------------------------------|-----------------------------------|
| Procurement - Spend | PPM - Project Revenue | PPM - Project Commitments | PPM - Project Budgets | Financials - GL Profitability | Financials - GL Detail Transactions | CX - Subscriptions | CX - Subscription Historical Trend | CX - Subscription Bill Line | CX - Service Request Milestone | SCM - Transfer Orders | SCM - Sales Orders Holds | SCM - Sales Orders | HCM - Workforce Rewards - Workforce Compensation | HCM - Workforce Rewards - Salary Basis | HCM - Workforce Gains and Losses | |
| Procurement - Requisitions | PPM - Project Invoices | Financials - GL Budgets | Financials - Assets Transactions | Financials - Assets Analysis | Financials - AR Transactions | CX - Service Request Lifecycle | CX - Service Request | CX - Opportunity Stage Progression | CX - Opportunity Snapshot | SCM - Picking and Shipping | SCM - Item Cost | SCM - Inventory Valuations | HCM - Workforce Core | HCM - Workforce Absence Management | HCM - Talent Review Meetings | |
| Procurement - Receipts | PPM - Project Funding | Financials - GL Balance Sheet | Financials - AR Revenue | Financials - AR Aging | Financials - AR Adjustme... | Financials - AP Payments | CX - Opportunity Revenue Line Snapshot | CX - Opportunity Quote | CX - Opportunity Activity | CX - Opportunity | SCM - Inventory Transactions | SCM - Inventory Receipts | SCM - Inventory Balances | HCM - Talent Profile | HCM - Talent Acquisition | HCM - Succession Management |
| Procurement - Purchase Orders | PPM - Project Forecasts | Financials - GL Account Analysis | Financials - AR Receipts and Applications | Financials - AP Liabilities | Financials - AP Holds | Financials - AP Expenses | CX - Opportunity Revenue Line | CX - Leads | CX - Campaign Opportunity Revenue Line | CX - Campaign Members | SCM - COGS and Gross Margin | Procurement - Requisitions | Procurement - Receipts | HCM - Profile Matching | HCM - Journeys | HCM - Goals and Career Develop... |
| Procurement - Agreements | PPM - Project Costs | Financials - EXM Employee Expenses | Financials - AR Credit Memo Applications | Financials - AP Invoices | Financials - AP Aging | | CX - Opportunity Quote Line | CX - Lead Activity | CX - Campaign Activity Analysis | CX - Activity | Procurement - Spend | Procurement - Purchase Orders | Procurement - Agreements | HCM - Performance Management | HCM - Check-Ins | |

Connected and continuous

Connected System of Insight. Keeping your applications and analytics in sync is crucial so there's no disruption in operational insights. Fusion Analytics certifies each new release of Oracle Cloud Applications so when new data is added or schemas change, you can trust that the data is always up to date. All this without the complexity of rewriting code as the underlying data changes. In addition, Fusion Analytics security framework is shared by Oracle Cloud Applications to keep your data safe and secure.

