

Oracle Business Intelligence Executive Briefing

March 22, 2006

Charles Phillips
President
Oracle Corporation

Oracle - The Information Company

Oracle Database 10g Grid Computing

- Database
- Real Application Clusters (RAC)
- Enterprise Manager
- Partitioning
- OLAP
- Security
- Lite
- Times Ten

Oracle Fusion Middleware

- Application Server
- Integration / SOA
- Hot-Pluggable
- Business Intelligence
- Identity Management
- Data Hubs
- Collaboration Services
- Process Orchestration
- Java Development Tools

Information Age Applications

- Oracle E-Business Suite
- PeopleSoft Enterprise
- JD Edwards Enterprise One
- JD Edwards World
- Siebel CRM
- Retek
- ProfitLogic
- G-Log

Fusion Middleware Progress

- Fusion Middleware is Available Today!
- Broad Customer Adoption
 - 28,500+ Customers Across All Industries
 - 800+ of the Global 1000
 - 38 of the Fortune 50
- Broad Partner Adoption
 - 7,500 Partners
 - 4,780 ISVs
- Even SAP Users Can't Get Enough

The Value of Business Intelligence

- Visibility, Transparency
- Compliance
- Profitability
- Customer differentiation
- Optimal business performance
- Sustainable competitive advantage

The Evolving Role of BI

From:

Analysts

Historical data

Fragmented view

Reporting results

Analytic tools



To:

Pervasive use

Real-time, predictive data

Unified, enterprise view

Insight-driven business
process optimization

Unified infrastructure &
prebuilt analytic solutions

What is the News Today?

Announcing Oracle Business Intelligence Suite

- Now including Siebel Business Analytics
- Part of comprehensive, best-of-breed BI offering
 - Oracle Database
 - Oracle Fusion Middleware
 - Enterprise-wide Analytic Applications
- Increasing investment in business intelligence
- Next Oracle Fusion milestone

Products Available Today

Oracle Business Intelligence SE-1	Oracle Business Intelligence SE	Oracle Business Intelligence EE
<ul style="list-style-type: none">• SE1 Database• ETL• Analytic Server• Query & Analysis• Dashboards• Server Administration• Targeted to SME Customers	<ul style="list-style-type: none">• Discoverer• Discoverer OLAP• Discoverer Plus• Discoverer Viewer• Reports• BI Beans• MSFT Office Add-In	<ul style="list-style-type: none">• Analytic Server• Query & Analysis• Dashboards• Reporting & Publishing• Sense & Respond• Offline Analytics• MSFT Office Add-In• Server Administration

Siebel Business Analytics Leader and Fastest Growing



WACHOVIA



Dillard's



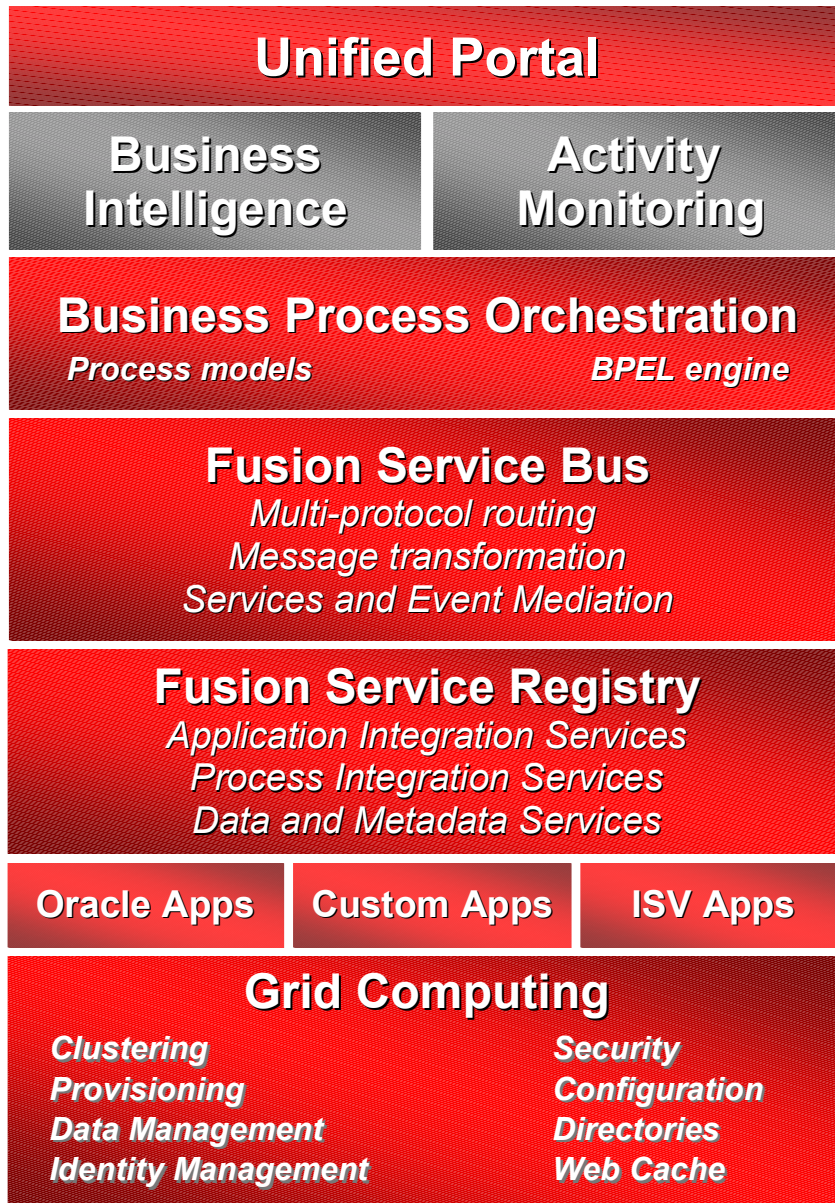
Honeywell



UnitedHealthcare®



ORACLE®



Greater Business Insight

- Execution with Insight
- Real time analytics
- Transactions with context

Oracle's Top 10 Unique BI Capabilities

1. Model Driven and Modular Analytics Architecture
2. Interactive Dashboards
3. Real time and Predictive Analytics
4. Analytics Embedded in Business Process
5. Open and Hot-Pluggable but Integrated
6. Comprehensive: From Disk to Decision
7. Pre-packaged Analytics App by Industry
8. Security Aware Analytics
9. Multi-database, Multi-app; enhanced for Oracle
10. Built for Scale; from Kilobyte to Petabyte Warehouses

Enterprise BI at Cisco Systems



- 8000+ total users moving to 20,000
- Sales, marketing, HR, engineering, and top 500 execs
- Near real-time global picture of business performance in time to affect the business
- Ties together terabytes of data across multiple systems
- Clear visibility to real-time and historical data
- 30% employee productivity gain for Human Capital Metrics Center users
- Winner of latest RealWare® award for best BI application

Focused Go-to-Market Effort

Dedicated BI Focus across Company

- Specialist BI sales force
- Specialist BI consultants
- Focused partner & channel development

Protect, Extend, Evolve

- Protect
 - Lifetime support
- Extend
 - New capabilities
 - Analytic applications extend value for Oracle EBS, PeopleSoft, Siebel and SAP customers
- Evolve
 - Fusion Applications built on Fusion middleware and Fusion BI

Summary

- Oracle Business Intelligence available today
 - Best of Breed Next Gen Architecture
 - Comprehensive
 - Hot-Pluggable
 - Scalable
 - Secure

ORACLE®

Oracle Business Intelligence

Technology Strategy

Thomas Kurian
Senior Vice President
Oracle Server Technologies
Oracle Corporation

Customer Needs

The Evolving Role of BI

From:

Analysts

Historical data

Fragmented view

Reporting results

Analytic tools



To:

Pervasive use

Real-time, predictive data

Unified, enterprise view

Insight-driven Action &
Process Optimization

Unified Infrastructure &
prebuilt analytic solutions

Product Strategy

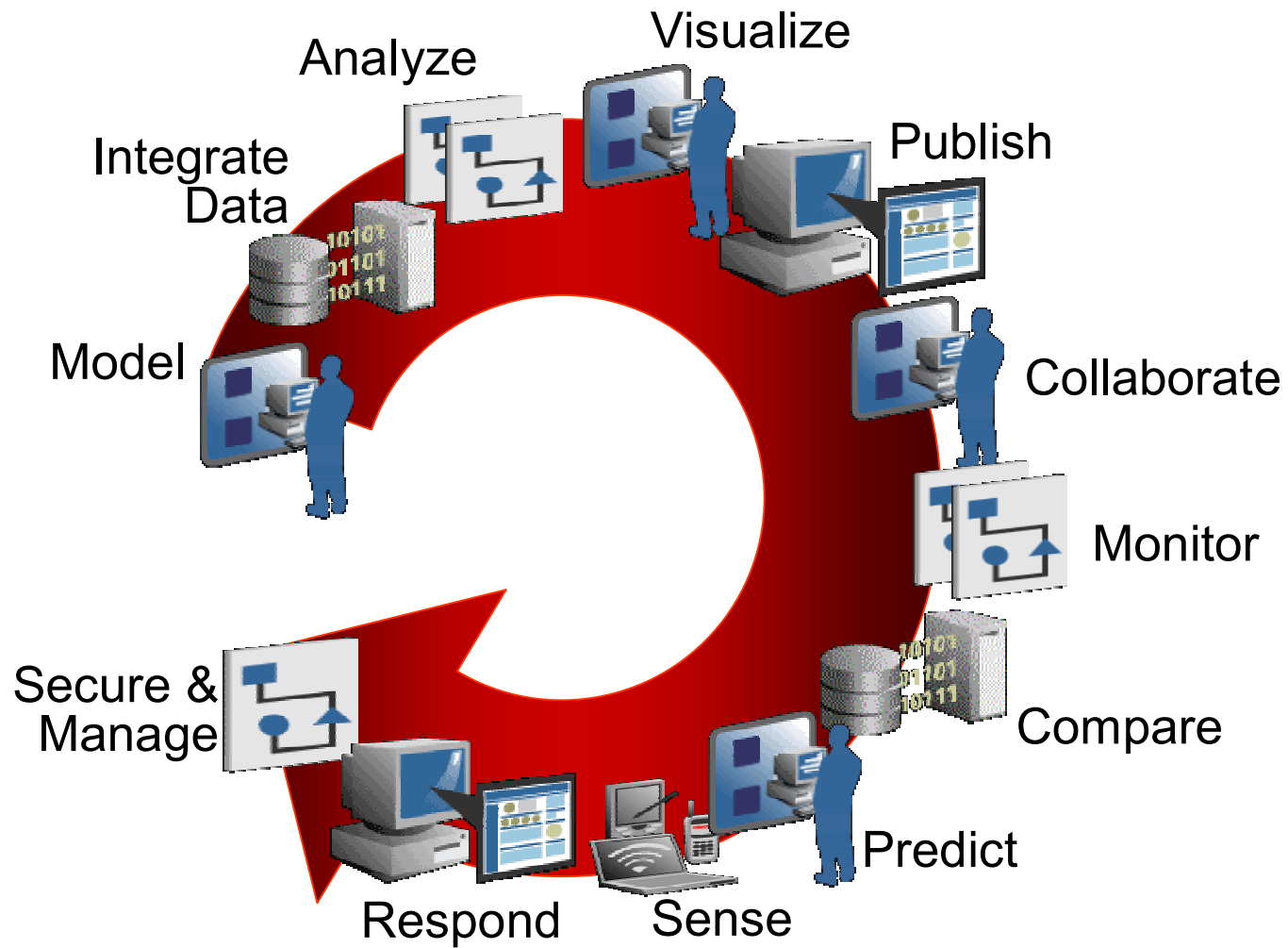
Product Strategy

Overview

- **Integrated Business Intelligence Tools**
 - Best-of-Breed, Next Generation Business Intelligence Infrastructure
- **Integrated Business Intelligence Database**
 - Business Intelligence Functions Integrated in Database
- **Integrated Analytic Applications**
 - Enterprise Wide, Industry Specific Analytic and Corporate Performance Applications

Product Requirements

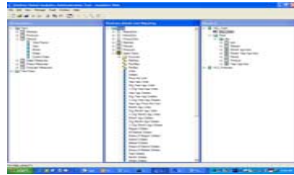
Broad Spectrum



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Enterprise Bus. Intelligence Suite

Open, Extensible, Best-of-Breed, Integrated



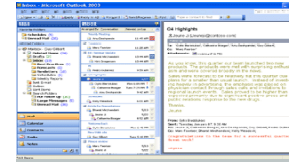
Data Integration



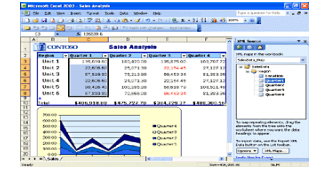
Query & Analysis



Dashboards



Reporting



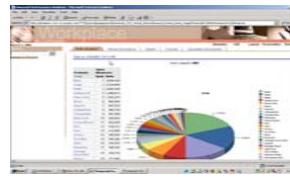
Collaboration



Activity Monitoring



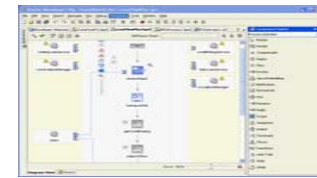
Balanced Scorecard



Real Time & Predictive



Guided Analytics



Intelligent Workflow



Common Enterprise Information Model

Unified Business Intelligence Infrastructure

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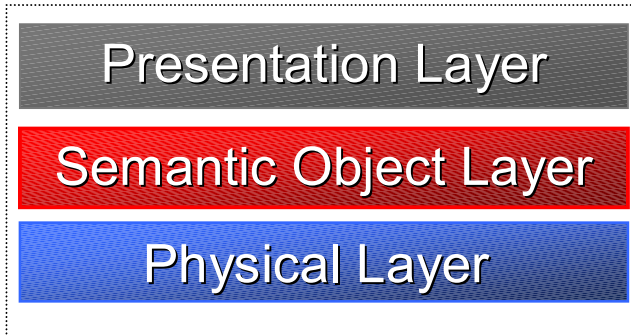
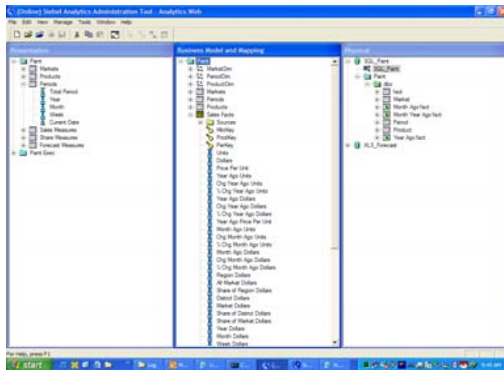
Product Strategy

Key Differentiators

- **Enterprise Semantic Model**
 - Model Centric vs. Report Centric Analytics
- **Pervasive Business Insight**
 - Empower Business Users with Embedded Insight
- **Real Time Predictive Insight**
 - Activity Monitoring and Predictive Analytics
- **Insight Driven Actions**
 - Contextual Visualization with Guided Decisions
- **Business Process Optimization**
 - Sense & Respond with Intelligent Business Processes
- **Fastest Time to Value**
 - Pre-Packaged Analytic Applications

Model Enterprise Information

Enterprise Semantic Model



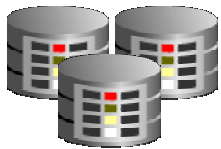
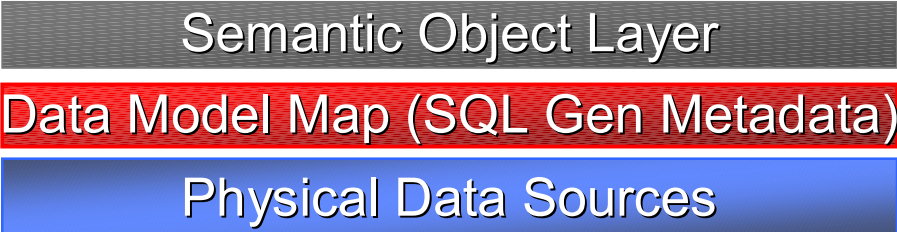
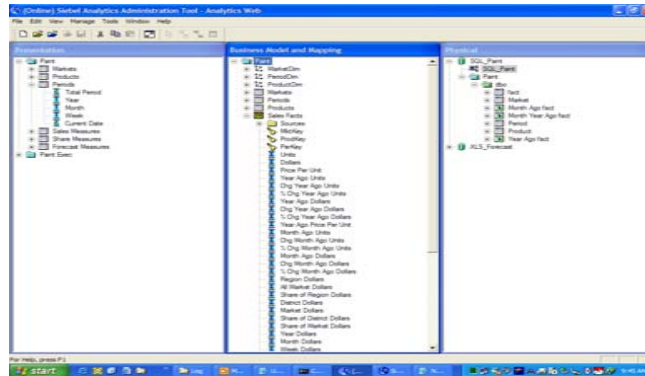
-
- User Identity & Role
 - User Profile
 - Personalization
 - User Security
 - Filters & Rules

-
- Dimensions
 - Hierarchies
 - Measures
 - Partitioning
 - Aggregation Rules
 - Time Series
 - Caching
 - Mapping

-
- Physical Store
 - Connections
 - DB Features
 - DB Specific SQL
 - Schema

Map to Data Sources

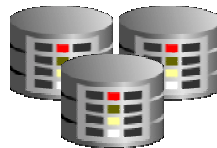
Physical Data Source Mapping



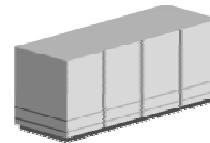
**OLTP &
ODS
Systems**



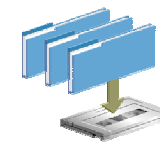
**Data Warehouse
Data Mart**



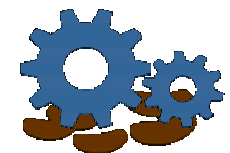
**SAP, Oracle
PSFT, Siebel
Custom Apps**



