

Oracle Business Intelligence 11g
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ORACLE®

Oracle Business Intelligence 11g

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Senior Consultant Oracle Business Intelligence PL&Baltics

Dlaczego BI jest ważny ?

Każdy pracownik firmy może wykonywać swoją pracę lepiej, gdyby decyzje i działania podejmowane były w oparciu o **informację**, a nie o "chyba najlepiej" lub "jak zrobiliśmy to w ubiegłym roku"

Czym jest **informacja** w BI ?

Co się wydarzyło?

Co się dzieje?

Co się wydarzy?



Dlaczego BI jest ważny ?

4 Jak zrobić ?



3 Co zrobić?

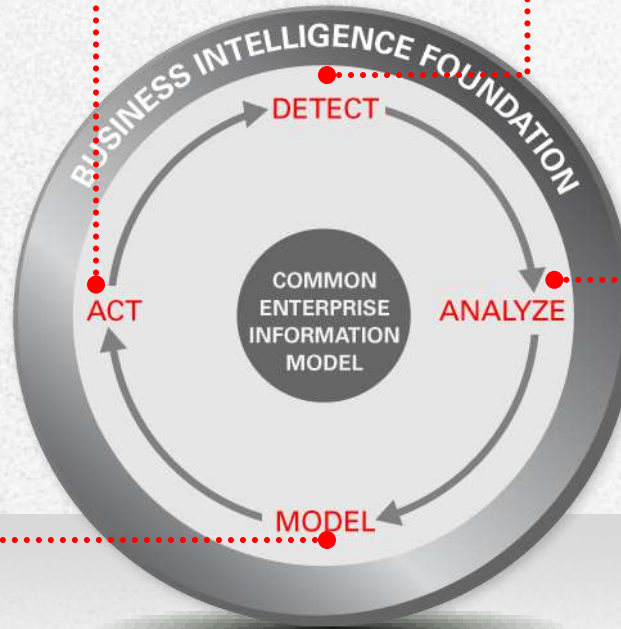


1 Co się wydarzyło

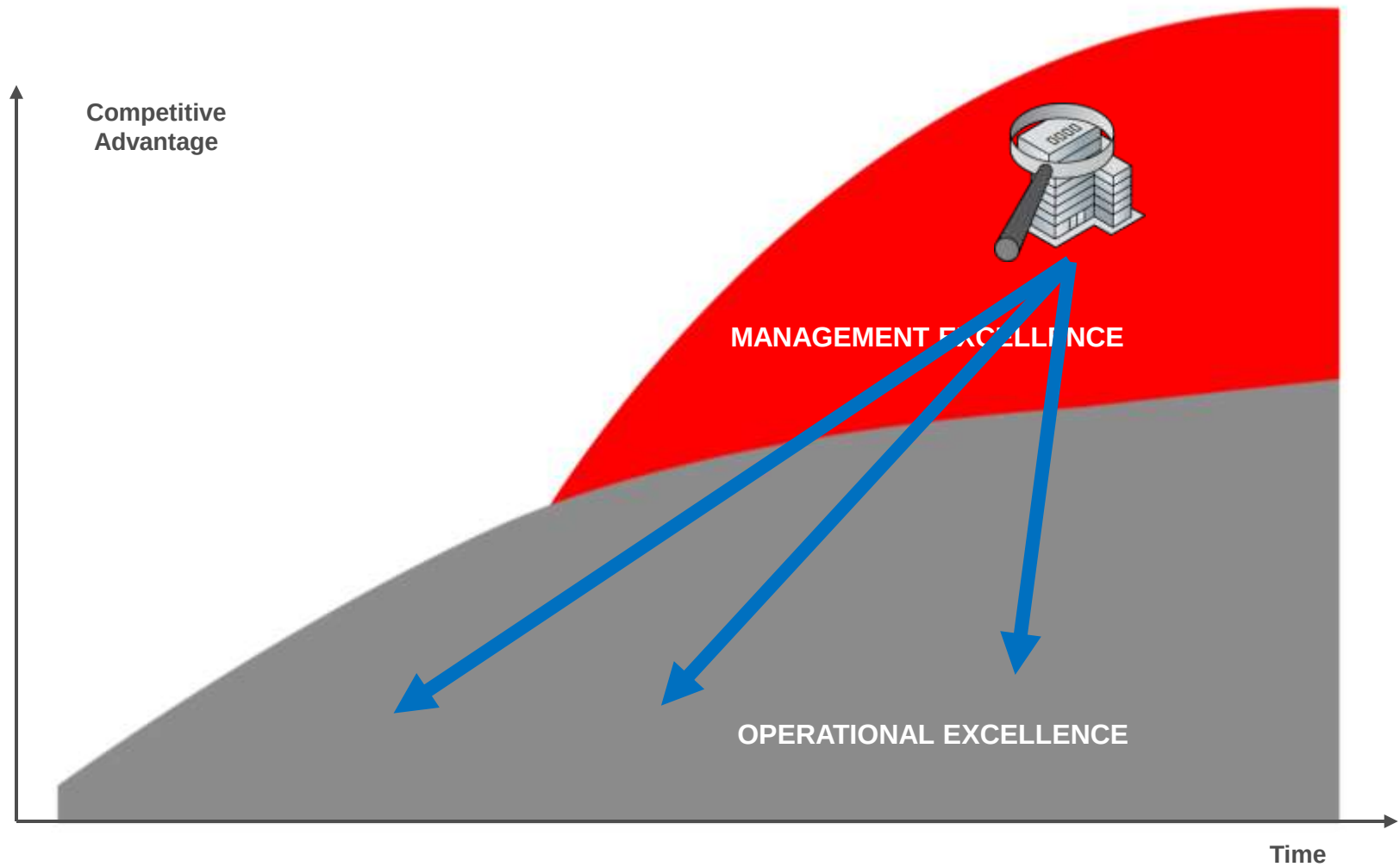


Label	Status	Trend
Revenue KPI	✓	↓
Collect to Bill Ratio	✓	↑
Nbr of Customers	⚠	↓

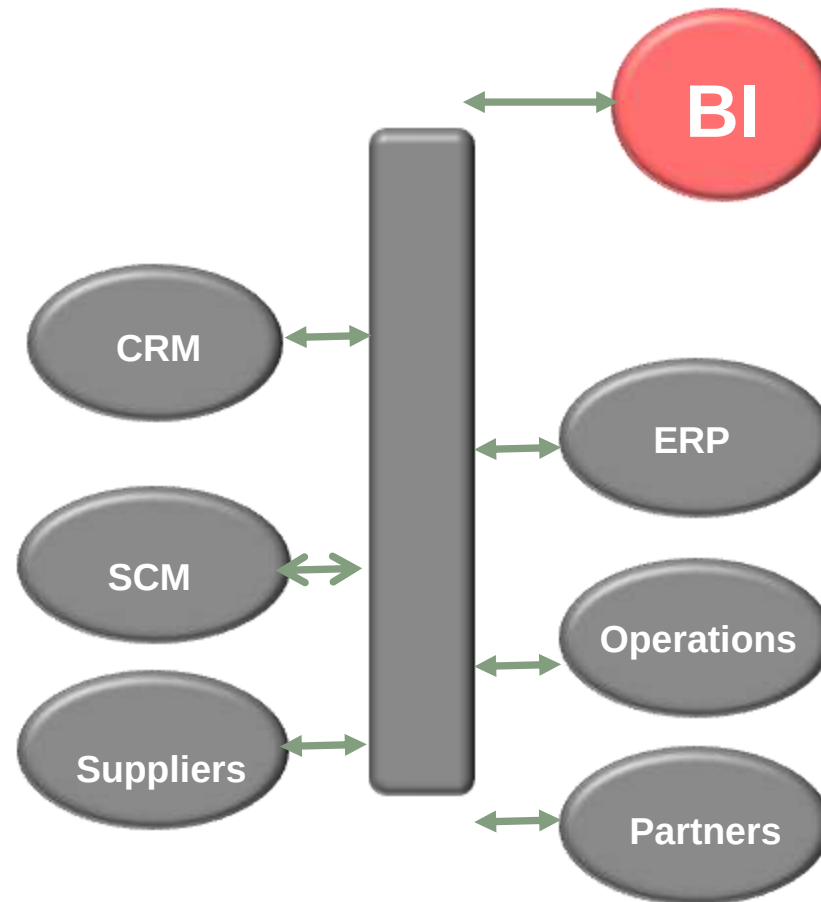
2 Dlaczego ?



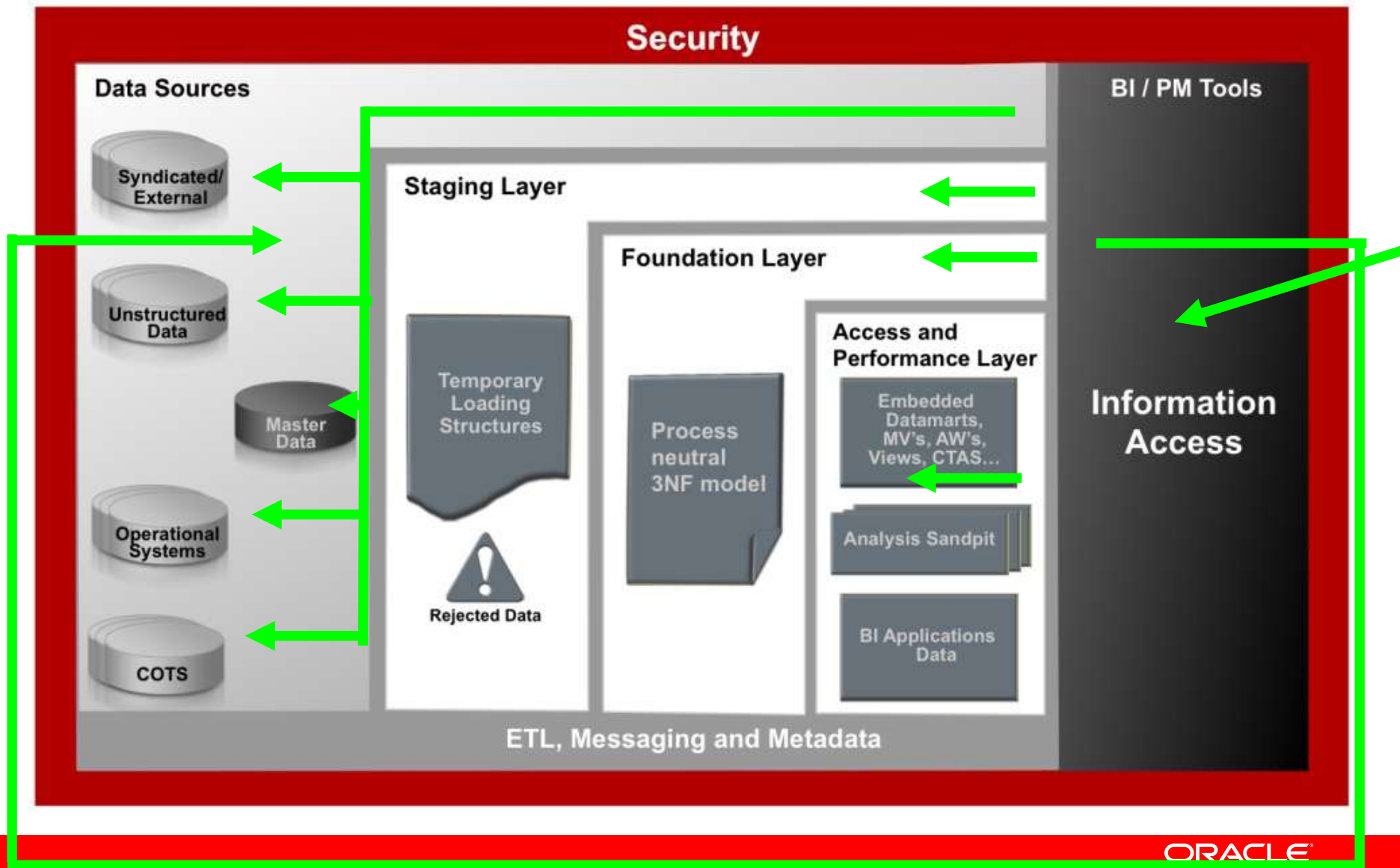
Gdzie jest BI ?



