



ORACLE®

New generation of Oracle Business Intelligence

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BI at Oracle is **HOT**

Great products

- #1 in Data Warehousing
- Huge momentum and pipeline for BI10g
- OLAP, Mining, ETL and Stats in the DB
- Massive installed base – BI and Database
- Addition of great technology from Siebel
 - now branded as Oracle BI EE
- Hyperion soon to be acquired

Very Senior Exec Commitment to BI

- Oracle is signalling deadly serious intent to lead in BI
- Roadmap is compelling & exciting

Great present and great future

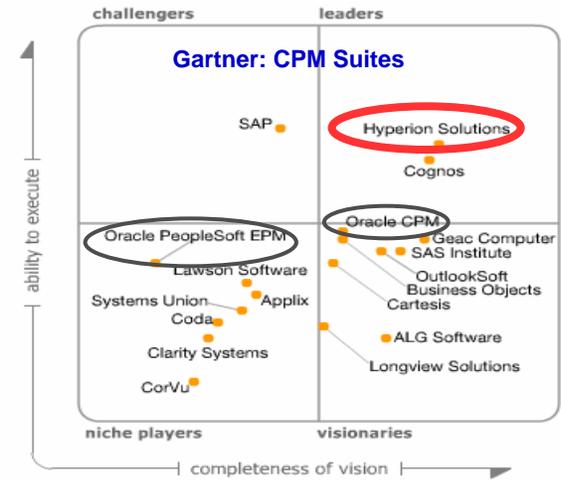
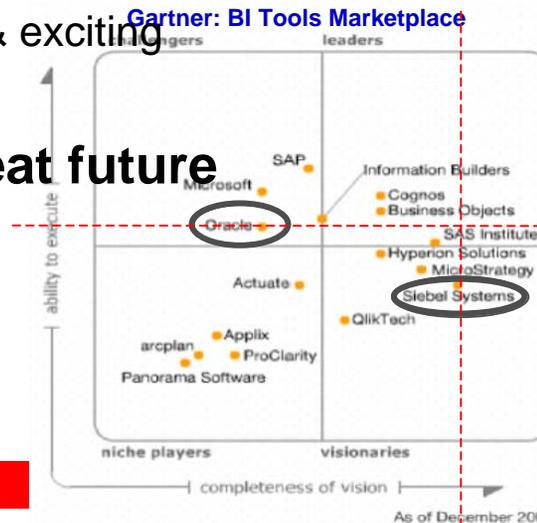


Figure 1. Magic Quadrant for Business Intelligence Platforms, 1Q07



Source: Gartner (January 2007)

Oracle BI Product Suites

Range of BI suits for different needs & price-points

Oracle Business Intelligence SE-1

- ETL
- Oracle SE1 Database
- Access other DB & files

- BI Dashboards
- Enterprise Reporting
- Ad-hoc Reporting



*BI Pack for SMEs
50 Users Max*

Oracle Business Intelligence SE

- Ad-hoc Reporting & Analysis inc. interactive OLAP
- BI Dashboards
- Enterprise Reporting
- Desktop Integration
- BI Development



*Low cost
Solution Optimised
for Oracle database environments
& Power users*

Oracle Business Intelligence EE Plus

- Heterogeneous BI Server

- Ad-hoc Reporting & Analysis
- BI Dashboards
- Enterprise Reporting
- Desktop Integration
- BI Alerting
- Disconnected user BI



*High-end Solution,
Optimised for heterogeneous
environments
& Enterprise Wide Deployments*

Oracle BI Suite Enterprise Edition Plus

Comprehensive, Best-of-Breed

Oracle BI Suite Enterprise Edition Plus

Advantages:

- ✓ Complete BI Solution without compromises
- ✓ Rich, easy to use interface
- ✓ “Proactive, Actionable BI”

- ✓ ONE cohesive view of all data, irrespective of location, aids business alignment
- ✓ Consistency & transparency of metrics and KPIs across every BI tool or interface

- ✓ Heterogeneous technology data access
- ✓ Performance & data quality of warehouse
- ✓ Plus, real-time operational data access to monitor and manage operational business processes as they happen



Simplified Business Model and Abstraction Layer

Oracle Intelligent Caching Services

BI Server Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services



OLTP & ODS Systems



Data Warehouse Data Mart



SAP, Oracle PeopleSoft, Siebel, Custom Apps



Files Excel XML



Business Process

Demonstration

Oracle BI Suite Enterprise Edition



Summary:

The Industry's Most Comprehensive BI Solution

Pervasive

- Pervasive Insight delivered when and where it is needed
- Actionable Insight embedded into normal daily activities
- Guided analytics integrated with business workflows

Comprehensive without Compromise

- A complete, integrated solution to address all BI needs of the entire enterprise
- Pre-integrated with Oracle technology stack
- Best-of-Breed components

Hot-Pluggable

- Supports heterogeneous historical and real-time data sources
- Open and extensible to maximize the current systems
- Common enterprise information model



ORACLE®