



Oracle's position in Gartner Magic Quadrants for ABI Platforms

My View

Presented By: Žiga Vaupot

Date: 1. 6. 2023

Company Classification: Controlled



Introductions



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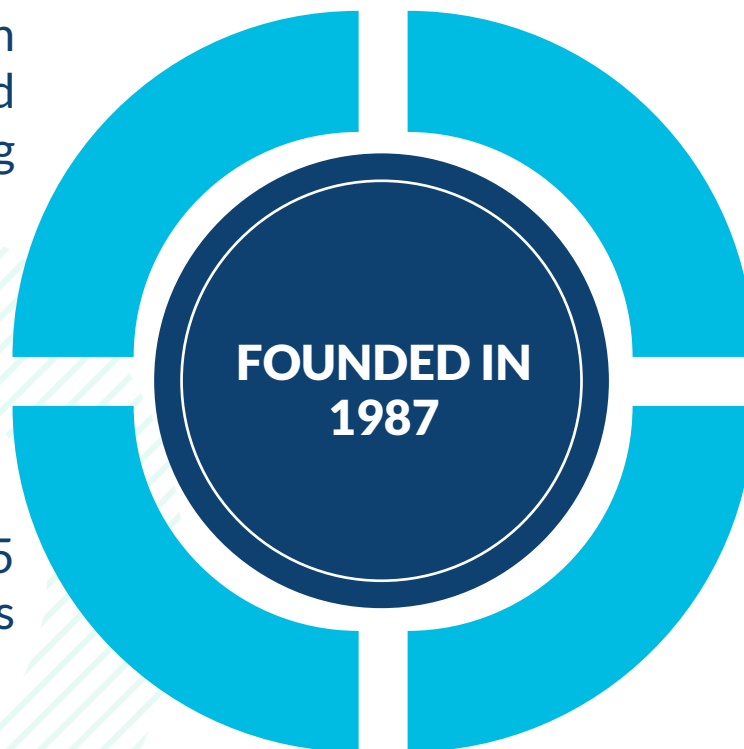


linkedin.com/in/zigavaupot

Introducing Qubix

Capabilities focused on
ERP, EPM, Analytics and
Data Engineering

Offices in 5
countries



1,000+
engagements

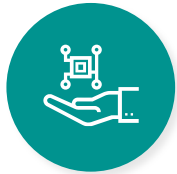
Global Oracle multi
award-winning
partner



Qubix

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

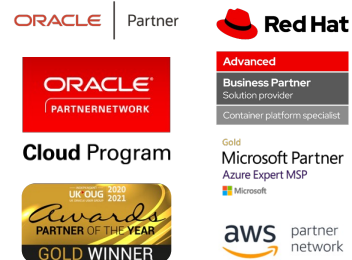
Voted as a Great Place to
Work



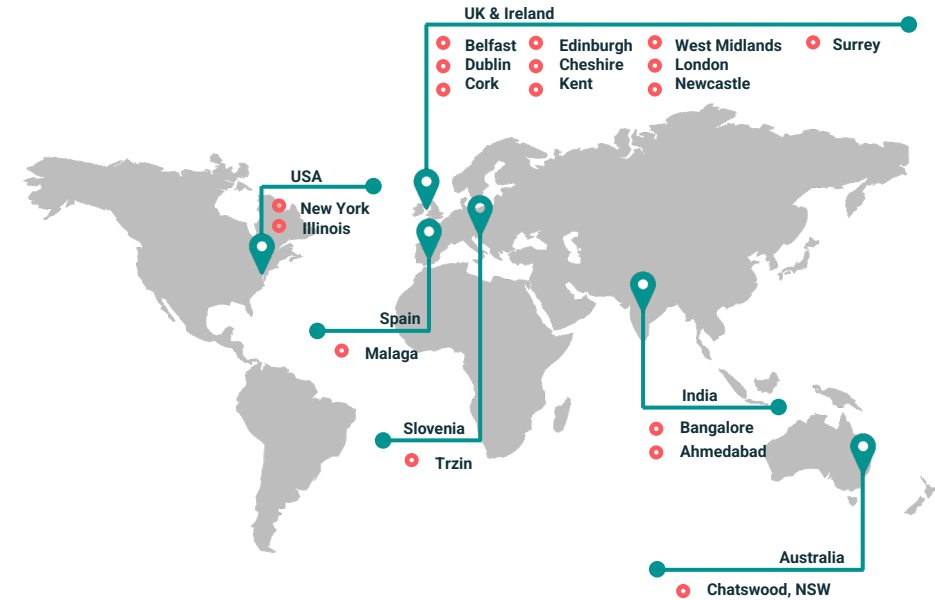
**Industry
Best Practice**



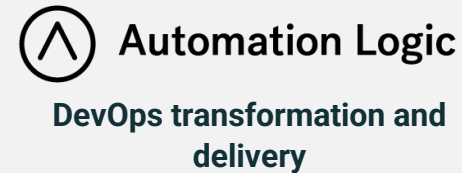
**Top Tier Deep
Technology Partners**



3000+ Employees across our 17 offices worldwide:



Recent Acquisitions



Oracle Strategy - We understand Oracle like no other

One of the largest Oracles 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.

