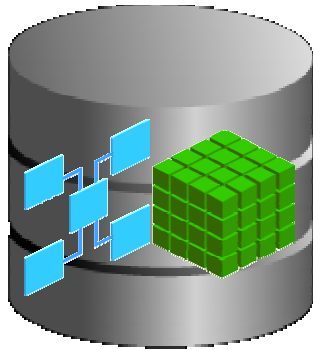


ORACLE
DATABASE **11^g**



Oracle OLAP Option



What is Oracle OLAP Option?

- Online Analytic Processing (OLAP) Server
 - Excellent query performance for ad-hoc queries
 - Enhances analytics in business intelligence applications
 - Allows fast, incremental updates of data sets
- Summary management for SQL applications
 - An alternative to table-based materialized views
 - Offers improved query performance

Why Online Analytic Processing?

- Do you use business intelligence tools?
- Would business users benefit from:
 - Significantly improved query performance?
 - Rich analytic content?
- Would IT benefit from:
 - Fast, efficient updates of data sets?
 - Fewer servers to manager?

Oracle OLAP Option

Embedded, manageable, enterprise-ready

- A multidimensional calculation and aggregation 'engine'
- Multidimensional data types
 - OLAP Cubes and Dimensions
- An OLAP API for cube definition and multidimensional query
- A SQL interface to OLAP Cubes and dimensions
- Cube-organized materialized views
- OLAP metadata in the Oracle Data Dictionary

Embedded in Oracle Database 11g

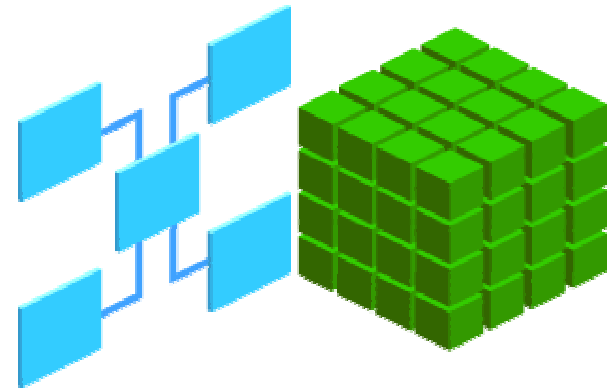
- Runs within Oracle instance on same server
- OLAP cubes are stored in Oracle data files
- Object and data security for OLAP cubes
 - Managed using Oracle database
- Fully compatible with:
 - Real Application Clusters and Grid Computing
- Cubes are easily queried using SQL

OLAP Improves BI Solutions

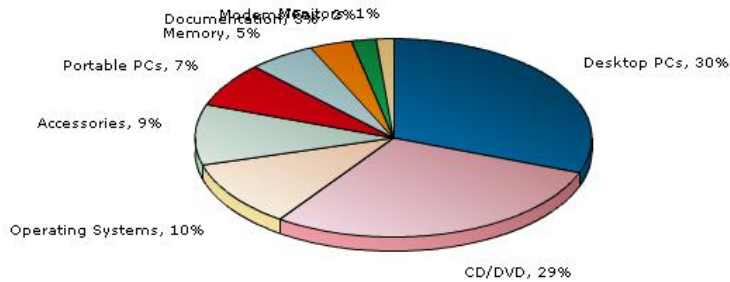
- OLAP cubes presented as relational views
 - Star style dimension and fact views
- OLAP cube (fact) views include aggregate level and calculations
 - Easy to access aggregate level and rich analytic content
 - Allows any application to become a business intelligence application

