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Introducing Oracle Business Intelligence 12c

The Next Generation of Business Analytics

15 maart 2016

Wim Villano

ORACLE

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Analytic offerings in the market today

IT friendly

1. Governance
2. Singular semantic
3. Enterprise ready

OR

Business user friendly

1. Ease of Use
2. Agile
3. Self-service

Oracle BI 12c Highlights

Oracle Business Intelligence Upgrade



Simplify Administration and Lower TCO



Enhance User Experience



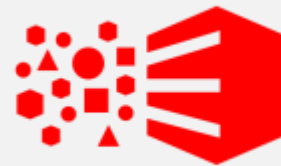
Enable Advanced Analytics for Everyone



Better Performance with In-Memory Computing



Enhance Mobile Experience



Support More Data Sources

Oracle Data Visualization



Visual Analysis

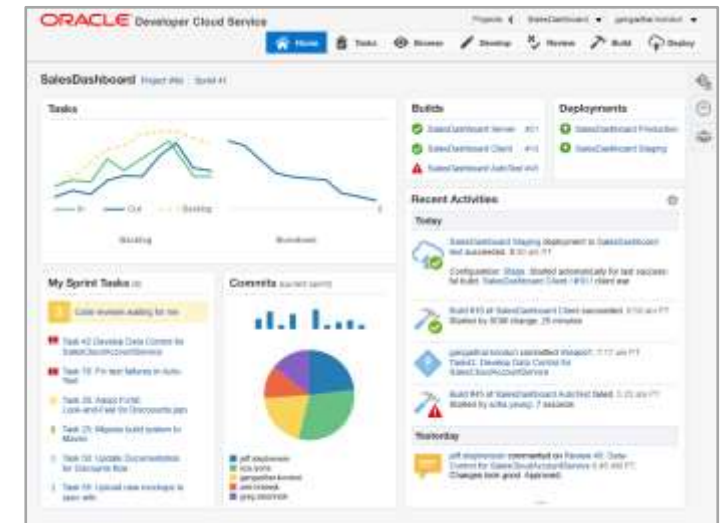


Rich Data Mashups

New Oracle Alta UI

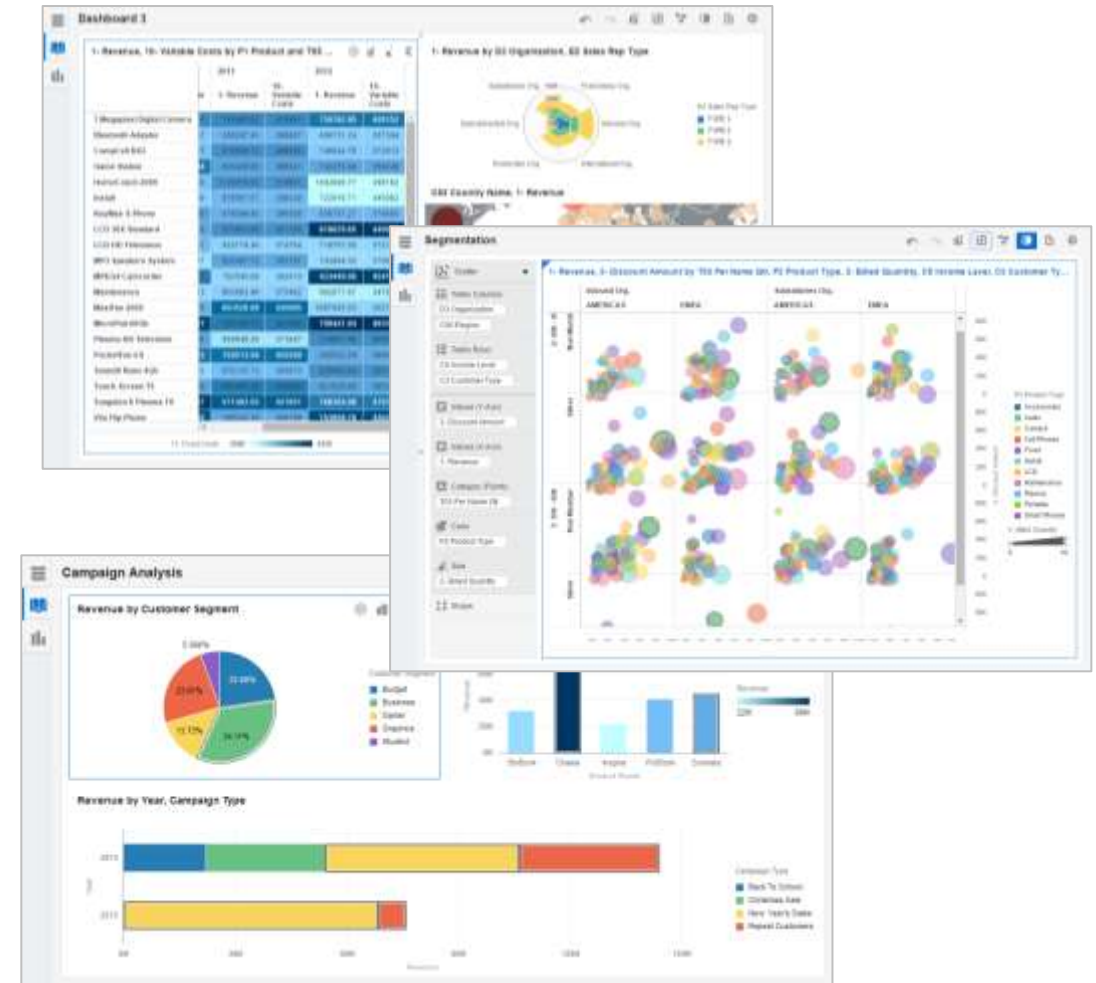
A modern application design system

- Focus on Data
- Minimal Chrome
- Browser and mobile support
- Clean page design
- Consistent across Oracle products - cloud and on-Premises



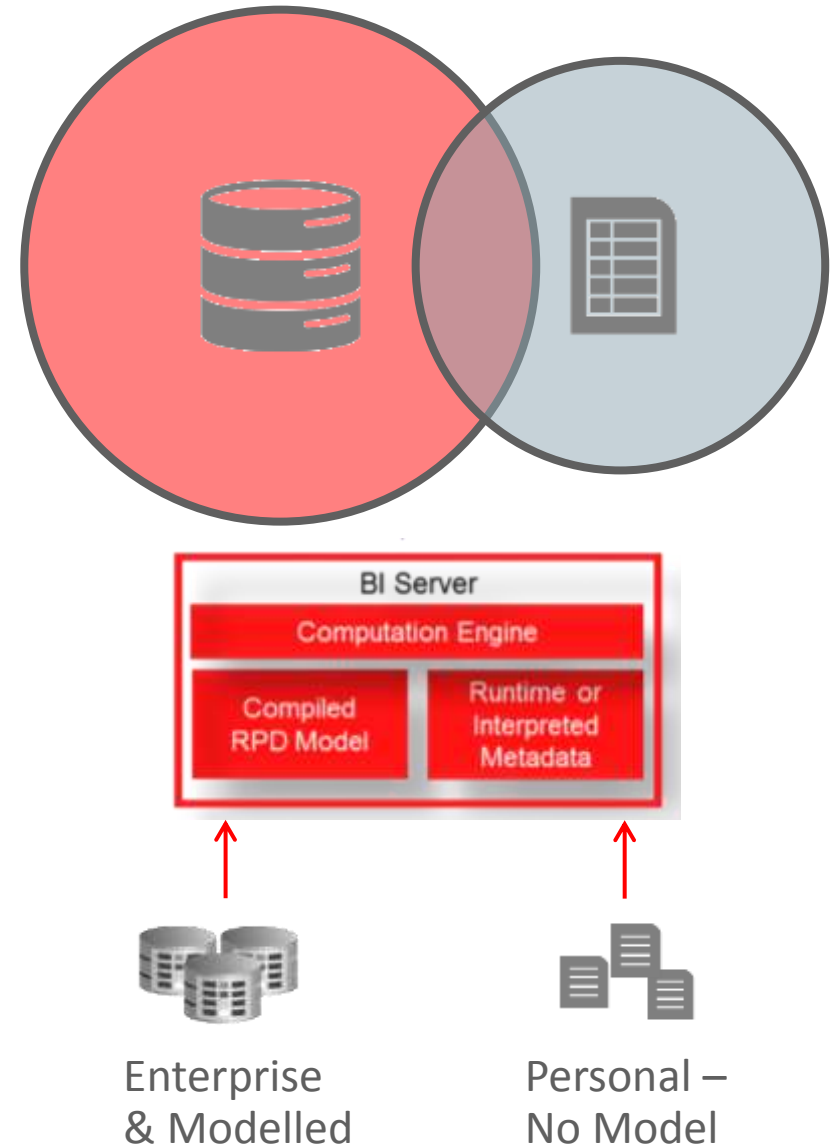
Visual Exploration for Everyone

- Intuitive unified experience guides users during analysis
- Seamlessly blends reporting & dashboarding
- Automatic highlighting of related data enables discovery of new patterns
- Consumer-style filtering and exploration
- Rich library of visual components
- Advanced trellising exposes hidden patterns in data



