

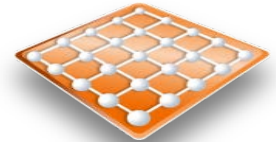
ORACLE
BUSINESS ANALYTICS

See more. Act faster.



ORACLE®

BI FUTURES: BI Like You've not Seen Before!



Babar Jan-Haleem
APAC Director – Specialist Architecture Team



The preceding 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.

Business Analytics: Change is **Continuous & Rapid!**



1980s
Static
Reporting

1990s
Interactive
Dashboards

2000s
Adhoc Query
And Analysis

Today

In-Memory

Mobile

Social

Cloud





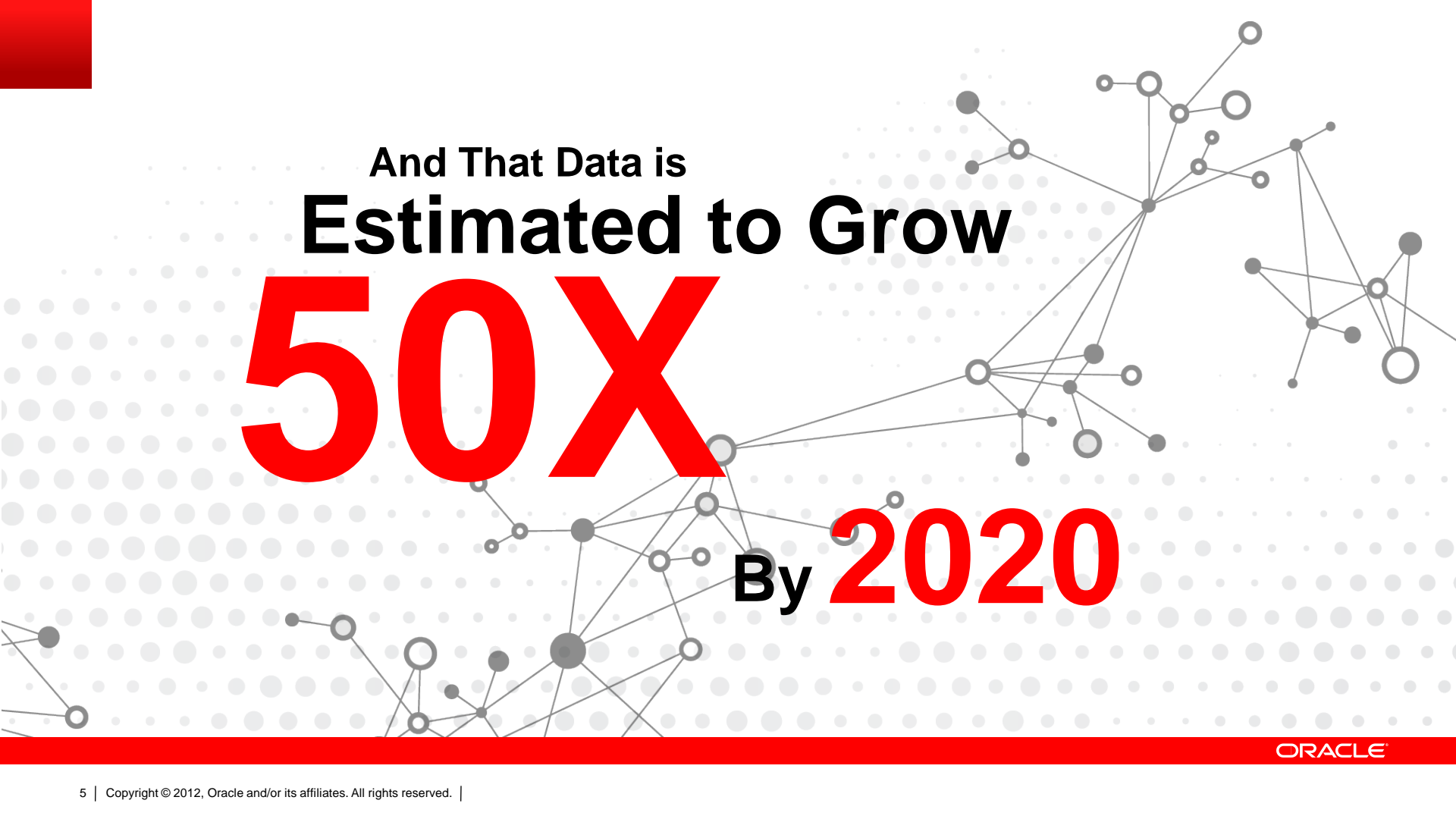
90%

Of the World's Data

Has Been Created in the Last

2 Years

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A network diagram consisting of various sized grey circles (nodes) connected by thin grey lines. The nodes are scattered across the slide, with a higher density in the upper right and lower left areas. The background features a pattern of light grey dots.

