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ORACLE®

**Leveraging Pre-Built Analytic Applications:
“*Unlock information in your existing applications*”**

**Jim Wakefield
Applications Solution Architect**



“Apparently, Smith’s desk just couldn’t withstand the weight of the paperwork we piled on his desk.”

What are the External Pressures on Your Organization?

- Unprecedented economic environment
- Increasing costs
- Raised expectations

Key Government Challenges Today

Budgetary Pressures

“Do More with Less”

**Cost Containment/
Avoidance**

**Revenue Maximization/
Generation**

**Need for New
Programs/Services**

Regulatory Pressures

GASB34

HIPAA

NCLB

Shifting Demographics

**Need for Competency
Management**

Aging Workforce

**Competition with
Private Sector for “best
and brightest”**

REQUIRES FOCUS ON OPERATIONAL EXCELLENCE

Barriers to Operational Excellence

Out-of-date and out-of-sync Information

**Plans created in silos
from fragmented
systems**

**Manual processes are
error-prone and
infrequent**

Barriers to Operational Excellence

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Lack of real-time visibility & data sharing ability

No Single Source of Truth

Latency in reporting

Lack of visibility into exceptions

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Lack of ability to understand trends and identify opportunities

Transactional systems lack ability to analyze large quantities of data

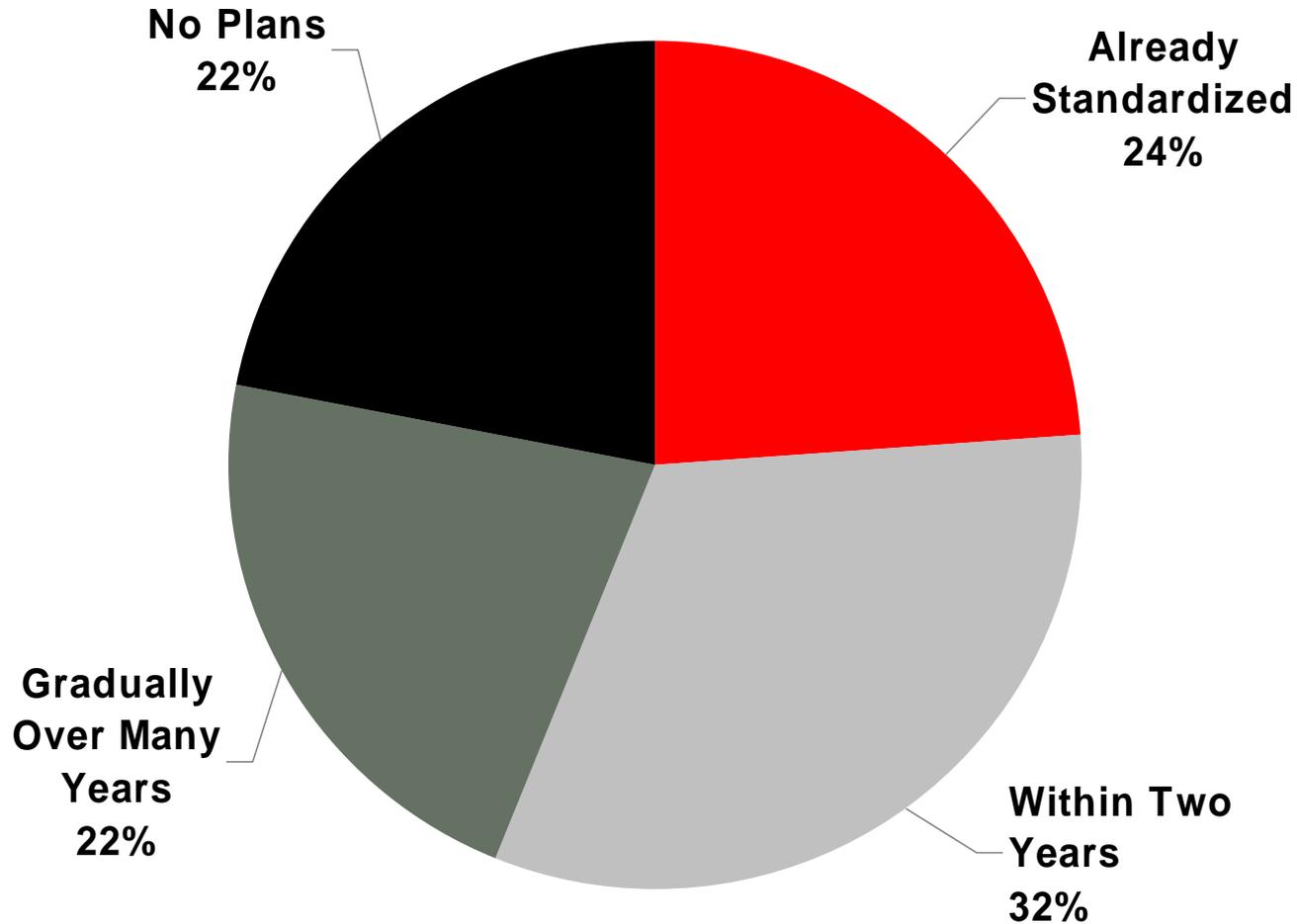
Hard to plan for future needs without understanding where you have been

RESULT: CAN'T ACHIEVE OPERATIONAL EXCELLENCE

When will your organization standardize on a single set of BI tools?

