



ORACLE®

Oracle Business Intelligence EE Plus

Daniele Cesario

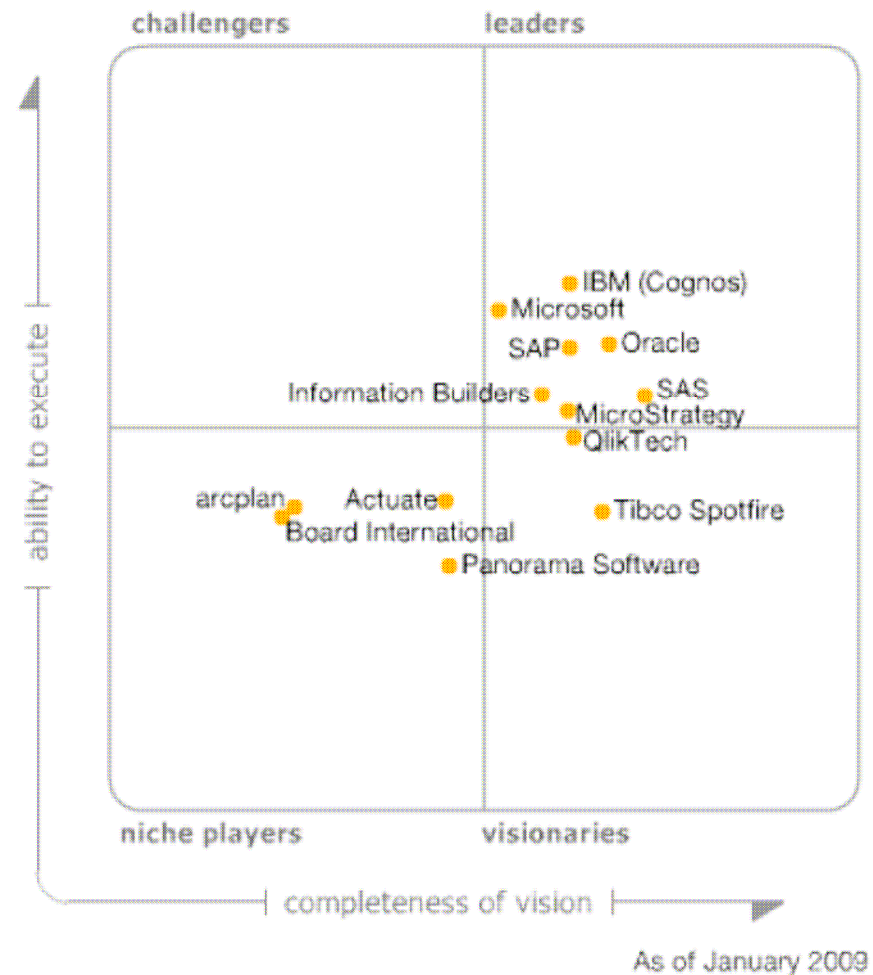
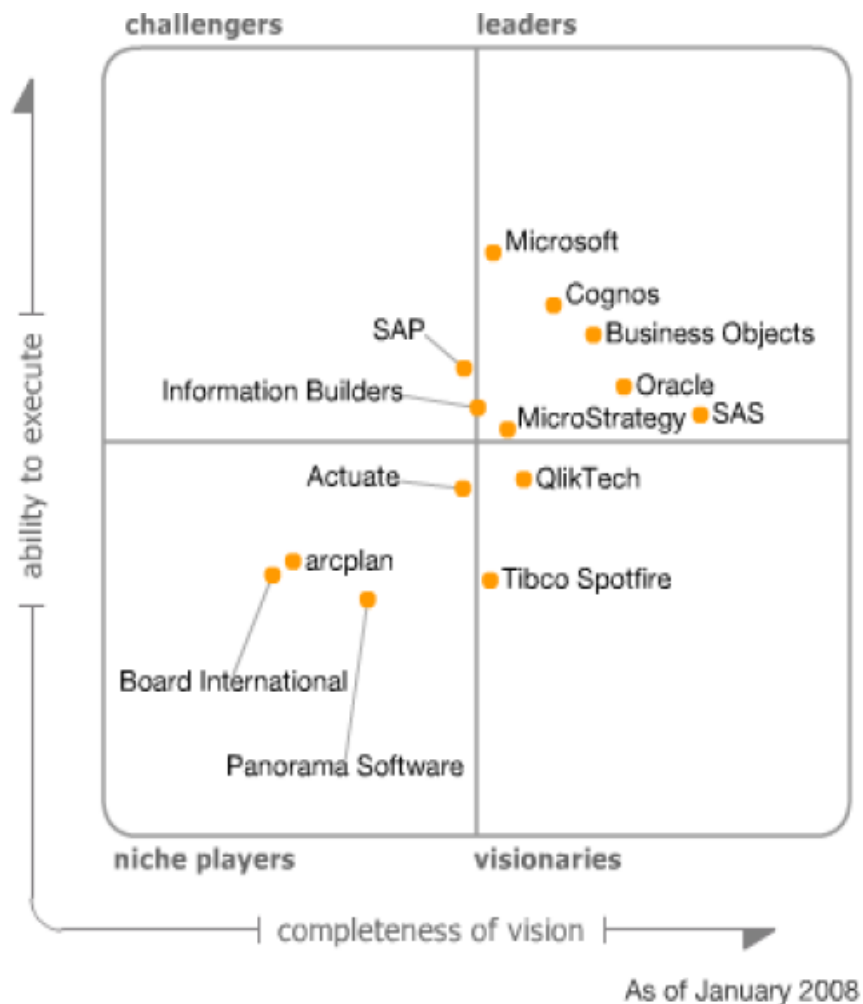
BI & EPM Senior Sales Consultant

Oracle Italia

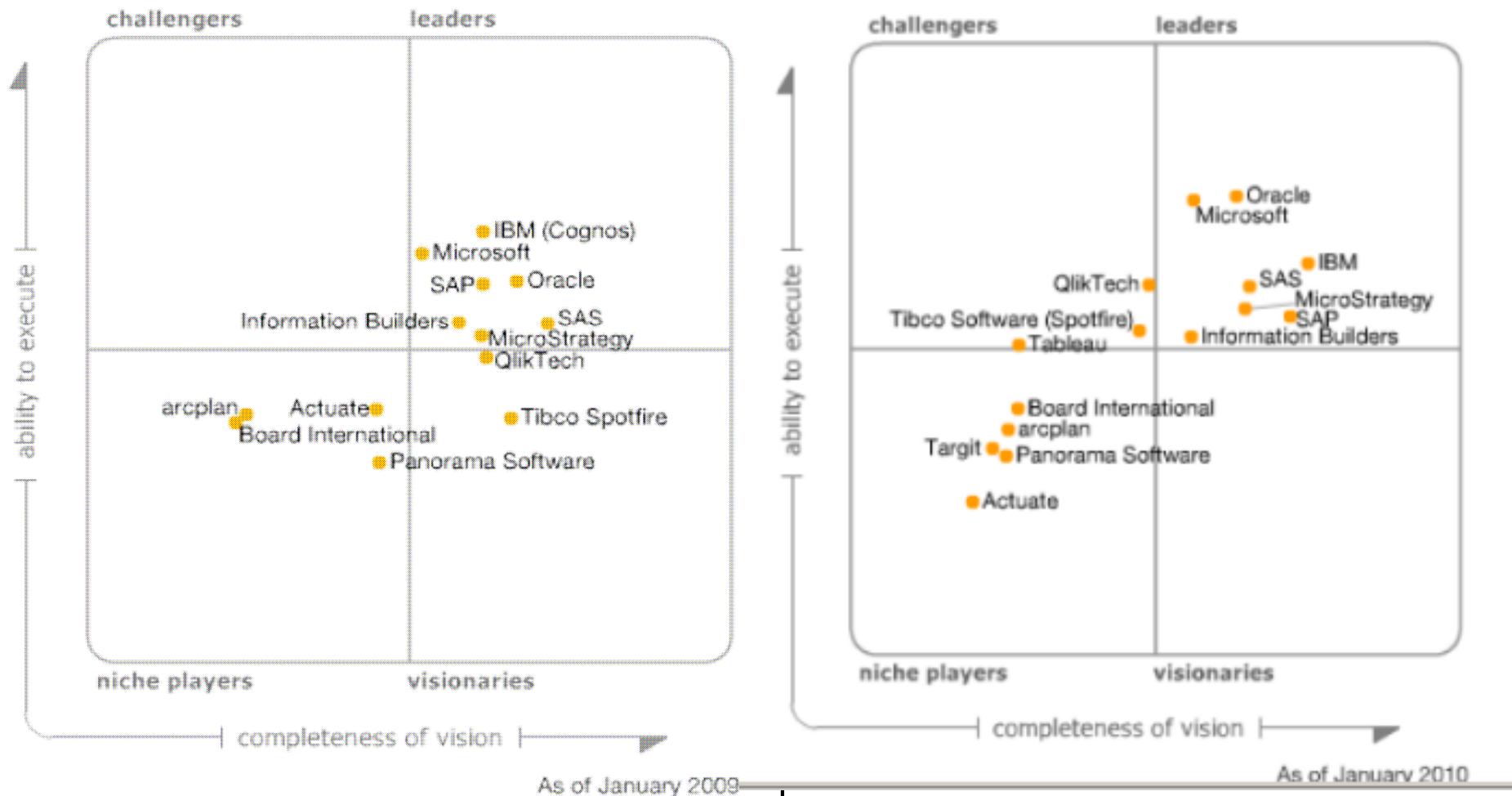
Forum PA
17 - 20 Maggio 2010

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



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



Oracle BI Suite Enterprise Edition + Unified Business Intelligence Foundation

Workspace

Interactive
Dashboards



Ad hoc
Analysis



Proactive
Detection
and Alerts



MS Office
& Outlook
Integration



Disconnected
& Mobile
Analytics



Search



Reporting &
Publishing



Common Enterprise Information Model

Presentation Layer

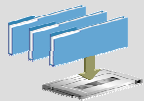
- Dimensions
- Measures
- Filters

Business Model Layer

- Logical Data Model
- Hierarchies
- Aggregation Rules

Physical Layer

- Connection Pools
- Physical Cubes
- Physical DBs



Files
Excel
XML



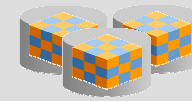
Business
Process



OLTP & ODS
Systems



SAP, Oracle
PeopleSoft, Siebel,
Custom Apps



Data Warehouse
Data Mart



Essbase

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Oracle Business Intelligence

