

ORACLE

Oracle Global Leaders Program

June 24 - 13.15 CET

Oracle Global Leaders Summer Meeting EMEA 2020

Oracle Analytics Panel



SKANSKA



rittmanmead



Dr. Abigail Giles-Haigh
Chief Data Science Officer
Vertice Cloud - UK



Conny Björling
Agile Enterprise Architecture
Skanska - Sweden



René Putman
Director Business Intelligence
Arcadis NV – The Netherlands



Jon Mead
CEO
RittmanMead - UK

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OAC: Eaglemoss

Vertice Cloud

Speakers

Abi Giles-Haigh
Chief Data Science Officer



Go-To Partner in
Cloud Market
Place

Founded in 2010

9
Specialisations

ACEs
in the Pack

Successive
Multiple
Oracle
Global
Excellence
Awards

European
Presence

Accomplished

25
Oracle
Certified Experts

Oracle
Ireland
Partner of the Year
2018, 2019

Proud
of our
Strong Oracle
Partnership

42 Employees
across four
countries

UKI Autonomous
Database
Partner of the Year
2020

Oracle University
Partner

Oracle
Platinum
Partner

Respected



Retail

Technology

Utilities

Financial Services

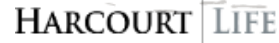
Pharmaceuticals

Public Sector

Education



BROWN THOMAS



ARNOTTS
EST. 1843



EAGLEMOSS
COLLECTIONS



Welcome Eaglemoss



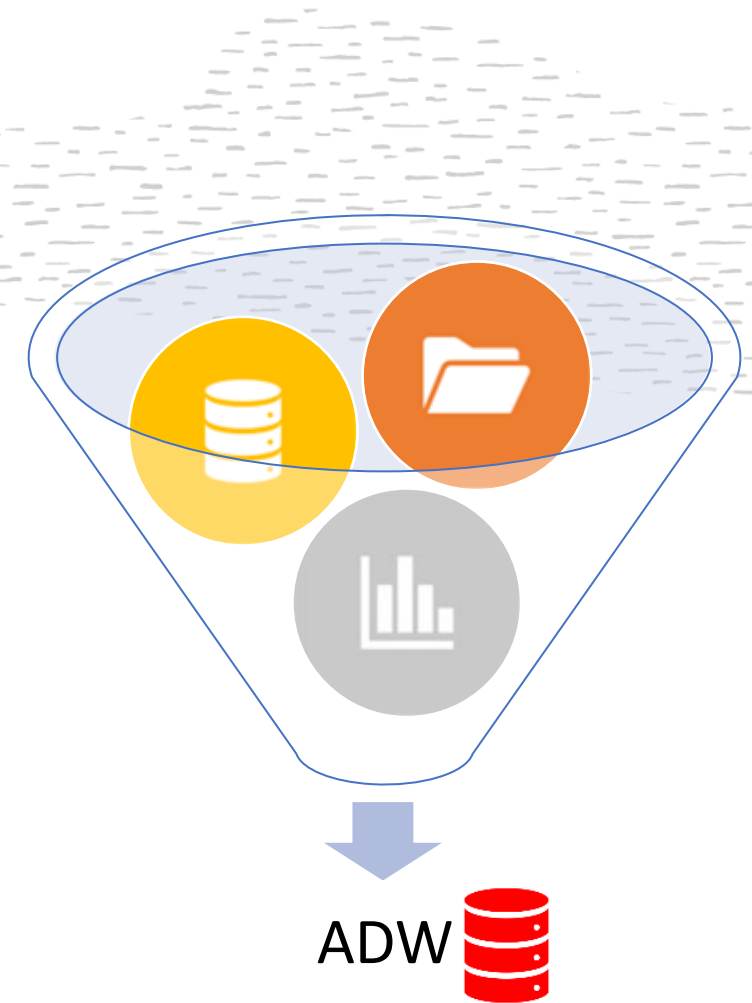
Business Requirements

- Data stored across multiple regions
- Data Integrity Issues
- Excel hell internally
- No consolidated view of a customer
- Previous Data Warehouse was not performant



Phase 1 - Build

- Cloud Analytics and Data Management
 - Oracle Analytics Cloud (OAC)
 - Autonomous Data Warehouse (ADW)
 - Oracle Data Integrator (ODI) on OCI
 - Customer Transactions / Subscriptions KPIs



Phase 1 - Delivered

- OAC Dashboards
 - E-Commerce / Retail
 - Customer Transactions & Subscriptions KPIs
- Train the Trainer
 - Self-service analytics
 - User administration
 - Move toward Augmented analytics



GOVERNED ANALYTICS

Scale analytics with a secure, extensible, and personalized architecture.

Eaglemoss – In Progress

- Include more sources in ADW
 - Enables further User Adoption and Self Service across more Business Areas
- Enhanced dashboards and KPIs
 - Customer Transactions & Digital Data



GOVERNED ANALYTICS

Scale analytics with a secure, extensible, and personalized architecture.

