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Introduction to Oracle Business Intelligence Standard Edition One

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Oracle Business Intelligence

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Oracle BI Suite Standard Edition One

The Right Business Intelligence Foundation for the Emerging Enterprise

- BI and the Mid-size Business
- Complete BI System
- Based on Proven, Leading Components
- Easy to Use and Attractively Priced
- Ready to Grow with Your Business

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Business Intelligence is the #1 Priority

"…the most important technology in 2007 is business intelligence"

Business Intelligence Tops the Strategic Technology List

Since customer service and growth are important, it makes sense that the most important technology in 2007 is business intelligence. BI is a family of technologies that promises to offer better insight into customer behavior and market opportunities. Business process management technologies should do the same for internal processes. However, while BI gets good grades for meeting expectations, BPM suites and platforms often fall short (as our Customer Strategies Survey found). The other top technologies on the list are no surprise—they've been critically important for years, not only for pulling data together, but also for helping users make sense of it.

2.1 Which five technologies will make the most significant contribution to your company's business strategy in 2007? N=215

		total	below $1 billion	$1 billion or more
1	Business intelligence/data mining	37%	35%	39%
2	Business process management	34	32	36
3	Web services/service-oriented architecture	32	22	41
4	Collaboration and workflow	31	30	33
5	Data and systems integration	27	25	30

Source: CIO Insight, "The Future of I.T.: What's on Tap for 2007 and Beyond," January 16, 2007

Mid-size Business Pains

Practical consequence of an evolving IT infrastructure

- **Reports, Reports, Reports:** All Businesses need to create a wide range of documents. Many of these require specialized software and hardware.
- **Data Here, There, and Everywhere:** Multiple sources of data prevent a complete and consistent view of all information to assess overall business performance.
- **What has your data done for you lately:** Lots of data but lack insight that could help run the business more effectively.
- **Expensive, complicated software:** Most Business Intelligence offerings are expensive and difficult to install, configure, and use.

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Oracle's Enterprise Performance Management System

EPM Workspace

Performance Management Applications

BI Applications

Business Intelligence Foundation

Fusion Middleware

OLTP & ODS Systems

Data Warehouse Data Mart

OLAP

SAP, Oracle, Siebel, PeopleSoft, Custom

Excel XML

Business Process

Oracle BI Standard Edition One

Complete BI System

Range of BI Information Delivery Tools

Oracle BI Publisher
(Reporting / Publishing)

Oracle BI Interactive Dashboards

Oracle BI Answers
(Ad Hoc Analysis)

Unified BI Metadata and Shared Services

Oracle BI Server

- Simplified business view and unified BI metadata
- Calculation and integration engine
- Optimized data access

ETL and Data Mart for Data Consolidation

Data Sources

Main Database

Excel Files

Oracle Database

Oracle Warehouse Builder *(ETL)*

Data Sources

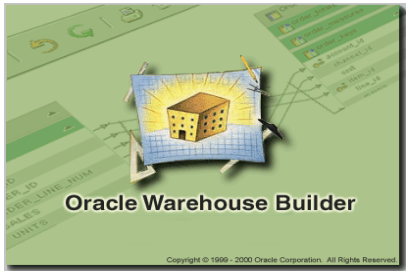
Other Systems

Oracle Data Mart Solution

Oracle Warehouse Builder + Oracle SE One Database

- **Oracle Standard Edition One Database**
  - Mid-size / Departmental Ready Database
  - Self Managing and configured for DW purposes
  - Reporting DB / Data Marts / Data Warehouses up to around 500GB
  - Full upgrade to DB Standard or Enterprise Edition

