

ORACLE

Delivering Business Transformation Through Analytics

Becoming Analytics-Driven

Why is delivering analytics becoming more demanding?

- Meeting analytics expectations in ever shrinking decision timeframes is challenging
- More demand to rapidly mashup and connect new data streams
- Downloading data creates chaos
- Centralized data modeling became a bottleneck while decentralized models created more chaos



Everyone strives to be data-driven

Data-driven

is making informed decisions using trusted historical data



For many organizations, the use of reports or dashboards held promise of making them data-driven but **looking at past facts is not enough.**

Becoming transformational through analytics

Data-driven

is making informed decisions using trusted historical data



Analytics-driven

is making strategic decisions with all relevant data and unbiased predictions using modern immersive technologies

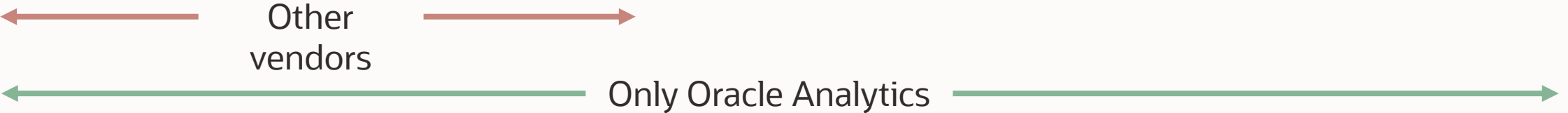
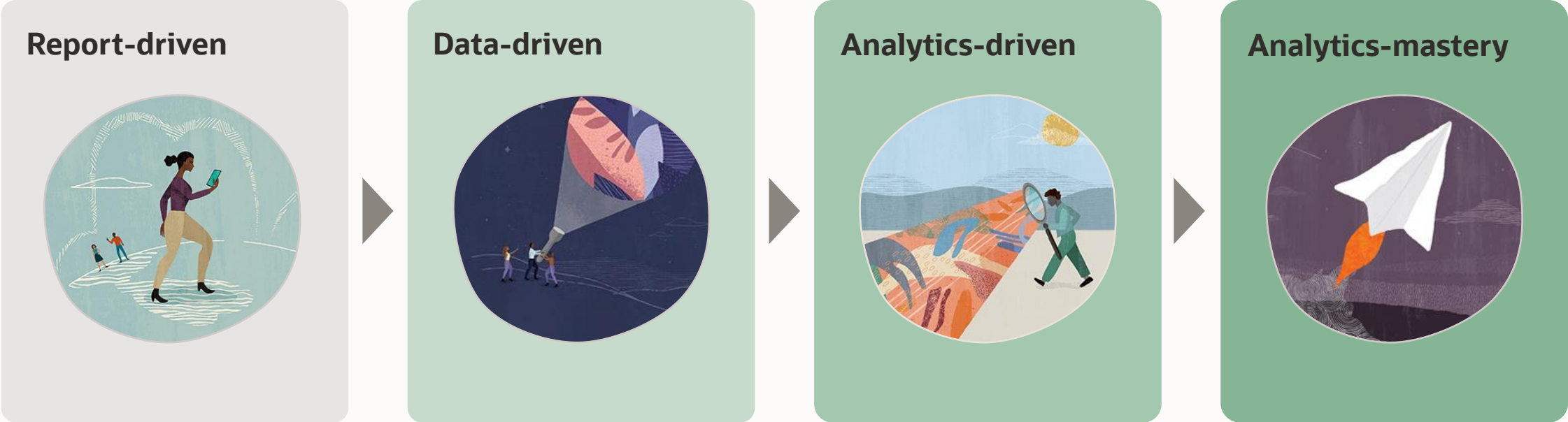


Analytics-mastery

is using trusted data pervasively and enriching analytics with services that drive innovation



Oracle Analytics delivers at each of these stages



Companies using Oracle Analytics in their journey to analytics mastery

SKANSKA

Cut reporting time from 1.5 days to 5 minutes

[Read more](#)

FedEx®

3,000 employees drill into operations, near real time

[Read more](#)

riverbed®

Increase on-time service renewals by 16%

[Read more](#)

ZEBRA

Single view of sales orders, up to 1000 users, 1-2 second response time

[Read more](#)



Increase retail business problem diagnosis by 50%

[Read more](#)



Business users now have data at their fingertips

[Read more](#)

PROBUILD

Close the books in 5 days compared to 3 weeks

[Read more](#)

Northwell Health*

Manage critical care staffing for each shift

[Read more](#)



Reduce analytics reporting from 5 days to 1 hour

[Read more](#)



Cuts analytics response time from ½ day to <1 hour

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Enable 5X ROI on client technology spend

