

INFORMATION EMPOWERS

Drive Performance with Pervasive Intelligence



Imagine making sense of all the data you have, extracting key insights, and then delivering them to the right people in time to positively influence results. That's the essence of Oracle Business Intelligence.

"Eight years ago, we had limited access to data. Today we have analytic power, worldwide access to information, true scalability, and unbreakable processes. We make better, faster business decisions that directly benefit the bottom line and keep us competitive."

Jan-Willem Beldman
Team Lead for Analytical
Applications and Data Quality
Mentor Graphics Corporation

"One of the most important values of Oracle's BI solution is its total cost of ownership. One of our staff created 400 reports used by 1,250 users within a few months—that is very cost effective."

William Duffy
Data Warehousing Project Manager
Pitney Bowes

It's no secret that a fast-paced, thriving organization must be able to process and analyze huge volumes of data stored everywhere in the enterprise. In fact, decision-makers in all areas of your business need quick access to accurate business intelligence (BI) to identify new opportunities and risks and then respond swiftly. To deliver these crucial insights and make them a seamless, real-time part of every performance management process, you need Oracle Business Intelligence foundation.

Oracle Business Intelligence foundation provides a common set of BI tools and shared services for Oracle's enterprise performance management (EPM) system. The technology supports a broad range of operational and financial performance management applications, BI applications, and predictive analytic applications.

Based on an integrated, scalable, Web-services architecture, the open Oracle Business Intelligence foundation can reduce your cost of ownership and provide pervasive BI through efficient self-service

access to diverse datasources, and a common information model with multichannel information delivery.

Take a closer look at how Oracle Business Intelligence can power the performance of your business.

Pervasive

With Oracle Business Intelligence foundation your business users gain timely, accurate, and role-relevant insight, no matter where your underlying data resides. That's because Oracle's enterprise information model eliminates the need for them to understand how data is stored and organized before querying or analyzing it. Instead, nontechnical users obtain a familiar, logical (business) view of information. The enterprise information model also delivers consistency in reporting and analysis by making metrics, calculations, hierarchies, and business rules consistent across all BI tools and applications.

Fact: Nearly 80 percent of executives say a BI strategy will significantly improve their company's ability to react quickly to market changes.

("Business Intelligence: Putting Enterprise Data to Work," *The Economist* Business Intelligence Unit, October 2007)

Using this enterprise information model, Oracle's BI server provides efficient, high-performance, transparent access to different relational and multidimensional datasources. Oracle's best-in-class business analytics server (Oracle's Hyperion Essbase) enables calculation-intensive, analytic applications; the broadest analytic functionality; speed-of-thought response times; multidimensional data exploration; and visual analysis. In addition, the Oracle Business Intelligence foundation delivers the technology for combining rules and analytics that enable real-time decision-making and functionality for virtually any business process.

Comprehensive

Oracle Business Intelligence foundation offers the broadest range of best-of-category reporting and analysis capabilities in an integrated set of products. Recognizing the varying needs of different user populations, Oracle supports multiple channels of information delivery, including enterprise reporting, ad hoc query and analysis, interactive dashboards, financial reporting, proactive notifications and alerts, access from within Microsoft Office tools, BI desktop gadgets, mobile and disconnected dashboards, application-embedded BI, visual analysis, real-time predictive analytics, and more.

Oracle Business Intelligence foundation ensures that users have consistent, relevant, and timely information when they most need it, and eliminates the proliferation of disparate BI tools and applications.

Hot-Pluggable

Based on open standards and built to support heterogeneous environments, Oracle Business Intelligence foundation enables you to maximize the value of your existing IT investments and resources. It allows you to leverage your investment in Oracle Applications (including Siebel, PeopleSoft, and JD Edwards), SAP, and other transactional applications by using certified adapters as well as extraction, transformation, and loading (ETL) mappings. With Oracle Business Intelligence foundation you can access data in any relational and multidimensional sources, including IBM DB2, Teradata, Microsoft SQL Server, Oracle, SAP BW, Hyperion applications, and others.

In addition, you can leverage your existing data integration technologies, including Informatica, IBM Information Server, Oracle Data Integrator, and Oracle Warehouse Builder. Oracle also preserves your investments in security and authentication technologies such as Oracle Identity Management, Lightweight Directory Access Protocol (LDAP), and Microsoft Windows Active Director (MSAD). Oracle Business Intelligence foundation ensures your IT investments are safe while providing the right BI tools and services for your enterprise performance management system.



Business Intelligence Benefits You

Oracle leads the market in comprehensive BI capabilities that can change the way you manage performance in every area of your organization. Isn't it time to let Oracle Business Intelligence power your success?

CONTACT US

To learn more, visit oracle.com/solutions/business_intelligence/index.html or call **+1.800.ORACLE1** to speak with an Oracle Representative.

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.