

# Oracle BI Enterprise Edition 11g



## Strategija razvoja Oracle poslovne inteligencije

**hroug**

hrvatska udruga oracle korisnika

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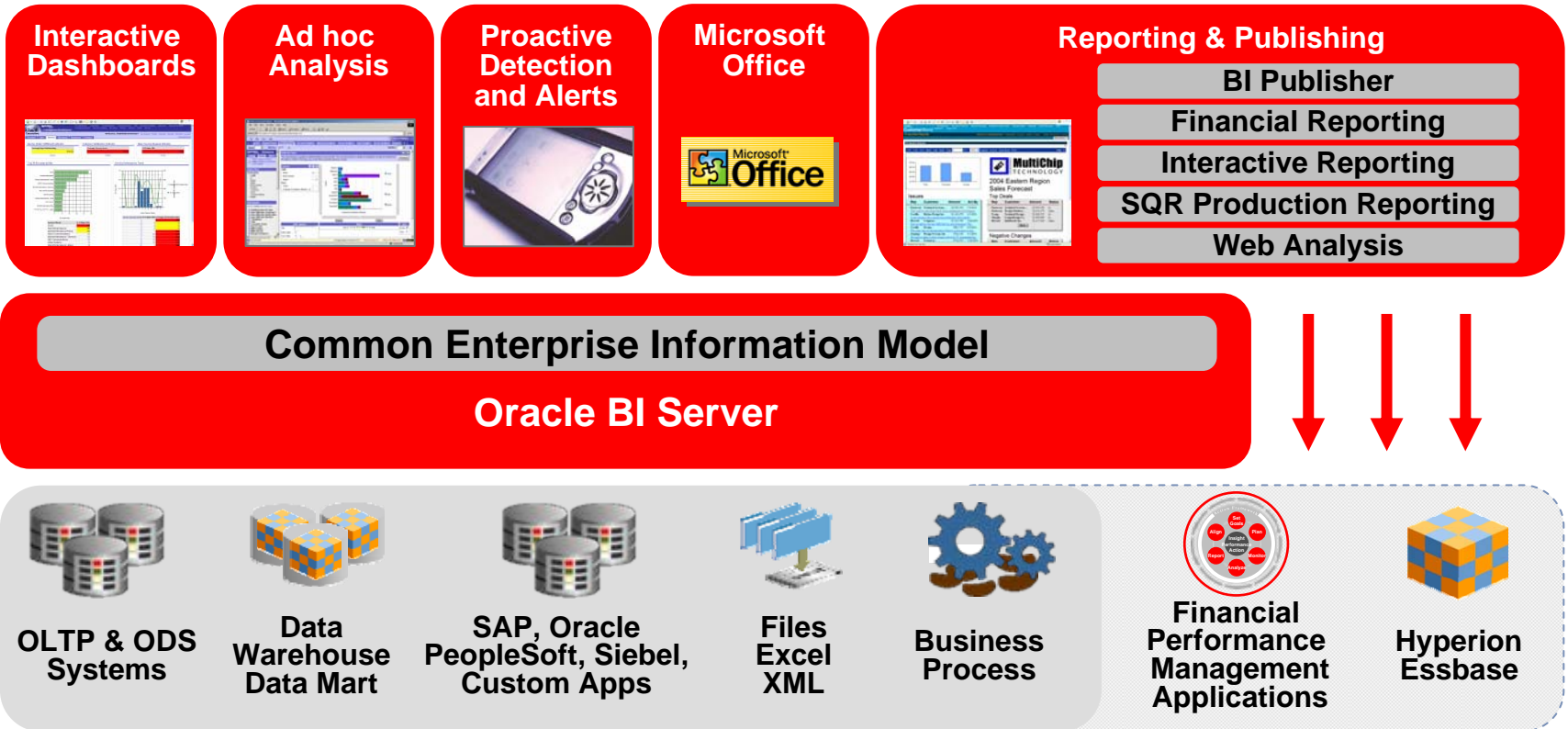
# Oracle BI EE Plus - Centerpiece of BI Foundation

## Advantages:

- ✓ Consolidated and standard-based
- ✓ Seamless user experience across products
- ✓ Unified metadata and shared services

## Advantages:

- ✓ Delivers pervasive fact-based insight across multiple sources
- ✓ Scales to over 1 million users
- ✓ Hot-Pluggable, to work with any customer environment
- ✓ Integrated with EPM System and Oracle Apps
- ✓ Adopted by all Apps Unlimited, GBU, and Fusion product families



# OBIEE 11g Themes and Selected Highlights

## Innovation

- Dimensional user experience on relational, OLAP, mixed sources
- Action Framework and SOA integration
- KPIs as core metadata objects, for reuse

## Integration

- OBI Server + Essbase
- OBI Server + HFM and Planning
- OBI Server + Fusion Apps
- OBIEE + SOA
- OBIEE + Secure Enterprise Search