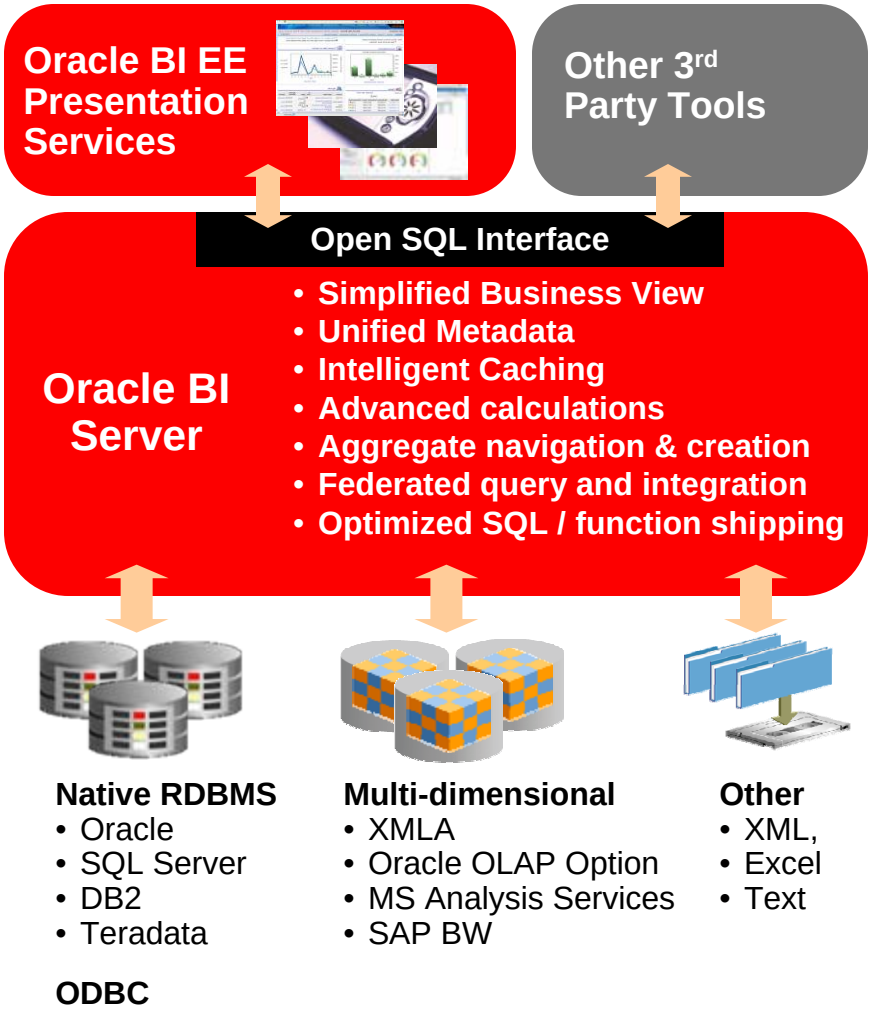
- **Oracle Warehouse Builder (Core ETL)**
  - Warehouse developer productivity tool
  - Declarative visual ETL tool with 95% auto-code generation
  - Automatically generates code to take advantage of Oracle DB DW features
  - Covers the entire cycle from DW design & deployment to operational use
  - Full upgrade to OWB options with DB Enterprise Edition



Oracle BI Server

Simplified, Powerful, Scalable Intelligence Server

- **Simplified business model view**
- **Advanced calculation & integration engine**
- **Intelligent request generation and optimized, distributed data access**
- **Mission critical scalability and performance**
- **Foundation for all Oracle BI SE1 presentation services**