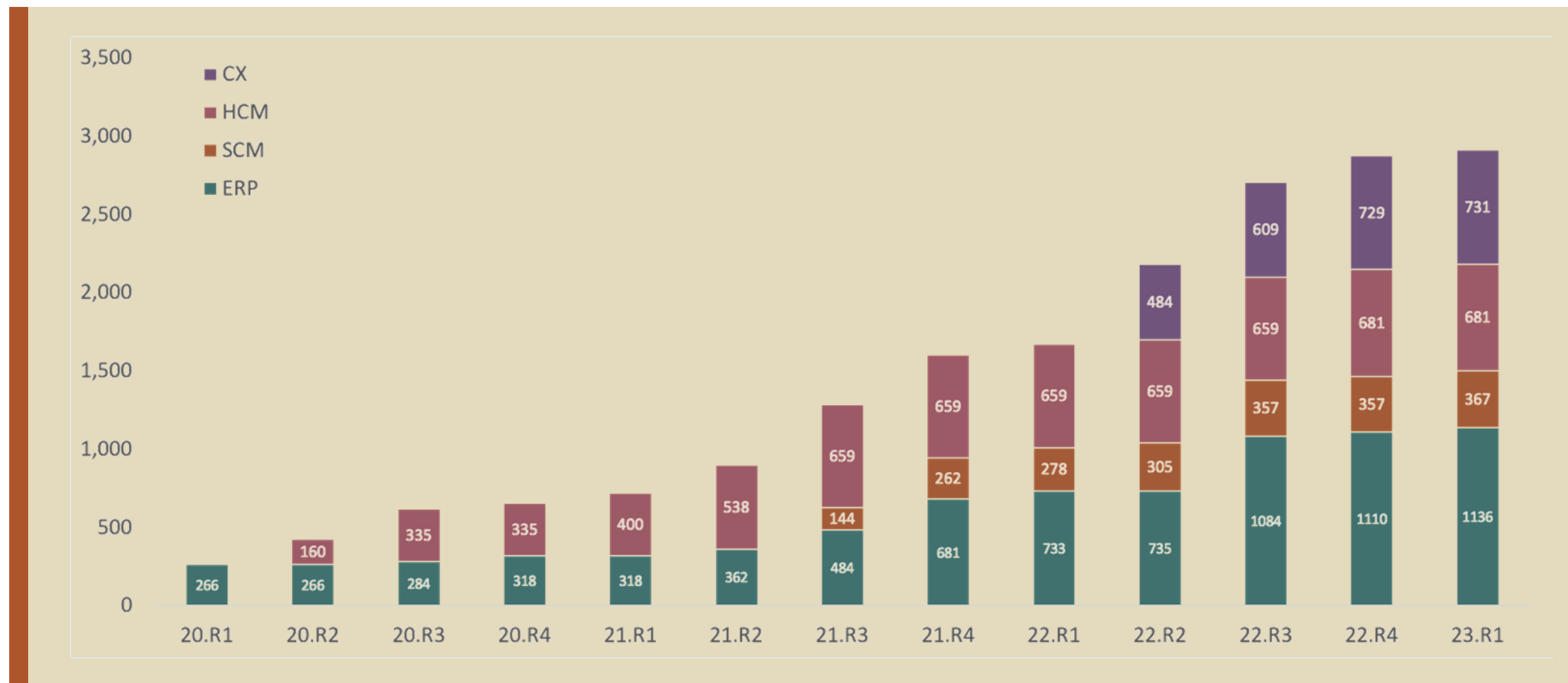
Continuous Innovation. As your transformation journey evolves so too will your analytic needs. Your users will expect more connected insights, faster access to new data, new innovations, and better models to predict what's next. Fusion Analytics is continuously updated with new metrics and the data platform is natively connected to Oracle Cloud Applications. To keep ahead of the growing demand for insights, our quarterly releases include hundreds of new metrics, new platform capabilities (e.g. natural language, mobile, visualizations), new connectors, as well as improvements to the existing business content.

Our continuous innovation keeps your insights and applications connected

Connected and continuous

New metrics mean new use cases

Fusion Analytics was first introduced in 2020. Since that time, we have delivered 13 releases and expanded the metric library to address new and emerging use cases.

