

Qubix VERSION 1

Oracle's position in Gartner Magic Quadrants for ABI Platforms

My View

Presented By: Žiga Vaupot

Date: 1. 6. 2023

Company Classification: Controlled



Introductions



Žiga Vaupot

Qubix

Country Manager, Slovenia,
Business Analytics Consultant

SIOUG

Board Member



Oracle ACE
Pro



ziga.vaupot@qubix.com



zigavaupot.blogspot.com

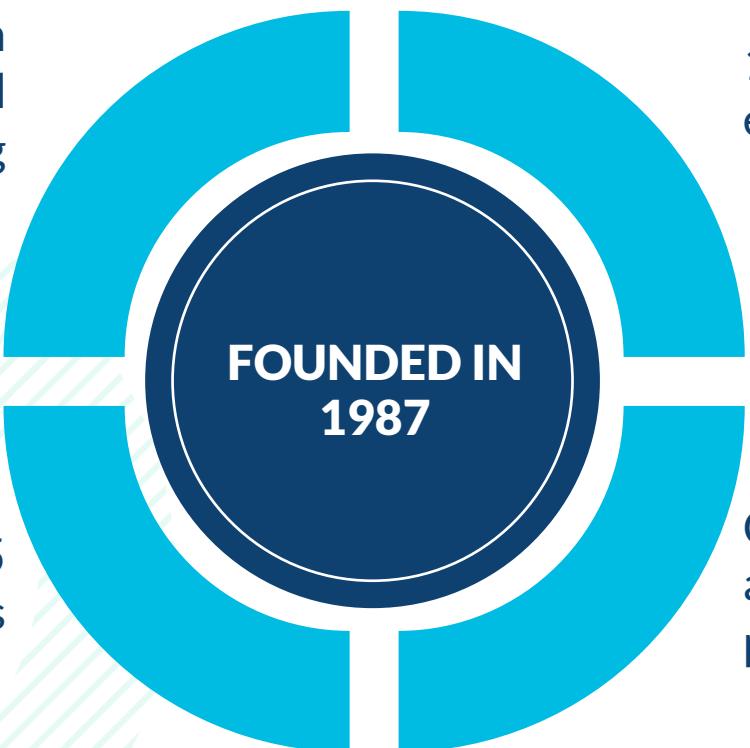


linkedin.com/in/zigavaupot

Qubix  VERSION 1

Introducing Qubix

Capabilities focused on
ERP, EPM, Analytics and
Data Engineering



Global Oracle multi
award-winning
partner



Introducing Version 1 – Your Partner in Success

A leading Digital Transformation provider of cloud-based applications, data and platform development, modernisation, testing and next-generation managed services.



25 Years

Proving Value of I.T.
and working with Oracle solutions
with 240+ Oracle Projects



700+

Customers
98% Customer retention



£250M+

Revenue (€280M)



12 Years

Voted as a Great Place to
Work



**Industry
Best Practice**



**Top Tier Deep
Technology Partners**

ORACLE Partner

Red Hat

ORACLE
PARTNER NETWORK

Advanced

Business Partner
Solution provider
Container platform specialist

Cloud Program

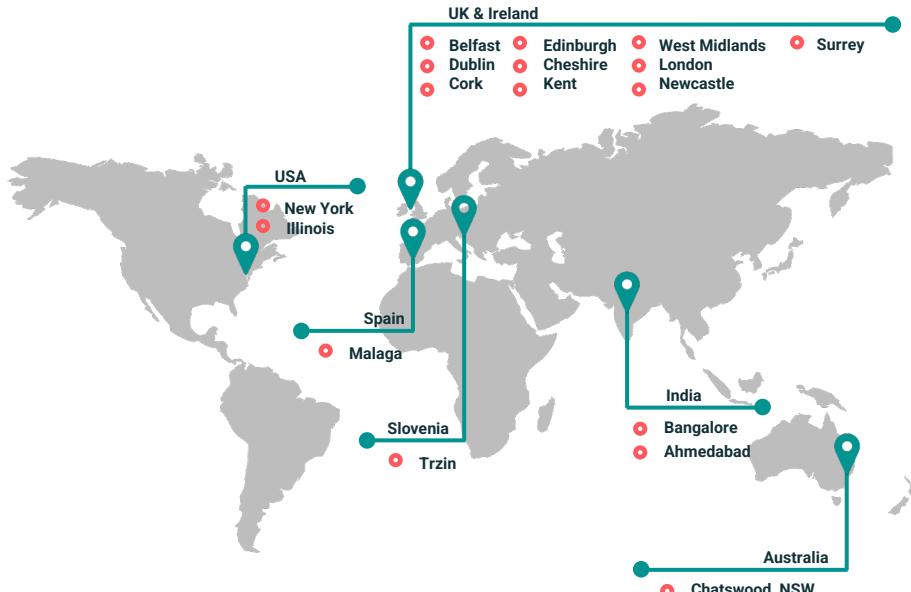
Gold

Microsoft Partner
Azure Expert MSP

Microsoft

aws partner
network

3000+ Employees across our 17 offices worldwide:



Recent Acquisitions



Automation Logic

DevOps transformation and
delivery

Qubix
Ready-to-run Oracle
Solutions

Oracle Strategy - We understand Oracle like no other

One of the largest Oracle Practices in Europe



700+

dedicated ERP Consultants
delivering solutions and
services to **300+ customers**



500+

Oracle Certified
Professionals with
specialisation delivery
across the entire stack



**Premier Oracle
Partner**

With a track record that
extends over **25 years**



**Clients across all
industry sectors**

Providing complete end-to-end solutions

Our work is award winning



- **GOLD:** UKOUG ERP Partner of the Year Award
- **GOLD:** UKOUG HCM Partner of the Year Award
- **GOLD:** UKOUG Managed Services (Outsourcing and Operations) Partner of the Year Award - Applications

We are experts in Oracle ERP, SCM, EPM, HCM and Analytics



**Oracle Cloud Apps
(SaaS)**

Leading experts in enabling
enterprises to harness the power of
Oracle Cloud Apps
(ERP, EPM/HCM/Payroll/SCM) in an
increasingly complex technology
landscape, we help organisations to
transition smoothly from legacy
solutions to Oracle Cloud
Applications.



E-Business Suite

Experts in managing E-Business Suite
implementations, upgrades and
managed services for enterprise
organisations across a broad range of
sectors. We are responsible for some of
the largest European
implementations of E-Business Suite.



JD Edwards

Our JD Edwards experts offer leading
enterprise customers in
manufacturing industries the
complete range of services required
to license, install, implement and
maintain their JD Edwards systems,
from legacy through to World A9.2
and EnterpriseOne 9.2.



Peoplesoft

Experts in managing PeopleSoft
implementations, upgrades and
managed services for enterprise
organisations across a broad range of
sectors. We are responsible for over
200 PeopleSoft projects across 125
customers.



