

The banner features a red background on the left with white text. On the right, a circular collage of grayscale images shows business professionals in various settings: a man pointing at a screen, a group in a meeting, a man in a suit, and others working. The collage is composed of several overlapping circular segments.

Oracle Business Intelligence 11g
Most complete. Most integrated.

ORACLE®

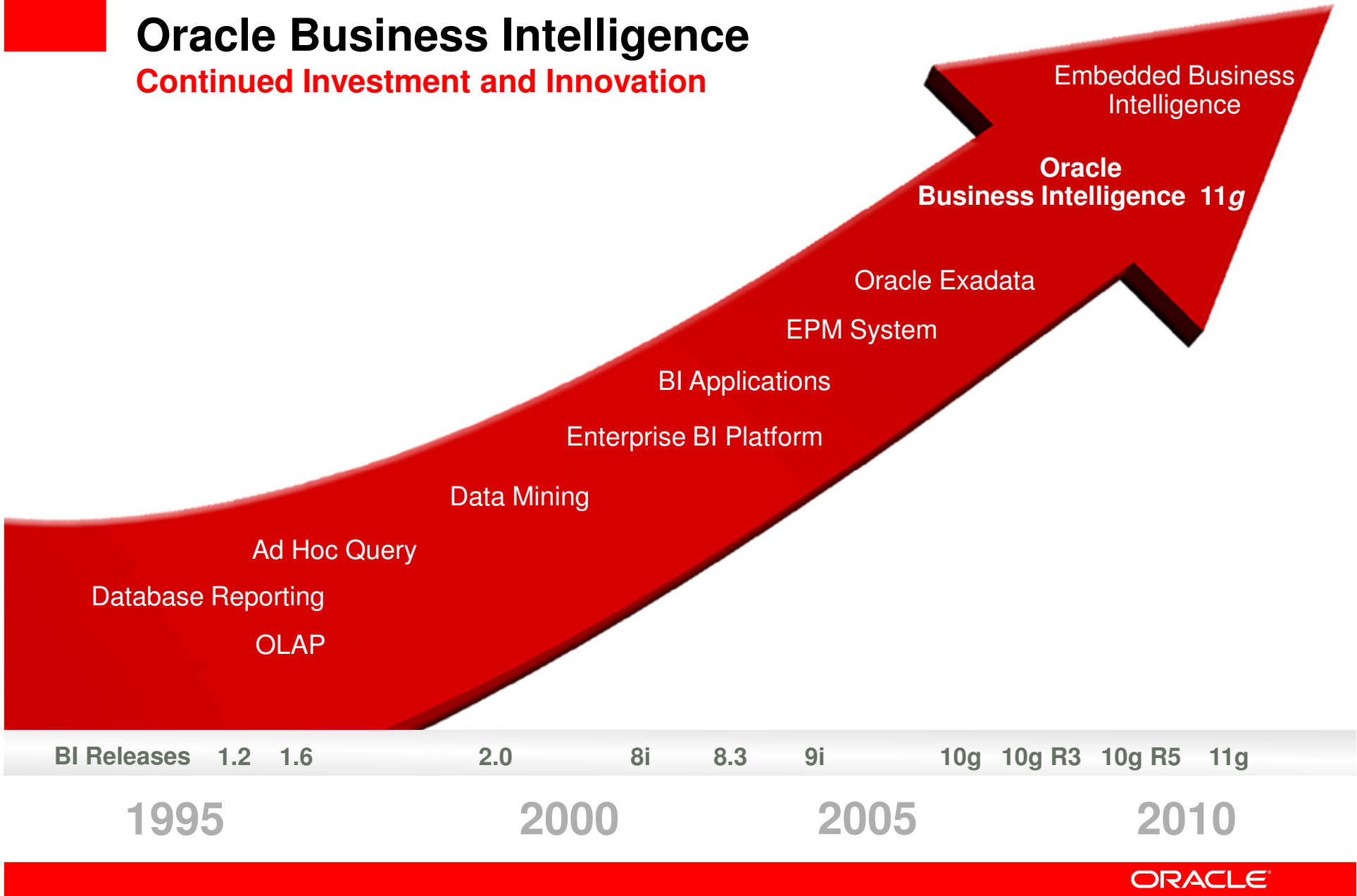
Oracle's New Generation of Business Intelligence Solutions & Innovations

Name
Title



Oracle Business Intelligence

Continued Investment and Innovation





Product Strategy

Overview – Oracle Business Intelligence 11g

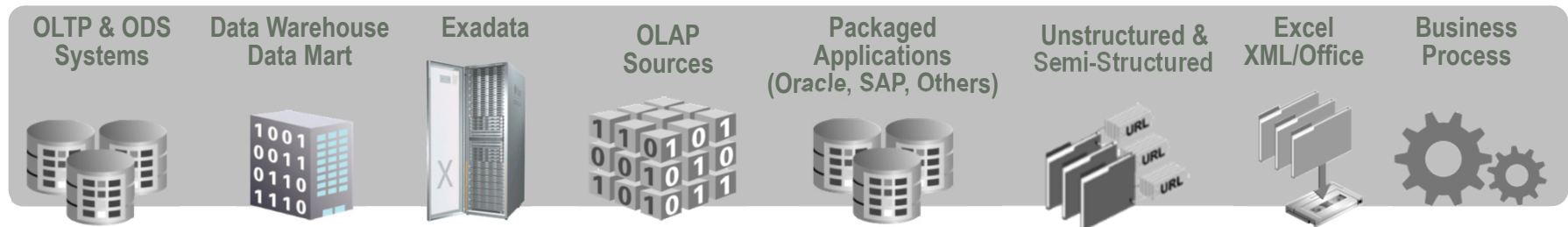
- Delivers best-of-breed products for Query and Analysis, OLAP, Reporting, and Scorecards
- On a complete, open, and architecturally unified Business Intelligence Foundation
- Coupled with leading packaged business intelligence and enterprise performance management applications
- Providing customers with superior alignment, visibility, and fastest time to value

Complete.

Oracle Business Intelligence 11g



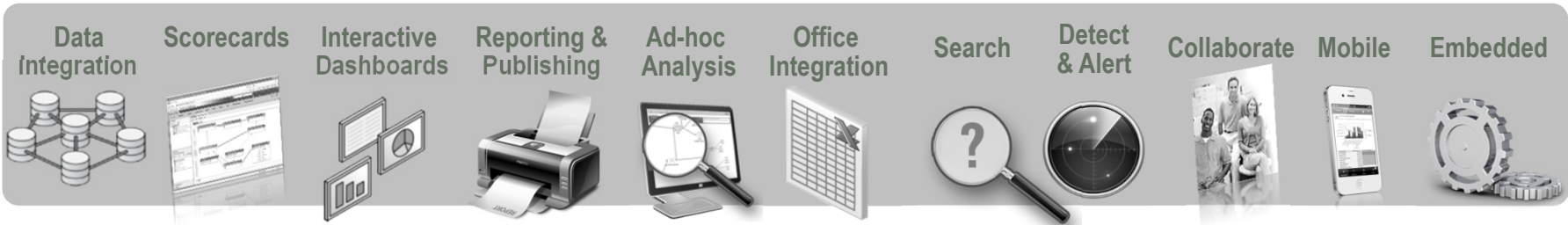
Common Business Intelligence Foundation



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Open.

Oracle Business Intelligence 11g



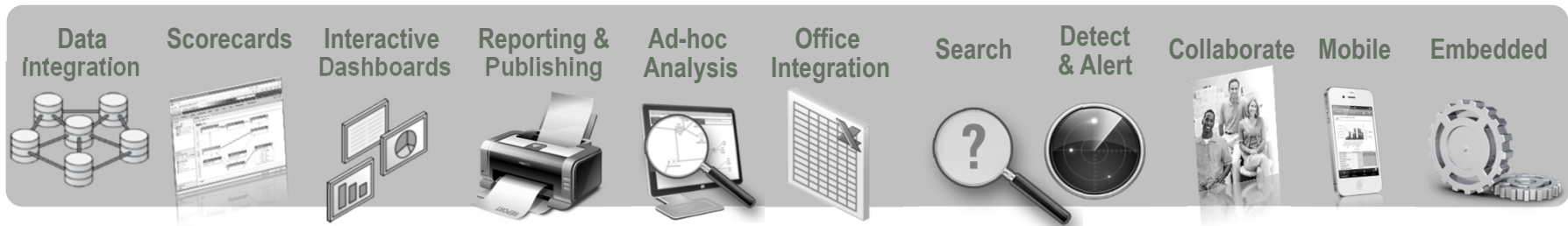
Common Business Intelligence Foundation



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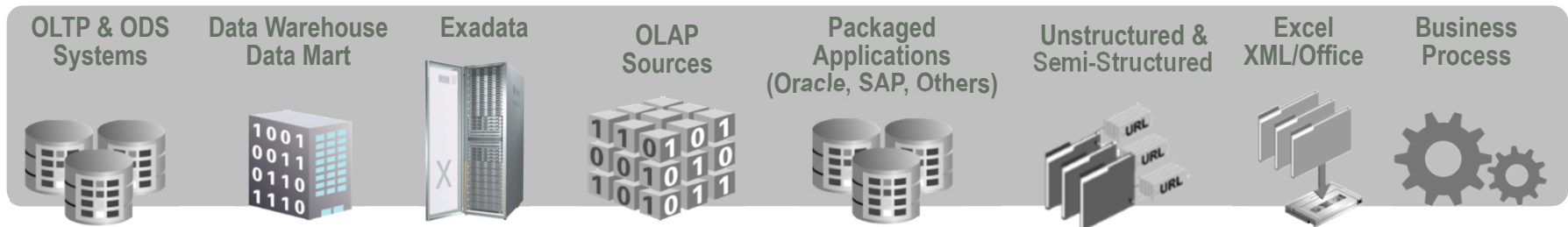
Integrated.

