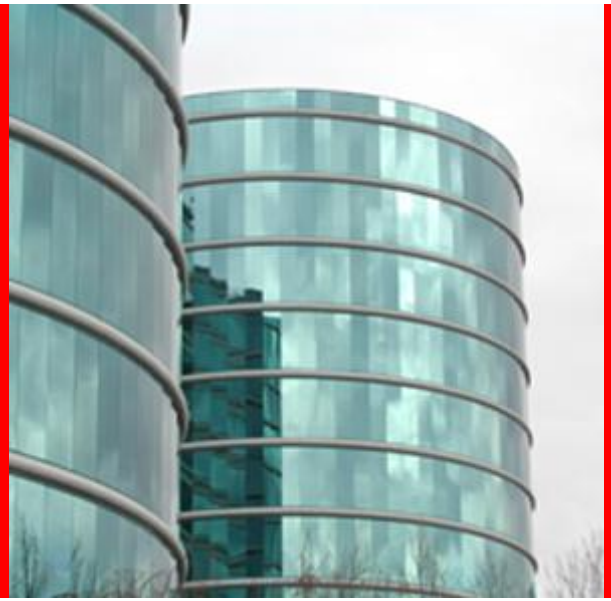
ORACLE®



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Oracle BI 11g: Actionable BI

Praveen Deshpande
Principal Product Manager, Oracle BI

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.

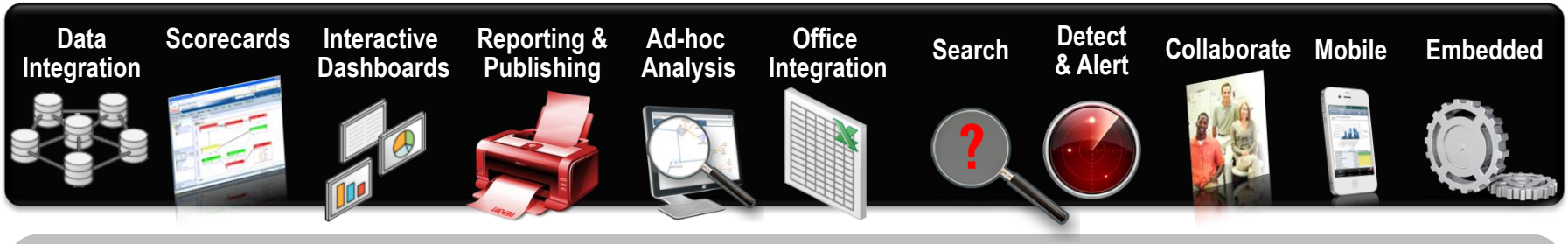
Product Strategy

Overview – Oracle Business Intelligence 11*g*R1

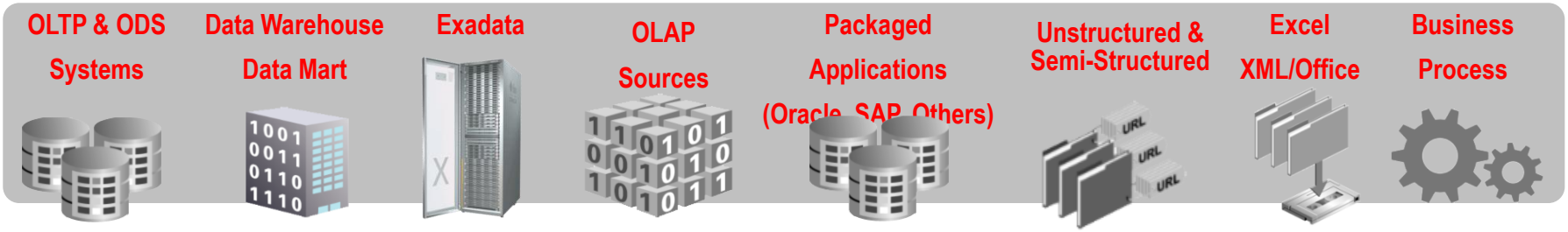
- Delivers best-of-breed products for Query and Analysis, OLAP, Reporting, and Scorecards
- On a complete, open, and architecturally unified Business Intelligence Foundation
- Coupled with leading packaged business intelligence and enterprise performance management applications
- Providing customers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

Complete.

Oracle Business Intelligence 11*g*

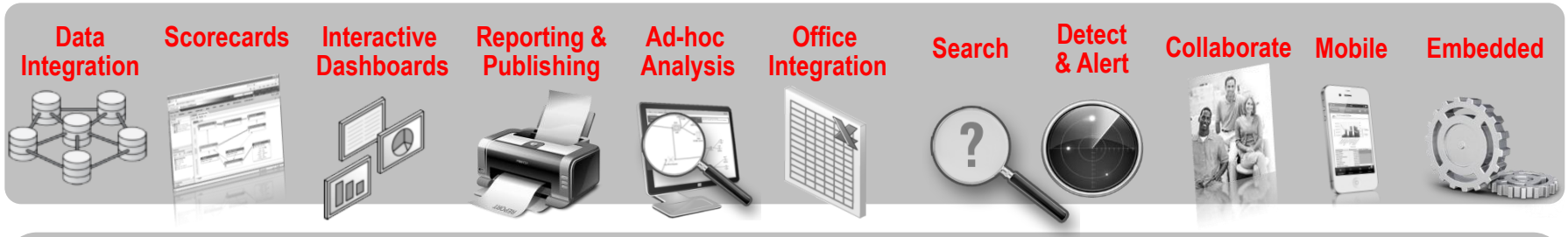


Common Business Intelligence Foundation

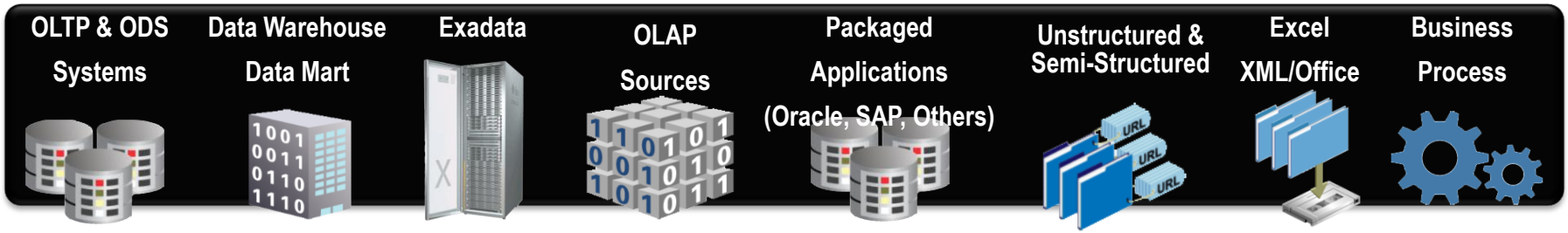


Open.

Oracle Business Intelligence 11*g*



Common Business Intelligence Foundation



Integrated.

Oracle Business Intelligence 11*g*

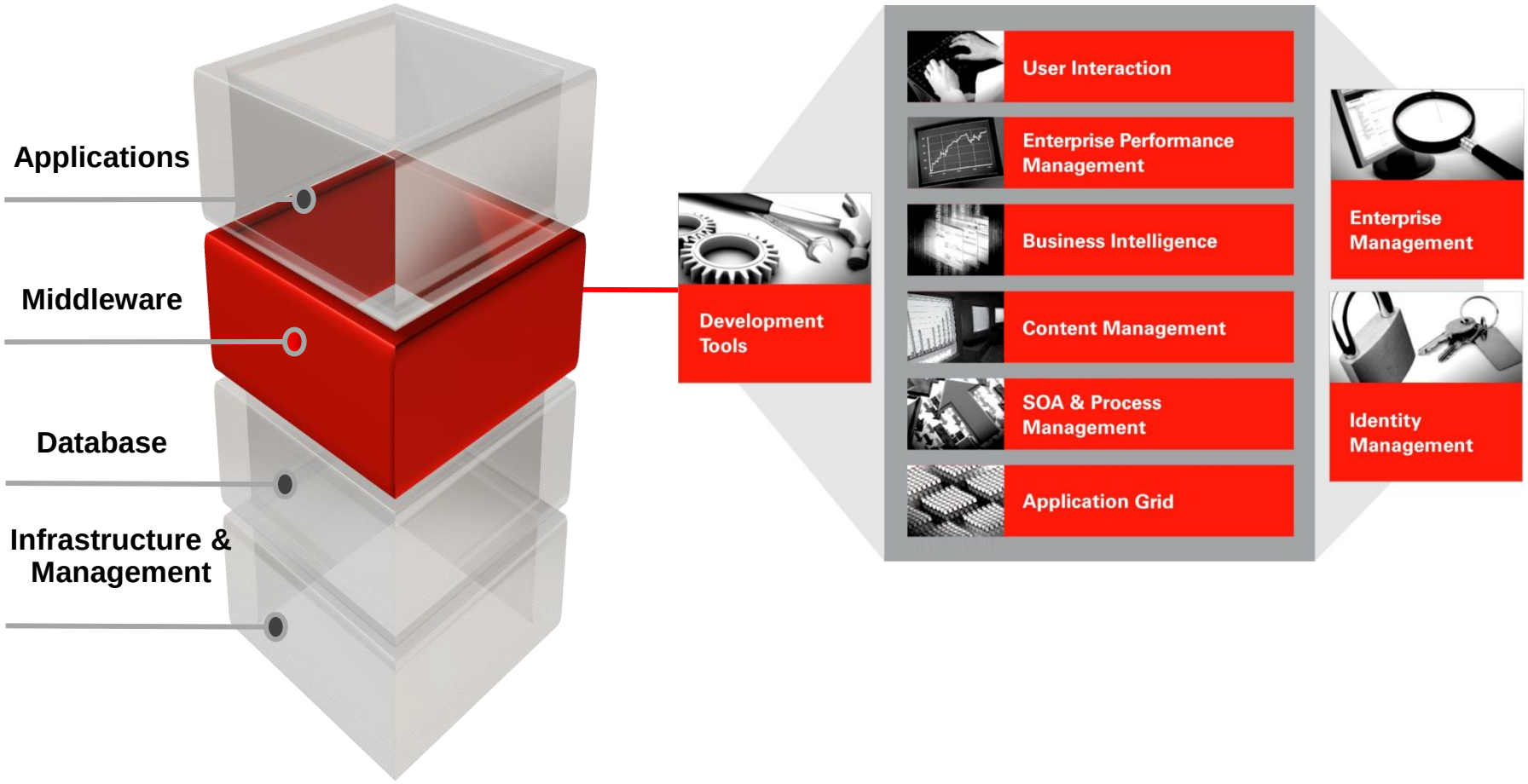
Data Integration | Scorecards | Interactive Dashboards | Reporting & Publishing | Ad-hoc Analysis | Office Integration | Search | Detect & Alert | Collaborate | Mobile | Embedded

