

ORACLE



BUSINESS INTELLIGENCE

Roadshow

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Oracle Analytics Strategy

The response to ODD programs

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(Analytics is foundational)



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By 2018, one third of the top 20 market share leaders will be significantly disrupted by new competitors that use the 3rd platform to create new services and business models."

IDC Predictions

Enterprises who have embraced digitization across the enterprise have revenues, profit margins and stock prices 20-30% higher than laggards.

McKinsey

Facing the Facts

Global analytic tools adoption is still very low at 18%

Self-service reporting disjointed across IT and business areas

Predictive analytics for the privileged few

Traditional corporate BI systems viewed as inflexible and slow to change

Business people think EDW = NoDW

Balancing speed and governance is thorny issue



What Your Business Leaders are Telling Us...

Tools are too technical

Data sources are exploding

Time consuming to create value from data

But There is Still Hope

10x ROI for every dollar invested in analytics

Competing on Analytics is well proven strategy

Young professionals bring new ways to work

Big Data is cool and a pervasive business topic

Business people are engaged (but doing their own thing)

What if Your Business Leaders Could...



Visually sift through the clutter?



Mash up a crazy amount of data sources?



Get more answers on any device?



Literally talk to their data?

(wouldn't that be cool)



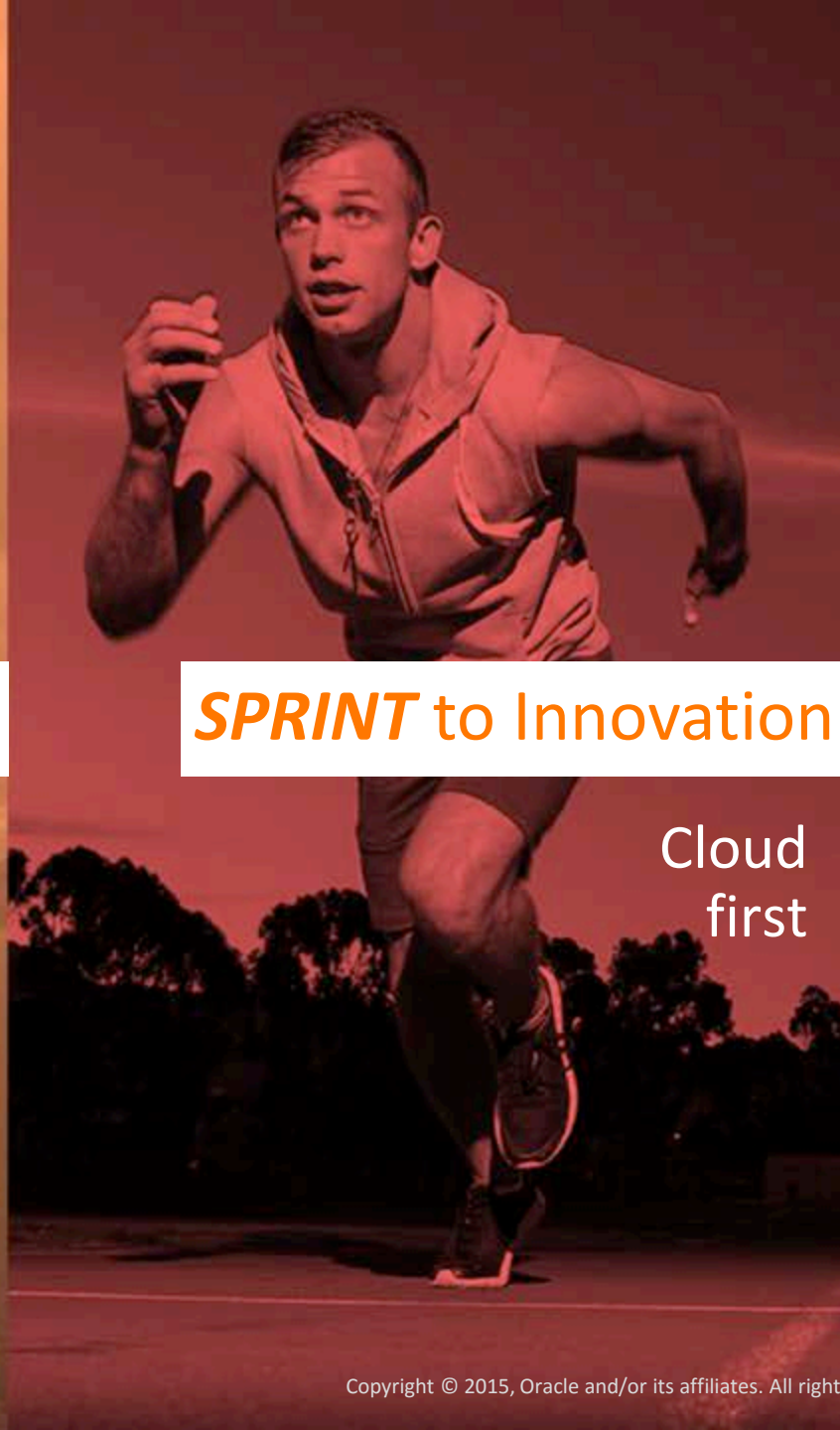
A New Day for Oracle Analytics



SEE the Signals

Visual analytics
in every solution

ORACLE[®]