Rich Data Mashup

- Extend dimensions within an existing Subject Area
- Add facts to an existing Subject Area
- Standalone analysis outside of Subject Areas
- 12.2.1 support Excel-based data mashup; subsequent releases add more data sources



New Advanced Analytics Capabilities

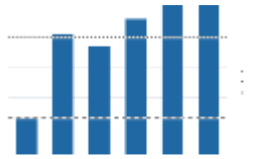
Built into Oracle BI



- Instantly answer predictive and statistical questions
- Add custom R scripts without heavy IT
- Can be run online or batched mode

Pre-built functions

All accessible via expression editor



Reference Line

How does the metric vary from average & median?



Trend Line

What direction are we headed in?



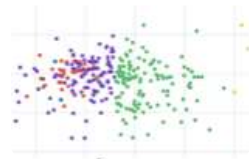
Bin/Histogram

What buckets should I use to chart my data?



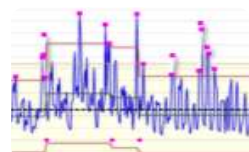
Forecast

What is likely to happen based on history?



Clustering

What are the inherent groupings in data?



Outliers

What data elements stand apart from others?



Regression Analysis

How are the various factors correlated?

Easily add new functions

Without heavy IT or RPD changes



Risk Analysis

(survival) What is the risk of default on a loan?



Root Cause Analysis

(survey) What caused a drop in product margin?



Market Basket Analysis

(arules) What products sales are correlated?



Sentiment Analysis

(NLP) Are customer comments positive?

And many more....

Choose from 100s of packages available for free or write custom R code to extend analytics

Oracle Mobile BI

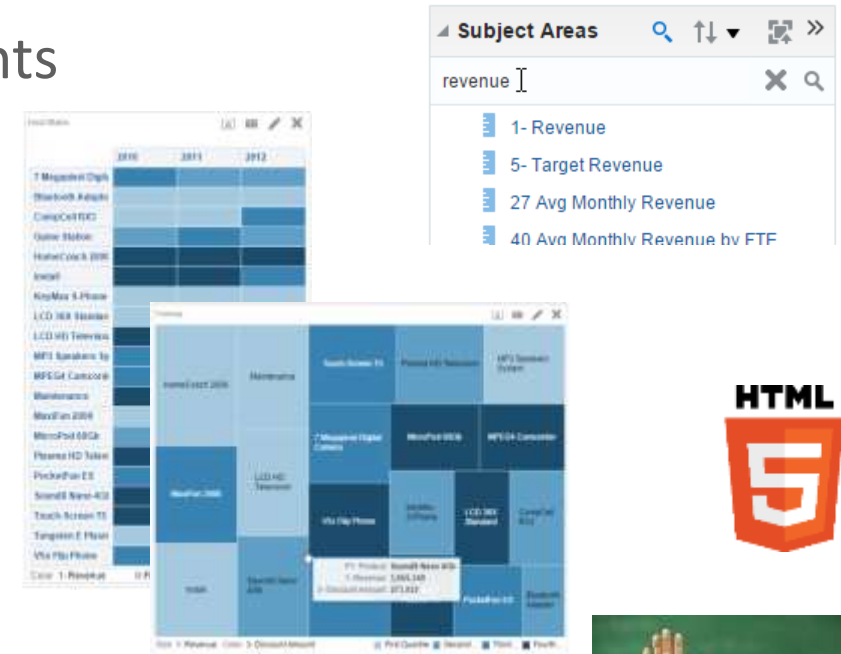
Mobile HD and MAD Updates

- One App for Cloud and On-Premise
- Oracle Mobile Security Suite certification with continued updates
- Support rich **sharing** use cases with deep integration into native OS sharing frameworks
 - Apple: Hand-off support, Spotlight integration, ...
 - Android: Share-and-Follow, GoogleCast support, ...



Many more usability improvements..