Complete, Open, Integrated

Presentation Services

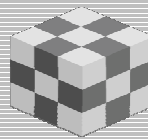
BI Services



**OLTP & ODS
Systems**



**Data Warehouse
Data Mart**



OLAP



**SAP, Oracle
PeopleSoft, Siebel,
Custom Apps**



**Files Excel
XML**



**Business
Process**

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



Guided Analytics

Rapida scoperta di problemi/opportunità



Embedded nelle Applicazioni OLTP

La BI nel contesto operativo



La BI come guida dei Processi

Oltre la BI: consente azioni a seguito dell'analisi



BPEL, ESB



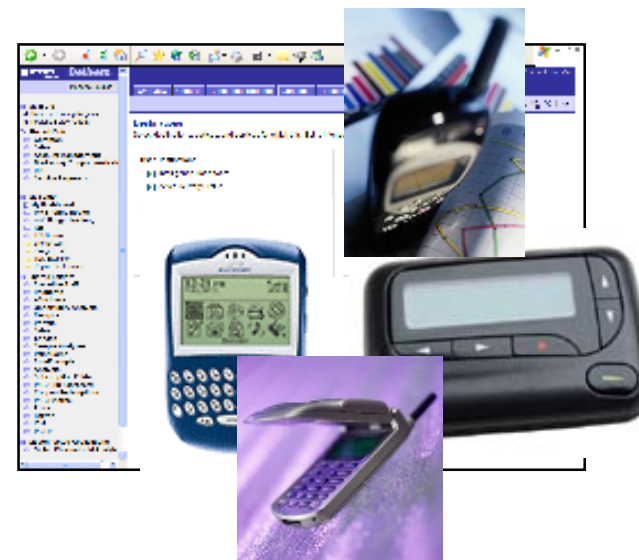
Oracle BI

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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



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Proactive Alerts



- ...
- ...
- ...

Inbox for MMASTERS@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	Sender
	FW: Materiel Transfer Approval	• NC Tribe
	Re: Inventory Cadence Meeting	• Cyndee Ethan and Connor
	Notebooks are selling like hotcakes!	• Colby Morris
Highest	Mike Masters there is a Supply shortage for Deluxe L...	• Oracle Delivers

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



Ordered vs Available Qty

?



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

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

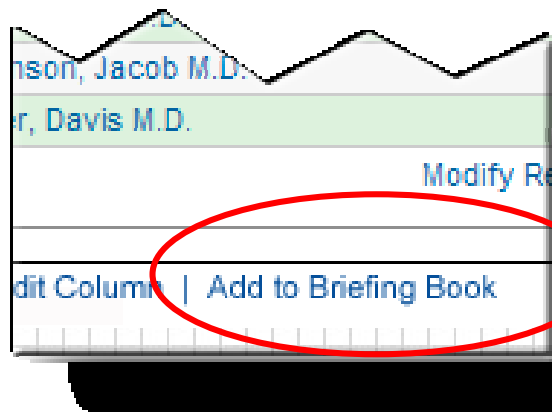
Unread: 0 Total: 4

Reporting & Publishing

- [illegible]

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.



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Disconnected Analytics

Mobile Analytics

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BUSINESS INTELLIGENCE SUITE

- Stessa interfaccia delle modalità “connessa”
- Complete funzionalità 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



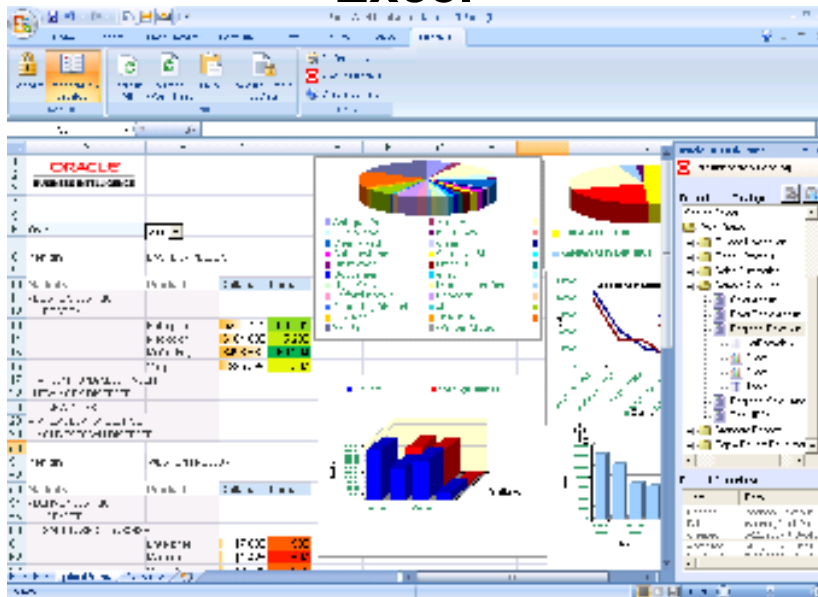
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BI Office Add-in

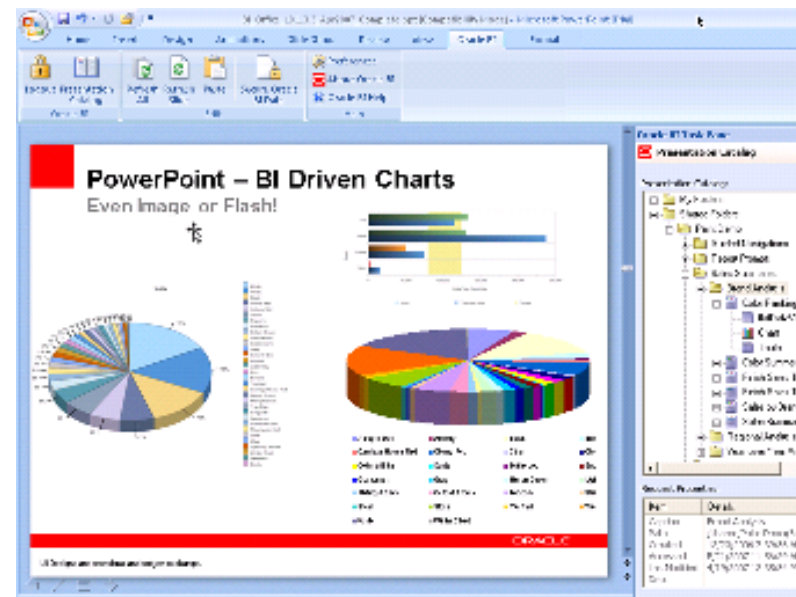
Version 10.1.3.4

- 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



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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