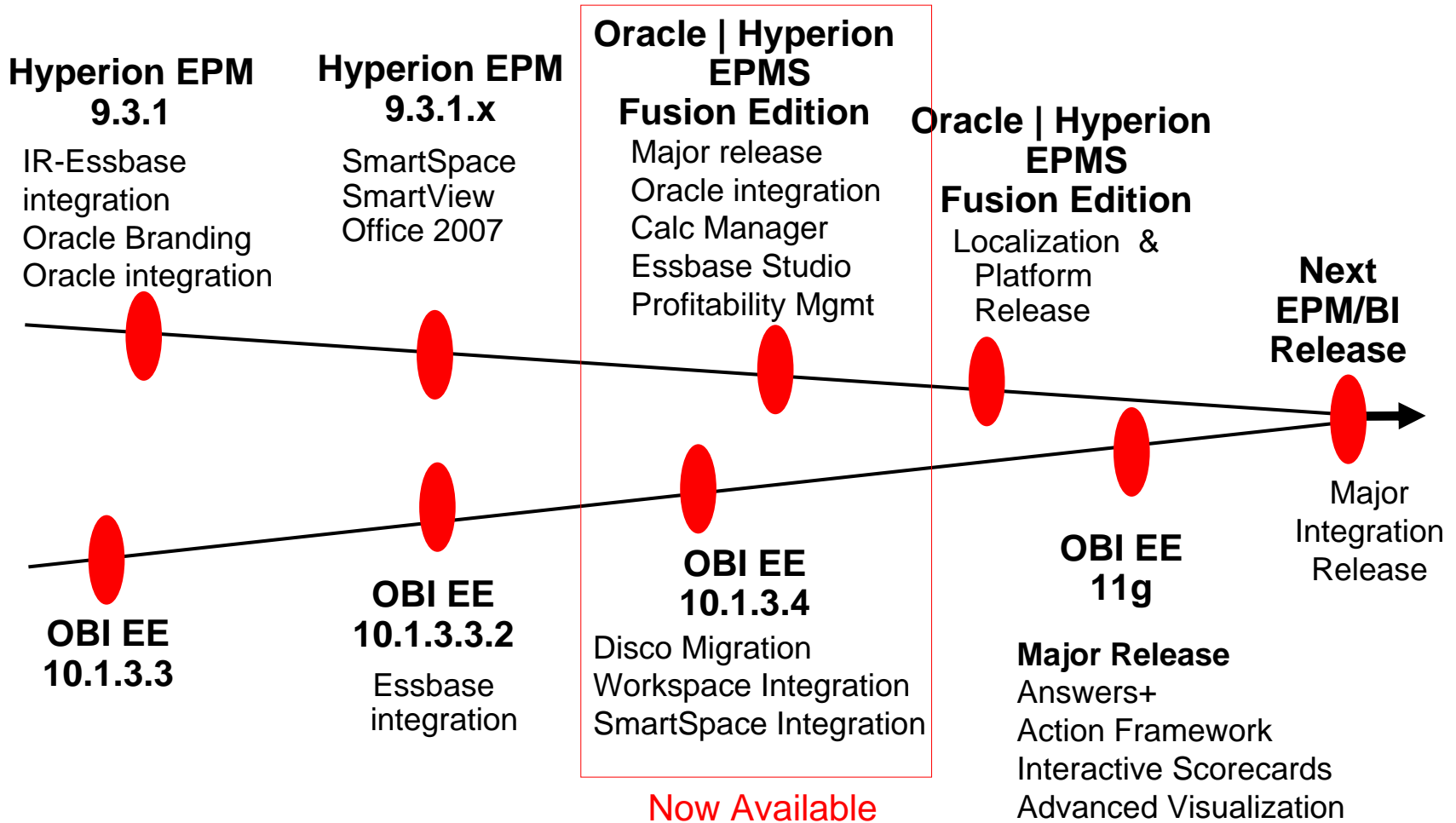
## Customer-Focused Enhancements

- Improved visualization, interactivity, and user experience

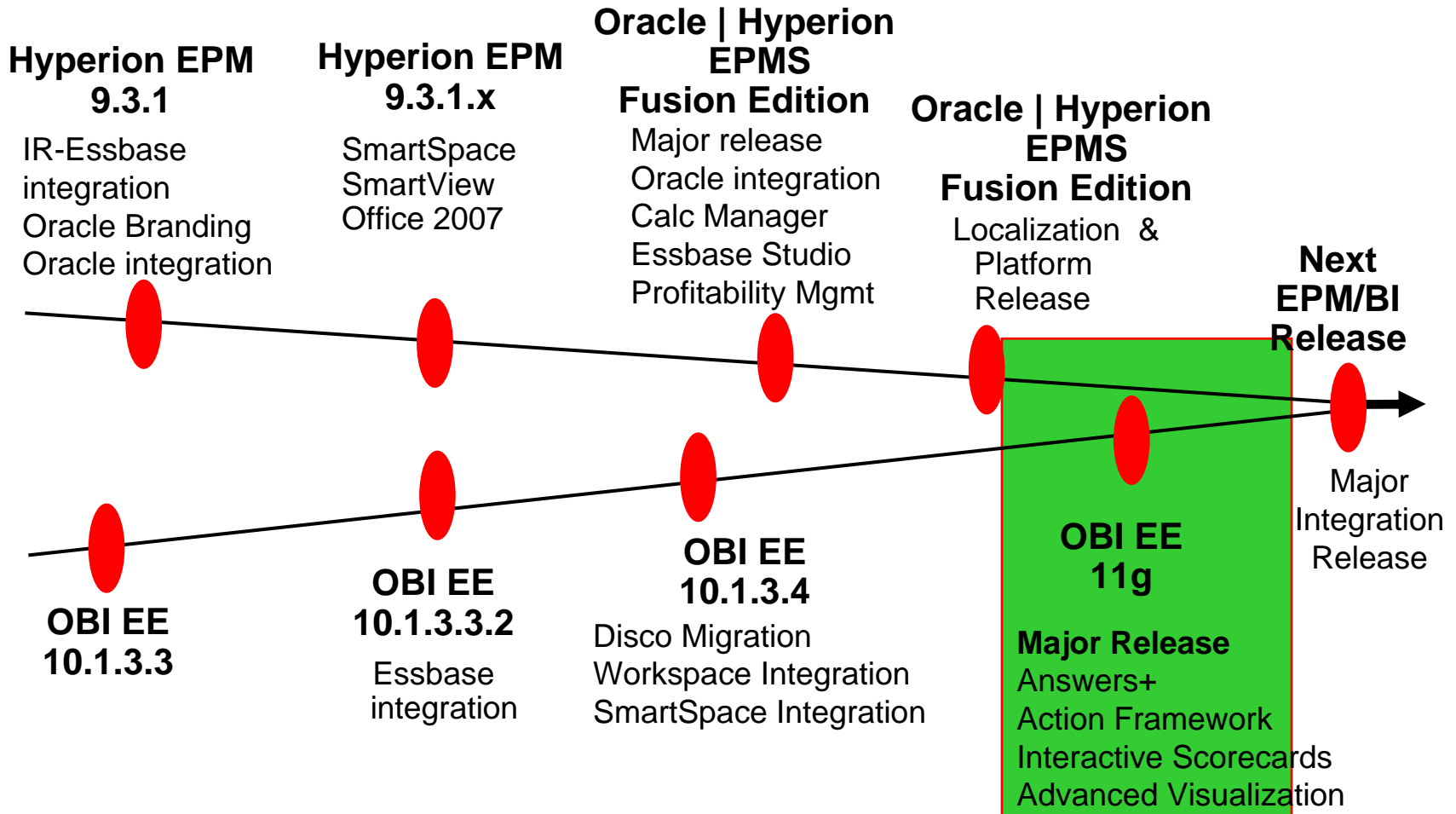
## Leverage Oracle Technology for Competitive Advantage