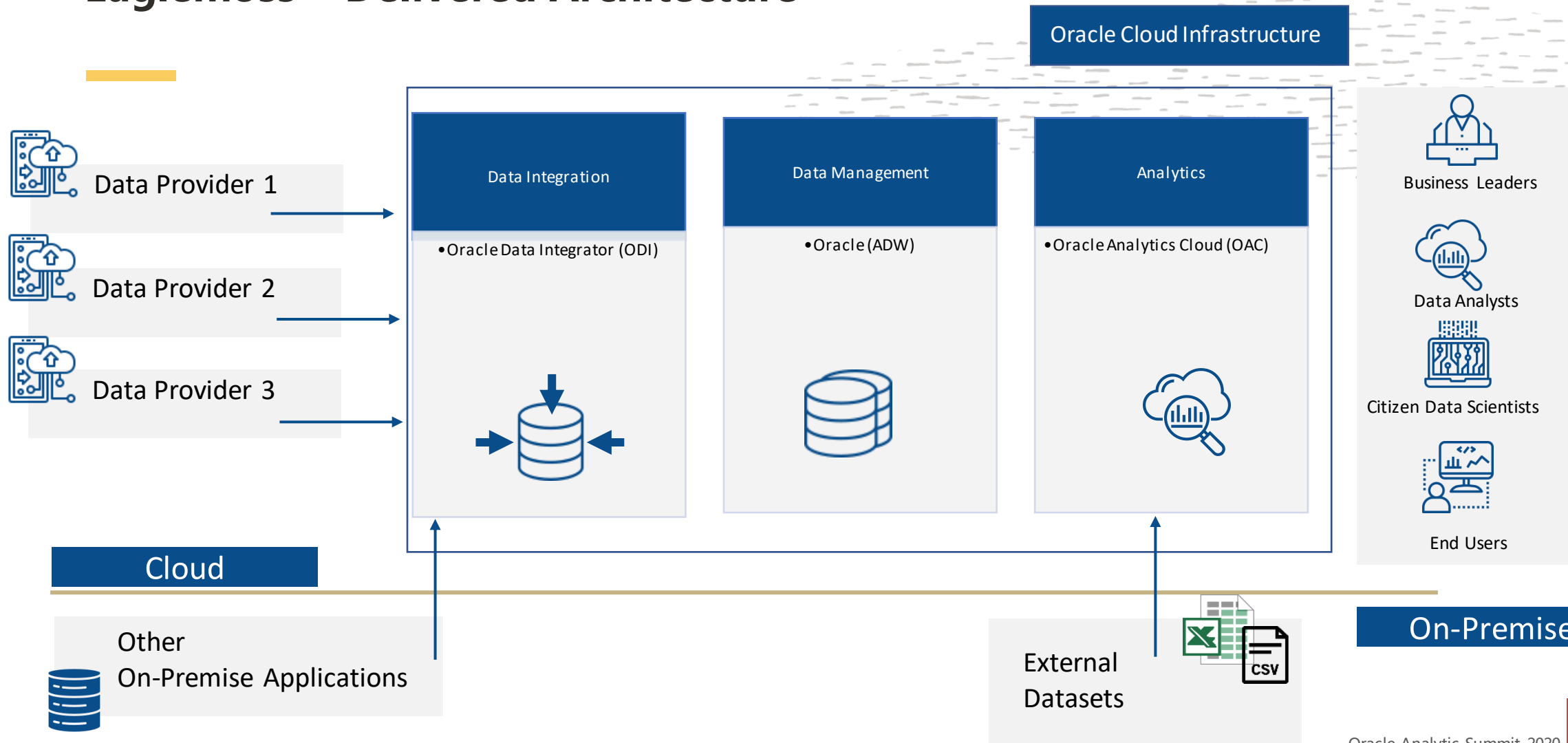


SELF-SERVICE ANALYTICS

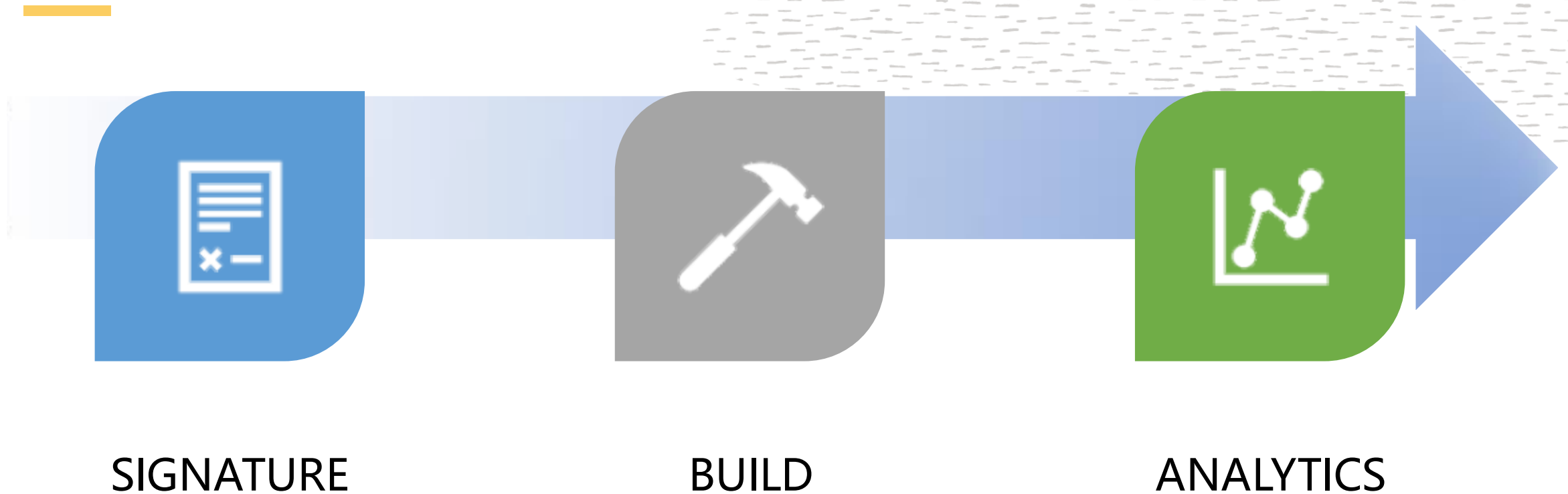
Provide a complete end-to-end self-service environment that far surpasses data visualization.



Eaglemoss – Delivered Architecture



Eaglemoss - Timeline



Eaglemoss - Value Add



CUSTOMERS



PRODUCTS



DELIVERY



People



MARKETING



SOCIAL
MEDIA



FEEDBACK



Technology



Eaglemoss - Future

- Create a Single View of the customer across siloed data sources
- Track core business/channel KPIs.
 - Key trends can be monitored resulting in possible further analysis.
 - Quicker insights through OAC
- Give users a way of exploring data using a predetermined set of dimensions
 - Dashboards accessible on any device
 - Disseminated, governed and secured



AUGMENTED ANALYTICS

Power deeper insights by embedding ML and AI into every aspect of the analytics process.

Eaglemoss

"With OAC - we went from dark data to enlightened data in an easy manner. Able today to understand better our customers, bring a better quality of service and increase our sales."



Samuel Sonnenfeld
Digital and IT Director



Tel: +353 (01) 565 4038

Web: www.verticecloud.com

Address: 50 Northwood Court, Northwood Business Campus, D09 TR68, Santry, Ireland.



- Multiple Oracle Global Excellence Awards
- Multiple Oracle User Community Awards
- Multiple Oracle Partner Awards