Oracle BI Server

3 Layer Common Enterprise Information Model

Physical Layer

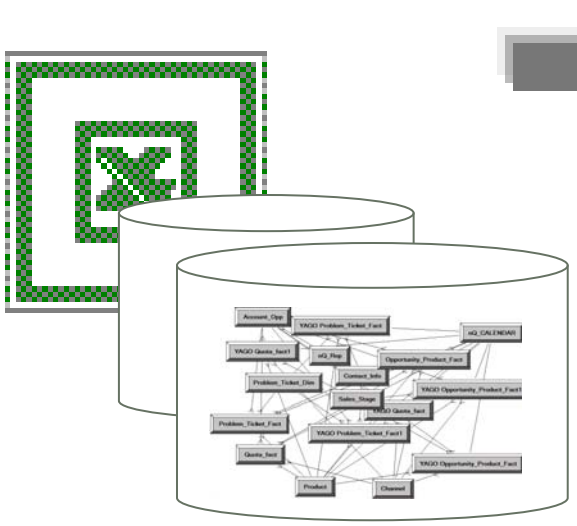
Mapping to all data sources

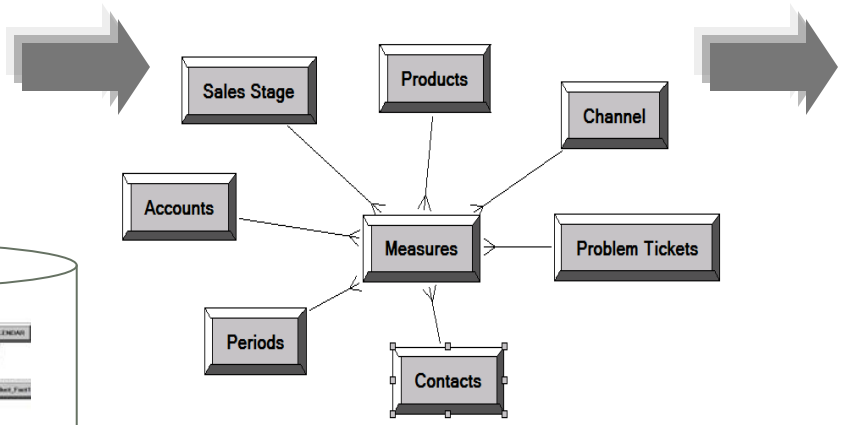
Semantic Object Layer

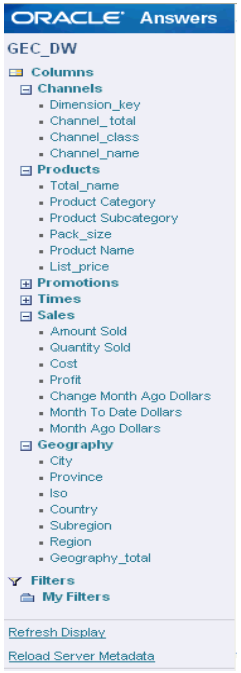
Simplified logical business model across all sources

Presentation Layer

What end users see







Information Delivery Capabilities

Reporting, Dashboards, and Ad Hoc Analysis

Oracle BI Publisher

- Highly formatted reporting and publishing
- Report layout using familiar tools (e.g. Word, Adobe)
- Single product for all document needs – invoices, checks, financial statements, government forms, etc.

Oracle BI Interactive Dashboards

- Live, intuitive, personalized dashboards
- Powerful dashboard to dashboard navigation and dynamic analytics
- Simple yet powerful intelligence for anyone