- Oracle Fusion Middleware
- Oracle Enterprise Manager

# OBI + Hyperion Integration Releases



# OBI + Hyperion Integration Releases



# Improved BI User Interface

## Based on Extensive User Experience Testing

- New BI Home Page
- Task orientation, instead of navigation to individual product components
- BLAF+ compliance throughout

**OBI EE Personalized Start Page**

**More "Task" Oriented design. Personalization, where you've been.**

"This information is not a confirmed release, and timing of any future..."

# Improved BI Visualizations

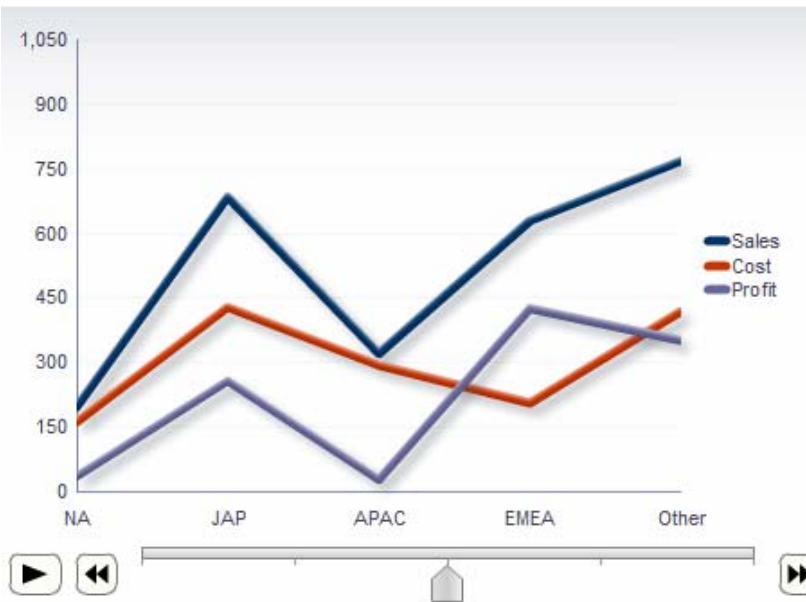
## OBIEE 11g

- Technology
  - Enable use of ADF DVT chart engine
  - Exposed as native views within Answers
  - Fully integrated with BI Action Framework
- Increased visual appeal
- New additional chart types
- Interactivity
  - Animated transitions
  - Master-Detail linking
  - Paging sliders (time, segments)
  - Range sliders
  - Legend-based interactions

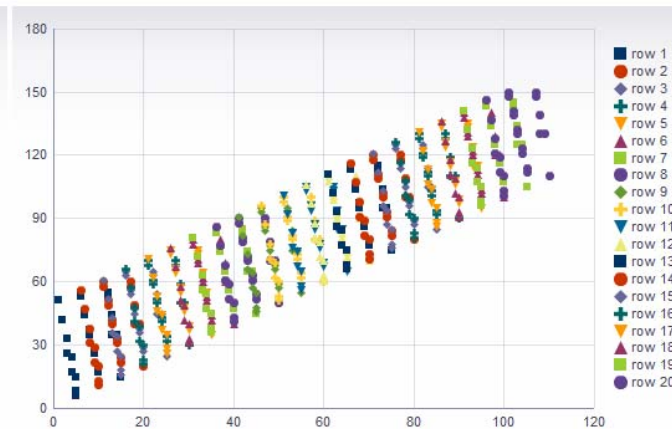
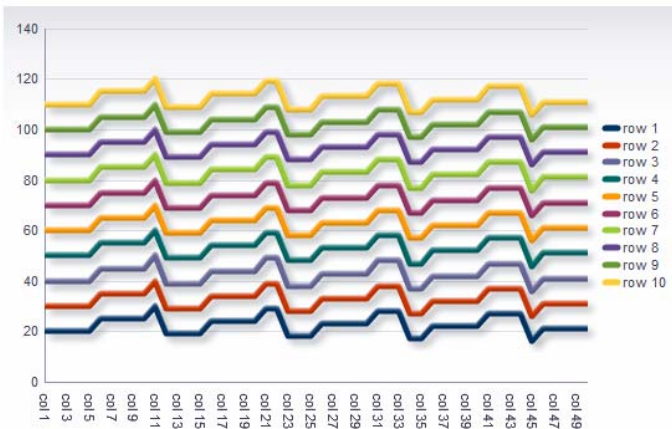




