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
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
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

Business Analytics & Unstructured Data
Oracle BIWA SIG Summit 2014
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)
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
Geo-Spatial Visualizations & Predictive Analytics

DEMONSTRATIONS
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 Spatial and Graph 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

Oracle BIWA SIG Summit 2014
For more information

- Oracle Business Analytics: [oracle.com/bi](http://oracle.com/bi)
  - @OracleAnalytics, @OracleBITech
  - www.youtube.com/evolvingBI

- Oracle Spatial and Graph:
  - Spatial and Graph
  - Oracle Fusion Middleware MapViewer
    demos, downloads, white papers, case studies & more

- Sample Application
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
Q&A