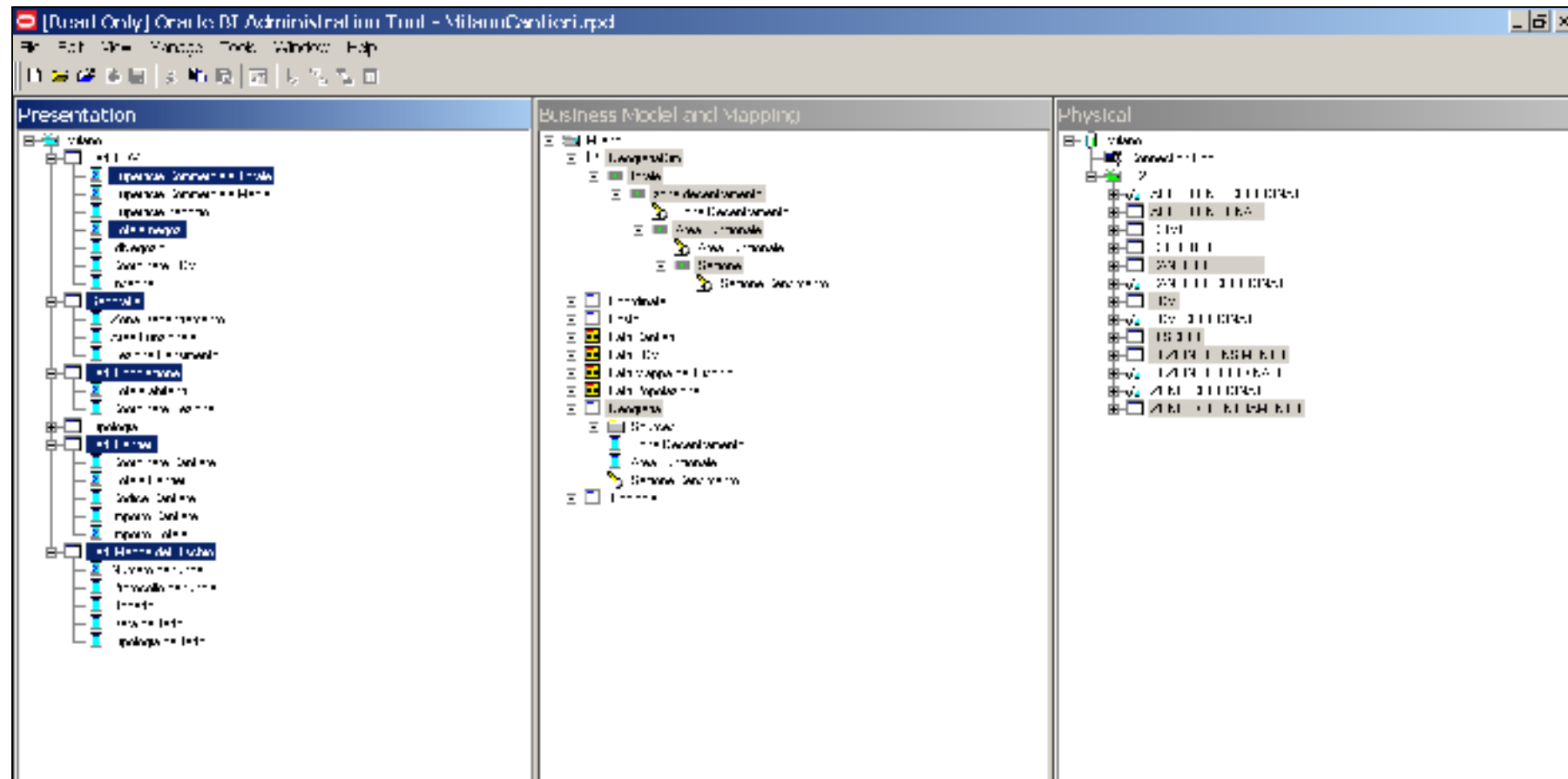
ACTION: Oracle Business Approvals

- Initiate HR, purchasing or other approvals

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

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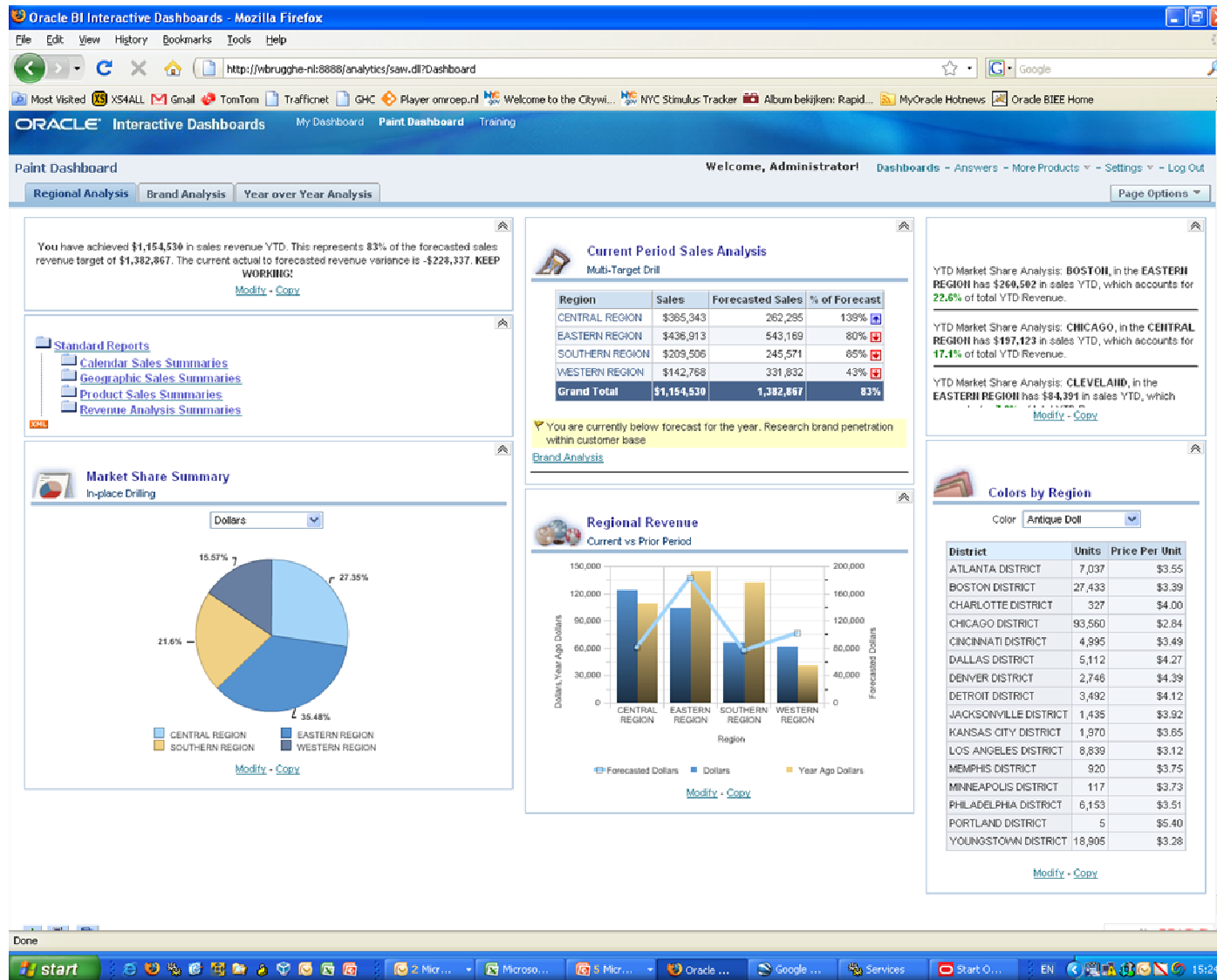
100



OBI Administrator:

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

Dashboards in Oracle BI



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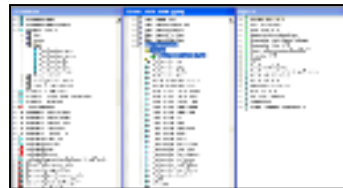
Location Intelligence

Integrazione Tecnologica



Oracle BI EE+
Presentation Services

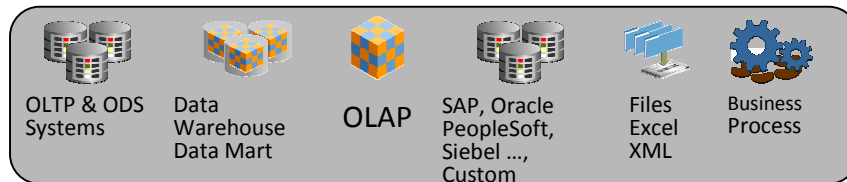
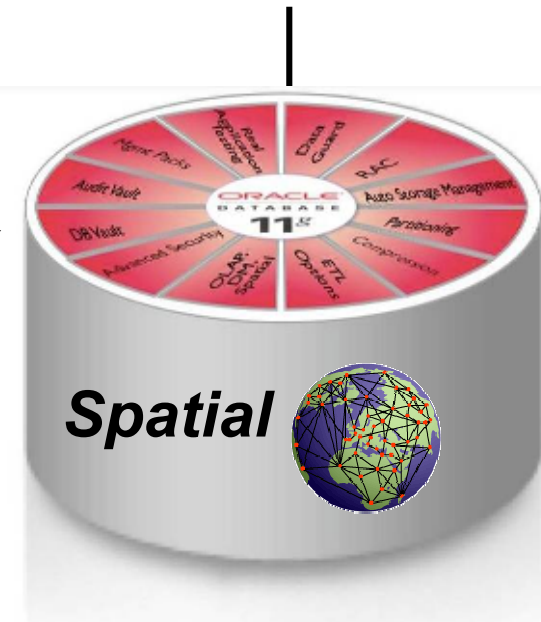
Oracle Maps
MapViewer