- Already Standardized
- Within Two Years
- Gradually Over Many Years
- No Plans

When will your organization standardize on a single set of business intelligence tools?



What is your top business driver causing you to move toward standardization?

1. Reduce Costs
2. Single Source of Truth
3. Integrate Transactions and Analytics

What are the analysts saying?

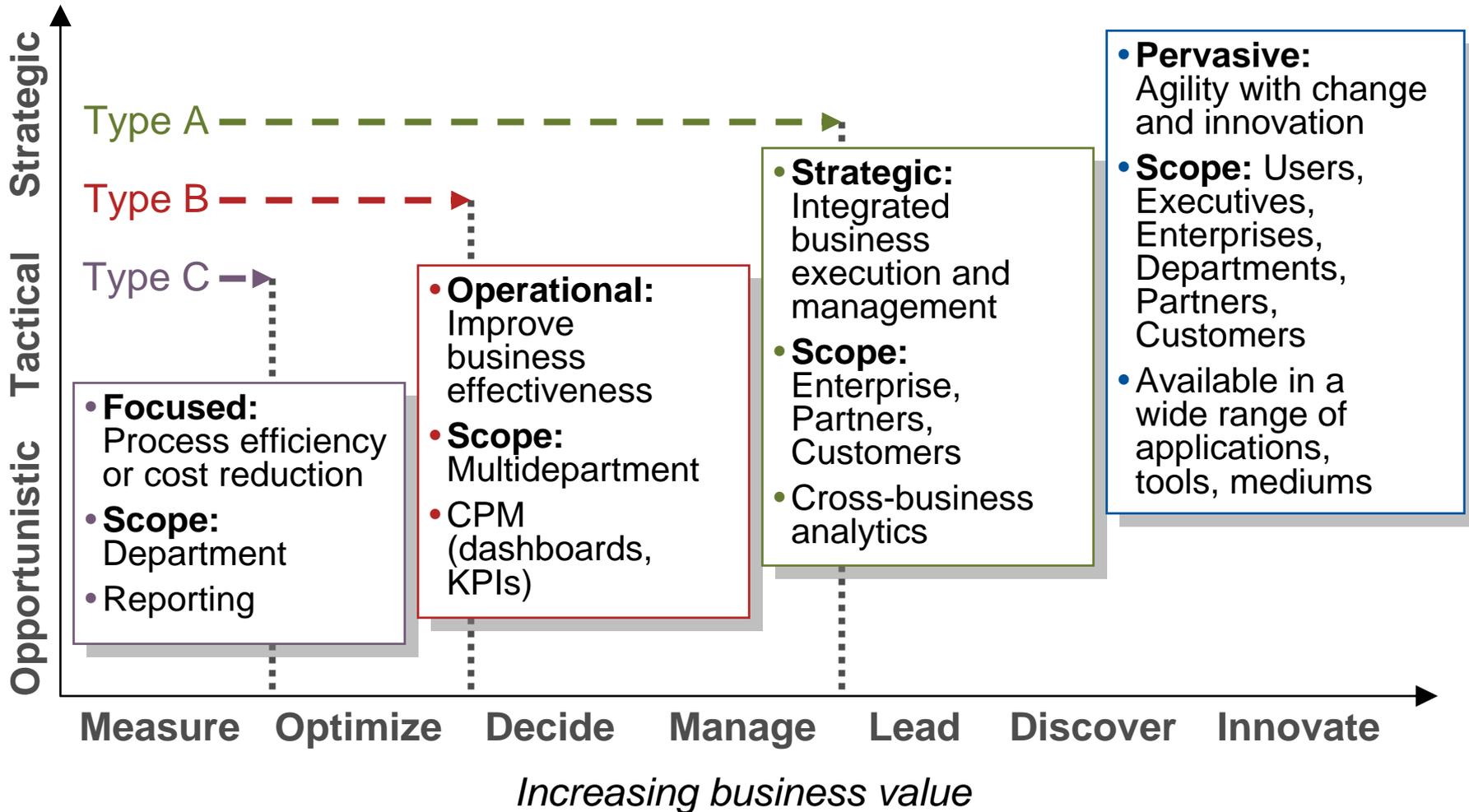
Gartner 2006 CIO Survey

2006 CIO Technology Priorities

To what extent will your investment in each of the following technologies change in 2006	Ranking 2006 2005	Spending Increase
Business Intelligence (BI)	1 ↑ 2	+4.8%
Security Enhancement Tools	2 ↓ 1	+4.5%
Mobile Workforce Applications	3 ↔ 3	+3.9%

