

ORACLE BUSINESS INTELLIGENCE ENTERPRISE EDITION 11g

KEY FEATURES

- Easy to use ad hoc query and analysis
- Comprehensive suite of data visualizations
- Pixel perfect enterprise reporting
- Highly scalable multidimensional OLAP server
- Powerful geospatial mapping and visualization
- Ability to act on insight by invoking business processes from within BI
- Common Enterprise Information Model

KEY BENEFITS

- Drive innovation. Explore and discover new insights by combining structured and unstructured data
- Deploy business best practices for line of business analysis and financial management using packaged analytic applications
- Make insights accessible to anyone, anytime and anywhere with mobile business intelligence
- Provide extreme performance and lower total cost of ownership with Engineered Systems

Oracle Business Intelligence Enterprise Edition 11g (OBIEE) is an unmatched and comprehensive business intelligence and analytics platform that delivers a full range of capabilities—including interactive dashboards, ad hoc queries, mobile analytics, notifications and alerts, enterprise and financial reporting, scorecard and strategy management, business process invocation, unstructured search and collaboration, integrated systems management and more. OBIEE 11g is built on a proven and modern technological foundation that supports the highest workloads and most complex deployments, while providing timely insights to users across an enterprise at a low overall total cost of ownership.

Oracle Business Intelligence Suite Enterprise Edition 11g: Functionality at a Glance:

- **Interactive Dashboards.** The starting point for analysis and insight by most users, the OBIEE 11g Interactive Dashboards solution provides fully an interactive collection of dashboards and reports with a rich variety of visualizations. Users can drill, pivot, and filter their data directly on a dashboard, while a rich set of prompts and powerful right-click interactions open up even more advanced analysis capabilities. Users see information filtered and personalized based on their identity, function, or role - based on predefined security rules. Alerts, guided navigation links, and actions accelerate exception-based discovery of insight. Users are no more than a click away from navigating to other interfaces in the suite should they decide to do so – like export their data to various Office formats, or open a strategy map, or add content to a list of favorites for quick access – whether on the browser or when using the Oracle BI Mobile product for instance. When used with Oracle Exalytics, the industry’s first in-memory, engineered system for extreme analytics, users can analyze massive amounts of data using advanced data visualizations and explorations at the speed of thought.
- **Ad hoc Analysis and Interactive Reporting.** Providing business users with full ad hoc query and analysis capability, users of Oracle Business Intelligence can create new analyses from scratch or modify existing analyses in dashboard pages. To free business users from data structure complexity, the metadata layer of Oracle Business Intelligence offers a logical view of metrics, hierarchies, and calculations expressed in understandable concepts. Business users do not need to understand physical data storage to combine data from multiple enterprise information sources.
- **Mobile Analytics.** OBIEE 11g provides the technological platform for enabling mobile analytics. Users can use the Oracle BI Mobile app on their smartphones and tablets to interact with and analyze information delivered by OBIEE 11g, including dashboards, analyses, reports, scorecards, maps, alerts, and more, all in a secure manner.
- **Enterprise Reporting.** Delivered via Oracle Business Intelligence Publisher, this functionality allows the creation of highly formatted templates, reports, and documents such as flash reports, checks, and more. It is the most efficient, most scalable reporting solution

PRODUCTS

- Oracle Business Intelligence Server Enterprise Edition
- Answers
- Interactive Dashboard
- Reporting and Publishing
- Delivers
- Office Plug-in
- Business Intelligence Publisher
- Server Administrator
- Hyperion Interactive Reporting
- Hyperion SQR Production Reporting
- Hyperion Financial Reporting
- Hyperion Web Analysis

available for complex and distributed environments, and supports a vast number of data sources, including relational, multi-dimensional, web service, XML, unstructured data (from the Oracle Endeca Server), and more. Tight integration with the OBIEE 11g platform allows users to quickly and seamlessly transfer their data, layout, and format of a dashboard or analysis to BI Publisher. BI Publisher can also be deployed as a separate, standalone product.