Oracle BI EE+
BI Server



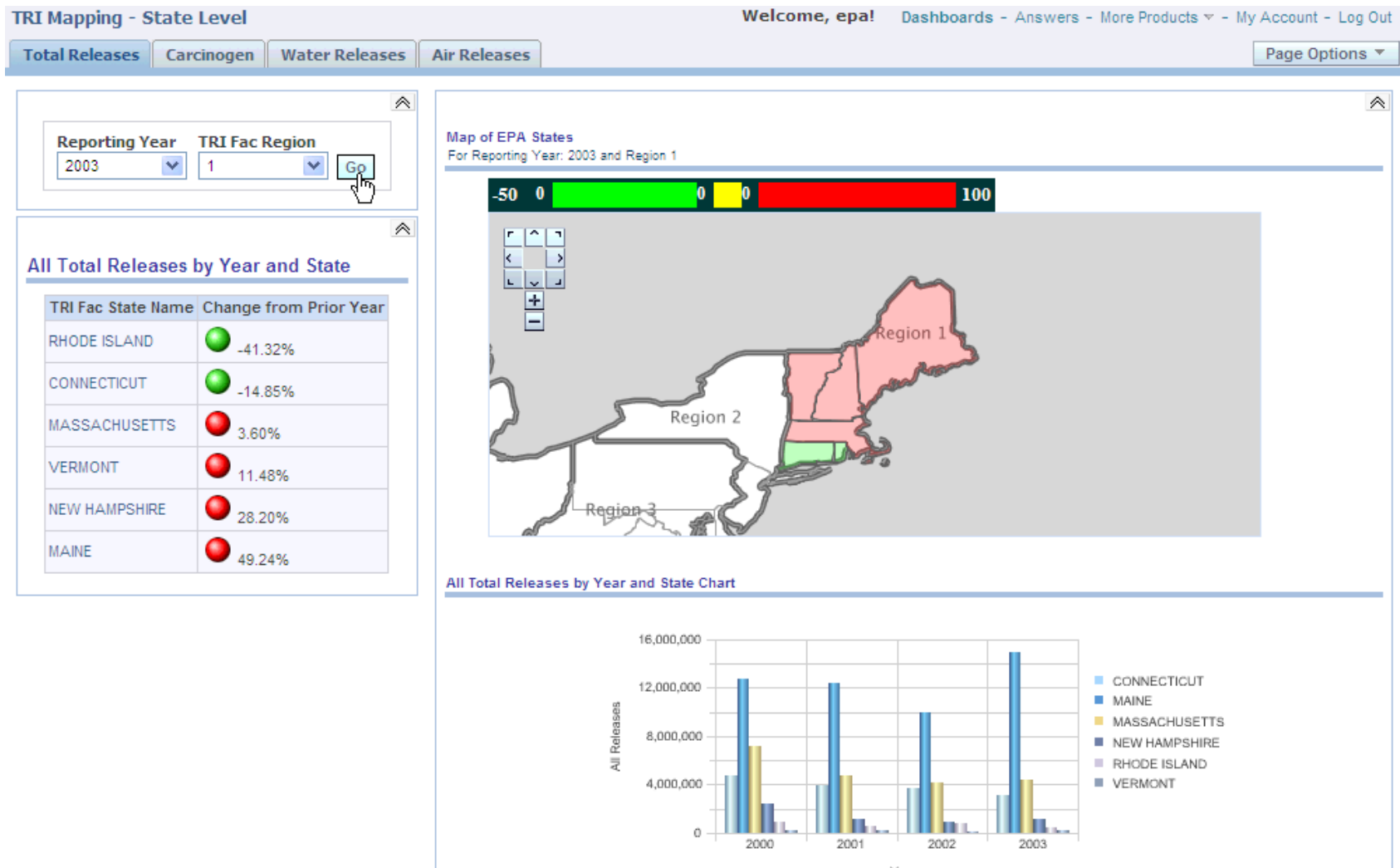
Oracle Data Integrator
ODI



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Spatial Integrated in Oracle BI

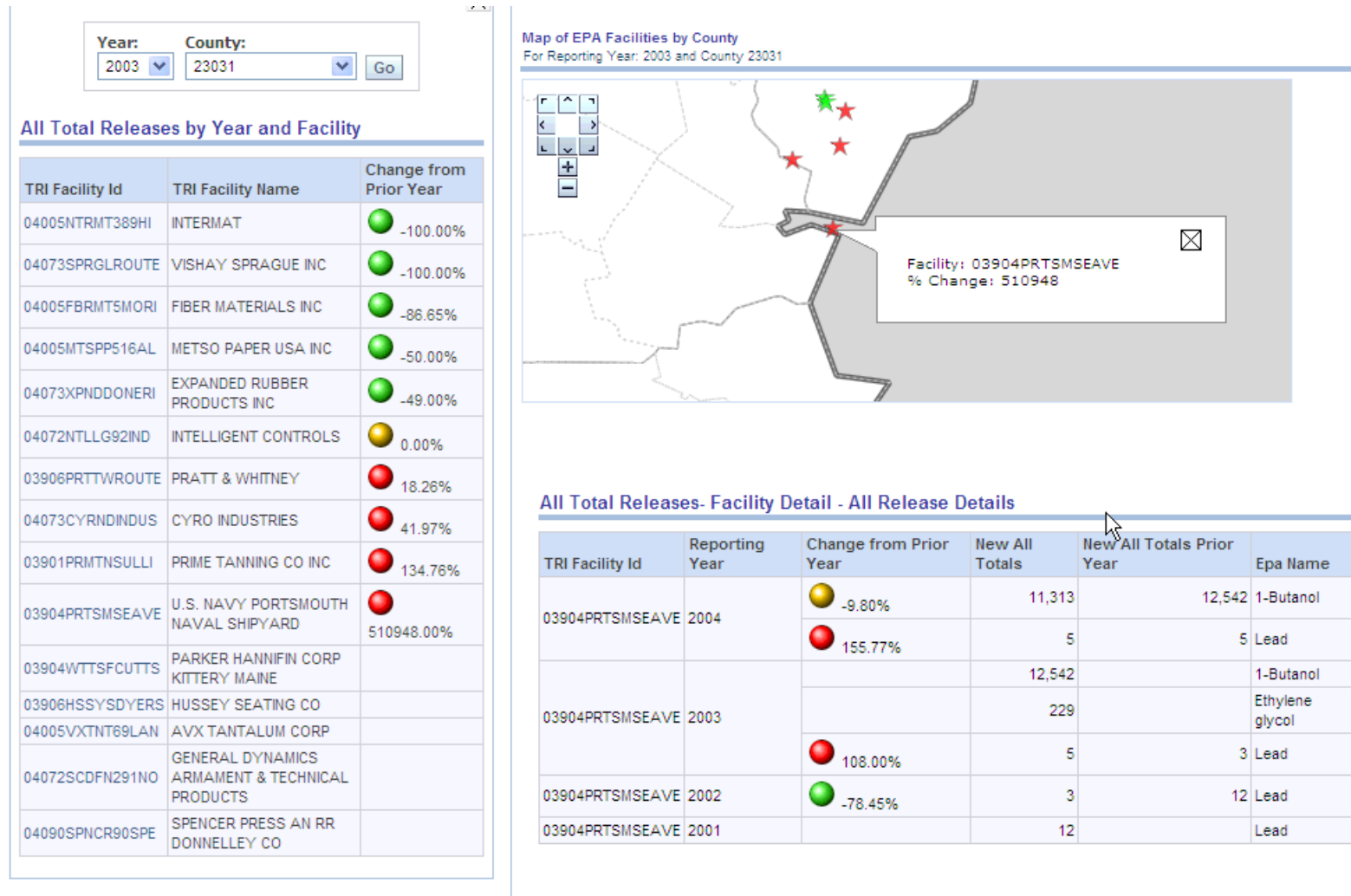
Spatial integrated in Dashboard



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Spatial Integrated in Oracle BI

Spatial "Drill Down"



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Spatial Integrated in Oracle BI

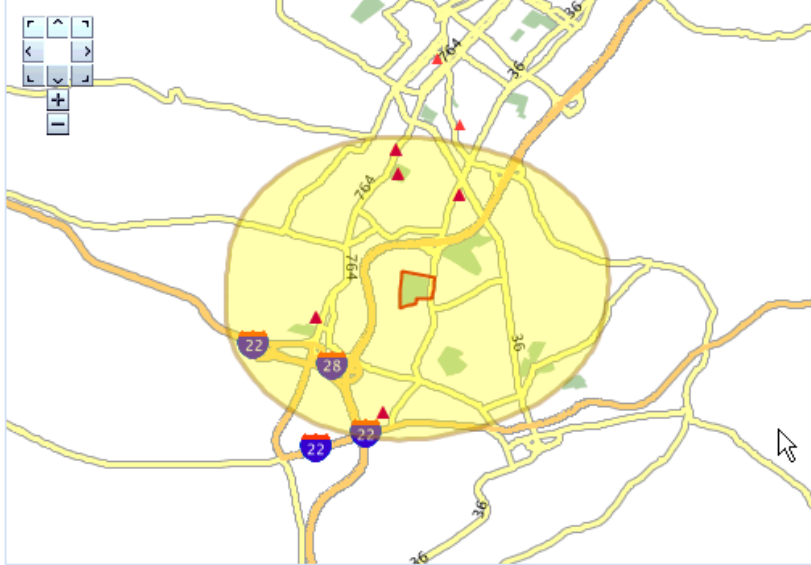
Spatial Analysis

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

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Prior Year
16601PNNJC4601C HUCK INTL. INC.				
2001				
2002				

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Prior Year
16601SKFSN1000L SKF USA INC ALTOONA PLANT				
2001		750		750
2002		750		750
2003		15		750
2004		15		15

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Prior Year
16602FDRTD6THAV COOKSON ELECTRONICS AMG ALTOONA PA FACILITY				
2001		0		3
2002		0		3
2003		0		2
2004		0		2

Reporting Year	Fugitive Total Release	Prior Year	Stack Total Release	Prior Year
16635FLSMTPOBOX F L SMITHE MACHINE CO INC				
2001				
2002				

