



Demystifying the Oracle Analytics Cloud

Prepared by:
Dave Reilly-Madan
VP Market Development, N.A.
Qubix, Inc.
#QubixDRM

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CLEVELAND PUBLIC AUDITORIUM, CLEVELAND, OHIO

WWW.NEOOUG.ORG/GLOC

Sessions from Qubix at GLOC

Day 1
May 16, 2018



02:45 PM - 03:45 PM

DEMYSTIFY THE ORACLE ANALYTICS CLOUD

LL01 | May 16, 2018 | Presentation | Data Warehousing/BI

Speakers



Lurking in the dark corners is a mystic figure shrouded in mystery. It is that bright shiny object that is so appealing that even you cannot stop staring at it. You are attracted, yet frightened! Intrigued, yet confused! Why is it that the Or...

Add to my schedule

Day 2
May 17, 2018



04:00 PM - 05:00 PM

ORACLE ANALYTICS CLOUD FOR THE FINANCE ANALYST

LL04B | May 17, 2018 | Data Warehousing/BI

Speakers



Finance Analysts have long depended on Essbase and Excel as their primary analytical tools. With the arrival of Oracle Analytics Cloud (OAC), Analysts have gained new, easier means of spinning up and developing "personal" Essbase models from Exce...

Add to my schedule

Celebrated our **30th** year in business in 2017

Over **1000** analytics engagements since inception!

Founded in

1987

ORACLE Platinum Partner

Global Delivery Model
US - UK - CEE - EMEA - INDIA - AUS



Oracle Partner of the Year

for Business Analytics
Qubix

What you will learn today...

- ❖ What is OAC?
- ❖ What are the capabilities?
- ❖ What are Universal Credits?
- ❖ What is the difference between Standard, Enterprise, and Data Lake editions?
- ❖ Can I create self-service reporting for my users?
- ❖ Can I mash up data?
- ❖ How do I integrate it with my source systems?
- ❖ What are some use cases?

Oracle Analytics Cloud – The #1 in Enterprise Analytics Cloud



Launched:
October 2014

May 2017



1400+
Customers to date



Worldwide
6 continents,
Enterprises and
mid-market



Clients across
industries

Financial Services, Telecom, Health
Care, Retail, Higher Ed, High Tech,
Transportation, Government



