



So Many Choices:

Choosing The Right Business Intelligence Reporting Tool For Your Organization

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Overview

- Which reporting tool will give us the flexibility and information we need?
- Evaluating pros and cons of key reporting tools
- Comparing:
 - 1. Oracle Business Intelligence Discoverer
 - 2. Oracle Business Intelligence Applications
 - 3. Noetix Reporting Tools





Key Reporting Tools

- Oracle Business Intelligence Discoverer
 - Ad Hoc reporting tool with some report formatting capabilities
 - Tool for End Users and Executives
- Oracle Business Applications
 - provides an extensive set of predefined reports in dashboard format
- Noetix Reporting Tools
 - Third Party reporting tools that work well with Oracle Applications and provide both ad hoc and dashboard reporting.







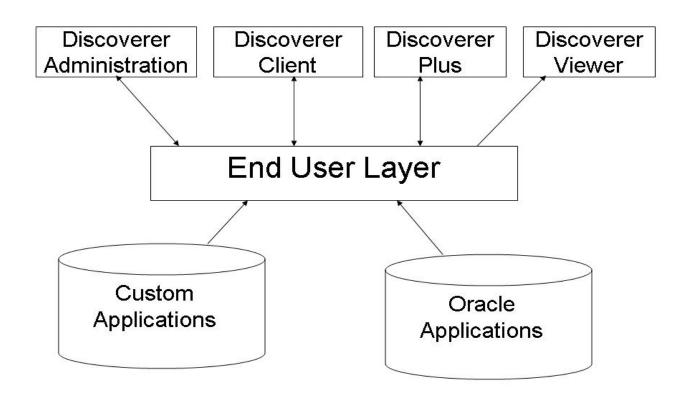
- Ad Hoc reporting tool with some report formatting capabilities
 - User friendly interface with robust functionality
 - Relational and OLAP capabilities
 - User security is based on Oracle APPS security







BI Discoverer Components







- Discoverer components
 - Administration
 - Create End User Layer
 - Define End User security and privileges
 - Create Business Areas
 - » Folders and data items
 - » Data hierarchies
 - » Item Classes

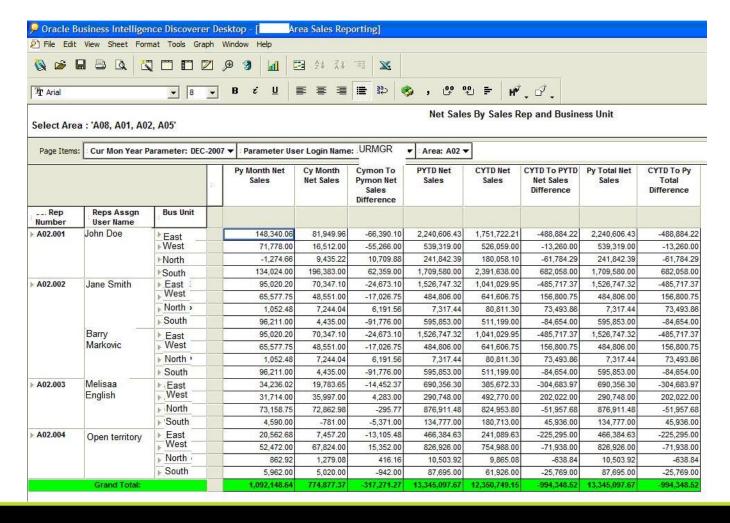




- End User Tool Functionality
 - Data filters
 - Run time parameters
 - Custom calculations
 - Exception reporting
 - Totals and percents
 - Table and cross tab report formats
 - Page Item Pivot functionality
- Sharing reports by user and/or responsibility