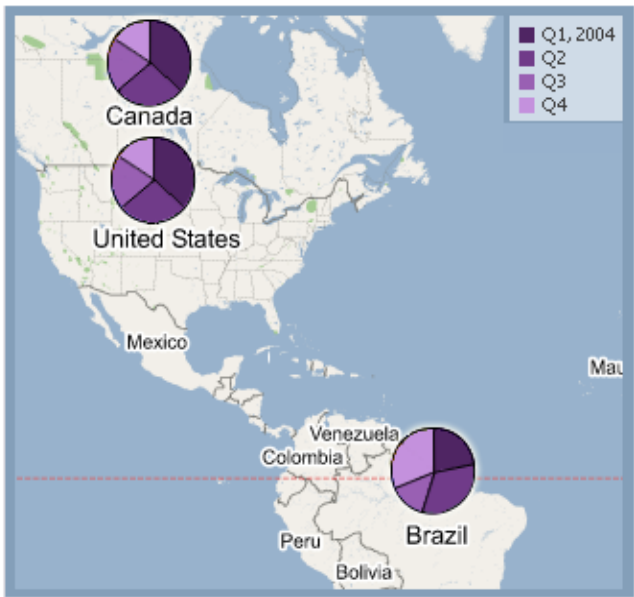
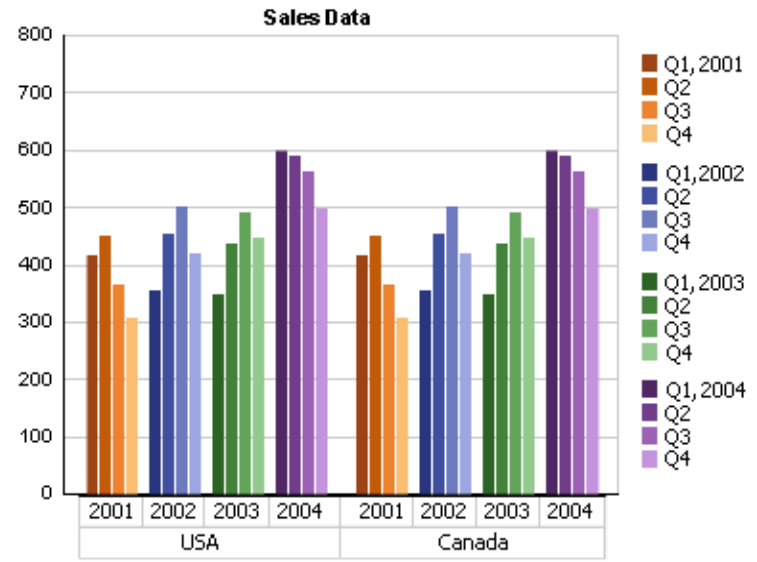
# Fusion - Enable BI PS use of DVT charts



- Range sliders
- Paging sliders – time, segments
- Legend-based interactions
- Master-Detail linking
- Integrated with Action Framework
- Embed inside PDF, PPT
- Widget technology shared with ADF and BI Publisher



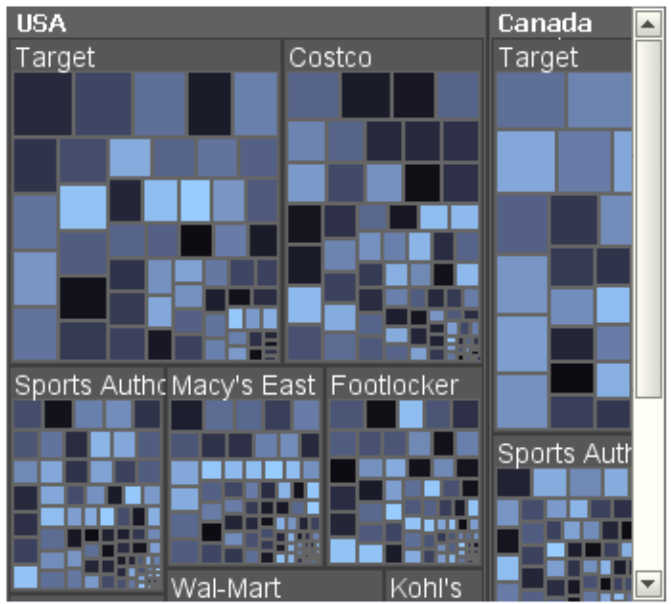
Profit | **Sales**



- New Dashboard Page...
- Apply Saved Customization >
- Save Current Customization...
- Edit Saved Customizations...
- Clear Current Customization
- Create Bookmark Link

|         | 2002   |        |        |        | 2003   |        |        |        |
|---------|--------|--------|--------|--------|--------|--------|--------|--------|
|         | Qtr 1  | Qtr 2  | Qtr 3  | Qtr 4  | Qtr 1  | Qtr 2  | Qtr 3  | Qtr 4  |
|         | Profit | Profit | Profit | Profit | Profit | Profit | Profit | Profit |
| Canada  | 2,500  | 2,000  | 1,250  | 900    | 2,500  | 2,000  | 1,250  | 900    |
| USA     | 2,500  | 1,250  | 250    | 667    | 2,500  | 1,250  | 250    | 667    |
| Mexico  | 1,250  | 900    | 500    | 850    | 1,250  | 900    | 500    | 850    |
| Albania | 1,000  | 900    | 1,500  | 250    | 1,000  | 900    | 1,500  | 250    |
| Belarus | 1,250  | 667    | 1,000  | 250    | 1,250  | 667    | 1,000  | 250    |
| Belgium | 250    | 850    | 1,000  | 500    | 250    | 850    | 1,000  | 500    |
| Croatia | 500    | 1,050  | 667    | 900    | 500    | 1,050  | 667    | 900    |
| Finland | 1,500  | 850    | 850    | 667    | 1,500  | 850    | 850    | 667    |
| France  | 1,000  | 1,150  | 1,050  | 850    | 1,000  | 1,150  | 1,050  | 850    |
| Germany | 1,000  | 1,250  | 850    | 250    | 1,000  | 1,250  | 850    | 250    |
| Greece  | 250    | 1,250  | 1,150  | 250    | 250    | 1,250  | 1,150  | 250    |
| Hungary | 850    | 850    | 2,500  | 500    | 850    | 2,500  | 500    | 850    |

