

**BI kicsiknek és nagyoknak**

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**BUSINESS INTELLIGENCE**

**Radnai Szabolcs**

**Üzleti intelligencia és Adattárház üzletág vezető**

# Kezdjük egy egyszerű megállapítással

Р.С.Ф.С.Р.

Примеры для справки.

# ТЫ

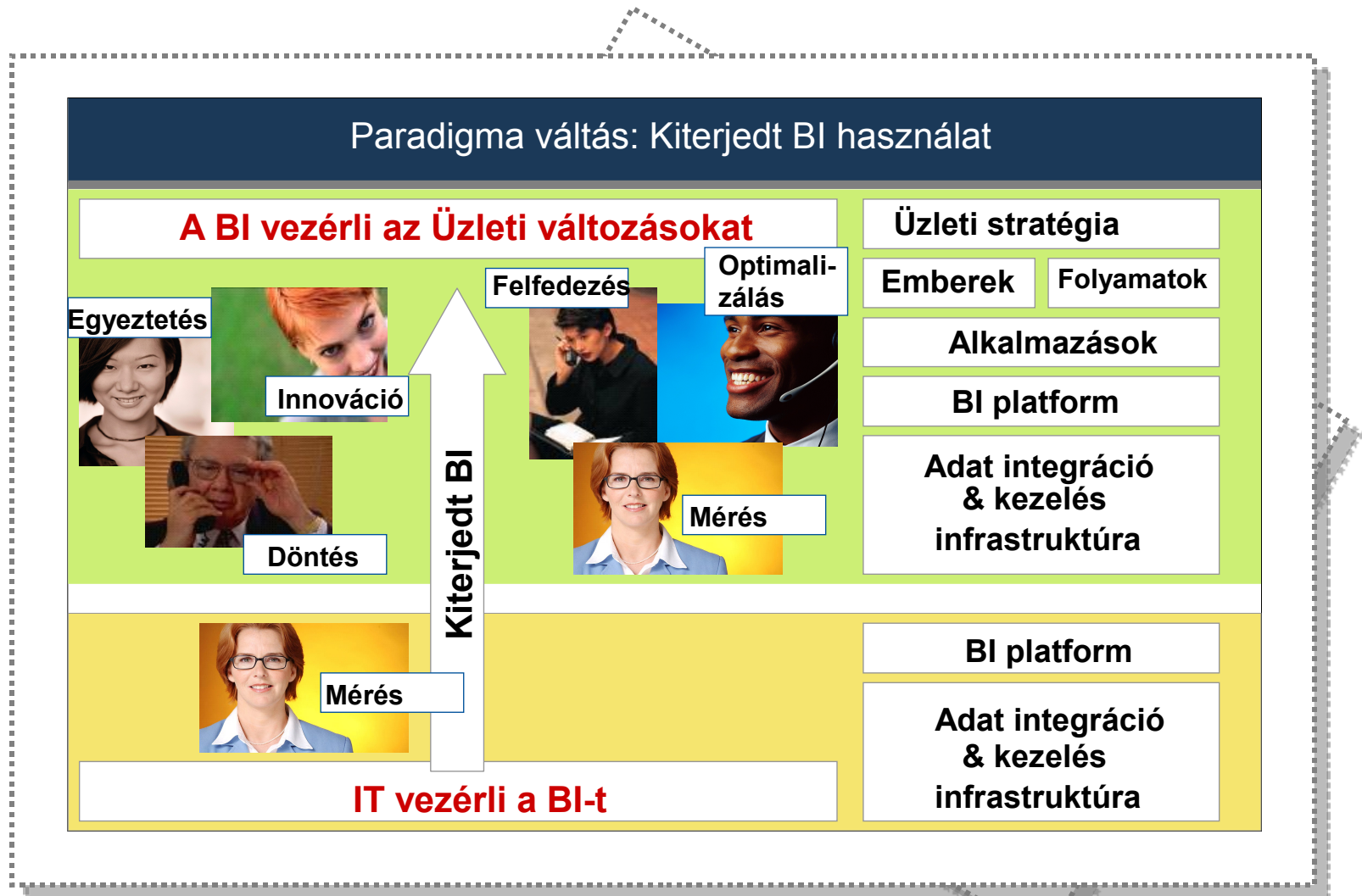


Az Önök vállalatánál mindenki jobban tudja végezni a munkáját, ha a döntéseiket és cselekvéseiket aktuális információkra alapozva hozza meg, ahelyett, hogy becslésekre, vagy a tavalyi gyakorlatra hagyatkozna

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# Elemzők → Kiterjedt használat



ORACLE

# Oracle BI Enterprise Edition –

Egy komplett BI csomag

## Information Access, Analysis and Delivery Options

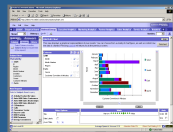
Intelligence Dashboards



Advanced Reporting



Ad-hoc Exploration



Proactive Detection and Alerts



In-Context Operational Insight



Mobile Analytics



Data Mining



Marketing Segmentation



Web Services



## Analytics Server

Simplified Business Model and Abstraction Layer

Intelligent Caching Services

Data Mining Services

Real-Time Decisions Engine

Multidimensional Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services

Open Intelligence Interface



Others



Siebel OLTP



Siebel BAW



Enterprise DW



Department Data Marts



PeopleSoft.



SAP



Other

Relational (SQL) Sources

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Multi-dimensional (MDX) Sources

MICROSOFT

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# Interaktiv

March 28, 2005

To date you have achieved **85%** of your annual "On Time Delivery Percentage". This represents **4,109,215** in "On Time Deliveries" against your "Total Deliveries" of **4,831,415**.



## Opportunity Analysis

Acct Name	Opportunity Rev	Delivery Rejection History
Hibbings Manufacturing	\$1,272,000	
Oregon Standard	\$1,000,000	
Turston Steel	\$902,049	
Center Systems Inc	\$872,500	



## Top Opps with Open Problem Tickets

Acct Name	Forecast Dollars	Prob Ticket Count
<a href="#">Oregon Standard</a>	\$1,000,000	43
<a href="#">Washington University</a>	\$775,000	12
<a href="#">Transtech</a>	\$496,800	4
<a href="#">Columbia Bank</a>	\$120,000	100
<a href="#">A. K. Parker Distribution</a>	\$0	5
<a href="#">Hibbings Manufacturing</a>	\$0	15
<a href="#">Nickel Capital Inc</a>	\$0	1



## Insufficient Inventory Summary

Account	Product	Beg Inv Qty	Inv Shortage	Shortage Risk Level
Royal Hotel	CD-ROM 32x	16	-184	
Transtech	CD-ROM 32x	16	-784	
Washington University	MS Windows NT	60	-240	
Oregon Standard	Pentium 366 Desktop	76	-224	
Kelly Industries	Pentium 433 Desktop	30	-330	
Royal Hotel	Pentium 500 Desktop	12	-108	
Washington University	Pentium 500 Desktop	12	-238	
Capital Knowledge	Pentium 667 Laptop	26	-104	
Royal Hotel	Printer - Laser 100	8	-102	

### Insufficient Inventory Analysis

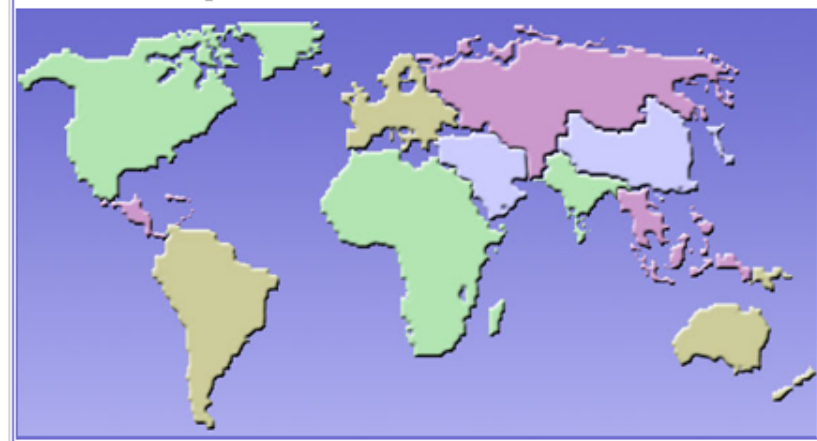


## Top Opps with Fcast and Closed Dollars

Acct Name	Forecast Dollars	Opportunity Revenue	Closed Rev
<a href="#">Oregon Standard</a>	\$1,000,000	\$1,000,000	\$0
<a href="#">Washington University</a>	\$775,000	\$775,000	\$0
<a href="#">Transtech</a>	\$496,800	\$496,800	\$0
<a href="#">Columbia Bank</a>	\$120,000	\$97,500	\$729,000

## Region Performance

Please select a region

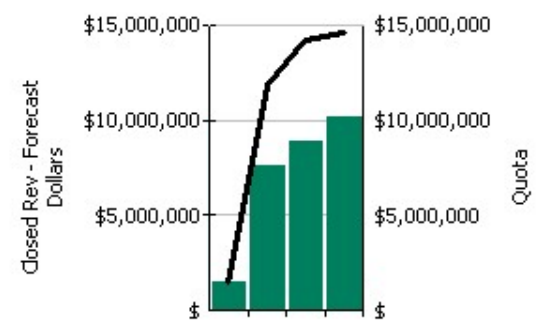


## Real Time Orders Requests

- Order # EC1-1005408 Type: Sales Order Status: Booked Priority: Medium
- Order # 1-1007701 Type: Sales Order Status: Booked Priority: Urgent