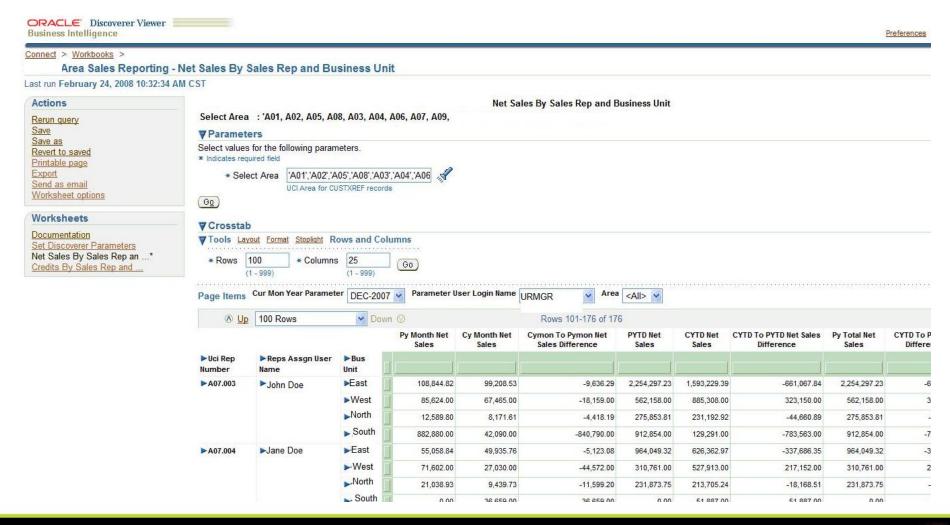
















- Additional functionality
 - BI Spreadsheet Add-In
 - BI Publisher (was XML Publisher)
 - E-mail PDF formats





- Overview
 - Dashboard look and feel
 - Pre-canned dashboards and reports for Oracle Applications
 - Data Warehouse environment
 - Uses Oracle Materialized Views

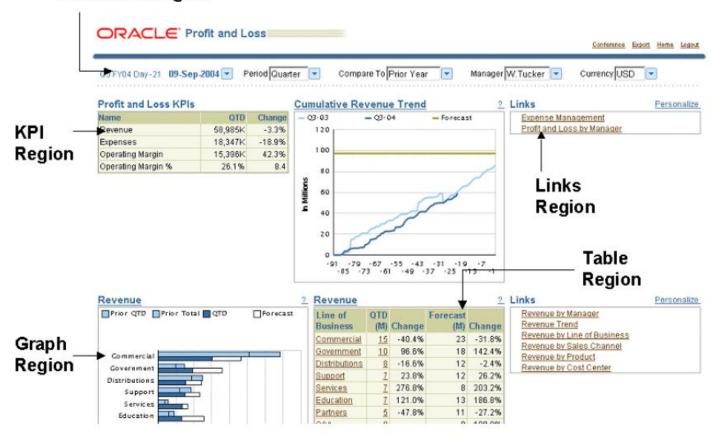






Sample Financials Dashboard

Parameter Region







Applications and Dashboards

- Daily Business Intelligence for Customer Support
 - Customer Support Management Dashboard
- Daily Business Intelligence for Depot Repair
 - Depot Repair Management Dashboard
- Daily Business Intelligence for Field Service
 - Field Service Management Dashboard





- Daily Business Intelligence for Financials
 - Profit and Loss Dashboard
 - Profit and Loss by Manager Dashboard
 - Expense Management Dashboard
 - Expense Analysis Dashboard
 - Funds Management Dashboard
 - Payables Management Dashboard
 - Payables Status Dashboard







- Daily Business Intelligence for Interaction Center
 - Email Center Management Dashboard
 - Inbound Telephony Management Dashboard
- Daily Business Intelligence for iStore
 - Store Management Dashboard
 - Store Top Activity Dashboard
- Daily Business Intelligence for Maintenance
 - Maintenance Management Dashboard





Oracle Business Intelligence Applications Applications and Dashboards - Continued

- Daily Business Intelligence for Marketing
 - Marketing Management Dashboard
 - Lead Management Dashboard
- Daily Business Intelligence for Procurement
 - Procurement Status Dashboard
 - Procurement Performance Management **Dashboard**
 - Procurement Management Dashboard
 - Procure-to-Pay Management Dashboard
 - Commodity Spend Management Dashboard
 - Commodity Supplier Management Dashboard







- Daily Business Intelligence for Product Lifecycle Management
 - Product Management Engineering Dashboard
 - Product Management Dashboard





- Daily Business Intelligence for Projects
 - Projects Profitability Management Dashboard
 - Projects Operations Management Dashboard
 - Capital Projects Cost Management Dashboard
 - Contract Projects Cost Management Dashboard
- Daily Business Intelligence for Quoting
 - Quote Management Dashboard





- Daily Business Intelligence for Sales
 - Sales Forecast Management Dashboard
 - Sales Management Dashboard
 - Opportunity Management Dashboard
- Daily Business Intelligence for Service Contracts
 - Service Contracts Management Dashboard
 - Service Renewals Management Dashboard





- Daily Business Intelligence for Supply Chain
 - Customer Fulfillment Management Dashboard
 - Shipping Management Dashboard
 - Inventory Management Dashboard
 - Manufacturing Management Dashboard
 - Product Cost Management Dashboard
 - Plan Management Dashboard
 - Product Revenue Bookings and Backlog Dashboard
 - Warehouse Management Dashboard
 - Transportation Management Dashboard







Dashboard Components

- Parameter Region allow the users to select run time parameters.
- KPI Region report on Key Performance Indicators.
- Graph Region for graphic reporting.
- Links Region allow links to other Dashboards, company or external websites, etc.
- Table Region provide tabular reports.





