

AGILE ANALYTICS IN THE CLOUD

ORACLE BUSINESS INTELLIGENCE CLOUD SERVICE



EXECUTIVE SUMMARY

Your business is changing. Are you prepared for it?

Can you quickly access all the information you need to analyze, from both inside and outside your organization, to understand what's happening? Does it take too much heavy lifting to get answers to what you thought were simple questions? And are you confident enough in the results of your analysis to make decisions and take action?

In every industry, professionals like you are seeking new business analytics solutions to help answer these questions—new solutions that:

- + Make it possible to analyze any data, at any time, to get a complete picture – in the moment, when it matters
- + Are accessible regardless of location or device
- + Are fast, easy, and flexible, yet robust, well-governed, and secure

In other words, a solution that offers the power and breadth of world-class analytics in an environment that is so friendly anyone can use it. Traditionally, systems like this require a significant investment of time and resources, which is often cost prohibitive.

Oracle Business Intelligence (BI) Cloud Service breaks that tradition, offering a fast, flexible solution that empowers users to answer new questions in the moment, while providing the security, scalability, and performance you expect in a market-leading analytics platform. Together with the world-class Oracle Database as a Cloud Service (DBaaS), BI Cloud Service enables users to analyze and understand their data like never before, offering new capabilities that automatically translate complicated analysis into intuitive visualizations - all in the cloud, and all at a predictable, low cost. With Oracle BI Cloud Service, you can load and combine diverse data with a click, to find out not only what happened, but why, and to make sure everyone shares that understanding – anytime, anywhere.

93%



of executives believe their organization is **losing revenue** because they are unable to **fully leverage** information'.

ORACLE®

ANALYTICS IN THE CLOUD—MORE INNOVATION, LESS DISRUPTION

Cloud computing and analytics are an ideal match. Analytics is about delivering the right information to the right people at the right time, and the cloud provides an agile way to access data and applications.

Across every organization, people are looking for faster, easier ways to analyze information. Business users expect to be able to navigate, explore, and discover what's in the data—no matter whether it's the current, carefully managed data already in enterprise systems, or content from diverse sources, internal and external. They need to be able to upload their own files and combine them with gold-standard corporate data, to easily see and understand what's going on in their business. And, in the age of cloud, mobile, and self-service, they expect to be guided through a dialog with the data, so they can quickly see new patterns, answer new questions, and uncover new insights.

At the same time, IT wants a platform that delivers more value, faster—without compromising data integrity or security. Speed, simplicity, and ease of use are key considerations for both groups. So are governance and transparency, which are essential to ensure the results self-service analysis can be used for decision-making with the same confidence as corporate dashboards and reports.

All Solutions Are Not Created Equal

Many companies have found out the hard way that there's a gap between their expectations of speed, simplicity and cost, and what is actually available. Sometimes, that gap isn't clear until after the initial investment. Additionally, cloud environments often leverage the technology and services of multiple vendors, from applications to infrastructure. That means your data—and, in the case of analytics, the conclusions you draw from it—can

be passed among all those vendors, providing numerous opportunities for data leaks and error.

So how can you reap the benefits of BI in the cloud while minimizing the risks? After all, the goal of disruptive innovation is not to increase exposure, but to use new technologies to support your success.

A Unique Approach

Oracle takes a unique approach to the cloud, offering an end-to-end solution stack in a fully-managed cloud environment that meets the industry's highest security standards. Oracle's approach to cloud BI is also unique, combining the power of world-class analytics with an easy, streamlined user experience that takes the guesswork out of analysis – making analytics accessible to anyone, at any scale. A key element of this approach is that Oracle's Cloud and on-premises solutions leverage the same industry standards and technology foundations, allowing you to seamlessly reuse analytic models, applications, and data integrations that are already a part of your business today. This unmatched combination of capabilities means that Oracle BI Cloud Service is uniquely able to balance the needs of the business with the needs of IT – mitigating your risk and keeping you focused on driving your business forward.



Other cloud vendors' applications

Hosted on 3rd party clouds like AWS or Rackspace

Virtualized by 3rd party software, like VMWare

Powered by 3rd party hardware vendors like IBM, HP Dell



THE AGILITY TO SUCCEED

Making rich, easy-to-use analytics available to everyone leads to more people uncovering better insights faster, which drives improved decision making and more positive outcomes.

