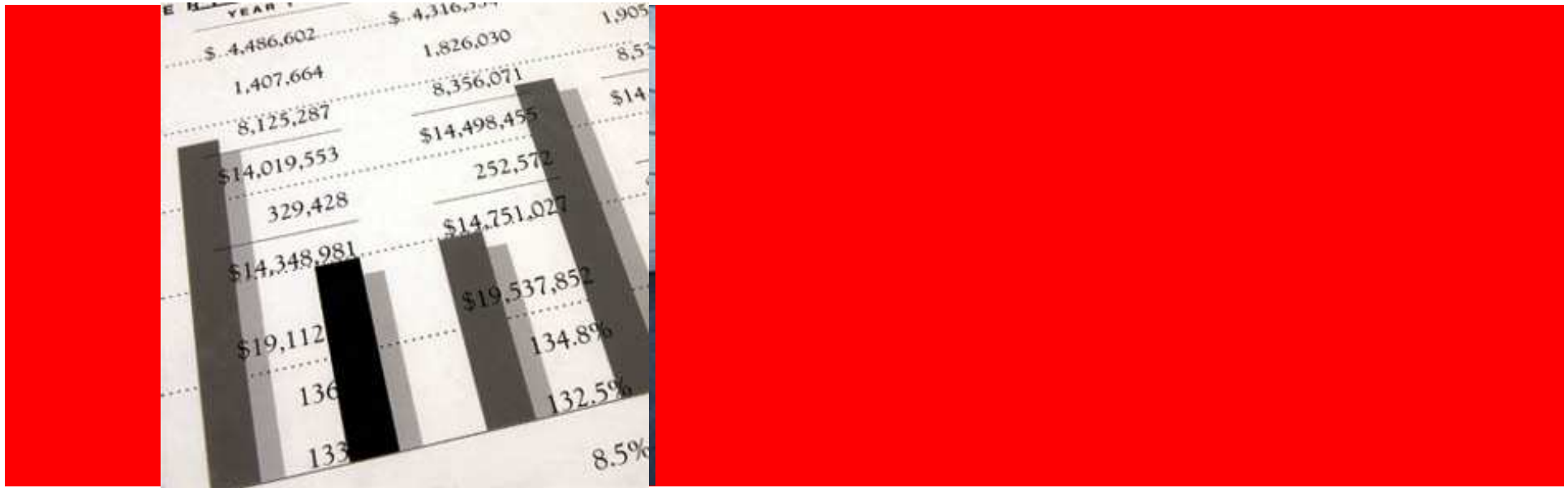


ORACLE®



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Новые возможности систем бизнес-анализа Oracle

Андрей Пивоваров

ORACLE

Эволюция концепции бизнес-анализа

От традиционного:

Профессиональный аналитик

Исторические данные

Фрагментированные представления

Отчеты

Традиционные средства анализа



К новому:

Всеобщее использование

Исторические + транзакционные, текущие

Единое представление корпоративного уровня

Аналитика, встроенная в бизнес-процессы

Единая инфраструктура и преднастроенные аналитические решения



Oracle Business Intelligence EE



Отличительные особенности

- Ориентация на гетерогенную ИТ-среду – одновременная работа в различными серверами баз данных
- Единая инструментальная среда, а не набор отдельных средств
- Единый репозитарий метаданных
- Расширенный состав средств анализа (интерактивные информационные панели, офлайн-анализ, мониторинг бизнес-деятельности)

Oracle BI Suite Enterprise Edition

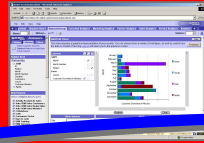
Interactive Dashboards



Reporting & Publishing



Ad-hoc Analysis



Proactive Detection and Alerts



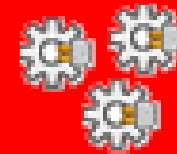
Disconnected Analytics



MS Office Plug-in



Web Services



Oracle BI Server

Enterprise Business Model and Abstraction Layer

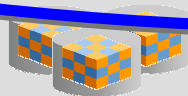
Intelligent Caching Services

Multidimensional Calculation and Integration Engine

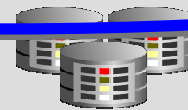
Intelligent Request Generation and Optimized Data Access Services



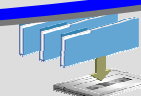
OLTP & ODS Systems



Data Warehouse Data Mart



SAP, Oracle
PeopleSoft, Siebel,
Custom Apps



Files
Excel
XML

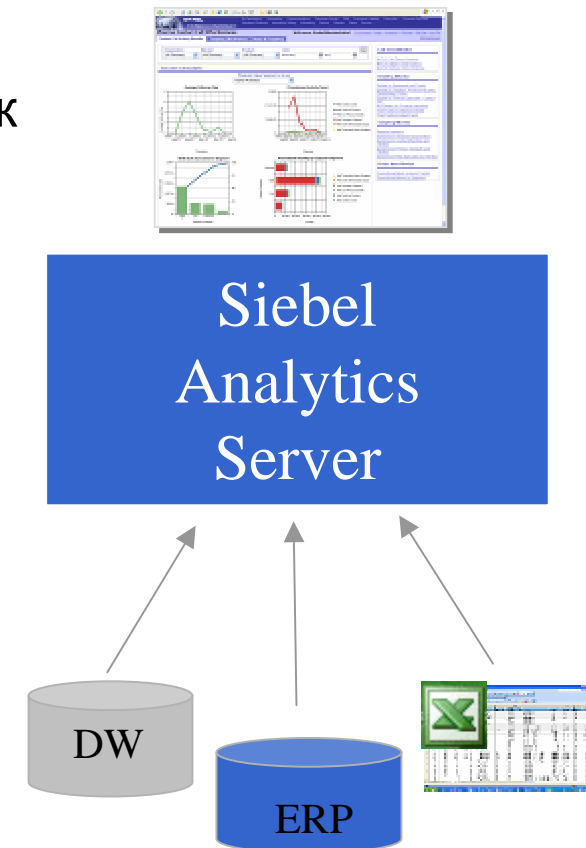


Business Process

ORACLE

Аналитический сервер

- Выполнение сложных вычислений и аналитическая обработка
- Генерация запросов и оптимизация доступа к информационным источникам
- Доступ к любым хранилищам данных, информационным источникам и системам
 - Аналитические, оперативные, транзакционные, внешние
 - Реляционные, многомерные, файловые системы, XML, и др.
 - Прямой доступ к Oracle, DB2, MS SQL Server, MS SQL Server Analysis Services, Teradata
- Масштабируемость, надежность, защита, производительность
- Может использоваться инструментами анализа третьих фирм