## Rev vs Quota Trend Chart



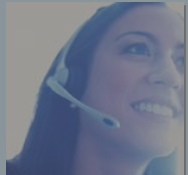
# Proaktív



Ügyfél

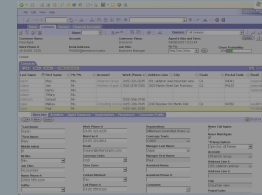
Az ügyfél megad egy másik nevet, aki hozzáférhet a számlájához (a felesége)

Az ügyfelet érdekli a lehetőség, de döntése előtt szeretné először áttekinteni az összes lehetőséget



Call Center ügyintéző

Az ügynök a képernyőjén real-time cross-sell ajánlást kap, az ügyfél számára 3 hónapos ingyenes szolgáltatást ajánl egy 'Családi csomagra'



Service Manager



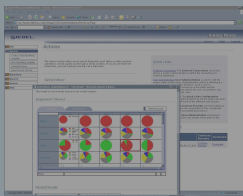
Channel Sales



**Feltétel teljesül!**  
***A minősített lehetőség egy nagy értékű ügyfélnél azonnali cselekvést igényel***



Marketing



A hívás előzményeként a Marketing vezető kiválasztott egy real-time döntési modellt a legjobb ajánlatok kiválasztására

# Beágyazott

powered by SIEBEL

Queries: [dropdown]

->Call from 4158391304

- Home
- Opportunities
- Contacts
- Accounts
- Activities
- Service
- Households
- Offers

Contacts Home    Contacts List

Contact:

Robert Knowles

1 of 1+

Retention Actions

1 of 1+

Menu | New | Delete | Query

Menu | Begin Script | Details

\*Last Name: Knowles    Account: [dropdown]    Home Address: 2930 Fillmore Street  
\*First Name: Robert    Job Title: Lawyer    City: San Francisco  
Middle: SCENARIO B    Email: bob.knowles@law.c    Zip Code: 94038  
Mr/Ms: Mr.    \*Privacy: Opt-Out: All Part    Work #: (415) 839-1304  
Suffix: [dropdown]    Household: Knowles Househ    Home #: (415) 394-2940

Upgrade to platinum account and take advantage of the benefits which include reduced fees

- Activities
- Alerts
- Applications
- Calculator
- Consumer Profile
- Needs Analysis
- Relationship Hierarchy
- Summary

Intelligent Offers

Menu | No Records | Begin Script | Interested | Not Interested | [dropdown] | Activities | Menu | Query

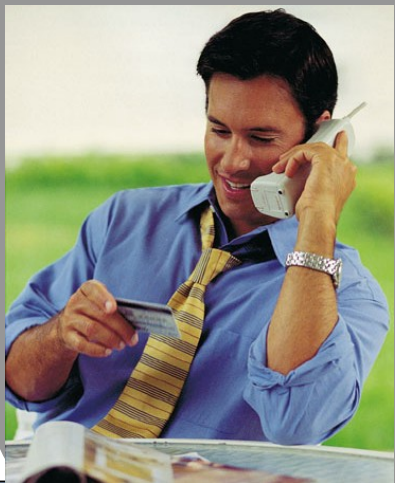
1 - 3 of 3+ | [dropdown]

Reason	Description
Fees Inquiry	
Check Balance	
Transfer Money	EFT from

query | 1 - 3 of 3+ | [dropdown]

Status	Type
Used	Bank
Used	Bank
Pending	Bank

“Érdeemes lehet egy platinum számlacsomagra váltani, és élvezni az ebből adódó előnyöket, többek között az alacsonyabb díjszabást”



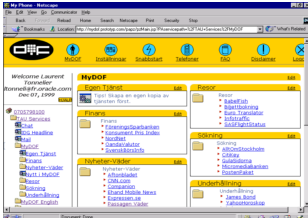
Bejövő hívás



# Hot Pluggable

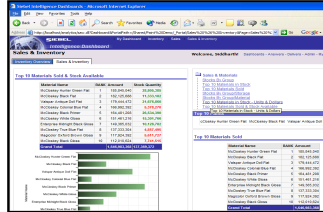
Nyitott platform, integráció más gyártók eszközeivel

## Portálok



Any JSR 168  
Portal

## Elemző eszk.



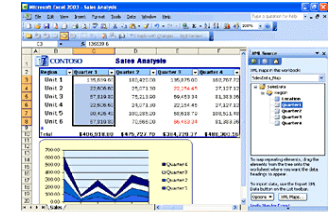
BOBJ, COGN  
MSTR

## Jelentéskészítés



Actuate, Oracle  
Apache FOS

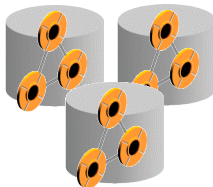
## Desktop eszk.



Excel, Outlook,  
Lotus Notes

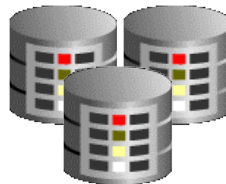
## Analytic Server

## Biztonság



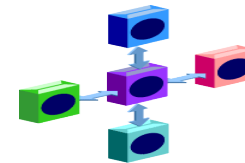
Oracle  
MSFT AD  
iPlanet  
Novell  
Others ..

## Adat elérés



Oracle  
DB2  
MS SQL  
Teradata  
Red Brick  
SQL Anywhere  
XML, Excel  
Others ..

## ETL

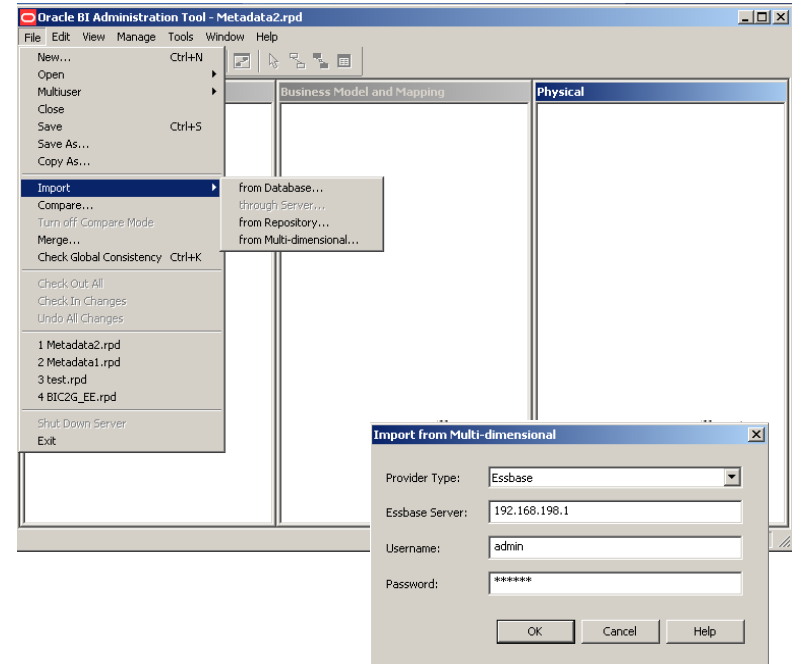


Oracle  
Informatica  
Ascential  
Sunopsis  
Others ..

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# BI Server Admin Tool – Essbase Import

Új Admin tool import dialógus fa multi-dimenzionális forrásokhoz



Expenses Executive Dashboard

Page Options

My Links

- Create New Expense Report
- Upload New Expense Report
- View & Edit Expense Report
- Approve Expense Reports
- Past Approved Reports
- Historical Reports
- Daily Reports
- Change Expense Policy

Notifications

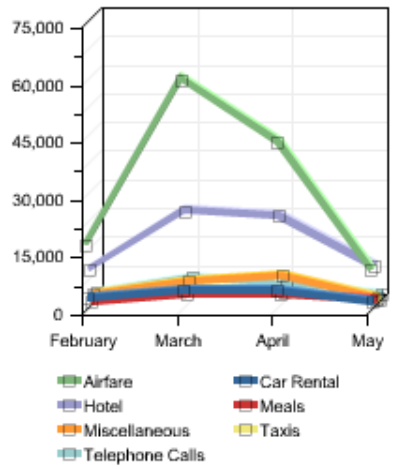
- Average Meal expenses are rising by more than 15%**  
Last Updated: 5/23/2008  
Status: Notified
- Conference**  
Invoice#: W42190  
Last Updated: 5/15/2008  
Status: Pending Your Approval
- Average Meal expenses are rising by more than 15%**  
Last Updated: 5/15/2008  
Status: Notified
- Average Meal expenses are rising by more than 15%**  
Last Updated: 5/10/2008  
Status: Notified
- Test new expense report**  
Invoice#: W41978  
Last Updated: 5/4/2008  
Status: Pending Your Approval

Help

- Getting Started
- Advanced

Spending by Month

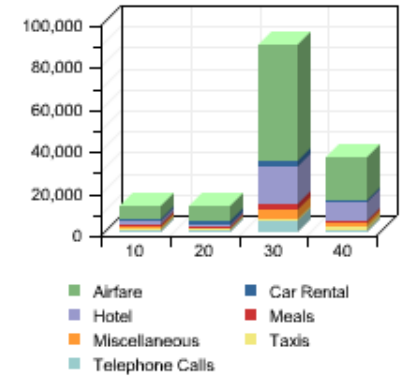
Spending by Month



Expense Category	Amount			
	February	March	April	May
Airfare	\$17,187	\$60,427	\$44,310	\$10,755
Car Rental	\$3,161	\$4,881	\$5,104	\$2,199
Hotel	\$10,027	\$24,948	\$23,778	\$10,774
Meals	\$884	\$3,021	\$3,152	\$1,253
Miscellaneous	\$2,247	\$5,649	\$7,225	\$1,263
Taxis	\$1,574	\$4,085	\$2,332	\$404
Telephone Calls				

