

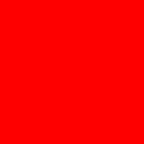
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BI with Fusion Applications: Embedded Analytics and Much More

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Principal Product Manager, Oracle BI EPM**



The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Agenda

- Evolution: BI for Fusion Applications
 - Analytics Drivers
 - Embedded Analytics
 - End User Experience & Capabilities
 - Supporting Infrastructure & Business Intelligence Products
 - Key Differentiators Fusion BI Roadmap
 - Areas of Investment
- Q & A



Why Fusion Applications?

Improved Insight - Better Decisions – More Pervasive

Challenges of Traditional BI	Business Value of Fusion Applications
Analysis and decision making only happen <u>after the fact</u> , primarily <u>backwards looking</u> .	<u>Real-Time</u> insight improves decision-making. <u>Predictive</u> analytics identify risks and opportunities.
Analysis as a <u>stand-alone task</u> , done by IT, or inside an individual line of business	Everyone has access to <u>contextually relevant</u> insight available directly in the Applications UI
BI participation is <u>limited</u> , due to complexity of tools or IT ownership of data structures	BI participation is <u>more pervasive</u> , especially for casual users by bringing insight to “where they work”
<u>Multiple</u> independent point reporting solutions across multiple lines of business	<u>Single integrated BI Foundation</u> supporting all types of reporting across multiple lines of business
<u>Multiple</u> data marts analyzing a single problem area without synchronization	Enterprise-wide, <u>common semantic</u> model provides a single source of truth for “same page reporting”
Corrective action requires <u>switching</u> back and forth between transactional and BI systems	Corrective actions (transactions or business processes) can be launched <u>directly from Fusion</u> .

Analytics for Fusion Applications

Summary



Solution Offerings

- Real-time, self-service reporting
- Historical and complex analysis with a data warehouse
- Domain-specific, specialized analytics

Key Features

- Consistent user experience
 - Identical tabular, graphical and visualization components used throughout
- Common semantic model
 - Unified definition of key entities—Customer, Invoice, Date, Account, etc.—and calculations
- Tight integration with Fusion Applications
 - Pervasive embedded analytics, role-based dashboards, and reports
 - Architected for Fusion Apps: seamless integration with flex, trees, security, ...
- Low cost of ownership
 - Easier installation, functional setups, and systems management

Oracle BI in Fusion Applications



Oracle Transactional BI (OTBI)

- Real time, self service reporting directly off Fusion Apps data
- Pre-packaged content covering major Fusion Applications
- Built on Oracle BI EE technology

Oracle BI Applications (OBIA)

- Unlimited historical analysis, including trending and cross-domain insight
- Pre-packaged data warehouse, ETL, metrics, and interactive dashboards
- Now available for EBS, Peoplesoft, JD Edwards, Siebel
Extending to Fusion Applications
- Built on Oracle BI EE technology

Specialized Analytics

- Financial statements, sales territory planning, project performance, and more built on **Essbase** technology
- Whitespace analysis built on **Real-Time Decisions** and Oracle Data Mining technologies

Business Intelligence Applications

Fusion Apps v1 Coverage Map

Pillar	BI Applications analysis coverage
CRM	Core Sales, Territory Management, Forecasting, Sales Prediction Engine, Quota Management, Core Marketing, Leads and Opportunity Landscape, Customer Interactions, Data Quality
FIN	AP, AR, GL, COGS, Revenue, Fixed Assets
HCM	Workforce, Absence, Accruals, Payroll, Transfers
SCM	Item, Inventory, Shipping, Receiving, Costing, PIM, DOO
Procurement	Supplier, Purchasing, Self Service Purchasing, Sourcing
Projects	Costing, Billing, Control, Commitments, Cross Charge

* Highlighted in red are new areas in Fusion V1

Transactional Business Intelligence

Fusion Apps v1 Coverage Map

Procurement	Projects	SCM	Financials	HCM	CRM
Self Service Procurement	Project Control	Inventory	Receivables	Payroll	Territory Management
Sourcing	Project Costing	Cost Management	Payables	Performance Management	Sales (incl Forecasts)
Purchasing	Project Billing	Inventory Management	General Ledger	Goal	Quota Mgmt
	Project Foundation	Distributed Order Orchestration	Sub ledger Accounting	Core HR	Customer center, Customer Data Quality
		Receiving	Cash Management	Compensation	Partner Relationship Mgmt
		Shipping	Assets	Benefits	Marketing
		Product Model & Product Catalog Mgmt	Intercompany Transactions	Profile Management	Incentive Compensation

Empowering Customers with OTBI + OBIA

Complementary, Comprehensive Solutions

	OTBI	OBIA
Business Solution	Current state analysis <i>What are the current deferred payment account balances?</i>	Unlimited historical analysis <i>What is the trend, and how does it compare to this period last year?</i>
Business Process Reporting	Tactical reporting <i>Order more quantity?</i>	Strategic reporting <i>Change supplier?</i>
Target Users	Fusion Application operational user <i>Purchasing Agent, Billing Clerk, Expense Report User</i>	Managers and knowledge workers <i>Executive, Manager, Sales Rep, Analyst</i>
Data Sources	Homogeneous – Fusion Applications-centric	Heterogeneous – Multiple business areas and disparate applications
Data Preparation	Granular views, No data movement	Data warehouse model with transactional detail, persisted data, ETL, bulk and incremental data movement,
Data Availability	Real Time	Updated periodically via ETL; latency determined by ETL refresh frequency
Cross Functional Analysis	Single semantic model with conformed dimensions across both <i>Analyze today's actuals against historic trends or averages</i>	

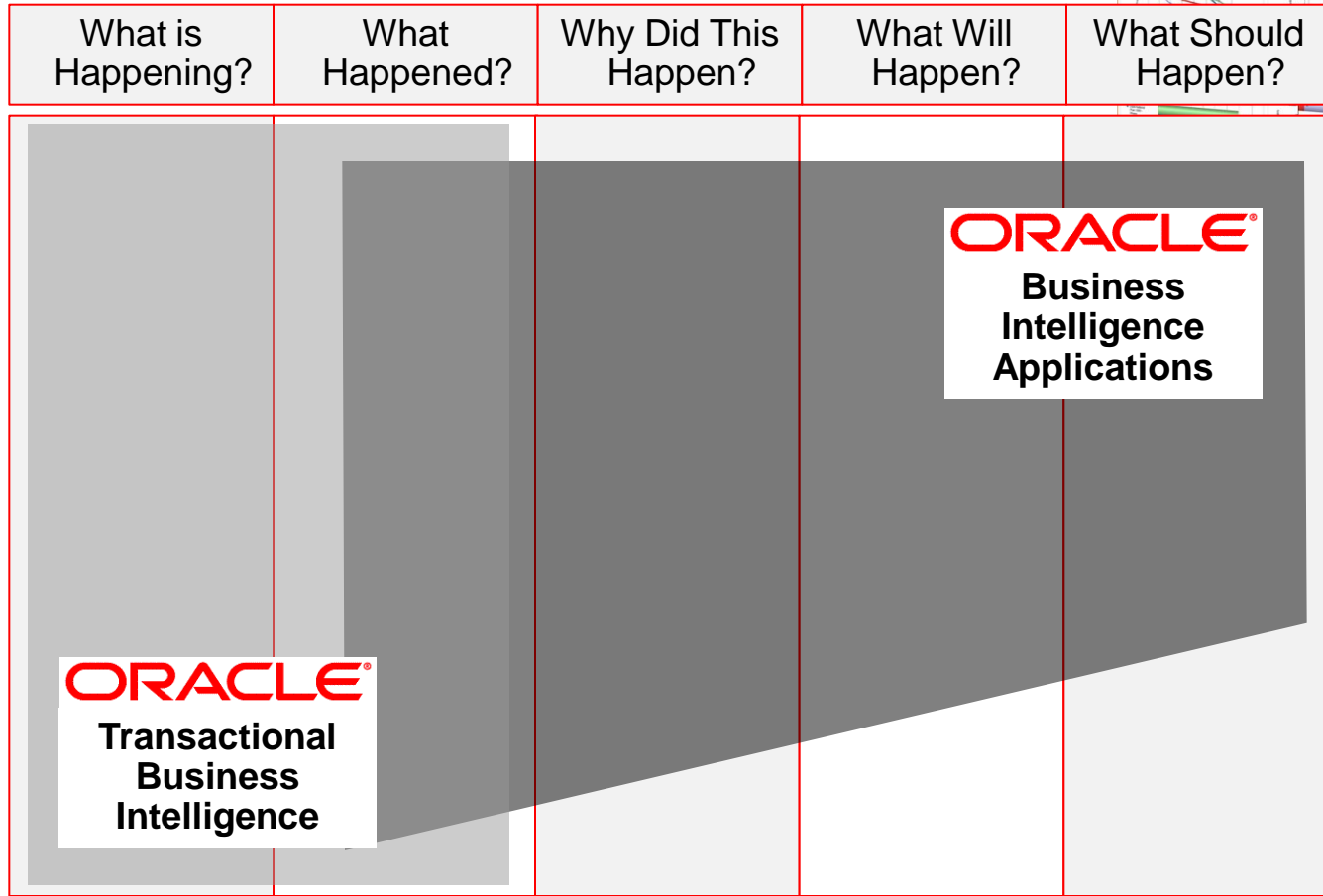
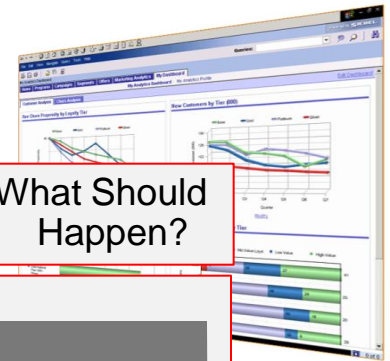
Business User Perspective

