



Oracle Business Intelligence 11g
Most complete. Most integrated.



Oracle BI Enterprise Edition 11g

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Complete, Open, and Integrated

From Storage To Scorecard



Oracle Hyperion Performance Management Applications
Oracle Business Intelligence Applications

Oracle Business Intelligence Enterprise Edition
Oracle Business Intelligence Publisher
Oracle Essbase
Oracle Data Integrator
Oracle Golden Gate

Oracle Exadata
Oracle Data Mining
Oracle OLAP
Oracle Partitioning

Product Strategy

Overview – Oracle Business Intelligence

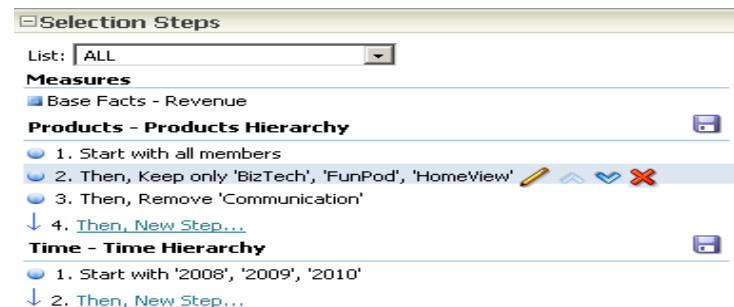
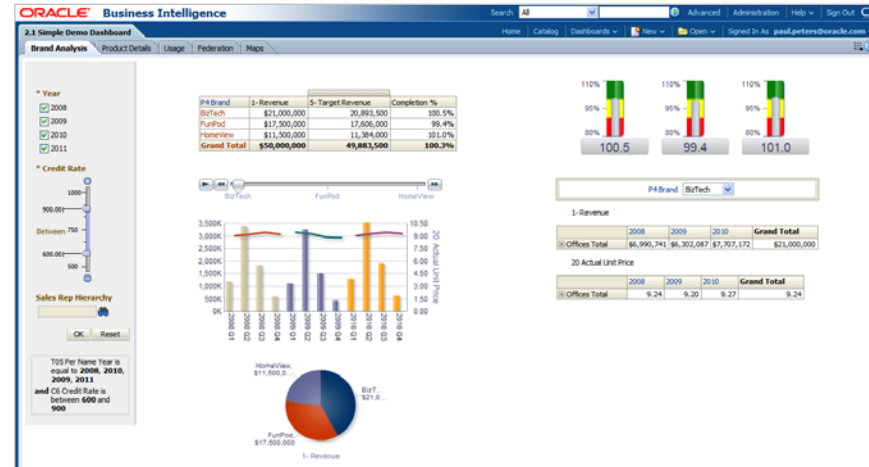
11gR1

- 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

Interactive Analytics

Powerful Analysis interface for every class of user

- Powerful dashboards
 - Visually Appealing
 - Intuitive
 - 100% Thin Client
- Across all styles of analysis
 - R-OLAP, M-OLAP, 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



Interactivity and Visualization Comprehensively Improved Ease of Use

ORACLE Business Intelligence

Search All Advanced Settings Help Logout

Home Dashboards New Open Logged In As Administrator

Home

Create...

- Dashboard
Description of Object goes here. More text is here.
- iBot
Description of Object goes here. More text is here.
- Report
Description of Object goes here. More text is here.
- Request
Description of Object goes here. More text is here.
- Score Card
Description of Object goes here. More text is here.

Create More

Browse/Search Catalog...

- My Folders
- Shared Folders
- My Reports
- Shared Reports
- iBots Acting on My Behalf
- My Requests
- My Dashboards
- My Reports
- My Score Cards

Browse All Folders... | Search...

Get Started...

- Quick Tour
- Oracle Technology Network
- Help Documentation

Recent Dashboards

- My Dashboard
View | Open | More
- Regional Performance
View | Open | More
- Enterprise Contact Center
View | Open | More

More Dashboards

Recent Updates

- Marketing Dashboard
View | Open | More
- Regional Profit
View | Open | More
- Invoice Template
View | Open | More
- Regional Performance
View | Open | More
- Sales Dashboard
View | Open | More

Favorites

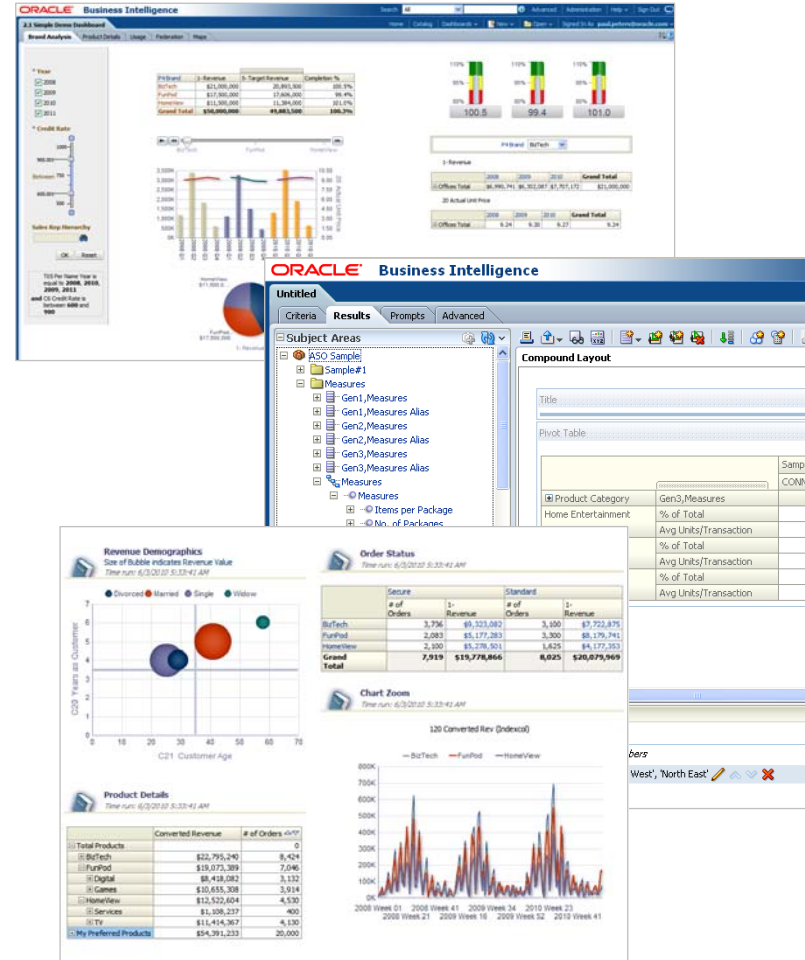
- 2006 Sales and Profits Report
View | Open | More
- Audio & Video Sales Report
View | Open | More
- Marketing Dashboard
View | Open | More
- Employee Salary Report
View | Open | More
- Regional Report
View | Open | More
- Regional Performance
View | Open | More

- Extensive user interface improvements
- Find what you want quickly
- Do what you want easily
- New BI Home Page
- Task orientation, instead of navigation to individual product components

New Interactive Visualizations

Interactive, Accessible and Intuitive

- Animated transitions
- Range and Paging sliders
- Legend-based interactions
- Master-Detail linking
- Extensive and extended charts
- Enable use of ADF DVT chart engine
- Consistent, hi-fidelity charting across Oracle product line



Slider Dashboard Prompt

- Extend the Dashboard Prompt object to include graphical slider types.
- Add Radio button/Check box and List options.

