

ORACLE BUSINESS INTELLIGENCE SUITE ENTERPRISE EDITION

FEATURES AND FACTS

KEY PRODUCT FEATURES

- Comprehensive and best-of-breed capabilities
- 100% thin client interface
- Intelligence across multiple enterprise sources, including Oracle and non-Oracle data
- Unified BI metadata for all end user tools
- Rich, Interactive Dashboards with guided analytics
- Full, self-service ad hoc analysis over the Web
- Proactive detection, alerts and multi-step analytic workflow
- Advanced enterprise reporting and publishing
- Full featured disconnected analytics for mobile users

SUPPORTED DATASOURCES

- Oracle Database
- Oracle Database OLAP Option
- Oracle e-Business Suite
- Oracle PeopleSoft EPM
- Oracle Siebel CRM
- SAP B/W
- Microsoft SQL Server
- Microsoft Analysis Services
- Microsoft Excel
- IBM DB/2 database
- Teradata Warehouse
- ODBC sources
- Flat Files
- XML

Oracle Business Intelligence Suite Enterprise Edition (EE) is a comprehensive, next-generation BI platform that features a full range of BI capabilities to meet the needs of any user, all built on a single, unified architecture that distills and delivers intelligence from all enterprise data sources.

Because you already have systems in place

Your sales forecasts are done by the finance department in Microsoft Excel. Your historical sales revenue is located in a data warehouse, and your current sales located in a legacy order entry application. And now you need to piece this information together to into a single analysis? This task is routinely accomplished everyday by Fortune 500 companies using Oracle Business Intelligence Suite Enterprise Edition.

The Oracle BI Server, the foundation of Oracle BI Suite EE, generates queries optimized for each data source, appropriately aggregates them, and presents the results to users within a familiar web browser via easy to use dashboards and reports. Even better, a single enterprise metadata layer spans all your underlying data sources (flat files, databases, packaged applications and more) so report authors simply select the items they want – and the Oracle BI Server handles all the details. This metadata layer is so open and flexible you can even use existing 3rd party query and reporting tools against it, so users get the benefit of a unified business model regardless of the reporting tools they use.

The Oracle BI Server also provides powerful analytic calculation functions - regardless of what underlying sources you have in place – but it also understands when it should leverage the underlying source for computation if it would yield better performance. The end result is a high performance analytic and reporting solution available to large numbers of users against all your data, no matter where it's located.

Oracle Business Intelligence Suite Enterprise Edition is designed to be easy to integrate with not only your existing data sources, but also your existing IT infrastructure. It works with any JSR-168 or WSRP compliant portal so you can quickly embed BI into your existing corporate standard. A comprehensive set of web services and messaging also makes it easy to integrate reporting and analytics with existing systems. Oracle BI Suite EE also works against popular authentication and security provisioning services and even provides facilities for custom authentication modules to future proof you from new developments in security down the road.

Because your users are on the go

Reports and dashboards need to be accessible, even when users are not connected to the corporate network or even the internet. Key business events such as a sudden spike in orders need to be communicated quickly to field representatives. Oracle BI Suite EE provides a 100% thin client interface to ensure that users can access BI from any standard web browser, including Microsoft Internet Explorer and Mozilla Firefox. Reports and dashboards can even be packaged in convenient “briefing books” which can be accessed offline and used presentation style at meetings. A disconnected analytics mode allows users on the move with a laptop to continue develop and analyze reports with all the features present from connected operation. Intelligent synchronization ensures that work on the go is quickly kept current with changes on the corporate network. Oracle Delivers, a powerful alerting component of Oracle BI Suite EE, notifies both users and workflow systems of important business events. Delivery of alerts can be made available to dashboards, mobile devices, e-mail and messaging systems to trigger workflow processes to handle exceptional events.

Because you need information that is complete and consistent

Piecing multiple data sources together is one thing. Presenting them to report authors in a unified way while still ensuring valid apples to apples comparisons between items is another - especially when you need to swap in new systems or make changes to your underlying data sources. To solve this problem, Oracle Business Intelligence Suite EE provides a powerful enterprise information model, a 3-tier metadata model that spans all your data sources. A distinct physical layer mapping, business layer mapping and presentation layer mapping are all under IT control. This means report authors can create reports against disparate data sources *without even knowing it*. All the details are hidden in the user friendly presentation layer. Further, the Oracle BI Server takes care of correctly aggregating (or calling on the underlying source to aggregate if applicable) data to ensure correct and valid analysis. Better still, if you need to swap out one data source for another (say an upgrade from a legacy Teradata database to an Oracle database), or a switch from a test system to a production system, a single click on the physical layer mapping will accomplish this while your user’s reporting can continue unimpeded.