40 Rows, 50 Columns



### Dashboard Objects

- Column
- Section
- Link
- Image
- Embedded Content
- Text
- Folder
- BI Publisher Report

### Catalog

- My Folder
- Shared Folders
  - Global Reports
  - Regional Reports
    - Paint Unit Prices by Market
      - Compound View
        - Title 1
        - Table 1
        - Table 2
    - Regional Paint Sales
      - Compound View
        - Title 1
        - Table 1
        - Chart 1
        - Pivot Table 1
        - Chart 2
    - Regional Paint Sales Year
      - Compound View
        - Title 1
        - Table 1
        - Chart 1


- Best Profit Region
- Best Sales Region
- My Reports

#### Column 1

##### Unit Prices


###### Paint Unit Prices by Market

Compound View



##### Regional Paint Sales

Chart 2




#### Column 2

##### Regional Sales


###### Regional Paint Sales

Chart 1



###### Regional Paint Sales

Chart 2



#### Column 3

##### Section 3

###### Regional Paint Sales Year Ago

Table 1



###### Regional Paint Sales Year Ago

Chart 1



###### Regional Paint Sales


Pivot Table 1



#### Section 4

##### Best Sales Region US

Chart 1



# Answers Plus in OBIEE 11g

**Supplier Sales**

List: ALL

**Measures**

- Costs
- Promotion
- Quota
- Sales
- Units

**Channel**

**Geography**

- Continent
- Region
- Country
- State
- City
- Geography - Consolidated
- Geography - Standard
  - World
    - Africa
    - Americas
      - Brazil
      - Canada
      - USA
    - Asia
    - Australia
    - Europe

**Product**

- Division
- Type
- Product - Standard

**Time**

- Year
- Quarter

**Pivot Table**

View: 2001

|           | All Products |       | Accessory Division |       | Audio Division |       | Video Division |       |
|-----------|--------------|-------|--------------------|-------|----------------|-------|----------------|-------|
|           | Costs        | Sales | Costs              | Sales | Costs          | Sales | Costs          | Sales |
| World     | 1,500        | 3,060 | 500                | 1020  | 500            | 1020  | 500            | 1020  |
| Africa    | 300          | 600   | 100                | 200   | 100            | 200   | 100            | 200   |
| Americas  | 300          | 660   | 100                | 155   | 100            | 285   | 100            | 220   |
| Brazil    | 30           | 90    | 10                 | 10    | 10             | 50    | 10             | 30    |
| Canada    | 30           | 120   | 10                 | 20    | 10             | 60    | 10             | 40    |
| USA       | 150          | 300   | 50                 | 100   | 50             | 100   | 50             | 100   |
| Asia      | 300          | 600   | 100                | 200   | 100            | 200   | 100            | 200   |
| Australia | 300          | 600   | 100                | 200   | 100            | 200   | 100            | 200   |
| Europe    | 300          | 600   | 100                | 200   | 100            | 200   | 100            | 200   |

**Selections**

List: ALL

**Measures**

- Cost
- Sales

**Geography - Standard**

- Start with: Everything
- Keep Country: 'Sales > 30'
- Remove: 'Argentina', 'Mexico'
- New...

**Product - Standard**

- Start with: Everything
- New...

**Year**

- Start with: Everything
- New...

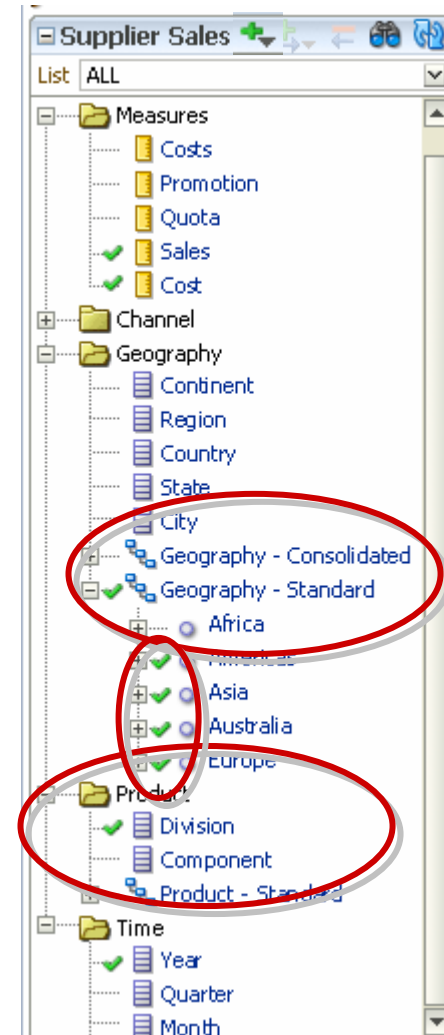
- The Next Generation of Answers**
- Multidimensional, OLAP Analysis**
- OLAP-style query building with member selection**
- Calculated Members**
- Ragged and skip-level hierarchies**
- Hierarchical Calculations**
- Function extensibility**
- Custom Aggregates**
- Uniformly applies to dimensional (OLAP) and relational sources**
- Optimized for Essbase**