The screenshot displays an Oracle Business Intelligence dashboard titled "Demo Dashboard". At the top, there is a navigation bar with "ORACLE Business Intelligence" and a search field. Below this, a secondary navigation bar includes "Home", "Dashboards", "New", "Open", and "Logged In As Administrator". A "Page Options" dropdown is visible in the top right corner.

The main content area features a dashboard prompt with the following elements:

- Year:** A list of radio buttons for "2000", "2001", and "2002". The "(All Choices)" option is selected.
- Dollars:** A slider control with a range from 1,400,000 to 2,100,000. The current value is set to 2,000,000.
- Go:** A button to execute the query.

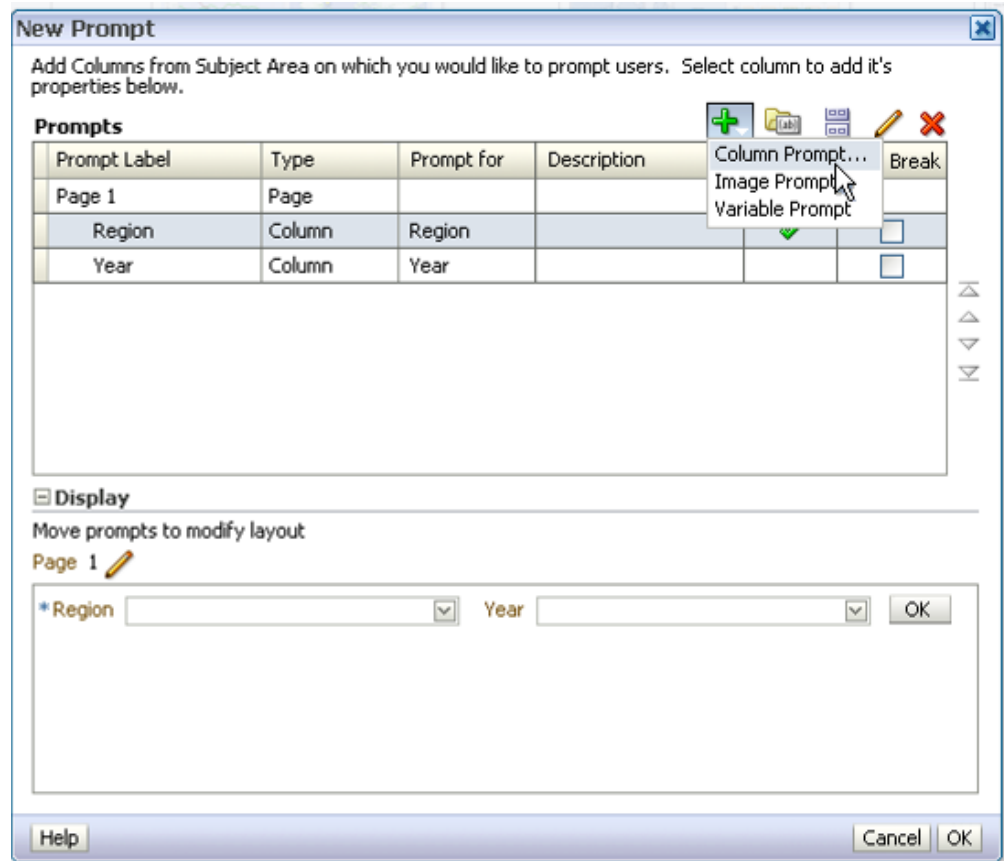
Below the prompt, a data table displays the results:

Region	Year	Dollars
CENTRAL REGION	2000	\$1,493,820
	2001	\$1,720,495
	2002	\$365,343
EASTERN REGION	2000	\$2,113,733
	2001	\$2,092,337
	2002	\$436,913
SOUTHERN REGION	2000	\$1,129,734
	2001	\$1,487,866
	2002	\$209,506
WESTERN REGION	2000	\$951,796
	2001	\$943,218
	2002	\$142,768

At the bottom of the dashboard, there are icons for refresh, print, and save, along with a "powered by ORACLE" logo. The status bar at the very bottom shows "Done".

Unified and Enhanced Prompting

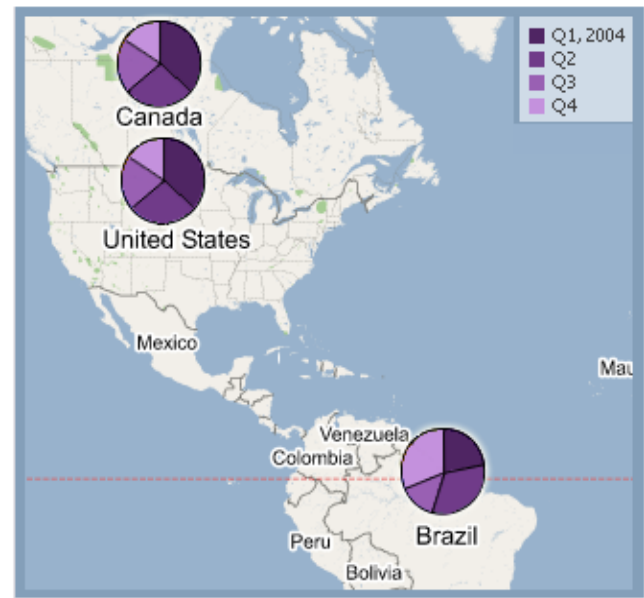
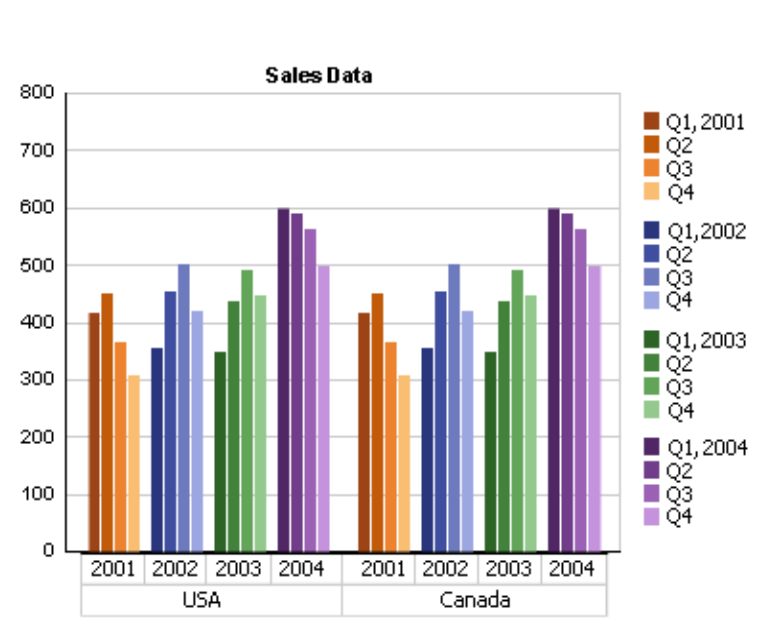
- Unify Dashboard and report-level prompts.
- Enhance prompt types and capabilities.
- Expand usage of presentation variables and variable infrastructure.



