

Oracle Business Intelligence Platform Value Proposition

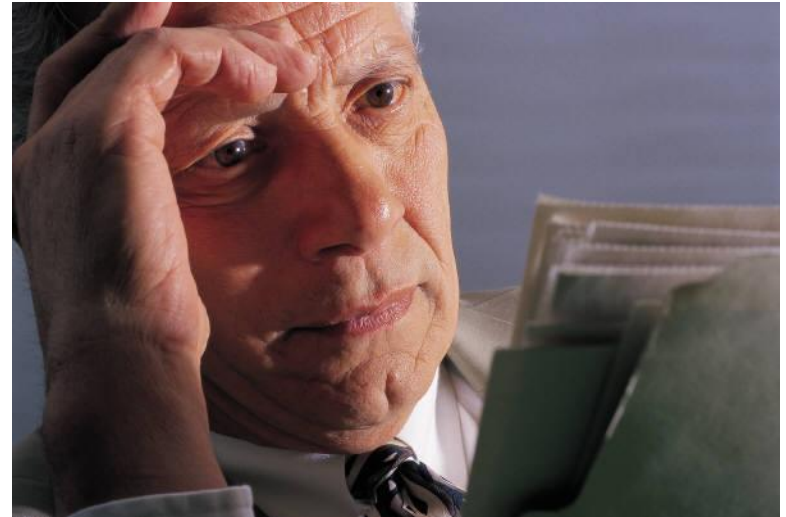


Richard Rodriguez, Corporate Technologies

BI Challenges Today

...not easy to achieve!

- Fragmented
- Inconsistent
- Report-centric
- Restricted
- Non-Intuitive



Hasn't the promise of BI been there for the past decade?

Business Intelligence Value Proposition

Enabling the Insight-Driven Enterprise

1. Empower Everyone – **Every person is provided with relevant, complete information tailored to their role.**
2. Provide Real-time Intelligence – **Deliver insight that predicts the best next step, and deliver it in time to influence the business outcome**
3. Use Insight to Guide Actions – **Lead people to take action based on facts to optimize decisions, actions and customer interactions**

Becoming an insight-driven enterprise will drive the next level of value creation and competitive advantage for organizations.

How can Business Intelligence help?

- Process optimization and automation
- Exploit new market opportunities faster
- React quickly to changes

Agility

INNOVATION

- Real-time business insight, KPIs
- Fast, accurate reporting
- Interactive all-in-1 user portals

Visibility

PACE OF BUSINESS

- Cost savings
- Reduction of redundancies, manual tasks
- Gain compliance

Efficiencies


GLOBALIZATION

REDUCE COSTS



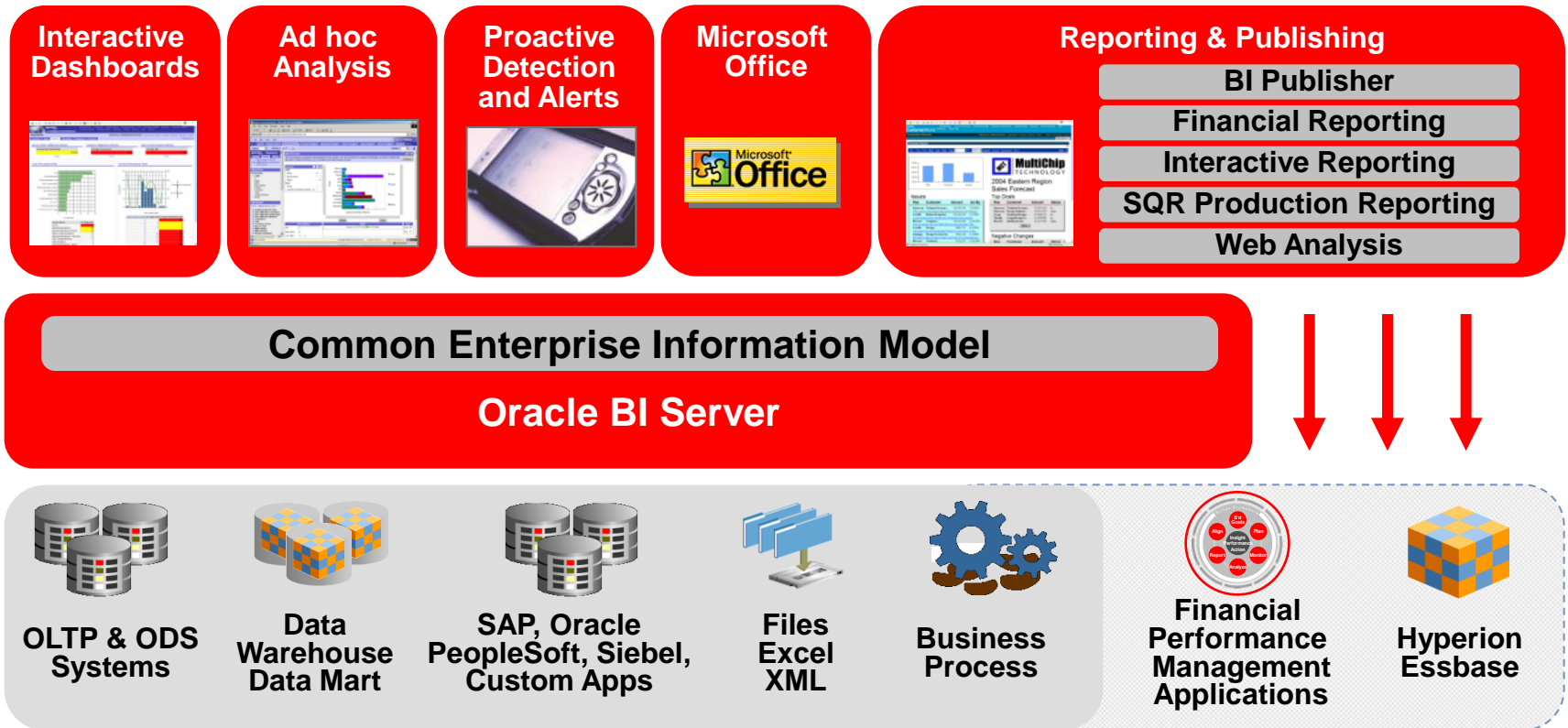
Business Intelligence

Product Strategy

- Pervasive
 - Intuitive, role-based intelligence for everyone
 - Enables better decisions, actions, and business process
 - Comprehensive
 - Integrate information from disparate sources
 - Financial, Operational, Transactional
 - Hot Pluggable
 - Open, integrate with existing investments
 - Best with Oracle and non-Oracle environments
- 

Oracle BI Suite Enterprise Edition

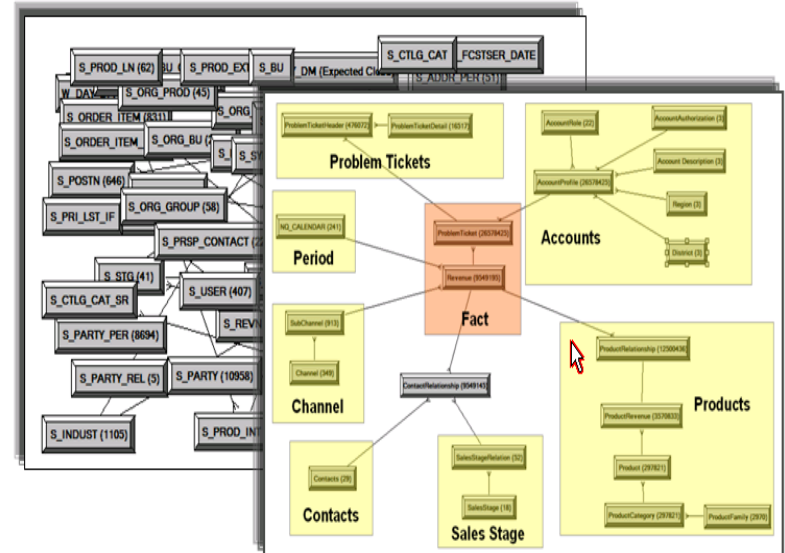
Unified Business Intelligence Infrastructure



Oracle BI Server

Next-generation BI and Analytics Server

- Simplified business model view
- Advanced calculation & integration engine
- Intelligent request generation and optimized, distributed data access
- Mission critical scalability and performance



BI EE Answers

- Ad-hoc Report Development

The screenshot shows the Oracle Answers web interface. The top navigation bar includes 'Catalog', 'Dashboards', and 'Manage Catalog'. A search bar is located in the top right. The left sidebar, titled 'My Folders', lists 'Financial Styled Report', 'Shared Folders' (with 'Paint Demo' sub-item), 'My Briefing Books', 'My Filters', and 'Shared Filters'. The main content area is divided into sections: 'Browse Saved Requests' (with a search bar and a 'Search' button), 'Create New Request' (with instructions to select a subject area), and 'Subject Areas' (with links for 'Paint' and 'Paint Exec'). Below 'Subject Areas' is the 'Direct Database Request' section, which includes a 'Create Direct Request' link and instructions on how to create a new SQL request.

Links provide access to Oracle Business Intelligence functions

Search for saved requests

Use selection pane to access saved requests and dashboards

Select a subject area to create a new request

Create a direct database request

Workspace provides list of actions and available subject areas

BI EE Interactive Dashboards

- Collection of Answers Reports, Folders, BI Publisher Reports and more

Oracle BI Interactive Dashboards - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://localhost:9704/analytics/saw.dll?Dashboard&_scic Go Links BAM BPEL Console BPEL Worklist ESB Console

ORACLE Interactive Dashboards My Dashboard Paint Dashboard

Paint Dashboard Welcome, Administrator! Dashboards - Answers - Mo

Regional Analysis Brand Analysis Year over Year Analysis

You have achieved **\$1,154,530** in sales revenue YTD. This represents **83%** of the forecasted sales revenue target of **\$1,382,867**. The current actual to forecasted revenue variance is **-\$228,337. KEEP WORKING!**

[Modify](#)

Standard Reports

- Calendar Sales Summaries
- Geographic Sales Summaries
- Product Sales Summaries
- Revenue Analysis Summaries

XML

Market Share Summary
In-place Drilling

Dollars

Current Period Sales Analysis
Multi-Target Drill

Region	Sales	Forecasted Sales	% of Forecast
CENTRAL REGION	\$365,343	262,295	139% ↑
EASTERN REGION	\$436,913	543,169	80% ↓
SOUTHERN REGION	\$209,506	245,571	85% ↓
WESTERN REGION	\$142,768	331,832	43% ↓
Grand Total	\$1,154,530	1,382,867	83%

You are currently below forecast for the year. Research brand penetration within customer base

[Brand Analysis](#)

Regional Revenue
Current vs Prior Period

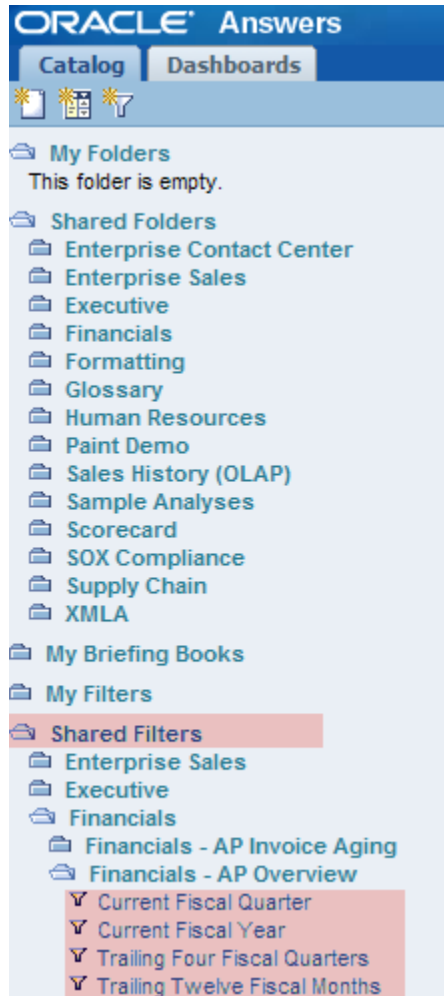
WESTERN RE
accounts for

YTD Market S
REGION has !
62% of total

YTD Market S
the EASTERN
accounts for

YTD Market S

BI EE Interactive Dashboards



- **Filters**
 - Reusable entities to limit the results of a query
 - End-user created, can be shared with others
 - Standardize conditional data (e.g. Fiscal Year)
- **Templates**
 - Reusable, customized cosmetic appearance
 - Apply a template to a new or existing requests
 - Standardize look and feel of corporate reports
- **Publications / Subscriptions**
 - Features available to all users with Oracle BI Delivers
 - Publish iBot for subscription
 - Deliver iBot to specified or dynamic users
 - Enables cross-departmental visibility

BI EE Interactive Dashboards

- **Dashboard Prompts**

- Filter all requests embedded on a dashboard
- Constrain choices between columns (Cascading Prompts)
- Change the measures on requests as well
- Single dashboard supports multiple analysis points

Oracle BI Interactive Dashboards - Windows Internet Explorer

http://oracle2go.us.oracle.com/analytics/saw.dll?Dashboard

Oracle BI Interactive Dashboards

ORACLE Interactive Dashboards My Dashboard Paint Dashboard

Paint Dashboard Welcome, Administrator! Dashboards - Answers - More Products - Settings - Log Out

Regional Analysis Brand Analysis Year over Year Analysis Page Options

Sales Summary
Formatted for Dashboard Printing

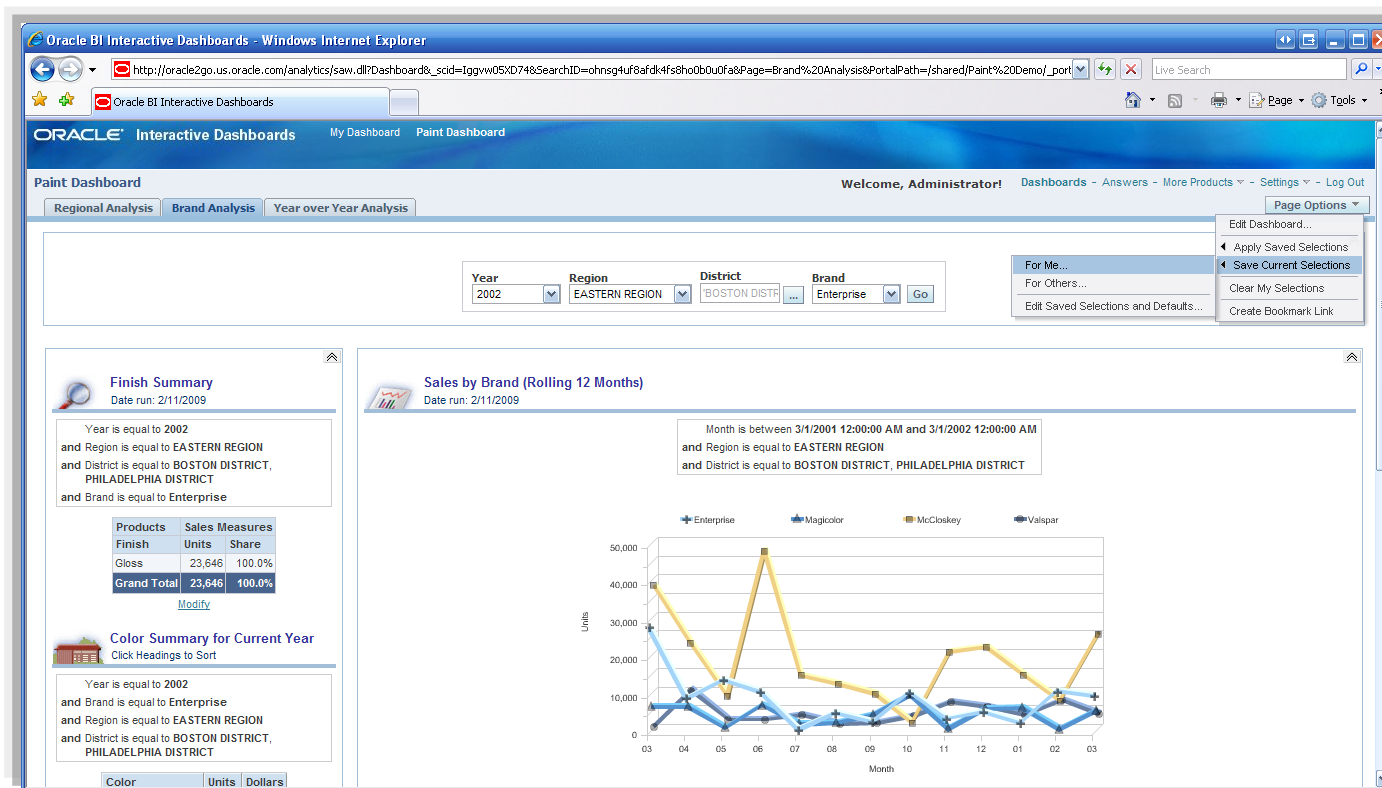
Period: Week Markets: Region Products: Brand Measures: Dollars Year Ago Dollars Chg Year Ago Dollars % Chg Year Ago Dollars Go

