



ORACLE SPATIAL SUMMIT 2016

January 26-28, 2016

With BIWA 2016: The Oracle Big Data + Analytics Conference

Map Visualization in Analytic Applications

LJ Qian, Director of Software Development

David Lapp, Product Manager

Oracle

Safe Harbor Statement

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.

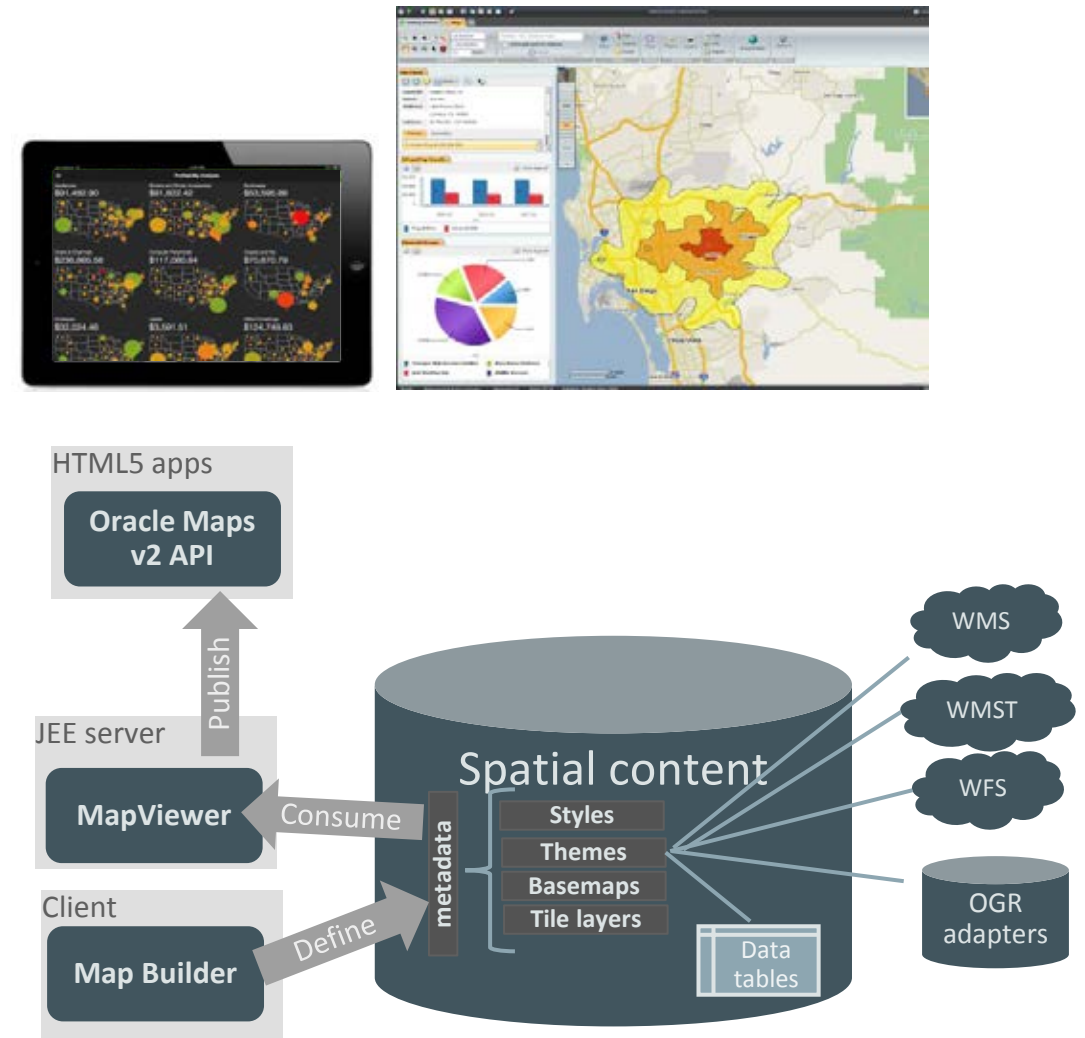
Agenda

- Overview
- Use Cases
- New Features
- Demos
- Discussion

Technical Overview

Oracle MapViewer

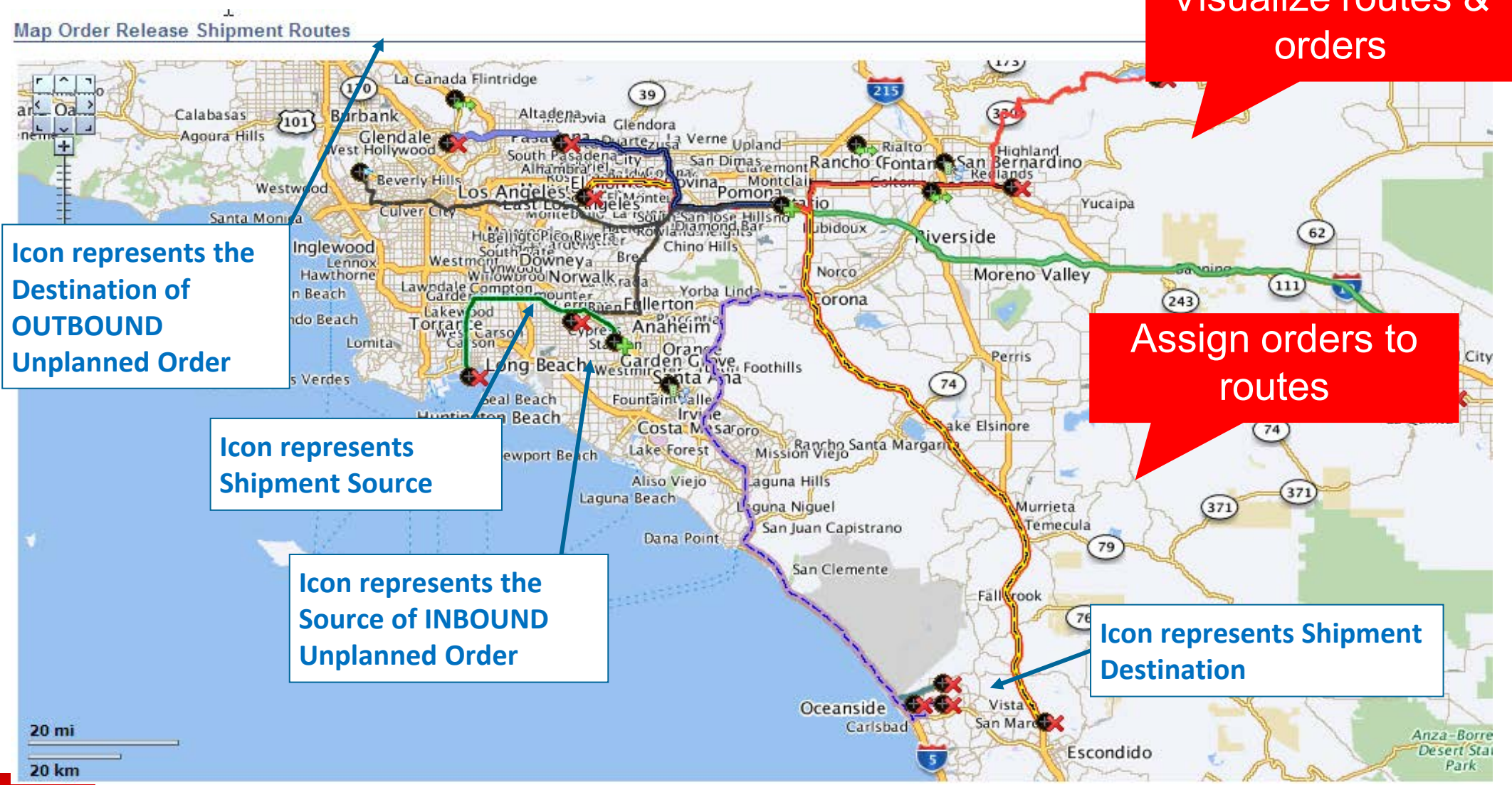
- Toolkit consisting of server and client JEE and Javascript components for incorporating interactive maps and spatial analysis in browser-based applications
- Included in various Oracle products and apps
- Javascript APIs (AJAX, HTML5) aka “Oracle Maps”
- HTML5 API aka “Oracle Maps V2 API”
- Oracle Maps V2 API provides
 - Rich map visualization and spatial analytics in business apps
 - Highly interactive user experience
 - Mobile support



How is Oracle MapViewer Used?