BI jako jedno źródło prawdy dla całego biznesu



Architektura referencyjna BI/DW

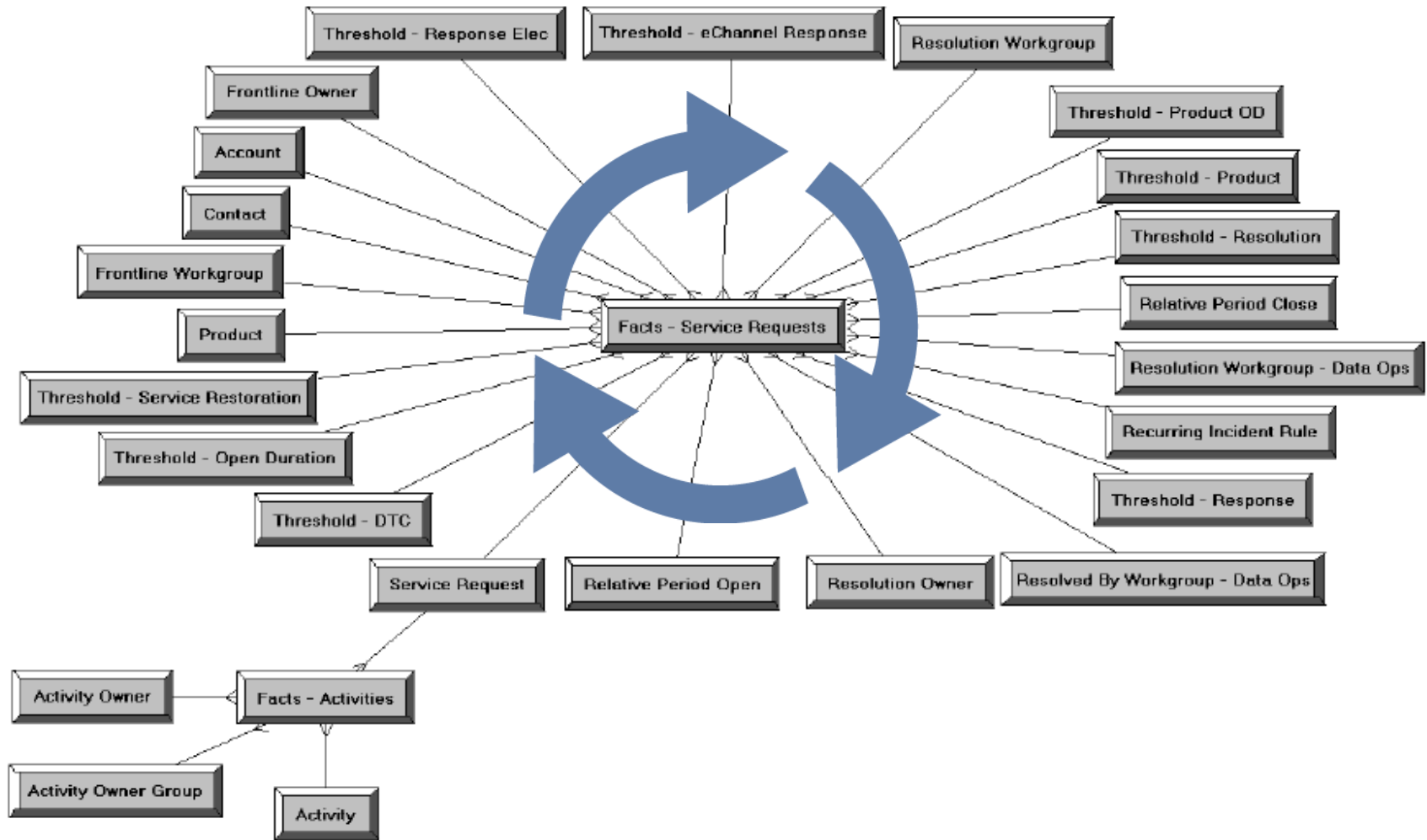


Jest to rzeczywisty model danych klienta w BI



Przewycięzanie złożoności z BI Server

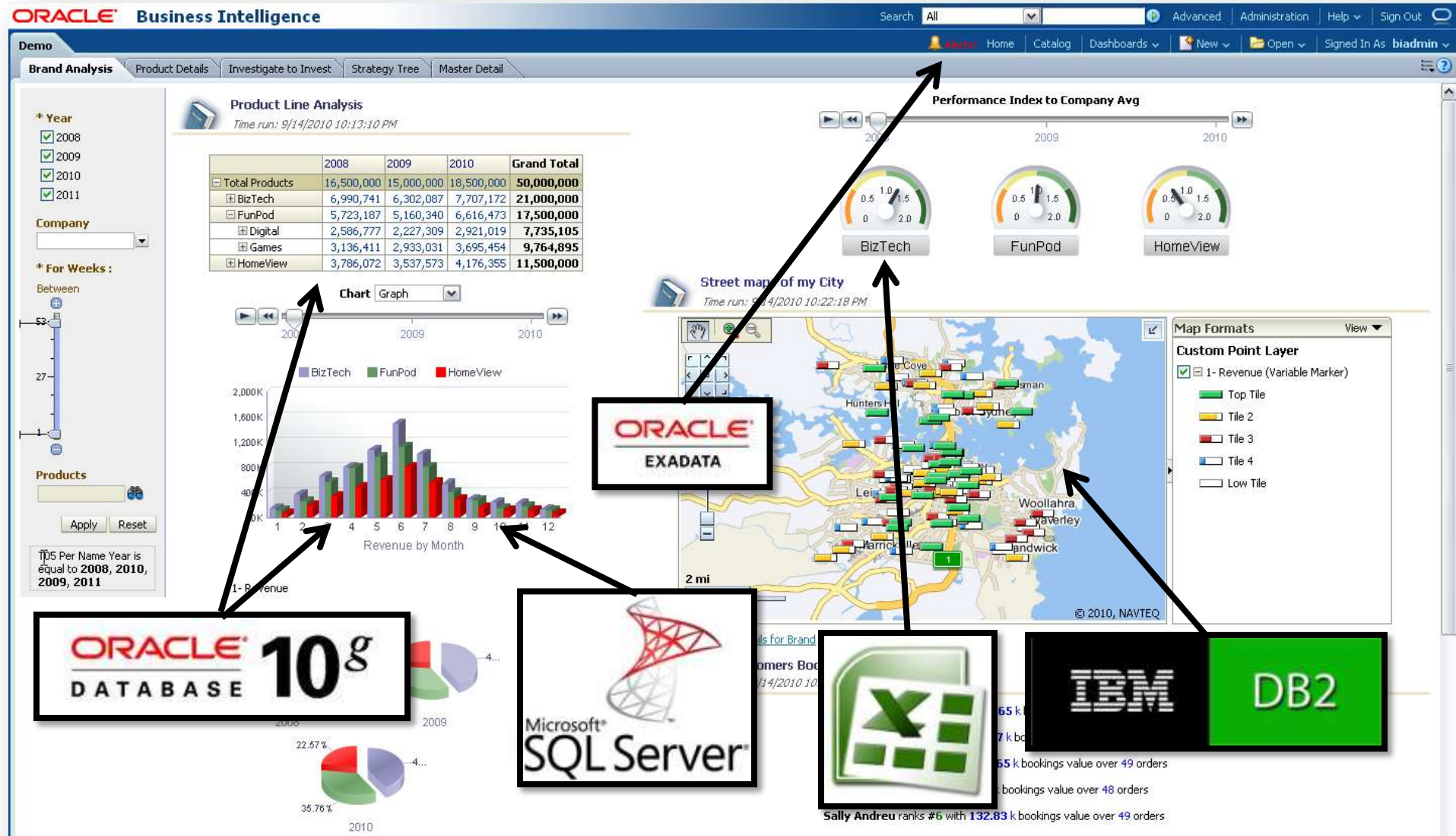
I to, jak wygląda po przekształceniu na model "logiczny"



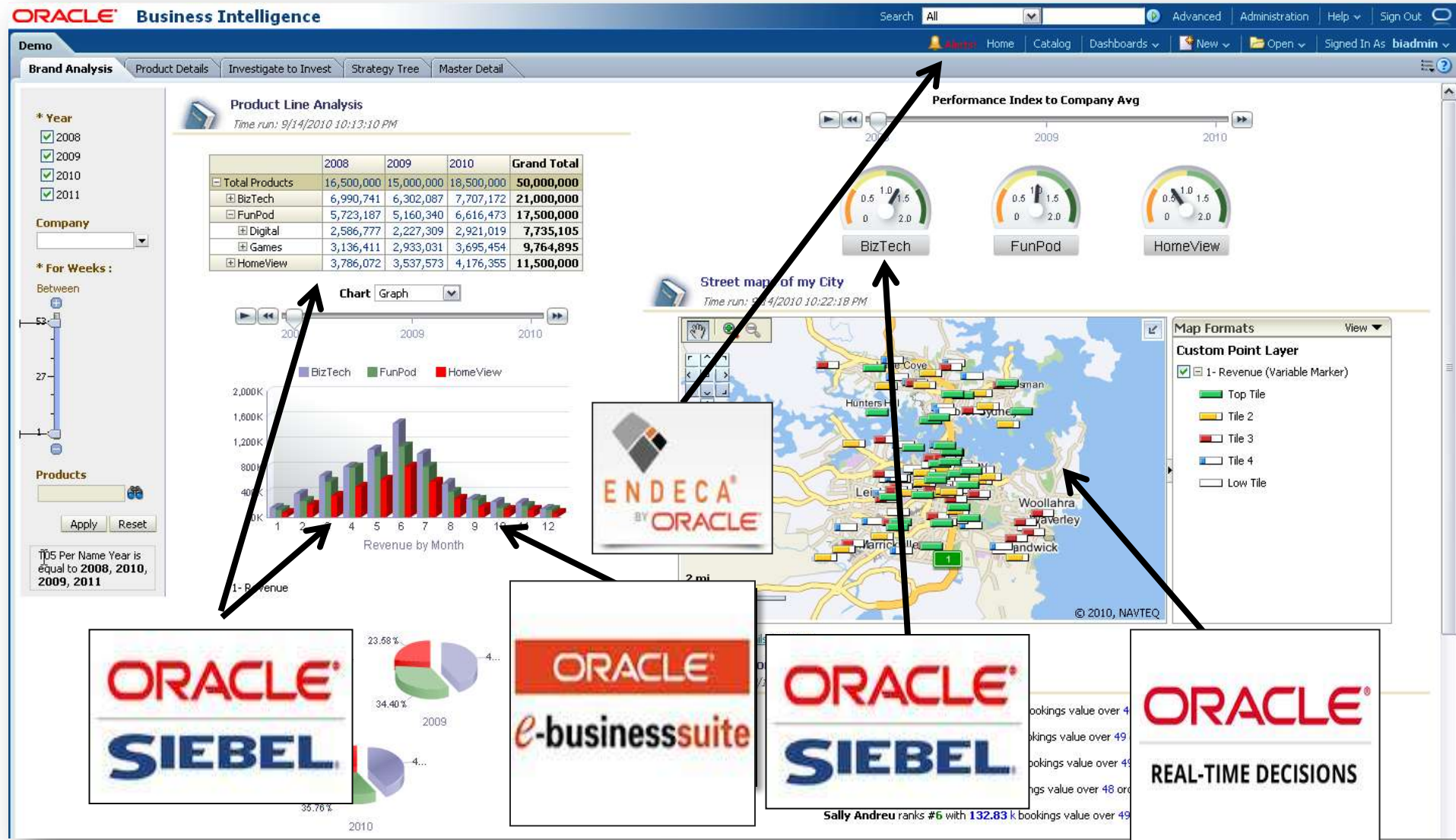
Informacja na kokpicie BI



Informacja na kokpicie BI



Informacja na kokpicie BI



Favorites

Search

Recent

Favorites

Search All

Recent

Preferences

Preferences

Notifications

Email

Discussions

Documents

Communities

Contextual Wiring

ORACLE

Home Main Menu

You are logged in as Terry Lucca

Preferences Help Logout

Global Worklist

Notifications (32)

- Approvals (11)
- Alerts (24)
- PTIs (5)
- Other (2)

Budgets (1)

Expenses (4)

- Phone Bill
- Mousepad
- IDC Training
- Chicago Trip

Home

Notifications

Approvals Alerts PTIs Other

Filter Open

Priority	Title	From	Status	Date	Justification
	Expense Report: \$234.90	Sam Smith	Closed	05/02/06	16 month cable cost
	Conf Request	Dustin Selig	Pending	06/03/06	UPA Conf
	System Request: Dell Laptop	Jose Markson	Pending	06/19/06	Old computer broke
	LOA Request: 56 days	John Cukin	Closed	06/29/06	Personal
	Vacation Request: 5 days	Peyush Agarwal	Open	06/22/06	Vacation
	Usability Test Gifts: \$801.10	Ethan Hunt	Open	05/25/06	Usability tests

Expenses by Quarter

Budget by Category

Communities

- My Workplace
- All Prospects
- Community ABC
- Ford Visit
- General Motors
- GMC Tracking
- KIA Tracking
- Photography
- Sales Reps: PM Interaction
- Taxes Help
- Create Community...
- Open Community

Documents

- Oracle AG New Features
- Piston Roadmap
- RFA Request Form
- SAP Competitive Info
- IBM Competitive Information
- Gartner Magic Quadrant

Discussions

Sales

- No Sales Goals for Q1
- Updates for Product
- Training Schedule
- Customer Presentation
- Quarterly Report

Research and Development

- Prototype Model
- Research Guidelines
- New Engineering Specs
- Directions to Lab
- Test Plans

Calendar

August 2006

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Expenses by Quarter

Budget by Category

Expenses by Quarter

Budget by Category

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Routes Performance

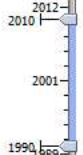
Time run: 3/19/2012 3:55:37 PM

All Flts : 126,939,909
Report : 2,655,420

2.09%

* Year

Between



Origin Airport

SFO - San Francisco

Carrier

--Select Value--

Dest Region

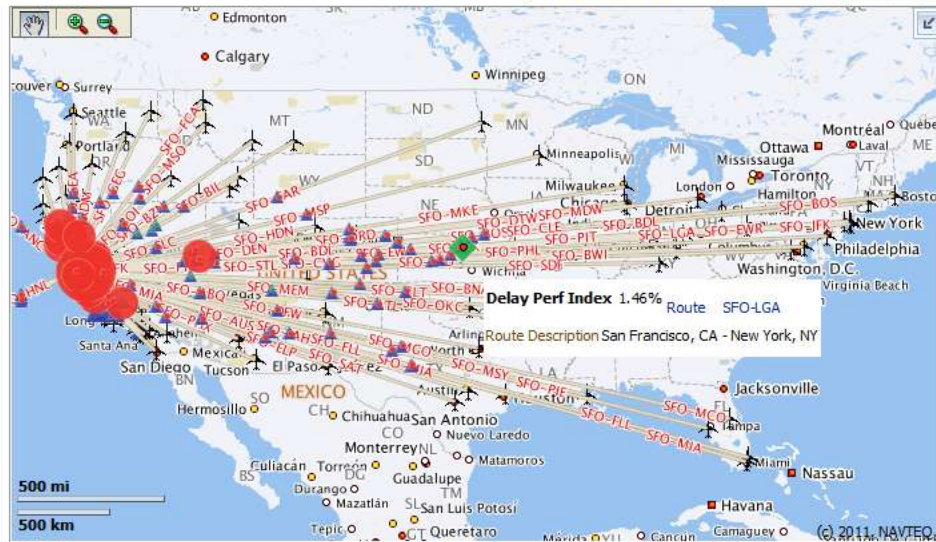
- ☐ Midwest Region
- ☐ Northeast Region
- ☐ South Region
- ☐ West Region

Route

- NULL
- SFO-ABQ
- SFO-ACV
- SFO-ANC
- SFO-ASE
- SFO-ATL
- SFO-AUS
- SFO-BDL
- SFO-BFL
- SFO-BIL
- SFO-BNA
- SFO-BOI
- SFO-BOS
- SFO-BUR
- SFO-BWI
- SFO-BZN
- SFO-CEC
- SFO-CIC
- SFO-CLE
- SFO-CLT

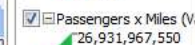
Origin Airports	# of Flights	# of Routes
1	2,655,420	95

Click to drill into more details



BI Data Layers View

Flight Routes



Airports Icons

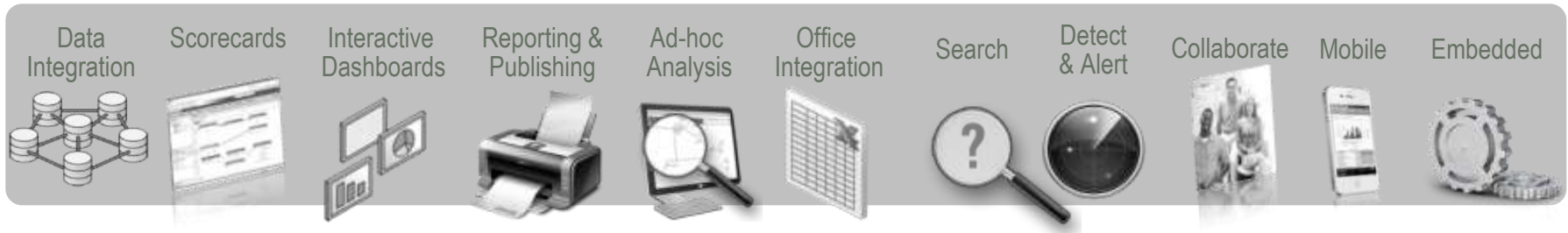


SFO - San Francisco International

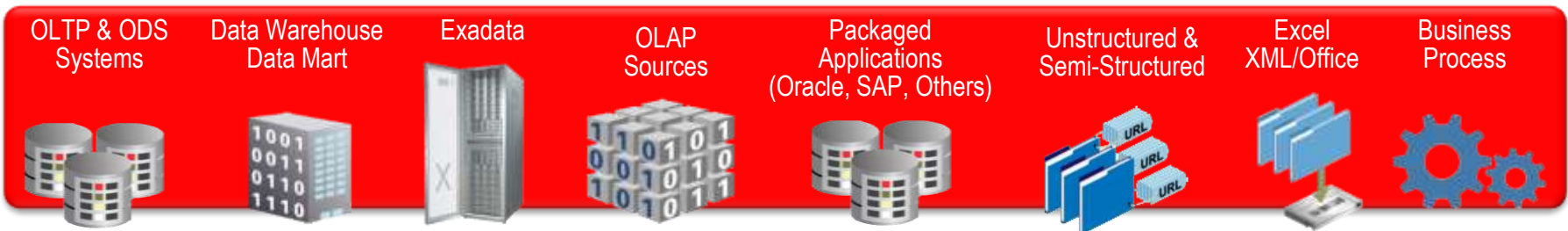
				# of Flights	% of Total	Delay Perf Index	Delay per Pax-K-Miles	Passengers x Miles
Grand Total				2,655,420	100.0%	7.90%	0.148	204,968,835,158
SFO-ABQ	San Francisco, CA - Albuquerque, NM	West Region		9,360	0.4%	11.86%	1.157	133,305,984
SFO-ACV	San Francisco, CA - Arcata/Eureka, CA	West Region		19,554	0.7%	20.34%	2.448	117,449,250
SFO-ANC	San Francisco, CA - Anchorage, AK	West Region		3,443	0.1%	5.87%	0.124	386,515,612
SFO-ASE	San Francisco, CA - Aspen, CO	West Region		320	0.0%	14.31%	0.485	14,864,592
SFO-ATL	San Francisco, CA - Atlanta, GA	South Region		53,819	2.0%	3.98%	0.044	11,387,554,725
SFO-AUS	San Francisco, CA - Austin, TX	South Region		5,020	0.2%	6.46%	0.114	574,025,813
SFO-BDL	San Francisco, CA - Hartford, CT	Northeast Region		1,359	0.1%	5.11%	0.123	154,743,750
SFO-BFL	San Francisco, CA - Bakersfield, CA	West Region		7,218	0.3%	17.87%	3.137	30,460,192
SFO-BIL	San Francisco, CA - Billings, MT	West Region		13	0.0%	9.88%	0.289	516,312
SFO-BNA	San Francisco, CA - Nashville, TN	South Region		1,366	0.1%	2.50%	1.007	4,172,160
SFO-BOI	San Francisco, CA - Boise, ID	West Region		31,121	1.2%	15.49%	1.017	420,361,902
SFO-BOS	San Francisco, CA - Boston, MA	Northeast Region		49,728	1.9%	3.85%	0.050	10,837,147,984
SFO-BUR	San Francisco, CA - Burbank, CA	West Region		67,980	2.6%	18.24%	1.595	498,676,658
SFO-BWI	San Francisco, CA - Baltimore, MD	South Region		12,220	0.5%	3.79%	0.064	1,952,514,018

Otwarte.

Oracle Business Intelligence 11g



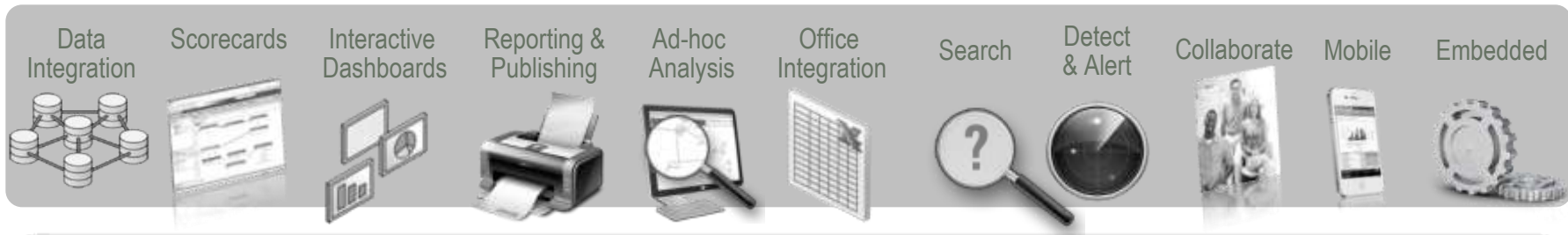
Common Business Intelligence Foundation



ORACLE

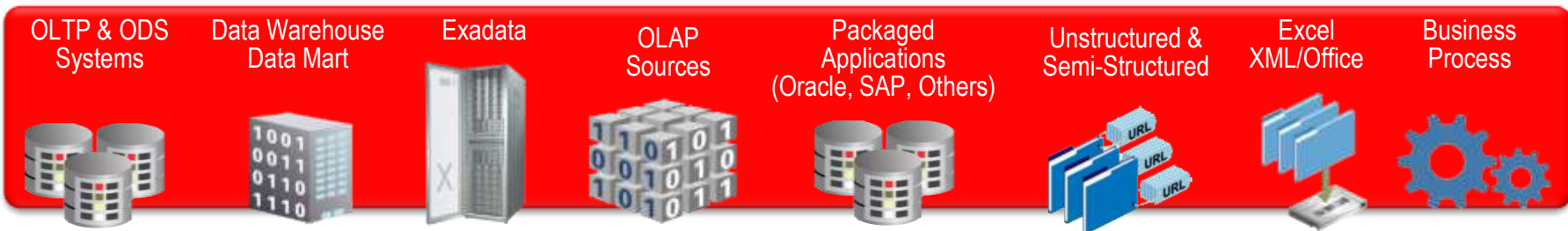
Zintegrowane.