Source: Gartner EXP 2006 CIO Survey

BI Needs to Evolve



Source: Gartner, "Business Intelligence Scenario: Pervasive BI," Gartner Symposium ITxpo 2006

The Evolution of Business Intelligence

BI Everywhere and for Everyone

From:

Analysts



To:

Pervasive use

Historical data



Real-time, predictive data

Fragmented view



Unified, enterprise view

Reporting results



Insight-driven business process optimization

Analytic tools



Unified infrastructure & prebuilt analytic solutions

Transactions and Analytics United

Consistent Way to Perform All Tasks

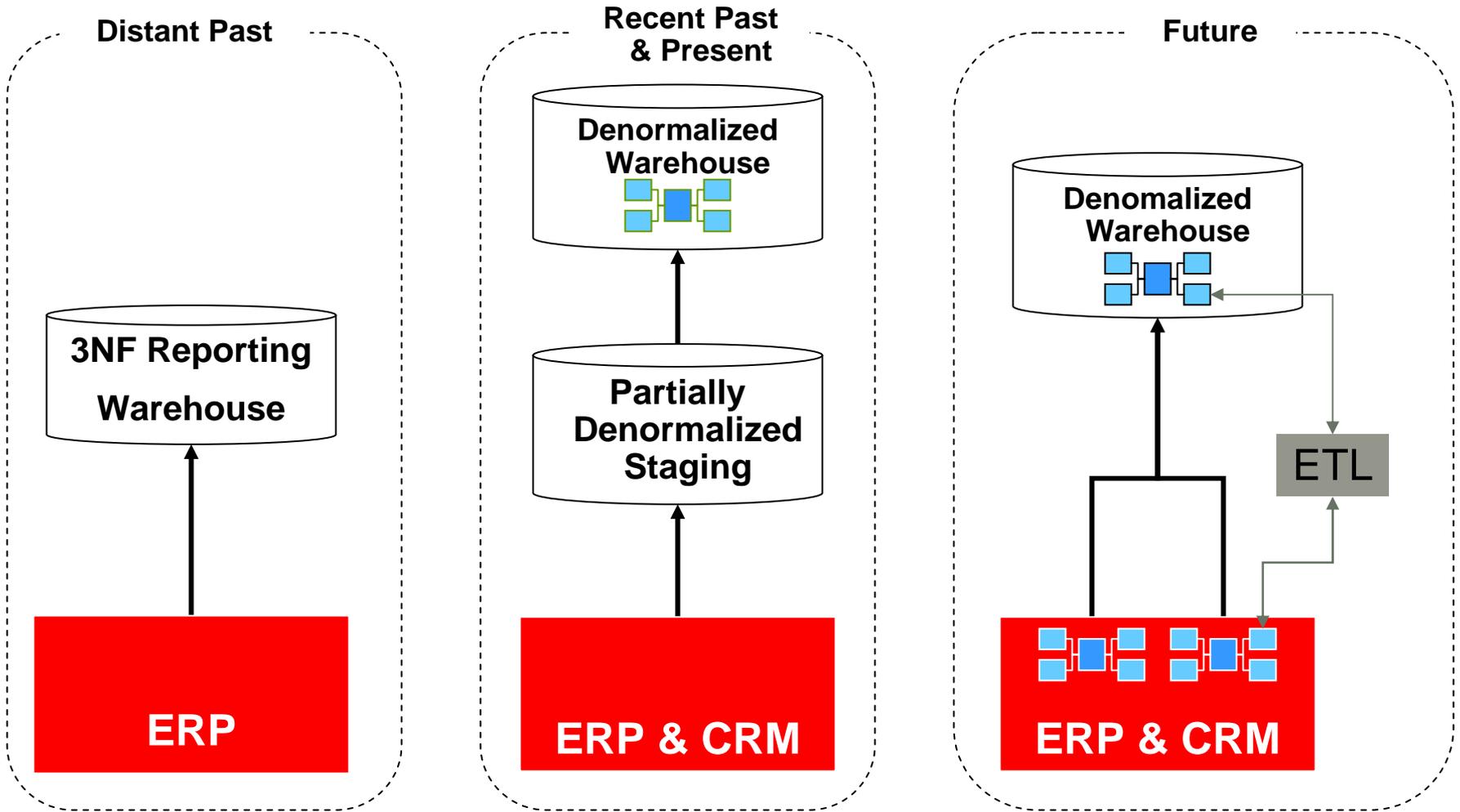
The screenshot displays the Oracle user interface with several key components highlighted by callout boxes:

- Notifications:** A sidebar on the left lists various notification categories such as Approvals (11), Alerts (14), FYIs (5), Budgets (1), and Expenses (4).
- Email:** A window showing a list of email messages from various contacts.
- Discussions:** A window showing a list of discussion topics and forums.
- Documents:** A window showing a list of documents, including Oracle AD New Features, Fusion Roadmap, and RFA Request Form.
- Communities:** A window showing a list of communities, including My Workplace, All Prospects, and Community ABC.
- Recent:** A dropdown menu at the top left showing recent items.
- Favorites:** A dropdown menu at the top center showing favorite items.
- Search:** A search bar at the top right.
- Preferences:** A dropdown menu at the top right showing user preferences.
- Presence:** A window on the right showing a list of contacts and their presence status.
- Contextual Wiring:** A window showing a detailed view of a notification or document, with arrows indicating connections to other parts of the interface.