Dashboard builder

Regional Performance

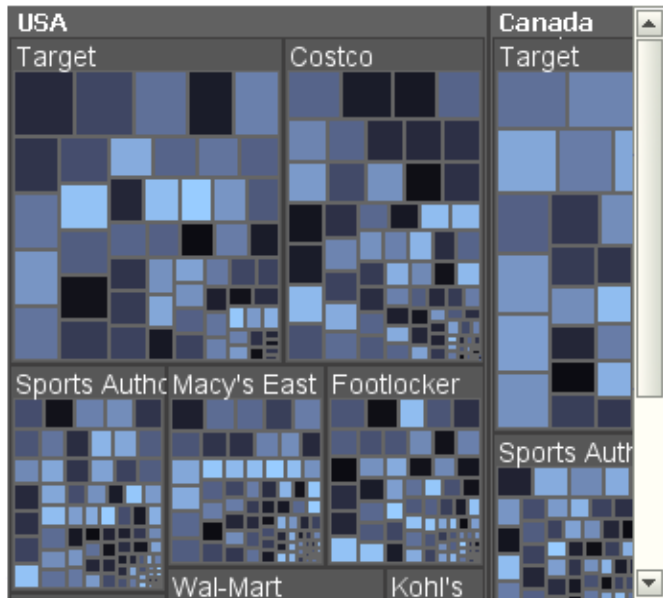
Profit Sales



- 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	850	2,500	500

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



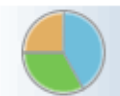
Regional Paint Sales
Chart 2




Column 2

Regional Sales

Regional Paint Sales
Chart 1



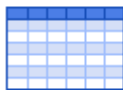
Regional Paint Sales
Chart 2




Column 3

Section 3

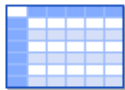
Regional Paint Sales Year Ago
Table 1



Regional Paint Sales Year Ago
Chart 1




Regional Paint Sales
Pivot Table 1



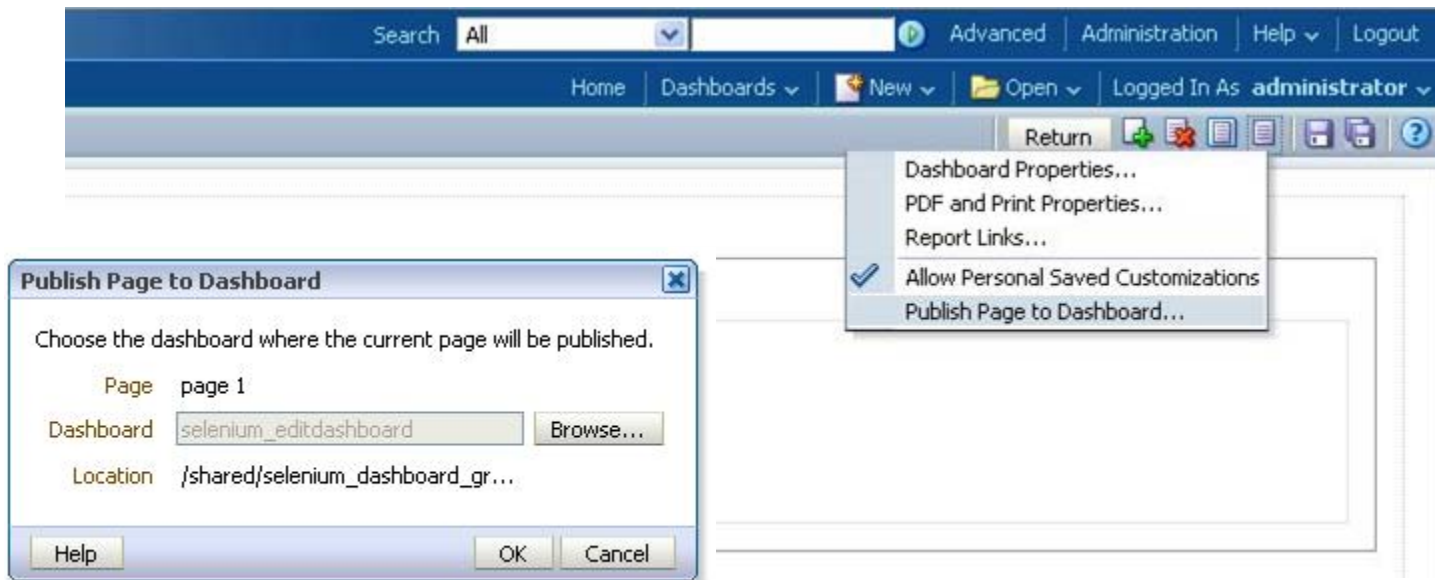
Section 4

Best Sales Region US
Chart 1



Publish “My Dashboard” Page

- Allow a user to choose to publish a "My Dashboard" page to a shared dashboard.
- Supports content development and staging.



Answers Plus in OBIEE 11g

Criteria Results Prompts Advanced

Supplier Sales

List ALL

- Measures
 - Costs
 - Promotion
 - Quota
 - Sales
 - Units
- Channel
- Geography
 - Continent
 - Region
 - Country
 - State
 - City
 - Geography - Consolidated
 - Geography - Standard
 - World
 - Africa
 - Americas
 - Asia
 - Australia
 - Europe
- Product
 - Division
 - Type
 - Product - Standard
- Time
 - Year
 - Quarter

Catalog

Views

- Pivot Table
- Chart
- Table
- Title

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu lacus sed diam laoreet malesuada. Nam enim. Nulla felis mauris, interdum non, commodo.

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 Plus - Features

- **Several new interactions are available in Answers:**
 - 1.) Expand/collapse of hierarchical columns
 - 2.) Pivoting between view edges
 - 3.) Sorting
- **Different (Various) hierarchy shapes that are supported:**
 - Level-based hierarchies - have fixed number of levels
 - Also supported:
 - Ragged hier. - leaves are at various levels
 - Skip-level hier. - not all levels are present
 - Value-based (parent/child) hier. - have no levels. All members are of the same type.

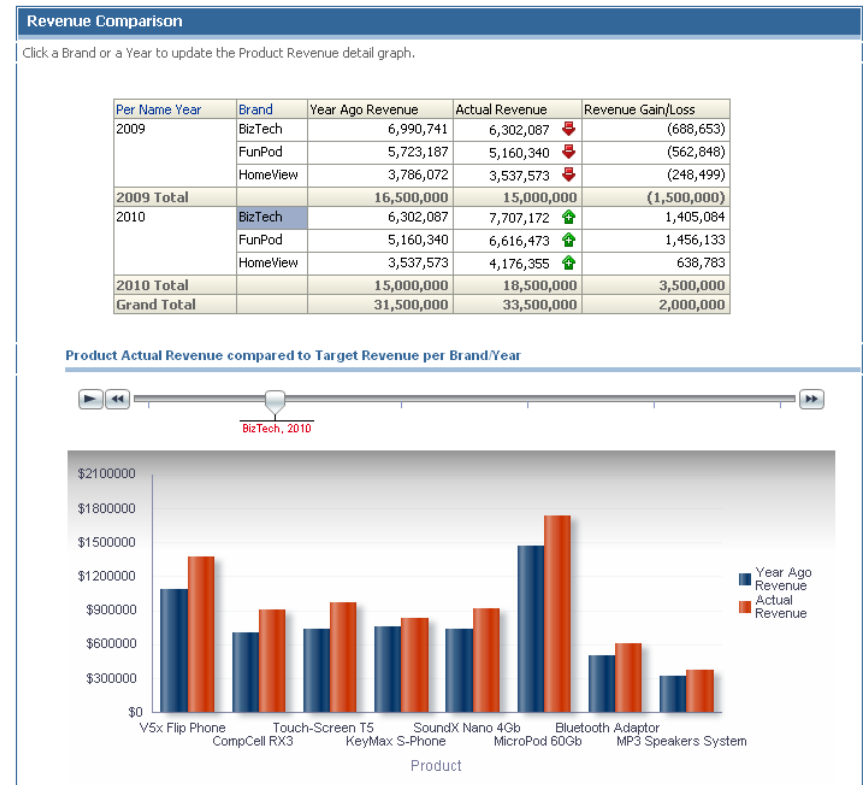
Pivot Table									
2001									
All Products									
		Accessory Division		Audio Division		Video Division			
		Costs	Sales	Costs	Sales	Costs	Sales	Costs	Sales
World		1,200	2,460	400	820	400	820	400	820
Americas		300	660	100	155	100	285	100	220
Argentina		30	60	10	10	10	30	10	20
Brazil		30	90	10	10	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