Mainframe



**Files
Excel
Lotus**



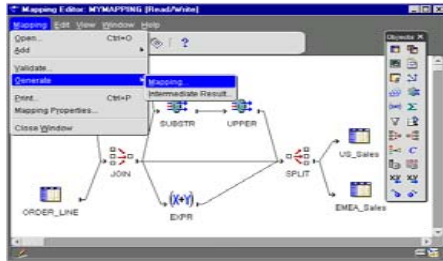
**Business
Process**

Distributed Query



Integrate Data

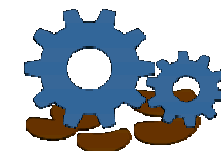
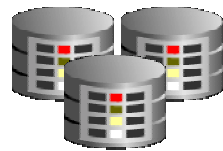
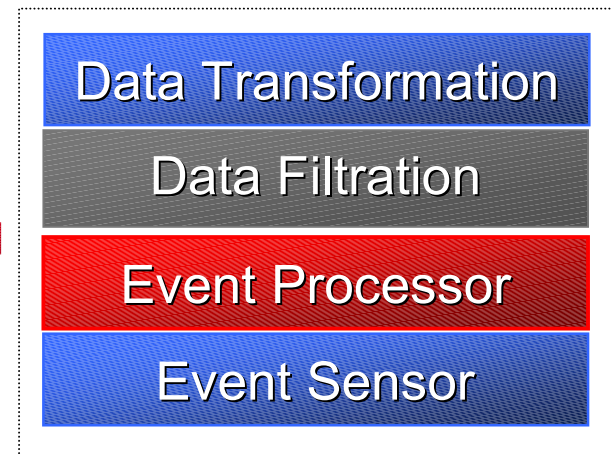
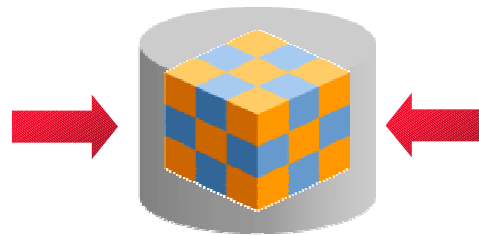
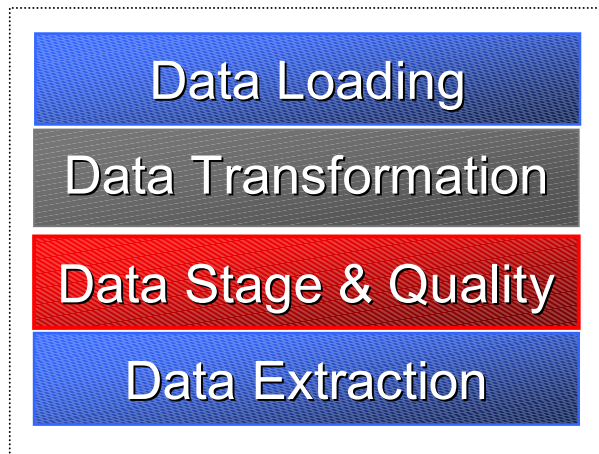
Data From Various Sources



ETL



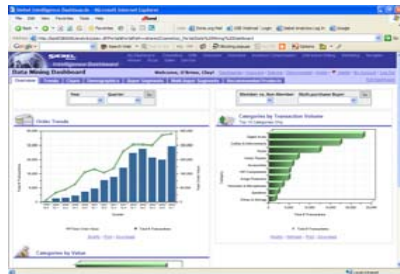
ESB



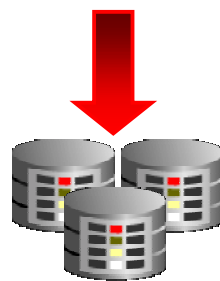
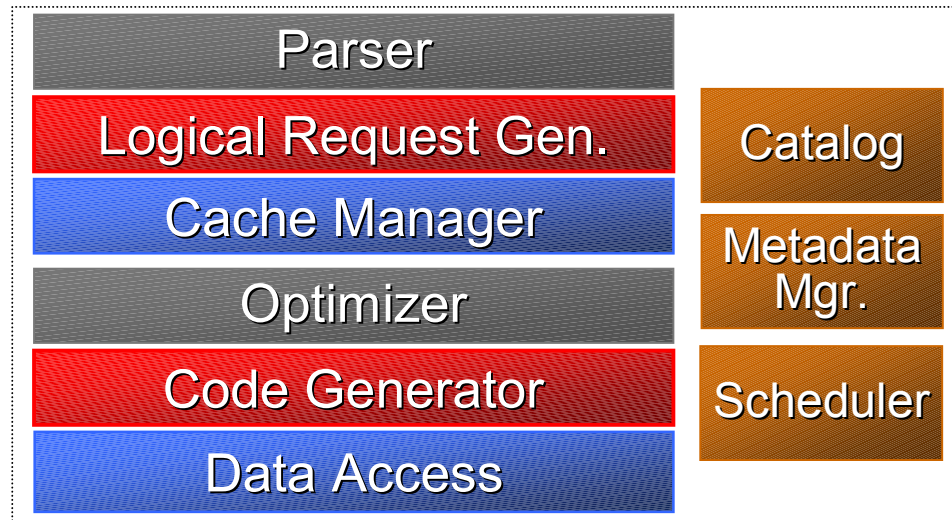
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Query & Analyze

Combine Relational & OLAP



AJAX/DHTML
Browser



Relational Data
Source

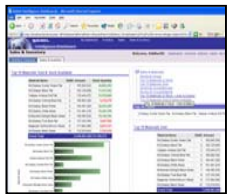


OLAP Data
Source

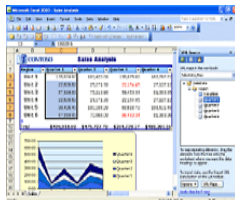
Visualize

Pervasive Multi-channel Business Intelligence

Dashboard & Reports



Office



Portals



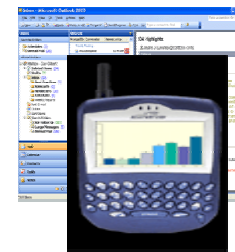
Embedded



Pager Phone



Mail



Offline



Communication Processing

User Profile & Session Management

Personalization & End User Filtering

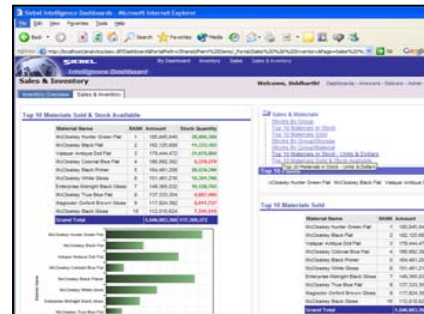
Contextual Navigation & Drilling

Guided Analytics

ORACLE

Visualize

Pervasive Business Insight - Dashboards



AJAX/DHTML
Multi-Frame

Communication Processing

User Profile & Session Management

Personalization & End User Filtering

Contextual Navigation & Drilling

Guided Analytics (On-Page Alerts)

Saved Content (Calculations, Reports, ..)

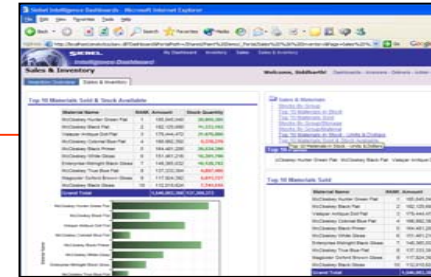
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Visualize

Pervasive Business Insight – Active Enterprise Portal



Contextual Drill



JSR-168/WSRP

HTTP

SSO, User Profile, Session Mgmt.

Personalization & Visibility Filters

View-Specific Saved Selections

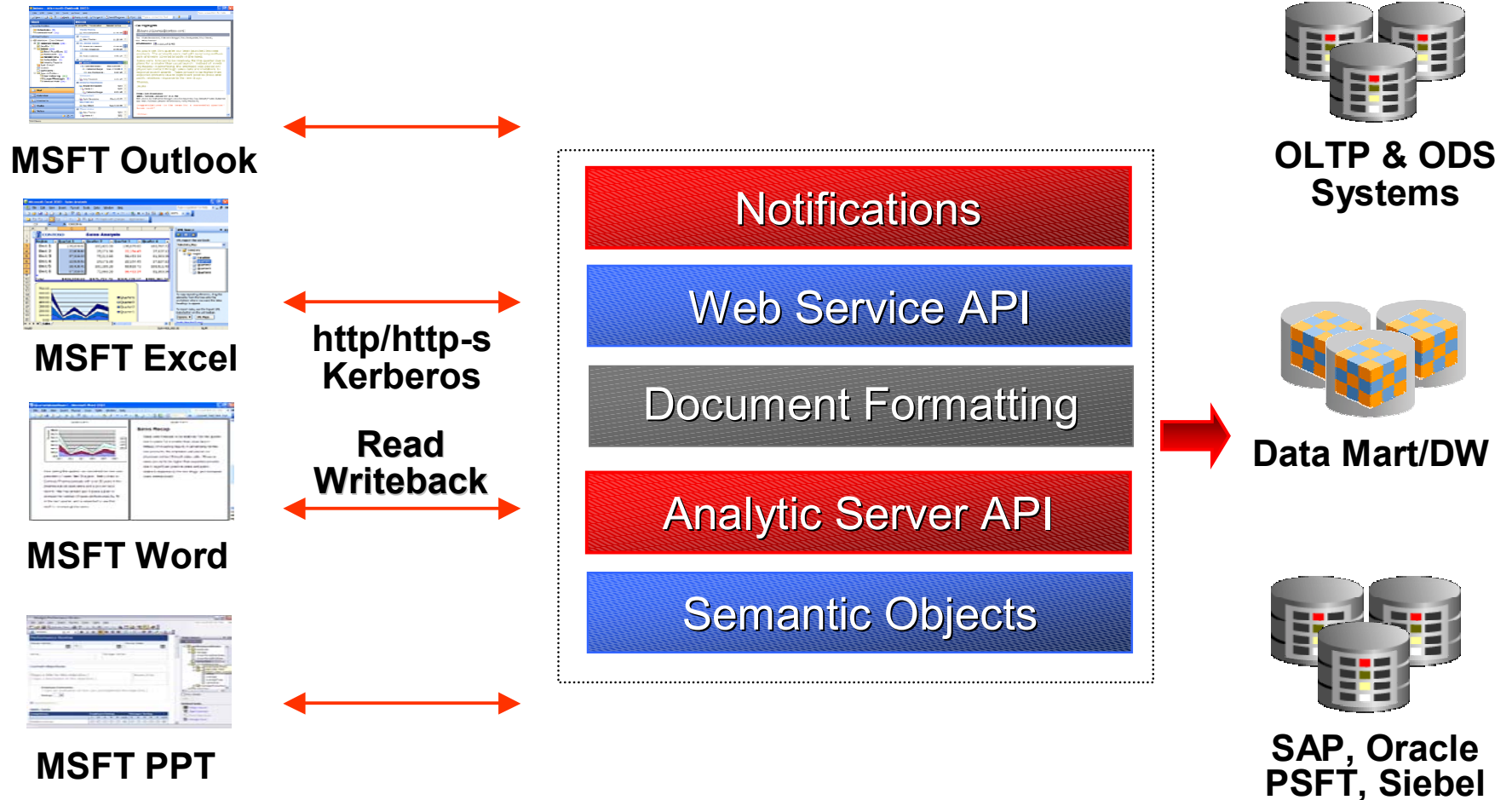
Auto Inter-Portlet Wiring

In-Context Drilling & Refresh

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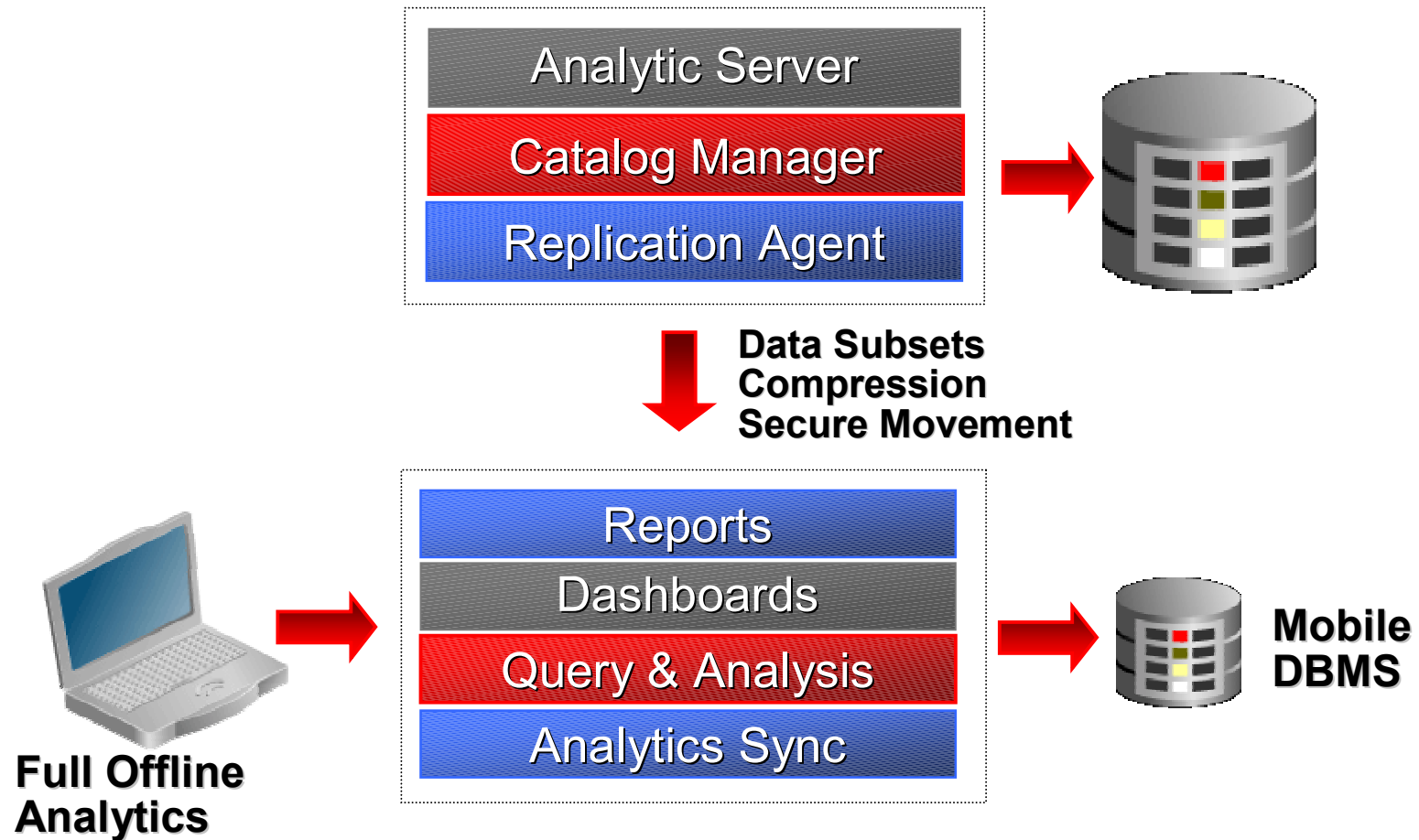
Visualize