Category and Cost Center Breakdown

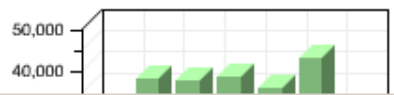
Expenses by Category and Cost Center



Expense Category	Amount			
	10	20	30	40
Airfare	\$8,260	\$7,688	\$55,449	\$20,815
Car Rental	\$893	\$1,034	\$3,305	\$883
Hotel	\$2,093	\$1,312	\$17,678	\$8,299
Meals	\$784	\$455	\$2,817	\$958
Miscellaneous	\$1,008	\$713	\$3,919	\$2,353
Taxis	\$990	\$670	\$1,530	\$1,292
Telephone Calls	\$460	\$848	\$5,028	\$1,135
<b>Grand Total</b>	<b>\$11,337</b>	<b>\$11,919</b>	<b>\$103,441</b>	<b>\$41,763</b>

**BI jelentések Portál felületen - JSR-168/WSRP**

Expense Amount by Category



Tracking Expenses



### Sales Dashboard

- Executive Overview
- Regional Managers

### Consumer Dashboard

- Regional Analysis
- Brand Analysis
- Year over Year

### Service Dashboard

- Overview
- E-mail Performance
- Rep. Performance
- Service Requests

#### Sense and Respond

**Alerts** ! Your revenue is are below target for the Quarter  
▼ Major deal at risk: Envoy Corporation

#### Orders

Prob Ticket #: 1-1007101 Type: Sales Order Status: Booked Priorit



#### Pipeline

Total Pipeline: \$361,158,974

Table

Opp Revenue	Exp Revenue Target	% of Revenue Quota
\$70,662,612	\$423,300,000	16.7% <span style="color: red;">■</span>
\$59,660,065	\$141,100,000	42.3% <span style="color: orange;">■</span>
\$41,210,287	\$98,770,000	41.7% <span style="color: orange;">■</span>
\$55,092,607	\$70,550,000	78.1% <span style="color: green;">■</span>

#### Big Deals

▼ You are seeing this section because Major Deals are at risk. Please see

Account	Opportunity Name	At Risk	Stage
Air France	Air France Centre d'Appels	<span style="color: red;">■</span>	01 - Prospecting
Envoy Corporation	Sales - 1000 Seats, GE Financial Assurance	<span style="color: red;">■</span>	05 - Building Vision
Banque Worms	5000 users of eService for Banque Worms	<span style="color: red;">■</span>	08 - Negotiation

**OBI EE Dashboardok megjelenítése az EPM Workspace-ben**

# BI EE – Spatial integration

## A térkép a lekérdezéshez igazodik

Oracle BI Interactive Dashboards - Mozilla Firefox

http://obiee-demo:9704/analytics/saw.dll?Dashboard

ORACLE Interactive Dashboards

My Dashboard Boston Public Schools Department of Education Fairfax County Parcels K12 Performance Measurement Map

Dashboard Public Safety Dashboard Trending UserDashboard

Public Safety Dashboard Welcome, Administrator! Dashboards - Answers - More Products - Settings - Log Out

Filtered Map Pin Map Lasso Map Crime Analysis Dashboard Location Analysis Person Search Page Options

Region: Central Offence: GRAND LARCENY Go

### Complaints by Region - Offence - Year

Filtered for the Central Region and GRAND LARCENY

Region	PD Desc	Complaint Count			
		2002	2003	2004	Total
Central	LARCENY,GRAND FROM AUTO	2	15	9	26
	LARCENY,GRAND FROM BUILDING,UN	11	43	35	89
	LARCENY,GRAND FROM OPEN AREAS,	1	6	4	11
	LARCENY,GRAND BY ACQUIRING LOS		4	4	8
	LARCENY,GRAND BY CHECK USE	1	2	3	6
	LARCENY,GRAND BY CREDIT CARD U	3	3	6	12
	LARCENY,GRAND FROM PERSON,PICK	8	7	15	30
	LARCENY,GRAND FROM PERSON,PURS	1	6	7	14
	LARCENY,GRAND FROM PERSON,INCL	32	15	47	94
	LARCENY,GRAND PERSON,NECK CHAI	3	1	4	8

### Region/Offence Map

Filtered for the Central Region and GRAND LARCENY

### Complaints by Region/Service Area - Offence - Year

Filtered for the Central Region and GRAND LARCENY

Service Area	PD Desc	Complaint Count
GRAND LARCENY		2004 Total

Start Start OC4 Oracle BI Interactive ... 9:47 PM

# A térképre kattintás a lekérdezést módosítja

Oracle BI Interactive Dashboards - Mozilla Firefox

Filtered Map Pin Map Lasso Map Crime Analysis Dashboard Location Analysis Person Search Page Options

Service Area: 13 Offence: BURGLARY Go

### Complaint Detail by Region/Service Area - Offence - 2004

Filtered for BURGLARY

Service Area	PD Code	PD Desc	Complaint Key
13	213	BURGLARY_COMMERCIAL_NIGHT	10873
			40873
			1887
13	221	BURGLARY_RESIDENCE_DAY	10874
			31887
			40874
			1884
13	223	BURGLARY_RESIDENCE_NIGHT	10878
			11884
			30878
			31884

Modify - Refresh - Print - Download

### Pin Map of Offences

Filtered for 13 Service Area and BURGLARY

### Complaint Detail

Offense Desc	PD Desc	Date Key	Complaint Key	Role Desc	First Name	Rac Desc
BURGLARY	BURGLARY_RESIDENCE_NIGHT	28-Feb-04	30878	Witness	KEREN	WHI

Done

Start Start OC4J Oracle BI Interactive ... 9:48 PM

# Új jelenség - Lefűrés a térképen

Oracle BI Interactive Dashboards - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://obiee-demo:9704/analytics/saw.dll?Dashboard

Getting Started Latest Headlines TRI Mapping Dashbo... TractByCounty

ORACLE Interactive Dashboards My Dashboard List Reports TRI Mapping TRI Mapping - County Level TRI Mapping - State Level

TRI Mapping - State Level Welcome, Administrator! Dashboards - Answers - More Products - Settings - Log Out

Total Releases Carcinogen Water Releases Air Releases Page Options

Reporting Year: 2003 TRI Fac Region: 1 Go

### All Total Releases by Year and State

TRI Fac State Name	Change from Prior Year
RHODE ISLAND	● -41.32%
CONNECTICUT	● -14.85%
MASSACHUSETTS	● 3.60%
VERMONT	● 11.48%
NEW HAMPSHIRE	● 28.20%
MAINE	● 49.24%

Map of EPA States  
For Reporting Year: 2003 and Region 1

-50 -50 1 1 100

Region 1  
Region 2  
Region 3

EPA State: 23  
[Click here to drill.](#)

### All Total Releases by Year and State Chart

All Releases

- CONNECTICUT
- MAINE
- MASSACHUSETTS
- NEW HAMPSHIRE
- RHODE ISLAND
- VERMONT

javascript:void(null)

Start TextPad - ... 2 Firefox Start OC4J 3 Internet Explorer 2 Windows Explorer 2 Java(TM) ... untitle.b... 8:53 AM

Oracle BI Interactive Dashboards - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://obiee-demo:9704/analytics/saw.dll?Dashboard

Getting Started Latest Headlines TRI Mapping Dashbo... TractByCounty

**ORACLE** Interactive Dashboards My Dashboard List Reports TRI Mapping TRI Mapping - County Level TRI Mapping - State Level

TRI Mapping - County Level **Welcome, Administrator!** Dashboards - Answers - More Products - Settings - Log Out

Page Options

Reporting Year: 2003 TRI Fac State Name: MAINE

**All Total Releases by Year and County**

County Fips	TRI Fac County Name	Change from Prior Year
23019	PENOBSCOT	-50.43%
23009	HANCOCK	-10.85%
23005	CUMBERLAND	-7.87%
23025	SOMERSET	-7.31%
23029	WASHINGTON	-2.71%
23001	ANDROSCOGGIN	-2.69%
23017	OXFORD	24.95%
23003	AROOSTOOK	36.80%
23027	WALDO	47.84%
23031	YORK	218.71%
23007	FRANKLIN	464.80%
23011	KENNEBEC	
23013	KNOX	

Map of EPA Counties by State  
For Reporting Year: 2003 and State: MAINE

**All Total Releases by Year and County Chart**

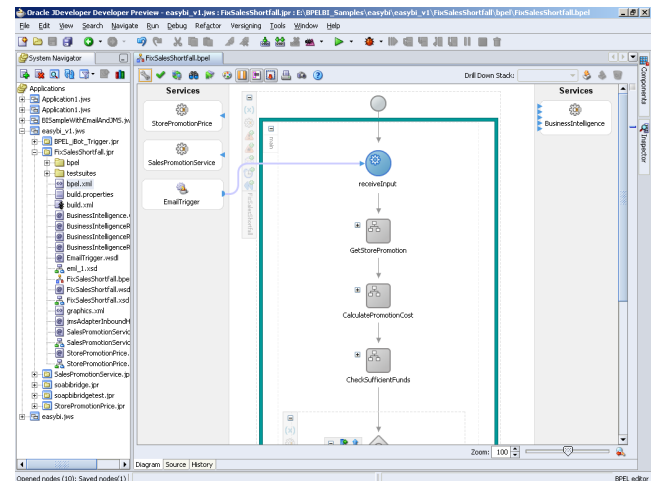
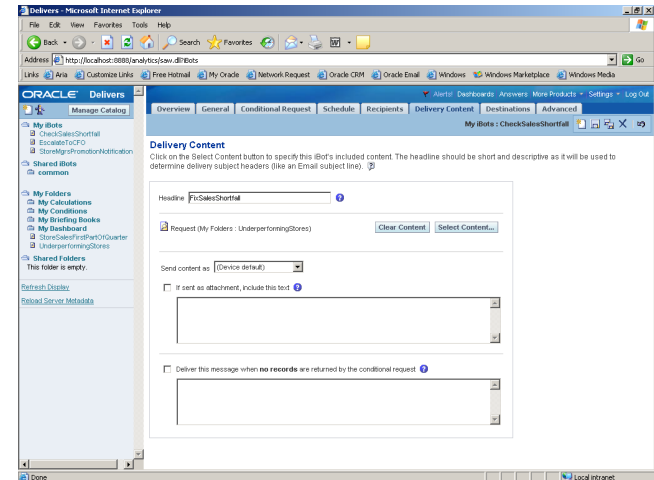
Done