CENTRAL REGION

Brand	2002					2001					2000				
	Dollars	% of Dollars	Year Ago Dollars	Chg Year Ago Dollars	% Chg Year Ago Dollars	Dollars	% of Dollars	Year Ago Dollars	Chg Year Ago Dollars	% Chg Year Ago Dollars	Dollars	% of Dollars	Year Ago Dollars	Chg Year Ago Dollars	% Chg Year Ago Dollars
Enterprise	\$39,454	10.8%	115,248	(75,794)	(66%)	\$458,172	26.6%	362,539	95,633	26%	\$362,539	24.3%		362,539	100%
Magicolor	\$18,838	5.2%	17,812	1,026	6%	\$99,694	5.8%	35,553	64,141	180%	\$35,553	2.4%		35,553	100%
McCloskey	\$242,491	66.4%	275,673	(33,182)	(12%)	\$839,976	48.8%	705,190	134,786	19%	\$705,190	47.2%		705,190	100%
Valspar	\$64,560	17.7%	35,379	29,181	82%	\$322,653	18.8%	390,538	(67,885)	(17%)	\$390,538	26.1%		390,538	100%
Promoted to Brands	\$307,051	84.0%	311,052	(4,001)	70%	\$1,162,629	67.6%	1,095,728	66,901	2%	\$1,095,728	73.4%		1,095,728	200%
Grand Total	\$365,343	100.0%	444,112	(78,769)	(18%)	\$1,720,495	100.0%	1,493,820	226,675	15%	\$1,493,820	100.0%		1,493,820	100%

BI EE Interactive Dashboards

- **Personalization**
 - Customize a dashboard view, then save your selection
 - Reuse saved selections or share with others



BI EE Web Administration

- Use this page to manage Web groups and users, BI Web Catalog, Interactive Dashboards, and account (users and groups) privileges

Oracle BI Presentation Services Administration - Microsoft Internet Explorer

Oracle BI Presentation Services Administration

Product Information Close Window

Oracle Business Intelligence Product Version	10.1.3.3 (Build 070809.0909)
Physical Presentation Catalog Path	W:\C:\OracleBIData\web\catalog\paint\root
Oracle BI Server Data Source	Analytics\Web
Available Paging Memory (MB)	1655
Available Virtual Address Space (MB)	1918

Activities ?

Manage Presentation Catalog Groups and Users	Create, edit and delete Catalog Groups, as well as remove Catalog Users.
Manage Presentation Catalog	Delete, rename, set permissions and view properties of items in the Presentation Catalog.
Manage Interactive Dashboards	Create and delete Interactive Dashboards, and control which users can access them.
Manage Sessions	View Oracle Business Intelligence session information including active users and queries.

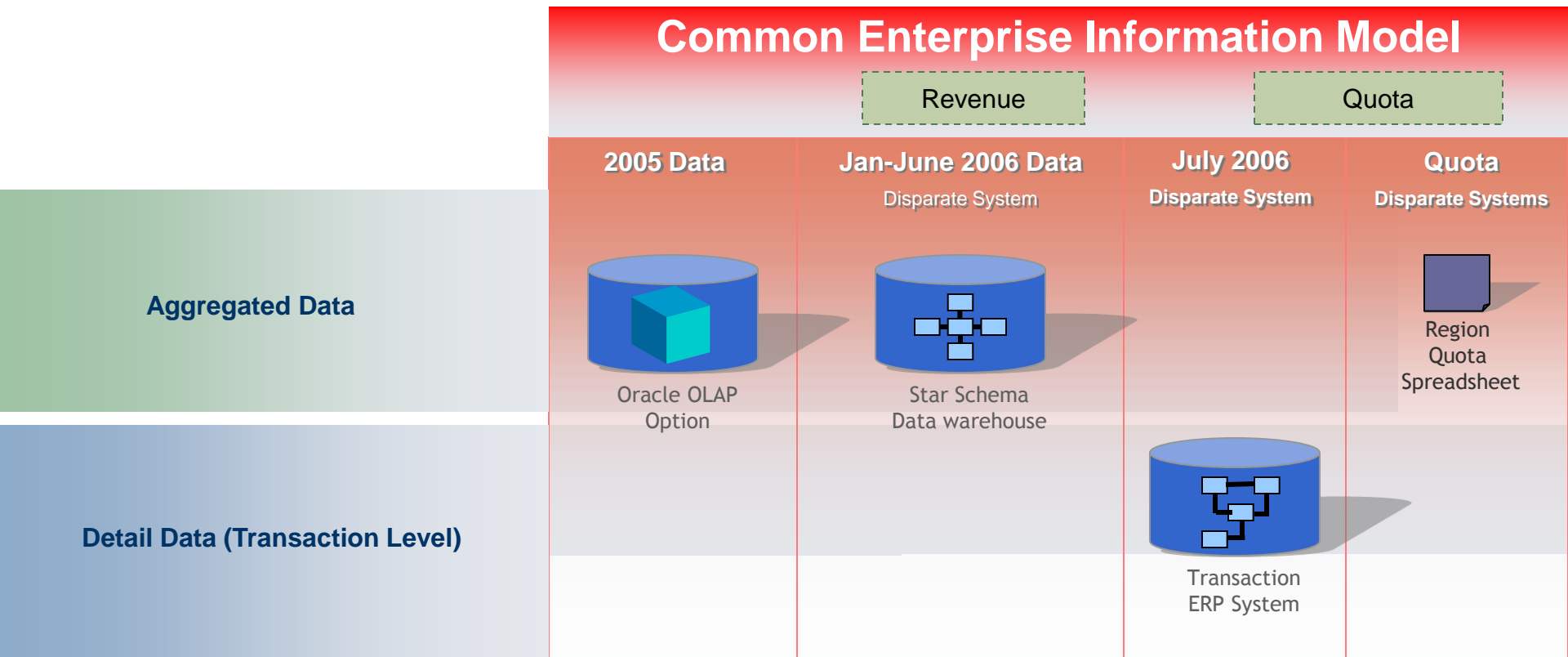
“Model once, deploy everywhere”

[illegible]

Intelligent Federation and Navigation

BI Server

Common Enterprise Information Model

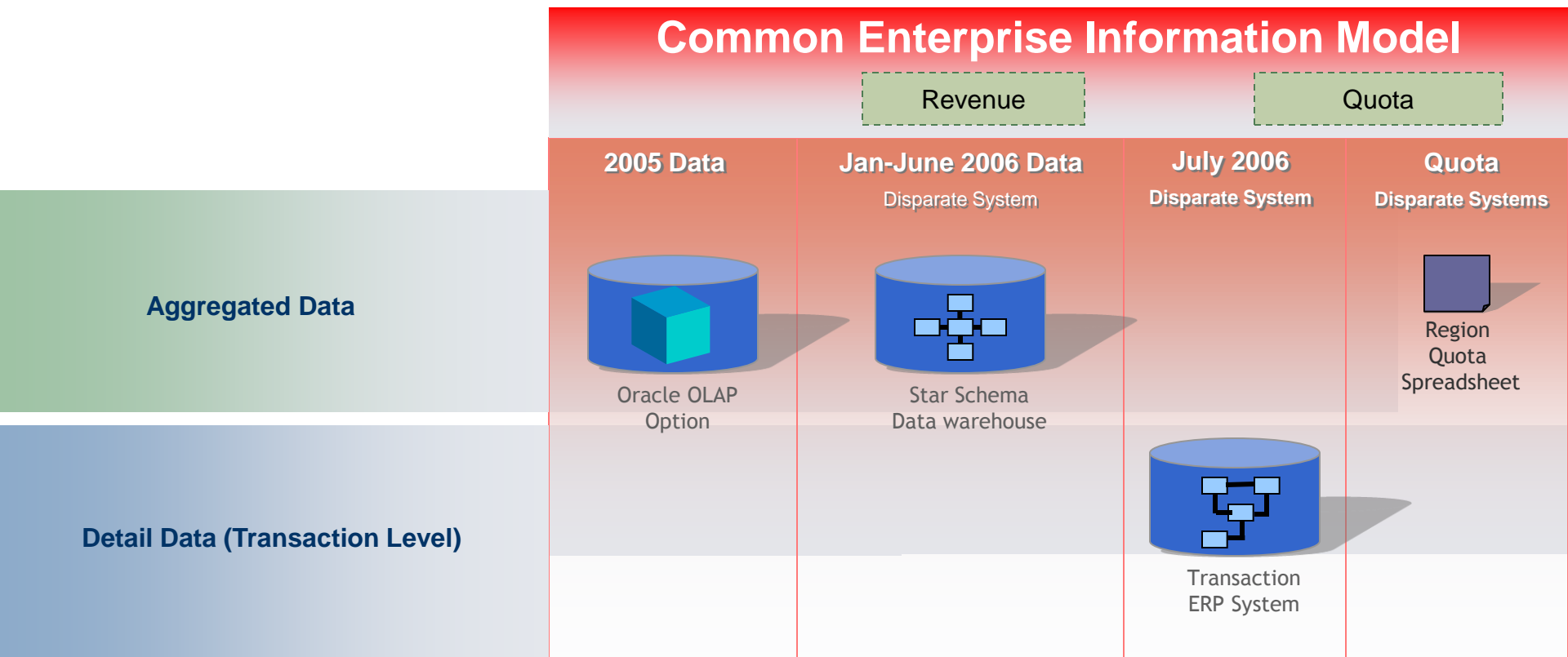


Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in 2005”

BI Server

Common Enterprise Information Model



Intelligent Federation and Navigation

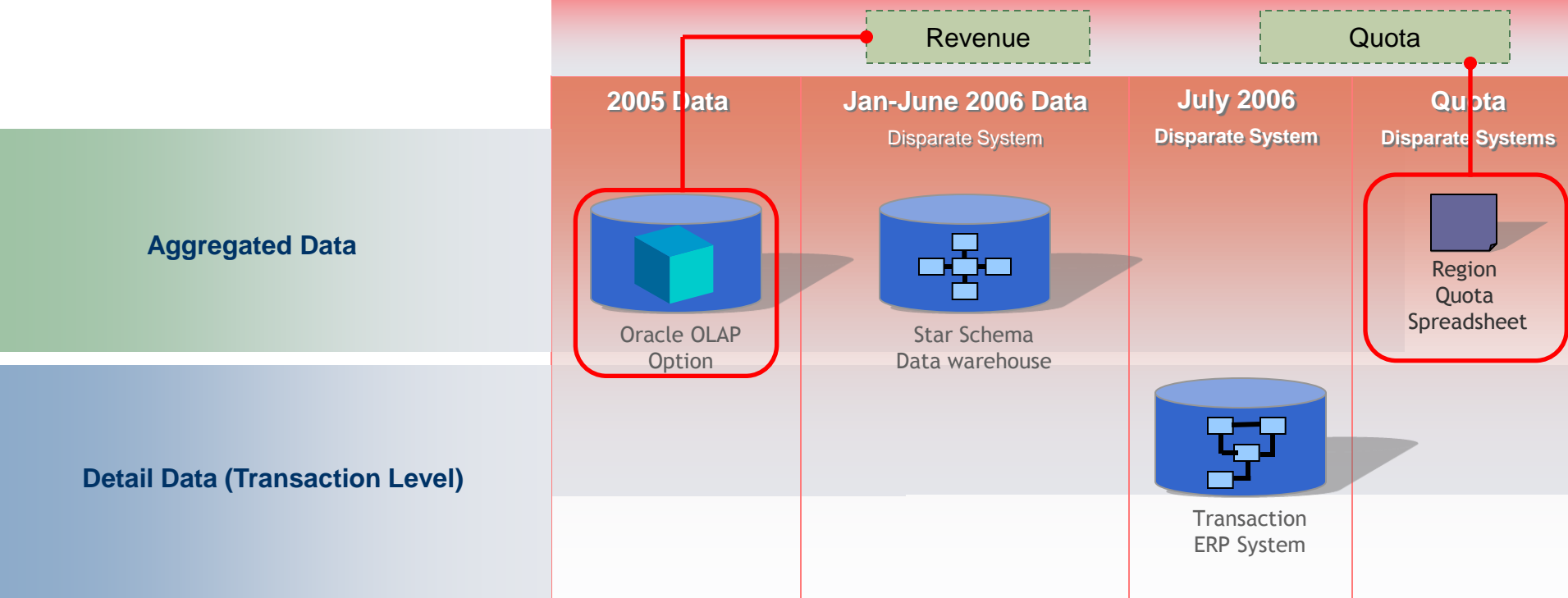
“Show me Revenue against Quota for All Regions in 2005”



Oracle Dashboard
Oracle Answers
Oracle XML Publisher
3rd Party Reporting

BI Server

Common Enterprise Information Model

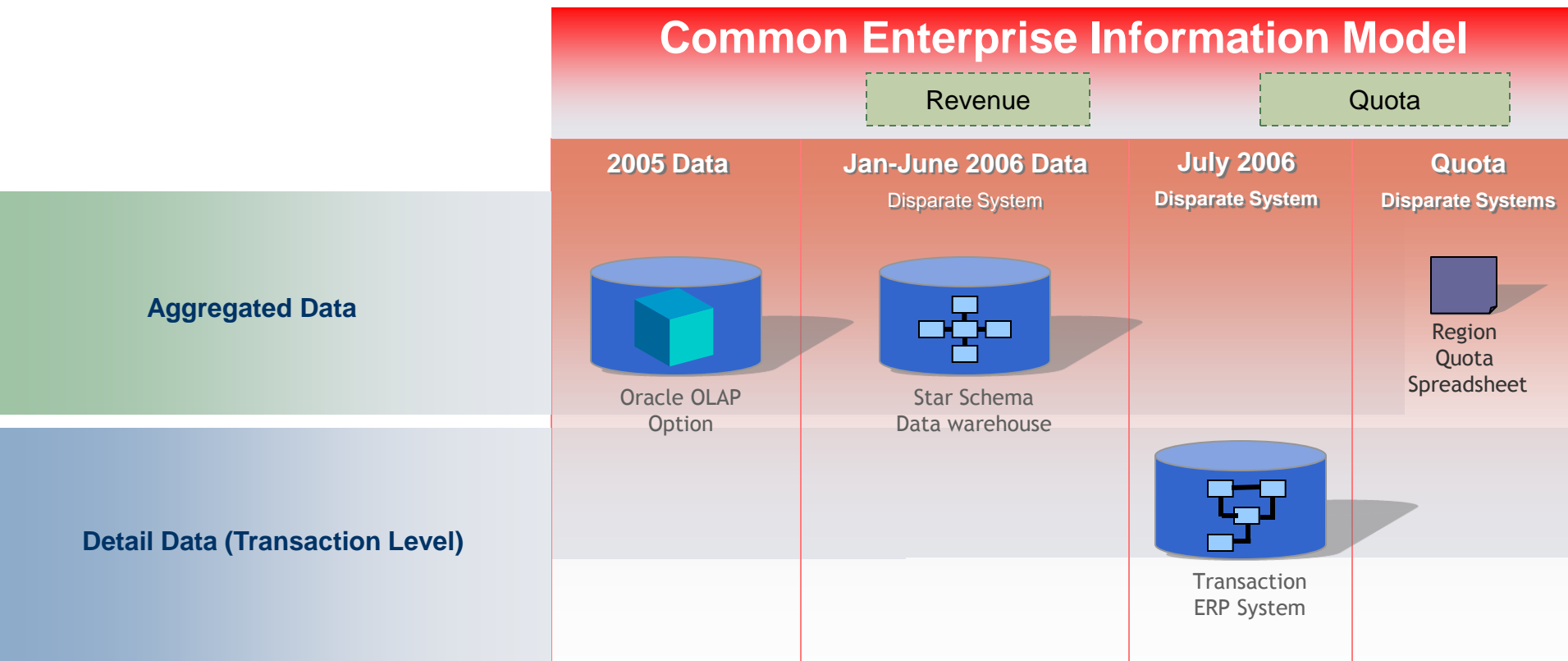


Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in June 2006”