Pervasive Business Insight – MSFT Desktop



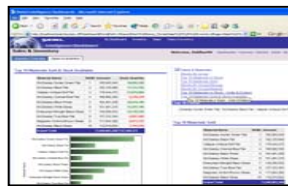
Visualize

Pervasive Business Insight – Offline Analytics

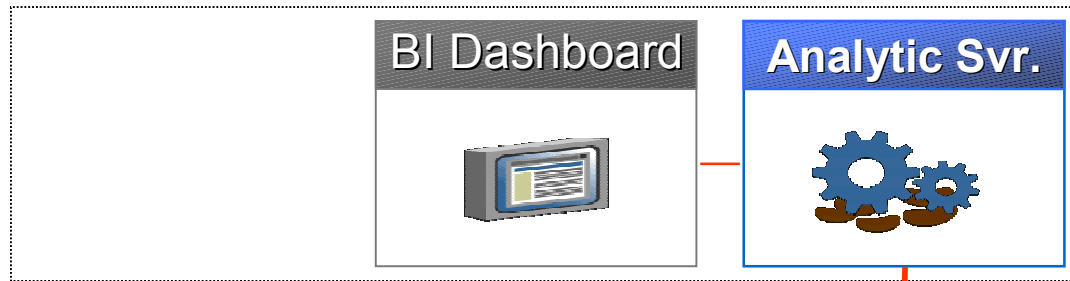


Visualize

Pervasive Business Insight – Embedded in Transaction Apps

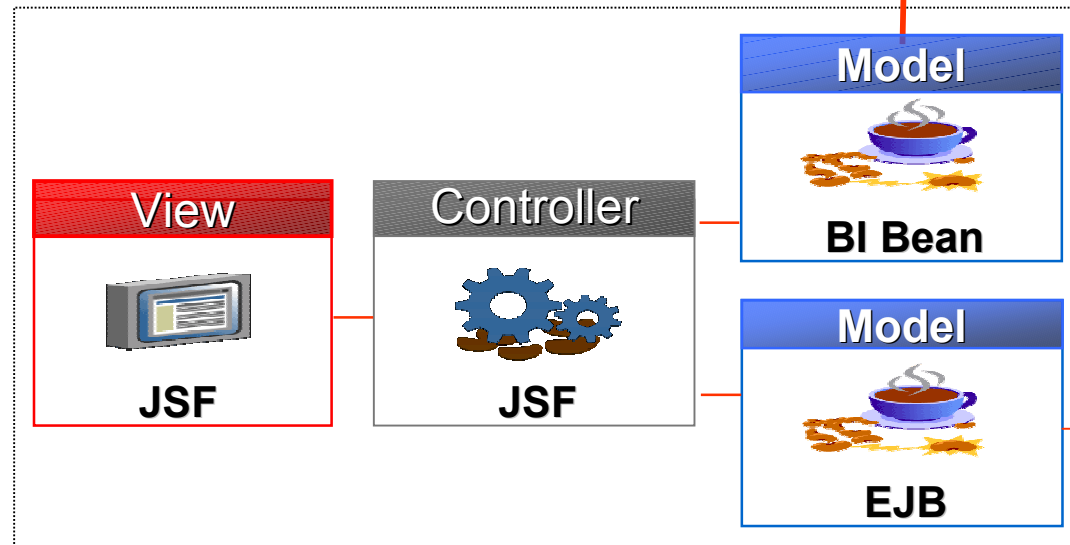


Analytic Application



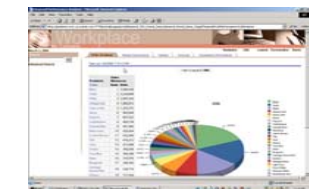
Standalone Analytics

CONTEXT



Embedded Analytics

Transactional Read/Write

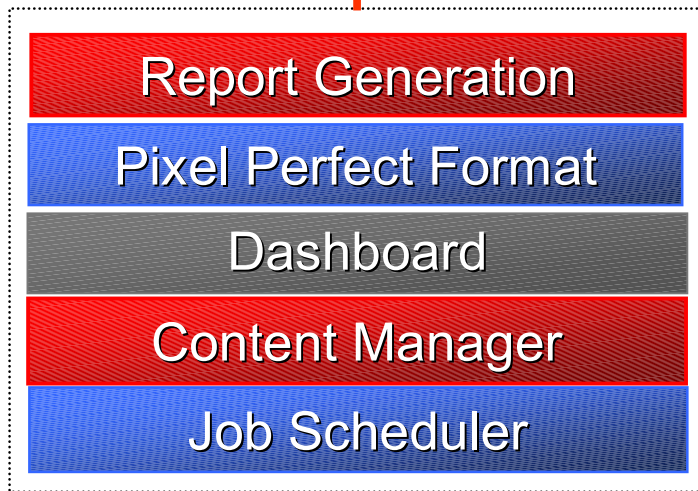


Transactional Application

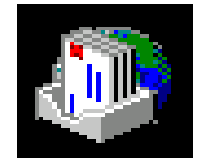
Publish

Format & Print Reports – Without Report Center

Business User



- HTML
- Excel
- PDF
- RTF
- XML
- Word
- PPT
- EDI
- EFT



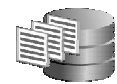
e-Mail



Printer



Fax



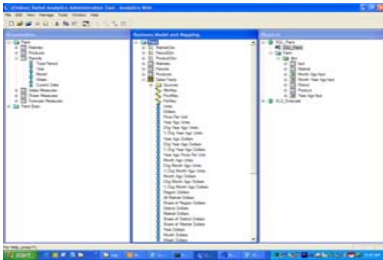
File Server



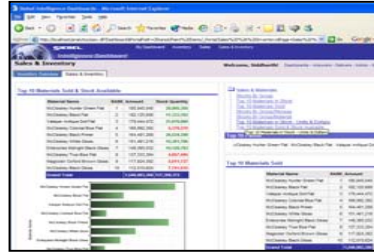
Browser

Collaborate

Share Business Insight – Within Company & Partners



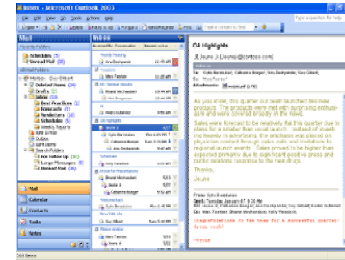
Business Analyst



Business User Dashboard



Portal Communities Discussion Forums



E-Mail Messaging

Group Personalization & Filters

Saved Group Content

Saved Personal Content

Content Manager

Source Code Mgmt

Monitor

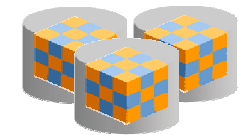
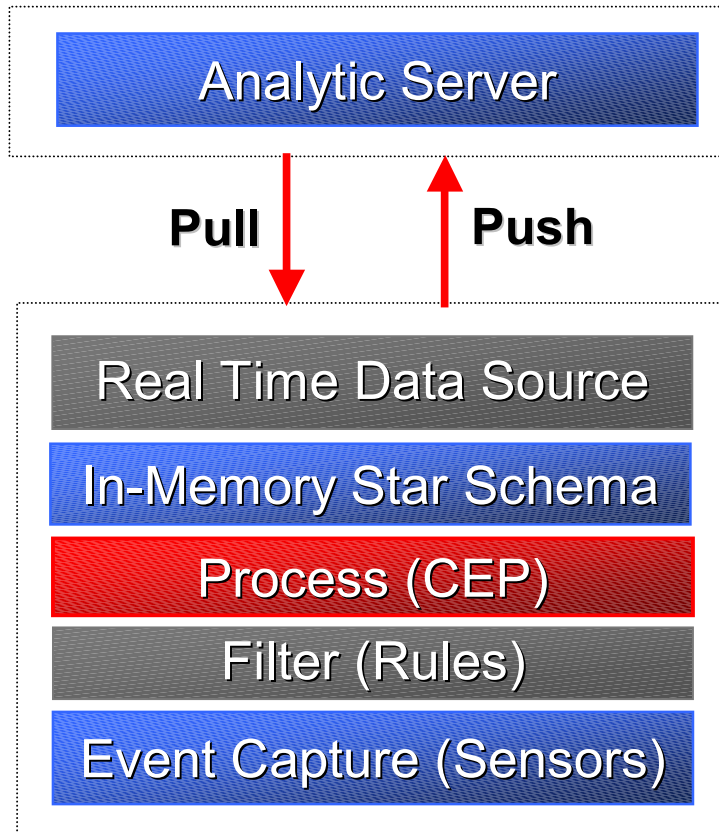
Monitor Real Time Business Events



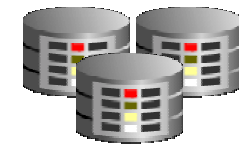
Analytic Dashboard



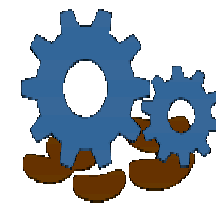
Bus. Activity Monitoring



OLTP Systems



SAP, Oracle PSFT, Siebel



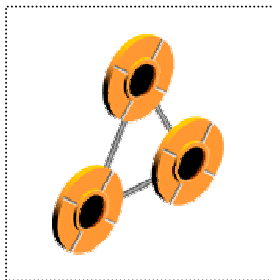
Business Processes

Compare

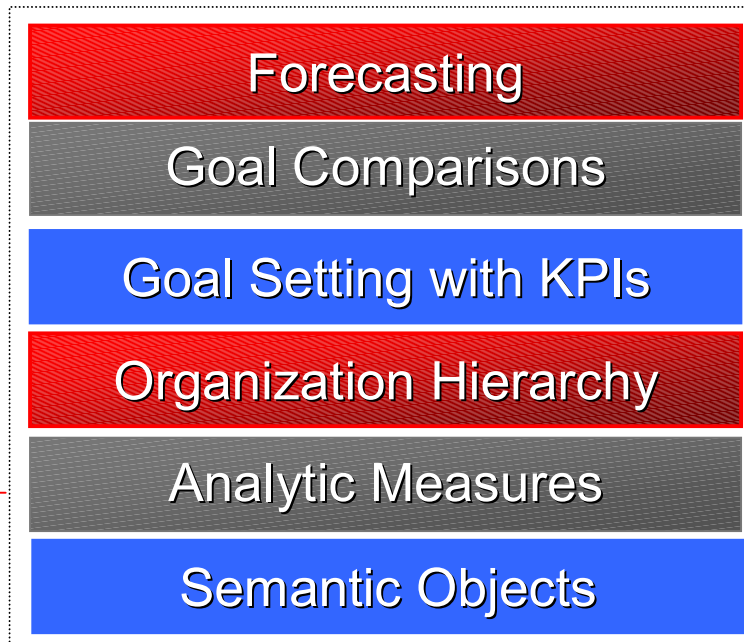
Compare to Corporate Performance Objectives



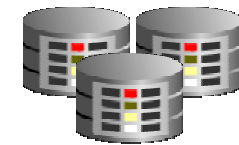
Balanced Scorecard



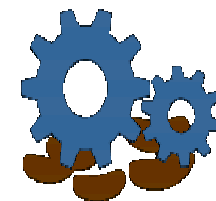
LDAP/HRMS



OLTP Systems



SAP, Oracle PSFT, Siebel



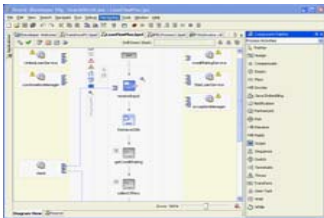
Business Processes

Predict

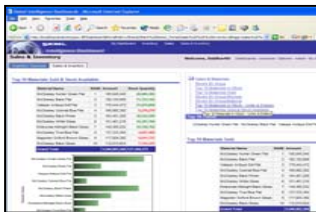
“Intelligent Fabric” - Real Time Decisions & Predictive Analytics



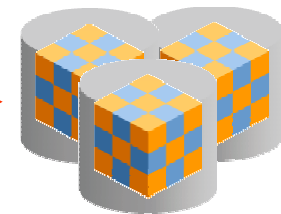
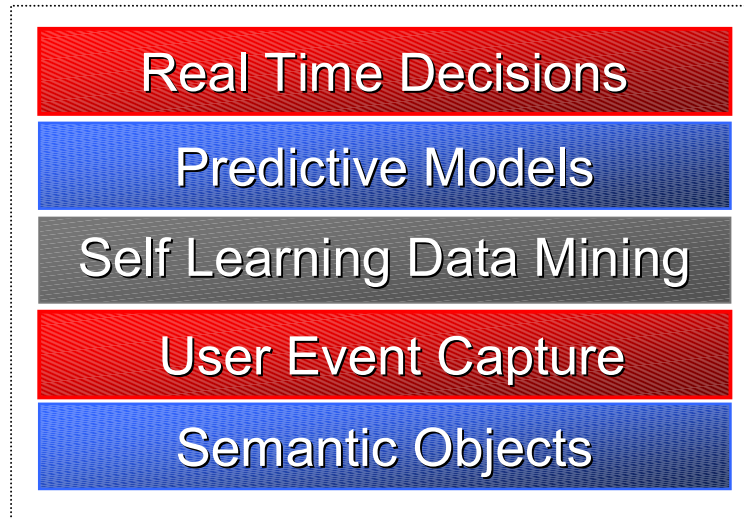
ERP, CRM Apps



Bus. Process



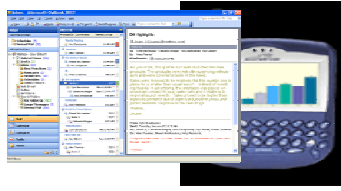
Self-Service Apps



Data Mining

Sense

Auto Detect Relevance – Intelligence finds the User



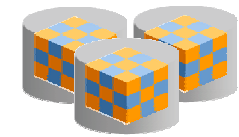
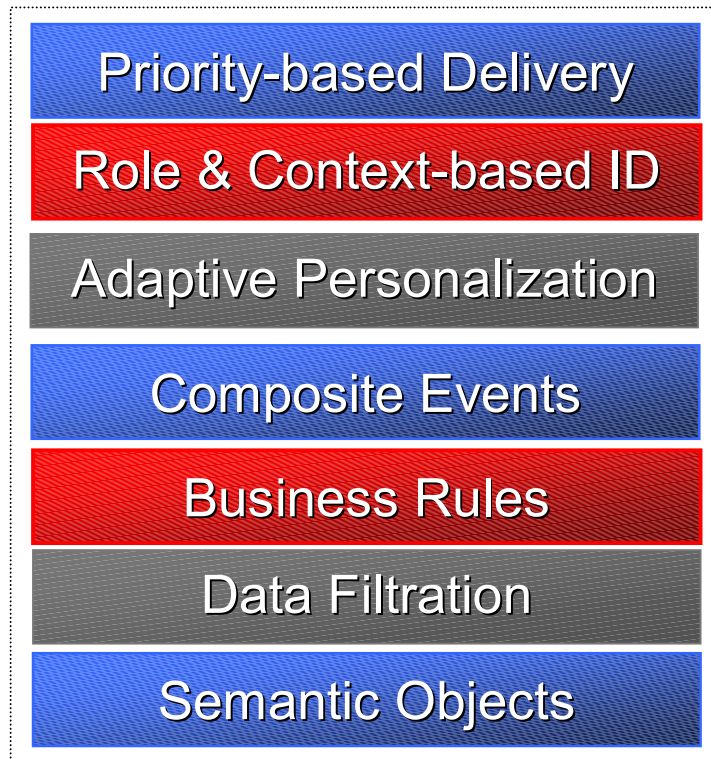
**e-Mail
(POP/IMAP)**



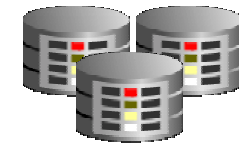
Pager



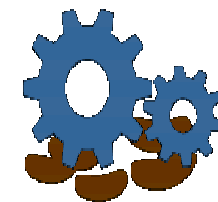
SMS/Voice



OLTP Systems



**SAP, Oracle
PSFT, Siebel**

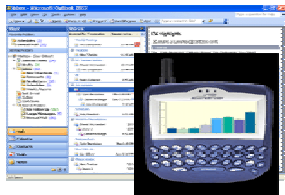


**Business
Processes**

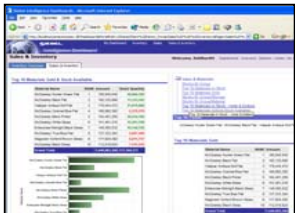
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Respond

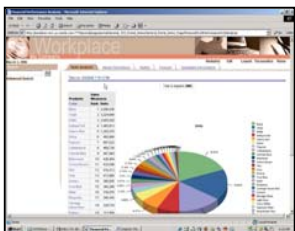
Insight Driven Analytic Process Flows



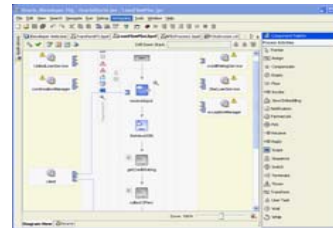
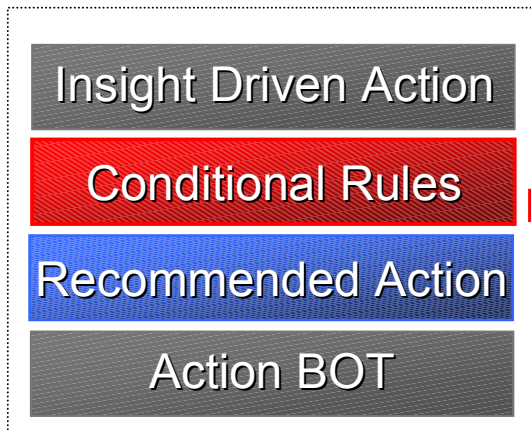
Actionable E-Mail, Page



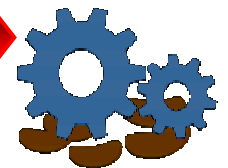
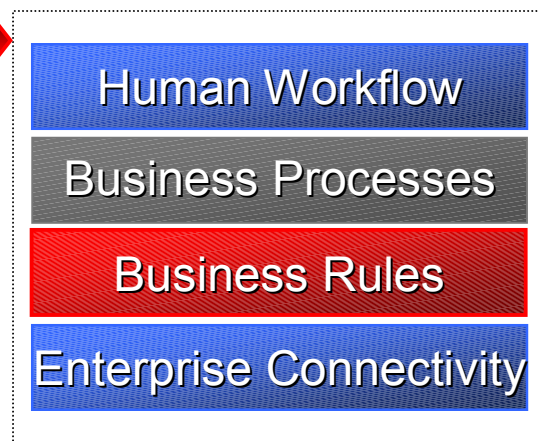
On-Page Alerts & Actions