Answers Plus - Features

- **Several new features available in Answers that help you to manipulate the member list** seen in an analysis:
- **Selections** - allow the analysis designer to pick and choose which members from the existing hierarchy to display.
 - helps to focus analysis on meaningful members
 - applies to the existing hierarchical column
 - can be defined using Add, Keep, Remove actions
 - supports interactions
- **Groups**
 - defines a new member that contains any hierarchy members regardless of its hierarchical location
 - can expand/collapse
 - inherits measure aggregation
 - is located at the bottom of the column
- **Calculated items**
 - the analysis designer can add a new member to the hierarchy by using Calculated Items
 - new member can contain members from any level of a hierarchy
 - it can be formatted, but is always placed at the bottom of the column
 - do not allow expand/collapse interactions, but allow designer-defined measure aggregation

Best-in-Class M-OLAP User Interface

- First, seamless R-OLAP & M-OLAP 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



Oracle BI Server 11g Enhancements for Essbase

- Essbase MDX enhancements to support Answers+
 - Hierarchy and member browsing
 - Member selection steps
 - Asymmetric drilling
- Improved support for:
 - Measures/Accounts hierarchies
 - Attribute dimensions
 - Aliases
 - User Defined Attributes (UDAs)
 - Value-based hierarchies
- Enhanced capabilities for federating Essbase and relational sources

The screenshot displays the Oracle Business Intelligence interface. The main window is titled 'Untitled' and shows a 'Compound Layout' with a pivot table. The pivot table has a title 'Title' and a 'Pivot Table' section. The table data is as follows:

Product Category	Gen3,Measures	Sample
Home Entertainment	% of Total	CONN
Other	Avg Units/Transaction	
Personal Electronics	% of Total	
	Avg Units/Transaction	

Below the pivot table, there is a 'Selections' section with the following steps:

1. Start with: *All members*
2. Add: 'Central', 'Mid West', 'North East'
3. *New*

The interface also shows a 'Subject Areas' pane on the left with a tree view of 'ASO Sample' and 'Measures'.

Display Any Hierarchy in Tabular or Outline Format in Answers

The screenshot shows the Oracle BI Answers interface. On the left, the 'Subject Areas' pane displays a hierarchy under 'Sample Sales Reduced' with 'Time' expanded to show 'Month', 'Quarter', and 'Year'. A 'Compound Layout' window shows a 'Pivot Table' with 'Time' as a hierarchical column and 'Revenue' as a value column. A 'Table' window shows the resulting tabular report with columns for Year, Quarter, Month, and Revenue. Arrows indicate the flow of data from the hierarchy selection to the pivot table and then to the final tabular report.

Year	Quarter	Month	Revenue
2007	2007 Q1	2007 / 01	293830.50
		2007 / 02	222988.24
		2007 / 03	435387.54
	2007 Q2	2007 / 04	586120.15
		2007 / 05	1026102.75
		2007 / 06	1775053.34
	2007 Q3	2007 / 07	1838101.70
		2007 / 08	1609604.69
		2007 / 09	1539904.74
	2007 Q4	2007 / 10	851673.91
		2007 / 11	582898.01
		2007 / 12	609614.55
2008	2008 Q1	2008 / 01	783228.26
		2008 / 02	884926.17
		2008 / 03	1610733.79
	2008 Q2	2008 / 04	1655659.39
		2008 / 05	2197718.59
		2008 / 06	2220531.68
	2008 Q3	2008 / 07	1090078.34
		2008 / 08	957942.08
		2008 / 09	826690.09
	2008 Q4	2008 / 10	972891.01
		2008 / 11	331364.46

- Use the attribute columns or “hierarchical column” in Answers

Level-based Ragged Hierarchy In Answers

Market Unbalanced Tabular x Inventory

Region	District	Area	Market Name	Inventory Total	Revenue
East	Atlantic	Carolinas	Research Triangle	2488569	3855796.47
		Greater DC	Washington	2522342	6170544.56
		Greater NYC	NYC	2154293	2532554.90
	Northeast	New England	Boston	1671624	1265650.25
North	Great Lakes	Greater Chicago	Chicago	1654472	
		Ohio-Michigan	Detroit	2045645	
	Great Plains	Mid Plains	Kansas City	1265658	
		North Plains	Minneapolis	2217273	
South	Lone Star	Dallas-Houston	Dallas	2322003	490051.10
			Houston	1306219	
		Hill Country	Austin	1671780	1200824.13
	Southeast	Ga-Fla	Florida	1460986	2985647.20
			Greater Atlanta	3813293	3458696.76
	Gulf Coast	New Orleans	2346040	2456442.46	
Web Direct				1799226	486836.15

Market Unbalanced Outline x Revenue

Market	Revenue
Total	24903043.98
East	13824546.18
Atlantic	12558895.93
Carolinas	3855796.47
Research Triangle	3855796.47
Greater DC	6170544.56
Greater NYC	2532554.90
Northeast	1265650.25
South	10591661.65
Web Direct	486836.15