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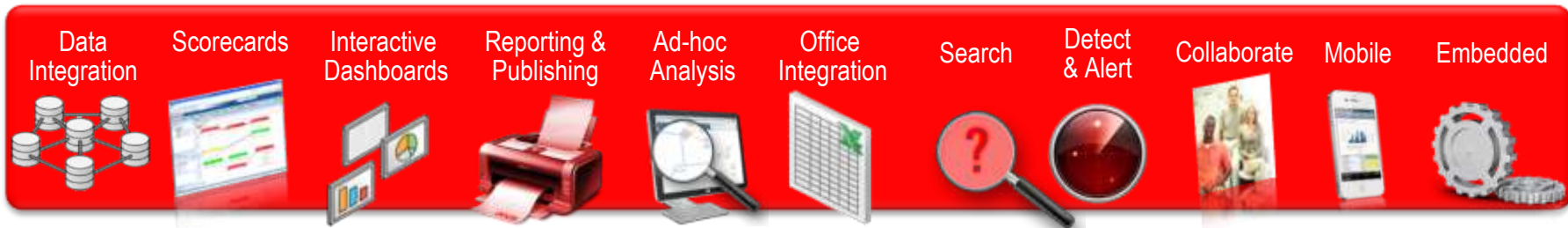
Spójny model informacji

- Spójny model metadanych dla wszystkich źródeł
- Spójne bezpieczeństwo, kontrola dostępu, autoryzacja, Inspekcja
- Spójne tworzenie i optymalizowanie usług dostępu do danych
- Spójne klastrowanie, regulacja obciążenia, wdrożenie
- Spójny system & zarządzanie



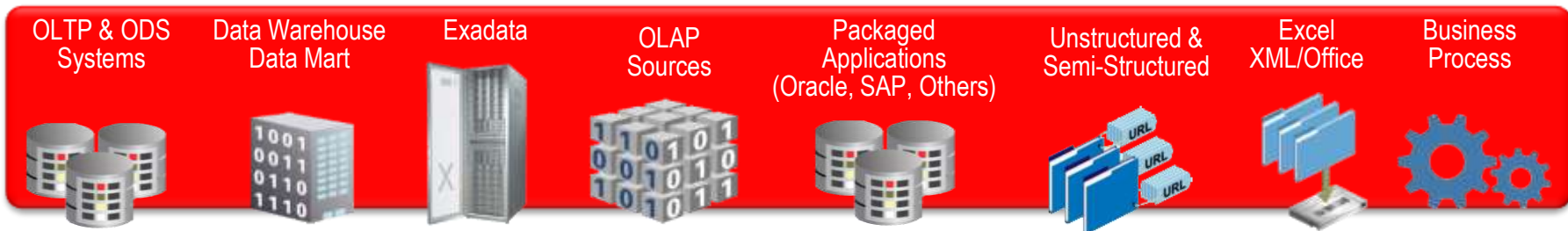
Kompletne.

Oracle Business Intelligence 11g



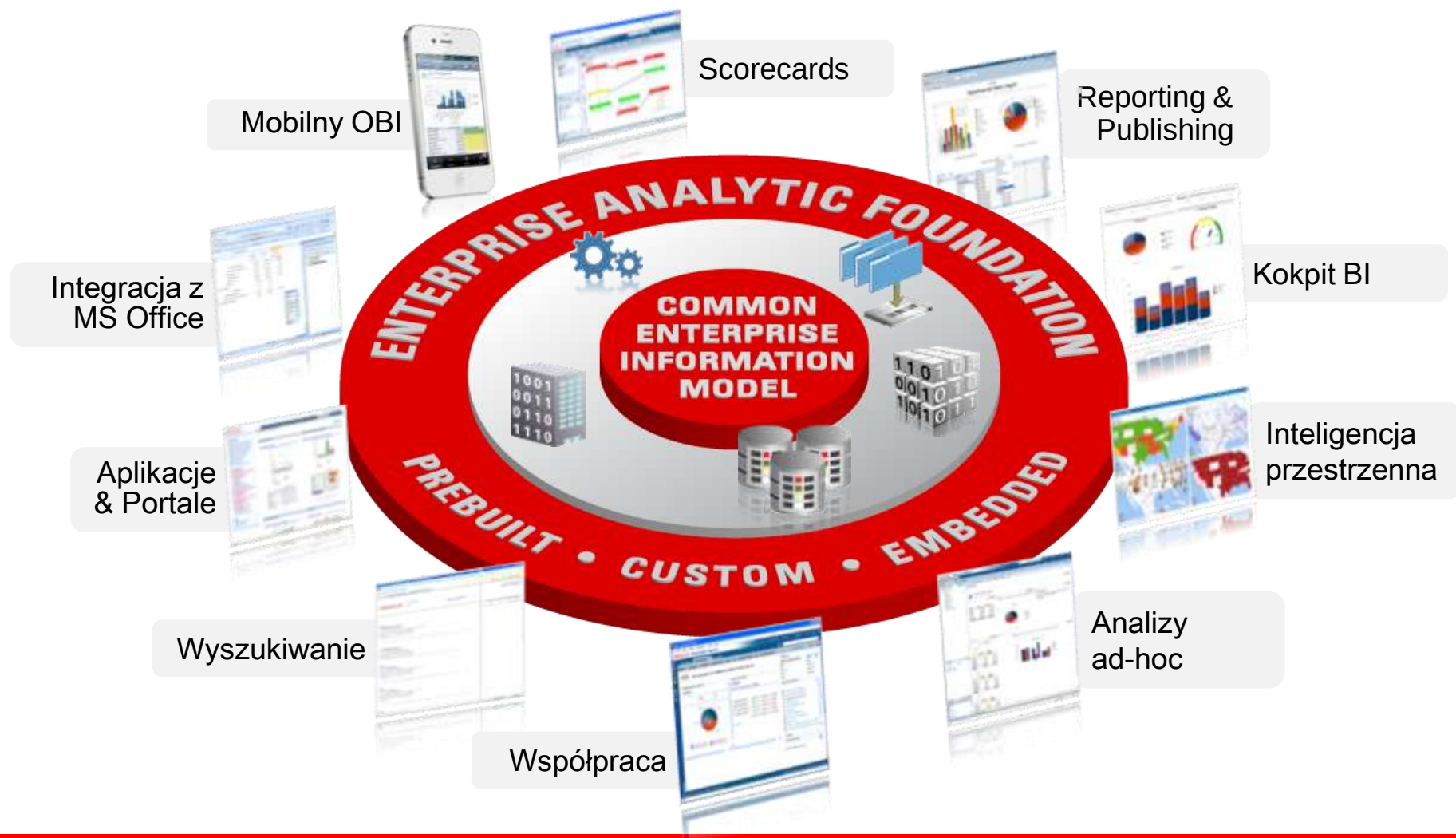
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- Spójny system & zarządzanie



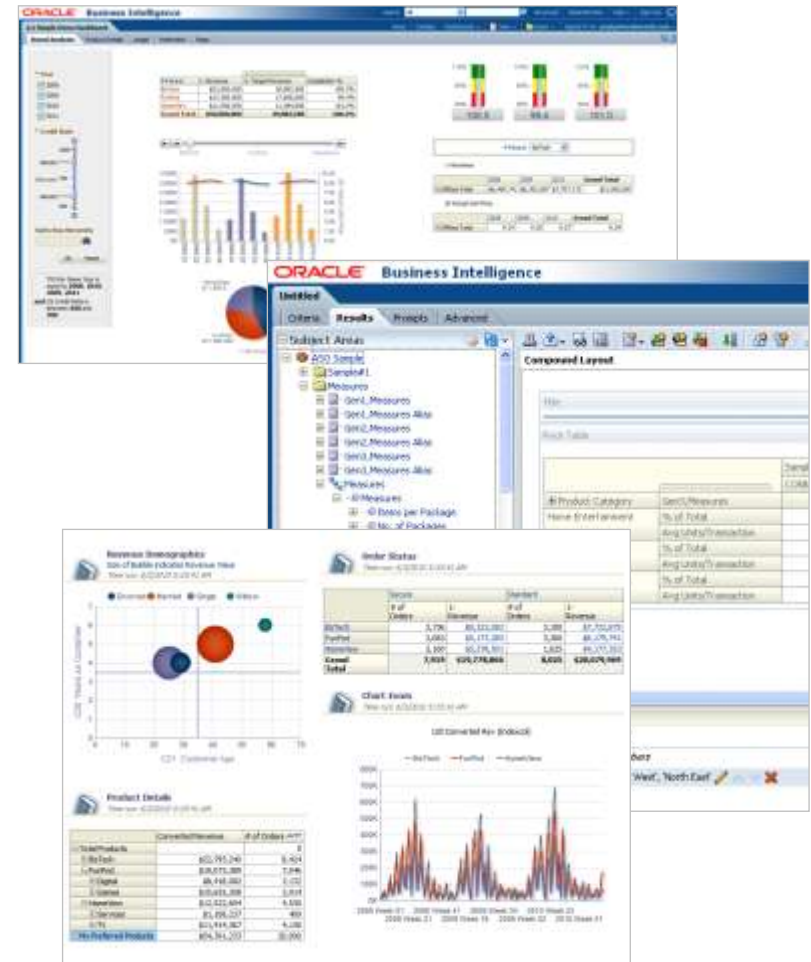
Bogate doświadczenia użytkownika końcowego

Kompletne. Spójne. Dokładne.

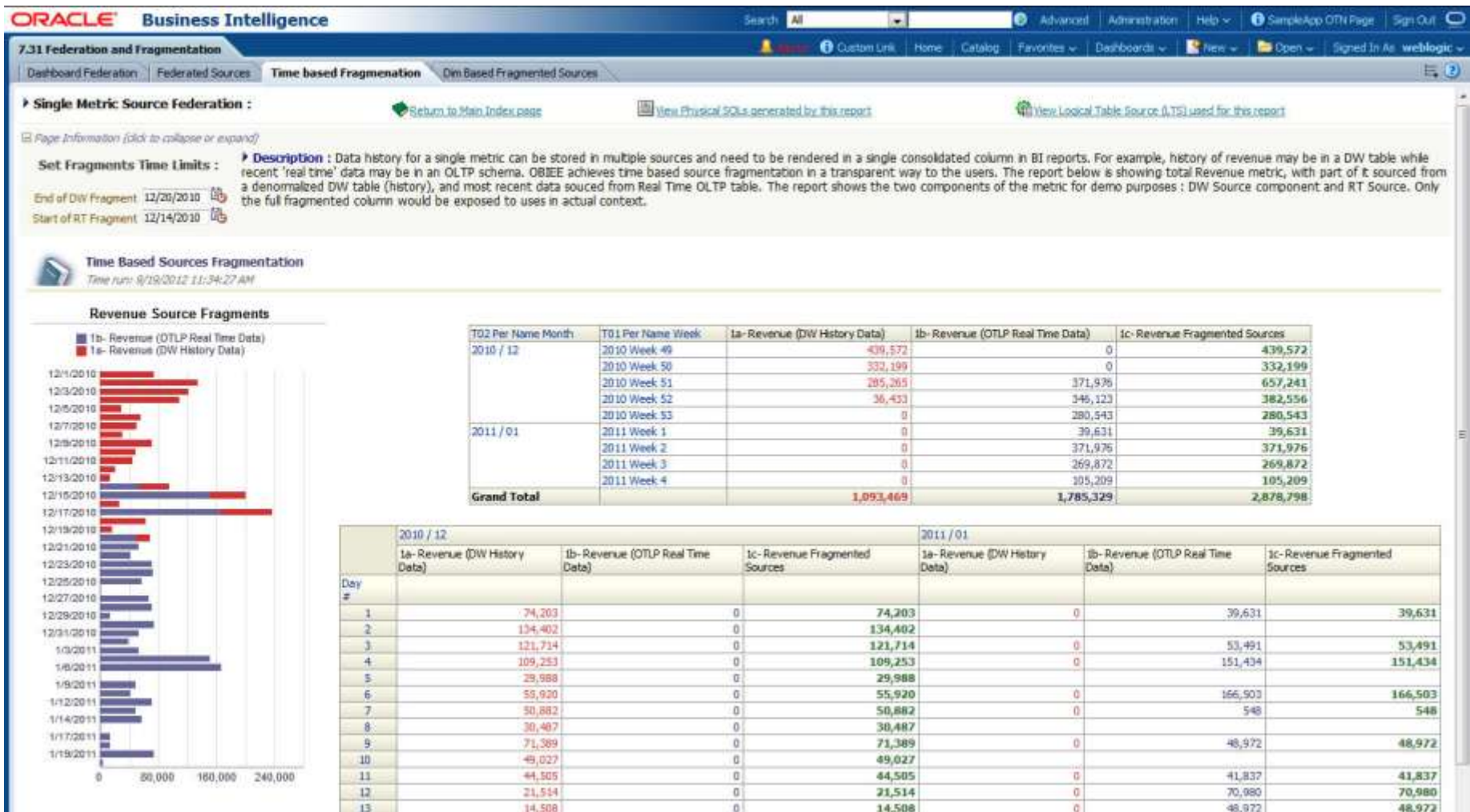


Najlepszy w klasie interfejs do analiz

- Ergonomiczne kokpity
 - Interaktywny
 - Spersonalizowany
 - Intuicyjny
 - 100% cienki klient
- Wszystkie style analiz
 - R-OLAP, M-OLAP, Scorecards, Operacyjne, Współpraca, Akcje
- Wszystkie źródła danych
 - Uproszczony model dla użytkownika
 - Federacja zapytań
 - Możliwość własnych obliczeń
 - Grupy & Uczestnicy
 - Udostępnij, współpracuj & publikuj
 - Spójność & Personalizacja



Elastyczność



Elastyczność & Transparentność

ORACLE Business Intelligence Search

7.31 Federation and Fragmentation Alerts Custom Link Home Catalog

Dashboard Federation **Federated Sources** Time based Fragmentation Dim Based Fragmented Sources

[Simple Report from Multiple Sources](#) [Return to Main Index page](#) [View Physical SQLs generated by this report](#)