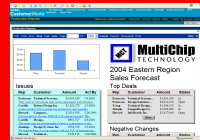


Oracle BI Suite Enterprise Edition

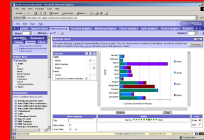
Interactive Dashboards



Reporting & Publishing



Ad-hoc Analysis



Proactive Detection and Alerts



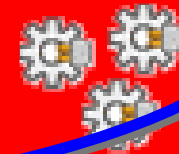
Disconnected Analytics



MS Office Plug-in



Web Services



Oracle BI Server

Enterprise Business Model and Abstraction Layer

Intelligent Caching Services

Multidimensional Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services



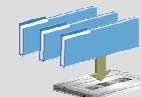
OLTP & ODS Systems



Data Warehouse Data Mart



SAP, Oracle
PeopleSoft, Siebel,
Custom Apps



Files
Excel
XML

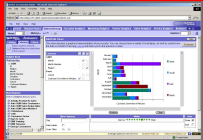


Business Process

ORACLE

Oracle BI Suite Enterprise Edition

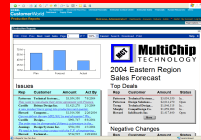
Ad-hoc Analysis



Interactive Dashboards



Reporting & Publishing



Proactive Detection and Alerts



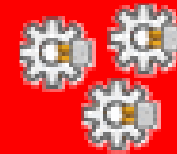
Disconnected Analytics



MS Office Plug-in



Web Services



Oracle
BI Server

Enterprise Business Model and Abstraction Layer

Intelligent Caching Services

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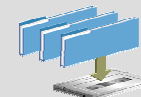
OLTP & ODS
Systems



Data Warehouse
Data Mart



SAP, Oracle
PeopleSoft, Siebel,
Custom Apps



Files
Excel
XML

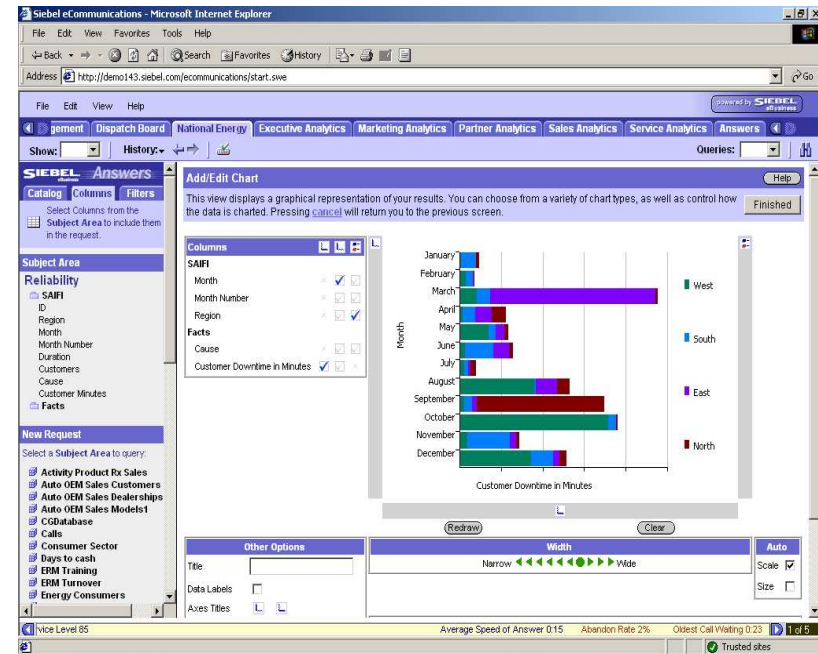


Business
Process

ORACLE

Произвольные запросы и отчеты

- Answers
- Формирование произвольных запросов и отчетов
- Простой интуитивный интерфейс, “point&click”-технология
- Визуальные средства построения запросов в терминах предметной области
- Результаты легко встраиваются в аналитические панели и алерты



Интуитивный интерфейс
Форматирование
Таблицы, диаграммы

Paint

- Columns
 - Markets
 - Total US
 - Region
 - District
 - Market
 - Products
 - Total Product
 - Type
 - Brand
 - UPC
 - Color
 - Finish
 - Size X
 - Periods
 - Total Period
 - Year
 - Month
 - Week
 - Current Date
 - Sales Measures
 - Units
 - Dollars
 - Price Per Unit
 - Year Ago Units
 - Chg Year Ago Units
 - % Chg Year Ago Units
 - Year Ago Dollars
 - Chg Year Ago Dollars
 - % Chg Year Ago Dollars
 - Year Ago Price Per Unit
 - Month Ago Units
 - Chg Month Ago Units
 - % Chg Month Ago Units
 - Month Ago Dollars
 - Chg Month Ago Dollars
 - % Chg Month Ago Dollars
 - Share Measures
 - Forecast Measures
- Filters
 - Paint Demo

[Refresh Display](#)

[Reload Server Metadata](#)

Criteria Results Prompts Advanced

Pivot Table ?