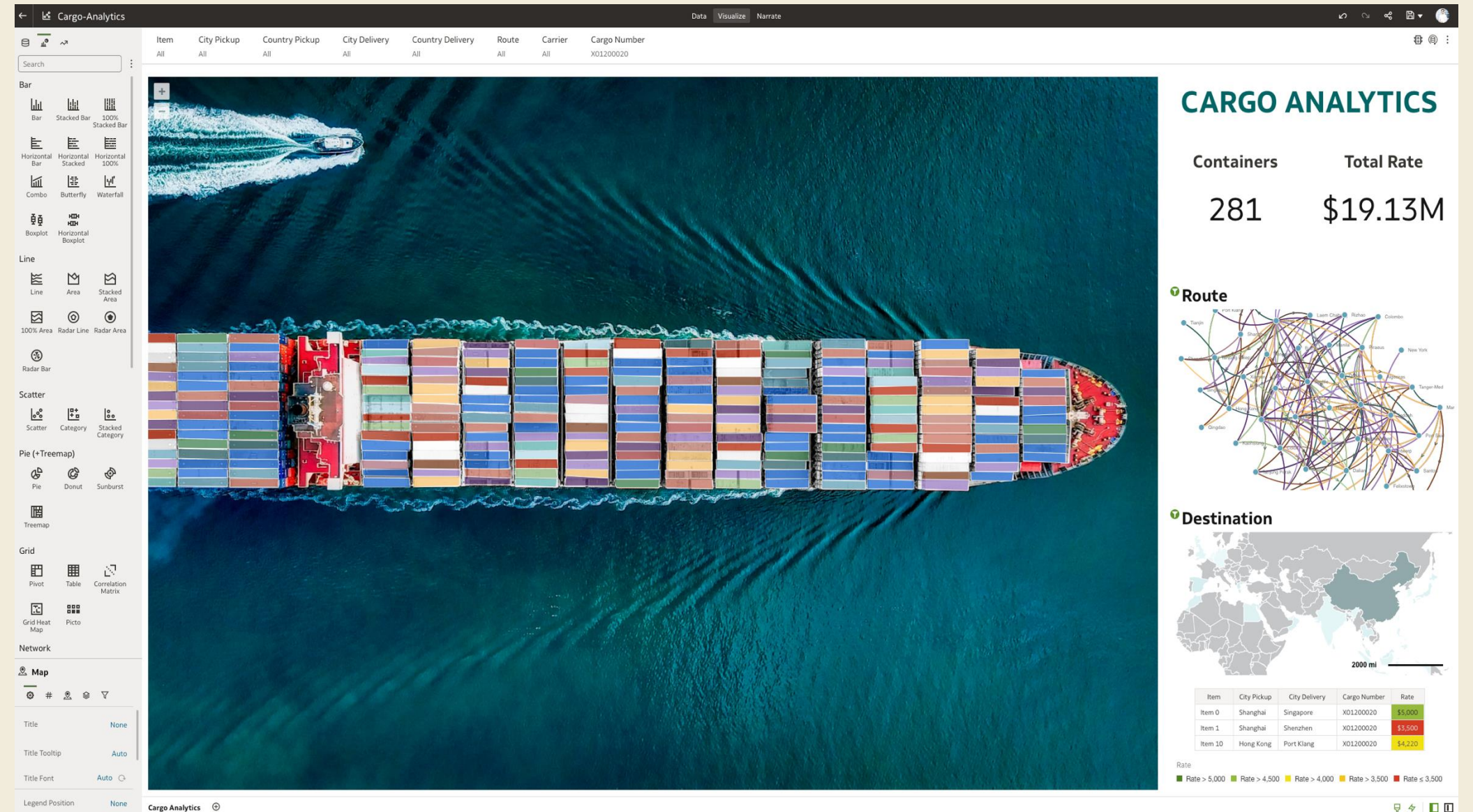


Power of the platform

Open to build on any data in any location

The platform that powers Fusion Analytics is Oracle Analytics Cloud, which is embedded and included in your SaaS subscription. It's a cloud native analytic platform that provides all the capabilities you need to build advanced analytic applications on any data in any location.

Oracle recognizes that analytics is never a one-size-fits-all technology, and many customers need to build applications that are unrelated to Oracle Cloud Applications and tailored to their industry. Using Oracle Analytics Cloud, our customers have built dozens of innovative and unique applications.



Power of the platform

Advanced analytic use cases for Oracle Analytics Cloud

| | | | |
|--|---|--|---|
| Agriculture <ul style="list-style-type: none"> • Precision farming • Yield analysis | Consumer Goods <ul style="list-style-type: none"> • Trade promotion response | Communications <ul style="list-style-type: none"> • Network analysis • ARPU analysis | Energy <ul style="list-style-type: none"> • Consumer demand • Predictive maintenance |
| Financial Services <ul style="list-style-type: none"> • Loan to value • Customer lifetime value | Government <ul style="list-style-type: none"> • Public health • Infrastructure aging analysis | Healthcare <ul style="list-style-type: none"> • Fraud detection on medical claims • Hospital utilization and patient flow | Higher Education <ul style="list-style-type: none"> • Predicting enrollment yield • Improving student outcomes |
| Manufacturing <ul style="list-style-type: none"> • Warranty analysis • Customer segmentation | Retail <ul style="list-style-type: none"> • Reverse supply chain logistics • Daily store reporting | Transportation <ul style="list-style-type: none"> • Crew scheduling • Route profitability | Oil & Gas <ul style="list-style-type: none"> • Predictive maintenance • Drilling optimization |

Retail Sustainable Sourcing

Oracle Analytics is used to track the proportion of sustainable materials used in their fashion products, and to demand forecasting to adjust production to customer need.

