

Oracle Business Intelligence Applications Overview

An Oracle White Paper
March 2007

Note:

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Oracle Business Intelligence Applications Overview

EXECUTIVE OVERVIEW

Companies in every industry rely on information to make decisions. Often, the information they need is difficult to obtain because it either does not reside in their departmental systems or is fragmented across different applications. Although company functions such as sales, marketing, operations, finance, and human resources are interconnected, the data they produce and store is not. For a business to achieve optimal performance, information has to flow across functional boundaries. For example, sales, marketing, and service professionals need information from finance, HR, and manufacturing to help them better manage customers. HR professionals need financial information to gain a better understanding of compensation trends and other workforce costs. Manufacturing and procurement professionals need data on customer orders, material, and labor costs to more effectively manage the supply chain. Most companies lack this kind of cross-value chain insight because the required data is stored in disconnected systems, such as supply chain, HR, order management, billing, financial, and CRM systems. Moreover, the traditional business intelligence tools they use are typically confined to one subject or functional area, difficult to use and maintain, and cannot provide insight across the company value chain. The resulting siloed view of the business makes it extremely difficult to make optimal decisions. Oracle Business Intelligence Applications provide the answer to this critical business challenge.

INTRODUCTION

Oracle Business Intelligence (BI) Applications are complete, prebuilt BI solutions that deliver intuitive, role-based intelligence for everyone in an organization—from front line employees to senior management—that enable better decisions, actions, and business processes. Designed for both “single source” and heterogeneous environments, these solutions enable organizations to gain insight from a range of data sources and applications including Siebel, Oracle E-Business Suite, PeopleSoft Enterprise, JD Edwards, and third party systems such as SAP.

Oracle Business Intelligence Applications were developed with the expectation that data resides in multiple places and potentially multiple packaged applications. Oracle Business Intelligence Applications include prebuilt extract, transform, and load (ETL) adapters and business logic to tap into a multitude of common operational applications and data sources, including Oracle E-Business Suite, Siebel CRM, SAP, PeopleSoft Enterprise, JD Edwards, call center operational information

such as IVR and CTI data, Web logs, and a host of other systems. These applications include an enterprise data warehouse design with common, conformed dimensions, enabling true cross-value chain intelligence. In addition, the Oracle Business Intelligence Foundation enables real-time access and intelligence across virtually any enterprise data source. The result is that Oracle Business Intelligence Applications provide a true cross-enterprise view, regardless of where the data may be physically stored.

Oracle BI Applications are built on the Oracle Business Intelligence Enterprise Edition (OBI EE), a comprehensive, innovative, and leading BI foundation. This enables organizations to realize the value of a packaged BI Application, such as rapid deployment, lower TCO, and built-in best practices, while also being able to very easily extend those solutions to meet their specific needs, or build completely custom BI applications—all on one common BI architecture

THE VALUE OF A PRE-BUILT BI APPLICATIONS APPROACH

Studies have shown that building a BI and data warehouse application from scratch can take a year or more to complete, cost millions of dollars, and yet still oftentimes fail to meet business needs or expectations. The reasons for these failures include technology limitations, skills gaps, poorly defined business requirements, and organizational politics, to name a few.

Oracle Business Intelligence Applications were designed to overcome these challenges. Leveraging Oracle's extensive experience providing industry-specific business solutions to thousands of the largest and most sophisticated global organizations, these applications incorporate key metrics, workflows, and business processes reflecting the analytical best practices for each business function. These complete, prebuilt solutions provide all necessary technology and business logic to transform enterprise data into actionable insight for all users to drive better performance.

As a result, organizations benefit from faster deployment, lower TCO, and more pervasive business insight than with any alternative BI approach.