# Answers+ Key Features

- Hierarchy / Member Browsing
- Dimensional Columns in Pivot Tables
- Outline Total Drilling
- Member Selection (Query Steps)
- Calculated Items
- Custom Groups
- Modular Workspace

# Hierarchy/Member Browsing

- Hierarchies defined in metadata exposed in presentation layer and thus, in Subject Areas
- Multiple hierarchies available per dimension
- Requests can contain both columnar and hierarchical data
- Indication of which measures and members are included in the request



# Dimensional Columns

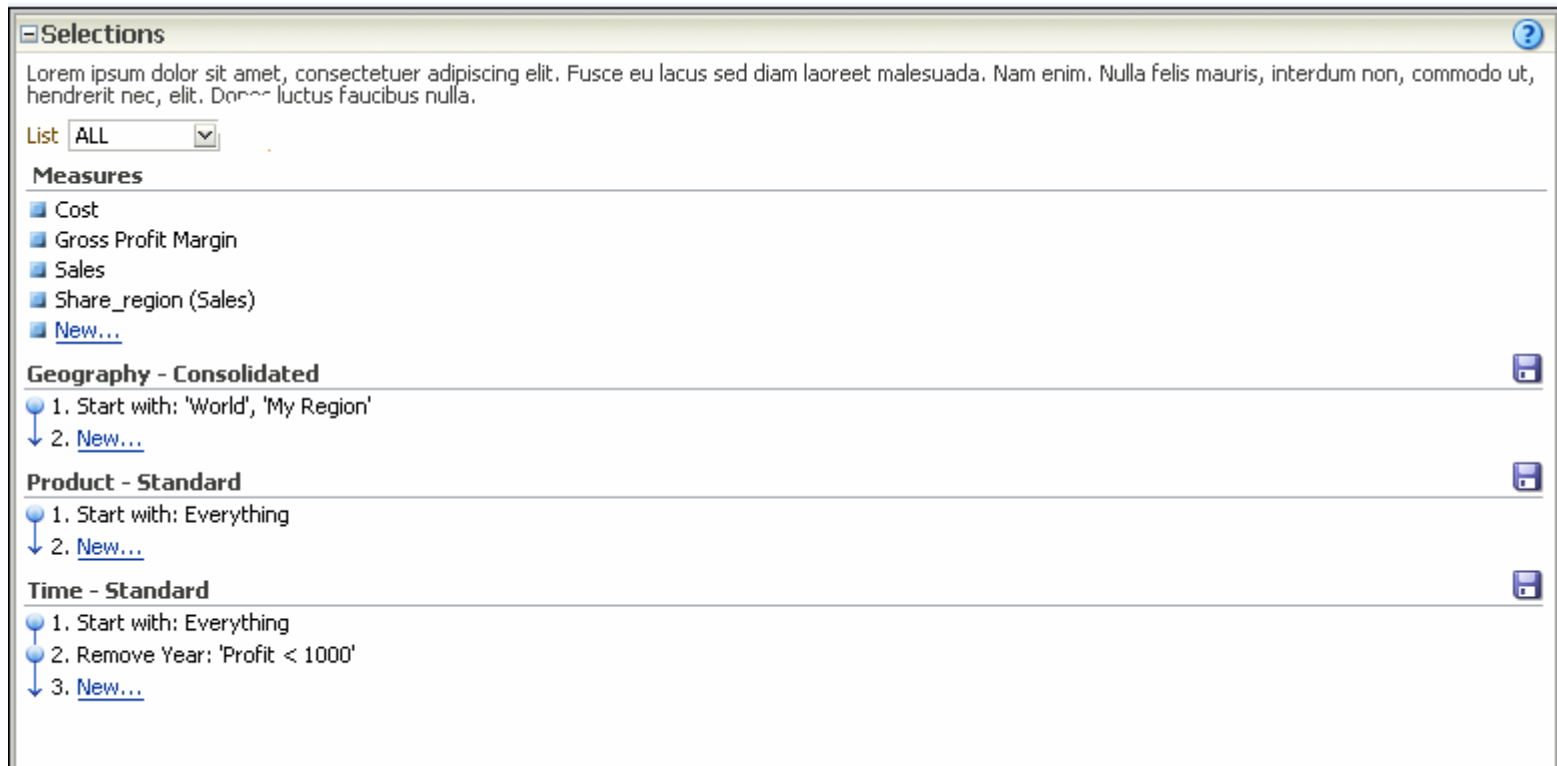
- New column type with unique capabilities
- Achieved by dragging and dropping hierarchy from Subject Area tree on to workspace
- Single column with expansion capabilities
- Asymmetrical Drilling
- “Drill Up”

The screenshot shows a Pivot Table window titled "Pivot Table" with a dropdown menu set to "2001". The table is structured with a hierarchy of columns: "All Products" (expanded to "Accessory Division", "Audio Division", and "Video Division"), each with sub-columns for "Costs" and "Sales". The rows represent geographical regions, with "Americas" expanded to show individual countries. A red circle highlights the "Americas" row and its sub-rows, illustrating the "Drill Up" capability.