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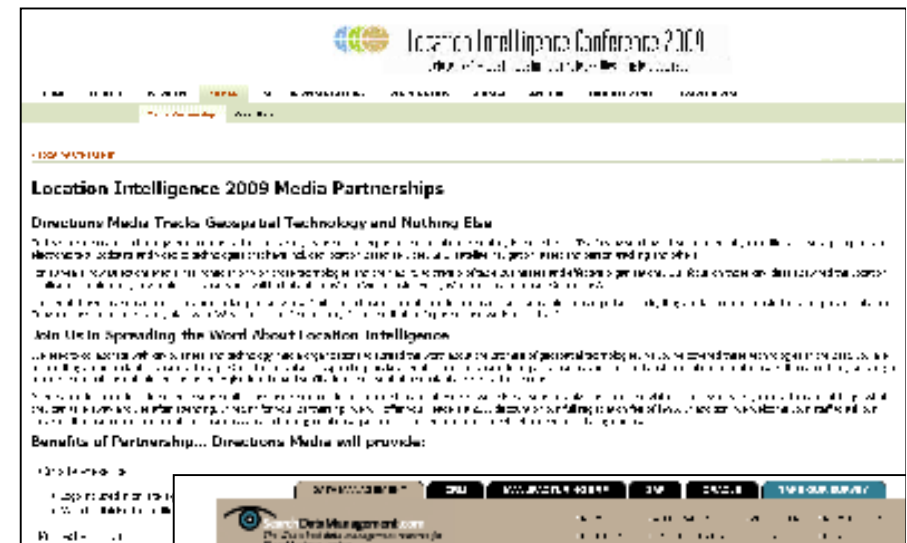
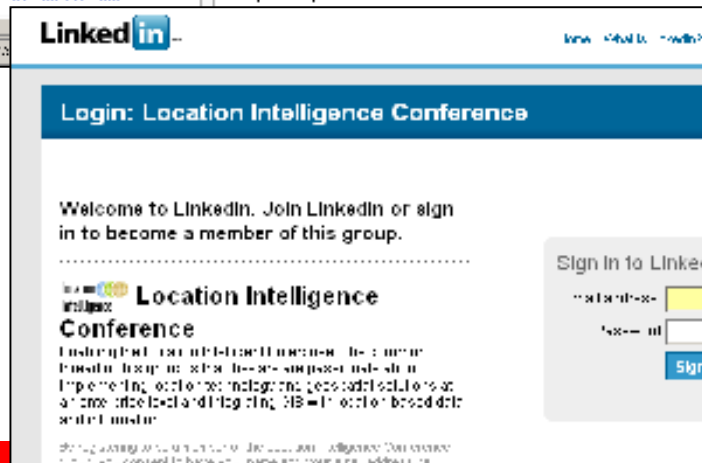
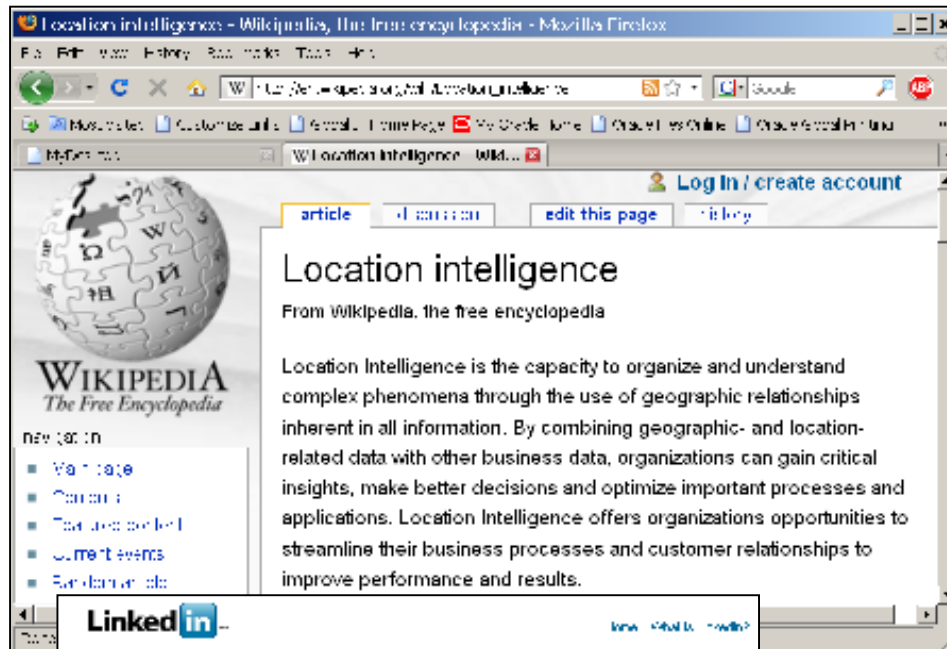
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LOCATION INTELLIGENCE

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

Location Intelligence:

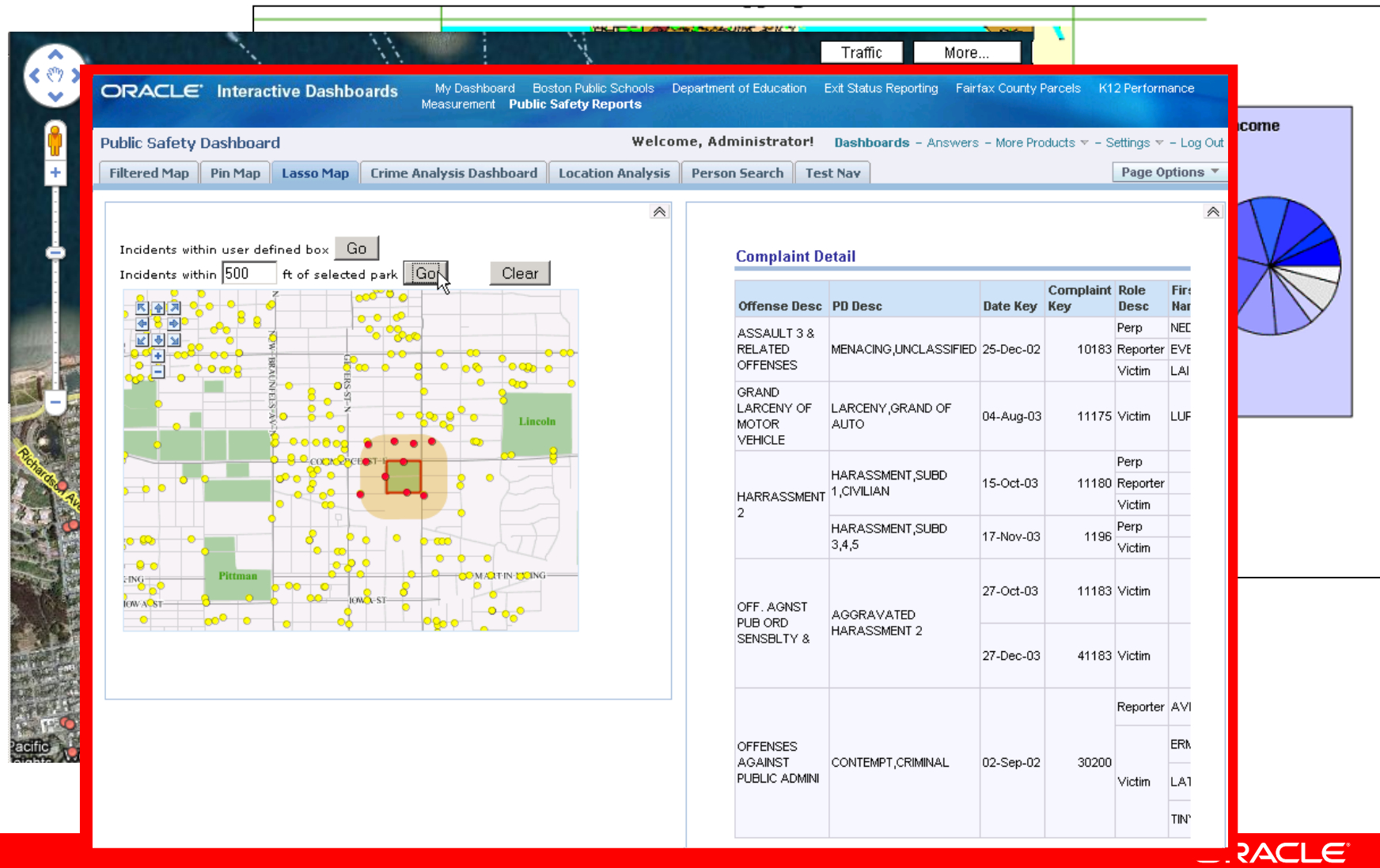
Una esigenza crescente

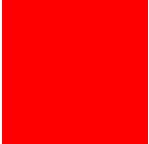


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Location Intelligence

Trend Evolutivo





Location Intelligence: *Alcune definizioni ...*

Cosa e':

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

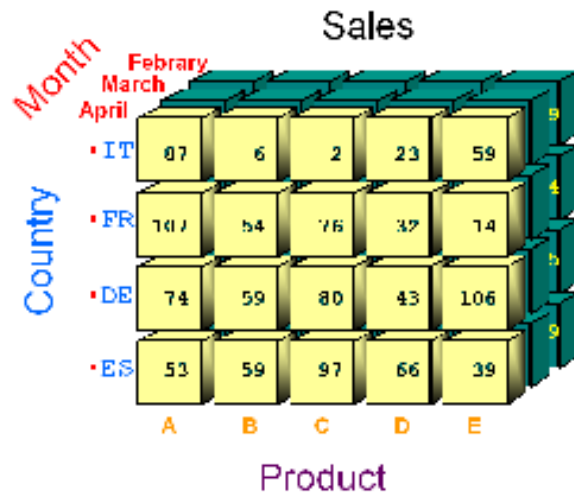
Tecnologia:

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

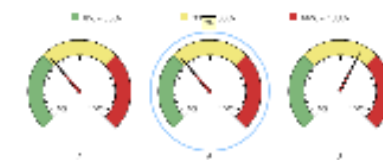
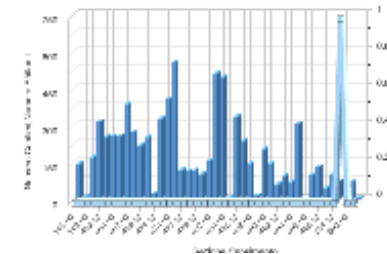
Soluzione:

... Binomio tra la Business Intelligence e la Location

Location Intelligence:



7ena	Numero Clienti	Spesa Clienti	Numero Abbonati
1	12	41441.59	1.224.000
2	27	63600816.52	77477.000
3	27	35912895.11	1.2247.000
4	1	31.320614	42.77.000
5	22	19195819.4	11.224.000
6	27	6862703	17477.000
7	22	16288593	1.224.000
8	22	176762110.72	27272.000
9	25	187251505	1.224.000

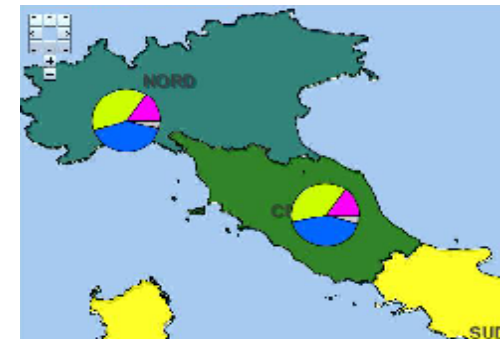
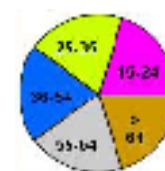
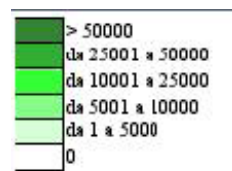
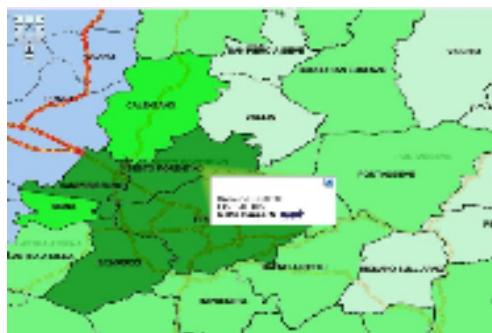


Un approccio *intelligente* per analizzare grandi datawarehouse secondo criteri di aggregazione

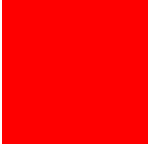
BI

Location

Aggiunta del criterio di aggregazione Spaziale



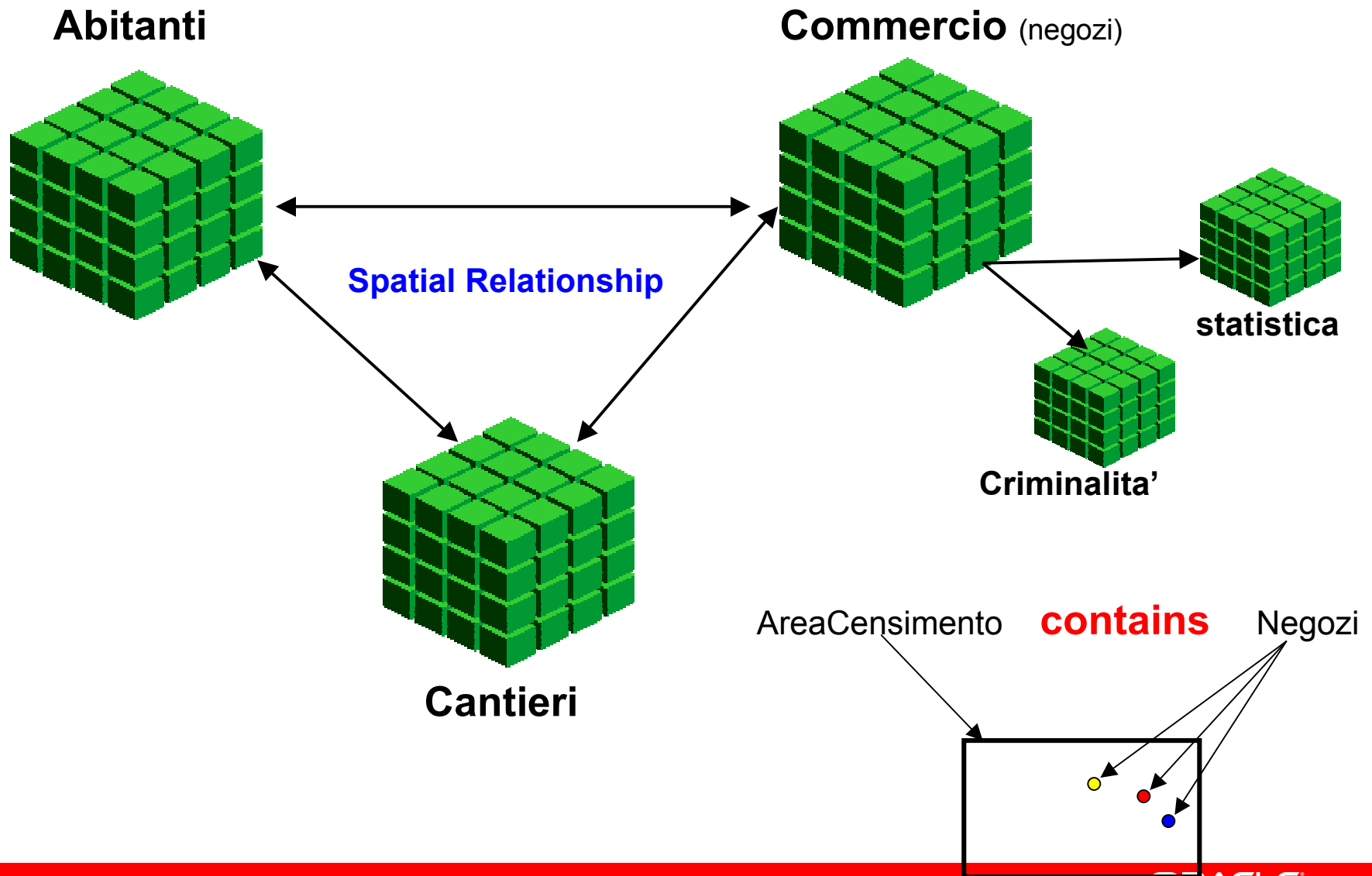
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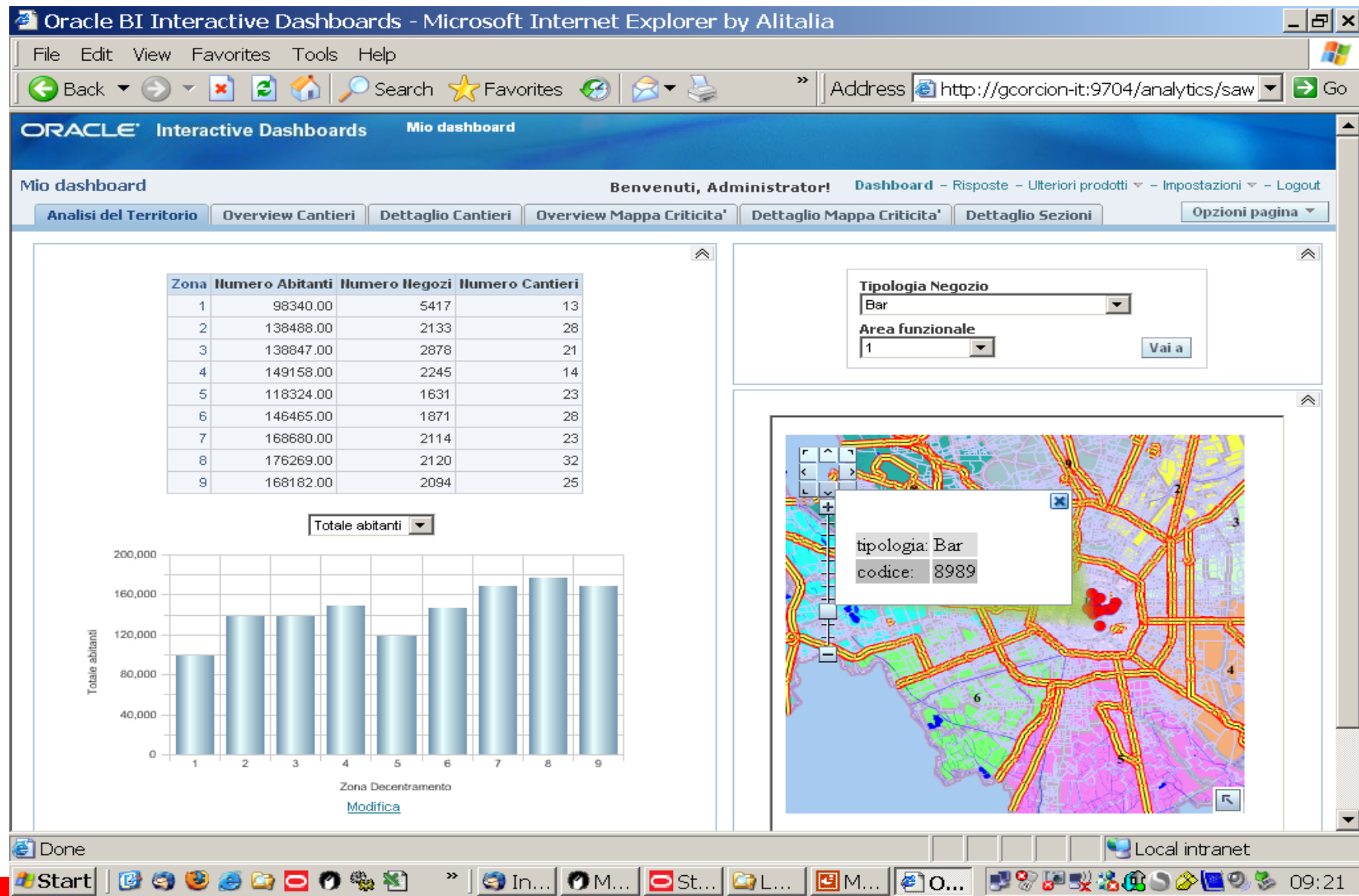
Tobler's first law of geography