**"Through 2009 there will be a swing
towards buying pre-packaged analytic
applications (0.7 probability)."**

---Gartner

**"Business Intelligence Scenario: Pervasive
BI", Gartner Symposium IT Expo 2006**

ORACLE BUSINESS INTELLIGENCE APPLICATIONS

Oracle Financial Analytics

Oracle Financial Analytics provides hundreds of powerful financial metrics, alerts, reports, and dashboards to financial professionals and line of business managers, enabling them to gain insight and take appropriate actions. Moreover, Oracle Financial Analytics helps reduce the time it takes to generate reports for regulatory compliance (for example, Sarbanes-Oxley) or periodic financial statements. Oracle Financial Analytics provides more detailed reporting at a greater frequency and to a broader range of users. Managers and frontline professionals also receive timely information on costs and revenue at levels of detail such as by product, geography, region, and customer that allows them to fine tune strategy and improve performance. Traditional solutions require managers to wait days or even weeks for specific reports. In many cases, they have to wait until the books close to determine how their business performed.

Finance professionals and managers across the organization can monitor performance, analyze specific metrics, and compare them to budgets or performance benchmarks. They can quickly spot deviations and take action to correct them before they become problems. Oracle Financial Analytics enables financial analysts to perform intra-period balance sheet and income statement analyses to determine on a near-real-time basis how the business is performing. They can also more effectively manage cash flow by understanding how billing and collections functions are performing as well as payments and changes in inventory.

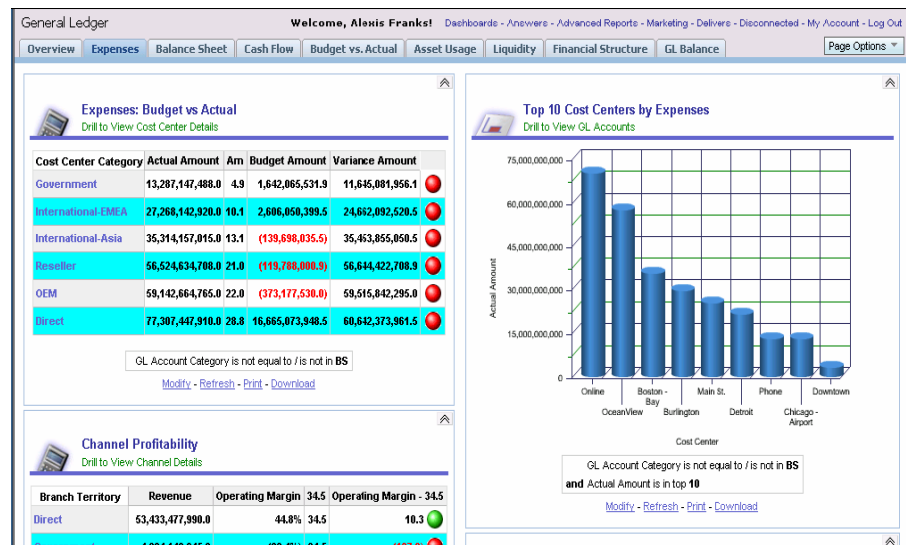


Figure 1: Oracle Financial Analytics Dashboards provide key financial information

Oracle Human Resources Analytics

Oracle Business Intelligence Applications include:

Oracle Contact Center Telephony Analytics

Oracle Financial Analytics

Oracle Human Resources Analytics

Oracle Marketing Analytics

Oracle Order Management and Fulfillment
Analytics

Oracle Sales Analytics

Oracle Service Analytics

Oracle Supply Chain Analytics

Oracle Human Resources Analytics help provide organizations with better visibility into the factors that affect workforce costs—such as compensation, benefits, and administration. Oracle Human Resources Analytics also provide complex analysis on both the workforce's and the HR department's performance and impact on other areas of the company. The solution is tightly integrated with other applications in the Oracle BI Applications line, enabling them to deliver robust workforce information across the company value chain to enhance customer, supplier, and operational processes. For example, in conjunction with Oracle Contact Center Telephony Analytics, Oracle Human Resources Analytics can help managers better understand how staffing levels, pay-for-performance, and employee performance correlate with strategic benefits to an organization.

Oracle Human Resources Analytics provide hundreds of powerful metrics, alerts, and reports to HR professionals and line managers, enabling them to understand how workforce factors are affecting individual departments and take appropriate actions. Managers and front-line professionals receive timely information on factors such as headcount costs and overtime pay at levels of detail such as by geography, job category, division, and pay grade, allowing them to make the necessary changes to improve performance. Oracle Human Resources Analytics also improve workforce administration by reducing the time and cost associated with generating internal and statutory compliance reports.



