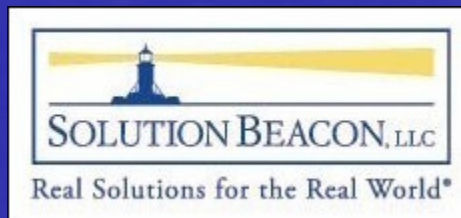
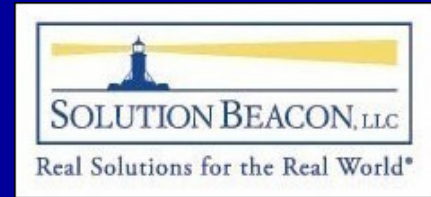


Reporting Options and Business Intelligence Roadmap for Oracle E-Business Customers

Naren Thota

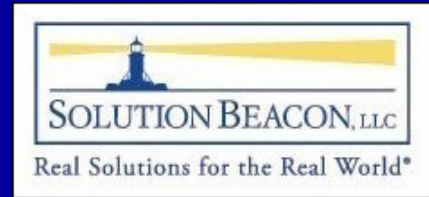


Professional Background



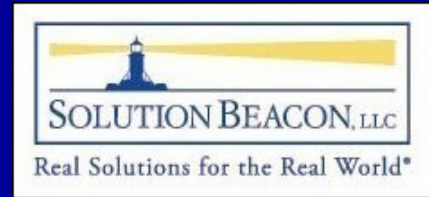
- ◆ Oracle Application Development since 1996
- ◆ Experienced in Implementations and Upgrades
 - 10.6 SC is the start, worked thru 11.5.10.2
- ◆ Extensive experience with BI solutions for Oracle EBS Clients since 1997
- ◆ Experience with Packaged Vendors
 - Informatica
 - DecisionExperts from Teradata
 - Noetix Views
 - Cognos Enterprise Suite etc.
- ◆ Extensive experience with Oracle BI Tools
 - Discoverer
 - Daily Business Intelligence
 - XML/BI Publisher
 - OBIEE Suite
- ◆ Active in OAUG and regional User Groups. Currently serving as a Chair for the Applications Forum of Dallas Oracle Users Group (DOUG)
- ◆ Relationship with Oracle - Solution Beacon is a 5-Star Certified Advantage Partner

Agenda



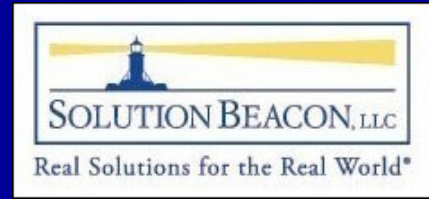
- ◆ Run down of major Products in the Market for Oracle EBS
 - Oracle Products
 - Oracle Reports
 - ◆ XML Publisher
 - Discoverer
 - Oracle Daily Business Intelligence
 - Oracle Business Intelligence Extended Edition Plus Suite (OBIEE)
 - ◆ Hyperion acquisition
 - Other Products
 - Noetix Views
 - Decision Experts from Teradata (formerly DecisionPoint Software)
 - Cognos/Business Objects
- ◆ Discuss scenarios and recommend applicable solutions from above
- ◆ Summary & Conclusion
- ◆ Q&A

Oracle Reports



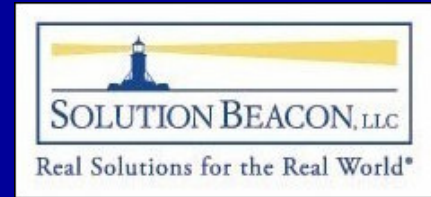
- ◆ Component of Oracle Developer Suite
- ◆ Major Functionality
 - Static Reports
 - Robust
- ◆ Limitations
 - Rigid to change/enhance/customize
 - IT involvement during upgrades, patches etc.
- ◆ Future
 - XML Publisher
 - Integrated with EBS11i (11.5.8 and above)
 - More so with Release12 (over 800 templates pre-delivered)

Discoverer10g



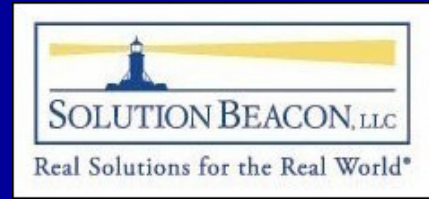
- ◆ Adhoc query tool based on Oracle's standard EUL (abstraction layer)
- ◆ Renamed to Oracle Business Intelligence Standard Edition
- ◆ Secured by Application Responsibilities and Users
- ◆ Can be customized, can be licensed as a separate suite, create custom EULs for non-Oracle EBS databases
- ◆ Limitations
 - Limited to Oracle E-Business, can be extended for non-EBS
 - Limited Dashboarding capability via Discoverer Portlets
- ◆ Future
 - Integration of XML Publisher, rumor is with Discoverer11g