And That Data is
Estimated to Grow
50X
By **2020**

Internet Of Things



2012: 9 Billion
Devices Connected to Internet
(More than Population of Earth)

2020: 50 Billion
Devices Connected to Internet



VALUE

is realized with

ANALYTICS

VOLUME

VELOCITY

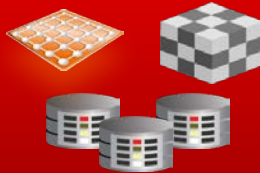
VARIETY

Oracle Complete Business Analytics Solution

**Any Data,
Any Source**



**Full Range of
Analytics**



**Integrated
Analytic
Applications**



**On Premise,
On Cloud,
On Mobile**



Exalytics – A BI Platform for ALL Data Analysis

In-memory BI platform for Structured & Unstructured Data

ERP
ANALYTICS

CRM
ANALYTICS

INDUSTRY
ANALYTICS

YOUR
ANALYTICS

Over 80 Best Practice Analytics Apps



Structured & Unstructured Data
BI Platform

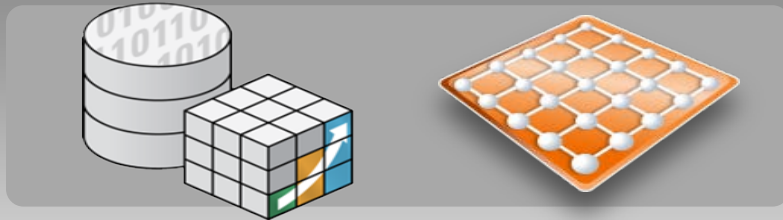


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Oracle Exalytics with Endeca Information Discovery

Fastest, most powerful hardware Analytics platform

In-Memory BI, EPM, and Unstructured Analytics



- Endeca Software Breakthroughs
 - Multi-Core Parallel Query Evaluation
 - In-Memory Columnar Storage and Dynamic Cache
 - Adaptive In-Memory Data Mapping
 - Embedded Search Indices
 - Free Form Search, Exploration, and Analysis
- Optimized Hardware
 - Processor: 4 Intel® Xeon® E7-4870, 40 cores total
 - Memory: 1 Terabyte DRAM
 - Hard Disk: 3.6 Terabytes

What is: Oracle **Endeca** Information Discovery?