Recognised experts in Oracle Cloud



ORACLE | Service
Partner

Expertise in
Oracle ERP Financials Cloud
in EMEA-UKIE

ORACLE | Service
Partner

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



Cloud Program

ORACLE | Service
Partner

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

ORACLE | Service
Partner

Expertise in
Oracle Cloud Platform Integration
in EMEA-Western Europe

ORACLE | Service
Partner

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

ORACLE | Service
Partner

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

Delivering customer success in Oracle Applications



PRIMARK®



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

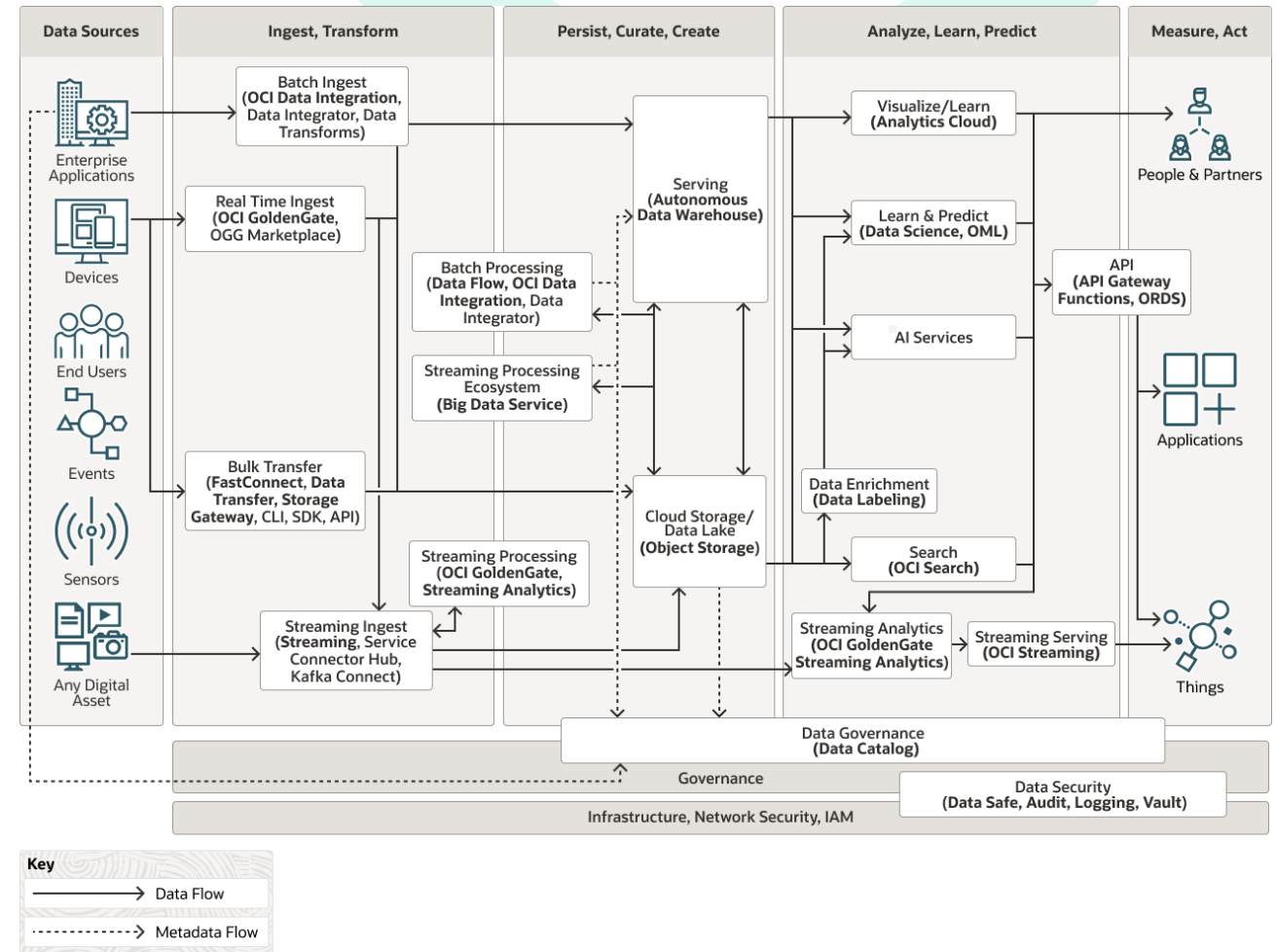
Pricing

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*).

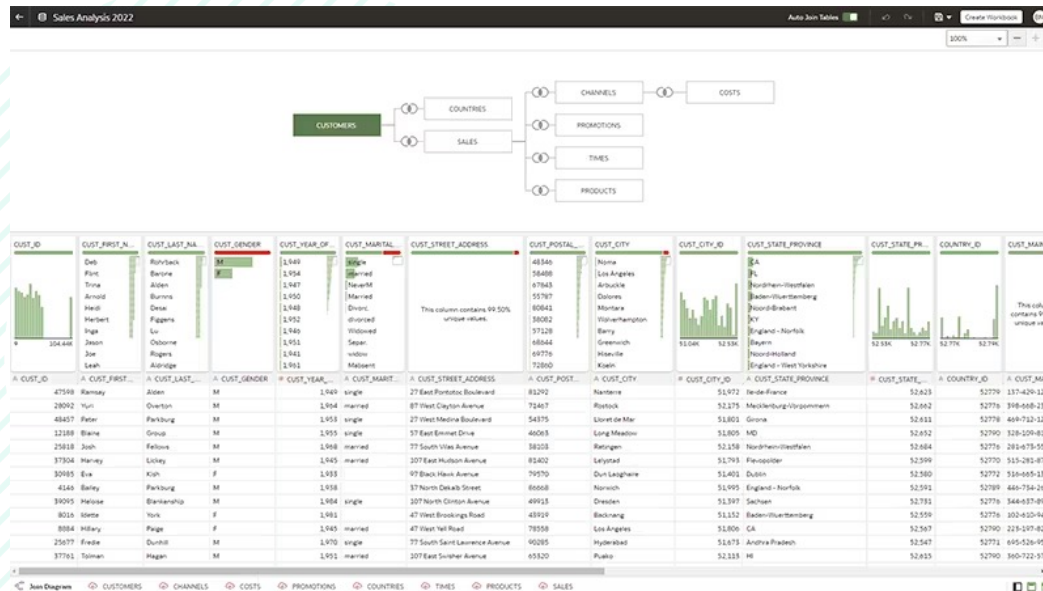
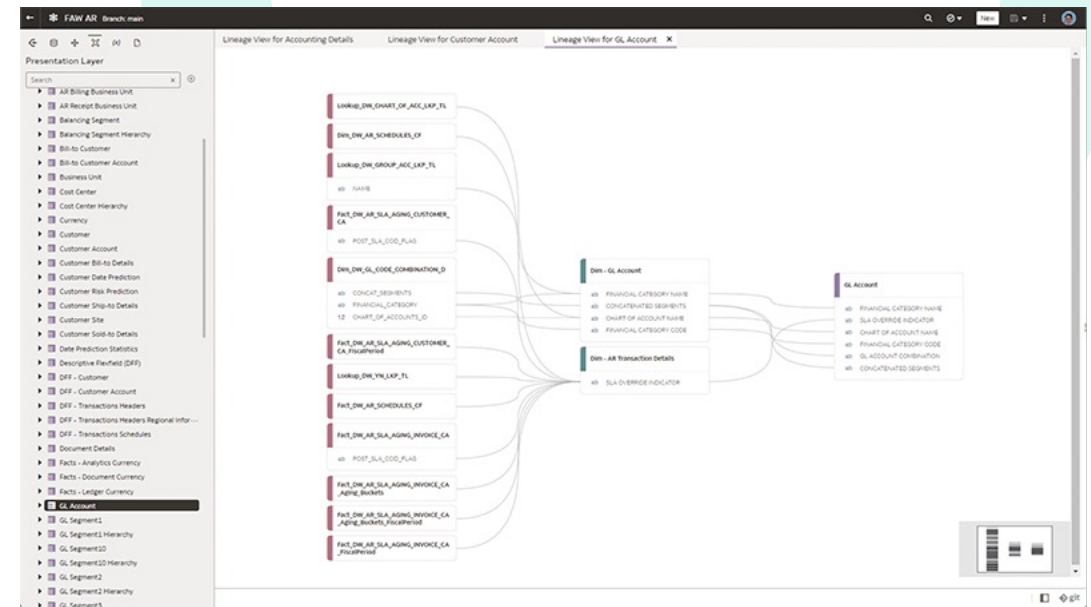
End-to-end Analytics Solution