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

OLTP & ODS Systems | Data Warehouse Data Mart | Exadata | OLAP Sources | Packaged Applications (Oracle, SAP, Others) | Unstructured & Semi-Structured | Excel XML/Office | Business Process

Part of Oracle Fusion Middleware



Leverage Fusion Middleware for Lower TCO

Complete, Open, Integrated

EPM Workspace

Performance Management Applications

BI Applications

Business Intelligence Foundation

FUSION MIDDLEWARE

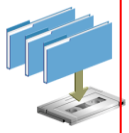
SOA	Data Quality	Data Integration	MDM	Identity Management	Content Management	Business Process Management

OLTP & ODS Systems

Data Warehouse Data Mart

OLAP

SAP, Oracle, Siebel, PeopleSoft, Custom

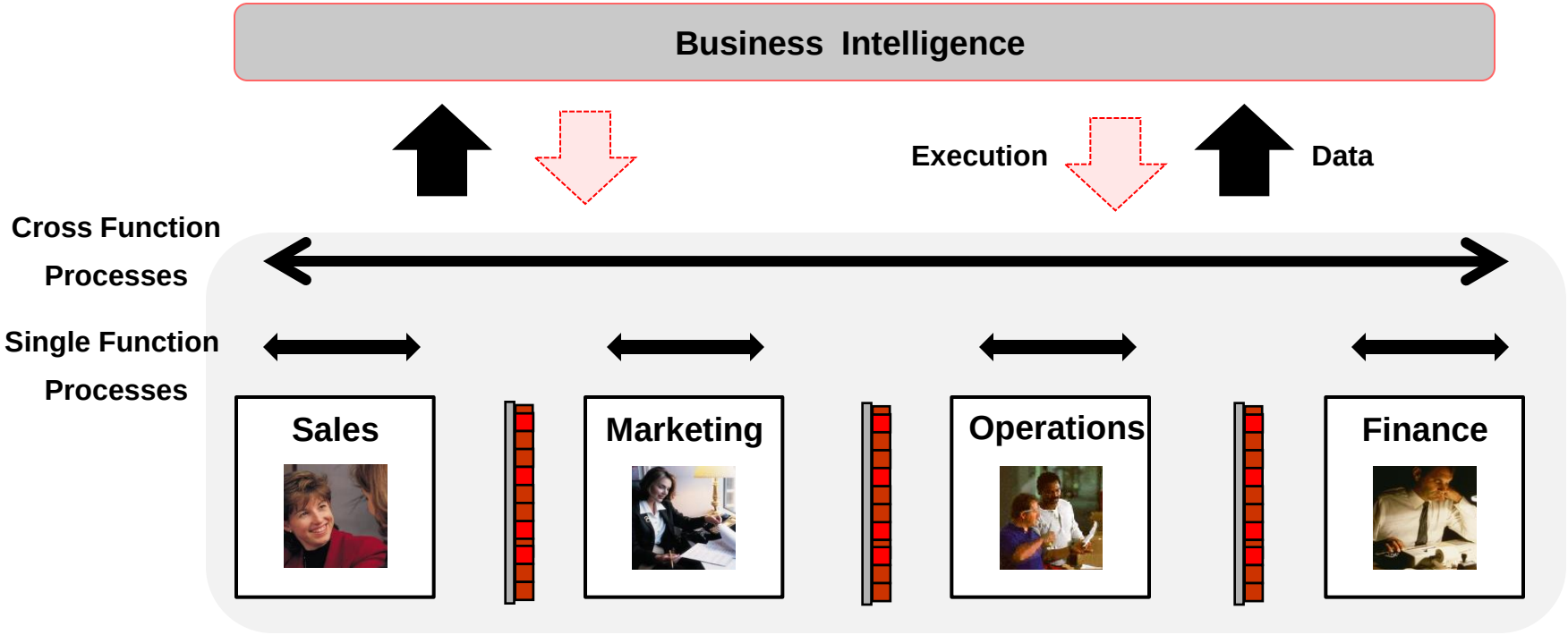


Excel XML

Business Process

The business case for Actionable Business Intelligence –Intelligent Business Process

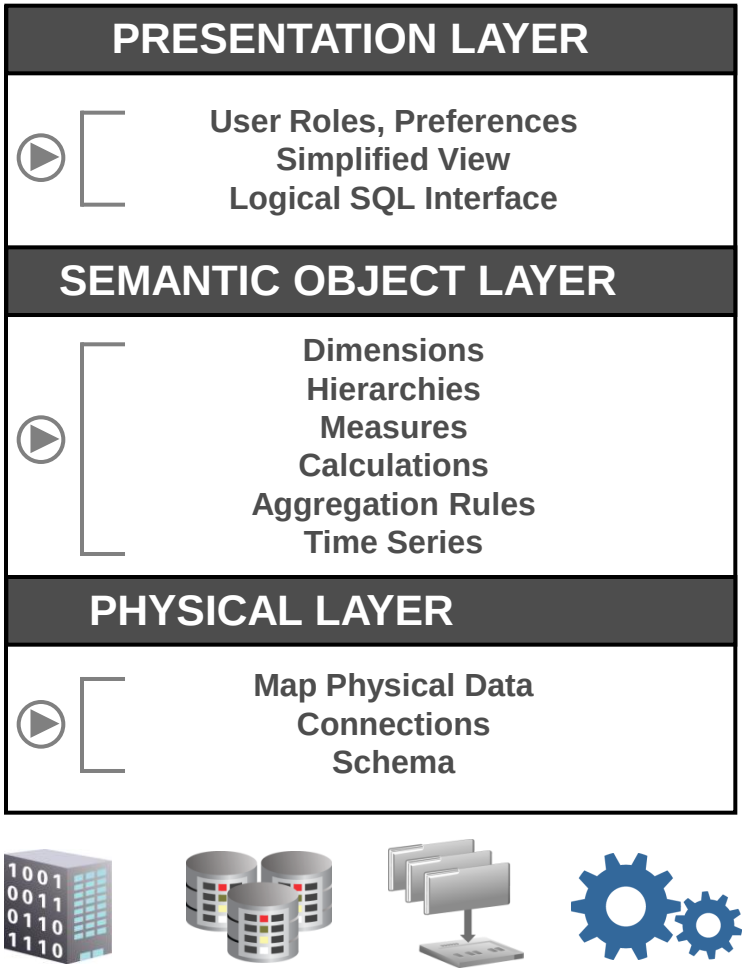
Inability to Connect Business Analysis with Process Execution