The main content area features a table of notifications, a bar chart for 'Expenses by Quarter', and a pie chart for 'Budget by Category'.

Priority	Title	From	Status	Date	Justification
	Expense Report: \$234.90	Sam Smith	Closed	05/02/06	6 month cable cost
	Conf Request	Dustin Selig	Pending	06/03/06	LPA Conf
	System Request: Dell Laptop	Jose Marksen	Pending	06/19/06	Old computer broke
	LOA Request: 56 days	John Cufkin	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

Data Warehousing Evolution



Our Approach to BI Applications

- 1** Pre-Build Applications to reduce complexity and TCO for our customers
- 2** Extend Applications with Best in Class Technology
- 3** Integrate BI Applications with ERP

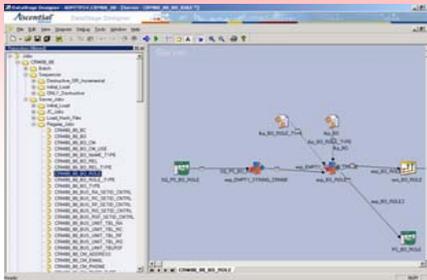
Types of Oracle Analytical Applications

- Oracle Transactional Analytical Applications
 - Pre-built, integrated applications tied to E-Business Suite/Enterprise/JD Edwards/Siebel customer investments
- Canned Data Warehouse Analytical Applications
 - Pre-built generic data warehouse for heterogeneous customer environments

Reduce Complexity

MAPS

- 3500+ Predefined ETL maps



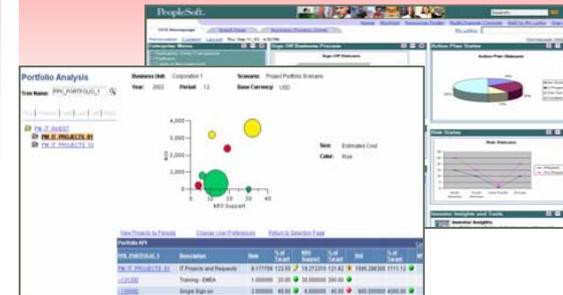
MODELS

- 16 predefined data marts



DASHBOARDS

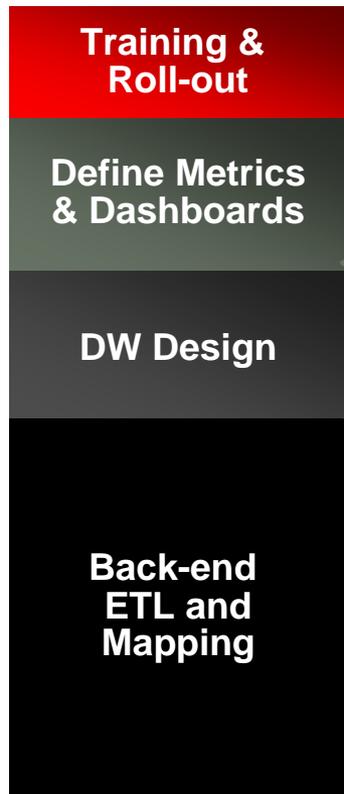
- 1200+ Predefined business metrics
- 250+ Predefined reports



Reduce TCO

*Build from Scratch
with Traditional BI Tools*

*Oracle's
BI Applications*



Quarters or Years

- ✓ Faster deployment
- ✓ Lower TCO
- ✓ Assured business value



Weeks or months

- } Role-based dashboards and alerts
- } Thousands of pre-defined metrics
- } Prebuilt DW design
- } Adaptable to your enterprise DW
- } Prebuilt Integrations for Oracle, PeopleSoft, Siebel, and others

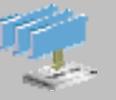
Extend with Leading Technology

Oracle Business Intelligence Suite Enterprise Edition

Interactive Dashboards 	Reporting & Publishing 	Ad-hoc Analysis 	Proactive Detection and Alerts 	Disconnected Analytics 	MS Office Plug-in 
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Oracle BI Server

- Simplified Business Model and Abstraction Layer
- Intelligent Caching Services
- Multidimensional Calculation and Integration Engine
- Intelligent Request Generation and Optimized Data Access Services

 OLTP & ODS Systems	 Data Warehouse Data Mart	 SAP, Oracle PeopleSoft, Siebel, Custom Apps	 Files Excel XML	 Business Process
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Advantages:

- ✓ Consolidate and standardize BI tools
- ✓ Seamless user experience across products
- ✓ Unified metadata and shared services