Show Controls | Chart Pivoted Results | Chart Position: Right

Graph: Vertical Bar | Type: Default | Style: Default

Pages: Excluded

Sections: Periods, Year

Columns: Measure Labels, Markets, Region

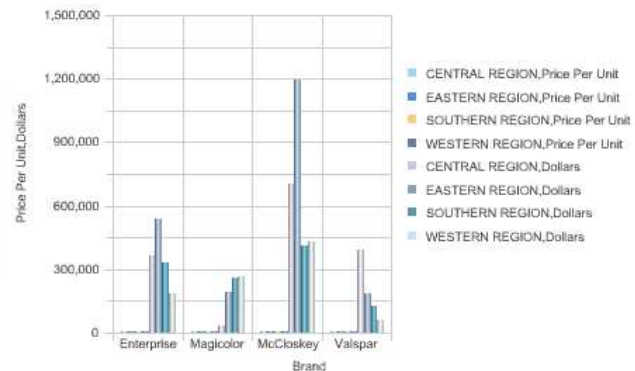
Rows: Products, Brand

Measures: Sales Measures, Price Per Unit, Dollars

Display Results

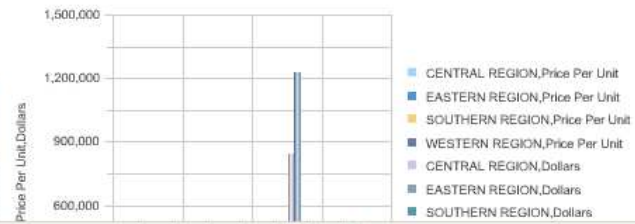
2000

Brand	Price Per Unit				Dollars			
	CENTRAL REGION	EASTERN REGION	SOUTHERN REGION	WESTERN REGION	CENTRAL REGION	EASTERN REGION	SOUTHERN REGION	WESTERN REGION
Enterprise	3	2	3	3	\$362,539	\$539,378	\$333,633	\$187,105
Magicolor	4	4	4	5	\$35,553	\$194,835	\$260,175	\$267,386
McCloskey	3	3	3	4	\$705,190	\$1,194,782	\$410,797	\$434,606
Valspar	3	3	4	3	\$390,538	\$184,738	\$125,129	\$62,699



2001

Brand	Price Per Unit				Dollars			
	CENTRAL REGION	EASTERN REGION	SOUTHERN REGION	WESTERN REGION	CENTRAL REGION	EASTERN REGION	SOUTHERN REGION	WESTERN REGION
Enterprise	3	3	3	3	\$458,172	\$393,608	\$472,708	\$211,587
Magicolor	5	4	4	4	\$99,694	\$254,995	\$394,228	\$191,016
McCloskey	3	3	3	4	\$705,190	\$1,194,782	\$410,797	\$434,606
Valspar	3	3	4	3	\$390,538	\$184,738	\$125,129	\$62,699



Paint

- Columns
 - Markets
 - Total US
 - Region
 - District
 - Market
 - Products
 - Total Product
 - Type
 - Brand
 - UPC
 - Color
 - Finish
 - Size X
 - Periods
 - Total Period
 - Year
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 - Week
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 - Chg Year Ago Dollars
 - % Chg Year Ago Dollars
 - Year Ago Price Per Unit
 - Month Ago Units
 - Chg Month Ago Units
 - % Chg Month Ago Units
 - Month Ago Dollars
 - Chg Month Ago Dollars
 - % Chg Month Ago Dollars
 - Share Measures
 - Forecast Measures
- Filters
 - Paint Demo

[Refresh Display](#)

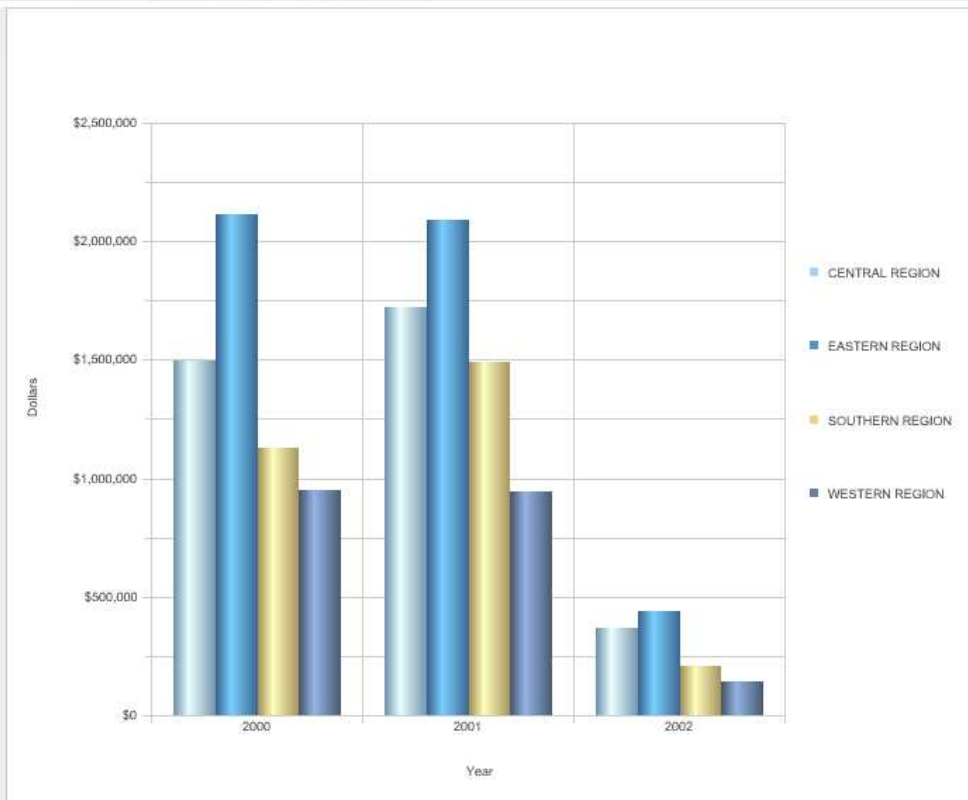
[Reload Server Metadata](#)