Analysis Requirements Span OTBI and OBIA

Role	Use Case	Info from OTBI	Info from OBIA
AP Clerk	Managing workload (entering invoices into the system)	Checks the number of pending invoices	
AP Manager	Managing team efficiency	Checks no of pending invoices, no of Clerks available	Average No of invoices processed daily by a clerk over the past two quarters
Finance Manager	Managing payment approvals	Checks number of past due payables 'as of now'	Checks average aging of payables & related interest penalties for the past few quarters
CFO	Managing Liquidity	'Current Payables' & 'Unapplied Payments' vs. 'Current Receivables' & 'unposted Invoices'	Trend of Working Capital and Liquidity Ratio over the past few quarters

Fusion Business Intelligence

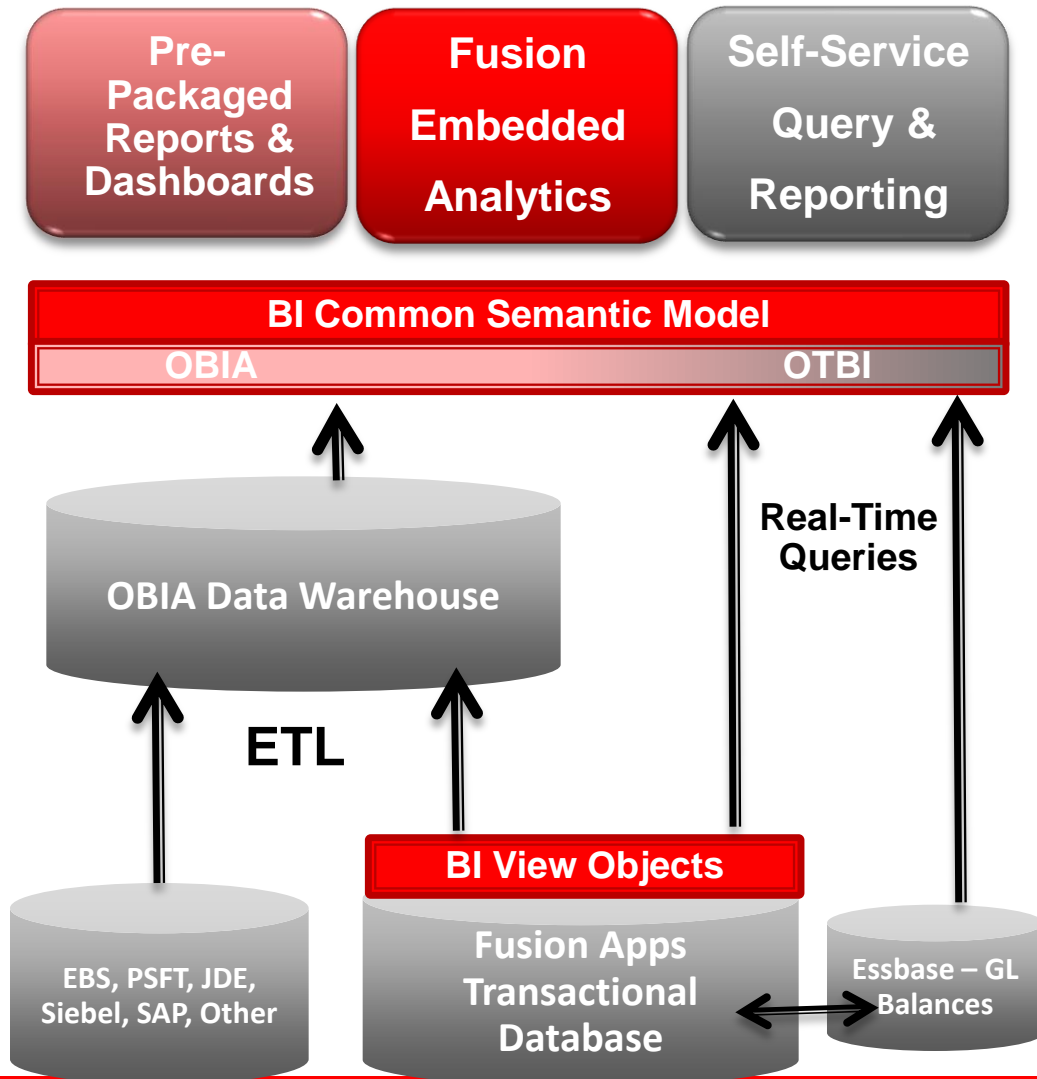
Comprehensive Coverage with OTBI and OBIA



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Business Intelligence Foundation Suite



Fusion Analytic Applications Architecture



Content Summary:

- 150+ embedded analytics
- OBIA: 3,000+ reports, 4,000+ metrics
- OTBI: Covers 30+ Fusion products

BI Common Semantic Model:

- Supports highly aggregated trending and real-time transaction listings from a single query model
- Ability to report across sources
- One place to go for BI extensions

BI View Objects:

- Are single source of truth for BI
- Represent facts and dimensions
- Implement Apps data security
- Handle MLS, flex, trees, date effectivity

Fusion Applications Data Extensibility

Reduce BI Cost of Ownership and Customizations

Category	Fusion Concept	BI Manifestation
Metadata Ext.	Descriptive Flex	Attribute, or Measure
	Key Flex	Joins between Dimensions & Facts
	Trees	Dimension(Hierarchy) in BI
	List of Values	Look up (Double column)
	Set ID	Transparent to BI
Session Context	User Profile	Populated Session variables
	ADF BC UI Hints	Bound to BI Objects at session init.
Security	JPS / LDAP	Supported in BI
	Data Security	Respected within BI
	Role Management	Centrally defined, and managed in Fusion. BI Subscribes.

Design-Time Wizard

BI Leverages Apps Setup in

Real-Time

Consolidated BI Catalog

OBIEE as Reporting & Analytics Home for Fusion Applications

- Fusion Applications leverages the OBIEE web catalog to store all shipped reporting & analytics content in a single foldering structure
 - BI Publisher reports built by Fusion Applications teams
 - Transactional Business Intelligence reports & dashboards
 - BI Applications dashboards & scorecards
 - Financial Reporting
- BI Catalog folder structure matches Fusion Apps main menu structure
 - Ease of navigation for Fusion Apps users
 - Folder structure is content driven, not technology driven