Start 2 Firefox Start OC4J 3 Interne... 2 Windo... 2 Java(T... untitle2.b... 8:54 AM

# Action From Insight

## A BI és az Üzleti folyamatok integrálása

- Üzleti folyamatok indítása BI eszközökből
  - Interaktív indítás – Dashboards és Answers eszközökből
  - Automatikus indítás - alertekből
- Elemzés beágyazása az üzleti folyamatokba
  - BI feltételek kiértékelése BPEL folyamatban
  - BI kifejezések kiértékelése BPEL folyamatban
- BI jelentések és adatok elérése üzleti folyamatokban
  - BI jelentések generálása és bemutatása a folyamatban
- BI publikálási lehetőségek felhasználása üzleti folyamatokban
  - Jelentések generálása és eljuttatása a felhasználókhöz üzleti folyamatokból



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# Action From Insight

## Invoking business process from BI Dashboards

The screenshot displays the Oracle Interactive Dashboard interface. At the top, there is a navigation bar with various menu items like 'My Dashboard', 'Enterprise Contact Center', 'Enterprise Sales', 'Executive', 'Financials', and 'Human Resources'. The main content area is divided into sections: 'Financial' and 'Learning and Growth', each containing a table of KPIs. A 'KPI Trend Analysis' chart is visible on the right. An 'Execute Action' dialog box is overlaid on the dashboard, prompting the user to provide values for action parameters. The dialog box is titled 'Execute Action' and contains the following text: 'Provide values for the following action parameters:'. Below this, there is a section titled 'Begin Marketing Campaign' with two input fields: 'Region' (set to 'West') and 'Campaign ID' (set to '42684'). The dialog box also includes 'Help', 'Cancel', and 'OK' buttons. At the bottom right, a 'Scorecard Actions' menu is open, showing options: 'Distribute Scorecard', 'Investigate Revenue', 'Investigate Turnover', and 'Begin Marketing'.

**Financial**

Objective	KPI Name	YTD Value	YTD Target	Indicator	Type	Quarter
Build Enterprise Financial Strength	Cross Sell Ratio	35	30		Lag	Q2
Drive Product Revenue	% Revenue from new products	29	35		Lag	Q2
Increase service organization efficiency	Service Revenue per Service Employee (MM\$)	430	400		Lag	Q2
Reduce excessive operating expenses	Operating Expense (MM\$)	320	350		Lag	

**Learning and Growth**

Objective	KPI Name	YTD Value	YTD Target	Indicator	Type
Develop and Retain Quality Employees	Employee Commitment Loyalty (%)	92	90		Lead
	Employee Turnover (%)	4	3		Lag
Optimize product pipeline	Product Pipeline Yield (%)	67	60		Lead
Retain Top Performers	Top Performer Turnover (%)	3	4		Lag

**Execute Action**

Provide values for the following action parameters:

**Begin Marketing Campaign**

Region:

Campaign ID:

Buttons: Help, Cancel, OK

**Scorecard Actions**

- Distribute Scorecard
- Investigate Revenue
- Investigate Turnover
- Begin Marketing

**My iBots**

- [CheckSalesShortfall](#)
- [EscalateToCFO](#)
- [StoreMgrsPromotionNotification](#)

**Shared iBots**

- [common](#)

**My Folders**

- [My Calculations](#)
- [My Conditions](#)
- [My Briefing Books](#)
- [My Dashboard](#)
  - [UnderperformingStores](#)
  - [UnderperformingStoresv2](#)

**Shared Folders**

This folder is empty.

[Refresh Display](#)[Reload Server Metadata](#)

This is the start page for Delivers. Return to this page any time by clicking the Delivers logo near the top left of the screen. [?](#)

Browse iBots in the My iBots and Shared iBots folders to customize subscriptions. Click an iBot to view or modify it.

**[Create New iBot](#)**

Specify the properties for a new iBot. You can also click on a saved request in the selection pane.

**[Edit My Account](#)**

Customize delivery devices and profiles.

**[Show iBots Acting on My Behalf](#)**

Review the iBots I own, or am the recipient of.

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Manage Catalog

Search

**My iBots**

- [CheckSalesShortfall](#)
- [EscalateToCFO](#)
- [StoreMgrsPromotionNotification](#)

**Shared iBots**[common](#)**My Folders**

- [My Calculations](#)
- [My Conditions](#)
- [My Briefing Books](#)
- [My Dashboard](#)
  - [UnderperformingStores](#)
  - [UnderperformingStoresv2](#)

**Shared Folders**

This folder is empty.

[Refresh Display](#)[Reload Server Metadata](#)

This is the start page for Delivers. Return to this page any time by clicking the Delivers logo near the top left of the screen. [?](#)

Browse iBots in the My iBots and Shared iBots folders to customize subscriptions. Click an iBot to view or modify it.

**[Create New iBot](#)**

Specify the properties for a new iBot. You can also click on a saved request in the selection pane.

**[Edit My Account](#)**

Customize delivery devices and profiles.

**[Show iBots Acting on My Behalf](#)**

Review the iBots I own, or am the recipient of.

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## My iBots

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## Shared iBots

- common

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  - UnderperformingStoresv2

## Shared Folders

This folder is empty.

[Refresh Display](#)[Reload Server Metadata](#)

## General

Set the importance of this iBot as well as options for impersonating a different user at runtime. Data visibility options allow a range of customized iBot results. [?](#)

Priority

Normal

Data Visibility

Not personalized (use "Run As" user's data visibility)

Run As

Administrator

[Select/Replace Condition](#)[Clear Condition](#)

## Conditional Request

Select a request which will trigger the current iBot. This request may be refined further by creating subquery filters. The iBot is considered triggered if the conditional request returns one or more rows. [?](#)

[IsQuarterAtRisk](#) [Open](#)

**My iBots**

- CheckSalesShortfall
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**Shared iBots**

common

**My Folders**

My Calculations

My Conditions

My Briefing Books

My Dashboard

UnderperformingStores

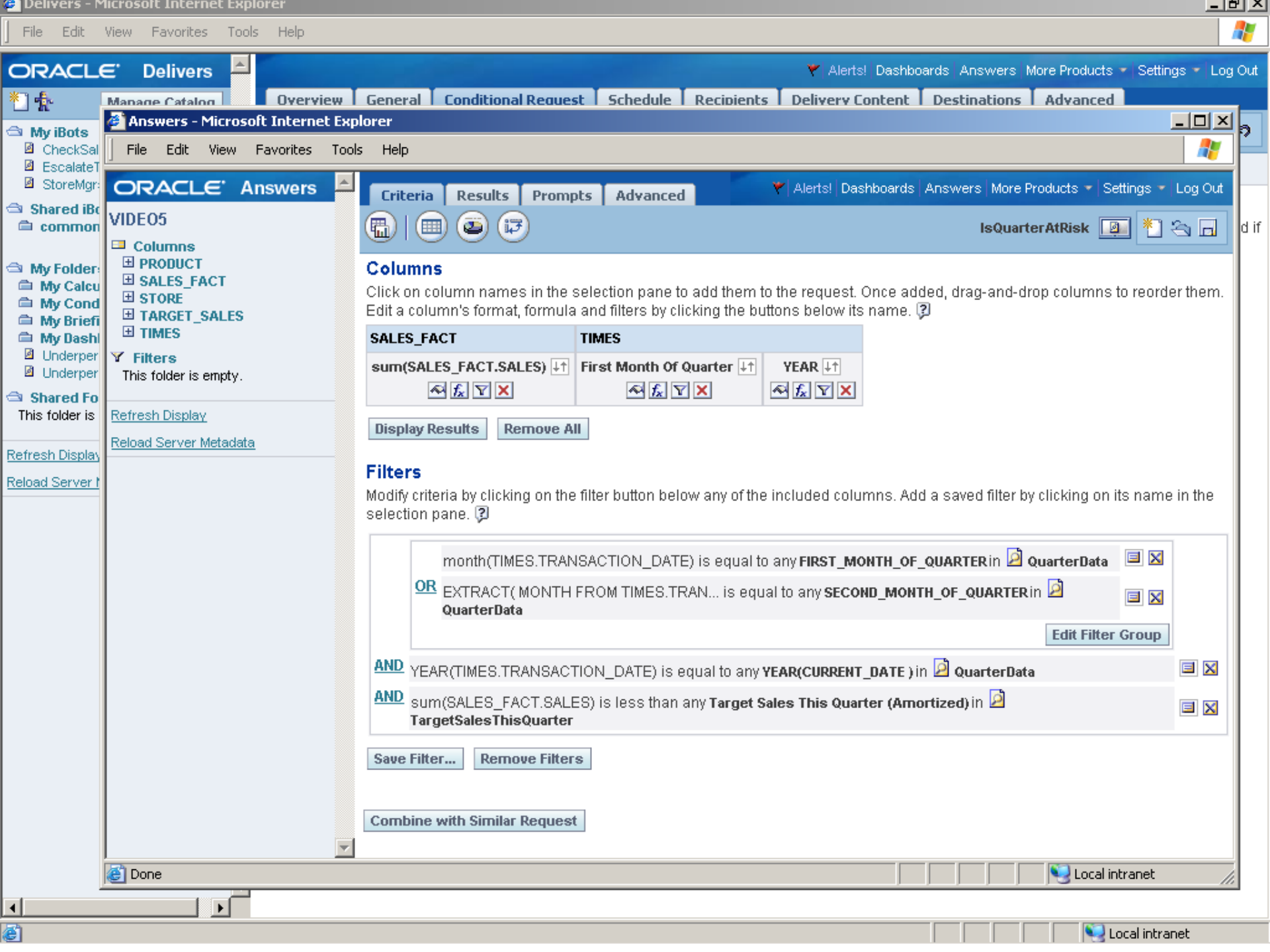
UnderperformingStoresv2

**Shared Folders**

This folder is empty.