Chart

Untitled Analysis

Graph Vertical Bar Type Default Style Default

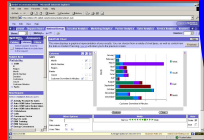
Measure Labels		
Measure Labels	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Periods		
Year	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Products		
Brand	<input type="checkbox"/>	<input type="checkbox"/>
Markets		
Region	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Measures		
Dollars	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Price Per Unit	<input type="checkbox"/>	<input type="checkbox"/>



Redraw Clear

Oracle BI Suite Enterprise Edition

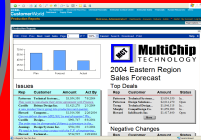
Ad-hoc Analysis



Interactive Dashboards



Reporting & Publishing



Proactive Detection and Alerts



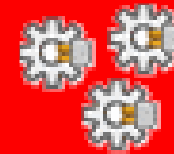
Disconnected Analytics



MS Office Plug-in



Web Services



Oracle BI Server

Enterprise Business Model and Abstraction Layer

Intelligent Caching Services

Multidimensional Calculation and Integration Engine

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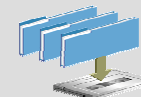
OLTP & ODS Systems



Data Warehouse Data Mart



SAP, Oracle
PeopleSoft, Siebel,
Custom Apps



Files
Excel
XML



Business Process

ORACLE

Аналитические информационные панели

- Intelligence Dashboards
- Интерактивные, персонализированные представления
- Интуитивный удобный интерфейс
- Динамические представления данных
- Широкие возможности навигации, сценарии анализа (Guided Analytics)



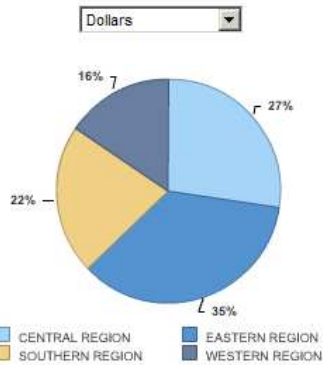
Динамические
Реальное время
Полностью
интерактивные

You have achieved **\$1,154,530** in sales revenue YTD. This represents **83%** of the forecasted sales revenue target of **\$1,382,867**. The current actual to forecasted revenue variance is **-\$228,337**. **KEEP WORKING!**

[Modify](#)

- Standard Reports
 - Calendar Sales Summaries
 - Geographic Sales Summaries
 - Product Sales Summaries
 - Revenue Analysis Summaries

Market Share Summary
In-place Drilling



[Modify](#)

Current Period Sales Analysis

Multi-Target Drill

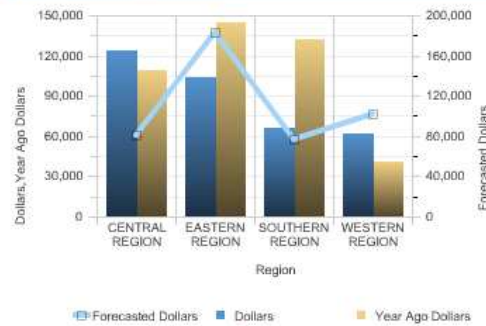
Region	Sales	Forecasted Sales	% of Forecast
CENTRAL REGION	\$365,343	262,295	139%
EASTERN REGION	\$436,913	543,169	80%
SOUTHERN REGION	\$209,506	245,571	85%
WESTERN REGION	\$142,768	331,832	43%
Grand Total	\$1,154,530	1,382,867	83%

You are currently below forecast for the year. Research brand penetration within customer base

[Brand Analysis](#)

Regional Revenue

Current vs Prior Period



[Modify](#)

22.6% of total YTD Revenue.

YTD Market Share Analysis: **CHICAGO**, in the **CENTRAL REGION** has **\$197,123** in sales YTD, which accounts for **17.1%** of total YTD Revenue.

YTD Market Share Analysis: **CLEVELAND**, in the **EASTERN REGION** has **\$84,391** in sales YTD, which accounts for **7.3%** of total YTD Revenue.

YTD Market Share Analysis: **ATLANTA**, in the **SOUTHFRN REGION** has **\$74,545** in sales YTD, which

[Modify](#)

Colors by Region

Color: Antique Doll

District	Units	Price Per Unit
ATLANTA DISTRICT	7,037	\$3.55
BOSTON DISTRICT	27,433	\$3.39
CHARLOTTE DISTRICT	327	\$4.00
CHICAGO DISTRICT	93,560	\$2.84
CINCINNATI DISTRICT	4,995	\$3.49
DALLAS DISTRICT	5,112	\$4.27
DENVER DISTRICT	2,746	\$4.39
DETROIT DISTRICT	3,492	\$4.12
JACKSONVILLE DISTRICT	1,435	\$3.92
KANSAS CITY DISTRICT	1,970	\$3.65
LOS ANGELES DISTRICT	8,839	\$3.12
MEMPHIS DISTRICT	920	\$3.75
MINNEAPOLIS DISTRICT	117	\$3.73
PHILADELPHIA DISTRICT	6,153	\$3.51
PORTLAND DISTRICT	5	\$5.40
YOUNGSTOWN DISTRICT	18,905	\$3.28

[Modify](#)

Year: 2002 Region: District: Brand: Go

Finish Summary

Date run: 3/6/2007

Year is equal to 2002

Products	Sales Measures	
Finish	Units	Share
Flat	132,925	42.1%
Gloss	130,676	41.4%
Primer	50,520	16.0%
Satin	1,896	0.6%
Grand Total	316,017	100.0%