Oracle Business Intelligence 11g



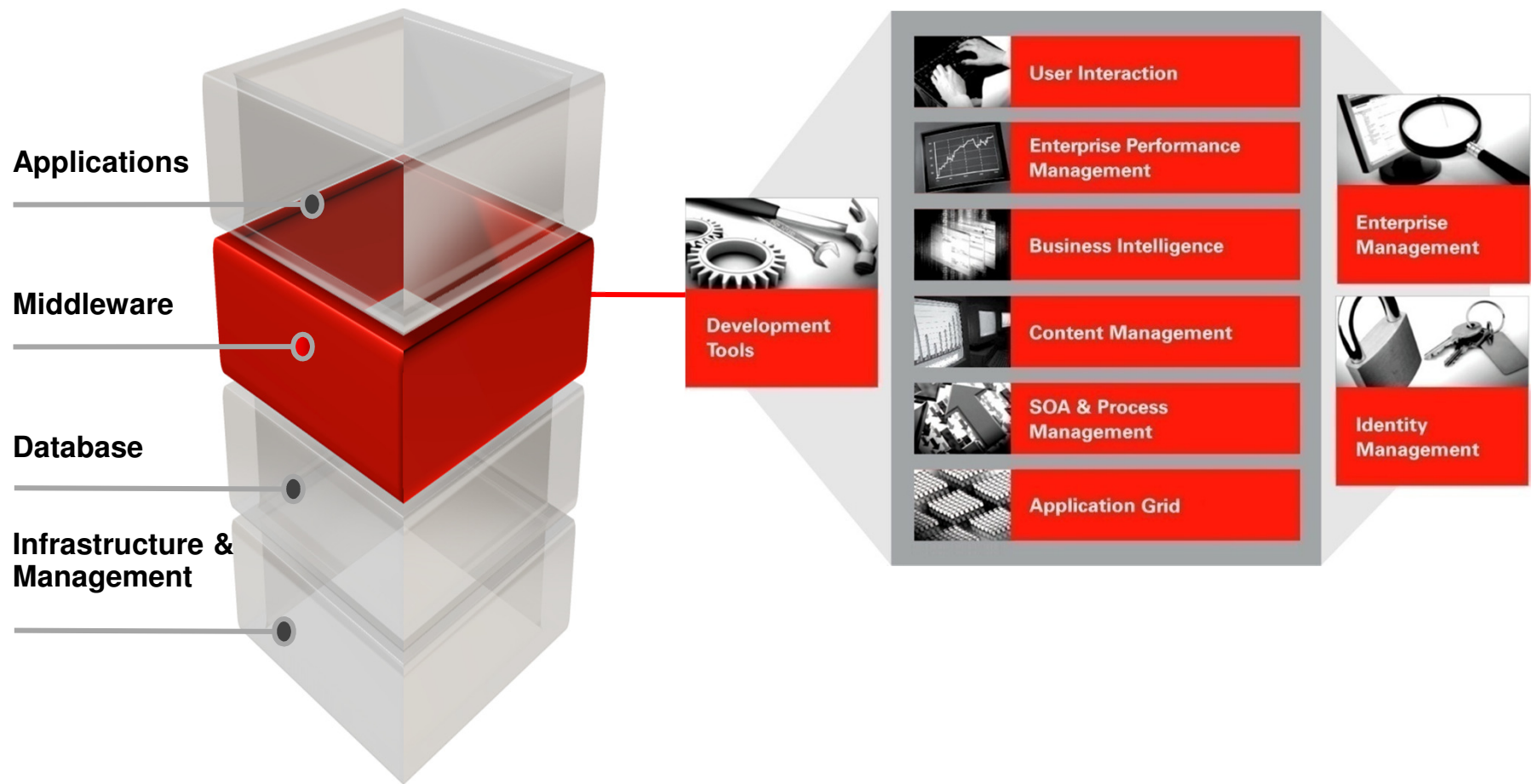
Common Enterprise Information Model

- Common Metadata Foundation across all Data Sources
- Common Security, Access Control, Authorization, Auditing
- Common Request Generation and Optimized Data Access Services
- Common Clustering, Workload Management, & Deployment
- Common Systems & Operational Lifecycle Management



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Part of Oracle Fusion Middleware



