



ORACLE®

Oracle Business Intelligence EE Plus

Daniele Cesario

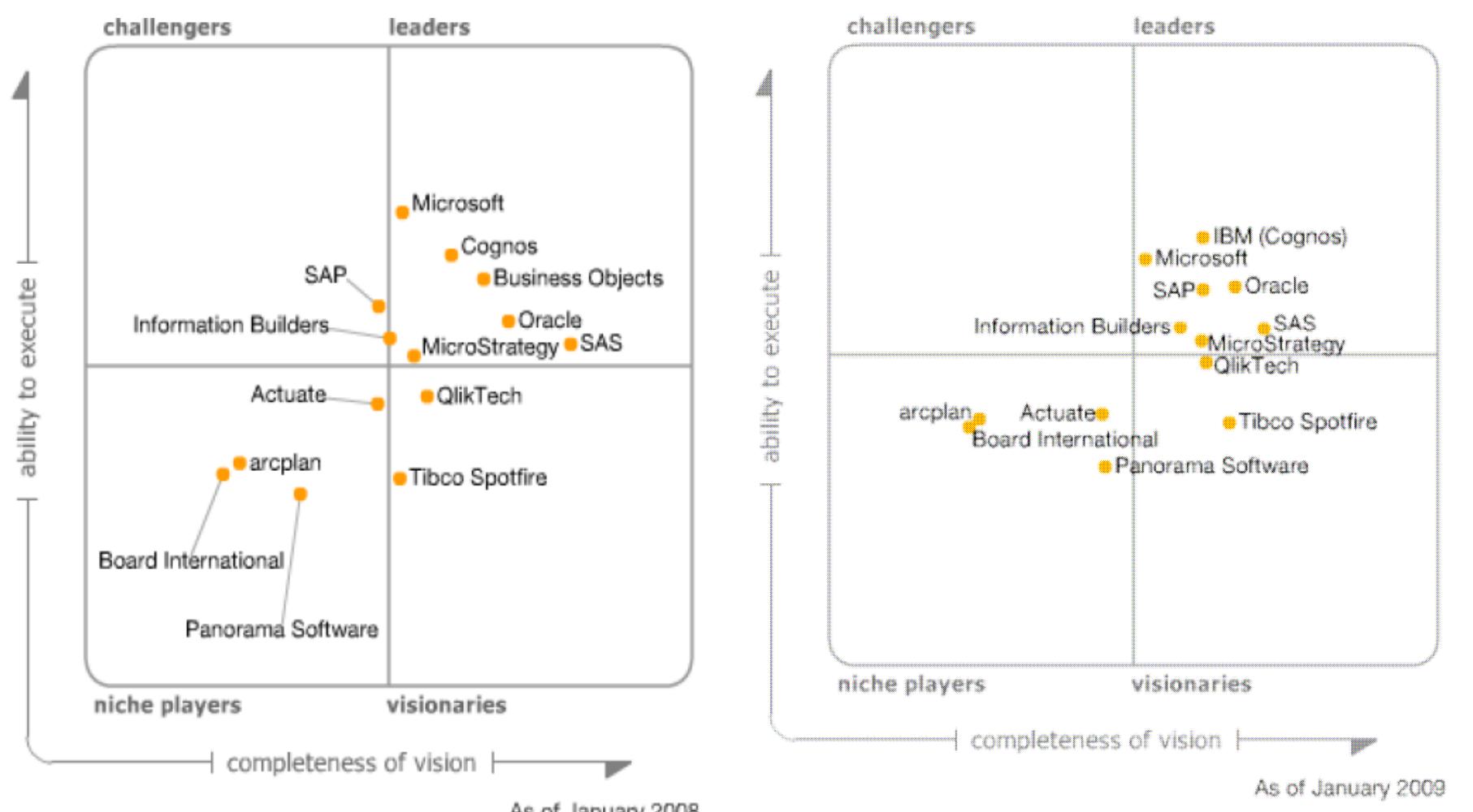
BI & EPM Senior Sales Consultant

Oracle Italia

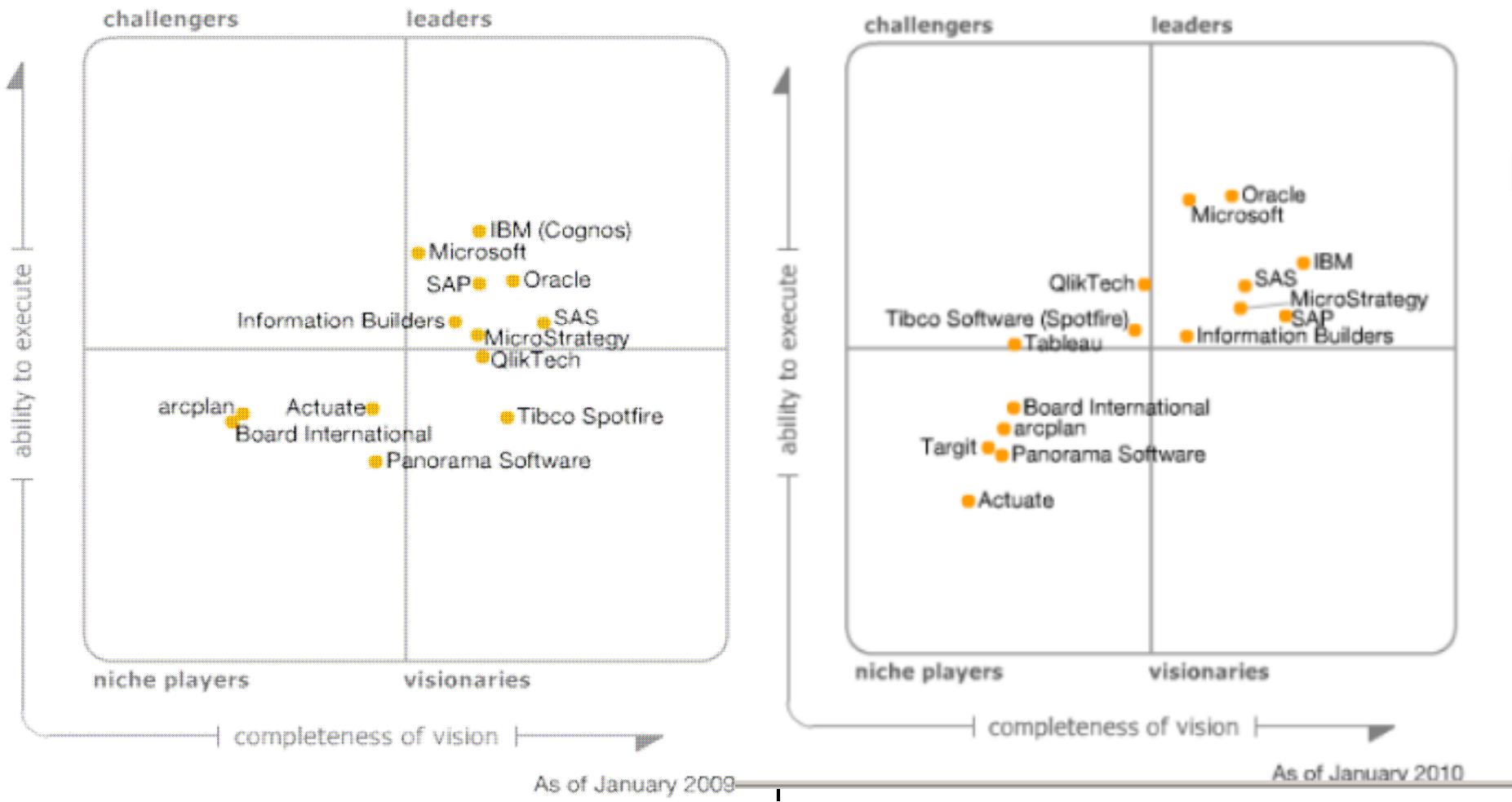
Forum PA
17 - 20 Maggio 2010

ORACLE

Gartner: Magic Quadrant for Business Intelligence Platforms, 2008 vs 2009

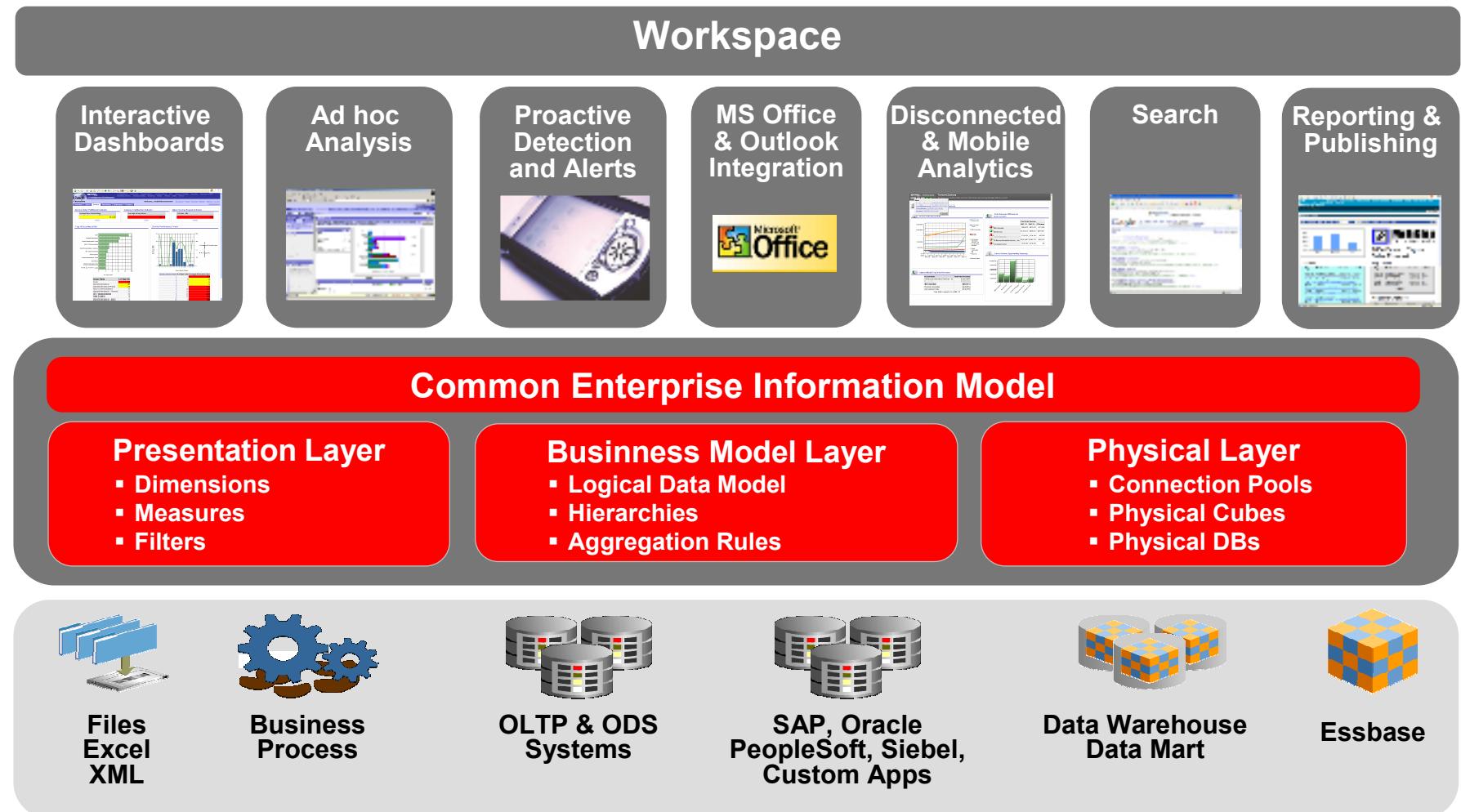


Gartner: Magic Quadrant for Business Intelligence Platforms, 2009 vs 2010



ORACLE®

Oracle BI Suite Enterprise Edition + Unified Business Intelligence Foundation



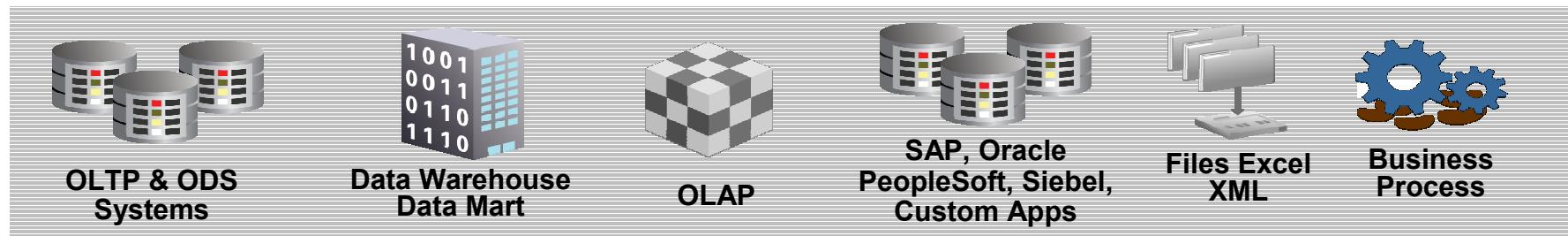
ORACLE®

Oracle Business Intelligence

Complete, Open, Integrated

Presentation Services

BI Services

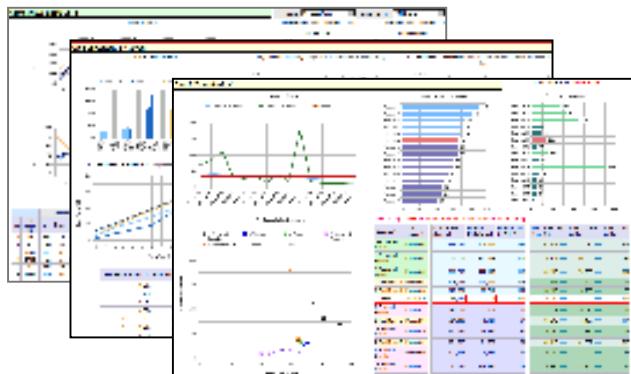


ORACLE®

A ciascun utente la modalità di interazione adeguata

Interactive Analysis

Drill e Interazioni personalizzabili



Published Reporting

Orientato alla Stampa, Alti Volumi,
Formattazione Pixel-Perfect



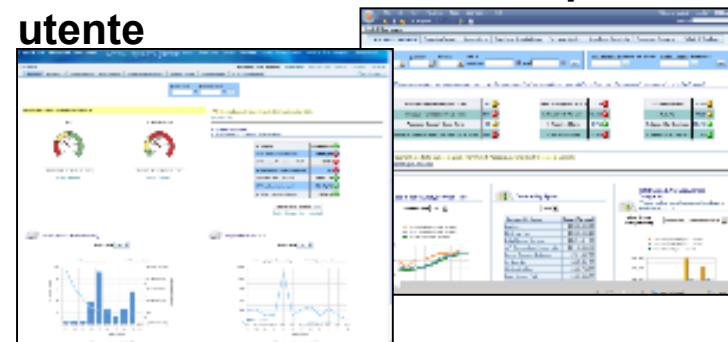
Smart Office Access

