

**ORACLE
BUSINESS ANALYTICS**

See more. Act faster.



ORACLE®

**Drive Better Business Outcomes
with Big Data & Analytics**

Kevin Lancaster, Oracle.

ORACLE®

BIG DATA

ORACLE®

BIG DATA

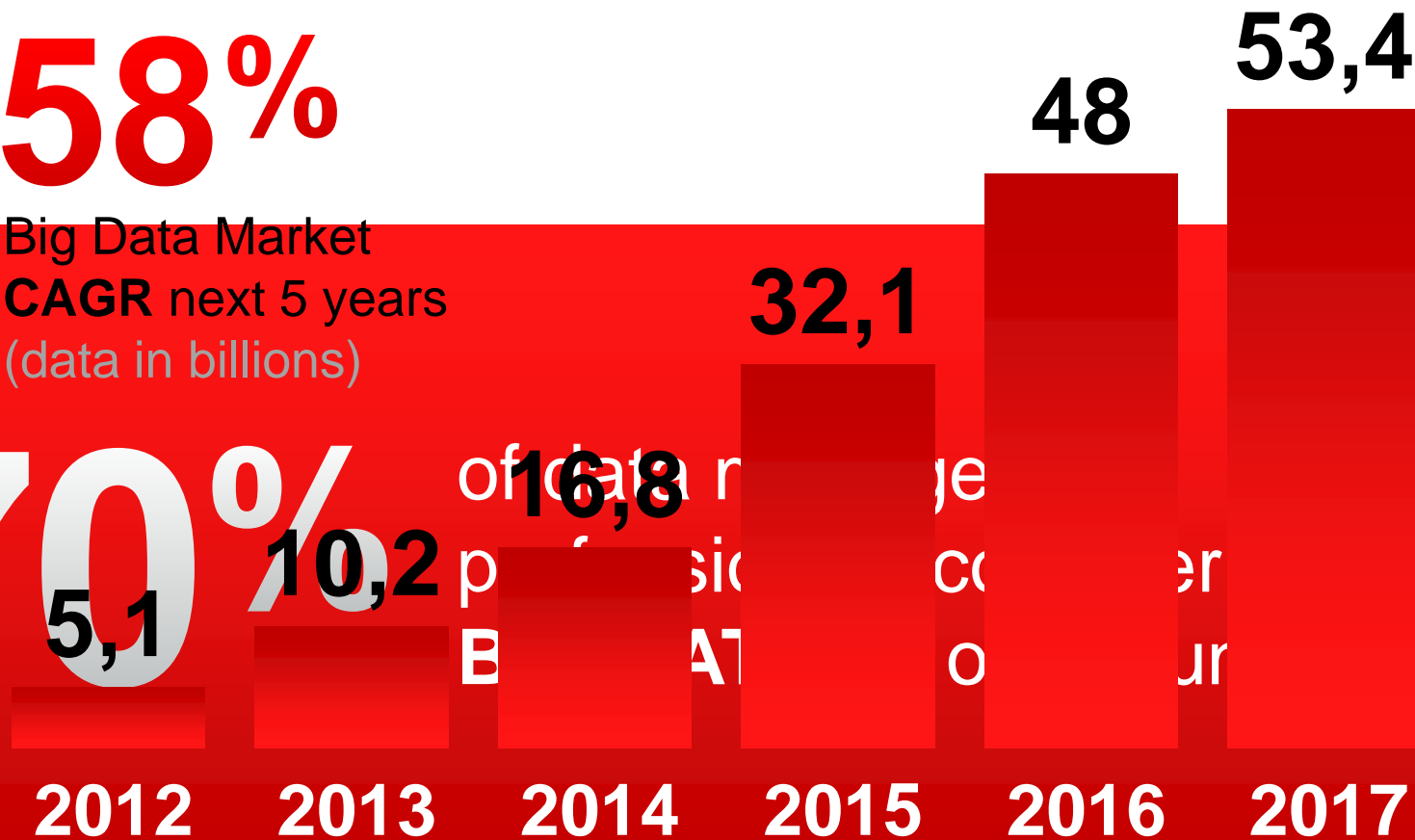


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58%

Big Data Market
CAGR next 5 years
(data in billions)