ROLAP

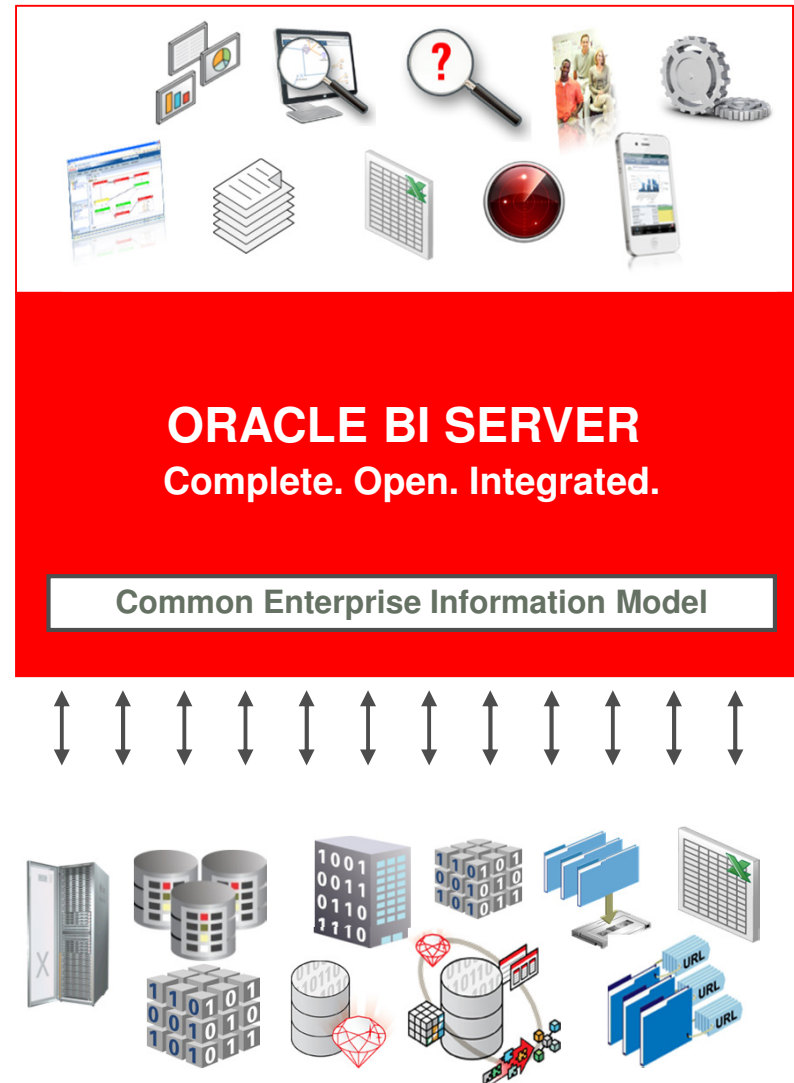
Query & Analysis



Oracle BI Server EE

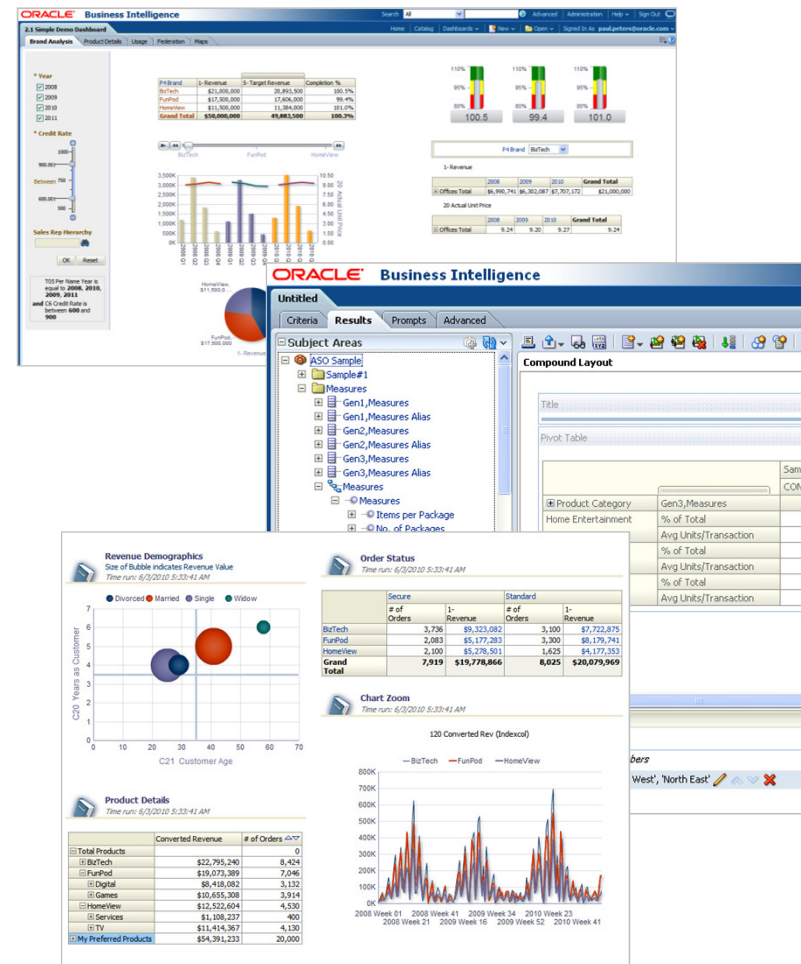
Leading ROLAP Server

- Complete BI Tools Suite
 - Consistent UI, metadata, calculations, data access, security
- Best ROLAP Performance
 - Intelligent Request Generation
 - Intelligent Function Shipping
 - With multi-pass calculations
 - Intelligent Aggregate Navigation
 - Intelligent Caching
 - Optimized Distributed Data Access
- Multi-user Development
 - Enterprise consolidation & scale
- Heterogeneous Data Sources
 - Relational, OLAP, unstructured



Best-in-Class Query & Analysis User Interface

- Powerful dashboards
 - Visually appealing
 - Intuitive
 - 100% thin client
- Across all styles of analysis
 - ROLAP, MOLAP, Scorecards, Reporting, Collaboration, Actions
- Across all data sources
 - Simplified model for users
 - Federated data access
 - On-the-fly calculations, even with complex share and time series
 - Custom members & groups
 - Share, collaborate, & publish
 - Consistency & alignment



MOLAP

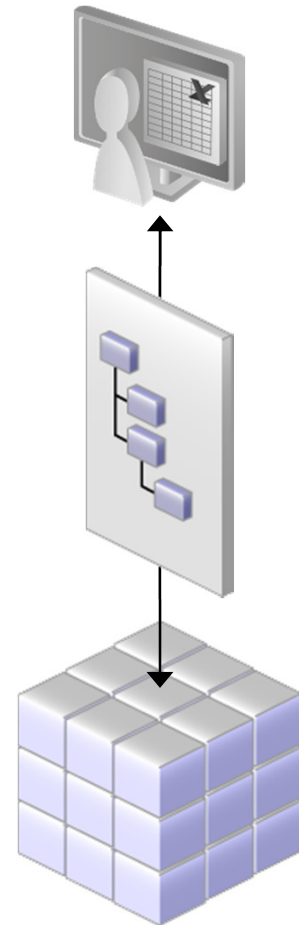


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Oracle Essbase

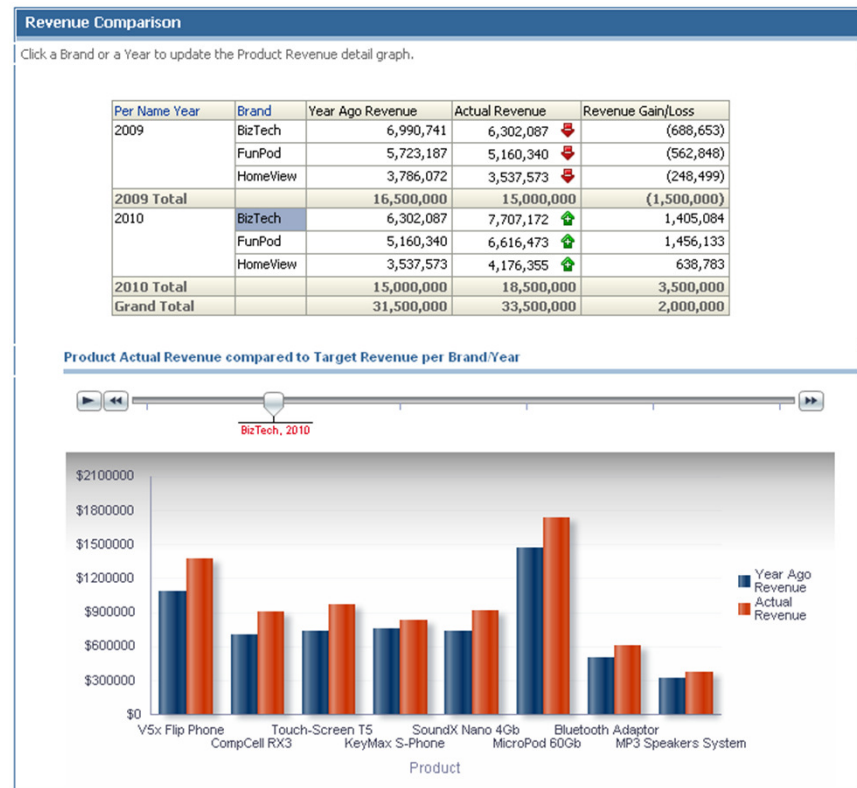
Leading MOLAP Server

- Self-Service and Departmental Analysis
 - Forward-looking: Prediction & what-if analysis
 - Simple to model complex business scenarios
 - Sophisticated, cross-dimensional calculations
 - Procedural, financial, time series & custom calculations
 - Custom analytic applications
 - Multi-user write-back
- Best MOLAP Performance & Scalability
 - Flexible storage – Block, Aggregate & Hybrid
 - Optimized load performance, trickle feed
 - High-availability clustering
 - Benchmarked sub-second response time with 20,000 concurrent users, 15 dimensions, 1 billion records
- Integrated with Oracle BI and Oracle EPM
 - Shared metadata, calculations, dimensions, security



Best-in-Class MOLAP User Interface

- First, seamless ROLAP & MOLAP Browser Interface
- OLAP Query Building with member selection
 - Member selection
 - Calculated members
 - Hierarchical calculations
 - Custom aggregates
- Navigate across relational and multidimensional sources
 - Shared metadata, calculations, dimensions, security
 - Ragged & skip-level hierarchies
 - Performance for each source
- Microsoft Office Integration