Integrate BI Applications with ERP

- Integrated with Technology
 - Built to Work with OBIEE and Fusion Middleware
- Integrated with ERP Systems
 - Navigation, Security, Drill Backs, Action Links
- Integrated with Business Processes
 - Embed Analytics into Transactions

Guided Drilldown

Top 10 Spenders

Employee	Direct Manager	Expenses Filed		View Details
		Period Total	Reports	
D.Lewis	I.Lang	103,358	28	
J.Ulrich	I.Lang	96,906	27	
B.Bauer	S.Bartels	67,002	106	
D.Lange	S.Bartels	66,739	102	

Expense Report Listing

Report Date **23-Nov-05** Period Year Employee [D.Lewis](#)
 Currency **USD**

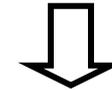
Report Number	Entered		Charged Amount	Cost Center	Report Date	P
	Currency	Amount				
W26264	USD	6,626	6,626	421-Sales NorthEast-01	01-Sep-2005	C
W24314	USD	6,199	6,199	421-Sales NorthEast-01	02-Mar-2005	C
W26282	USD	6,184	6,184	421-Sales NorthEast-01	02-Oct-2005	C

Expense Report W26264

General Information

Name: Lewis, Mr. David (Dave) (181)	Report Submit Date: 03-AUG-2005
Expense Dates: 29-AUG-2005 - 01-SEP-2005	Attachments: None
Cost Center: 421	Report Total: 6,626.00 USD
Purpose: Customer Conference	Reimbursement Amount: 6,626.00 USD
Approver: Lang, Ms. Inga R	
Receipts Status: Required	

Summary & Trends



Detail Information



Actual Transactions

Guided Navigation & Action Links

- Analytic Workflows

- Guided navigation and conditional navigation links
- Checks for specific conditions and displays a dashboard section or a navigational link (to a report or dashboard)

⚠ QTD Revenue performance is at risk of missing Forecast. To perform further analysis on Revenue measure, access the 'Revenue Summary' report

[Revenue Summary](#)

- Action Links

- Direct navigation from record to transactional while maintaining context

	Entered			
Report Number	Currency	Amount	Charged Amount	Cost Center
W26264	USD	6,626	6,626	421-Sales NorthEast-
W24314	USD	6,199	6,199	421-Sales NorthEast-
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Ad-hoc Query Capability

- Data Marts available for Ad-hoc analysis
- New calculated fields
- Available within Market Leading BI Toolset
- Easy to use charting tool
- Formatting
- Highlighting
- Multi-language



Integrated Security

- Launch dashboard from Application Navigator
- Shared responsibilities between Oracle application and OBIEE
- Sign in only once

The screenshot displays the Oracle HRMS application interface. The top navigation bar includes 'My Page', 'Executive Tasks', 'Employee Tasks', 'Manager Tasks', 'Talent Management', 'Reporting & Analytics', and 'Org Chart'. The main content area shows 'Job Information' for Jean Parsons, including a table of job history and a 'Salary Comparison Analysis' section.

Below the HRMS interface is a 'Profit and Loss Overview' dashboard. It features a 'Report Date' of 11/23/2005, a 'Period' of Year, and a 'Compare To' of Prior Year. The dashboard includes several key components:

- Key Performance Indicators:** A warning message states: "QTD Revenue performance is at risk of missing Forecast. To perform further analysis on Revenue measure, access the 'Revenue Summary' report".
- Profit and Loss Statement - YTD:** A table comparing YTD and Prior YTD values for various financial metrics.
- Revenue by LOB:** A section with four gauges representing Government, Commercial, Support, and Distributions, each with its respective revenue value.
- Hot Off The Press!** A section titled 'Top Sales in Q4 2005' with a bar chart showing Operating Margin, Revenue, and Total Expenses.

A green arrow points from the 'Budget Forecast' link in the dashboard to the 'Budget Forecast' link in the application's navigation menu.

Name	YTD	Prior YTD	Change
Revenue	327,444,170	317,257,531	3.2%
Cost of Goods Sold	167,602,844	159,990,565	4.8%
Gross Margin %	49	50	-0.8%
Expenses	103,358,018	103,293,522	0.1%
Operating Margin %	17	17	0.2%
Operating Income	56,483,308	53,973,444	4.7%

	Q1-05	Q2-05	Q3-05	Q4-05
Revenue	91,781,773	94,176,704	95,939,107	90,871,870
Cost of Goods Sold	45,394,884	46,670,122	53,278,570	46,550,756
Gross Income	46,386,889	47,506,582	42,660,536	44,321,114
Gross Margin %	51	50	44	49
Expenses	30,223,081	29,447,300	27,491,779	27,891,927
Operating Income	16,163,808	18,059,282	15,168,758	16,429,187
Operating Margin %	18	19	16	18

LOB	Revenue
Government	\$68,965,055
Commercial	\$56,750,063
Support	\$53,547,707
Distributions	\$48,141,244
Education	\$44,282,756
Services	\$33,330,718