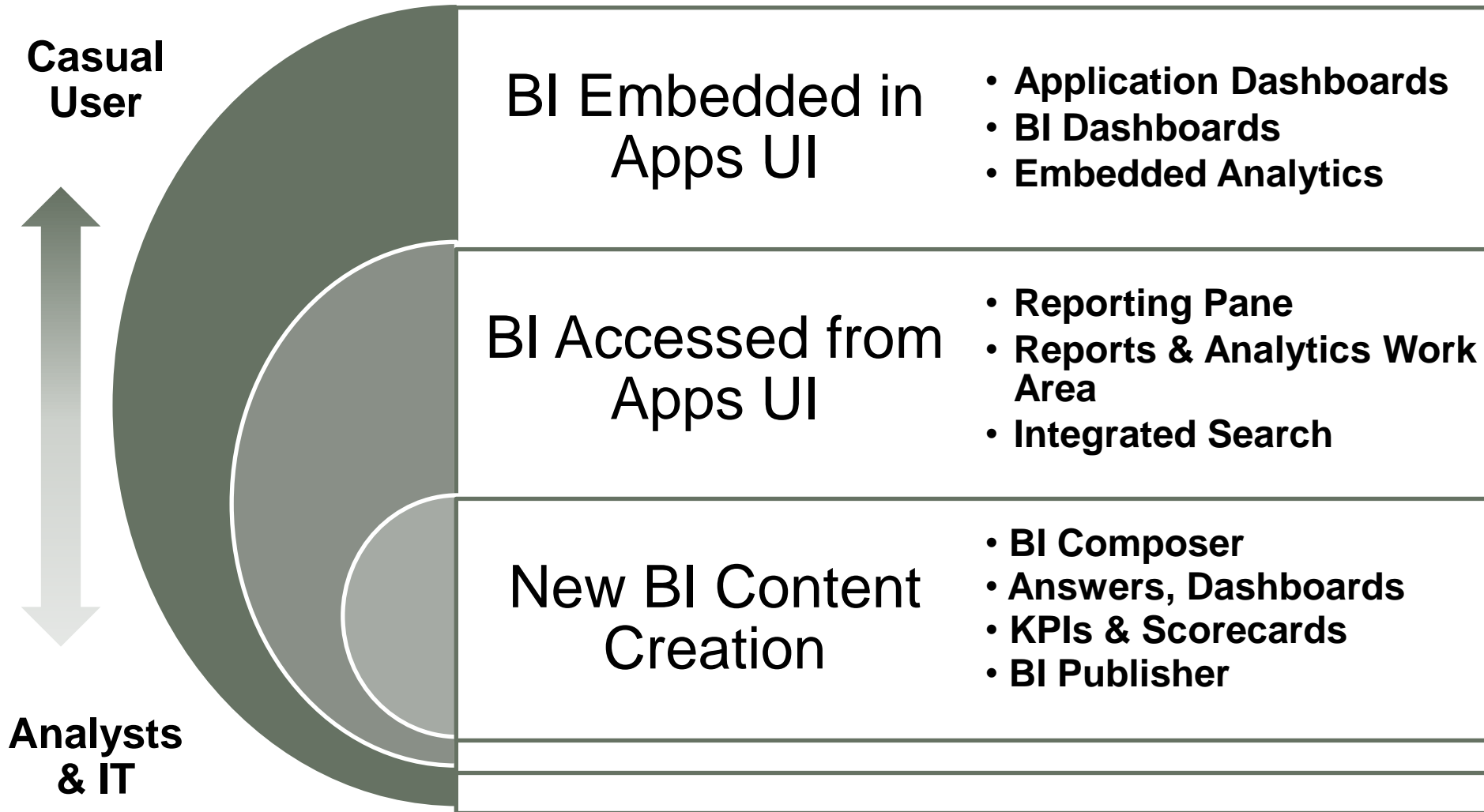
Example: Financials BI Catalog

The screenshot displays the Oracle Business Intelligence Catalog interface. The top navigation bar includes the Oracle logo, "Business Intelligence", a search bar, and links for "Advanced", "Administration", "Help", and "Sign Out". The user is signed in as "weblogic". The main content area is divided into a left sidebar and a main pane. The sidebar shows a "Folders" tree with "Payables to Ledger Reconciliation" selected, and a "Tasks" section with options like "Expand", "Archive", "RSS", "Unarchive", "Delete", "Upload", "Copy", "Properties", "Rename", "Permissions", and "Create Shortcut". The main pane shows a list of BI artifacts under the path "/Shared Folders/Financials/Payables/Payables to Ledger Reconciliation".

Type	Name	Last Modified	Created By	Actions
Folder	Accounting	4/9/2010 1:23:58 AM	weblogic	Expand More
Folder	Differences	4/9/2010 1:24:04 AM	weblogic	Expand More
Folder	Payables	4/18/2010 10:13:05 PM	weblogic	Expand More
Folder	Payables to Ledger Reconciliation	4/9/2010 4:38:03 AM	weblogic	Expand Open Edit More
Dashboard	AP-GL Reconciliation Dashboard Prompts	4/18/2010 2:44:49 AM	weblogic	Edit More
Dashboard	Data Extraction Attributes	4/14/2010 5:06:23 AM	weblogic	Open Edit More
Dashboard	Hidden Prompts	4/15/2010 7:11:42 AM	weblogic	Edit More
Dashboard	Payables to Ledger Reconciliation Report	4/15/2010 10:19:44 PM	weblogic	Open Edit More

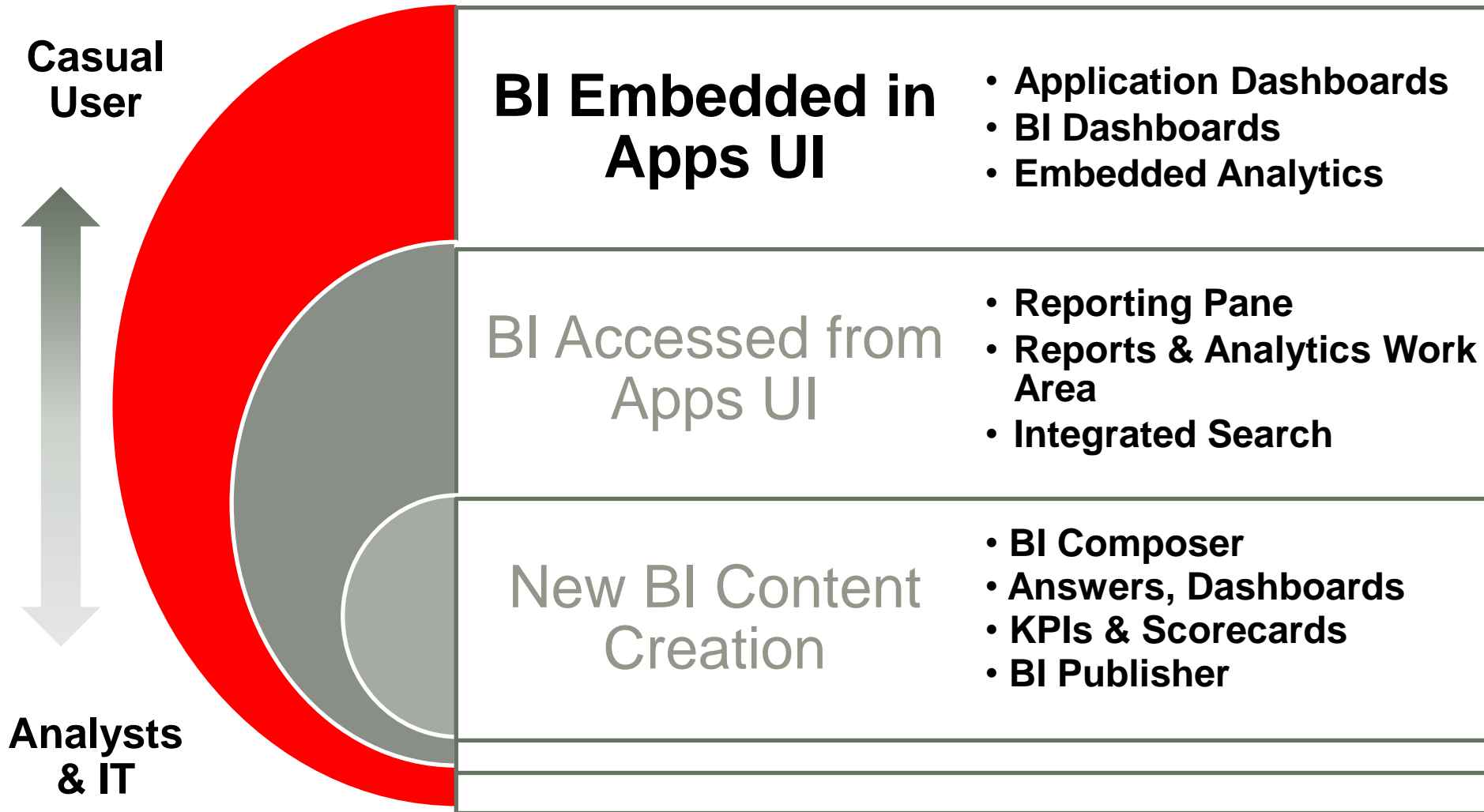
Accessing BI from Fusion Applications

Integration Points



Accessing BI from Fusion Applications

Integration Points



Application Dashboards

Mash Up of Reports & Portlets

label_zbsSalesHomePage - Oracle Applications - Windows Internet Explorer

http://adc60050fems.us.oracle.com:6666/sales-SuperWeb-context-root/faces/zbsSalesHomePage?_af.ctrl-state=19elcks0ud_7

ORACLE Fusion Applications

Home Navigator Recent Items Favorites Tags Watchlist

Personalization Administration Help Logout Terry Lucca

Effectiveness Pipeline Customers

Lead Watch Pipeline Report Planned Customer Visits

Multiple tabs

Configurable

Lead	Customer	Estimated Revenue (USD)
<input type="checkbox"/>	Elite- Pinnacle Techno	Agile Solutions 3,035,700
<input type="checkbox"/>	Sentinel Series at Syn	Apex Systems 8,572,558
<input type="checkbox"/>	Elite Pro Series at Se	Serenity System 6,434,240
<input type="checkbox"/>	Sentinel Series at Acc	Sizzle, Inc. 4,110,770
<input type="checkbox"/>	Elite Pro Series at Ac	Sizzle, Inc. 4,240,772
<input type="checkbox"/>	Sentinel Series at Ser	Serenity System 955,246
<input type="checkbox"/>	Elite Pro Series at Sy	Apex Systems 1,188,920
<input type="checkbox"/>	Sentinel Series at Syn	Apex Systems 6,070,983