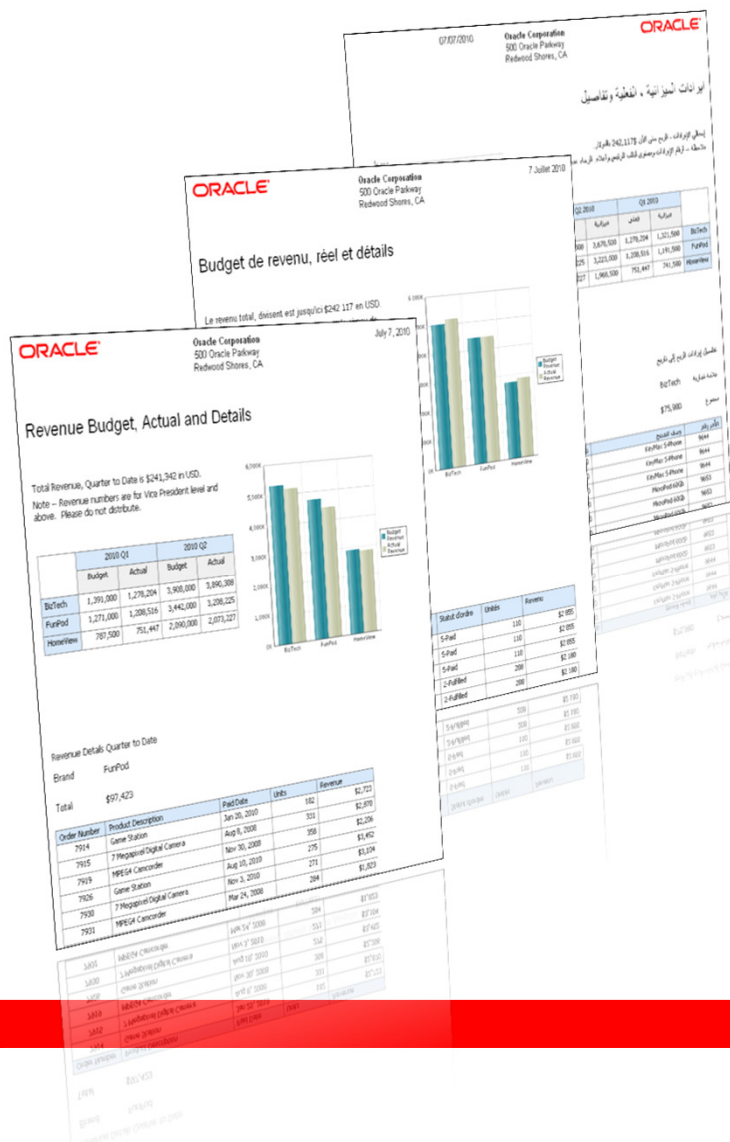




Enterprise Reporting

ORACLE®

Oracle BI Publisher Leading Report Server



- Lightweight, easy to use
 - Easy to embed: 5 MB Download
 - Relational, OLAP, unstructured sources
 - Multiple output formats: XML, HTML, Word, PPT, PDF, RTF, Open Office, ...
- Powerful & highly scalable server
 - 1,000,000 Reports/Hour on 2 CPUs
 - Highly scalable: Optimal resource and print queue management
 - Active-Active clustering
- Separates data extraction, formatting, delivery models
 - Dynamic font substitution
 - Dynamic language substitution
 - Pre-packaged reporting templates
 - Integrated with Oracle BI Catalog

Best in Class Report Builder

- 100% pure thin client interface
 - No plug-ins, native AJAX
- 100% lifecycle support
 - Access data, design, schedule, manage all in thin client
- For interactive reporting
 - Web-centric design
- For production reporting
 - Pixel-perfect documents
- Microsoft Office Integration
 - Excel, PowerPoint, Word
 - Microsoft Office 2003, 2007 & 2010

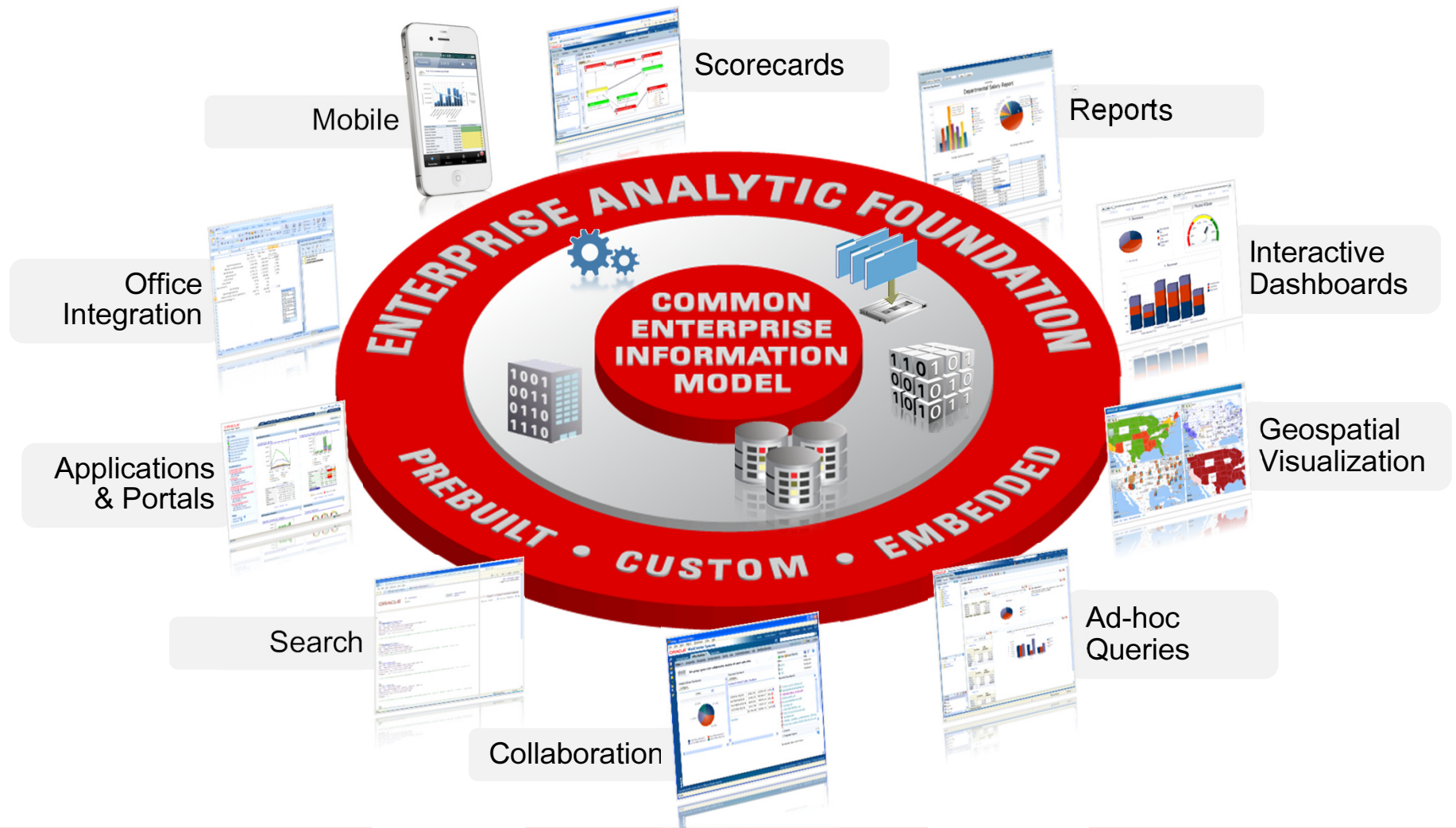


End User Experience

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Most Powerful End User Experience

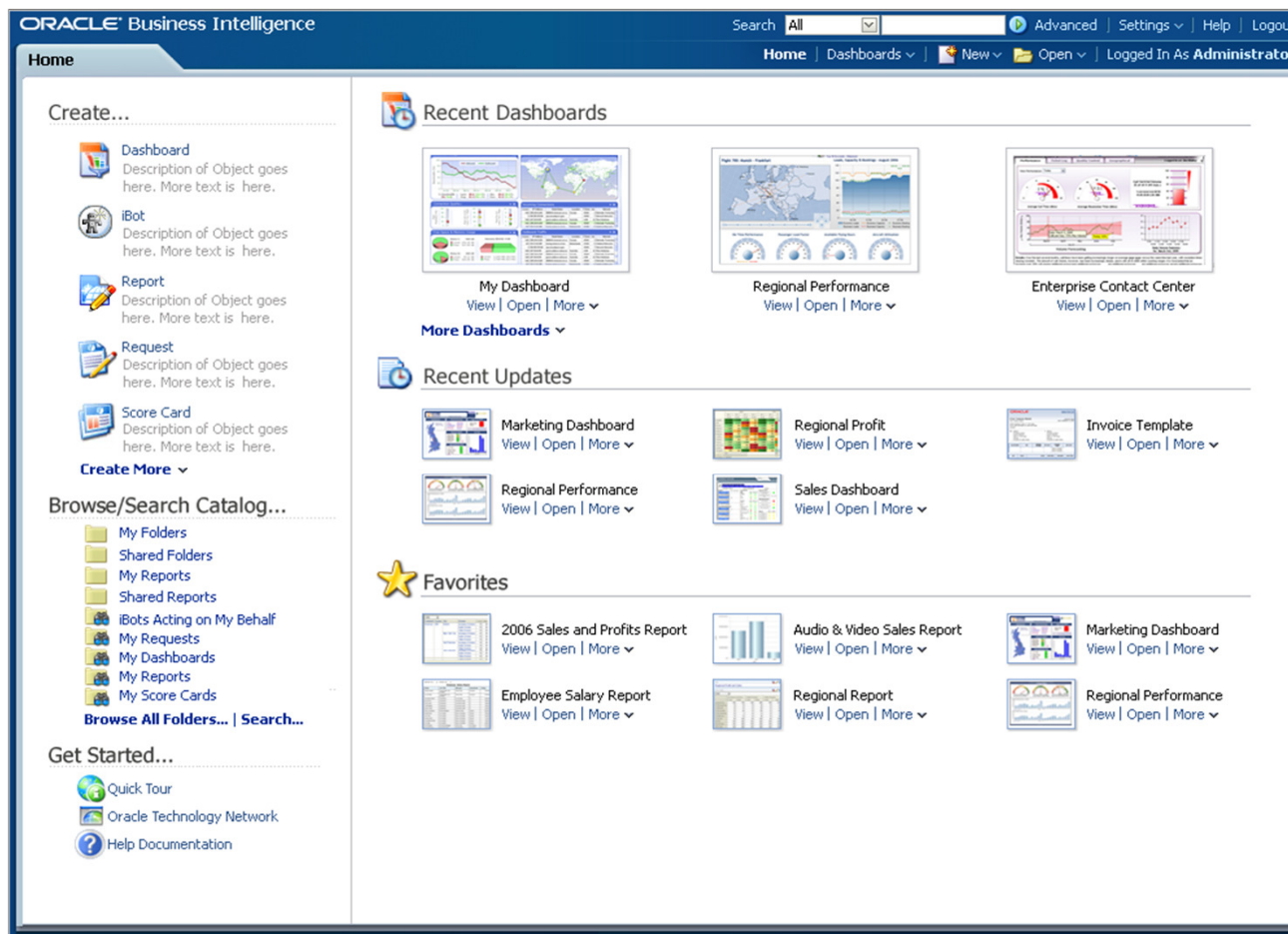
Complete. Consistent. Accurate.