Revolutionary
self-service BI
on proven
Enterprise
Platform



Available and
Supported Globally
24 X 7 X 365

Oracle Analytics Cloud

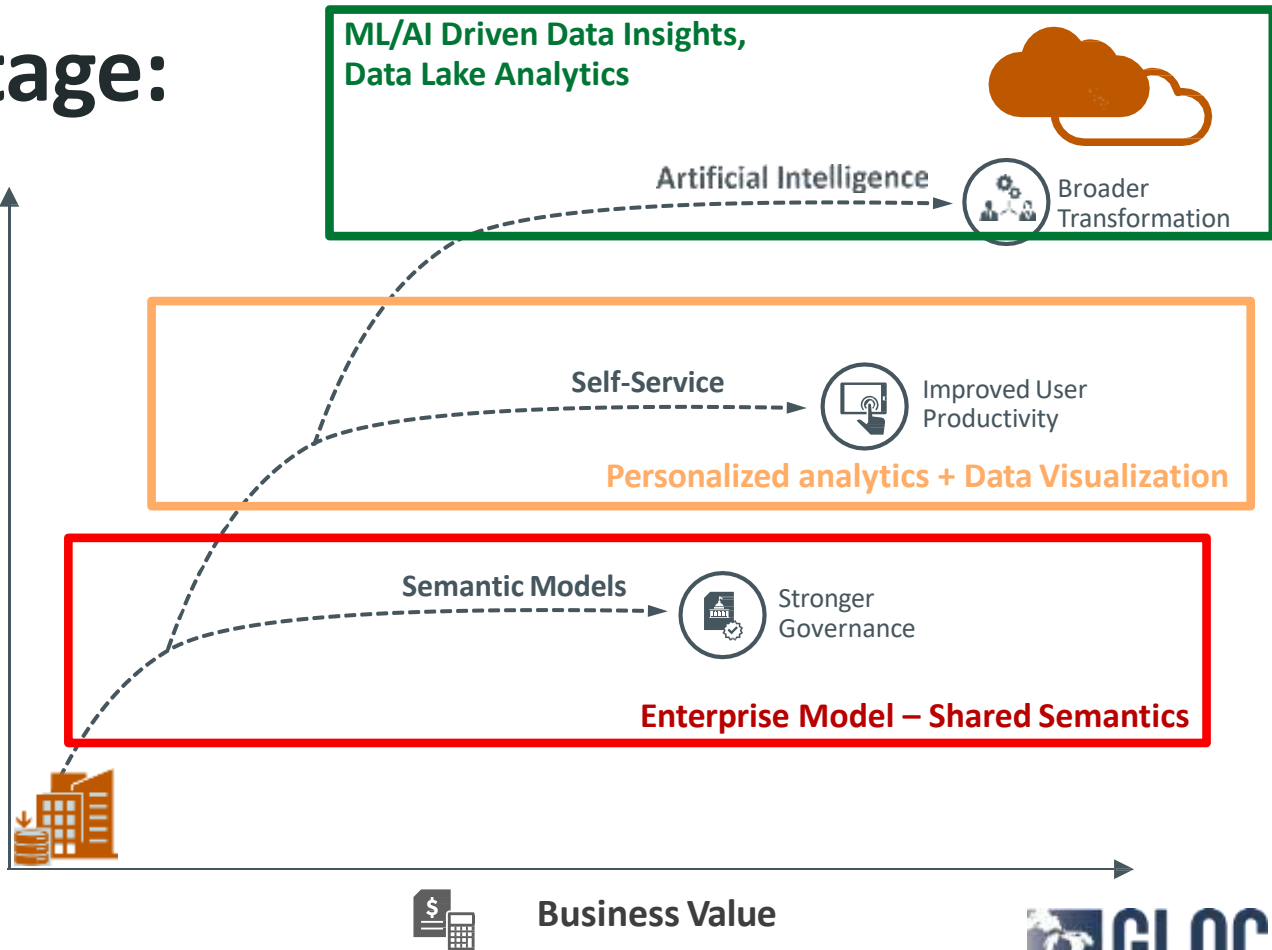
ANALYST'S VIEW



Oracle Advantage: Modern Analytics Strategy

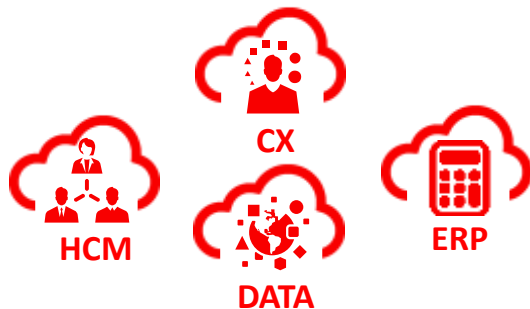


Agility



What Makes Oracle Analytics Cloud So Compelling?

Pervasive



Oracle Analytics delivers business insights to **millions of users every day** across Oracle SaaS and Oracle PaaS. Enrich your data with Oracle Data cloud (including **5 Billion consumer profiles**) to achieve actionable insights

Comprehensive



Empower every type of user in a community via easy, intuitive experiences. Single platform for **all types of users to engage**, collaborate and elevate community wisdom

Anywhere



Run your **analytics anywhere** (Cloud, Cloud@customer, On Premises), manage your **data anywhere**. Enjoy the flexibility of changing your mind anytime.