Embedded Actions



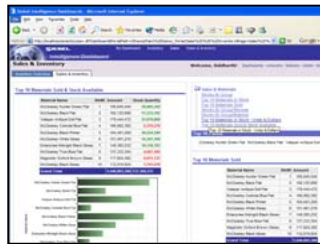
BPEL PM



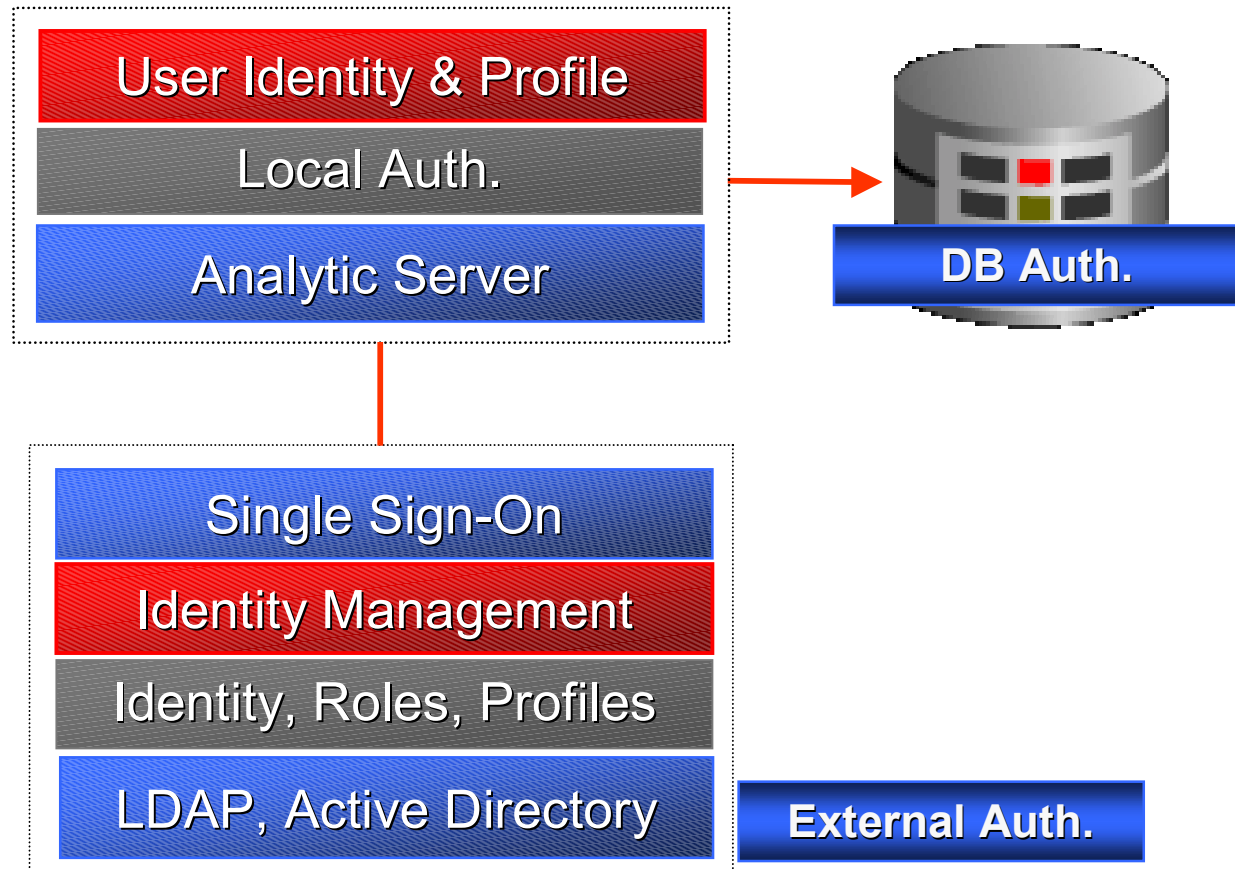
SAP, Oracle
PSFT, Siebel

Secure

Flexible Security – With Audit & Compliance

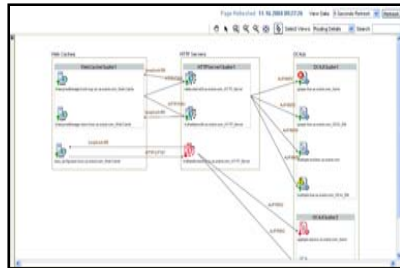


Dashboard



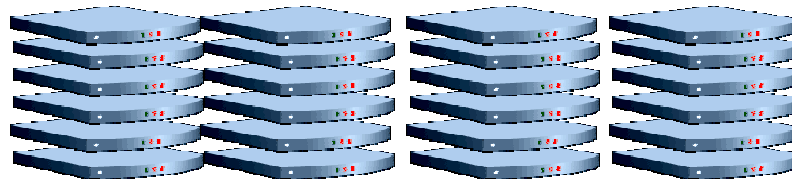
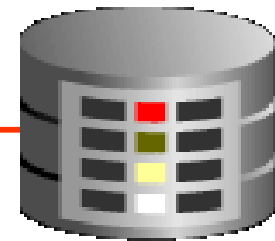
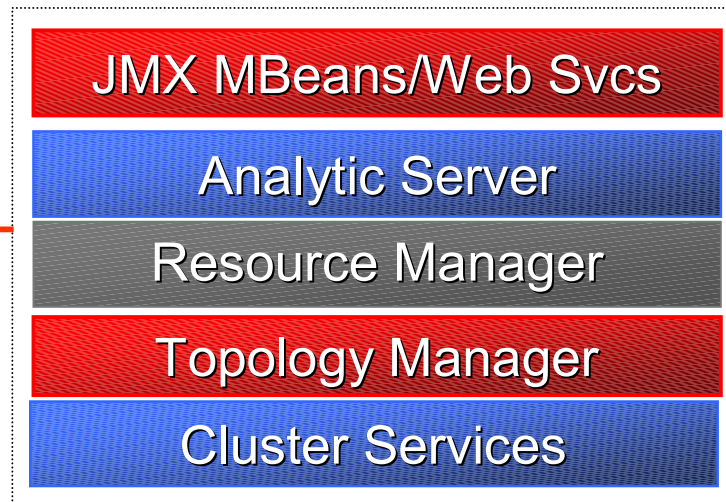
Manage

Deploy on Enterprise Grids



Management

- Repository
- Query Result Cache
- Caches - Plans, Drilldown
- Localization
- Temp space
- Security
- Usage Tracking
- Query Logging
- Clustering
- #Threads, #Sessions
- Auto restart
- Queue Size



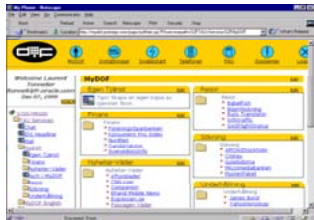
GRID

ORACLE

Hot Pluggable

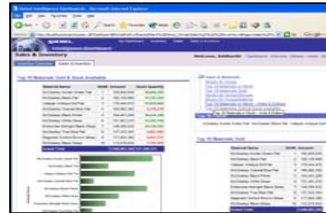
Open, Integrate with Existing Investments

Portals



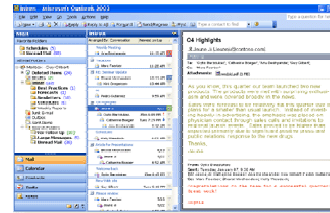
Any JSR 168
Portal

Analytic Tools



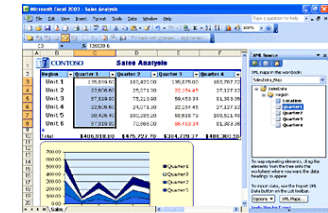
BOBJ, COGN
MSTR

Reporting



Actuate, Oracle
Apache FOS

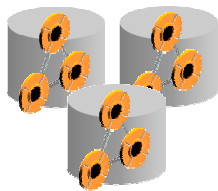
Desktop Tools



Excel, Outlook,
Lotus Notes

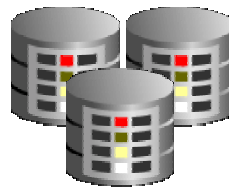
Analytic Server

Security



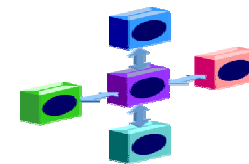
Oracle
MSFT AD
iPlanet
Novell
Others ..

Data Access



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

ETL

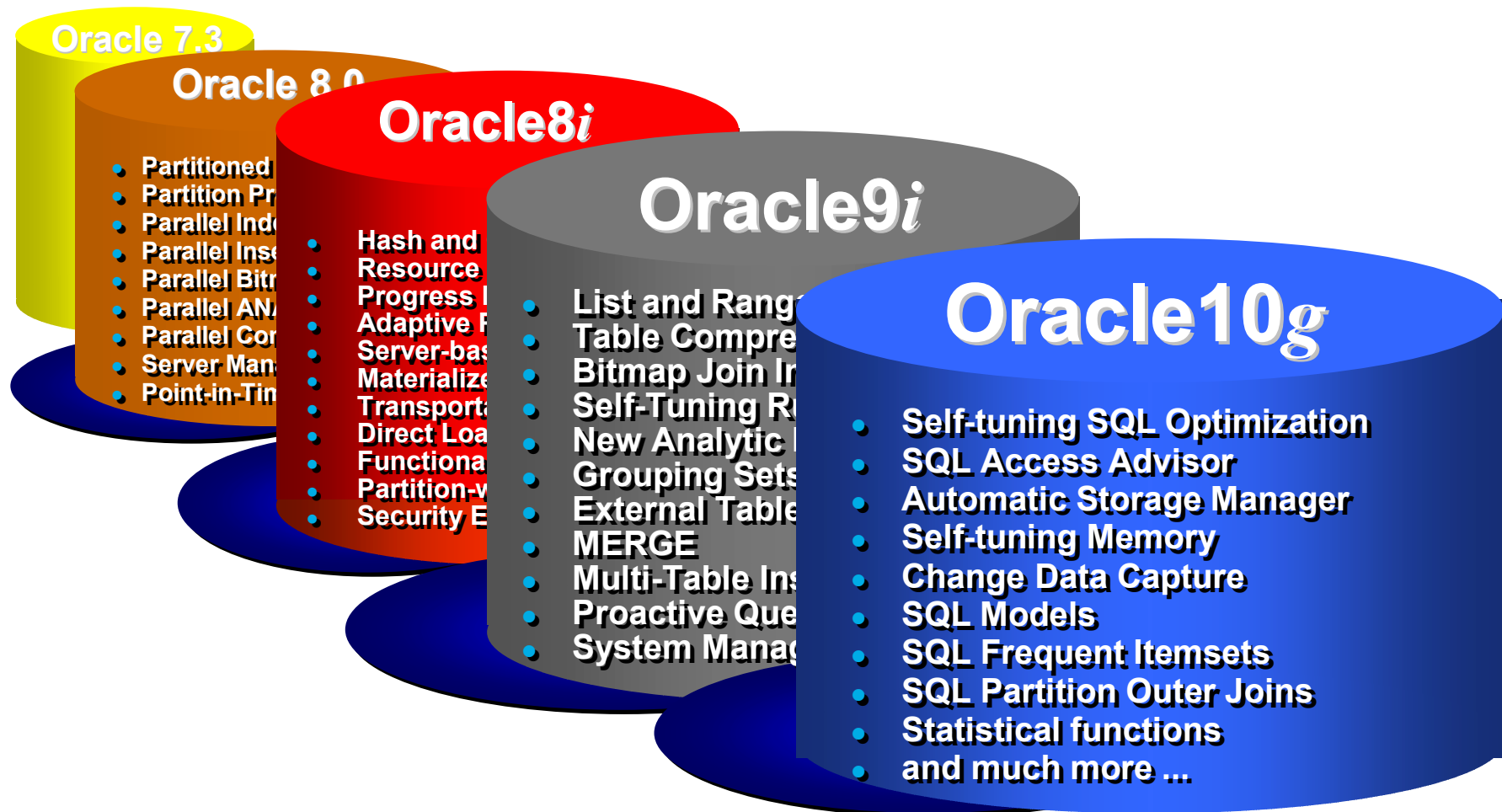


Oracle
Informatica
Ascential
Sunopsis
Others ..



Yet Best for Oracle DBMS

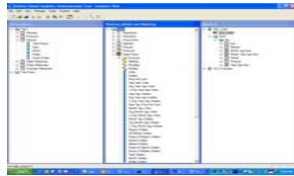
Uniquely Exploits Oracle DBMS Analytics



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Enterprise Bus. Intelligence Suite

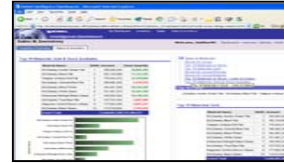
Open, Extensible, Best-of-Breed, Integrated



Data Integration



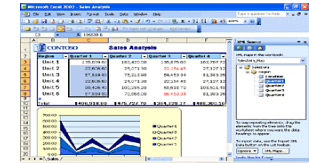
Query & Analysis



Dashboards



Reporting



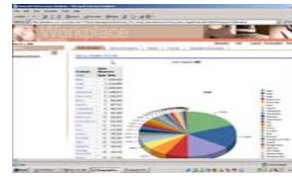
Collaboration



Activity Monitoring



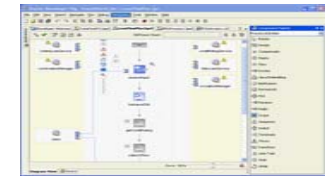
Balanced Scorecard



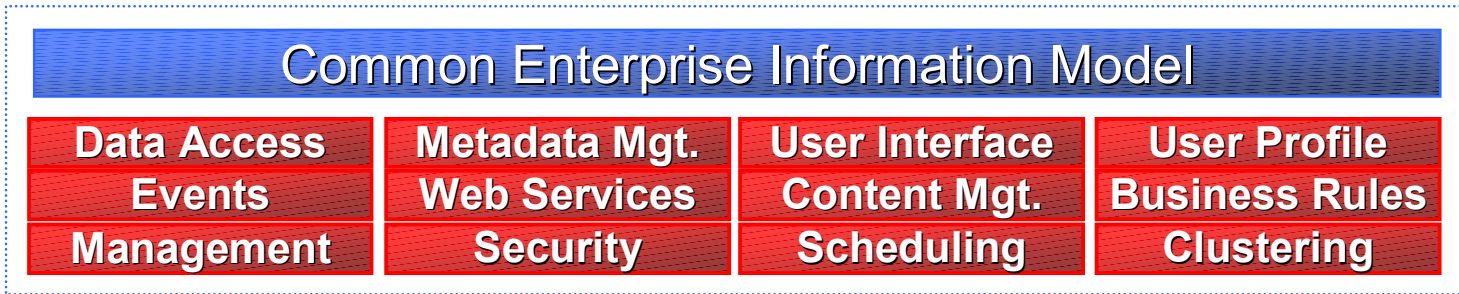
Real Time & Predictive



Guided Analytics

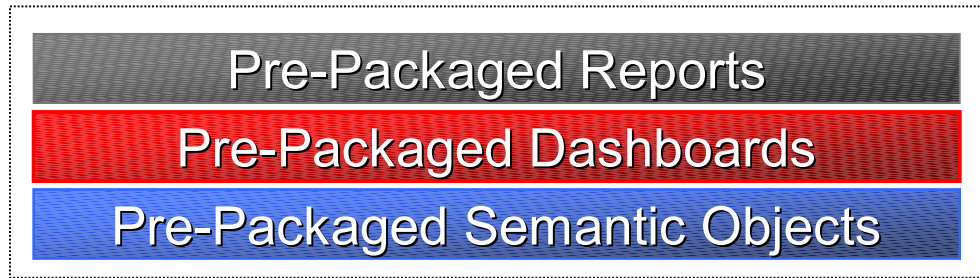


Intelligent Workflow

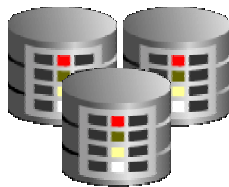


Pre-Packaged Applications

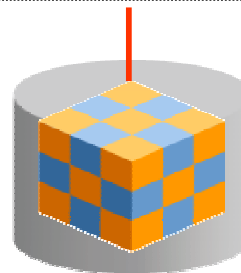
Applications exploit Technology Capabilities



E-Bus Suite
PeopleSoft
Siebel
SAP



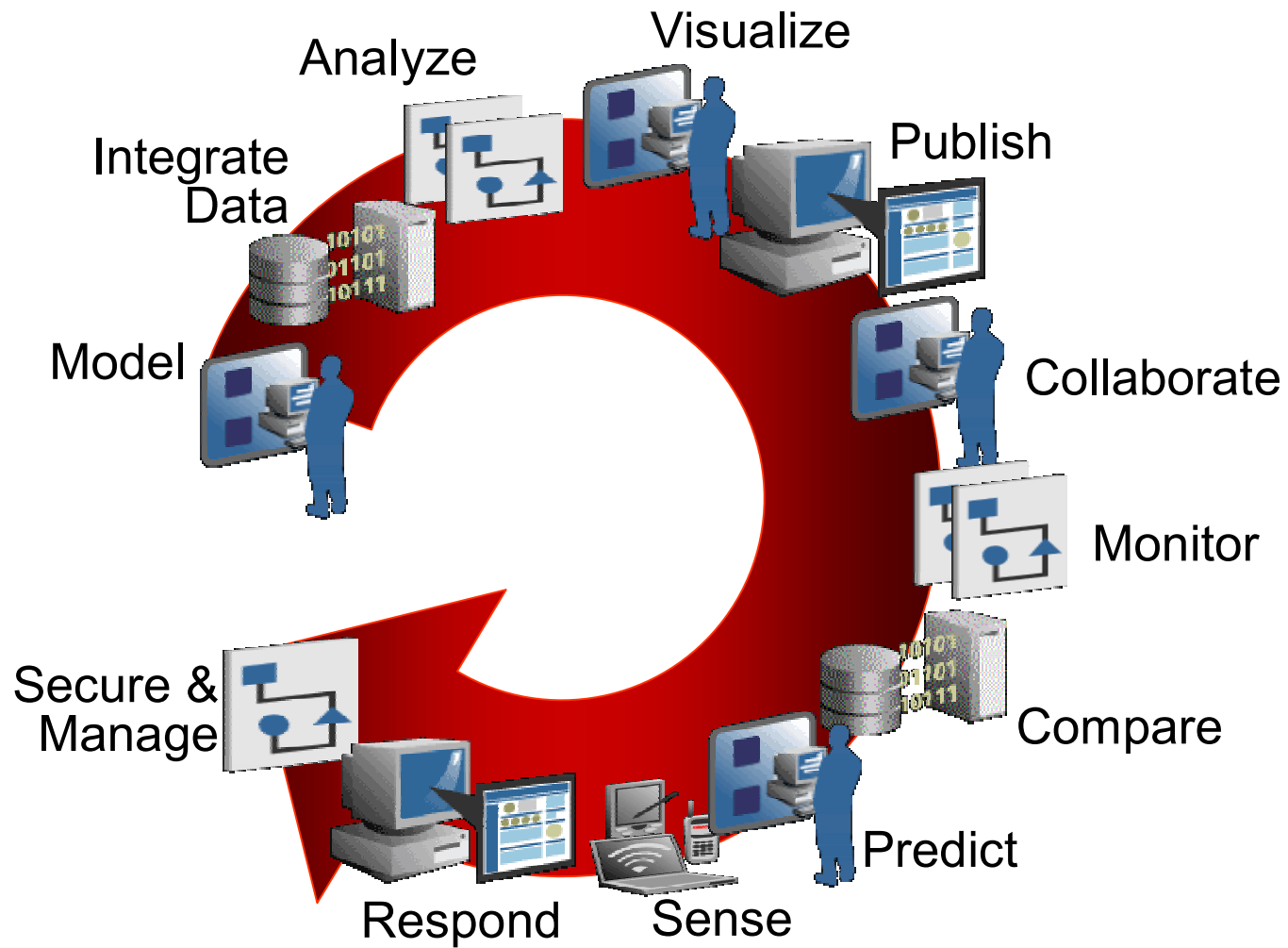
→
Packaged
ETL Maps



Custom Schema
In-Place Schema
Warehouse Schema

Product Requirements

Broad Spectrum



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Product Strategy

Competitive Comparison – Product Breadth

AREA	ORACLE	BOBJ	COGN	HYPR	MSTR	MSFT
Query & Analysis	Oracle					
Enterprise Reporting	Oracle					
Dashboards	Oracle					
Office/Excel Integration	Oracle					
Data Integration/ETL	Oracle					
Unified Metadata for BI Tools	Oracle					
Enterprise Portal	Oracle					
Service Oriented Architecture (SOA)	Oracle					
Programmatic Environment	Oracle					
Offline Mobile Analytics	Oracle					
Out-of-Box Workflow Integration	Oracle					
Activity Monitoring (BAM)	Oracle					
Integrated Data Mining	Oracle					
Guided Analytics	Oracle					
Embedded Analytics	Oracle					
Real-Time Predictive Decisioning	Oracle					
Enterprise Semantic Model	Oracle					
Prebuilt Analytic Apps & CPM	Oracle					