ORACLE®

Task Oriented User Experience

Focus on the Answer, Not the Tool

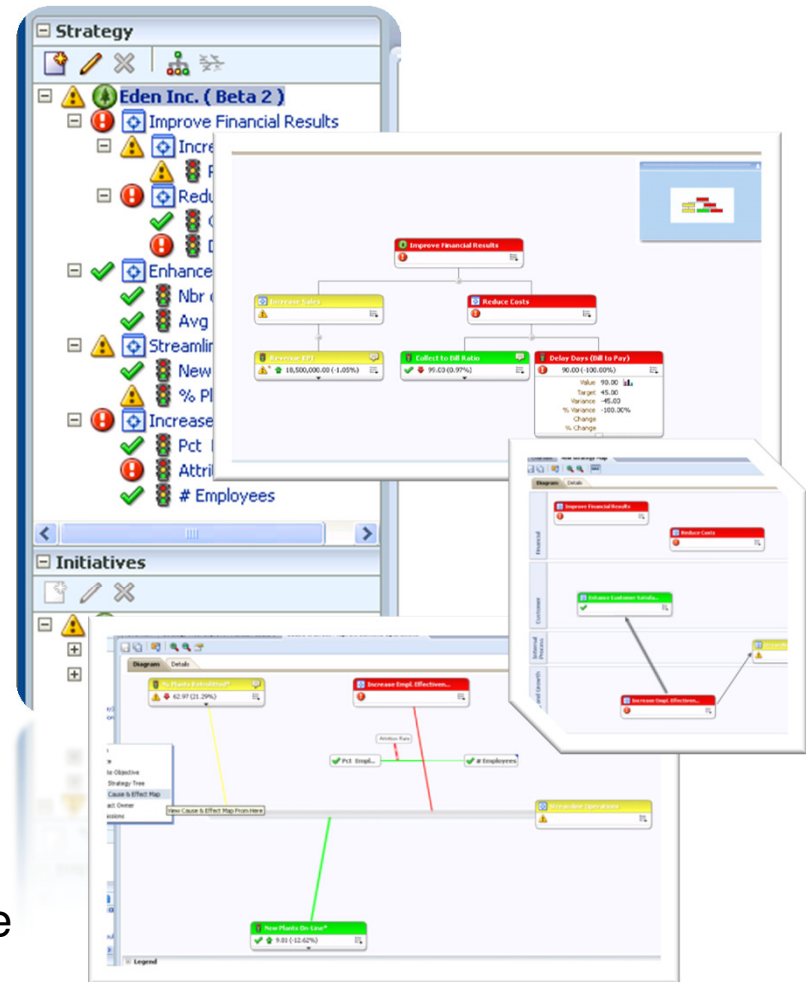


- Extensive user interface improvements
- Find what you want quickly
- Do want you want easily

Oracle Scorecard and Strategy Management

Strategy Management & Goal Setting

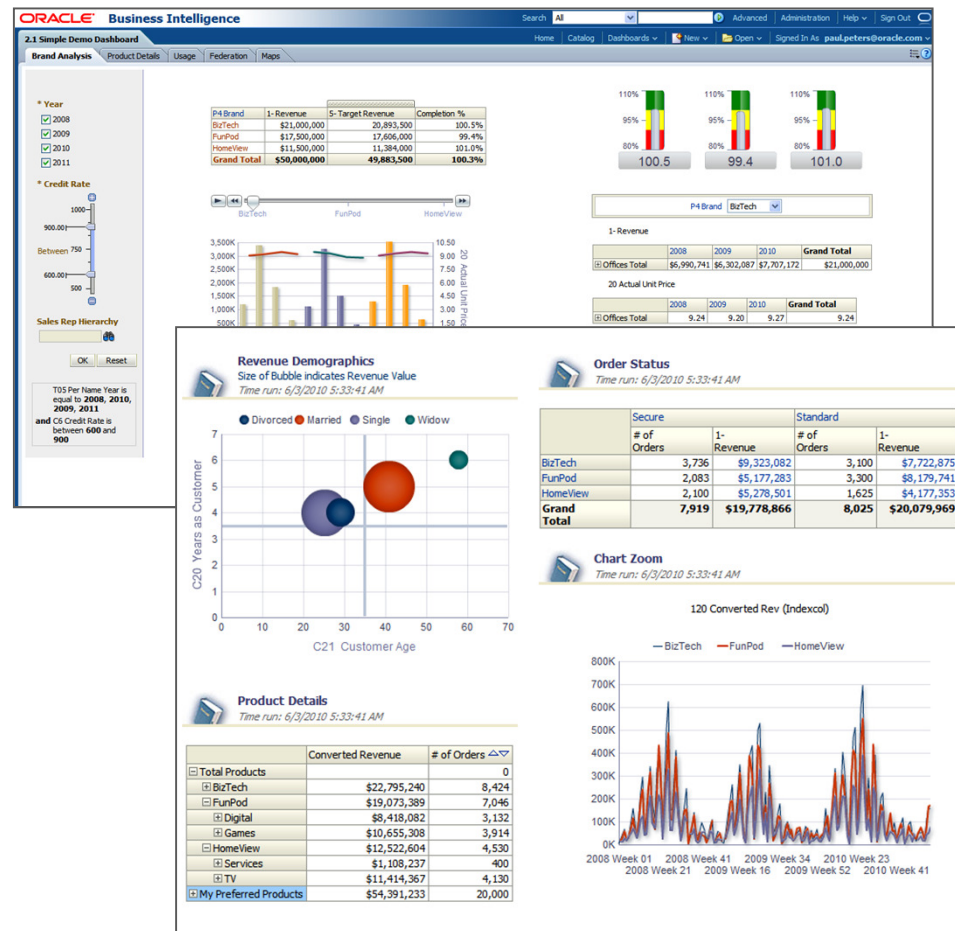
- Integrated BI component
 - KPIs as core metadata
 - Thresholds, owners, history
 - Auto-generated interactive analyses
 - Linked objectives & initiatives
- Automatic detection
 - KPI alerts triggered by thresholds
- Strategy visualization
 - Strategy Maps and Trees
 - Cause and Effects
 - Watchlists
 - Annotations & override
- All methodologies
 - Balanced scorecard, six sigma, Baldrige



New Interactive Visualizations

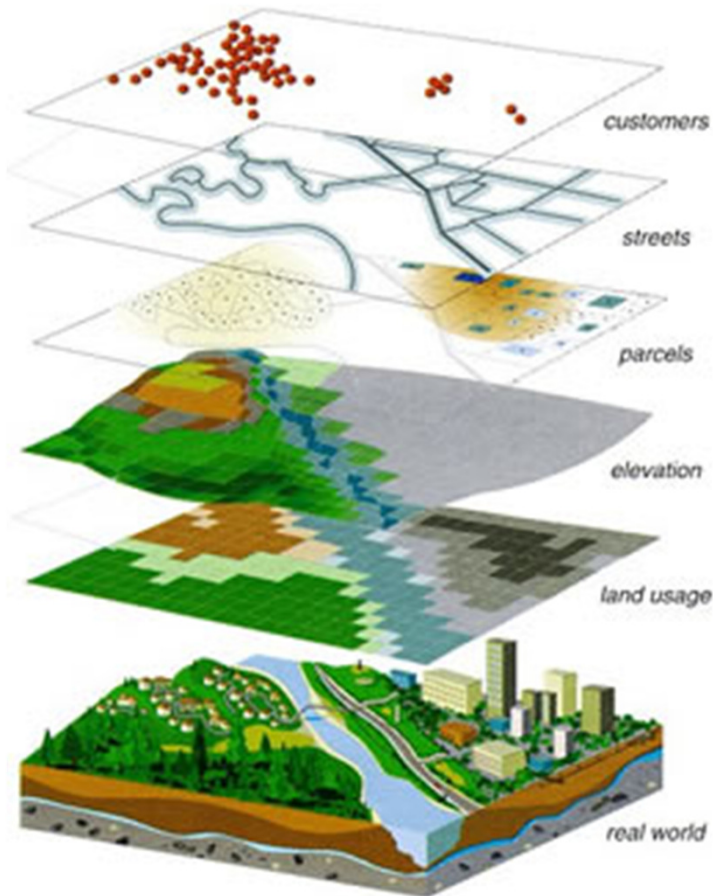
Gain Insight Quicker with Greater Visibility

- Rich Interactive Visualizations
- Animated transitions
- Range and Paging sliders
- Legend-based interactions
- Master-Detail linking
- Extensive and extended set of chart types
- Consistent, hi-fidelity charting across Oracle product line



Spatial Intelligence

New Depth and Breadth of Analysis



- Most BI data *already* contains geographic dimension of analysis
- Deliver deeper analytical insights through Spatial visualisation and data
- Increase the ROI of BI & GIS systems

In effect, Oracle is "flipping the switch" and turning spatial into a product feature when such a capability is needed. **It will be daunting to compete against this company.**

Microsoft, beware... we haven't heard much about geospatial and SQL Server integration lately... you are in danger of becoming a non-player. And IBM continues to play with ESRI only, and resists striking out on its own in what could be a missed opportunity.



