

Oracle Unveils Oracle Business Intelligence 11g



Oracle's new release integrates Relational and OLAP Analysis and delivers new capabilities in Enterprise Reporting, Scorecards, Visualisation and Collaboration

Oracle has recently announced Oracle Business Intelligence 11g, the most complete, integrated and scalable suite of Business Intelligence products for customers to achieve better business visibility and alignment. Such is our enthusiasm for this new release of Oracle Business Intelligence, Fusions5 is now installing the solution on our demonstration hardware and will have this software integrated with JD Edwards ready to present to customers shortly.

"Oracle Business Intelligence 11g delivers the complete spectrum of business intelligence capabilities, spanning enterprise reporting, scorecards, dashboards, ad hoc queries, OLAP analysis, search, and actionable collaboration on an integrated technology foundation," said Paul Rodwick, vice president of Product Management, Oracle Business Intelligence. "The new release is easy to implement for departmental needs, and scales to provide unrivalled performance and scalability for the largest and most demanding enterprise deployments."

Oracle Business Intelligence 11g can operate across any database and range of business applications making it an ideal solution for any organisation. Oracle Business Intelligence 11g provides the industry's only unified environment for accessing and analysing data that resides in relational, OLAP, and XML data sources; it enriches the end user experience with a new integrated scorecard application and innovations in enterprise reporting, Visualisation, search and collaboration; and it enhances performance, scalability, and security through deeper integration with Oracle Enterprise Manager 11g and other components of Oracle Fusion Middleware.

The enhanced OLAP analysis capabilities enable users to access and navigate hierarchical data stored in Oracle Essbase and popular relational data sources from a common interface. A new, integrated thin-client report design editor enables business users to publish both interactive, Web-based reports as well as high fidelity, pixel perfect production reports.

A new application, Oracle Scorecard and Strategy Management, is an integrated component of Oracle Business Intelligence 11g that helps individuals track metrics and key performance indicators (KPIs) that align with organisational strategy and goals. The enhanced, task-oriented user interface features a comprehensive range of new interactive charting and prompting capabilities, including map visualisation options directly linked to spatial data, to provide a richer, more intuitive end user experience.

The Action Framework feature is a unique and innovative feature that closes the loop between insight and action by enabling users to initiate an action, such as a business process or Web service, directly from their dashboard. End users are notified of exceptions and events, share and discuss insights in real-time, make decisions collaboratively, and save annotations and discussion threads through built-in notification and alert features as well as integration with Oracle WebCenter Suite 11g.

Through deep integration with Oracle Enterprise Manager 11g, Oracle Business Intelligence 11g is the only BI foundation that allows system administrators to manage and monitor BI performance from the same environment used to manage their entire IT stack.

The integrated system management services of Oracle Business Intelligence 11g make it easy for administrators to quickly configure, test, deploy, monitor, and install patches to enable continuous availability, with superior security, scalability, and query performance.

Cindi Howson, a highly respected independent analyst from BI Score Card says "Oracle BI Extended Edition 11g is a big improvement, with capabilities that go far beyond improving core BI. For example, the new scorecard module seems one of the most robust, intuitive and certainly most integrated on the market to date."

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"Another new capability is its Actionable Intelligence. Within pre-built analytic applications, Oracle had the concept of guided analysis in version 10. For example, if a call center representative is looking at a list of orders and pending payments by customer and sees that payments are increasingly late, the main report could link to related content to show the volumes, amounts, correspondence and so on."

"What's new in 11g is that a decision-maker can be guided not only to other content, but also, can invoke a process. In this case, issuing a credit hold or sending a

late payment notice could be actions to invoke. The actual Web services or script to invoke is defined outside of the BI Server and then registered as potential actions. Once registered as actions, they can be embedded within a dashboard, report or alert notification."

"The process of defining the actions and accessing them seemed straight forward. This capability is certainly a competitive differentiator and makes the concept of "insight to action" a reality. That it can be consistently implemented and leveraged by all users in various use cases and interfaces makes "Actionable Intelligence" even more attractive."

Fusions5 is excited and impressed with the capabilities of Oracle Business Intelligence 11g; we look forward to presenting the software to you in the near future.