View Funnel

Clicking on action icon will provide user with contextual action menu

Contextual action menu allows additional application actions or navigation to more BI content

Customer Revenue

Opportunities At a Glance

Opportunity	Sales Stage	Risk	Competitor Threat
Seattle EP79000 De	Discovery	⊗	⚠
Seattle AS890 10 De	Discovery	⚠	✓
Energy AS890 10 Dea	Negotiation	✓	⚠
City Light EP79000	Solution Pr	⊗	⚠
Washington AS890 10	Solution Pr	⚠	⊗
Oregon AS890 10 Dea	Solution Pr	✓	✓
Montana EP79000 De	Discovery	⊗	⚠
King County AS890 1	Discovery	⚠	✓

(1 item remaining)

Local intranet 100%

BI Dashboards

Embed Multi-Page Dashboards with Full Interactivity

Procurement

Procurement

- Spend Analyzer - Overview**
- Purchases
- Savings
- Process Efficiency
- Buyer Productivity
- Supplier Performance

Year: Business Unit:
 Quarter: Cost Center:
 Month: Top Level Category:



Alerts

- Pending requests for High Performance Servers High 8/31/2010 4:30 PM [View](#) | [Clear](#) | [More](#)
- Weekly report on procurement performance Normal 8/18/2010 10:59 AM [View](#) | [Clear](#) | [More](#)
- Off-contract spend for laptops is trending up High 8/18/2010 10:40 AM [View](#) | [Clear](#) | [More](#)

Payables Leakage



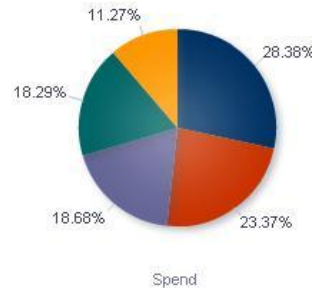
Off-Contract Spend %



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

Spend by Top Categories

Category	Spend	% Spend	# of Suppliers
Servers	\$239,975.90	28.39%	5
Software	\$197,669.20	23.37%	7
Energy Costs	\$158,000.50	18.68%	4
Cable Infrastructure	\$154,700.00	18.29%	6
Racks	\$95,348.60	11.27%	2
Grand Total	\$845,694.20	100.00%	24



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

Year Over Year Spend Trend by Category

Payables Leakage and Off-Contract Spend Trend



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

Embedded Analytics in Transaction Pages

Contextual, Relevant, Actionable

Project: Hillman & Associates CRM Implementation (01 - Hillman)

Manage Forecast Versions ?

Done

Currency = USD

Actions View Format Freeze Detach Wrap Compare with Budget View Earned Value Analytics

Name	Number	Tags	Exceptions	Status	Revenue (USD)	Raw Cost (USD)	Margin Percentage	Notes	Attachments	Locked By	Fin
Version 3	3			Current Approved	793,644.00	589,908.00	25.671		+		De
Version 1	1			Original Approved	793,644.00	589,908.00	25.671		+		De
Version 2	2			Prior Approved	793,644.00	589,908.00	25.671		+		De
Version 4	4			Working	468,033.98	659,067.00	-40.816		+		De

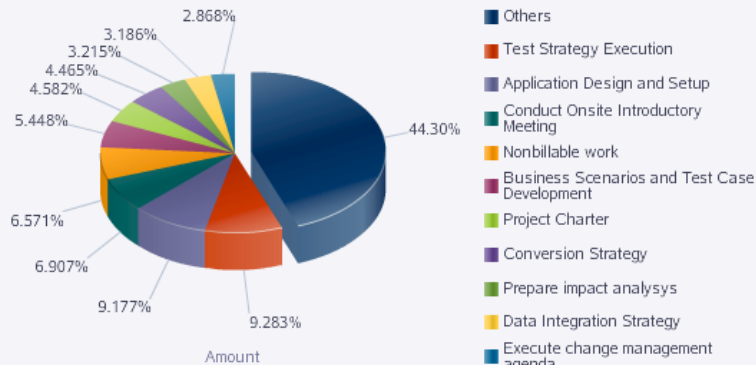
Rows Selected 1 Columns Hidden 21 Columns Frozen 2

Version 4: Details

Forecast Actual Amounts

Graph Type Actual raw cost

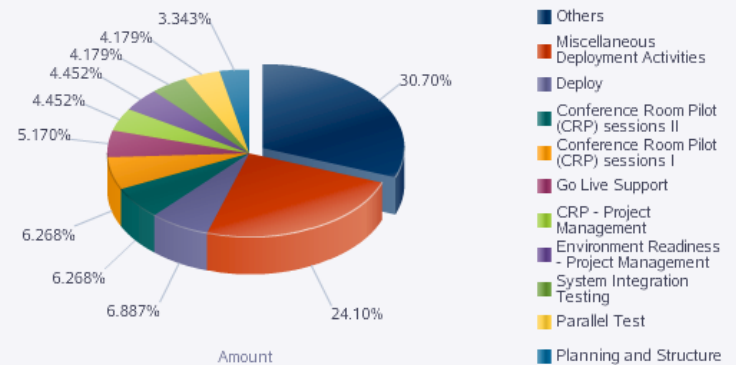
Display Top tasks



Forecast ETC Amounts

Graph Type ETC raw cost

Display Tasks with amounts



Fusion Applications v1: Product Family Summary

150+ Pre-Built Embedded BI Reports & Dashboards

Product Family	Examples
Financials	AP/AR Dashboards, Profitability Dashboard
SCM	Gross Margin Report, Change Order Cycle Time & Aging
Procurement	Requisition Aging, Processed Transactions (Orders)
Projects	Project Commitments Summary, Cross Charge Profitability
HCM	Turnover Trend, Headcount Demographics, Workforce Activity
CRM	Campaign Performance Trend, Pipeline Report, Customer Watch
Incentive Comp	Participant Dashboard, YTD Earnings and Payments

Personalization

Add, Edit, and Remove Reports and Dashboards

The screenshot displays the Oracle Fusion Applications interface. A 'Catalog' window is open, showing a list of content categories with 'Add' buttons. A dashed arrow points from the 'Oracle BI' category to a callout box. The background shows a 'Watchlist' with various purchase-related items and a 'People Connection' section with user avatars. On the right, a table shows assigned items.

Number	Priority	Assignees	State	Created
202793	1	cvbuyer01 (U)	Assigned	Sep 14, 20
202794	1	cvbuyer01 (U)	Assigned	Sep 15, 20
202795	1	cvbuyer01 (U)	Assigned	Sep 15, 20
202796	1	cvbuyer01 (U)	Assigned	Sep 15, 20
202797	1	cvbuyer01 (U)	Assigned	Sep 15, 20

- Browse the unified BI Catalog and embed any report or dashboard with a few clicks
- Framework also supports many other types of content supporting Fusion Applications

Additional Developer Capabilities

Programmatic Integration of BI Content

- Logical SQL BI View Object: BI as a data source for ADF
 - Retrieve BI data into the ADF model via a logical BI SQL statement
 - Bind BI data to an ADF visualization (dozens available)
- BI & Business Process Integration
 - Leverage BI metrics in BPEL flow branching points, kick off a BI agent from BPEL
 - Kick off Java programs or BPEL processes from a BI report, dashboard or programmatically via a BI agent.