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SKANSKA

**We build
for a better
society.**

Conny Björling

Head of Enterprise Architecture

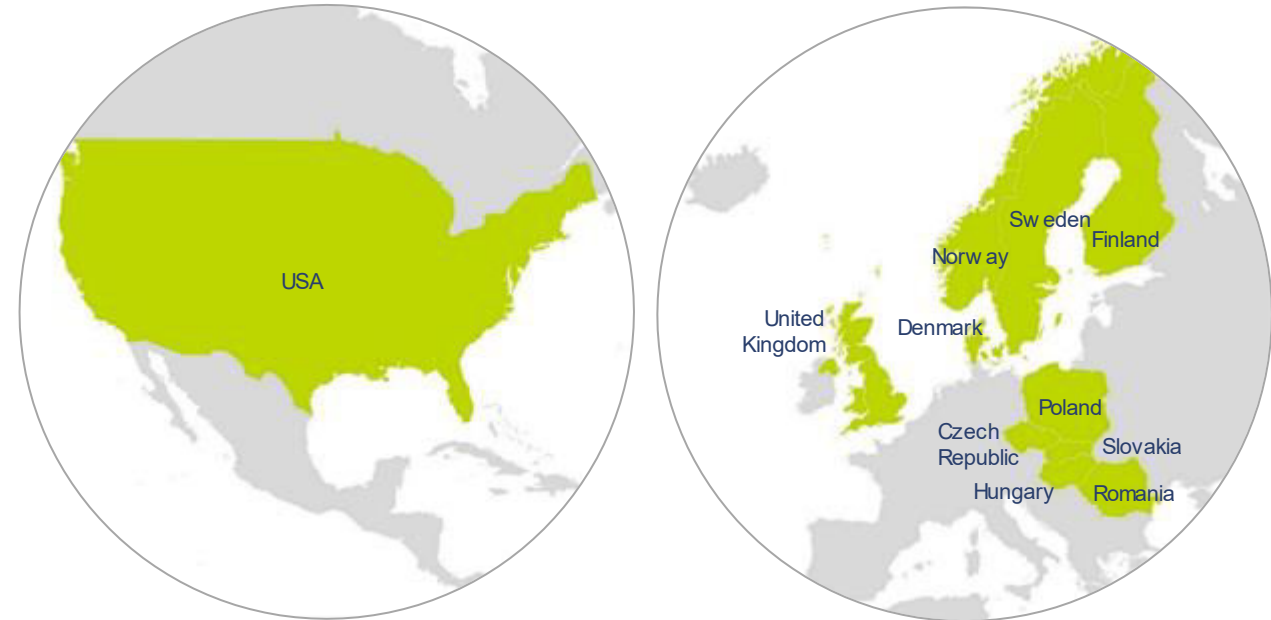
Group Function IT, Skanska HQ



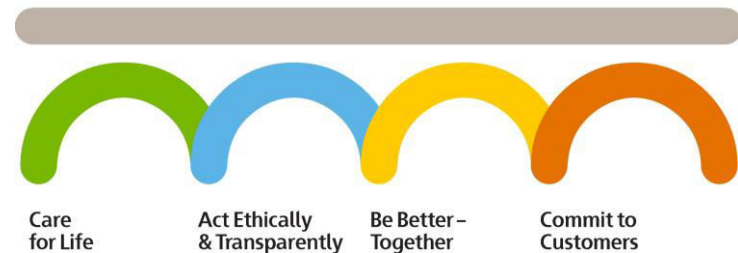
Skanska in brief

- Founded 1887 in Sweden
- International business since 1897
- Quoted on the Nasdaq Stockholm
- 2019 revenues SEK 177 billion
- 34,000 employees

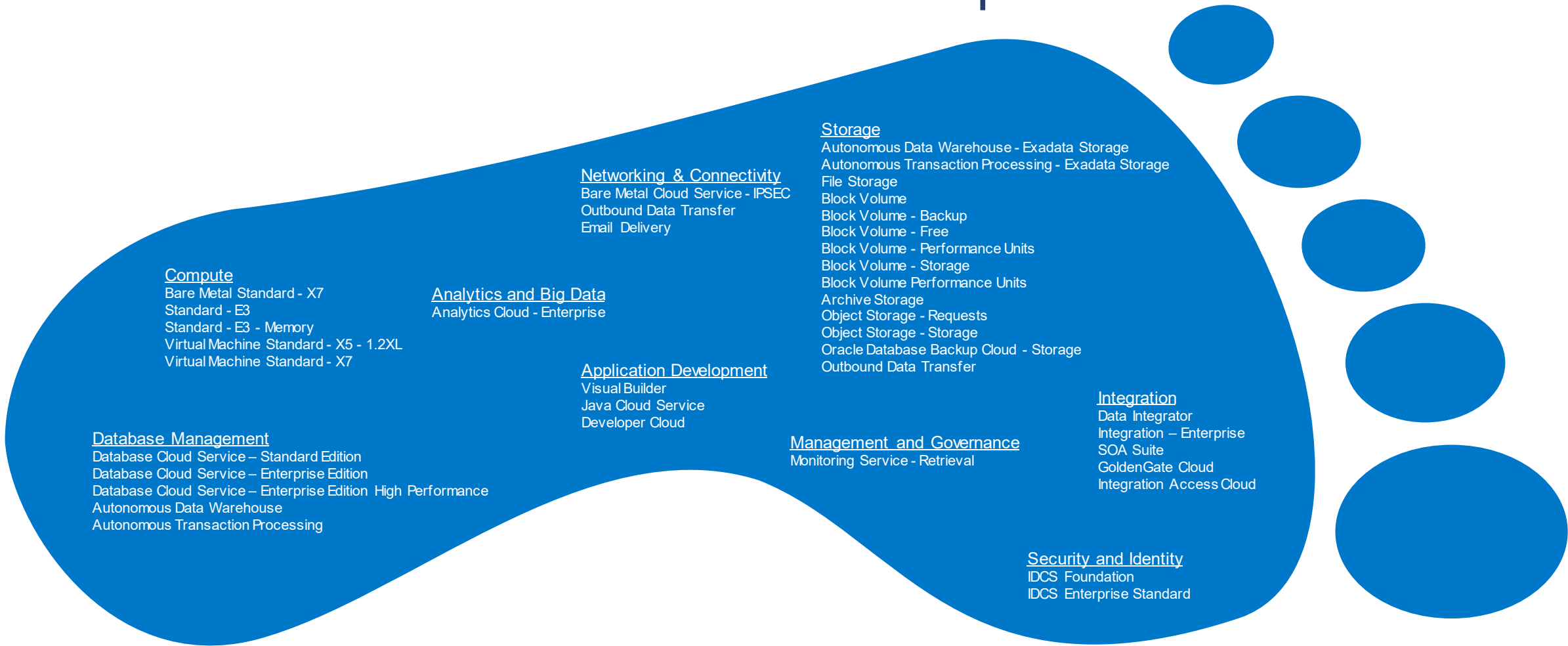
We are active in selected home markets



Skanska Values



Oracle Tech – PaaS and IaaS Footprint



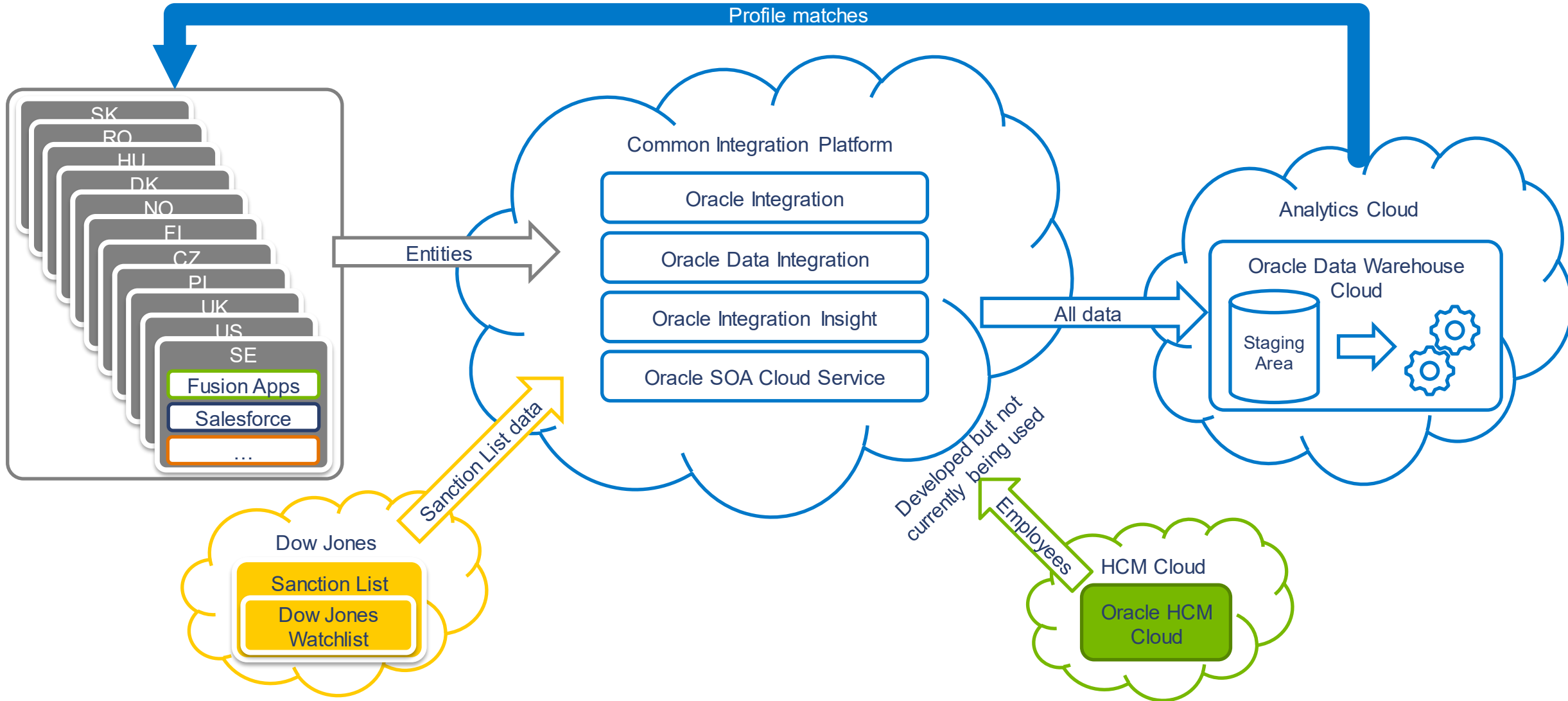
“Knowledge and Experience” in Oracle Analytics Cloud