A *platform* that provides a single, unified view of multiple data sources

A platform that connects **structured** and **unstructured** data

Provides in-the-moment *discovery* on jagged, changing data

In short: BI that answers *WHY!*

Locating your Organizations' Gold Nugget with **Endeca**



Source: <http://en.wikipedia.org/wiki/>

Social Data Generated per Minute



695,000

Status updates



204,166,667

Emails



571

New
Websites

510,040

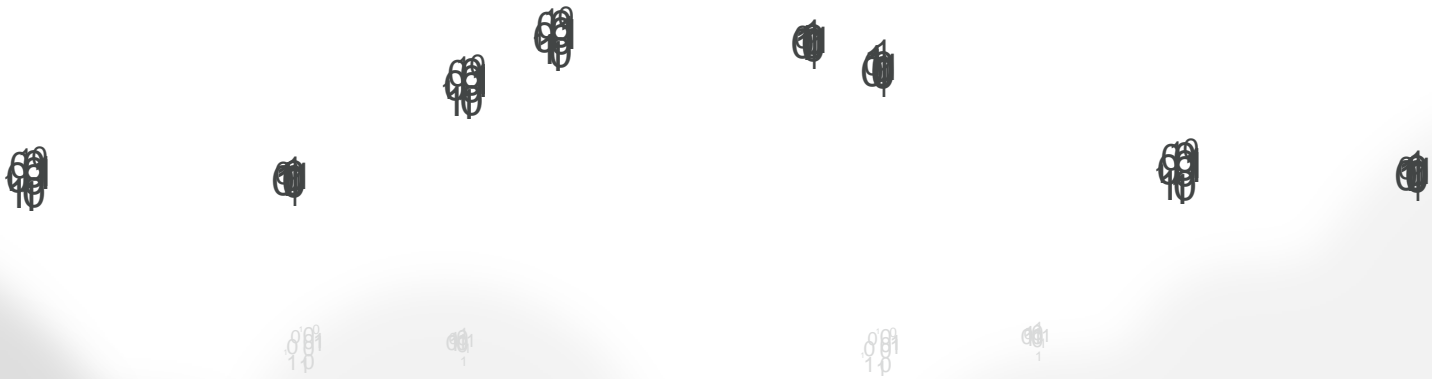
Comments



2,000,000

Search Queries



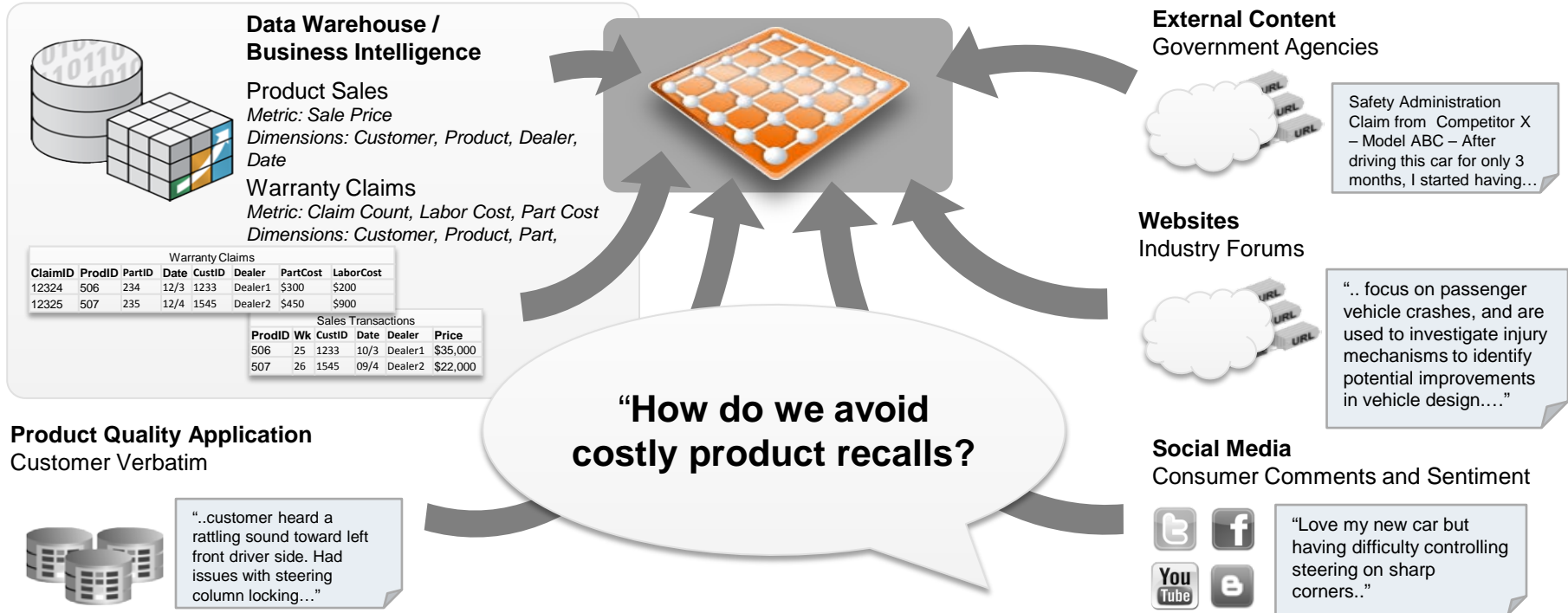


executives who would
grade themselves C or
lower in their address
98%

executives who say
drawing intelligence
from data is top priority
67%
believe their organization is **losing**
revenue as a result of not being
able to **fully leverage** information

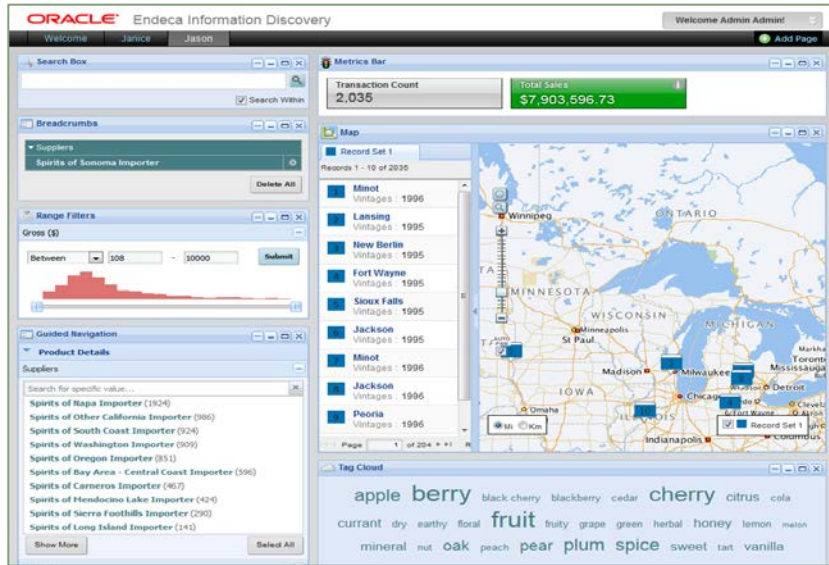
Oracle Endeca Information Discovery

Understand the **Complete** Picture by going beyond EDW!



Simplicity of Search, Power of BI

Oracle Endeca Information Discovery



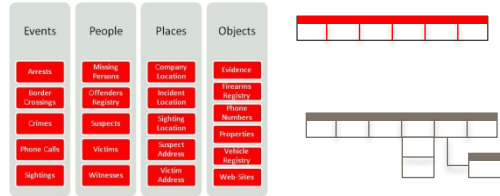
- Self-Service Data Discovery
 - Walk-up ease of use
- Contextual Search + Faceted Navigation + Visual Analysis
 - In-Memory Performance
 - Leverage Existing BI Investments
- Unstructured and Structured Data
 - Content Acquisition and Text Enrichment

