The Next Generation of Analytic Apps

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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Agenda

1 Overview of Oracle Analytic Apps Portfolio

2 OTBI Roadmap & OBIA Direction

3 Vision of Next-Gen Analytic Apps

4 Preview of CxO Cockpit

5 Q&A

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The Analytics Imperative

How AI Will Change the Way We Make Decisions

THE AGE OF ANALYTICS COMPETING IN A DATA-DRIVEN WORLD

The Economist

The world's most valuable resource
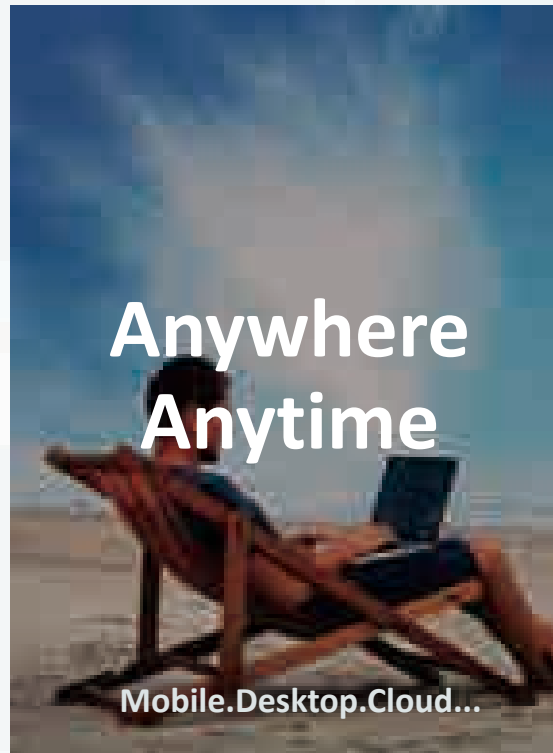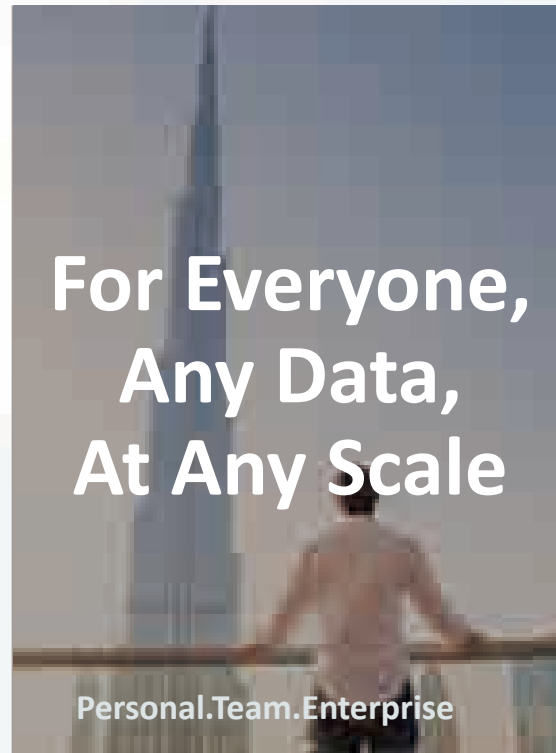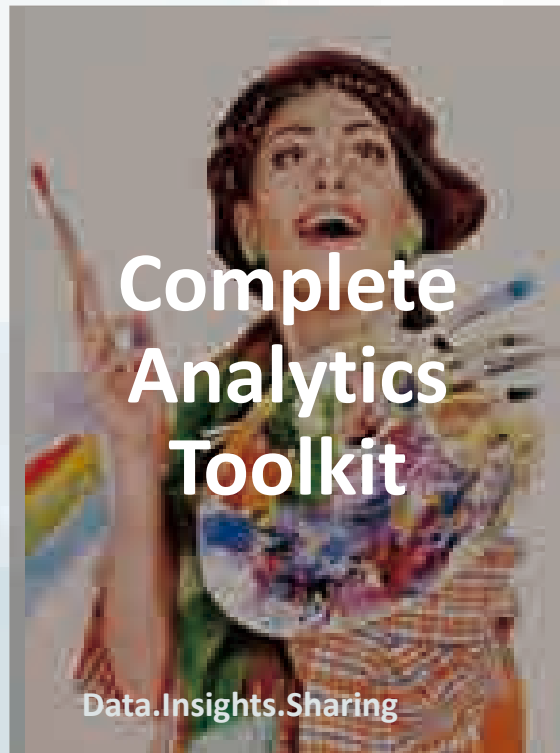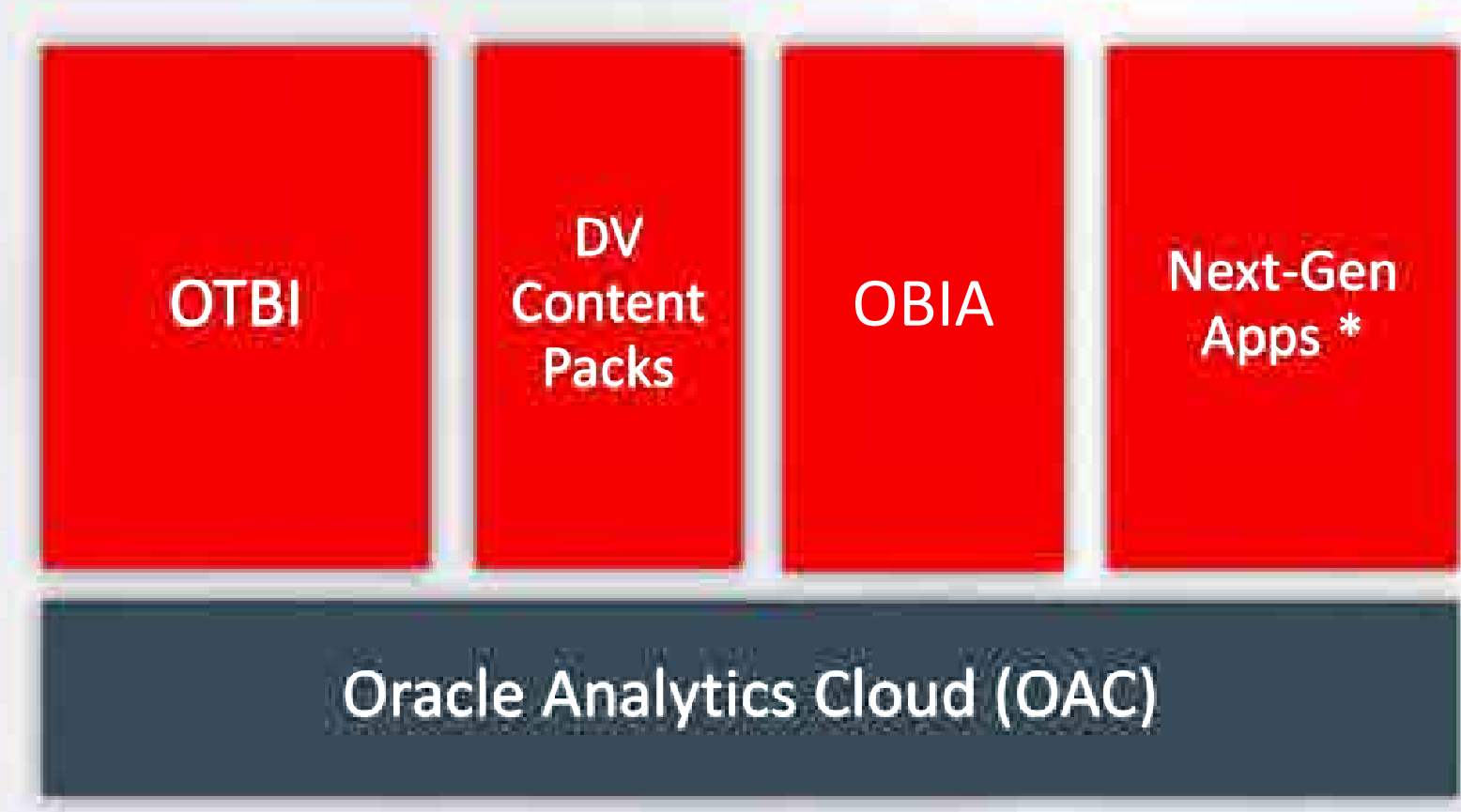
Data and the next rules of competition