Yamamay, Italy

Travel & Transportation Loyalty Marketing

Oracle Analytics is used to target promotions and travel opportunities to customers based on historic behaviors, improving retention and furthering expansion.

Classic Travel, Sri Lanka

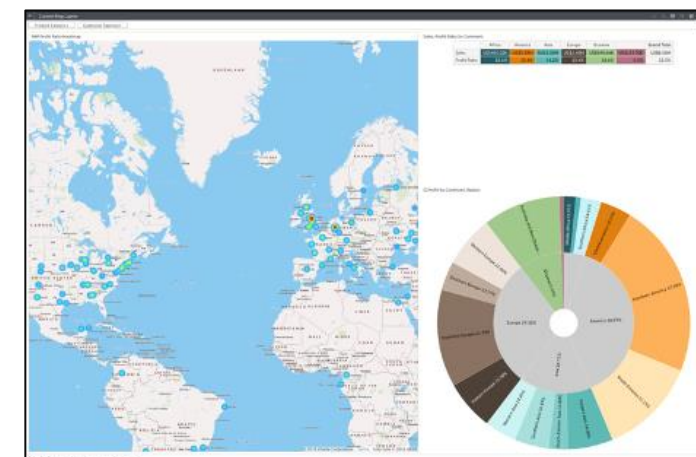
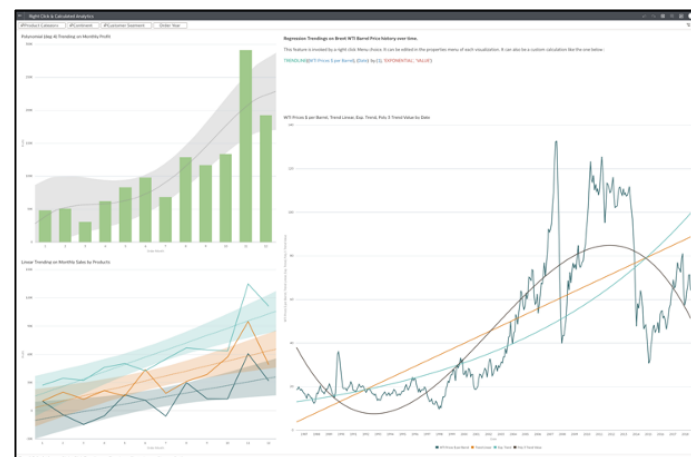
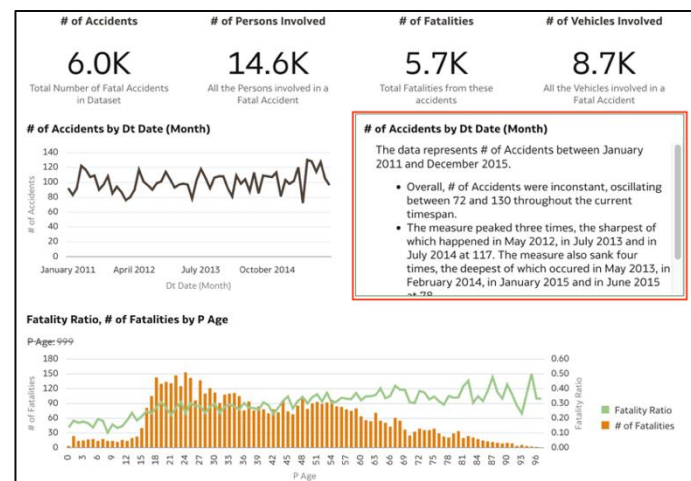
Healthcare Hospital Wait-Time

Oracle Analytics is used to monitor hospital wait-times, apply ML models to identify reasons for delays, and run AI on X-ray scans to prioritize at-risk patients.

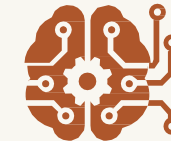
Hapvida Saude, Brazil

Power of the platform

Unlike piecemeal alternatives, Oracle Analytics Cloud connects all your analytic processes into a single cloud service.