Endeca - Business Release Cycles in Weeks not Months

Structured and Structured data integrated in quick & flexible manner

Diverse and Changing information

Structured & Semi-Structured



Unstructured

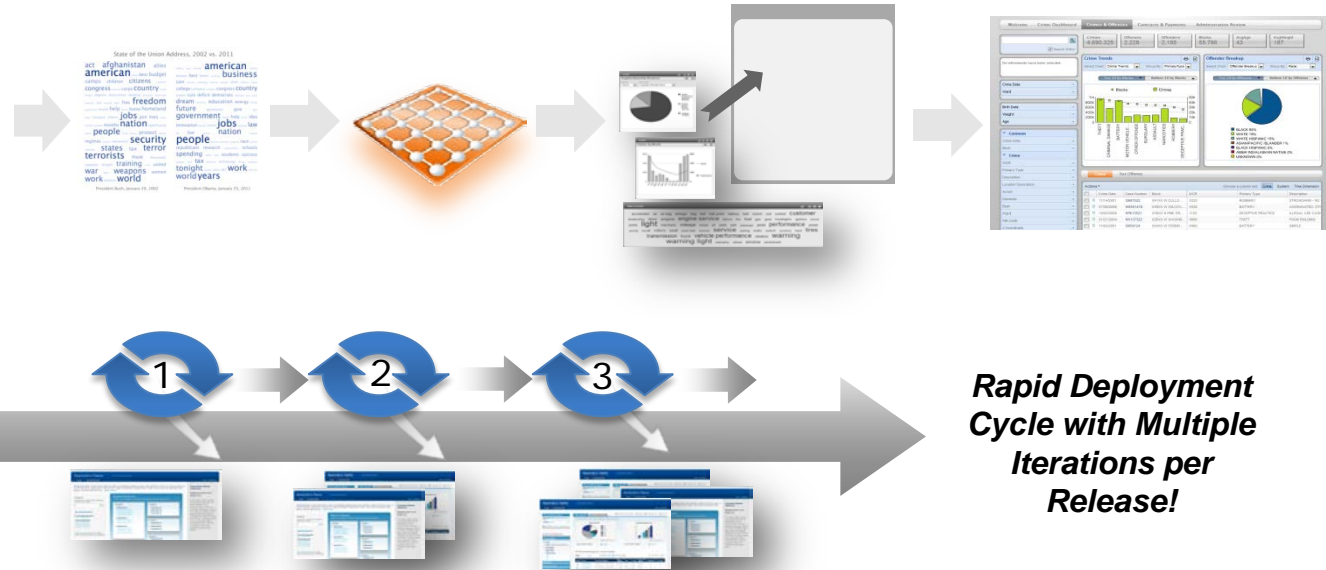


Tag people, places & events etc. in unstructured data

Unified and enriched in Endeca Server