Open Loop: unable to execute decisions from analytic platform

Common Enterprise Information Model

Single Consistent View and User Self-Sufficiency



Role-Based Views of the Information Relevant to the User

Consistent Definition of Business Measures, Metrics, Calculations

Model Once, Deploy Everywhere

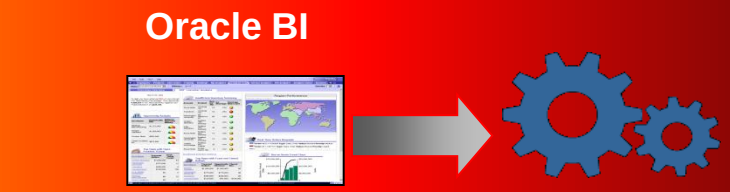
Across Any Data Sources

The Fusion of BI & Business Processes

Three Key Requirements

Insight Into Action

BI users or BI alerts invoke a business process or event

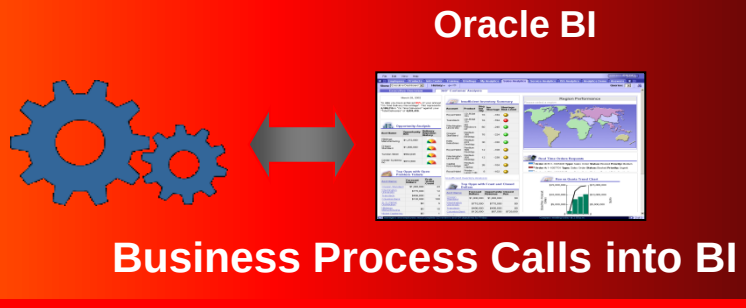


BI on the Business Process

BI provides insight into processes

BI in the Business Process

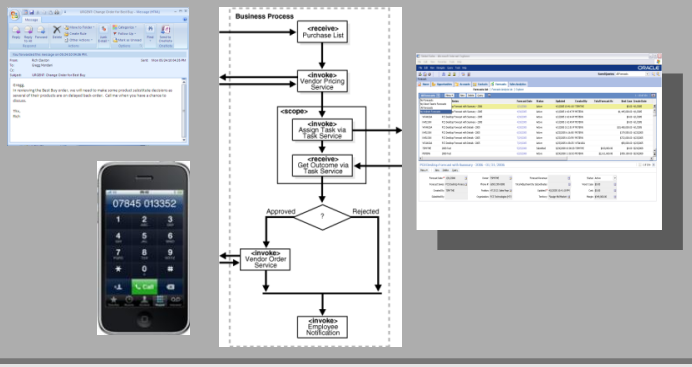
Insight-driven business processes



Linking Insight to Action

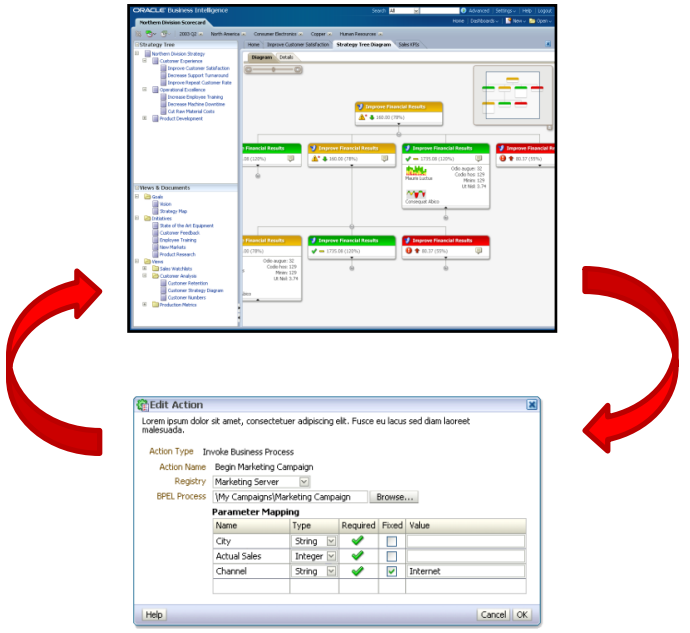
Improving Business Performance with Oracle BI 11g

THE OLD WAY



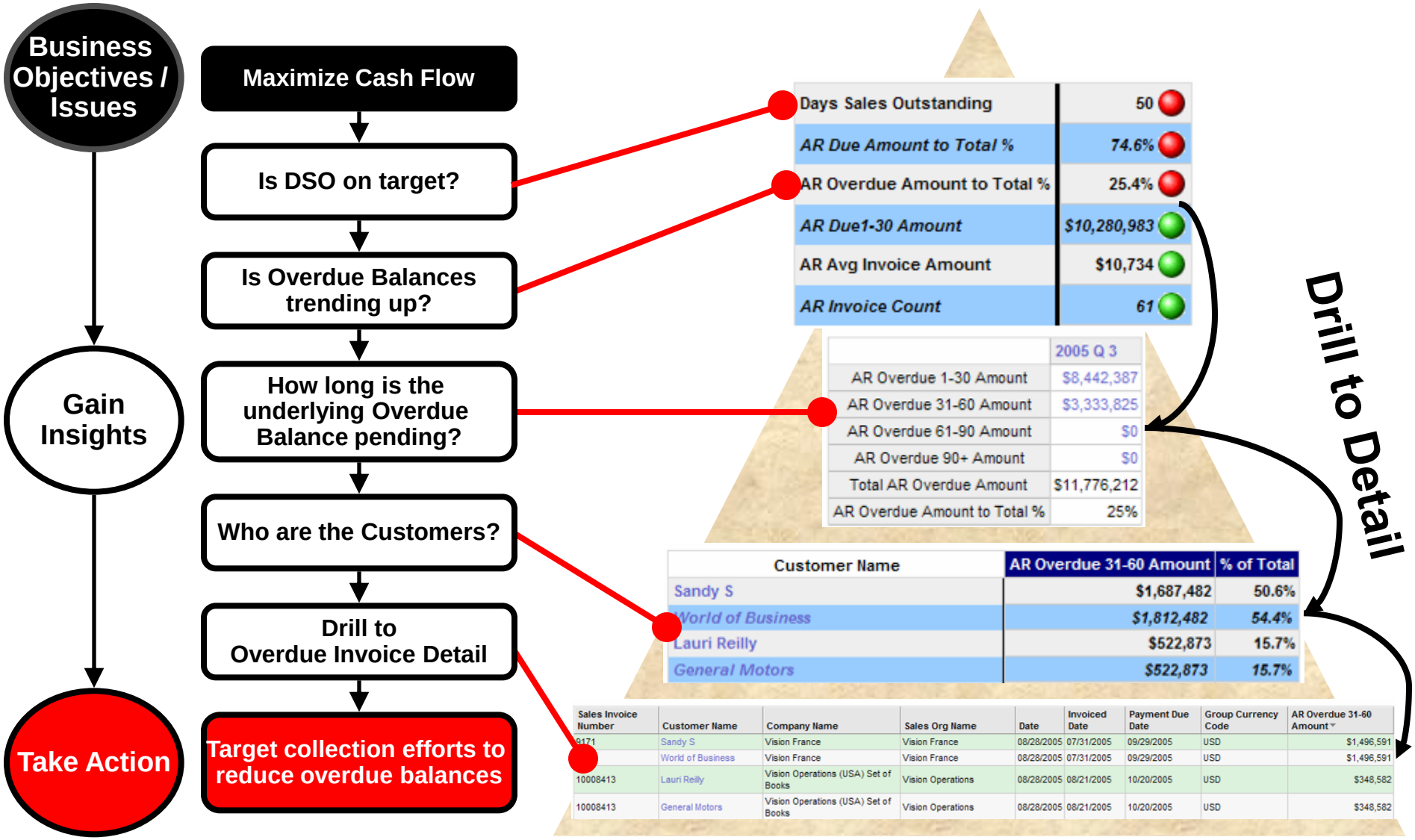
Disconnected. Chaotic. Open Ended.

THE NEW WAY



Connected. Integrated. Closed Loop.

Analytic Workflows – “Insight to Action”



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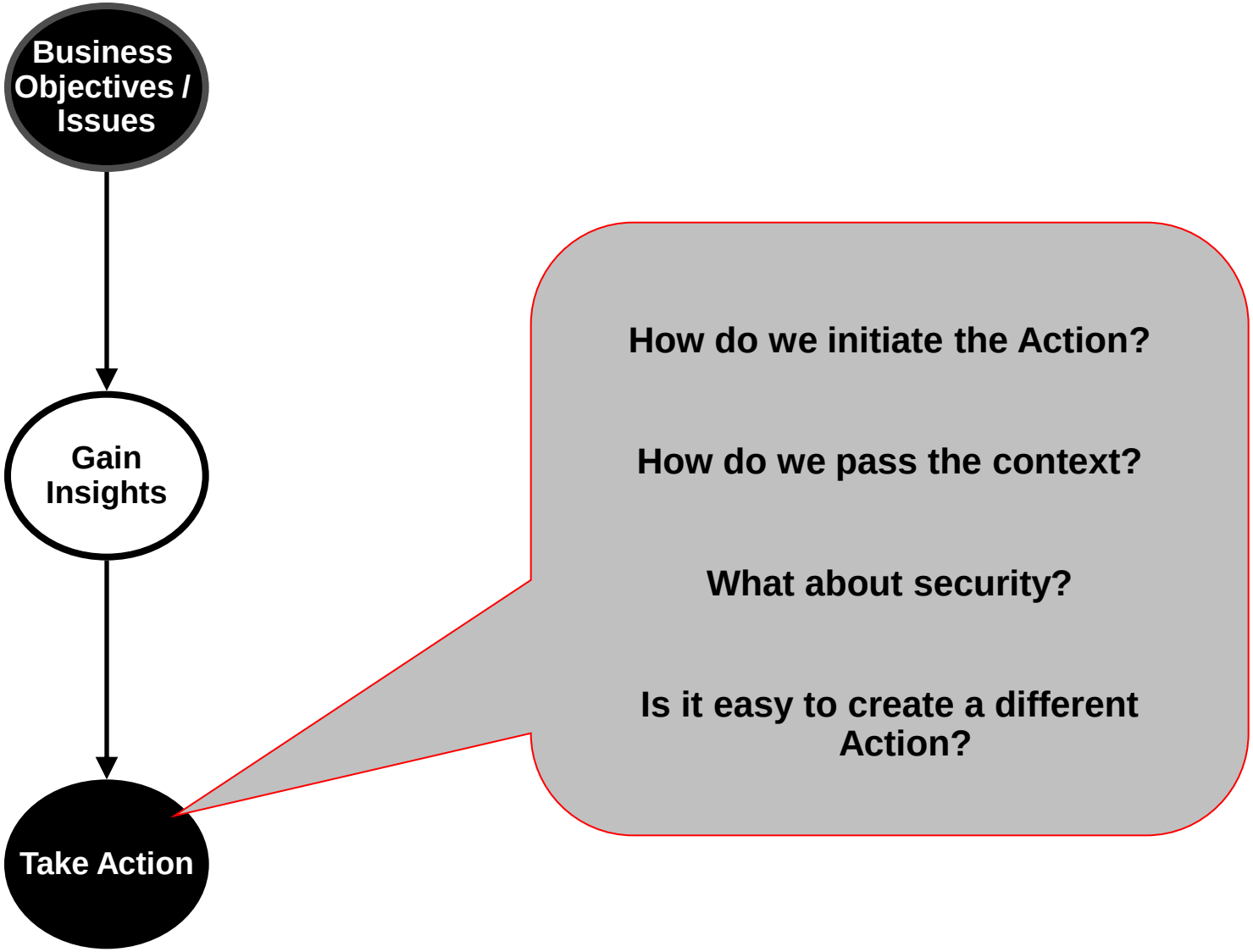