Data visualization to tell more compelling stories



Embedded machine learning to build no-code predictive models to uncover hidden patterns



Open data source connectivity to more than 35 out-of-the-box native connectors



Data preparation and enrichment to ingest, repair, extend and combine data using self-service dataflows



Enterprise semantic modeling tools to define a consistent set of curated definitions and secure all your data



Mobile experience so you can stay connected with automated delivery of relevant insights



Flexible deployment so you can start on-premises or in the cloud – its your choice

Best of both worlds

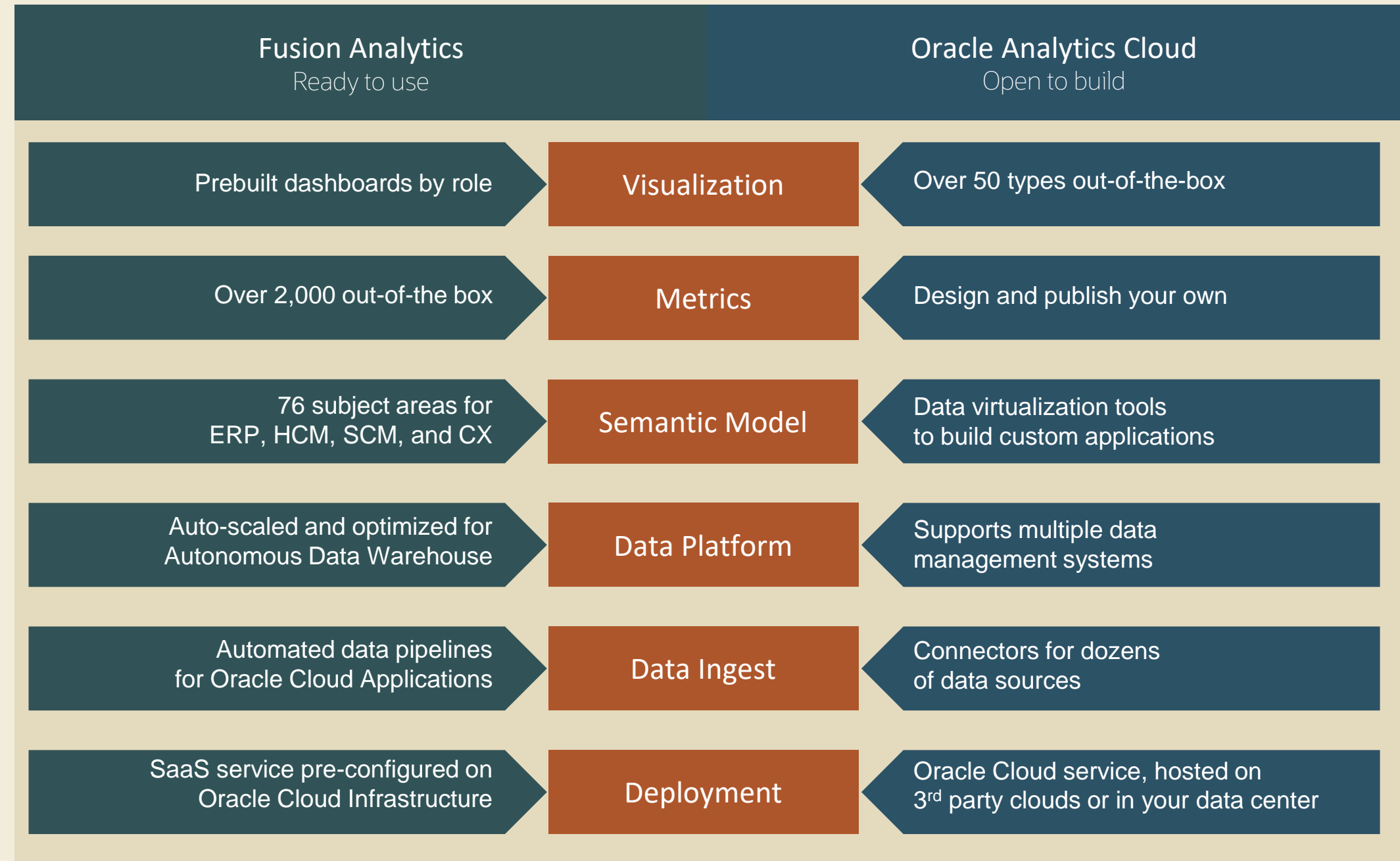
Why compromise when you can have the best of both worlds. With Oracle, business people can benefit from the speed of innovation and ready to use SaaS application of Fusion Analytics and developers can build analytic applications using the power of Oracle Analytics Cloud.