Figure 2: Oracle Human Resources Analytics dashboards provide detailed pay-for-performance analysis.

Oracle Marketing Analytics

Oracle Marketing Analytics is designed to help marketing organizations leverage the power of timely, actionable information to improve the quality of decisions and ultimately improve performance. With Oracle Marketing Analytics, marketing professionals can get a complete picture of customer needs and buying patterns, understand customer value, identify customers likely to churn, monitor the effectiveness of marketing campaigns, and understand the impact on overall marketing plans and budgets, thus enabling users to identify cost saving and revenue-increasing opportunities.

Oracle Marketing Analytics provides timely metrics, reports, and proactive alerts, enabling marketing professionals to take action based on facts rather than intuition. Oracle Marketing Analytics has extensive pre-built capability for monitoring the success of email campaigns, including number of emails delivered, open rate, bounce-backs, and offer effectiveness. For customer contact center campaigns, Oracle Marketing Analytics tracks the number of calls made, average days to follow-up, cross-sell and up-sell effectiveness, and total order revenue. Marketers can adapt their marketing approach quickly and swap out offers that do not elicit high response rates.

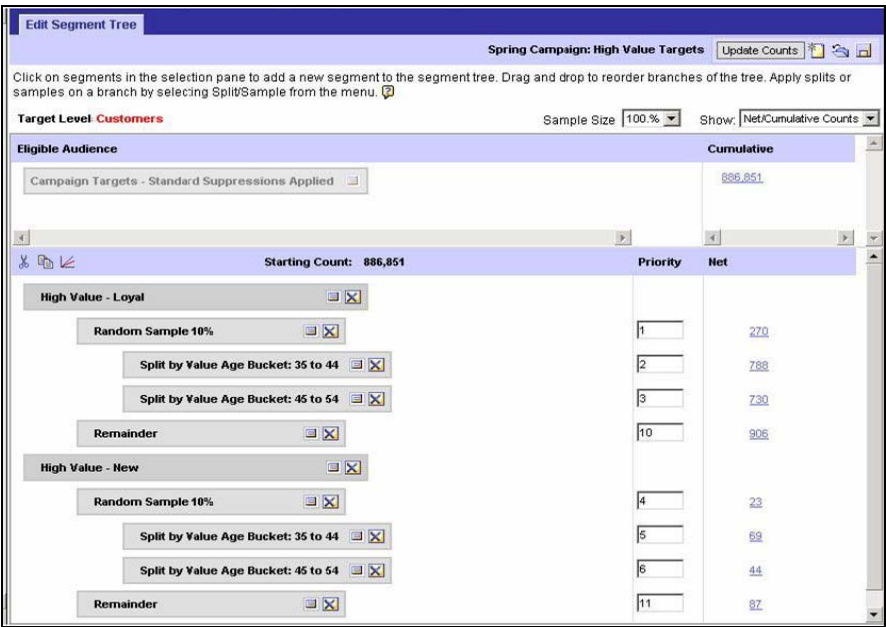


Figure 3: Oracle Marketing Analytics enables advanced customer segmentation

Oracle Order Management & Fulfillment Analytics

Oracle Order Management & Fulfillment Analytics was designed to provide organizations with better visibility into the key factors within the order to cash process. Oracle Order Management & Fulfillment Analytics provides hundreds of powerful best practice metrics, alerts, reports, and dashboards to order management professionals and line of business managers, enabling them to gain insight and take appropriate actions. Managers and front-line professionals receive timely information at levels of detail such as by product, geography, region, and customer that allows them to fine-tune strategy and improve performance.

Order management professionals and managers across the organization can monitor performance, analyze specific metrics, and compare them to targets or performance benchmarks. They can quickly spot deviations and take action to correct them before they become problems. Oracle Order Management & Fulfillment Analytics enables analysts to perform drill down analyses on a near-real-time basis to determine how the business is performing. They can also more effectively manage targets by analyzing orders that are pending fulfillment, invoicing, collection and influencing the concerned department to expedite the appropriate stage in the order to cash cycle.