Integrazione sicura con Microsoft Office



Dashboards and Scorecards

Personalizzabili e interattivi per ruolo
utente



ORACLE®

A ciascun utente la modalità di interazione adeguata

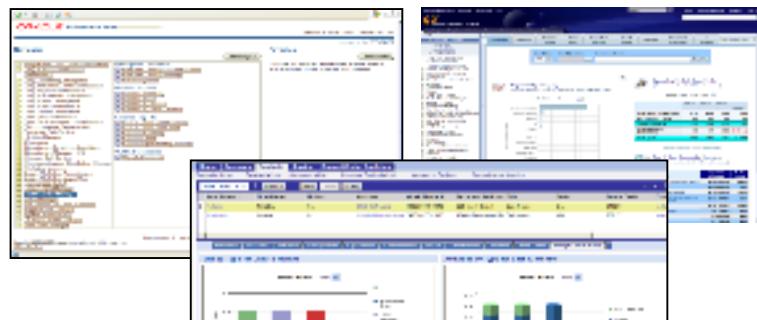
Alert Proattivi, Mobile Access

Push della BI su email e dispositivi mobili



Embedded nelle Applicazioni OLTP

La BI nel contesto operazionale



Guided Analytics

Rapida scoperta di problemiopportunità



La BI come guida dei Processi

Oltre la BI: consente azioni a seguito dell'analisi



BPEL, ESB

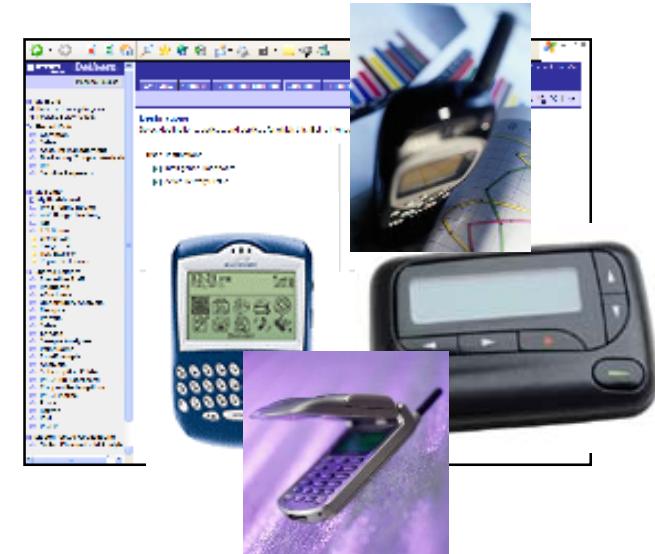


Oracle BI

Oracle BI EE Presentation Services

BI Delivers

- Intercettazione dinamica di “problemi/opportunità”
- Notifica automatica tramite un ampio set di canali e devices
- Agenti intelligenti (iBots) basati su eventi e su schedulazione
- Automatizza il controllo e la distribuzione di informazioni da sorgenti sia operazionali che analitiche
- Gestione automatizzata di workflow complessi e processi analitici