- First customer on Analytics Cloud (BICS), September 2014
- Multiple cloud data center migrations (“before classic” to classic, classic to OCI)
- On-premise and Cloud sources for OAC
- SSO with MSAD and Azure Active Directory
- Multiple OAC platforms in same cloud tenancy

Skanska Sanctions Cloud

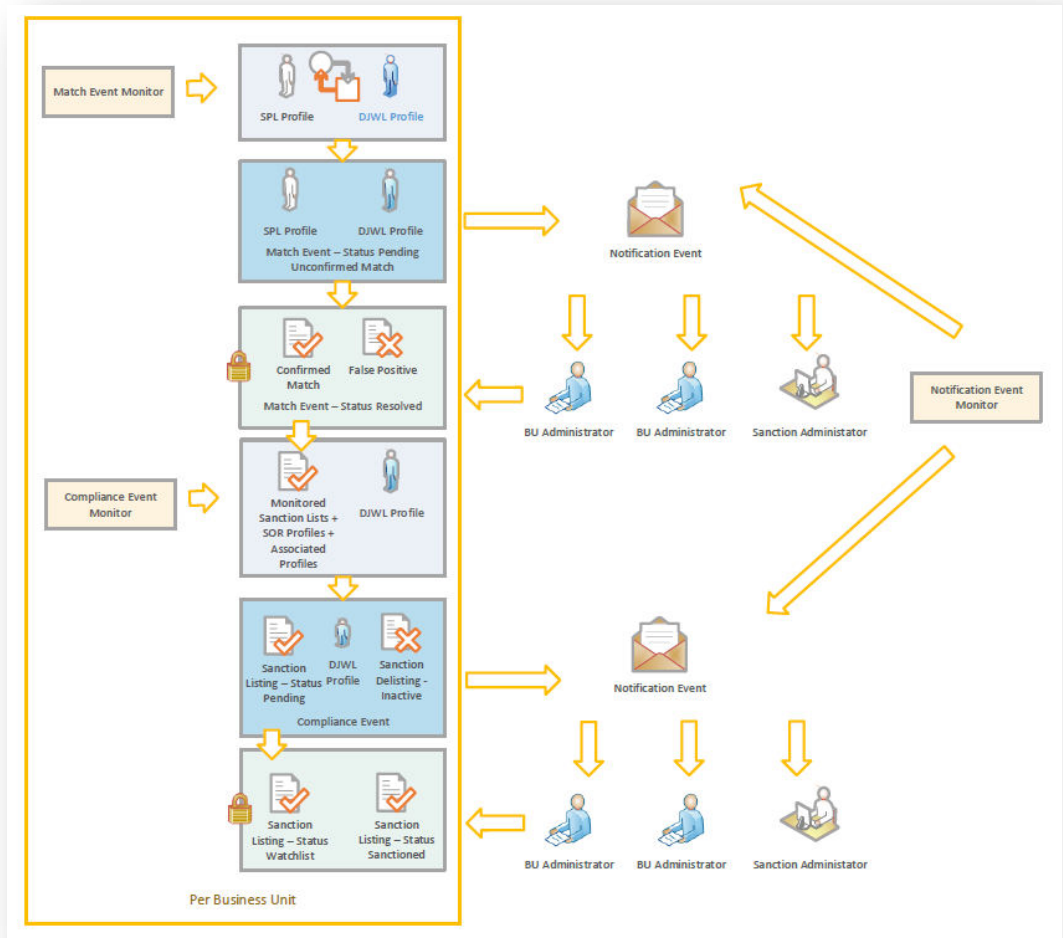
- **Project financing** requires that all counterparties are continuously checked against global Sanctions lists
 - Suppliers and customers
- **Failure to comply** can result in penalty and other financial measures
- **Process must** be simple and scalable
 - Counter parties that are ok, can be added to list after initial contact
 - Use fuzzy logic to match counterparties with sanction profiles
 - Log all activities

