

Business Intelligence (BI)

The intelligent business knows what it's doing, it knows what its customers are doing, it knows what the market is doing, it knows what its suppliers are doing. It knows. It doesn't guess. It knows how to use what it knows. It creates chains of knowledge and out of them it creates chains of value. This is Business Intelligence (BI).

Business Intelligence applications provide aggregated details about suppliers, customers, internal activities, business to business transactions to the managers or whoever needs it to take better corporate decisions. Many business questions or situations need to be analyzed in order to achieve the target of an enterprise with the help of several managers or executives in each cadre.

Below are some of the samples of these questions.

Business Intelligence: (Finance): What are the net income, expenses, gross profit, and net profit for this quarter, year?

Business Intelligence: (Accounts): What is the sales amount this month and what is the outstanding pending payment?

Business Intelligence: (Purchase): Who is the vendor to be contacted to purchase products?

Business Intelligence: (Production): How many products are manufactured in each production unit today, weekly, and monthly?

Business Intelligence: (Sales): How many products have been sold in each area today, weekly, monthly?

Business Intelligence: (Quality): How many products have been defective today, monthly, quarterly, and yearly?

Business Intelligence: (Service): Are the customers satisfied with the quality?

Oracle Business Intelligence

Oracle Business Intelligence helps you retrieve accurate, real-time information so you can make better business decisions. It is a pre-built management reporting for the Oracle E-Business Suite that turns conventional wisdom upside down. Through its radically simplified architecture, Oracle's Business Intelligence provides better management reporting without requiring a separate reporting infrastructure, resulting in dramatically faster implementations and reduced operating costs.

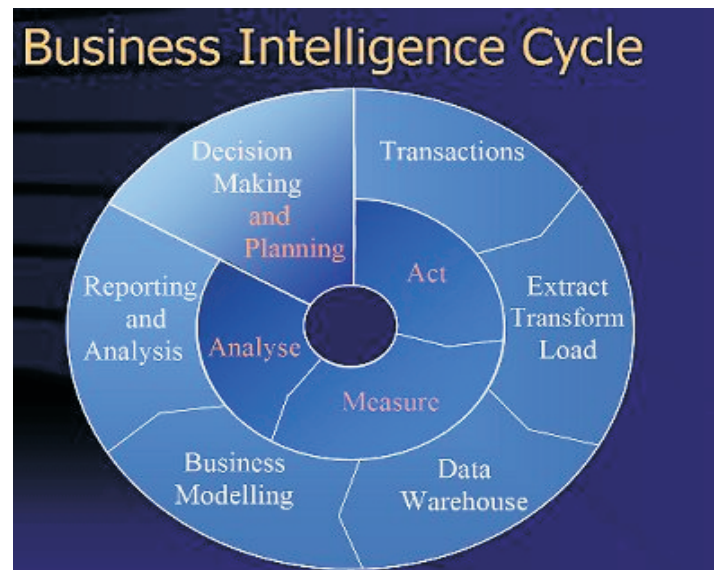
Business Intelligence is a part of the Oracle E-Business Suite, an integrated set of applications, which is designed to transform your business into an *e-business*.

Oracle Business Intelligence (BI) Applications are complete, pre-built BI solutions that deliver intuitive, role-based intelligence for everyone in an organization from front line employees to senior management that enable better decisions, actions, and business processes. Designed for heterogeneous environments, these solutions enable organizations to gain insight from a range of data sources and applications including Siebel, PeopleSoft, and third party systems such as SAP.

Know More:

Stay more informed about all aspects of your business every day

Business Intelligence provides up-to-date information for managers to help them gain business insight and make better decisions faster. Business Intelligence overview pages provide business performance information for key performance indicators such as revenue, expenses and profit margin. Furthermore, the overview pages can highlight trends, which can then be further analyzed by drilling into detail reports. Pre-built overview pages and reports are available for Financials, Sales and Marketing, Human Resources, Projects, Supply Chain, Procurement, Manufacturing, Service, and more. Oracle's Business Intelligence allows decision makers from all levels of an enterprise to understand business performance in a timely manner.





Do More:

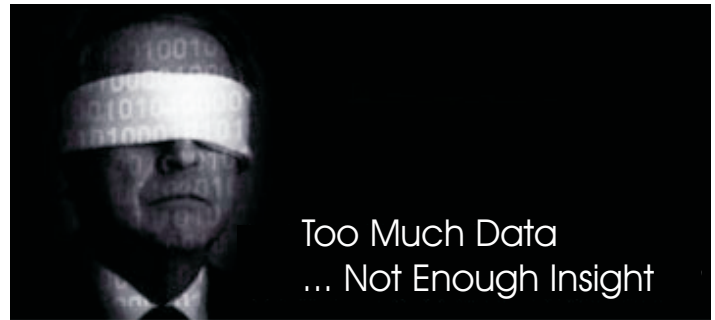
Drill to the level of detail you need—even to the underlying transactions

Daily Business Intelligence overview pages are supported by hundreds of drill-down reports that enable users to drill to the level of detail they need to understand the root cause of a problem and take appropriate action. For example, managers can analyze past due shipments to understand which products or warehouses are causing the backlog. They can then determine which customer orders are being delayed and take corrective action immediately. Traditional business intelligence solutions commonly allow you to analyze trends in historical data but are rarely updated frequently enough or retain enough details to help managers identify potential issues before they become major problems.

Spend Less:

Radically simplified architecture lowers costs

Daily Business Intelligence leverages the latest advances in Oracle technology resulting in a radically simplified architecture. Instead of implementing a separate reporting infrastructure and moving a subset of data from the transaction system to a separate reporting system, BI maintains summaries in the same database where transactions are stored. As a result, users have access to both summary data and transaction details in a single system. Traditional business intelligence solutions typically involve designing a separate database to store summarized information. Most of these solutions require significant custom development effort to design the reporting database and the corresponding data extraction routines needed to populate it. Ultimately these systems take longer to deploy, are more costly to maintain and upgrade, and deliver less value to the end users who have access to less information. In contrast, Business Intelligence users have access to more complete and up-to-date information, while at the same time reducing the amount of time and cost to implement and maintain the solution.



Too Much Data
... Not Enough Insight

Oracle Business Intelligence (BI) is a portfolio of technology and applications that provides the industry's first integrated, end-to-end Enterprise Performance Management System, including BI foundation and tools - integrated array of query, reporting, analysis, alerting, mobile analytics, data integration and management, and desktop integration - as well as category-leading financial performance management applications, operational BI applications, and data warehousing.

Benefits of Oracle Business Intelligence

- **Comprehensive BI functionality built on a unified infrastructure:**

Includes interactive dashboards, full ad hoc queries and analysis, proactive intelligence delivery and alerts, enterprise and financial reporting, online analytical processing (OLAP) analysis and presentation, high-volume production reporting, real-time predictive intelligence, disconnected analytics, as well as integration with Microsoft Office.

- **Pervasive insight to everyone, everywhere:**

Provides relevant insight to everyone, not just analysts. All levels of the organization can see information optimized for their role.

- **Unified business model:**

Built on an enterprise information model that unifies metadata across the Oracle BI tools and analytical applications for the lowest TCO.

- **Hot-Pluggable BI infrastructure:**

Integrates with any data source, extraction, transformation and load (ETL) tool, major business application, application server, security infrastructure, portal technology, other front-end and analytical tools, and databases including IBM DB/2, Teradata, Microsoft SQL Server; SAP Business Information Warehouse (BW), Microsoft Analysis Services; flat files; XML data; and unstructured data.