ORACLE®

Inbox for MMASTER@melumba--us.us.oracle.com - Thunderbird

File Edit View Go Message Tools Help



Folders

View: All

Subject or Sender

Mike Masters Account

- Inbox
- Drafts
- Templates
- Sent
- Trash

Local Folders

- Priority | Subject
- FW: Materiel Transfer Approval
 - Re: Inventory Cadence Meeting
 - Notebooks are selling like hotcakes!

Sender

- NC Tribe
- Cyndee Ethan and Connor
- Colby Morris

Oracle Delivers

Highest Mike Masters there is a Supply shortage for Deluxe L...

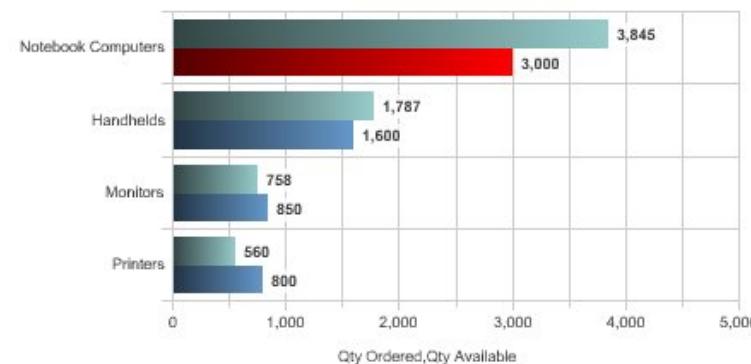
Subject: Mike Masters there is a Supply shortage for Deluxe Laptop From: Oracle Delivers



Ordered vs Available Qty



Product Listing Available vs Ordered



Qty Ordered,Qty Available

Qty Ordered
Qty Available

Click [here](#) to navigate to the Orders and Fulfillment Dashboard



Proactive Alerts



http://localhost:8080/analytics/saw.dll?Dashboard&nquser=MMASTERS&nqpassword=MMASTERS

Unread: 0 Total: 4

Oracle BI EE Presentation Services

Oracle BI Publisher

- Oracle XML Publisher technology
- Documenti “Pixel-Perfect”
- Struttura Complessa
- Output Standard
- Pubblicazione e Profilazione anche su Dashboard

The screenshot displays a complex document generated by Oracle BI Publisher. It includes:

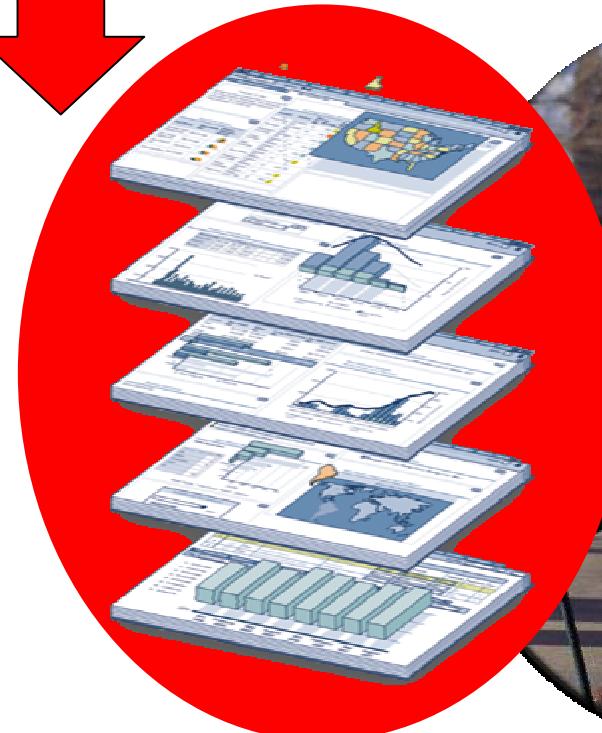
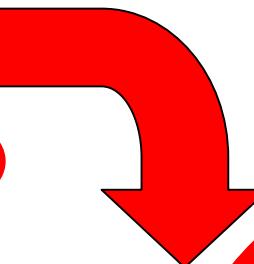
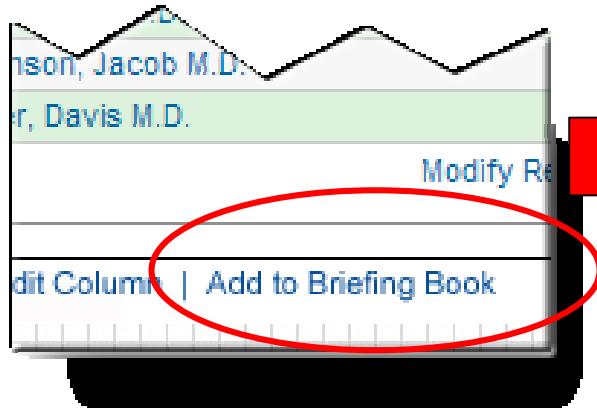
- A header section titled "General Ledger" with filters for "Currency: USD" and "Balance Type: Actual".
- A main table for "Journal: COTRRAI-0703000259 Intercompany Transfer USD" with rows for "Journal Import Created" and "Journal Import Cleared".
- A summary table at the bottom showing a debit of 0.000.00 and a credit of 0.000.00.
- An inset showing another journal entry for "Journal: COTRRAI-0703000270 Intercompany Transfer USD" with four rows of transaction details.
- A large red rectangular area containing the "VISION CORPORATION" logo.
- Contract information for "Ordering Document" and "Sales Order No. 11973".
- A product catalog table with columns for "Line", "Product", "UoM", "Qty", "Unit Price", "Discount", and "Net Price". Items listed include "Kebab Plate - 1000ML", "Kebab - 100g", "Cupcake - 100g", "Pasta - 1kg", "Pasta - 500g", "Noodle - 1kg", "Noodle - 500g", "Bacon Wrap - 100g", "Bacon Wrap - 200g", "Meat - 1kg", and "Meat - 500g".
- A summary table at the bottom right showing quantities, prices, and totals.

Reporting & Publishing



Disconnected Analytics

Briefing Books



Ciascun utente può costruire i propri Briefing Books da portare con sé utilizzando il link che compare in fondo ad ogni pagina di Dashboard.

ORACLE®

Disconnected Analytics

Mobile Analytics

ORACLE®
BUSINESS INTELLIGENCE SUITE



- Stessa interfaccia delle modalit “connessa”
- Complete funzionalit analitiche per l’utente “disconnesso”: abilita al completo utilizzo di Dashboard e di Answers anche offline
- Minimizza le dimensioni del data set:
 - Sincronizzazione completa o incrementale con le sorgenti dati enterprise
 - Compressione dei dati durante la sincronizzazione
 - Dati personalizzati per ogni utente, mantenendo completamente la security role-based