8X Data-Driven Organizations Growth over Global GDP

Oracle Analytics Product Strategy
Oracle Analytics Cloud (OAC) and Analytic Apps

Complete Analytics Toolkit

Data.Insights.Sharing

For Everyone, Any Data, At Any Scale

Personal.Team.Enterprise

Anywhere Anytime

Mobile.Desktop.Cloud...

Pre-built Applications

CX.ERP.HCM.SCM...

Oracle Analytic Apps Portfolio

OTBI	DV Content Packs	OBIA	Next-Gen Apps *

Oracle Analytics Cloud (OAC)

* Planned for future releases

Oracle Transactional Business Intelligence (OTBI)

Delivering Real-Time Business Insights

- Real-time operational reporting **embedded** in Oracle Cloud Applications (ERP, HCM, CX)
- Daily decision making, proactive problem resolution, and business speed and agility
- Always Available, Delivered in Context
- Access across a user's touch points – Web, Mobile, Microsoft Office™
- Supports Fusion Security & Extensibility
- Enables Operational Excellence

Role-based Visualization Content Packs

Pre-built data visualization content

- Included with Oracle Data Visualization Platform

- Extends OTBI insights with pre-built data visualization sample content

- Targets specific line-of-business personae

- Identifies difficult-to-spot business opportunities, innovations and patterns

- Blends data across business functions, lines of business and applications

- Quick ad-hoc exploration of OTBI and other data with intuitive business user interface

- Near real-time access to data from OTBI and other Oracle application sources

Oracle Business Intelligence Applications (OBIA)

- **Packaged Apps** for HCM, ERP, SCM & CX
- **Pre-built** ETL, Data Warehouse, Logical Data Model, Reports & Dashboards
- **Flexible Deployment** options
  - <u>Cloud</u>: powered by Oracle PaaS & Oracle Analytics Cloud
  - <u>On-Premise</u>: powered by OBIEE
  - <u>Hybrid</u> options where needed
- Supports Cloud, On-Premise & 3rd-party **data sources**
- **Fully extensible** and **customizable**
- Proven solution: **4,000+** customers / **8,000+** metrics
- **Customer-managed** solution

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OTBI Content Coverage

350+ Subject Areas

20,000+ Data Fields

CX
- Sales
- Marketing
- Partners
- Incentive Compensation

Procurement
- Purchasing
- Sourcing
- Requisition
- Supplier
- Enterprise Contracts

HCM
- Benefits
- Compensation
- Payroll
- Workforce Talent Review
- Workforce Goals
- Workforce Performance
- Workforce Profiles
- Workforce Management
- Succession Management
- Time & Labor

Financials
- Budgetary Control
- General Ledger
- Sub Ledger Accounting
- Intercompany Transactions
- Payable
- Receivable
- Fixed Assets
- Revenue Management
- Cash Management
- Expenses

Projects
- Project Billing
- Project Costing
- Project Control
- Project Management
- Resource Management
- Grants Management

Supply Chain
- Inventory
- Distributed Order Orchestration
- Costing
- Shipping
- Receiving
- Product Information Management
- Innovation Management
- Manufacturing

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OTBI Content Roadmap – Short Term

HCM
- New Health and Safety - Incidents reporting
- New Payroll Element Entries History reporting
- New Payroll Costing Setup Details reporting
- New Payroll Rate Calculation Results reporting
- New Time Collection Devices reporting
- New Succession Management Talent Pools reporting
- New HCM Transaction Administration reporting

ERP/Financials
- New Contract Revenue Management reporting
- Improve usability in Sub-ledger Accounting subject area
- Improve cross functional reporting across payable subject areas
- Improve cross functional reporting between Financials and Projects
- Enhance Budgetary Control reporting
- Expose WHO columns in GL reporting
- Expose all accounting segment levels & segment description in GL Balances subject area
- Exposing description column for KFF segments
- Support Diagnostic Program extension for GRC