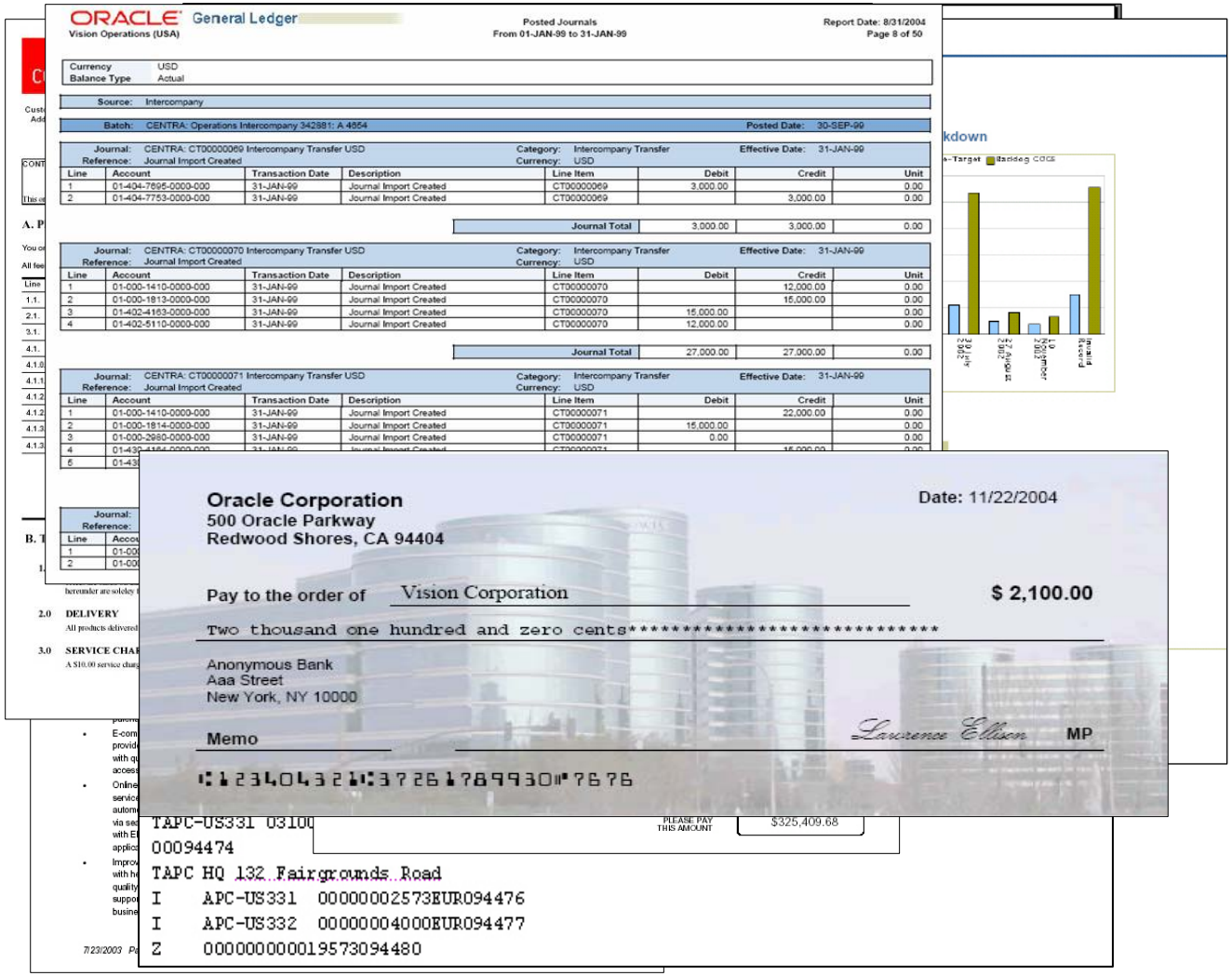
Oracle BI Answers

- Powerful ad-hoc analysis via 100% Web UI
- Create & modify charts, pivots and dashboards
- True business user self sufficiency via intuitive, simplified business model