Edit - Refresh - Print - Export - Add to Briefing Book

- The Region "Web Direct" has no District, Area or Market levels

Regional Profit and Sales

Spatial Data in OBIEE 11g

Criteria Results Advanced



Map

Editing from: "Report 1" Revert Done

Supplier Sales

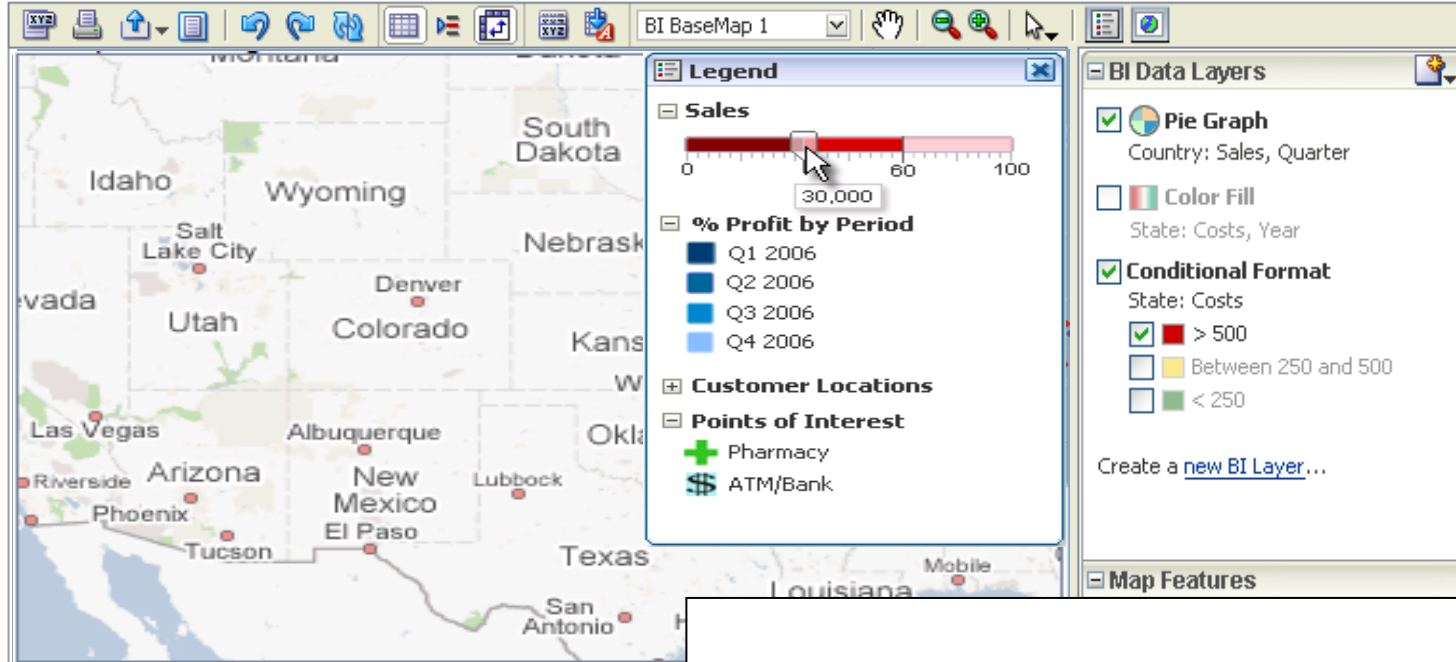
List: ALL

- Measures
 - Costs
 - Promotion
 - Quota
 - Sales
 - Cost
- Channel
- Geography
 - Continent
 - Region
 - Country
 - State
 - City
 - Geography - Consolidated
 - Geography - Standard
 - Africa
 - Americas
 - Asia
 - Australia
 - Europe
- Product
 - Division
 - Component
 - Product - Standard
- Time
 - Year
 - Quarter
 - Month

Catalog

List: ALL

- My Folders
 - My Calculated Items
 - My Columns
 - My Groups



Layout

Value Selectors Drop Here For Value Selectors

GeoMap Drop Here to Display on the GeoMap

Geography Time Pro

Country State Year Quarter D

Spatial data

- Integrated component of OBIEE
- OBI EE Dashboards and Answers
- Variety of mapping visualizations
- Interactive map controls
- Multiple layers
- Global digital map data provided by NAVTEQ

Business Component Read/Write-Back

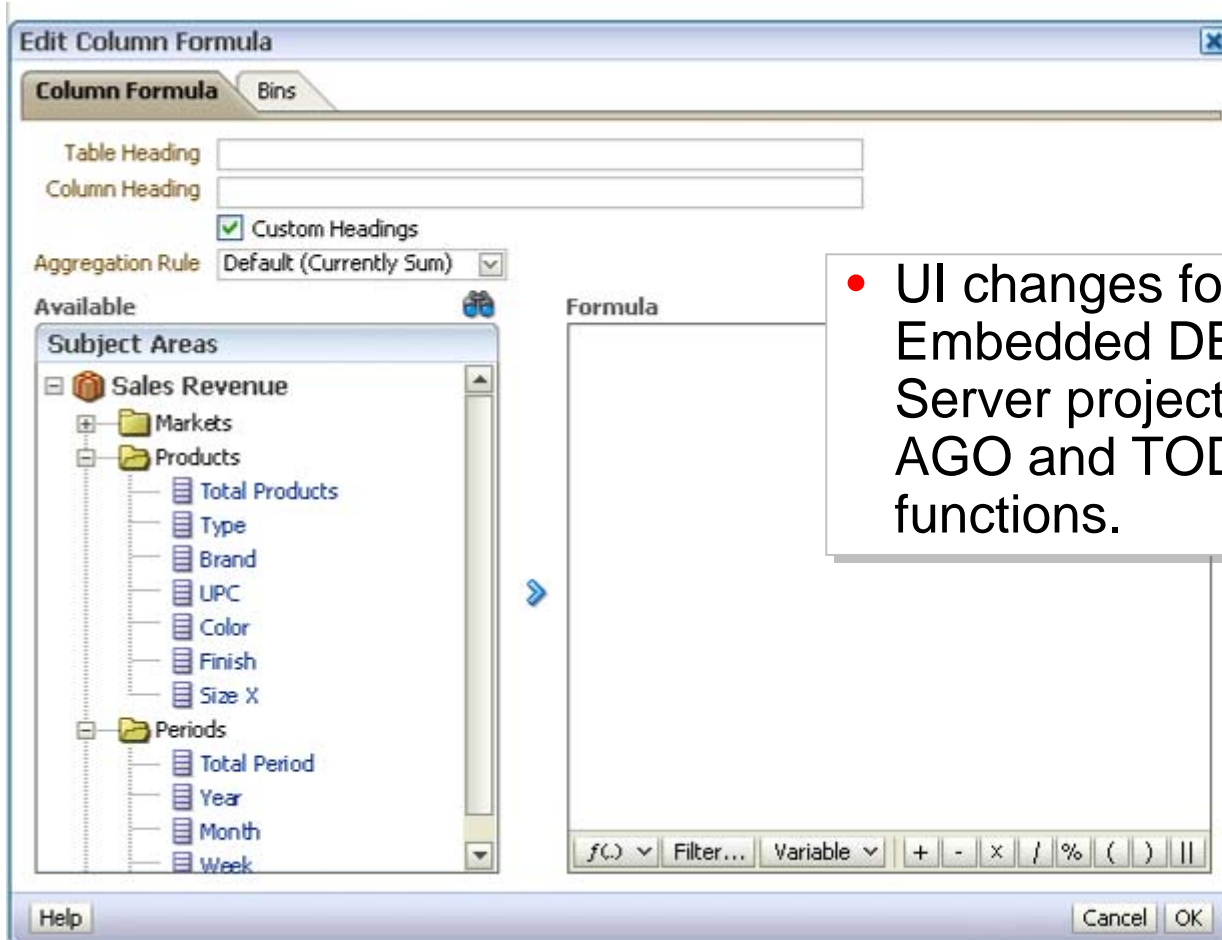
Enriched writeback support in OBIEE 11g

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
	3SIA-3AI2T	205 Seats of Service		525000.00
Chemical/Specialty	3SIA-3AI37	200 Seats of Marketing		525000.00
	3SIA-3AI3J	82 Seats of eCommunications		300000.00
Digital River, Inc.	3SLS-00215	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 - Negotiat	24900.00

Revert Apply Done

- Extend existing "Light Write Back" capabilities to support additional entry methods (LOV, text area, etc.)
- Add new records, as well as use of logical SQL insert and update statements.

Formula Template Enhancements



- UI changes for the Embedded DB Functions Server project and for the AGO and TODATE server functions.

BI Publisher Online Layout Builder

Interactive report development in OBIEE 11g

• Integration of report builder UI as well as publishing and reporting content into Presentation Server

- WYSIWIG Layout Designer
- New page-oriented report layout editor in OBIEE Suite
- Tool ribbon design
- Interactive – drag & drop, cursor control, chart preview
- Instant preview – PDF, HTML, RTF, Excel, PPT
- Rich layout – charts, tables, rich text, crosstab, images, header & footer, repeating, page break

Data Source
DATA_D5
G_1
EMPLOYEE_ID
FIRST_NAME
LAST_NAME
HIRE_DATE
SALARY
JOB_TITLE
MGR_FIRST_NAME
MGR_LAST_NAME
DEPARTMENT_NAME

