Where, Why, and How: Business Applications Using Oracle Spatial Technologies

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Topics

- Oracle spatial technology positioning
- How to set up and use include spatial content in your database
- How to create maps
- How to use Oracle tools and applications with spatial data
- Your questions
What’s the difference between what Oracle has and a GIS?

"A GIS is a unique kind of database of the world."
Oracle’s “GIS” Core Functionality

**Figure 1 GIS Core Functionality**

- Interactive visual displays
- Data manipulation
- ORACLE SPATIAL: NETWORK DATA MODEL, GeoRASTER, TOPOLOGY DATA MODEL, Linear Referencing, 3D
- Tabular
- Satellite and aerial imagery
- Survey
- Network
- Raster
- Vector
- Surface
- FMW MAPVIEWER / GeoMAP
- Oracle Spatial APIs / TOPLINK / PARTNER TOOLS...

Source: Forrester Research, Inc.
If I have addresses or things I want to map or query by location, how to I set up the database?

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What does the SQL look like?
SELECT c.holding_company, c.location
FROM competitor c,
    bank b
WHERE b.site_id = 1604
AND SDO_WITHIN_DISTANCE(c.location, b.location, 'distance=2 unit=mile') = 'TRUE'

Find all competitors within 2 miles of Northport Branch
Can I use OEM, APEX, SQL Developer and Data Modeler?
How do you tune this?

An Oracle White Paper
January 2009

Oracle Locator and Oracle Spatial 11g
Best Practices
Where does the data come from?
Just another database capability
Where do the maps come from?
Oracle Fusion Middleware MapViewer
How does MapViewer work with other FMW components?
How do I develop apps with MapViewer?
What if I want to use...
Powerful mapping capabilities for Fusion Middleware
MapViewer with UCM
Oracle Utilities
GeoMap + MapViewer
Strategic Asset Management
County Level Marketing Analysis
Oracle Corporation

Slot Machine Performance Analysis
Find out more...

oracle.com/database/spatial.html

oracle.com/technology/products/spatial

oracle.com/technology/products/spatial/htdocs/pro_oracle_spatial.html
## Spatial at OOW 2009 - Sessions

<table>
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<tr>
<td>9:00 a.m.</td>
<td>Oracle Utilities Business Intelligence Road Map: Where the Product is Going</td>
<td>Palace Hotel Presidio</td>
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<td>12:00 p.m.</td>
<td>Where, Why, and How: Business Application Using Oracle Spatial Technologies</td>
<td>Moscone South Room 301</td>
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<td>1:30 p.m.</td>
<td>Oracle Fusion Middleware 11g’s MapViewer Feature: Deconstructing a Simple BI Application</td>
<td>Moscone West L3 Room 3014</td>
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**DEMOgrounds**

- Oracle Spatial 11g Technologies - *Moscone West, W-020*
- Location and Map-Enabled Applications and Tools - *Moscone West, W-019*
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