Oracle Analytics Cloud

Data Visualization

- Personal data mash up and secure collaboration
 - Intuitive data discovery



Reporting and Dashboards

- Build enterprise dashboards & track KPI's
 - Drill down into details
 - Securely share insights



Dimensional and/or Essbase

Powerful dimensional database and or OLAP multi-dimensional data engine with Excel Smart View connection

Universal Credits - Flexible Consumption Choices

Unlimited access to all IaaS and PaaS services

Consumption Choices

Pay As You Go (PAYG)

- No upfront commitment
- Pay only for what you use
- Pay in arrears based on usage

- List Price
- Built for land and expand
- Best when usage is uncertain
- Elastic payments based on usage

Universal Credits Monthly Flex

- 1 year minimum term
- Agreed to monthly spend

- PaaS savings vs PAYG start at 33%
- Additional discounts based on size of deal and term of deal
- Predictable spending
- Spend more, save more

Minimum monthly amount is \$1K/1 Year minimum term

Oracle Analytics Cloud: Customer/Partner Managed



Data Visualization + Essbase

Standard Edition

Data Visualization
Self-service data prep
Spreadsheet collaboration
Essbase to cloud



Big Data and Data Lake Analytics

Data Lake Edition

Standard plus:

Big data sources
Spark for processing at scale
Data Lake Visual Discovery



OBIEE + Data Lake + Essbase

Enterprise Edition

Data Lake plus:

Data modeling
Enterprise Reporting
Large scale & HA

Includes Mobile Apps (BI HD, Day By Day, Synopsis) , Client tools & Desktop

Improve All Data with Powerful Data Prep



Power of SQL via intuitive interfaces

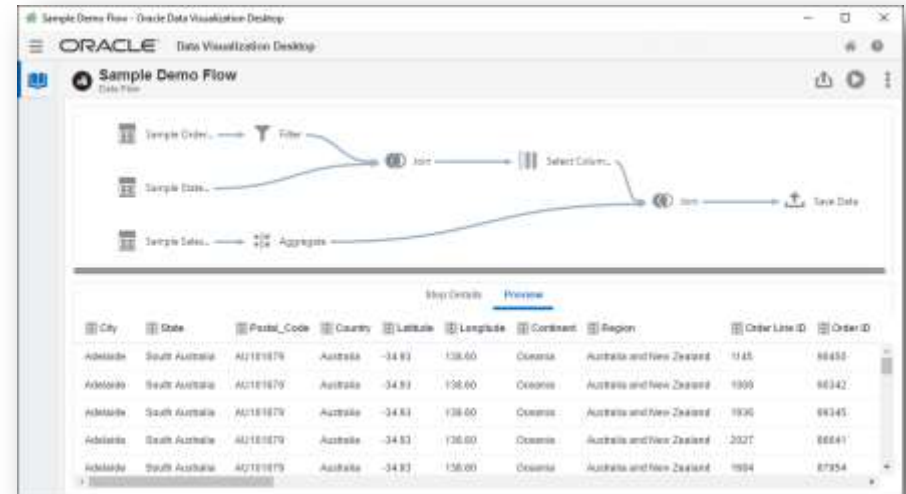
- Group values, join data sets, sub-select rows/columns, aggregate, calculated fields etc.

Applicable to all types and volumes of data

- BI Server SQL processing - function shipping via smart code generation, compensate with in-memory execution

Function extensibility via R and source execution

- Full R grammar for statistical, Machine Learning, textual models
- Reach-in to data sources' specific routines (eg. Machine Learning in Spark, custom functions) while operating on a single data abstraction