[Refresh Display](#)

[Reload Server Metadata](#)



- My iBots
  - CheckSal
  - EscalateT
  - StoreMgr
- Shared iBots
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  - My Dash
- Underper
- Underper
- Shared Fo
  - This folder is

Refresh Display

Reload Server Metadata

Refresh Display

Reload Server t

IsQuarterAtRisk

**Columns**

Click on column names in the selection pane to add them to the request. Once added, drag-and-drop columns to reorder them. Edit a column's format, formula and filters by clicking the buttons below its name.

SALES_FACT	TIMES	YEAR
sum(SALES_FACT.SALES) ↑↓	First Month Of Quarter ↑↓	YEAR ↑↓
↔ f ▾ ✕	↔ f ▾ ✕	↔ f ▾ ✕

Display Results Remove All

**Filters**

Modify criteria by clicking on the filter button below any of the included columns. Add a saved filter by clicking on its name in the selection pane.

month(TIMES.TRANSACTION\_DATE) is equal to any **FIRST\_MONTH\_OF\_QUARTER** in QuarterData

OR EXTRACT( MONTH FROM TIMES.TRAN... is equal to any **SECOND\_MONTH\_OF\_QUARTER** in QuarterData

Edit Filter Group

AND YEAR(TIMES.TRANSACTION\_DATE) is equal to any **YEAR(CURRENT\_DATE )** in QuarterData

AND sum(SALES\_FACT.SALES) is less than any **Target Sales This Quarter (Amortized)** in TargetSalesThisQuarter

Save Filter... Remove Filters

Combine with Similar Request



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## Shared Folders

This folder is empty.

[Refresh Display](#)

[Reload Server Metadata](#)

## Schedule

Create or edit the schedule this iBot will follow. ?

Set schedule

Start Immediately

Start Date

Time of Day  (e.g. 12:00:00 AM)

Set Time Zone

### Recurrence

Once Run once (or on one day if repeating)

Daily

Weekly

Monthly

Repeat every  minutes until  (e.g. 11:59:59 PM)

### End Date

None

End by



Specify iBot recipients

Untitled iBot



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## Shared Folders

This folder is empty.

[Refresh Display](#)[Reload Server Metadata](#)

## Recipients

Select the users who will receive this iBot. User lists can be manually entered or dynamically generated. ?

 Me A specific list of recipients

Choose recipients

[Select...](#)[Clear](#) Determine recipients from conditional request

Column Containing Recipients

(none)

2nd Column Containing Recipients (optional)

(none)

 Show relevant rows only

## Subscription Options

 Publish for subscription

Specify who can subscribe

[Select...](#)[Clear](#) Allow subscribers to customize iBot

Current Subscribers

[Modify...](#)



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This folder is empty.

[Refresh Display](#)

[Reload Server Metadata](#)



## Delivery Content

Click on the Select Content button to specify this iBot's included content. The headline should be short and descriptive as it will be used to determine delivery subject headers (like an Email subject line). ?

Headline  ?

Conditional Request (My Folders : My Conditions : IsQuarterAtRisk)

Clear Content

Select Content...

Send content as:

If sent as attachment, include this text ?

Deliver this message when **no records** are returned by the conditional request ?



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## Shared Folders

This folder is empty.

[Refresh Display](#)

[Reload Server Metadata](#)

## Destinations

Select destinations, devices, and services for which this iBot is intended. ?

### User Destinations

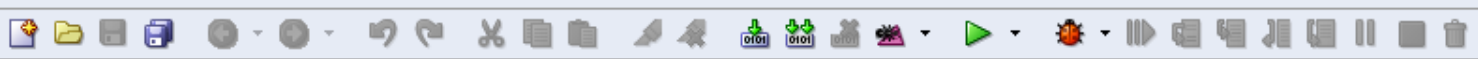
- Interactive Dashboard
- Active Delivery Profile

### Specific Devices (will override a user's Active Delivery Profile)

- Email
- Pager
- Digital Phone
- Handheld Device

### System Services

- OracleBI Server Cache  
For seeding cache
- Disconnected Application Cache  
Speeds up live disconnected application sync.



FixSalesShortfall.bpel

Drill Down Stack: [dropdown menu]