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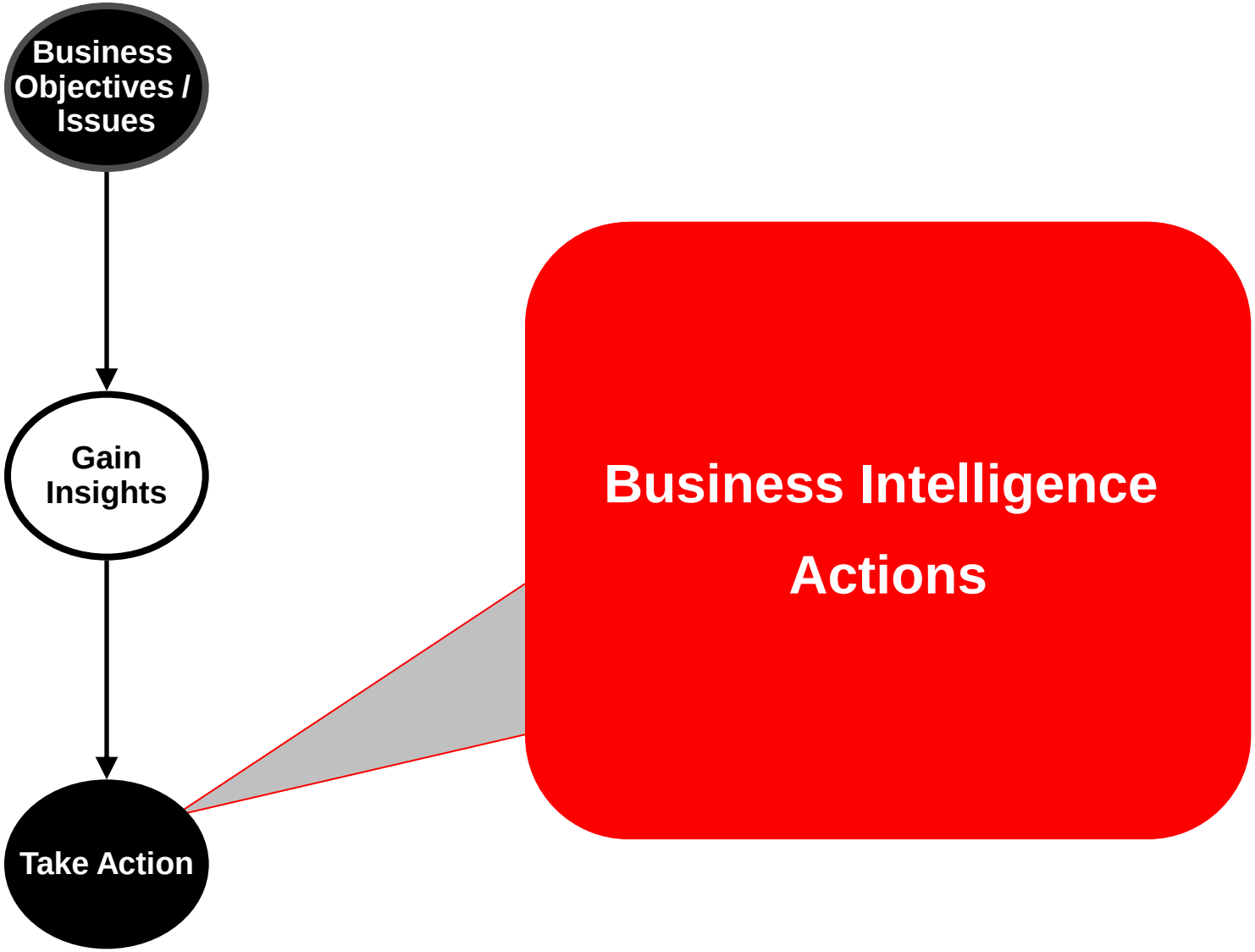
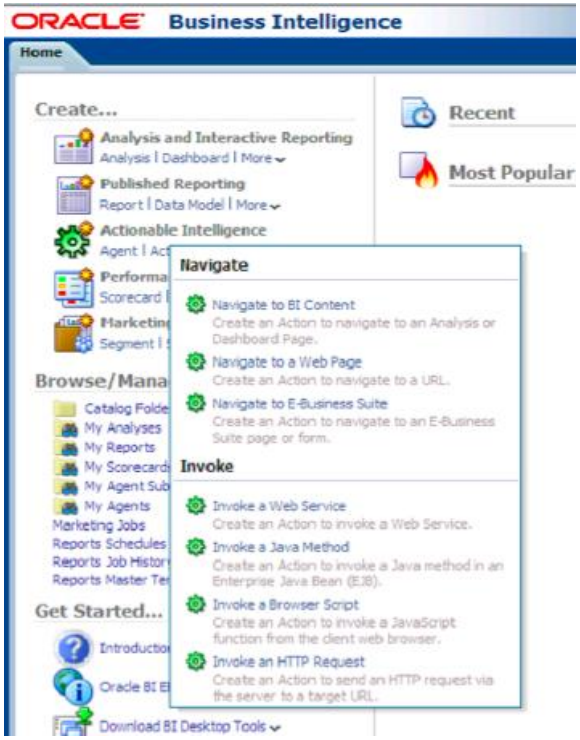


Actionable Business Intelligence

Empower Users to take Appropriate Action from Insight

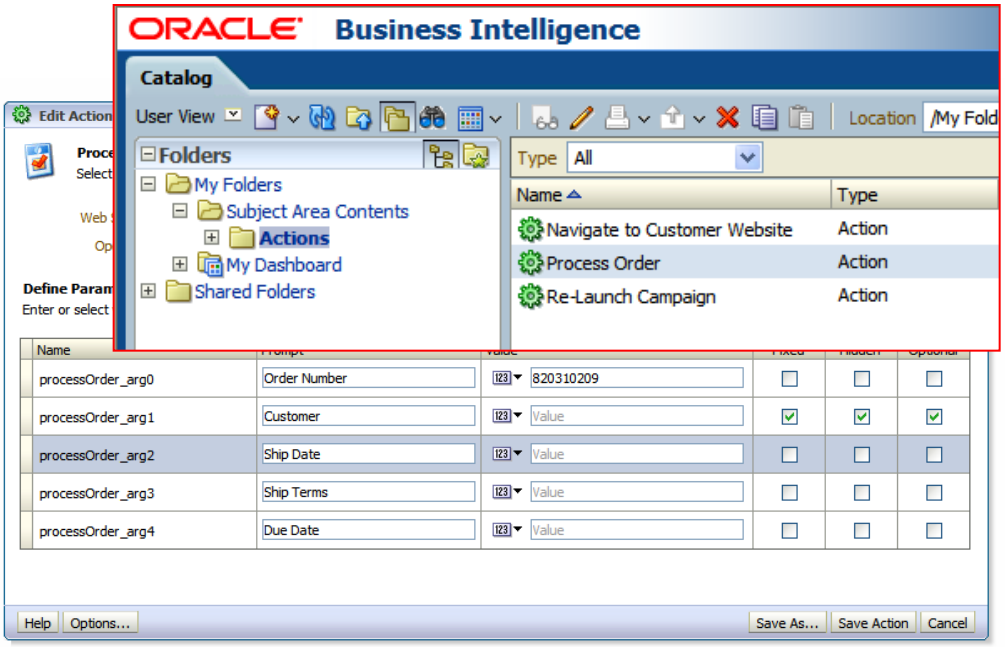
- **Define** actionable response to insight
  - Associate with key business conditions
- **Navigate** – guide users to relevant analysis, web content and transactional systems
- **Take Action** – initiate workflows & business processes, scripts and Java programs



Extensible, Secure, Action Framework

Standards-based Framework for initiating Action

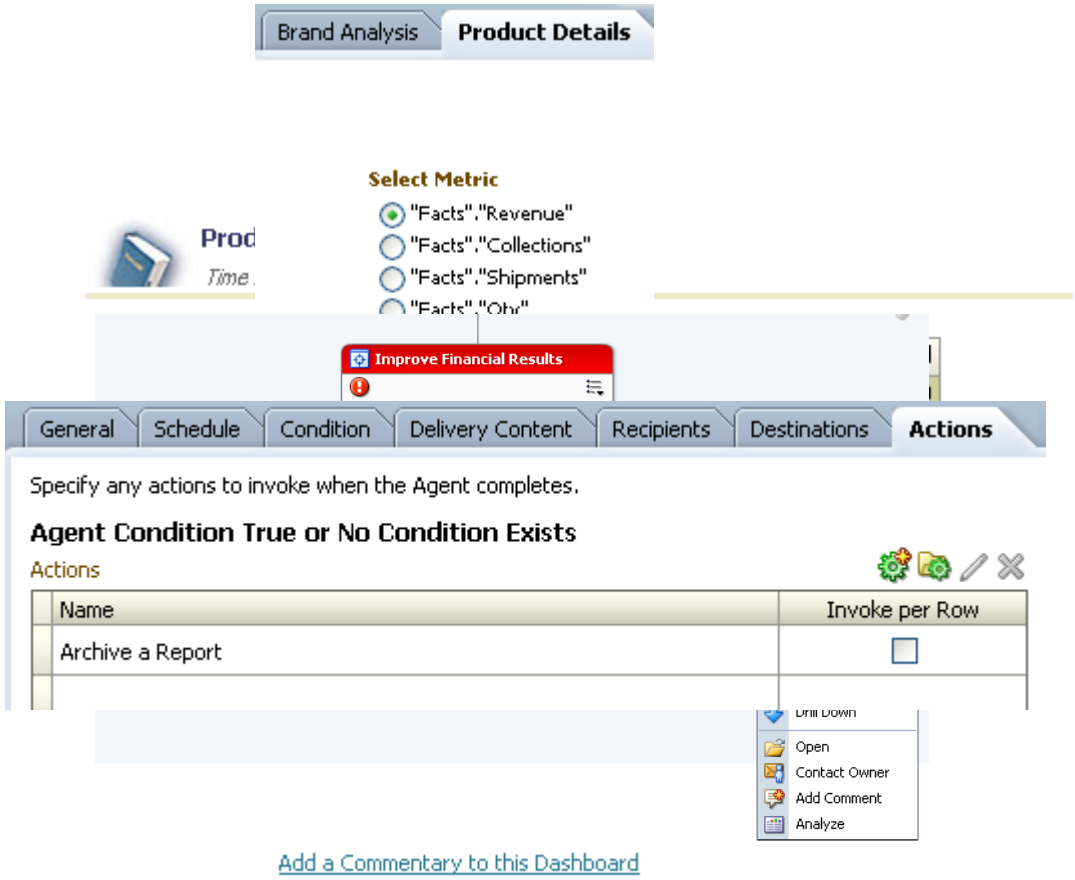
- Initiate
  - Workflow / Business Process (BPEL)
  - Message / Post Event (ESB)
  - Web Service
  - Delivers Agent
- Execute
  - Java Method
  - Siebel Workflow
- Navigate
  - BI Content
  - Web Content
  - Operational Systems
- Deliver
  - BI Content
  - Web Content