Find Hidden Patterns with Smart Data Discovery



Automatic detection of data patterns

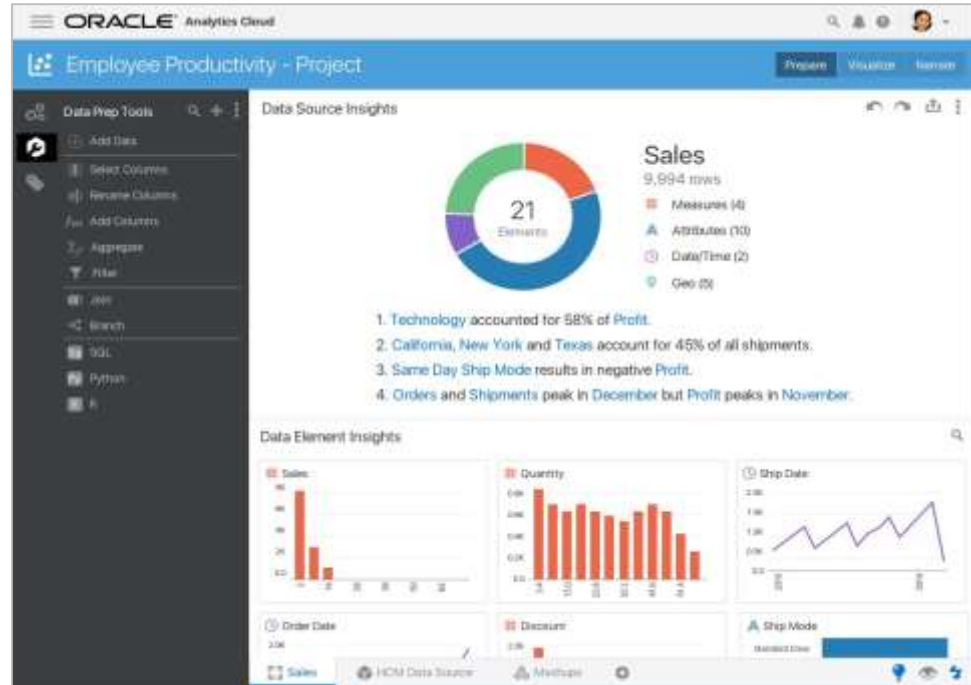
- Guide users towards strongest correlated factors and variances from norm

Auto-blending, intelligent visualizations

- Easy blending of data sets with the most appropriate handling to avoid double counting
- Auto-default to the appropriate visualization for a given data set

Search enablement everywhere

- Powers the BI ASK experience (covered later)
- Type ahead in expression editor, data set browser etc.