Ribbon Style Menu

Data Source brings all the fields defined in the data model

ORACLE **EMPLOYEE SALARY REPORT**

Average Salary By Department

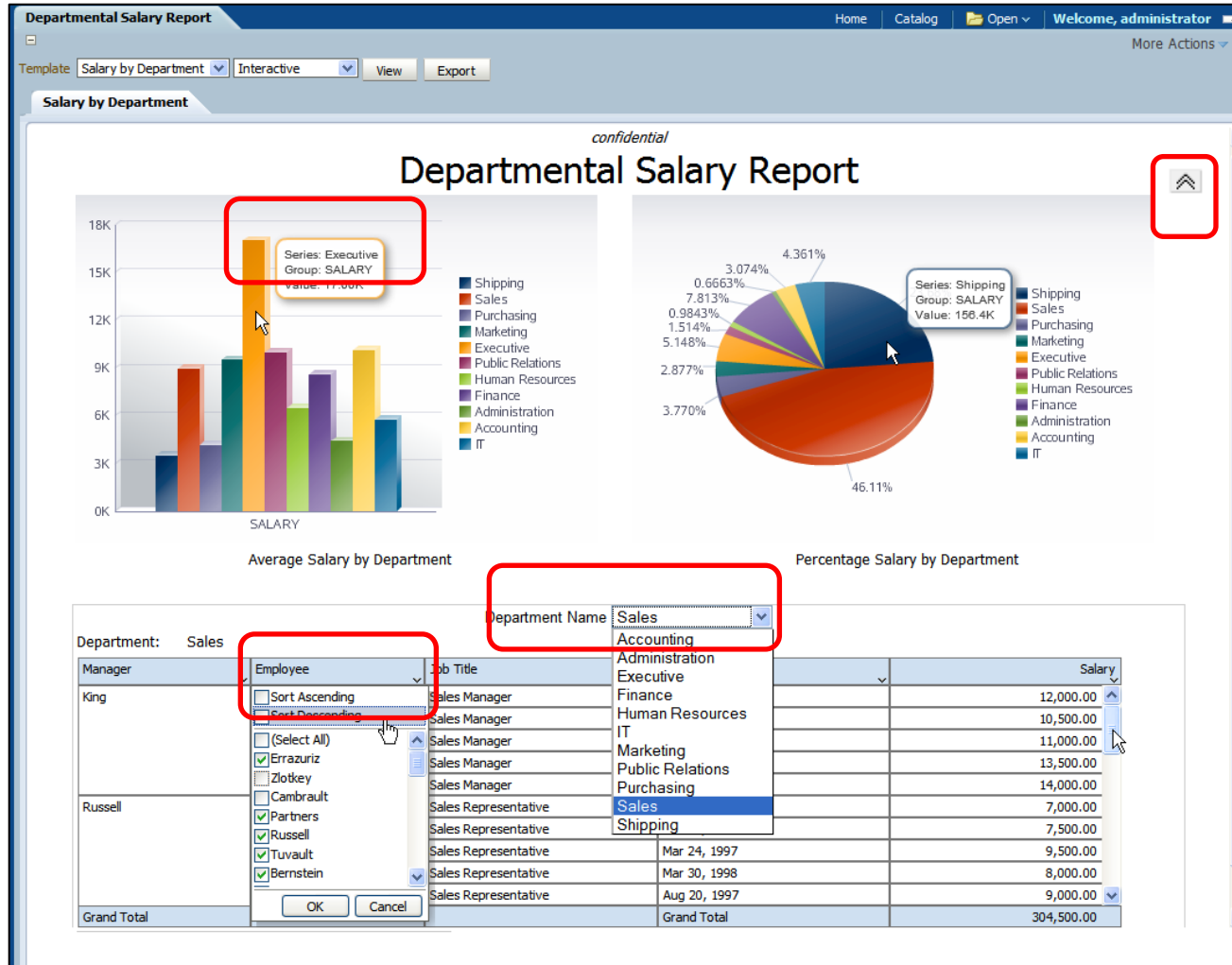
Percentage Salary By Department

Department	Percentage
Shipping	45.83%
Administration	0.6623%
Marketing	2.860%
Human Resources	0.9783%
Public Relations	-1.505%
Accounting	3.055%
Executive	8.730%
IT	4.335%
Finance	7.766%
Purchasing	3.748%
Sales	20.53%

Publishing and Reporting UI Integration

Layout Editor – Introduction

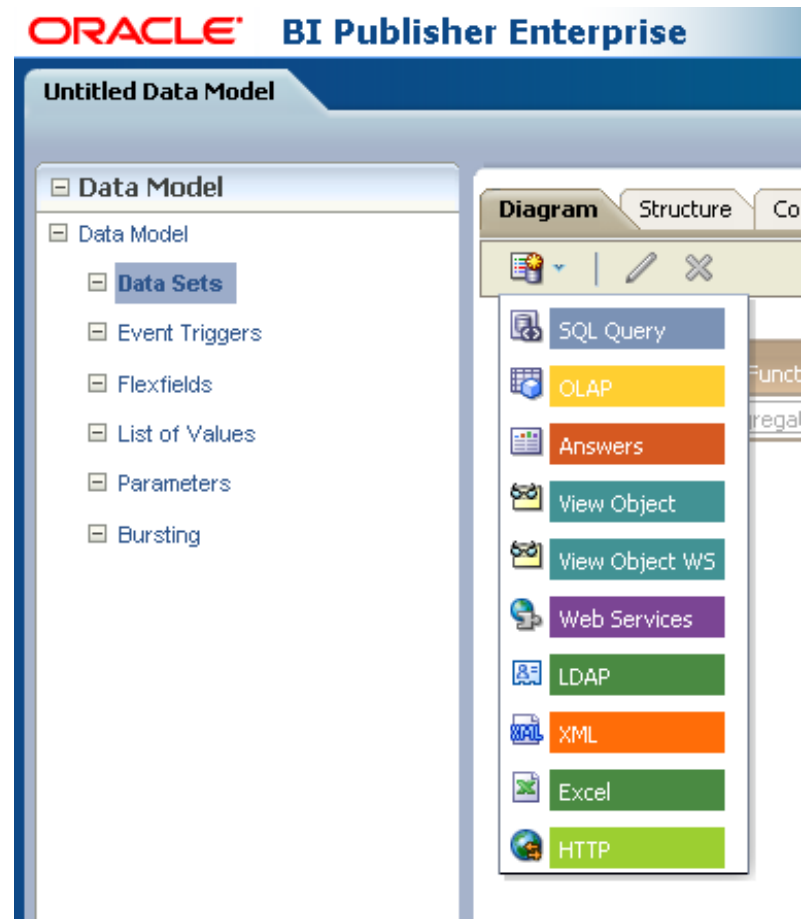
Dynamic HTML output



Along with the Layout Editor comes a new output type and for viewing your report interactively within the browser.

Data Model Editor: Overview of New Features

- Support for new data sources
 - Excel
 - LDAP
 - ADF View Object



BI Publisher Integration

Tighter BIEE Suite Plus Integration

- Integrated Home Page
- Shared Repository
- Integrated Oracle FMW Security

The screenshot displays the Oracle Business Intelligence (BI) interface. The top navigation bar includes 'ORACLE Business Intelligence', a search field, and links for 'Advanced', 'Administration', 'Help', and 'Sign Out'. The main interface is divided into several sections:

- Home:** Contains a 'Create...' section with options like 'Analysis and Reporting', 'Published Report', 'Actionable Agent', 'Performance Scorecard', and 'Marketing Segment'. Below this is a 'Browse/Manage' section with a tree view of folders and reports, and a 'Get Started...' section with links for 'Introduction', 'Oracle BI EE', 'Help Center', and 'Oracle Tech'.
- Catalog:** A central pane showing a tree view of folders under 'My Folders'. The selected folder is 'All Together Now', which contains sub-folders like 'Data Models', 'Reports', and 'Shared Folders'. A 'Tasks' section is visible at the bottom of this pane.
- Analysis and Interactive Reporting:** A list of reports and dashboards. Two items are highlighted with red boxes:
 - Balance Letter Datamodel.xdm:** BI Publisher Data Model. Last Modified 10/2/2009 5:36:13 PM. Created By Administrator. Edit | More v
 - Sales Styles.xss:** Last Modified 10/2/2009 5:57:40 PM. Created By Administrator. Open | Edit | More v

Change Briefing Books to PDF Format

The screenshot shows the Adobe Reader interface for a PDF document titled 'briefbook_sample1.pdf'. The document is displayed at 75.1% zoom. The left sidebar shows a 'Pages' panel with three pages; page 3 is selected and highlighted with a red border. The main content area displays a 'chart report' table. A callout box on the right side of the page contains two bullet points.