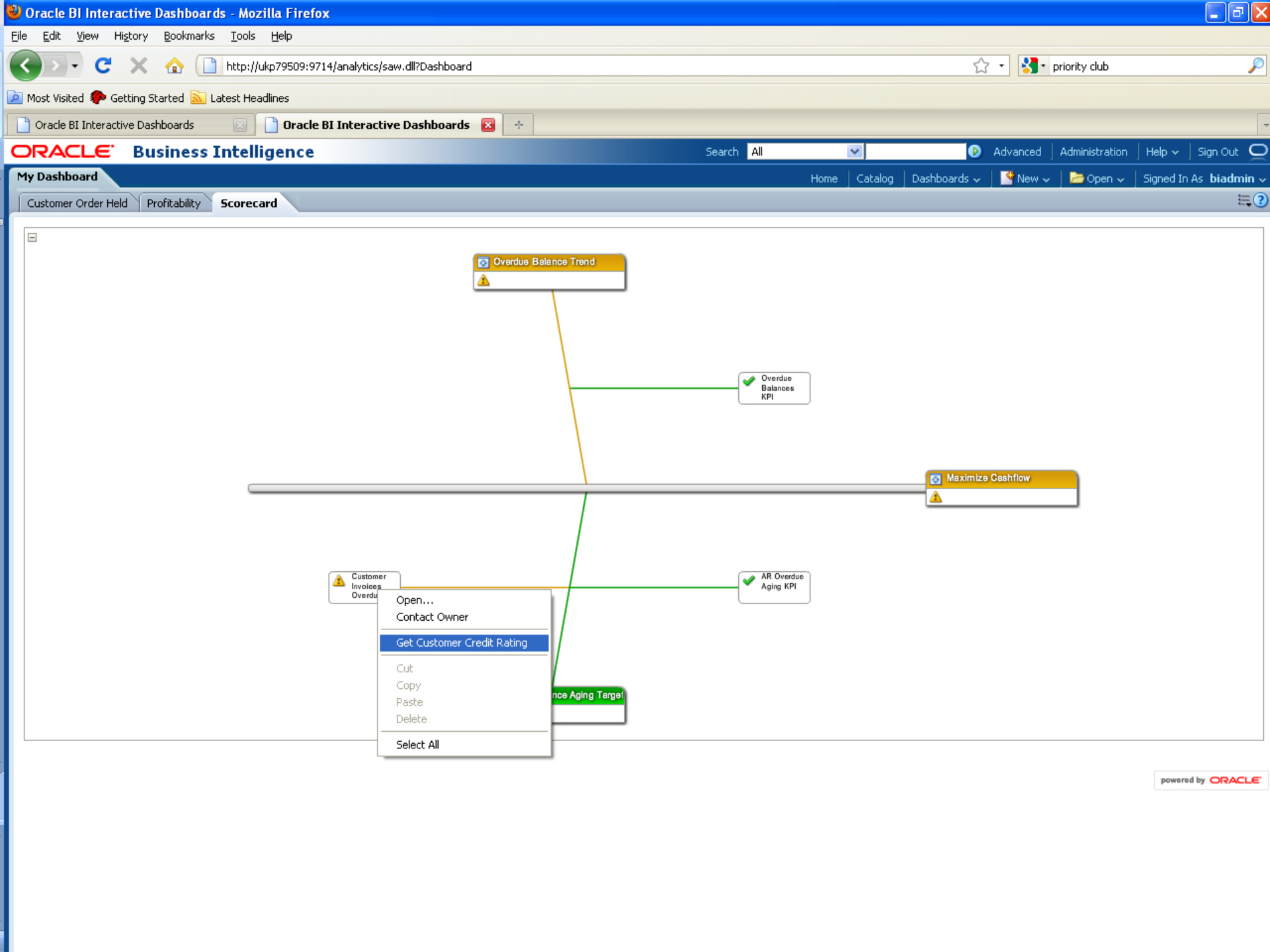


Action Framework
Actions Everywhere

Actions used consistently in

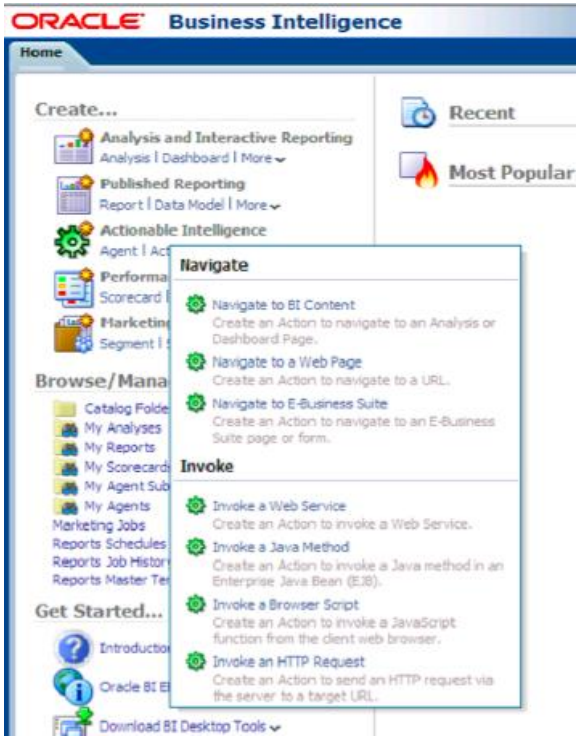
- Answers
- Dashboards
- Delivers
- Scorecard
- Charts
- Delivered Content – email




Oracle BI Interactive Dashboards - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://ukp79509:9714/analytics/saw.dll?Dashboard
priority club
Most Visited Getting Started Latest Headlines
Oracle BI Interactive Dashboards
Oracle BI Interactive Dashboards
ORACLE Business Intelligence
Search All Advanced Administration Help Sign Out
My Dashboard
Home Catalog Dashboards New Open Signed In As biadmin
Customer Order Held Profitability Scorecard
Overdue Balance Trend
Overdue Balances KPI
Maximize Cashflow
Customer Invoices Overdu
AR Overdue Aging KPI
nce Aging Target
Open...
Contact Owner
Get Customer Credit Rating
Cut
Copy
Paste
Delete
Select All
powered by ORACLE

Business Intelligence Agents
Sense & Respond to Business Events with Oracle BI 11g

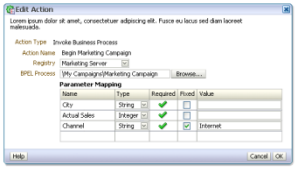
- **Detect** –key business events and conditions.
- **Respond** – generate reports, alerts, take action
- **Monitor** – track resolution and progress

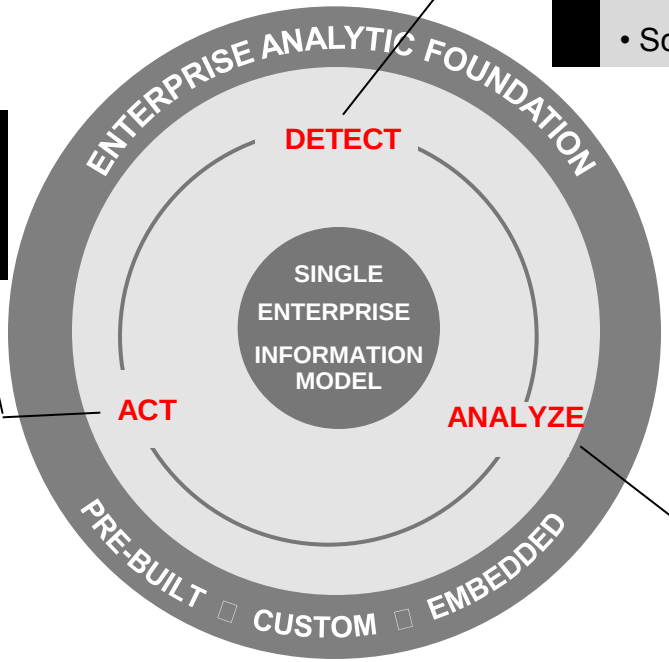


11g Provides Closed Loop Intelligent Business Processes

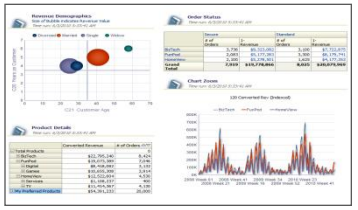
- Data-driven alerts
- Mobile devices
- Scorecard / KPI's

