

# ORACLE Data Warehouse & Business Intelligence Solutions



## Reporting needs

Reporting requirement in any organization is growing day by day. Each business user needs a report which would meet his current business needs, analyze previous year's/Quarter's data and predict the future business trend. All such business requirements are very dynamic and all this need a robust yet easy to use tool such as Oracle OBIEE.

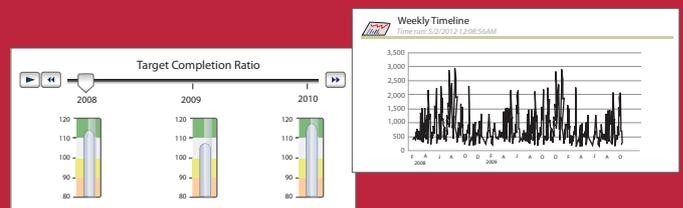
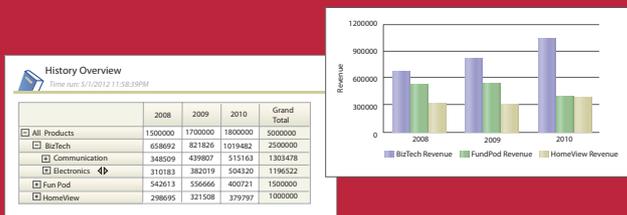
*"Getting the right data to the right person at the right time to make the optimal decision is the most important thing you can get from your data"* - Mark Hurd, Oracle President

## About OBIEE

Oracle Business Intelligence Suite Enterprise Edition (OBIEE) is a comprehensive suite of enterprise BI products that delivers a full range of analysis and reporting capabilities including interactive dashboards, full ad hoc, proactive intelligence and alerts, enterprise and financial reporting, real-time predictive intelligence, disconnected analytics, and more. Featuring a unified, highly scalable, modern architecture, Oracle BI EE Plus provides intelligence and analytics from data spanning enterprise sources and applications empowering the largest communities with complete and relevant insight. The platform is based on a proven, modern Web Services-Oriented Architecture that delivers true next-generation BI capabilities.

## Oracle Business Intelligence System includes

- 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.
- Take BI on the go using the Mobile Analytics available on iPad and iPhone
- Viewing the high fidelity data on maps using Spatial integration giving it a more comprehensive data visualization and interpretation power



## What business needs?

Business often requires answers to below questions to take appropriate business decisions. The information provided by the system not only should be reliable but also should have the capability of getting detailed information.

### Revenue

How does my revenue compare to my forecast and budget? How does my revenue compare to the prior month, quarter, or year? How does my revenue compare among different lines of business? How is my revenue split between the revenue categories?

### Gross Margin

What is my gross margin by line of business? What is my gross margin for a month, quarter, or year? How does my current gross margin compare to the gross margin of last year? How does my gross margin and income compare between companies?

### Expense

How do my operating expenses compare to my forecast and budget? How do my operating expenses compare to the prior month, quarter, or year? How do my operating expenses compare between different lines of business?

### Operating Margin

How does my operating margin compare to the prior month, quarter, or year? How does my operating margin compare between different lines of business?

### Headcount and Expenses Trend

Do changes in expenses lead, lag, or track with changes in headcount? Are changes in expenses significantly more volatile than changes in headcount?

### T&E Expenses

How much are employees spending on Travel and Entertainment?

### Top 10 Spenders

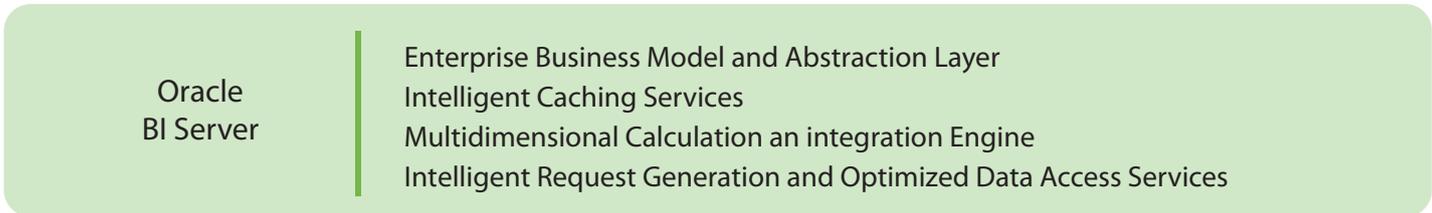
Which employees are my top spenders? Are the top spenders violating any corporate policy?

Apart from this we can always address to specific questions which business needs an answer.

## Why OBIEE?

Oracle BIEE is a comprehensive, next generation BI platform that features a full range of BI capabilities to meet the needs of any user, all built on a single, unified architecture that distills and delivers information from all enterprise data sources.

- 100% thin client interface
- Intelligence across multiple enterprise sources, including Oracle and non Oracle
- Unified BI metadata for all end user tools
  - Rich interactive dashboards with guided analytics
- Proactive detection, alerts and multi-step analytic workflow
- Advanced enterprise reporting and publishing
- Full featured disconnected analytics for BI Mobile users
- Supported data sources:
  - Oracle database
  - Oracle database OLAP option
  - Oracle E-business suite
  - Oracle peoplesoft CRM
  - SAP B/W
  - Microsoft SQL server
  - Microsoft analysis services
  - Microsoft excel
  - IBM DB/2 database
  - Teradata warehouse
  - ODBC sources
  - Flat files
  - XML



### What we do?

For customers who are running on home grown applications, we perform a due diligence on the application and come out with a plan to implement custom BI solution. Usually for such development work, we involve the customer IT team and key users to understand the functionality of the application.

Implement BI APPS reporting solutions i.e. Oracle daily business intelligence reports for financials, HRMS etc. where Oracle E-business suite is implemented.

We also offer solutions to upgrade oracle discoverer reports i.e. version 4i to be upgraded to Oracle BI reports

### Why Genisys?

**OBIEE practice-** We have a team of expert OBIEE consultants who are having a blend of rich functional and technical expertise. We have designed our own BI project lifecycle methodology which gives an edge to customers during development stage. We train and enable key customers to handle changes in dashboards after the completion of implementation cycle.

**Quick ramp up –** Based on specific needs, we can ramp up the team size to meet the deadlines.

**Ownership and integrity –** Our senior management is involved from the kick –off stage of the project. This gives a tremendous advantage for customer SPOC to give their feedback openly.

**Quality and Confidentiality –** We strictly follow Oracle AIM standards during development phase. This helps us to adhere to follow the best practices from Oracle. All services are carried out in a secured environment ensuring that confidentiality is maintained.