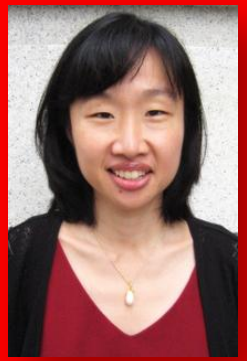


Using OBIEE for Location-Aware Predictive Analytics

Jean Ihm, Principal Product Manager, Oracle Spatial and Graph
Jayant Sharma, Director, Product Management, Oracle Spatial and Graph, MapViewer

Oracle BIWA SIG Summit 2014

Disclaimer

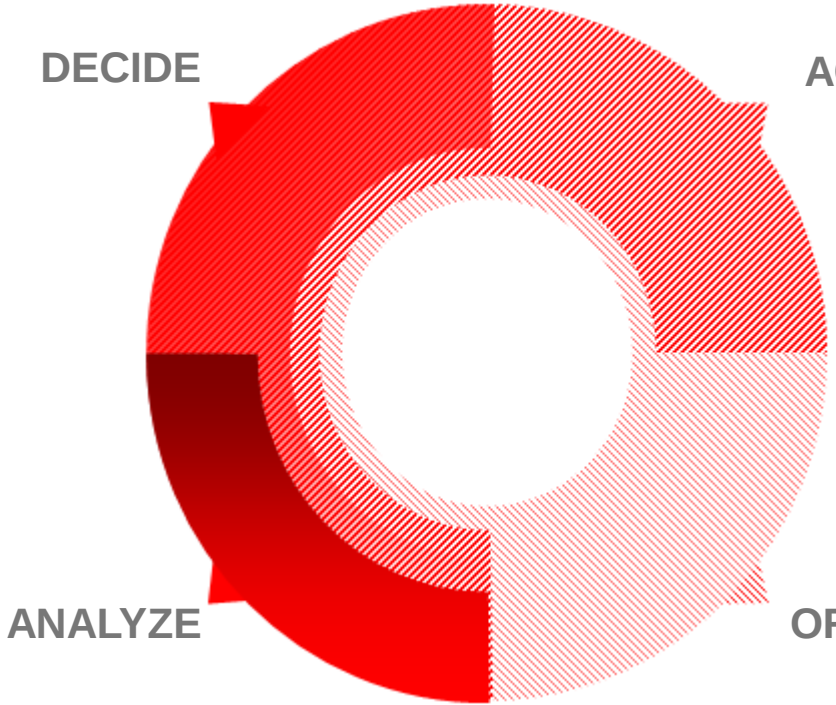
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Agenda

- Introduction
- Map visualization, spatial and predictive analytics
- Overview of latest MapViewer & Oracle Spatial and Graph 12c features
- Q&A

INTRODUCTION

From Data to Actionable Insights



Make Better Decisions

BIWA SIG
Better Information Better Results
www.oraclebiwa.org

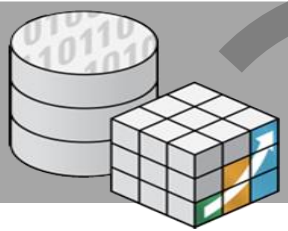
Business Analytics & Unstructured Data

Oracle Business Intelligence

Best platform for integrated ROLAP and MOLAP

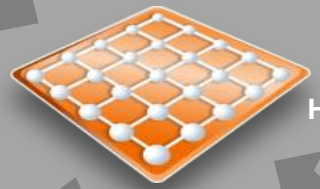
BI Server + Essbase

Common Enterprise Information Model



Oracle Endeca Information Discovery

Best platform for Unstructured Analytics



Endeca Server

Hybrid Search/Analytical Database

Flexible Data Model

Structured Data

OLTP & ODS Systems

Enterprise Applications (Oracle, SAP, Others)