Usage Examples

Fleet Management: Route Visualization

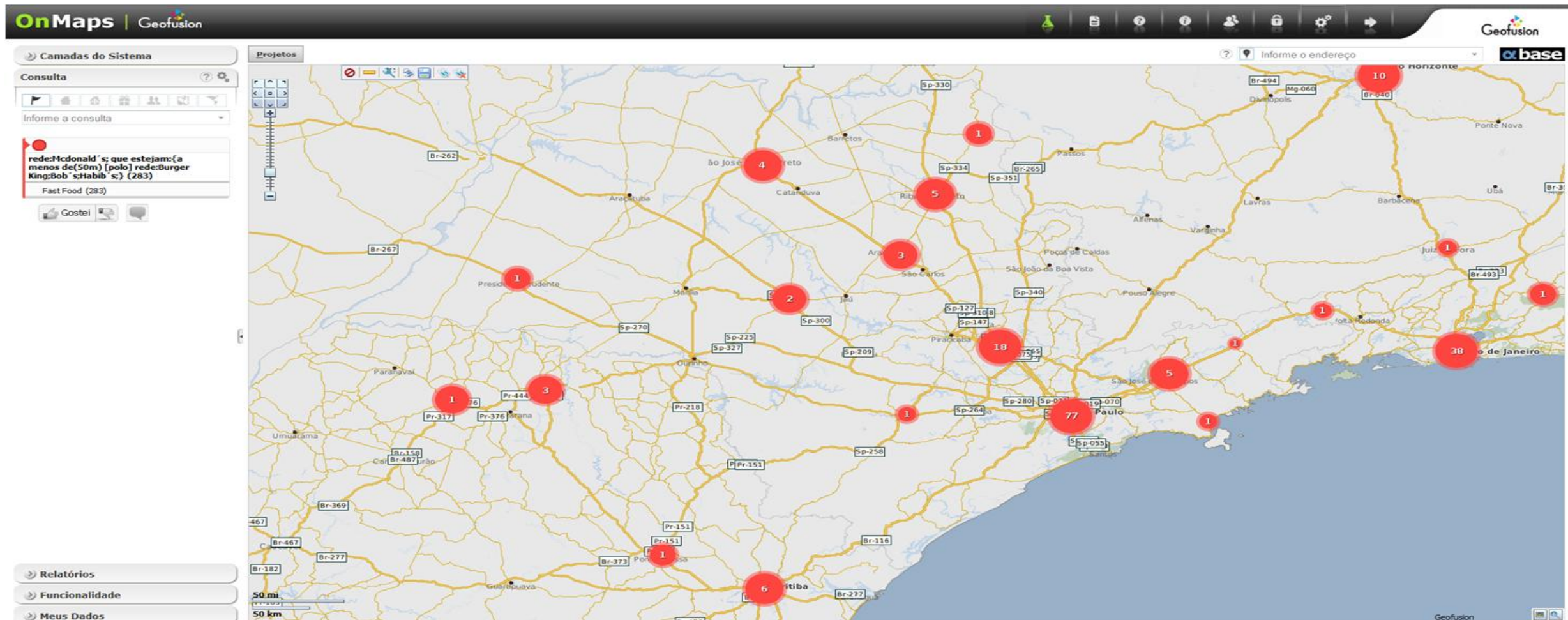


Location Services: Current Traffic



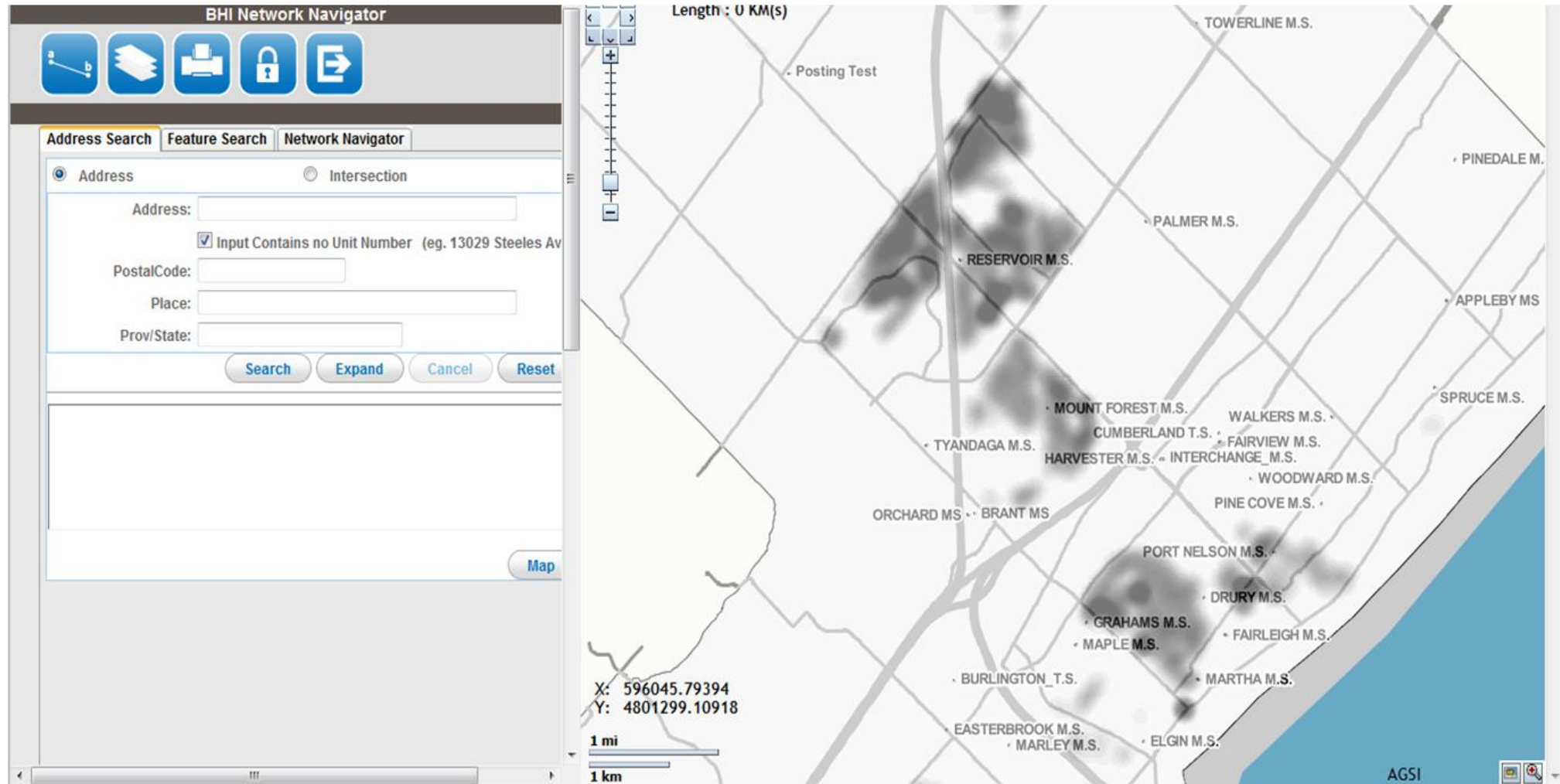
Slide courtesy LocationBox (InfoTech Turkey)

