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Business Intelligence Cloud Service

Deliver Agile Analytics

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To Do More with Less...

You need a powerful platform for advanced analytics, one that's also intuitive and easy to use.

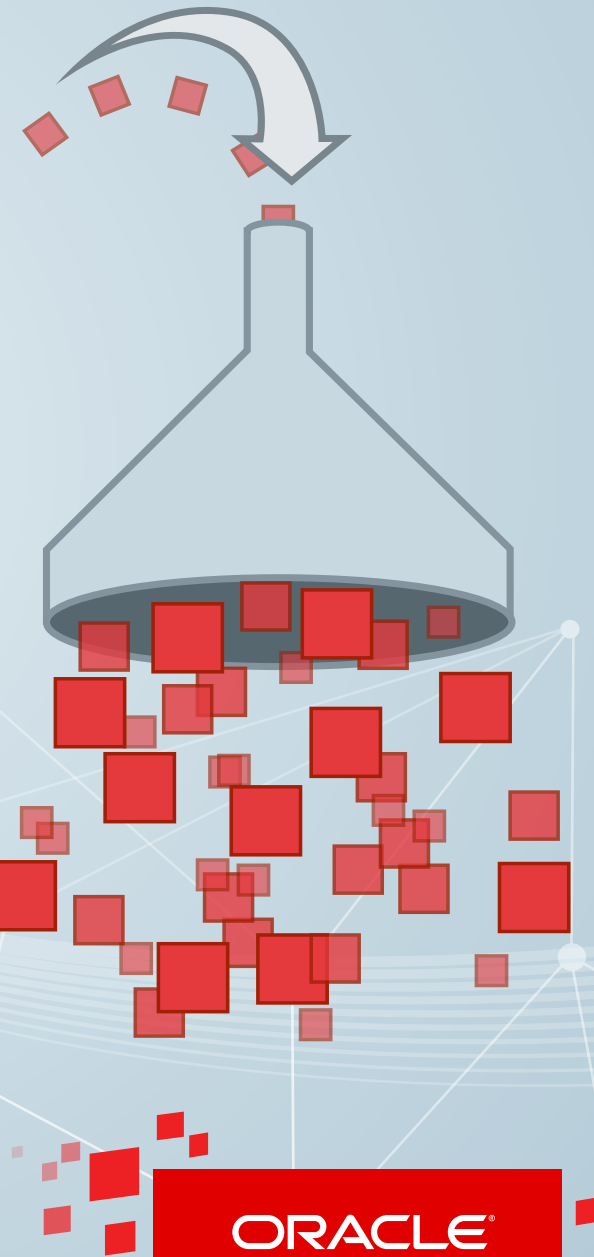When it comes to analytics, every organization is looking to do more with less—using more data to drive deeper insights…

faster…

for more people…

for lower costs.

To meet these goals, you need a robust platform that supports the entire analytic process with the security, flexibility, and reliability that you expect. The platform must be quick to provision and easy to administer—yet offer managed self-service so that you can empower your users to do their own analysis without sacrificing governance.

But how can you get the benefits of an enterprise-class system without enterprise-class costs and infrastructure?
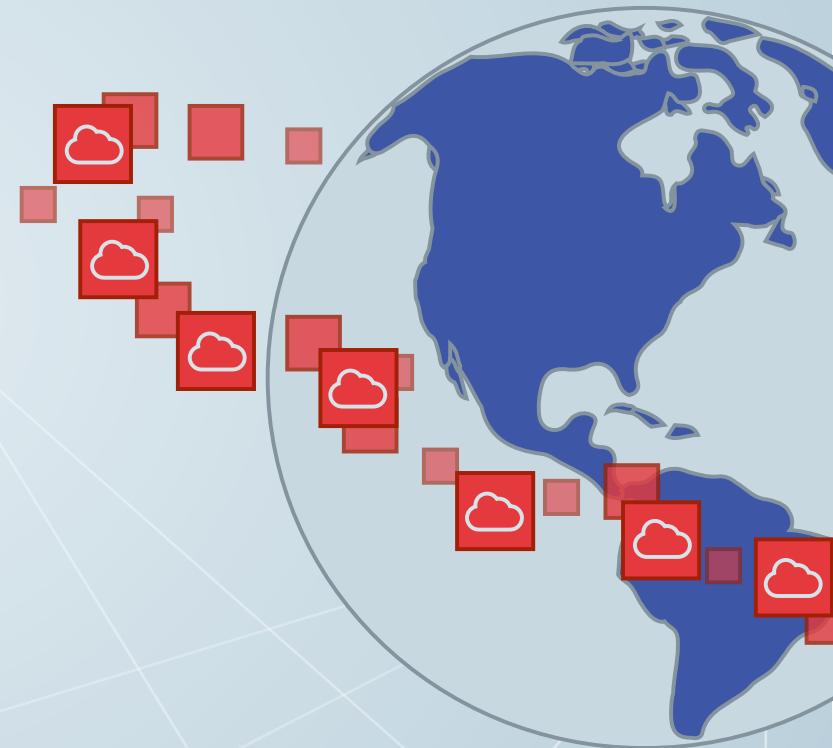
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Use the Cloud

The cloud gives you the power of the enterprise, without additional infrastructure or maintenance, for a predictable low cost.