Loyalty
- 5 new Loyalty subject areas that analyze loyalty member trend, member status, member points, voucher and transactions

Sales
- New Sales cloud user adoption reporting
- New Resource subject area
- Support extension for Asset Resource and Contact
- Support Account Business Plan
- Add Lead Assignment Status in CRM SAs
- Support Partner reporting on Activity
- Partner Assessment Reporting

Services
- New HCM Help Desk analytics
- New Omni Channel analytics
- New Work Order reporting
- New Service Queue Resource reporting

Projects
- Support daily spread for Actual, Planned, and Remaining Effort in Projects
- Improve cross functional reporting between Payables and Project Costing
- Improve cross functional reporting between Receivables and Project Billing

SCM
- New Fiscal Document Capture reporting
- New product life-cycle reporting that tracks product history from receipt of materials through manufacturing to the delivery of the product
- New product quality issues and actions reporting
- New Cost Rollup Details & Where Used content
- New Production Exceptions content
- New Product Development content
- New Installed Based Base content
- New Sourcing Program content
- Support Calendar requirements
- Support Cross Functional Reporting for SCM

OTBI Content Roadmap – Medium Term

HCM
- New Payroll Archive Subject Area that provides payroll balance history reporting
- Add YTD balances in Payroll balance
- Add bank account and overtime period in payroll personal payment subject area
- Support learning cost and pricing, date effectivity, and target outcomes in Learning Management
- Enhance recruiting historical analysis, candidate progression, sourcing, job requisition aging and prospects
- Enhance historical reporting in Person subject area

Financials
- New Fixed Assets Asset Balances Subject area
- Support action link drill-downs to Fusion Payable and GL transactions
- Enhance Self Assessment Tax reporting
- Optimize Working Capital reporting cross CE/AP/AR/GL/CM
- Further expand exposure for Cash Management, Credit Management, Collections and Expenses
- New Public Sector subject areas for permits and inspections

Partner Management
- New Partner Management subject areas that analyze partner program benefits, and partner tiers

Sales
- Enhance reporting on Quotes / Sales Order
- Enhance reporting on Unpublished Quotas
- Enhance schedule type reporting in Pipeline subject area

Loyalty
- New reporting on Loyalty Points trend

Knowledge Management
- New knowledge management subject areas & dashboards

Incentive Compensation
- Enhance content gap from common BIP usages
- Enable IC metrics reporting by CRM dimensions and hierarchies
- Support compensation rates reporting
- Enhance object completeness and improve Performance

Projects
- Support Project Performance Reporting
- Support Project Financial Planning
- Support Project Period Close Exception
- Support Project Customer in Project Financials subject areas
- Support Cost Adjustment History
- Support Cross Charge Processing
- Enhance Currency reporting usability
- Enhance Project Accounting Reporting
- Track actual and remaining expense amounts separately from planned expense amounts
- Ability to combine project data and product data for reporting

Supply Chain
- New Maintenance Management subject areas
- New Supplier Profile Change management subject area
- New Supply Chain Financial Orchestration subject area
- Support Supplier Actions audit reporting
- New subject area for auditing financial transactions
- Support Cross Functional Reporting for SCM
- Support Calendar requirements