Product Strategy

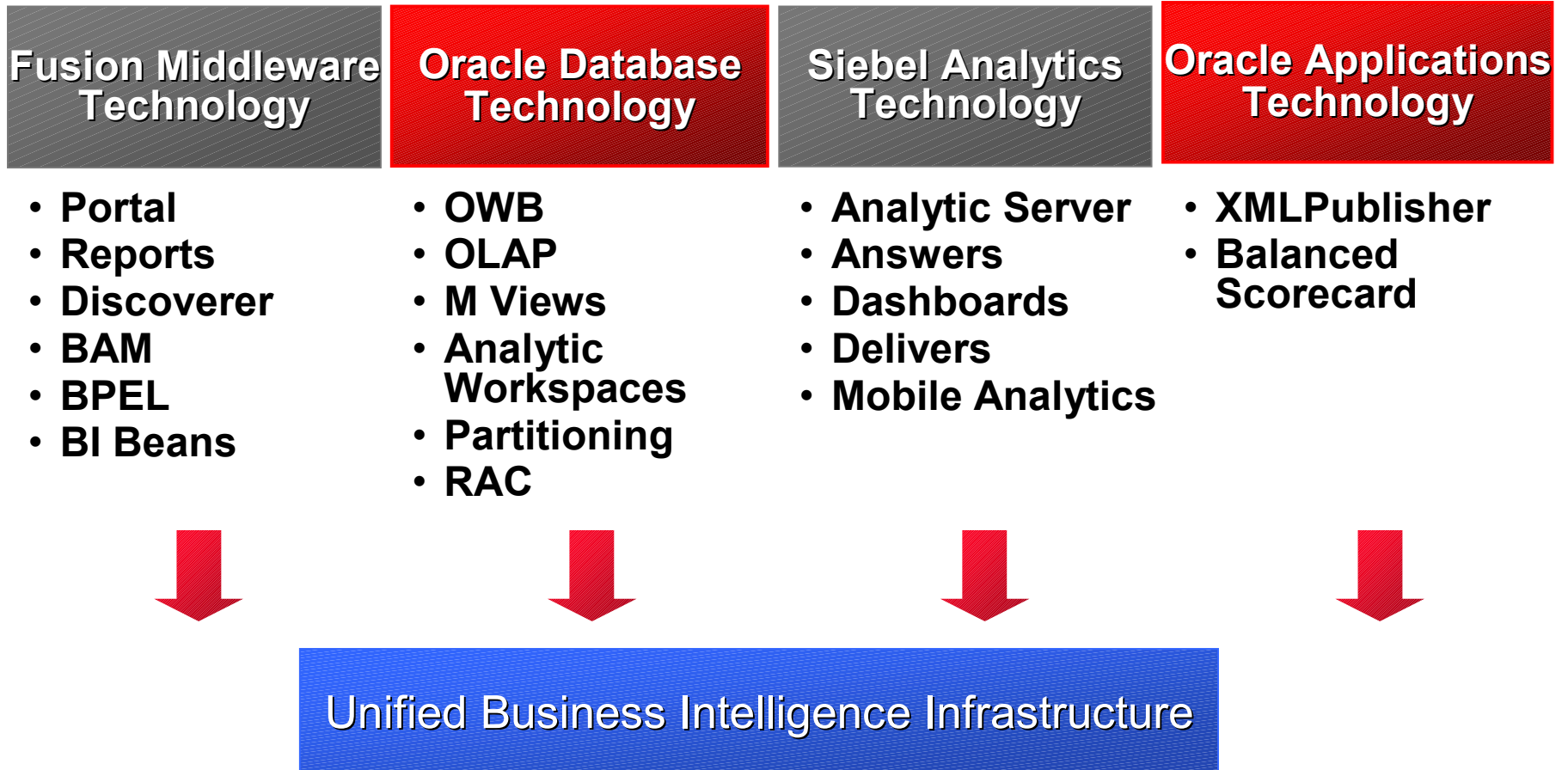
Key Differentiators

- **Enterprise Semantic Model**
 - Model Centric vs. Report Centric Analytics
- **Pervasive Business Insight**
 - Empower Business Users with Embedded Insight
- **Real Time Predictive Insight**
 - Activity Monitoring and Predictive Analytics
- **Insight Driven Actions**
 - Contextual Visualization with Guided Decisions
- **Business Process Optimization**
 - Sense & Respond with Intelligent Business Processes
- **Fastest Time to Value**
 - Pre-Packaged Analytic Applications

Product Roadmap

Enterprise Bus. Intelligence Suite

Integrating & Unifying Technology



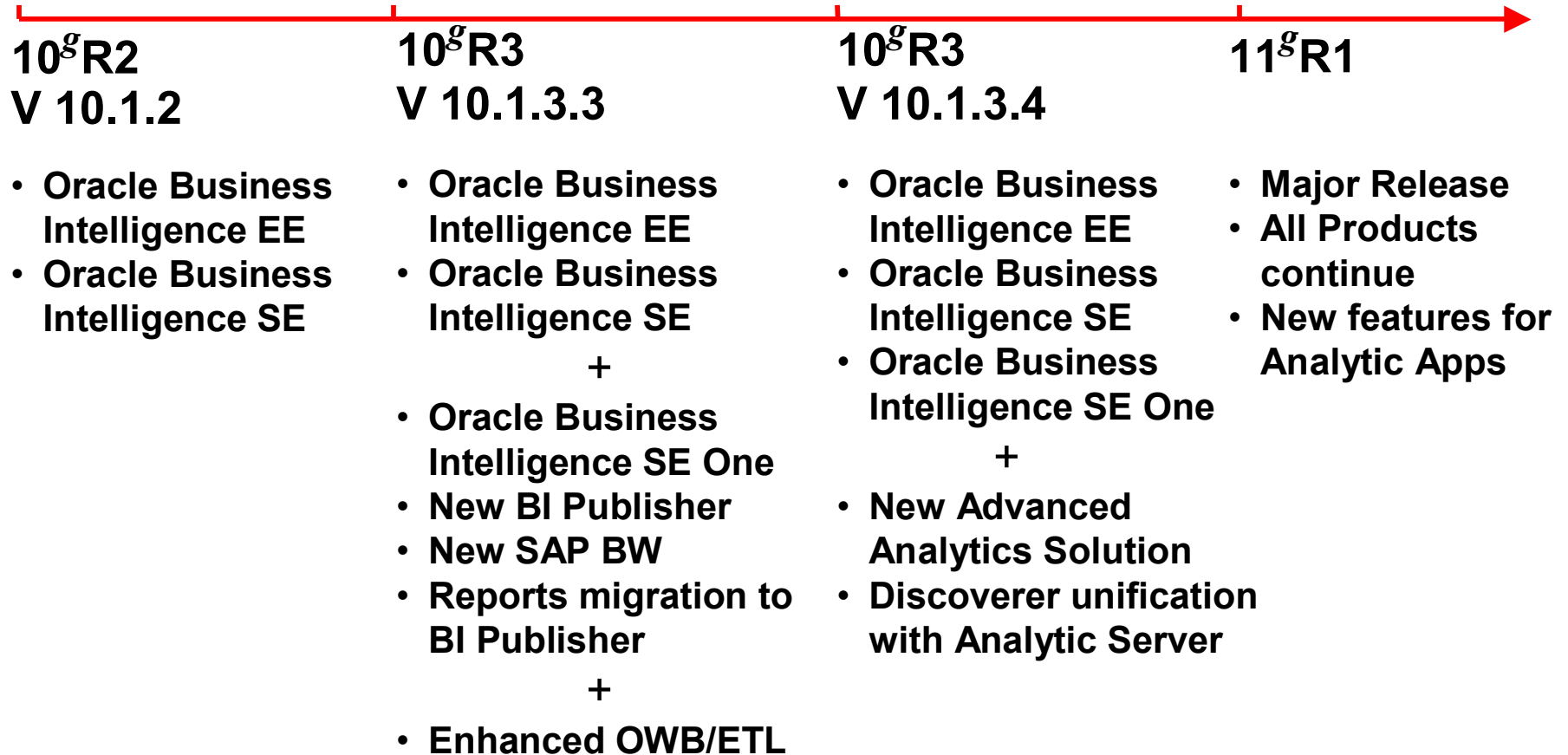
Product Packaging

Products Available Today

Oracle Business Intelligence SE-1	Oracle Business Intelligence SE	Oracle Business Intelligence EE
<ul style="list-style-type: none">• SE1 Database• ETL• Analytic Server• Query & Analysis• Dashboards• Server Administration• Targeted to SME Customers	<ul style="list-style-type: none">• Discoverer• Discoverer OLAP• Discoverer Plus• Discoverer Viewer• Reports• BI Beans• MSFT Office Add-In	<ul style="list-style-type: none">• Analytic Server• Query & Analysis• Dashboards• Reporting & Publishing• Sense & Respond• Offline Analytics• MSFT Office Add-In• Server Administration

Product Roadmap

Phased Product Roadmap



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"This information is not a commitment to deliver any material, code or functionality. The development, release, and timing of any features or functionality described remains at the sole discretion of Oracle"

Product Roadmap

Phased Product Roadmap – 10^gR3V10.1.3.3

- **Business Intelligence Products**
 - BI Publisher – Enterprise Reporting
 - SAP BI/DW – Packaged Analytics for SAP
 - Warehouse Builder - ETL
 - MSFT Word Add-In for BI Beans, Discoverer
 - Integrated Analytics for SME Offering
- **Enhanced Business Intelligence EE**
 - Aggregate Persistence
 - HyperCube Infrastructure
 - “Legless” View Deployment
 - Metadata Dictionary – Model Lookup from Dashboard
 - GUI - Filtered Metrics; Drag & Drop Compound Layouts
 - Localization - Time Display & Date Formatting
 - Collaboration - Multi-User Enhancements

Product Roadmap

Phased Product Roadmap – 10^gR3 V 10.1.3.3

- **Enhanced Bus. Intelligence Dashboards**
 - Web Variables Infrastructure & GUI
 - Unified Prompting Infrastructure & GUI
 - Drill & Contextual Navigation Enhancements
 - Dashboard Proxy for “Impersonation”
- **Enhanced Business Intelligence Runtime**
 - Oracle Portal Integration via JSR-168
 - Oracle Identity Management - SSO, LDAP Integration
 - SSL Secure Communication & Authentication
 - Cluster Aware Cache Seeding & Diagnosability
 - Multi-pass Optimizations – Break Filter, Nulls, Cache Hit
- **Intelligent Workflow Functionality**
 - Create & Send iBot to Excel, to NFS, to BPEL Process Mgr.

Product Roadmap

Phased Product Roadmap – 10^gR3V10.1.3.4 & 11^gR1

- **Business Intelligence 10^gR3 V 10.1.3.4**
 - Enhanced BI Publisher for Enterprise Reporting
 - Advanced Analytics Solution
 - Custom Members, Aggregated, Dimensions
 - Integrates Discoverer with Analytic Server
 - Discoverer OLAP & Relational Migration
- **Business Intelligence 11^gR1**
 - Balanced Scorecard Solution
 - Advanced Visualization Solution
 - Advances in Analytics & Dashboards
 - Business Activity Monitoring Integration
 - MSFT Office 12 & Oracle Workplace Integration
 - Enterprise Manager Integration
 - New Discoverer, Reports – No Forced Migration

Customer Success

Business Intelligence Customers

Terabyte Data Warehouse – Select References

Retailing	Communications	Financial Svcs	Consumer Goods Transportation	Manufacturing
				
				
				
				
				
				

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Business Intelligence Customers

Business Analytic Tools – Select References

Communications



Automotive



Finance / Banking



Consumer Goods



High Tech



Media / Energy



Aero / Industrial



Insurance / Health



Life Sciences



Other



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Summary

Product Strategy

Overview

- **Integrated Business Intelligence Tools**
 - Best-of-Breed, Next Generation Business Intelligence Infrastructure
- **Integrated Business Intelligence Database**
 - Business Intelligence Functions Integrated in Database
- **Integrated Analytic Applications**
 - Enterprise Wide, Industry Specific Analytic and Corporate Performance Applications

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Oracle Business Intelligence

Analytic Applications Strategy

Steven Miranda
Senior Vice President
Oracle Applications
Oracle Corporation

Product Strategy

- Integrated Business Intelligence Database
 - Analytic Functions Integrated in Database
- Integrated Business Intelligence Tools
 - Best of Breed, Next Generation
- Integrated Analytic Applications
 - Enterprise Wide, Industry Specific Analytic and Corporate Performance Applications

Oracle Analytic Applications

Product Strategy

Agenda

Analytic Applications Strategy

- **Market Requirements**
- Blueprint for Greater Business Insight
- Product Roadmap

Process: Oracle's Approach

Talk, Listen, and Work
with Customers and Partners

Fusion Strategy Council

CIO Advisory Board

Customer Surveys

Customer Care Services

User Groups

CABs

Oracle Partner Network

Executive Sponsors

Actionable Information

Ability to rapidly adapt

Lower risk, cost, and complexity



Customers Are Asking...

Why can't I get the information I need today?

- 1 Difficult to promote strategy and drive actions for enterprise alignment
- 2 BI is difficult to use and is reserved for a few Analysts or Senior Executives
- 3 Don't have in-context and timely information to make critical decisions

Fusion Applications – Key Priorities

- Greater Business Insight
 - Deliver *information* driven applications that proactively guides users to make the most informed decisions
- Adaptive Business Processes
 - Enable component isolation for extension and/or substitution, ease of integration, and process orchestration
- Superior Ownership Experience
 - Lowest cost, least risk, best experience
- Best of the Best
 - Leverage the best features and functionality from EBS, PeopleSoft, JDE and Siebel

Delivering *Greater Business Insight*

1

Corporate Performance Management

- Define objectives & strategy, planning and budgeting, consolidation and profitability

2

Interactive Dashboards

- Manage and monitor business execution across processes, roles and organizations

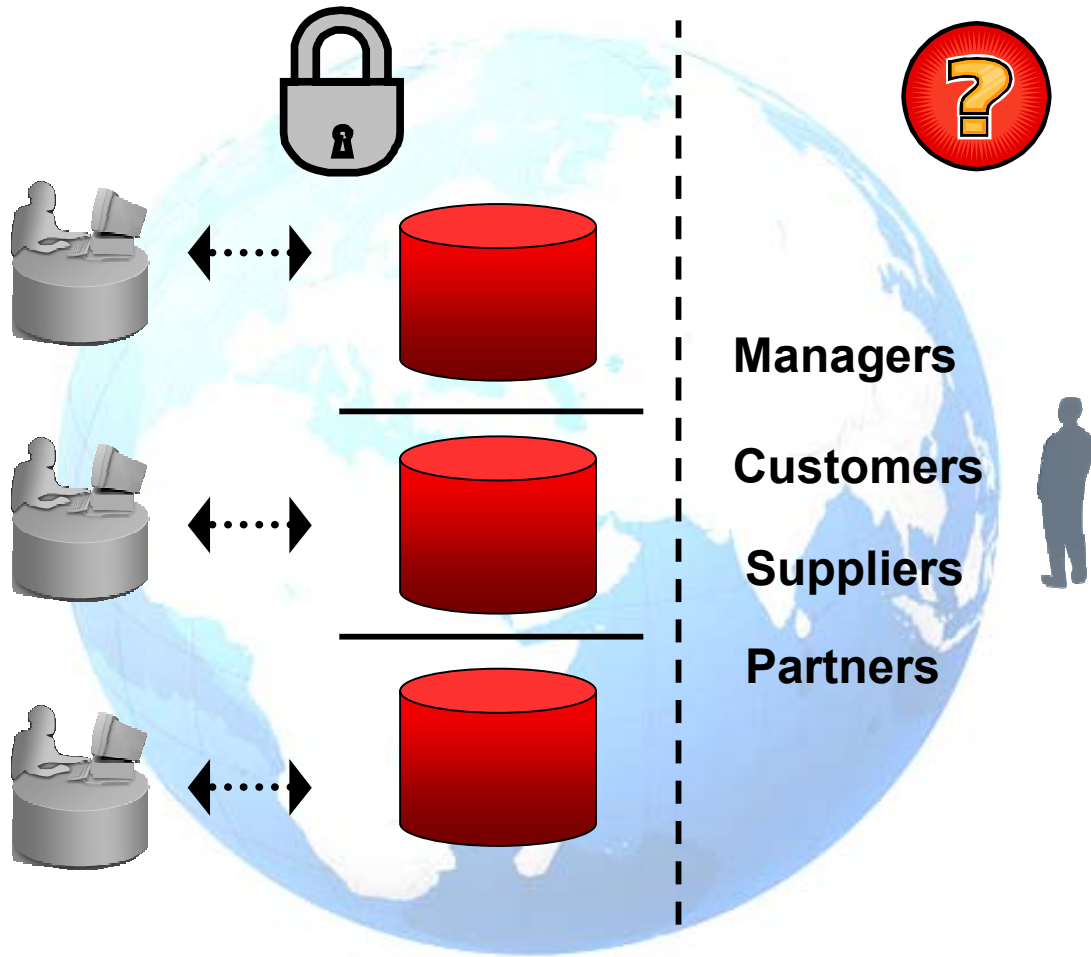
3

Embedded Analytics

- Intelligent navigation and in-context information within transactional systems to promote action