[Modify](#)

Color Summary for Current Year

Click Headings to Sort

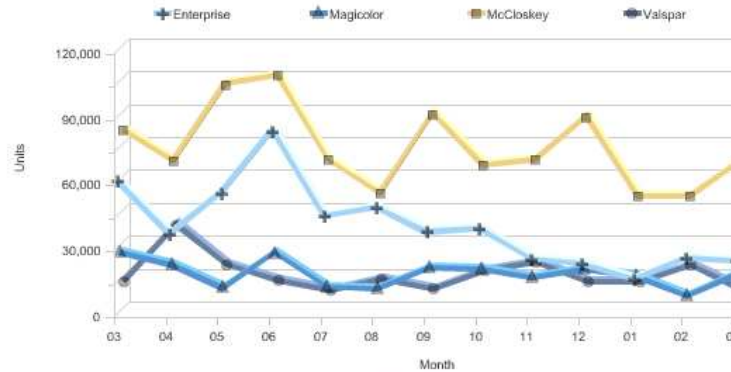
Year is equal to 2002

Color	Units	Dollars
Antique Doll	19,680	\$69,450
Armory	5,368	\$10,578
Black	40,856	\$160,144
Brierwood	9,629	\$11,390
Burgundy	3,036	\$14,194
Carriage House Red	3,807	\$33,163
Cherry Red	21,641	\$84,698
Clear	2,059	\$7,039
Cloud White	6,475	\$15,416
Cobblestone	6,274	\$22,795
Colonial Blue	5,434	\$67,631
Dante	571	\$3,671
Driftwood	704	\$5,845
Embers	4,680	\$35,007
Flint	4,686	\$13,521
Gossamer	2,886	\$12,789
Gray	5,583	\$11,723
Hunter Green	3,553	\$7,282
Light Gray	5,207	\$7,067
Manchester Red	2,698	\$18,393
Midnight Black	3,520	\$20,220
Oxford Brown	7,651	\$60,077

Sales by Brand (Rolling 12 Months)

Date run: 3/6/2007

Month is between 3/1/2001 12:00:00 AM and 3/1/2002 12:00:00 AM



[Modify](#) - [Print](#) - [Download](#)

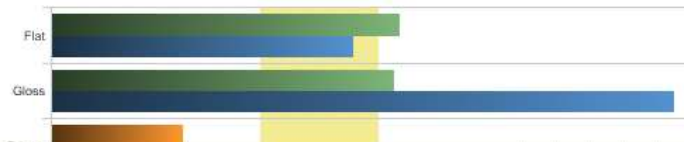
Finish Sales Trend for Current Year

Date run: 3/6/2007

Year is equal to 2002

Finish	Units	Year Ago Units	Chg Year Ago Units	% Chg Year Ago Units	Dollars	Year Ago Dollars	Chg Year Ago Dollars	% Chg Year Ago Dollars
Flat	132,925	115,353	17,572	15%	\$534,191	451,982	82,209	18%
Gloss	130,676	237,400	(106,724)	(45%)	\$488,049	797,253	(309,204)	(39%)
Primer	50,520	75,335	(24,815)	(33%)	\$125,449	171,767	(46,318)	(27%)
Satin	1,896	15,309	(13,413)	(88%)	\$6,841	54,835	(47,994)	(88%)
Grand Total	316,017	443,397	(126,892)	(33%)	\$1,154,530	1,475,837	(320,306)	(27%)

[Modify](#) - [Download](#)



Oracle Maps example - show/hide Theme Based FOI layers

Show Customer layer Show County population layer Show Cities



Instructions

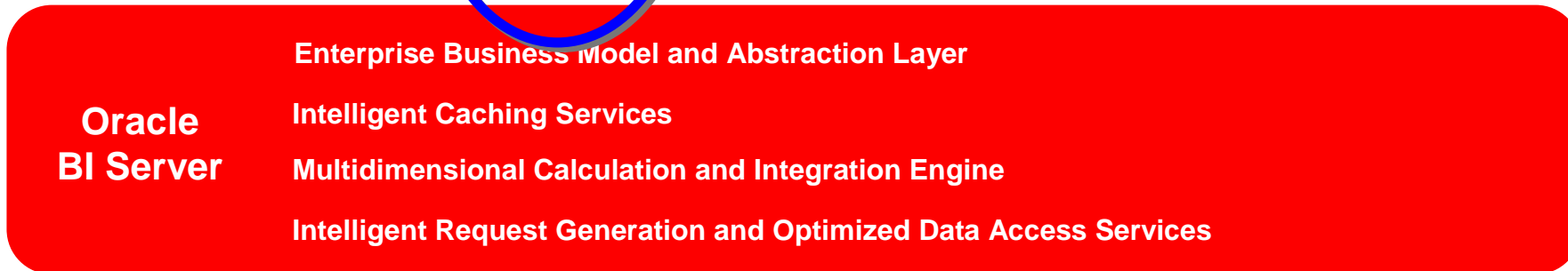
Oracle Maps example - show/hide Theme Based FOI layers

Show Customer layer Show County population layer Show Cities



Instructions

Oracle BI Suite Enterprise Edition



Регламентированная отчетность

- Advanced Reporting
- Реализация корпоративной отчетности
- Подписка, расписания
- Высокое качество отображения
- Печать в любых форматах

The screenshot displays two reports from the Siebel CustomerWorld system. The top report is an 'Expense Report' for Adam Driver, covering the period from 7/24/2005 to 7/30/2005. It includes a detailed table of expenses categorized by date, city, and type (Hotel, Air, Rail, Rental, Transportation, etc.). The total expense amount is \$1,508.99. Below the main table are sections for 'Driving Expenses', 'Miscellaneous', and 'Reimbursed Entertainment and Business Meals'. The bottom report is a 'Package Quote' for 'English Language Extension', showing a total quote amount of \$1,583,056.48.