OTBI – Balancing Need for Data Coverage with Usability
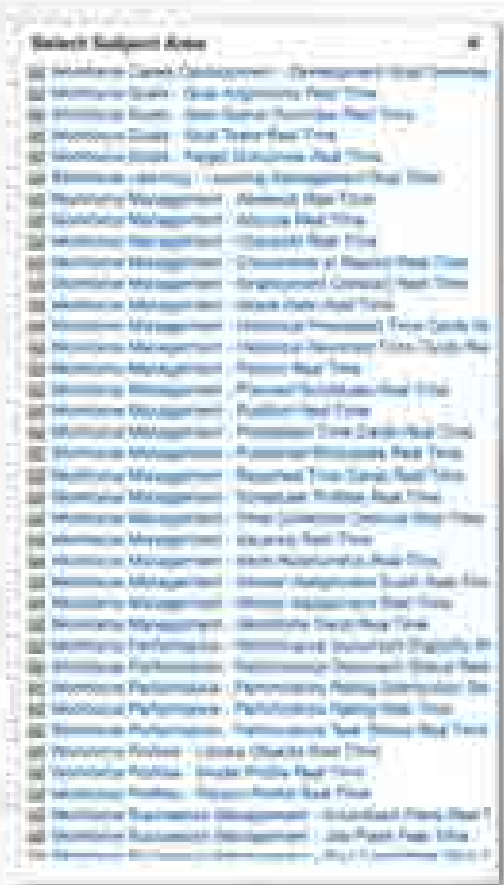
Problem

- On average OTBI subject areas consist of numerous folders and hundreds of fields
- Proliferation of subject areas creates challenges to find relevant reporting fields

  Customer quote: *"When creating a new report, one has to know the subject areas but I have no idea which areas I should be clicking on."*

Solution

- Structure subject areas based on business processes and persona needs
- Use data-driven solution to expose only those reporting fields that:

a) Belong to an "enabled" functional area in the customer's Fusion Cloud deployment

b) Are based on data columns that are populated with data in the OLTP

Planned OTBI Usability & Performance Enhancements

1 **Improved Search Within and Across Subject Areas**

2 **Enhanced OTBI Usage Tracking**

3 **Improved Query Performance Using Security Materialization**

4 **Improved Contextual Embedding of OTBI Reports & Dashboards**

5 **Audit Capabilities for OTBI Catalog Content**

Oracle BI Applications (OBIA) – What's Next?

BI Applications 11.1.1.10.2 (Available Today)

Adaptor Support / Certification:

- Cloud Applications
  - Fusion Applications Rel11, Rel 12.1
  - Taleo 15B HCM (New)
  - Service Analytics (Rightnow) 14.8 CRM
  - Spend Classification certification (New)
- On Premises Applications
  - EBS 12.2.6 source certification (New)
  - Siebel Appl IP16,17 certification (New)
  - JDE 92 support & PSFT 9.2 for SIA certification

Platform Certifications:
- OBIEE: 11.1.1.9.3, 11.1.1.9.5, 11.1.1.9.6 and 12c (Out of place)

Oracle Analytics Cloud (OAC) Deployment:
- DBCS for Data Warehouse Objects
- IaaS (Compute) for ODI
- Storage Service
- OAC for Reporting Platform

Ongoing Patch Bundles (0 to 12 months)

Adaptor Support / Certification:

- Cloud Applications
  - Fusion Applications Rel 13.1
  - Taleo 16B HCM

- On Premises Applications
  - Next version of source certifications for PSFT, EBS & JDE
    - EBS 12.2.7 source certification
    - JDE 9.3 Source certification

Platform Certifications:
- Oracle Data Integrator (ODI) 12X
- ODI CS
- OBIEE 12c
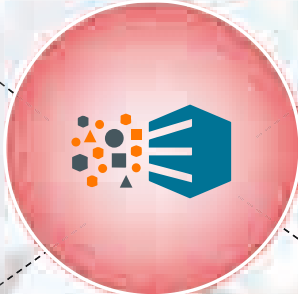- SDS replication to support EBS 12.2 patching logic

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Key Drivers of Next-Gen Analytic Apps

Deep Persona Focus

Data Network Effects

Predictive Insights

Prescriptive Actions

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Next-Gen Analytic Apps – New Product Principles

Past

Future

- All-encompassing monolithic apps
- Heavy dependency on Professional Services
- Rigid ETL and data modeling exclusively by IT
- Pre-built reports and dashboards
- Traditional enterprise software UX
- Loose operational app integration
- Closed consumption of insights
- Focused on awareness and understanding
- Insights derived from operational data only

- Modular persona/use case-specific apps
- LOB managed / self-service configuration
- Light and flexible data flows led by analysts
- Metadata-driven personalized views
- Delightful consumer software-like UX
- Seamless bi-directional app integration
- Pervasive and open collaboration
- Predictive and actionable insights
- Leveraging networks effects of data

Sample Smart Analytic App Use Cases for SCM

Smart Spend Analytics

Target Persona: Procurement Exec

Use Case
Optimize spend and identify cost savings opportunities. Gain visibility of total spend across different categories, and model impact of fluctuating commodity prices, FX rate changes on total spend.