Sanction Cloud Solution Architecture

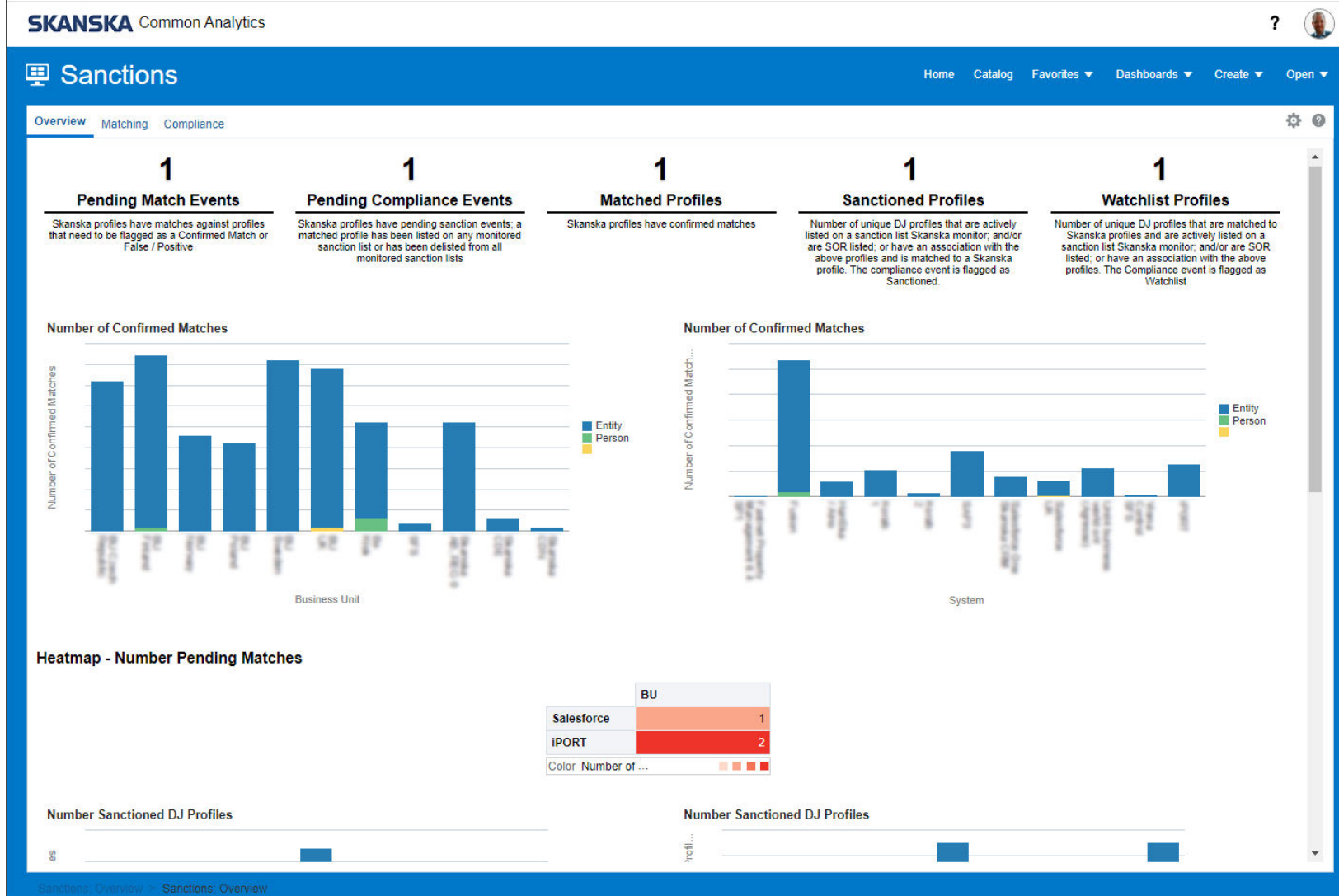


Oracle Data Warehouse Cloud

- Dow Jones WatchList (DaaS)
 - 2 100 Sanction lists
 - 2 600 000 Profiles
 - 7 500 000 Name Variations
- Skanska profiles
 - 23 Source systems
 - 390 000 Profiles
- Jaro–Winkler algorithm
 - ML for the matching process



Analytics Cloud – Sanctions Overview



Analytics Cloud – Sanctions Matching and Compliance

SKANSKA Common Analytics ?

Sanctions Home Catalog Favorites Dashboards Create Open

Overview Matching Compliance ⚙️

Matching Matches Matching History

Review Match

Business Unit Profile Type System Dow Jones Profile ID Skanska Profile ID Event Subtype

Event Date	Business Unit	System	Profile Type	Dow Jones Single String Name (Primary)	Dow Jones Profile ID	Skanska Single String Name (Primary)	Skanska Profile ID	Event ID	Event Subtype	Highest Match Score	Confirm Match	False Positive
24-Apr-2020	BU	Salesforce	Entity	[REDACTED]	12183639	[REDACTED]	[REDACTED]	61457	Fuzzy Match - SSN	94%	Confirm Match	False Positive
		iPORT	Entity	[REDACTED]	12183639	[REDACTED]	[REDACTED]	61449	Fuzzy Match - SSN	100%	Confirm Match	False Positive
29-May-2020	BU	iPORT	Entity	[REDACTED]	11328539	[REDACTED]	[REDACTED]	61485	Fuzzy Match - SSN	95%	Confirm Match	False Positive

Refresh - Print - Export

SKANSKA Common Analytics ?

Sanctions Home Catalog Favorites Dashboards Create Open

Overview Matching Compliance ⚙️

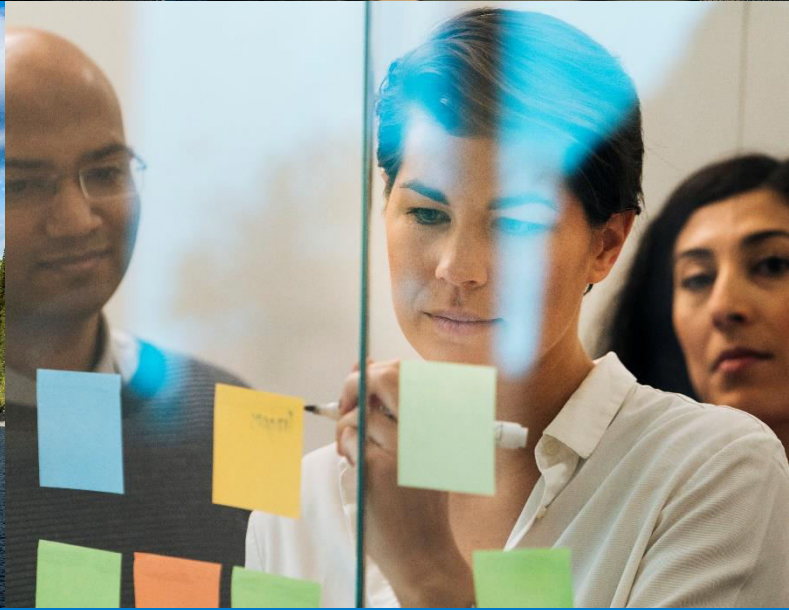
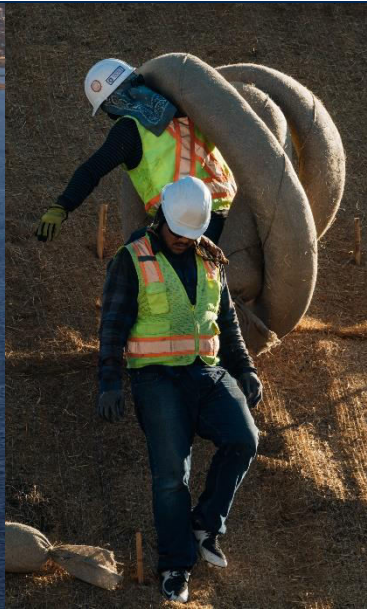
Compliance Events Current Compliance Status Compliance Event History Watchlist Profiles Sanctioned Profiles

Compliance

Business Unit Profile Type Dow Jones Profile ID Skanska Profile ID

Business Unit	Profile Type	Event ID	Event Date	Event Type	Event Subtype	Current Event	Dow Jones Single String Name (Primary)	Dow Jones Profile ID	Sanction Start Date	Sanction To Date	Skanska Single String Name (Primary)	Skanska Profile ID	System
BU	Entity	60771	18-Jul-2019	Sanction Event	Sanction Listing	Y	[REDACTED]	1187701	18-Jul-2019	01-Jan-2099	[REDACTED]	[REDACTED]	[REDACTED]

