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FUSION MIDDLEWARE
BUSINESS INTELLIGENCE SUITE

Oracle Business Intelligence Mobile App Designer Solution Brief

Related Products

- Oracle Business Intelligence Foundation Suite
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Oracle Business Intelligence (BI) Mobile App Designer, a component of Oracle BI Mobile, empowers business users to easily create visually stunning and interactive analytical apps for any line of business – all without writing a single line of code. Integrated with Oracle Business Intelligence Foundation Suite, business users can leverage data from their existing Oracle BI environment to create analytical apps tailor made to their area of interest or expertise, all with a simple drag and drop user interface. The Mobile App Designer ensures that business intelligence is truly at the forefront of decision making – even while on-the-go.

The apps created using Oracle BI Mobile App Designer run using HTML5 on iOS, Android, and Windows Mobile, and Blackberry smartphones and tablets. Automatic rendering for differing screen sizes ensures visualizations display optimally with a write once, run anywhere model. Users can also easily collaborate and share apps via the Apps Library, which serves as a repository of mobile analytic applications to which users can subscribe and receive automatic updates, ensuring that users across the organization are consuming the most up to date information.

Easily Create Mobile Analytical Apps

Oracle BI Mobile App Designer is the ideal solution for users who want targeted, line of business mobile apps that require no coding or programming expertise - creating professional mobile analytical applications is as easy as working with common office productivity tools. Business users can create a diverse range of visualizations simply by using a drag and drop interface in their web browser. Instead of relying on IT to create apps relevant to a specific area of interest, users can become self-sufficient in creating and presenting their enterprise data in a form relevant to their business needs, and the needs of their line of business. An intuitive toolbar menu provide a rich palette of formatting capabilities, making it easy to combine text and images to create executive briefing books, dashboards, graphs, tables, and catalogs. Actionable insights are displayed with stunning interactive visualizations, making it easy for users to identify critical business intelligence, and act on the data to enhance their decision making.

With the instant preview function, users can preview their newly created app by using either the browser-based mobile simulator, or by scanning a dynamic QR code generated by the BI Mobile App Designer, which lets users run their app directly on the mobile device of their choice.

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