BI Server

Common Enterprise Information Model



Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in June 2006”



Oracle Dashboard

Oracle Answers

Oracle XML Publisher

3rd Party Reporting

BI Server

Common Enterprise Information Model

Revenue

Quota

2005 Data

Jan-June 2006 Data

July 2006

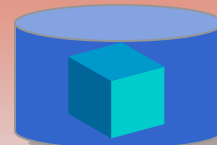
Quota

Disparate System

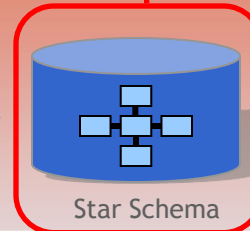
Disparate System

Disparate Systems

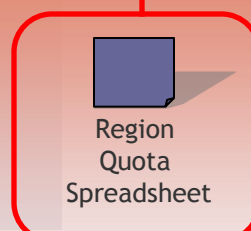
Aggregated Data



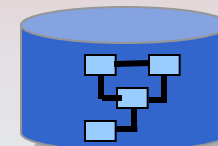
Oracle OLAP
Option



Star Schema
Data warehouse



Region
Quota
Spreadsheet



Transaction
ERP System

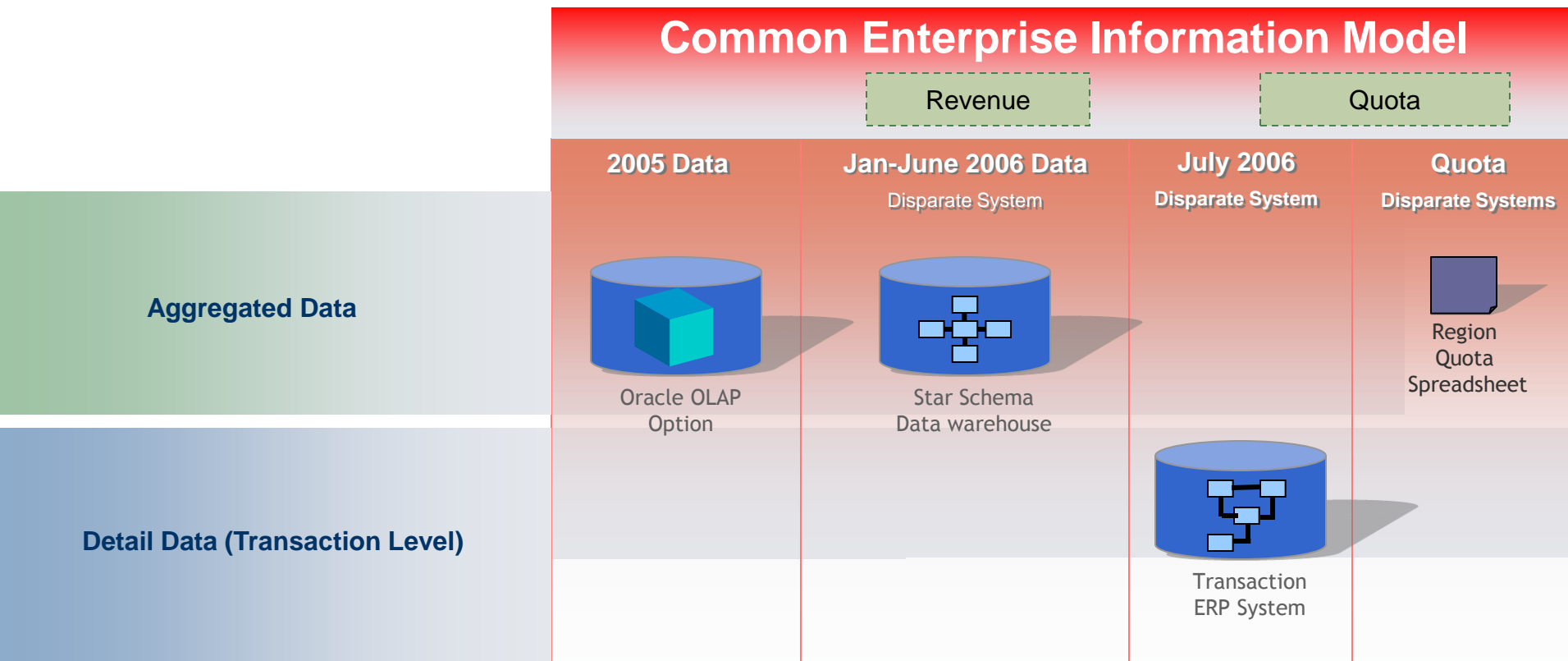
Detail Data (Transaction Level)

Intelligent Federation and Navigation

“Show me Revenue against Quota for All Regions in July 2006”

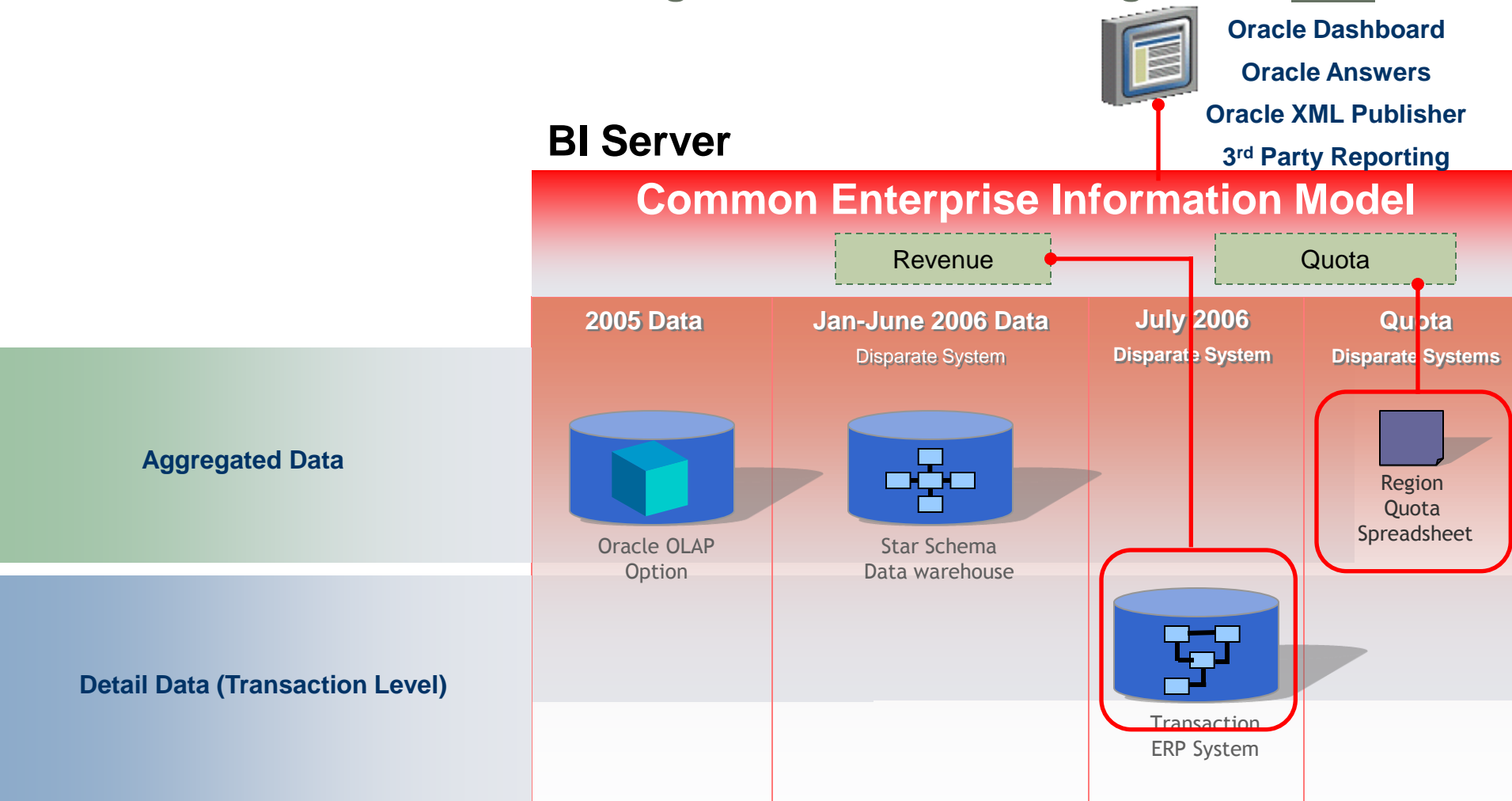
BI Server

Common Enterprise Information Model



Intelligent Federation and Navigation

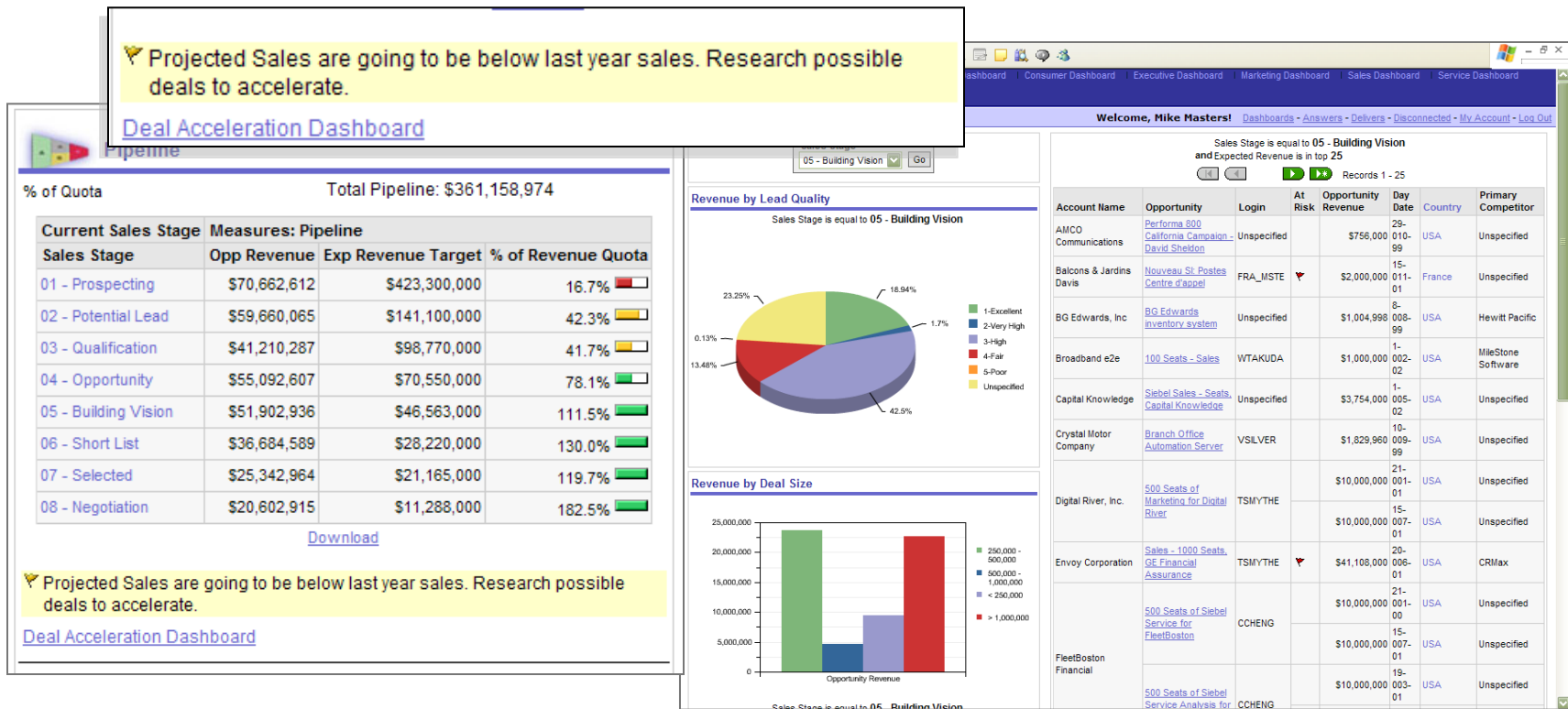
“Show me Revenue against Quota for All Regions in July 2006”



Guided Analytics

Leading Users from Discovery to Action

This is no longer about a stack of reports. Guided Analytics drives alignment and actions through the organization by modeling and making accessible discovery and decision making best practices.



Action From Insight

Example: Invoking a business process from BI Dashboard

The screenshot displays the Oracle Interactive Dashboard interface. The top navigation bar includes links for My Dashboard, Enterprise Contact Center, Enterprise Sales, Executive, Financials, Human Resources, and a user ID of 1234567. The main content area is divided into two sections: Financial and Learning and Growth. The Financial section contains a table with KPIs such as Cross Sell Ratio, % Revenue from new products, Service Revenue per Service Employee (MM\$), and Operating Expense (MM\$). The Learning and Growth section contains a table with KPIs such as Employee Commitment Loyalty (%), Employee Turnover (%), Product Pipeline Yield (%), and Top Performer Turnover (%). A KPI Trend Analysis chart is also visible, showing Value Month Target over time. A red circle highlights the 'Scorecard Actions' menu, which includes options like 'Distribute Scorecard', 'Investigate Revenue', 'Investigate Turnover', and 'Begin Marketing'. A red arrow points from the 'Begin Marketing' option to an 'Execute Action' dialog box. The dialog box prompts the user to provide values for the following action parameters: Region (West) and Campaign ID (42684). A second red arrow points from the 'OK' button in the dialog box to a confirmation message: 'The marketing campaign workflow has been initiated.'

Financial

Objective	KPI Name	YTD Value	YTD Target	Indicator	Type	Quarter
Build Enterprise Financial Strength	Cross Sell Ratio	35	30	<div><div></div></div>	Lag	Q2
Drive Product Revenue	% Revenue from new products	29	35	<div><div></div></div>	Lag	Q2
Increase service organization efficiency	Service Revenue per Service Employee (MM\$)	430	400	<div><div></div></div>	Lag	Q2
Reduce excessive operating expenses	Operating Expense (MM\$)	320	350	<div><div></div></div>	Lag	Q2

Learning and Growth

Objective	KPI Name	YTD Value	YTD Target	Indicator	Type	Quarter
Develop and Retain Quality Employees	Employee Commitment Loyalty (%)	92	90	<div><div></div></div>	Lead	Q2
	Employee Turnover (%)	4	3	<div><div></div></div>	Lag	Q2
Optimize product pipeline	Product Pipeline Yield (%)	67	60	<div><div></div></div>	Lead	Q2
Retain Top Performers	Top Performer Turnover (%)	3	4	<div><div></div></div>	Lag	Q2

KPI Trend Analysis

Value Month Target

March February January

Execute Action

Provide values for the following action parameters:

Begin Marketing Campaign

Region: West

Campaign ID: 42684

Help Cancel OK

Scorecard Actions

- Distribute Scorecard
- Investigate Revenue
- Investigate Turnover
- Begin Marketing

Execute Action

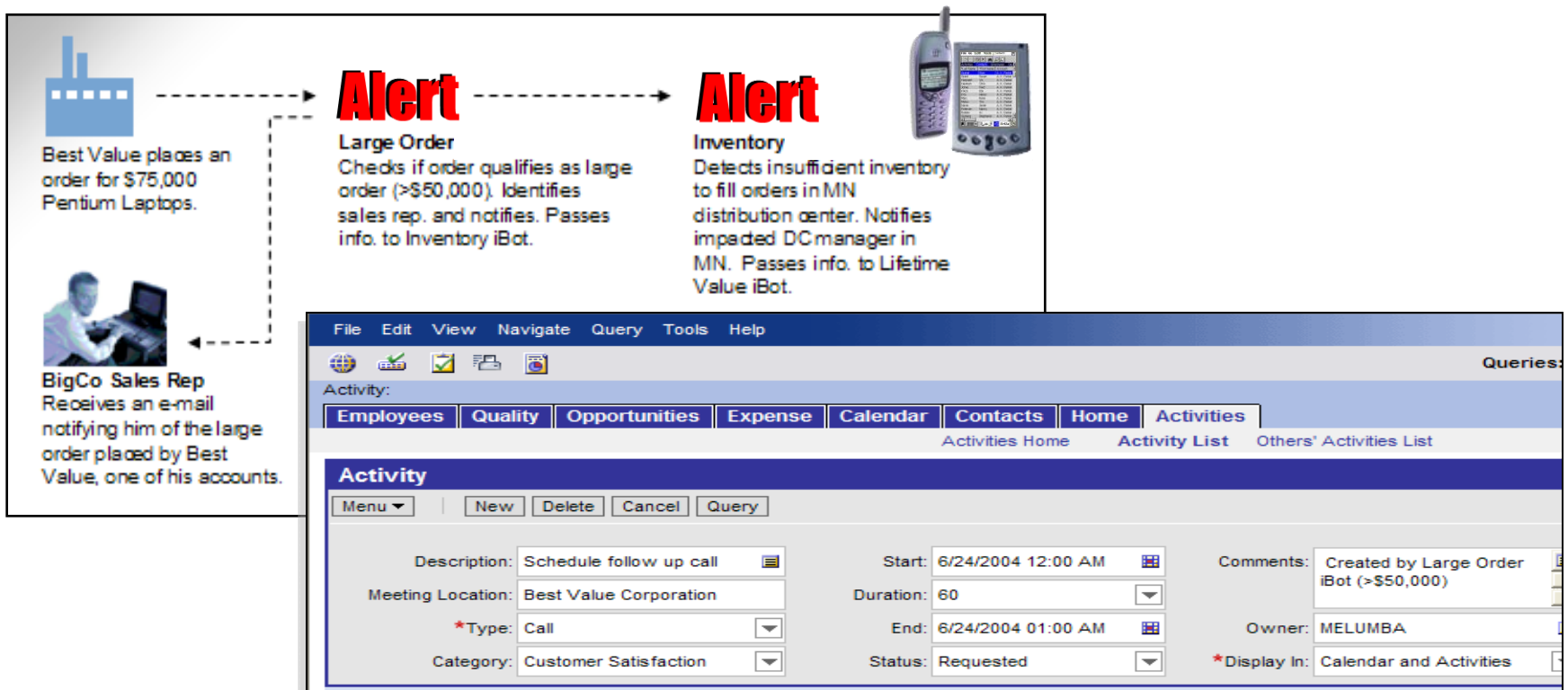
The marketing campaign workflow has been initiated.