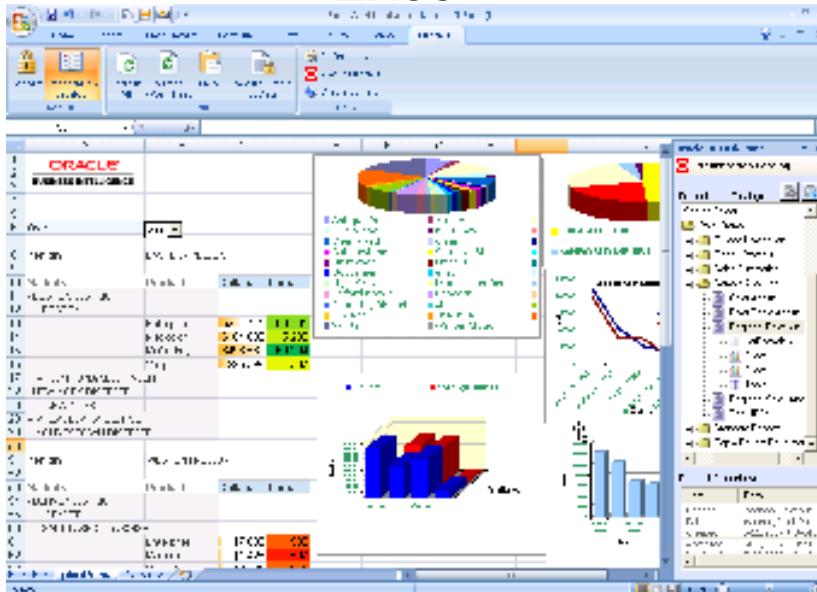
ORACLE®

BI Office Add-in

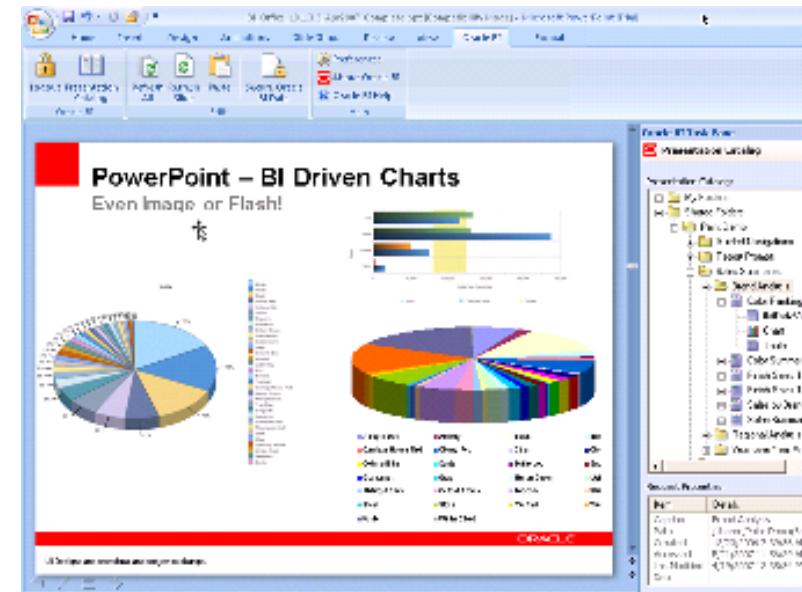
Version 10.1.3.4

- Integrazione con Powerpoint ed Excel
- Copia di oggetti da Answers & Dashboards
 - Table
 - Pivot Table
 - Charts
- Incolla in Excel & PowerPoint come oggetti nativi e “rinfrescabili”

Excel



PowerPoint



ORACLE®

iPhone Support

Oracle Business Indicators; Oracle Business Approvals



INSIGHT: Oracle Business Indicators

- View KPIs, get alerts, “Favorites List”
- Access any OBIEE data and calculations
- Access Oracle BI Applications data

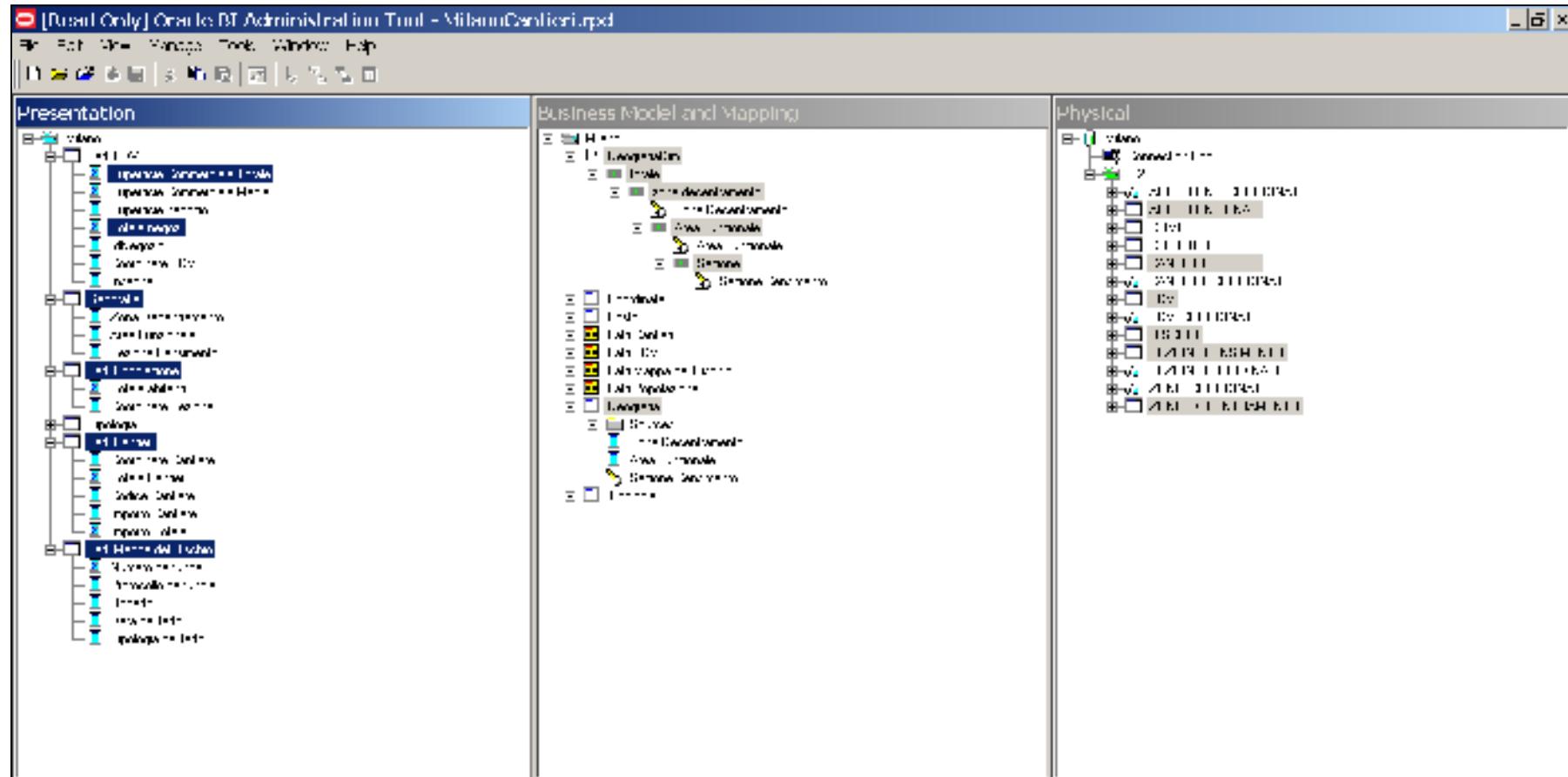
ACTION: Oracle Business Approvals

- Initiate HR, purchasing or other approvals

- Native iPhone applications
- Distributed via iTunes
- Built with Oracle SOA Suite
- Calls standard OBIEE Web services

ORACLE®

Costruire Il modello logico della Location Intelligence



OBI Administrator:

Dai dati fisici al modello logico di business della Location Intelligence fino al livello di presentazione

ORACLE®

Dashboards in Oracle BI

Oracle BI Interactive Dashboards - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://vbrugghe-nl:8888/analytics/saw.dll?Dashboard

Mod Visited X54ALL Gmail TomTom Traffinet GNC Player omroep.nl Welcome to the City... NYC Stimulus Tracker Album bekijken: Rapid... MyOracle Hotnews Oracle BIee Home

ORACLE® Interactive Dashboards My Dashboard Paint Dashboard Training

Welcome, Administrator Dashboards - Answers - More Products - Settings - Log Out

Paint Dashboard Regional Analysis Brand Analysis Year over Year Analysis Page Options

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 - Copy](#)

Standard Reports

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

[XML](#)

Market Share Summary
In-place Drilling

Dollars

Modify - Copy

Current Period Sales Analysis
Multi-Target Drill

Region	Sales	Forecasted Sales	% of Forecast
CENTRAL REGION	\$365,343	262,295	139%
EASTERN REGION	\$496,913	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