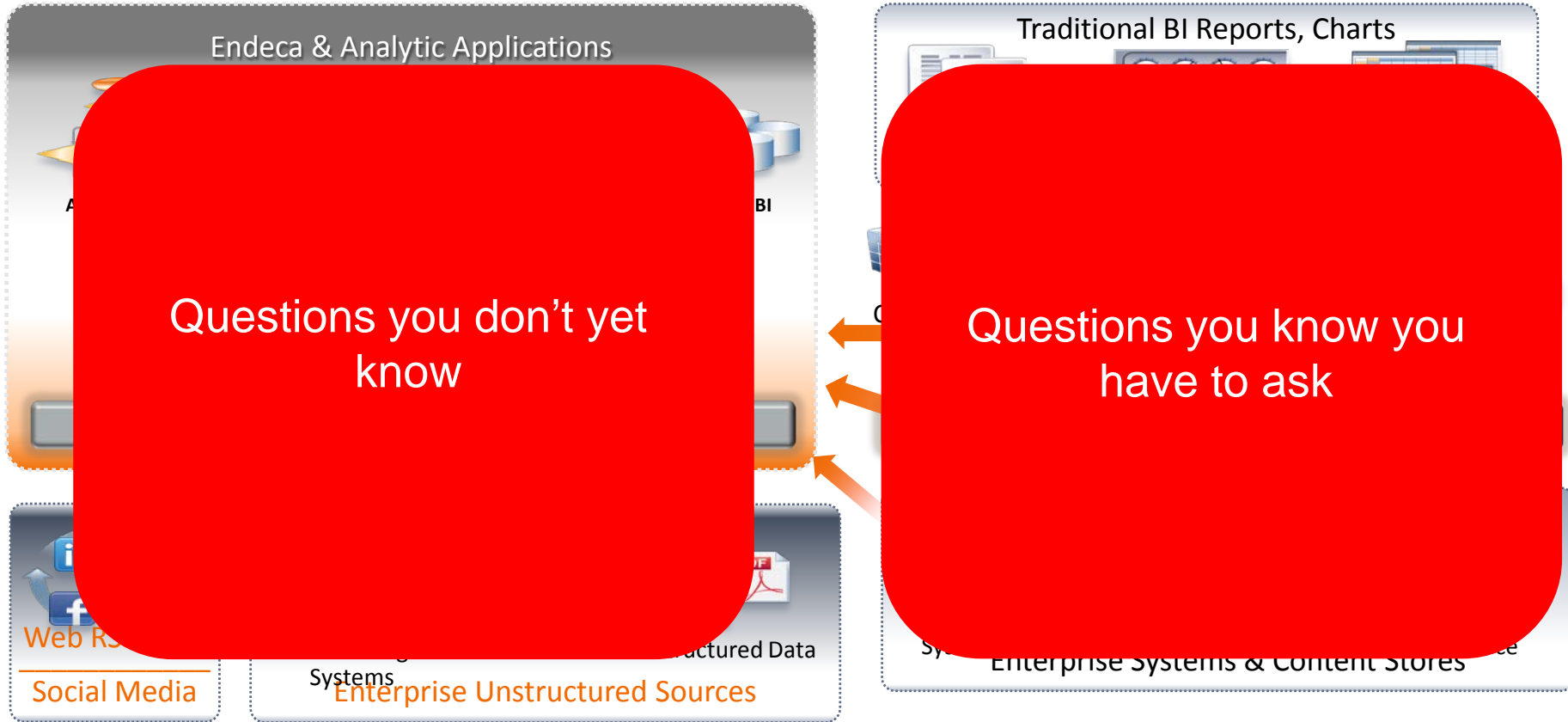
Drag-and-drop application composition

Interactive Search, navigation and analytics for exploration and analysis

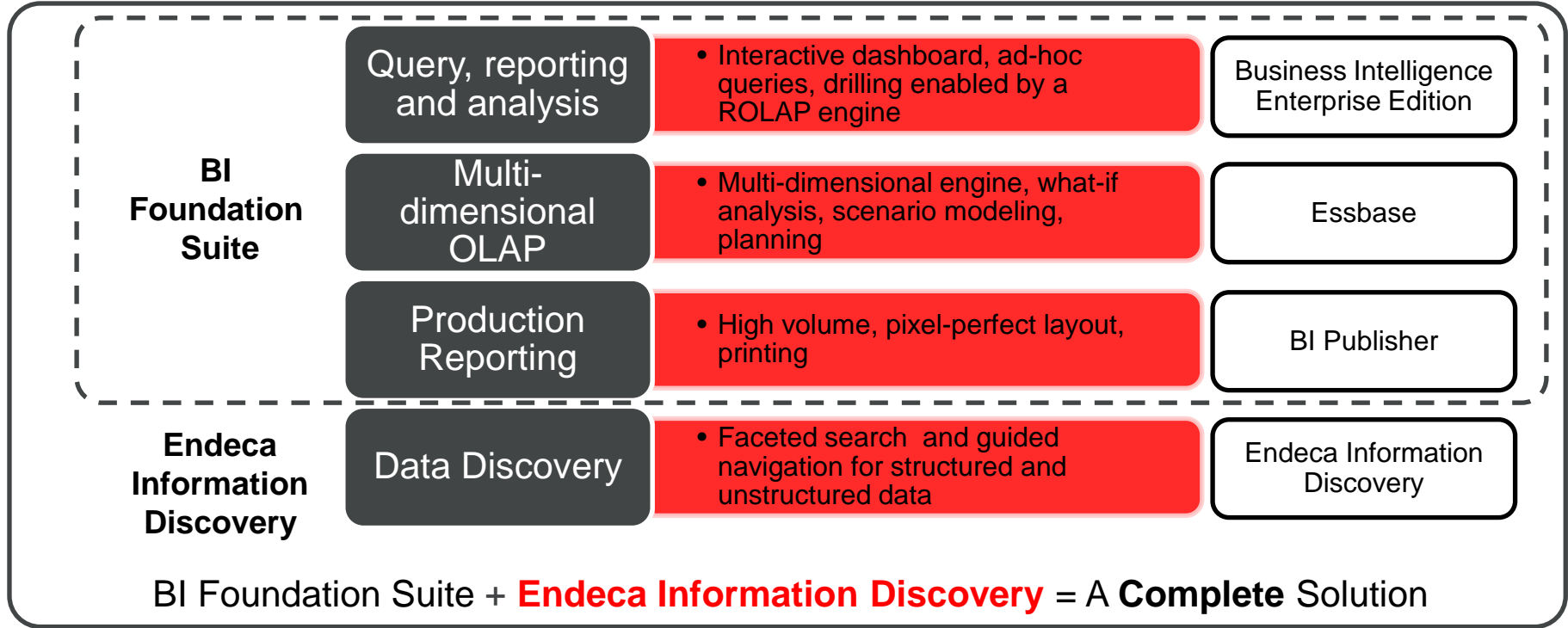


Rapid Deployment Cycle with Multiple Iterations per Release!

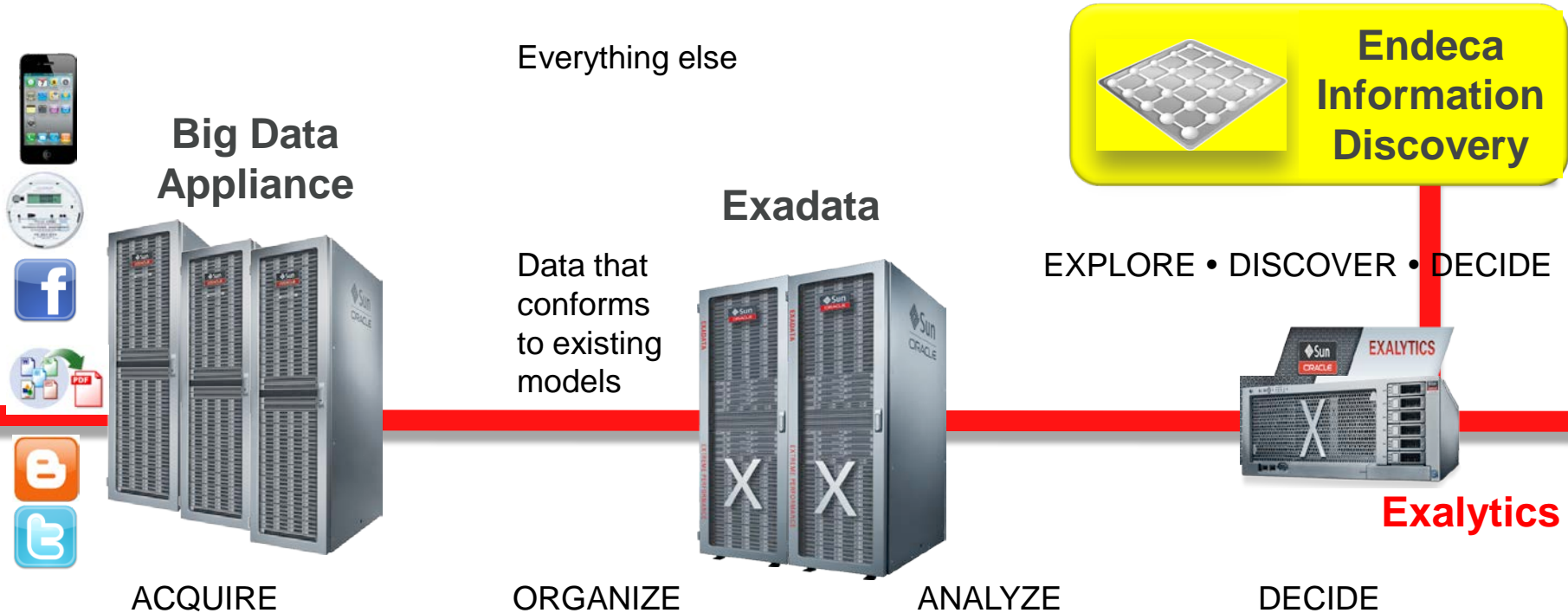
Endeca Co-Existence with *Traditional* BI