Help OK

Sense and Respond

Real-Time Proactive Monitoring and Response

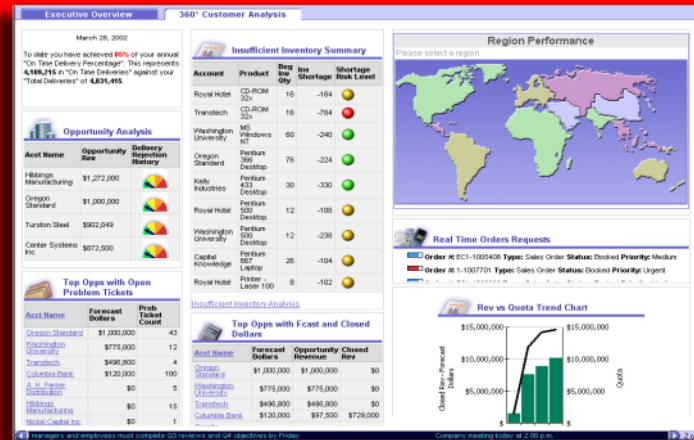
Delivers/Analytic Agents provides true real-time in context sense and respond capabilities across systems tailored for any user on any device.



Oracle Disconnected Analytics

Full-Featured Disconnected Client

The user experience is identical to the connected user. Dashboard and Answers functionality will act identically as if the user were connected to the server.



Disconnected BI Server

- Business Model
- Server Cache
- Calculations

Disconnected Metadata & Report Definitions



Web Catalog



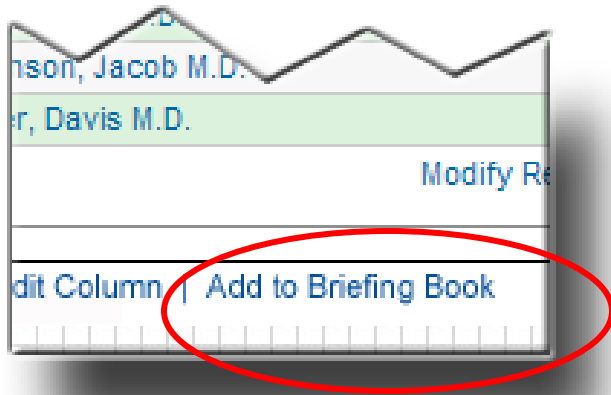
Presentation Metadata



Oracle Briefing Books

“Pack & Go”

Bring along an electronic “Briefing Book” which is a collection of your most important dashboards. Briefing Books are extremely small, and can be delivered daily for enterprise collaboration.



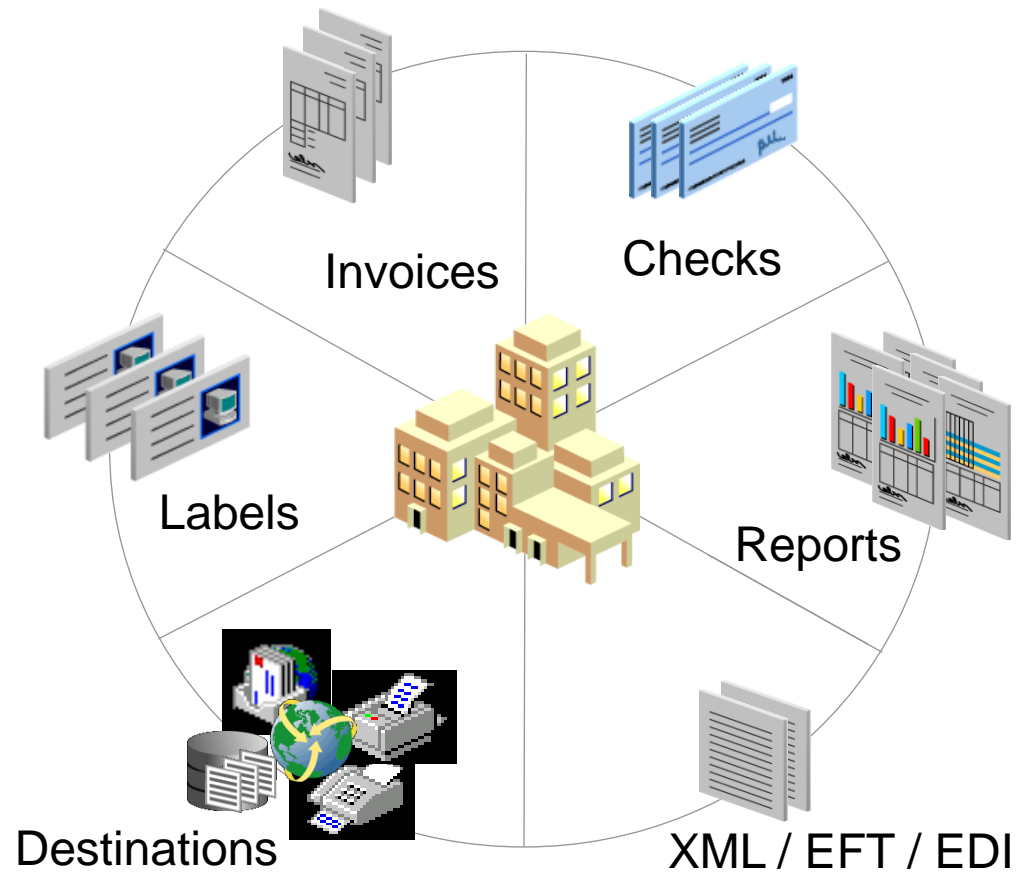
The bottom of every Dashboard page has an
“Add to Briefing Book”
Link that automatically builds an
electronic briefing book that you carry
with you.



Oracle Reporting and Publishing

Precision control over report format, layout, and output – enabling creation and distribution of “pixel-perfect” reports regardless of graphical complexity.

Oracle Reporting and Publishing leverages the Common Enterprise Information Model for broad destinations and formats



Oracle BI Publisher - One Solution for all Business Documents

FROM:
My Toy Supplier

P11D EXPENSES AND BENEFITS 2002-03

Note to employer: Complete this return for a director or an employee who earned a total of £8,500 a year or more during the year April 2002 to 5 April 2003. Do not include expenses and benefits covered by a dispensation or RWE settlement agreement. Read the P11D Guide and Worksheet 400, Chapter 24, before you complete this form. Send the completed P11D and form P11D (S) to the Inland Revenue office by 6 July 2003. You must give a copy of this information to the director or employee by the same date. The form employers used to cover both directors and employees throughout the rest of this form.

Employer's details
Inland Revenue name

VISION CORPORATION

ORDERING DOCUMENT Sales Order No. 11873

Customer: Total Internet
Address: 123 Rock Harbor Lane
Foster City
CA 94024
US

Bill To: 123 Rock Harbor Lane
Foster City
CA 94024
US

Ship To: 123 Rock Harbor Lane
Foster City
CA 94024
US

CONTRACT INFORMATION Agreement: C-2003-T1
Agreement Name: Total Internet Blanket Sales Agreement

ORACLE
Vision Operations (USA)

AT&T Universal Card
5645 Main Street
Jacksonville
FL
32209

Dear Sirs/Madam,

According to our records as of 01-JAN-04, we show the following CAD balance is \$31,500.00, made up as follows:

Invoice Number	Invoice Type	Invoice Amount
502444	Standard	\$19,125.00
502445	Standard	\$12,375.00

Oracle Corporation
500 Oracle Parkway
Redwood Shores, CA 94404

Pay to the order of Vision Corporation

Two thousand one hundred and zero cents*****

Anonymous Bank
Aaa Street
New York, NY 10000

Memo

1123404321137261784993017676

ORACLE General Ledger
Vision Operations (USA)

Currency: USD
Balance Type: Actual

Source: Intercompany

Batch: CENTRA: Operations Intercompany 342881: A 4254

Posted Journals
From 01-JAN-99 to 31-JAN-99

Report Date: 8/31/2004
Page 8 of 50

Journal Reference	Journal Import Created	Category	Currency	Effective Date	Line Item	Debit	Credit	Unit
1	01-404-7655-0000-000	31-JAN-99	Journal Import Created	CT000000079	3,000.00			0.00
2	01-404-7753-0000-000	31-JAN-99	Journal Import Created	CT000000069		3,000.00		0.00
Journal Total						3,000.00	3,000.00	0.00

Journal Reference	Journal Import Created	Category	Currency	Effective Date	Line Item	Debit	Credit	Unit
1	01-000-1413-0000-000	31-JAN-99	Journal Import Created	CT000000079	12,000.00			0.00
2	01-000-1813-0000-000	31-JAN-99	Journal Import Created	CT000000079		15,000.00		0.00
3	01-400-4163-0000-000	31-JAN-99	Journal Import Created	CT000000079	15,000.00			0.00
					12,000.00			0.00
Journal Total						27,000.00	27,000.00	0.00

Journal Reference	Journal Import Created	Category	Currency	Effective Date	Line Item	Debit	Credit	Unit
						15,000.00		0.00
						0.00	22,000.00	0.00
						0.00	0.00	0.00
						22,000.00	15,000.00	0.00
Journal Total						37,000.00	37,000.00	0.00

Journal Reference	Journal Import Created	Category	Currency	Effective Date	Line Item	Debit	Credit	Unit
						34,000.00		0.00
							26,000.00	0.00
							0.00	0.00
Journal Total						34,000.00	26,000.00	0.00

Date: 11/22/2004

\$ 2,100.00

Laurence Ellison MP

VISION CORPORATION

ORDERING DOCUMENT Sales Order No. 11873

Customer: Total Internet
Address: 123 Rock Harbor Lane
Foster City
CA 94024
US

Bill To: 123 Rock Harbor Lane
Foster City
CA 94024
US

Ship To: 123 Rock Harbor Lane
Foster City
CA 94024
US

CONTRACT INFORMATION Agreement: C-2003-T1
Agreement Name: Total Internet Blanket Sales Agreement

Report Date: 8/31/2004
Page 8 of 50

Subtotal: 35,040.75
Charges: 325.00
Tax: 2,925.91
Total: 38,191.66

Is that the product purchased or manufactured by Customer?

10,000

Is this Internal Revenue Service Act and Paperwork Reduction Notice, see separate instructions.

This Page

BI Publisher

- Pixel Perfect Report Development
- Can leverage BI EE Semantic Layer as well as other sources (JDBC, Web Services, SQL, HTML)

The screenshot displays the Oracle BI Publisher Enterprise web interface. The top navigation bar includes 'Reports', 'Schedules', and 'Admin'. The breadcrumb trail shows 'Home > Shared Folders > Supply Chain Management > Purchase Order'. The 'Template' dropdown is set to 'Standard Layout', and the 'pdf' option is selected in the output format menu. The report content is titled 'PURCHASE ORDER' and includes the Oracle logo. It details the Oracle Corporation address and contact information, as well as vendor information for Xerox Corporation. A table at the bottom lists report items with columns for Line, Quantity, UOM, Description, Unit Price, and Extended Price.

ORACLE BI Publisher Enterprise

Welcome, administrator | Preferences | Sign Out | Help

Reports | Schedules | Admin

Home > Shared Folders > Supply Chain Management > Purchase Order

View | Schedule | History | Edit | Cancel

Template: Standard Layout | pdf | View | Export | Send | Schedule | Analyzer | Analyzer for Excel

Save a Copy | pdf | Select | 167% | Adobe Reader

ORACLE

PURCHASE ORDER

Oracle Corporation
500 Oracle Parkway
Redwoodshores
CA 94065
Tel: 650 506 7000

Purchase Order No: 050734

Deliver By :	
FOB :	DESTINATION
Terms :	PRE-PAY AND ADD
Buyer :	J Bowman
Issue Date :	12-OCT-04
Page :	1 of 3 Revision: 0

Vendor:
XEROX CORPORATION
15150 NW 79 COURT
ATTN - LILY BERTRAN
MIAMI LAKES, FL 33016

Ship To:
AS SPECIFIED
West Palm Beach, FL 33401

Bill To:
City of West Palm Beach/Accounts Payables
PO Box 3366
West Palm Beach, FL 33402
Tel: (561) 822-2100 ~ Fax: (561) 835-0028

Vendor Contact: -

Vendor Tel: ()

Vendor FAX:

LINE	QUANTITY	UOM	DESCRIPTION	UNIT PRICE	EXTENDED PRICE
1		US Dollar	ANNUAL BLANKET ORDER FOR LEASE OF COPIERS: COPIER - CTF000884 - MONTHLY COST \$1080.95	1.00	12.967.20

1 of 5

Hot Pluggable

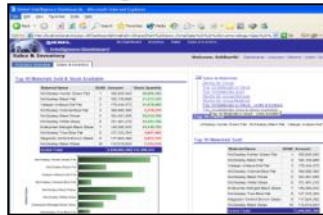
Open, Integrate with Existing Investments

Portals



Any JSR 168
Portal

Analytic Tools



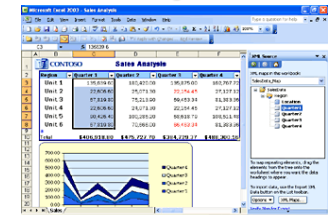
BOBJ, COGN
MSTR

Reporting



Actuate, Oracle
Apache FOS

Desktop Tools

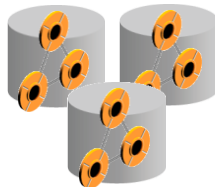


Excel, Outlook,
Lotus Notes

BI Server

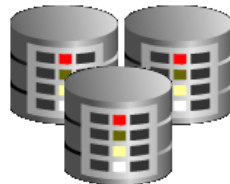
Common Enterprise Information Model

Security



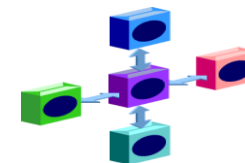
Oracle
Custom
MSFT AD
iPlanet
Novell
Others ..

Data Access



Oracle RDBMS
Oracle OLAP Option
IBM DB2
Microsoft SQL Server
& Analysis Services
Teradata
SAP BW
XML, Excel, Text
Others ..

ETL



Oracle
Informatica
Ascential
Sunopsis
Others ..