Oracle Contact Center Telephony Analytics

Oracle Contact Center Telephony Analytics enables contact center managers to track top KPIs for service initiatives, including first and final resolution, average speed of answer, average handle time, call abandonment rate, and service levels. By understanding the key reasons behind operating trends, managers and customer service representatives (CSRs) are able to improve service, increase customer satisfaction, and drive higher profitability. Oracle Contact Center Telephony Analytics provides an integrated view of key metrics across all channels, including IVR, email, and the Web.

Oracle Contact Center Telephony Analytics provides supervisors with complete insight into how their CSRs are performing. Metrics such as CSR transfer rates, revenue per CSR, average handle time, and time spent by a CSR on after-call work help supervisors identify high-performing CSRs as well as those in need of additional training. Oracle Contact Center Telephony Analytics also integrates workforce management information—generally not available in call center reports—enabling management to determine how factors such as tenure, education, compensation, and training impact CSR turnover and performance. At sales-focused contact centers, Oracle Contact Center Telephony Analytics provides CSRs with visibility into existing customer relationships, helping them generate more revenue via cross-selling and up-selling. At service-oriented sites, the Oracle application closely monitors key processes, allowing supervisors to quickly resolve open service requests and better manage service volumes.

Oracle Sales Analytics

Oracle Sales Analytics provides timely metrics, alerts, and reports; enabling sales team members to take action based on facts rather than intuition. Oracle Sales Analytics proactively deliver insight to salespeople in the field via laptop, PDA, or mobile phones, ensuring they always have the latest information they need to make informed decisions and increase win rates. With Oracle Sales Analytics, sales executives can receive alerts when territory performance drops below weekly targets, enabling them to take appropriate action—for example, coaching their sales representatives or assigning additional resources. Oracle Sales Analytics also provides sales professionals with up-to-the-moment insight into sales opportunities, including how long each opportunity has been in the pipeline and the current status of team selling efforts.

Oracle Sales Analytics enables sales executives to understand their pipeline and identify critical opportunities. By identifying these critical opportunities, executives can assign the appropriate resources to increase the chance of winning and not waste them on less promising opportunities. Oracle Sales Analytics includes prebuilt data models, more than 150 metrics, and best practices based on Oracle's experience across thousands of sales force automation implementations.

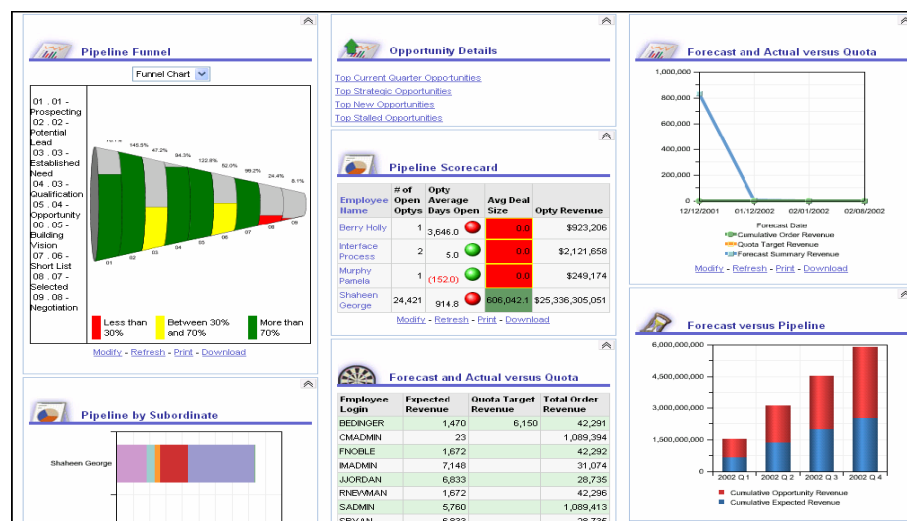


Figure 4: Oracle Sales Analytics provides unparalleled visibility into the sales pipeline & sales performance

Oracle Service Analytics

Oracle Service Analytics enables service center managers to track top KPIs for service initiatives, including service request aging, service request resolution, and service activities per employee. By understanding the key reasons behind operating trends, managers and call center representatives (CSRs) are able to improve service, increase customer satisfaction, and drive higher profitability. In combination with Oracle Contact Center Telephony Analytics, Oracle Service Analytics provides supervisors with complete insight into how their CSRs are performing. Metrics such as CSR transfer rates, revenue per CSR, average handle time, and time spent

by a CSR on after-call work help supervisors identify high performing CSRs as well as those in need of additional training.