- 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



A - Sample Sales Merge Editor for A - Sample Sales

Branch: User_2 Thors Commit ID: b10d322b15f3331d7060ce83934d0...

Branch: User_1 Ours Commit ID: 616a47cb9590c6b47bb795dde5f48bd6...

Current branch: User_1

Merge

Local branch: User_2

Strategy: Default

Merge command failed.

Merge Conflicts (1)

A - Sample Sales Subject Area

Output

```

1 {
2   "subjectArea": {
3     "name": "A - Sample Sales",
4     "description": "Main Subject Area for SampleApp 12c Build 805 Test User 2\n",
5     "sourceBusinessModel": "BusinessModel:01 - Sample App",
6     "implicitFactColumn": "logicalColumn:01 - Sample App.F0 Sales Base Measures.1- Revenue",
7     "alternateNames": [ "Test User 2" ],
8     "tableOrder": [ [ "Test User 2" ],
9     "name": "presentationTable:A - Sample Sales.Time",
10    "children": [ [ "Test User 1" ],
11    "name": "presentationTable:A - Sample Sales.More Time Objects"
12  }, {
13    "name": "presentationTable:A - Sample Sales.Alternate Calendars",
14    "children": [ [ "Test User 1" ],
15    "name": "presentationTable:A - Sample Sales.Alternate Calendars",
16    "children": [ [ "Test User 1" ],
17    "name": "presentationTable:A - Sample Sales.Julian Cal"
18  }
19 }

```

Oracle Analytics Data Management

- Data Profiling and Recommendations
- Data Flows

New Data Flow

Search

- ➕ Add Data
- ➕ Join
- ➕ Union Rows
- ➕ Filter
- ➕ Aggregate
- ➕ Save Dataset
- ➕ Create Essbase Cube
- ➕ Add Columns
- ➕ Select Columns
- ➕ Rename Columns
- ➕ Transform Columns
- ➕ Merge Columns
- ➕ Split Columns
- ➕ Bin
- ➕ Group
- ➕ Branch
- ➕ Cumulative Value
- ➕ Time Series Forecast
- ➕ Analyze Sentiment
- ➕ Apply Custom Script
- ➕ Train Numeric Prediction
- ➕ Train Multi-Classifer
- ➕ Train Clustering
- ➕ Train Binary Classifier
- ➕ Apply Model
- ➕ Apply AI Model

Add Data - Samples Sales v6

Dataset: Samples Sales v6 Select...

Description

When Run ☐ Prompt to select Dataset

Columns: All (26) Selections (26)

☒ Name

☒ T00 Calendar Date

☒ T05 Per Name Year

☒ T04 Per Name Half

☒ T03 Per Name Qtr

☒ T01 Per Name Week

T00 Calendar	T05 Per Nam...	T04 Per Nam...	T03 Per Nam...	T01 Per Nam...	P1 Product	P2 Product T...	P3 LOB	P4 Brand	D55 City	D54 State Co...	D55 State Pr...	D52 Country ...	D51 Area
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	Bluetooth Adaptor	Accessories	Electronics	BizTech	Sydney	NSW	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RXX	Cell Phones	Communication	BizTech	Sydney	NSW	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RXX	Cell Phones	Communication	BizTech	Sydney	NSW	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RXX	Cell Phones	Communication	BizTech	Sydney	NSW	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	CompCell RXX	Cell Phones	Communication	BizTech	Sydney	NSW	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	X-Station 180	Gaming	Games	FunPod	Sydney	NSW	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	Home Installation	Install	Services	HomeView	Sydney	NSW	NSW	Australia	Oceania
01/01/2010	2010	2010 HY1	2010 Q1	2010 Week 01	Home Installation	Install	Services	HomeView	Sydney	NSW	NSW	Australia	Oceania

Samples Sales v6

Search

Add Sample Sales Compl...
Uploaded from Sample S...

Set Treat As, Aggregation
T05 Per Name Year

Set Treat As, Aggregation
C0 Customer Number

Results
All steps combined

T00 Calendar Date

T05 Per Name Y...

T04 Per Name ...