- Standards-based process execution
- User-centric process design
- Closed-loop process metrics





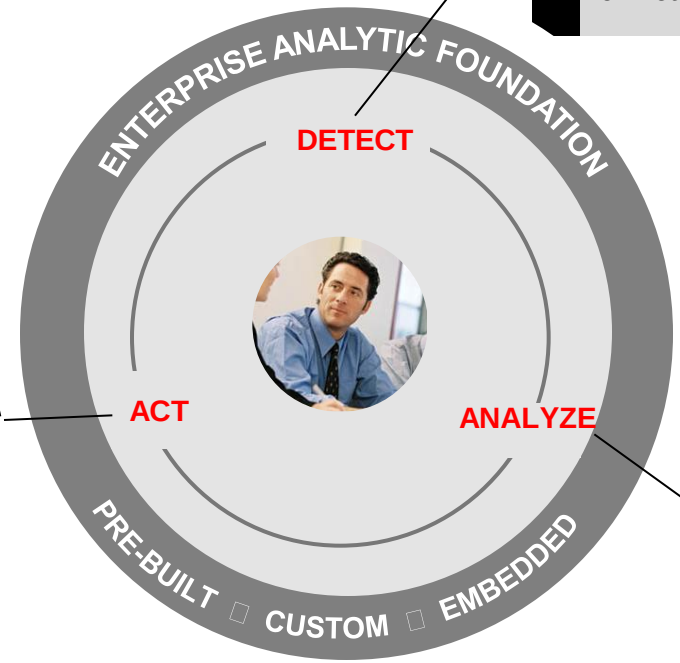
- Ad-hoc OLAP query
- Interactive visualization
- Role-based dashboards



Intelligent Business Process

Sales Rep in Consumer Electronics Manufacturer

Rep receives out of stock alert on iPhone. Unable to fulfill order for key account on hot new product.

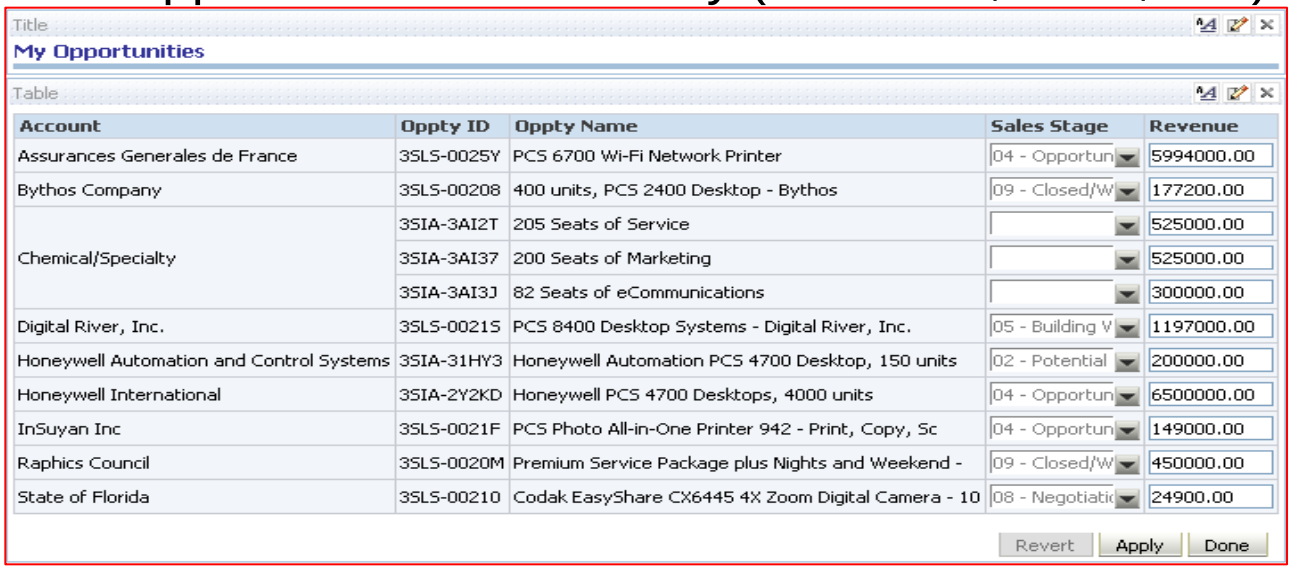


Initiates change request in order management system. Updates discount terms to reflect greater discount.

Reviews all orders for customer with hot products and analyzes available to promise for replacement.

Fusion Integration Technologies
11g Action Framework

- Fusion application as an OBIEE data source
  - Query ADF Business Components (BCs), join BCs
  - Write back to BCs with full application logic (Actions)
  - Performance optimizations
  - Supports Data Extensibility (flex fields, trees, etc.)


Title

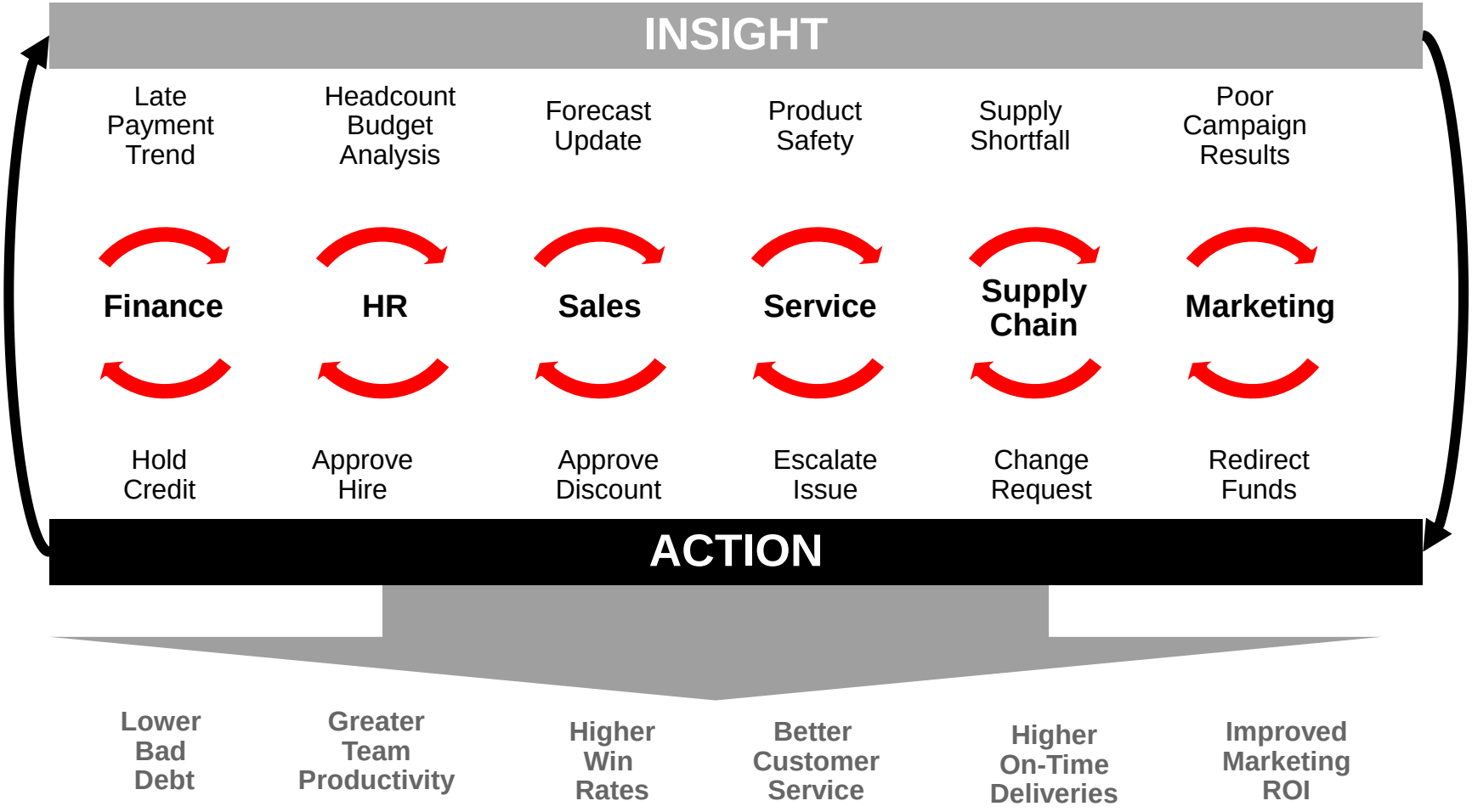
My Opportunities

Table

Account	Oppty ID	Oppty Name	Sales Stage	Revenue
Assurances Generales de France	3SLS-0025Y	PCS 6700 Wi-Fi Network Printer	04 - Opportun	5994000.00
Bythos Company	3SLS-00208	400 units, PCS 2400 Desktop - Bythos	09 - Closed/W	177200.00
Chemical/Specialty	3SIA-3AI2T	205 Seats of Service		525000.00
	3SIA-3AI37	200 Seats of Marketing		525000.00
	3SIA-3AI3J	82 Seats of eCommunications		300000.00
Digital River, Inc.	3SLS-0021S	PCS 8400 Desktop Systems - Digital River, Inc.	05 - Building V	1197000.00
Honeywell Automation and Control Systems	3SIA-31HY3	Honeywell Automation PCS 4700 Desktop, 150 units	02 - Potential	200000.00
Honeywell International	3SIA-2Y2KD	Honeywell PCS 4700 Desktops, 4000 units	04 - Opportun	6500000.00
InSuyan Inc	3SLS-0021F	PCS Photo All-in-One Printer 942 - Print, Copy, Sc	04 - Opportun	149000.00
Raphics Council	3SLS-0020M	Premium Service Package plus Nights and Weekend -	09 - Closed/W	450000.00
State of Florida	3SLS-00210	Codak EasyShare CX6445 4X Zoom Digital Camera - 10	08 - Negotiatic	24900.00