Sample Financials Dashboard

Parameter Region







Key Dashboard Concepts

- Responsibility Identifies the data that a user can access. There are predefined responsibilities along with the capability of creating new ones
- Date Parameters Define the time period of the data being reported along with a time period for comparison purposes, such as current month to same month in the prior year
- KPI or Key Performance Indicator KPIs are defined for each Dashboard based on accepted "best practices"





- Implementing the Dashboards
 - Defining user security
- Customizing the dashboards and reports
 - IT Staff required





- Pre-canned dashboards and reports for Oracle Applications
- Noetix Tools
 - Noetix Views
 - Noetix Generator
 - Noetix WebQuery
 - Noetix Answers
 - Noetix Dashboards
 - Noetix QueryServer
 - Noetix Platform



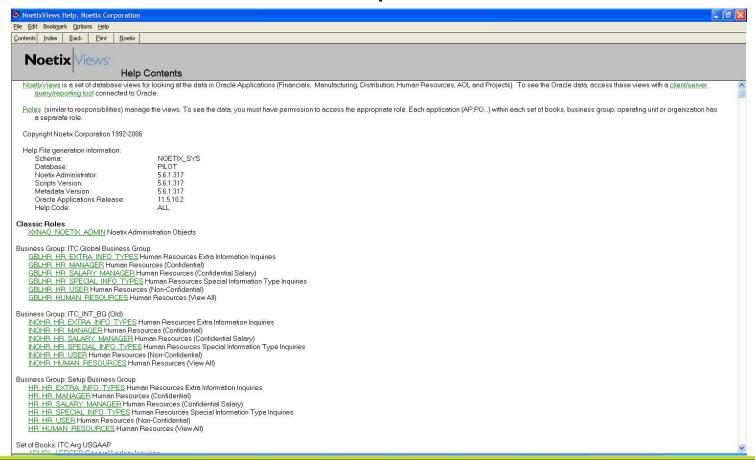


- Noetix Views Functionality
 - Custom Oracle Views designed to provide specific business information
 - Data items set to commonly understood business terms
 - Includes key and descriptive flexfields
 - Indexed items for improved query performance
 - Hints and Examples in generic business terms to lead users to the view(s) related to their questions