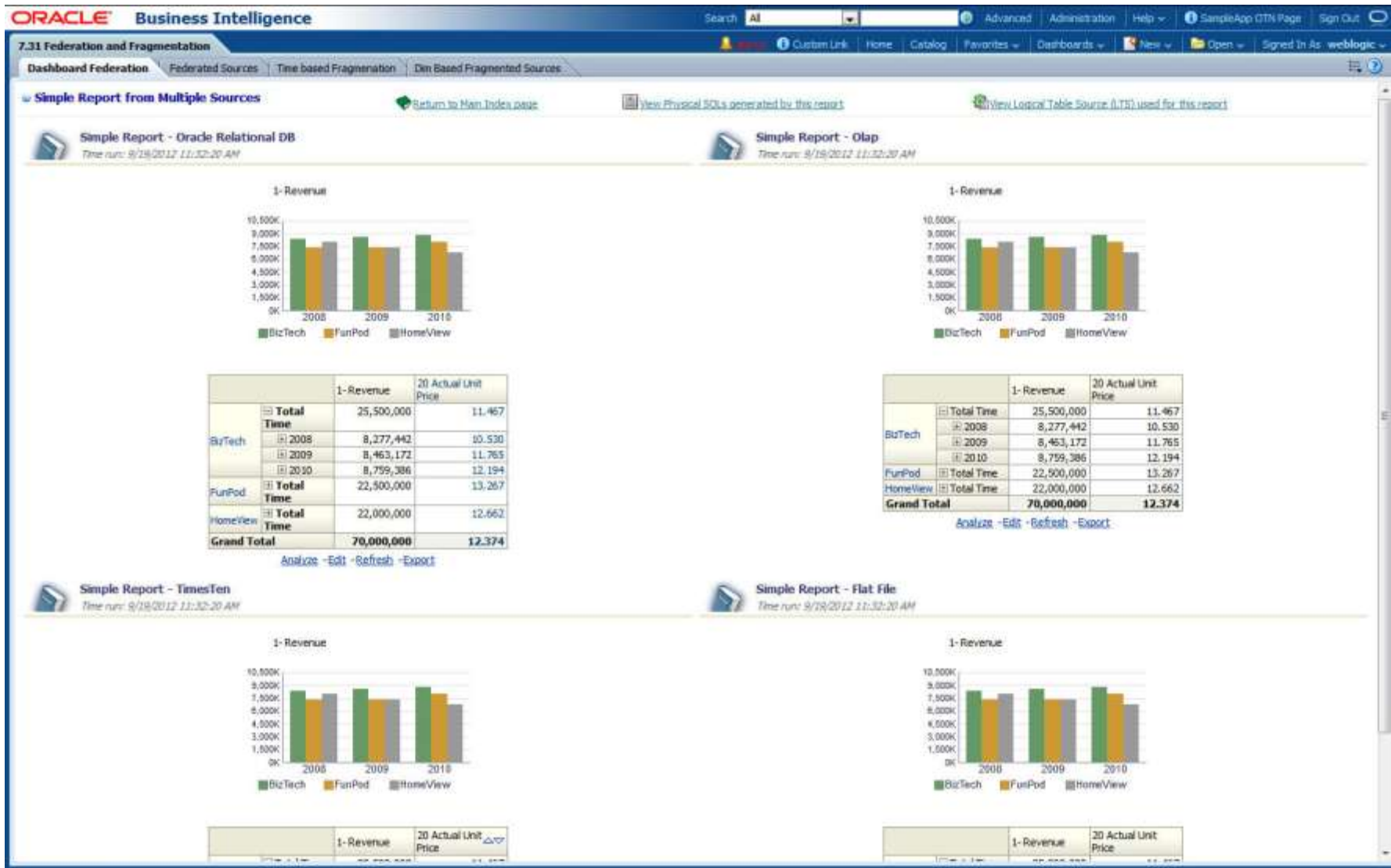
Cross Sources Drill
Time run: 9/19/2012 11:33:53 AM

☒ Sources from Oracle Relational Database
 ☐ Sources from Flat XML File
 ☐ Sources from Physical Source indicated in Column Header
 ☐ Sources from Database

Time Hierarchy	2a- Qty (Ord Db Tables Only)	2b- Qty (Essbase Cube Federated)	2c- Qty (TimesTen Federated)	2d- Qty (Ord Db Cubes Federated)	2f- Qty (XML File Federated)
Total Time	5,657,221	5,657,221	5,657,221	5,657,221	5,657,221
2008	2,082,264	2,082,264	2,082,264	2,082,264	2,082,264
2008 Q1	341,302	341,302	341,302	341,302	341,302
2008 / 01	76,167	76,167	76,167	76,167	76,167
2008 Week 01	12,745	12,745	12,745	12,745	12,745
2008 Week 02	13,593	13,593	13,593	13,593	13,593
2008 Week 03	11,986	11,986	11,986	11,986	11,986
2008 Week 04	19,007	19,007	19,007	19,007	19,007
2008 Week 05	18,836	18,836	18,836	18,836	18,836
2008 / 02	114,070	114,070	114,070	114,070	114,070
2008 / 03	151,065	151,065	151,065	151,065	151,065
2008 Q2	691,764	691,764	691,764	691,764	691,764
2008 Q3	614,103	614,103	614,103	614,103	614,103
2008 Q4	435,095	435,095	435,095	435,095	435,095
2009	1,793,724	1,793,724	1,793,724	1,793,724	1,793,724
2010	1,781,233	1,781,233	1,781,233	1,781,233	1,781,233

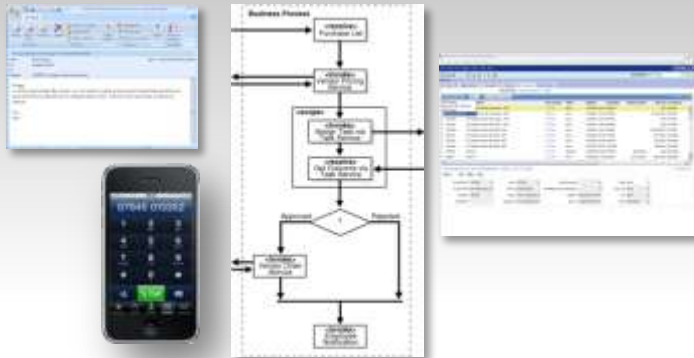
[Analyze](#) - [Edit](#) - [Refresh](#) - [Export](#)

Heterogeniczność BI



Pierwsze rozwiązanie oparte o „zamkniętą pętlę”

Stare podejście



Oddzielone. Zakończone.

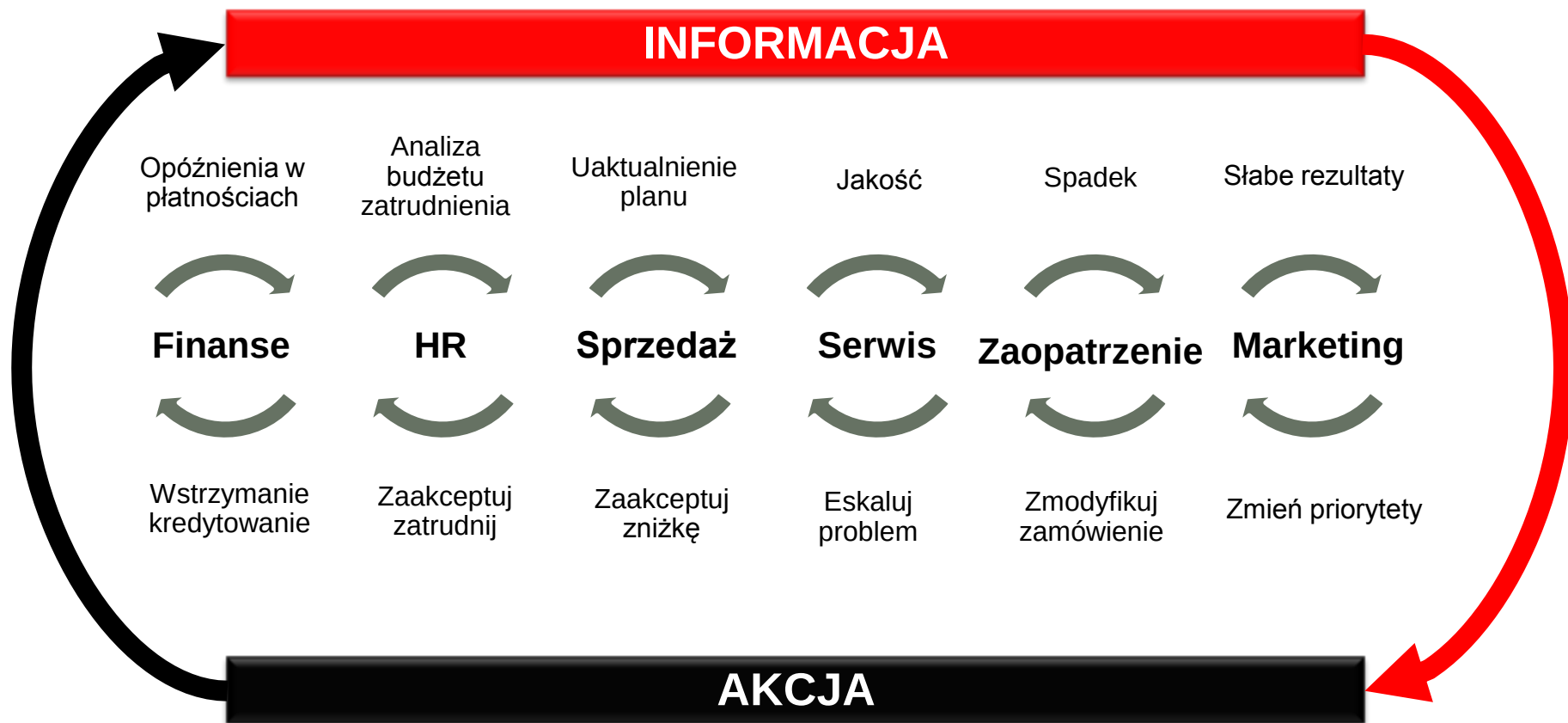
Nowe podejście: ACTION FRAMEWORK



Zintegrowane. Proaktywne.

Wartość łączenia informacji z działaniem

Skraca czas podejmowanie decyzji i akcji

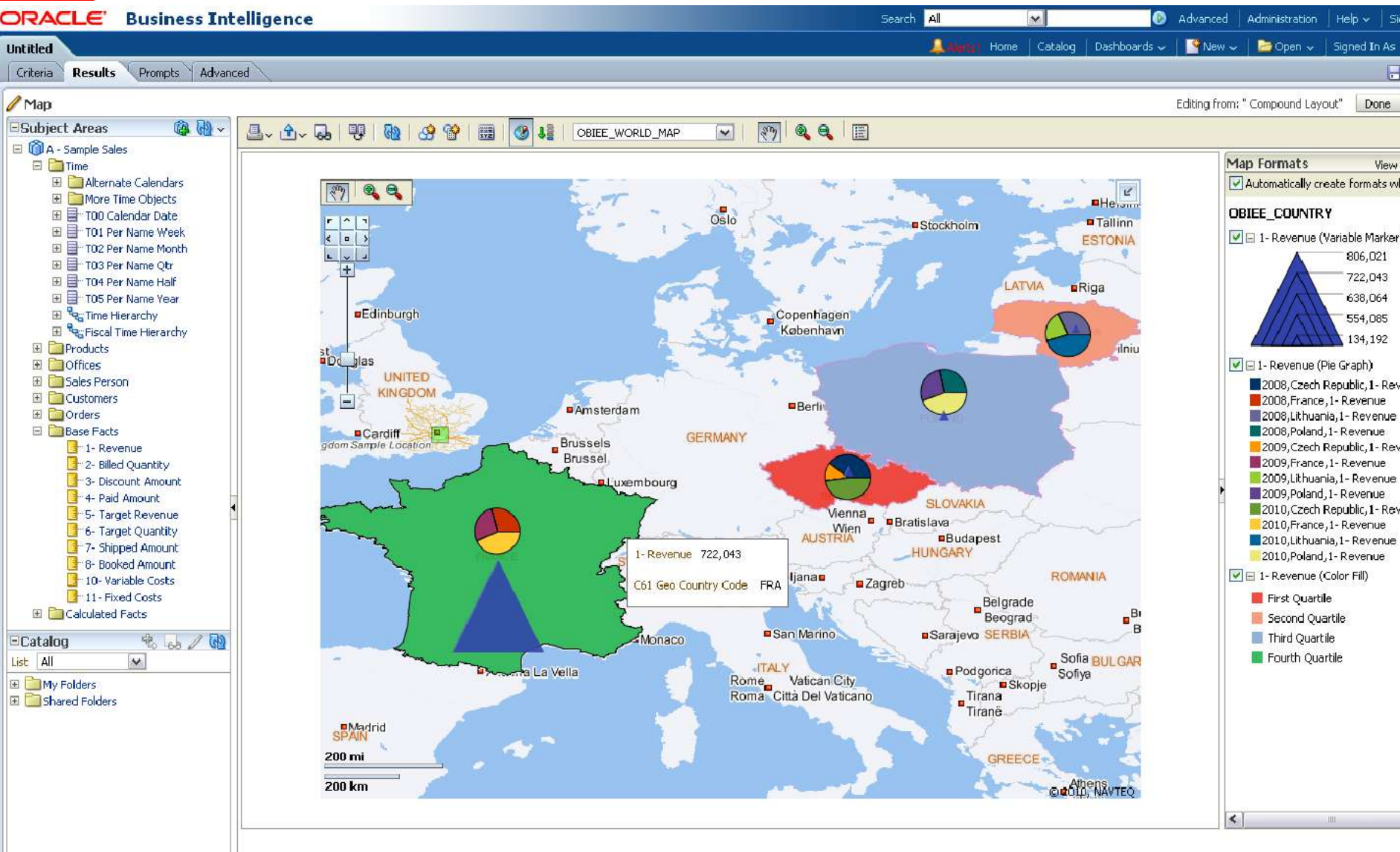


Co to jest Spatial ?

Spatial to:

- Każdy adres mieszkańca
- Każde miejsce przestępstwa
- Każdy chory na gripę
- Każdy dom na sprzedaż
- Wartości ekonomiczne
- Każdy pociąg, samochód, motocykl





Prediction on the Map

Violent Crime Alert by City-District

Welcome, Administrator!

[Dashboards](#) - [Answers](#) - [More Products](#) - [Settings](#) - [Log Out](#)

[Page Options](#)

District
(All Choices) ▼

Target Date
11/23/2009 ▼

Go

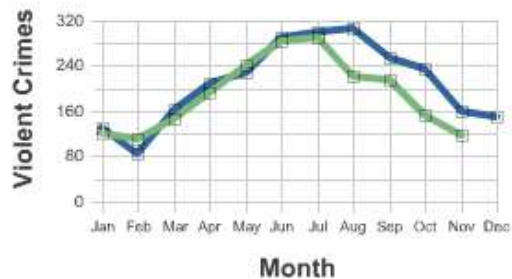
There are beats with very high probabilities of a Violent Crime for the date and district you selected. Click on the highlighted beat in the map or this link for more details.

[VC Beats with High Probabilities](#)

View as Line Graph ▼

Violent Crimes by District

2009 2008



Pie Chart ▼

Violent Crime Prediction Legend

Probability > 85% Probability 65-85% Probability 20-65% Probability < 20%



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Original Predictions

Violent Crime Alert by Beat

Welcome, Administrator!

[Dashboards](#) - [Answers](#) - [More Products](#) - [Settings](#) - [Log Out](#)

[Violent Crime by Beat](#)

[Indicators by Beat](#)

[Printed Beat Report](#)

[Model Details](#)

[What-If Analysis](#)

[Page Options](#)

Beat

0712

Go

Select new weather condition

Select Temperature Offset

Date

0

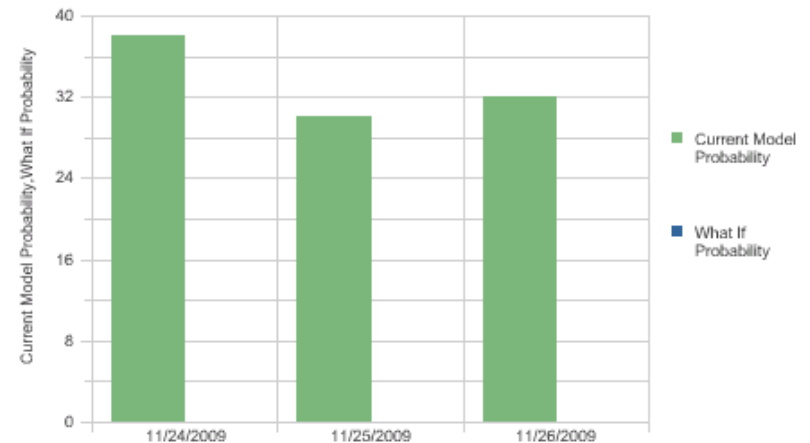
2009-11-23

Go



What-if Analysis - Real-time Scoring

Beat	Date	Prediction	Current Model Probability	What If Probability
0712	11/24/2009	1	38	
	11/25/2009	1	30	
	11/26/2009	1	32	



What-If Predictions

Violent Crime Alert by Beat Welcome, Administrator! [Dashboards](#) - [Answers](#) - [More Products](#) - [Settings](#) - [Log Out](#)

[Violent Crime by Beat](#) [Indicators by Beat](#) [Printed Beat Report](#) [Model Details](#) [What-If Analysis](#) [Page Options](#)

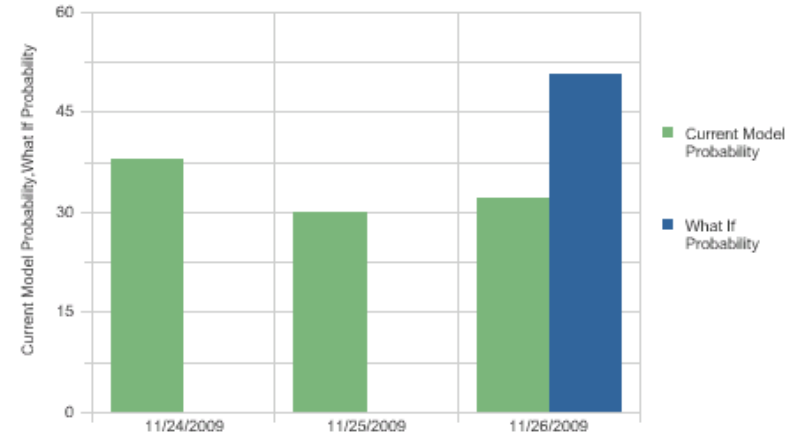
Beat
0712

Select new weather condition
CLEAR

Select Temperature Offset 10 **Date** 11/26/2009

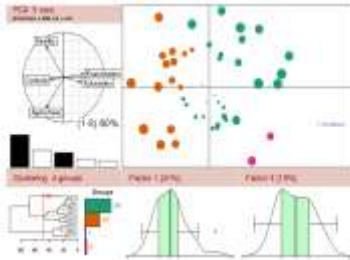
What-if Analysis - Real-time Scoring

Beat	Date	Prediction	Current Model Probability	What If Probability
0712	11/24/2009	1	38	
	11/25/2009	1	30	
	11/26/2009	1	32	50.70