Forecasted Dollars Dollars Year Ago Dollars

Modify - Copy

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

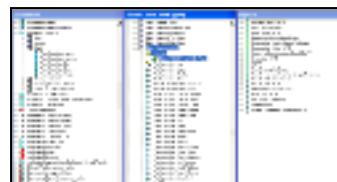
Modify - Copy

Location Intelligence

Integrazione Tecnologica



Oracle BI EE+
Presentation Services

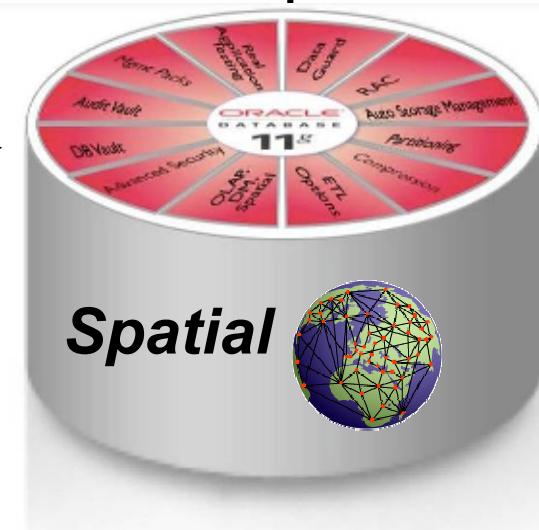


Oracle BI EE+
BI Server



Oracle Data Integrator
ODI

Oracle Maps
MapViewer



ORACLE®

Spatial Integrated in Oracle BI

Spatial integrated in Dashboard

TRI Mapping - State Level

Welcome, epa! Dashboards - Answers - More Products ▾ - My Account - Log Out

Total Releases Carcinogen Water Releases Air Releases Page Options

Reporting Year TRI Fac Region
2003 1 Go

All Total Releases by Year and State

TRI Fac State Name	Change from Prior Year
RHODE ISLAND	-41.32%
CONNECTICUT	-14.85%
MASSACHUSETTS	3.60%
VERMONT	11.48%
NEW HAMPSHIRE	28.20%
MAINE	49.24%

Map of EPA States
For Reporting Year: 2003 and Region 1

All Total Releases by Year and State Chart

Year	CONNECTICUT	MAINE	MASSACHUSETTS	NEW HAMPSHIRE	RHODE ISLAND	VERMONT
2000	~4,500,000	~12,500,000	~7,500,000	~2,500,000	~1,500,000	~1,000,000
2001	~4,000,000	~12,000,000	~5,000,000	~1,500,000	~1,000,000	~1,000,000
2002	~3,500,000	~9,000,000	~4,500,000	~1,000,000	~1,000,000	~1,000,000
2003	~3,500,000	~15,500,000	~4,500,000	~1,000,000	~1,000,000	~1,000,000

Spatial Integrated in Oracle BI

Spatial “Drill Down”

Year: County:

2003 23031 Go

All Total Releases by Year and Facility

TRI Facility Id	TRI Facility Name	Change from Prior Year
04005NTRMT389HI	INTERMAT	● -100.00%
04073SPRGLROUTE	VISHAY SPRAGUE INC	● -100.00%
04005FBRMT5MORI	FIBER MATERIALS INC	● -86.65%
04005MTSPP516AL	METSO PAPER USA INC	● -50.00%
04073XPNDONERI	EXPANDED RUBBER PRODUCTS INC	● -49.00%
04072NTLLG92IND	INTELLIGENT CONTROLS	● 0.00%
03906PRTTWRROUTE	PRATT & WHITNEY	● 18.26%
04073CYRNDINDUS	CYRO INDUSTRIES	● 41.97%
03901PRMTNSULLI	PRIME TANNING CO INC	● 134.76%
03904PRTSMSEAVE	U.S. NAVY PORTSMOUTH NAVAL SHIPYARD	● 510948.00%
03904WTTSCUTTS	PARKER HANNIFIN CORP KITTERY MAINE	
03906HSSYSDYERS	HUSSEY SEATING CO	
04005VXTNT69LAN	AVX TANTALUM CORP	
04072SCDFN291NO	GENERAL DYNAMICS ARMAMENT & TECHNICAL PRODUCTS	
04090SPNCR90SPE	SPENCER PRESS AN RR DONNELLEY CO	

Map of EPA Facilities by County
For Reporting Year: 2003 and County: 23031

Facility: 03904PRTSMSEAVE
% Change: 510948

All Total Releases- Facility Detail - All Release Details

TRI Facility Id	Reporting Year	Change from Prior Year	New All Totals	New All Totals Prior Year	Epa Name
03904PRTSMSEAVE	2004	● -9.80%	11,313	12,542	1-Butanol
		● 155.77%	5	5	Lead
03904PRTSMSEAVE	2003		12,542		1-Butanol
			229		Ethylene glycol
03904PRTSMSEAVE	2002	● 108.00%	5	3	Lead
		● -78.45%	3	12	Lead
03904PRTSMSEAVE	2001		12		Lead

ORACLE®

Spatial Integrated in Oracle BI

Spatial Analysis

TRI Mapping - Facilities

Welcome, epa! Dashboards - Answers - More Products ▾ - My Account - Log Out

Page Options ▾

Pick map size: Little Map

Zoom to Longitude: 78.414 Latitude: 40.457 Go

Facilities within user defined box Go

Facilities within user defined circle Go

Facilities within 3000 ft of selected park Go Clear

Facility List

16601PNNJC4601C HUCK INTL. INC.

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Price
2001				
2002				

16601SKFSN1000L SKF USA INC ALTOONA PLANT

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Price
2001	750	750		
2002	750	750		
2003	15	750		
2004	15	15		

16602FDRTD6THAV COOKSON ELECTRONICS AMG ALTOO NA PA FACILI

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Price
2001	0	0	3	
2002	0	0	3	
2003	0	0	2	
2004	0	0	2	

16635FLSMTPOBOX F L SMI THE MACHINE CO INC

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Price
2001				
2002				

ORACLE®



ORACLE®

LOCATION INTELLIGENCE

*Valorizzare il patrimonio informativo della Pubblica Amministrazione
La Location Intelligence applicata all'agricoltura*

Giovanni Corcione Oracle Italia

ForumPA Maggio 2010 

Location Intelligence: Una esigenza crescente

The image displays three separate web browser windows side-by-side, each showing a different application or resource related to Location Intelligence:

- Top Left (Mozilla Firefox): Wikipedia Article on Location Intelligence.** A screenshot of a Mozilla Firefox window showing the Wikipedia article on "Location intelligence". The page defines Location Intelligence as the capacity to organize and understand complex phenomena through geographic relationships. It includes a brief history and examples of its use in business and technology.
- Bottom Left (LinkedIn): Group Login for Location Intelligence Conference.** A screenshot of a LinkedIn group login page for the "Location Intelligence Conference". The page asks users to sign in to LinkedIn to join the group.
- Right (Location Intelligence Conference 2009 Media Partnerships)**: A screenshot of a website for the "Location Intelligence Conference 2009". The page discusses media partnerships with "Directions Media Tracks: Geospatial Technology and Nothing Else". It highlights the conference's focus on geospatial technology and its role in various industries like transportation, energy, and government. It also mentions the "Join Us In Spreading the Word About Location Intelligence" section and the "Benefits of Partnership... Directions Media will provide:" list.

Location Intelligence

Trend Evolutivo

The screenshot displays the Oracle Interactive Dashboards Public Safety Dashboard. The interface includes a top navigation bar with links to My Dashboard, Boston Public Schools, Department of Education, Exit Status Reporting, Fairfax County Parcels, K12 Performance, Measurement, and Public Safety Reports. A user is logged in as 'Administrator'.

The main content area features a map titled "Public Safety Dashboard" showing crime incidents. A legend indicates that yellow dots represent incidents within a user-defined box or 500 ft of a selected park. A red box highlights a specific incident near a park in the Lincoln neighborhood. To the right of the map is a table titled "Complaint Detail" listing various offense and PD descriptions, dates, and complainant roles. A pie chart is also visible on the right side of the dashboard.

Offense Desc	PD Desc	Date Key	Complaint Key	Role Desc	Fire Nar
ASSAULT 3 & RELATED OFFENSES	MENACING,UNCLASSIFIED	25-Dec-02	10183	Perp	NED
GRAND LARCENY OF MOTOR VEHICLE	LARCENY,GRAND OF AUTO	04-Aug-03	11175	Victim	LUF
HARRASSMENT 2	HARASSMENT,SUBD 1,CIVILIAN	15-Oct-03	11180	Perp	Reporter
	HARASSMENT,SUBD 3,4,5	17-Nov-03	1196	Victim	
OFF. AGNST PUB ORD SENSEBLT &	AGGRAVATED HARASSMENT 2	27-Oct-03	11183	Perp	
			27-Dec-03	41183	Victim
OFFENSES AGAINST PUBLIC ADMINI	CONTEMPT,CRIMINAL	02-Sep-02	30200	Perp	AVI
				Victim	ERM
					LA1
					TIN

ORACLE

Location Intelligence: Alcune definizioni ...