- Enhanced Subject Area pane
 - Search, reorder, refresh and reload metadata elements
- Improved view rendering
 - New **Heat Matrix** view type
 - **HTML-5** graphics
- Direct interaction with results
 - Directly edit view properties
 - New Graph and **Pivot Table Sorting** Capabilities
 - Easily create New Groups, Calculated Items and Measures
 - **BI Ask**



Key Enhancements – Installation and Configuration

OBIEE Download Oracle BI download compared with 11g	50% smaller
Installation and Deployment Creation of OBI 12g domain, when compared to 11g on an Exalytics Server	25% faster
Scale-out install of OBIEE For high availability compared with 11g	30% less steps
Re-starts required for OBIEE configuration All system and application configuration can be done offline. 11g required 3 restarts	0
SSL Configuration Scripts available for SSL configuration	50% less steps
Scripts for Automation Scripts instance management, clone, diagnostics, import/export etc	12 new scripts

Radically Simple and Robust Upgrade from 11g

- Move a single file from 11g to upgrade applications to 12c
- Automated testing via **free** Baseline Validation Tool
 - Works across 11g and 12c
 - Can be used for future 12c upgrades

Baseline Validation Tool

Data Verification

Compare results (actual numbers and text)

Visual Verification

Visually compare reports and dashboards

BI Catalog Verification

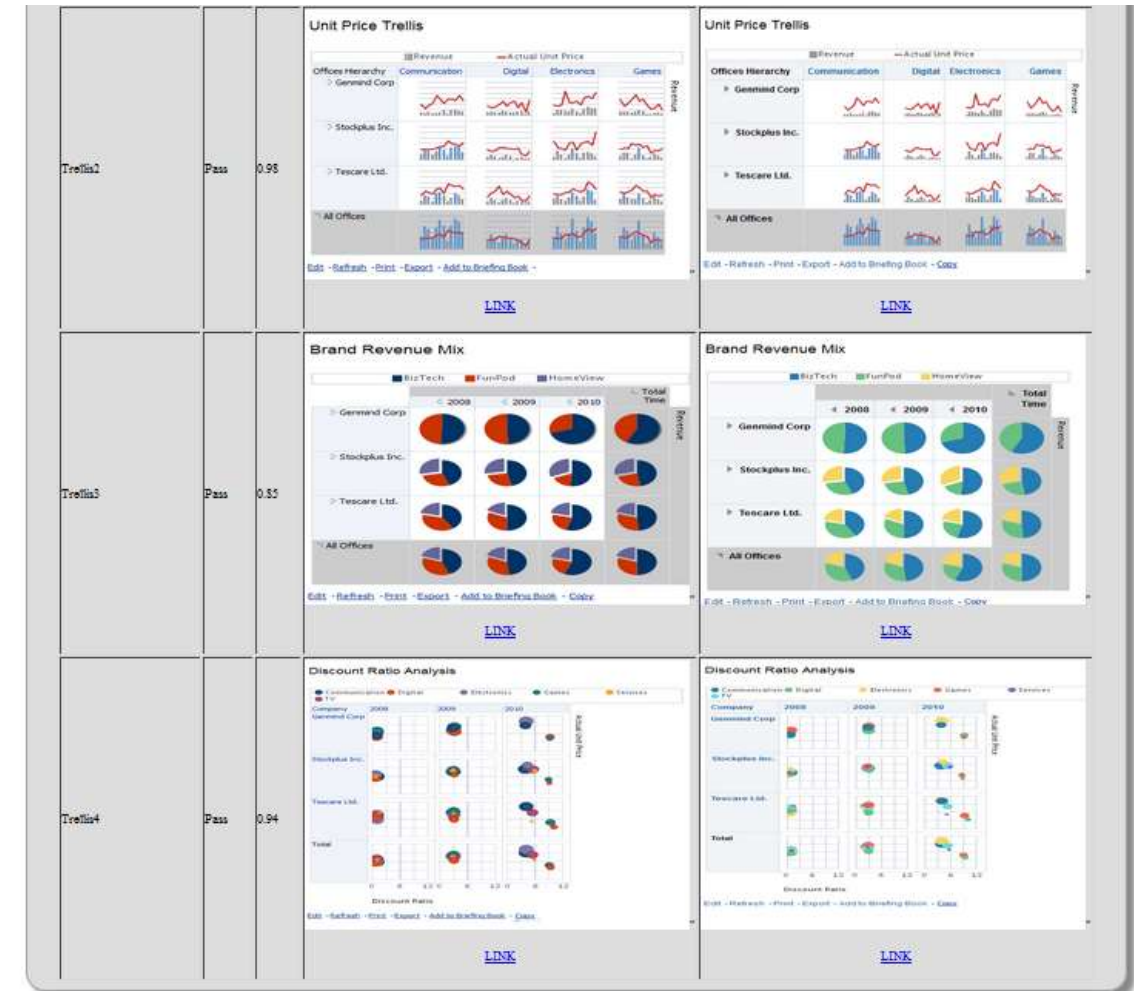
Compare catalog object metadata

Logical Query Verification

Capture system-generated logical SQL

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Demonstration

- New Analytics
- Data Mashup

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