Oracle In-Database Advanced Analytics

Comprehensive Advanced Analytics Platform



■ Oracle R Enterprise

- Popular open source statistical programming language & environment
- Integrated with database for scalability
- Wide range of statistical and advanced analytical functions
- R embedded in enterprise apps & OBIEE
- Exploratory data analysis
- Extensive graphics
- Open source R (CRAN) packages
- Integrated with Hadoop for HPC



■ Oracle Data Mining

- Automated knowledge discovery inside the Database
- 12 in-database data mining algorithms
- Text mining
- Predictive analytics applications development environment
- Star schema and transactional data mining
- Exadata "scoring" of ODM models
- SQL Developer/Oracle Data Miner GUI

Statistics

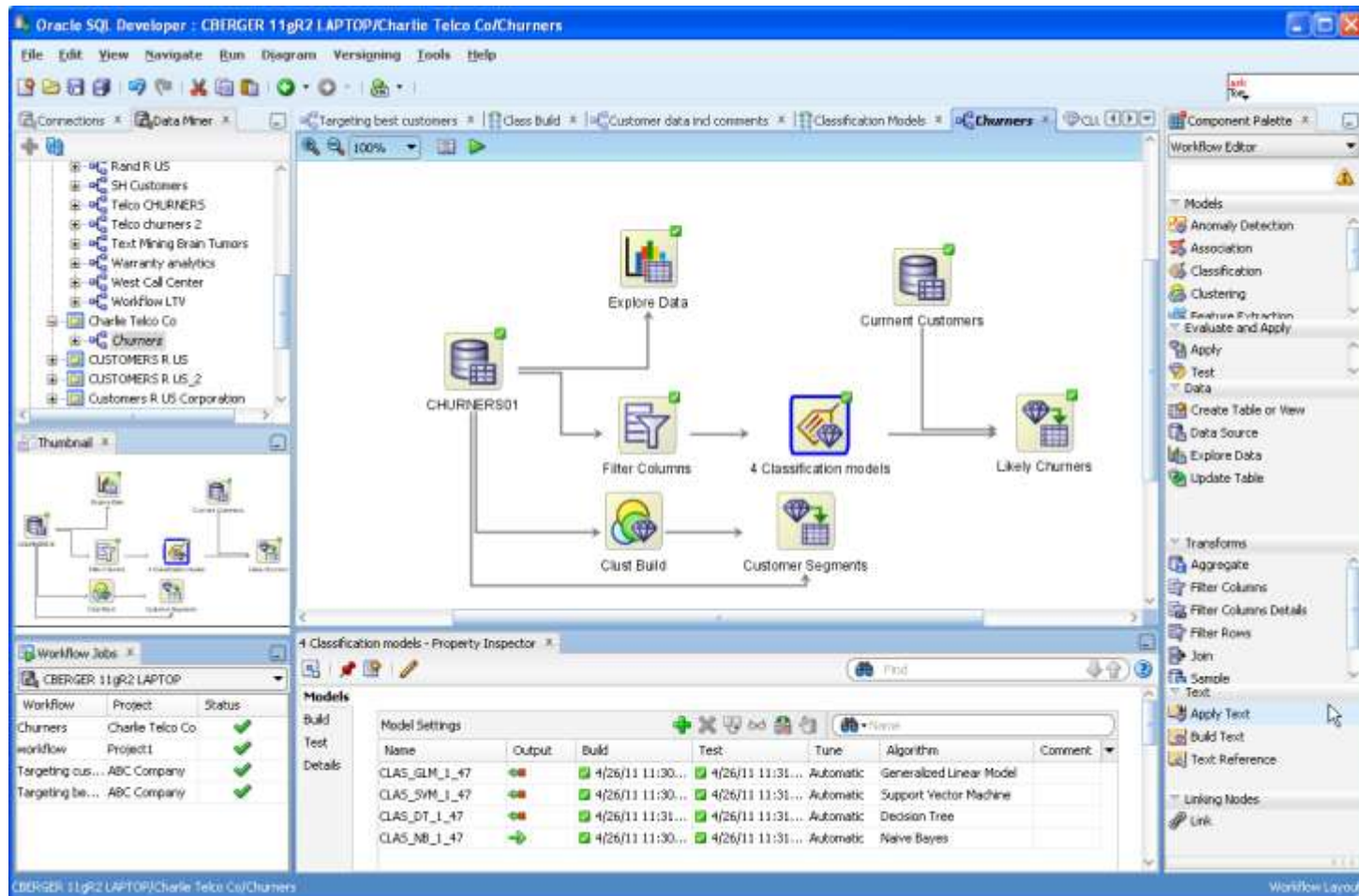
Advanced Analytics

Data & Text Mining

Predictive Analytics

Oracle Data Miner 11g Release 2 GUI

Churn Demo—Simple Conceptual Workflow



Przykłady raportów



Oracle BI 11g Publisher

Najlepsze w klasie raportowanie operacyjne/sprawozdawczość



- 100% cienki klient
 - Brak pluginów, natywny AJAX
- 100% cykl
 - Zbierz dane, zaprojektuj, ustal harmonogram, edytuj, pielęgnuj
- Do raportowanie interaktywnego
 - Web-centric design
- Do raportowanie operacyjnego
 - Dokumenty Pixel-perfect
- Integracja z Microsoft Office
 - Excel, PowerPoint, Word
 - Microsoft Office 2003, 2007 & 2010

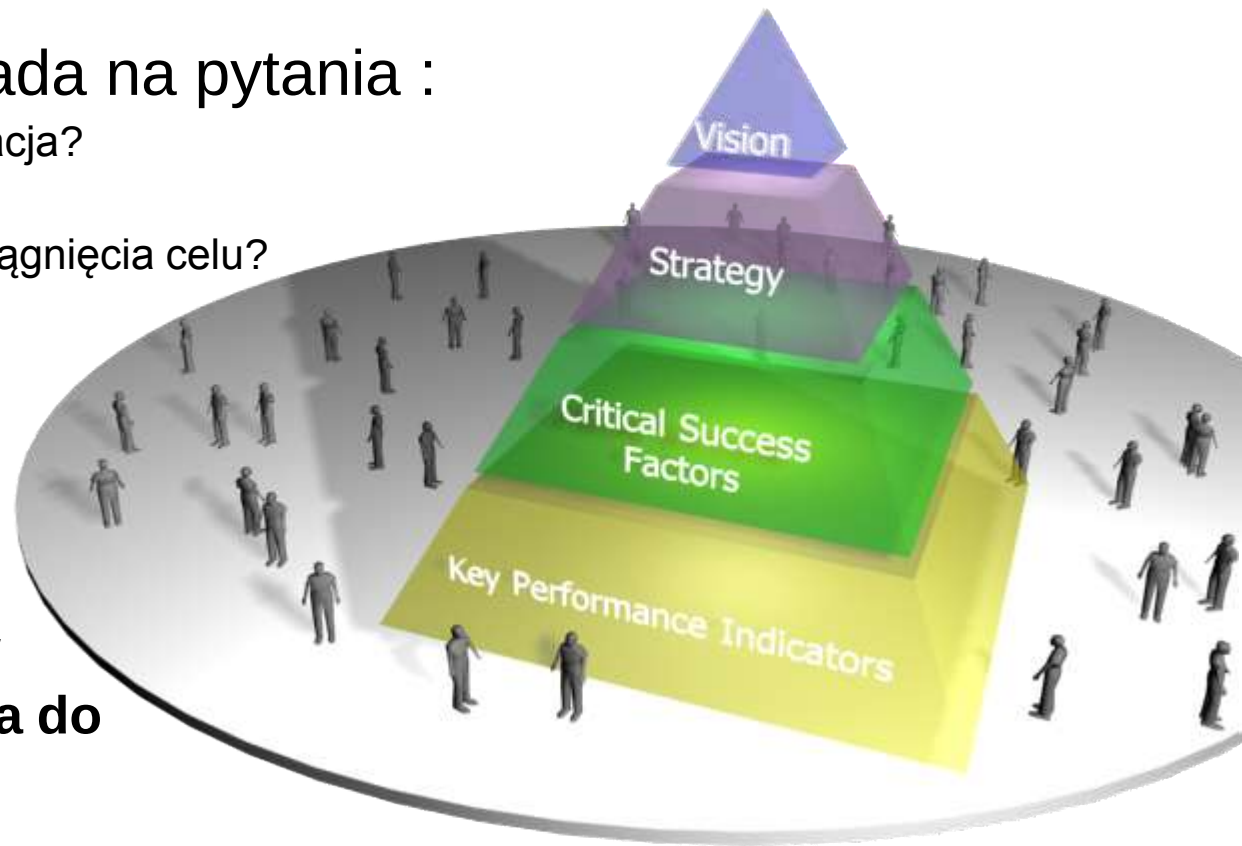
Co to jest „Scorecarding” ?

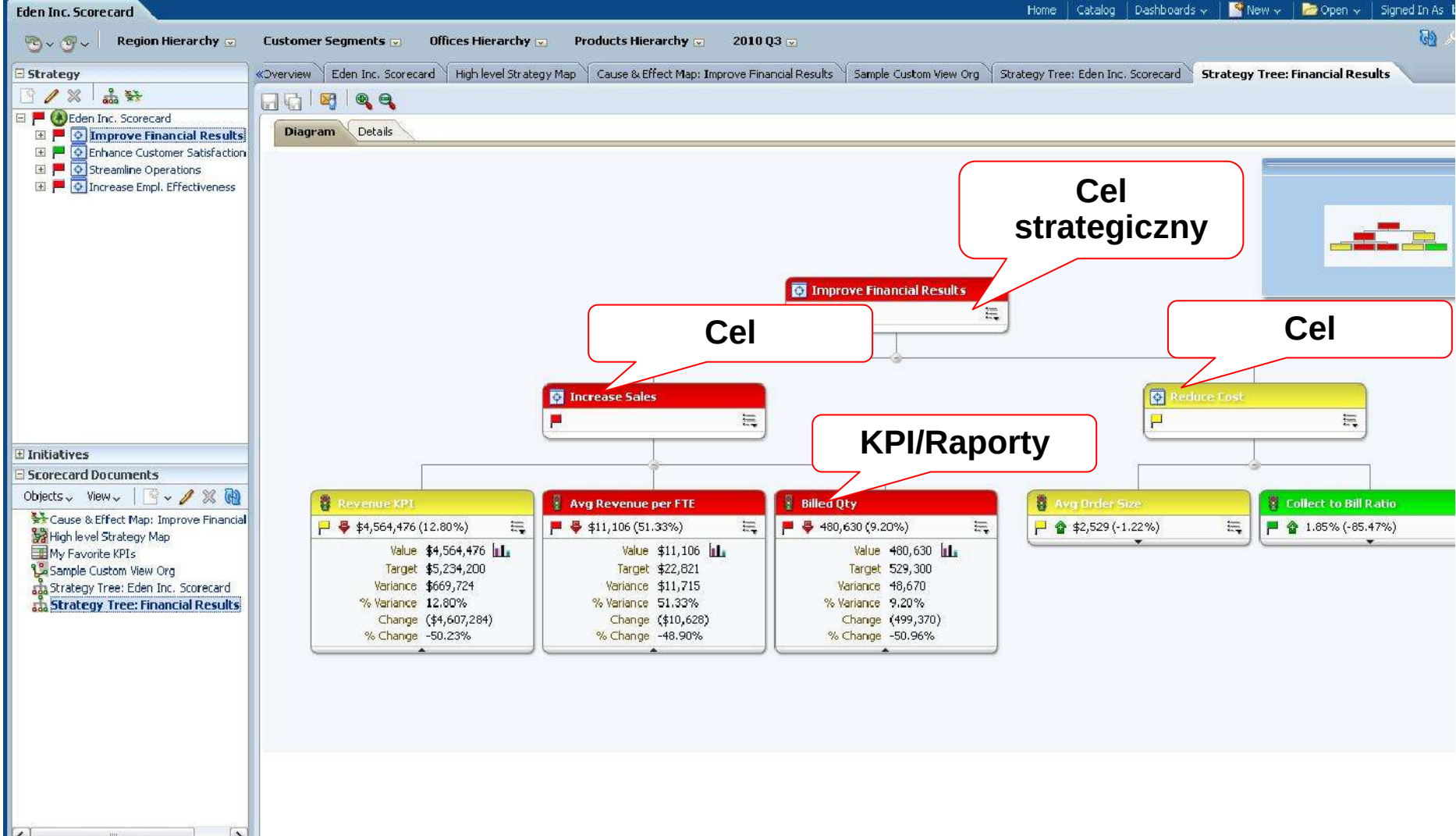
“Scorecarding to metodologia pozwalająca na definiowanie strategicznych celów przedsiębiorstwa i monitorowanie postępu w ich realizacji”

„Scorecard” odpowiada na pytania :

- Dokąd zmierza organizacja?
- Jak tam dotrzeć?
- Co jest krytyczne do osiągnięcia celu?
- Jak sobie radzę z osiągnięciem celu ?

Ale najważniejsze!
Jest to Twoja platforma do komunikacji

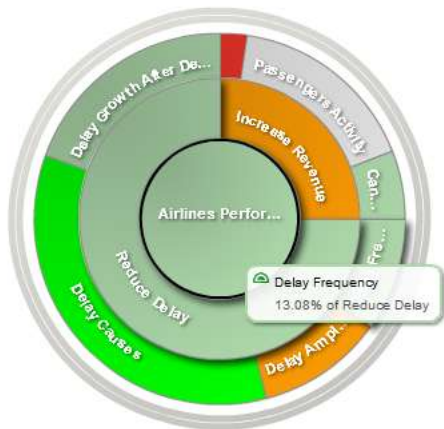




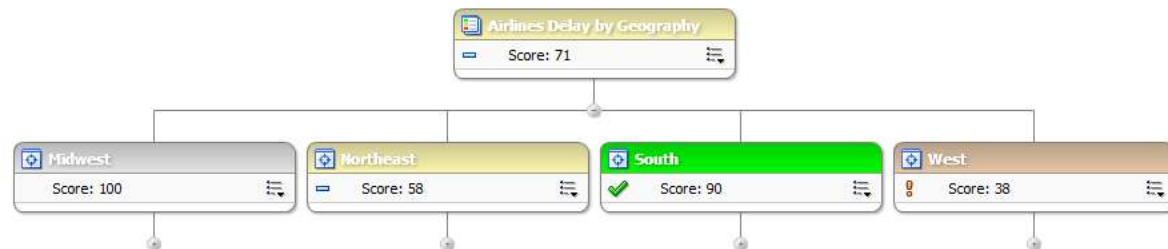
All Flts : 126,939,909
Report : 6,235,242

Dep Year 2010
Orig Division Name --Select Value--
Carrier --Select Value--
Orig Airport --Select Value--

Strategy Wheel



Regional KPIs



Cause and Effect



WORLDWIDE PERFORMANCE

NORTH AMERICA 🚨

🚨 Units	89.21%
🚨 Sales	88.55%
🚨 Revenue	92.88%
🚨 Margin	95.29%

EUROPE ⚠️

✅ Units	100.02%
✅ Sales	101.05%
⚠️ Revenue	98.84%
⚠️ Margin	98.45%

ASIA 🚨

⚠️ Units	97.56%
✅ Sales	100.00%
⚠️ Revenue	95.04%
🚨 Margin	89.84%



SOUTH AMERICA ✅

✅ Units	102.59%
✅ Sales	105.56%
✅ Revenue	101.04%
✅ Margin	100.41%

AFRICA 🚨

⚠️ Units	96.87%
✅ Sales	101.00%
⚠️ Revenue	97.22%
🚨 Margin	88.12%

AUSTRALIA 🚨

🚨 Units	87.45%
🚨 Sales	88.24%
🚨 Revenue	82.41%
🚨 Margin	90.25%

Integracja z MS Office



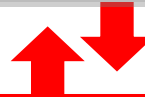
Word



Excel



Powerpoint



Read & Write Access with Consistent Point of View

Essbase lub OBI EE Server

Spójny model informacji



**OLTP & ODS
Systems**



**Data Warehouse
Data Mart**



**OLAP
(Essbase)**



**Financial
Consolidation**



**Oracle BI
EE Server**



**Business
Applications**

Wstaw jako obrazek z możliwością odświeżenia

Wstaw kontrolki BI jako natywne obiekty

Wybierz interesujący raport z serwera BI

Region	Type	Year	Units	Dollars
CENTRAL REGION	COATINGS	2000	435,818	\$1,493,820
CENTRAL REGION	COATINGS	2001	501,281	\$1,720,495
CENTRAL REGION	COATINGS	2002	54,921	\$965,343
EASTERN REGION	COATINGS	2000	787,275	\$2,113,733
EASTERN REGION	COATINGS	2001	650,642	\$2,092,337
EASTERN REGION	COATINGS	2002	127,466	\$436,913
SOUTHERN REGION	COATINGS	2000	336,381	\$1,129,734
SOUTHERN REGION	COATINGS	2001	431,700	\$1,487,886
SOUTHERN REGION	COATINGS	2002	56,026	\$209,506
WESTERN REGION	COATINGS	2000	247,337	\$951,798
WESTERN REGION	COATINGS	2001	295,443	\$843,218
WESTERN REGION	COATINGS	2002	37,604	\$142,768