SQL Query of OLAP Cubes

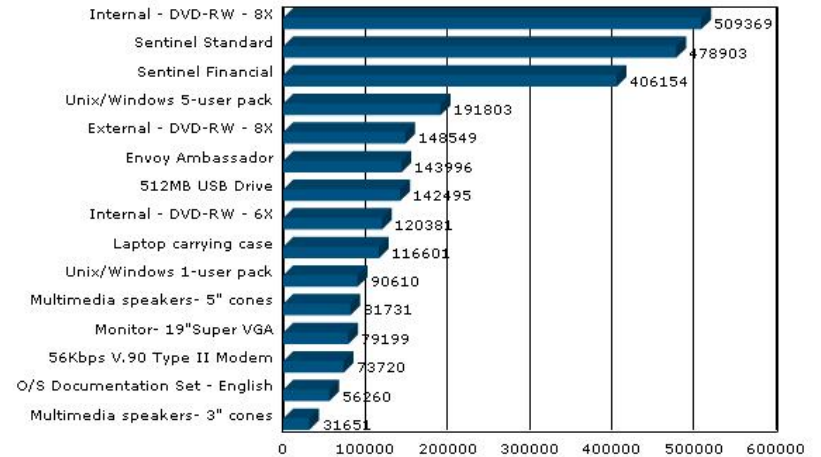
- Relational views of OLAP cube
 - Dimension and fact views
 - Aggregations and summary data
 - Calculations
- OLAP Cube
 - Aggregations and summary data
 - Calculations



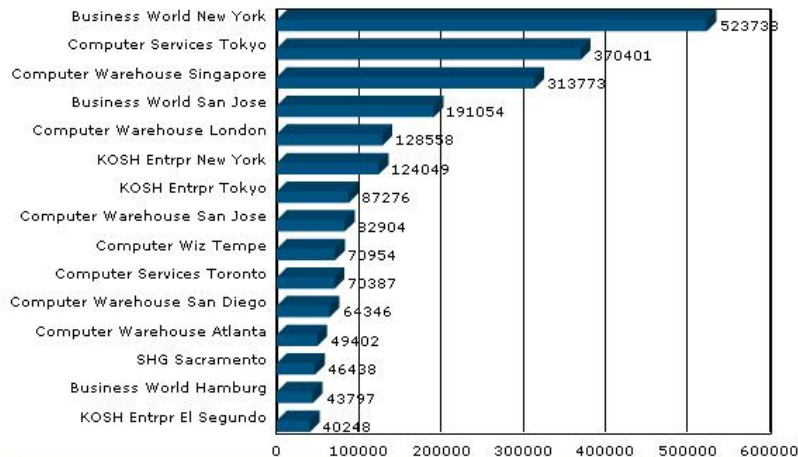
Product Family Mix for Profit Last Quarter



Most Profitable Products Last Quarter



Most Profitable Locations Last Quarter



Profit Reporting

Time	Product	Customer	Profit	YTD	YTD Yr Ago	YTD Chg Yr Ago	YTD % Chg Yr Ago
Q1.06	Software/Other	Total Customer	628,501	628,501	615,744	12,757	2
	Hardware	Total Customer	2,266,628	2,266,628	1,958,009	308,619	16
Q2.06	Software/Other	Total Customer	578,965	1,207,466	1,210,497	-3,031	0
	Hardware	Total Customer	2,119,038	4,385,666	4,070,504	315,162	8
Q3.06	Software/Other	Total Customer	563,155	1,770,621	1,798,317	-27,696	-2
	Hardware	Total Customer	2,273,178	6,658,844	6,080,614	578,230	10
Q4.06	Hardware	Total Customer	1,966,981	8,625,825	8,133,093	492,733	6
	Software/Other	Total Customer	628,104	2,398,724	2,411,446	-12,721	-1