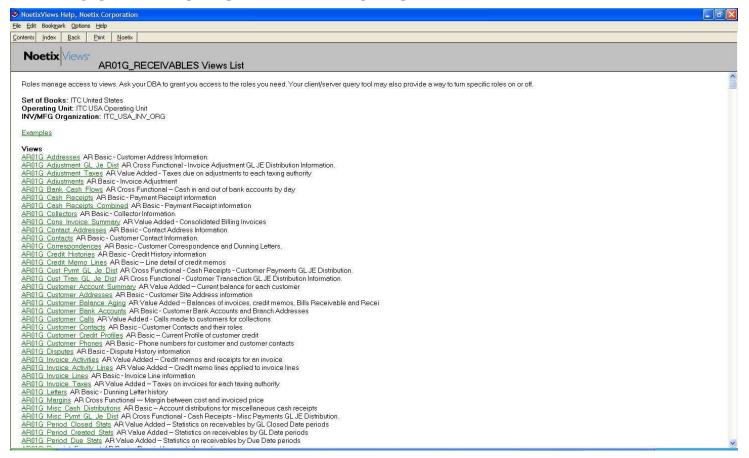
Noetix Views - Help Contents







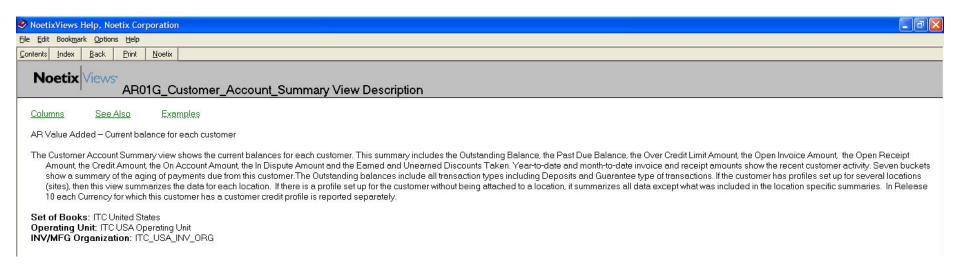
Noetix Views – AR Views







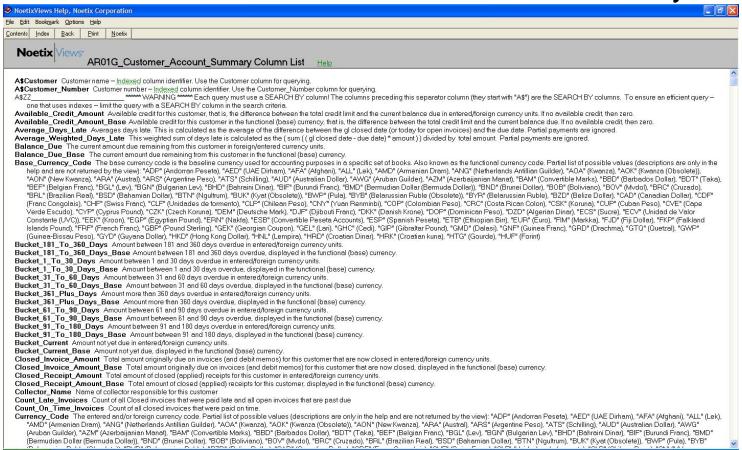
Noetix Views – AR Customer Account Summary View







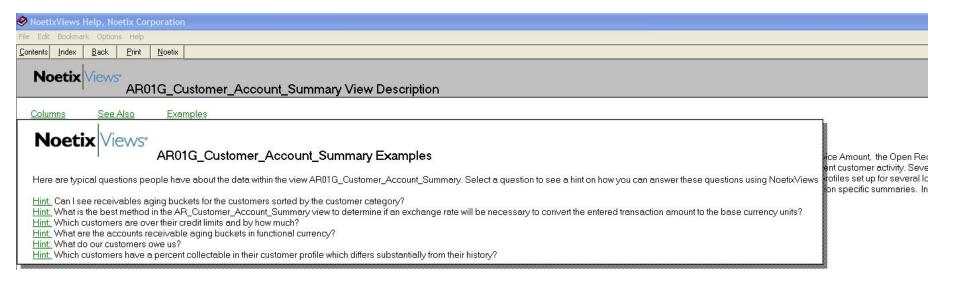
Noetix Views - AR Customer Account Summary Columns







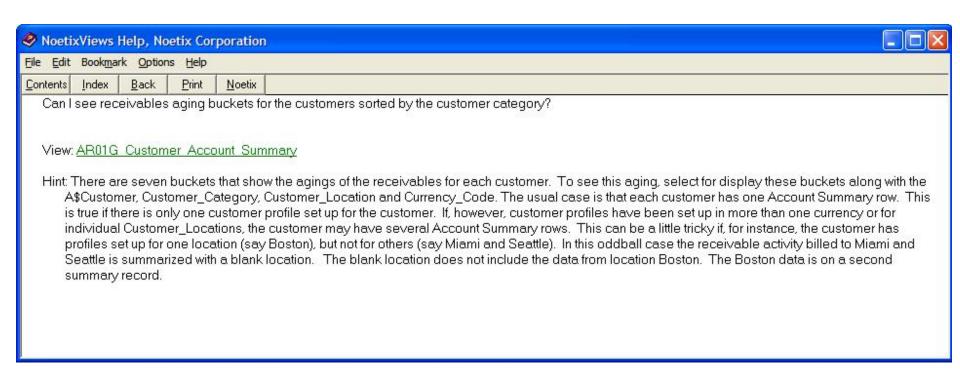
Noetix Views – AR Customer Account Summary Examples







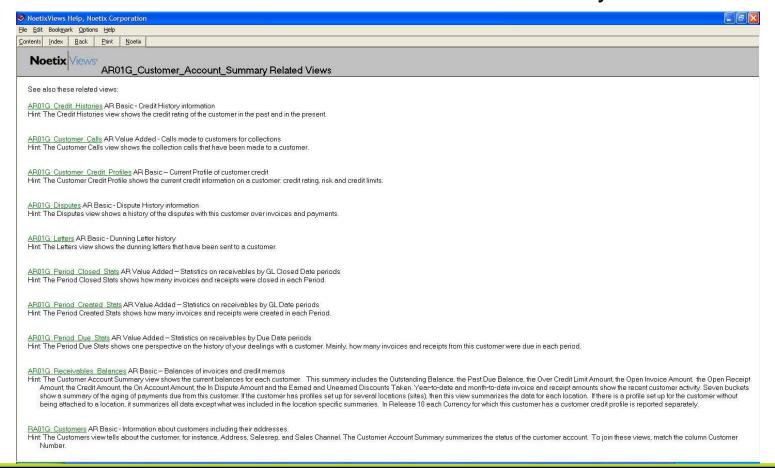
Noetix Views – AR Customer Account Summary Hint