Oracle BI Task Pane

- Product Region Measures
- staticchart1
- tableView1
- staticchart2

Formatowanie warunkowe

Wstaw kontrolki BI jako natywne obiekty

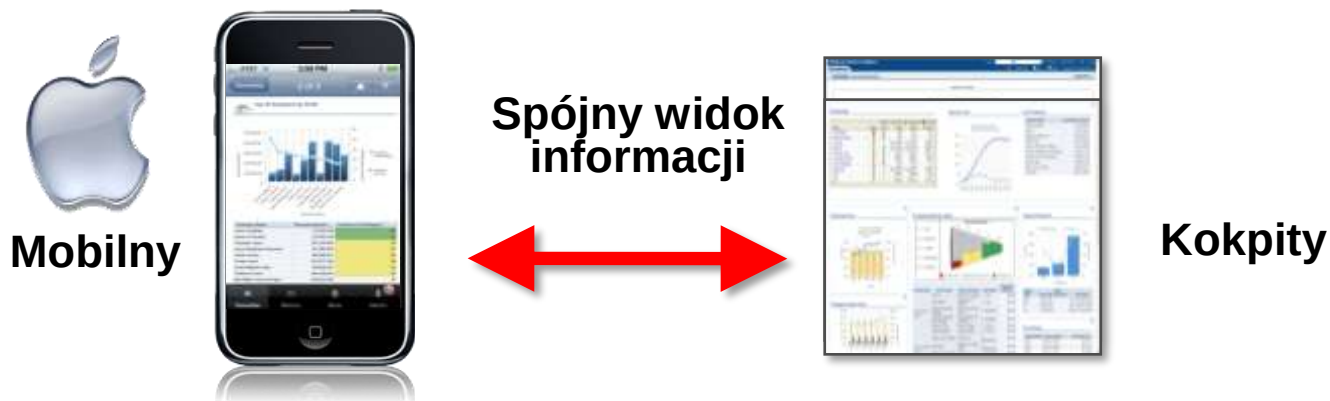
Wybierz interesujący raport z serwera BI

Wstaw jako obrazek z możliwością odświeżenia

Dostęp mobilny

Mobilny dostęp do informacji

Oracle BI dla urządzeń mobilnych



Oracle BI Server

Web Services i OBI & Essbase MDX Query



**OLTP & ODS
Systems**



**Data Warehouse
Data Mart**



**OLAP
(Essbase)**



**Financial
Consolidation**



**Oracle BI
EE Server**



**Business
Applications**

Mobilny dostęp do informacji

Oracle BI dla urządzeń mobilnych

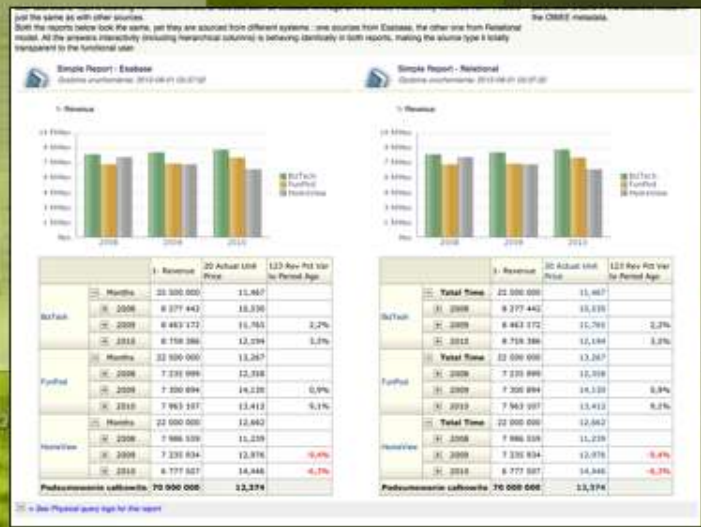




Product Cost Trending
23.07.2012 18:17

(2)

Ostatnie



Sources - Aggr Tables Creation

8.20 Oracle Essbase - Simple Report



Ostatnie



Ulubione



Pulpity informacyjne



Lokalne



Szukaj

Mobilny dostęp do informacji



ORACLE®



Authenticating With Server Configuration Setting
Sample App Server



Cancel



Oracle Business Intelligence Mobile



Catalog

/Shared Folders

-  0. Overview >
-  1. Quick Demos >
-  2. Functional Examples >
-  3. Analysis and Dashboards >
-  4. Actionable Intelligence >
-  5. Performance Management >
-  6. Published Reporting >
-  7. Server Features >
-  8. Source Specific Features >
-  Components >
-  sampleappwip >



Favorites



Alerts



Catalog



Search



Settings

ORACLE®





Master Detail Events Linking

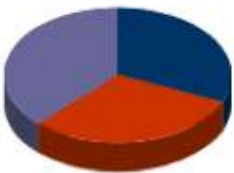


Master Detail Events Linking

Time run: 2/2/2011 1:46:00 AM

Quarter	Revenue	Paid Amount
2008 Q1	2,707,686	737,035
2008 Q2	8,109,716	5,113,334
2008 Q3	4,338,844	7,780,625
2008 Q4	1,343,754	2,223,477
Grand Total	16,500,000	15,854,471

Revenue



Revenue

Revenue, Paid Amount



Quarter 2008 Q4

Genmind Corp

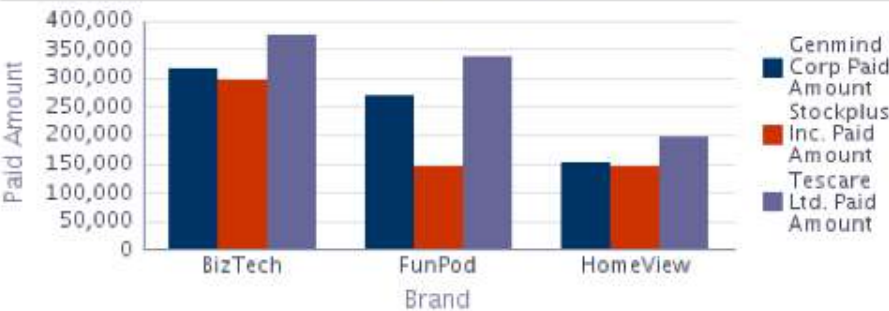
	Revenue	Paid Amount
Brand		
BizTech	175,158	313,817
FunPod	167,150	267,976
HomeView	80,809	152,449
Grand Total	423,117	734,242

Stockplus Inc.

	Revenue	Paid Amount
Brand		
BizTech	210,983	293,981

ORACLE

Paid Amount





US States Map View Selector

Map

Map ✓

Brand Summary Chart



Map Formats View

OBIEE_STATE

- ☒ 1- Revenue (Bar Graph)
 - BizTech,1- Revenue
 - FunPod,1- Revenue
 - HomeView,1- Revenue
- ☒ State Revenue (Variable Marker)
 - 9,772,387
 - 5,437,642
 - 1,102,898



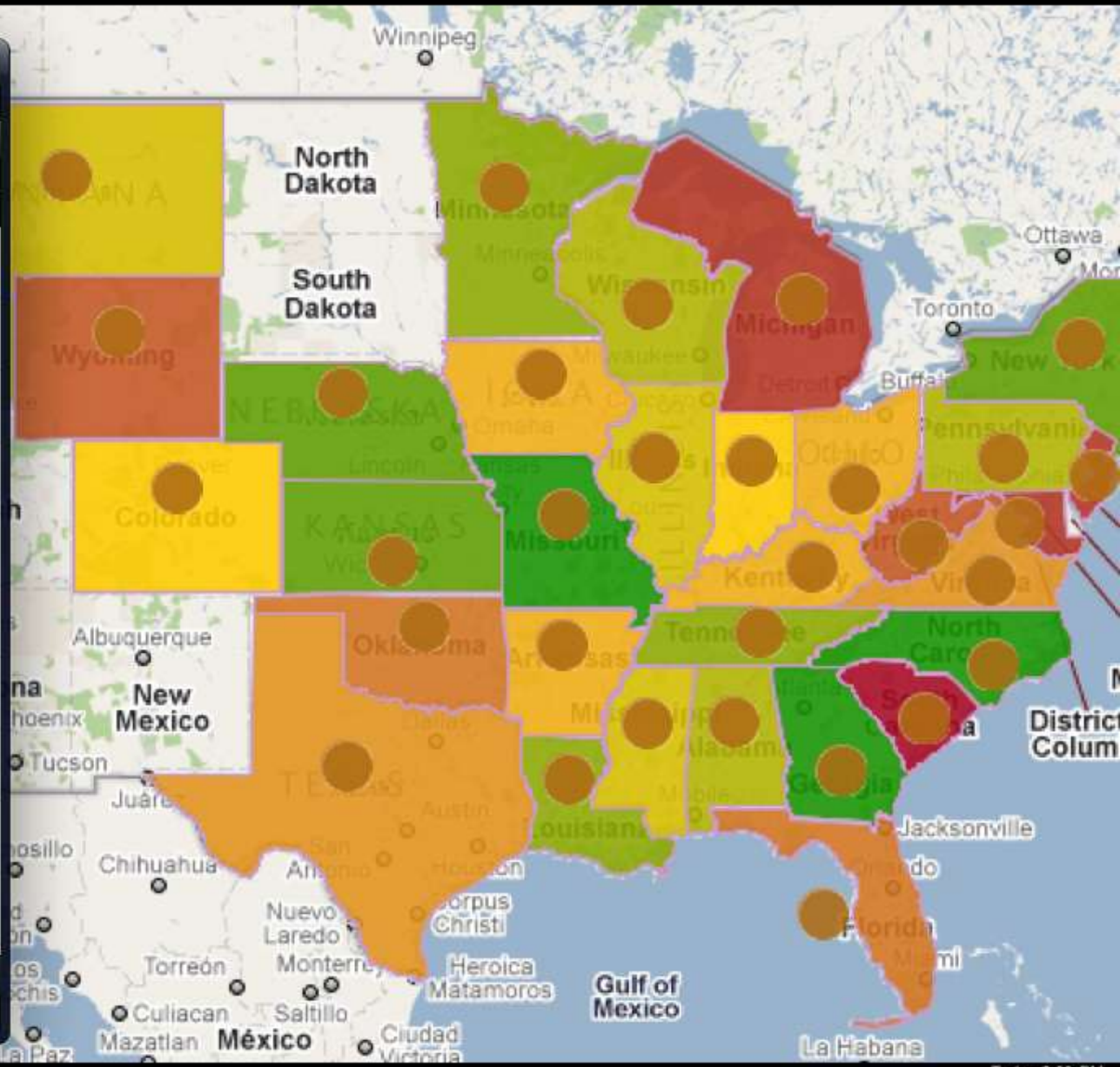
US States Map View Selector

Search



Cancel

- From: /
- 1.2 Financials Demo (Essbase)
./Shared Folders/1. Quick Demos/_portal
 - 2.2 Financials
./Shared Folders/2. Functional Examples/_portal
 - Cause & Effect Map:...Financial Results
./Shared Folders/5. Per...Inc. Scorecard - DSS
 - Cause & Effect Map:...Financial Results
./Shared Folders/5. Per...ds/Eden Inc. Scorecard
 - Strategy Tree: Financial Results
./Shared Folders/5. Per...Inc. Scorecard - DSS
 - Strategy Tree: Financial Results
./Shared Folders/5. Per...ds/Eden Inc. Scorecard





1.1 Simple Demo Dashboard

Geo Prompter

Settings

Mobile Layout ☐ OFF

Console Logging ☐ OFF

Documentation

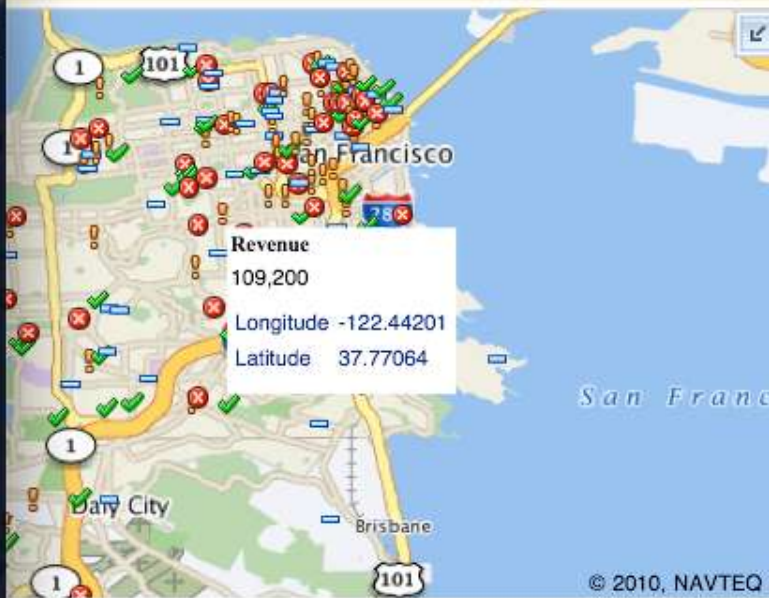
Sample App Server

Demo Server

Add Server

Version 11.1.1.4.0 (20110201.1)

- Favorites
- Alerts
- Catalog
- Search
- Settings



Map Formats

View

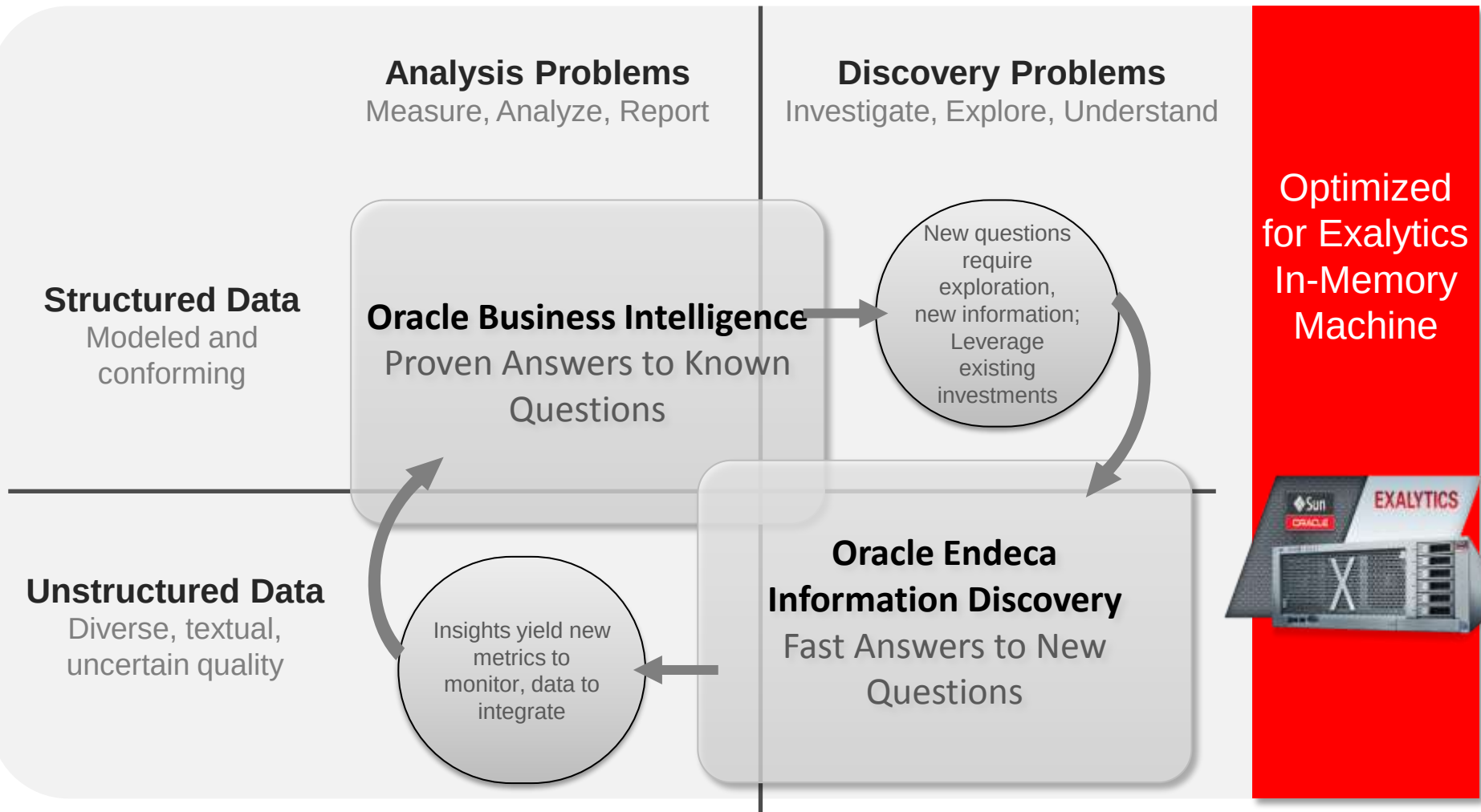
Longitude, Latitude

- ☒ Revenue (Variable Marker)
 - Top Quartile
 - Second Quartile
 - Third Quartile
 - Fourth Quartile