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

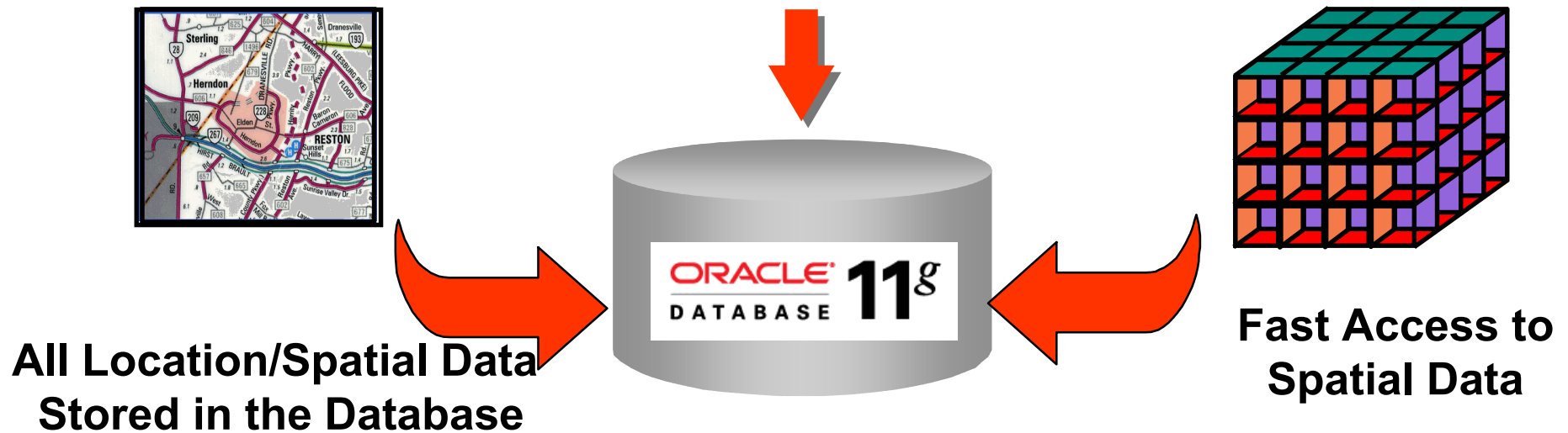


La Spatial Data Option ed il Database

Spatial Analysis

Spatial Data Types

Spatial Indexing



Spatial Access Through SQL

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Gestire gli Oggetti Territoriali nel Database

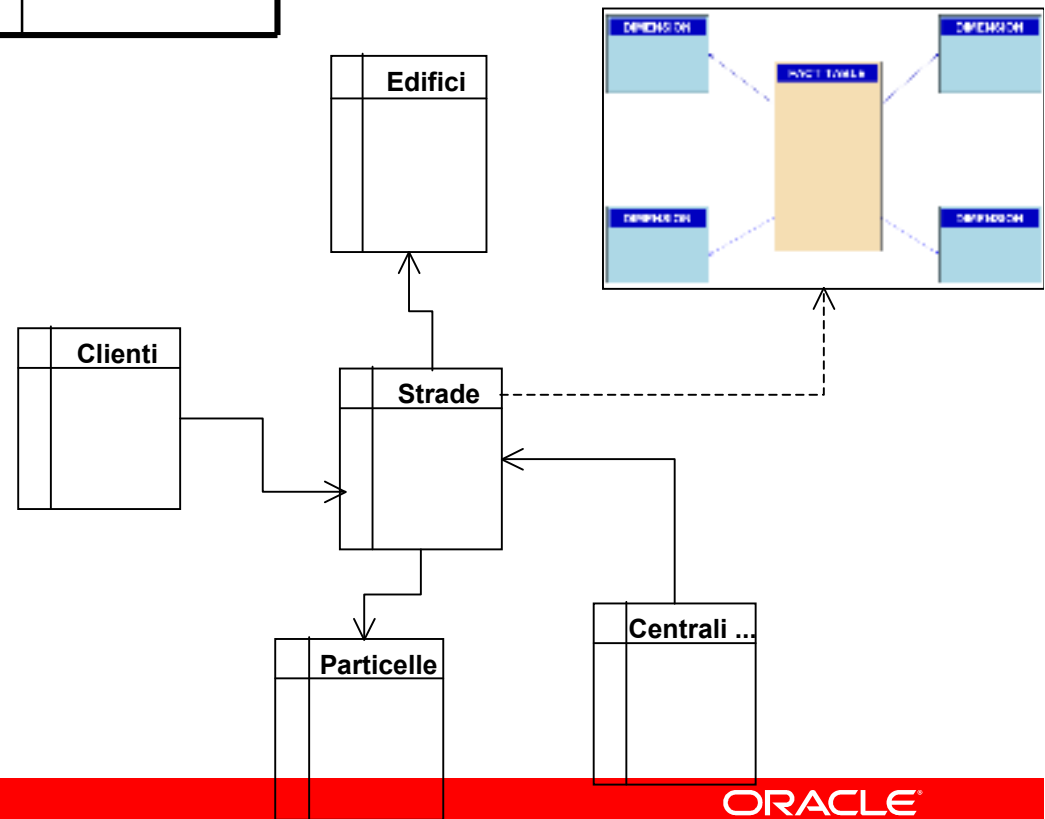
Tabella PARTICELLE					
Geometria	Codice Com.	Numero Foglio	Codice Particell	Superficie Area	Data Creazione
	A262	62	210	385.221	22-2-2001
	A262	82	300	546.248	23-2-2001
	A262	50	15	265.233	11-2-2001

Topological Operators

Inside	Contains
Touch	Disjoint
Covers	Covered By
Equal	Overlap Boundary
...	...

Distance Operators

Within Distance
Nearest Neighbor

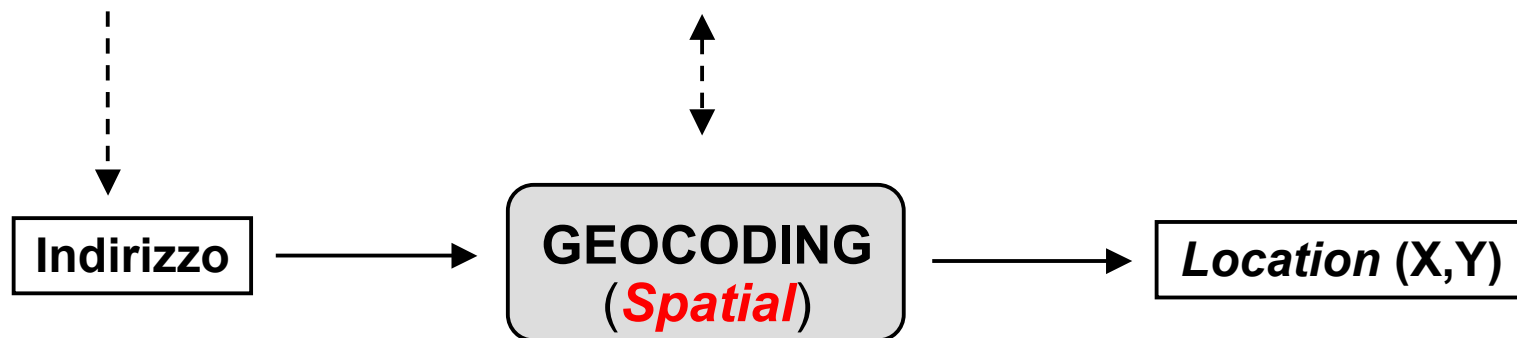


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GeoLocation / ETL_Geografico

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



.....