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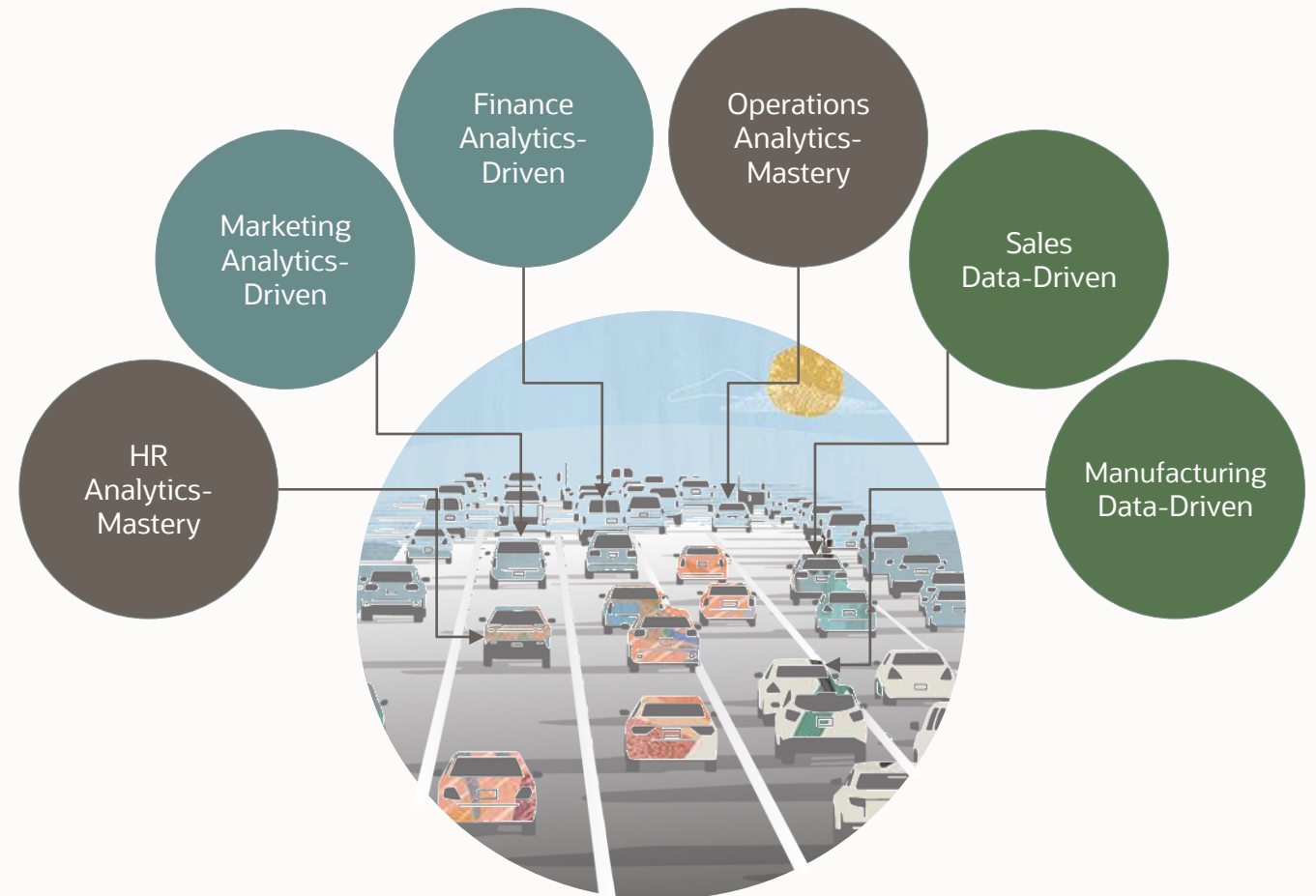
Reduces financial reporting time by half

[Read more](#)
























Follow your route and move at your own speed

- Business groups within the same organization can be in different analytic states
- Each group can define its own custom path and timeline
- Separate tools solve individual needs but leads to organization-wide challenges
- Need a single analytics platform that is flexible enough to suit each group