	Orders	Revenue	Unit Price
bez	1	3,240	9.643
may	1	2,781	16.957
	1	336	1.059
ntile	1	336	2.288
kins	1	1,726	5.136
	1	2,781	21.227
pling	1	2,781	12.818
er	1	1,720	5.119
y	1	1,891	5.629
nan	1	2,781	6.685
	10	20,373	7.446



Oracle BI i Endeca



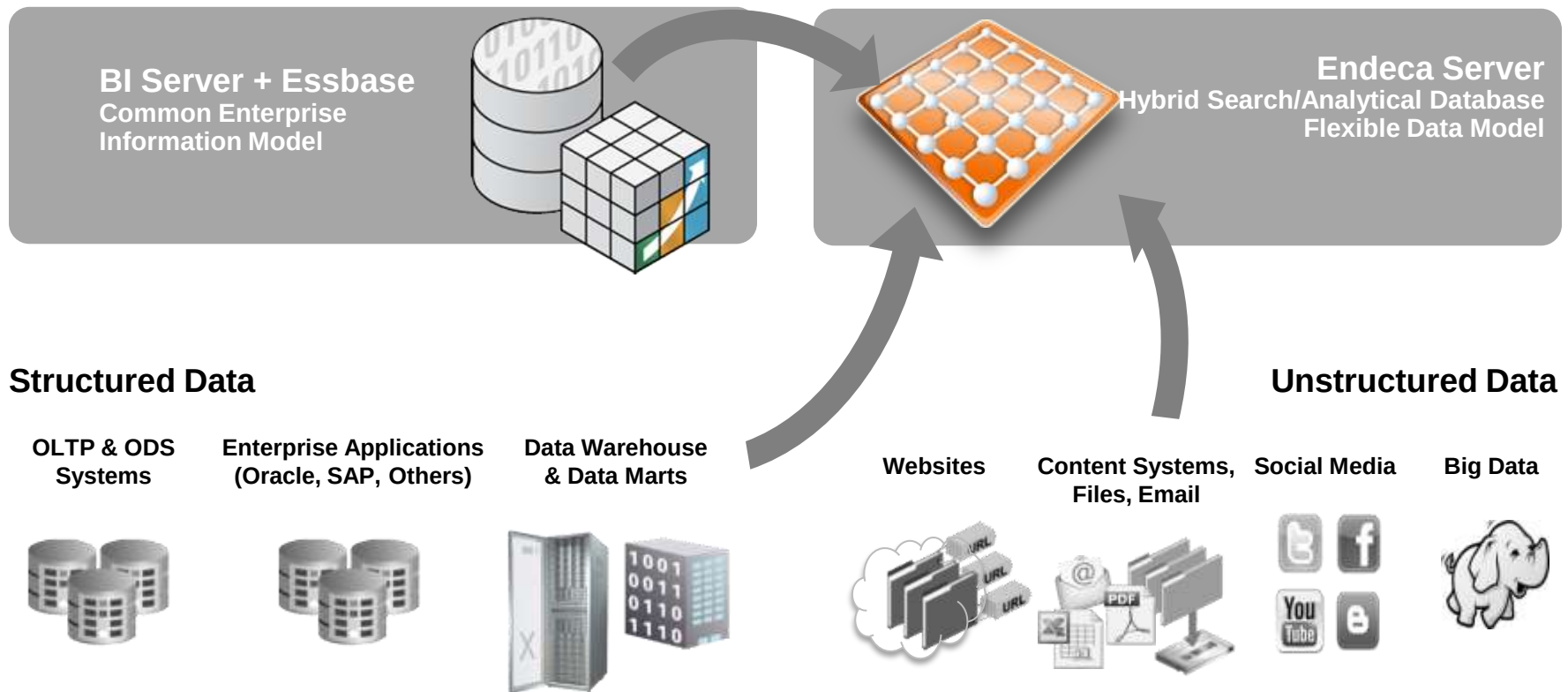
Analiza danych z Endeca

Oracle Business Intelligence

Best platform for integrated ROLAP and MOLAP

Oracle Endeca Information Discovery

Best platform for Unstructured Analytics



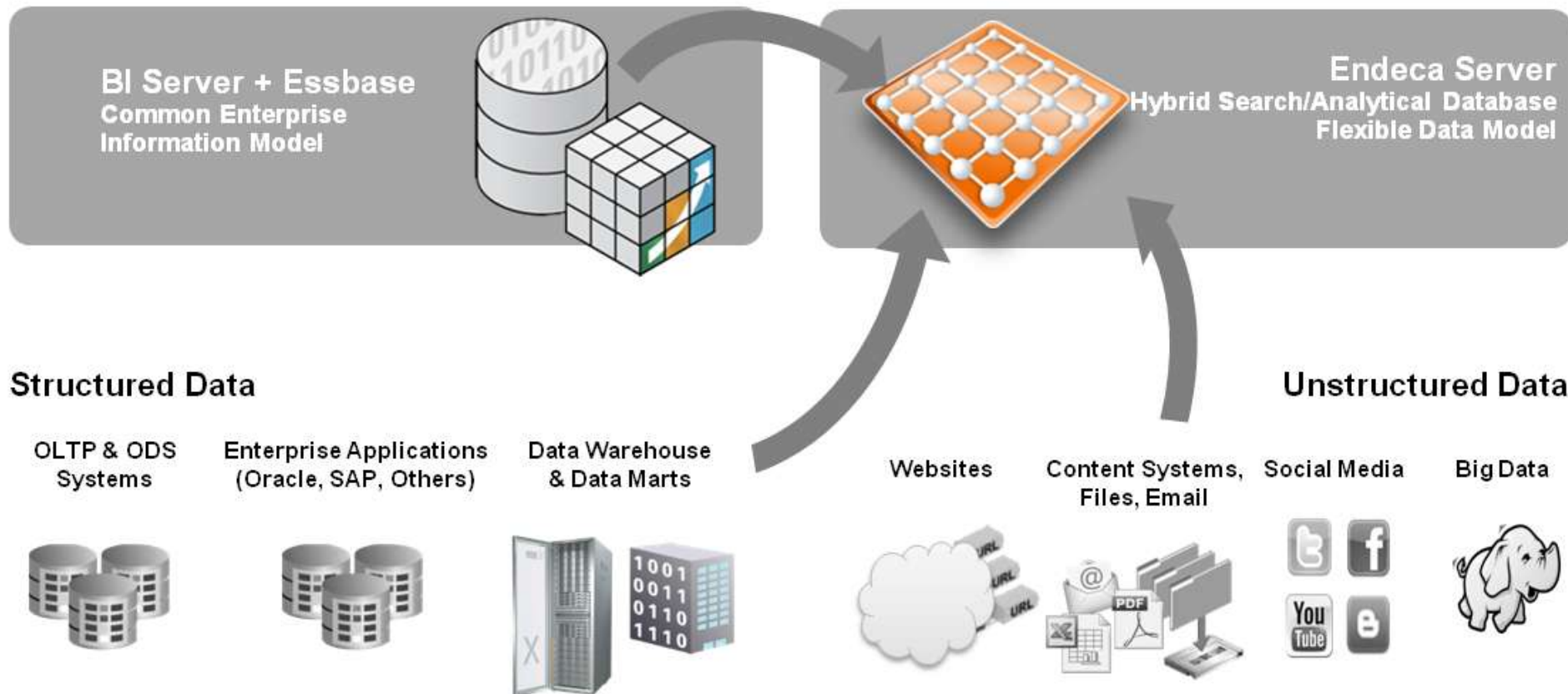
Analiza danych z Endeca

Oracle Business Intelligence

Best platform for integrated ROLAP and MOLAP

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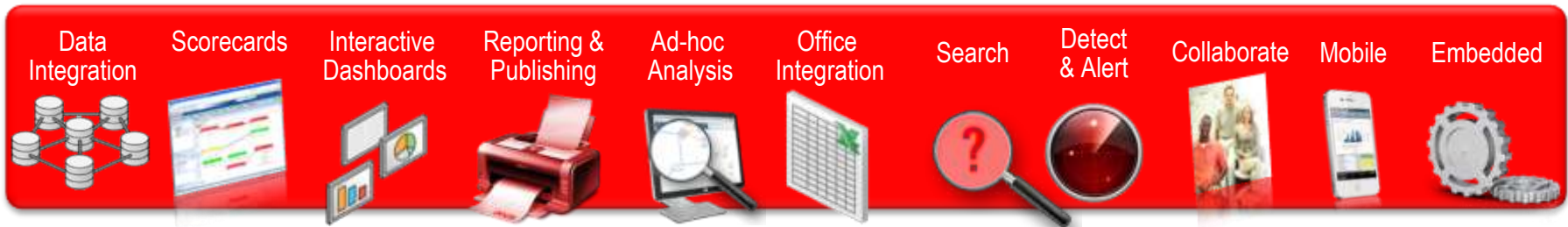




Błyskawiczne analizy in-memory

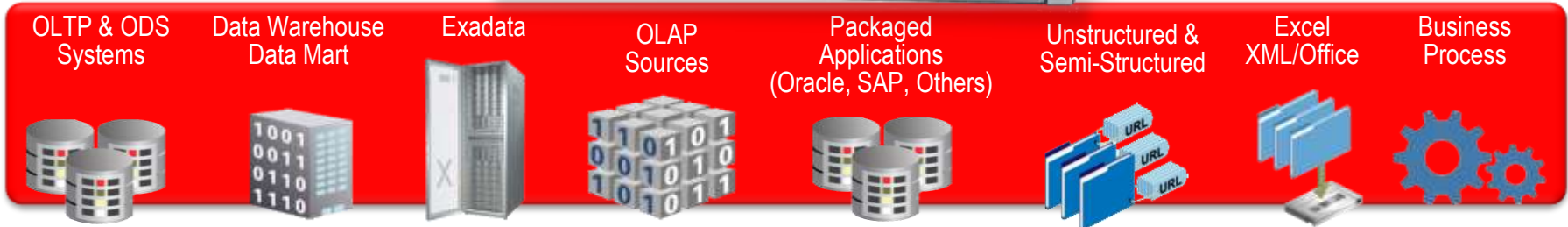
Kompletne.

Oracle Business Intelligence 11g



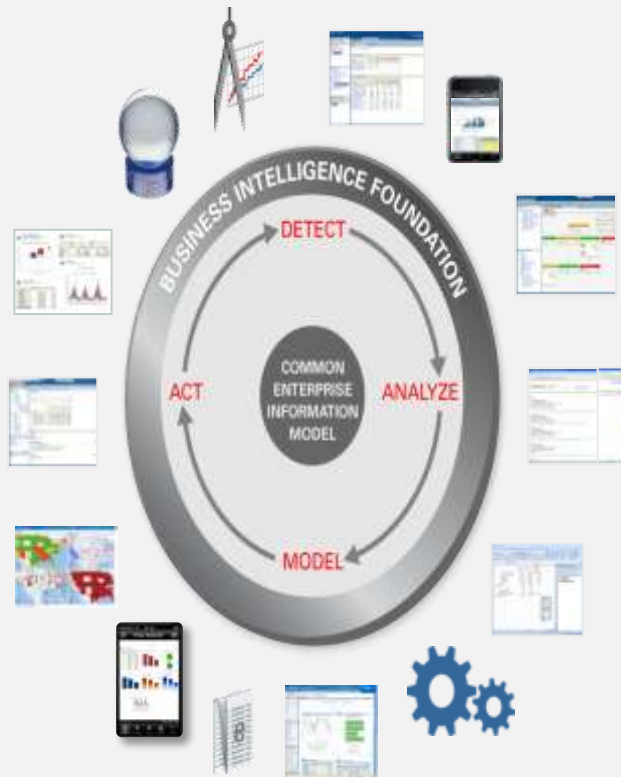
- Spójny model metadanych
- Spójne bezpieczeństwo
- Spójne tworzenie raportów
- Spójne klastry
- Spójny system

Integracja



ORACLE

Ekosystem Exalytics



Optimized Oracle Business Intelligence Foundation Suite



TimesTen for Exalytics



Memory Optimized Essbase



Adaptive In-Memory Tools

In-Memory Analytics Software



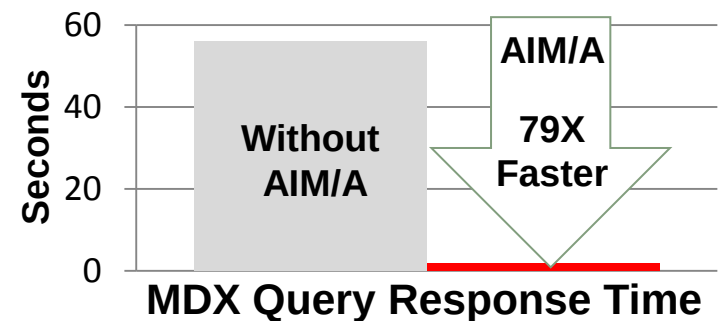
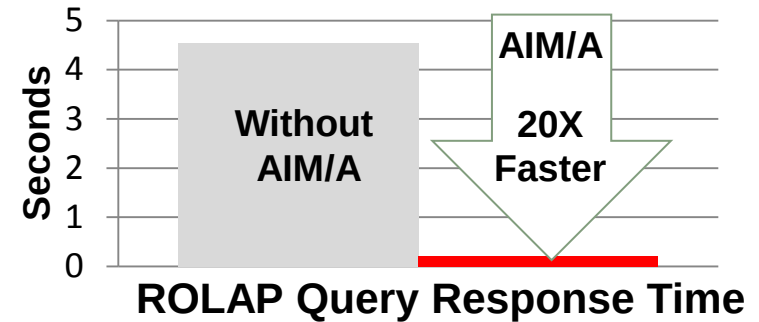
**1 TB RAM
40 Processing Cores
High Speed Networking**

In-Memory Analytics Hardware

Oracle Analytics In-Memory Accelerator

Ekstremalna wydajność

- **In-Memory Analytics: ROLAP**
 - **20X** better response times
 - **50,000** Enterprise users on one appliance
- **In-Memory Analytics: MOLAP**
 - **79X** better read response times
 - **16X** better write response times
- **In-Memory Analytics: EPM Planning**
 - **4.5X** better scalability, response time
 - **10,000** Planning users on one appliance



Wydajność przetestowana „Live”



- Largest mortgage provider in Denmark, major private bond issuer in Europe
- Need to deliver outstanding performance for summary and transaction grain analysis
- **35X to 70X** faster with Exadata + Exalytics



- Supplies automotive industry with market intelligence “*PolkInsight*”
- Need highly interactive dashboards and visualizations for global analyst community
- **> 10X** faster on average and up to **100X** faster in specific cases



- Large oilfield services company with about ~860 rigs deployed around the world
- Need to drive usage of packaged BI Applications across the organization
- **5X** shorter time to develop; **50X** faster than a custom report (without tuning)



- Large cloud infrastructure services company
- Need highly interactive visualizations for large numbers of individual analyst data sets
- Consistent **Sub-second** interactivity on par with **desktop tools** down from ~30 secs

A Global CPG Company

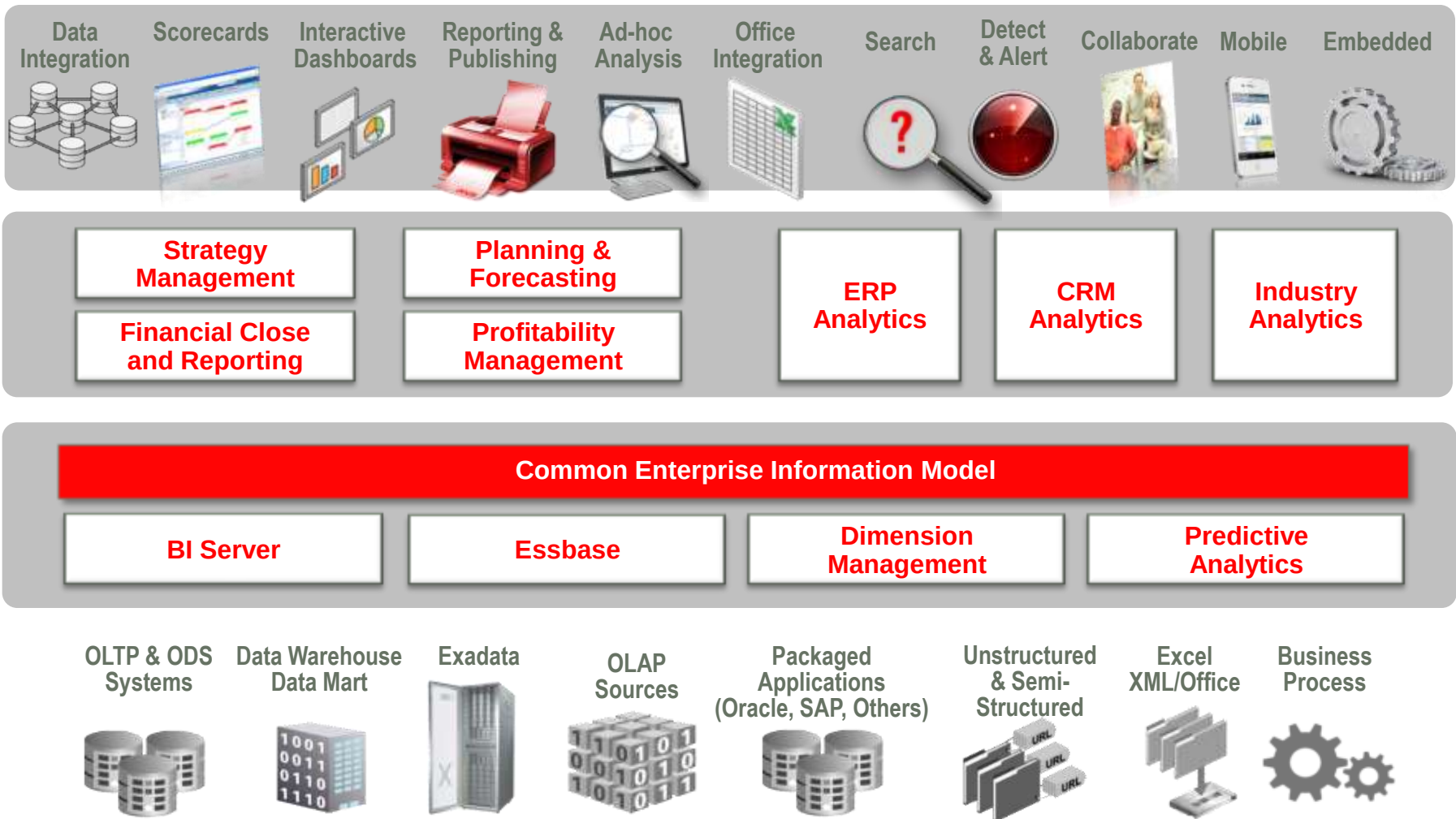
- Global consumer pre-packaged foods company
- Need more frequent planning and budgeting cycles for 2000+ users
- **6X** faster cycle time - **4 hours** down from more than **24 hours**