Data Warehouse & Data Marts

Unstructured Data

Websites

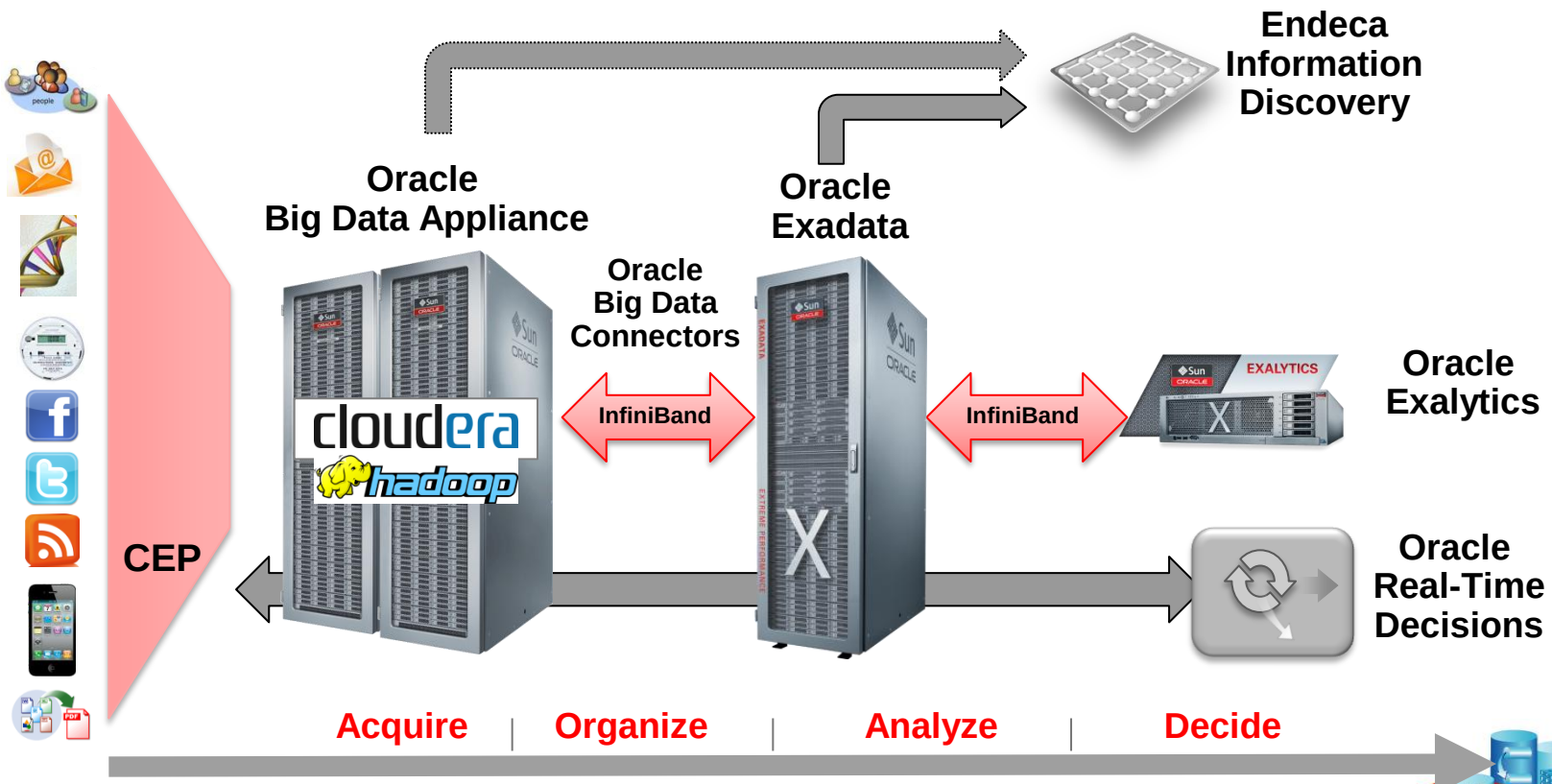
Content Systems, Files, Email

Social Media

Big Data

Big Data

Discover



BIWA SIG
Better Information Better Results
www.oraclebiwa.org

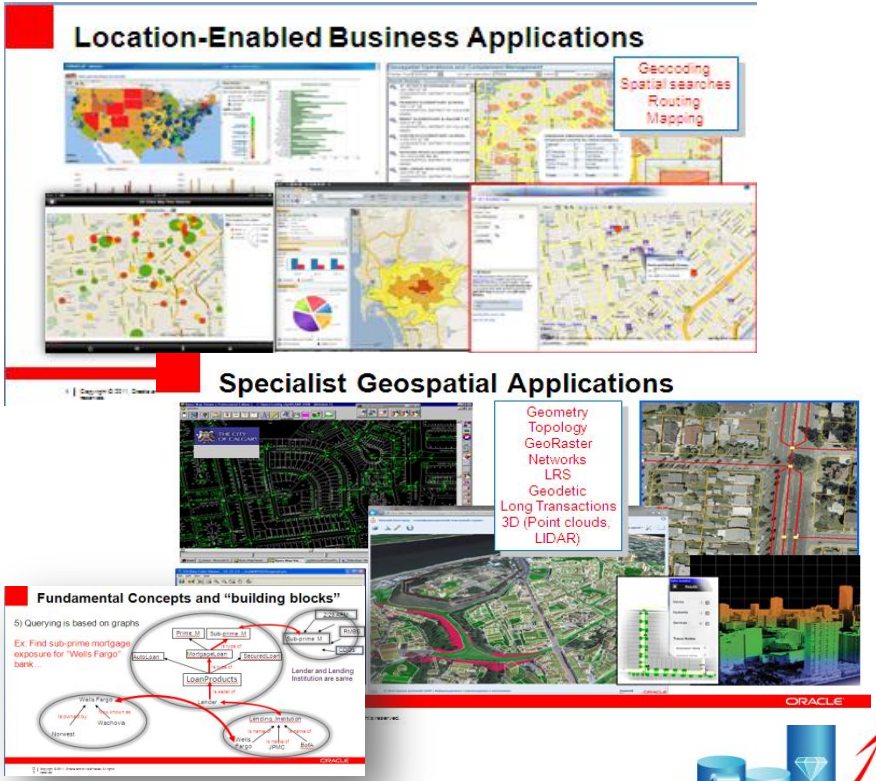
MAP VISUALIZATION, SPATIAL AND PREDICTIVE ANALYTICS

Spatial Analytics with Oracle

Oracle Spatial and Graph Option*