Retail Analytics: Autoclustering of Store Locations



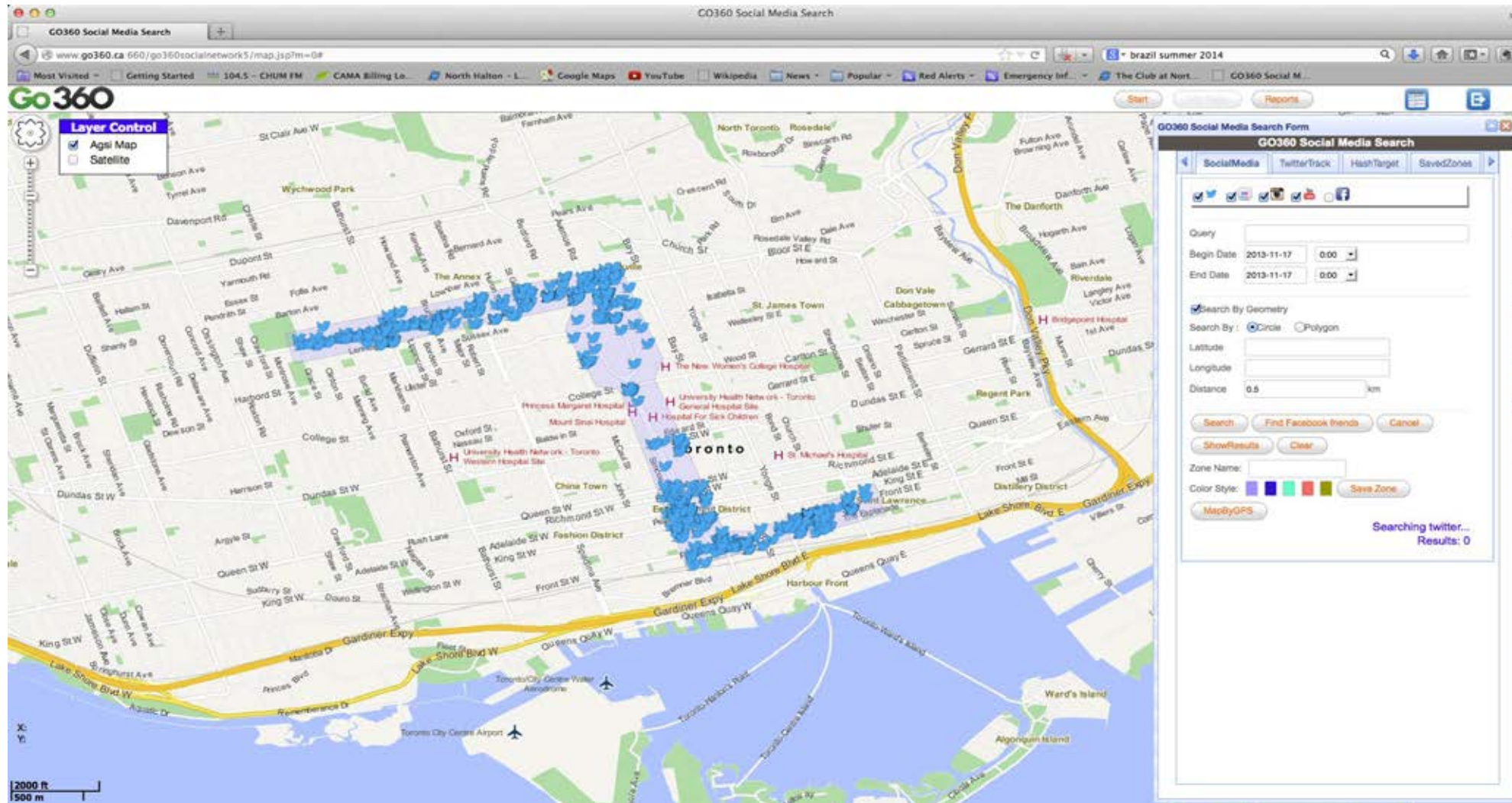
Slide courtesy GeoFusion

Electric Utility: Localities