Service
Partner

Expertise in
Oracle ERP Financials Cloud
in EMEA–UKIE

Service
Partner

Expertise in
Human Resources (Core)
in EMEA–Western Europe



Service
Partner

Expertise in
CSPE: Oracle Cloud Platform -
Oracle E-Business Suite
Applications to Oracle Cloud
in EMEA–Western Europe

Service
Partner

Expertise in
PeopleSoft Applications to
Oracle Cloud
in EMEA–Western Europe



Service
Partner

Expertise in
Oracle Cloud Platform Integration
in EMEA–Western Europe

Service
Partner

Expertise in
Oracle E-Business Suite
Applications to Oracle Cloud
in EMEA–Western Europe

Delivering customer success in Oracle Applications



PRIMARK®



BANK OF ENGLAND



UNIVERSITY OF
BIRMINGHAM



Qubix ▲ VERSION 1

Magic Quadrants for Analytics and Business Intelligence Platforms (Gartner, April 2023)



Oracle is a Visionary in this Magic Quadrant. Oracle Analytics Cloud (OAC) is its lead ABI Platform. While other cloud service providers gain recognition for their productivity software, Oracle is recognized for its leadership in database management and comprehensive cloud business applications. Oracle Analytics Cloud provides prebuilt OAC content for nearly every Oracle business application as a key part of its go-to-market strategy. It is also reducing the time to value for customers to deliver advanced analytics by including 17 prebuilt data science models.

In 2022, Oracle demonstrated leading-edge vision with innovative new features including composability, action frameworks, and a human realistic avatar presenting analytics news. Its roadmap shows significant investment in external connectivity to popular applications like ServiceNow, Mailchimp, SurveyMonkey and Yelp.

Key Strengths & Cautions

Enterprise cloud data and analytics

Augmented capabilities throughout

Comprehensive data management

Momentum in a crowded market

Oracle application-centric

Pricing

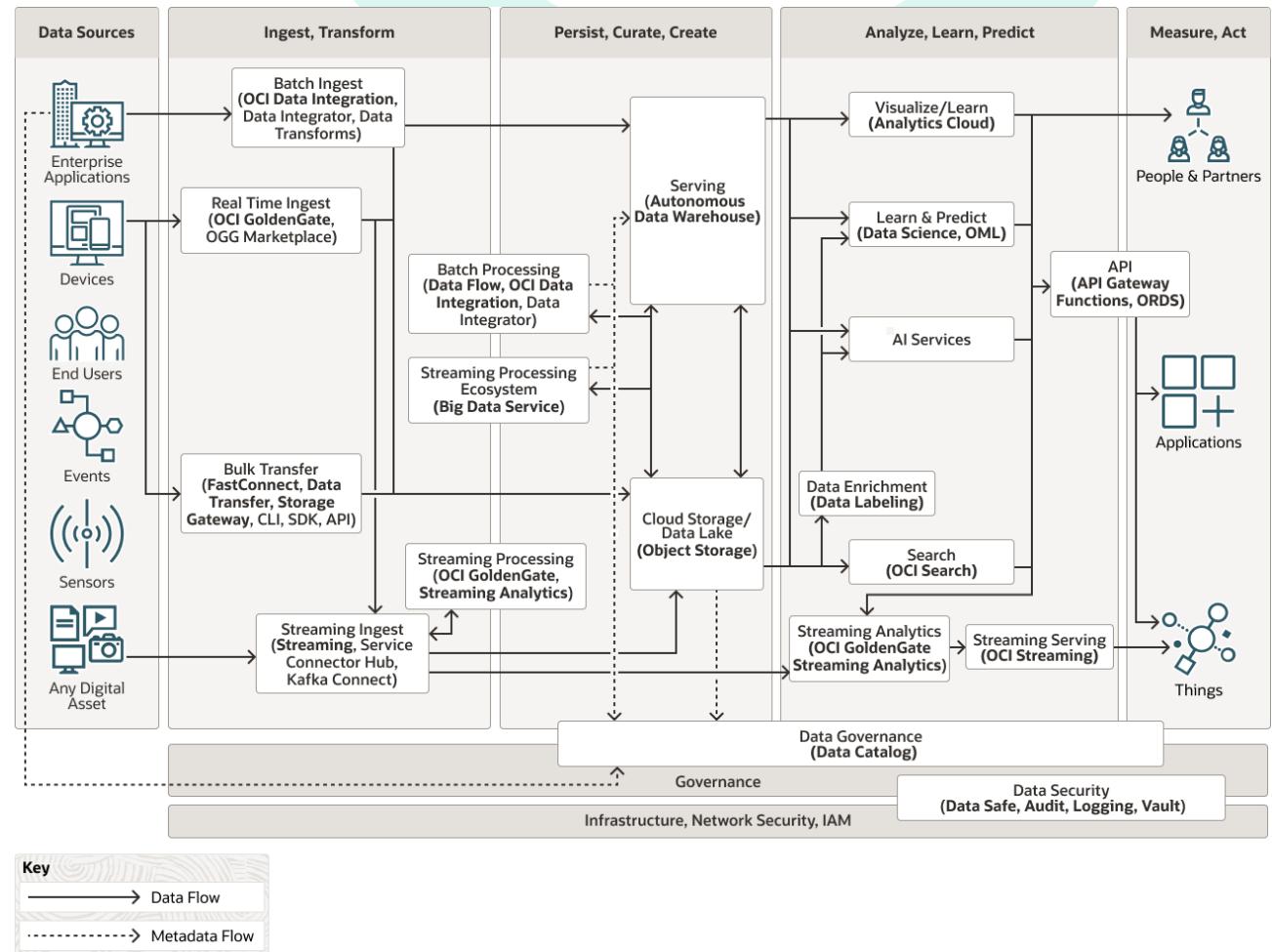


Enterprise cloud data and analytics

Oracle offers an end-to-end cloud solution, including infrastructure, data management, analytics and analytic applications, with data centers in cloud regions globally. In addition, Oracle Fusion Analytics offers native integration and closed-loop actions for Oracle's ERP, human capital management, supply chain and NetSuite products, making it an excellent choice for Oracle business application users (*Gartner, 2023*).