T03 Per Name Qtr

T01 Per Name Week

P1 Product

P2 Product Type

P3 LOB

P4 Brand

D55 City

D54 State Code

Recommendations (18)

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_numeric
- Enrich D52 Country Name with fips
- Enrich D52 Country Name with country_name
- Enrich D52 Country Name with capital
- Enrich D52 Country Name with square_km
- Enrich D52 Country Name with population
- Enrich D52 Country Name with continent
- Enrich D52 Country Name with iso
- 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 geonameid

T00 Calendar	T05 Per Nam...	T04 Per Nam...	T03 Per Nam...	T01 Per Nam...	P1 Product	P2 Product Type	P3 LOB	P4 Brand	D55 City	D54 State
05/10/2011	2011	2011 HY1	2011 Q2	2011 Week 19	MicroPod 60Gb	Audio	Electronics	BizTech	San Francisco	CA
07/24/2012	2012	2012 HY2	2012 Q3	2012 Week 30	Cosmic 5" G6	Smart Phones	Communication	BizTech	London	EN
04/22/2010	2010	2010 HY1	2010 Q2	2010 Week 16	Maintenance	Services	HomeView	Cape Town	Western Cap	
07/18/2010	2010	2010 HY2	2010 Q3	2010 Week 29	Tungsten E LED TV	LED	TV	HomeView	London	EN
04/27/2010	2010	2010 HY1	2010 Q2	2010 Week 17	Cosmic 5" G6	Smart Phones	Communication	BizTech	Sydney	NSW
02/03/2012	2012	2012 HY1	2012 Q1	2012 Week 05	MaxiFun 2000	Portable	Games	FunPod	London	EN
06/19/2011	2011	2011 HY1	2011 Q2	2011 Week 25	Cosmic 5" G6	Smart Phones	Communication	BizTech	Sydney	NSW
05/10/2010	2010	2010 HY1	2010 Q2	2010 Week 19	Cosmic 5" G6	Smart Phones	Communication	BizTech	London	EN
04/18/2012	2012	2012 HY1	2012 Q2	2012 Week 25	MicroPod 60Gb	Audio	Electronics	BizTech	San Francisco	CA
04/18/2012	2012	2012 HY1	2012 Q2	2012 Week 15	MP3 Speakers System	Accessories	Electronics	BizTech	London	EN
01/24/2011	2011	2011 HY1	2011 Q1	2011 Week 04	Vix Flip Phone	Cell Phones	Communication	BizTech	London	EN
07/16/2011	2011	2011 HY2	2011 Q3	2011 Week 29	X-Station 180	Gaming	Games	FunPod	Cape Town	Western Cap
08/16/2010	2010	2010 HY2	2010 Q3	2010 Week 33	MicroPod 60Gb	Audio	Electronics	BizTech	Bengaluru North	Karnataka
08/20/2011	2011	2011 HY2	2011 Q3	2011 Week 34	X-Station 180	Gaming	Games	FunPod	Sydney	NSW
05/29/2011	2011	2011 HY1	2011 Q2	2011 Week 22	Play Box	Gaming	Games	FunPod	London	EN
07/14/2012	2012	2012 HY1	2012 Q3	2012 Week 29	CompCell RXX	Cell Phones	Communication	BizTech	Bengaluru North	Karnataka
05/28/2011	2011	2011 HY1	2011 Q2	2011 Week 21	Maintenance	Services	HomeView	Kiev	Kiev Oblast	
09/19/2010	2010	2010 HY2	2010 Q3	2010 Week 38	MicroPod 60Gb	Audio	Electronics	BizTech	Bengaluru North	Karnataka
01/11/2011	2011	2011 HY1	2011 Q1	2011 Week 02	Tungsten E LED TV	LED	TV	HomeView	Marseille	Bouches-du
04/11/2011	2011	2011 HY1	2011 Q2	2011 Week 15	AMOLED 56K Standard	AMOLED	TV	HomeView	Sydney	NSW
02/01/2011	2011	2011 HY1	2011 Q1	2011 Week 05	CompCell RXX	Cell Phones	Communication	BizTech	Sydney	NSW
02/18/2010	2010	2010 HY1	2010 Q1	2010 Week 07	MP3 Speakers System	Accessories	Electronics	BizTech	San Francisco	CA

Select data or visual to display properties

Join Diagram

Sample Sales Complete v6

26 Data Elements

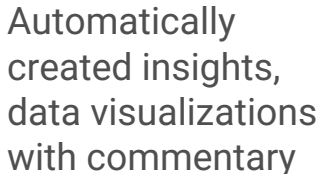
Augmented Capabilities Throughout

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: 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

Maximum Null Value Percent

Compute lift and gain

Yes

Use this option to generate model lift and gain values for this dataset. Note:- An additional output dataset with the same name and suffix _LIFT will be created.

Target column to compute lift

Converted

Column containing actual values to be used to compute lift. This info is required to compute lift.

Positive class to compute lift

Yes

Positive class in target for which you want to calculate lift. This info is required to compute lift.

LEAD SCORE NeuralNetwork
Binary Classification Model

General

Positive Label for Converted Yes

Quality

Access

Details

Related

F1 Value 0,90

Model Accuracy 93 %

Precision 92 %

Recall 89 %

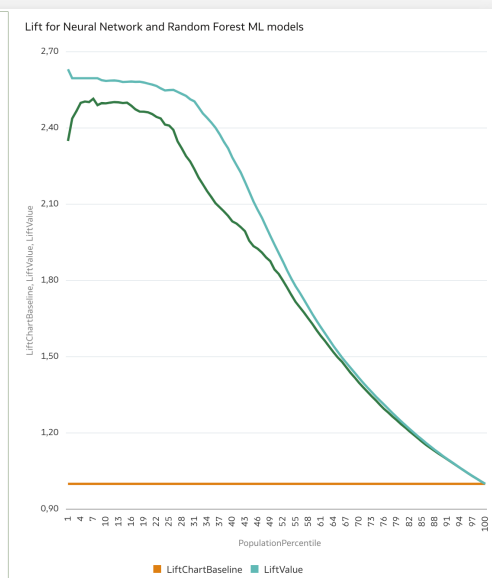
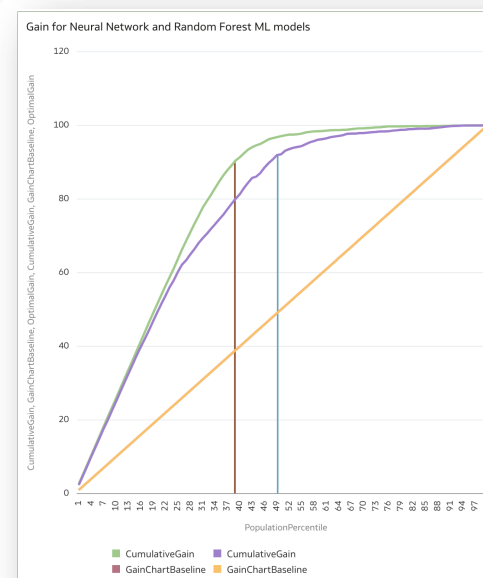
False Positive Rate 5 %