Cosa e':

...capacity to organize and understand complex phenomena through the use of geographic relationships inherent in all information ...

Tecnologia:

...platform integration is another factor contributing to the growth, as companies can integrate Location Intelligence directly into business operations.

Soluzione:

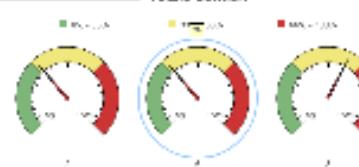
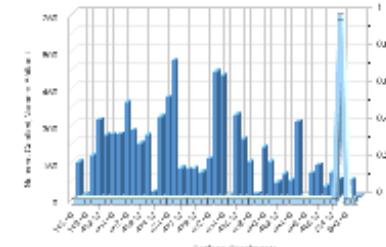
... Binomio tra la Business Intelligence e la Location

ORACLE®

Location Intelligence:



Zona	Número Clienti	Spesa Clienti	Número Venduti	Totali
1	12	412241-5172	1224.00	
2	27	63668856.22	7747.00	
3	27	55012895.11	1224.00	
4	1	31200011.5	42.00	
5	22	51918291.24	1224.00	
6	27	6865703.7	7747.00	
7	22	45288093.22	1224.00	
8	22	117070200.72	7747.00	
9	18	181241905.22	1224.00	

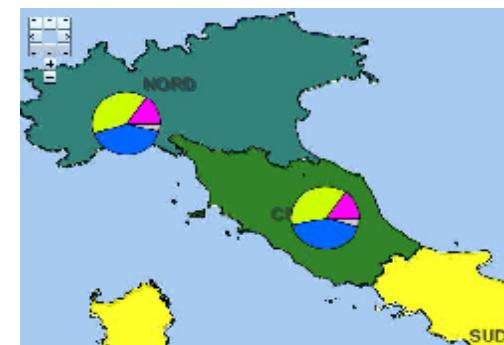
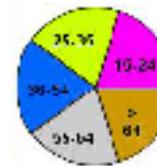
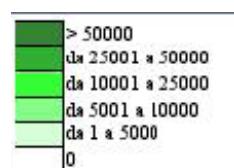
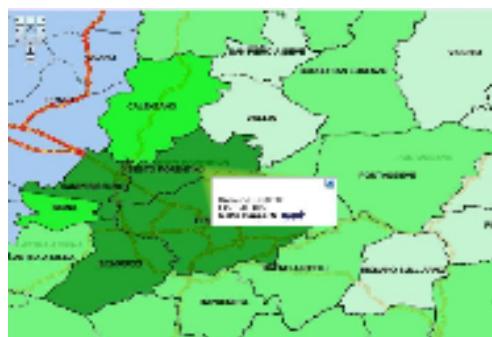


Un approccio *intelligente* per analizzare grandi datawarehouse secondo criteri di aggregazione

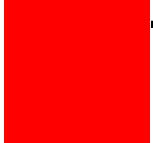
BI

Location

Aggiunta del criterio di aggregazione Spaziale



ORACLE®

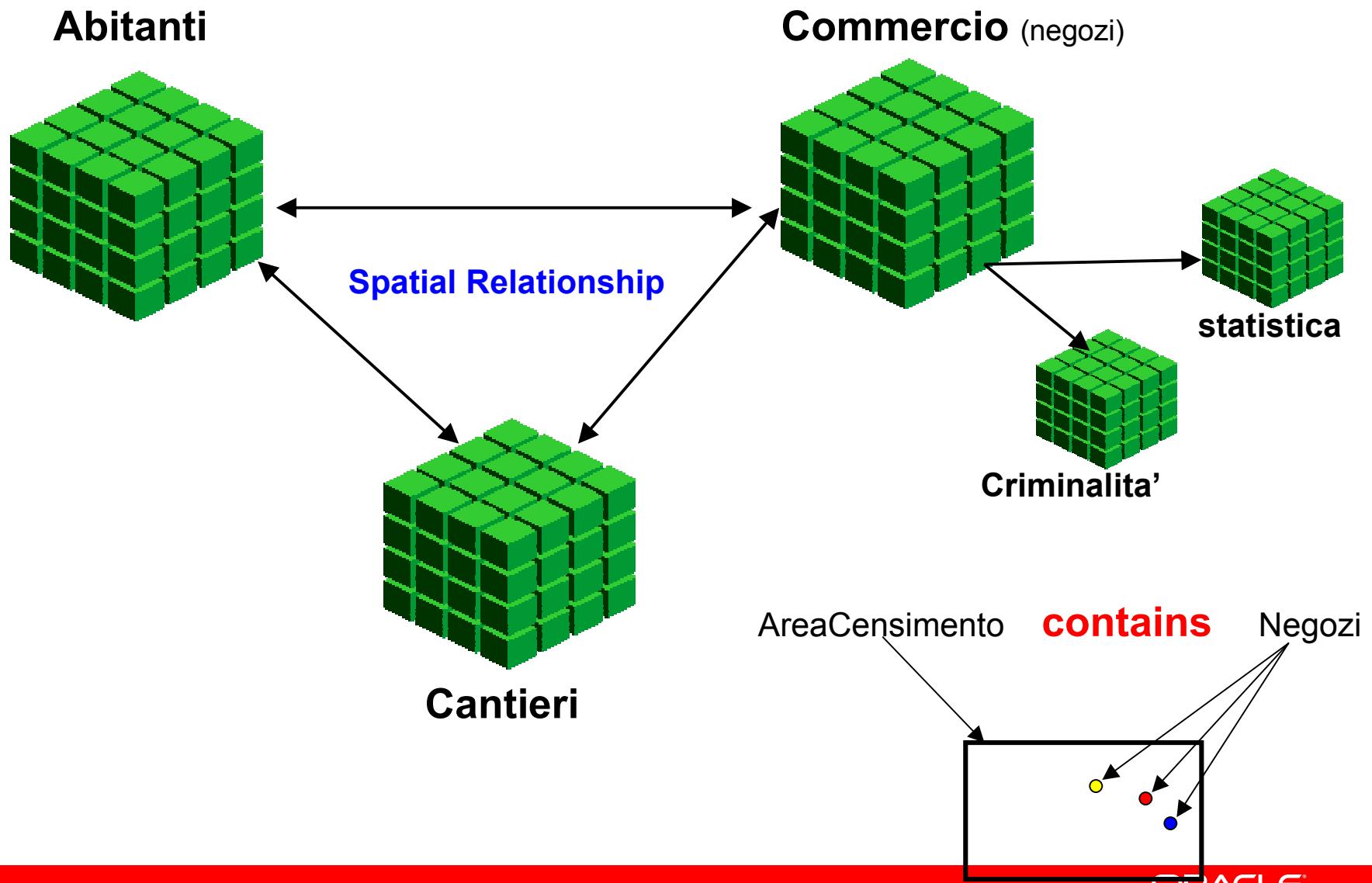


Tobler's first law of geography

Everything is related to everything else, but nearby things are more related than distant things.



Spatial & Business Intelligence



Case Study Comune di Milano: impatto cantieri

Oracle BI Interactive Dashboards - Microsoft Internet Explorer by Alitalia

File Edit View Favorites Tools Help

Back Search Favorites Favorites Address http://gcorcioni-it:9704/analytics/saw Go

ORACLE® Interactive Dashboards Mio dashboard

Mio dashboard Benvenuti, Administrator! Dashboard – Risposte – Ulteriori prodotti – Impostazioni – Logout

Analisi del Territorio Overview Cantieri Dettaglio Cantieri Overview Mappa Critica' Dettaglio Mappa Critica' Dettaglio Sezioni Opzioni pagina

Zona Numero Abitanti Numero Negozi Numero Cantieri

1	98340.00	5417	13
2	138488.00	2133	28
3	138847.00	2878	21
4	149158.00	2245	14
5	118324.00	1631	23
6	146465.00	1871	28
7	168680.00	2114	23
8	176269.00	2120	32
9	168182.00	2094	25

Totale abitanti

The bar chart displays the total population ('Totale abitanti') for each of the nine districts ('Zona Decentramento'). The Y-axis ranges from 0 to 200,000. The data points are:

Zona Decentramento	Totale abitanti
1	98,340
2	138,488
3	138,847
4	149,158
5	118,324
6	146,465
7	168,680
8	176,269
9	168,182

Modifica

Tipologia Negozio: Bar
Area funzionale: 1

A map of Milan's districts (numbered 1-9) showing the location of a bar ('tipologia: Bar') with code '8989'. The bar is represented by a red polygon on the map.