Noetix Views – AR Customer Account Summary Related Views







- Noetix Views Available
 - Oracle Financials
 - Order Management
 - Procurement
 - Projects
 - Discrete and Process Manufacturing
 - Human Resources
 - Payroll
 - Grants
 - Service
- Noetix Views Foundation for other Noetix Tools





- Noetix Generator Functionality
 - Creates an EUL within BI Discoverer
 - Reduces the start-up time for implementing a BI Discoverer environment
 - Some Views may still need modifications but it is much less work than starting from scratch
 - Noetix Views Help reduce upfront learning curves for new users





- Noetix WebQuery Functionality
 - Ad hoc query reporting tool using a web interface.
 - Basic functionality is very similar to what the BI Discoverer Plus ad hoc query reporting tool provides
 - Users can easily select data, filter data, use run time parameters, sort and pivot data and create custom calculations
 - Allows scheduling of reports
 - Interface into Excel



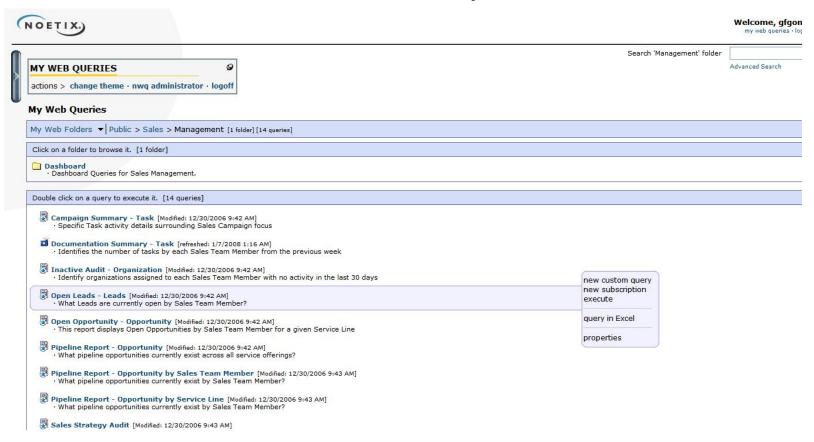


- Noetix Answers Functionality
 - Predefined reports for Oracle Applications that are available "out of the box".
 - Noetix WebQuery and Noetix Answers work together to deliver reports to users via a web interface
 - Reports are customizable
 - new calculations
 - Data filters
 - Sorting
 - Report data seemlessly integrates into Excel





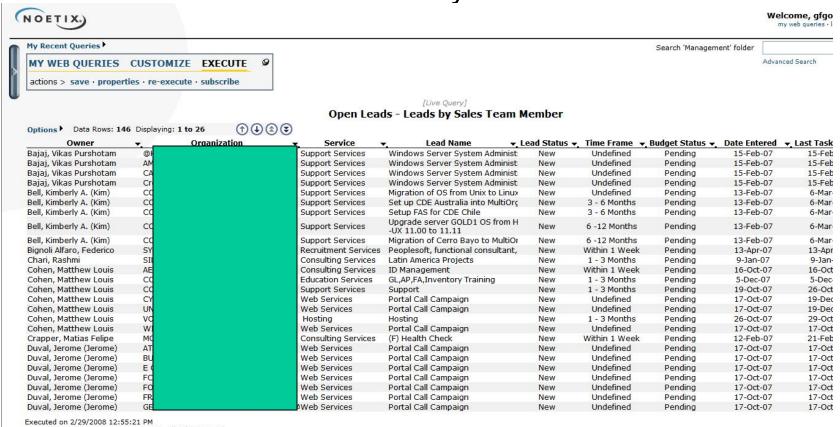
Noetix WebQuery Menu







Noetix WebQuery Menu







Noetix QueryServer

- Manages user queries with respect to the actual sources of the data query
 - Translates and passes the query to the data source
 - Collects the data from each data source
 - Combines the data from different data sources
 - Delivers the final query data output to the Noetix component requesting it such as Noetix Dashboards or Noetix WebQuery