Supplier Risk Scoring

Target Persona: Procurement Exec

Use Case
Anticipate and mitigate supplier risk. Model and monitor risk in terms of product quality, on-time performance, and price fluctuations. Recommend optimal corrective actions.

Sample Smart Analytic App Use Cases for HCM

Skills as a Currency

Target Persona: VP of HR

Use Case
Workforce averages nearly 70% of operating expenses. Model skills as currency for workforce. Extract skills from resumes to identify talent. Model effective measures for talent development.

Workforce Coverage

Target Persona: VP of HR

Use Case
Workforce planning based on difference between required and predicted available man power. Proactively manage risk and pre-empt shortages. Preemptively fill workforce gaps.

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CxO Cockpit – Vision Statement

Smart KPIs plus **Analytical Depth** for Executives to Run their Business

- Personal and adaptive
- Easy to use and delightful to consume on any device
- Collaboration
- Best practice KPI hierarchies
- Proactive, intelligent alerts
- From insights to actions via integration of Oracle Fusion Cloud Apps

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Persona: John Oliver, CEO of Consumer Technology Provider
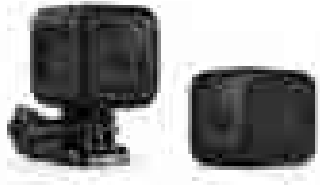
Profile

Company

- Revenue $1-2B
- Products and Services
- Direct and Indirect Channel

CEO Personality

- Age: 48
- Data-driven
- Problem solver
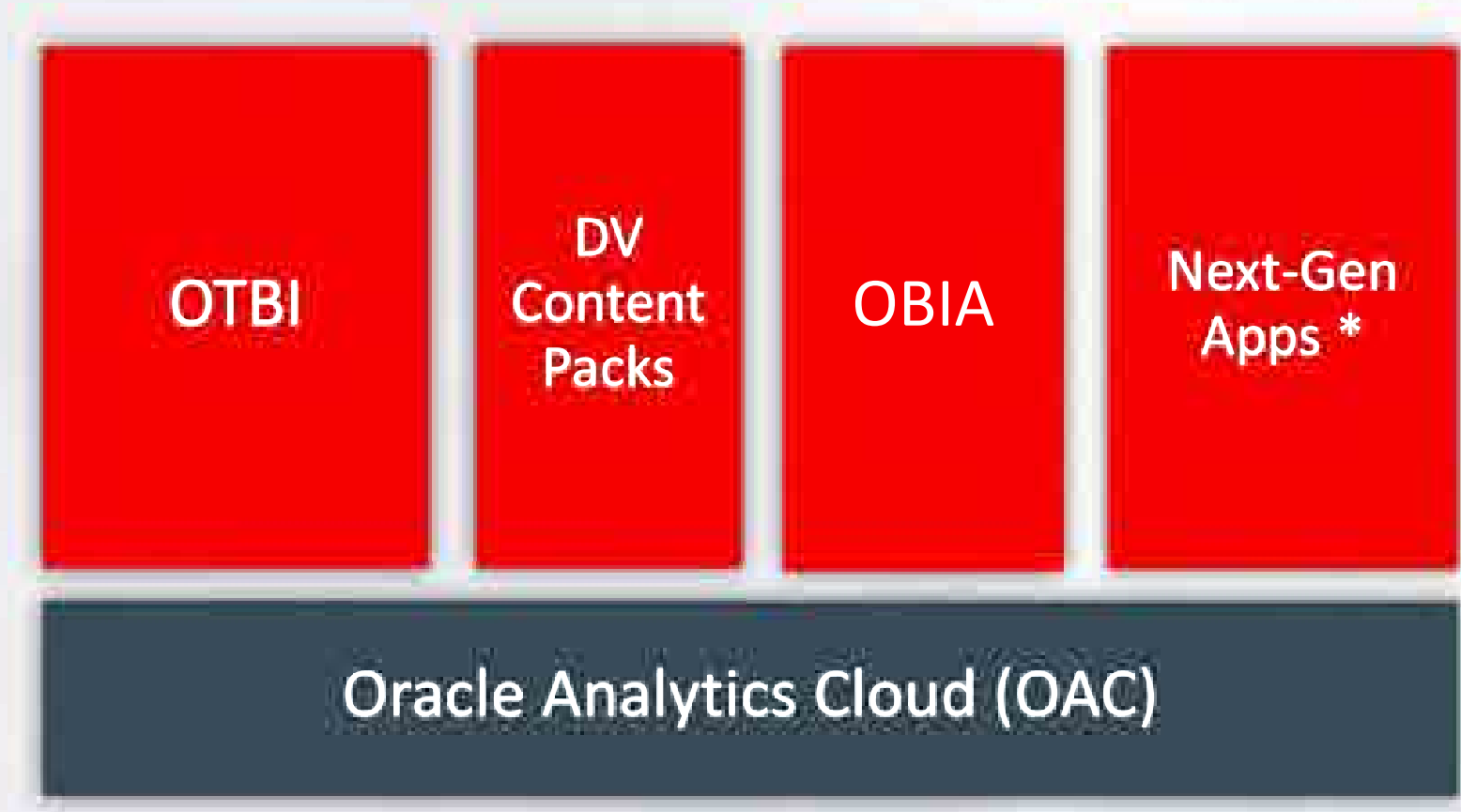- Demands drill down on problems
- Tight on resources