The challenge has been how to do that without analytics becoming a free-for-all, where everyone has access to diverse data, and everyone is coming to contrasting and inconsistent conclusions. Until recently, there hasn't been a BI solution that offers users the ability to 'do it themselves' in the context of governance and transparency. This translates to organizations everywhere having a mixed bag of analytics that includes sanctioned shadow BI, with different departments using disparate desktop tools to perform ad hoc analysis. The irony is that these ad hoc efforts frequently come home to roost, requiring a centralized, curated approach to rationalize the data and unravel the results.

Make 'Do It Yourself' Equal to Do It Right'

Oracle BI Cloud Service provides a secure, managed, and friendly environment for users to load their own data, create their own analytics, and share their work. As users upload and combine local and external content, they're leveraging corporate definitions and standards that are stored in a centralized, cloud-based metadata layer, ensuring a single, consistent view of data—because self-service analytics shouldn't stand in opposition to security, quality, and consistency. This foundation supports a dynamic, interactive experience in which automatic visualizations help users make sense of the data. Powerful search, sophisticated contextual highlighting, and a rich library of visuals also support users along their journey to discovery.

With Oracle BI Cloud Service, visual self-service and governance go hand-in-hand, which means 'Do It Yourself' is the same thing as 'Do It Right'.

Collaborate

Sharing insights is the quickest way to create transparency and drive change. With Oracle BI Cloud Service, users can easily share their work as they go, or share completed dashboards and applications, simply by putting them in shared folders. Roles and permissions provide fine-grained control of what people can see, ensuring they have access to content appropriate for them – even if the original analysis includes data outside their scope. And, of course, it's all mobile, without the need to do any extra work, so hot new insights won't go cold while people are away from their desks.

81% 

of enterprise-sized organizations reported difficulties when IT was not involved with shadow BI projects.¹

Innovate

Imagine if you could harness the collective business acumen of your workforce and apply it to your top challenges. The reality of tapping that knowledge and applying it systematically seems daunting—it's all too easy to imagine the hours, people, planning, systems, and training that typically make up an initiative this far-reaching.

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Do **something differently** and better than it's done today.

¹ www.CIO.com - Tech News, Analysis, Blogs, Video. [online] CIO, 2014

THE POWER TO DELIVER

Today, IT often gets the short end of the stick: expected to innovate and serve the lines of business with flat or falling budgets. Almost 70% of the budget they do have is tied up in simply keeping the lights on. Analytics is also a part of the equation – and with spend shifting to other departments as business demands increase, there is an ever growing need for faster analysis of more data, by more users, at lower costs.

Oracle BI Cloud Service provides IT, and the whole organization, with a powerful platform that supports the entire analytic process – delivering an enterprise-class solution without enterprise-class maintenance or costs.

THE POWER TO DELIVER



Deliver More Value, Faster

The demand for agile analytics isn't going away—users throughout the organization expect to be able to report on data wherever it resides, and to have the flexibility to do it themselves, on their schedule. With Oracle BI Cloud Service, IT can offer users a best-in-class visual analytics platform that empowers them to do what they want, in a secure and governed environment. Users get the agility they want—with easier access to more data, quick ways to load and combine it, and the ability to analyze and share information right away—while IT gets a comprehensive, managed platform that is immediately available, 100% in the cloud, able to seamlessly integrate existing on-premises analytic models and applications, with no CAPEX costs. The result is more value, more rapidly, for everyone.



Simplify Operations

Say goodbye to worrying about upgrades, or wondering if your analytics platform will perform at quarter close. Oracle BI Cloud Service offers the power and simplicity of the cloud, delivering a comprehensive solution without additional infrastructure or maintenance, for a predictable, low cost. And because Oracle BI Cloud Service is a single platform that scales easily from small user groups to the entire organization, IT can take the opportunity to decrease the number of analytics tools in use—minimizing data silos, fending off shadow BI projects, and further streamlining both operations and budget.



Reduce Risk

Every employee is responsible for managing risk, but IT's charter is more explicit. IT manages a company's most sensitive assets: its data and intellectual property, as well as the systems that create and store both. Oracle BI Cloud Service supports IT's charter to ensure the lowest risk by being:

- + Delivered in Oracle's Public Cloud, which is the most comprehensive, secure cloud in the market.
- + Engineered as an enterprise platform, built from the start to handle the security requirements of large implementations.
- + Easy to administer, with fine-grained, role-based access control that means people can find information appropriate to their role and see only what they should.