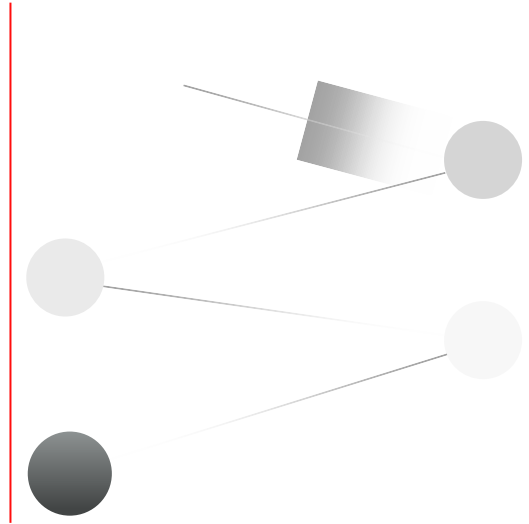
70%



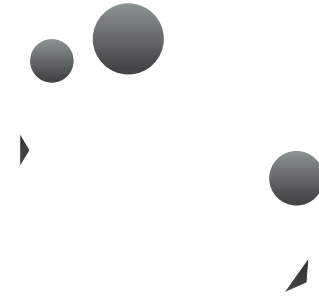
ORACLE



VOLUME



VELOCITY



VARIETY



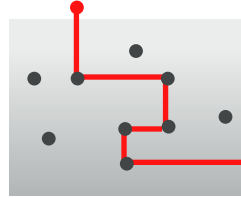
VALUE is realized with
ANALYTICS

VOLUME

VARIETY



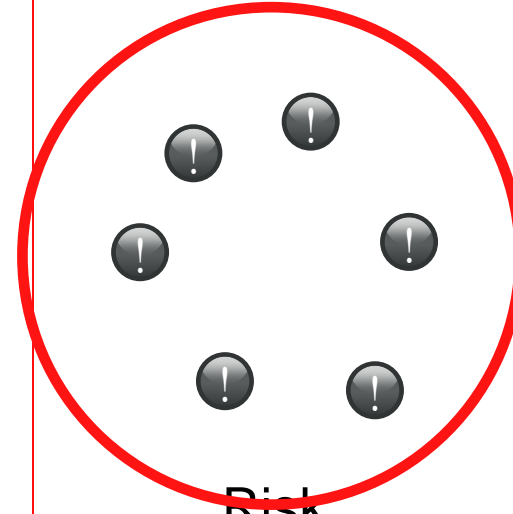
Customer
Analytics



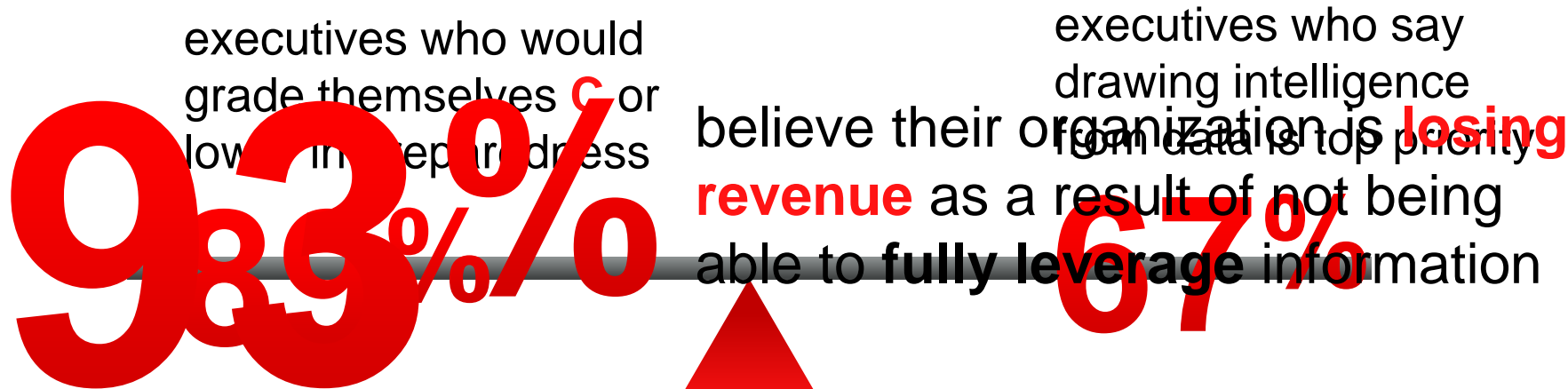
New Market
Opportunity

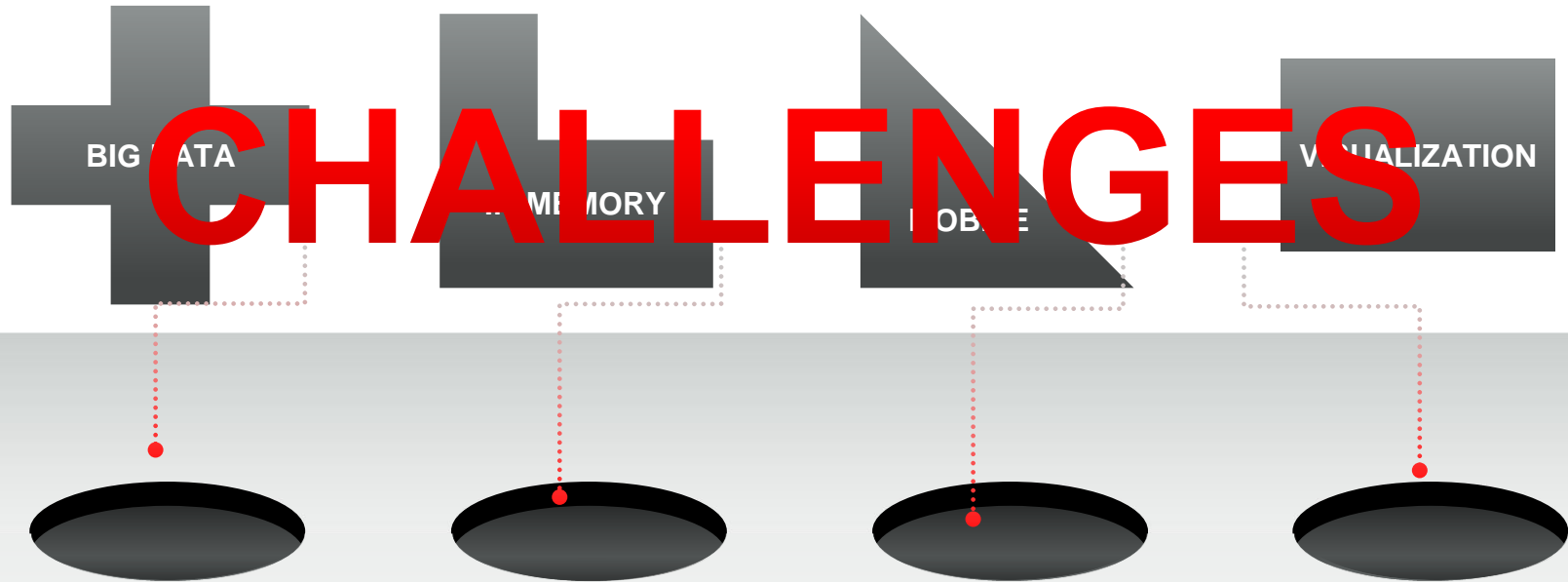