BI Publisher High-Fidelity Reporting

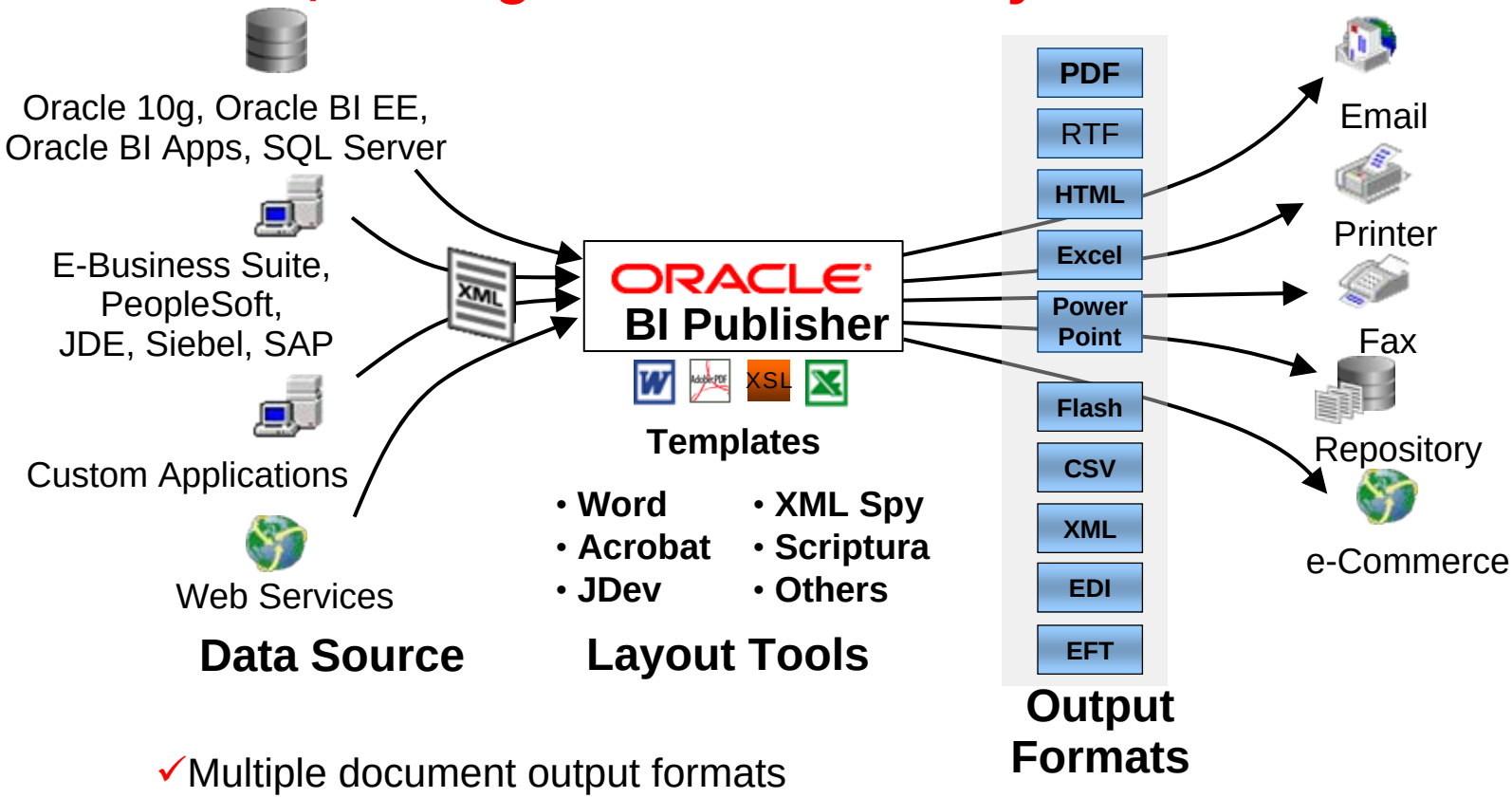
One Solution for All Document Needs

- ✓*Purchase Orders*
- ✓*Labels / Bar Codes*
- ✓*Collateral*
- ✓*Government Forms*
- ✓*eText*
- ✓*Order Forms*
- ✓*Invoices*
- ✓*Operational Reports*
- ✓*Correspondence*
- ✓*Financial Statements*
- ✓*Checks*



BI Publisher

Author, Manage & Deliver to any destination

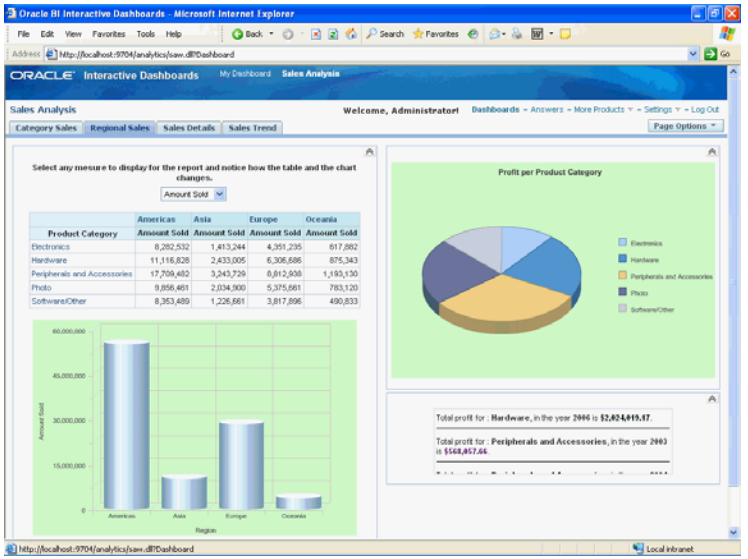


- ✓Multiple document output formats
- ✓Report layouts developed and maintained using familiar desktop applications·
- ✓Reduced costs and complexity by eliminating custom or third party solutions

BI Interactive Dashboards

The Most Usable Intelligence Interface

- Fully interactive, with unrivaled ease of use characteristics
- Personalised to the most detailed level
- “Traditional BI” historical Key Performance Indicators etc, *plus* live, real-time data access



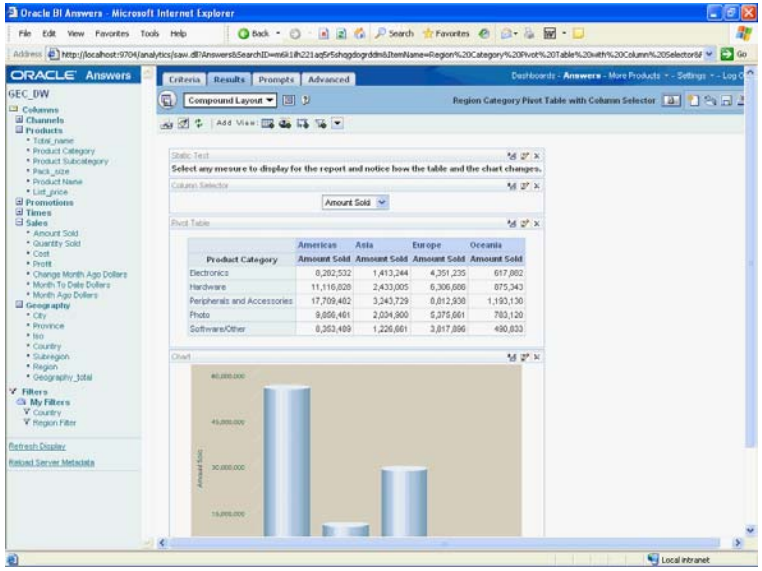
- ***Live***
- ***Real-time***
- ***Fully Interactive***