BASED ON THE BEST

With the most complete, modern, flexible and secure enterprise cloud deployment and market-leading BI technology, proven by thousands of customers, Oracle BI Cloud Service puts a best-in-class analytics solution at your fingertips, so you can restore balance—to your business, and to your budget.

The Ultimate Cloud: Complete Computing, One Vendor

Only Oracle provides a complete, end-to-end cloud solution, from data center to infrastructure to applications. In the Oracle Public Cloud, there are no third-party vendors hosting, virtualizing, managing, troubleshooting, handling, uploading, downloading, or transporting your data.

Only Oracle engineers hardware and software to work together as the foundation of comprehensive cloud services that address customer needs, from infrastructure to information. This environment provides the security, power, and functionality necessary for enterprise-class cloud BI.



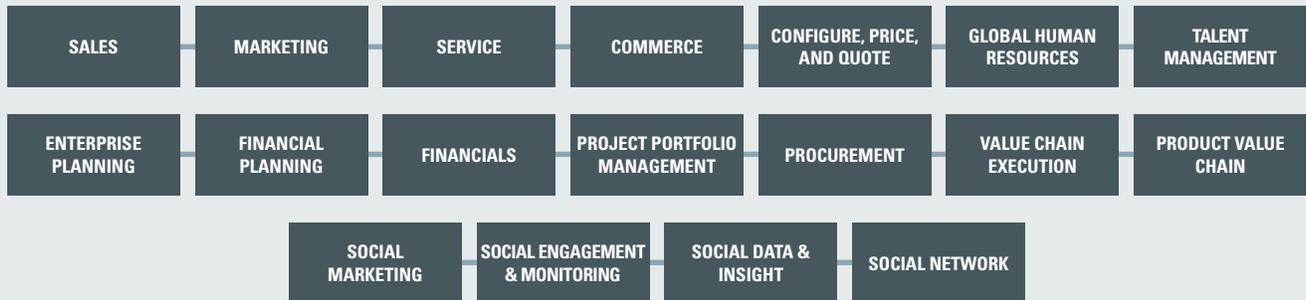
Information Services

APPLICATION DATA
MARKETPLACE

ENTERPRISE DATA
MARKETPLACE

"COMPARITIVE" BIG DATA
ANALYTICS & KPIS

Application Services



Platform Services



Infrastructure Services





World-Leading Oracle Database

The Oracle Database is the best data storage and management solution available. Oracle Database Cloud Service (DBCS) is built on that same technology, delivering the strength and robustness of the database, while allowing you to leverage existing Oracle skills, applications, and data integrations. DBCS also provides additional capabilities for advanced and predictive analytics, so you can take your analysis as far as you want it to go, all within the same solution. Running on the Oracle Exadata Database Machine, the best performing database platform in the world, Oracle DBCS perfectly complements Oracle BI Cloud Service by delivering the computing power and speed that are ideal for managing analytic workloads in the cloud.

Market-Proven Business Intelligence

Thousands of customers already rely on Oracle's on-premises business intelligence technology. That technology forms the foundation of Oracle BI Cloud Service, making visual self-service discovery, powerful analysis, and interactive reporting available through an easy, flexible cloud UI. Users of any skill level can quickly load and combine data from multiple diverse sources by dragging and dropping to see automatic visualizations, and easily build dynamic dashboards. This unique blend of sophistication and simplicity makes analytic agility accessible to everyone, enabling more users to be more productive, in turn allowing organizations to leverage more of their workforce.

Oracle BI Cloud Service: The Capabilities You Need, In a Cloud You Trust



From spreadsheets to enterprise systems, Oracle BI Cloud Service makes it easy to access data and analyze it—with no technical background required.



Drag and drop data onto the screen and see dynamic visuals create compelling analytics that take you from information to insight in minutes.



Touch. Drill. Swipe. Zoom. Interact. Oracle BI Cloud Service is as mobile as you are, so you can always stay up-to-date, no matter where you are, without any extra work.