Oracle BI Suite Enterprise Edition

Common BI Infrastructure

All Oracle BI Suite Modules:

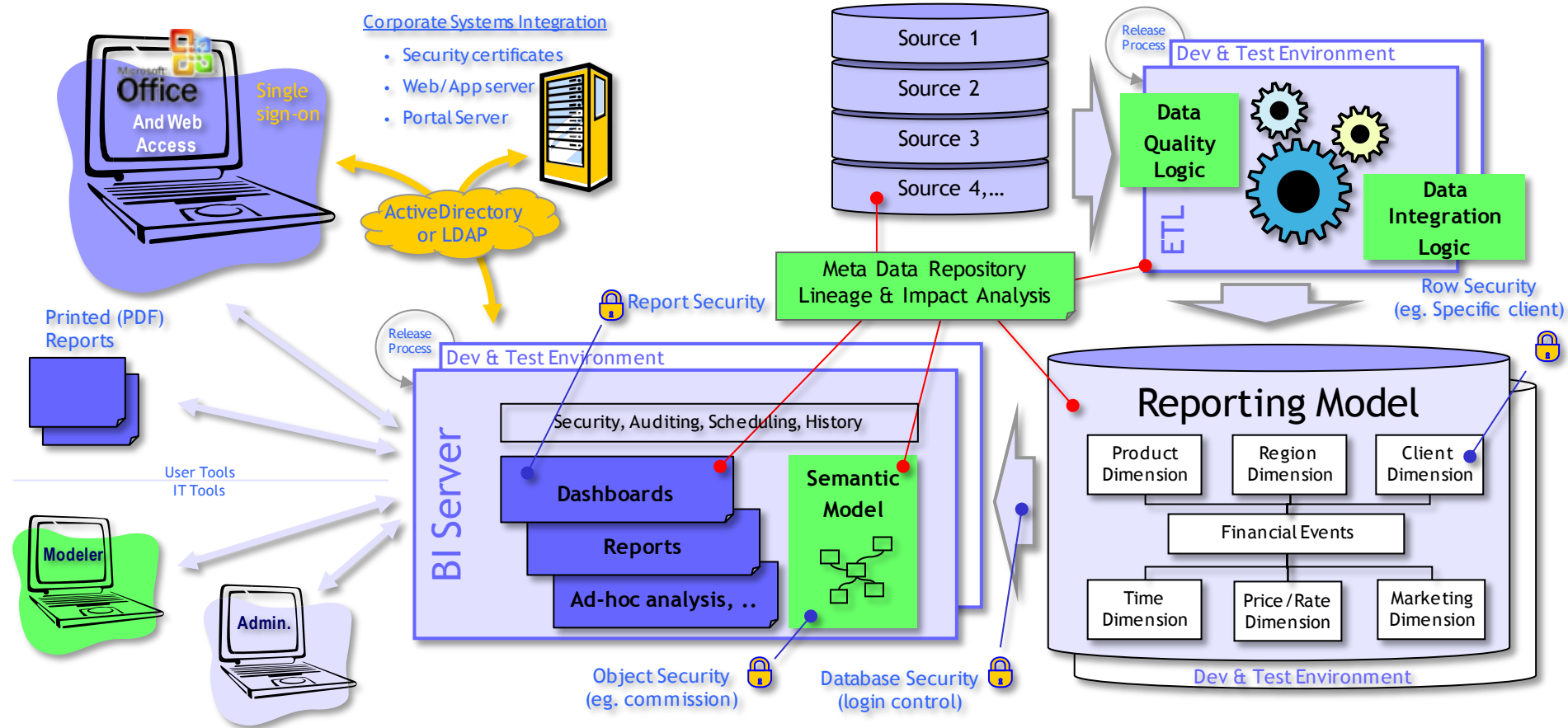
- Oracle Interactive Dashboards
- Oracle Answers
- Oracle Delivers
- Oracle Disconnected Analytics
- Oracle Briefing Books
- Oracle BI Server
- Oracle BI Administration Tool

Share Common:

- ✓ Security Services
- ✓ Metadata Services
- ✓ Reporting Objects (Views)
- ✓ Query Intelligence Engine
- ✓ User Experience
- ✓ Administration

CTI – BI Architecture Practices

Applying data access, data quality and security logic at the right points in the architecture to protect data access and ensure data quality; deliver coherent and standardized data across each report; provide derived calculation data types and automatic aggregations; dramatically simplify report data access and shield reports from future data model changes.



Oracle BI - Summary

1. Oracle BI enables you to create **interactive reports, dashboards, and ad-hoc queries** against **any data sources** within your business
2. Oracle BI is a **general purpose BI system**, even in non-Oracle environments
3. Oracle BI **helps organizations become aligned** to ensure more intelligent decision making