Oracle Service Analytics provides service center agents with information and alerts that help them maximize the value of each customer. Through the use of cross-value chain insight, each CSR can more effectively cross-sell and up-sell more products and services, provide real-time information on order status, tailor service based on the customer's value to the company, and ultimately achieve higher levels of customer satisfaction and loyalty.

Oracle Supply Chain Analytics

Oracle Supply Chain Analytics provide comprehensive visibility into every aspect of the company's supply chain, including raw materials procurement, supplier performance, inventory management, finished goods, and delivery effectiveness. They combine data from procurement, planning, inventory, and fulfillment systems with data from across the organization, including financial systems and customer relationship management (CRM) to deliver robust information to enhance customer satisfaction, increase operational effectiveness, and improve financial performance.

Oracle Supply Chain Analytics provide hundreds of powerful metrics, alerts, and reports, delivered through intelligence dashboards, or mobile devices, that provide near real-time insight into the entire supply chain operation, enabling users across all roles to make better decisions and take appropriate actions. Procurement professionals can monitor specific metrics and reports, enabling them to compare the performance of a particular supplier to that of others or performance benchmarks, aggregate disparate orders to a few strategic suppliers, and reign in rogue spending across multiple systems. They can also receive timely information on spending and inventory at varying levels of detail such as by product, geography, and region that allow them to spot potential materials shortages and take action before they cause stock outs. Oracle Supply Chain Analytics enable organizations to compare purchase orders to inventory levels on a near real-time basis.

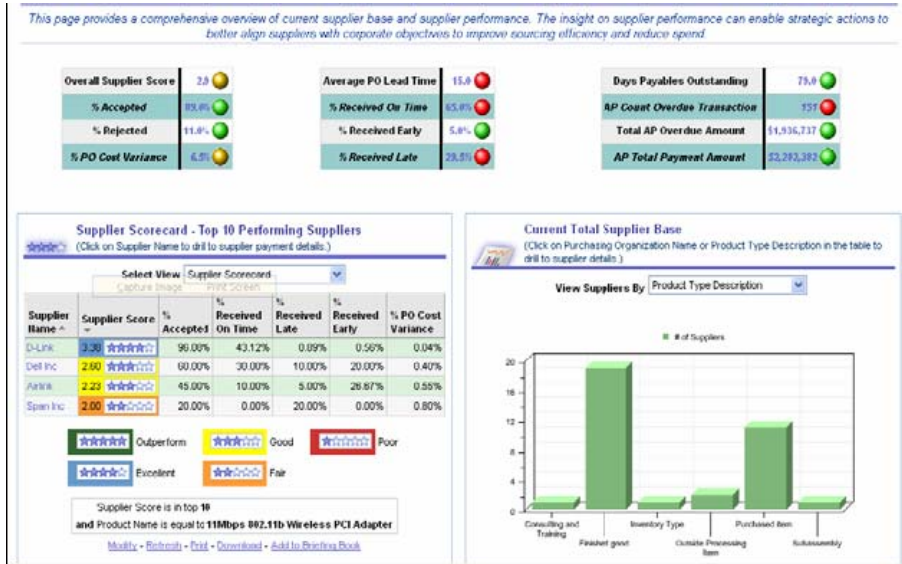


Figure 5: Oracle Supply Chain Analytics' Supplier Performance Dashboard provides detailed insight on Supplier Performance

CONCLUSION

Across industries, companies are facing increased pressure to grow revenues while holding costs in check. This means ensuring that money spent on efforts to market, acquire, sell to, and service customers is returning the best possible results. It also means that companies need to manage their business operations as cost-effectively as possible so they meet their revenue and profitability targets. Oracle Business Intelligence Applications deliver maximum value from existing IT investments by ensuring that pervasive insight helps drive all customer, supplier, and workforce decisions, resulting in lower costs, increased revenue, and greater profitability.

For more information on Oracle Business Intelligence Applications, please go to: <http://www.oracle.com/appserver/business-intelligence/bi-applications.html>.



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