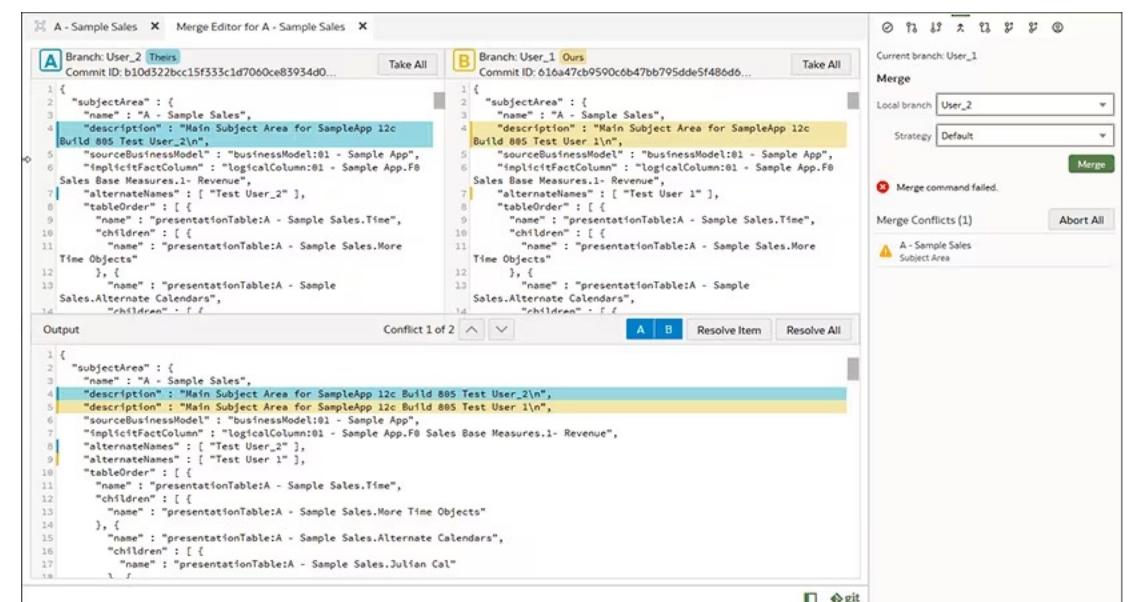
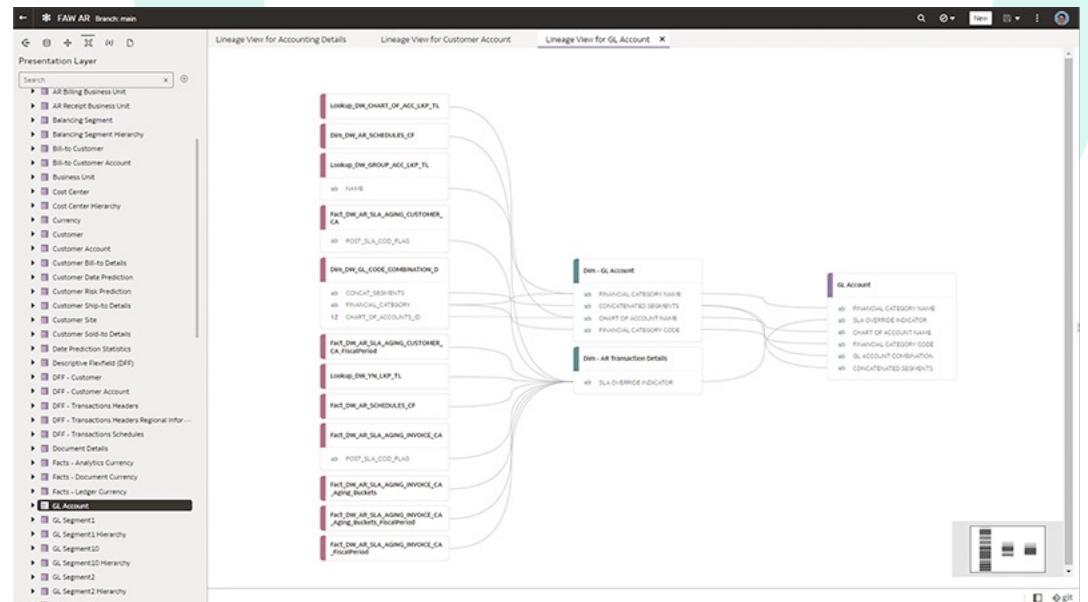
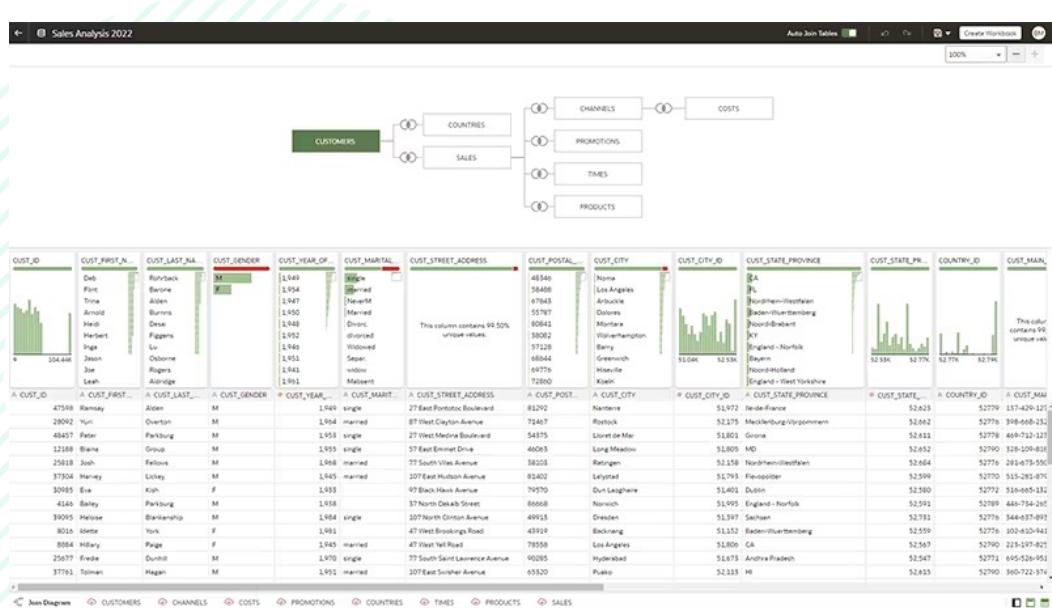
End-to-end Analytics Solution

- Oracle Cloud Infrastructure (OCI) for infrastructure and integration services,
- Oracle Autonomous Database for data management,
- Oracle Analytics Platform for analytics and
- Fusion Analytics Warehouse for pre-built ERP, HCM, SCM, CX analytical applications.



Enterprise Data Modelling

- Semantic Modeller
 - Multi-user model development and Git integration
 - Self-Service Data Modelling



Oracle Analytics Data Management

- Data Profiling and Recommendations
- Data Flows

New Data Flow

Add Data - Samples Sales v6

Dataset: Samples Sales v6

Columns: All (26) Selections (26)

Description:

When Run: Prompt to select Dataset

Selected columns (checkboxes checked):

- T00 Calendar Date
- T05 Per Name Year
- T04 Per Name Half
- T05 Per Name Qtr
- T01 Per Name Week

Samples Sales v6

Search:

Results: All steps combined

Sample Sales v6

Transform Column

Join

Save Data

Save Data

Branch

Sample Order Lines

100 Calendar Date

T05 Per Name Year

T04 Per Name Half

T05 Per Name Qtr

T01 Per Name Week

P1 Product

P2 Product Type

P3 LOB

P4 Brand

D55 City

D54 State Code

D52 Country Name

D51 Area

Recommendations (58)