Affected by Outages



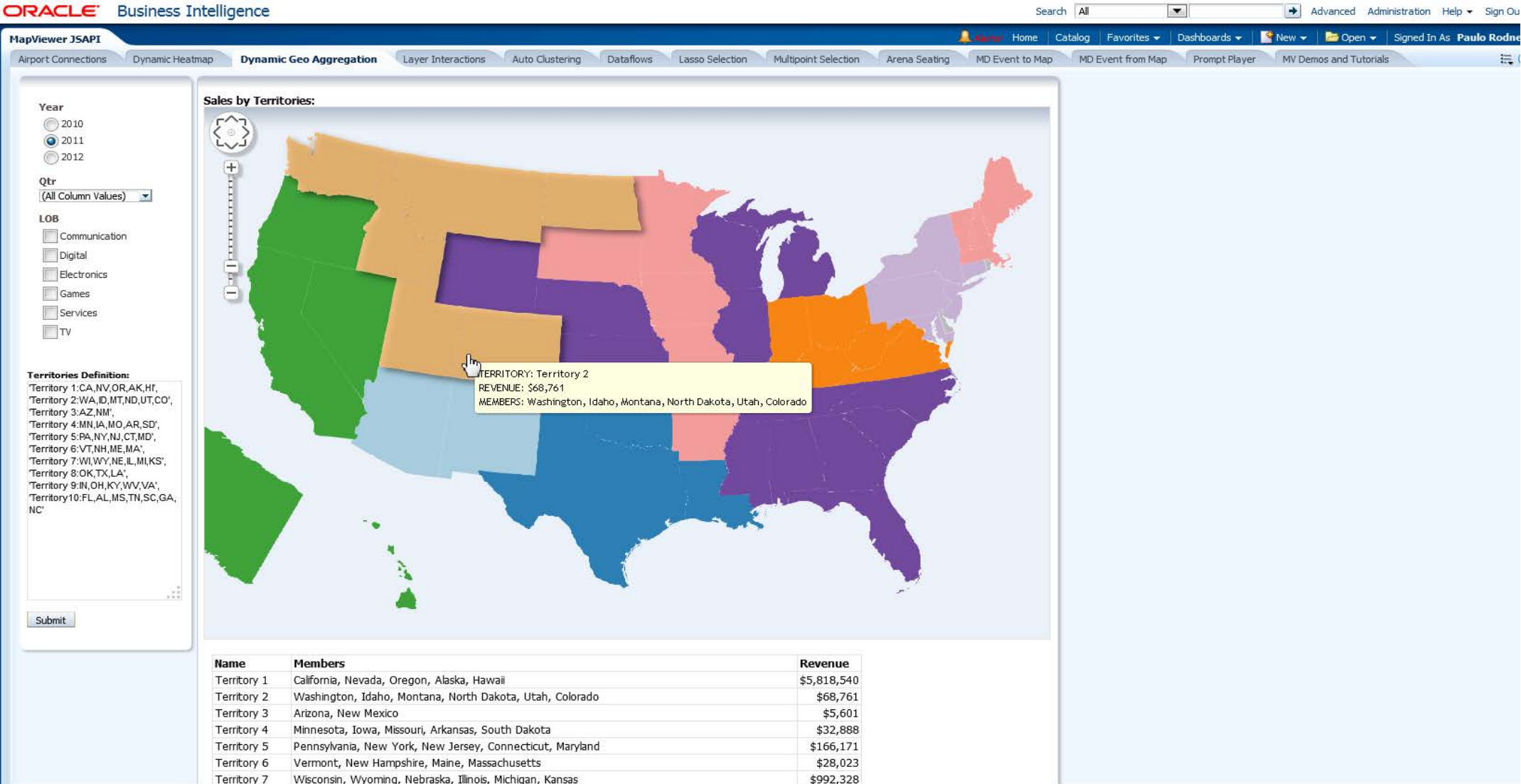
Slide courtesy AGSI

Law Enforcement: Social Media



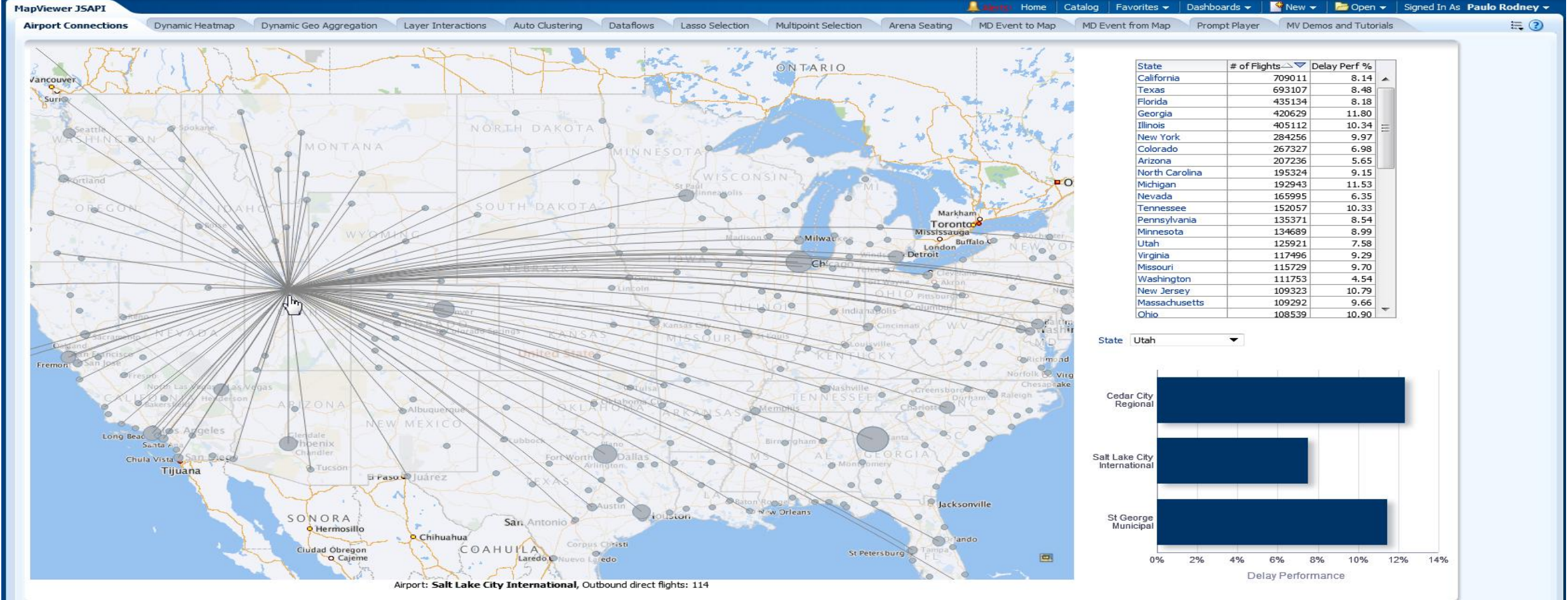