Done Local intranet

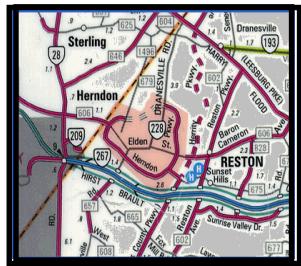
Start In... M... St... L... M... O... 09:21 ORACLE

La Spatial Data Option ed il Database

Spatial Analysis

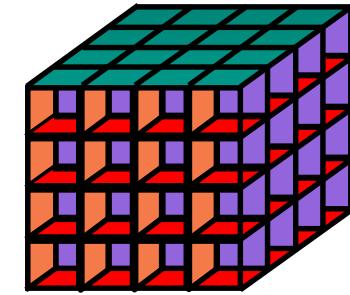


Spatial Data Types



All Location/Spatial Data
Stored in the Database

Spatial Indexing



Fast Access to
Spatial Data



Spatial Access Through SQL

ORACLE®

Gestire gli Oggetti Territoriali nel Database

Tabella PARTICELLE					
Geometria	Codice Com.	Numero Foglio	Codice Particell	Superficie Area	Data Creazione
	A262	62	210	385.221	22-2-2001
	A262	82	300	546.248	23-2-2001
	A262	50	15	265.233	11-2-2001

Topological Operators

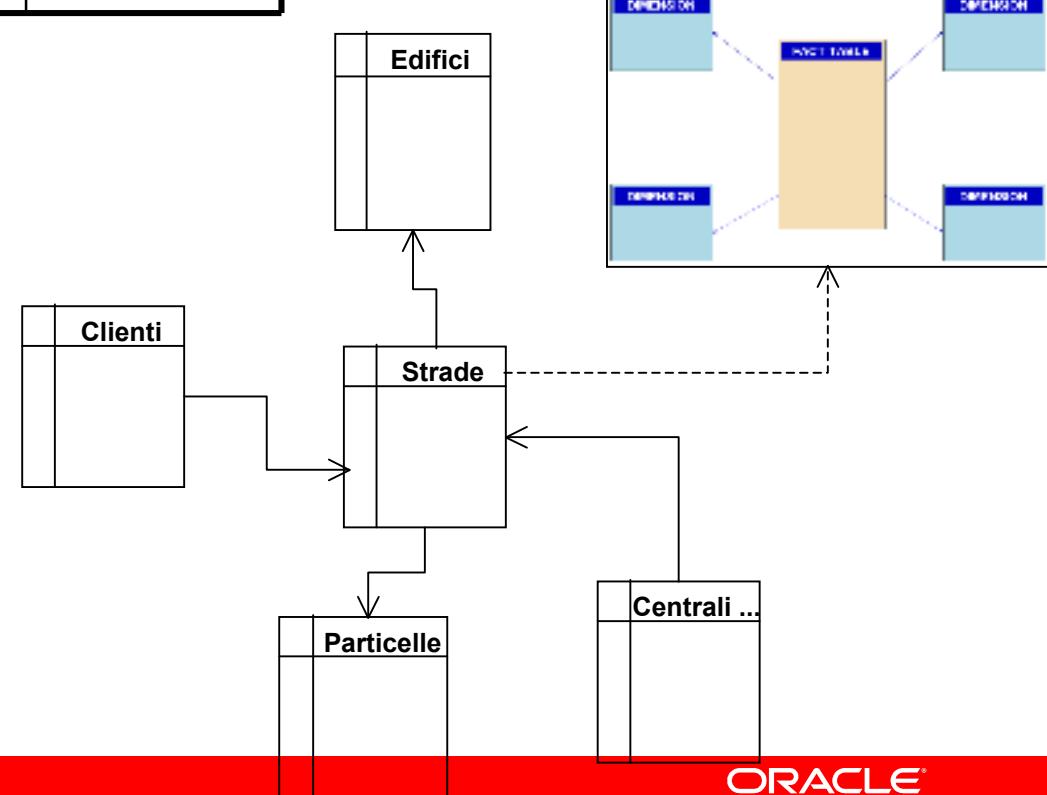
Inside	Contains
Touch	Disjoint
Covers	Covered By
Equal	Overlap Boundary

...

...

Distance Operators

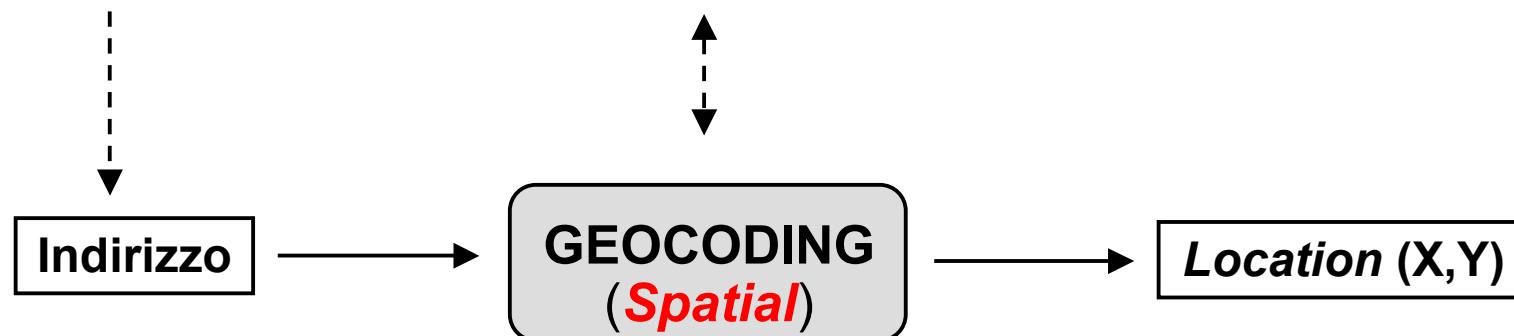
Within Distance
Nearest Neighbor



GeoLocation / ETL_Geografico

Negozio	Indirizzo
AAAA	Via Ardeatina
Regali Rossi	Via Bombay
Abbigliamento Donna	P.zza Cina
Parrucchiere Gino	Via di Grotta Perfetta

Indirizzo	Location
Via Ardeatina	/
Via Bomabay	/_/_
Piazza Cina	_____
Via di Grotta Perfetta	~~~



GeoReferenziazione Fatti/Misure

Clienti, Venditori, Negozi



.....



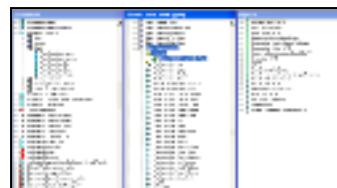
http://www.oracle.com/technology/products/spatial/htdocs/spatial_partners_data.html