All Columns
Select a column to filter list

Enrich D52 Country Name with iso2

Enrich D52 Country Name with iso3

Enrich D52 Country Name with iso_alpha2

Enrich D52 Country Name with iso_alpha3

Enrich D52 Country Name with numeric

Enrich D52 Country Name with square_km

Enrich D52 Country Name with population

Enrich D52 Country Name with continent

Enrich D52 Country Name with tld

Enrich D52 Country Name with currency_abbr

Enrich D52 Country Name with currency_name

Enrich D52 Country Name with phone_country_code

Enrich D52 Country Name with postal_code_format

Enrich D52 Country Name with postal_code_regex

Enrich D52 Country Name with languages

Enrich D52 Country Name with geomnameid

Join Diagram

Sample Sales Complete v6

26 Data Elements

T00 Calendar Date	T05 Per Name Year	T04 Per Name Half	T05 Per Name Qtr	T01 Per Name Week	P1 Product	P2 Product Type	P3 LOB	P4 Brand	D55 City	D54 State Code	D52 Country Name	D51 Area
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	Bluetooth Adaptor	Accessories	Electronics	BizTech	Sydney	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RX5	Cell Phones	Communication	BizTech	Sydney	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RX5	Cell Phones	Communication	BizTech	Sydney	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RX5	Cell Phones	Communication	BizTech	Sydney	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RX5	Cell Phones	Communication	BizTech	Sydney	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	X-Station 180	Gaming	Games	FunPod	Sydney	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	Home Installation	Install	Services	HomeView	Sydney	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	Home Installation	Install	Services	HomeView	Sydney	NSW	Australia	Oceania

Augmented Capabilities Throughout

Oracle enhanced its already-strong augmented analytics capabilities by enhancing its data storytelling capabilities. This further advances its integrated graph analytics capabilities such as subgraphs, shortest path and page rank, as well as enhancing explainability of ML models generated. Oracle is committed to expanding the use of OAC to less technical users, demonstrated by its leading-edge vision for the future of business consumer analytics. OAC is also the only platform on the market to support NLQ in 28 languages (*Gartner, 2023*).

Rich Data Visualization Capabilities

- Standard data visualization types
- Advanced data visualization types
- Comprehensive maps support
- Out-of-the-box analytic functions
- Story Telling



Examples of Augmented Analytics: Autoinsights

New Workbook Data Visualize Present

+ Click here or drag data to add a filter

Forecast of - Revenue

Units Sold vs Revenue

We found the following insights for this dataset

This table shows overall aggregation of metrics selected by Auto-Insights process. Columns that were selected from this dataset were, Metrics : Units Sold, Revenue, Dimension...

Measures Overview

Row Count	5.248
Units Sold Value	54.941
Revenue Value	5.093.361,17
Units Sold by Record	10.47
Revenue by Record	970,53
Ratio Revenue, Units Sold	92,71

80/20 for Units Sold

This visualization represents how Units Sold distributes against members of Channel. We found marked contrast between the values of Units Sold for various members,...

Units Sold Value

Total Units Sold Value	54.941
Catalog	~5 tis.
Online	~10 tis.
Reseller	~8 tis.
Store	~35 tis.

Records Count by Channel and Segment

	Catalog	Online	Reseller	Store
Active Singles	2,53 %	5,64 %	3,72 %	14,79 %
Baby Boomers	1,22 %	3,62 %	2,21 %	10,82 %
Others	0,80 %	1,60 %	1,16 %	4,57 %
Rural based	1,01 %	3,18 %	2,27 %	8,95 %
Seniors	0,30 %	0,71 %	0,30 %	2,15 %

Split of Channel

This visualization helps understand how members of Channel split as the value of Units Sold by record grows. In this case, the split (colors) may be different for low Units...

Forecast of - Revenue

Forecast of Row Count

Red arrows point from the right side of the dashboard to the 'Autoinsights' icon in the top right corner, highlighting the feature that generates these insights.

Automatically
created insights,
data visualizations
with commentary

Examples of Augmented Analytics: Machine Learning

LEAD SCO... → **Apply Model** → Save Data

Apply Model

Model QBX Lead Score NeuralNetwork

Outputs

Create	Output	Column Name
<input checked="" type="checkbox"/>	PredictedValue	PredictedValue
<input checked="" type="checkbox"/>	PredictionConfidence	PredictionConfidence