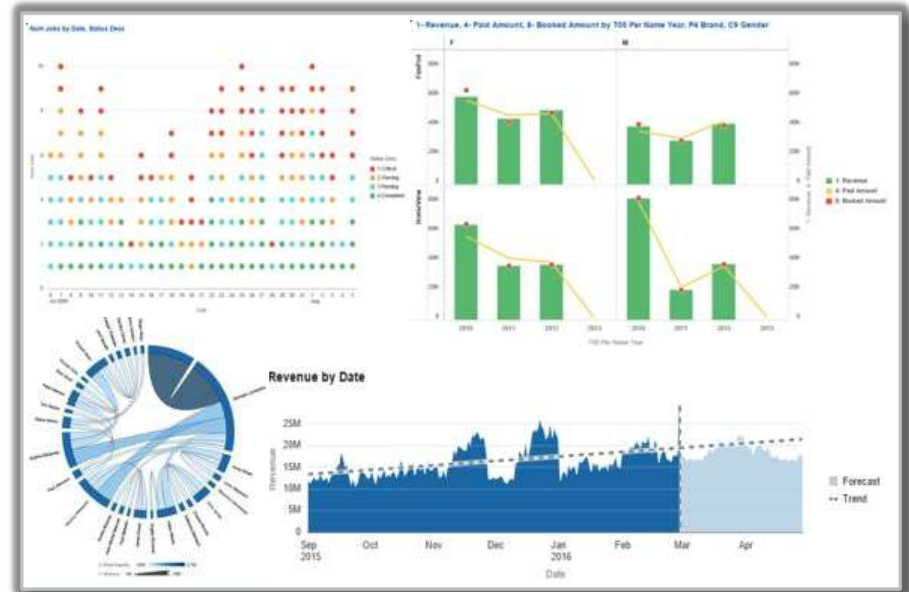


Extensible, Grammar-Driven Visualization Palette



Best Data Visualization Capabilities

- Rich palette of chart types, combo charts of lines, areas, bubbles, and more
- Trellising for every visualization; customizable color palette
- Brushing – highlight correlations within data across visualizations, all auto-wired to work/update in unison, leveraging in-memory cache/execution layer
- One click access to common statistical functions – outliers, trend lines, forecasts for N periods, others



Essbase Business Modeling



Perform what-if on any data set

- One-click to create what-of model using Essbase for a data set
- Full access to data scenarios via Excel and DV
- Simple workflows for merging data sets
- Share with users as an Excel spreadsheet or Data Visualization
- User scripting support with MAXL and a new CLI
- Access to custom optimization and configuration
- New capabilities for Sandboxing and scenario management
- Wide-range of business modeling and management reporting applications



Product Profitability Modeling



Sales Capacity Modeling



Freight Shipping Modeling



Trade Promotion Modeling



Predictive Model Creation and Scoring

Data Profiling

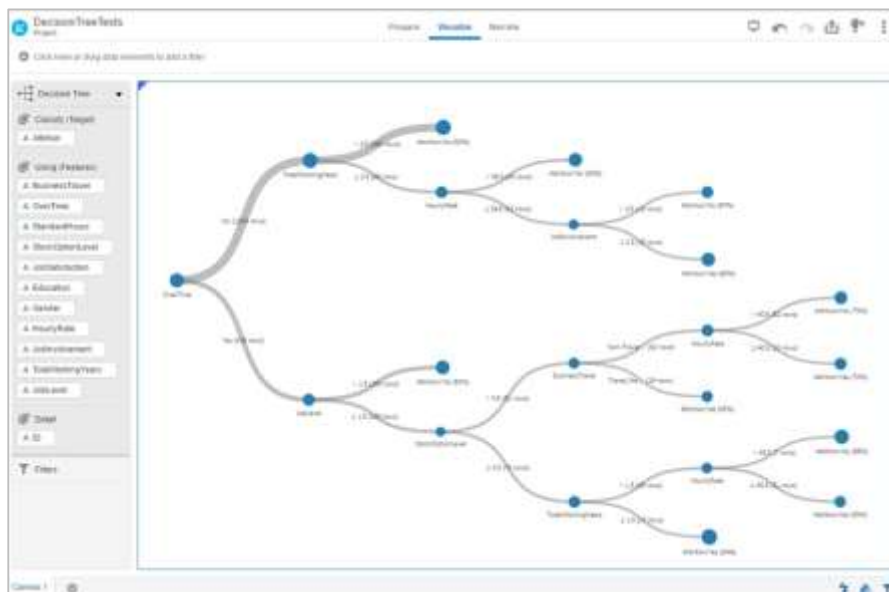
- Automatic hierarchy detection
- Identify data quality issues and potential fixes by scoring columns

Smart Models

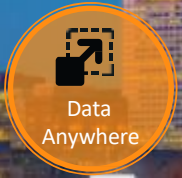
- Enable easy incorporation of template-driven statistical, predictive and textual (feature extraction) models which can then be used for scoring with data sets

Model generation, scoring

- Allow users to persist models and score – batch and inline
- Scalable function shipping for high performance and responsiveness