BusinessIntelligenceAlert

StorePromotionPrice

main  
FixSalesShortfall

Sequence\_1  
GetStorePromotion



receiveInput



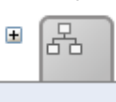
GetStorePromotionPrice\_Setup



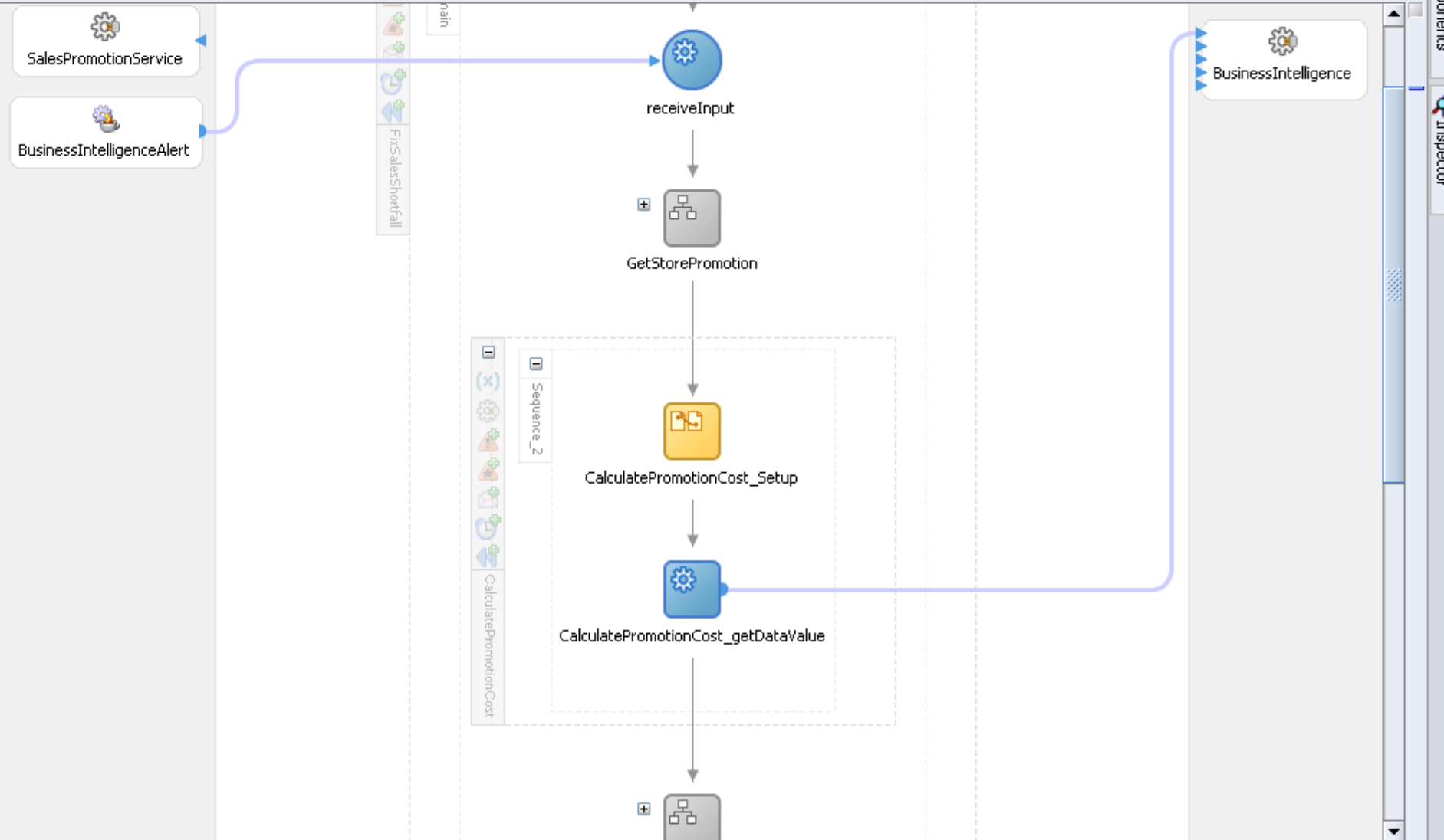
GetStorePromotionPrice



CalculatePromotionCost



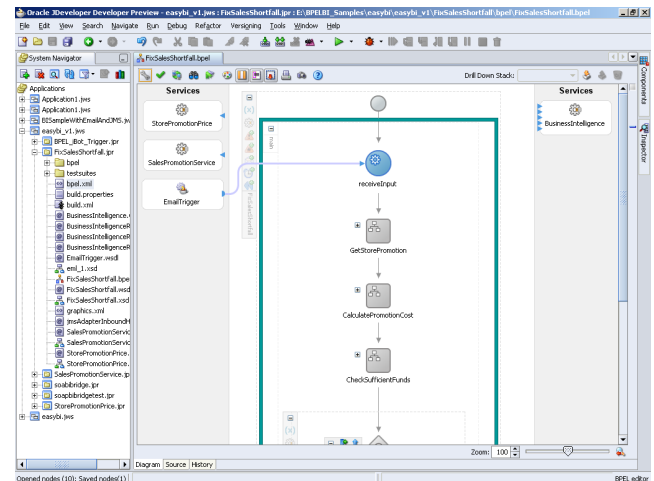
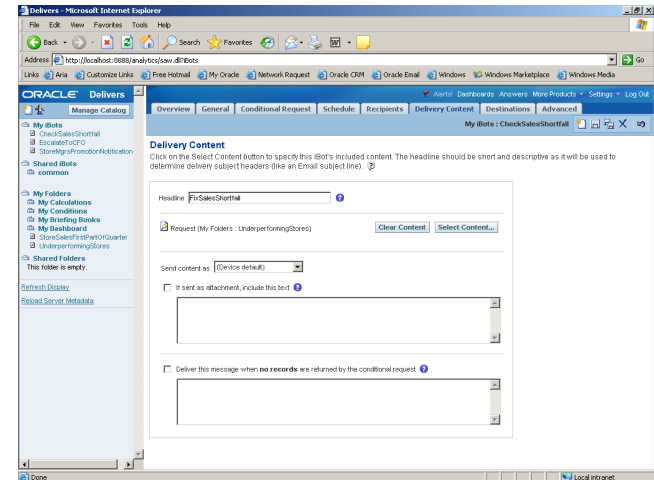
Components Inspector



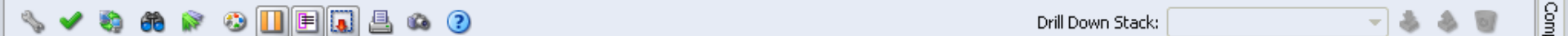
# Action From Insight

## A BI és az Üzleti folyamatok integrálása

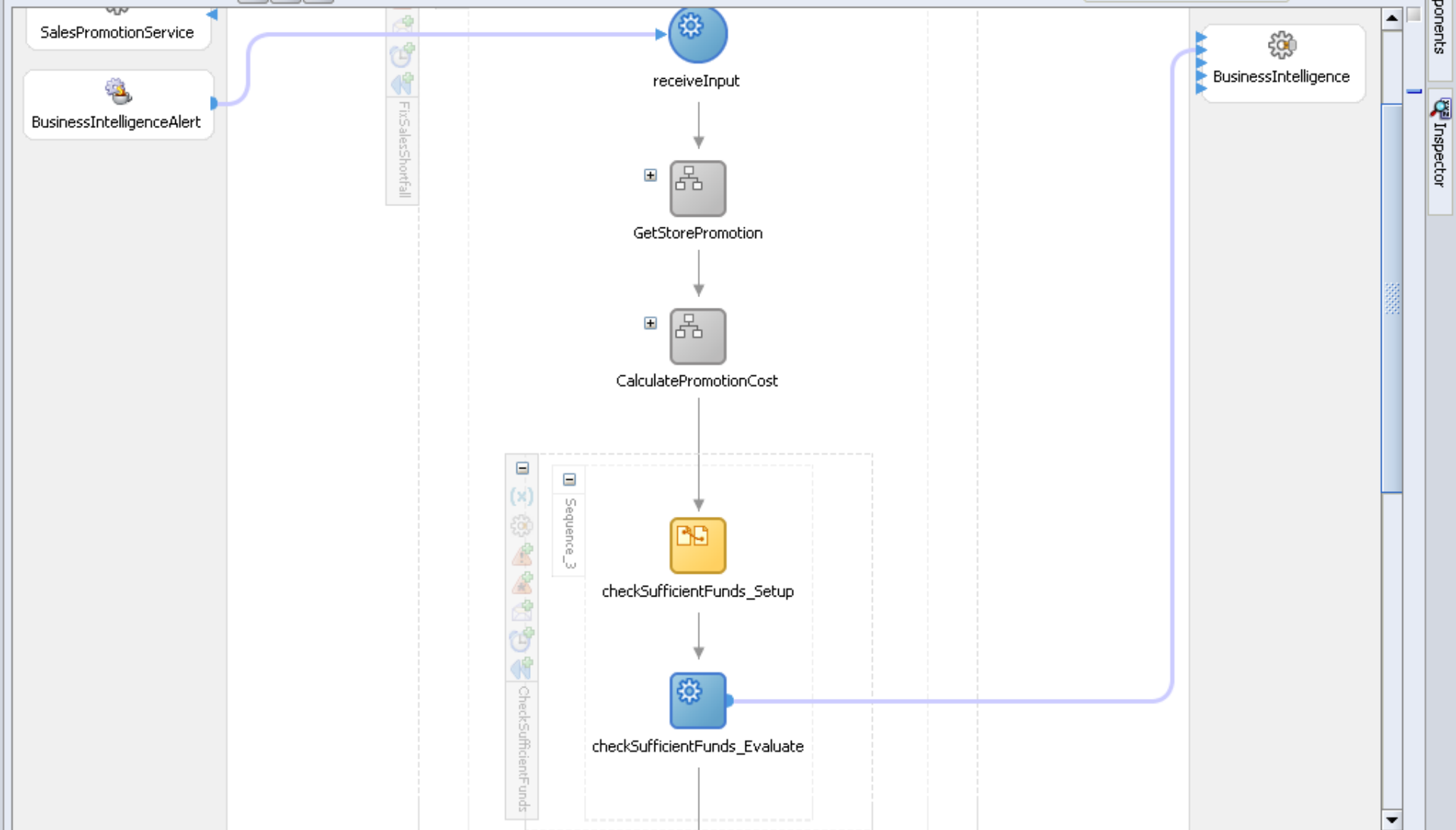
- Üzleti folyamatok indítása BI eszközökből
  - Interaktív indítás – Dashboards és Answers eszközökből
  - Automatikus indítás - alertekből
- Elemzés beágyazása az üzleti folyamatokba
  - BI feltételek kiértékelése BPEL folyamatban
  - BI kifejezések kiértékelése BPEL folyamatban
- BI jelentések és adatok elérése üzleti folyamatokban
  - BI jelentések generálása és bemutatása a folyamatban
- BI publikálási lehetőségek felhasználása üzleti folyamatokban
  - Jelentések generálása és eljuttatása a felhasználókhöz üzleti folyamatokból

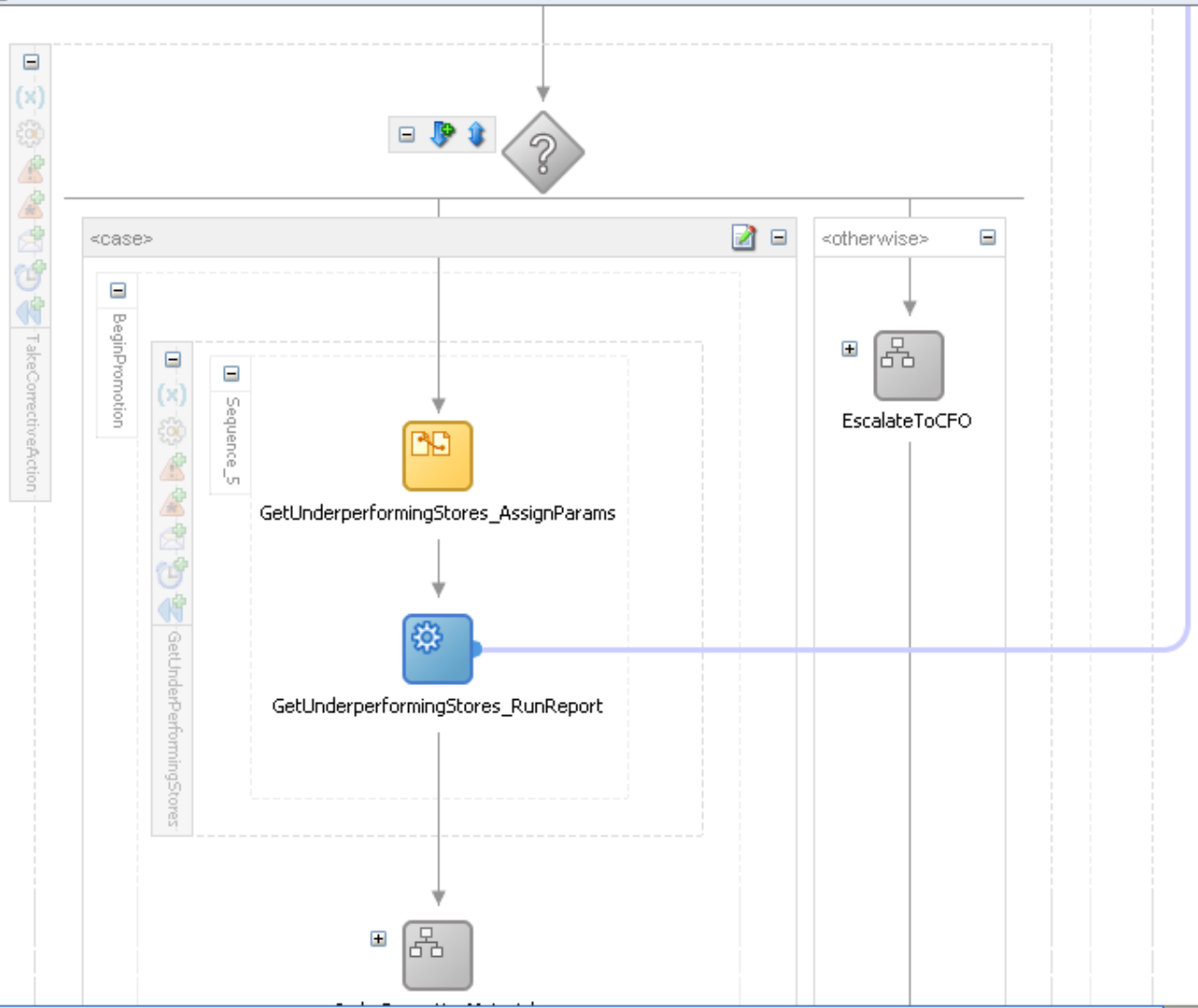
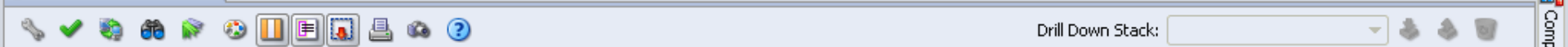