Parameters

Maximum Null Value Percent: 80

Compute lift and gain: Yes

Target column to compute lift: Converted

Positive class to compute lift: Yes



LEAD SCORE NeuralNetwork

Binary Classification Model

General

Positive Label for Converted: Yes

Quality

F1 Value: 0,90

Access

Model Accuracy: 93 %

Details

Precision: 92 %

Related

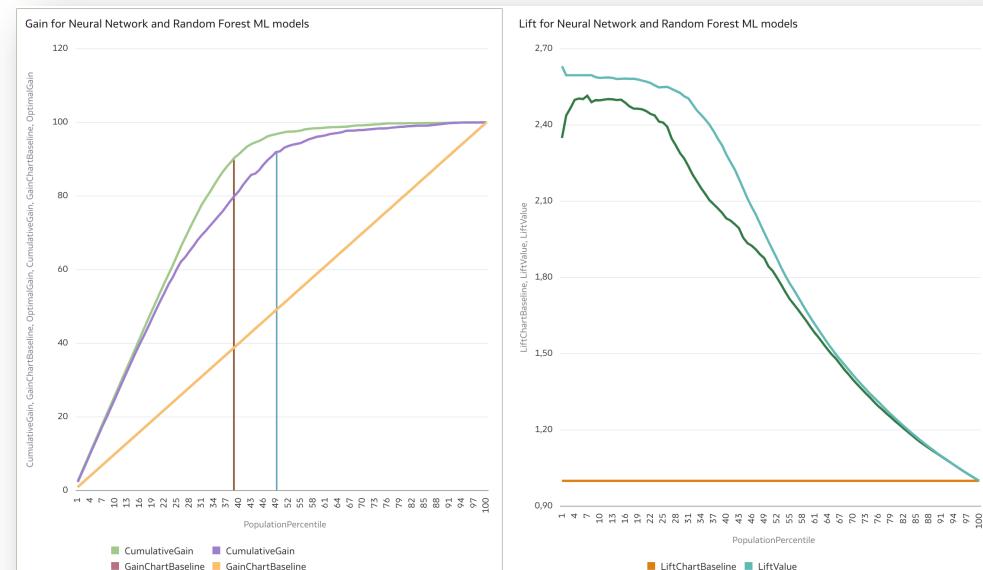
Recall: 89 %

False Positive Rate: 5 %

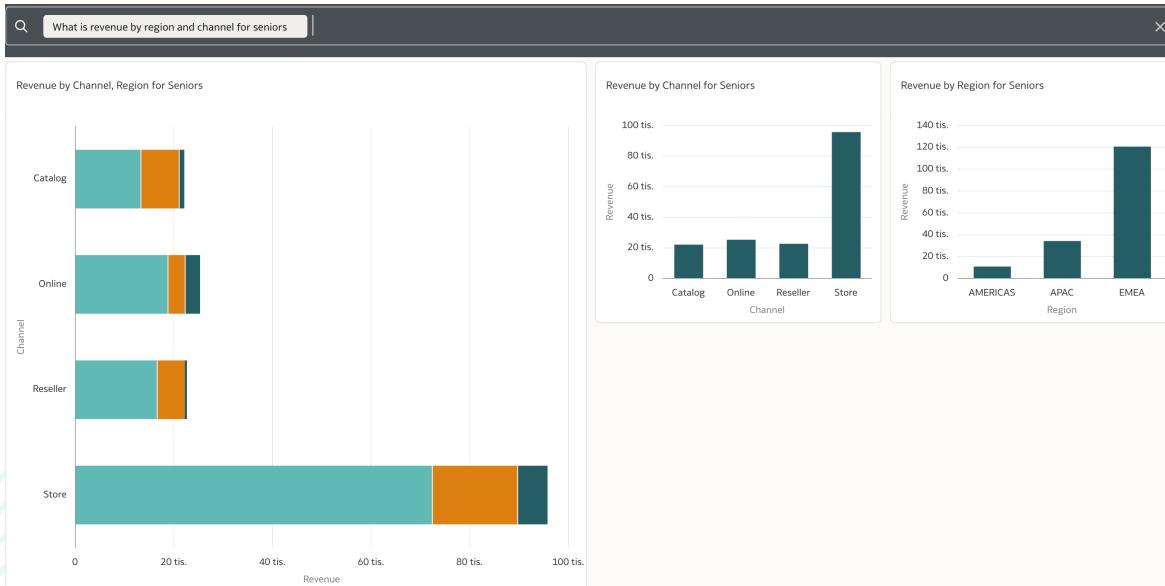
Predicted Values

Actual Values	Yes	No	Total
Yes	621	78	699 (38 %)
No	57	1092	1149 (62 %)
Total	678 (37 %)	1170 (63 %)	1848 (100 %)

Correct Prediction: 0 / 100%
Incorrect Prediction: 0 / 100%



Examples of Augmented Analytics: Natural Language Processing



Natural Language Query

Units Sold by Segment, Channel

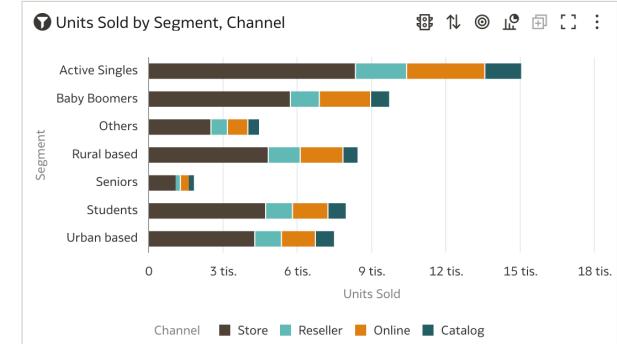
Segment	Catalog	Online	Reseller	Store	Grand Total
Segment	Units Sold	Units Sold	Units Sold	Units Sold	
Active Singles	1.493	3.156	2.065	8.331	15.045
Baby Boomers	772	2.069	1.169	5.705	9.715
Others	472	824	667	2.497	4.460
Rural based	613	1.726	1.289	4.810	8.438
Seniors	205	367	170	1.091	1.833
Students	739	1.433	1.082	4.706	7.960
Urban based	777	1.370	1.075	4.268	7.490
Grand Total	5.071	10.945	7.517	31.408	54.941

Units Sold by Segment, Channel

The data shows the Units Sold for a total of 7 Segments.

- When taken together, the seven Segments amount to a total value of 54,941, an average of 7,849.
- Active Singles is the largest (27.38% of the total Units Sold).
 - Baby Boomers is the second biggest (17.68% of the total Units Sold).
 - Rural based is the third most important (15.36% of the total Units Sold).
- Combined, the four other Segments make up the rest of the list, accounting for 39.58% of the total.

Your first dimension seems to be unordered. Unordered means that the data is not in chronological order. This chart is commented as if you had added together all the Channels. Stay tuned, future releases will improve captions for unordered dimensions.

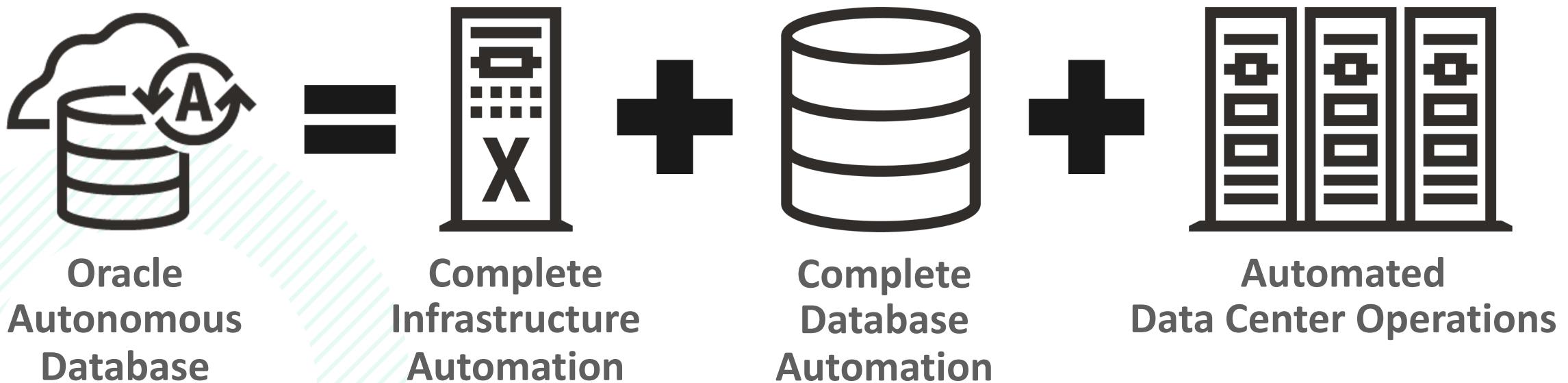


Natural Language Generation

Comprehensive Data Management

Oracle offers a powerful and cohesive view of data for its customers and every persona across the D&A continuum. By using ML techniques and technology based on the underlying OCI platform, the DBMS is able to tune, patch and upgrade itself to provide stronger security. Clients who invest in Oracle products across the D&A pipeline will see reduced efforts in data management and integration (*Gartner, 2023*).

Autonomous Database



Integrating Oracle Analytics with Oracle ADW: Machine Learning

BOSTON...