Personalized, actionable intelligence for the broadest audiences

BI Answers

Self-service Insight Tool

- Full ad hoc analysis, pivot tables, and report creation
- Drag and drop report and dashboard authoring
- Users shielded from complexity and structure of underlying data structures
  - Ensures highest ease of use
  - Lowering the workload on IT support
- Easily save reports back into Intelligence Dashboards



Ad Hoc Analysis

Providing true self-service access to information - users can get real-time answers to business questions

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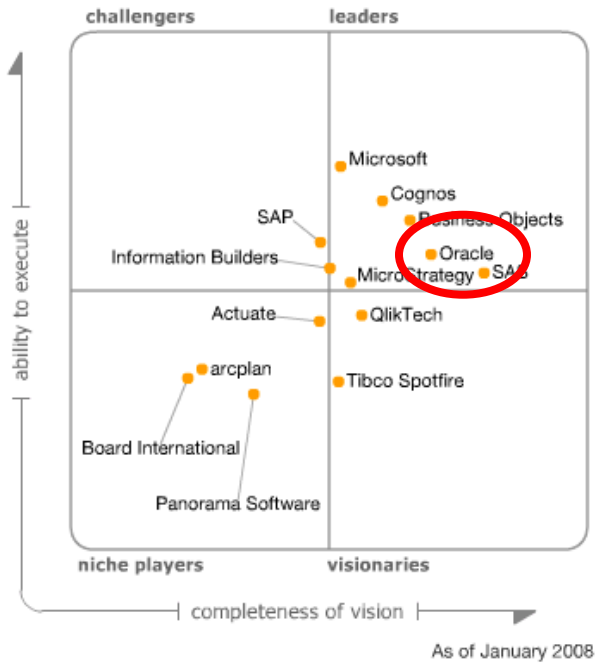
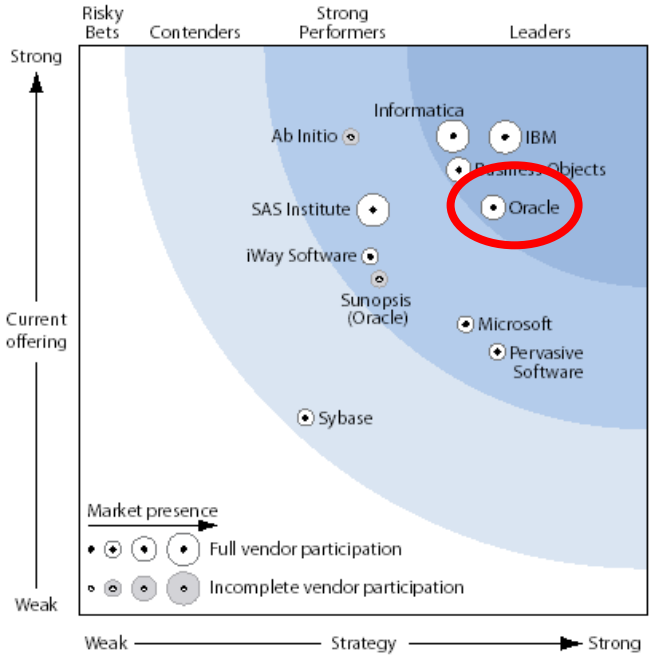
Based on Proven, Leading Components

Leader in BI, ETL, and Data Warehousing

BI Platforms Magic Quadrant, Q1 08



Enterprise ETL Forrester Wave, Q2 07



Data Warehousing Magic Quadrant, Q3 07

Magic Quadrant Disclaimer: The Magic Quadrant is copyrighted by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