Business
Performance



Risk
Management

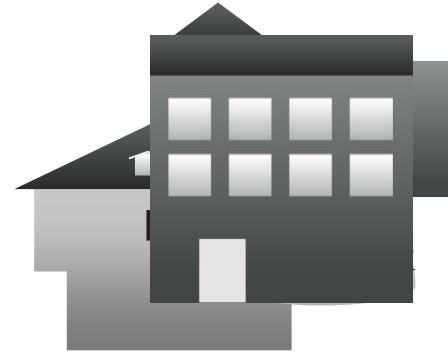




CHALLENGES



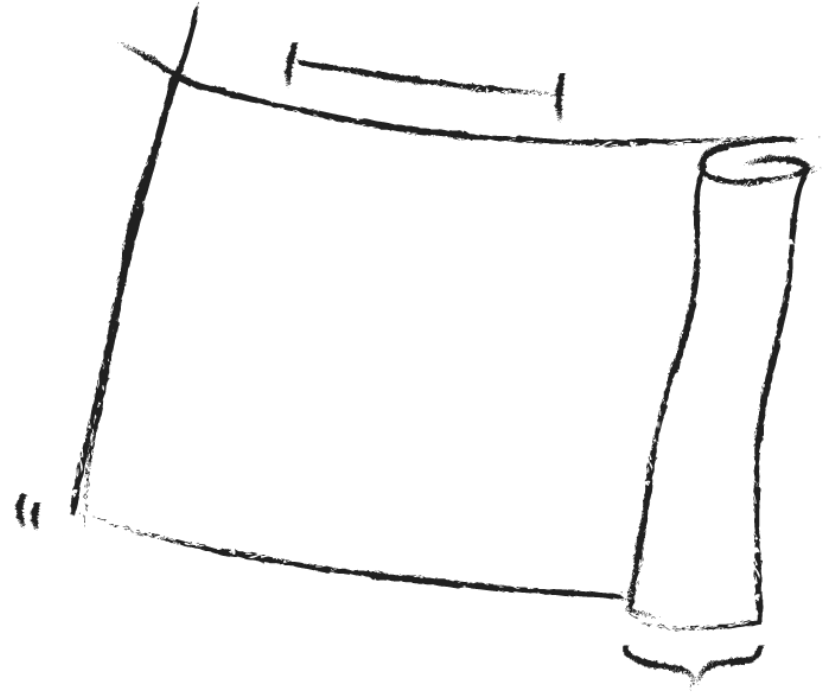
NO INTEGRATED BLUEPRINT



A Better Approach



A **BLUEPRINT** FOR VALUE



Oracle Business Analytics

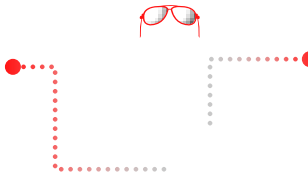


Business Analytics Data Series Community



ORACLE®

Hand-Crafted Solutions



Web-Based Companies