Data Integration



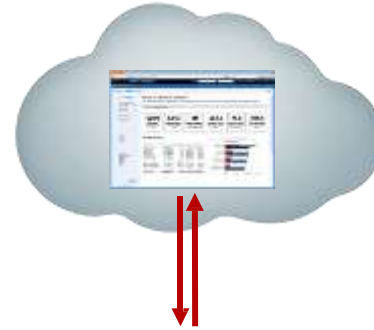
ETL
REST API
SQL*NET



Import
End-user upload
Self-service Data Sets



Data Sync
On-premise data sources
Web services



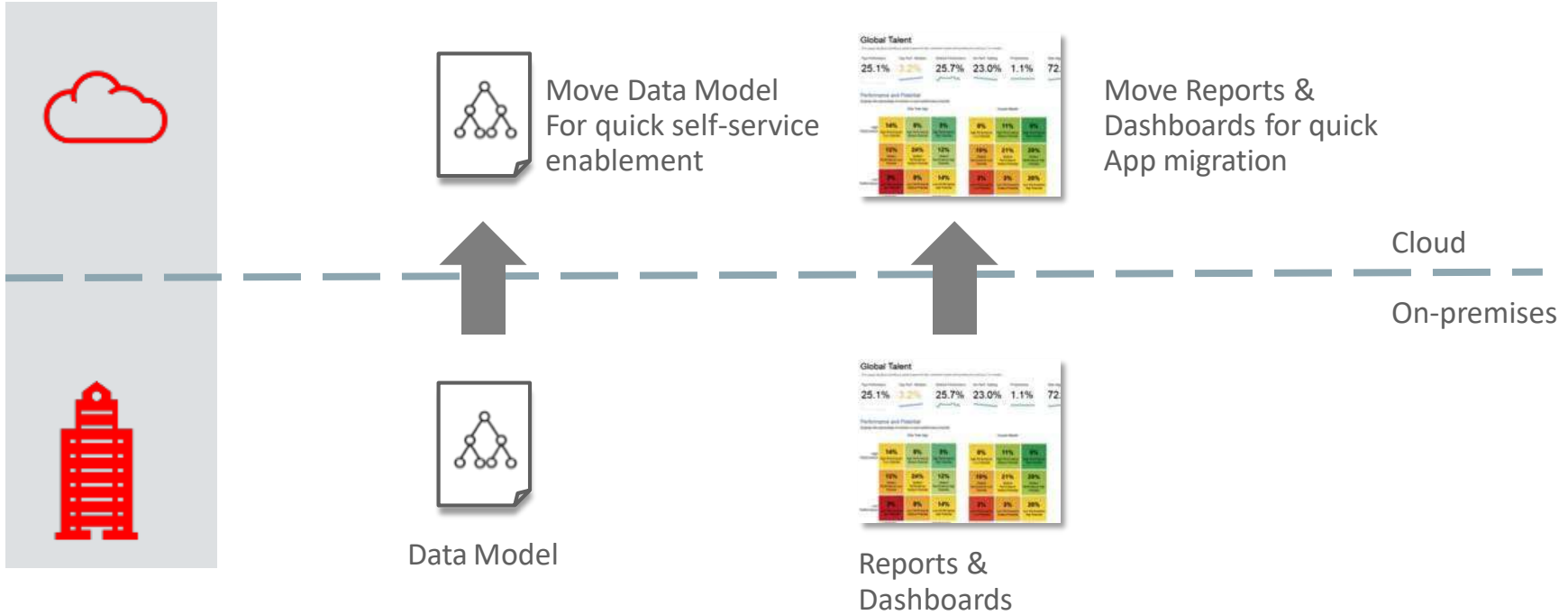
Direct Query
Direct query to on-premise
databases