Both business people and developers need six key capabilities to be successful and Oracle provides best fit solutions for both worlds.

The six areas include:

- **Visualization** – Both Fusion Analytics and Oracle Analytics Cloud provide innovative ways to help business people tell better data stories.
- **Metrics** – Fusion Analytics provides pre-built metrics out of the box, while Oracle Analytics Cloud provides you the ability to design your own.
- **Semantic Model** – both use the prebuilt subject areas in Fusion Analytics and build your own.
- **Data Platform** – Fusion Analytics is optimized for Oracle Autonomous Data Warehouse whereas Oracle Analytics Cloud is open to non-Oracle data management systems.
- **Data Ingest** – Oracle automates all your data pipelines for Oracle Cloud Applications and Oracle Analytics Cloud has connectors for dozens of data sources and 3rd party applications.
- **Deployment** – Fusion Analytics comes preconfigured on the Oracle Cloud Infrastructure whereas Oracle Analytics Cloud can be deployed on-premises, in Oracle Cloud Infrastructure or hosted in 3rd party clouds.

Tailor made for both business people and developers



Bottom line

Fusion Analytics is the best place to start your analytics journey because it comes preconfigured and ready to use. Custom solutions have higher development costs and are more complex to maintain, improve and keep connected with your Oracle Cloud Applications. Below are the nine reasons why buying a prebuilt SaaS application is better than building it yourself.

Why Fusion Analytics

Because it delivers

1 No need to define, develop and enhance your metrics – we put best practices in the box

More than 2,300 ready to use KPIs, metrics, dashboards, and reports

2 No need to test and re-test as new cloud applications are released – we handle it for you so there is no disruption in your analysis

A cloud-native data platform that is continuously connected to your Oracle Cloud Applications

3 We connect the data, maintain the data model and tune performance – so you don't have to

High performant, prebuilt data model

4 No custom schema and no custom ETL to design, build and maintain

Rapid implementation with easy to use configuration tools

5 Open to extend with non-Oracle data – so no need to duplicate data

Data augmentation tools and an advanced analytics cloud platform to integrate external data such as Salesforce, SAP, and others

Why Fusion Analytics

Because it delivers

6 Inherits users and job roles from Oracle Cloud Applications – so you don't have to maintain separate security profiles

Role-based security synchronized with your Oracle Cloud Applications

7 Eliminates data redundancy and data replication for cross-departmental analysis – so there is a common view of performance

Single shared data model that connects over 70 departmental subject areas

8 No code to write or maintain. Oracle automates and manages the end-to-end data processes – so you don't have to

Pre-built ETL and automated data pipelines for Oracle Cloud Applications

9 No knobs to push or dials to turn. Fusion Analytics auto-scales to meet the growing data volumes in your Oracle Cloud Applications

A SaaS analytic application that's built to scale

Stay connected



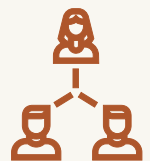
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Participate in the Cloud Customer Connect to meet the experts, share your product ideas, pose questions and engage in the community



Read the Oracle ACE blogs on analytics to get deep dive product info



Join a user group such as the Analytics and Data Oracle User Community



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About the Author



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Rich Clayton is VP of Product Strategy for Oracle Analytics and is responsible for the global adoption of Oracle's analytic products. He has a passion for data and coaches customers on how to succeed in analytics. He is a featured speaker at analytics forums around the world on the future of analytics, machine learning, and artificial intelligence.

Before joining the technology industry, Rich held various corporate finance roles and was a CPA with McGladery in Chicago. Rich teaches analytics at University of Oregon, is the board chair for the analytics program at Cal Poly, and led the development of the first Business Analytics MBA program in Iowa. He earned his bachelor's degree in accounting at Loras College and attended University of Chicago's Executive Leadership program.

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