Refresh - Print - Export



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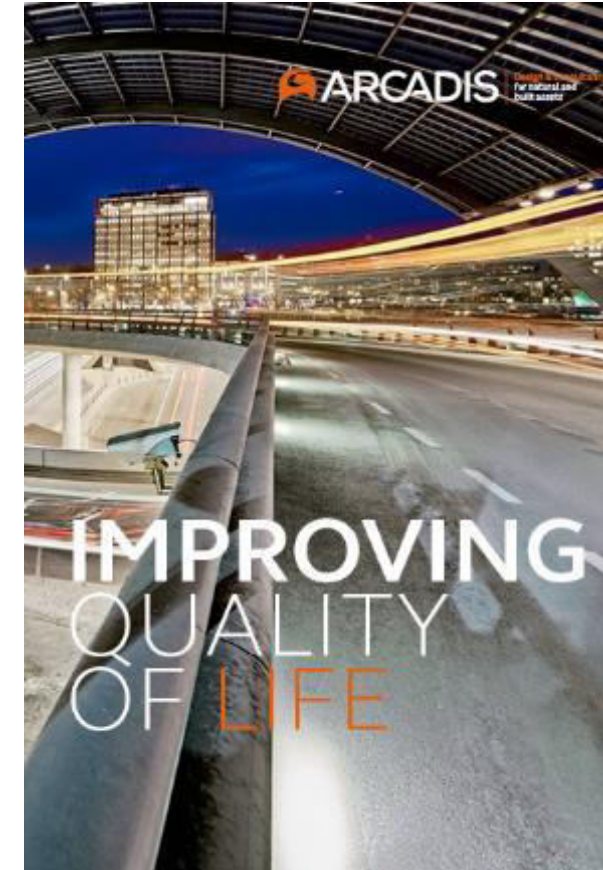
BI & Analytics @ Arcadis

René Putman | Global Director BI & Analytics

OOW London February 2020

Agenda

- Arcadis - Improving Quality of Life
- BI & Analytics at Arcadis with Oracle Analytics Cloud
- What's next?