Analitika out-of-the box

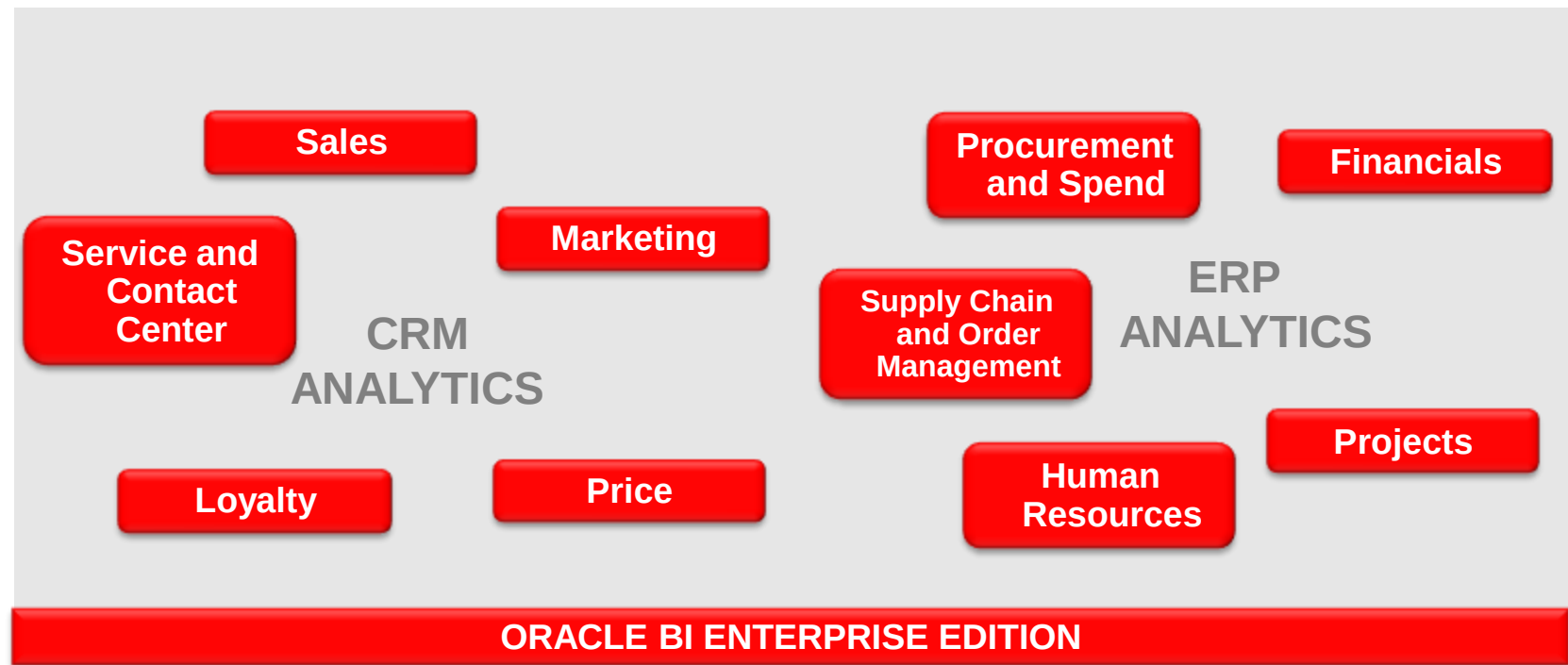
Oracle's Enterprise Performance Management System

Complete, Open, Integrated



Oracle BI Applications

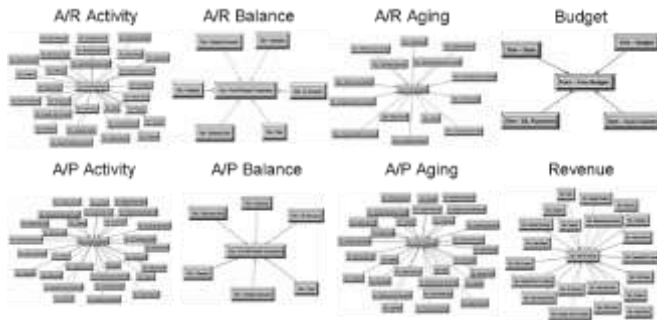
Advanced Analysis Spanning Heterogeneous Sources



Oracle BI Apps Product Components

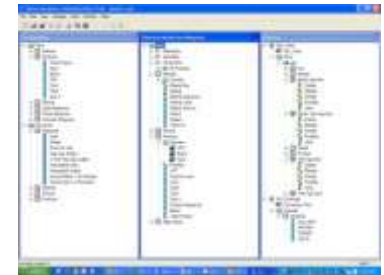
Example: Financial Analytics

- 1 Pre-built warehouse with 16 star-schemas designed for analysis and reporting on financial analytics



- 3 Pre-mapped metadata, including embedded best practice calculations and metrics for financial, executives and other business users

- Presentation layer
- Logical business model
- Physical sources



- 2 Pre-built ETL to extract data from a large number of operational tables and load it into the DW, sourced from PSFT, Oracle EBS, JD Edwards and other sources



- 4 A “best practice” library of over 488 pre-built metrics, 36 intelligent dashboards, 250+ reports and several alerts for CFO, Finance Controller, Financial Analyst, AR/AP Managers and Executives



Procurement and Spend Analytics

ORACLE Business Intelligence

Search All

Advanced

Administration

Help

Sign Out

Spend Analyzer

Overview

Spend by Category

Details

OBIEE 11g feature uptake & Enhanced visualizations

Rank	Top Category Name	Spend	% Spend
1	Unspecified	\$692,888,771	62.6%
2	PRODUCTN	\$210,282,089	19.0%
3	MISC	\$154,947,896	14.0%
4	HARDWARE	\$21,146,680	1.9%
5	PROFESSIONAL SERVICES	\$15,511,654	1.4%
6	SUPPLIES	\$7,203,113	0.7%
7	TEMLABOR	\$1,696,746	0.2%
8	MERCHAND	\$1,348,062	0.1%
9	COMPUTER	\$872,107	0.1%
10	CAPITAL	\$331,844	0.0%
11	OTHERS	\$602,400	0.1%
Grand Total		\$1,106,831,361	100.0%

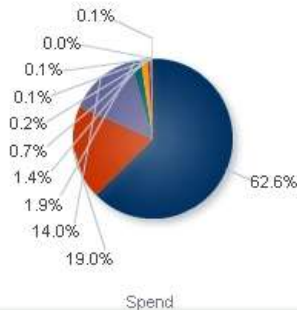


Chart zooming

Analyze - Refresh

Click to view Category Spend Details

[Spend by Category](#)

Click to view Year over Year Category Trend

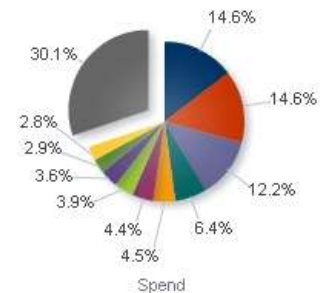
[Year Over Year Spend Trend by Category](#)



Spend by Top Suppliers

Time run: 1/7/2011 4:49:32 PM

Rank	Top Supplier Name	Spend	% Spend
1	PC Systems	\$111,284,454	14.6%
2	Capp Consulting	\$110,854,142	14.6%
3	Consolidated Supplies	\$92,776,765	12.2%
4	Max Depot	\$48,685,691	6.4%
5	Alpha, Inc.	\$33,998,495	4.5%
6	Hardware Supplies, Inc.	\$33,119,263	4.4%
7	Industrial Bakery Ingredients Ltd.	\$29,543,021	3.9%
8	Building Management Inc.	\$27,341,031	3.6%
9	JKS National	\$22,102,475	2.9%
10	Rapid Supplies	\$21,575,740	2.8%
11	OTHERS	\$229,105,899	30.1%
Grand Total		\$760,386,976	100.0%



Analyze - Refresh - Export

Click to view Supplier Spend Details

[Spend by Supplier](#)

Click to View Year over Year Supplier Spend

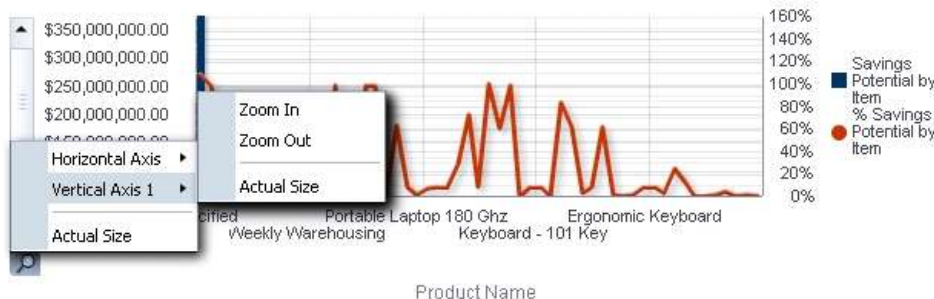
[Spend Year Over Year Trend by Supplier](#)



Savings Potential by Top 10 Items

Time run: 1/7/2011 5:04:16 PM

Display Graph



Analyze - Refresh - Export

Click to view details for all the items

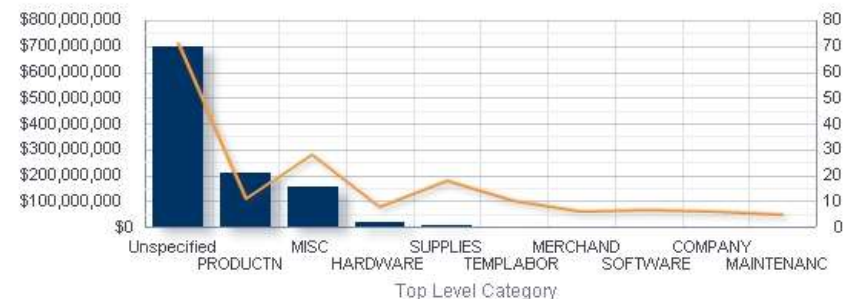
[Savings Potential by Item](#)



Top Categories by Supplier Count

Time run: 1/7/2011 4:49:32 PM

Display Graph



Analyze - Refresh - Export

Click to view details for all the Categories

[Category Spend by Supplier Count](#)

Financial Analytics

**Cascading Prompts
Select Fiscal Year = 2008**

ORACLE Business Intelligence

Profitability

Home Catalog Dashboards New Open Signed In As B

Overview P&L Margins Revenue Products Customers

* Ledger Name Profit Center Fiscal Year Fiscal Quarter

Vision Operations (I) 2008

2008 Q 1
2008 Q 2
2008 Q 3
2008 Q 4

Search...

**Fiscal Quarter
shows only 2008
values**

Profitability Returns

Monthly Values for ROE, ROA and ROCE

	Jul-08	Aug-08	Sep-08	Average
ROE	22.2%	19.4%	22.7%	21.5%
ROE (Pre-Interest)	23.8%	20.8%	24.8%	23.1%
ROA (EBIT Basis)	16.8%	14.7%	17.6%	16.4%
ROA (Pre-Interest)	11.6%	10.1%	12.5%	11.4%
ROCE (EBIT Basis)	34.6%	30.2%	34.9%	33.2%
ROCE (Pre Interest)	23.8%	20.8%	24.8%	23.1%

Ledger Name is equal to **Vision Operations (USA)**
and Fiscal Quarter is equal to / is in **2008 Q 3**

[Analyze](#) - [Refresh](#) - [Print](#) - [Export](#)

To understand the drivers of Return on Assets and Equity, navigate to the Margins Dashboard
[Margins](#)

Profit & Loss - Quarterly

Quarterly Values for Profit and Loss Statement

	2008 Q 1	2008 Q 2	2008 Q 3	2008 Q 4	Grand Total
Revenue	\$5,349,000	\$7,239,000	\$5,331,000	\$5,607,000	\$23,526,000
Gross Profit	\$3,023,000	\$4,372,000	\$2,911,000	\$3,265,000	\$13,571,000
Gross Margin %	57%	60%	55%	58%	58%
Operating Profit	\$1,875,000	\$2,971,000	\$1,521,000	\$1,975,000	\$8,342,000
Operating Margin %	35%	41%	29%	35%	35%
Net Income	\$1,280,600	\$1,977,600	\$1,017,600	\$1,289,700	\$5,565,500
Net Income Margin %	24%	27%	19%	23%	24%

Ledger Name is equal to **Vision Operations (USA)**
and Trailing Four Fiscal Quarters

[Analyze](#) - [Refresh](#) - [Print](#) - [Export](#)

To view complete Quarterly P&L by Company, please click here to navigate to [P&L](#)



**In-place Drill using
presentation
hierarchies**

Product Gross Margin

Time run: 1/18/2011 6:00:38 PM

	Revenue Amount	% Revenue to Total	Product Gross Margin %	Overall Product Gross Margin %	Difference
Product Type Description					
Unspecified	\$577,954,835	91.3%	99.8%	97%	2.3%
Finished good	\$18,799,006	3.0%	90.0%	97%	(7.5%)
Purchased item	\$30,666,504	4.8%	86.6%	97%	(10.8%)
Reference item	\$553,972	0.1%	61.1%	97%	(36.4%)
ATO item	\$225,290	0.0%	59.5%	97%	(38.0%)
Product Family	\$647,529	0.1%	59.2%	97%	(38.3%)
ATO model	\$469,471	0.1%	59.1%	97%	(38.3%)
Inventory Type	\$1,281,621	0.2%	58.8%	97%	(38.7%)
ATO Option Class	\$673,095	0.1%	58.6%	97%	(38.8%)
PTO Option Class	\$165,343	0.0%	58.4%	97%	(39.0%)

Rows 1 - 10

Ledger Name is equal to **Vision Operations (USA)**

Customer Gross Margin

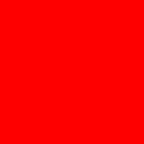
Time run: 1/18/2011 5:10:27 PM

Customer Category	Revenue Amount	COGS	Customer Gross Profit	Customer Gross Margin %
COMMERCIAL				
Date - Fiscal Calendar				
2008	\$4,589,026	\$763,977	\$3,825,050	109.6%
2008 Q 1	\$2,852,381			
Jan-08	\$1,427,390			
Feb-08	\$1,424,991			
2008 Q 3	\$1,152,834	\$518,776	\$634,058	66.0%
Jul-08	\$235,257	\$105,866	\$129,391	66.0%
Aug-08	\$379,014	\$170,556	\$208,458	66.0%
Sep-08	\$538,562	\$242,353	\$296,209	66.0%
2008 Q 4	\$583,812	\$245,201	\$338,611	69.6%
Oct-08	\$101,206	\$42,507	\$58,700	69.6%

Rows 1 - 10

Human Resource Analytics





Przydatne linki

Oracle Business Intelligence 11g

Warto zapoznać się z materiałami poniżej

- Ogólne informacje o OBI 11g [Kliknij tutaj](#)
- Oracle BI 11g i analizy in-memory [Kliknij tutaj](#)
- Oracle BI 11g: Analiza danych nieustrukturyzowanych [Kliknij tutaj](#)

Oracle BI 11g na YouTube

- Nagrania dotyczące OBI 11g [Kliknij tutaj](#)
- OBI 11g Publisher (raportowanie operacyjne) [Kliknij tutaj](#)
- OBI 11g in-memory [Kliknij tutaj](#)
- OBI 11g na iPad [Kliknij tutaj](#)
- OBI 11g: Endeca [Kliknij tutaj](#)



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