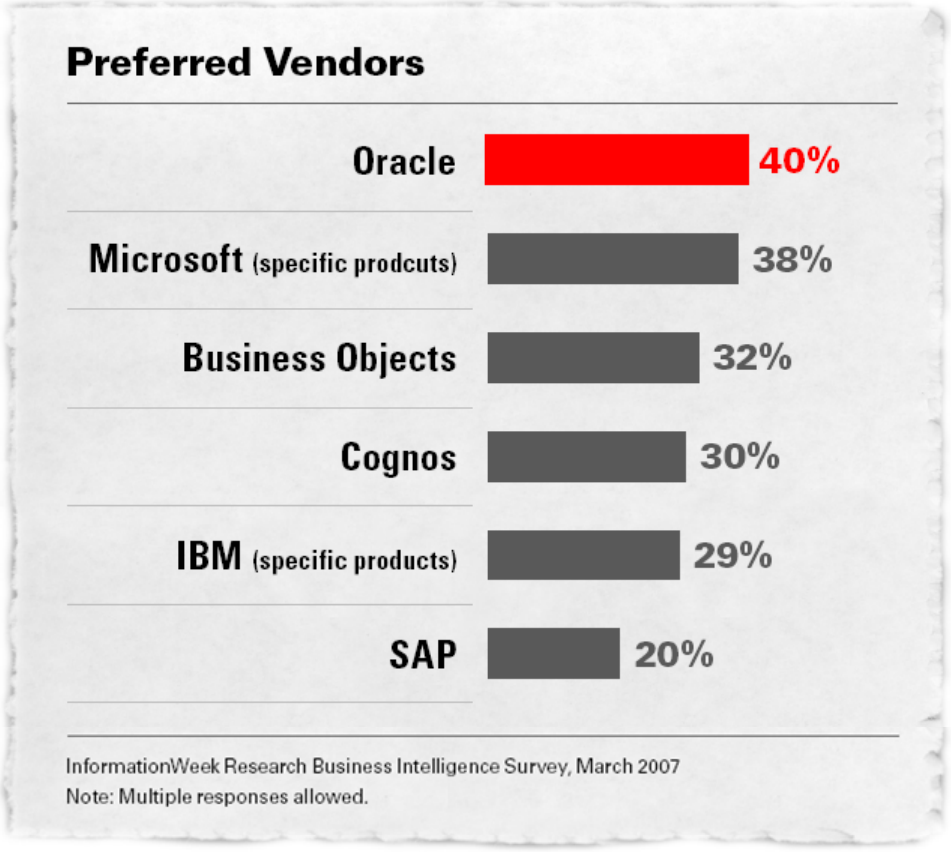
Proven with Industry Leaders

Select Oracle BI EE Customers

Aerospace & Defense	5 of the top 6
Commercial Banks	4 of the top 5
Pharmaceutical	8 of the top 9
Computer Office Equip	6 of the top 9
Diversified Financials	3 of the top 4
Railroad	3 of the top 4
Medical Products & Equip	3 of the top 6
Telecommunications	5 of the top 6
Securities	3 of the top 6
Network & Comms Equip	2 of the top 4
Life & Health Insurance	3 of the top 5

Now the #1 Preferred BI Vendor

InformationWeek Survey of IT Professionals



Source: InformationWeek

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Easy to Use

- Install and fully configure in less than an hour
- Comprehensive, Modular Tutorial
- Targeted Documentation Library
- Use SQL and common Desktop Tools to build reports
- Intuitive Dashboards
- Point and click, Ad-hoc analysis

Oracle BI Standard Edition One

Enterprise-Quality BI for an affordable price

	EE Oracle BI Enterprise Edition Plus	SE1 Oracle BI Standard Edition One
Shared Technology	▪ BI Server ▪ BI Answers (Ad Hoc) ▪ BI Interactive Dashboards ▪ BI Publisher ▪ BI Delivers (Alerts) ▪ BI Disconnected Analytics ▪ BI Microsoft Office Add-In ▪ BI Financial Reporting ▪ BI Interactive Reporting ▪ BI Web Analysis ▪ BI SQR Production Reporting	▪ BI Server ▪ BI Answers (Ad Hoc) ▪ BI Interactive Dashboards ▪ BI Publisher ▪ Oracle Database SE One ▪ Oracle Warehouse Builder
	• $2,000 per user (Min 50) • $295,000 per processor	• $1,200 per user (Min 5) • Max 50 users and 2 CPUs • BI components limited to included Oracle database + one other database + unlimited flat files

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Main Database

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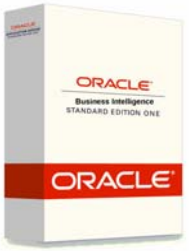
Data Sources