Slide courtesy AGSI

Business Intelligence: Sales Data by Territory

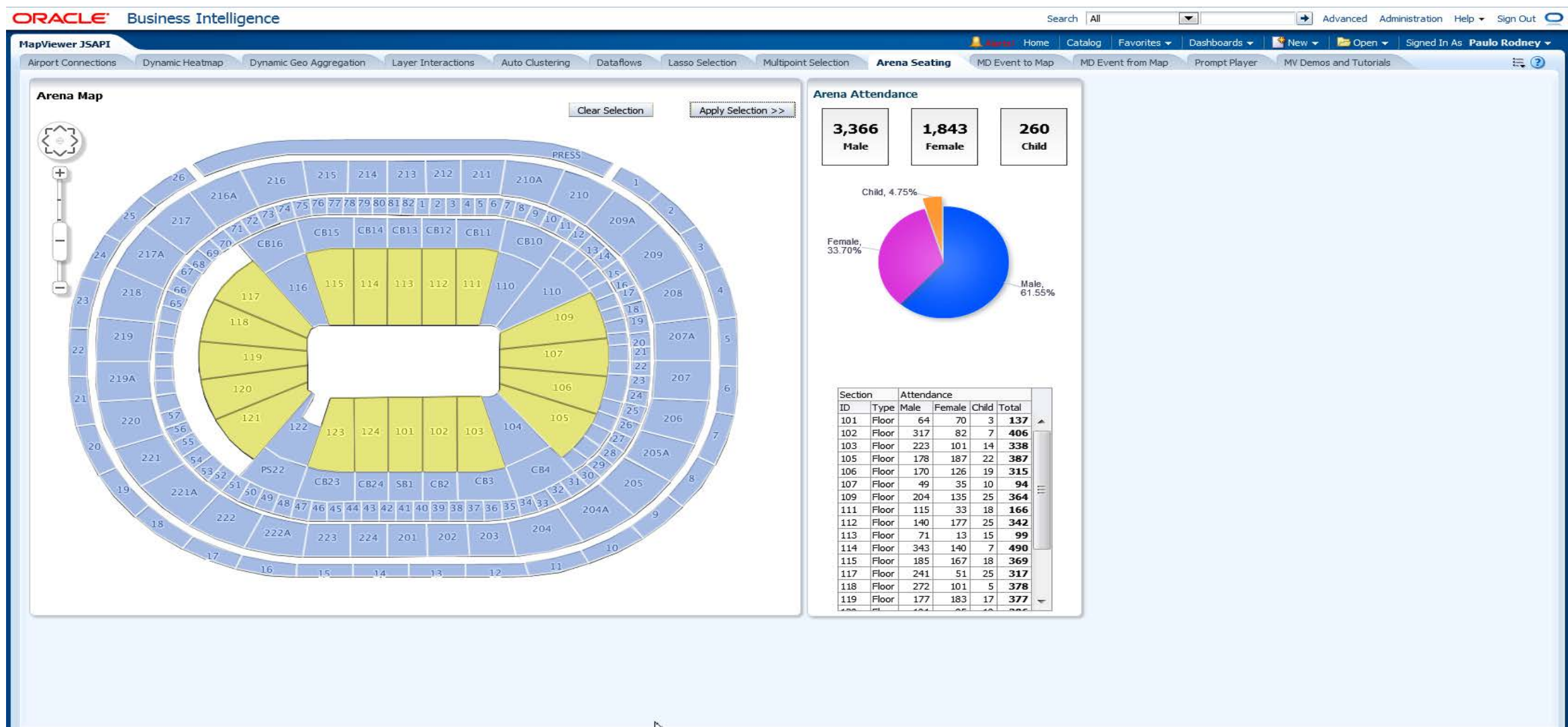


