ORACLE BUSINESS INTELLIGENCE

# Customer Advisory Board Charter

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## Your Comments are Welcome

Oracle values and appreciates your comments as a user and reader of this document. As we write, revise, and evaluate our design documentation for Oracle Business Intelligence and related products, your comments are the most valuable evaluation we receive. If you would like to contact us regarding comments and suggestions on the Oracle BI Customer Advisory Board (CAB), please use the following email address: bicab@us.oracle.com

# Customer Advisory Board

## Overview

### Description of Functional Area

Oracle's Business Intelligence (BI) tools provide a comprehensive and integrated suite of products that empower users to answer questions about their data. Oracle's BI tools have been designed to address the full range of user requirements for information publishing, data exploration, and advanced analysis.

- Oracle Reports is a powerful enterprise reporting tool that allows developers to publish sophisticated, high quality reports with unlimited data formatting and customization.
- Oracle Discoverer is the award-winning, easy to use ad-hoc query and analysis tool for high performance end user access to information.
- Oracle Express is an on-line analytical processing (OLAP) platform that enables rapid deployment of advanced analytic applications for e-business.

Oracle's BI tools are integrated to enable users to easily publish, explore and analyze all e-business data. Rich analysis capabilities enable users to move seamlessly between exploring trends in current operational data and predicting the future with sophisticated 'what-if' analysis. Users create high quality reports to publish operational data, as well as the results of their ad-hoc and advanced analysis.

### Mission

The overall objectives for the BI Customer Advisory Board is strategic planning, long term performance and growth. As a result of these objectives Oracle will be working with the customer to help set our future product direction. Our vision for the Customer Advisory Board is to have customers share how they are using our products in the "real world" and where they are going and for Oracle to share with CAB members our current plans and future directions. This feedback, will help build the next generation of the Oracle Business Intelligence Tools.

### Scope

The BI Customer Advisory Board scope will address the core BI products: Reports, Discoverer, and Express Tools as well as integration with each other and other Oracle products such as Applications and Server Technology.

### Objectives

The objectives of the BI Customer Advisory Board are:

- Organize and focus customer recommendations on the most important issues.
- Provide a customer point of contact on development projects.
- Identify and discuss customer and industry best practices for BI.
- Identify BI requirements to facilitate the development of future BI version.
- Discuss potential solution and implementation approaches identified by Oracle.
- Involve customers in the current and next development life cycle at periodic review points.

### Duration

The BI Customer Advisory Board and related membership will be active for 12-18 months. At the end of this period membership will be reviewed.

### BI CAB Member Benefits

BI CAB members will have the following benefits:

- May influence the development of BI product functionality to meet their needs and the needs of their industry.
- Have advanced knowledge of BI plans and development.
- Obtain a preview of BI feature plans.
- Share and gain knowledge and experience among other Customer Advisory Board members.
- May lead to taking members application in-house to be included in QA cycle of the BI product.

Participation in the BI CAB is voluntary and offers customers an opportunity to convey their recommendation to the Oracle BI product groups.

## Meeting and Review Points

Customer Advisory Board members will be invited to annual meetings and periodic review meetings during the development life cycle of the Business Intelligence products. The review meeting dates depend upon the work in development. Each review point has a specific emphasis as noted below:

- **Strategic Direction - Requirements Definition:** Assist in identifying general requirements of your company and industry.
- **Design - High Level Design:** Review high level BI product specific designs for completeness.
- **Beta Testing:** Beta test results will be reviewed.

The meetings may be held at the following locations:
- Oracle Headquarters in Redwood Shores, California
- Host customer location
- User Group events such as IOUG or ODTUG
- The CAB may also meet via telephone conference if and when the need arises.

# Membership

### Customer Requirements

The customer must be on the latest Oracle BI product releases or plan to upgrade to that release in the short term while on this board.

Participation is welcome from customers all over the world. Customer contacts must speak fluent English, must have e-mail accessibility, and may directly send and receive regular attachment documents.

### Level One

Open to a limited number of customers who wish to provide direct in-depth feedback on future direction of the BI products, participate in cyber seminars and attend  the annual CAB meeting,. Sites will also interact with the development organization directly.

### Level Two

Open to any number of customers who wish to provide feedback via email on future directions of the BI products.

A non-disclosure agreement is required in order to participate in Level One or Level Two of the CAB program. Acceptance for membership on this board means that the member company has signed and agrees to adhere to the normal Oracle non-disclosure agreement (copies available on request). Provision of reference material for analyst, press, trade publications and a limited number of sales calls (via automatic participation in Oracle's TeleReference program) is also required for both levels.

### Participant Responsibility

In order to assure a continuous discussion of the topics and maintain client/customer confidentiality, participants are required to:

- Participate in all relevant review meetings.
- Participate in conference calls when necessary.
- Review development deliverables and provide feedback.
- Hold all customer materials and design documents in strict confidence.

Should the member company fail to participate in two consecutive meetings, it will be assumed that they no longer wish to participate. At that time, a letter will be sent to the principle contact stating that the company has been removed as a CAB member.

### Membership Estimated Time Commitment

It is requested that Customer Advisory Board members make a commitment to the Business Intelligence CAB for at least 12 to 18 months. It is anticipated that this may require one to two day meetings that occurs once or twice per year (as outlined above). In addition to the above on-site meeting requirement, there may be additional preparation time required and the use of telephone conference calls to address focus items.

### Membership Estimated Costs

Costs for participant travel and living expenses or other involvement are to be absorbed by the customer.

### Membership Nomination

Customers who wish to become BI CAB members must fill out the BI CAB Site Nomination Form. To receive a Nomination form send an email request to bi_cab@us.oracle.com  including a brief description of your company and a list of Oracle products in use.

# Customer Advisory Board - Meetings

## Date & Location

| Dates: | September 12- 14, 2000 |
| --- | --- |
| Location: | Oracle Headquarters in Redwood Shores, CA |