|           | All Products |       | Accessory Division |       | Audio Division |       | Video Division |       |
|-----------|--------------|-------|--------------------|-------|----------------|-------|----------------|-------|
|           | Costs        | Sales | Costs              | Sales | Costs          | Sales | Costs          | Sales |
| World     | 1,200        | 2,460 | 400                | 820   | 400            | 820   | 400            | 820   |
| Americas  | 300          | 660   | 100                | 155   | 100            | 285   | 100            | 220   |
| Argentina | 30           | 60    | 10                 | 10    | 10             | 30    | 10             | 20    |
| Brazil    | 30           | 90    | 10                 | 10    | 10             | 50    | 10             | 30    |
| Canada    | 30           | 120   | 10                 | 20    | 10             | 60    | 10             | 40    |
| Colombia  | 30           | 30    | 10                 | 5     | 10             | 15    | 10             | 10    |
| Mexico    | 30           | 60    | 10                 | 10    | 10             | 30    | 10             | 20    |
| USA       | 150          | 300   | 50                 | 100   | 50             | 100   | 50             | 100   |
| Asia      | 300          | 600   | 100                | 200   | 100            | 200   | 100            | 200   |
| Australia | 300          | 600   | 100                | 200   | 100            | 200   | 100            | 200   |

# Member Selection

- Similar to Discoverer for OLAP Query Steps
- Allows specific selection of members for display on the request
- Does not impact Total member value



**Selections**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu lacus sed diam laoreet malesuada. Nam enim. Nulla felis mauris, interdum non, commodo ut, hendrerit nec, elit. Donec luctus faucibus nulla.

List **ALL**

**Measures**

- Cost
- Gross Profit Margin
- Sales
- Share\_region (Sales)
- [New...](#)

**Geography - Consolidated**

- Start with: 'World', 'My Region'
- [New...](#)

**Product - Standard**

- Start with: Everything
- [New...](#)

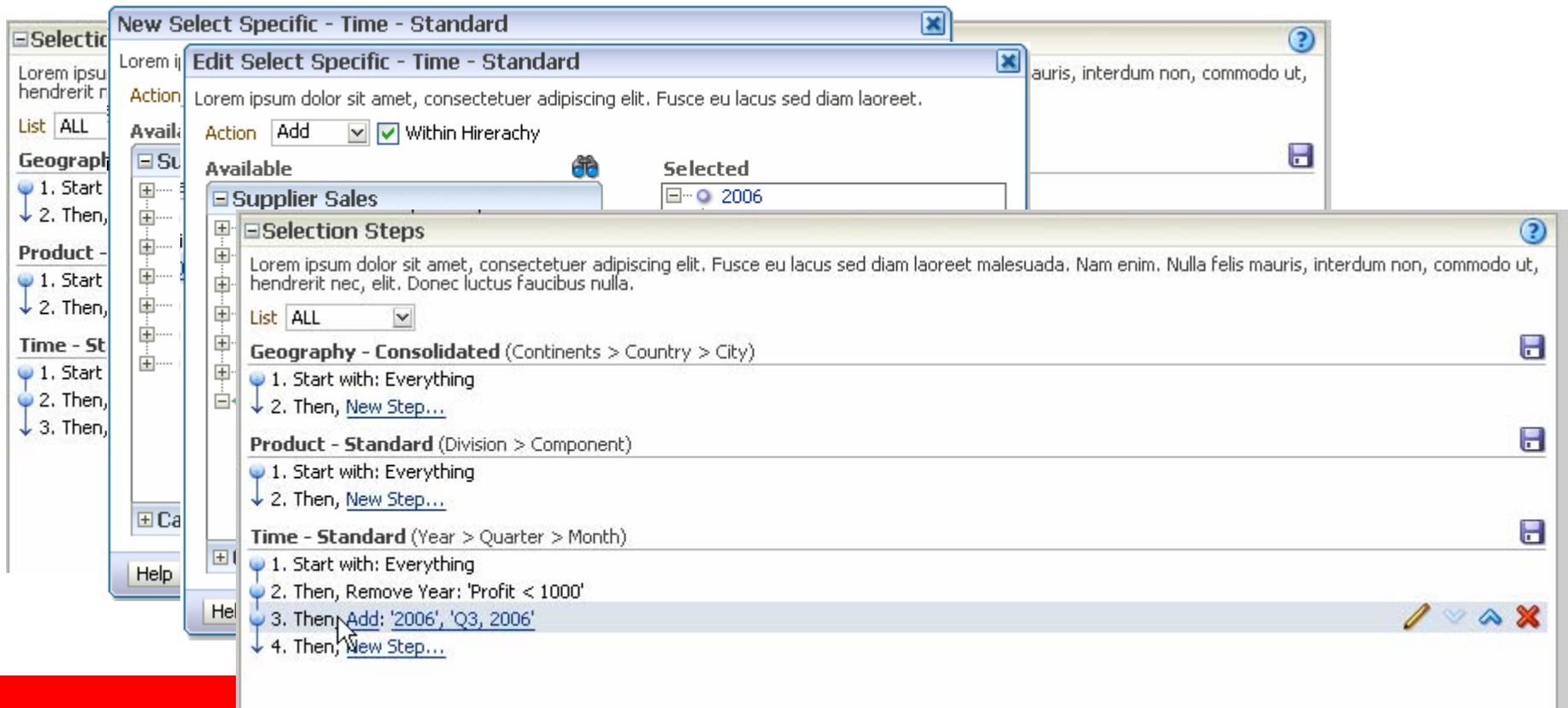
**Time - Standard**

- Start with: Everything
- Remove Year: 'Profit < 1000'
- [New...](#)



# Member Selection

- Detail Dialog to Add a new step
- Add / Keep / Remove functionality
- Simple user interface to pick desired members



# Calculated Item

- Create member
- No member expansion
- 1.) Simple Aggregation (e.g. sum)
- 2.) Custom Formula