Revert Apply Done

Value of Linking Insights to Action
Shortens Decisioning Cycle Time

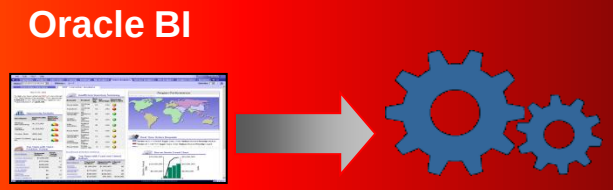


The Fusion of BI & Business Processes

Three Key Requirements

Insight Into Action

BI users or BI alerts invoke a business process or event

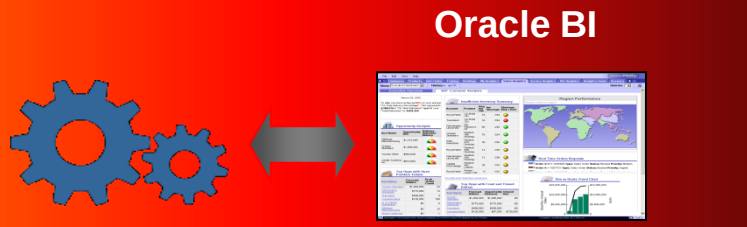


BI on the Business Process

BI provides insight into processes

BI in the Business Process

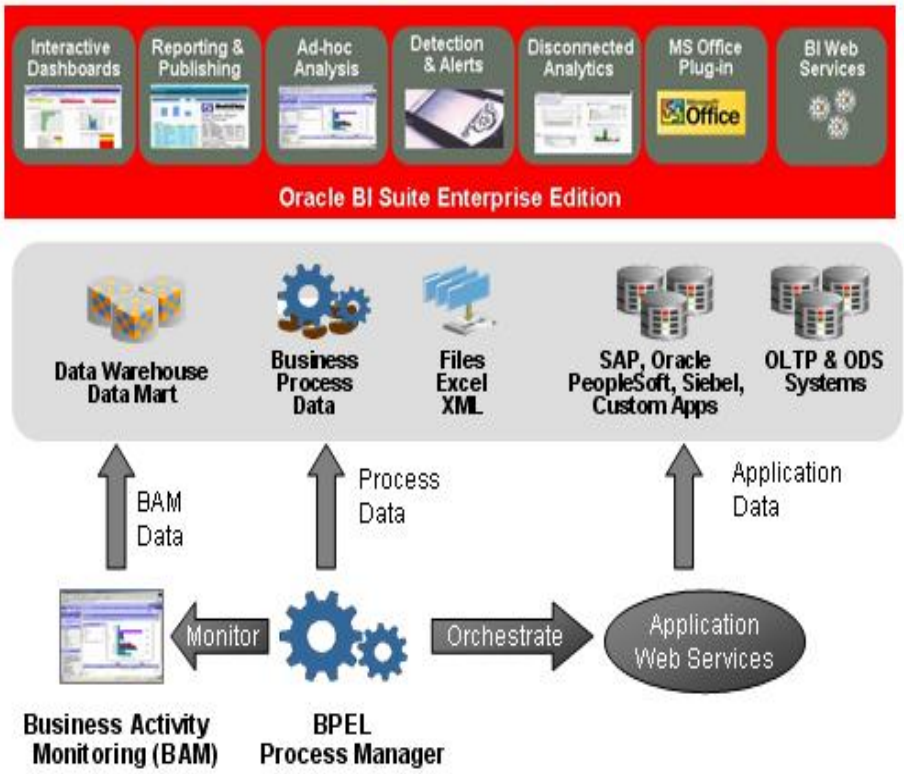
Insight-driven business processes



Visibility and Insight

Understanding Enterprise Business Process Performance

- Insight into Transactional Systems
  - E-Business Suite
  - PeopleSoft
  - Siebel, JDEdwards,
  - SAP
  - Custom
- Business Process Metrics
  - BPM, BPEL and ESB
- Real-Time Performance Management
  - BI and BAM



Visibility and Insight

Understanding Enterprise Business Process Performance

Pending Purchase Orders

Click Pending Status to Approve POs in Transactional System

Process Instance ID **90002**

Approval Outcome	APPROVE	9/8/09 4:37:21
Route to Manual Approval	Pending Approval	9/8/09 4:30:53
PO OrderID	Tuesam	9/8/09 4:30:47
PO Received	Initial	9/8/09 4:30:46

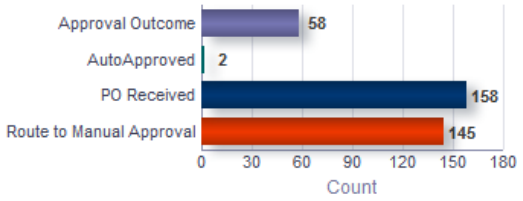
Process Instance ID **90001**

Route to Manual Approval	Pending Approval	9/8/09 4:30:53
PO OrderID	Tuesam	9/8/09 4:30:47
PO Received	Initial	9/8/09 4:30:46

Process Instance ID **80016**

Purchase Orders by Status

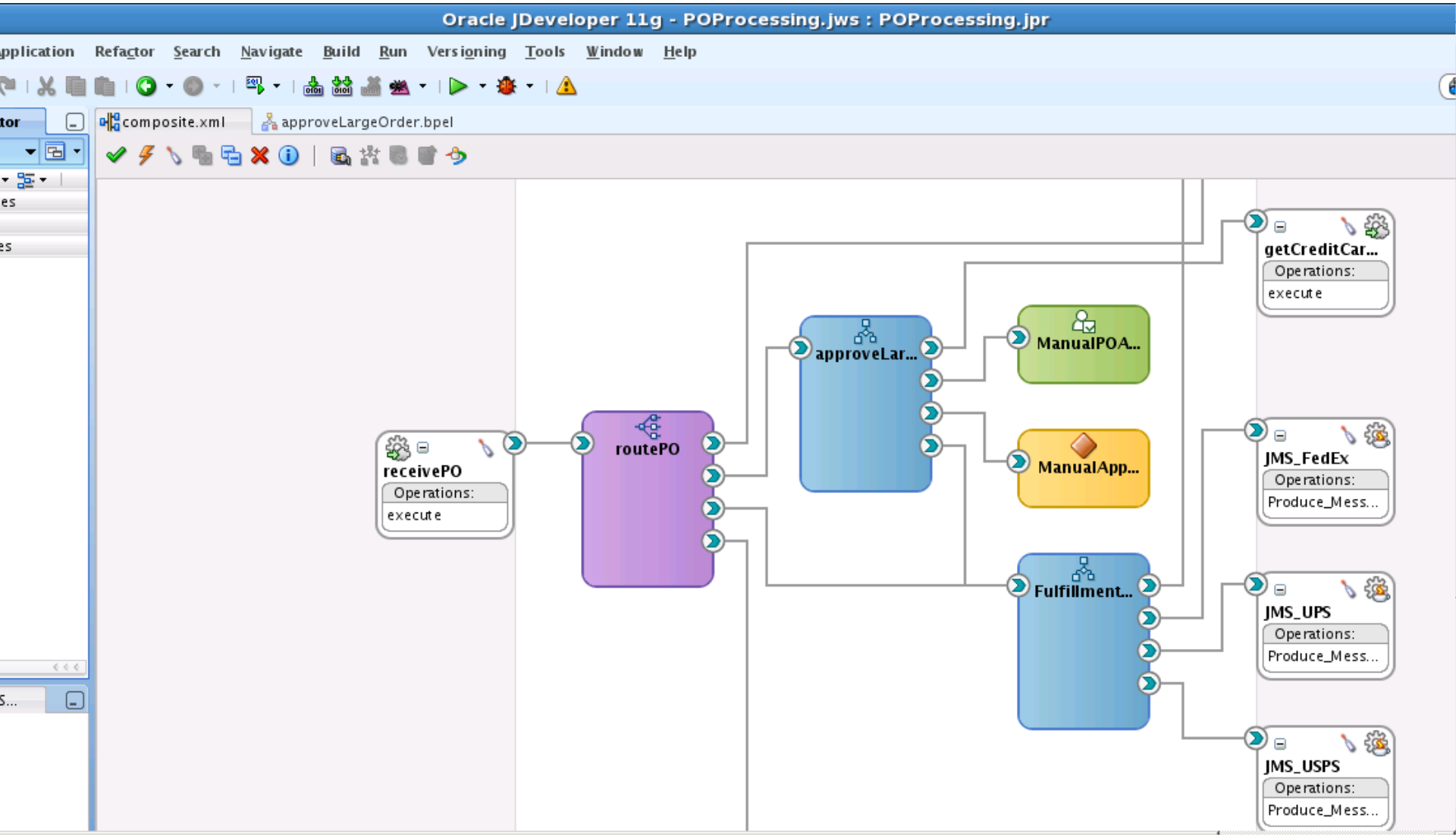
SENSOR_NAME	Status	Count
PO Received	Initial	158
Route to Manual Approval	Pending Approval	145
Approval Outcome	APPROVE	55
	REJECT	3
AutoApproved	Automatically Approved	2