- **Part of Oracle Database**
- **Advanced Spatial Analytics**
  - Data types, models, spatial search (containment & proximity), geocoding
- **Graph Features**
  - Network Data Model for utilities/transportation
  - RDF Semantic Graph for social applications
- **Part of Oracle applications, tools, engineered systems**

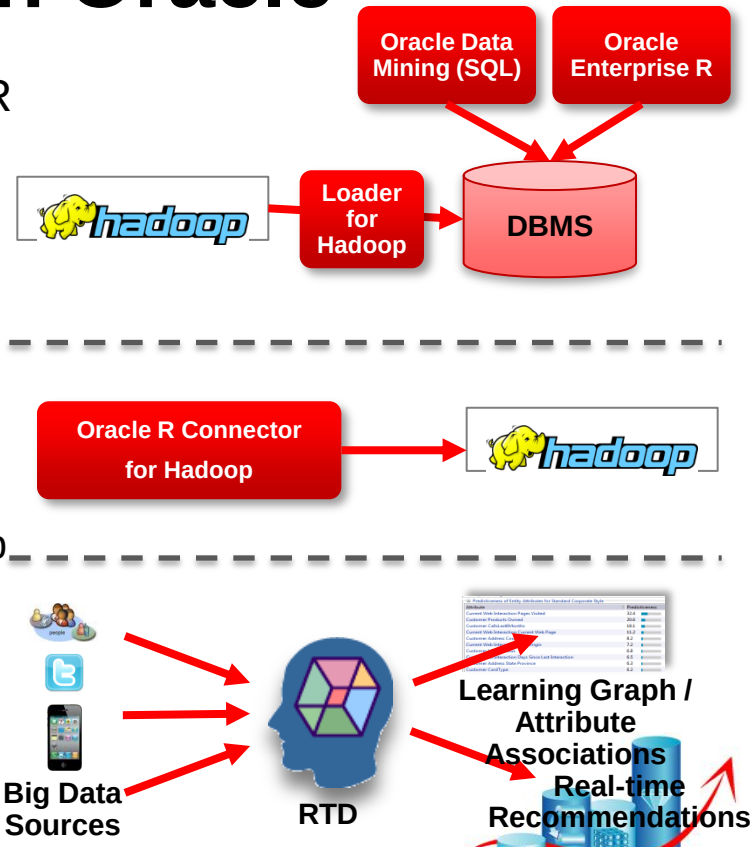
*** Formerly Oracle Spatial option (renamed 7/12)**