Because real-time means now

Oracle BI Suite EE is based on open standards so your existing real-time messaging systems can communicate with Oracle BI Suite EE to cause alerts and reports to be distributed to key stakeholders. Oracle Delivers, an integrated component of Oracle BI Suite EE is a powerful near real-time, multi-step alerting engine which can trigger workflows based on exceptional business events, notifying stakeholders via the medium and channel they prefer as specified in their own personal profile. This means the in-field sales representative receives a narrative SMS alert on his cell phone, the warehouse manager gets a PDF attachment via e-mail and the financial analyst obtains the report as an Excel spreadsheet saved to the shared corporate file system.

Because you want faster ROI on your BI projects

Rather than reinvent the wheel by building a custom data warehouse, Oracle BI Suite EE is also used to deliver a comprehensive set of pre-built horizontal and vertical analytic applications which take advantage of industry best practices to quickly deliver value. Because of the data-agnostic approach employed by Oracle BI Suite EE, these pre-packaged reports, dashboards, and common enterprise information model can be quickly deployed against your existing data sources, Oracle or non-Oracle, including flat files and popular pre-packaged application suites. For example, Oracle Service and Contact Center Analytics delivers 18 pre-built star schemas; pre-mapped metadata which embed best practice metrics and calculations for the contact center; pre-built ETL to extract and populate the warehouse from a large number of Oracle and non-Oracle data sources; and a best practice library of over 150 intelligence dashboards, reports and alerts for contact center agents, managers and executives.

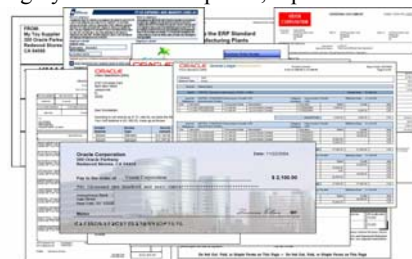
The integrated Oracle BI Suite EE components at a glance

Oracle Interactive Dashboards – provide fully interactive collections of analytic content with a rich variety of visualizations. Guided navigation and alerts drive the user to greater insight and action. Security rules ensure that personalized content is generated for specific users and/or roles. All accessible as a 100% thin client solution.



Oracle Answers – is a 100% thin client ad-hoc analysis component with a simple point and click interface. Users interact with a business friendly metadata layer which contains common definitions of metrics, hierarchies and calculations against all their data.

Oracle BI Reporting and Publishing – is an integrated pixel perfect reporting component which allows the creation of highly formatted templates, reports and documents (like checks, government forms and more). Best of all users can work with familiar tools like Microsoft Word or Adobe Acrobat for report layout – the BI Publisher engine will then use these templates to dynamically fill in BI content and burst these reports to a variety of formats and delivery channels.



Oracle Delivers – automatically notifies users of exceptional business events via their preferred method of contact be it e-mail, SMS text message, dashboard alert and more. Oracle Delivers agents can be chained together, providing sophisticated multi-person, multi-step analytic alerts. For example, if I am a sales manager, I might want to set up a Delivers process that checks all of my accounts periodically

ADOPTED BY LEADING COMPANIES ACROSS INDUSTRIES

- 5 of the top 6 in Aerospace
- 4 of the top 5 commercial banks
- 8 of the top 9 pharmaceuticals
- 3 of the top 4 railroads
- 5 of the top 6 telecommunications firms
- 3 of the top 6 securities firms
- 3 of the top 5 life and health insurance firms

RELATED PRODUCTS AND SERVICES:

- Oracle Fusion Middleware
- Oracle Analytic Applications
- Oracle Data Warehousing
- Oracle BAM
- Oracle Real-Time Decisions
- Oracle Business Activity Monitoring
- Oracle BPEL Process Manager

and if any account has more than five outstanding service requests, notify the technical support manager via e-mail. I might then want Delivers to automatically do an analysis to see if any accounts falling into this situation are high value accounts with active sales opportunities, and notify me via SMS text message on my cell phone if so.

Oracle Disconnected Analytics –the full capabilities of Oracle Interactive Dashboards and Oracle Answers is also available offline, so users can continue to be productive on the go, working with no loss of functionality with a laptop on an airplane for example. Intelligent synchronization of data relevant to each user is done efficiently once a user reconnects to the enterprise network.

Oracle Office Plug-In – a secure and more effective method to interact with data in the BI system via Microsoft Excel. Users authenticate themselves to access BI content and having done so can access the BI Server metadata to build analysis from items that can span multiple data sources in the enterprise. This ensures everyone in the organization is working from the single source of truth and not a local copy of the data in Excel.

Oracle BI Server – a powerful analytic engine that resides in the middle tier, the BI Server is capable of federating highly optimized queries across multiple data sources, integrating disparate data sources and presenting intelligence back to end users through a simplified business model. This highly scalable platform with clustering and caching capabilities is the heart of what drives the other BI EE components.