Fusion Intelligence

For E-Business Suite

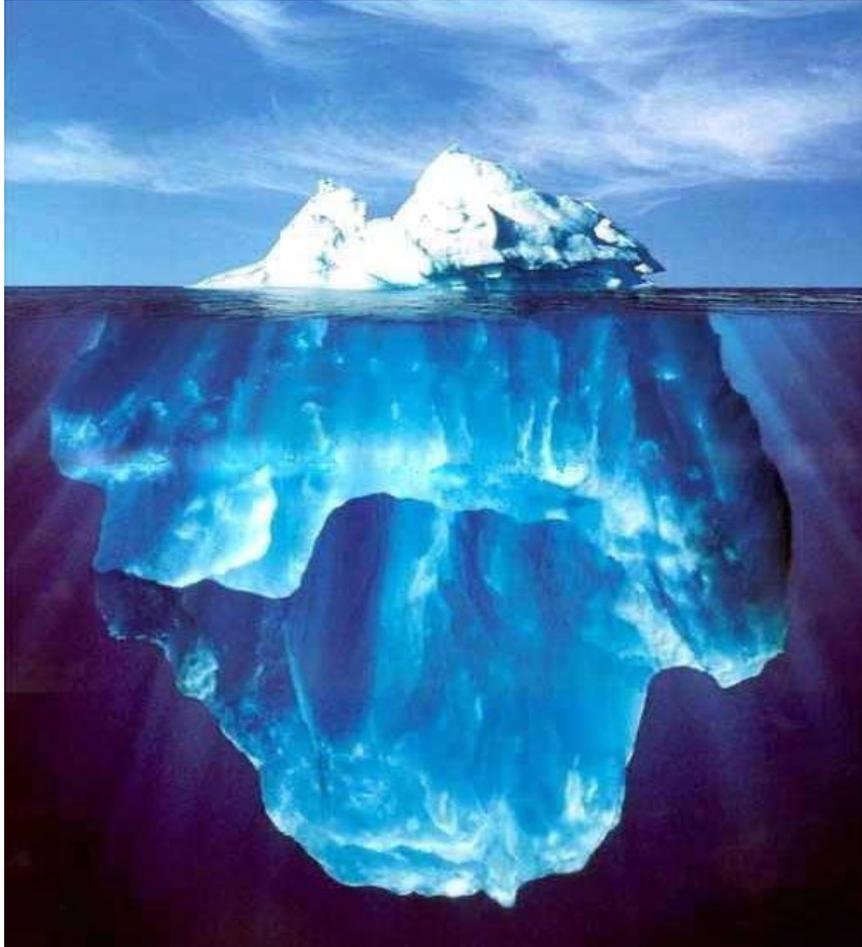
- Built on E-Business Suite DBI infrastructure
- Financials
- Human Resources
- Supply Chain
- Procurement
- Customer Relationship Management

Fusion Intelligence

For PeopleSoft Enterprise

- Built on Performance Management Warehouse infrastructure
- Financials
- Human Resources
- Supply Chain
- Campus Solutions
- Public Sector

Business Intelligence Challenge



DASHBOARDS

- “Visible”



PLUMBING

- “Under the Surface”
- Mappings to *multiple applications and data transformation* all take expertise and time

Solution Architecture

Components of Intelligence Applications

Oracle BI Applications
(former SBA)



Fusion Intelligence
for PeopleSoft



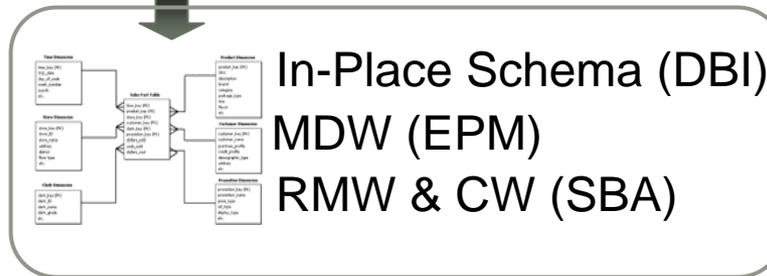
Fusion Intelligence
for Oracle



Metrics



Maps



Models

Extend with Leading Technology

Oracle Business Intelligence Suite Enterprise Edition

Interactive Dashboards



Reporting & Publishing



Ad-hoc Analysis



Proactive Detection and Alerts



Disconnected Analytics



MS Office Plug-in



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OLTP & ODS
Systems


Data Warehouse
Data Mart


SAP, Oracle
PeopleSoft, Siebel,
Custom Apps


Files
Excel
XML


Business
Process

“Hot Pluggable” Business Intelligence

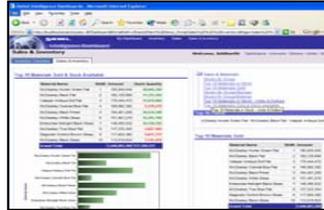
Open, Interoperable with Existing Investments