Readily available services to advance your analytics

<h3>Development</h3> <ul style="list-style-type: none">  Digital assistant Digital Assistant, Event Services  Low code APEX, Visual Builder  Developer Java, API, Helidon, SQL Developer, Shell, SDK  Infrastructure-as-code Resource Manager, Terraform, Ansible 	<h3>Application</h3> <ul style="list-style-type: none">  Serverless Streaming, IOT, Events, Functions, Gateway  Integration Integration, SOA Service, Golden Gate, Data Integrator  SaaS ERP, HCM, SCM, CX, NetSuite, EPM, Marketing, Vertical Industry 	<h3>Analytics</h3> <ul style="list-style-type: none">  Analytics Analytics Cloud, Server, Fusion Analytics, Essbase  Data science Data Science, Machine learning, Cloud SQL  AI AI Applications, Tactical Edge Cloud 	<h3>Governance</h3> <ul style="list-style-type: none">  Governance Compartment, Tagging, Cost Analysis, IAM  Security IAM, Audit, KMS Vault, CASB, Data Safe, DDoS, WAF  Observability Monitoring, Logging, Notifications, Events, Alarms  Multi cloud Identity, Management
<h3>Data management</h3> <ul style="list-style-type: none">  Data management Database Migration, Data Integration, Data Catalog  Data processing Data Flow, Big Data, Blockchain  Database Autonomous Database, Data Warehouse, Exadata, Bare Metal, VM, NoSQL, ATP 			
<h3>Infrastructure</h3> <ul style="list-style-type: none">  Compute Bare Metal/VM, CPU, GPU, HPC, Containers, Kubernetes  Operating system Autonomous Linux, OS Management, Marketplace, VMWare  Storage NVMe, Block, File, Object, Archive, Data Transfer / Appliances  Networking VCN, Load Balancer, Service Gateway, FC, VPN, Cluster Networking 			
<p>Public/Government cloud and Cloud@Customer</p>			



Oracle Analytics Platform

- Comprehensive cloud-native analytics platform
- Data visualization, data preparation, data quality and data flows
- ML and AI embedded throughout
- Natural language processing and generation
- Self upgrading, self patching, self securing



Delivering at every stage of the analytics journey

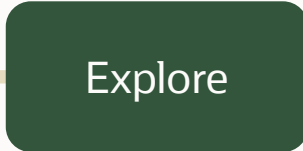
Oracle Analytics Platform

Ability to connect to any data source, either with live access or using internal cache



Blend heterogeneous sources to create unified business semantics

Transform, enrich, and heal the data based on specific analytics needs



Utilize Natural Language and Machine Learning to uncover insights

Interact and consume highly stylized dashboards and insights



Share content with others and collaborate to reach the optimal outcome



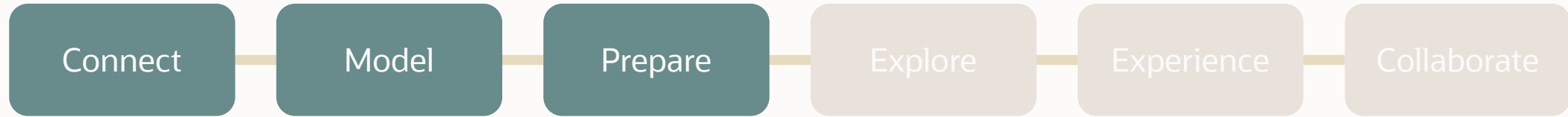
Each stage requires different capabilities

Connect	Model	Prepare	Explore	Experience	Collaborate
	Interactive data transformation and cleansing	Semantic models	Interactive data visualization	Dashboards	Web
	Smart data profiling	Self-Service Data Sets	Natural language query and narration	Reports	Mobile
	Data enrichment with ML models	Analytics catalog	Auto-ML and AI insights	Role based security	Embedded
	Scheduled data flows	Metadata and data search	One-click Advanced Analytics	Enterprise scale deployment	Chatbot



Empower anyone and free data engineers

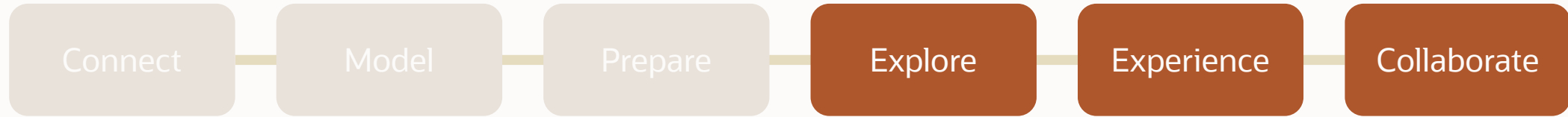
without compromising governance or security



- Balance demands of all business users
- Data engineers gain freedom from repetitive, last minute business requests
- Business users enabled with last-mile data preparation and enrichment without the need to resort to third party desktop tools or spreadsheets

Empower anyone and free data engineers

without compromising governance or security



- Analytics content creators and consumers gain autonomy to tell analytics-driven stories with trusted numbers
- Data engineers retain governance and compliance in a secure platform
- Leverage built-in AutoML, AI and natural language for faster access to more accurate results

Empower anyone with ML and free data scientists



- Create, publish and manage centralized ML models or results sets with analytics users
- Free data scientists by enabling analytics users with self-service ML capabilities for a variety of use cases
- Empower anyone to become analytics-driven with no-code, customizable ML

A unified analytics platform

- Reduce analytics complexity and meet expectations even with ever shrinking decision timeframes
- Through controlled self-service meet demands to rapidly mashup and connect new data streams
- Remove the need to download data exports with built-in data preparation and enrichment
- Establish a flexible balance between centralized models and business self-service



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