Open Source




In-House Expertise

Retailers,
Social Media



Early Adopters

Finished Products



Established Companies

Averse to
Risk & Cost



Short Paths
to Solutions

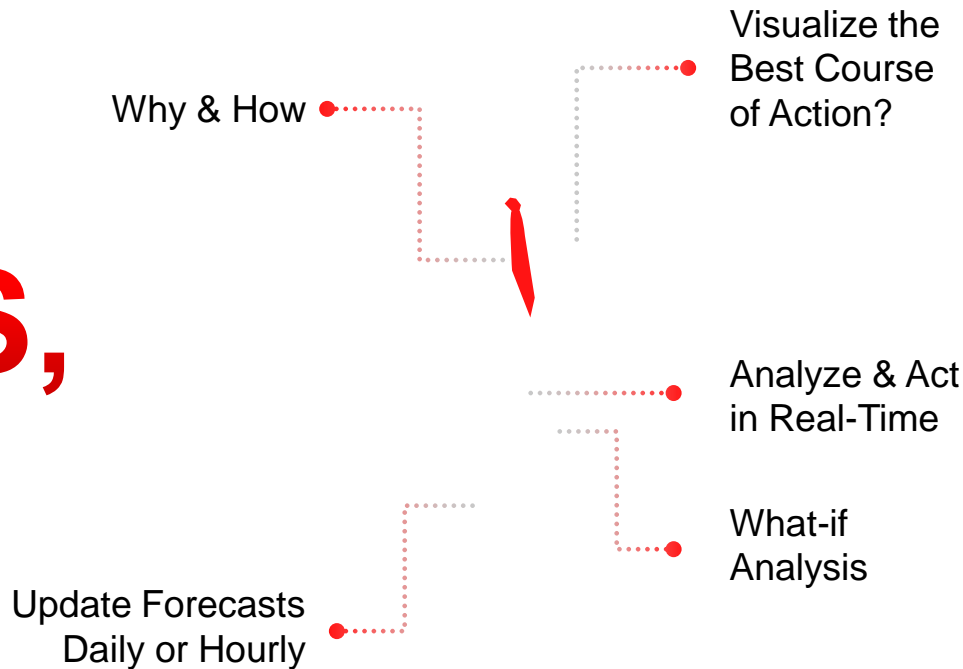


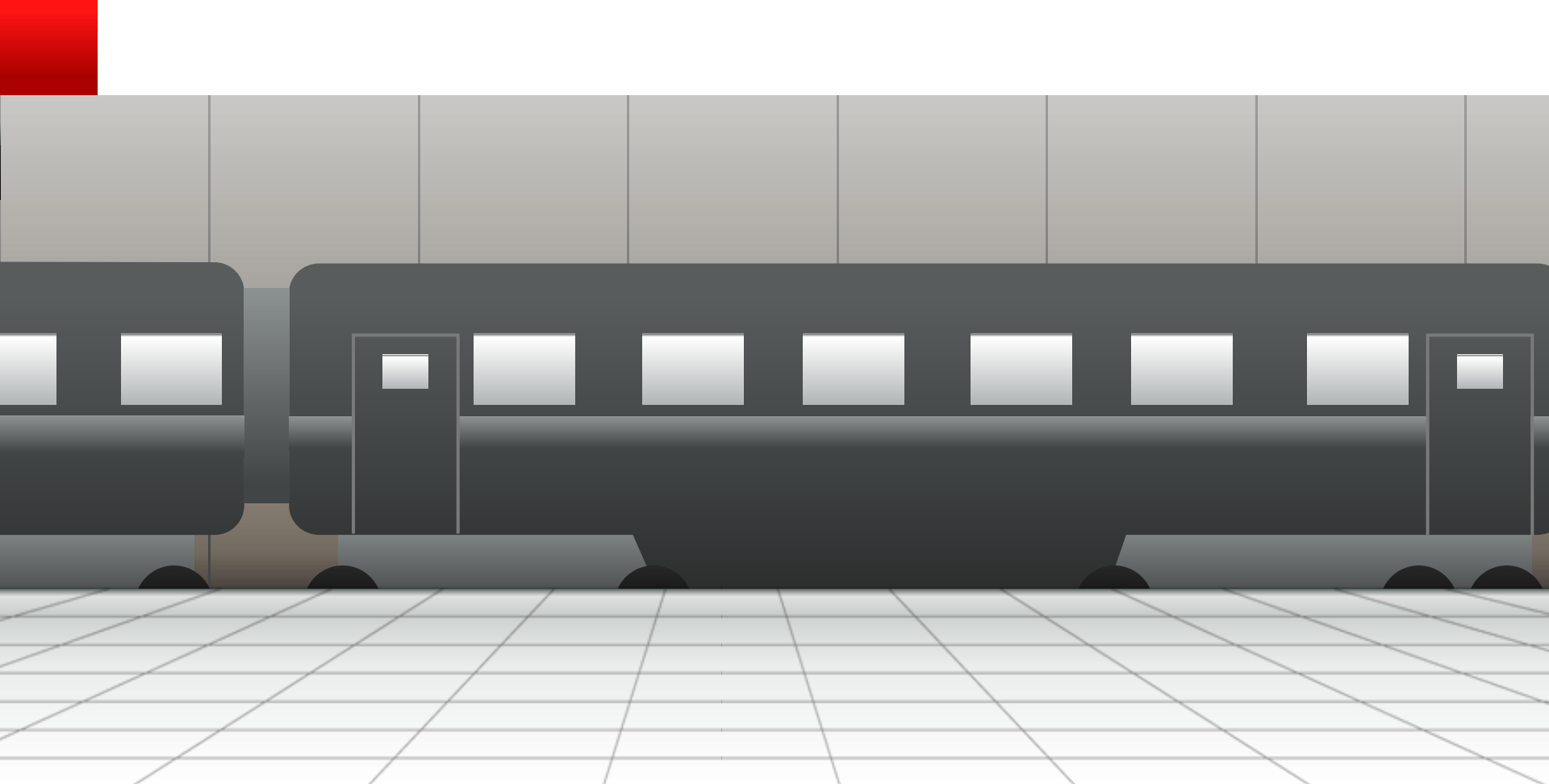
Lack Technical
Teams

Next Wave

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BETTER DECISIONS, FASTER ACTION