Oracle BI Search

Secure Enterprise Search

- All BI objects are searchable
 - Metadata, dimensions, prompts, hierarchies, reports, ...
 - All data sources
 - Full text search
- Full security enforced
 - Functional & data security
- For users
 - Easily locate reports, analysis and dashboards
 - Execute selected report with correct context
- For analysts
 - Find all objects affected by business model changes

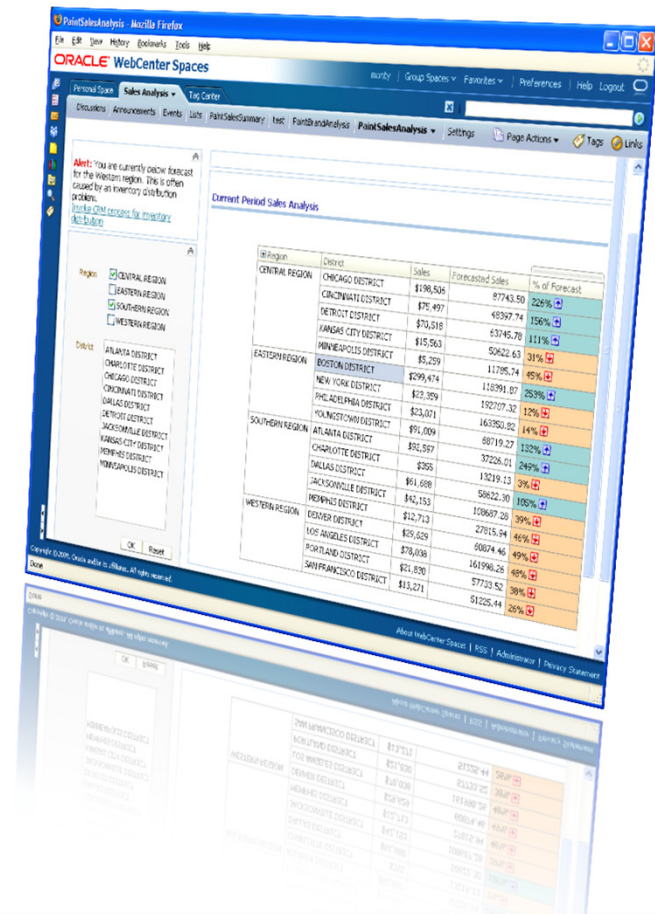
The screenshot displays the Oracle BI Search interface. At the top, the Oracle logo is visible. A search bar contains the text 'Funpod 2010 product', and a 'Search' button is next to it. Below the search bar, it indicates 'Results 1 - 10 of about 47 matches'. On the left, a 'Narrow Top 47 Results By' section shows a tree view with 'Topic (47)' expanded, listing items like 'biztech funpod homeview (38)', 'biztech funpod homeview null (34)', 'oracle bi request report (32)', 'oracle (25)', and 'weblogic (12)'. On the right, search results are shown, including 'Brand Analysis' and 'Eden Inc.'. Below the search results, a dashboard titled '2.1 Simple Demo Dashboard' is displayed. The dashboard has tabs for 'Brand Analysis', 'Product Details', 'Usage', 'Federation', and 'Maps'. The 'Brand Analysis' tab is active. It features a 'Year' filter with checkboxes for 2008, 2009, 2010 (selected), and 2011. A 'Credit Rate' slider is also present. To the right, a table shows revenue data for various brands.

P4 Brand	1- Revenue	5- Targ Revenue
BizTech	21,000,000	
FunPod	17,500,000	
HomeView	11,500,000	
Grand Total	50,000,000	

Oracle BI Collaboration

WebCenter Workspaces & Collaboration

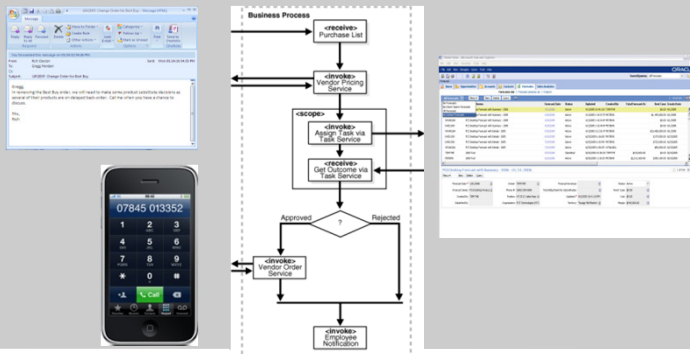
- Integrated with WebCenter
 - Search, tagging, tag clouds
 - Linking & document association
 - Discussion forums
 - Chat, presence, & real-time collaboration
 - Workspaces
 - Community lists
- Business Intelligence in portals
 - Dashboards, dashboard pages, scorecards, reports embeddable
 - Standards-based portlet integration
 - Context passing & run-time editing
 - Personalization & skinning
 - Oracle & other portals



ORACLE

First Closed-Loop Business Intelligence Solution

THE OLD WAY



Disconnected. Open Ended.

The New Way: ACTION FRAMEWORK



Integrated. Actionable.

ORACLE®

Oracle BI Action Framework

Alerting & Insight-to-Action

FULLY AUTOMATIC

Sense

- Detect business events & conditions.

Respond automatically

- Generate and deliver reports
- Alert and Notify users
- Initiate business Processes and workflows

Monitor Progress

- Track resolution and progress

HUMAN-DRIVEN

Define actions

in response to insights

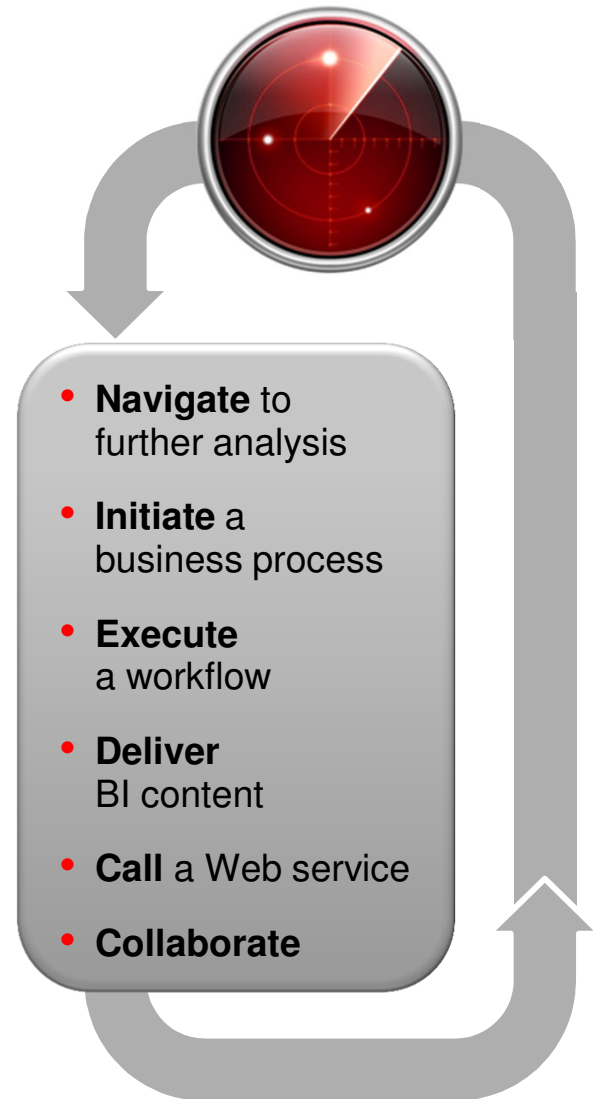
- Associate with key business conditions