Rather than worrying about upgrades or wondering if your analytics platform will perform at the end of the quarter, you can use your expertise to deliver a top-quality solution that drives innovation.

When your analytics are in the cloud, you want the best—an end-to-end public cloud solution that spans data center to application and safeguards your information, offering the highest levels of service.

You want:

- Best in Class - SLO, RPO, and RTO

- State-of-the-Art Facilities - Gen 4

- 99.999% Availability - Power and HVAC

- Defense - In-Depth Security and Compliance

- 15,000 Global Support Personnel - 27 Languages

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Load Your Data Easily

With rich data in a robust environment, you need just a few steps to make the content visual. The experience should be as simple as selecting from a gallery of dynamic visualizations or getting automatic recommendations when you aren't sure.

Create a Data Pipeline

To have confidence in your analytics, your data needs to be refreshed regularly. Your platform should offer a familiar, robust environment that lets you import data from web services and other Software as a Service applications in a single click. And it must include easy ETL tools that streamline data refreshes.

Enable Self-Service

Data comes from many formats and systems—from spreadsheets and CSV files to on-premises ERP to cloud CRM.

Your users want to include all of it in their analysis, and they want the process to be simple and self-service.

You want to be confident that the process is both transparent and intuitive, and you want to have full visibility into the data that your users load. You don't want to spend hours and hours providing support.

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Govern and Extend It

After you establish a data pipeline, you need to manage and enhance it by using easy tools to review and adjust information, and you need to create advanced analytic functions that extend analysis.

Manage and Govern the Data Pipeline

It should be easy for you to review data, make inline changes to headers and data types, and conform names across sources. You can specify relationships between tables, define aggregation rules, establish hierarchies, and create calculated values.

It's important to define standard meanings for metrics by creating a semantic layer that hides the complexity of the data structure and makes the data more accessible to users.

You collaborate with your business users to develop a deeper understanding of their analytic needs, and then you create content based on your research. Some business users will have the skills to directly analyze the data based on your data model, but many will not.

Extend Analysis

In addition to easy data management, a best-in-class BI platform offers you a library of prebuilt analytic modules, functions, filters, trending, and binning. This library lets you create advanced calculations that enhance your data with intelligent, derived metrics.
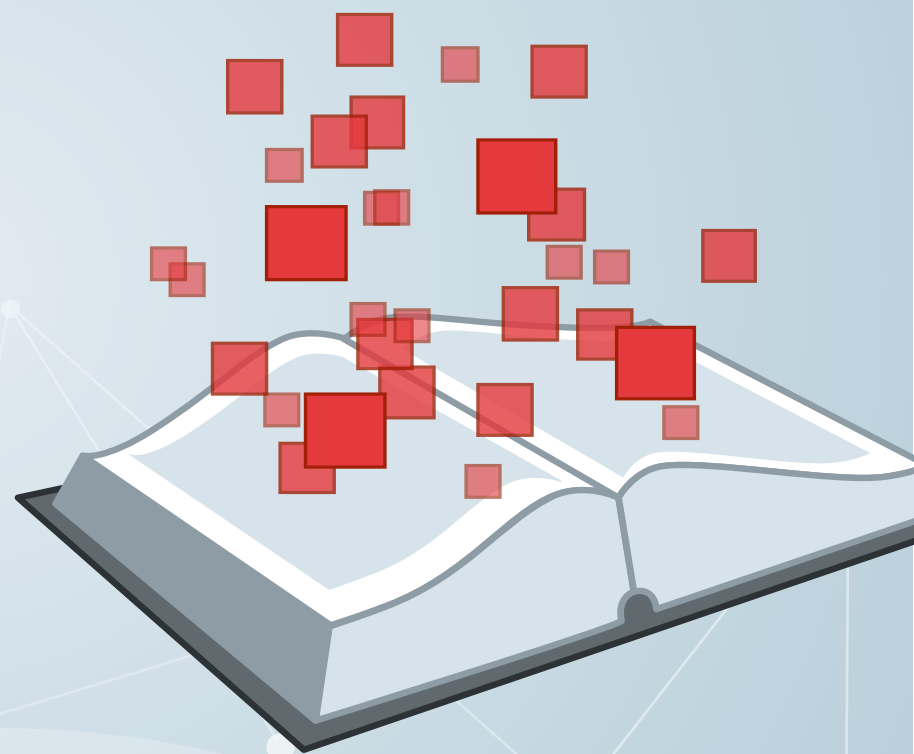
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Present the Story

Making the content visual should take just a few steps with rich data in a robust environment. The experience should be as simple as browsing a gallery of dynamic visualizations to select those that you want, or getting automatic recommendations when you aren't sure.