Predicted Values

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

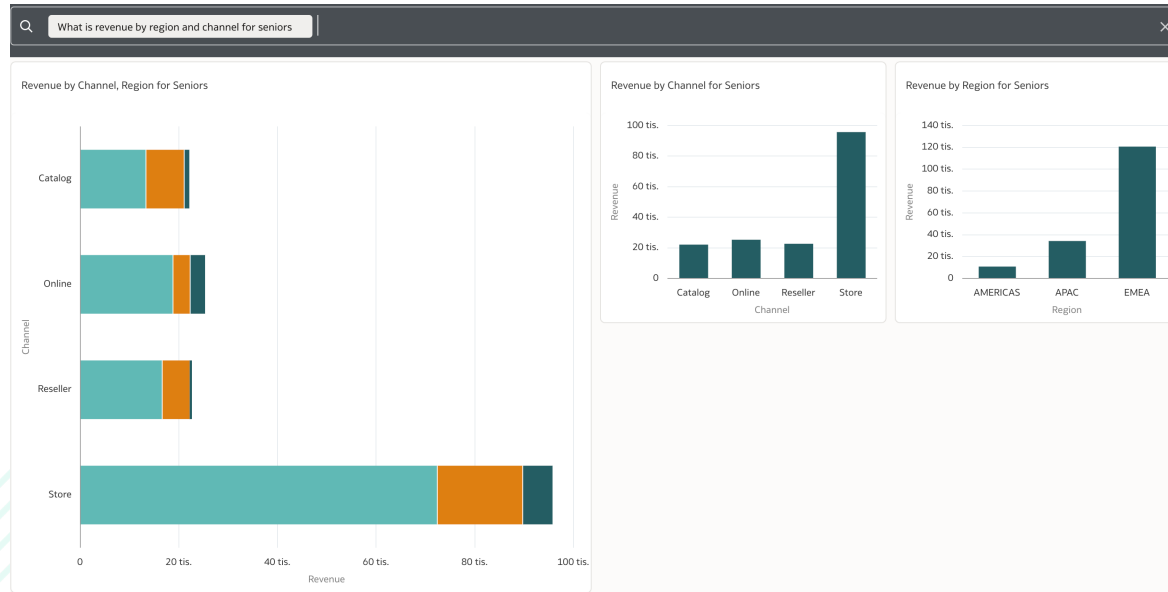
Correct Prediction 0 100%

Incorrect Prediction 0 100%



Examples of Augmented Analytics:

Natural Language Processing

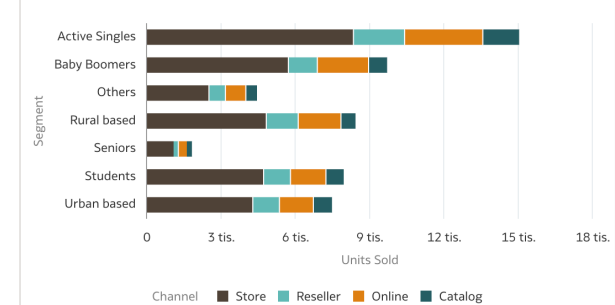


Natural Language Query

Units Sold by Segment, Channel

Segment	Catalog	Online	Reseller	Store	Grand Total
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



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.

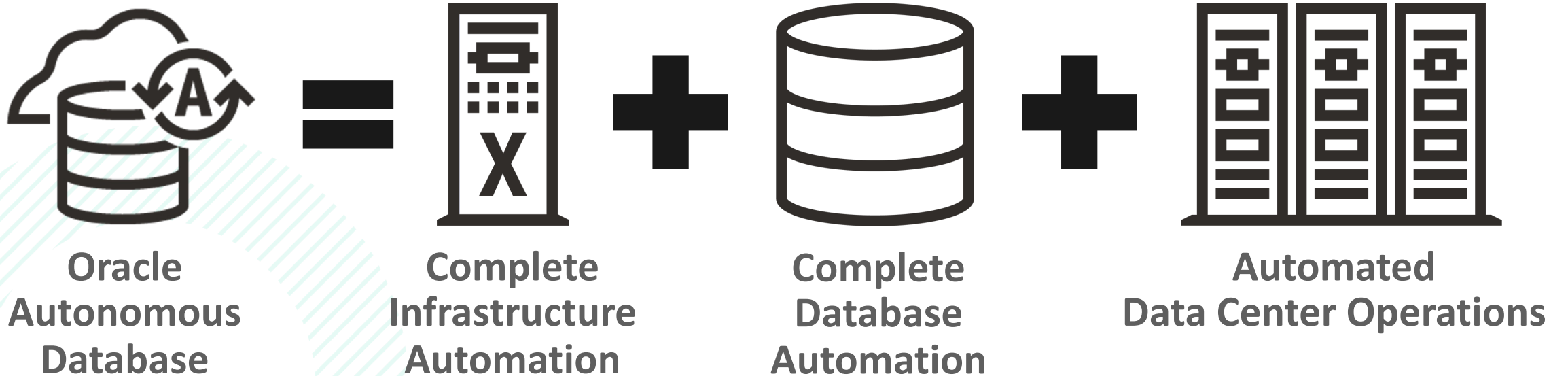
Your first dimension seems to be unordered. Unordered means that the data is not in chronological order. This chart is commented as if you had added together all the Channels. Stay tuned, future releases will improve captions for unordered dimensions.