Navigate

- Guide users to relevant analysis, web content and transactional systems

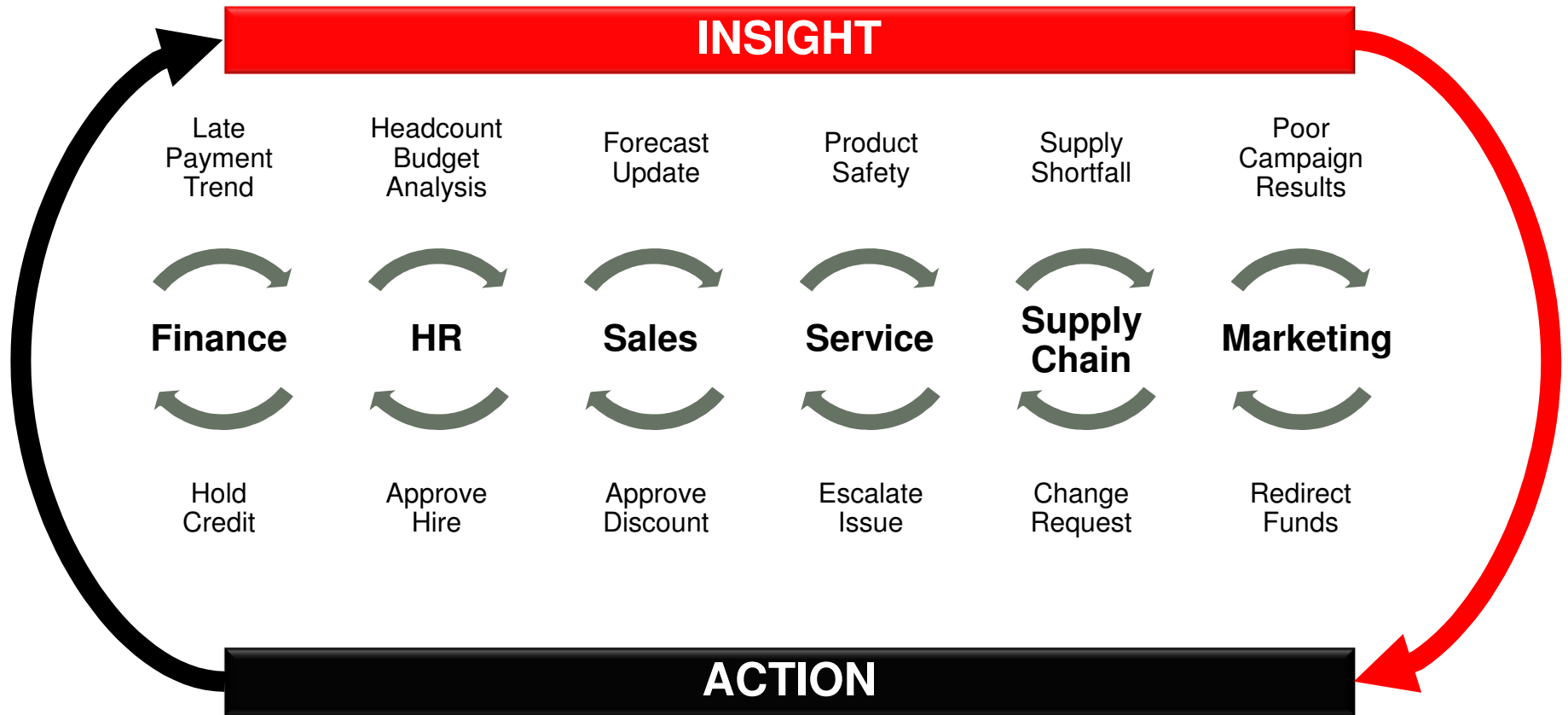
Take Action

- Initiate workflows & business processes



Value of Linking Insights to Action

Shortens Decisioning Cycle Time





Deployment, System Management, Performance & Scalability

Oracle BI Operational Management

Comprehensive Support in Enterprise Manager

- Unified systems management
 - Across all components
 - Across entire lifecycle
- Performance monitoring & tuning
 - Diagnostics & troubleshooting
 - Across single instance & clusters
 - 1-click scale-out & online clustering
 - Dynamic capacity management
- Automate all operational tasks
 - Develop, test, deploy
 - Scale-out & tune
 - Patch & upgrade cycles
 - HA patching (rolling restart)





Best in Class Performance, Scalability & Availability

- Performance
 - 100s of performance optimizations
 - 64-bit memory optimizations
 - Native huge page support
 - Support for multi-grain cache objects
 - Improved cache seeding & query rewrite
 - Improved local execution on in-memory cache for better reuse
- Massively scalable with flexible deployment options
 - Terabytes of data, 10s of thousands of concurrent users
 - On-premise single node or clustered
 - SaaS with single tenant or multi-tenant
 - Standalone or embedded
- Highly available with Active-Active Clustering
 - Automated user session & query failover
 - Online hot patching
 - Automated failover to disaster recovery

Oracle BI Security

Integration with Identity Management

- Strong security
 - Comprehensive SSL
 - Encrypted metadata catalog
 - Report encryption, watermarking & signing
- Authentication & Single Sign-On
 - Strong Authentication
 - Integrates with corporate directories
 - Integrates with corporate SSO
 - Externalizes authentication
 - Easy to configure & setup
- Application roles & authorization
 - Comprehensive set of application roles
 - Externalized for all metadata & data
 - Flexible authorization model
- Centralized auditing





Performance and Scalability

Oracle Business Intelligence

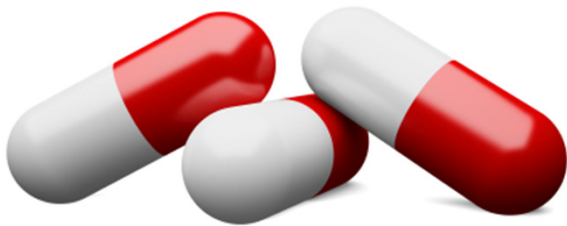


- Over 1 Million named users
- Peak concurrency: 30,000 – 50,000 users
- 20 TB data



Performance and Scalability

Oracle Essbase



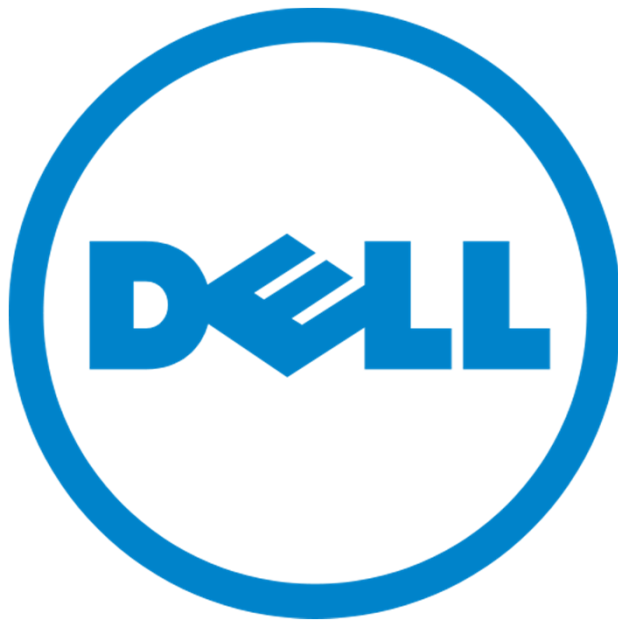
Large Research-Based Pharmaceutical

- 2 Billion rows loaded
- Largest dimension:
1.7 million members
- 95% Sub-second response time



Performance and Scalability

Oracle Business Intelligence Publisher



- >20,000 Documents per hour
- 60,000 to 80,000 Pages per hour
- CPU Load < 5%
- 18 Languages

Performance and Scalability

Oracle Business Intelligence + Exadata



Large US Grocery

- Up to 457x Faster queries
- 1 second vs 7.6 minutes



Global Bank

- 9.2x to 27.6x Faster queries

Major US Bank

- 14x – 752x Faster queries,
- 5 hour query reduced to 17 seconds



Foundation for Packaged Applications

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Foundation for Packaged Applications

Overview – Oracle Business Intelligence 11g

- Embedded in Oracle's leading ERP, HCM, CRM, SCM applications
- Foundation for leading packaged Business Intelligence Applications
- Foundation for leading Enterprise Performance Management applications
- Oracle Business Intelligence works with other leading packaged applications