Q & A



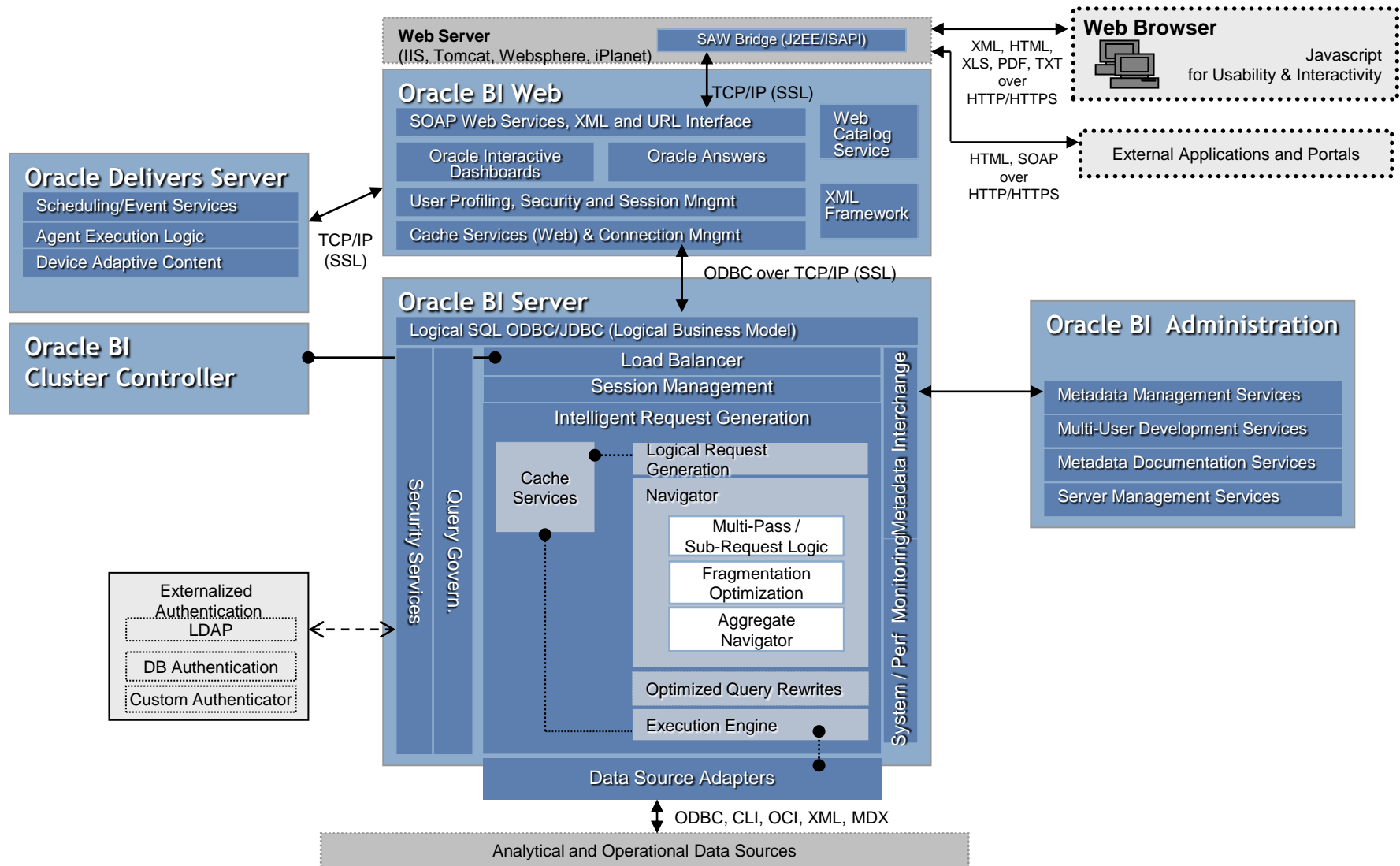


Appendix

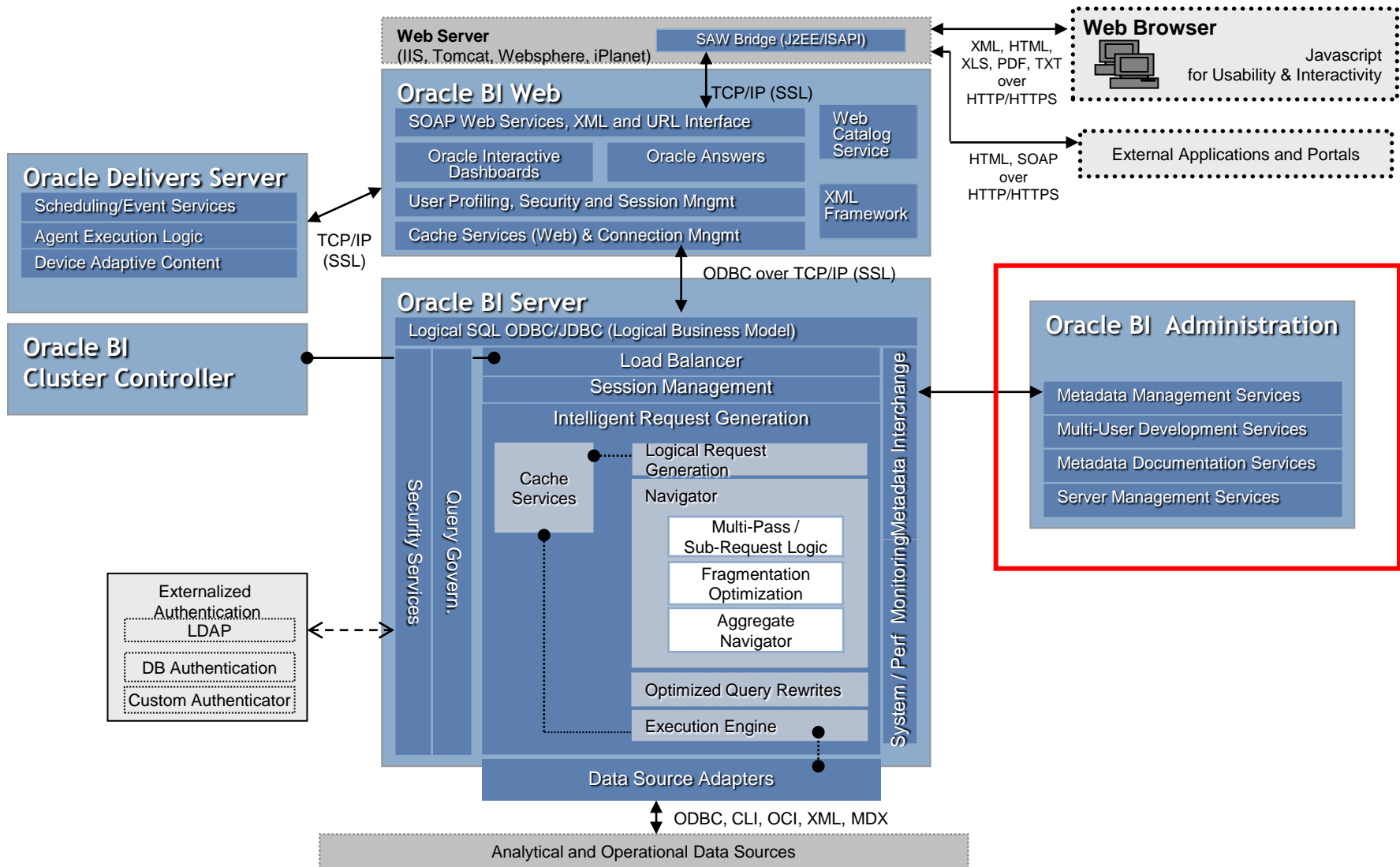


Architecture

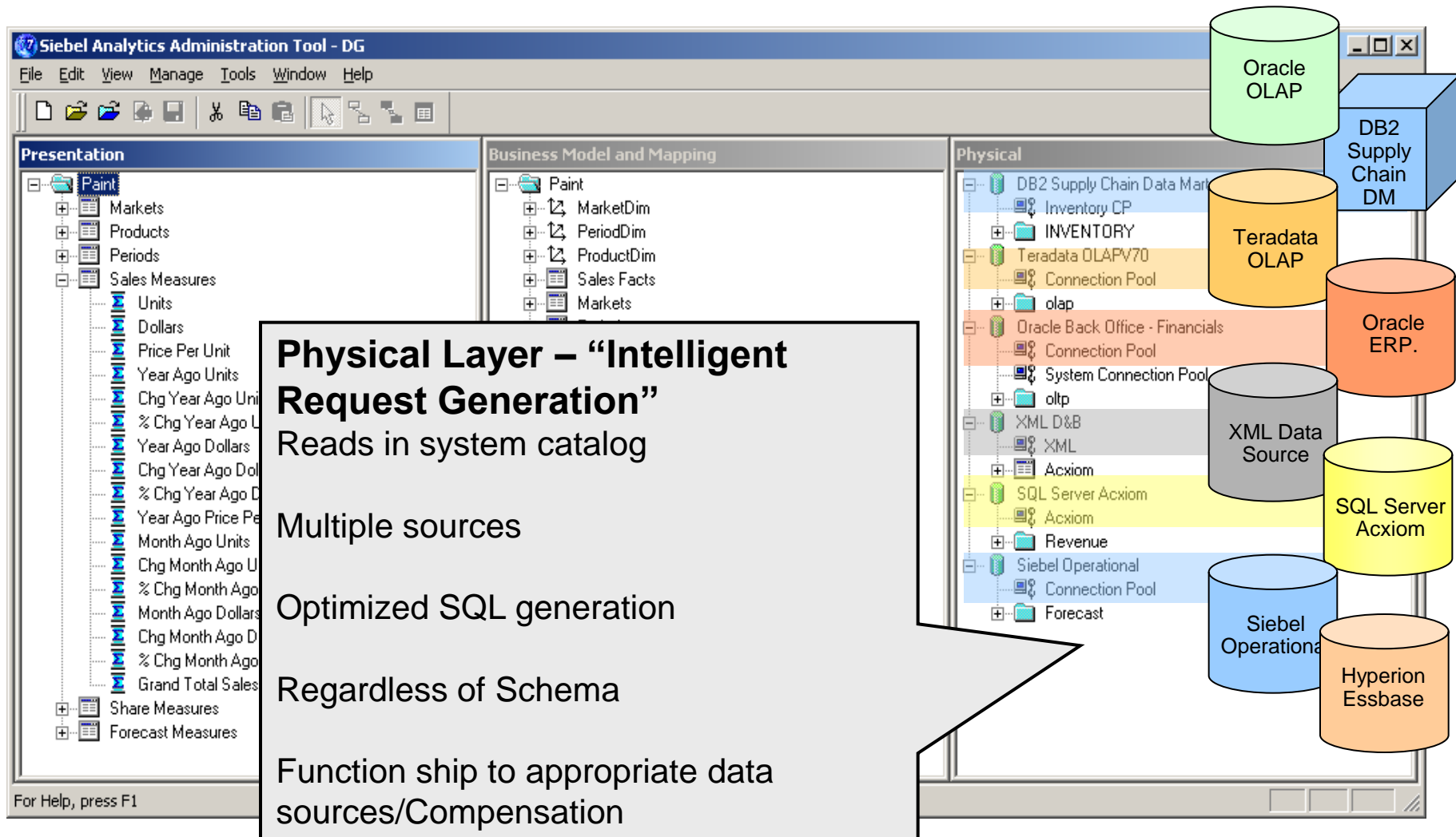
Oracle BI EE Architecture



Oracle BI EE Architecture



Enterprise Business Model Administration



Enterprise Business Model Administration

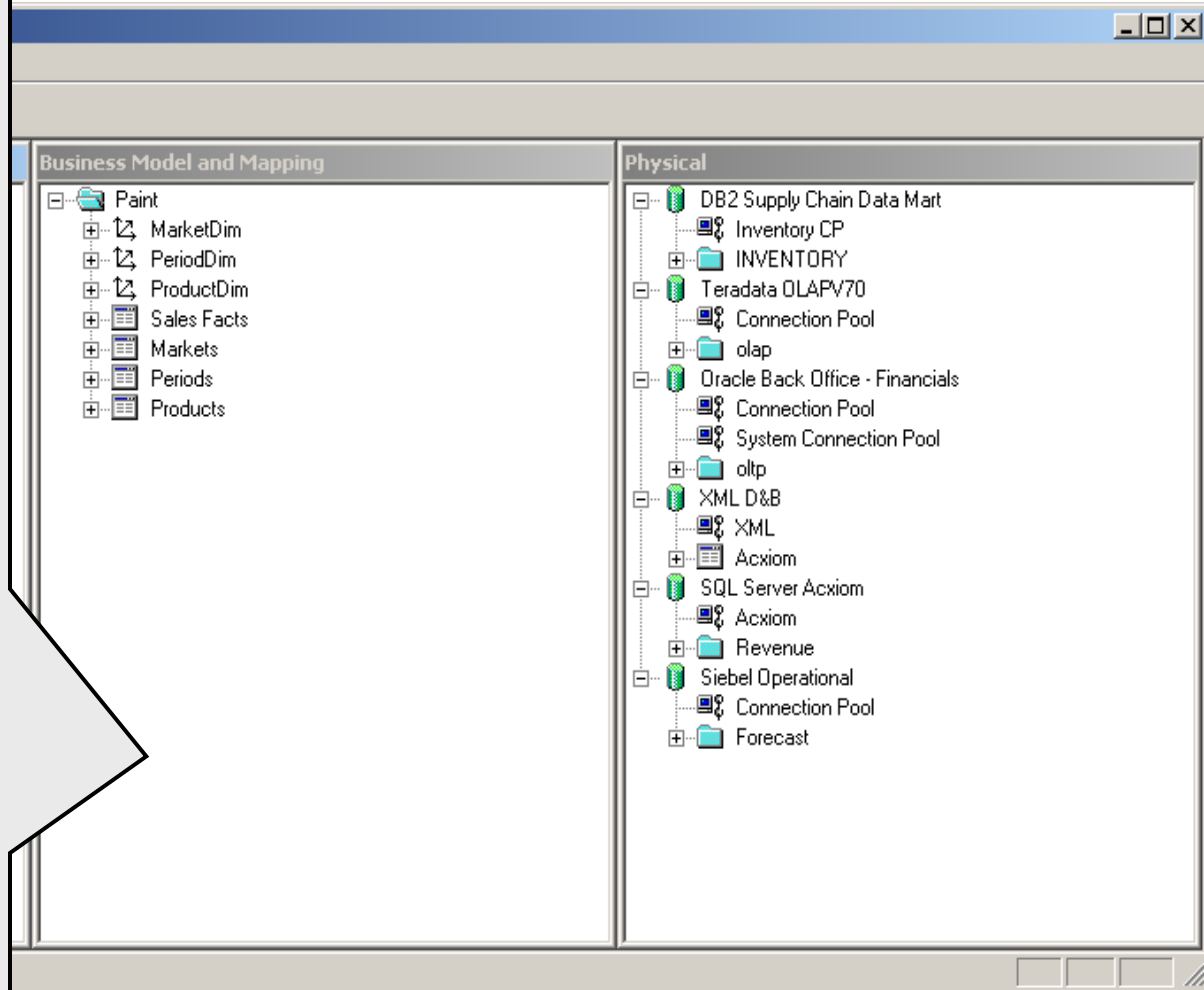
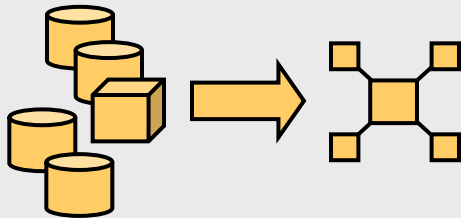
Business Model Layer – “Calculation Engine”

Physical complexity converted to
logical subject areas

Drill-Paths

Complex/Derived Measures
(Level-based, time series,
dimension-specific, nested)

Aggregate/Fragment Aware



Enterprise Business Model Administration

The screenshot displays the Oracle Business Model Administration interface. On the left, the 'Presentation' pane shows a tree structure under 'Paint' with categories: Markets, Products, Periods, Sales Measures, Share Measures, and Forecast Measures. The 'Sales Measures' category is expanded, showing a list of measures including Units, Dollars, Price Per Unit, Year Ago Units, Chg Year Ago Units, % Chg Year Ago Units, Year Ago Dollars, Chg Year Ago Dollars, % Chg Year Ago Dollars, Year Ago Price Per Unit, Month Ago Units, Chg Month Ago Units, % Chg Month Ago Units, Month Ago Dollars, Chg Month Ago Dollars, % Chg Month Ago Dollars, and Grand Total Sales and Quota. A red oval highlights this list. A large arrow points from this list to a central box titled 'Presentation Layer'. Inside this box, the text reads: 'Role-based, in context, personalized presentation – Oracle Answers'. Below the text is a screenshot of the Oracle Answers interface. This interface has tabs for 'Criteria', 'Results', 'Views', and 'Advanced'. The 'Criteria' tab is active, showing an 'Untitled Request' with sections for 'Request Columns' and 'Request Filters'. The 'Request Columns' section includes a table with columns for 'Periods', 'Markets', and 'Sales Measures'. The 'Request Filters' section shows a filter for 'Year equals Current Year'. A red oval highlights the 'Sales Measures' column in the 'Request Columns' table. The overall interface has a menu bar (File, Edit, View, Manage, Tools, Window, Help) and a toolbar with various icons.

Presentation Layer

Role-based, in context, personalized presentation – Oracle Answers

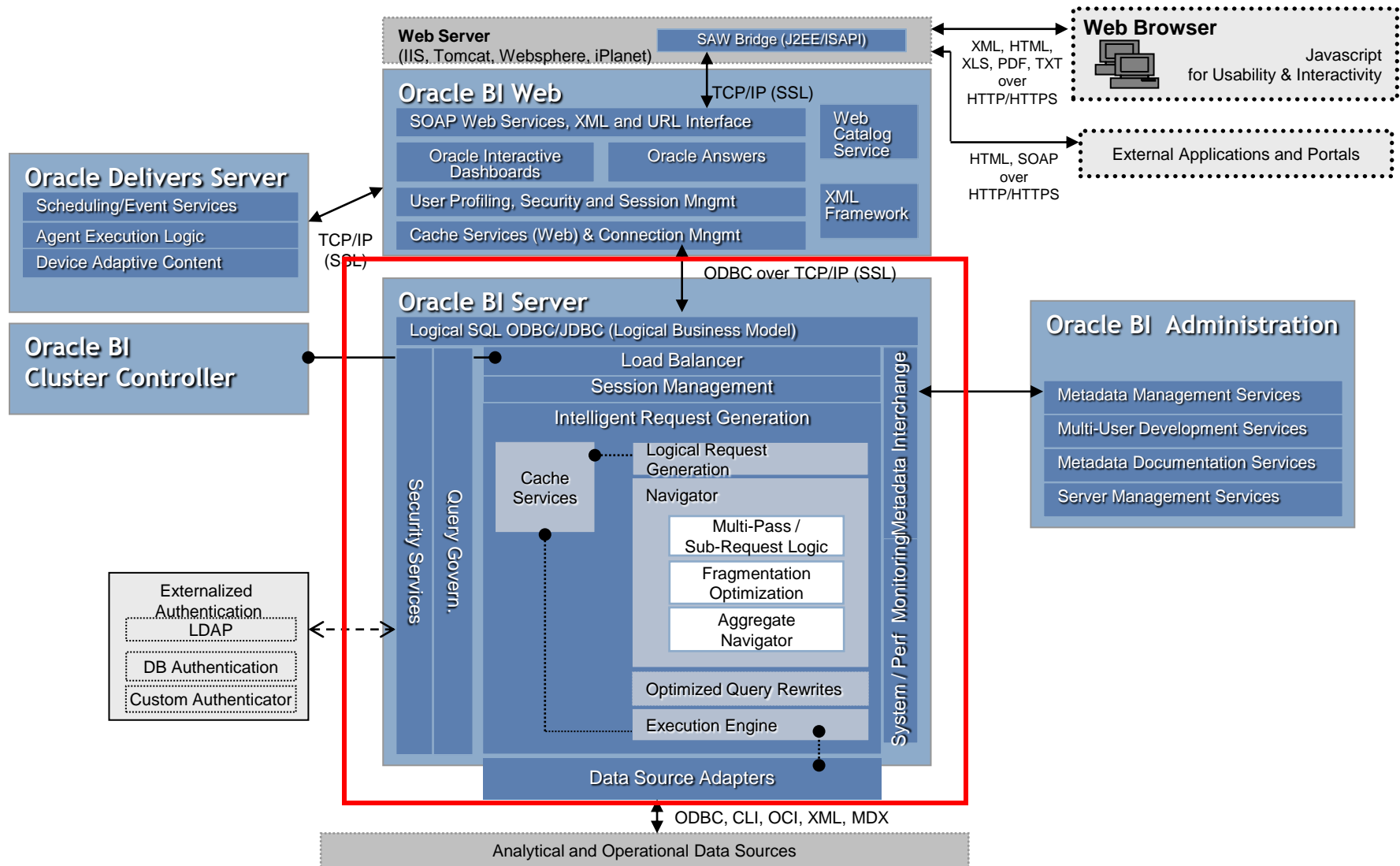
Request Columns

Periods	Markets	Sales Measures
Year	Region	Dollars
		% Chg Year Ago

Request Filters

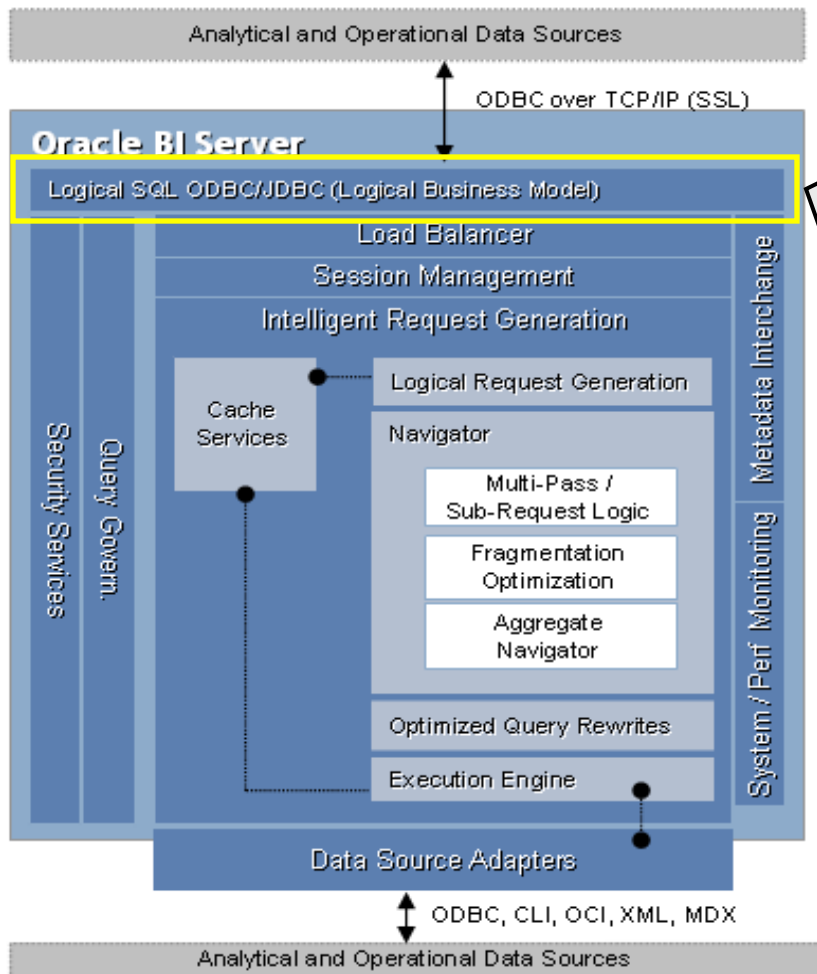
Year equals Current Year

Oracle BI EE Architecture



Oracle BI Server

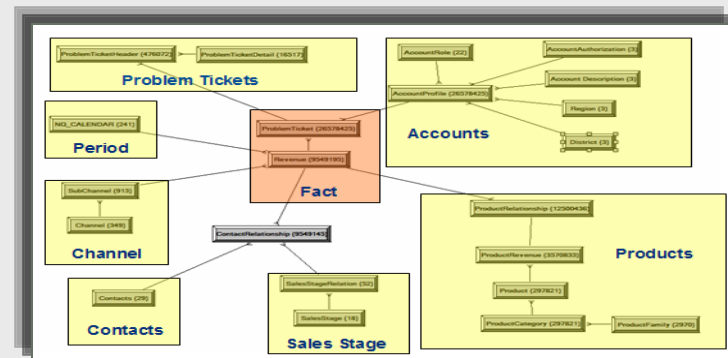
Common Enterprise Information Model



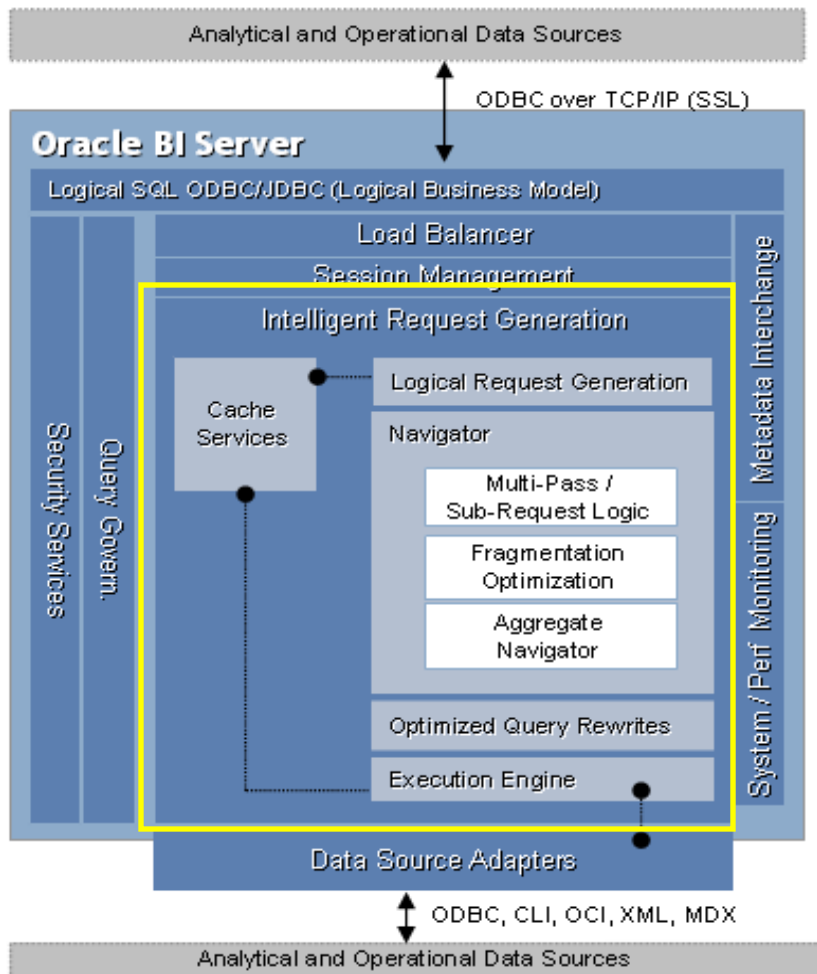
Simplified Logical Model

The Oracle BI server presents as a logically modeled database enabling the Common Enterprise Information Model.

This provides powerful calculation, computation and federation capabilities to 3rd party tools as well as our own.



A Day in the Life of a Query



The screenshot shows the Oracle Answers web interface for a query titled 'Sales Force Automation'. The interface includes tabs for 'Criteria', 'Results', 'Prompts', and 'Advanced'. A left sidebar lists available columns and measures.