CompanyName	Revenue
American Distributors, Inc.	263566.98
Belgique Imports	35134.98
Brazilian Food Distributor	114968.48
Canadian Imports, Inc.	55334.10
Centro Mexicano	24073.45
Delikatessen auf der Weid	32919.50
Deutsche Delikatessen, G.M.b.H.	444640.63
Gastronomo Espana	19431.89
Gourmandes Internacional	85498.75
Groceria Distributore	16705.15
Groceria Gigante	8119.10
Helsinki Foods	19778.45
International Foods, Inc.	59523.70
International Grocery Stores, Ltd.	60616.51
København Grocery Distributor	34782.25
Norway Gourmet Shops	5735.15
Oesterreich Delikatessen	39496.63
Portugal Food	12468.65
Supermercado Internacionale	60814.89
Vkusnye Producty	3531.95
World Supermarket	57317.39

- Generate interactive PDF documents.
- Remove need for Briefing Book reader.

What is Scorecarding ?

“Scorecarding is a methodology that enables you to communicate strategic goals to your organization and monitor their progress”

A Scorecard should answer question like :

- Where is the organization going ?
- How will we get there?
- What is critical to my success ?
- How am I doing against my goals ?

but most importantly !

**The Scorecard is
your communication
vehicle**



Northern Division Scorecard

2003 Q2 | North America | Consumer Electronics | Copper | Human Resources

Strategy Tree

- Northern Division Strategy
 - Customer Experience
 - Improve Customer Satisfaction
 - Decrease Support Turnaround
 - Improve Repeat Customer Rate
 - Operational Excellence
 - Increase Employee Training
 - Decrease Machine Downtime
 - Cut Raw Material Costs
 - Product Development

Views & Documents

- Goals
 - Vision
 - Strategy Map
- Initiatives
 - State of the Art Equipment
 - Customer Feedback
 - Employee Training
 - New Markets
 - Product Research
- Views
 - Sales Watchlists
 - Customer Analysis
 - Customer Retention
 - Customer Strategy Diagram
 - Customer Numbers
 - Production Metrics

Home | Improve Customer Satisfaction | Strategy Map | Sales KPIs

Diagram

Improve Financial Results
 ✓ - 1735.08 (120%)

Improve Financial Results
 ⚠️* ↓ 160.00 (78%)

Improve Financial Results
 ⚠️ ↑ 80.37 (55%)

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Improve Financial Results
 ⚠️ ↑ 80.37 (55%)

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 ⚠️* ↓ 160.00 (78%)

Financial

Customer

Internal Processes

Employee Learning & Growth

Northern Division Scorecard

2003 Q2 North America Consumer Electronics Copper Human Resources

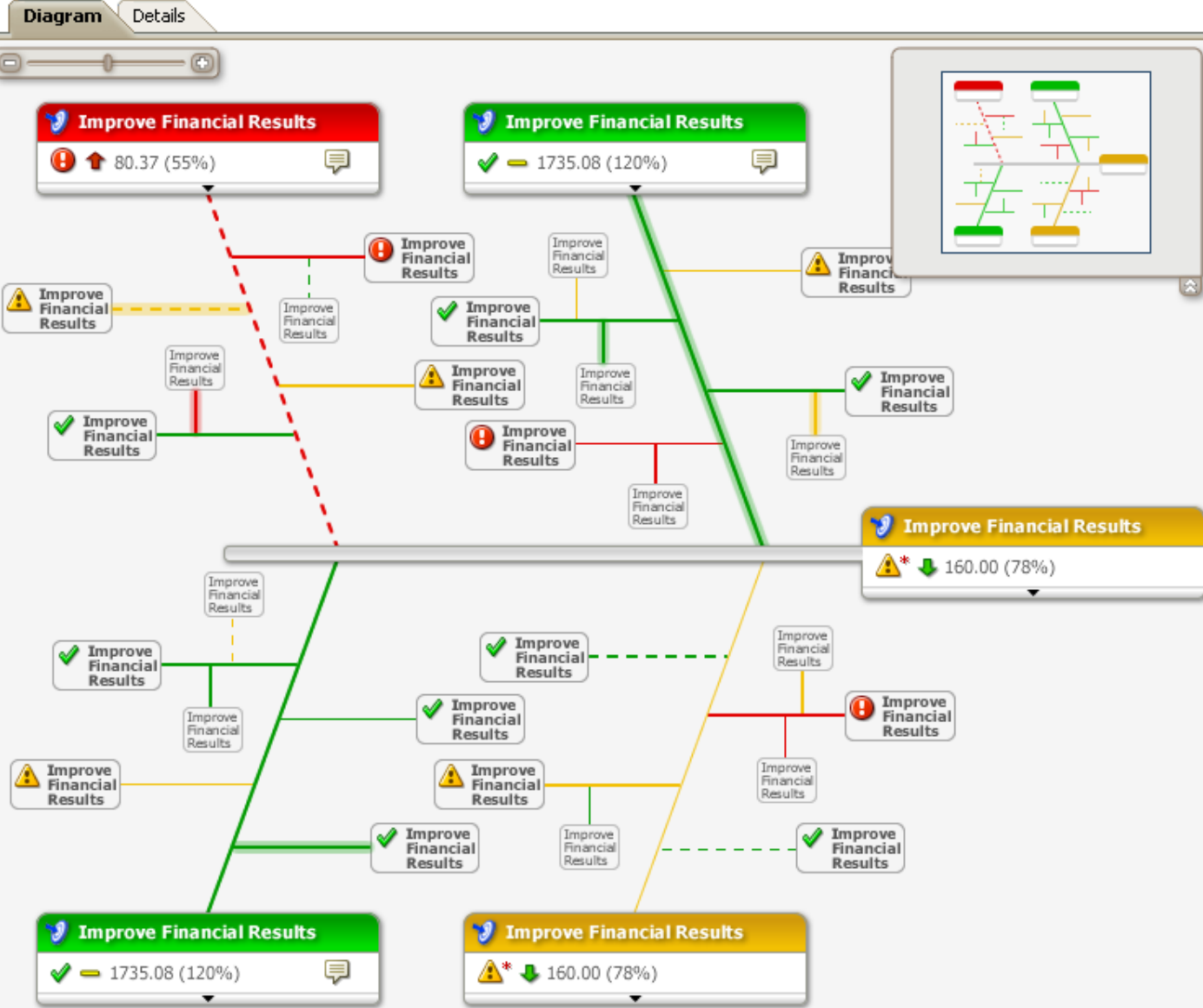
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Home Improve Customer Satisfaction Cause/Effect Diagram Sales KPIs



Strategy Documents

- Objects View Format
- Applications
 - Server Technologies
 - Corporate Strategy Map
 - Corporate Vision
 - Corporate Vision 2

Strategy Tree

- Financial
 - Broaden Revenue Mix
 - Improve Efficiency
 - Improve Financial Results
- Customer
- Internal Process
 - Accelerate New Product Dev
 - Deliver Integrated Supp Slns
 - Reduce Infrastructure
- Learning and Growth