Oracle Daily Business Intelligence

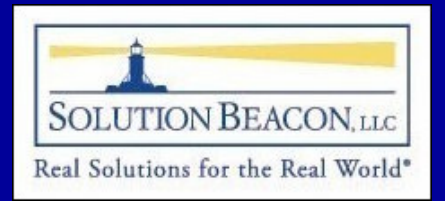


- ◆ Pre-packaged KPIs and Dashboards for Financials, Procurement, Supply Chain, HR etc.
- ◆ Available with 11i (11.5.8+) and Release12
- ◆ Limitations
 - Applicable to only Oracle EBS
 - Rigid to customize
- ◆ Future
 - Product is put on Maintenance mode, Oracle is pushing OBIEE+ Suite with BI Packaged Applications as the replacement

Alternative Solution

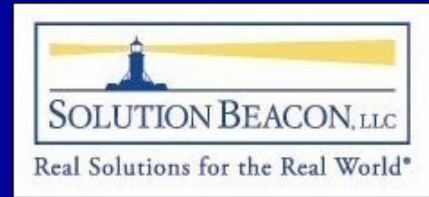


- ◆ Combo - OBIEE Answers and Dashboards interface (only the front-end) with Noetix Views
- ◆ Noetix Views
 - Automatically picks up Key and Descriptive Flexfields
- ◆ Combined solution can be an alternative to Discoverer and DBI
- ◆ Noetix is also tightly integrated with Discoverer and BI Publisher
- ◆ Differentiator: OBIEE front-end can report from any data source, not just Noetix Views for EBS, on any platform. Repository can be expanded for other sources for real-time reporting
- ◆ Limitations
 - Abstract layer (Metadata repository layer) for OBIEE doesn't exist yet, can be created rather easily. Noetix and Oracle to create a public API to automatically refresh repository with changes in APPS – Mid 2008



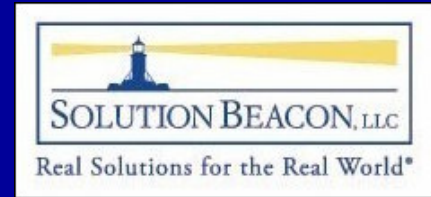
Data Warehouse in the Making

OBIEE Plus



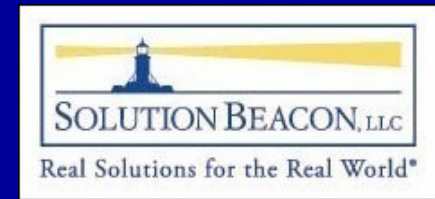
- ◆ Oracle Business Intelligence Enterprise Edition Plus (OBIEE)
 - Presentation Services
 - Answers and Dashboards
 - Delivers/ibots
 - BI Publisher
 - OBIEE Administrator
 - Pre-Packaged content (BI Applications)
- ◆ Oracle Business Intelligence Standard Edition-1 (OBISE-1)
 - Reporting interface (Answers and Dashboards, PS, BI Publisher)
 - Oracle Warehouse Builder license is included
 - Supported only on Windows at the moment

OBIEE Plus Continued



- ◆ Ability to connect to any data source on any platform, merge data from multiple sources
- ◆ BI Applications (Pre-Packaged Solutions)
 - Fusion Intelligence – DBI components integrated into OBIEE; on maintenance mode as of July'07
 - Business Intelligence Applications
 - ◆ Physical Data Warehouse Star-schema adaptors for Oracle EBS, Siebel, PeopleSoft, SAP etc.
 - ◆ Informatica OEM Power Center Server and ETL with Datawarehouse Administrator Server and Console (DAC) to administer the ETL
 - Hyperion's Financial Performance Metrics related KPIs and Dashboards are included in Fusion Intelligence. Not fully integrated with Hyperion though

OBIEE Plus Continued



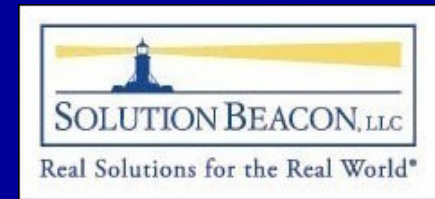
◆ Limitations?? Call 'em Observations

- Expensive just as with any complete BI solution
- Informatica's Power Center Server and ETL processes are slow, and support intensive
- Business Adaptors for Oracle EBS are incomplete, limited flexfield support etc.
- Organizations now need to acquire a new skillset in Informatica ETL