A Complete Corporate BI Strategy with Endeca



A Complete Big Data Strategy with **Endeca Deployed on Exalytics**



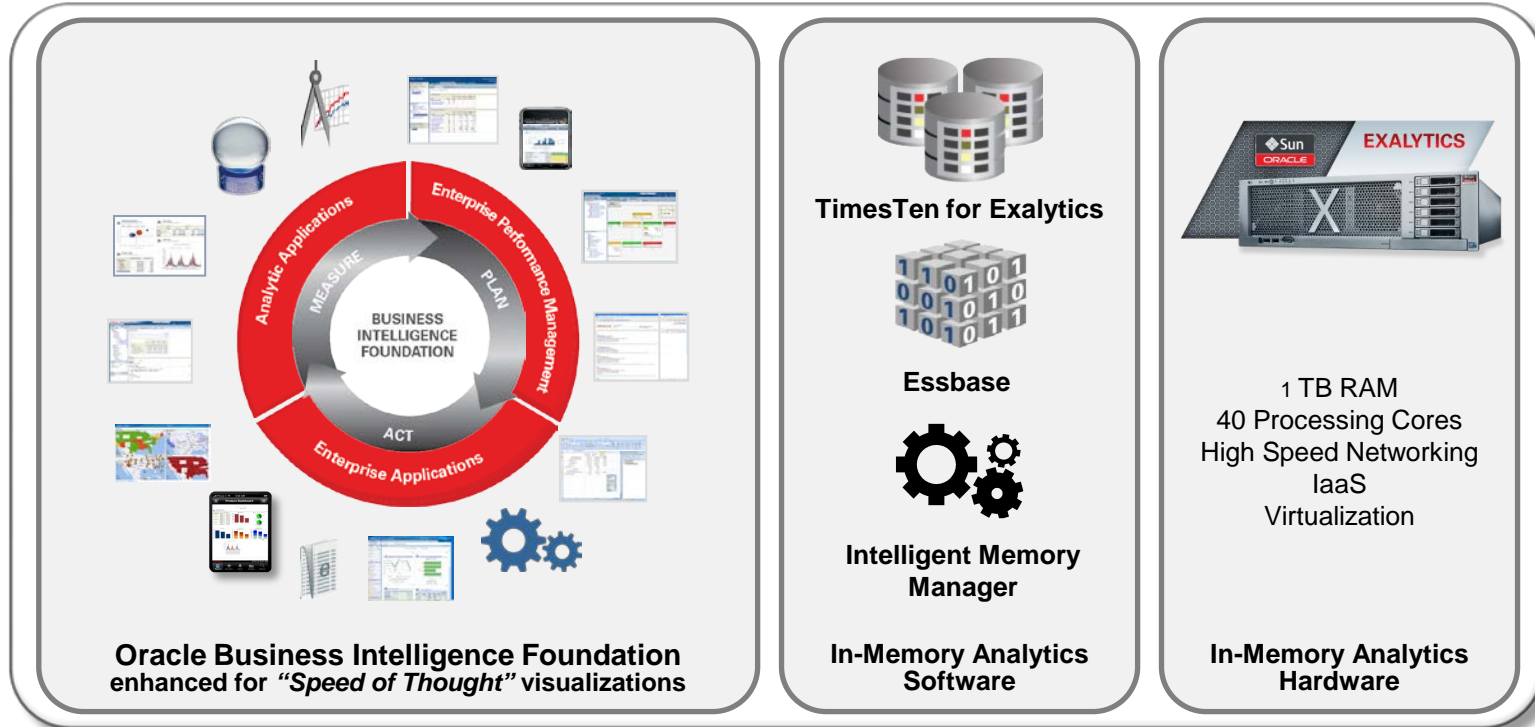
ORACLE EXALYTICS

IN-MEMORY MACHINE



'Purpose Built' Hardware and Software

Special Purpose 'In Memory Analytics Software'



Capitalize Today on power of In-memory With **Exalytics**

Why In-Memory? Faster, Cheaper and has more Capacity Today

In-Memory Capacity Increased

2002	256MB/DIMM
2012	16GB/DIMM

64X More Capacity

In-Memory Cost Decreased

2002	\$0.2/MB
2012	\$0.009/MB

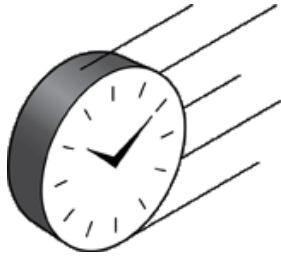
25X Cheaper

In-Memory Significantly Faster

HDD	5ms response
D-RAM	100ns response

50,000X Faster

What Can We Do With In-Memory?