Arcadis - Improving Quality of Life

Our roots



€3Bn

Net revenue

Number of employees
~6,100
North America

Number of employees
~4,100
United Kingdom

Number of employees
~1,500
Latin America

Number of employees
~6,100
Continental Europe

35,000+

Number of projects

LOCAL
STRENGTH,
GLOBAL
REACH

Employees worldwide

~27,300

Number of employees
~3,000
Global Excellence Centers

Number of employees
~1,500
Middle East

Number of employees
~1,000
Australia Pacific

Number of employees
~4,000
Asia

Countries with offices

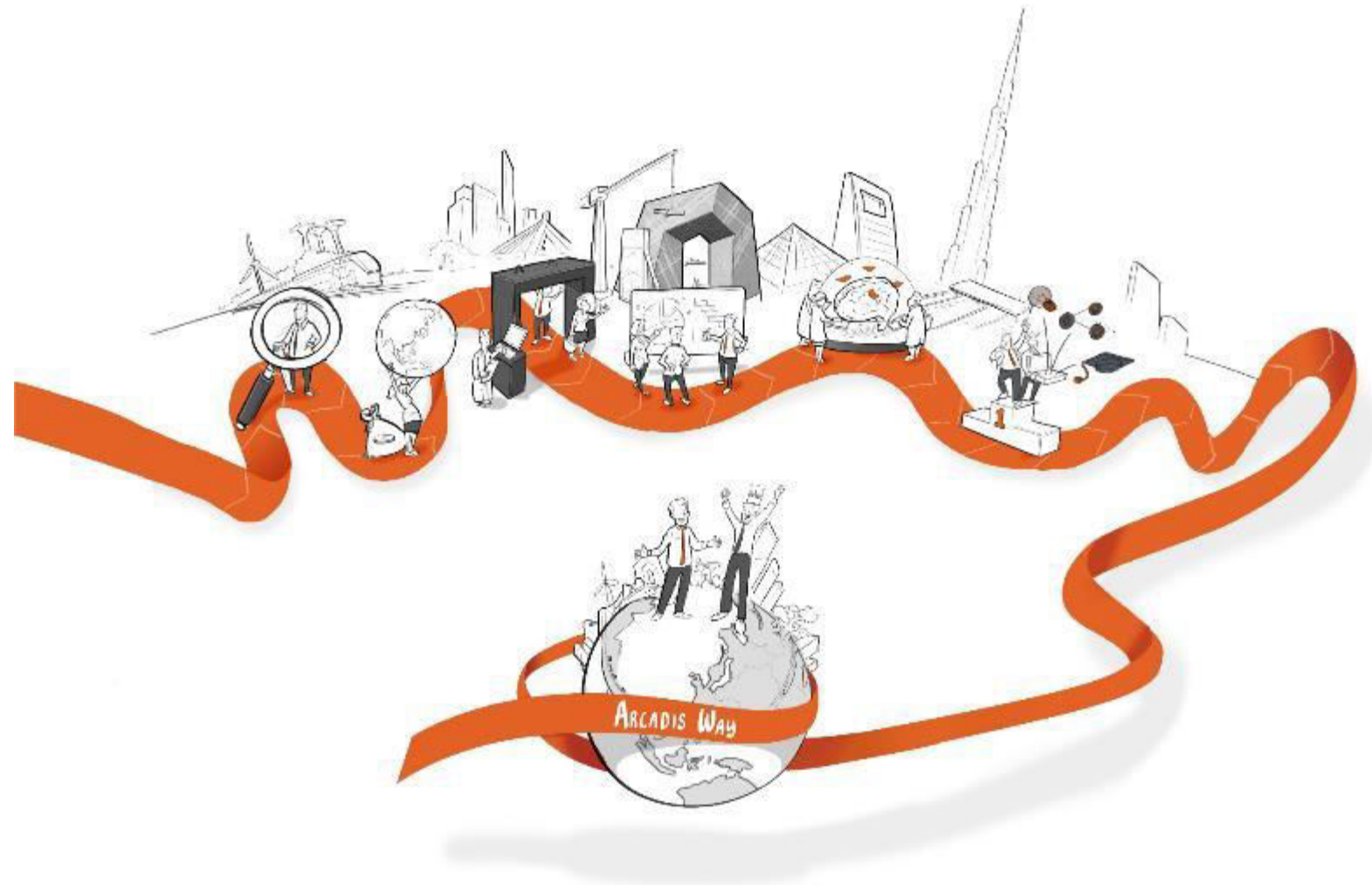
40+

Solid foundations of the Arcadis Way

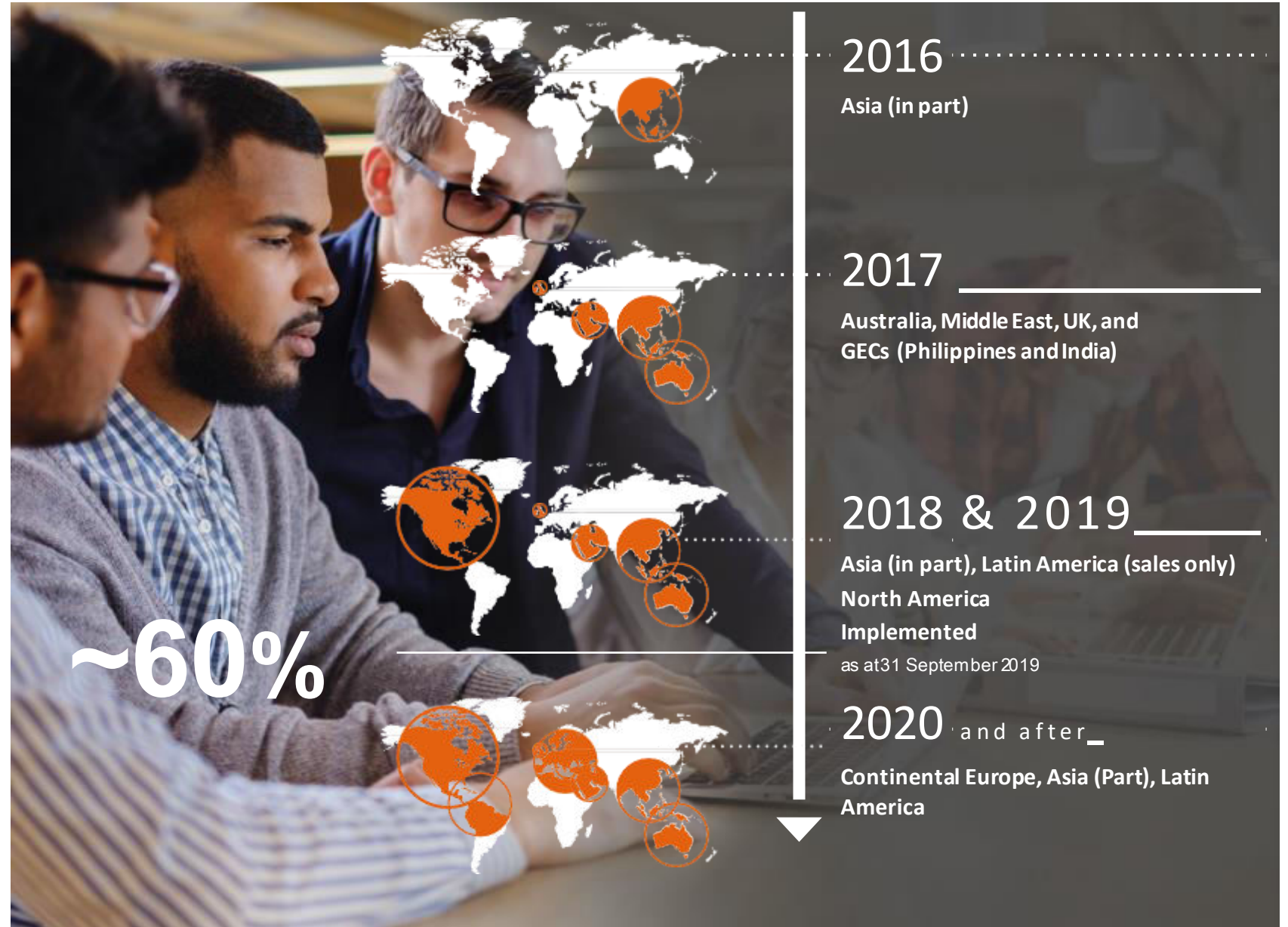
- Focus on six key building blocks:
 - clients
 - opportunities
 - resources
 - projects
 - Knowledge
 - people

- Together, they form the foundation for a harmonized, global and unique way of working.

- Resulting in higher win rates, increased career development and more efficient processes for our people.