BIWA SIG
Better Information Better Results
www.oraclebiwa.org

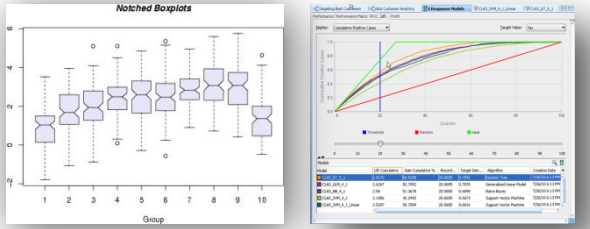
Predictive Analytics with Oracle

- In-database analytics – SQL and Enterprise R
  - Use Big Data Connectors to combine Hadoop and DBMS data for deep analytics
  - Re-use SQL skills to develop deep analytics
  - Or re-use R skills, but on “Big Data” instead of RAM-scale data
- Deep analytics on data within Hadoop using Oracle R Connector for Hadoop
  - Re-use R skills to harness the power of Hadoop
  - Target unstructured data within HDFS
- Oracle Real Time Decisions
  - Predictive learning of relationships between knowledge concepts and business events



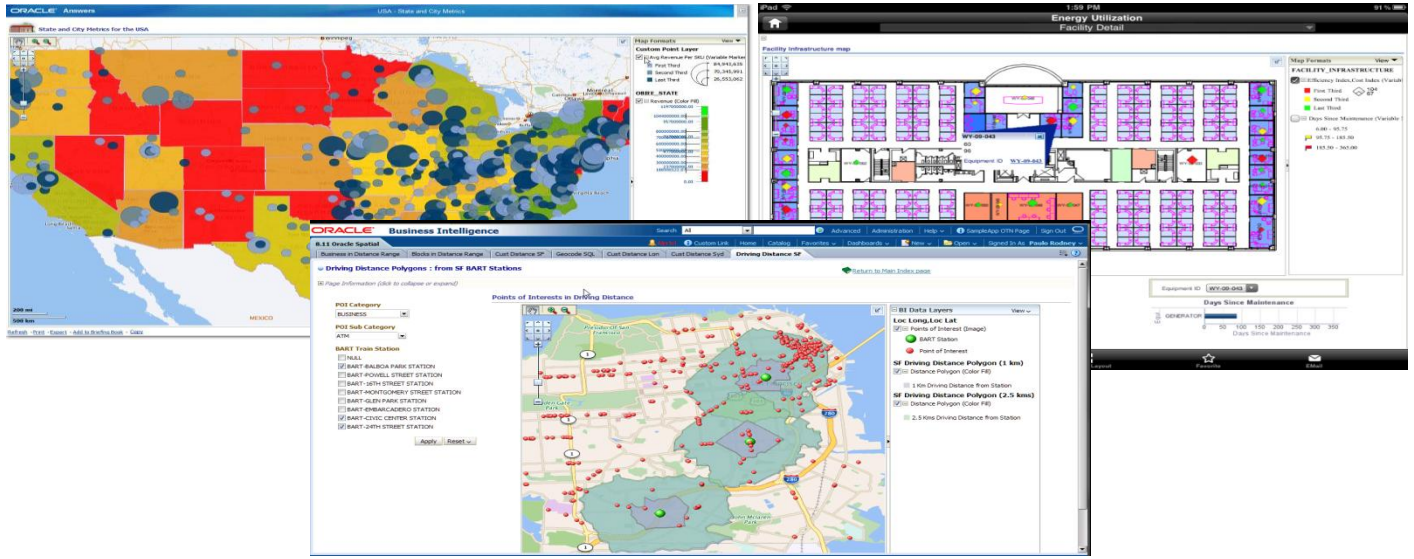
Oracle Advanced Analytics

Advanced In-Database Predictive Analysis



- Comprehensive predictive analytic platform built inside database
  - Data mining, text mining
  - Statistical analysis (based on R)
  - Built for data analysts / scientists
- Scalable & parallel: analyzes huge volumes of data
- Tightly integrated with SQL, enabling broad usage
- Minimizes expensive data movement
- Increases security & performance
- Works inside Exadata and Big Data Appliance