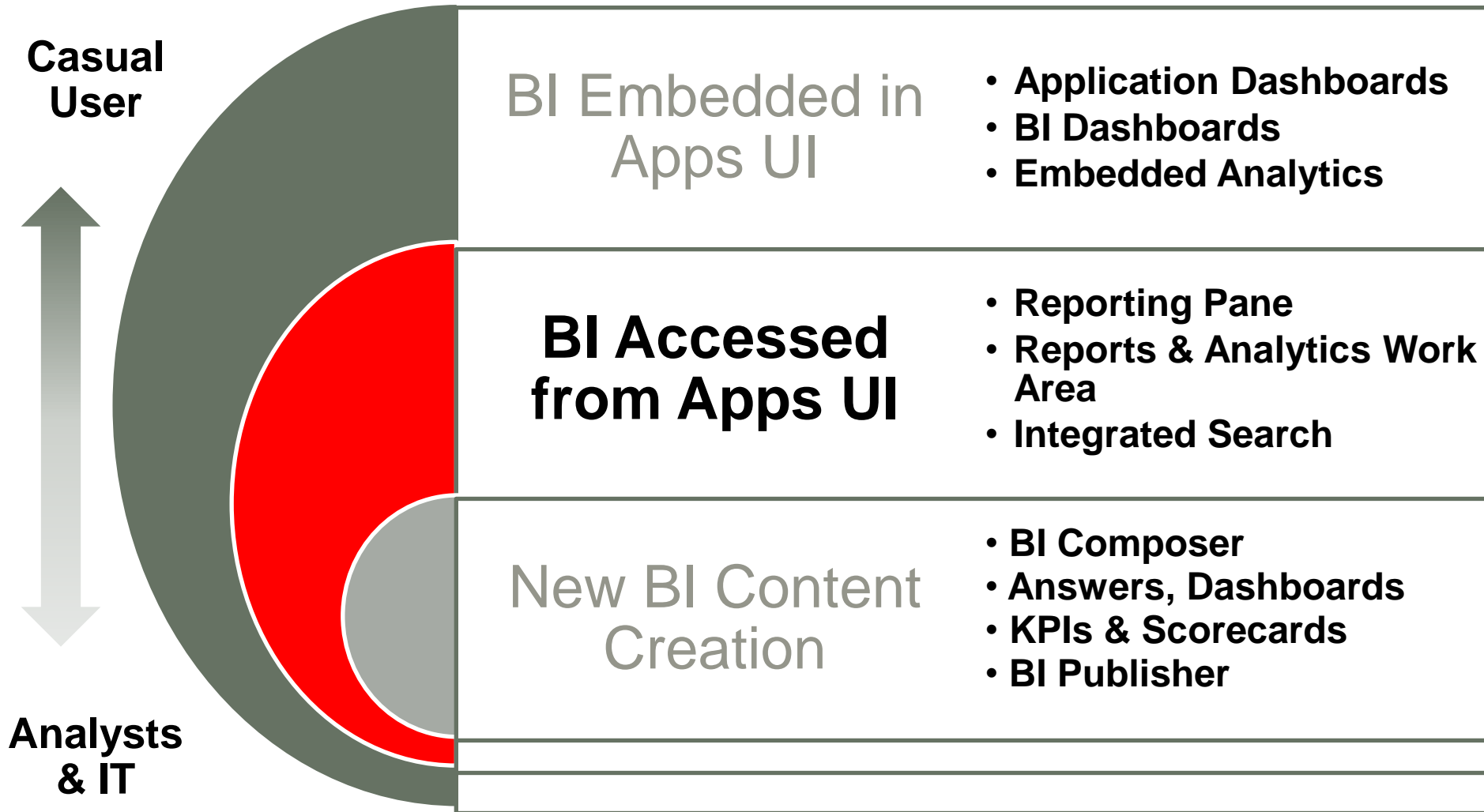
Analytics Embedded in Applications UI

Summary

- Multiple embedding models to suit the requirement
- Context passing and bi-directional event integration between Applications and BI
- 150+ pre-built embedded analytics in Fusion v1
- All BI reports in the consolidated BI Catalog available via the Resource Catalog for easy embedding & personalization

Accessing BI from Fusion Applications

Integration Points



Accessing BI from Fusion Applications Reporting Pane

The screenshot displays the Oracle Fusion Applications interface. The main content area shows the 'Negotiations' work area with tabs for 'Overview', 'Payables Leakage and Off-Contract Spend Trend', and 'Spend by Top Categories'. A 'Reporting Pane' is overlaid on the interface, showing a list of reports under 'My Folders'. The selected report is 'Payables Leakage and Off-Contract Spend Trend', which is an Oracle Answer Report created by CVBUYER01 on 17-Sep-2010. The Reporting Pane includes options to 'View', 'Add Favorite', and 'More'.

- One-click access to frequently used reports & dashboards
- Contextually relevant to current Apps work area
- Customer configurable content

Reports and Analytics Work Area

Accessing BI from Fusion Applications

ORACLE Fusion Applications

Home | Personalization | Administration | Help | Logout | Leslie Han

Navigator | Recent Items | Favorites | Watchlist

Marketing

- Campaigns
- Customers
- Audience
- Treatments
- Lead Processing
- Lead Qualification

Sales

- Sales Dashboard
- Customers
- Opportunities
- Territories and Forecasts
- Recommendations

Collections

- Collections

Contract Management

- Contracts
- Terms Library
- Invoices

Product Management

- Product Management Dashboard...
- Items

Costing

- Costing Dashboard
- Cost Accounting
- Receipt Accounting

Procurement

- Procurement Dashboard
- Purchasing
- Negotiations
- Catalogs
- Suppliers

Supplier Portal

- Supplier Portal

Payables

- Payables Dashboard
- Invoices
- Payments

Projects

- Assets
- Costs
- Performance Dashboard

General Accounting

- General Accounting Dashboard...
- Journals
- Period Close

Intercompany Accounting

- Transactions
- Reconciliation

Cash Management

- Bank Statements and Recond...

Fixed Assets

- Asset Accounting Dashboard
- Financial Transactions
- Additions
- Tracking
- Retirements

Human Resources Dashboard

- Extract Maintenance
- New Person
- Person Management
- Workforce Structures

Payroll

- Payroll Dashboard
- Checklists
- Payroll Calculations
- Payment Distribution
- Accounting Distribution
- Regulatory and Tax Reportin...
- Administration

Expenses

- Auditing
- Corporate Cards

Career

- Performance
- Profiles

Benefits

- Enrollment
- Plan Configuration
- Evaluation and Reporting

Manager Resources

- Manager Resources Dashboard
- New Person
- Group Compensation and Budg...

Tools

- Reports and Analytics
- Scheduled Processes
- Setup and Maintenance
- Worklist

Person Gallery

- Person Gallery

Resource Directory

- Resource Directory

Reports and Analytics

Payables Leakage and Off-Contract Spend Trend | Spend by Top Categories

Spend by Top Categories

Rank	Category	Spend	Spend %
1	Office Supplies	\$69,534	27.4%
2	Software	\$47,995	18.9%
3	Miscellaneous_1	\$35,735	14.1%
4	Drives	\$31,600	12.5%
5	Electrical Equipment_32	\$19,070	7.5%
6	Copper Cable_3040	\$13,127	5.2%
7	Building Cables and Wires_613	\$10,875	4.3%
8	Cables: Printer, Disk, Network, etc._568	\$6,680	2.6%
9	Filing Cabinets	\$5,400	2.1%
10	Desktop Accessory	\$5,000	2.0%
	Others	\$162,935	100.0%
	Grand Total	\$253,608	100.0%

[Export](#)

Requisition Table:

Type	From	Sent
Requisition Appr...	Terry Green	04-08-2008 9:00
Vacation Approv...	Samuel Nielsen	04-09-2008 12:00
Requisition Appr...	Mindy Crawfo...	04-10-2008 13:58
Requisition Appr...	Joe Smith	04-08-2008 14:08
Offer Response	HROffers	04-06-2008 17:09

- Browse and view entire BI Catalog
- Access personal & shared reports
- Launch BI tools for advanced actions
- Create new reports with BI Composer

Search Integration

Find Relevant BI Content When Searching Applications

The screenshot displays the Oracle Fusion Applications search interface. The main window shows search results for the query 'bi_search;Discussions'. The results are categorized under 'Business Intelligence' and include items like 'Simple Master Detail Linked Map' and 'Simple Thematic Map'. A secondary window shows a filtered search for 'Discussions' with 12 results, including 'Elite Pro Series order' and 'when is the Elite Pro Server Series EP79000 available?'. A third window shows a list of search results for 'Maps London', 'Maps SF Contained', and 'Maps Sydney'.

Oracle Fusion Applications Search

Search: bi_search;Discussions %

Search Results About 658 Results

- Simple Master Detail Linked Map**
Simple Master Detail Linked Map
Name: Simple Master Detail Linked Map Type: Oracle BI Request Report Description: 006010847 Path: /shared/3. Analysis and Dashboards/Map Views/Simple Master Detail
- Simple Thematic Map**
Simple Thematic Map
Name: Simple Thematic Map Type: Oracle BI Request Report Description: 006010849 Path: /shared/3. Analysis and Dashboards/Map Views/Simple Thematic Map Contained
- Street Level Maps London**

Oracle Fusion Applications Search

Search: bi_search;Discussions %

Available Filters

- Discussions (12)
 - Discussion (12)

Selected Filters

Keywords: % Categories: Discussions

Search Results About 12 Results

- Discussion: Elite Pro Series order**
Group Space: Star Gate EP79000 Deal; Author: terry.lucca; Last Update Date: 11/8/2009
Subject: Elite Pro Series order ; Group Space: Star Gate EP79000 Deal; Author: terry.lucca; Last Update Date: 11/8/2009; Source Group: WebCenter; Path: server
- Discussion: when is the Elite Pro Server Series EP79000 available?**
Group Space: Montana EP79000 Deal; Author: ion.davis; Last Update Date: 11/2/2009
Subject: when is the Elite Pro Server Series EP79000 available?; Group Space: Montana EP79000 Deal; Author: ion.davis; Last Update Date: 11/2/2009; Source Group
- Discussion: Compatibility question about Elite Pro Series**
Group Space: Pinnacle EP79001 deal; Author: mateo.lopez; Last Update Date: 11/9/2009
Subject: Compatibility question about Elite Pro Series; Group Space: Pinnacle EP79001 deal; Author: mateo.lopez; Last Update Date: 11/9/2009; Source Group: WebCenter