Date	City	Hotel	Air	Rail	Rental	Transportation	Other	Business Meals	Entertainment	Misc. Expense	DAILY TOTAL
7/19/2005											\$41.99
7/19/2005		\$141.93				\$38.00	\$13.99				\$243.92
7/20/2005		\$134.00						\$2.55	\$104.85	\$94.17	\$375.57
7/21/2005			\$1,071.91		\$154.75	\$35.00					\$1,271.70
7/22/2005								\$21.70	\$100.10		\$1,291.80
TOTAL:		\$275.93	\$1,071.91		\$154.75	\$70.00	\$13.99	\$22.55	\$104.85	\$194.27	\$1,508.99

Line	Product	Part #	Qty	UOM	Unit Price	Est. Price
3.2	English Language Extension	12-00000000	1	Item/Unit	\$0.00	\$0.00
3.3	Installation Charge for 12-00000000	12-00000000	1	Item/Unit	\$0.00	\$0.00
3.4	Install on Microsoft Windows 2003	12-00000000	1	Item/Unit	\$0.00	\$0.00
3.5	Siebel Enterprise Desktop Center Analysis - Analyst User T-Add on to Service Analysis	12-00000000	300	Item/Unit	\$290.00	\$87,000.00
4	Services for the Siebel Enterprise Support and Maintenance	12-00000000	1	Item	\$1,583,056.48	\$1,583,056.48
Subtotal:						\$1,583,056.48
Service Level:						\$1,583,056.48
Software:						\$1,583,056.48
Tax (0%):						\$0.00
Shipping/Charges:						\$0.00
Total Quote Amount:						\$1,583,056.48

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500 Oracle Parkway
Redwood Shores, CA 94065
USA

Detailed Revenue Report

Year 2000 Revenue

The total revenue for year 2000 is 5 689 083,00.

Product Category COATINGS

The total revenue for the product category COATINGS is 5 689 083,00.

Enterprise

The total revenue for the brand Enterprise is 1 422 655,00.

Region	District	Revenue (USD)
EASTERN REGION	BOSTON DISTRICT	386 272,00
CENTRAL REGION	CHICAGO DISTRICT	205 289,00
SOUTHERN REGION	JACKSONVILLE DISTRICT	139 130,00
SOUTHERN REGION	ATLANTA DISTRICT	120 112,00
EASTERN REGION	PHILADELPHIA DISTRICT	90 355,00
WESTERN REGION	LOS ANGELES DISTRICT	76 009,00
CENTRAL REGION	DETROIT DISTRICT	73 035,00
SOUTHERN REGION	DALLAS DISTRICT	68 020,00
WESTERN REGION	DENVER DISTRICT	62 099,00
CENTRAL REGION	CINCINNATI DISTRICT	59 906,00
EASTERN REGION	YOUNGSTOWN DISTRICT	56 460,00
WESTERN REGION	PORTLAND DISTRICT	45 709,00
CENTRAL REGION	KANSAS CITY DISTRICT	15 412,00
CENTRAL REGION	MINNEAPOLIS DISTRICT	8 897,00
EASTERN REGION	NEW YORK DISTRICT	6 291,00
SOUTHERN REGION	MEMPHIS DISTRICT	5 221,00
WESTERN REGION	SAN FRANCISCO DISTRICT	3 288,00
SOUTHERN REGION	CHARLOTTE DISTRICT	1 150,00
Total		1 422 655,00

Magicolor

The total revenue for the brand Magicolor is 757 949,00.

Region	District	Revenue (USD)
WESTERN REGION	LOS ANGELES DISTRICT	162 443,00
EASTERN REGION	BOSTON DISTRICT	148 034,00

Pages

Attachments

Comments



Quarterly Revenue

Revenue Overview

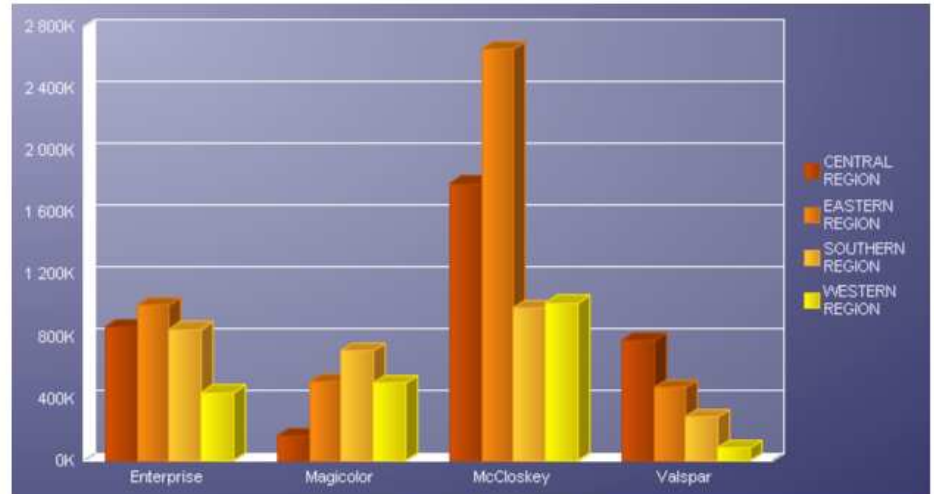
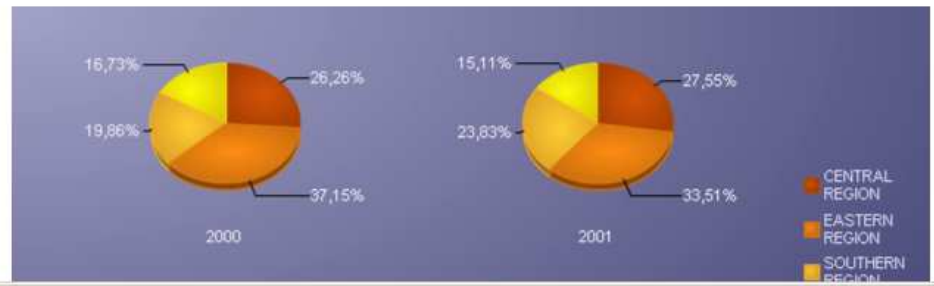
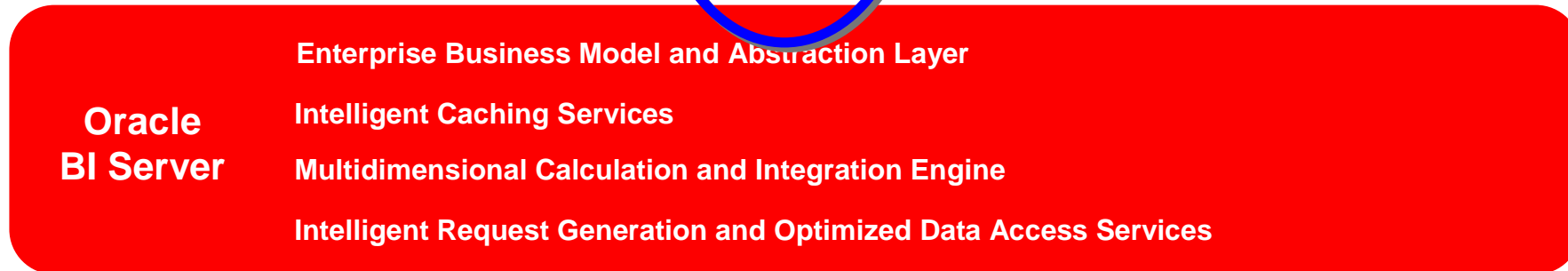