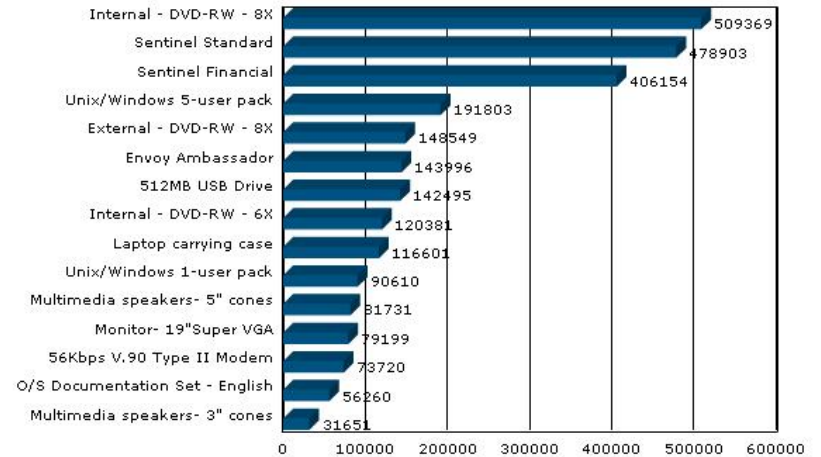
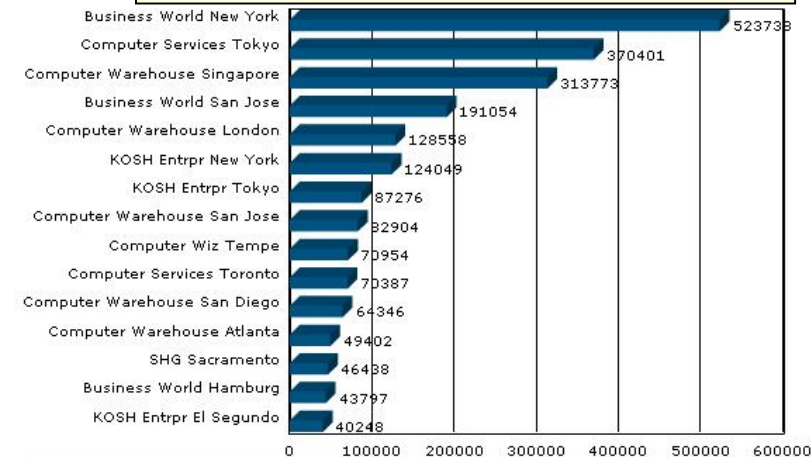
Spread Sheet

Product Family Mix for Profit Last Quarter

Most Profitable Products Last Quarter

```
SELECT t.long_description time,
       p.long_description product,
       cu.long_description customer,
       f.profit profit,
       f.profit_ytd,
       f.profit_ytd_yr_ago,
       f.profit_chg_ytd_yr_ago,
       f.profit_pctchg_ytd_yr_ago
FROM time_calendar_view t,
     product_primary_view p,
     customer_segment_view cu,
     channel_primary_view ch,
     units_cube_view f
WHERE t.dim_key = f.time
     AND p.dim_key = f.product
     AND cu.dim_key = f.customer
     AND ch.dim_key = f.channel
     AND t.level_name = 'CALENDAR_YEAR'
     AND p.level_name = 'CLASS'
     AND cu.level_name = 'TOTAL'
     AND ch.level_name = 'TOTAL';
```

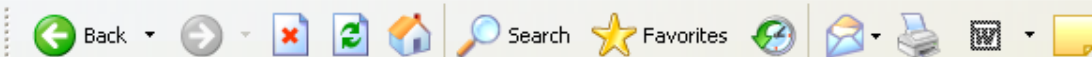
Most Profitable



Profit Reporting

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Spread Sheet



SIEBEL Answers

GLOBAL MOLAP Presentation

Columns

Time

- All Times
- Month
- Quarter
- Year
- End Date

Product

- Total Product
- Class
- Family
- Item

Customer

- Total Customer
- Region
- Warehouse
- Ship To

Channel

- Total Channel
- Channel

Units Cube

- Sales
- Units
- Sales - Product Share of Parent
- Sales YTD
- Sales YTD Year Ago
- Sales YTD Pct Chg Year Ago

Filters

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[Refresh Display](#)[Reload Server Metadata](#)

Criteria Results Prompts Advanced

Compound Layout

Untitled Analysis

Add View:

Title

Table

Total Customer	Total Channel	Channel	Year	Quarter	Total Product	Class	Family	Sales	Sales - Product Share of Parent	Sales YTD	Sales YTD Year Ago	Sales YTD Pct Chg Year Ago
All Customers	All Channels	Direct Sales	2004	Q2-04	Total Product	Hardware	CD/DVD	203,267	0.11	409,789	425,812	-0.04
							Desktop PCs	687,458	0.36	1,396,683	1,486,752	-0.06
							Memory	133,835	0.07	267,662	238,103	0.12
							Modems/Fax	108,278	0.06	218,767	234,502	-0.07
							Monitors	105,876	0.05	174,080	138,959	0.25
							Portable PCs	510,461	0.27	1,002,643	1,087,360	-0.08

[Download](#)

Oracle OLAP

in Oracle Database 11g

- Improves business intelligence applications
- Optimized for fast refresh and ad-hoc query
 - Database-managed summary management
 - Embedded BI calculations and metadata
- Accessible by any application
 - SQL or OLAP API based
- Economies of scale
 - Consolidate on grid infrastructure

For More Information

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