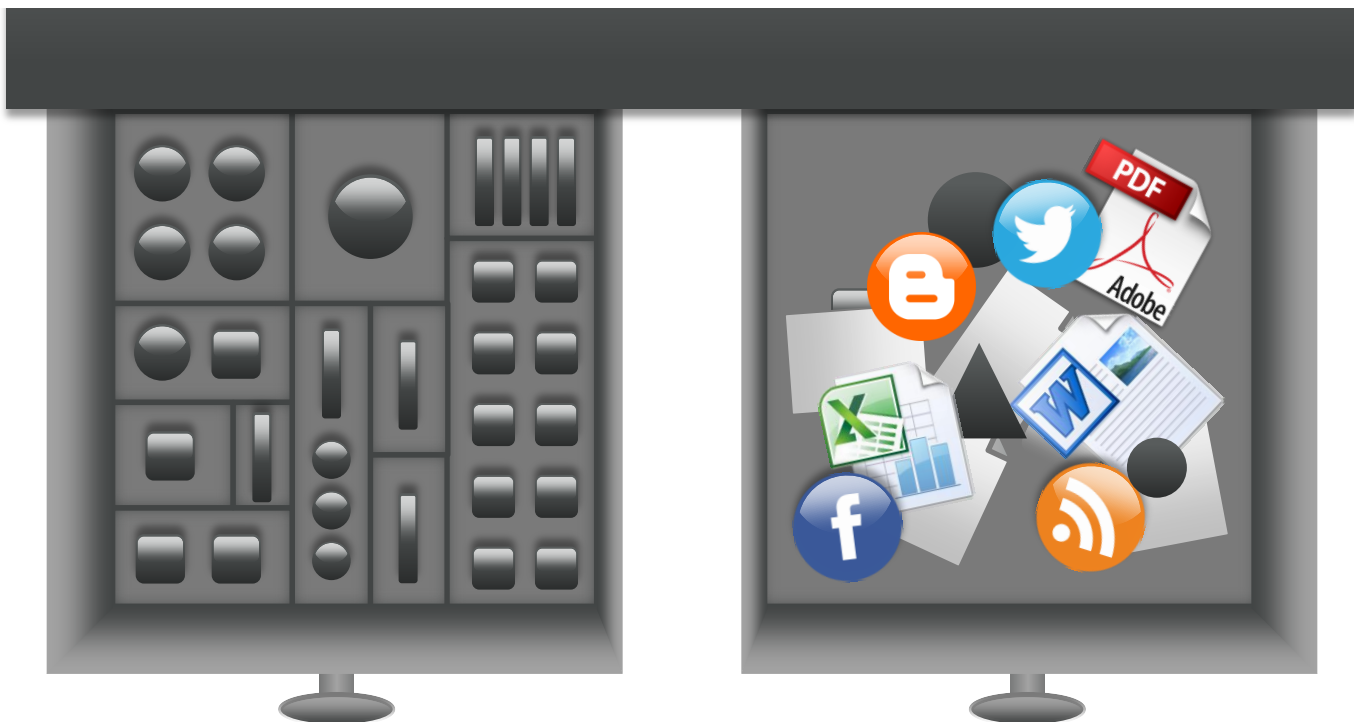


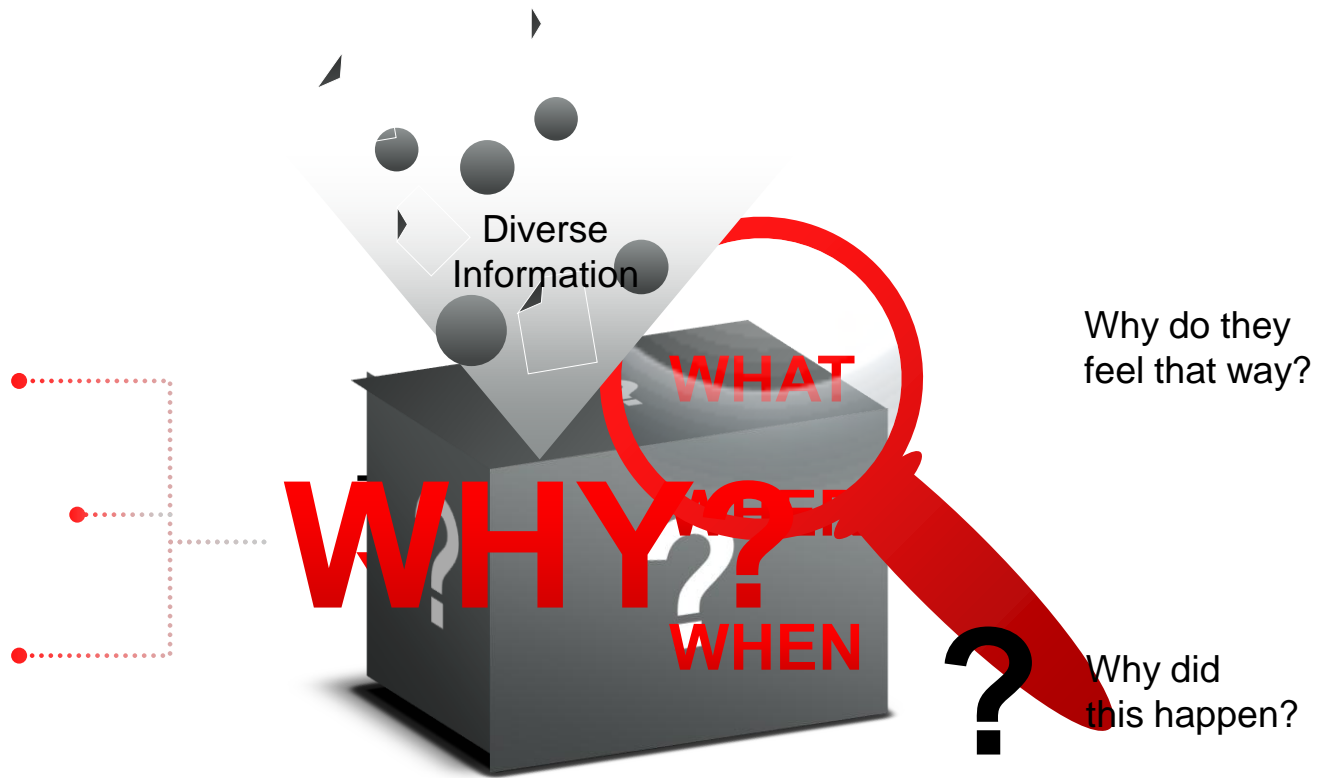
Oracle Business Analytics

Drive Better Business Outcomes



ORACLE

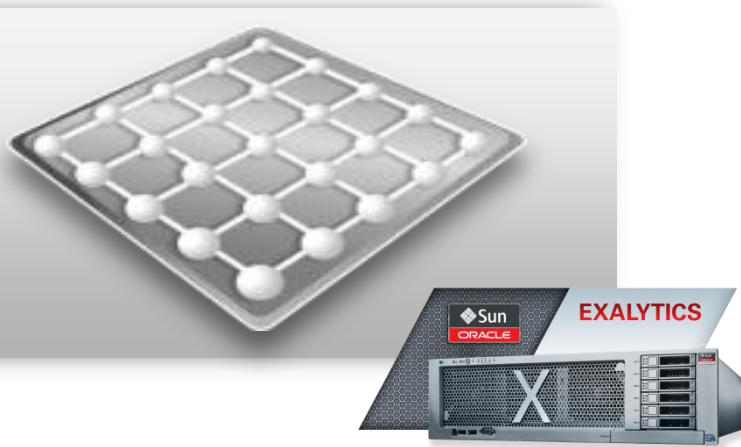




Oracle Endeca Information Discovery

Rapid, Intuitive Exploration Of Data From Any Combination Of Sources

Unstructured Analytics



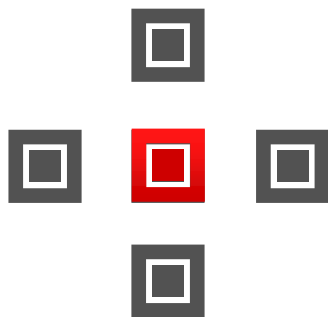
- **Benefits**
 - Unprecedented Information Visibility
 - Leverage Existing BI Investments
 - Self-Service Data Discovery
 - Reduced IT Costs, Better Business Decisions
- **Unique Features**
 - Contextual Search, Navigation, Analytics
 - Dynamic Data and Metadata
 - Content Acquisition and Text Enrichment
 - In-Memory Performance