Data Lake
Big Data Analysis
Scalable Spark Jobs

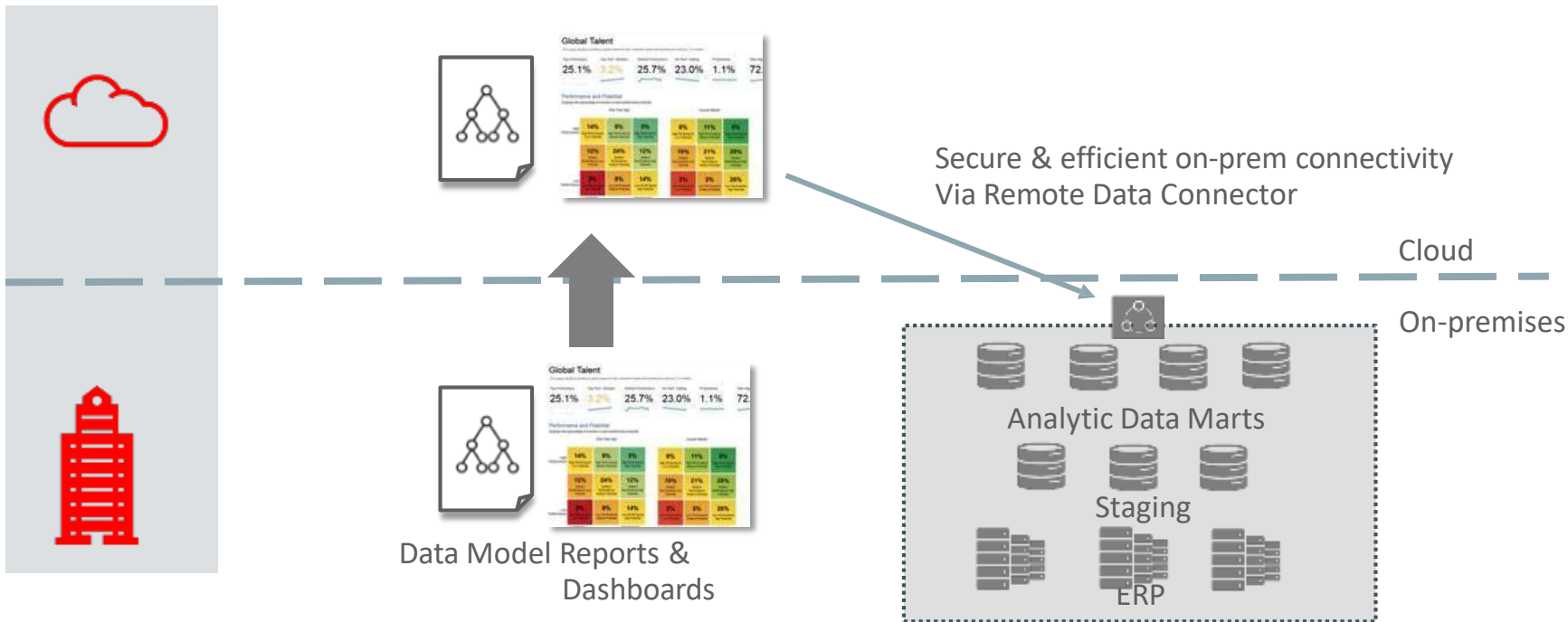
Move Existing OBIEE implementation to the Cloud

Lift and shift data model and reports/dashboards



Move OBIEE Applications, Keep Databases On-Premises

Secure and efficient connection to on-premises databases



BI Metadata Lift and Shift

Features

OBI RPD Lift and Shift

- Support for uploading and on-prem BI RPD to the Cloud
- Supported connections for DBaaS and Remote DB Connections
- Maintain using BI Admin Tool

Webcat Lift and Shift

- Support for unarchive of an on-prem BI catalog archive to the Cloud
- Moves dashboard and reports to the Cloud

Benefits

- Re-use existing development
- Leverage existing skill sets
- Supports both data on-premise or on the Cloud



Q&A



ENABLING THE PREDICTIVE ENTERPRISE

CONTACT US

PHONE



Dave Reilly-Madan :
+1 (847) 868 4477

Tim German :
+1 (312) 504-2080

EMAIL



dave.madan@qubix.com

roger.cressey@qubix.com

tim.german@qubix.com

WEBSITE



www.qubix.com
www.qubix.com/oracle-sales