BIWA SIG
Better Information Better Results
www.oraclebiwa.org



Geo-Spatial Visualizations & Predictive Analytics

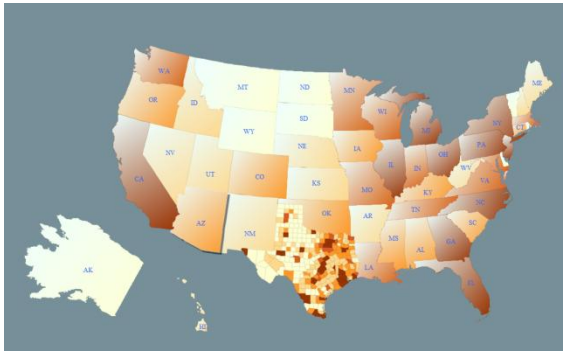
DEMONSTRATIONS

BIWA SIG
Better Information Better Results
www.oraclebiwa.org

Oracle MapViewer – 11.1.1.7 Capabilities

- Rich client interactivity – HTML5 API
- Map data editing
- 3rd party data sources
- Support for online map services (eg HERE)
- Refreshed Web console
- Separate MVDEMO samples app
- A glassfish based quick start kit

10am Thurs session here – more BI & Mapping (Chris Hughes – Oracle)



Oracle Spatial and Graph

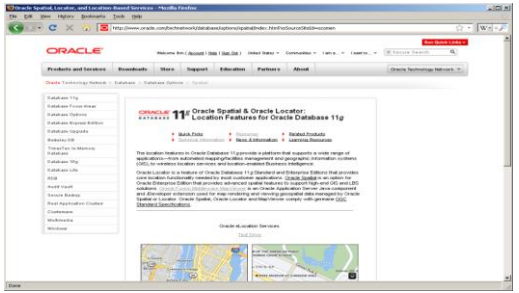
Dramatic Performance and Simplified Application Development

ORACLE® DATABASE 12c

- Up to 100x Faster Spatial Operations
- Parallel Raster Query and Processing
- Extended 3D and Point Cloud Support
- Network Data Model Feature Modeling
- Multi-modal routing
- Large Scale Drive Time Analysis

For more information

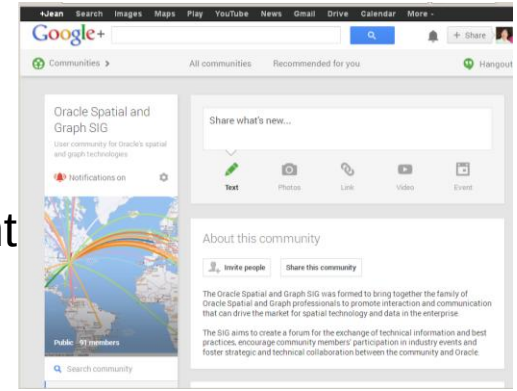
- Oracle Business Analytics: oracle.com/bi
  - @OracleAnalytics, @OracleBITech
  - www.youtube.com/evolvingBI
- Oracle Spatial and Graph:
  - **Spatial and Graph**
    www.oracle.com/technetwork/database/options/spatialandgraph
  - **Oracle Fusion Middleware MapViewer**
    www.oracle.com/technetwork/middleware/mapviewer/
    demos, downloads, white papers, case studies & more
- Sample Application
  - http://www.oracle.com/technetwork/middleware/bi-foundation/obiee-samples-167534.html



BIWA SIG
Better Information Better Results
www.oraclebiwa.org

Join the community

- **Oracle Spatial & Graph Special Interest Group:**
  Connect and exchange knowledge with the user community
  - Talk to board members (Steve Lytle - Chair) tonight after this session
  - Join our groups: LinkedIn, Google+, IOUG SIG
  - Visit **OTN Spatial – Community**
    Search online for **"Oracle Spatial and Graph Community"**
  - Email **oraclespatialsig@gmail.com**
- **SIG 2014 Events**
  - May 19-21: Location Intelligence & Oracle Spatial Summit, Washington DC



Oracle Spatial Summit and Location Intelligence

May 19-21, 2014, Washington, DC

Join this premier training event for mapping & spatial technologies – from the Oracle product team & Spatial and Graph SIG. Attend technical talks and hands-on labs, led by Oracle experts and users

Call For Speakers Open! Submit by Feb. 1

Early Bird registration

***Complimentary registration for government attendees**

www.locationintelligence.net/dc

BIWA SIG
Better Information Better Results
www.oraclebiwa.org

Q&A


BIWA SIG
Better Information Better Results
www.oraclebiwa.org