Business Intelligence: Flight Delay Performance

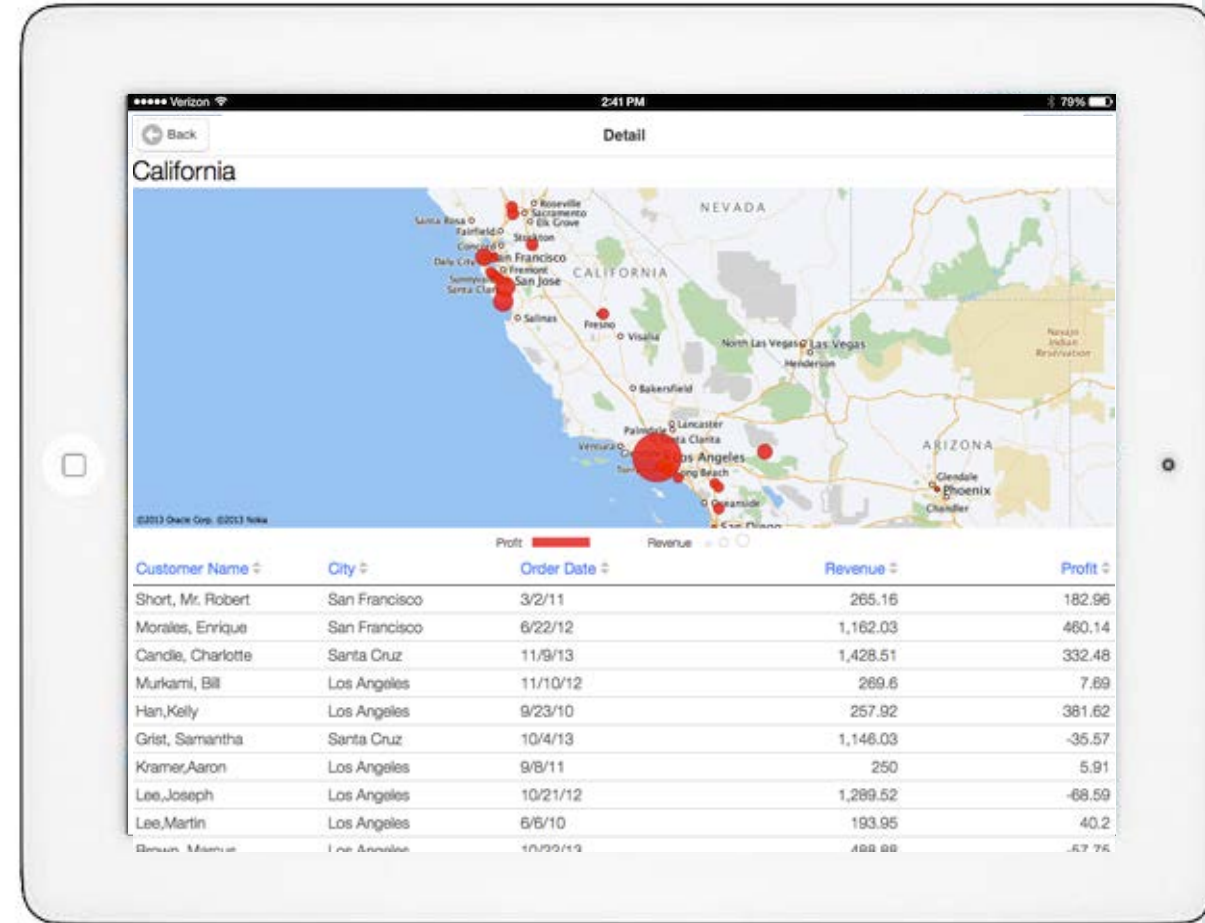
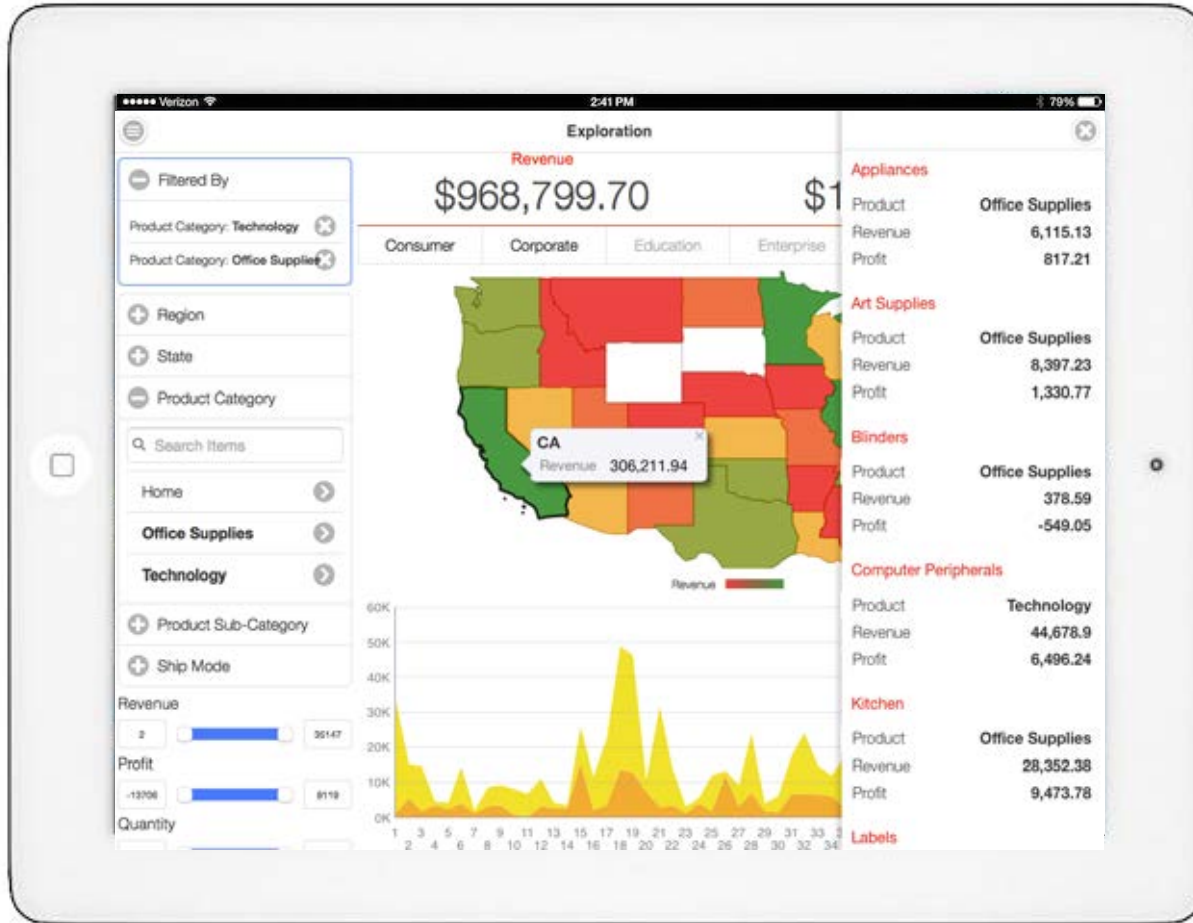
ORACLE Business Intelligence