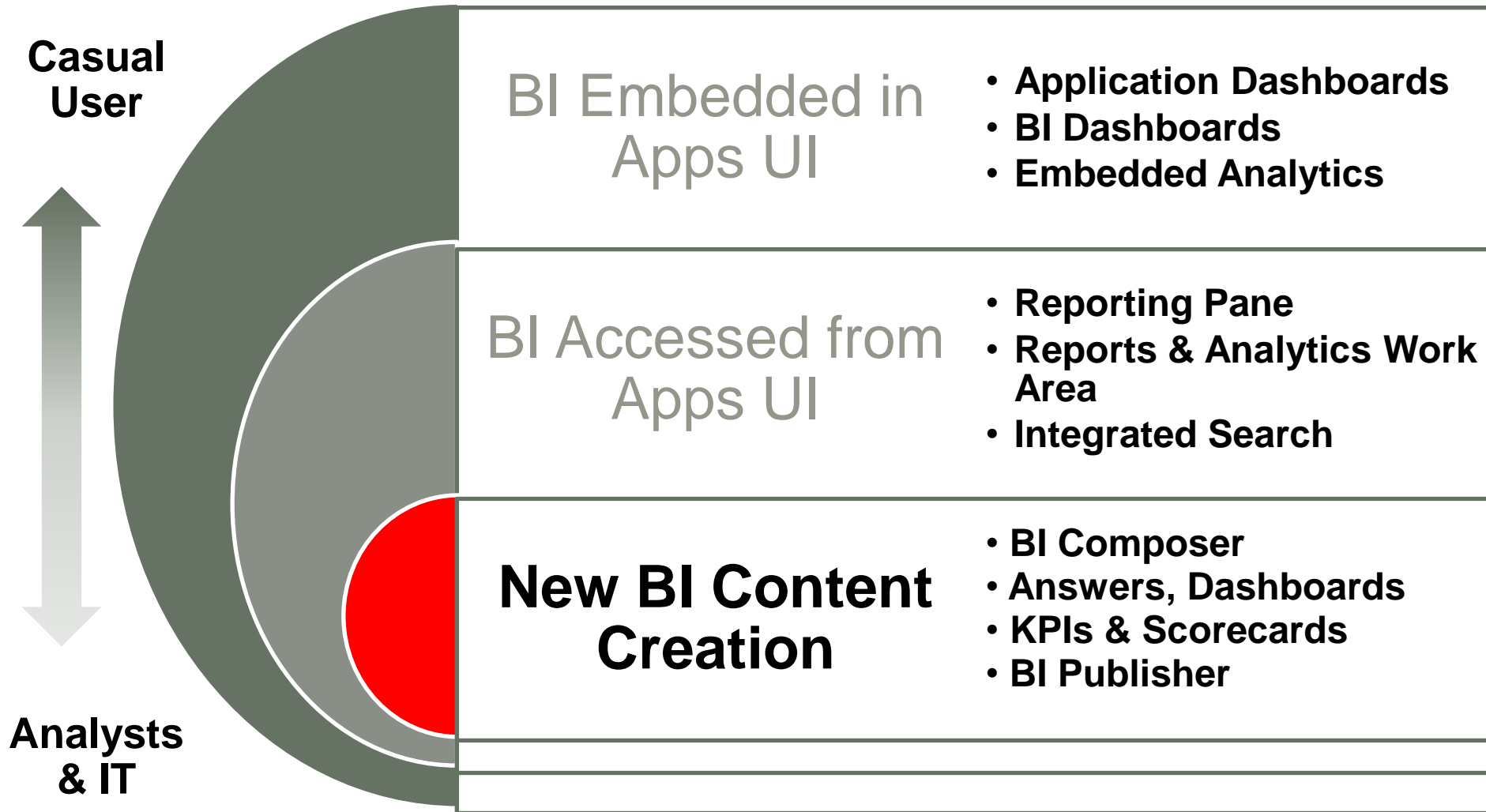
Oracle Fusion Applications Search

Search: bi_search;Discussions %

- Maps London
- Maps SF Contained
- Maps Sydney

Accessing BI from Fusion Applications

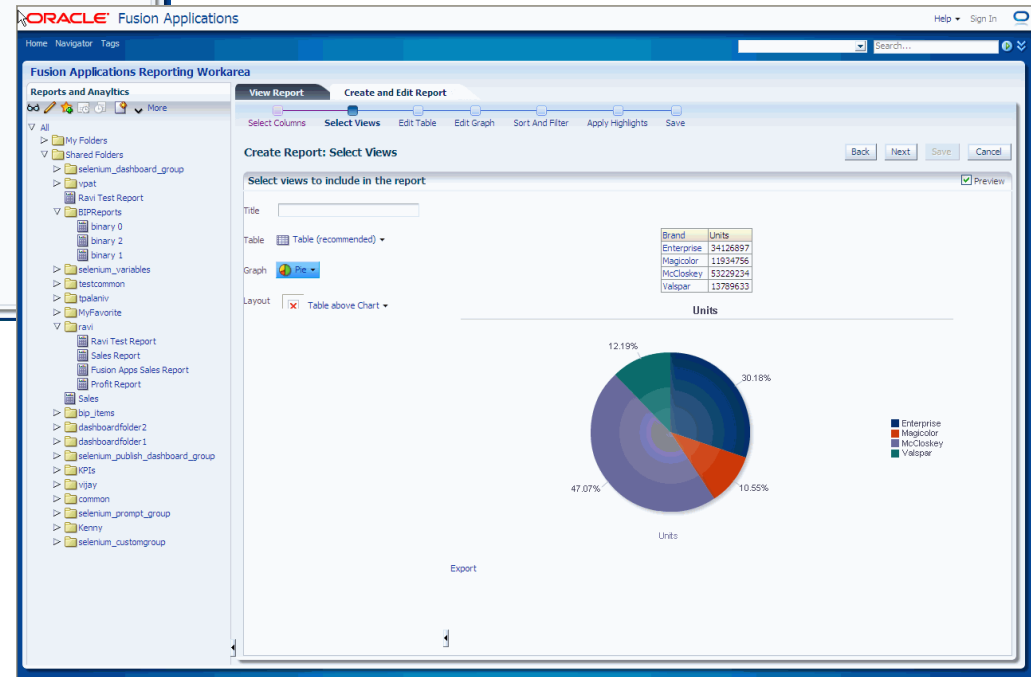
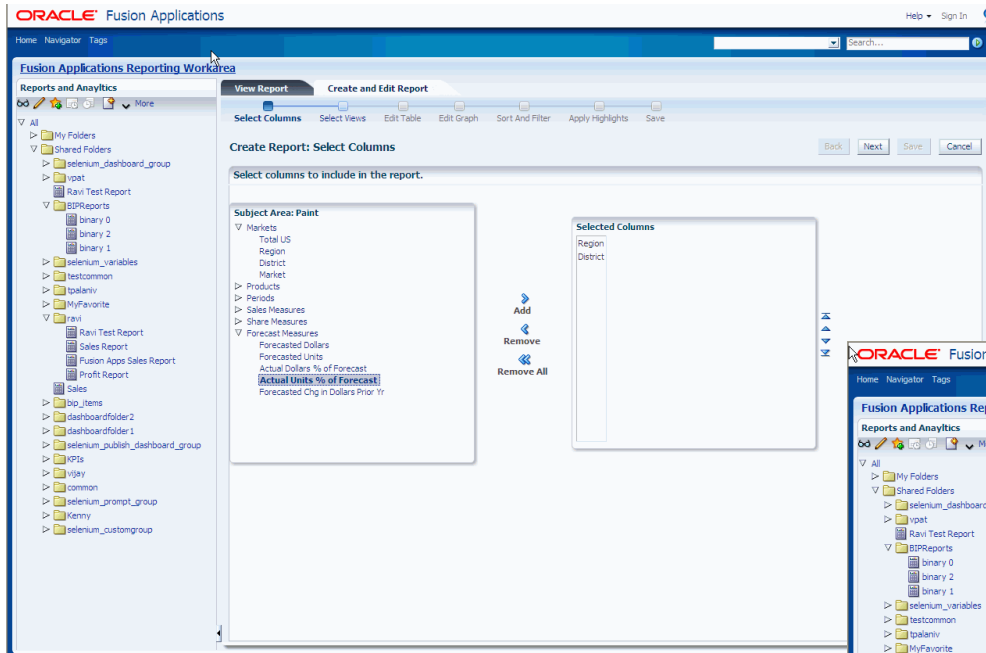
Integration Points



New BI Content Creation

BI Composer

- Author BI reports within the Apps UI
- Wizard-based for ease of use
- Supports tables, graphs, crosstabs,
- Sorting, filtering, formatting

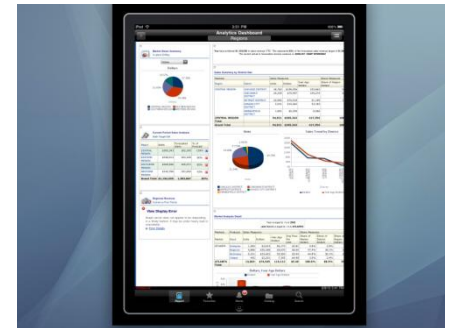


- Access any deployed BI subject area
- Save reports to the catalog & share with others