Oracle Business Analytics

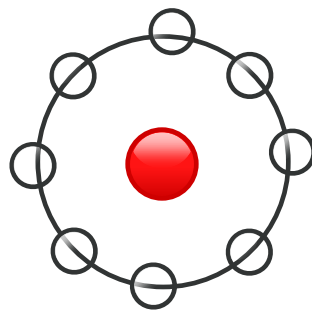
Drive Better Business Outcomes



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Common
Platform



Embedded
Intelligence

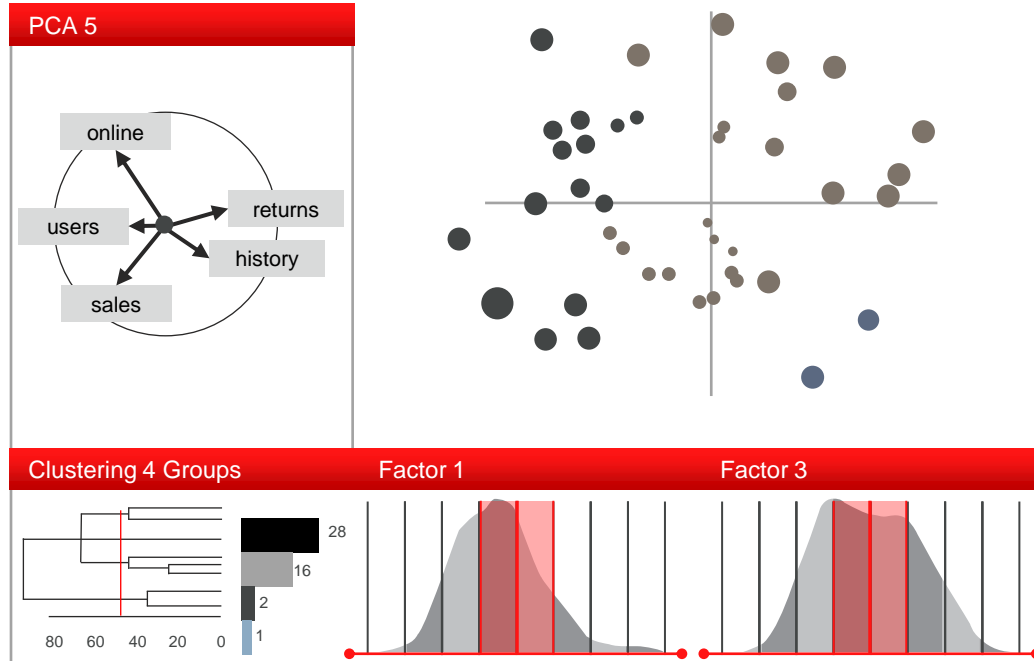


User
Experience

Oracle In-Database Analytics

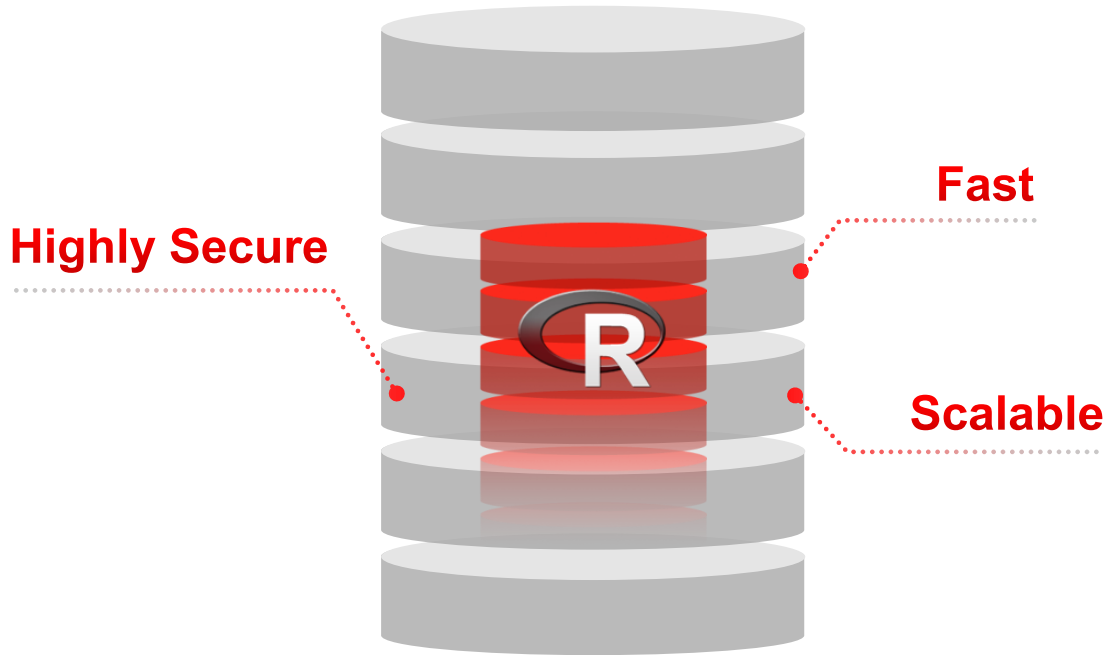
- Advanced Analytics
 - Statistical analysis and data mining
- Spatial and Graph
 - Location-based analysis
- OLAP
 - Fast, exploratory and calculation-rich analysis of well-understood multidimensional data
- Text and XML
 - Processing of structured and unstructured text

R Statistical Programming Language



- **OPEN SOURCE** language and environment
- Used for **STATISTICAL COMPUTING** and graphics
- **STRENGTH** in easily producing publication-quality plots
- **5,300** statistical packages
- **HIGHLY EXTENSIBLE** with open source community

Oracle R Enterprise Approach



- Data and statistical analysis are **STORED** and run in-database
- **EMBED** in business processes
- **COMPLEMENTS** Oracle Data Mining

Intelligence Embedded in Business Processes

4. Take Action



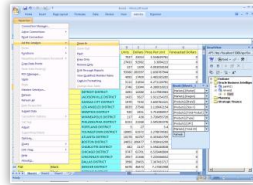
1. What Happened



The screenshot shows the Oracle KPI Watchlist interface. It displays a table of KPIs with columns for Label, Status, and Trend. The Status column shows green checkmarks, indicating successful KPIs.

Label	Status	Trend
Revenue KPI	✓	↑
Collect to Bill Ratio	✓	↑
Nbr of Customers	⚠	↓