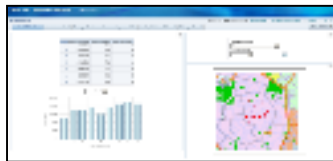


http://www.oracle.com/technology/products/spatial/htdocs/spatial_partners_data.html



Location Intelligence

Integrazione Tecnologica



Oracle BI EE+
Presentation Services

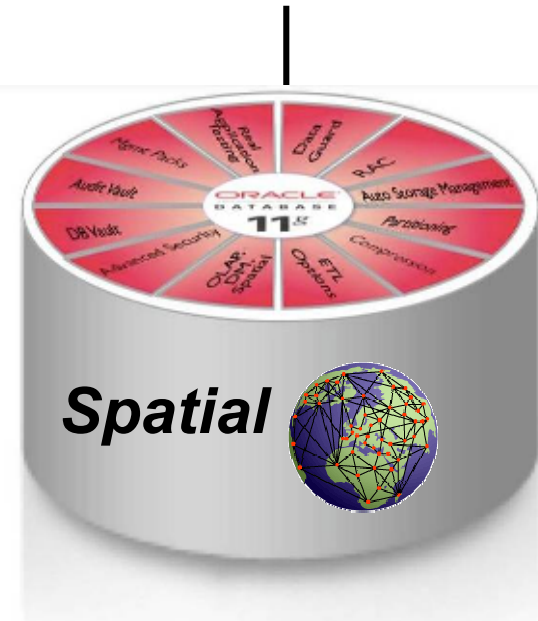
Oracle Maps
MapViewer



Oracle BI EE+
BI Server

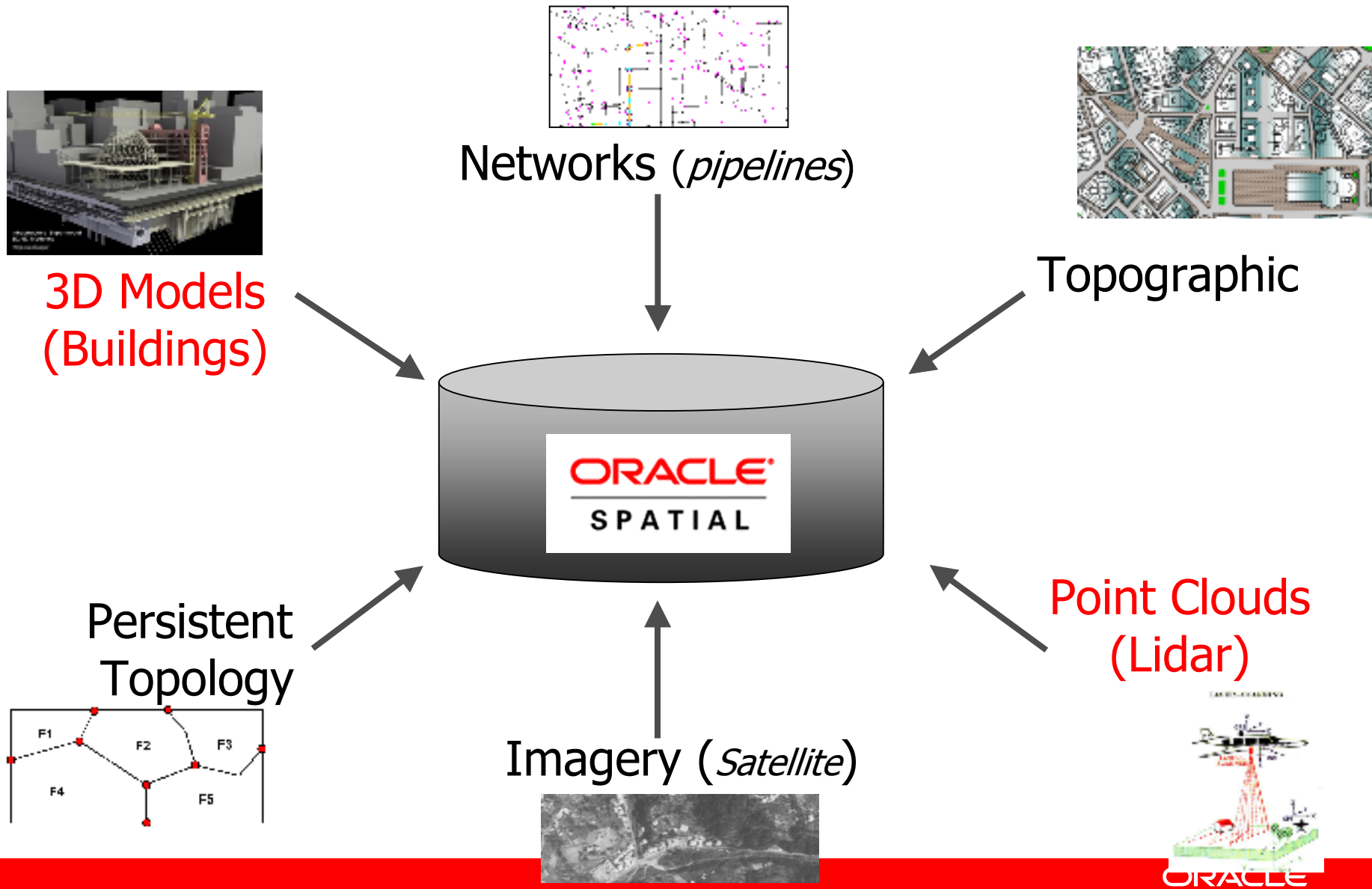


Oracle Data Integrator
ODI



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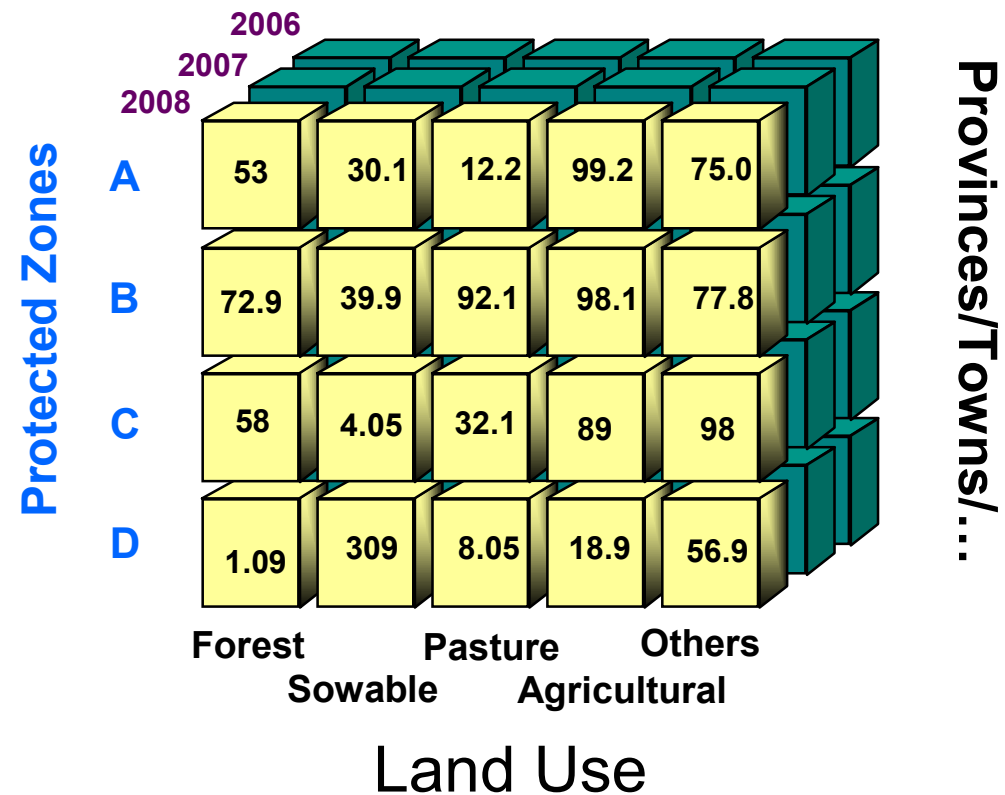
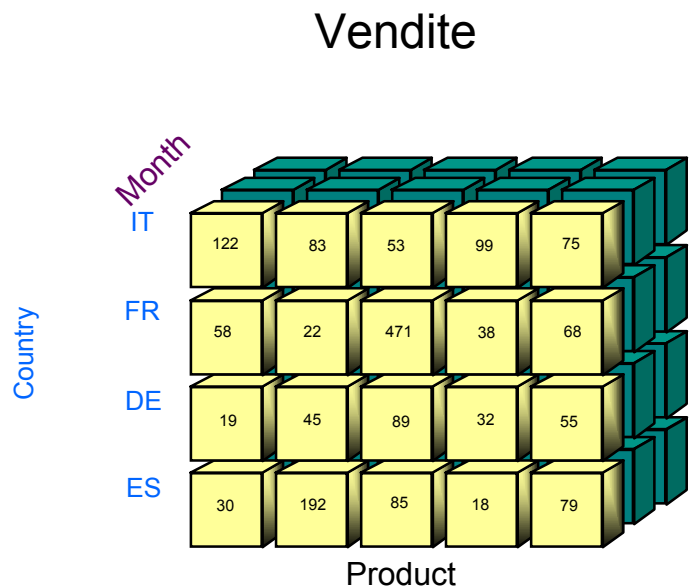
Spatial Databases: Managing all Geodata Types



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

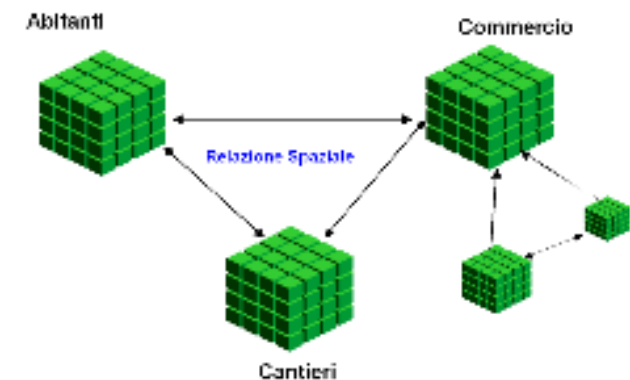
Incendi

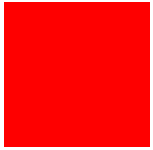
Surfaces



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**





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