Faster Analysis
Faster Plans



Better Interactivity
Better Visualizations



More Users
More Queries

Deeper than Dashboards

Oracle BI Analytic Applications

1 Pre-Built Analytic Warehouse

- Business Analytics Warehouse
- Over 100 star schemas
- Designed for analysis and reporting

2 Certified Application Integration

- Pre-mapped integration
- Fusion, EBS, PSFT, SEBL , JDE, SAP, IBM
- Role-based Security

3 Best Practice Metrics

- Over 8,000 metrics
- Additional pre-defined calculations
- Based on best practices

4 Role-Based Dashboards

- Over 500 Dashboards and Pages
- Over 3,000 reports
- Across Lines of Business

Total Economic Impact of Oracle BI Apps

Based on commissioned study conducted by Forrester Consulting

Validated Benefits

- **Lower Procurement Spend** - 5% lower procurement costs in Year 1 of the study and **increased to 7%** in Year 2.
- **Accounts Payable Savings** - Savings of more than \$1 million per year by the third year of the study
- **IT and business labor savings** - Apps created efficiencies in both the IT and business sides of the organization.
- **Lower Inventory Working Capital** – **15% reduction** in inventory for the affected product categories
- **Increased gross sales and prices**- **0.3% increase** in average sales price and **0.4% lift** in sales at affected parts of the organization

97%

ROI with a 20
Months Payback
Period*

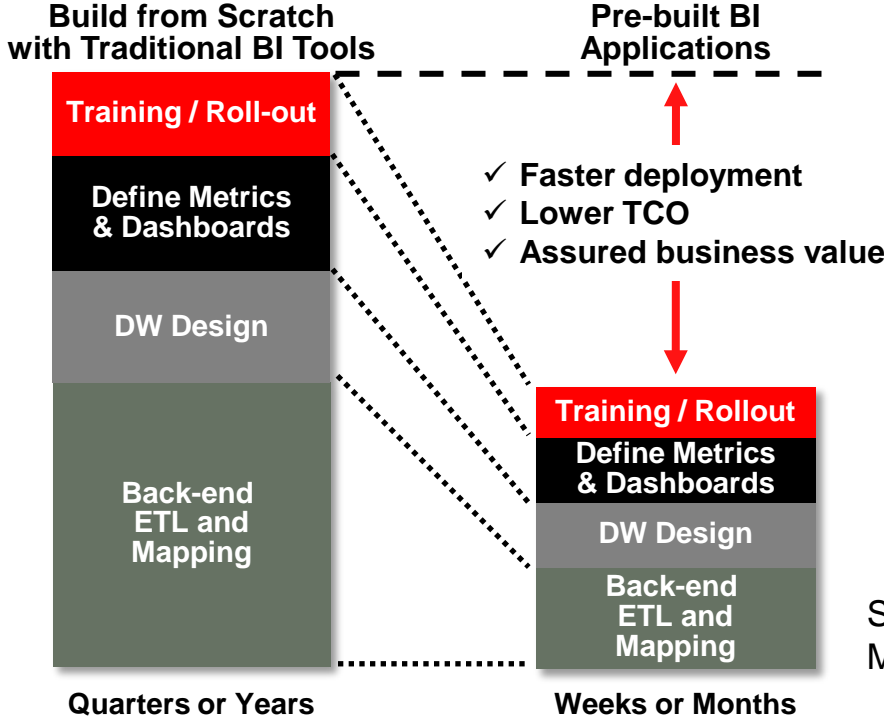
*Composite Organization Three-Year Risk-Adjusted ROI

Source: "The Total Economic Impact of Oracle BI Applications," commissioned study conducted by Forrester Consulting on behalf of Oracle, October 2012.

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Faster Time to Value

With BI Applications and Exalytics



Project Type	
Buy	1.2 Deployment of Pre-Built Applications against EBS, PeopleSoft, Siebel, or JD Edwards 58 person weeks of effort
	1.3 Deployment of Pre-Built Applications against a non-Oracle backend 75 person weeks of effort
Build	1.4 Custom Warehouse Build against EBS, PeopleSoft, Siebel, or JD Edwards 185 person weeks of effort

Source: BI Consulting Group

Source: Patricia Seybold Research, Gartner, Merrill Lynch, Oracle Analysis

IaaS Option with Exalytics



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IaaS – Select Highlights & Benefits

- Customers can start small & flexible to expand
- Cloud option BEHIND customer firewall
- **Opex not Capex model**
- **Capacity available Elastically On-Demand (CoD)**
- Add additional hardware as & when needed
- Greatly reduced management
- **On-premise deployment not public cloud**
- Access to latest release of Oracle Systems and not tied down to older versions
- **Total cost to customers is lower via IaaS**



IaaS – Capacity On Demand (CoD) Option

- **Elastic Compute Capacity on Demand**
 - For peak workloads use 100% (40 cores)
 - For NON peak workloads, use and pay for ONLY 80% of machine (32 out of 40 cores)
 - **Pay for full usage only when you actually use it!**
- **CoD enablement**
 - Oracle provides script to enable or disable CoD cores
 - Script available for Exalytics only under IaaS not standalone Exalytics System
 - Enabling and Disabling CoD can be done online without a reboot
- **CoD tracking**
 - The CoD enablement scripts will log all CoD operations for tracking purposes
 - Customers can generate a report of months CoD CPUs are enabled
- **Testing CoD**
 - Enable CoD cores for testing purposes only for no charge



Global Customer & Partners Use Cases & Results?