3. Optimize



2. Why It Happened



**ORACLE
APPLICATIONS
BUSINESS
PROCESSES**

Rich User Experience—Available Anywhere, Anytime

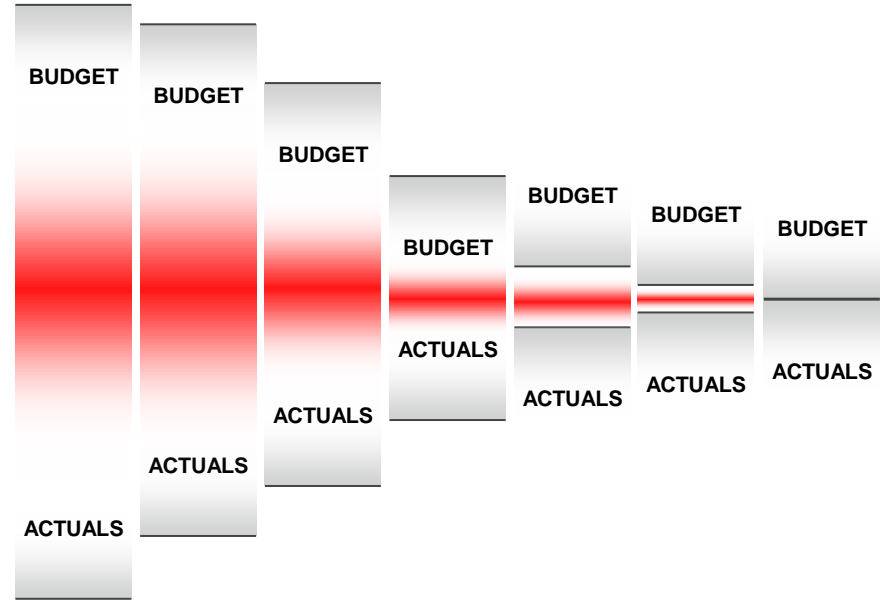


Oracle Business Analytics

Drive Better Business Outcomes



IMPROVE ACCURACY OF FORECASTS

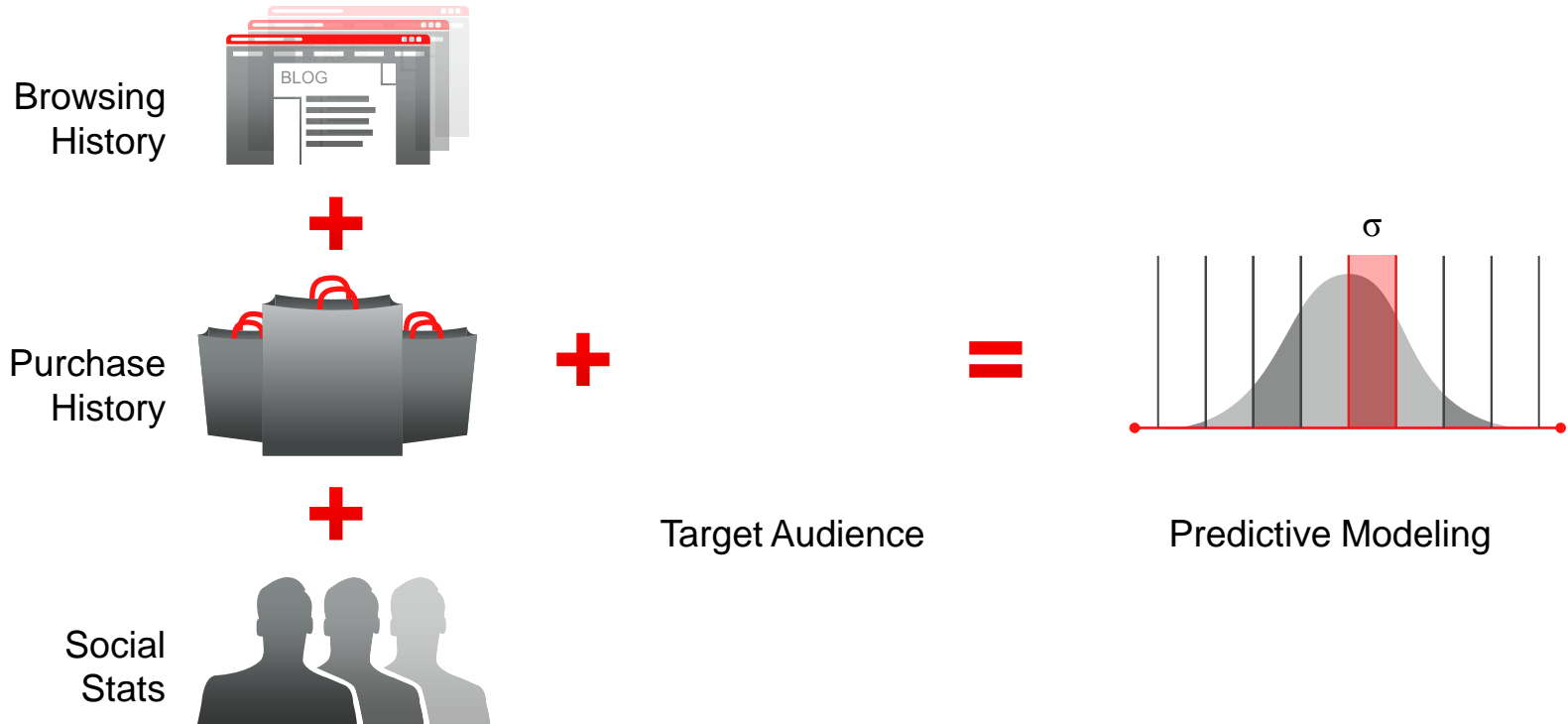


Oracle Business Analytics

Drive Better Business Outcomes

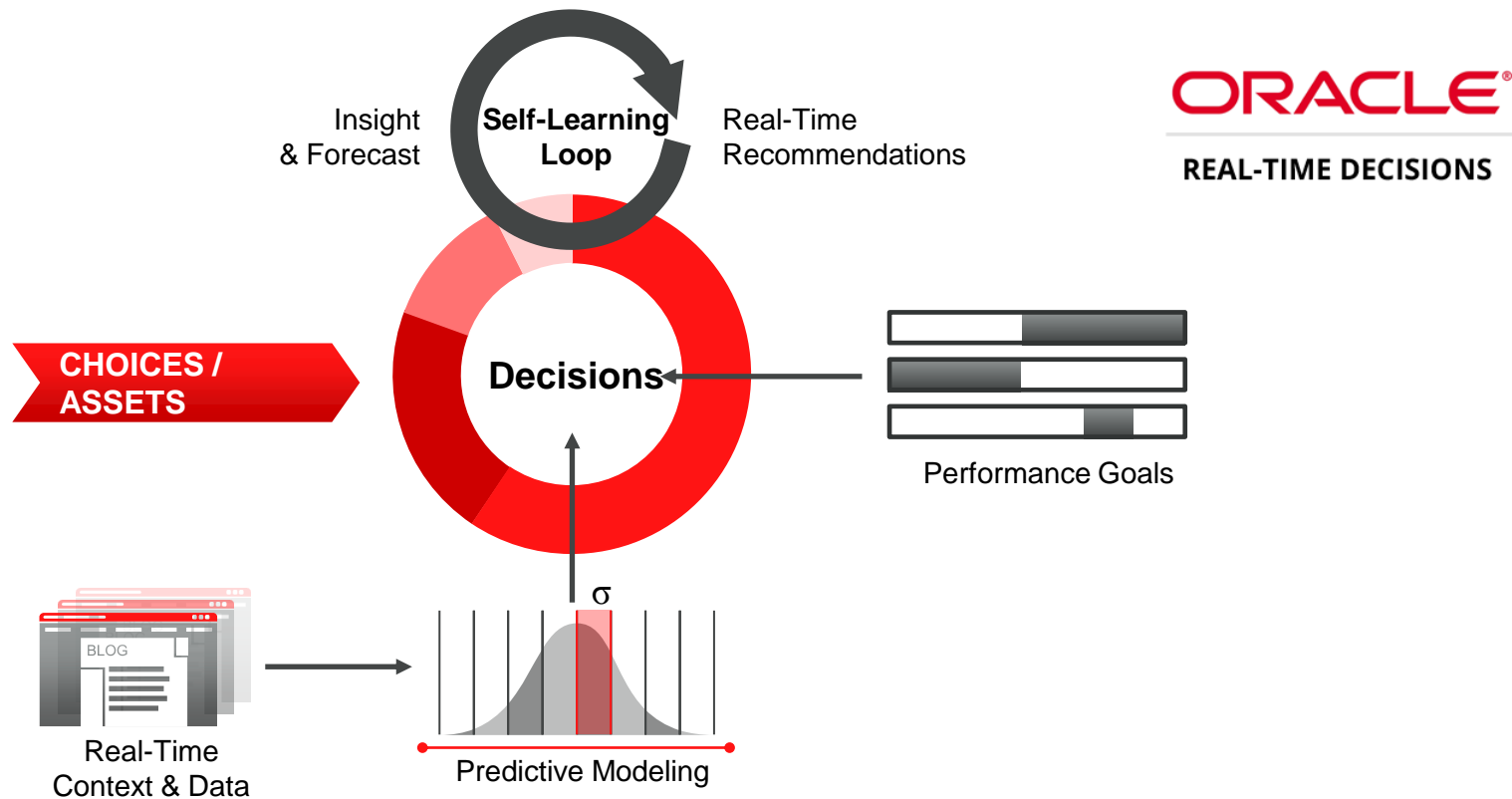


Predictive Analytics: Example



Packaged Solution for Predictive Analytics

Real-time Decisions



Oracle Business Analytics



Driving Better Business Outcomes

**Big Data
Appliance**



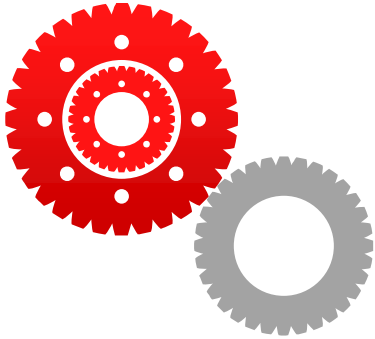
Exadata

Exalytics



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Value of Engineered Systems



Enterprise-Scale
Performance



Faster Time
to Production



Reduce
Costs

Oracle Big Data Appliance

Big Data



- **Pre-configured and optimized** for Big Data processing
 - **18 Servers, 864GB RAM, 648TB** Storage/Rack; easy rack expansion
 - NoSQL, Cloudera Hadoop, Oracle R
 - Oracle Loader, Oracle Data Integrator, HDFS Connector for integration
- Integrates into your **existing** architecture
 - Streams data into Exadata @15 TB/hour

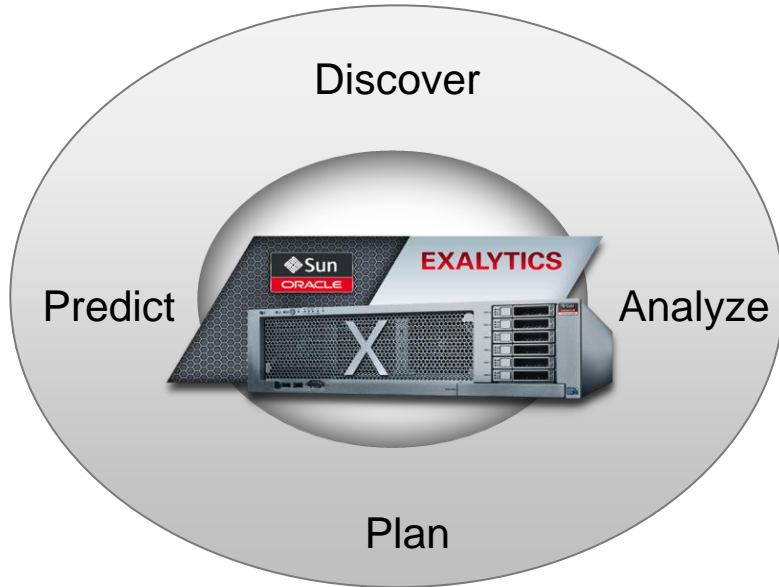
Oracle Exadata

Your Data



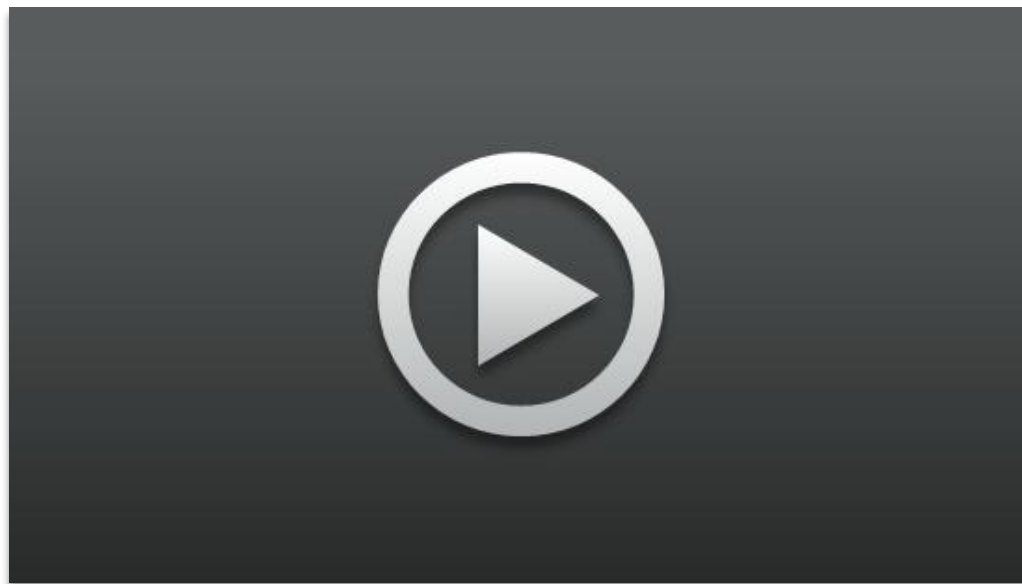
- **Integrated Hardware and Software**
 - Database server pool
 - Storage server pool
 - InfiniBand network
- **Fastest Data Warehouse & OLTP**
 - **10X** faster load and query times
 - **10X** storage savings, **80%** less power, and lot less space
- **Consolidation Platform**
 - Lower data center costs through consolidation