Figure 1: Brand Sales by Region



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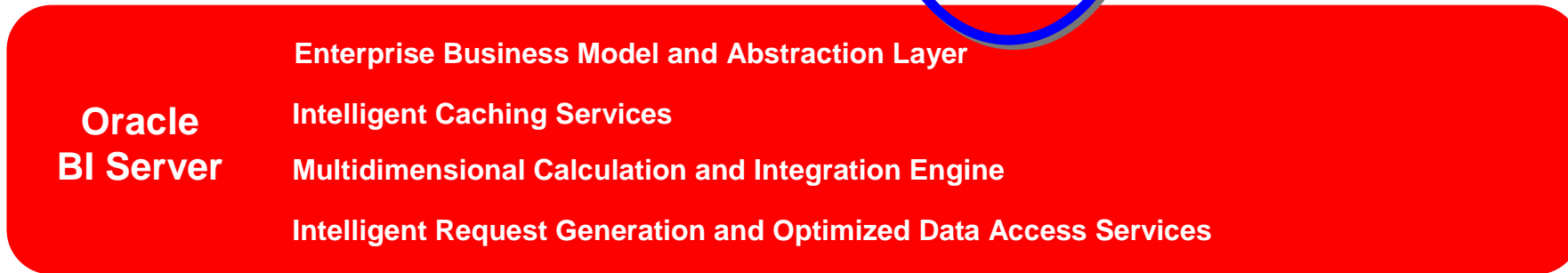
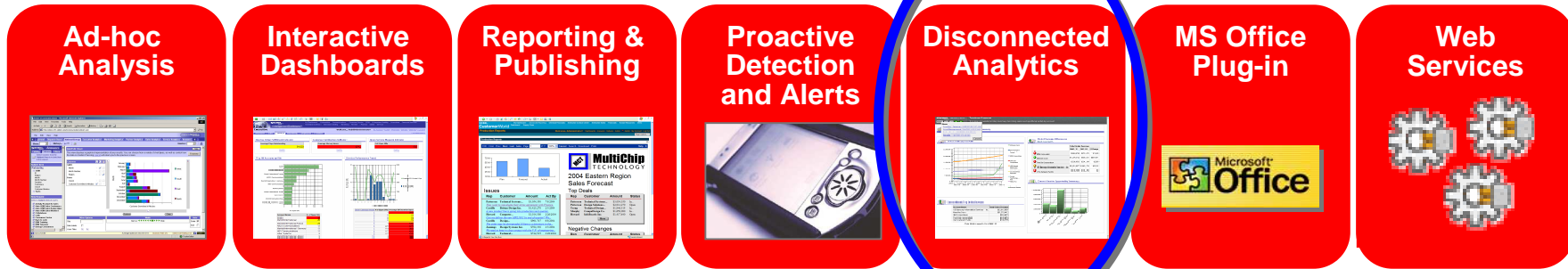
Уведомления и алерты

- Проактивное оповещение о бизнес-ситуации в реальном масштабе времени на различные устройства
- Постоянный мониторинг и анализ по всем операционным и аналитическим источникам
- Рассылка по расписанию и на основе событий
- Поддержка широкого спектра устройств – почта, мобильные телефоны, пейджеры
- Intelligence Bots (“iBots”)



**Проактивное оповещение
Реальный масштаб
времени
Все виды устройств**

Oracle BI Suite Enterprise Edition



Аналитика в режиме офлайн

- Возможность анализа данных в режиме офлайн (без связи с сервером)
- Полный спектр функциональных возможностей – аналитические панели, произвольные запросы, все виды представлений и др.
- Интерфейс пользователя тот же, что и в режиме онлайн
- Создание локальных наборов данных
 - Полная и инкрементальная синхронизация с информационным источником
 - Сжатие данных при синхронизации
- Персонализация данных, ограничение доступа на основе ролей