Add Data - BOSTON

Description

When Run **Pro**

Dataset **BOSTON**

Add Data **AutoML**

Selections (15)

Add Columns **Select Columns** **Rename Columns** **Transform Column** **Merge Columns** **Split Columns** **Bin**

Group **Branch** **Cumulative Value** **Time Series Forecast** **Analyze Sentiment** **Graph Analytics** **Database Analytics**

Train Numeric Prediction **Train Multi-Classifier** **Train Binary Classifier** **Train Clustering** **AutoML** **Apply Model** **Apply AI Model**

of Claims by Prediction

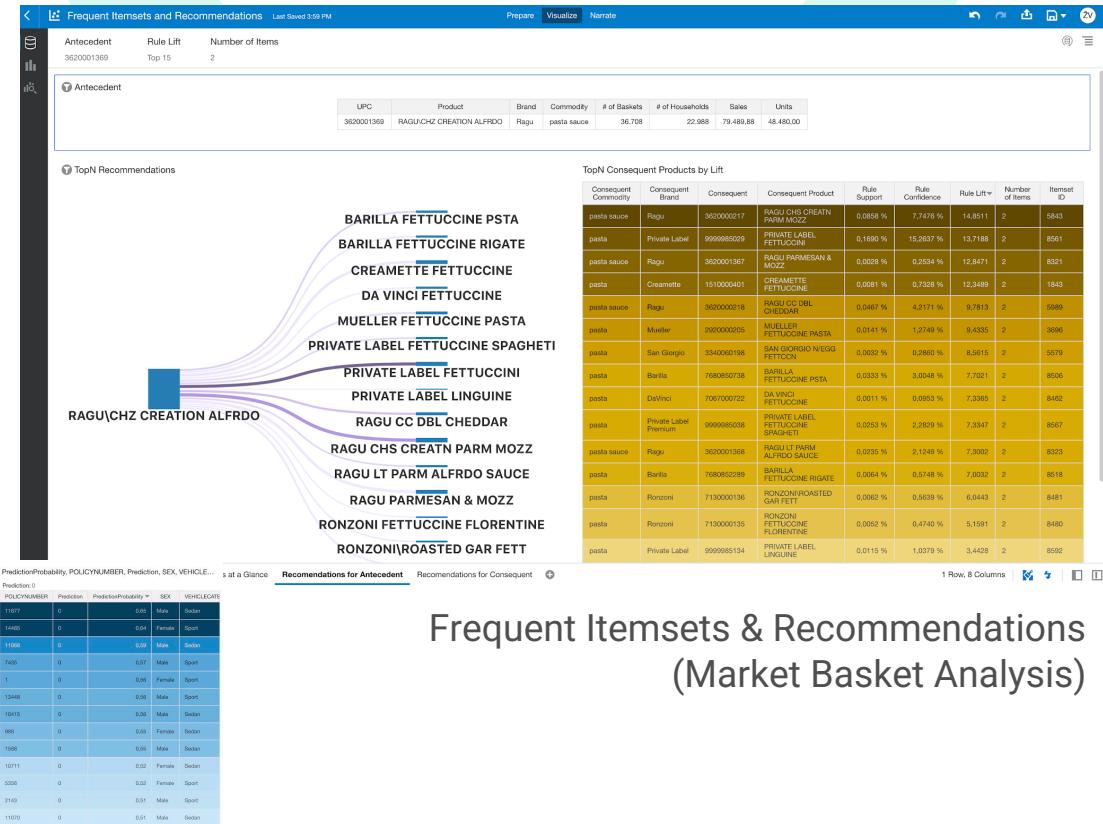
of Claims

40

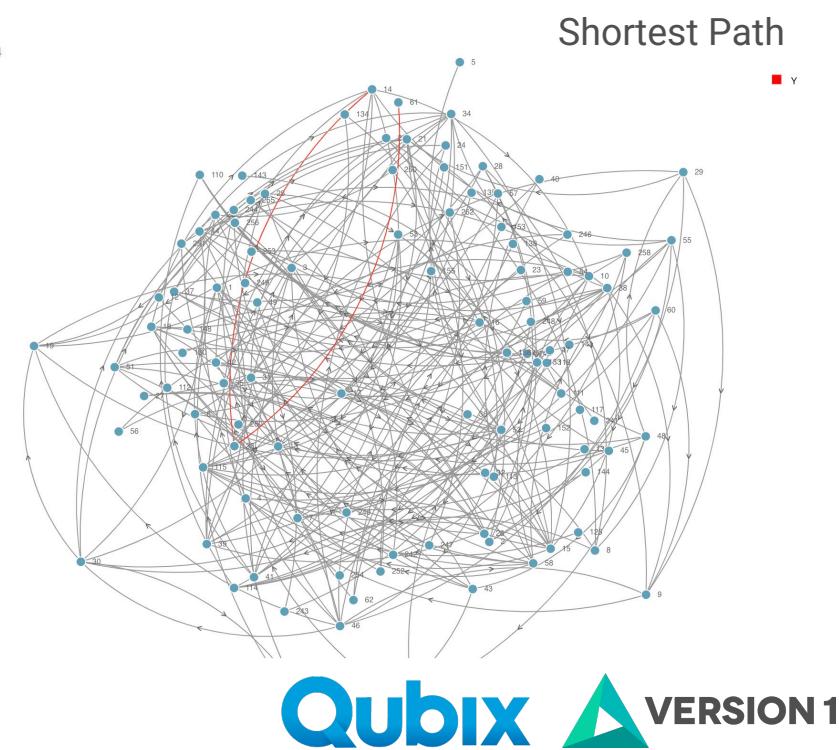
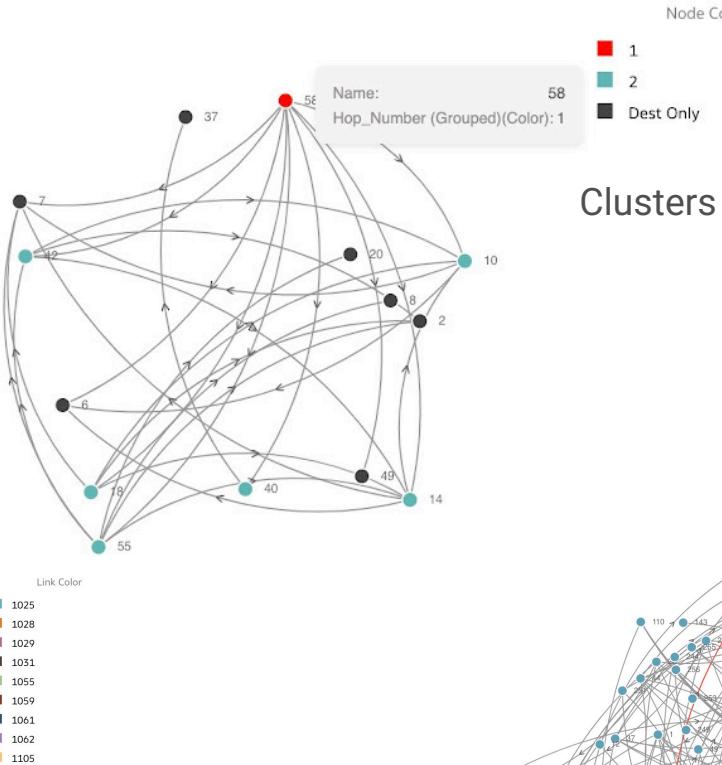
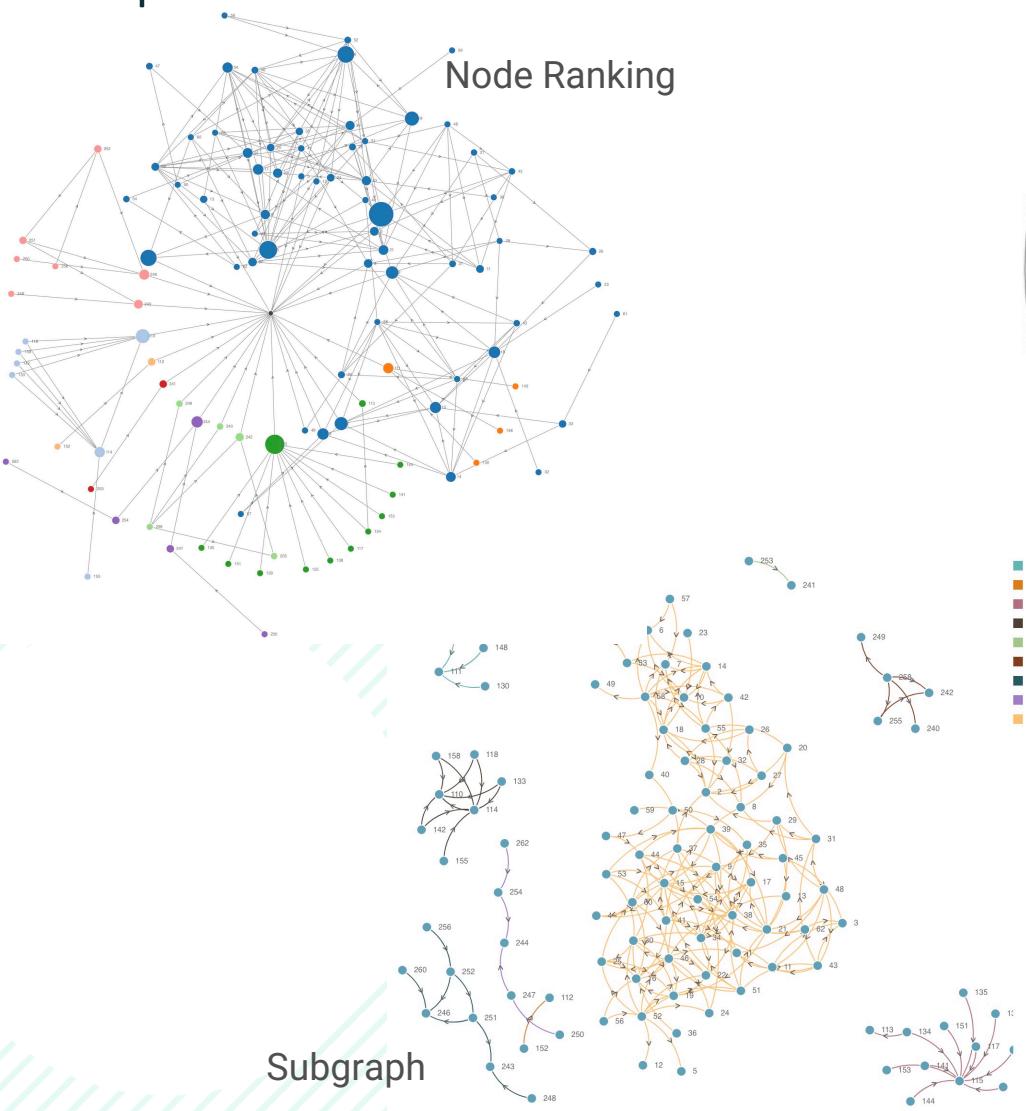
AutoML

40

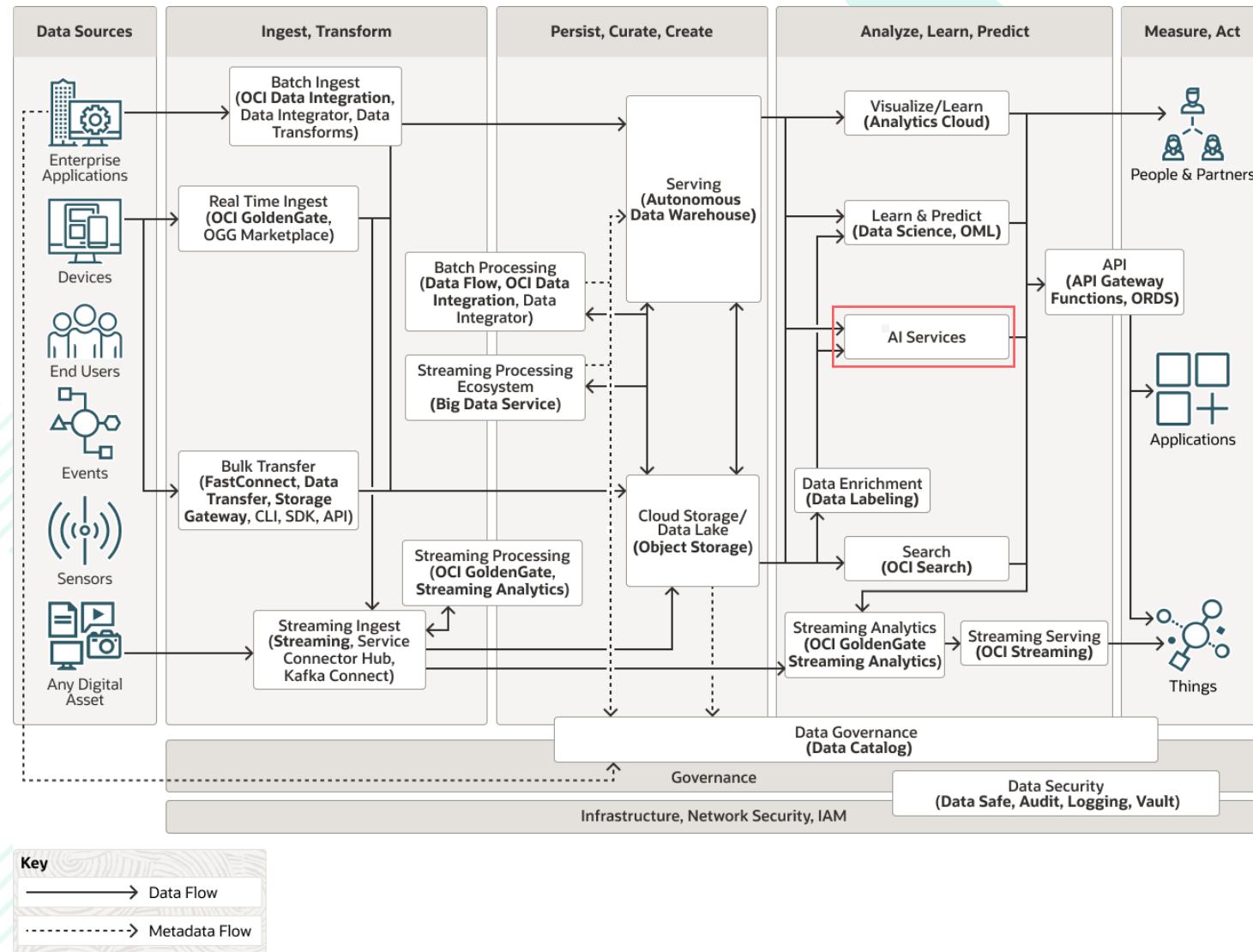
Anomaly Detection



Integrating Oracle Analytics with Oracle ADW: Graph



Oracle Data Lakehouse



Integrating Oracle Analytics with OCI AI services: Vision, Language, Data Science

Analyze

Analyze an image to test the newly trained model.