Location Intelligence

Integrazione Tecnologica



Oracle BI EE+
Presentation Services



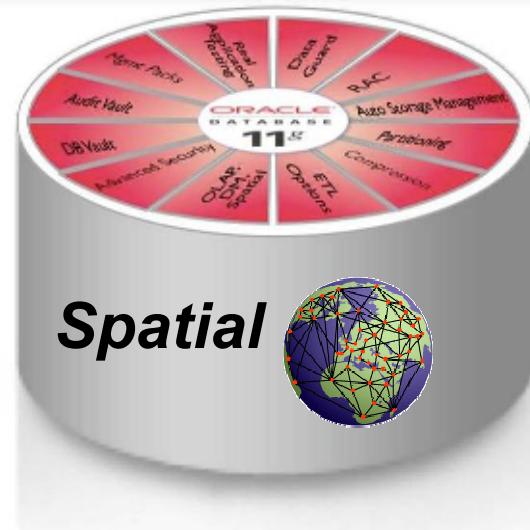
Oracle BI EE+
BI Server



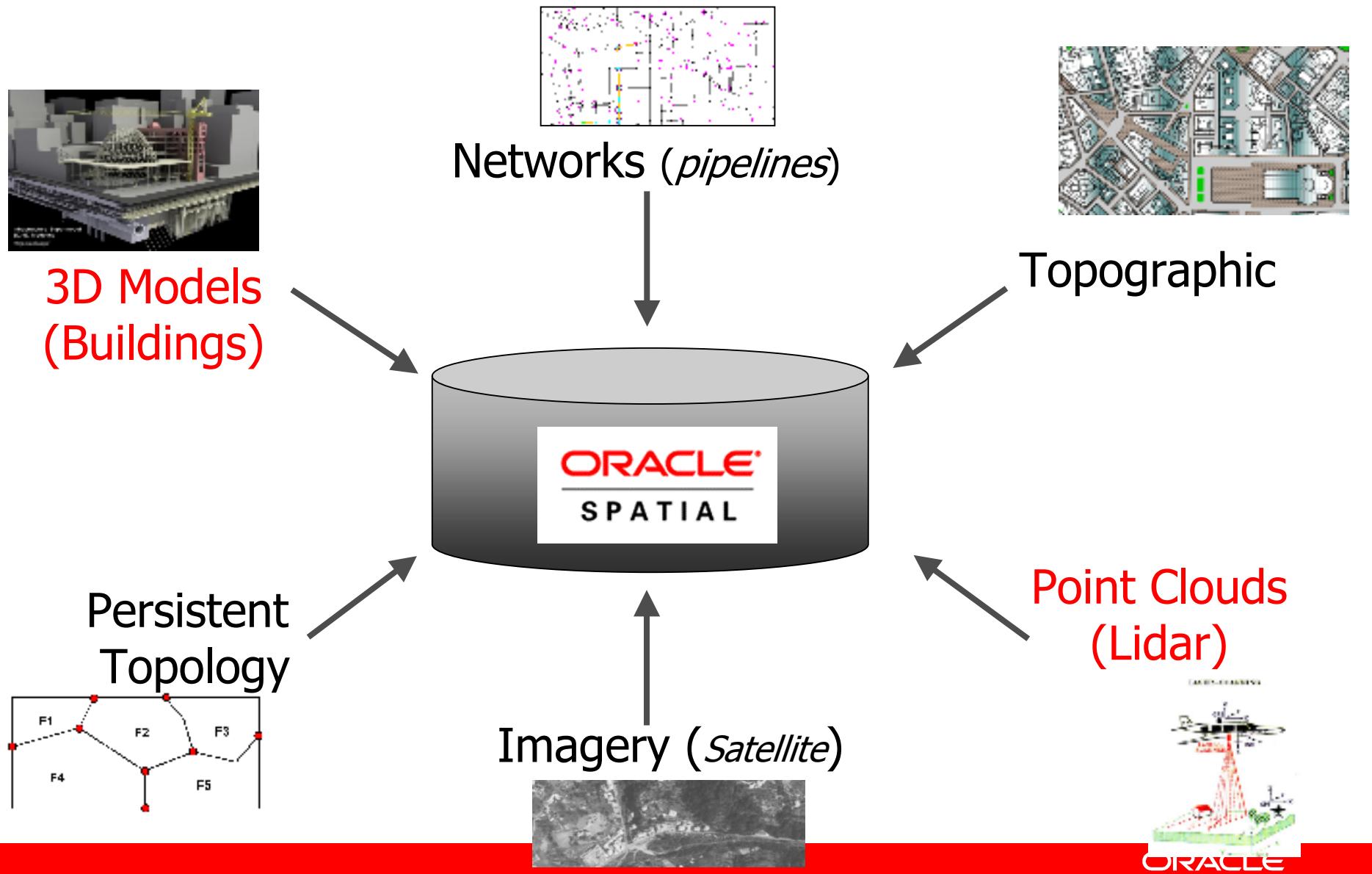
Oracle Data Integrator
ODI



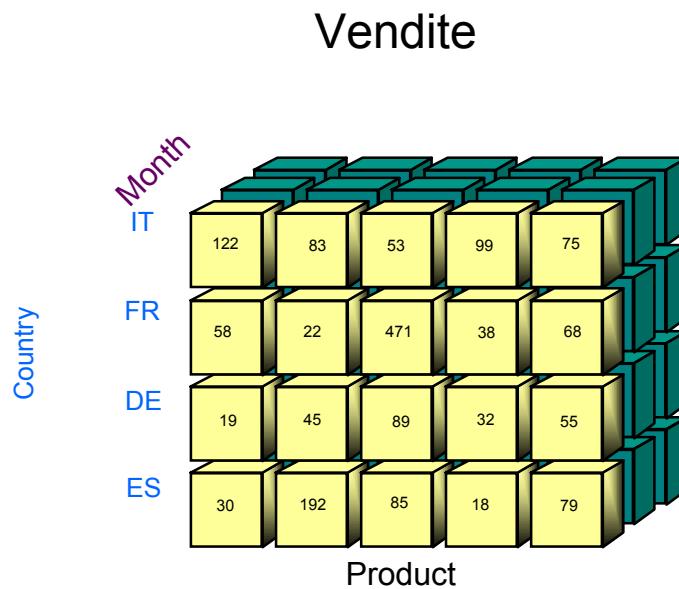
Oracle Maps
MapViewer



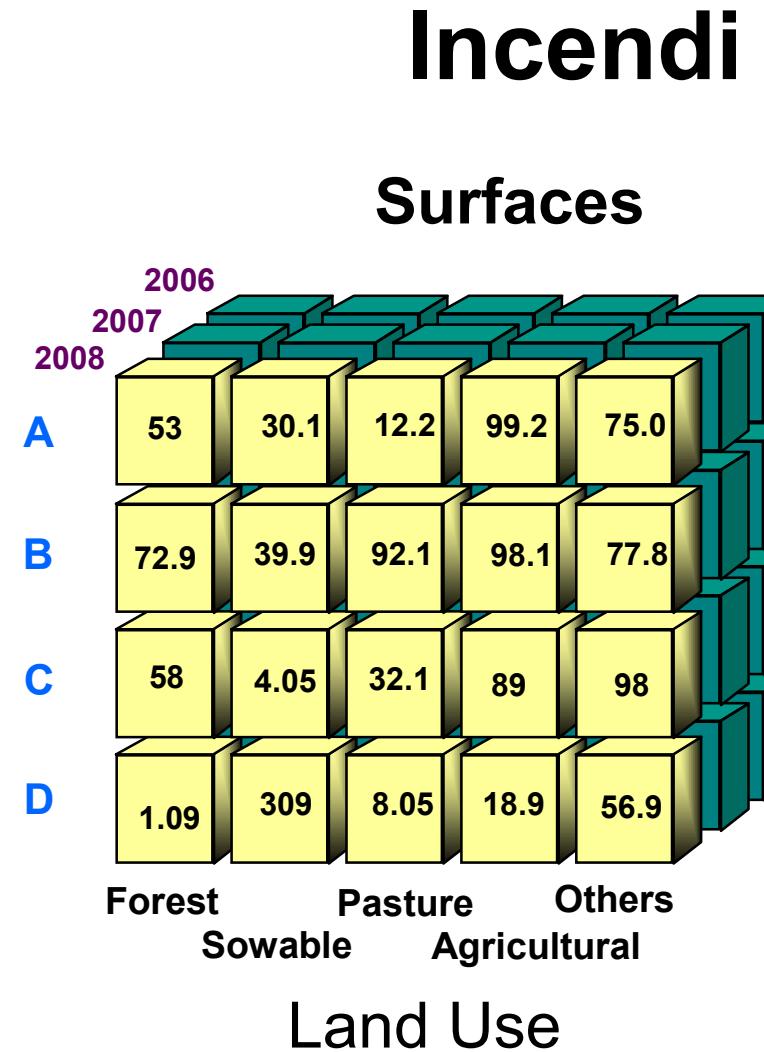
Spatial Databases: Managing all Geodata Types



Il territorio è una fonte inesauribile
di fatti d'analisi..



Protected Zones



La Soluzione Oracle in pillole

- **SPATIAL:**

- Nuove relazioni (Spaziali) del business
- Geolocation del *business*

- **ODI** (Oracle Data Integrator):

- L'ETL-Geografico
- Integrazione fonti esterne ... con logiche spaziali

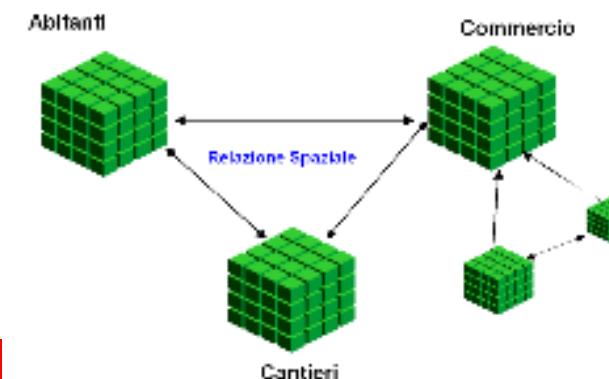
- **OBI-EE** (Oracle Business Intelligence Enterprise Edition):

- Costruzione Modello Logico della Location Intelligence
- Dimensione Geografica nel modello BI

- **Oracle Maps** per Report Cartografico

- **Spatial in OBI** per Analisi del vicinato

- Data Warehouse dalle **Grandi Dimensioni**





ORACLE®

ORACLE®



ORACLE IS THE INFORMATION COMPANY