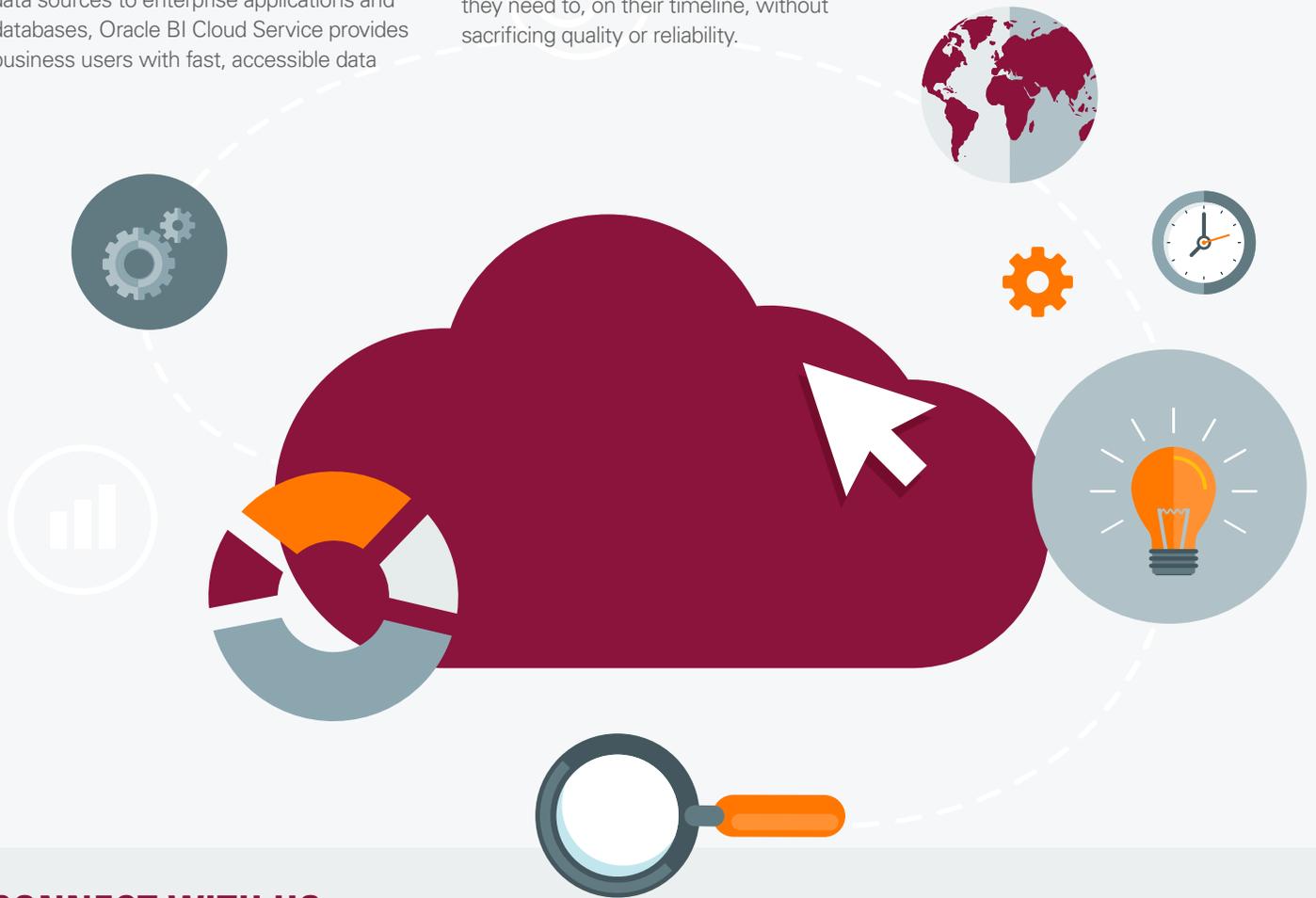


WITH ORACLE BI CLOUD SERVICE, YOU CAN HAVE IT ALL

Best-in-class capabilities give you the best of classic and new, and let you provide users with a single analytics solution across the enterprise.

Oracle BI Cloud Service offers the features you want to do the kind of analysis you need. It also delivers additional functionality to help you look at data in new ways. From multiple data sources to enterprise applications and databases, Oracle BI Cloud Service provides business users with fast, accessible data

loading, with a wide array of automatic, dynamic visualizations for better analysis. It is a comprehensive platform that complements your existing systems, while at the same time giving you the opportunity to consolidate BI tools, helping to both extend and unify your existing BI investment. Ease of use is key—so IT is spared hours of support and can focus on driving innovation, and users throughout the organization can do the work they need to, on their timeline, without sacrificing quality or reliability.



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