 - Oracle In-Database Analytics

Oracle Exalytics In-Memory Machine



- In-Memory Processing
 - **>10x** Responsiveness And Throughput
 - **3-5x** Columnar Storage & Compression
- Frequently Used Data is **Always In-Memory Cache**
 - **Guaranteed** Sub-Second Interactivity
- **Immersive** Desktop And Mobile User Experience
- Tightly integrated with Exadata and Big Data Appliance

Exadata Customer



<http://bcove.me/shtdzmyo>

WHY ORACLE?

Blueprint for
Better Outcomes

- **#1 Business Analytics**
 - Business Intelligence
 - Analytic Applications
 - Data Warehousing
- **FULL LIFE-CYCLE** of analytics
- Systems **ENGINEERED TO WORK TOGETHER**

Oracle Business Analytics

Drive Better Business Outcomes



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[Youtube.com/evolvingbi](https://youtube.com/evolvingbi)

More Ways To Engage With Oracle Business Analytics

Engage with Oracle Experts, share knowledge and experiences at your convenience. Keep up with Business Analytics topics and trends. Access Oracle Analytics content easily, including events, webcasts, white papers, and more



Hardware and Software

The Oracle logo, consisting of the word "ORACLE" in white, uppercase, sans-serif font, centered within a solid red rectangular background.

ORACLE®

Engineered to Work Together

ORACLE®

ANALYTICS & BI

#1 CIO
TECHNICAL
PRIORITY
FOR 2012

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

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#1 BUSINESS
ANALYTICS
SOFTWARE
MARKET LEADER

Source: IDC

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