SPRINT to Innovation

Cloud
first



SCALE the Insights

One integrated
platform

See the Signals

Visual Analytics in Every Solution

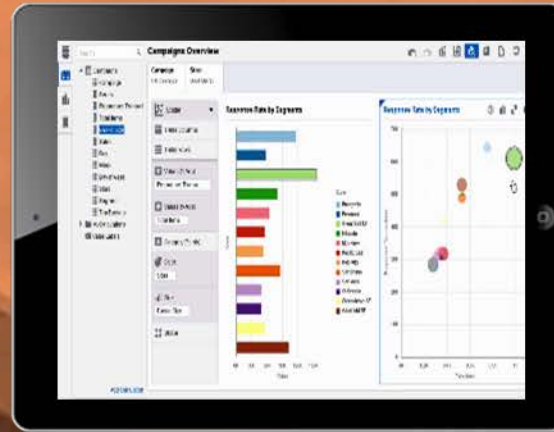


See The Signals

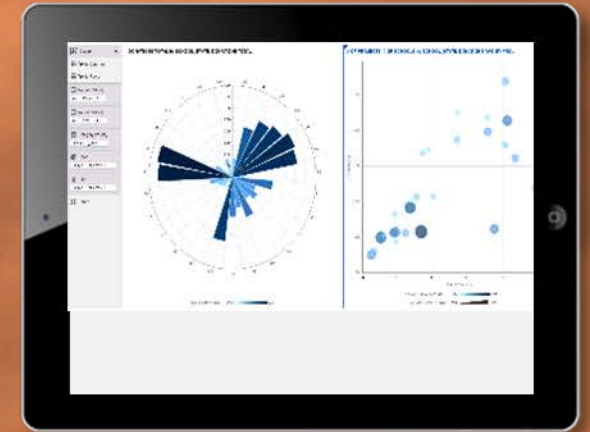
In Sales



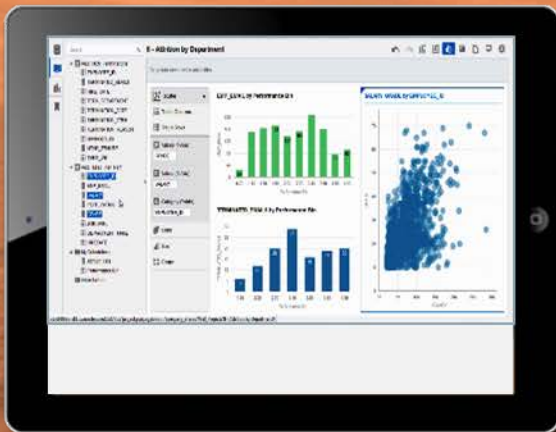
In Marketing



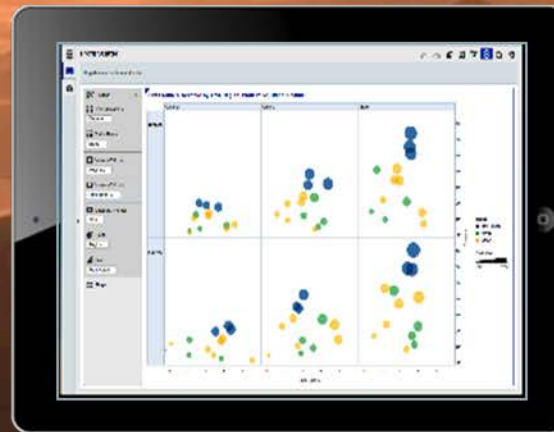
In R&D



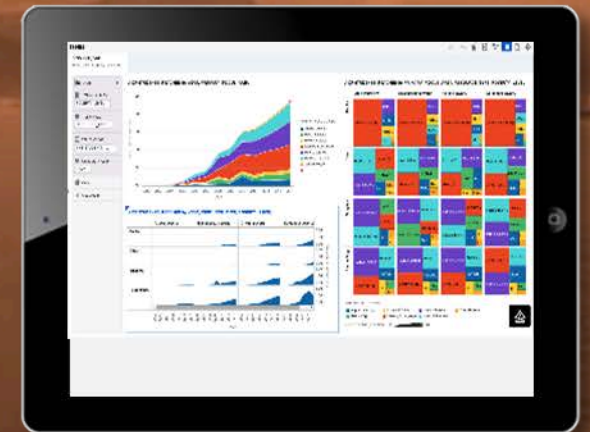
In Human Resources



In Finance



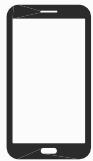
In Supply Chain



Visual Analytics in Every Solution



FOR MOBILE
BUSINESS
PEOPLE



**On Every
Device**

FOR RAPID
DEPARTMENTAL
DEPLOYMENTS



**Embedded in
Cloud**

FOR THE
ENTERPRISE



**Embedded in
Platform**

FOR HADOOP
ENTHUSIASTS



**In Big Data
Stack**



New Market Expectations of a Cloud Provider

SIMPLE TO USE & CONSUME
LOW RISK GO-LIVE
TRANSPARENT **FAST**
PRICING **CLOUD**



START SMALL
IMMEDIATE VALUE
80% USE CASE
KNOW MY BUSINESS-POV
APPS & PARTNERS INTEGRATED
BEST PRACTICES

Oracle's Unique Value



Embedded Visual Analytics



Blend Personal and Enterprise Data



Application Portability



Scale the Insights One Integrated Platform





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Some vendors know
Enterprise. Some vendors
know Cloud.
Only those that can provide
both will be leaders.”

Robert Mahowald, IDC

Visual Analytics in Every Solution

CLOUD

Data Visualization Cloud Service
Business Intelligence Cloud Service

EMBEDDED

Business Intelligence Cloud Service
Oracle BI Enterprise Edition 12c

MOBILE

Business Intelligence Mobile

ON-PREMISES

Oracle BI Enterprise Edition 12c
Data Visualization Desktop

DESKTOP

Data Visualization Desktop

BIG DATA STACK

Big Data Discovery
Big Data Discovery Cloud Service

ORACLE®
DATA VISUALIZATION

Integrated Cloud

Applications & Platform Services

ORACLE®