Needs

Monitor all aspects of business

- Revenue growth
- Profitability and margins
- Free cash flow
- Customer sentiment
- Operations
- Organizational health / culture

Oracle Analytic Applications
From Embedded Reporting to Next-Gen Smart Apps

OTBI

DV Content Packs

OBIA

Next-Gen Apps *

Oracle Analytics Cloud (OAC)

* Planned for future releases

Next Steps

- Attend our analytic apps sessions

- Visit our demo booths

- Meet with us to identify your priorities and opportunities

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Analytic Apps Sessions at Open World 2017

HCM Cloud

- Reporting Capabilities in Oracle HCM Cloud (Oct 3, 5:45pm - 6:30pm)

SCM Cloud

- Improve Product Life Cycle and Data Management with Analytics for Supply Chain (Oct 3, 5:45pm - 6:30pm)
- Improve Order Management and Supply Chain with Analytics for the Cloud (Oct 4, 2:00pm - 2:45pm)

ERP Cloud

- Improve Profitability and Cash Flow with Analytics for Oracle ERP Cloud (Oct 4, 12:00pm - 12:45pm)
- Improve Procurement Performance with Analytics for Oracle ERP Cloud (Oct 4, 5:45pm - 6:30pm)

CX Cloud

- Solving Real-World Problems with Oracle Sales Cloud Analytics and BI (Oct 3, 5:45pm - 6:30pm)
- Voice of the Customer: Oracle Sales Cloud Analytics in Action (Oct 4, 1:00pm - 1:45pm)
- Empowering CX Users with Visual Analytics to Drive Better Business Decisions (Oct 2, 2:15pm - 3:00pm)

Analytic Apps Sessions at Open World 2017

- The Next Generation of Analytic Applications (Oct 2, 4:45pm - 5:30pm)

- Oracle Data Visualization Content in Oracle Fusion Applications Cloud Service (Oct 4, 2:00pm - 2:45pm)

- Adaptive Intelligence and Machine Learning on Oracle Analytics Cloud (Oct 4, 5:30pm - 6:15pm)

- Jumpstart the Data Visualization Journey for Oracle SaaS Applications (Oct 4, 4:30pm - 5:15pm)

- Migrating Your Oracle BI Applications to Oracle Analytics Cloud (Oct 2, 5:45pm - 6:30pm)

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