Other Systems

Flexible Implementation Options

Start small, but allow for growth



Example of how deployment can evolve over time:

1) **Weekly inventory reporting**

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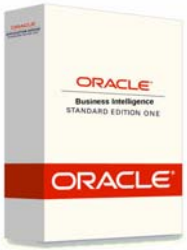

Example of how deployment can evolve over time:

1) **Weekly inventory reporting**

2) **Actual vs. targets analysis**

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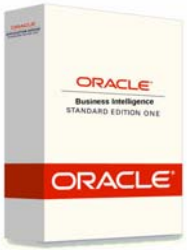

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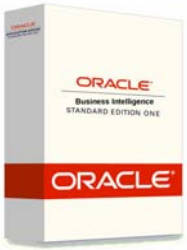

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3) Dashboards for management

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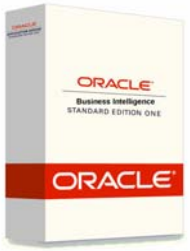

Example of how deployment can evolve over time:

1) Weekly inventory reporting

2) Actual vs. targets analysis

3) Dashboards for management

4) Ad-hoc analysis for Inventory Mgr

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Example of how deployment can evolve over time:

1) Weekly inventory reporting

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4) Ad-hoc analysis for Inventory Mgr

5) Include Sales, Support and other systems

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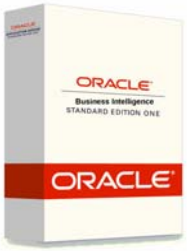

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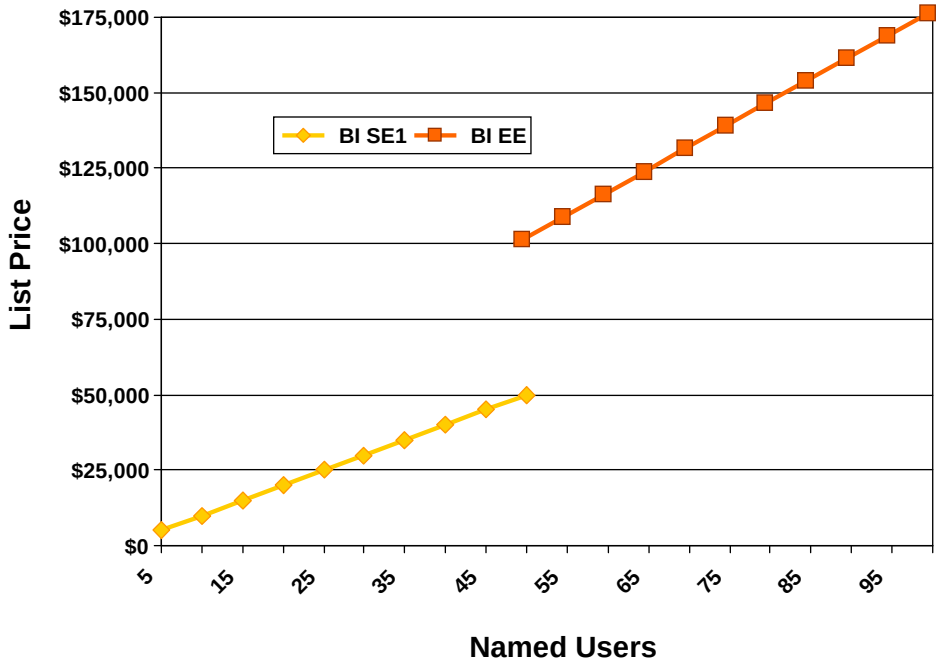
Seamless Upgrade to Oracle BI EE Plus

No Re-implementation. Simple License Upgrade.

- No need to migrate, update, or transform metadata, reports or dashboards
- Incremental cost of $40,000 to go from 50 users of BI SE1 to 50 users of BI EE (*)



(*) – Oracle Database license is separate

Seamless Upgrade to Oracle BI EE Plus

Why You May Want to Upgrade

- To add BI functionality available within EE Plus

Oracle BI Delivers

Proactive detection & alerts

Oracle BI Disconnected Analytics

Full Analytics for Mobile Users

Oracle BI Office Plug-in

Leverage BI Information in Excel & PowerPoint

- To expand beyond 50 users, single 2 CPU server
- BI components direct access to multiple data sources

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or

http://www.oracle.com/appserver/business-intelligence/standard-edition-one.html

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