**Edit Calculated Item**

Name: Other Territories  
 Values From: Geography - Consolidated  
 Function: Sum

|                   | Costs      |             | Sales     |           | Costs      |            | Sales      |            | Costs |  | Sales |  |
|-------------------|------------|-------------|-----------|-----------|------------|------------|------------|------------|-------|--|-------|--|
|                   |            |             |           |           |            |            |            |            |       |  |       |  |
| World             | 87,158,677 | 116,857,329 | 3,915,488 | 4,778,126 | 44,531,199 | 63,131,986 | 38,711,990 | 48,947,217 |       |  |       |  |
| Americas          | 25,657,127 | 34,267,589  | 1,121,574 | 1,343,622 | 13,775,590 | 19,526,096 | 10,759,963 | 13,397,871 |       |  |       |  |
| Argentina         | 566,727    | 746,507     | 151,479   | 182,456   | 179,817    | 256,732    | 235,431    | 307,319    |       |  |       |  |
| Brazil            | 1,140,600  | 1,503,613   | 50,305    | 62,630    | 553,942    | 754,725    | 536,353    | 686,258    |       |  |       |  |
| Canada            | 6,795,588  | 9,099,325   | 220,682   | 262,108   | 3,217,745  | 4,631,021  | 3,357,161  | 4,206,196  |       |  |       |  |
| Colombia          | 393,934    | 519,491     | 8,042     | 9,878     | 159,793    | 235,964    | 226,099    | 273,649    |       |  |       |  |
| Mexico            | 1,700,475  | 2,161,787   | 73,420    | 87,877    | 815,630    | 1,078,983  | 811,425    | 994,927    |       |  |       |  |
| USA               | 15,059,803 | 20,236,866  | 617,646   | 738,673   | 8,848,663  | 12,568,671 | 5,593,494  | 6,929,522  |       |  |       |  |
| Asia              | 15,697,240 | 20,816,479  | 768,159   | 930,838   | 7,764,958  | 10,919,231 | 7,164,123  | 8,966,410  |       |  |       |  |
| Australia         | 7,394,422  | 9,665,096   | 253,682   | 306,980   | 4,031,765  | 5,395,755  | 3,108,975  | 3,962,361  |       |  |       |  |
| Europe            | 38,409,888 | 52,108,165  | 1,772,073 | 2,196,686 | 18,958,886 | 27,290,904 | 17,678,929 | 22,620,575 |       |  |       |  |
| Other Territories | 21,855,391 | 29,226,191  | 838,328   | 1,000,781 | 12,066,408 | 17,199,692 | 8,950,655  | 11,135,718 |       |  |       |  |

# Custom Groups

- Create member specific group
- Results in a new group 'Western Continents' being added in the Pivot table

Pivot Table

Editing from: "Report 1" Revert Done

Supplier Sales

List ALL

Measures: Costs, Promotion, Quota, Sales, Units

Channel

Geography: Continent, Region, Country, State, City, Consolidated, Standard, World, Africa, Americas, Asia, Australia, Europe

Product, Time

2000

|                    | All Products |             | Accessory Division |           | Audio Division |            | Video Division |            |
|--------------------|--------------|-------------|--------------------|-----------|----------------|------------|----------------|------------|
|                    | Costs        | Sales       | Costs              | Sales     | Costs          | Sales      | Costs          | Sales      |
| World              | 87,158,677   | 116,857,329 | 3,915,488          | 4,778,126 | 44,531,199     | 63,131,986 | 38,711,990     | 48,947,217 |
| Americas           | 25,657,127   | 34,267,589  | 1,121,574          | 1,343,622 | 13,775,590     | 19,526,096 | 10,759,963     | 13,397,871 |
| Argentina          | 566,727      | 746,507     | 151,479            | 182,456   | 179,817        | 256,732    | 235,431        | 307,319    |
| Brazil             | 1,140,600    | 1,503,613   | 50,305             | 62,630    | 553,942        | 754,725    | 536,353        | 686,258    |
| Canada             | 6,795,588    | 9,099,325   | 220,682            | 262,108   | 3,217,745      | 4,631,021  | 3,357,161      | 4,206,196  |
| Colombia           | 393,934      | 519,491     | 8,042              | 9,878     | 159,793        | 235,964    | 226,099        | 273,649    |
| Mexico             | 1,700,475    | 2,161,787   | 73,420             | 87,877    | 815,630        | 1,078,983  | 811,425        | 994,927    |
| USA                | 15,059,803   | 20,236,866  | 617,646            | 738,673   | 8,848,663      | 12,568,671 | 5,593,494      | 6,929,522  |
| Asia               | 15,697,240   | 20,816,479  | 768,159            | 930,838   | 7,764,958      | 10,919,231 | 7,164,123      | 8,966,410  |
| Australia          | 7,394,422    | 9,665,096   | 253,682            | 306,980   | 4,031,765      | 5,395,755  | 3,108,975      | 3,962,361  |
| Europe             | 38,409,888   | 52,108,165  | 1,772,073          | 2,196,686 | 18,958,886     | 27,290,904 | 17,678,929     | 22,620,575 |
| Western Continents | 65,067,015   | 86,375,754  | 2,893,647          | 3,540,308 | 32,734,476     | 46,817,873 | 23,775,434     | 31,875,484 |
| Americas           | 25,657,127   | 34,267,589  | 1,121,574          | 1,343,622 | 13,775,590     | 19,526,096 | 10,759,963     | 13,397,871 |
| Europe             | 38,409,888   | 52,108,165  | 1,772,073          | 2,196,686 | 18,958,886     | 27,290,904 | 17,678,929     | 22,620,575 |

Ostali dio prezentacije pogledajte na  
postkonferencijskom DVD.