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

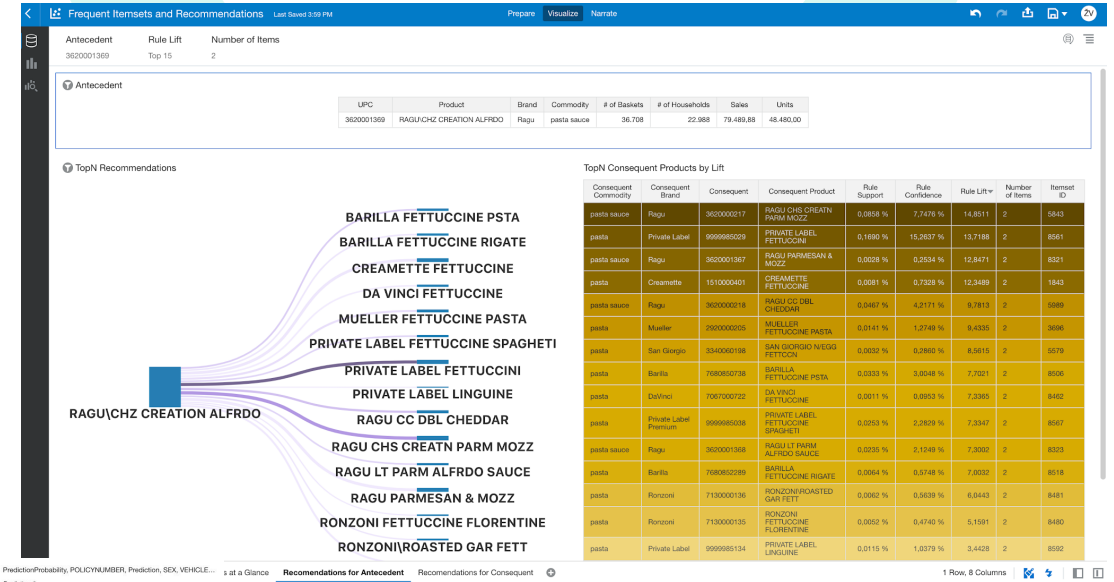
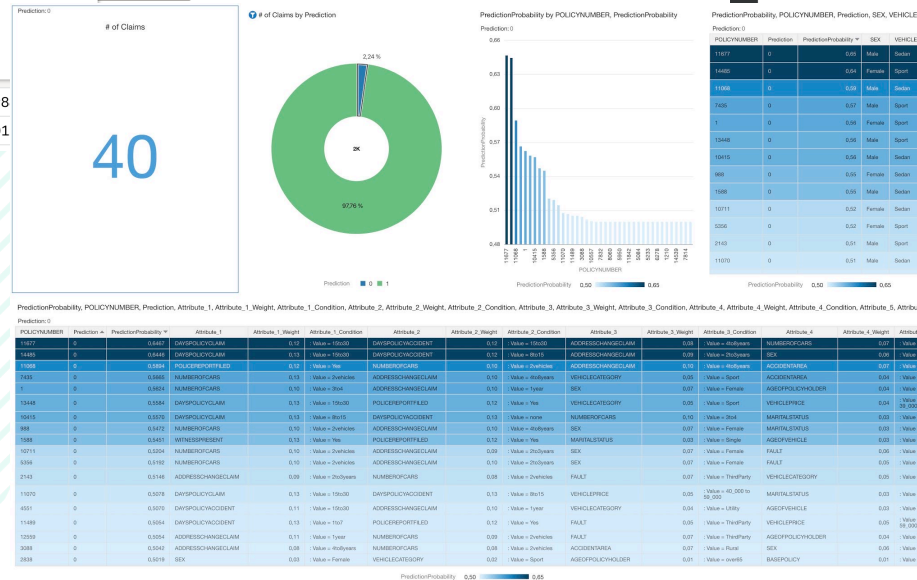
Selections (15)

