



Oracle Business Analytics Strategy

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Enterprises who have embraced digitization across the enterprise have revenues, profit margins and stock prices 20-30% higher than laggards.

McKinsey



Starbucks: analytics into every business process

17 to 21,000+ retail stores

1 city to 66 countries

1 product to 6 product families

1 brand to 7 brands

Facing the Facts

Global analytic tools adoption is still very low at 18%

Self-service reporting disjointed across IT and business areas

Predictive analytics for the privileged few

Traditional corporate BI systems viewed as inflexible and slow to change

Business people think EDW = NoDW

Balancing speed and governance is thorny issue



What Business Users are Telling Us...

Tools are too technical

Data sources are exploding

Time consuming to create value from data

But There is Still Hope

10x ROI for every dollar invested in analytics

Big Data is cool and a pervasive business topic

Competing on Analytics is well proven strategy

Business people are engaged (but doing their own thing)

Young professionals bring new ways to work

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What if Your Business Leaders Could...



Visually sift through *all* data to find insights?



Drive fact-based decisions in *every* function?



Get pervasive access on *any* device?



Choose freely across *both* cloud & on-premises?



A New Day for Oracle Analytics

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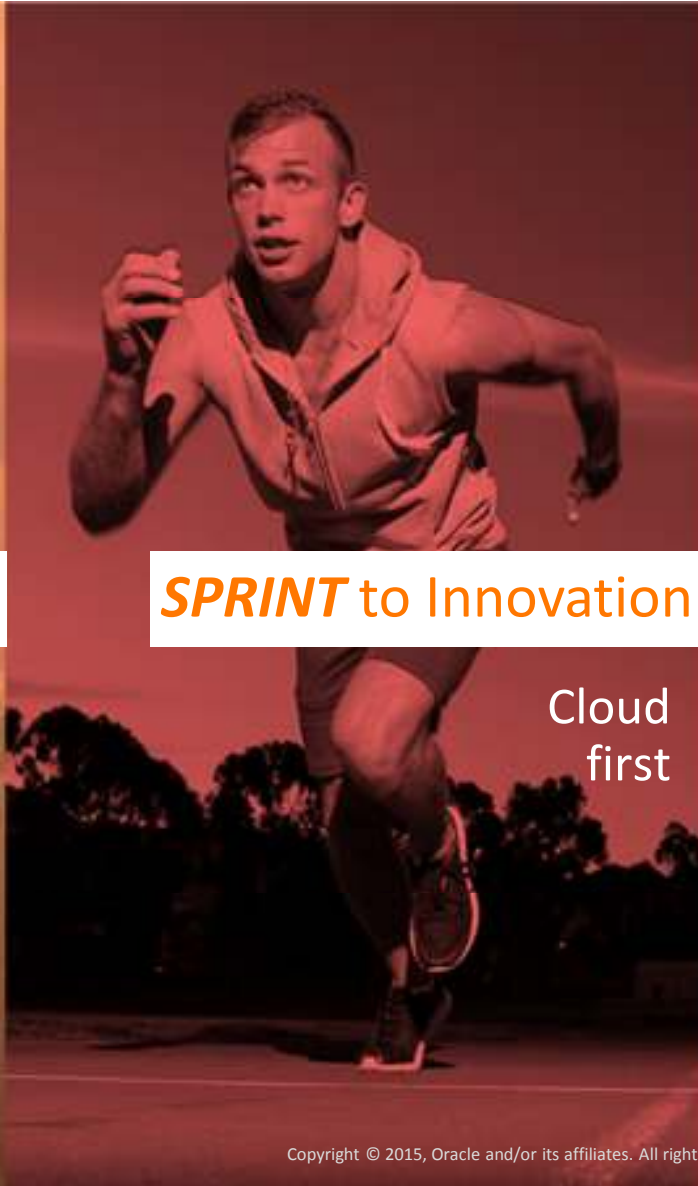
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SEE the Signals

Visual analytics
in every solution



SPRINT to Innovation

Cloud
first



SCALE the Insights

One integrated
platform

See the Signals

Visual Analytics in Every Solution



ORACLE®

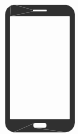
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Visual Analytics in Every Solution



FOR MOBILE
BUSINESS
PEOPLE



**On Every
Device**

FOR RAPID
DEPARTMENTAL
DEPLOYMENTS



**Embedded in
Cloud**

FOR THE
ENTERPRISE



**Embedded in
Platform**

FOR HADOOP
ENTHUSIASTS



**In Big Data
Stack**



Oracle Data Visualization Cloud Service / On Premise

See the Signals

- Designed for securely scaling stories in minutes across your organization
- Optimal for quick sprints in departmental initiatives where data is scattered in many places
- Oracle BI or Database license not required
- Create and share visualizations on mobile, tablet and desktop devices



Oracle's Unique Value



No infrastructure required



Best for Oracle SaaS



Continuity of experience

ORACLE



Sprint to Innovation

Cloud First

ORACLE®

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Oracle Business Intelligence Cloud Service

Proven Platform in the Cloud

- Single cloud service for all visualization, reporting and analysis needs
- Application portability between on-premises and cloud
- Personal data mash ups and secure collaboration
- Oracle database cloud and mobile access included for every consumer
- Automated backups, recovery and migration



Oracle's Unique Value



Embedded Visual Analytics



Blend Personal and Enterprise Data



Application Portability

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Scale the Insights One Integrated Platform

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Oracle Business Intelligence 12c

One Integrated Platform

- Embedded Data Visualization
- Modern interface design
- Advanced analytics inside
- Reimagined mobile experience
- In-memory performance optimization
- Simpler administration



For IT Leaders



**Advance your Platform
with Visual Analysis**



**Centralize your Data
Model and Metrics**



**Simplify your
Cloud Journey**

Deliver instant clarity

**Provide a comprehensive
representation of the
business**

**Adopt cloud at
your own pace**

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Business User
Autonomy

Data Visualization
Cloud Service

Data Visualization
On-premise

Stand-Alone

'Balanced BI'

BI Cloud Service

**BI 12c & Data
Visualization**

Integrated
in the
Platform

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