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Drill Down Stack: [dropdown menu]



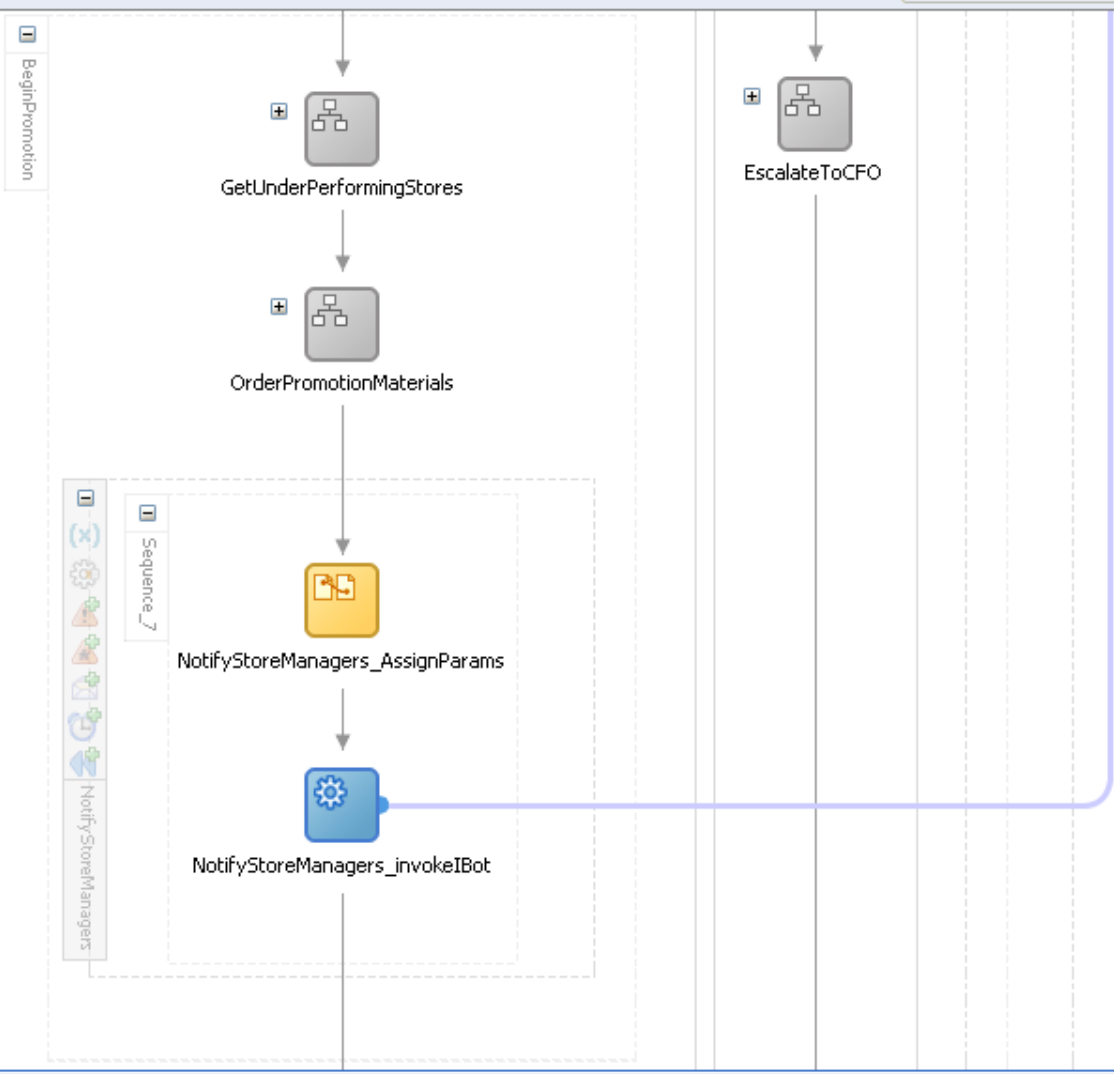




FixSalesShortfall.bpel



Drill Down Stack: [dropdown menu]



TakeCorrectiveAction

BeginPromotion

Sequence 7

NotifyStoreManagers

Components Inspector

Zoom: 100

# BI Publisher - kiváló jelentések az összes dokumentum előállításához

- ✓ Igénylések
- ✓ Címkék, vonalkód
- ✓ Leírások
- ✓ Űrlapok, belső
- ✓ Kormányzati űrlapok
- ✓ Megrendelések
- ✓ Számlák
- ✓ Operatív jelentések
- ✓ Üzleti levelezés
- ✓ Pénzügyi jelentések
- ✓ Csekkek

**ORACLE** General Ledger Posted Journals  
From 01-JAN-99 to 31-JAN-99

Report Date: 8/31/2004  
Page 8 of 50

Currency: USD  
Balance Type: Actual

Source: Intercompany

Batch: CENTRA: Operations Intercompany 342881: A 4854 Posted Date: 30-SEP-99

Journal: CENTRA: CT00000099 Intercompany Transfer USD Effective Date: 31-JAN-99

Line	Account	Transaction Date	Description	Line Item	Debit	Credit	Unit
1	01-404-7695-0000-000	31-JAN-99	Journal Import Created	CT00000099	3,000.00		0.00
2	01-404-7753-0000-000	31-JAN-99	Journal Import Created	CT00000099		3,000.00	0.00
<b>Journal Total</b>					<b>3,000.00</b>	<b>3,000.00</b>	<b>0.00</b>

**A. P**

Journal: CENTRA: CT00000070 Intercompany Transfer USD Effective Date: 31-JAN-99

Line	Account	Transaction Date	Description	Line Item	Debit	Credit	Unit
1	01-000-1410-0000-000	31-JAN-99	Journal Import Created	CT00000070		12,000.00	0.00
1.1	01-000-1813-0000-000	31-JAN-99	Journal Import Created	CT00000070		15,000.00	0.00
2.1	01-402-4163-0000-000	31-JAN-99	Journal Import Created	CT00000070	15,000.00		0.00
3.1	01-402-5110-0000-000	31-JAN-99	Journal Import Created	CT00000070	12,000.00		0.00
<b>Journal Total</b>					<b>27,000.00</b>	<b>27,000.00</b>	<b>0.00</b>

**4.1.8**

Journal: CENTRA: CT00000071 Intercompany Transfer USD Effective Date: 31-JAN-99

Line	Account	Transaction Date	Description	Line Item	Debit	Credit	Unit
1	01-000-1410-0000-000	31-JAN-99	Journal Import Created	CT00000071		22,000.00	0.00
4.1.2	01-000-1814-0000-000	31-JAN-99	Journal Import Created	CT00000071	15,000.00		0.00
4.1.3	01-000-2890-0000-000	31-JAN-99	Journal Import Created	CT00000071		0.00	0.00
4.1.3	01-402-4163-0000-000	31-JAN-99	Journal Import Created	CT00000071		16,000.00	0.00
<b>Journal Total</b>					<b>15,000.00</b>	<b>18,000.00</b>	<b>0.00</b>

**kdown**

**Oracle Corporation**  
500 Oracle Parkway  
Redwood Shores, CA 94404

Date: 11/22/2004

Pay to the order of   Vision Corporation   **\$ 2,100.00**

Two thousand one hundred and zero cents\*\*\*\*\*

Anonymous Bank  
Aaa Street  
New York, NY 10000

Memo *Laurence Ellison* MP

⑆ 234043 2 ⑆ 37 26 1 789930 ⑆ 76 76

PLEASE PAY THIS AMOUNT £ 500,000

**\$325,409.68** £ 500,000

Capital contributors (maximum £5,000) the employee made towards the cost of car or accessories: £ 500,000

Amount paid by employee for private use of the car: £ 500,000

Cash equivalent of each car: £ 500,000

Total cash equivalent of all cars available in 2002-03: £ 980,000.00

Cash equivalent of fuel for each car: £ 980,000.00

Total cash equivalent of fuel for all cars available in 2002-03: £ 980,000.00

**High-Level Pri**

- Consolidate data from ERP applications and external systems
- Streamline business processes to improve operational efficiencies
- Implement robust and comprehensive financial application
- Transition from proprietary mainframe to flexible, integrated environment