Initial Focus of Applications:

Process Automation

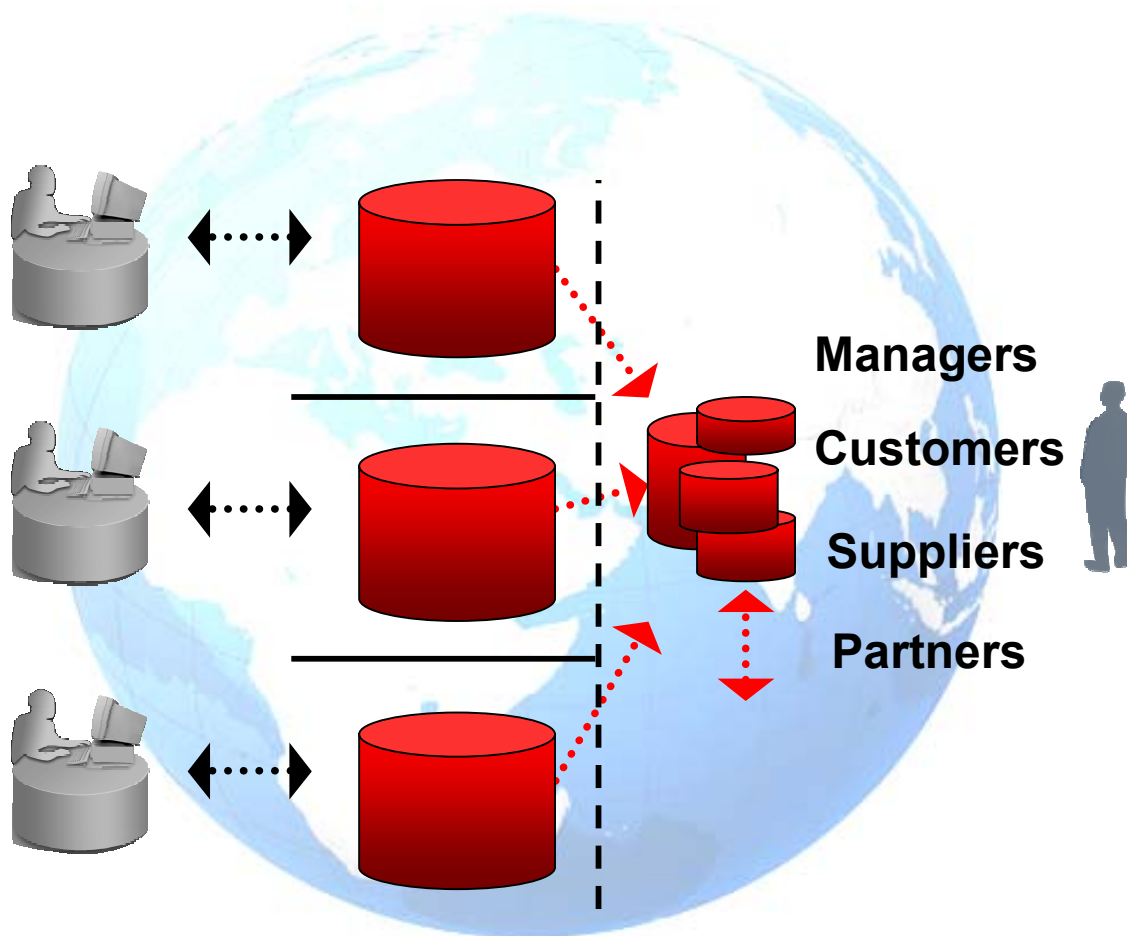


Challenges

- Not designed to provide information
- Resulting in manual processes to aggregate data, track KPIs, identify exceptions and generate reports

Information was an After-thought

Fragmented Use of BI

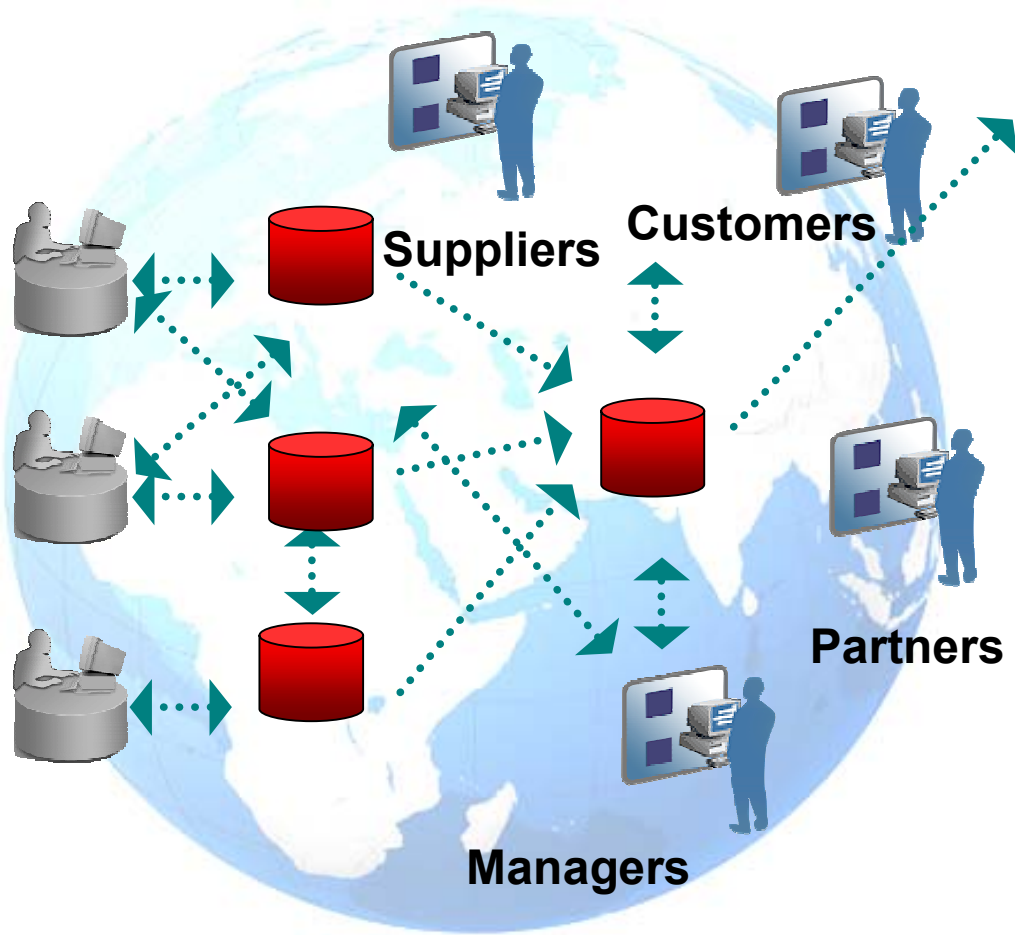


Challenges

- Multiple BI apps
- Incomplete & inconsistent information
- Difficult to use and initiate action
- Expensive to build and maintain

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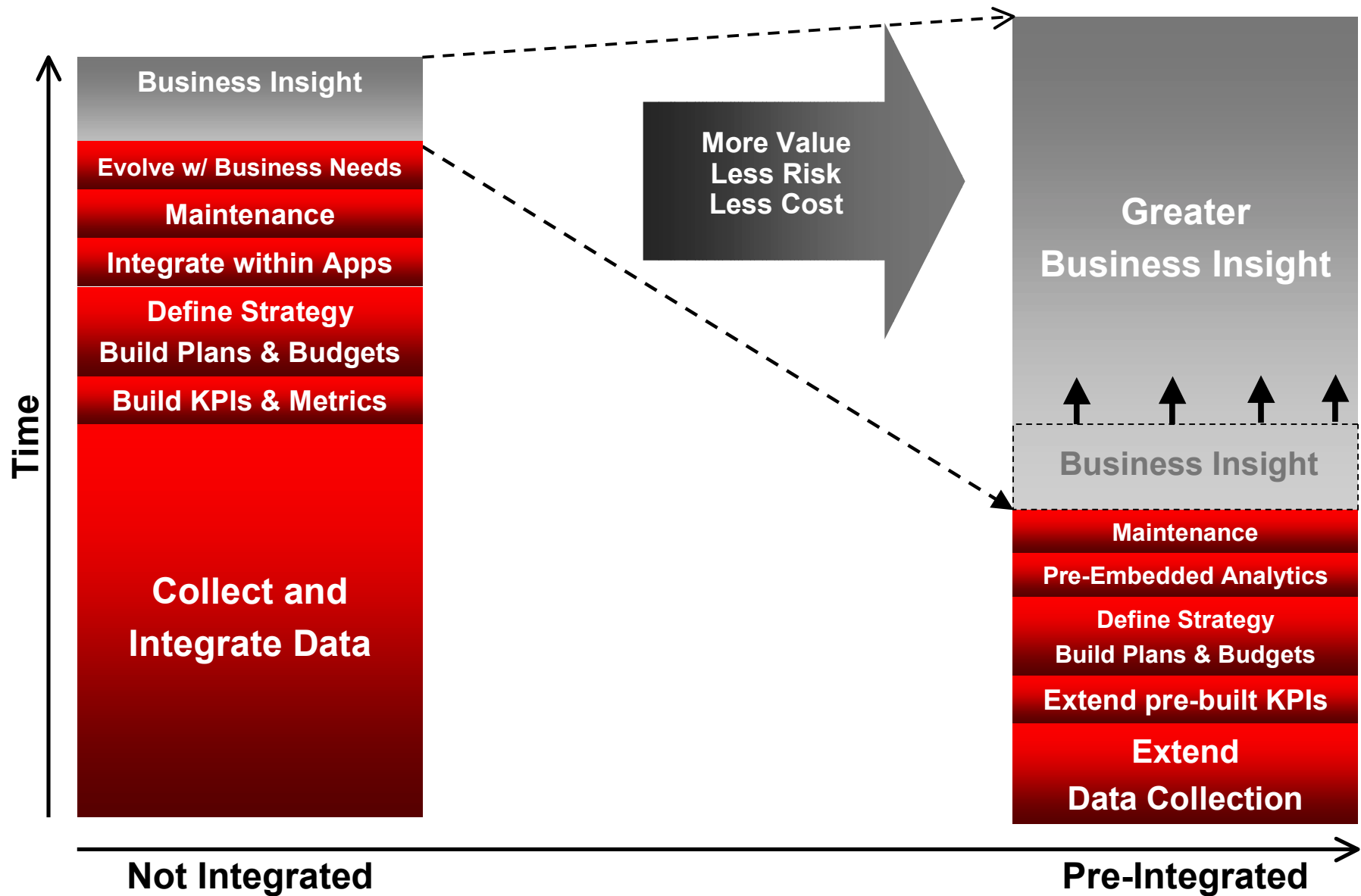
Next Generation: Information-Driven Applications



Tight Coupling of Analytics with Process Execution

- 1 Promoting enterprise alignment with better information
- 2 Driving continual process improvements
- 3 Promoting a decision oriented mindset

Value of Information Driven Applications

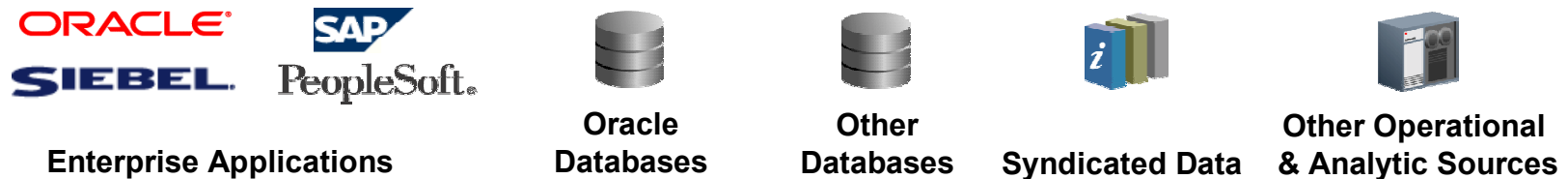
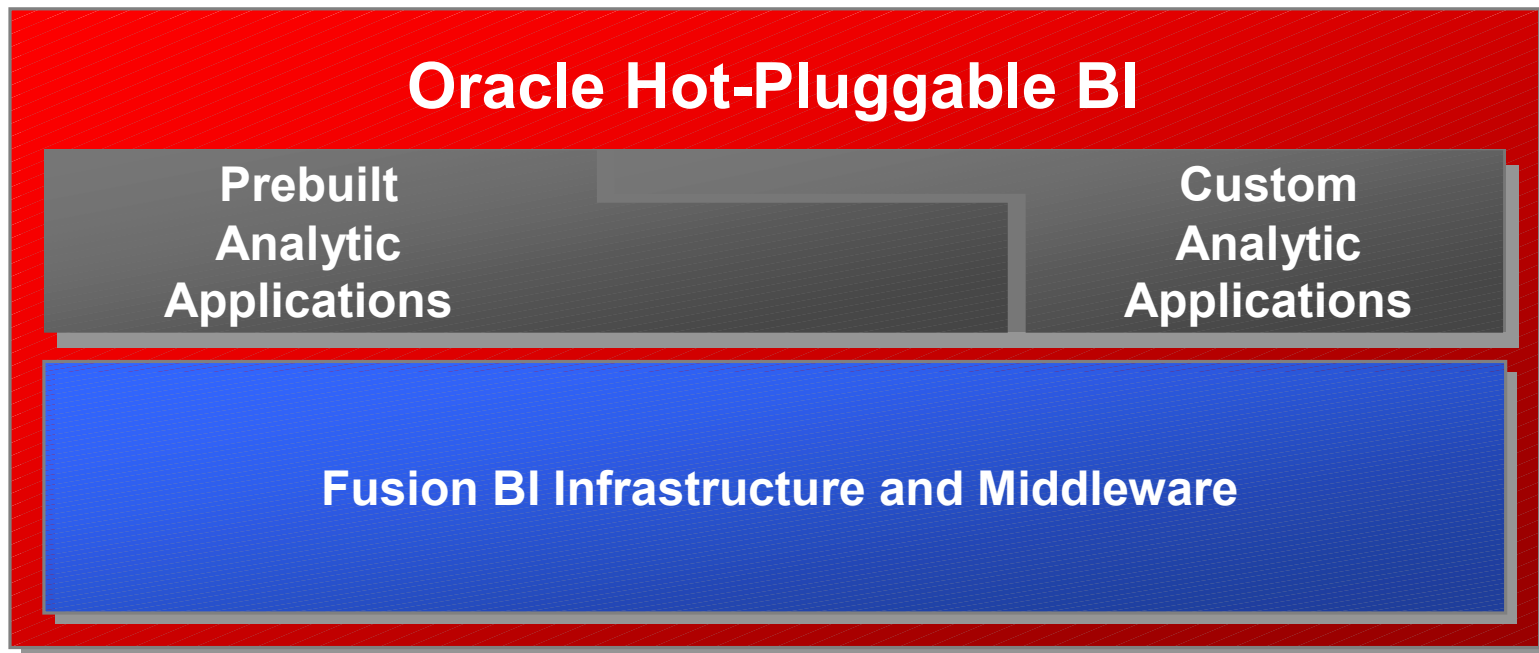