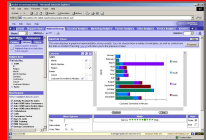


Oracle BI Suite Enterprise Edition



Oracle BI Suite Enterprise Edition

Ad-hoc Analysis



Interactive Dashboards



Reporting & Publishing



Proactive Detection and Alerts



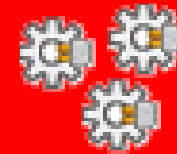
Disconnected Analytics



MS Office Plug-in



Web Services



Oracle BI Server

Enterprise Business Model and Abstraction Layer

Intelligent Caching Services

Multidimensional Calculation and Integration Engine

Intelligent Request Generation and Optimized Data Access Services



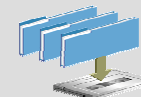
OLTP & ODS Systems



Data Warehouse Data Mart



SAP, Oracle
PeopleSoft, Siebel,
Custom Apps



Files
Excel
XML



Business Process

ORACLE



Oracle Siebel Business Analytics Applications

Широкий спектр аналитических приложений

Auto	Comms. & Media	Complex Mftg.	Consumer Sector	Energy	Financial Services	High Tech	Insurance & Health	Life Sciences	Public Sector	Travel & Trans
Sales Analytics		Service & Contact Center Analytics		Marketing Analytics		Financial Analytics		Supply Chain Analytics		Workforce Analytics
Pipeline Analysis		Churn Propensity		Campaign Scorecard		Cost 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		Bookings, Billings and Backlog		Compliance Reporting
Up-sell / Cross-sell		Service Rep Effectiveness		Loyalty and Attrition		Regulatory Compliance		Partner Portal Analytics		Workforce Profile
Discounting Analysis		Service Cost Analysis		Market Basket Analysis		Expense Management		Partner Service Trends		Turnover Trends
Lead Conversion		Service Trends		Campaign ROI		Cash Flow Analysis		Partner Campaign ROI		Return on Human Capital

Oracle BI EE Platform

SIEBEL

ORACLE

SAP

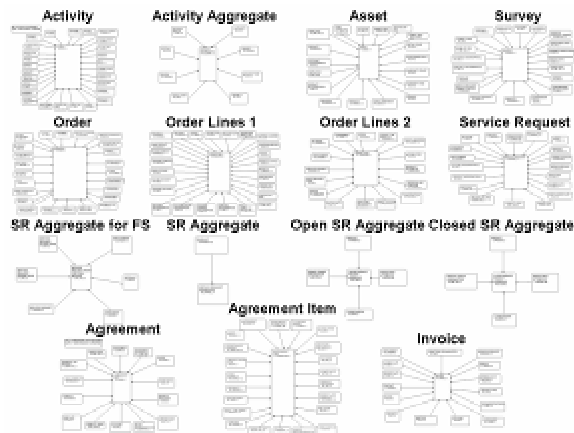
PeopleSoft

Other Operational & Analytic Sources

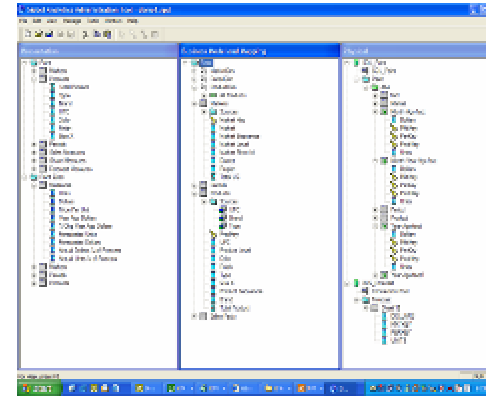
ORACLE

Аналитика для центров обслуживания

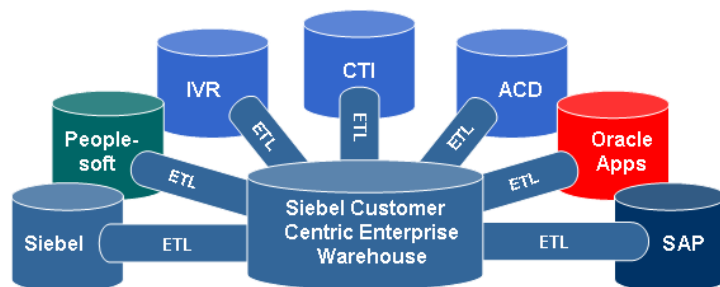
- 1 Готовое хранилище с 18 кубами (схема «звезда»)



- 3 Преднастроенные метаданные – аналитические метрики и вычисления



- 2 Преднастроенные ETL процессы для извлечения данных из Siebel CRM, колл-центров и др.

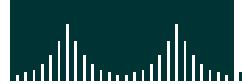


- 4 150+ готовых информационных панелей, отчетов и алертов для сотрудников и руководителей центров обслуживания



Тысячи пользователей и огромные объемы данных

CISCO SYSTEMS



Число пользователей выросло от 8000 до 20,000+
500 высших руководителей, сотрудники отделов продаж,
маркетинга, финансов, HR, инженерный состав



1,000,000+ он-лайн пользователей
Более 10 ТВ данных



4500 пользователей
300+ приложений & терабайты данных



3000+ пользователей
Около 20 терабайт данных, несколько разнородных систем



Число пользователей выросло от 2,700+ до 10,000+
12 терабайт в хранилище данных



60,000 пользователей
Enterprise Sense and Respond

Быстрое внедрение



800 пользователей менее чем за 90 дней
Analytics for sales-oriented contact center



Внедрение за 120 дней
Sales Analytics



3000+ пользователей, 3 месяца
Sales Analytics



4 месяца, 1200 пользователей
Pharma Analytics



Внедрение за 100 дней, 6500 пользователей
Sales and Marketing Analytics

ORACLE

Пользователи аналитических приложений

Communications



Automotive



Finance / Banking



Consumer Goods



High Tech



Media / Energy



Aero / Industrial



Insurance / Health



Life Sciences



Other





Дополнительная информация

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Oracle Business Intelligence EE



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