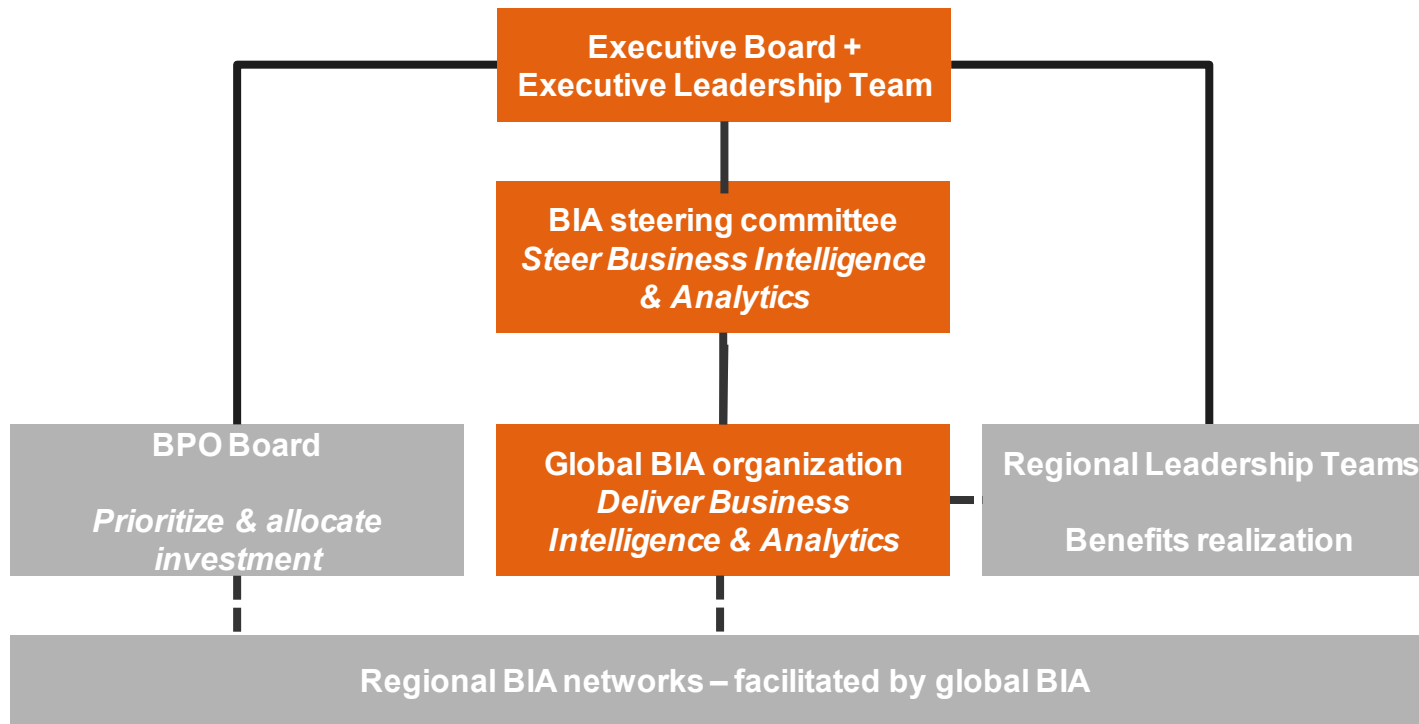


Our journey



BI & Analytics at Arcadis

Business Intelligence & Analytics governance



BIA steering committee

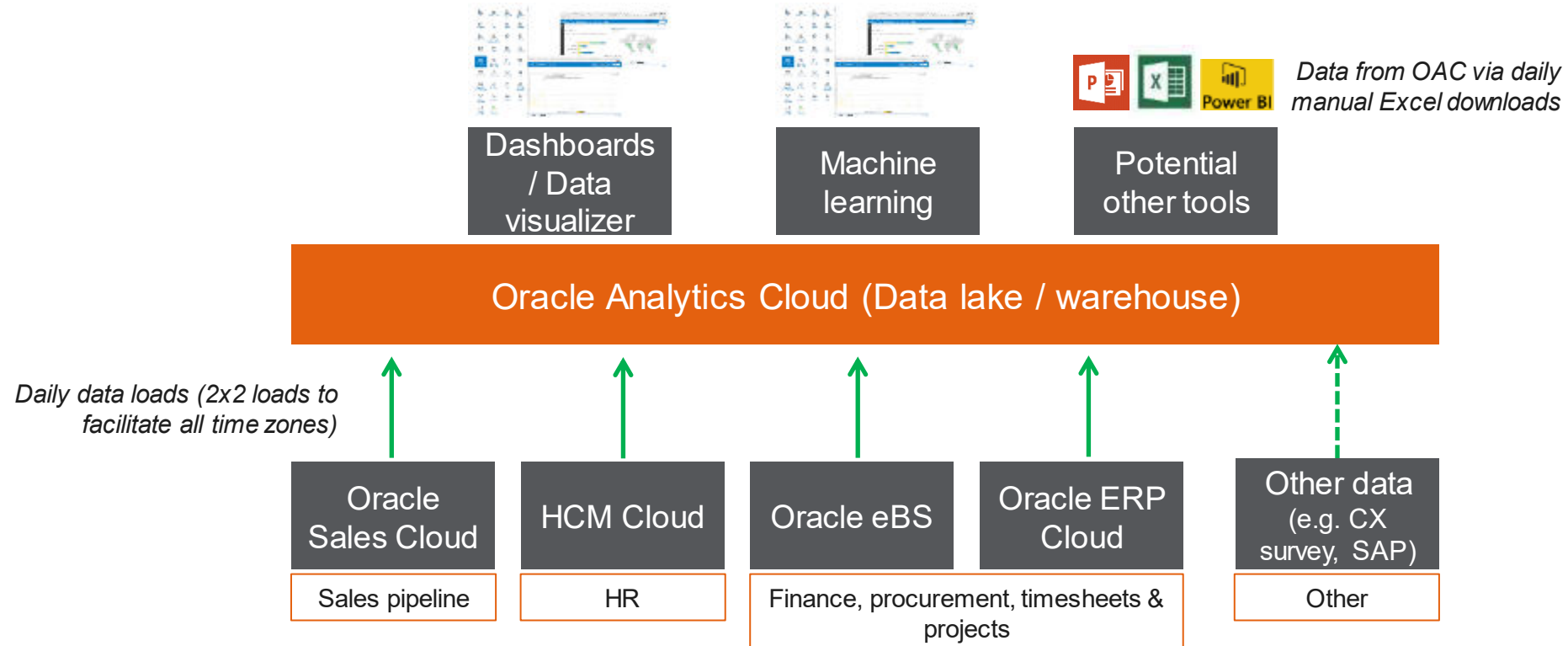
- Key accountability: steer BIA decision making on strategic themes, portfolio management and roadmap for BIA global and regional (budget, risk, change requests)
- Decision making on major releases to the business

Global BIA network organization

- Design, implement and continuously improve Business Intelligence, reporting and analytics in support of business performance
- Deliver high quality and reliable analytics platform to enable standard reporting and (predictive) analytics based on a single version of the truth

BI & Analytics Architecture with Oracle Analytics Cloud

Driving business value and agile decision making based on reliable data, standard dashboards and analytics



Facts and benefits

30+
Dashboards

Driving business value and agile decision making

Reliable data

Integrated data and dashboard security

Single source of truth

2.1 TB

Regional dashboards in global tool

Daily automatic data refreshes

Stop Excel downloads and sharing of offline reports

Higher quality and ease of analysis

Self-service

4000
Users

Global standardization

Improving our top and bottom line and cash collection

The benefits come also with organizational and behavioural challenges we have to address

- Ensuring our employees follow processes and keep source applications up to date without making off system adjustments. Requires change in mind-set and behaviour. We use the power of BI & Analytics to trigger that awareness and action on data cleansing and correct entry at source systems. Not accepting sales which is not captured in any tool
- Generating transparency and efficiency **vs** regions are no longer able to “hide” information from corporate
- Redefining how corporate and regions are working together and rely more on continuous insight **vs** once a month manual submissions to our group consolidation tool
- Using the power and capacity of the Global BIA Network Organization **vs** a company where regions have a lot of decision making power leading to more regional dashboards instead of single global standards
- Focus to get data quality and descriptive analytics right **vs** people getting very excited about predictive analytics
- Internal BI & Analytics **vs** external data-driven service offerings to clients in two different functions
- Data & Analytics individuals spread across multiple functions **vs** clustering under a single Analytics Factory
- More requests for global insights for all regions **vs** business transformation with one ERP and data model still in progress

Oracle Analytics Cloud – samples of dashboards

Selection of user stories providing insight across all levels of the organization

- Client insights - What are the financial results of our projects for our key clients and what is the pipeline of new work we are chasing at these clients
- Operations Management - Increased project profitability insight and see which projects are profit / loss making across various dimensions
- Project Managers – Simplify the Project Manager experience around looking up the financial status for their projects, by creating one global & valuable Project Manager Dashboard.
- Cash Cycle – Know the DRO by Region / Division / BUL1 / Project / Clients to be able to monitor the performance and identify areas of improvement and zoom into different components of DRO, such as DUO and DBO to get insights into bottlenecks
- Billability insight - As a line manager or country manager I want to view time written by team / employees across billable vs non-billable activities with the ability to drill down into individual client projects and indirect codes and tasks (L1 & 2)

What's next?

What's next?

- Increase usage and adoption of Oracle Analytics Cloud for dashboards and analytics across into all regions and move away from Excel shared reports
- Improving the user experience
 - Improve performance of the dashboards
 - Launching mobile / tablet version of dashboards with the Oracle BI mobile apps
 - Work with Oracle to improve the product and new released functionalities (e.g. combination dashboards with DV)
- Collaboration / comments on online dashboards instead offline Excel
- Move towards forward looking and predictive analytics
 - Explore possibilities of OAC embedded advanced analytics and machine learning
 - Combining internal performance data with external or client data
 - Collaboration with data scientists



Arcadis.
Improving quality of life.

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Rittman Mead - DWGL - OAC Experiences

- Jon Mead
- CEO Rittman Mead
- Oracle partner specialising in data and analytics
- 3 brief case studies
- Quick look at the future



Pan African Telco

- Greenfield implementation
- Users located in 25 countries across Africa and Middle East
- Critical that data could only be seen by the right people
- All data sources SaaS
- Predominantly Oracle EPM, for example PBCS
- Using both enterprise reporting and self service/visualisation

Major US University (1)

- Migration from OBIEE 12c
- Very large and complex implementation
 - 6 different campuses
 - Row level security
- 2.5GB BAR file
- Up and running in 2 weeks
- Data Gateway: on premise data warehouse
 - VPN too complex
 - Data Gateway performance good



Major US University (2)

- Security provisioned directly from IDCS
- Support from Oracle excellent during migration
- Observations
 - No write back - considering APEX
 - Heavy use of INIT BLOCKs - considering using ATP to avoid round trip through Data Gateway
 - Act as - considering using a flag in INIT BLOCKs

Global Investment Bank (1)

- Migration from OBIEE 12c
- Complex security model
 - 5 separate AD domain resulting in 5 servers running AD Bridge
 - Delegated authentication
 - Whitelisting
 - Security access logs
 - Zero data persisted on OCI intra day
- Data Gateway: on premise data warehouse running MS SQL Server

Global Investment Bank (2)

- BIP reporting bursting with SFTP endpoints
- POC done in 4 weeks
- Moved directly to PROD
- Would like to revisit the multiple
Bridges



What Next

- OAS a viable upgrade path for OBIEE
- Challenge to Tableau/Qlik (maybe even Power BI?)
- Uptake on Machine Learning
 - Data Scientist and Analyst collaboration
- Changes to the data modeller and...



Rittman Mead - DWGL - OAC Experiences

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