Business Intelligence: Stadium Floor Plan

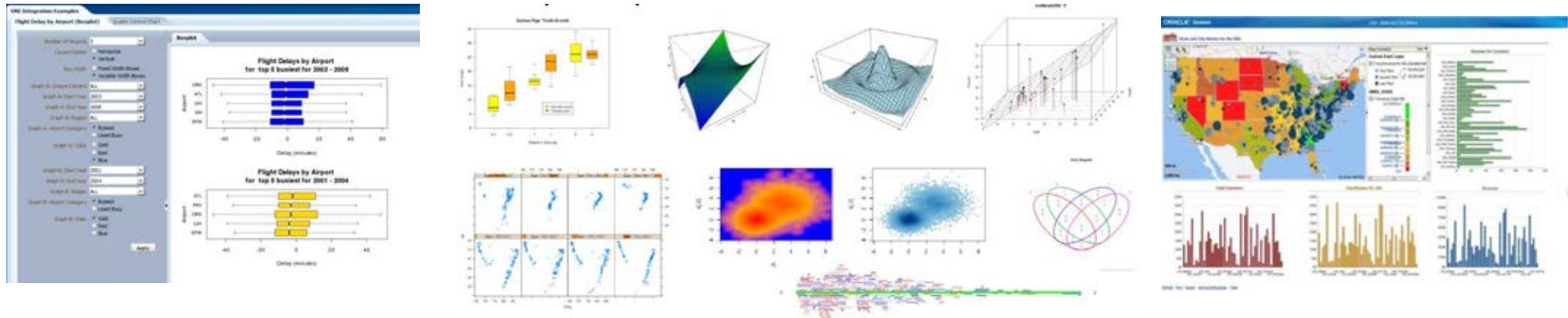


BI Mobile: Revenue by State / Revenue by Customer



OBIEE with Advanced and Spatial Analytics

Predictive, Statistical, Forecast, Geospatial, Location-based



OBIEE Common Enterprise Information Model



**Spatial & Graph
Advanced Analytics
Oracle Database**

OBIEE with Spatial Analytics - Scenarios

Scenario 1: Column in an analysis based on ***Spatial function***

Example: Analysis results include **Crash_ID,Distance_To_Nearest_School,...**

Approach: Define location-based column using EVALUATE() function to ship query to Spatial

Scenario 2: Data source in OBIEE model based on ***Spatial query***

Example: OBIEE model includes location-based source **Accidents_Near_Intersection**

Approach: Define data source as view accepting variables from dashboard via prompts (i.e. Intersection, Distance)

Scenario 3: ***Spatial query*** within OBIEE dashboard, not tied to OBIEE model

Example: Select all crashes within user defined distance of an address

Approach: Define query using “Create Direct Database Request” feature with references to variables via prompts

Scenario 4: Analyses based on ***interactive lasso selection of crashes based in map***

Example: User draws shape in map to filter crashes for diverse analyses in dashboard

Approach: Custom configuration using MapViewer HTML5 API per SampleApp example

New Features




- Deployment Options
- Dynamic Tile Layers
- Style Enhancements
- Catalog (file based) Data Sources
- Offline/Local Tile Stores
- Map Cache Auto-Update
- Interface for Supporting 3rd Party Providers
- Enhanced GeoRaster Support

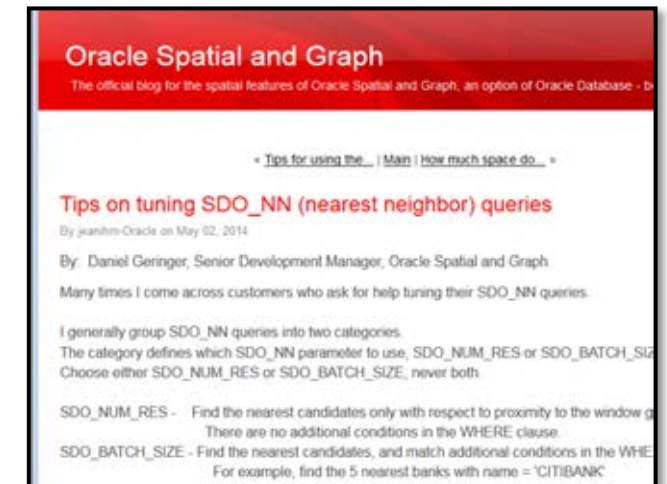
Demonstrations

The Spatial and Graph SIG

- The SIG promotes interaction and communication that can drive the market for spatial technology and data
- Members connect and exchange knowledge via online communities and at annual conferences and events
- Meet us at the Summit
 - Morning Receptions
 - Tuesday and Wednesday / 7:45 to 8:30 a.m. / Registration Area
 - Birds of a Feather Session
 - Wednesday / 12 to 1 p.m. / Auditorium – Look for “Spatial and Graph SIG” table
- Join us online
 - [LinkedIn](#) (search for “LinkedIn Oracle Spatial”)
 - [Google+](#) (search for “Google+ Oracle Spatial”)
 - [IOUG SIG](http://www.ioug.org) (sign up for free membership through www.ioug.org)
 - [OTN Spatial – Communities](#) (search for “Oracle Spatial and Graph Community”)
- Contact the Board at oraclespatialsig@gmail.com

Resources

- Oracle Technology Network:
www.oracle.com/technetwork/database/options/spatialandgraph
www.oracle.com/database/big-data-spatial-and-graph
- blogs.oracle.com  oraclespatial  oracle_maps_blog
 bigdataspatialgraph



Resources on Big Data Spatial and Graph



- Oracle Big Data Spatial and Graph on Oracle.com:
<https://www.oracle.com/database/big-data-spatial-and-graph>
- OTN product page (trial software downloads, documentation):
<http://www.oracle.com/technetwork/database/database-technologies/bigdata-spatialandgraph>
- Blog (technical examples and tips):
<https://blogs.oracle.com/bigdataspatialgraph/>
- Big Data Lite Virtual Machine (a free sandbox environment to get started):
<http://www.oracle.com/technetwork/database/bigdata-appliance/oracle-bigdatalite-2104726.html>