Refresh

Visibility and Insight

Understanding Enterprise Business Process Performance



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The Fusion of BI & Business Processes

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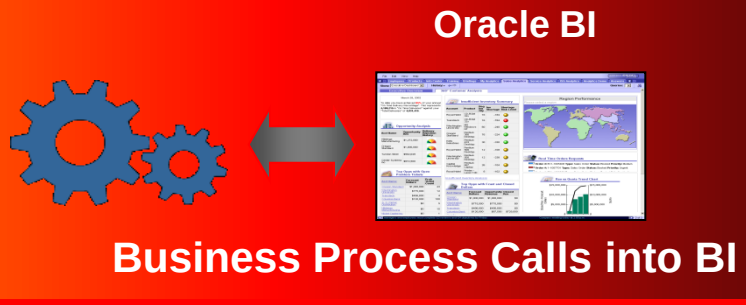
BI on the Business Process

BI provides insight into processes

BI in the Business Process

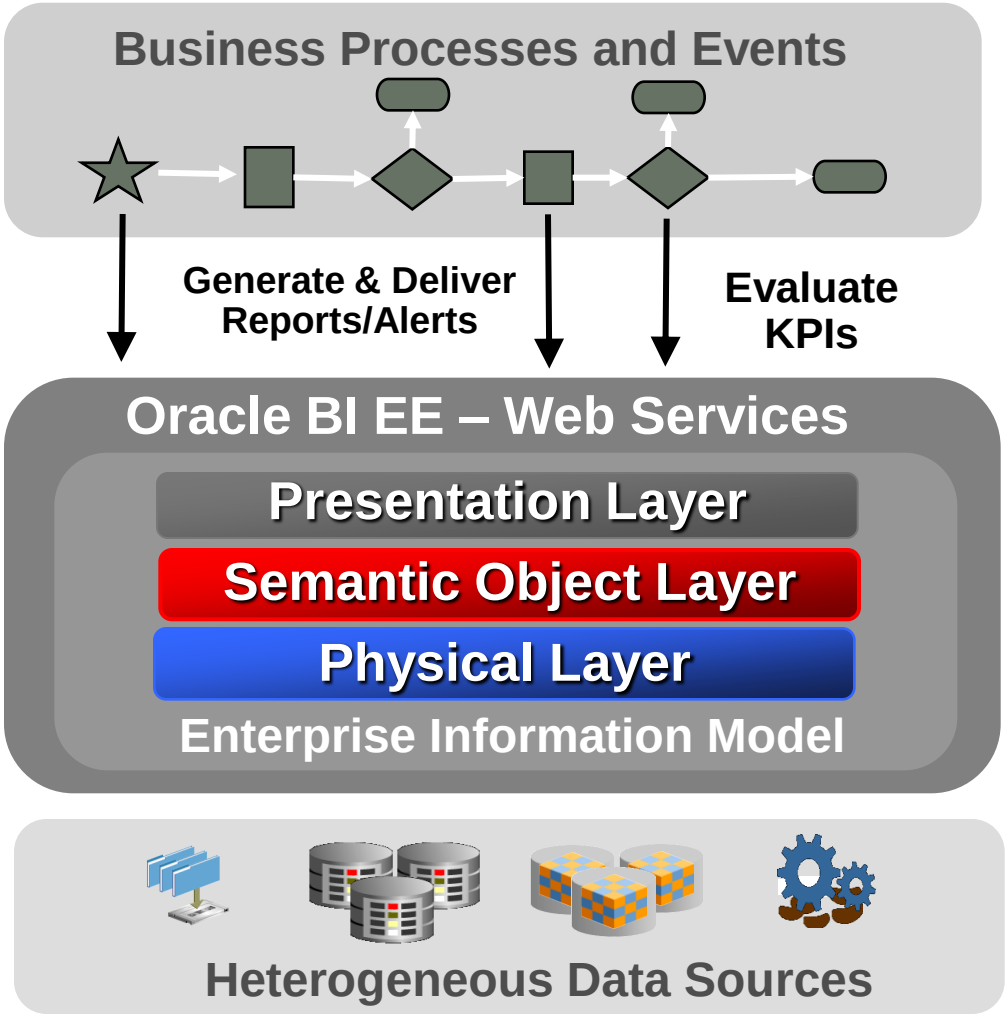
Insight-driven business processes



Insight Driven Business Processes

Business Intelligence as a Service

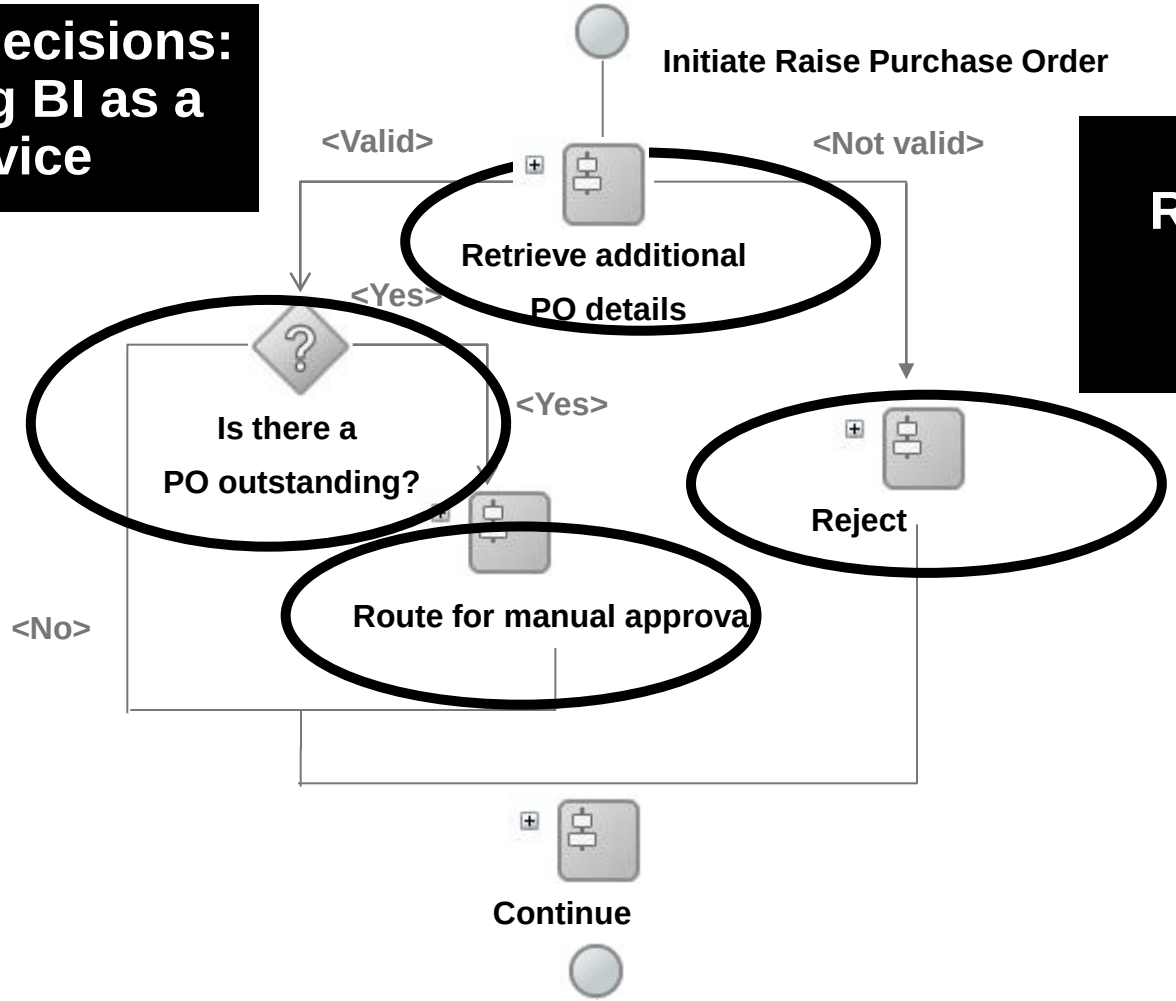
- Generate, access and deliver reports from business processes
- Evaluate KPIs, business metrics and conditions within business processes
- Access business data using Enterprise Information model



Insight Driven Business Processes

Intelligent approval routing example

Analytic Decisions: Invoking BI as a service



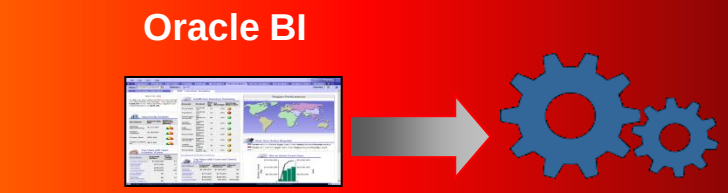
Invoking BI Reporting and Alerting Services

The Fusion of BI & Business Processes

Summary

Insight Into Action

BI users or BI alerts invoke a business process or event



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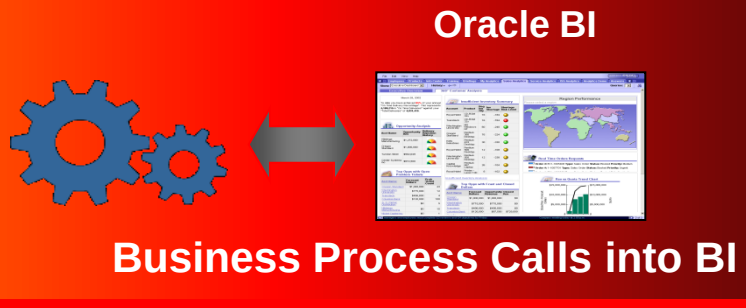

Q&A