Oracle Mobile BI

Available as Part of Fusion BI

- Native mobile apps with full Dashboard functionality and all BI content types
 - Dashboard Drill/Navigate
 - Catalog navigation
 - Favorites
 - Alerts
 - Search
 - Actions
- Write once, run many
 - Nothing to change
 - Dashboards dynamically adjust to exploit the form-factor of the device
- Device support
 - iOS iPhone and iPad with Fusion v1
 - Android & other platforms on roadmap



Oracle BI on Apple iPad

Example: Marketing Analytics





Specialized Analytics

**SOFTWARE.
HARDWARE.
COMPLETE.**

ORACLE

Enhancing the General Ledger

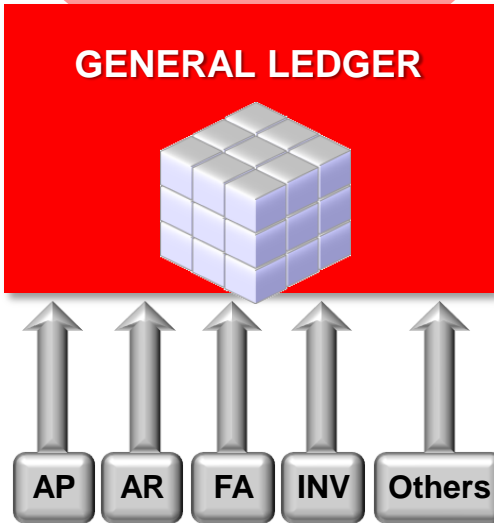
Flexibility and Performance with Essbase

	A	B	C
	Aug-09	Aug-08	Aug-08
1			
2	REV	(5,858,622,262.77)	(5,424,014,877.85)
3			
4	52125	1,577,819,733.69	1,464,484,037.59
5	52145	522,839,829.32	488,161,267.65
6	50000	2,100,659,563.01	1,952,645,305.24
7	52150	452,548,291.47	420,361,192.76
8	52151	234,116,125.90	218,587,833.30
9	52152	180,089,270.88	168,144,432.48
10	52153	36,017,807.69	33,628,842.39
11	52150	452,548,291.47	420,361,192.76
12	52151	234,116,125.90	218,587,833.30
13	52152	180,089,270.88	168,144,432.48
14	52153	36,017,807.69	33,628,842.39
15	52155	902,771,495.84	840,722,300.93
16	52305	174,627,490.84	162,719,986.37
17	53000	261,869,176.80	244,080,404.91
18	Total Expenses	5,245,370,718.17	4,881,612,599.31
19			

Board Quality
Financial Statements

Ledger Queries

Ad Hoc
Transactional Queries



Multiple Reporting Methods

- Self-service reporting and analysis against real-time accounting information

Multi-Dimensional Balances

- Pivot and drill to any level from anywhere

Instantaneous Results

- Real-time updates to multi-dimensional balances that are embedded in the GL hyperledger architecture

Enhancing Project Reporting with Essbase

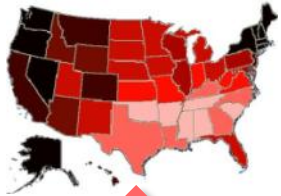
Combine Transactional and Analytical Content

Project List							
Available Views <input type="text" value="My Project List"/> <input type="button" value="Personalize View"/>							
Actions <input type="button" value="View"/> <input type="button" value="Refresh"/>							
Number	Name	Data Updates Available	Overall Health			Last Forecast Date	
			Current	Previous	Trend	Cost	Revenue
E&I-100	E&I System Implementation	Yes				JUN 15, 2007	JUN 15, 2007
INT-81	Network Upgrade	No				AUG 12, 2007	AUG 12, 2007
ABC-101	ABC Financials Implementation	No				JUN 15, 2007	JUN 15, 2007
AMC-236	Software Upgrade to FMS 9.0	No				JUN 15, 2007	JUN 15, 2007

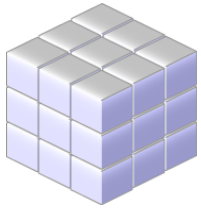
Financial Performance »									
Indicator	At Completion			Period to Date			Inception to Date		
	Budget	Forecast	Variance	Budget	Actual	Variance	Budget	Actual	Variance
Revenue	424,100.10	424,100.10	0.00%	10,600.00	6,275.00	-40.80%	186,900.00	182,575.00	-2.31%
Cost	264,980.00	292,811.00	10.50%	7,010.00	4,165.00	-40.58%	108,160.00	125,091.00	15.65%
Margin	159,120.00	131,289.00	-17.49%	3,590.00	2,110.00	-41.23%	78,740.00	57,484.00	-27.00%
People Effort	2,476.00	2,496.00	0.81%	68.00	41.00	-39.71%	1,018.00	1,178.00	15.72%
Equipment Effort	0	0	0	0	0	0	0	0	0
Margin Percent	37.52%	30.96%	-6.56%	33.87%	33.63%	-0.24%	42.13%	31.49%	-10.64%

Enhancing Territory Alignment

Optimize Sales Planning with Essbase and Predictive Analytics



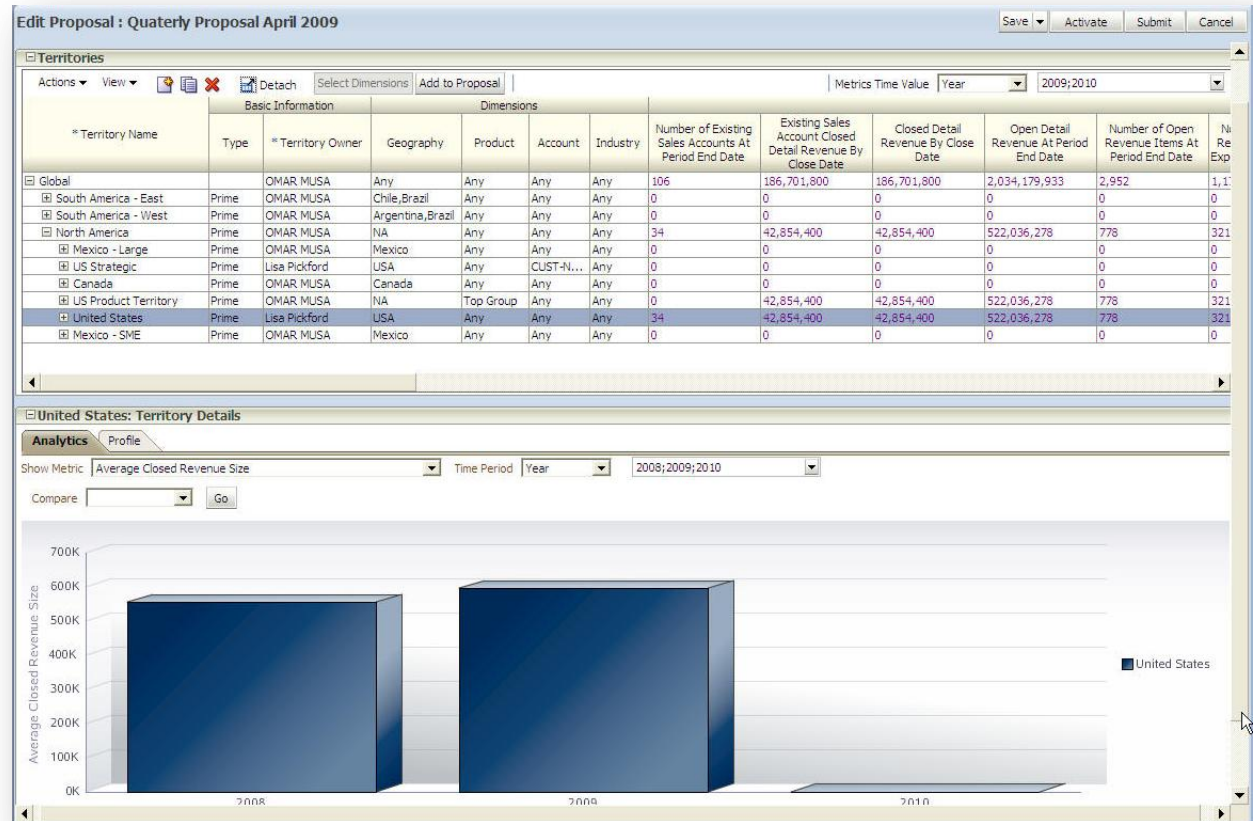
Identify Territory Potential



Model Sales For a Territory



Predict Potential Sales by Account





Summary

**SOFTWARE.
HARDWARE.
COMPLETE.**

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Summary

Embedded Analytics for Fusion Applications:

1. Improve decision making by providing contextually relevant, actionable information to Applications users
2. Include historical, real-time and predictive analytics
3. Support multiple models for embedding, accessing, and authoring BI content
4. Dramatically increase casual user adoption of BI
5. Are built on a complete, integrated BI foundation suite, and an extensible common enterprise semantic model

Agenda

- Evolution: BI for Fusion Applications
 - Analytics Drivers
 - Embedded Analytics
 - Supporting Infrastructure & Business Intelligence Products
 - End User Experience & Capabilities
 - Key Differentiators
- **Fusion BI Roadmap**
 - **Areas of Investment**
- Q & A



Get Ready for Fusion

with Oracle Business Intelligence Applications

TODAY
BI Applications 7.9.6.x

Immediate Benefits

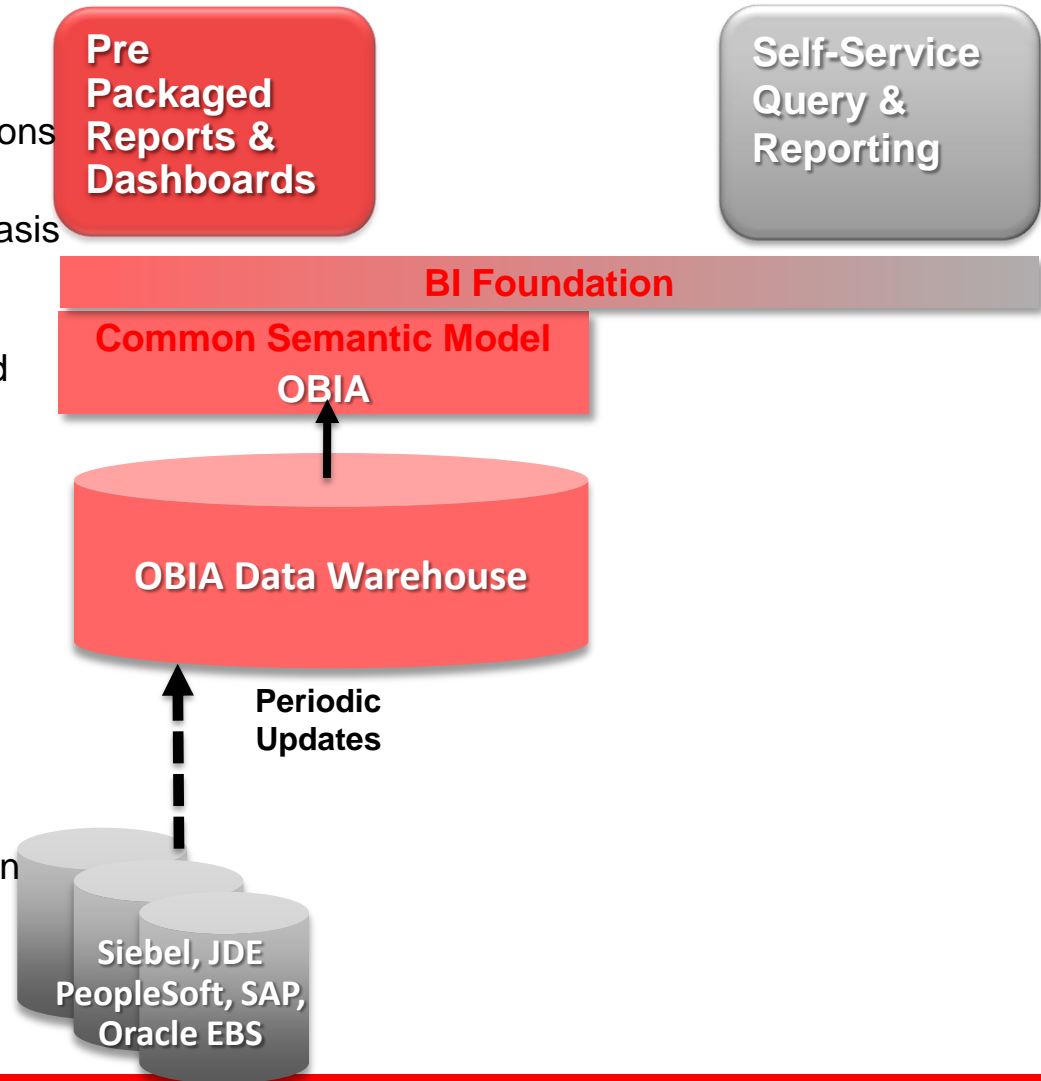
- Complete end to end analytics solutions for Apps Unlimited customers
- Deploy rapidly as data marts or as basis for conformed, complete enterprise warehouse
- Best practice, role-based reports and dashboards

Improved Fusion Readiness

- Uptake of Fusion Middleware technologies, like OBIEE, Enterprise Manager, OID
- Reduced end user Fusion training

Continuity of Reporting During Coexistence or Upgrade

- End user reports and dashboards can be retained and will start working against alternate source



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"This information is not a commitment to deliver any material, code, or functionality. The development, release, and timing of any features or functionality described remains at the sole discretion of Oracle"

Fusion BI Architecture

Supporting Tomorrow's Opportunities

TOMORROW
BI Applications
11g Family

Immediate Benefits

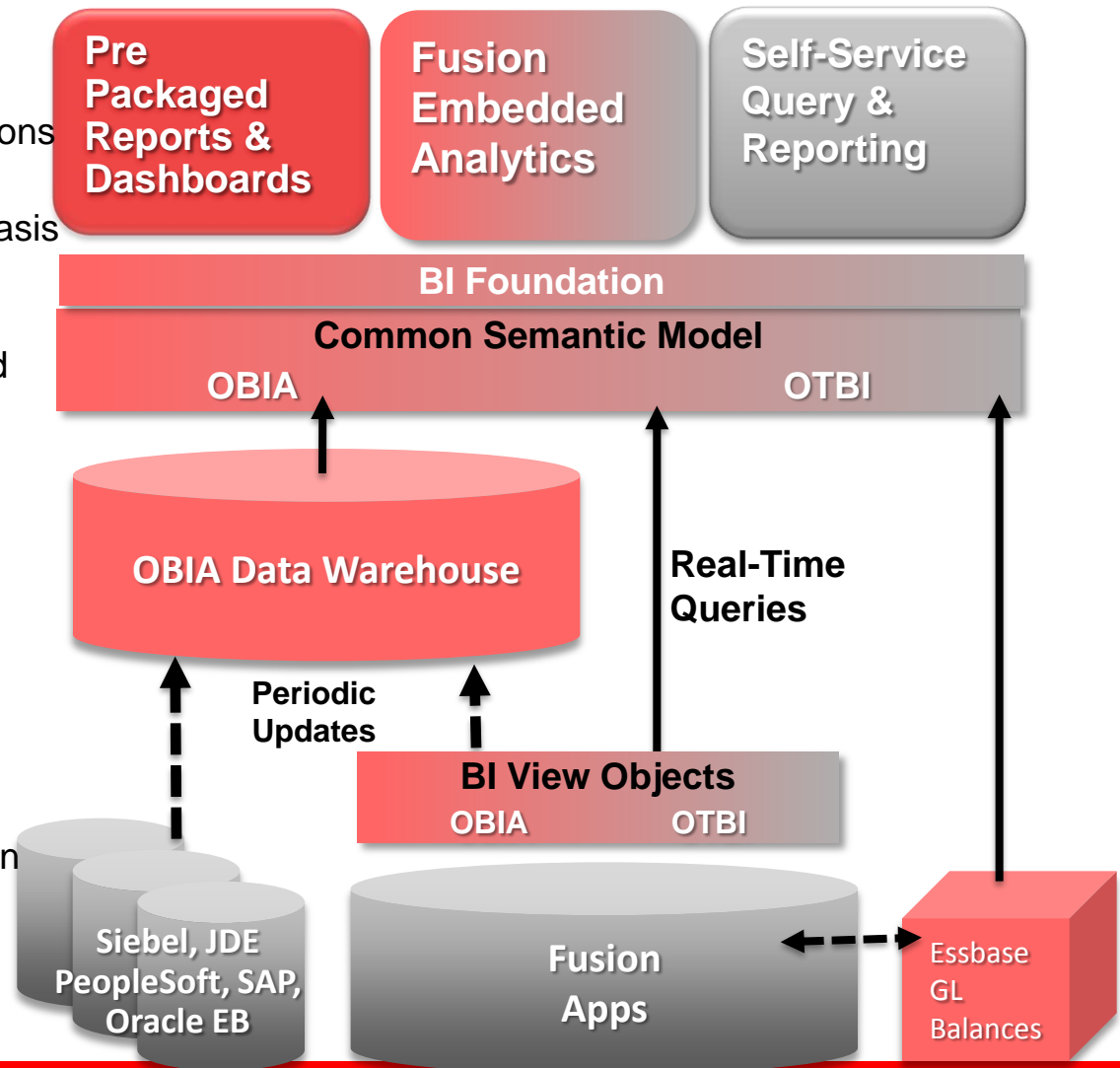
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Questions



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