Portals



Any JSR 168
Portal

Analytic Tools



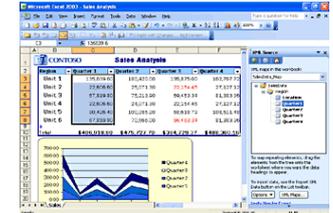
BOBJ, COGN
MSTR

Reporting



Actuate, Oracle
Apache FOS

Desktop Tools

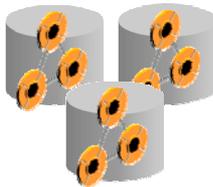


Excel, Outlook,
Lotus Notes

BI Server

Common Enterprise Information Model

Security



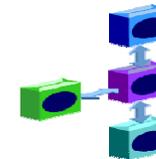
Oracle
Kerberos
Custom
MSFT AD
iPlanet
Novell
Others ..

Data Access



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

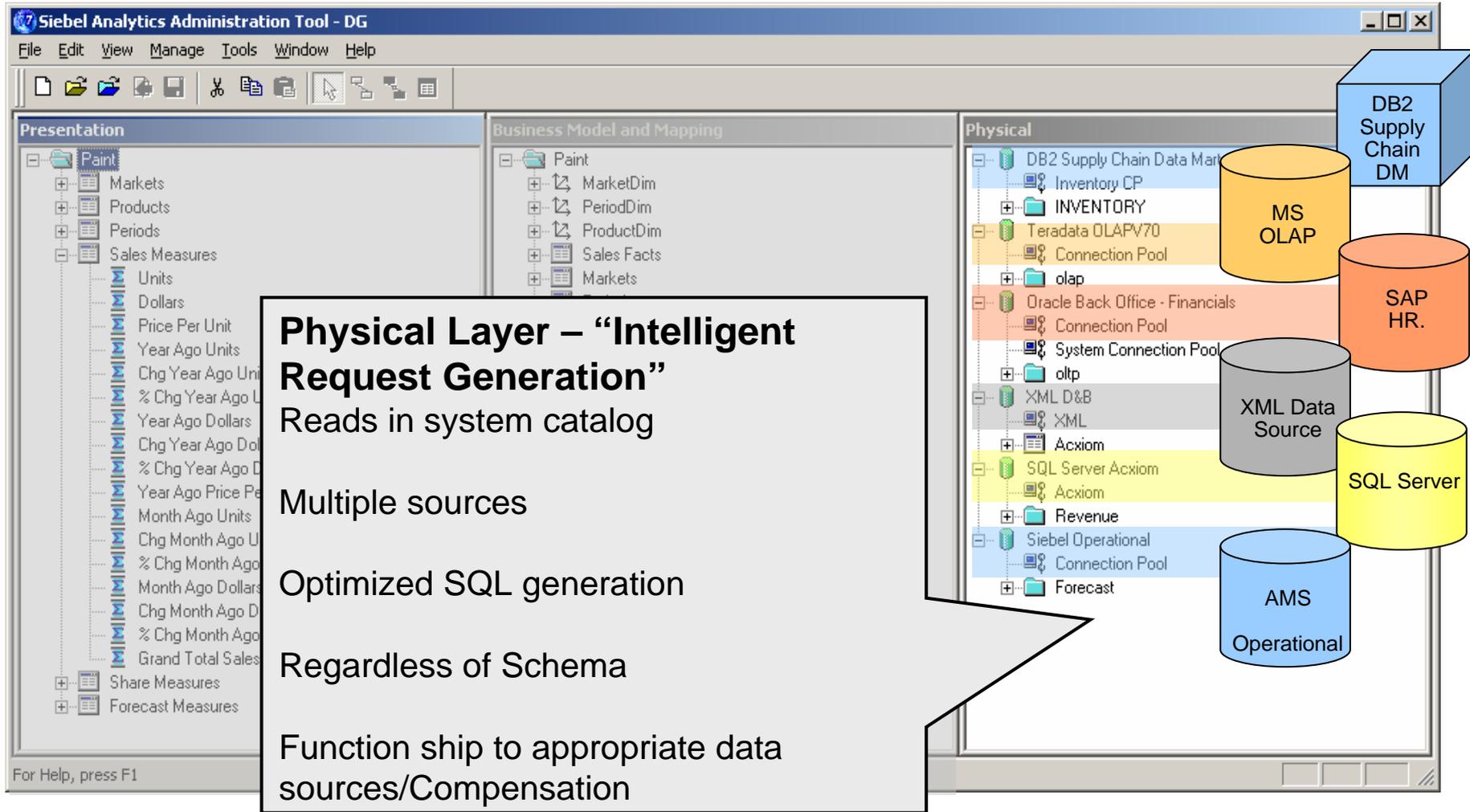
ETL



Oracle
Informatica
Ascential
Others ..