Performance Indicators

- Objects View Format
- Sales KPI

Details Performance Cause & Effect Linkages

Assessment Rule Worst Case

Child Objectives

Summary: OK (2) Warning (1) Critical (0)

Name	Status	Trend	Value	Target	Variance
Sign Up New Customers					
Improve Customers Relationships					
Increase Repeat Customers					

Performance Indicators

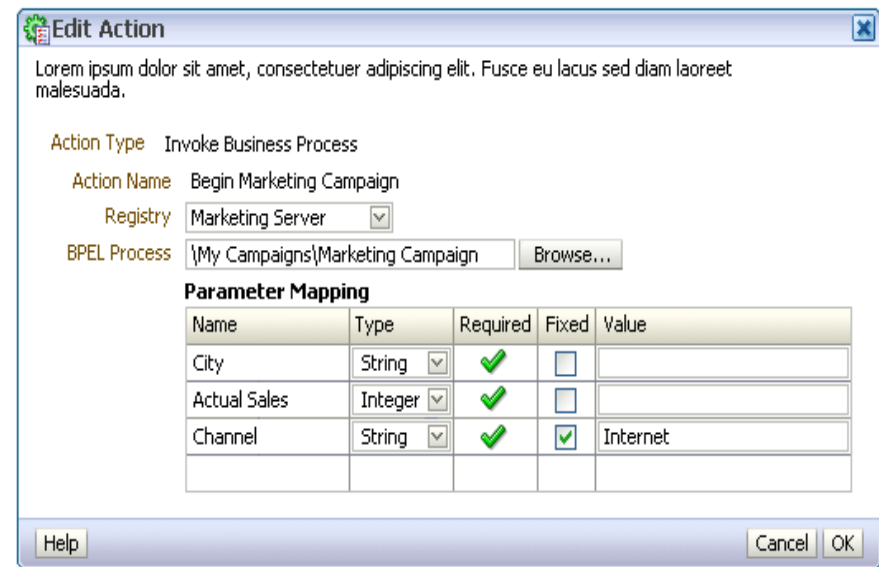
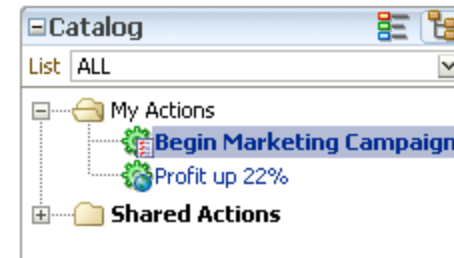
Summary: OK (9) Warning (6) Critical (4)

KPI Name	Status	Trend	Value	Target	Variance
% Sales from Existing Customers			35.27%	40.00%	-4.73%
% Sales from New Customers			22.46%	17.50%	4.96
Average Purchase Frequency			7	5	2
Average Yield Per Customer			\$23.2k	\$35.5k	-\$12.3k
Backorder Count [Electronics]			287.4	250	37.4
Customer Satisfaction			71	70	1
Gross Profit Margin			36.2%	35.0%	1.2
Research Overhead Costs [Eu...]			\$0.85M	\$1.0M	-\$0.15M
Production Costs			\$25.2M	\$30.0M	-\$4.8M
Reduce Overhead Costs			37	30	7

Business Intelligence Actions

Actions as Metadata in BI EE 11g

- Actions to:
 - Invoke Web Services and Business Processes
 - Navigate to BI & Web content
 - Generate and Deliver Reports
 - Invoke Scripts and Java Programs
- Actions are:
 - Conditional and Secure
 - Context Sensitive & Parameterized,
 - Extensible by Business Users
 - Used Everywhere



Insight Into Action

Invoking Business Processes from BI Dashboards

The screenshot displays the Oracle Interactive Dashboards interface. At the top, there are navigation tabs: "ORACLE Interactive Dashboards", "My Dashboard", "Paint Dashboard", and "Reporting Dashboard". The main content area is titled "Initiate Credit Hold" and includes a gear icon. Below the title, a text block states: "A credit hold will initiate the following stages:" followed by a list of three steps: "1. Request approval from Financial Director", "2. Prevent customer from making further purchases", and "3. Put all current orders on hold".

A "Confirmation" dialog box is overlaid on the main content. The dialog has a title bar with an information icon and the text "Confirmation". The main text of the dialog reads "Credit Hold Process Initiated". At the bottom of the dialog are two buttons: "Help" and "OK".

In the background, a table is partially visible with columns for "Prompt", "Customer", and "Comments". To the right of the dialog, there is a section titled "Process Description" with a text area and a dropdown arrow.

At the bottom of the dashboard window, there are two buttons: "Cancel" and "Execute".

Oracle BI EE 11g at a Glance

- BI SE to BI EE Migration
- Answers Plus
- MLS and double column support
- Fusions Business Components
- Select Physical
- Analytic Workspace Admin Tool support
- Server Credential Stored Framework (CSF)
- JAAS integration
- User Population Integration
- Native Windows 64 bit support
- Admin Tool Wizard
- Admin Tool Expression builder UI
- Caching Enhancements - combined cached results
- Multi-App Support
- Server Process Control Service
- Fusion Clustering
- Logging Framework (ODL)
- Runtime Time series and Level-based measures
- Data Mart Automation for Analytics Workspaces
- Data Mart Automation Parallel Load
- Data Mart Automation Auto-Indexing
- Data Mart Automation for Essbase
- Oracle 11g Lightweight session support
- BI Server integration with Hyperion Workspace
- HFM gateway
- Support for ReadOnly RDBMS
- OFM Audit framework
- Externalization of properties
- Portable Cache storage
- Near Zero Downtime
- Analytic Workspace Access
- Selections and Custom Aggregates
- Value, Ragged and Skip level hierarchies
- Maximize Answers query shipping to MDX sources
- Support for Custom Members
- Linux 64-bit Port
- XML based metadata API
- EBusiness Suite Action Link Formatter
- Workflow Services Integration
- Fusion Systems Management
- Backup & Recovery
- Install
- Cloning
- Patching
- BI: SAW
- Fusion BI View Components
- Pervasive Double Column Support
- Answers Plus (Framework)
- Answers Pivot View
- Answers Plus (User Interfaces)
- Publishing and Reporting UI Integration
- Programmatic VO against OracleBI Server
- Unified and Enhanced Prompting
- Presentation Services KPI Support
- Briefing Books to PDF Format
- Enhanced Action Links
- Answers Geographical Mapping View
- BLAF+ Compliance
- Oracle chart component
- My Dashboard template
- Scorecard
- Visualization Enhancements
- Disco content into BI Dashboards
- Enhanced Action Links Dashboard Interaction
- Unified Framework
- Formula Template Enhancements
- Prompted Segmentation
- Integrate BI PS with Hyperion S9 Workspace
- Integrate BI PS with Hyperion Smart Space
- Slider Dashboard Prompt
- Specify Master/Detail Relationships
- Simple Subject Area
- Online Report Builder
- Advanced Print Service
- Oracle Reports Migration Tool
- BI Publisher - JDeveloper integration
- Word Template Builder Enhancements
- RTF Master Template
- BI Office support for Writeback
- Data Template UI
- Query Builder support for Physical Select
- BI Excel Addin Enhancements
- BI PPT Addin Enhancements
- Reporting solutions for AS products
- BI Publisher FMW (AS) integration
- BI Publisher Hyperion Integration

Demonstration

OBI EE 11g



OBI EE 11g Launch



Srijeda, 27.10.2010.

Zagreb, Branimir Centar, CineStar, Dvorana 1

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