Columns:

- Accounts
- Products
 - Brand
 - Product Line
 - Product Description
 - Image
- Periods
- Contacts
- Channel
- Problem Tickets
- Sales Stage
- Measures
 - Closed Rev
 - Quota
 - % of Quota
 - Forecast Dollars
 - Closed Units
 - Profitability
 - Forecast Units
 - Total Acct Opportunity
 - Opportunity Revenue
 - Prob Ticket Count
 - YAGO Closed Units
 - YAGO Closed Rev
 - Chg YAGO Closed Rev
 - % Chg YAGO Closed Rev
 - Chg YAGO Closed Units
 - % Chg YAGO Closed Units
 - Share of Total Cust Rev
 - Share of Total Pipeline

Columns Panel:

Products	Measures
Brand	Closed Rev
Service Requests	Revenue Share

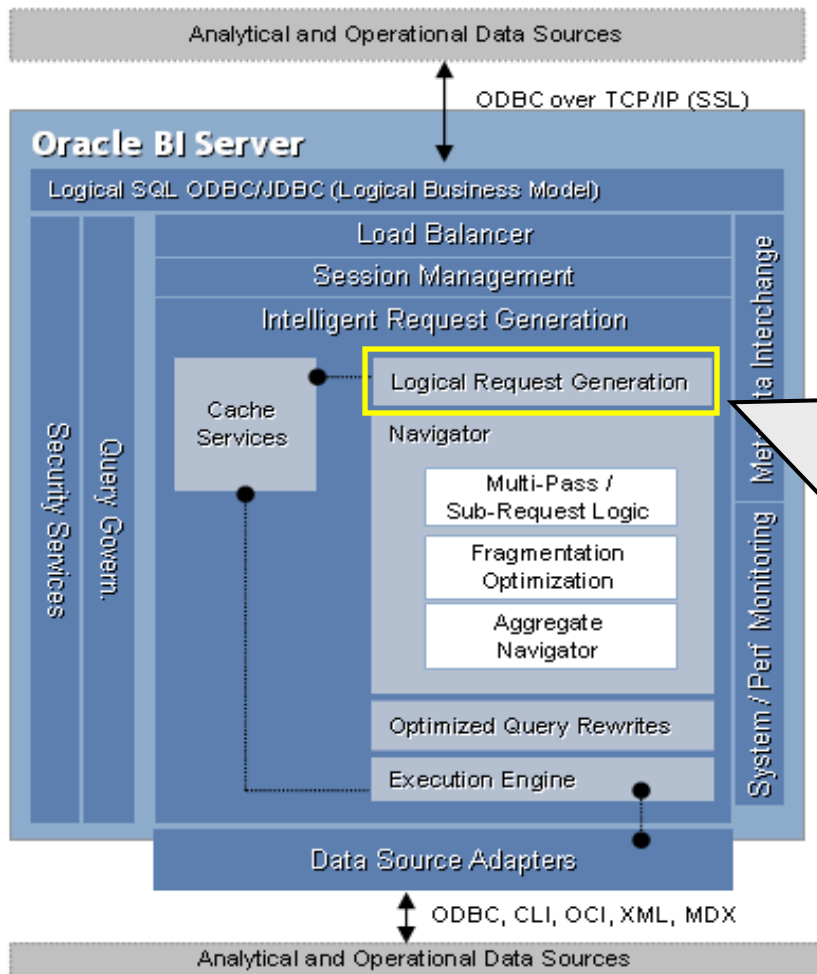
Filters:

Modify criteria by clicking on the filter button below any of the included columns.

Results Table:

Brand	Closed Rev	Service Requests	Revenue Share
Maxim Systems	2,500	0	0.01%
Mintel Corp	149,000	10	0.51%
Packard Welsley	459,325	16	1.56%
Performance Computer Systems	23,671,084	100	80.33%
Pirelli Systems	508,750	13	1.73%
Software Incorporated	2,769,233	37	9.40%
Unspecified	1,908,893	29	6.48%
	0	0	0.00%

A Day in the Life of a Query

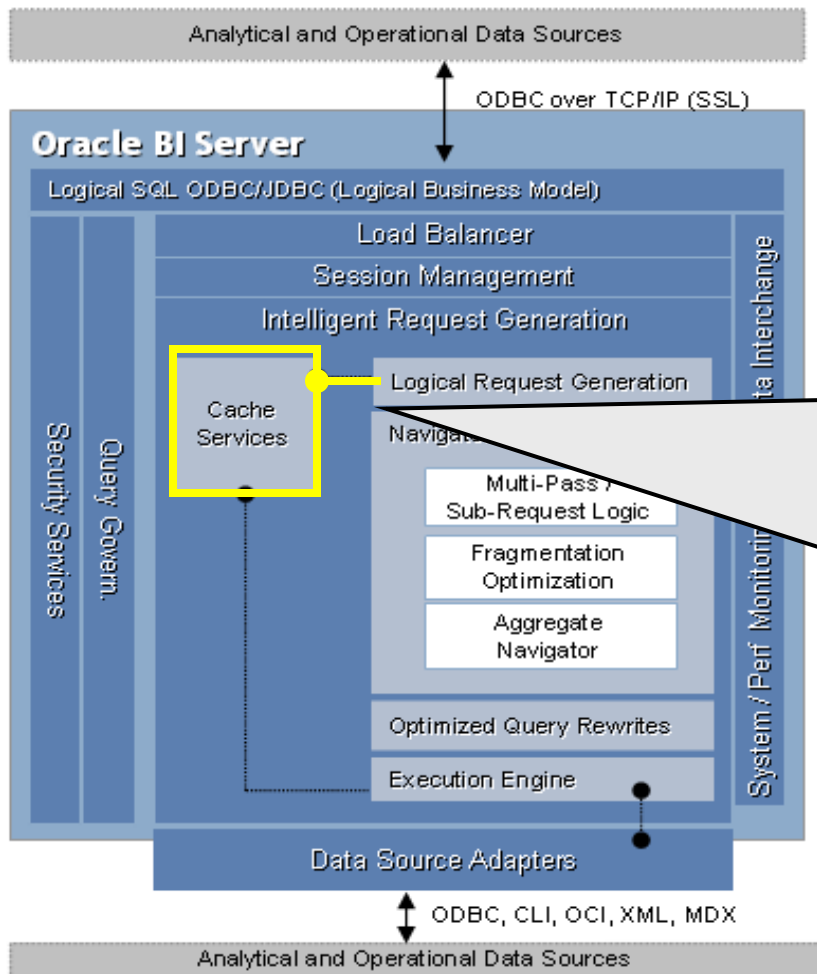


Brand	Closed Rev	Service Requests	Revenue Share
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Mintel Corp	149,000	10	0.51%
Packard Welsley	459,325	16	1.56%
Performance Computer Systems	23,671,084	100	80.33%
Direct...		12	...

A logical request comes in asking for

- Brand,
- Closed Revenue (GL)
- Service Requests (Call Center)
- Share of Revenue (Derivation)

A Day in the Life of a Query



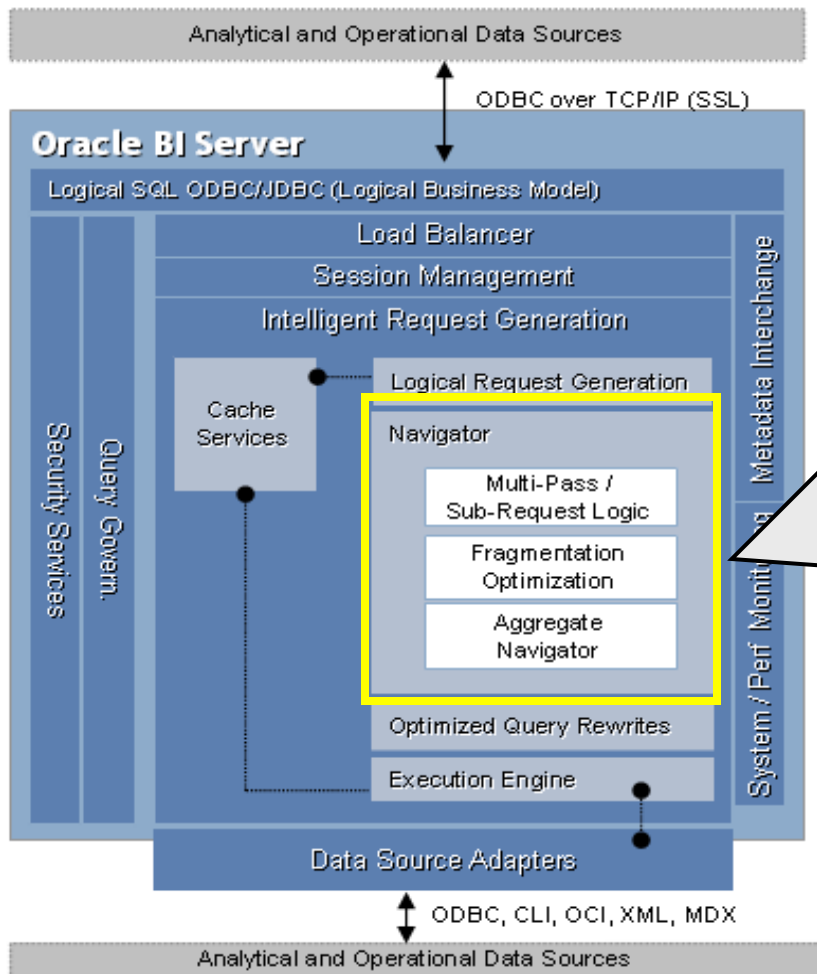
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Packard Welsley	459,325	16	1.56%
Performance Computer Systems	23,671,084	100	80.33%
Directly		12	5.5%

Oracle BI Server Cache

The Server will check to see if this request can be fulfilled via a prior request using Server Cache.

This is an on-demand intelligent shareable and secure cache that can support: Subsets, Aggregations and Derivations

A Day in the Life of a Query

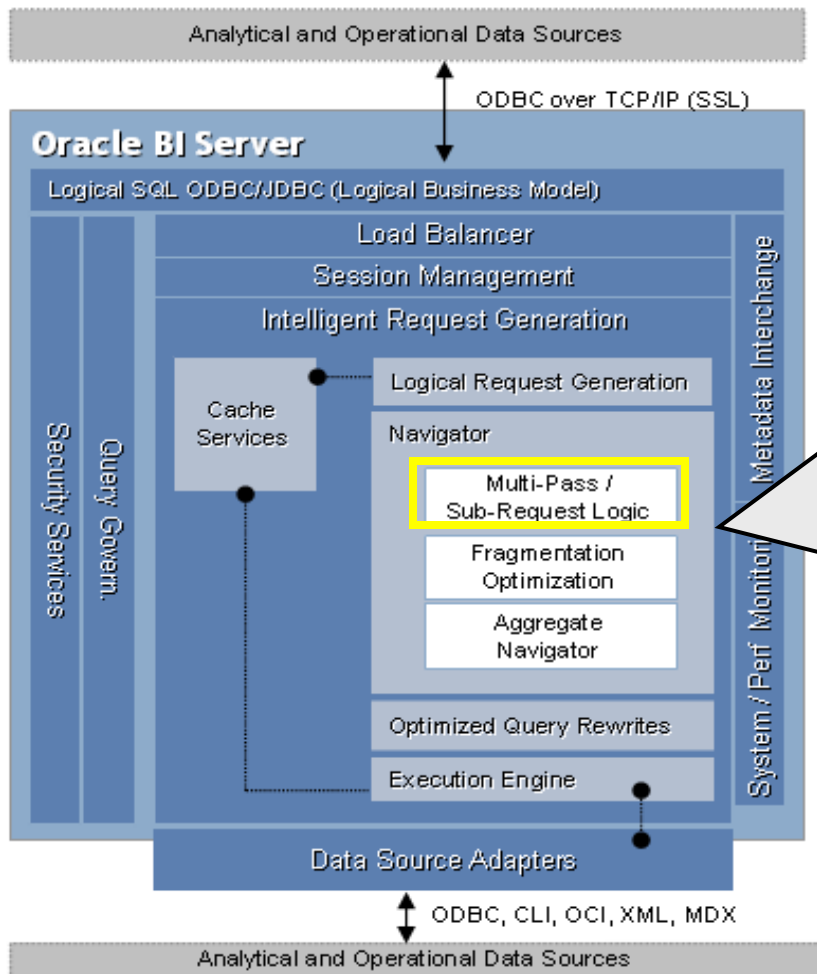


Brand	Closed Rev	Service Requests	Revenue Share
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Mintel Corp	149,000	10	0.51%
Packard Welsley	459,325	16	1.56%
Performance Computer Systems	23,671,084	100	80.33%
Directi		12	5.58%

Navigator

If it is the request is cannot be fulfilled by cache then the server will intelligently process the request

A Day in the Life of a Query



Brand	Closed Rev	Service Request	Revenue Share
Maxim Systems	2,500		0.01%
Mintel Corp	149,000	1	0.51%
Packard Welsley	459,325	1	1.56%
Performance Computer Systems	23,671,084	10	80.33%
Directi		1	

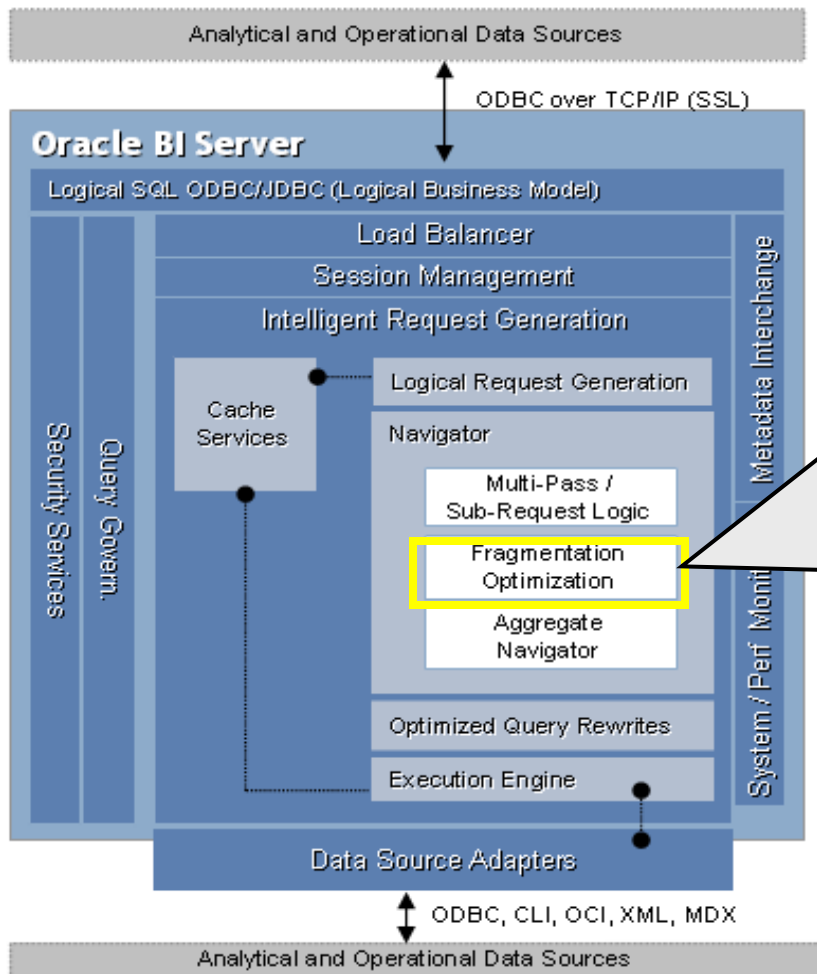
Multi-Pass/Sub-Request Logic

Does this analysis require sophisticated analysis such as an OLAP calculation?