Agenda

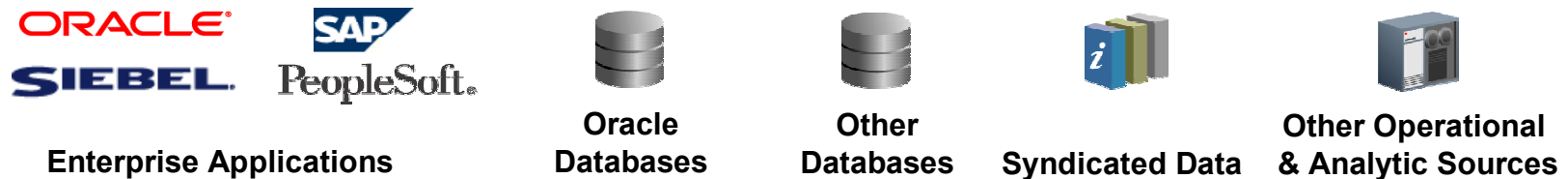
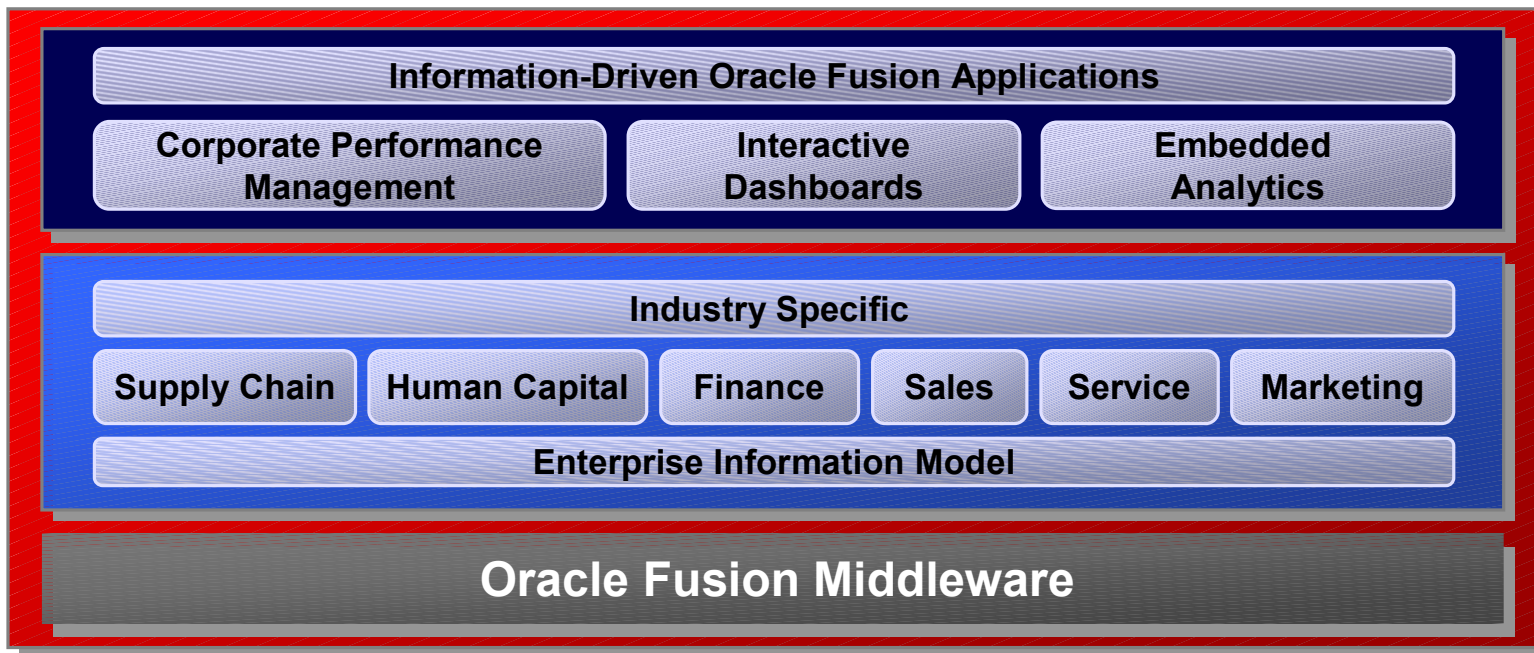
Analytic Applications Strategy

- Market Requirements
- **Blueprint for Greater Business Insight**
- Product Roadmap

Blueprint for Greater Business Insight



Blueprint for Greater Business Insight



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Information-Driven Applications

Corporate Performance Management

Interactive Dashboards

Embedded Analytics

- **Planning, Budgeting and Forecasting**
 - Workforce Planning
 - Capital Planning
 - Demand Planning
 - Public Sector Budgeting
 - Financial Services Budgeting
- **Financial Consolidation & Compliance**
 - Financial Consolidation
 - Sarbanes-Oxley Compliance
 - IFRS, Basel II
 - Project Portfolio Management
- **Profitability Management & Optimization**
 - ABM/ABC
 - Transfer Pricing
 - Customer Behavior Modeling
- **Role-Based Scorecards**
 - Financial/CFO
 - Workforce
 - Customer
 - Supplier
- **Industry Scorecards**
 - Healthcare
 - Manufacturing

Information-Driven Applications

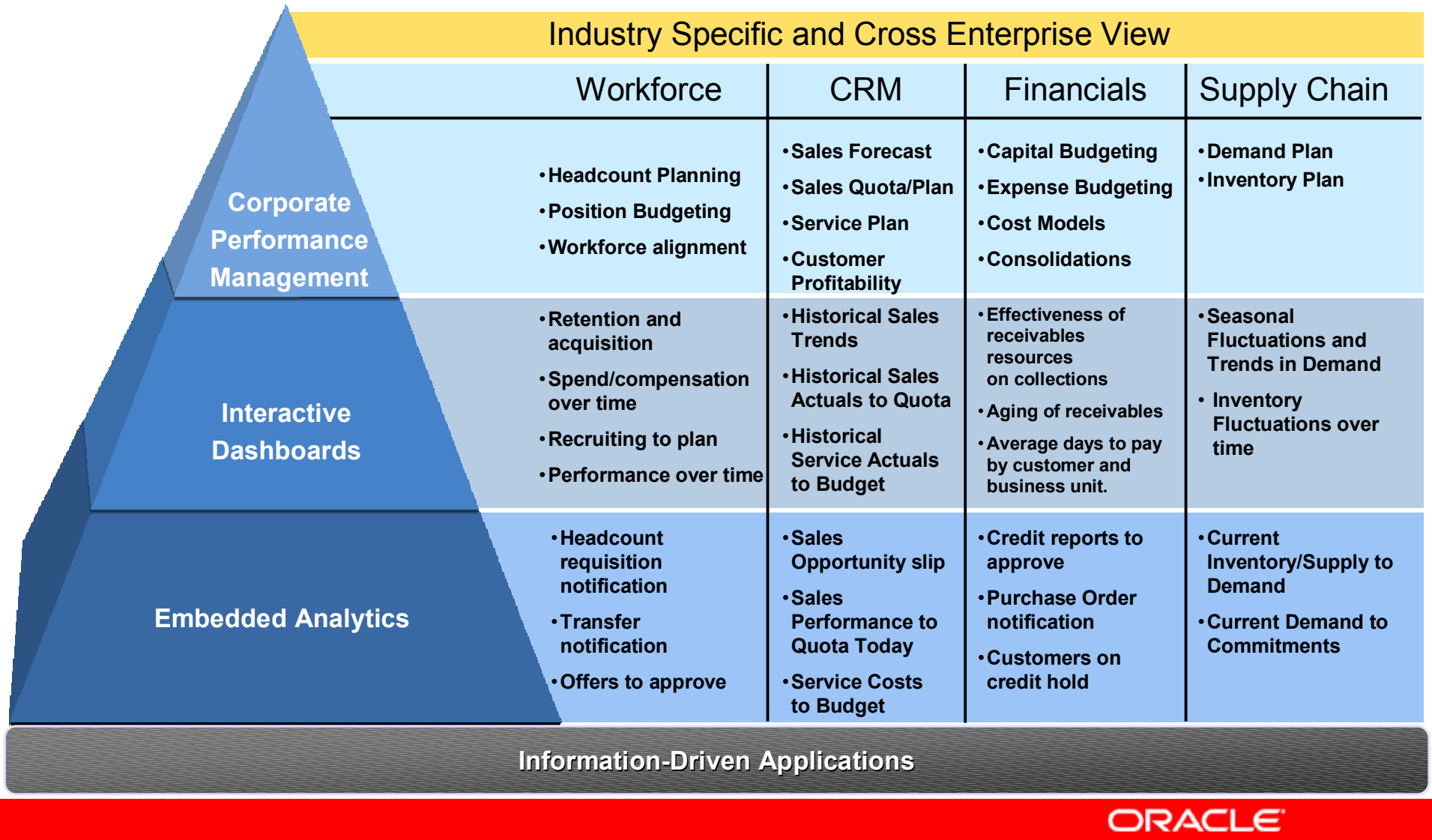
Corporate Performance Management

Interactive Dashboards

Embedded Analytics

- **Supply Chain**
 - Order Fulfillment
 - Logistics
 - Manufacturing
 - Planning
 - Costing
 - Maintenance
 - Product Lifecycle
- **Procurement**
 - Commodity Mgt
 - Supplier Mgt
 - Procurement Ops
 - Procure-to-Pay
- **Financials**
 - Compliance
 - Payables
 - Receivables
 - Expenses
 - Revenue
 - P&L
 - Cash Flow
 - Projects
- **Sales**
 - Forecast
 - Pipeline
 - Sales Revenue
 - Order Capture
 - Sales Contracts
- **Marketing**
 - Campaign
 - Telemarketing
- **Human Resources**
 - Workforce Readiness
 - Total Compensation
 - Benefits
 - Workforce Planning
 - Talent Management
 - Compliance
- **Service**
 - Call Center
 - Help Desk
 - Service Contracts
 - Field Service
 - Depot Repair

Only Oracle can Deliver on this Vision



Next Level of Performance Optimization

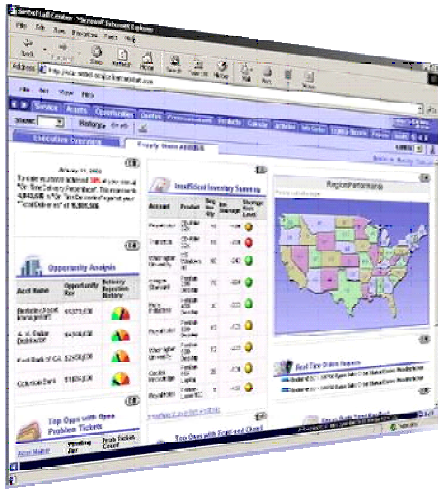


“Business intelligence (BI) is moving into the context of the business process, not just to make users’ information experience more effective, but also to allow for business process optimization.”

Software Macro-Trends: Reshaping Enterprise Software - Sep 2005

Example

End-to-End Insight for Financial Services Industry



A banker asks . . .

- What products are most profitable to sell to whom?
- How to better hit our targets?
- How to improve wallet share?
- Where are organizational bottlenecks?
- What is our Risk Adjusted Return?

Pervasive Insight from the Back office to the Front

Profitability Analytics

- Multi Dimensional Profitability
- Activity Based Costing
- Transfer Pricing

Risk Management

- Risk Assessment/Quantification
- Regulatory Compliance

ERP Analytics

- Performance Scorecards
- Operational Cost Analysis

CRM Analytics

- Interaction History
- Customer Behavior
- Segment Migration

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Agenda

Analytic Applications Strategy

- Market Requirements
- Blueprint for Greater Business Insight
- **Product Roadmap**

Oracle Analytic Applications

Technology and Application Families

Oracle eBusiness Suite

- Planning, Budgeting and Forecasting
- Consolidation & Compliance
- Profitability Management
- Daily Business Intelligence

Peoplesoft Enterprise/JDE

- Planning, Budgeting and Forecasting
- Consolidation & Compliance
- Profitability Management
- Scorecards
- Performance Warehouse

Siebel Business Analytics

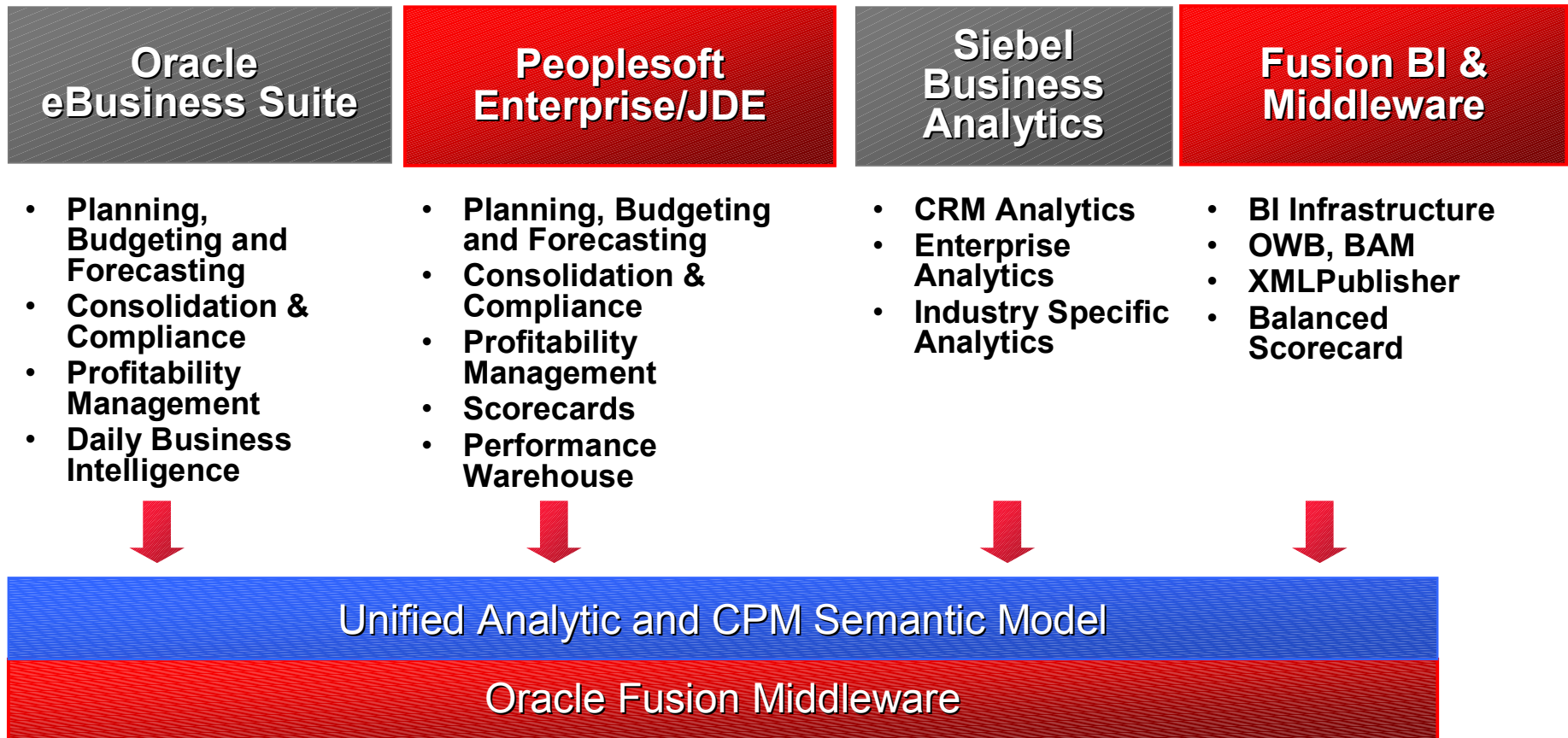
- CRM Analytics
- Enterprise Analytics
- Industry Specific Analytics