AutoML

40

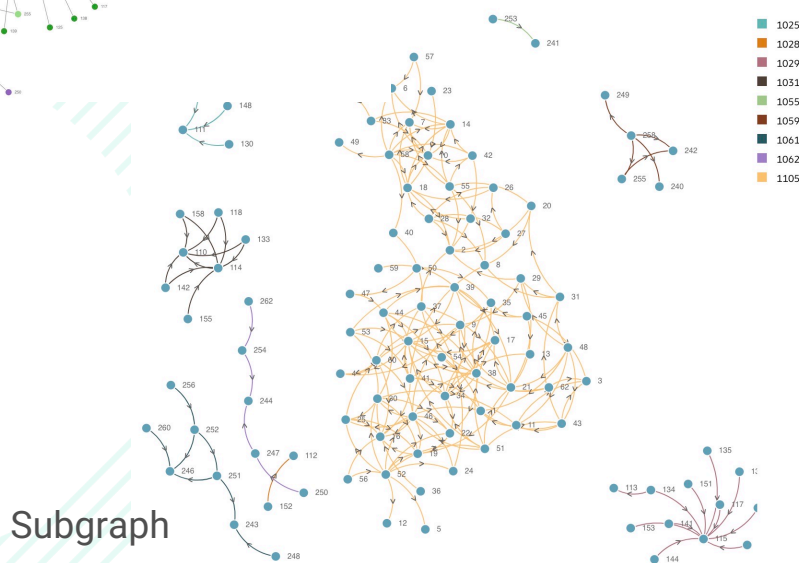
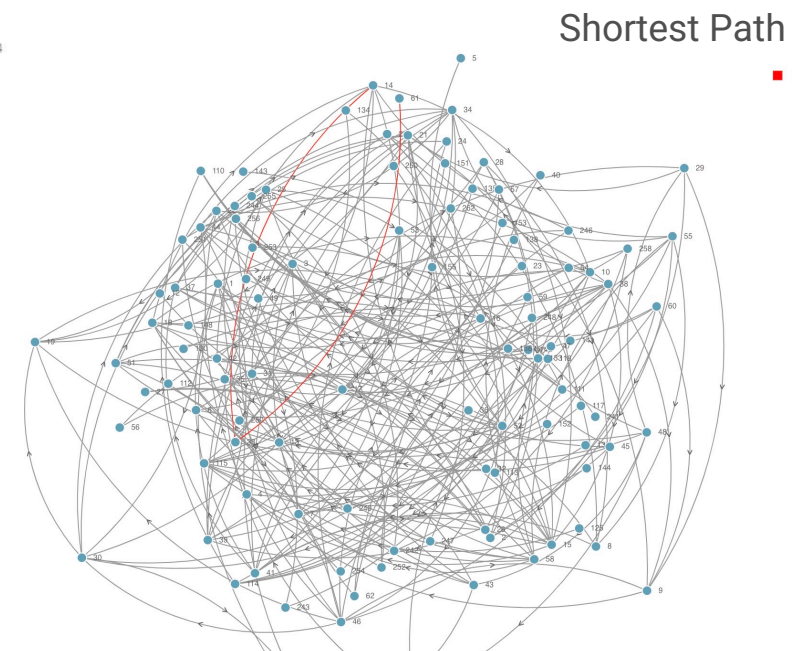
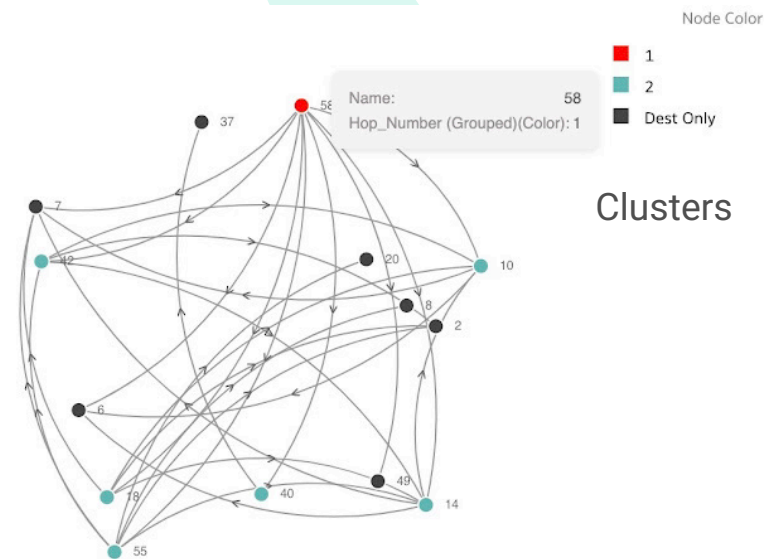
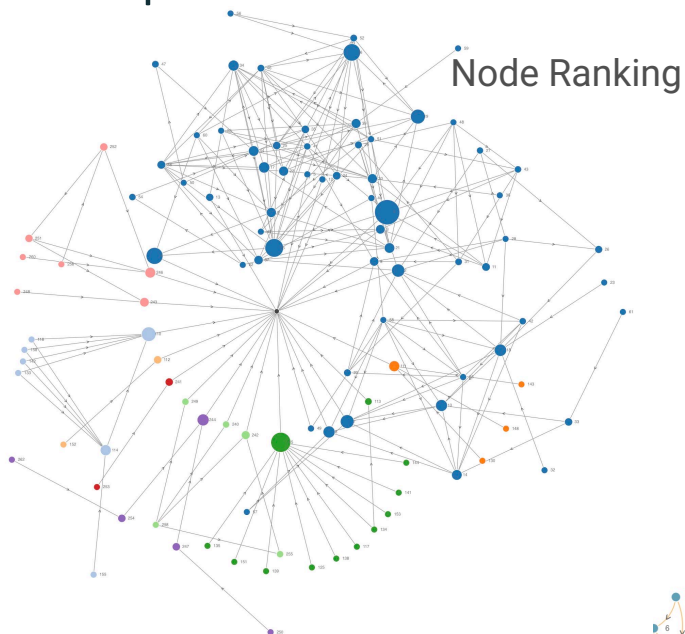
AutoML

IDX	CRIM	IND	NOX	CRIM	NOX
ID001	0.00632	18	2.3099999430000002	0	0.53799998
ID002	0.027310001	0	7.070000172	0	0.46900001

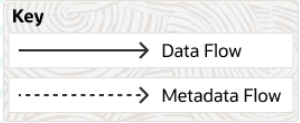
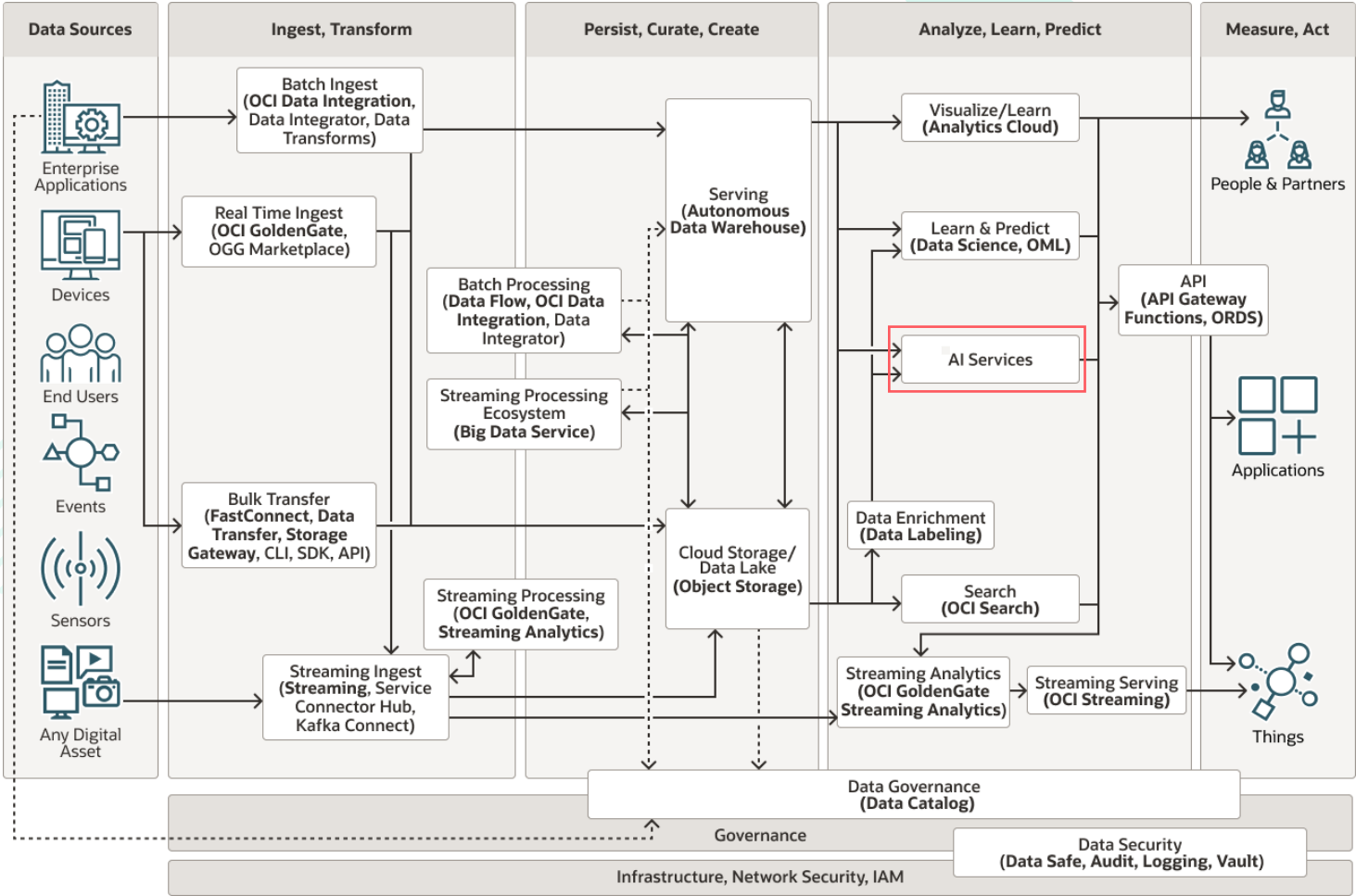