# Demo



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BUSINESS INTELLIGENCE

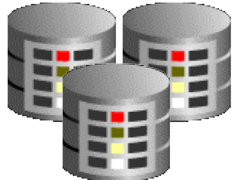
# Csomagolt elemző alkalmazások

Az alkalmazások a technológiai platform lehetőségeit használják

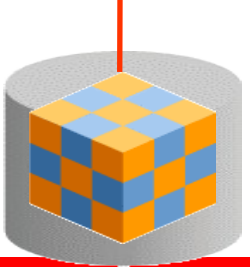
Analytic Apps										
Auto	Comm & Media	Compa Mfg	Consumer Sector	Energy	Finance Services	High Tech	Insurance & Health	Life Sciences	Public Sector	Travel & Trans
<b>Sales Analytics</b>	<b>Service &amp; Contact Center Analytics</b>	<b>Marketing Analytics</b>	<b>Financial Analytics</b>	<b>Supply Chain Analytics</b>	<b>Workforce Analytics</b>					
Revenue Analysis Trend Forecasting Sales Team Effectiveness Channel Effectiveness Discounting Analysis Lead Conversion	Churn Customer Satisfaction Resolution Rate Service Effectiveness Service Cost Trends	Campaign Success Response Rate Product Profitability Liquidity Campaign ROI	Cost Analysis Customer Profitability Product Profitability Regulatory Compliance Market Basket Analysis Cash Flow Analysis	Supplier Performance Inventory Analysis Logistics, Shipment and Booking Partner Service Analysis Partner Service Management Risk Campaign ROI	Employee Productivity Compensation Analysis Employee Retention Workforce Trends Turnover Human Capital					
Oracle BI EE Platform										
SIEBEL ORACLE SAP PeopleSoft Other Operational & Analytic Sources										



E-Bus Suite  
PeopleSoft  
Siebel  
SAP



Packaged ETL Maps



Custom Schema  
In-Place Schema  
Warehouse Schema

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# Kiterjedt elemző alkalmazáscsomag

Auto	Comms. & Media	Complex Mftg.	Consumer Sector	Energy	Financial Services	High Tech	Insurance & Health	Life Sciences	Public Sector	Travel & Trans
<b>Sales Analytics</b>	<b>Service &amp; Contact Center Analytics</b>	<b>Marketing Analytics</b>	<b>Financial Analytics</b>	<b>Supply Chain Analytics</b>	<b>Workforce Analytics</b>					
Pipeline Analysis	Churn Propensity	Campaign Scorecard	Cost Analysis	Supplier Performance	Employee Productivity					
Triangulated Forecasting	Customer Satisfaction	Response Rates	Customer Profitability	Inventory Analysis	Compensation Analysis					
Sales Team Effectiveness	Resolution Rates	Product Propensity	Product Profitability	Bookings, Billings and Backlog	Compliance Reporting					
Up-sell / Cross-sell	Service Rep Effectiveness	Loyalty and Attrition	Regulatory Compliance	Partner Portal Analytics	Workforce Profile					
Discounting Analysis	Service Cost Analysis	Market Basket Analysis	Expense Management	Partner Service Trends	Turnover Trends					
Lead Conversion	Service Trends	Campaign ROI	Cash Flow Analysis	Partner Campaign ROI	Return on Human Capital					

**Oracle BI EE Platform**

**SIEBEL**

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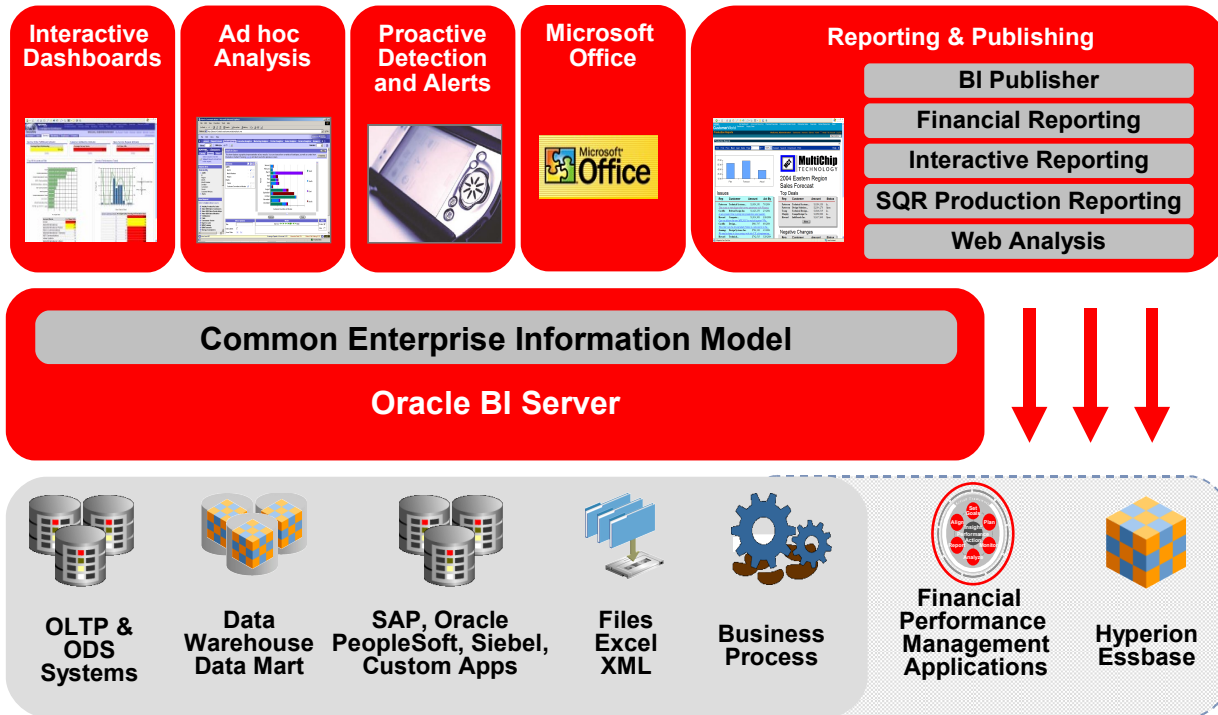
**SAP**

PeopleSoft.

**Other Operational & Analytic Sources**

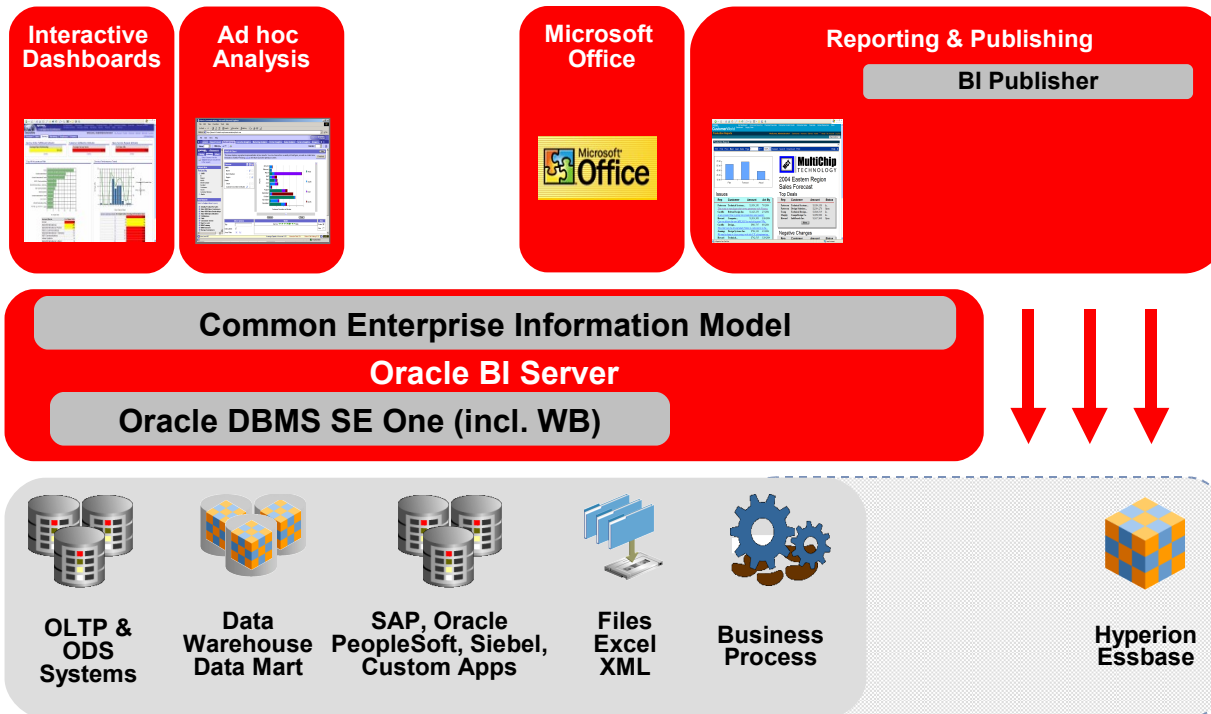
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# Oracle BI Suite Enterprise Edition **Plus**



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# Oracle BI Suite Standard Edition **One**



## Megszorítások

- Max. 2 proci
- Max. 2 rel. forrás
- Windows platform
- Max. 50 felhasználó

## Ár és csomagolás

- Min. 5 felhasználó
- 1000 USD/user
- DBMS a csomagban

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# Nagyobb BI EE felhasználók

Communications	Automotive	Finance / Banking	Consumer Goods	High Tech
Media / Energy	Aero / Industrial	Insurance / Health	Life Sciences	Other



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