Fusion BI & Middleware

- BI Infrastructure
- OWB, BAM
- XMLPublisher
- Balanced Scorecard

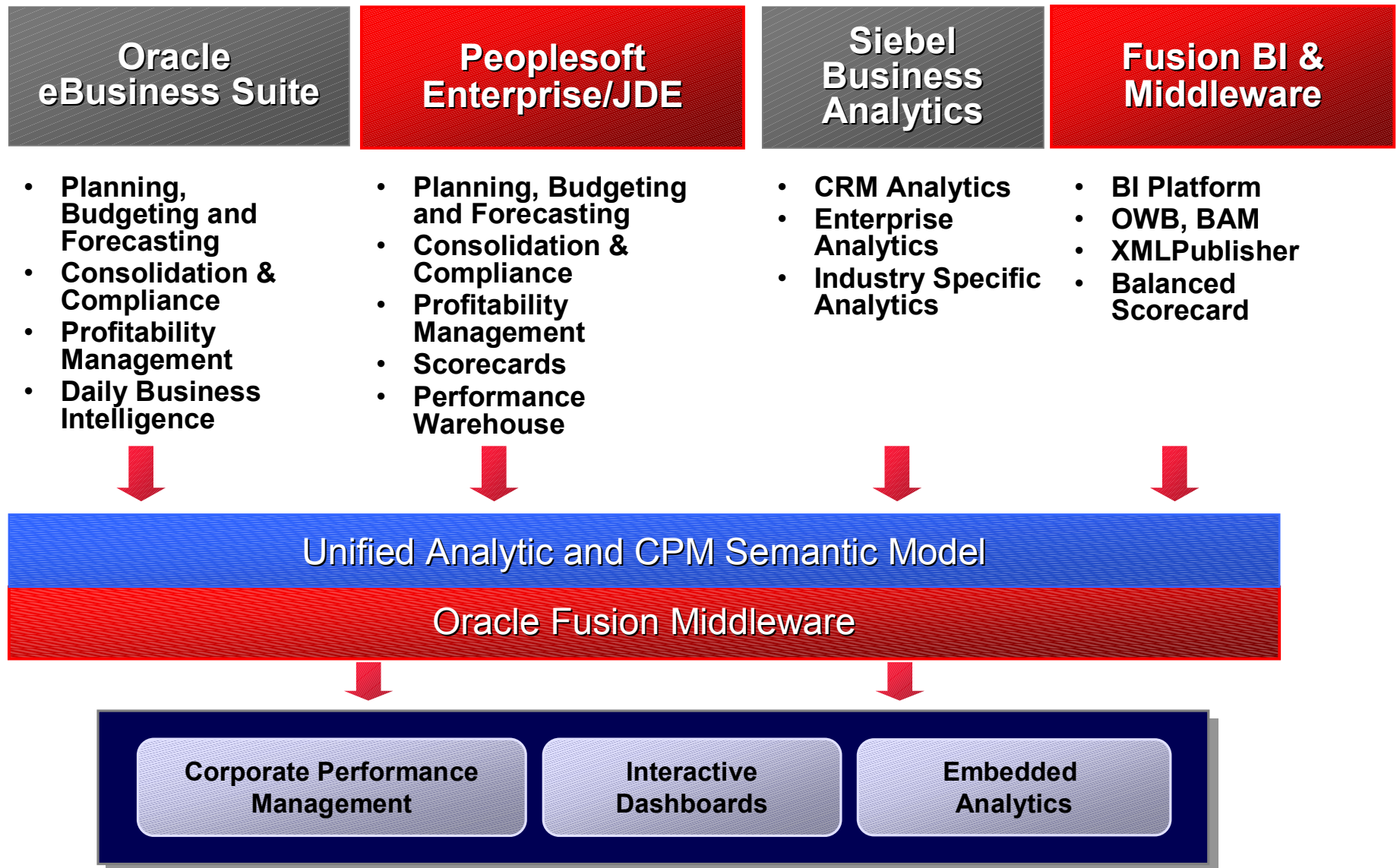
Oracle Analytic Applications

Technology and Application Families



Oracle Analytic Applications

Technology and Application Families



Fusion Applications

Corporate Performance Management

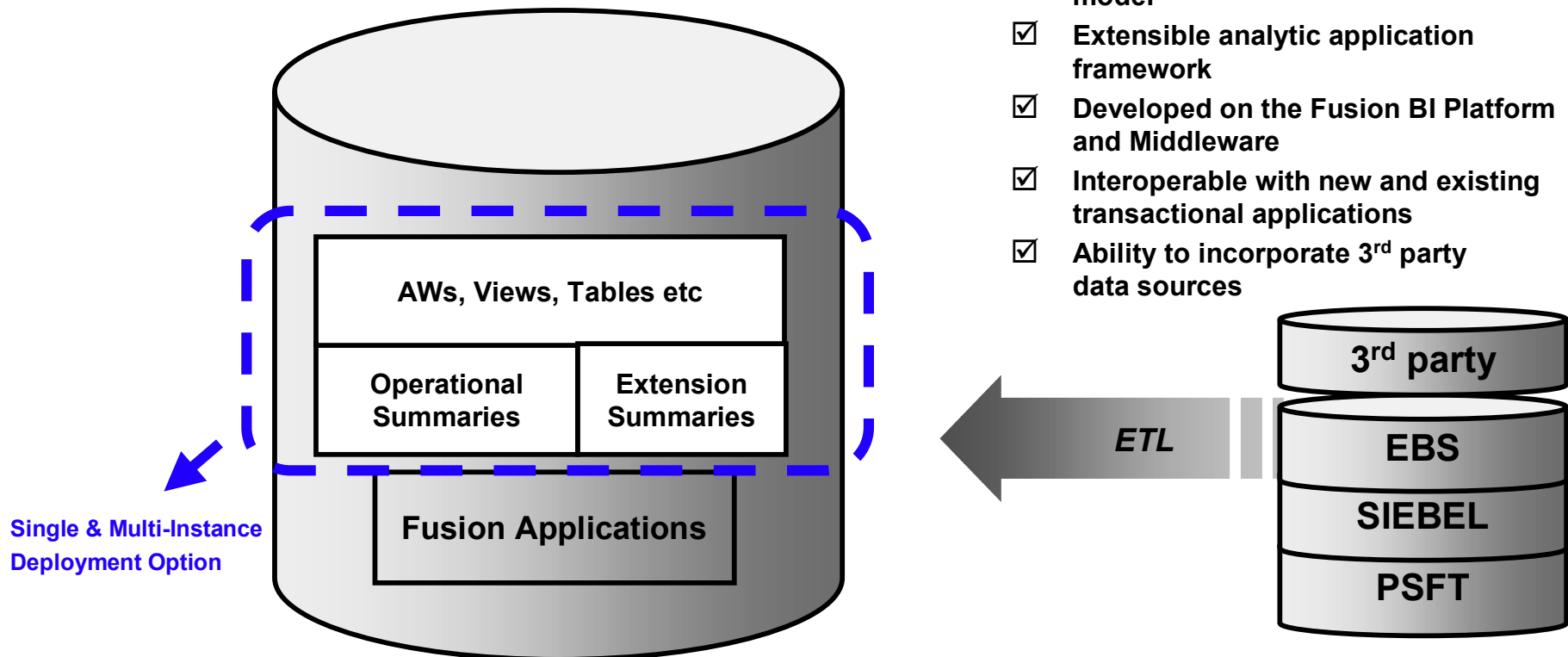
Interactive Dashboards

Embedded Analytics

Enterprise Information Model

Fusion BI Infrastructure & Middleware

- ✓ Integrated CPM, Dashboards, Embedded analytics
- ✓ Insight driven process automation through embedded analytics
- ✓ Unified Analytic and CPM semantic model
- ✓ Extensible analytic application framework
- ✓ Developed on the Fusion BI Platform and Middleware
- ✓ Interoperable with new and existing transactional applications
- ✓ Ability to incorporate 3rd party data sources



Fusion Roadmap

Plans for 2006 - 2008

—————→ JD Edwards World enhancements —————→

- | | | | |
|---|---|---|---|
| <ul style="list-style-type: none"> ✓ Enhanced Support ✓ Fusion Middleware Certification ✓ Fusion BPM Integration ✓ Continue releasing PS Enterprise R8.9 ✓ Fusion Architecture | <ul style="list-style-type: none"> • Siebel 8.0 • PeopleSoft Enterprise 9.0 • JD Edwards EnterpriseOne 8.12 • Oracle EBS 12 • First use of Fusion technology | <ul style="list-style-type: none"> • Product Data Hub for Retail • JD Edwards World 9.1 • JD Edwards EnterpriseOne 9.0 • Individual Fusion Applications | <ul style="list-style-type: none"> • Fusion Applications Suite |
|---|---|---|---|

2005

Next 12 months

Next 24 months

Next 36 months

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12 month Analytic Applications Roadmap

- PeopleSoft and JDE - EPM 9.0
 - Uptake Fusion BI Infrastructure and Middleware
 - Industry specific Analytics for Higher Education
 - Expanded Enterprise planning, compliance and audit features
 - Balance sheet, cash flow planning & Compensation scenario planning.
 - Internal controls diagnostics, Reverse mapping on journal publishing
 - Drill down to PeopleSoft Enterprise general ledger
- Oracle E-Business Suite – CPM & DBI 12
 - Certification of Fusion BI Infrastructure and Middleware
 - Additional 61 reports, 48 new KPIs and 6 new dashboards
 - Additional intelligence for HR, Procurement, Supply Chain and Web Analytics
 - Integration with Collaboration Suite, Drag 'n' Drop pure web experience
 - Expanded enterprise planning capabilities and financial compliance features
- Siebel Business Analytics 8.0
 - Enhanced CRM analytics dashboards and metadata
 - Planned integration for Unified data model for CRM and ERP analytics
 - TCO improvements
 - New analytic apps for industries

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EBS R12: Continued Delivery of Pre-built Apps

11i.9 (DBI v6)

11i.10 (DBI v7)

12 (DBI v8)

Dashboards

33

54

60

KPIs

214

313

362

**Intelligence
Reports**

377

827

918

**Capabilities/
Roles**

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Plan Mgmt • Commodity Supplier Mgmt • Commodity Spend Mgmt • Product Mgmt – Engineering • Manufacturing Mgmt • Customer Fulfillment Mgmt • Shipping Mgmt • Payables Mgmt • Payables Status • Customer Support Mgmt • Inbound Telephony Mgmt • Service Renewals Mgmt • Capital Project Cost Mgmt • Contract Project Cost Mgmt | <ul style="list-style-type: none"> • Product Mgmt • Product Cost Mgmt • Inventory Mgmt • Product Revenue Bookings and Backlog • Sales Forecast Mgmt • Purchasing Performance • Purchasing Status • Warehouse Mgmt • Transportation Mgmt • Maintenance Mgmt • Depot Repair Mgmt • Field Service Mgmt • Funds Mgmt • Salary & Turnover Mgmt • Workforce Budget Mgmt • Open Enrollment Status • Contingent Worker Mgmt • Compliance Certification | <ul style="list-style-type: none"> • Sourcing Management • Procurement Spend Management • Supplier Management • Employee Absence Management • Sales Agreement Management • Web Store Management |
|---|--|---|

EBS R12: Enhanced Usability of DBI Dashboards

- Personalized Queries
- Drill & Pivot
- Time Comparisons
- Currency Selector
- KPIs, Graphs
- Tables
- Guiding Links
- Email, Chat
- Conference
- Export to Excel & PDF
- Delegate
- Pure HTML
- No Training

ORACLE Sales Results versus Forecast

Flexible Time Periods & Comparisons

Report Views
 Jacques' EMEA View
 Jacques view 1
 Key Acct View
 My Personal View

Period: Quarter
 Sales Group: USA S
 View By: Sales Group

Print Email Export

Personalize and Save Favorite Queries

Graphs and Trends

Flexible, Pre-Built Analytics

Drill & Pivot to explore data Links for Guided Analysis

View By	Won change	Won % of Forecast	Net Booked (K) Change	Revenue (K) Change	Revenue % of Forecast
Product Category	1,077	72.4%	5,118	4,233	529.7%
75		206.6%	91	79	217.1%
384	352.7%			222	
1,536			204	204	567.1%

EPM 9.0 New Subject Areas and Dashboards

<i>EPM 8.4</i>	<i>EPM 8.9</i>	<i>EPM 9.0</i>
<i>Pre-Built Subject Areas</i>	<i>Pre-Built Subject Areas</i>	<i>Pre-Built Subject Areas</i>
<p>Financials Warehouse</p> <ul style="list-style-type: none"> • Advanced Cost Accounting • ESA • GL & Profitability • Real Estate 	<p>Supply Chain Warehouse</p> <ul style="list-style-type: none"> • Fulfillment & Billing • Inventory • Manufacturing • Procurement • Spend • Supply Chain Planning 	<p>Financials Warehouse</p> <ul style="list-style-type: none"> • Accounts Payable • Accounts Receivable
<p>HCM Warehouse</p> <ul style="list-style-type: none"> • Compensation • Learning & Development • Recruiting • Workforce Profile 	<p>CRM Warehouse</p> <ul style="list-style-type: none"> • Customer • Marketing • Sales • Service 	<p>Campus Solutions</p> <ul style="list-style-type: none"> • Student Records • Admissions • Student Financials
		<p><i>Pre-Built Dashboards</i></p> <ul style="list-style-type: none"> • Workforce Analytics • Supply Chain Analytics • Financial Analytics • CRM Analytics

EPM 9.0: New Pre-Built Dashboards

Overview Profitability Customer Product Revenue Production Reports Account Details Transactions KPI Trends Page Opti...

Year	Product Line	Region	Branch	Mortgage Officer	
2005			Branch E		Go

KPI Trendings
Time run: 1/30/2006 12:25:32 PM

Avg Balance

Profit Margin

Total Exp

Overview Profitability Customer Product Revenue Production Reports Account Details Transactions KPI Trends Page Opti...

Checking Product Revenue
Time run: 1/30/2006 12:09:32 PM

Product Category	Product	# of Customers	Profit
Commercial	Demand Deposits	17,238	27,335,394
Commercial	MMDA	7,645	10,852,722
Commercial	NOW/Interest Bearing	5,699	7,478,213
Commercial	Other Interest Bearing	3,898	5,364,233
Commercial	Super NOW	3,917	6,411,789
Commercial Total		38,397	57,442,351
Consumer	Demand Deposits	17,238	27,335,394
Consumer	MMDA	7,645	10,852,722
Consumer	NOW/Interest Bearing	5,699	7,478,213
Consumer	Other Interest Bearing	3,898	5,364,233
Consumer	Super NOW	3,917	6,411,789
Consumer Total		38,397	57,442,351

[Modify](#)

Mortgage Product Revenue
Time run: 1/30/2006 12:18:38 PM

Product Category	Product	# Of Mortgages	Profit
Commercial	Commercial Construction	767	1,690,715
Commercial	Commercial RE Secured	511	1,143,472
Commercial	Mortgages - Other	563	1,260,670
Commercial	Real Estate Investment	255	527,035
Commercial	Wrap Loans	105	498,287

Siebel Business Analytics

Siebel Business Analytics 8.0

Improved TCO and Greater Platform Support

- Unified enterprise data model for CRM and ERP
- Easier ETL and application admin
- Quicker implementation, lower TCO
- Better upgrade support
- Extended database platform support – SQL Server 2005, SQL Server EE 64-bit, Teradata v2R6, Oracle 9i, Oracle 10g
- Support PeopleSoft 8.4.3, Oracle EBS 11.5.8, Siebel CRM 7.8 applications
- Multi-tenancy support
- Public Sector Case Analytics ETL
- Employee Hierarchy
- Trickle Feed

Siebel Business Analytics 8.1




New and Enhanced Horizontal and Vertical Analytic Applications

- Financial Services – analytics on Oracle Financials, Siebel CRM, and OFSA
- Public Sector – analytics on Oracle Financials and Siebel Case Management
- Pharma – Analytics on Oracle Clinical and Siebel CRM
- Pharma – New Adverse Events analytics
- CME – Analytics on Siebel Order Capture and CRM, with 3rd party billing data
- And more

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"This information is not a commitment to deliver any material, code, or functionality. The development, release, and timing of any features or functionality described remains at the sole discretion of Oracle"

Siebel Business Analytics Applications

Sales Analytics	Service & Contact Center Analytics	Marketing Analytics	Financial Analytics	Supply Chain Analytics	Workforce Analytics
Pipeline Analysis	Churn Propensity	Campaign Scorecard	Receivables / Payables 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	Procurement Cycle Times	Compliance Reporting
Up-sell / Cross-sell	Service Rep Effectiveness	Loyalty and Attrition	Regulatory Compliance	Inventory Availability	Workforce Profile
Discounting Analysis	Service Cost Analysis	Market Basket Analysis	Expense Management	Employee Expenses	Turnover Trends
Lead Conversion	Service Trends	Campaign ROI	Cash Flow Analysis	BOM Analysis	Return on Human Capital
			PeopleSoft®	Other Operational & Analytic Sources	

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Fusion Roadmap

Plans for 2006 - 2008

●————→ JD Edwards World enhancements —————→●

✓ Enhanced Support

✓ Fusion Middleware Certification

✓ Fusion BPM Integration

✓ Continue releasing PS Enterprise R8.9

✓ Fusion Architecture

• Siebel 8.0

• PeopleSoft Enterprise 9.0

• JD Edwards EnterpriseOne 8.12

• Oracle EBS 12

• First use of Fusion technology

• Data Hubs & Transaction Bases

• Product Data Hub for Retail

• JD Edwards World 9.1

• JD Edwards EnterpriseOne 9.0

• Individual Fusion Applications

• Fusion Applications Suite

2005

Next 12 months

Next 24 months

Next 36 months

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2007 Analytic Application Roadmap

- Single Comprehensive CPM Suite for all Oracle product families
 - Integrated Scorecard, Budgeting & Planning, Forecasting, Consolidations, Profitability, Activity Based Mgmt
 - Industry aligned CPM applications
 - Data integrations into Oracle transactional systems
- Deliver New Analytic Applications
 - Industry specific Analytic Applications
 - Integrated for front and back office analysis
 - Deep, role-based dashboards and embedded analytics
- Continue Enhancing Existing Analytic Applications
 - Extending all Analytic and Corporate Performance Management Applications

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What Oracle Analytic Application Customers Are Achieving



Implementing 10-5-1 plan* using **Oracle Balanced Scorecard** for security, reliability, scalability, and accountability



Beta testing **Oracle Profitability Manager** to optimize profitability of products and services.



Oracle Enterprise Planning and Budgeting improves budget control and provides insight into operations



PS Global Consolidations and **PS EPM Warehouse** are part of a Financial Transformation project including a standard GL and COA.



PS Internal Controls Enforcer and **PS Global Consolidations** are key elements of a new Financial Center of Excellence for all domestic & international operations.



Implementing **PS EPM 8.9** across the enterprise, including Supply Chain, Financials and Human Resources warehouses.

What Oracle Analytic Application Customers Are Achieving



Increased Sales Productivity 100%, sales metrics updated 4 times a day.



Track 1.5B EUR of projects for 15000 employees in 20 countries without end-user training.



Supplier Spend data for 3000 GAP, Old Navy, and Banana Republic Stores used to take 3-4 months to compile, now “at our fingertips”



Implemented in 5 weeks, reallocated resources to focus on business management, rather than data management



Reduced Compliance with National Nuclear Security Agency regulations and management reporting from 5 weeks to less than an hour.

“in comparison to SAP BW, Oracle DBI can be implemented:

- For between 33 and 80% of the cost***
- In less than half the time.***

Perhaps more significantly, it would also appear to deliver superior end user satisfaction.”



ORACLE

What Oracle Analytic Application Customers Are Achieving

Honeywell

Deployed to 800 users in under 90 days
Analytics for sales-oriented contact center

Baxter
BioScience

Live in 120 days
Sales Analytics

verizonbusiness

Deployed to 3000+ users in 3 months
Sales Analytics

Pfizer

4 months from decision to live for 1200 users
Pharma Analytics

Microsoft

Live in 100 days, 6500 users
Sales and Marketing Analytics

“Having had experience of Siebel Business Analytics, I can vouch that it can be deployed as rapidly as they claim...It is a product that really delivers.”

Bloor
Research

ORACLE

Summary

Oracle Analytic Applications

- Oracle has a clear roadmap to deliver *Information-Driven Applications*
 - Consisting of Integrated CPM, Interactive Dashboards and Embedded Analytics
- Rapid uptake of the Fusion BI Infrastructure & Middleware
 - All application families will leverage Fusion BI Infrastructure and Middleware
- Oracle will *Protect, Extend and Evolve* your investments
 - Direct upgrade paths to Fusion Analytic Applications