Enterprise Business Model

Physical Model Administration



Enterprise Business Model

Business Model Administration

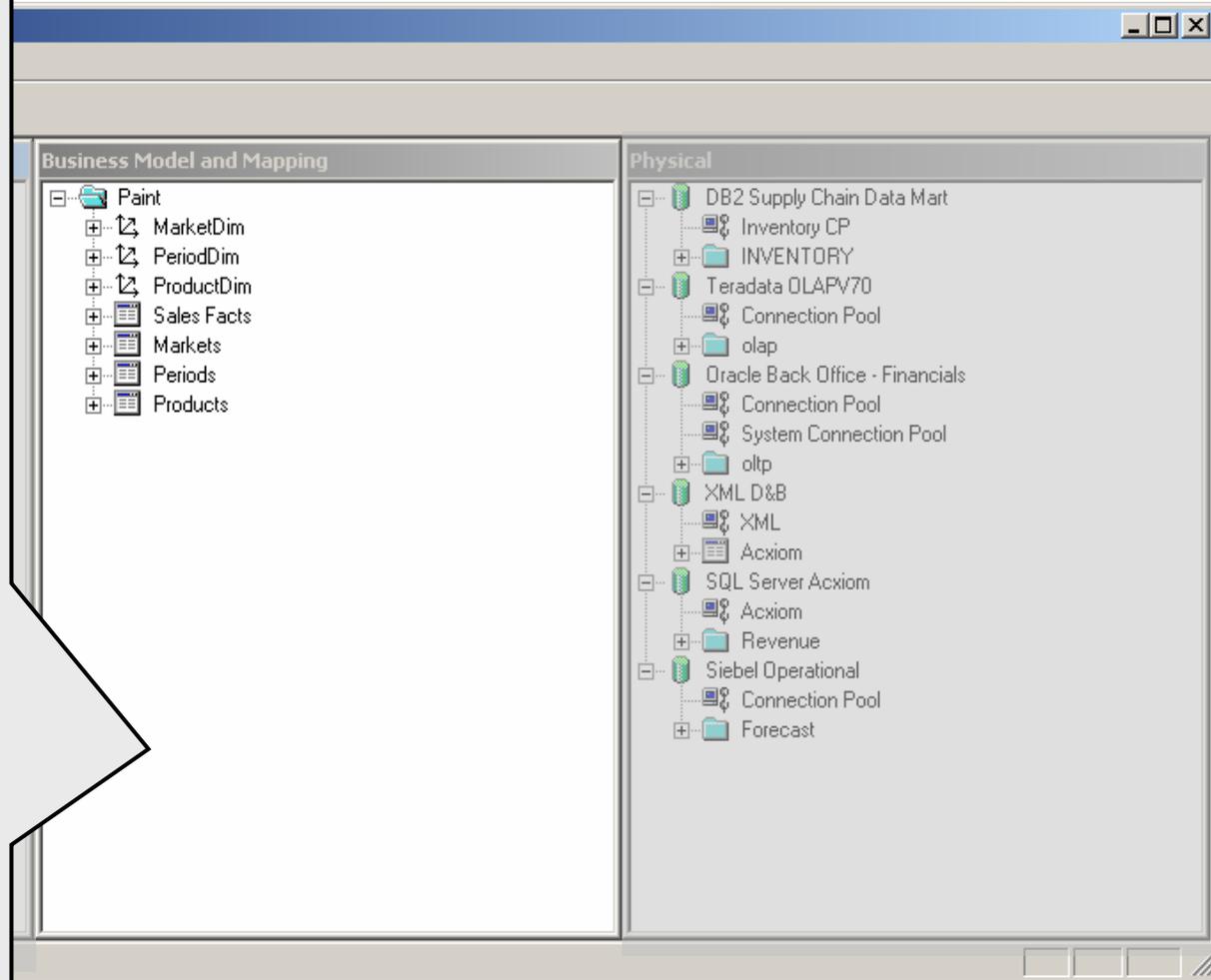
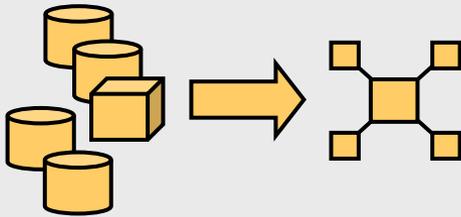
Business Model Layer – “Calculation Engine”

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

Presentation Model Administration

The image shows a screenshot of the Oracle Business Intelligence Presentation Model Administration interface. On the left, a tree view under the 'Paint' folder lists various measures such as 'Units', 'Dollars', 'Price Per Unit', and 'Year Ago Units'. A red oval highlights this list. On the right, a 'Presentation Layer' dialog box is open, titled 'Role-based, in context, personalized presentation – Oracle Answers'. This dialog contains a 'Subject Area' section with a tree view of measures, also highlighted with a red oval, and a 'Request Columns' section with a table of selected columns. The 'Request Columns' table is as follows:

Periods	Markets	Sales Measures
Year	Region	Dollars
		% Chg Year Ago

Below the table, there are sections for 'Request Filters' and 'Grand Total'. The 'Request Filters' section shows a filter for 'Year equals Current Year'. The 'Grand Total' section is currently empty.



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