Image source
 Local file Object storage

Enter Image URL
https://objectstorage.x https://test%2FNORMAL%2F Upload

Results

Labels

Label	Confidence
NORMAL	84.80%
PNEUMONIA	15.20%

► Request
► Response

R



Sentiment

Document Sentiment: MIXED 0.5572

Aspect based sentiment

The **menu** NEGATIVE 0.5884 of **Yakuza** MIXED 0.8192 is a bit of a lottery, some **plates** POSITIVE 0.8443 are really good (like most of the **sushi rolls**) POSITIVE 0.7596 and instead some others are terrible (the **pizza** **sushi** NEGATIVE 0.9778 and most of the **fried starters**) NEGATIVE 0.8185. Taking this in consideration, it's a great **option** POSITIVE 0.9275 if you feel like sushi and can avoid ordering from the rest of the menu. We even ordered for delivery more than once and the **packaging** POSITIVE 0.9991 they use is great.*, *Dec 10, 2019

Sentence level sentiment

1. The menu of Yakuza is a bit of a lottery, some plates are really good (like most of the sushi rolls) and instead some others are terrible (the pizza sushi and most of the fried starters). MIXED 1.0000

2. Taking this in consideration, it's a great option if you feel like sushi and can avoid ordering from the rest of the menu. MIXED 0.8115

3. We even ordered for delivery more than once and the packaging they use is great.*, *Dec 10, 2019 POSITIVE 0.8050

Confidence by Image File from Bucket, Object Name

Image File from Bucket	NORMAL Confidence	PNEUMONIA Confidence
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_NORMAL_3IM-1427-0001.jpg	78,94 %	21,06 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_NORMAL_3IM-1430-0001.jpg	95,93 %	4,07 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_NORMAL_3IM-1431-0001.jpg	94,00 %	6,00 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_NORMAL_3IM-1435-0001.jpg	9,32 %	90,68 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_NORMAL_3IM-1440-0001.jpg	16,67 %	83,33 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_NORMAL_3IM-1441-0001.jpg	58,51 %	41,49 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_PNEUMONI	0,01 %	99,99 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_PNEUMONI	0,69 %	99,31 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_PNEUMONI	0,07 %	99,93 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_PNEUMONI	0,03 %	99,97 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_PNEUMONI	0,02 %	99,98 %
https://objectstorage.eu-frankfurt.1oraclecloud.com/nf/flyby3k85f/b/Pneumonia_OAC/o/val_PNEUMONI	2,55 %	97,45 %

of reviews by Analysis Level, Sentiment

restaurant_name	# of reviews
Asador_Nuevo_Porche	31
Alcorvea_Gastromide	45
ABOL_Valencian_Food	17
Airbit	79
Amics	324
Ardeko_Poztaria	8
Angelita_Madrid	152
Antigua_Casa_de_la_Puebla	45
Bacalao_bar	17
Asador_Nuevo_Porche	27
Antica_Focaccia_Barceno	75
Blurred	44
Bir_Selva	20
Borsa	50
Bosca	116

of reviews by # of reviews, restaurant_name, Sentiment

Analysis Level: Document	Positive	Neutral	Negative	Mixed
restaurant_name	# of reviews	# of reviews	# of reviews	# of reviews
Asador_Nuevo_Porche	1	1	1	1
Alcorvea_Gastromide	2	2	2	2
ABOL_Valencian_Food	4	4	4	4
Airbit	2	2	2	2
Amics	9	9	9	9
Ardeko_Poztaria	8	8	8	8
Angelita_Madrid	7	7	7	7
Antigua_Casa_de_la_Puebla	1	1	1	1
Bacalao_bar	1	1	1	1
Asador_Nuevo_Porche	1	1	1	1
Antica_Focaccia_Barceno	2	2	2	2
Blurred	3	3	3	3
Bir_Selva	4	4	4	4
Borsa	5	5	5	5
Bosca	10	10	10	10

Sentiment, author_id, restaurant_name, Positive Score, Negative Score, Neutral Score, Mixed Score, Sentiment Text

Analysis Level: Document	restaurant_name	author_id	Sentiment	Positive Score	Negative Score	Neutral Score	Mixed Score	Sentiment Text
Asador_Nuevo_Porche	UO_3104	Asador_Nuevo_Porche	Mixed	0,41	0,12	0,04	0,44	You order the type of meal you want and the food is delivered to your door. You get some typical meat based meals, the meat was shown and then cut in small pieces, which were done very nicely, but had a lack of flavor. The rice was good, but the meat accompanied well, with chips or a veggie side dish. Overall, it was good.
Asador_Nuevo_Porche	UO_31211	Asador_Nuevo_Porche	Negative	0,30	0,42	0,09	0,19	Great place to eat with friends or colleagues. You order the type of meal you want and the food is delivered to your door. You get some typical meat based meals, the meat was shown and then cut in small pieces, which were done very nicely, but had a lack of flavor. The rice was good, but the meat accompanied well, with chips or a veggie side dish. Overall, it was good.

Image File from Bucket

Image File from Bucket: ... +1





Hey, wait! There's more!



- **Oracle has the most comprehensive DMA solution and a strong strategy.** A long-standing player in the DMA market, Oracle offers broad data management capabilities, including support for data integration, replication, persistence, modeling, transformation, and security. Oracle has a clear, differentiated vision for its DMA product that includes support to accelerate use cases via a more intelligent and automated DMA platform that employs semantics, AI/ML, knowledge graph, intelligent data tiering, and autonomous management of DMA capabilities. Its best-of-breed roadmap focuses on strengthening data quality, data transformation, advanced analytics, self-service, and automation capabilities. Oracle's commercial model lags the competition, and pricing isn't easily calculated without engaging with the vendor's sales team.

Oracle's current offering stands out for its real-time analytics, data integration, data access, data security, tools, and in-platform analytics. Oracle can continue to improve its support for data modeling, data transformation, data governance, and visualization. Reference customers praise its platform evolution and partner and vendor support. Oracle is a good fit for customers that need to support large, complex DMA workloads including real-time analytics and operational workloads.



VERSION 1

Thank You