Create Compelling Analytics

Some sophisticated users can do their own analysis directly on the data structure, but most benefit from prebuilt content. You want their experience to be fast and easy-to-assemble compelling views and dashboards based on intelligent defaults and drag-and-drop composition. You and your users should be able to quickly add or remove data, set filters and prompts, and change views.

Choose the Best View

Is a bar graph best or would a trellis chart make the issue clearer? You want your solution to be sophisticated enough to automatically suggest the best visualization and help guide them through self-service. If your users don't know what they want, then a rich charting gallery with dozens of dynamic visuals makes selecting and collaborating simple.

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Make It Mobile

Just as analytics have evolved to be fully dynamic, with interactive visualizations driven by regularly refreshed data, they have also moved beyond the desktop. Fully functional analysis on any device is the "new normal." This means that your BI platform must include a seamless solution for mobile.

Agile Mobile Applications

Mobile access shouldn't take any extra effort. Analytics should be immediately available on any device, without special design, development, or administration on your part …

… and the apps should offer a fully interactive experience that includes drilling, swiping, zooming, and offline access.

Sharing information should be simple and secure across all devices. You should be able to set up sharing based on roles where people see only appropriate content, even if the original analysis includes data outside their scope.

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On Your Terms

Today you have more people asking you for more data and new analytics. They want it now and fast! To do more with less, you need a BI solution on your terms: quick to provision, highly secure, and simple to administer so that you can manage rollout and changes on your schedule.

You can:

- **Control Fine-Grained Security:** It's your job to make sure people have access to the data and apps that they need. With fine-grained, role-based security, you're ensured of control across the system, from data to dashboards to apps. Your users see what they should and share information securely.

- **See the Story:** Your BI platform should offer testing and production environments, so that you can develop new analytics iteratively and manage a phased rollout. You should start with a limited launch to specific users, and then scale as appropriate to the enterprise. After your analytic apps are in production, they should run automatically, with data refreshed on your schedule and automated backups and patching.

- **Manage Change:** The cloud handles infrastructure, maintenance, and upgrades. However, you still need to control updates to ensure that data is refreshed on your schedule and that you manage changes to the content and structure of your analytics.

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BI Cloud Service

Now you have a solution when you need to satisfy users and deliver fast answers that you can trust!

Oracle Business Intelligence Cloud Service is a cost-effective, enterprise-class analytics platform in the cloud. It empowers you to do more with less.

You can:

- **Use the Cloud:** Get the performance and peace of mind that you expect from the cloud, so you can focus on streamlining analytics to drive innovation.

- **Load Your Data Easily:** Use simple ETL tools and industry-standard APIs to import your curated data into the Oracle database, permit ongoing updates, and let your users load data self-service.

- **Govern and Extend It:** Define standard metrics and create advanced calculations and analytical functions to enhance your data while ensuring consistency and maintaining governance.

- **Present the Story:** Assemble compelling analytics with dozens of interactive visualizations and automatic suggestions.

- **Make It Mobile:** Enable mobile simply for your organization to make your analytics immediately available and secure on any device with no extra work.

- **Have It on Your Terms:** Administer easily. BI Cloud Service is an agile enterprise-class platform that provides fine-grained security, automates backups and patching, and puts you in control of change management.

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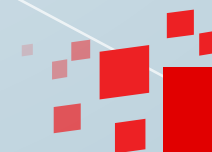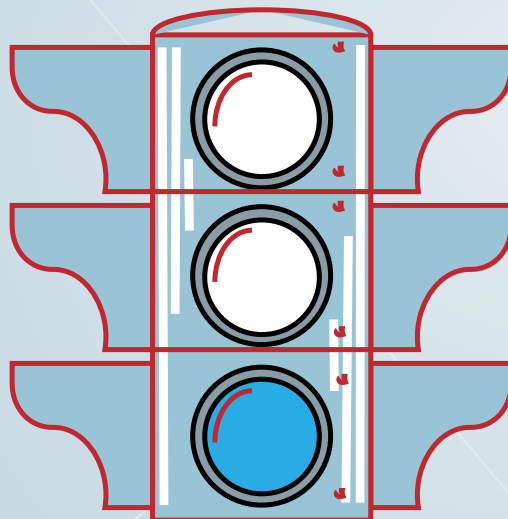
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