Noetix Dashboards

- Provides interactive graphical reports with drill down capabilities similar to those in Oracle Business Intelligence Applications
- Business Functions supported include
 - Accounts Payable
 - Banking
 - Call Center
 - Finance
 - Human Resources
 - Sales
 - Sales & Marketing for Siebel CRM





Noetix Dashboard - Financial

CFO Dashboard

- KPIs covering GL, AP, AR and OM. Examples of KPIs are Total Revenue, Total Expenses, EBIT, COGS, Operating Income
- Sample financial reports such as Balance Sheet, Income Statement, Rolling Quarterly Income Statement, Cash Flow

Sales Dashboard

 Contents include Sales by Region by Period, Number of New Customers, Average Order Size and Top/Bottom 5 Products, Reports included are Pipeline by Region, Sales and Product Sales







Noetix Dashboard – Financial (continued)

- Financial Ratios Dashboard
 - Contains major financial ratios used by executives including:
 - Activity Ratios—AR, Asset and Inventory Turnovers
 - Liquidity Ratios—Current, Quick, Days Sales in Inventory and Days Sales in Receivables
 - Capital Ratios—Debt, Debt/Equity, and Interest Coverage
 - Profitability Ratios—ROA, ROE, Average Total Assets,
 Profit Margin and Earning Per Share





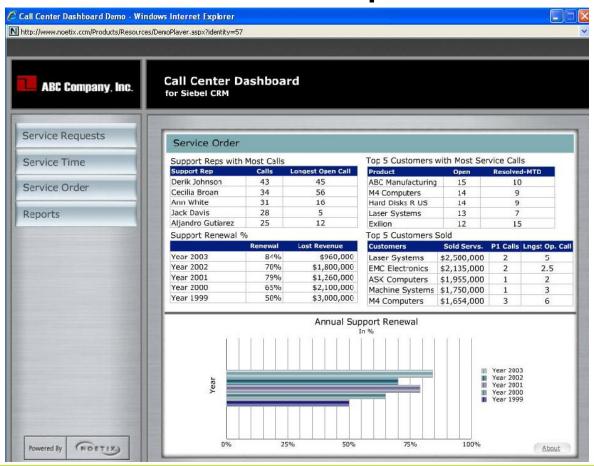
Noetix Dashboard Sample







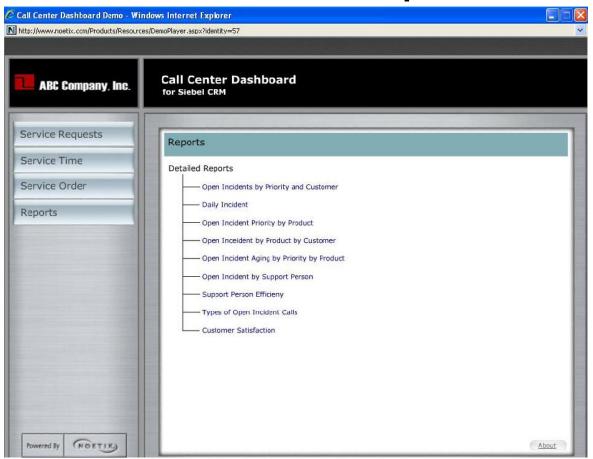
Noetix Dashboard Sample - Continued







Noetix Dashboard Sample - Continued







BI Tool Comparison

BI Tool	Pros	Cons
BI Discoverer	 Least expensive Works well for organizations just needing limited BI reporting 	 No pre-built reports Creating the EUL requires time and good technical resources No seamless dashboard capability
BI Applications	 Many "canned reports" available Many dashboards available Using materialized views will minimize performance impact for Oracle Applications users 	Does not access data in real time Set up is more complicated than the other options
Noetix	 Noetix Views make this the easiest option for ad hoc reporting Many "canned reports" available Many dashboards available 	Multiple vendors Another technology to support





Recommendations

Recommendations			
Organization Requirements	Recommendations		
Ad hoc data access tool for a limited number of data requirements	BI Discoverer		
Ad hoc reporting across a number of Oracle Application modules without	Noetix Views with either of the following options:		
the need for dashboard reporting	1. BI Discoverer		
	2. Noetix WebQuery and Noetix Answers		
Complete BI reporting environment	One of the following options		
1. Ad hoc reporting	1. BI Applications and BI Discoverer		
2. Management summary reporting using a Dashboard framework	2. Noetix Platform		
3. Various Oracle Application Modules			





Questions?