- **Proactive Detection and Alerts.** OBIEE 11g features a powerful, near-realtime, multi-step alert engine that can trigger workflows based on business events and notify stakeholders via their preferred medium and channel. This means field sales representatives can receive a short message service alert on their cell phone, warehouse managers get a PDF attachment via e-mail, and financial analysts obtain the report as a Microsoft Excel spreadsheet saved to their shared corporate file system.
- **Actionable Intelligence.** The OBIEE 11g Action Framework turns insights into actions by providing the ability to invoke business processes from within the business intelligence dashboards and reports. This is made possible by the integration of business process management technologies within the business intelligence platform. Invoked actions may include initiating a business process, a web service, or simply calling another dashboard or report.
- **Microsoft Office Integration.** OBIEE 11g users can use a desktop tool like Microsoft Excel to create ad hoc analyses, right inside Excel, using the common metadata model of OBIEE 11g and the power of the Oracle BI Server. They can combine and use this data with other Smart View providers like Oracle Hyperion Planning, Oracle Hyperion Financial Management, Oracle Hyperion Disclosure Management. Oracle Smart View is Oracle's single, unified solution for delivering information from Oracle Business Intelligence Enterprise Edition, Oracle Essbase and Oracle Hyperion Performance Management applications within the Microsoft Office environment.
- **Spatial Visualizations and Analytics.** Any data that has a spatial attribute, like country, state, highway, airline route, postal address, plant location, etc..., can be visualized on a spatial visualization known as a Map View. These maps are fully interactive and data on the maps can be visualized using numerous formatting options including color fills, variable-sized markers, custom image markers, percentile binning, value binning, and continuous color-fill options. Users have the full complement of multi-touch and gestural interactions as well the benefits of location intelligence when viewing these map views on the Oracle BI Mobile app.
- **Scorecard and Strategy Management.** Scorecard and Strategy Management extends OBIEE 11g with capabilities aimed at communicating strategic goals across the organization and monitoring progress over time. Scorecard and Strategy Management provides capabilities to establish specific goals, define how to measure success, and communicate that information down the entire organization.
- **Server based query, reporting, and analysis.** The Oracle Business Intelligence Server is the foundation of OBIEE 11g, and generates queries optimized for each data source, appropriately aggregates them, and presents the results to users within a familiar Web browser via easy-to-use dashboards and reports.

A flexible, enterprise metadata layer spans all your underlying data sources—including big data (like Apache Hadoop), in-memory data sources like Oracle TimeTen, OLAP data sources like Essbase, flat files, databases (like Microsoft SQL Server, Teradata, Netezza, etc...), packaged applications, and more. This metadata layer has been designed to be truly open – users can even use existing third party query and reporting tools against it. Report authors can select the items they want in their report and the Oracle Business Intelligence

RELATED PRODUCTS

- Oracle Business Intelligence Foundation Suite
- Oracle Exalytics
- Oracle BI Applications
- Oracle Endeca Information Discovery
- Oracle Real Time Decisions
- Oracle Scorecard and Strategy Management
- Oracle Essbase
- Oracle Business Intelligence Mobile

Server will collect and aggregate the information—even if it exists in disparate data sources. With larger user populations, many queries will have similar content and the Oracle Business Intelligence Server can intelligently reuse previous query results. Queries might also be scheduled to be pre-run so the results are available when the user opens the dashboard.

The Oracle Business Intelligence Server also includes parallel query execution engines, memory management, and high-throughput data connectivity adapters to allow highly efficient data sourcing and aggregation that minimize data retrieval time. This highly scalable platform with clustering and caching capabilities is the heart of what drives the other suite components. Multiple servers can be clustered to provide session replication and automatic failover capabilities. Powered by a centralized, single, IT controlled metadata layer; Oracle BI Server features easy change management—for example, seamless upgrade from a legacy Teradata Database to an Oracle Database or a single click switch from a test system to production.

Contact Us

For more information about Oracle Business Intelligence, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



Copyright © 2013, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0113

Hardware and Software, Engineered to Work Together