Frequent Itemsets & Recommendations (Market Basket Analysis)

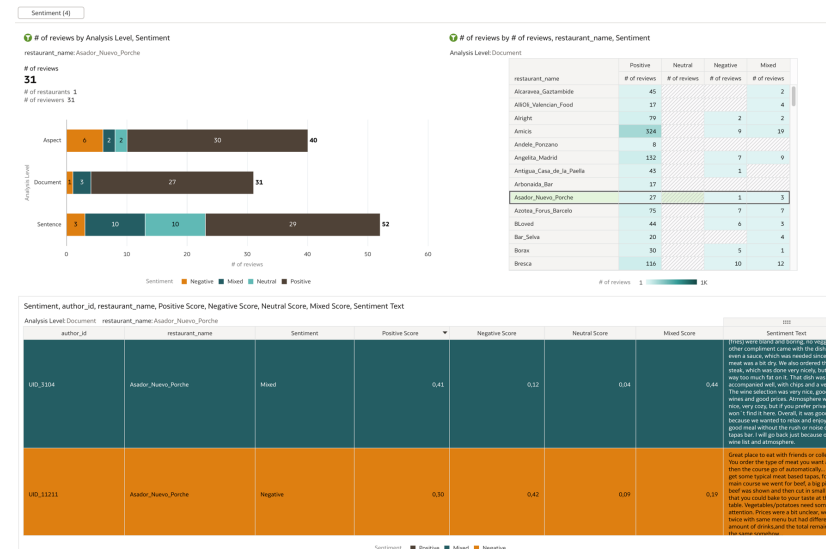
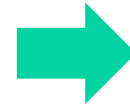
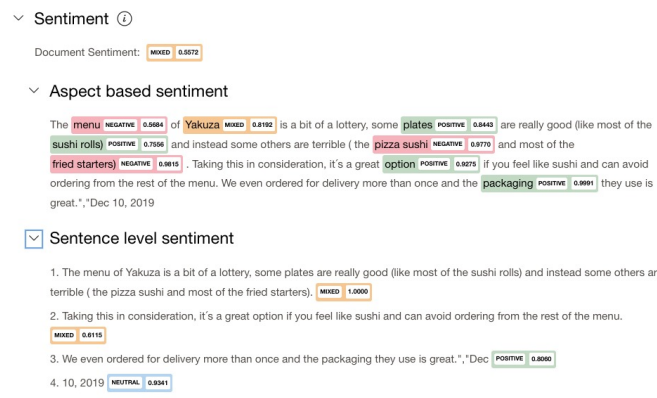
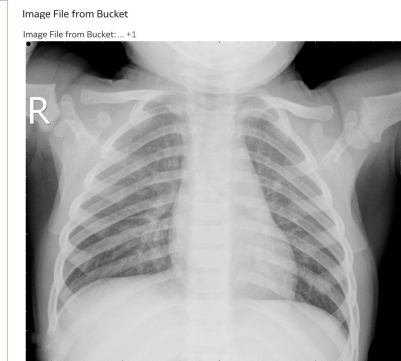
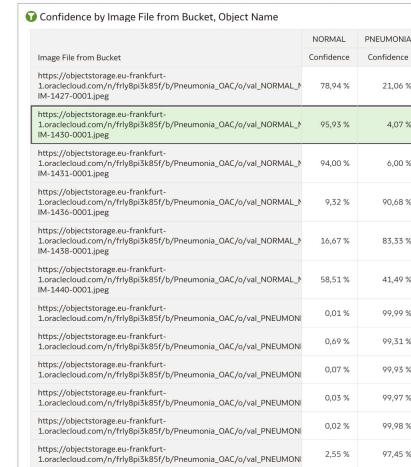
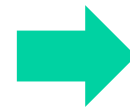
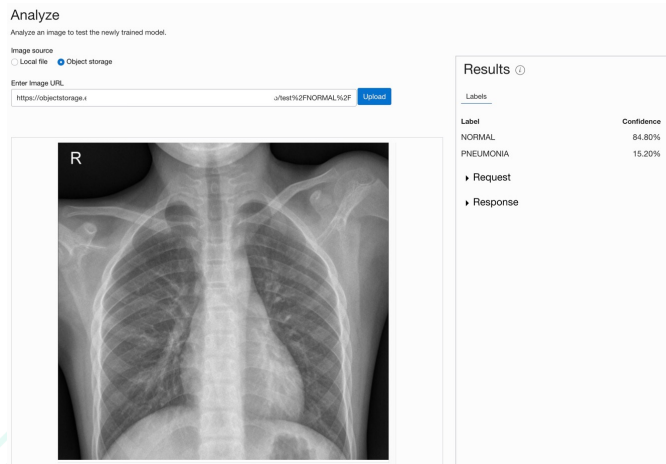
Integrating Oracle Analytics with Oracle ADW: Graph



Oracle Data Lakehouse



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





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