◆ Other Tools/Options

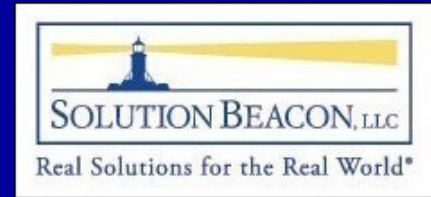
- Either a Cognos or a Business Objects as the UI
- Not complete solutions for Oracle EBS customers though
 - ◆ Need Data Warehouse as a source
 - ◆ No pre-built metadata repository if its for Oracle EBS (Noetix offers it)
- Cannot access or merge data from different sources on different platforms, I believe Cognos8 and BO xiR2 (integration with Crystal Reports post-acquisition) can access them separately – OBIEE has an edge here

Alternative Solution



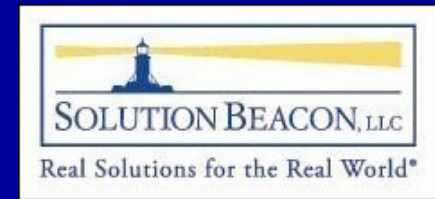
- ◆ Combo - OBIEE Answers and Dashboards interface (only the front-end) and DecisionExperts (from Teradata)
- ◆ DecisionExperts
 - Formerly DecisionPoint Software
 - Pre-packaged Star-schemas for Oracle EBS and PeopleSoft
 - Comprehensive solution, full automatic support for KFF and DFFs
 - SQL based with a GUI Interface
- ◆ Limitations
 - Abstract layer for OBIEE doesn't exist today
 - Plans underway develop OBIEE abstract layer and integration with DecisionExperts

Summary and Conclusion



- ◆ OBIEE is undeniably a great next generation Business Intelligence solution
- ◆ OBIEE's packaged solutions are good, but other options such as DecisionExperts and Jaros can be evaluated
- ◆ A combination of OBIEE and the above-mentioned third-party back-end packaged solutions are options to consider
- ◆ Finally, an assessment of your current systems, architecture, tools, technology, resources must be performed to prepare for an overall Corporate BI reporting solution

Questions and Answers



Thank You!

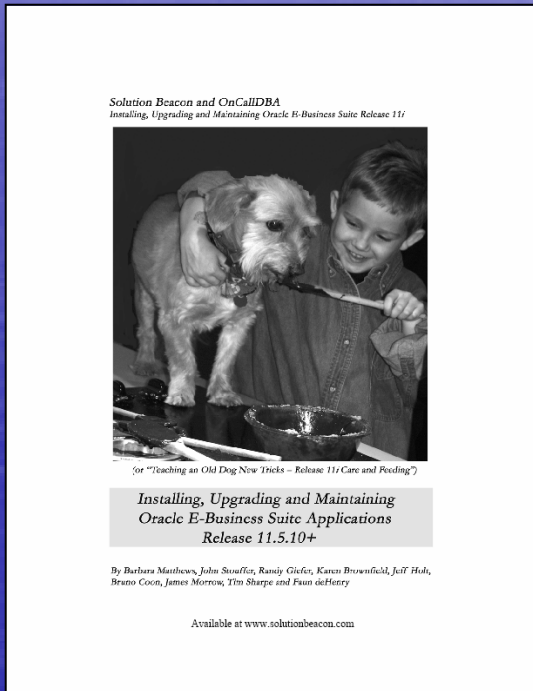
Naren Thota

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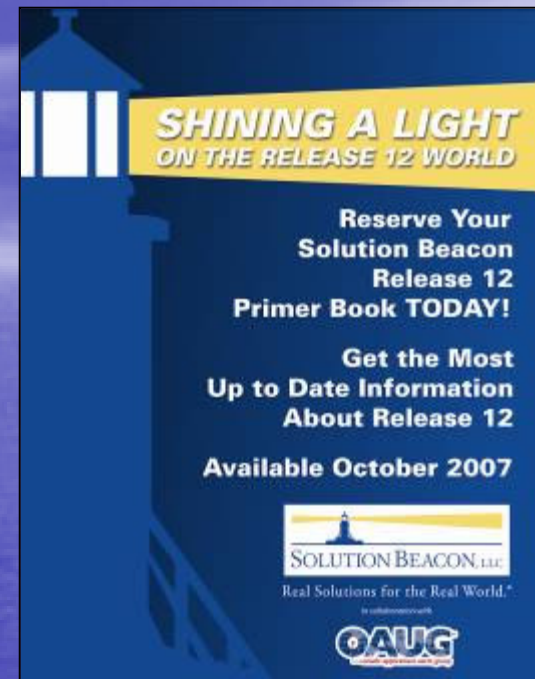
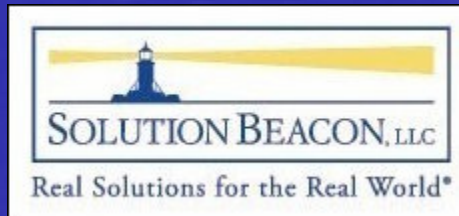
Installing, Upgrading and Maintaining Oracle E- Business Suite Applications 11.5.10.2+



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Shining a Light on the
Release 12 World

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