Embedded in Oracle Applications

ORACLE®
E-BUSINESS SUITE

ORACLE®
PEOPLESFT ENTERPRISE

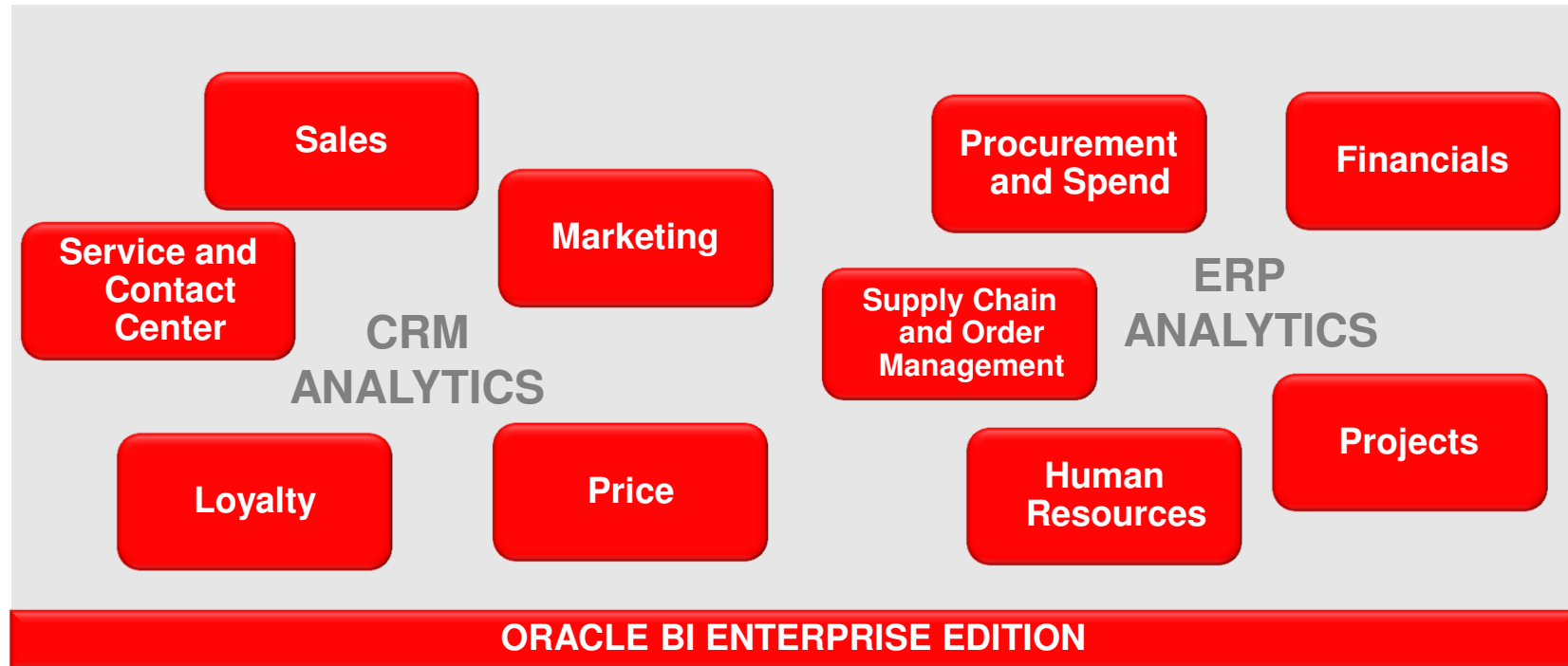


ORACLE®
SIEBEL

ORACLE®

Packaged BI Applications

Business Intelligence EE 11g



ORACLE®

PeopleSoft®

SIEBEL

J D E D W A R D S™

SAP

AND OTHER OPERATIONAL AND ANALYTIC SOURCES

ORACLE®

Packaged EPM Applications

Business Intelligence EE 11g & Essbase 11g



Industry leading Performance Management Applications for
Oracle, SAP and other systems



Integrated with SAP Applications

Business Intelligence 11g

89%

**SAP customers in
Fortune Global 500
use Oracle BI/EPM**

- **SAP BW**
 - Fully supported source for Oracle BI, BI Publisher
 - Integrate into Oracle BI Common Enterprise Information Model
 - Mix with other corporate data sources in consistent Oracle BI user interface
- **SAP R/3 and ECC**
 - Source for Essbase
 - Source for BI Publisher
 - Source for EPM Applications
 - Source for BI Applications

Summary



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Oracle Business Intelligence 11g

Summary

- Delivers best-of-breed products for Query and Analysis, OLAP, Reporting, and Scorecards
- On a complete, open, and architecturally unified Business Intelligence Foundation
- Coupled with leading packaged business intelligence and enterprise performance management applications
- Providing customers with superior alignment, visibility, and fastest time to value

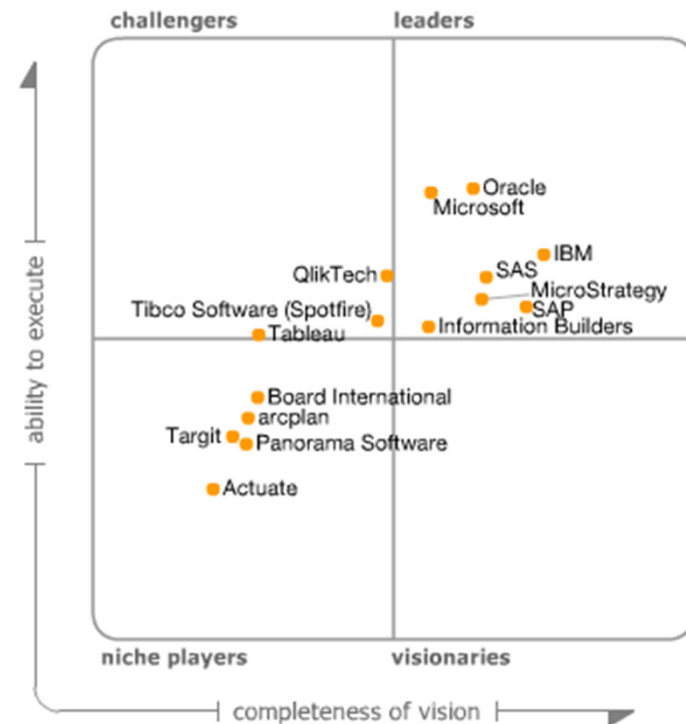
Oracle Positioned in Leaders Quadrants

Gartner Magic Quadrant for Business Intelligence Platforms

Magic Quadrant for Business Intelligence Platforms, 2010

Magic Quadrant for CPM Suites, 2010

Magic Quadrant for Data Warehouse Database Management Systems, 2010



As of January 2010

Source: Gartner, Inc., "Magic Quadrant for Business Intelligence Platforms, 2010" by Rita Sallam, Bill Hostmann, James Richardson, Andreas Bitterer, 29 January 2010.

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from Oracle.

ORACLE



Oracle Business Intelligence 11g

Most Complete. Most Integrated.

	Oracle	SAP
Integrated BI Applications	✓	
Common Enterprise Information Model	✓	
Integrated OLAP Server	✓	
Unified Tools, Common User Experience	✓	
Unified Relational & OLAP Navigation	✓	
Insight to Action	✓	
Integration with EPM Applications	✓	

For More Information

www.oracle.com/businessintelligence11g

The screenshot shows the Oracle Business Intelligence 11g website. The header includes the Oracle logo and navigation tabs: Home, Solutions, Launch Webcast, and Events and Community. A 'Stay Connected' section with social media icons is on the right. The main content area has a red background with the text 'Oracle Business Intelligence 11g' and 'Most complete. Most integrated.' Below this, four bullet points describe the product's features. A circular graphic with a red and white pattern is on the right. A 'Watch the Launch Event Webcast' section includes the text 'Introducing Oracle Business Intelligence 11g', 'Presented by: Charles Phillips, President, Oracle; Thomas Kurian, Executive Vice President, Oracle', and a 'WATCH NOW' button with 'Registration Required' below it. Two sidebars, 'FOR BUSINESS USERS' and 'FOR IT MANAGERS', each have a 'Get Started' button. The footer contains the text 'SOFTWARE. HARDWARE. COMPLETE.' and a link to 'About Oracle'.

ORACLE

Home Solutions Launch Webcast Events and Community Stay Connected: f in t

Oracle Business Intelligence 11g
Most complete. Most integrated.

- The only integrated scorecard application for linking individual to organizational goals
- Simplified deployment, performance monitoring, diagnostics, and optimization
- The most complete, unified environment for visualization, search, and actionable collaboration
- The only solution for federating relational, OLAP, and XML queries

Watch the Launch Event Webcast
Introducing Oracle Business Intelligence 11g
Presented by:
Charles Phillips, President, Oracle
Thomas Kurian, Executive Vice President, Oracle

WATCH NOW
Registration Required

FOR BUSINESS USERS

- Product demos
- Videos, podcasts, and datasheets
- Expert analysis and partner insights

Get Started

FOR IT MANAGERS

- Product demos and technical overviews
- Practical insight from partners and customers
- White papers, videos, and podcasts

Get Started

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- Launch webcast
- Demos
- Videos
- Podcasts
- Technical Whitepapers
- Data sheets
- Events and social media

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