

# INFORMATION EMPOWERS

## Drive Actions and Processes with Pervasive Intelligence



Imagine making sense of all the data you have, extracting the key nuggets of insight, and delivering them to the right people in time to influence results. Imagine Oracle Business Intelligence Suite.

“When evaluating solutions, we looked for something that would require fewer IT resources and less manpower to handle. Oracle Business Intelligence Suite Enterprise Edition was the right solution, at the right price, with the right sophistication, yet it’s easy to use.”

**James Archuleta**, CRM Director  
Alaska Airlines

“Oracle is set to become probably the most important player in the BI market. With the acquisition of Siebel, Oracle finds itself as the owner of one of the most exciting BI solutions available at present.”

Bloor Research

To compete and succeed in today’s ultra-competitive and fast-moving business environment, your organization must be able to process the mountains of data stored across departmental boundaries. You must be able to use that information quickly to identify new opportunities and risks, and then respond swiftly across all business functions. If you want your business intelligence to be readily available and a seamless part of every business process, you need Oracle Business Intelligence Suite Enterprise Edition.

With Oracle Business Intelligence Suite Enterprise Edition, you can

- Create a complete, consistent view of enterprise information—across departments and data sources
- Empower the entire organization with timely and actionable intelligence
- Identify and respond to new risks and opportunities more quickly
- Optimize business processes and affect results in real time

### **Get a Complete, Consistent View of Your Business**

For a business to achieve optimal performance across all functions, executives and managers must be able to view, analyze, and assess how the business is operating. For example, for manufacturing and procurement professionals to manage the supply chain more effectively, they need the tools to see and analyze customer orders, materials, and labor costs.

Business functions within an organization often store, represent, display, and report their business information and metrics differently from one another, making an overall assessment of key data difficult and sometimes dangerously incorrect. For an organization’s disparate business functions to integrate their data more easily, business information and metrics must be represented consistently. When data from all areas is synchronized, each department then has a common view of business conditions and the information needed to make sound decisions and take the right actions.

**Fact:** Over 700 leading organizations have adopted Oracle Business Intelligence Suite Enterprise Edition—including four of the top five banks, five of the top six telecommunications companies, eight of the top nine pharmaceutical firms, and five of the top six aerospace and defense companies.

For example, at first glance, manufacturing managers might see a particular product as quite profitable because its manufacturing cost is low compared to its list price. After examining a common, enterprisewide view of the data, however, they would realize that necessary discounting of the product erases any potential profit.

Most companies lack this level of cross-enterprise insight because the required data is stored in disconnected systems across different departments, and because most business intelligence (BI) tools used today cannot deal efficiently with data in disparate systems.

The unique BI capabilities in Oracle Business Intelligence Suite Enterprise Edition bring together data from different sources—including data warehouses, operational systems, relational databases, and multidimensional data stores—to provide complete, up-to-the-minute enterprise intelligence. With Oracle Business Intelligence Enterprise Edition, organizations can build a single enterprise information model that spans multiple sources and defines key business metrics and calculations in one place.

Once the information is modeled, users can choose how to access and analyze the data from a full range of integrated BI products—including interactive dashboards, ad-hoc analysis reports, and alerts, as well as third-party tools and applications such as Excel.

### **Extend Business Intelligence Across Your Organization**

Oracle Business Intelligence Enterprise Edition provides self-service access to business intelligence through an intuitive, interactive Web interface. Unique, guided-analytic capabilities let organizations capture best practices and guide their users down a path of discovery and action. Regardless of where the underlying data is stored, users simply point and click to get real-time answers to ad-hoc business questions. This interface allows for rapid deployment to thousands of users, and delivers business intelligence to new audiences within and beyond the enterprise.

### **Realize Business Opportunities**

Most people don't have time to search for problems and opportunities by looking through daily reports. With Oracle Business Intelligence Enterprise Edition, users can schedule proactive, event-based, analytic agents that automatically detect specific situations and notify the right person or trigger additional workflows. With Oracle's disconnected analytic capabilities, even mobile workers are empowered with full interactive intelligence when off the network.

Oracle also offers a comprehensive, integrated suite of analytic applications built on top of the Oracle Business Intelligence Enterprise Edition platform. These solutions further promote business intelligence by providing role-based intelligence for sales, service,



marketing, contact center, finance, supplier management and supply chain, and human resources professionals at all levels. They embed best practices by functional area, letting organizations deploy BI more quickly and with more business value.

### **Maximize the Value of Existing Data Sources and IT Investments**

Built on standards-based technology, Oracle Business Intelligence Suite Enterprise Edition is a next-generation BI platform. It fits seamlessly into any enterprise IT architecture and fully leverages existing corporate data assets, including high-performance access to Oracle and non-Oracle data sources and applications. Oracle customers also gain reduced cost and complexity through prebuilt integration and optimization with Oracle's database, middleware, and applications.

Oracle Business Intelligence Suite Enterprise Edition is engineered to scale to the largest enterprise deployments—handling tens of thousands of concurrent users and multiple terabytes of detailed transaction-level data.

With Oracle Business Intelligence Suite Enterprise Edition, your business gains the ability to execute nimbly in a competitive, changing market.

### **CONTACT US**

To learn more, visit [oracle.com/appserver/business-intelligence/enterprise-edition.html](http://oracle.com/appserver/business-intelligence/enterprise-edition.html) or call +1.800.ORACLE1 to speak to an Oracle representative.