

# ORACLE BUSINESS INTELLIGENCE ENTERPRISE EDITION 11G\*

## PRODUCT FACTS & FEATURES

### KEY FEATURES

- Access to multiple enterprise sources, including Oracle and non-Oracle data
- Single end-user interface for analytics against relational, OLAP and flat file data sources
- Integrated scorecard and strategy management
- Ability to act on insight by invoking business processes from dashboards and reports
- Rich, interactive dashboards with guided analytics
- Proactive detection, alerts, and actions
- Advanced enterprise reporting and publishing

*Oracle Business Intelligence Enterprise Edition 11g (OBIEE) is a comprehensive business intelligence platform that delivers a full range of capabilities—including interactive dashboards, ad hoc queries, notifications and alerts, enterprise and financial reporting, scorecard and strategy management, business process invocation, search and collaboration, mobile, integrated systems management and more. OBIEE 11g is based on a proven web service-oriented unified architecture that integrates with an organization's existing information technology (IT) infrastructure for the lowest total cost of ownership (TCO) and highest return on investment (ROI).*

### Complete Business Intelligence Functionality

OBIEE 11g delivers the widest and most robust set of reporting, ad hoc query and analysis, OLAP, dashboard, and scorecard functionality with a rich end user experience that includes visualization, collaboration, alerts and notifications, search and mobile access.

### Open Business Intelligence System

OBIEE 11g integrates with all popular data sources, ETL tools, business applications, application servers, security infrastructure, portal technology as well as any ODBC compliant third party analytical tool. OBIEE 11g accesses data from multiple heterogeneous sources—including popular relational and multidimensional data sources and major ERP and CRM applications from Oracle and SAP.

### Integrated Business Intelligence System

OBIEE 11g is based on an architecturally integrated technology foundation built on an open, standards based service oriented architecture. OBIEE 11g features a Common Enterprise Information model, common security model and a common configuration, deployment and systems management framework.

### Oracle Business Intelligence Enterprise Edition 11g: Functionality at a Glance

- **Interactive Dashboards.** This 100 percent thin client solution provides fully interactive collection of dashboards and reports with a rich variety of visualizations. The dashboards provide users with information filtered and personalized for their identity, function, or role based on predefined security rules. The rich, interactive user interface makes the presentation of data

intuitive, relevant, and easy to understand. In addition, guided navigation and alerts drive the business user to greater insight and action.

- **Ad hoc Analysis and Interactive Reporting.** Providing business users with full ad hoc query and analysis capability, users of Oracle Business Intelligence can create new analyses from scratch or modify existing analyses in dashboard pages. To free business users from data structure complexity, the metadata layer of Oracle Business Intelligence offers a logical view of metrics, hierarchies, and calculations expressed in understandable concepts. Business users do not need to understand physical data storage to combine data from multiple enterprise information sources.
- **Enterprise Reporting.** Delivered via Oracle Business Intelligence Publisher, this functionality allows the creation of highly formatted templates, reports, and documents such as flash reports, checks, and more. It is the most efficient, most scalable reporting solution available for complex and distributed environments. Tightly integrated with the OBIEE 11g platform; BI Publisher can also be deployed as a separate product.
- **Proactive detection and alerts.** OBIEE 11g features a powerful, near-real-time, multi-step alert engine that can trigger workflows based on business events and notify stakeholders via their preferred medium and channel. This means field sales representatives can receive a short message service alert on their cell phone, warehouse managers get a PDF attachment via e-mail, and financial analysts obtain the report as a Microsoft Excel spreadsheet saved to their shared corporate file system.
- **Actionable Intelligence.** The OBIEE 11g Action Framework turns insights into actions by providing the ability to invoke business processes from within the business intelligence dashboards and reports. This is made possible by the integration of business process management technologies within the business intelligence platform. Invoked actions may include initiating a business process, a web service, or simply calling another dashboard or report.
- **Microsoft Office integration.** Oracle Smart View is Oracle's single, unified solution for delivering information from Oracle Business Intelligence Enterprise Edition, Oracle Essbase and Oracle Hyperion Performance Management applications within the Microsoft Office environment, embedding up-to-the-minute corporate data in Microsoft PowerPoint, Word, and Excel documents. Content including tables, pivots, graphs, funnels, gauges and more – and can be inserted into Microsoft Office documents and can be refreshed on demand.
- **Spatial Intelligence via Map-based Visualizations** – A new visualization type introduced in OBIEE 11g – Map Views – allows users to visualize their analytics data using maps, thus bringing the intuitiveness of spatial visualizations to the world of business intelligence. The maps are fully interactive and data on the maps can be visualized using numerous formatting options including color fills, variable-sized markers, custom image markers, percentile binning, value binning, and continuous color-fill options.

## KEY BENEFITS & RELATED PRODUCTS

### KEY BENEFITS

- Simplifies BI tools infrastructure
- Integrates BI foundation with IT architecture
- Offers consistent view of information and single-source accountability
- Improves customer choice for BI solutions

### RELATED ORACLE PRODUCTS

- Oracle BI Publisher
- Oracle Essbase
- Oracle Real-Time Decisions
- Oracle BI Applications
- Oracle Hyperion Performance Management Applications

- **Scorecard and Strategy Management.** Scorecard and Strategy Management extends OBIEE 11g with capabilities aimed at communicating strategic goals across the organization and monitoring progress over time. Scorecard and Strategy Management provides capabilities to establish specific goals, define how to measure success, and communicate that information down the entire organization.
- **Server based query, reporting and analysis.** As the foundation of OBIEE 11g, the Oracle Business Intelligence Server generates queries optimized for each data source, appropriately aggregates them, and presents the results to users within a familiar Web browser via easy-to-use dashboards and reports.

A flexible, enterprise metadata layer spans all your underlying data sources—including flat files, databases, packaged applications, and more. This metadata layer is so open and flexible you can even use existing third-party query and reporting tools against it. Report authors can select the items they want in their report and the Oracle Business Intelligence Server will collect and aggregate the information—even if it exists in disparate data sources. With larger user populations, many queries will have similar content and the Oracle Business Intelligence Server can intelligently reuse previous query results. Queries might also be scheduled to be pre-run so the results are available when the user opens the dashboard.

The Oracle Business Intelligence Server also includes parallel query execution engines, memory management, and high-throughput data connectivity adapters to allow highly efficient data sourcing and aggregation that minimize data retrieval time. This highly scalable platform with clustering and caching capabilities is the heart of what drives the other suite components. Multiple servers can be clustered to provide session replication and automatic failover capabilities. Powered by a centralized, single, IT controlled metadata layer; Oracle BI Server features easy change management—for example, seamless upgrade from a legacy Teradata Database to an Oracle Database or a single click switch from a test system to production.

### Contact Us

For more information about how your organization can leverage the power of Oracle Business Intelligence Enterprise Edition, please visit [www.oracle.com](http://www.oracle.com) or call 1.800.ORACLE1 to speak to an Oracle representative.

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