Endeca Customer Success: Kraft

Improving Consumer Insights

OVERVIEW

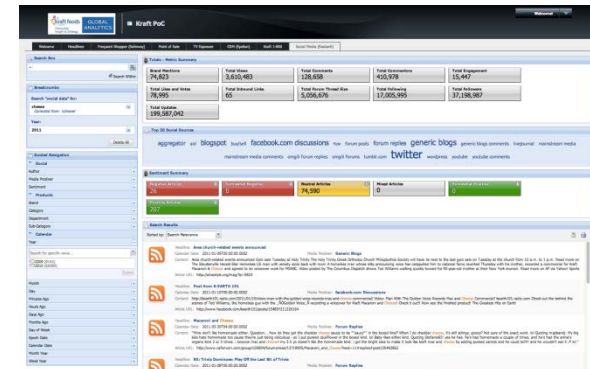
- Kraft's Consumer Insight Team was looking for an innovative, new way to monitor the impact of their total marketing spend (TV, Social Media, Print etc.) across 150+ global brands

CHALLENGES/OPPORTUNITIES

- Variety & Volume of Data - The Marketing team maintains 30+ data sources for any given brand. Data is both Structured & Unstructured & Kraft needed to easily analyze it regardless of its current state. (consumer verbatim, blogs, tweets, 800 number transcripts, spreadsheets, 3rd part Nielsen data, Safeway POS etc.).
- Ease of Use - Given the volume of data it was a challenge to promote a “Discovery” process for analysts to easily Navigate the data and uncover the “real” story.
- The Need for Agility & Speed - 3rd party data is cumbersome and the latency involved in analyzing it diminishes its worth. The sooner they can react the more value they bring.

RESULTS

- OEID provides Kraft the ability to quickly adapt there enormous brand marketing spend which in turn drives a greater ROI and increases brand loyalty.



Exalytics with BI Applications

Faster Time to Value and Insight – Better Performance

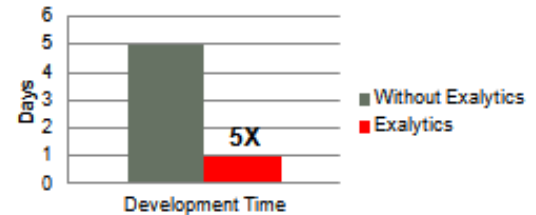


“With Exalytics, we were able to develop a performance dashboard in one-fifth the estimated time it would take to develop otherwise.”

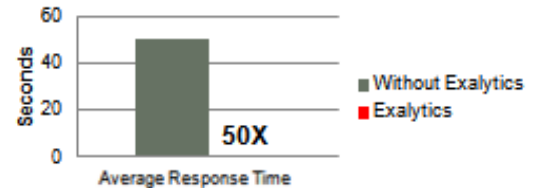
5x shorter time to develop; **50x** faster response time



Dashboards Development and Tuning



Adhoc Report Response Time (without Tuning)



Partner Offering: TCS Inteliplan

Partner built Telecom vertical specific application on Exalytics



A vertical advertisement for Inteliplan. It features a man in a white tank top and brown shorts running on a city street. A blue circle at the top contains the text 'AGILITY + SPEED'. The TATA logo is in the top right corner. The text 'TATA CONSULTANCY SERVICES Experience certainty.' is in the top right. The word 'Inteliplan' is written in large white letters on a green background. At the bottom right, it lists 'IT Services', 'Business Solutions', and 'Outsourcing'.

IN SUMMARY:

Exalytics - LOW TCO with HIGH ROI



San Diego Unified School District Harnesses Attendance, Procurement, and Operational Data with Oracle Exalytics, Generating \$4.4 Million in Savings



San Diego Unified School District

San Diego Unified School District is the second-largest public school district in California, after Los Angeles. It serves 122,000 students representing 18 ethnic groups and employs nearly 16,000 full-time workers, including 6,000 teachers. The school prides itself on being one of the top districts in the nation and a leader in technology.

Founded: 1854

Headquarters: San Diego, California

Budget: \$2.0 billion

EXECUTIVE SUMMARY

Public education accounts for more than half of all state spending in California, making it a recurring target for the legislature's budgetary ax. Since 2007, funding for San Diego Unified School District (SDUSD), California's second-largest, has dropped 25% even while enrollment has been rising. With more cuts to education looming, SDUSD is examining every angle for saving money without lowering educational quality.

A long-time promoter of technology in the classroom, SDUSD has turned to new enterprise and business intelligence technologies to become more efficient and leverage its data resources more effectively. Specifically, the district wants to:

- Boost revenue and lower the dropout rate by increasing the accuracy of its attendance tracking
- Raise the productivity of its budget analysts and developers by eliminating manual entry
- Streamline its multi-million dollar procurement processes

"Oracle has been a great partner in the procurement deployment of ERP and proven its ability to work in the educational space."

DARRYL LAGACE,
CHIEF INFORMATION
OFFICER
SAN DIEGO UNIFIED
SCHOOL DISTRICT

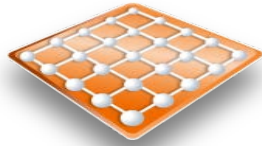
To achieve these objectives, SDUSD invested in Oracle Exalytics In-Memory Machine, the world's first engineered system specifically designed to deliver high performance business intelligence analysis, modeling, and planning.

According to an independent assessment by Mainstay Salire, the district is on track to achieve substantial benefits from the Oracle Exalytics solution, including an \$8.26 million increase in attendance revenue, \$75,000 a year savings in operational efficiencies, and \$1 million in hardware cost avoidance.

In all, the SDUSD investment in the Oracle Exalytics platform will achieve a 105% return on investment (ROI) in the first four years, with positive net benefits after 16 months and total benefits of \$4.4 million through 2015.

Oracle Business Analytics

Driving Better Business Outcomes & Delivering Results



ANY
DATA

ACQUIRE
ORGANIZE

Analyze
Discover
Predict
Plan



BETTER
DECISIONS

FASTER
ACTION



ORACLE

ANALYTICS & BI

ORACLE®

#1 CIO
TECHNICAL
PRIORITY
FOR 2012

#1 BUSINESS
ANALYTICS
SOFTWARE
MARKET LEADER

Source: Gartner Executive Programs, "Amplifying the Enterprise:
The 2012 CIO Agenda," January 2012

Source: IDC

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