[Revenue Share]

The Server will determine the best possible way to provide this calculation/computation

A Day in the Life of a Query



Brand	Closed Rev	Service Requests	Revenue Share
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Packard Welsley	459,325	16	1.56%
Performance Computer Systems	23,671,084	100	80.33%
Directi			

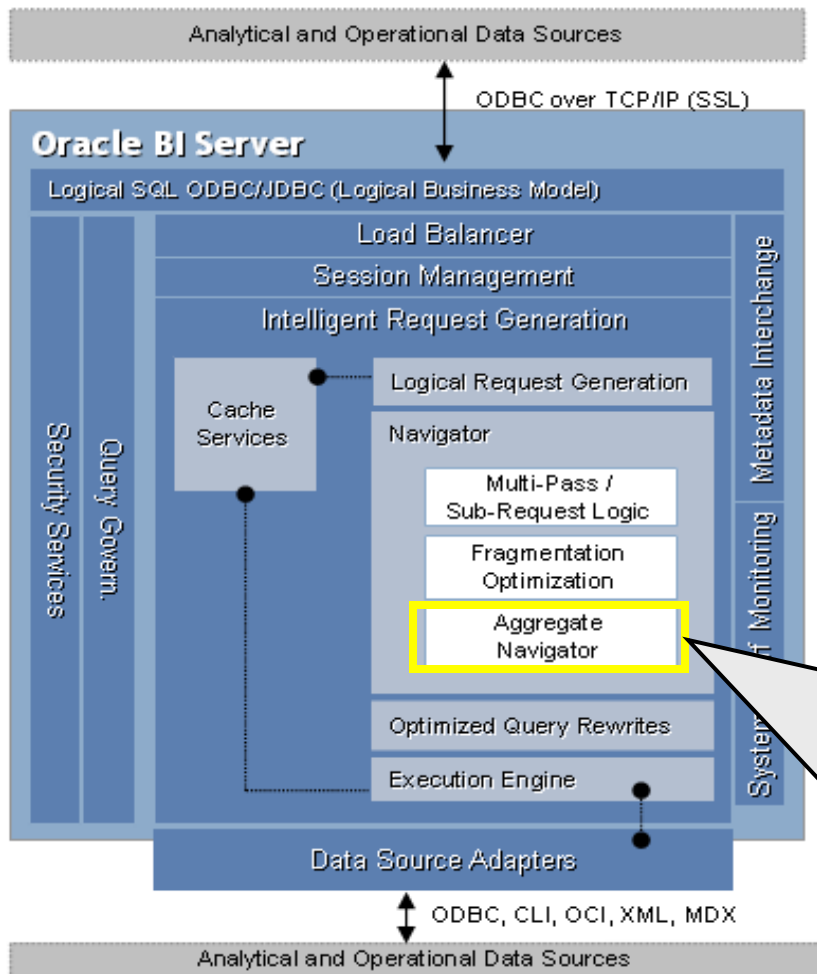
Fragmentation Optimization

Does this request span across partitions or silos of data?

[Closed Revenue and Service Requests]

The server will determine based on the request if it should navigate to both or only one. It will automatically resolve fan traps.

A Day in the Life of a Query



Brand	Closed Rev	Service Requests	Revenue Share
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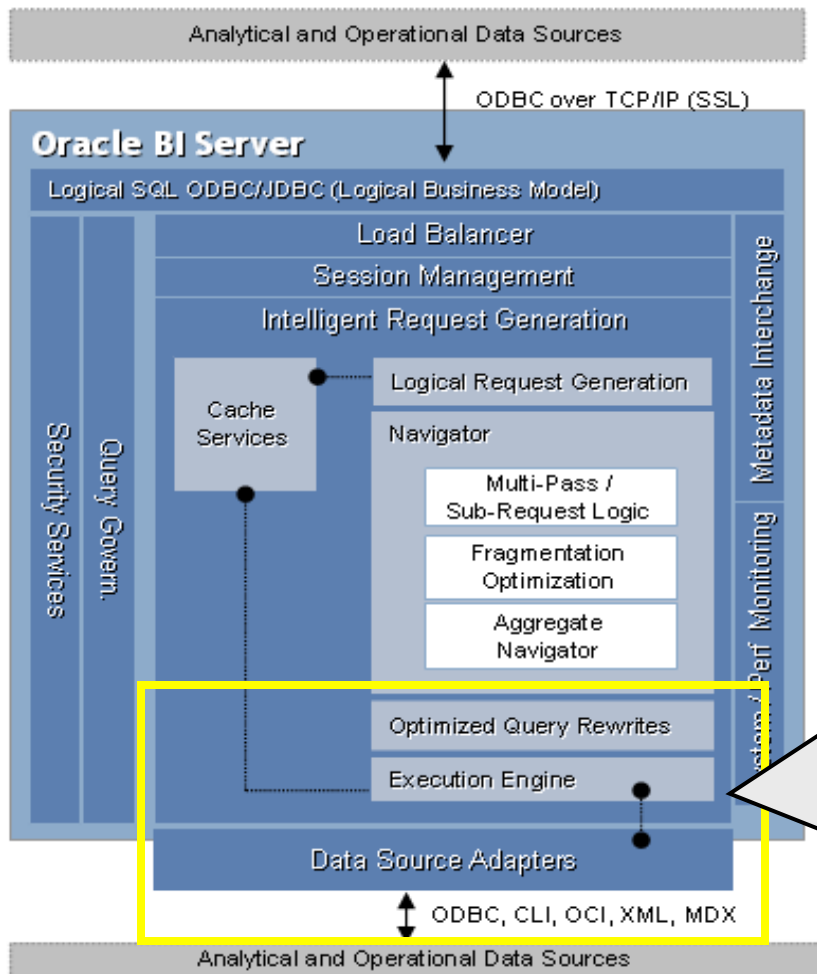
Aggregate Navigator

Is there an aggregate that can better satisfy this request versus hitting the detail?

{Brand Summary Table}

The Server will apply appropriate summary redirection to provide the quickest response.

A Day in the Life of a Query



Brand	Closed Rev	Service Requests	Revenue Share
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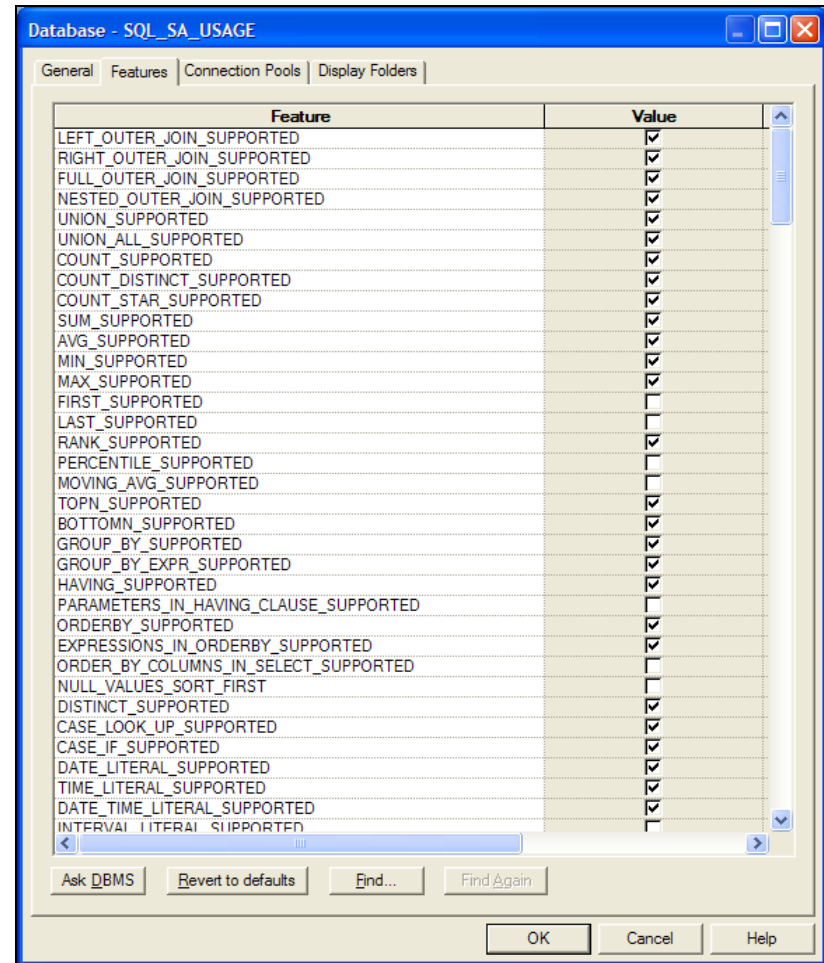
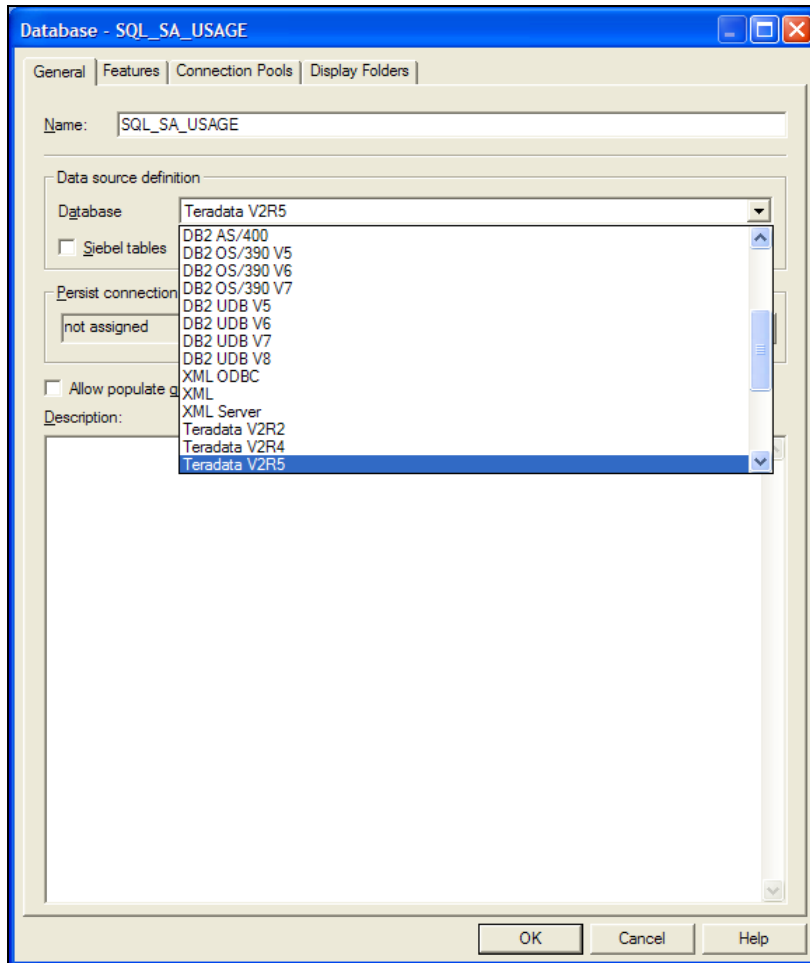
Optimized Query Rewrites

What can be function-shipped down to the database versus performed /supplemented by the computation capabilities of the Server.

The server will provide a consistent set of functionality to the user regardless of underlying datasource.

Oracle BI Server

Exploiting Native Database Functionality



Oracle BI Server

Optimized Native SQL Rewrites



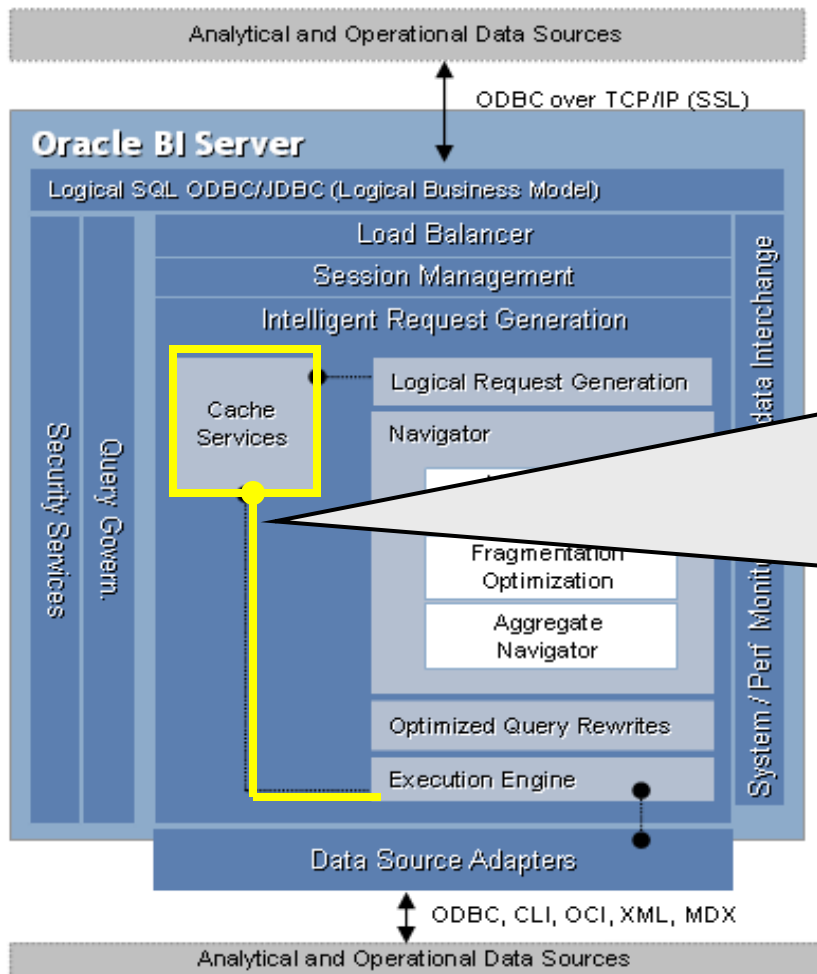
```
select distinct D1.c2 as c1,  
               Rank() OVER ( ORDER BY D1.c1 DESC ) as c2  
from  
  (select sum(T677."ActlExtnd") as c1,  
        T699."District" as c2  
   from  
     "d1_customer" T699,  
     "d1_orders" T677  
   where ( T677."repkey" = T699."SalesRep" )  
   group by T699."District") D1  
order by 1
```



```
select D1.c2 as c1, D1.c1 as c4  
from  
  (select sum(T1397."ActlExtnd") as c1,  
        T1384."District" as c2  
   from  
     "D1_customer" T1384,  
     "D1_orders" T1397  
   where ( T1384."repkey" = T1397."SalesRep" )  
   group by T1384."District"      ) D1
```

[Rank Calculation Performed on Oracle BI Server
To Compensate for the Limitations of MS SQL Server]

A Day in the Life of a Query



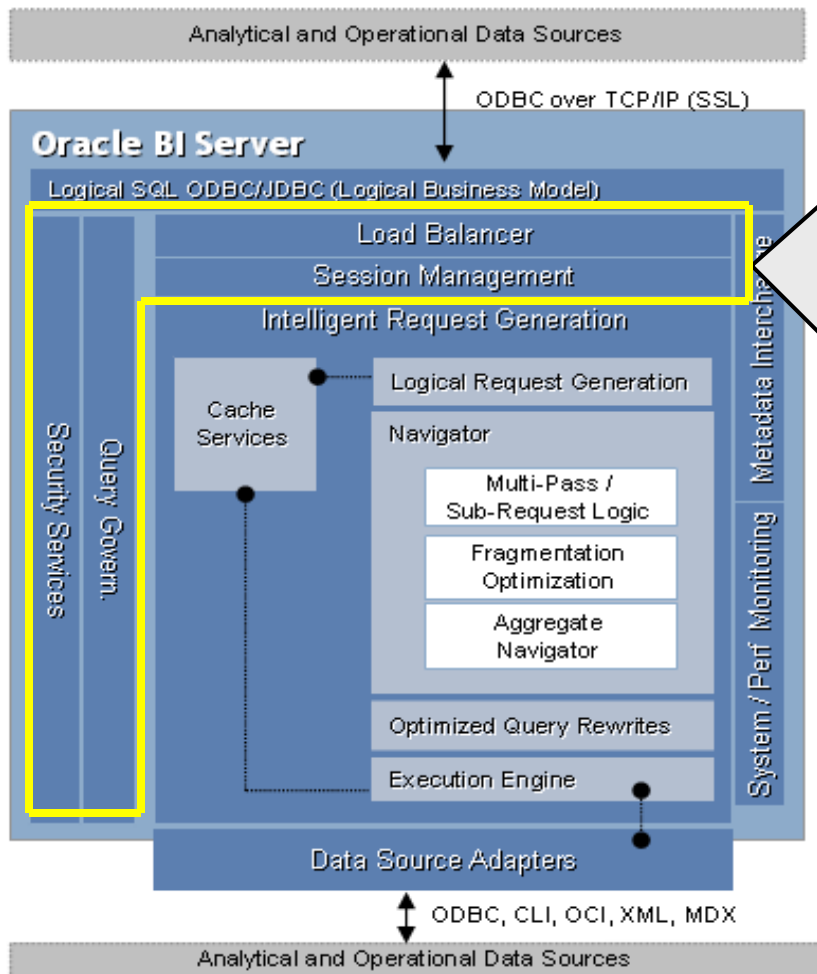
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Directi		12	5.5%

Cache Services

The request once executed will now be available to other users as a cache entry.

Oracle BI Server

System Services



System Services

Clustering:

Add stacks as needed in a share nothing clustered environment.

Session Management and Governance:

Query throttling via connection pools and authorization

Security Services:

Integration with OID, LDAP with sophisticated data driven personalization mechanisms.