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# Inside Oracle Business Intelligence Collaborate08

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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.
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Agenda

- Introductions
- Video
- Retrospective
- Acquisitions
- Today
- Wrap Up
- Q & A
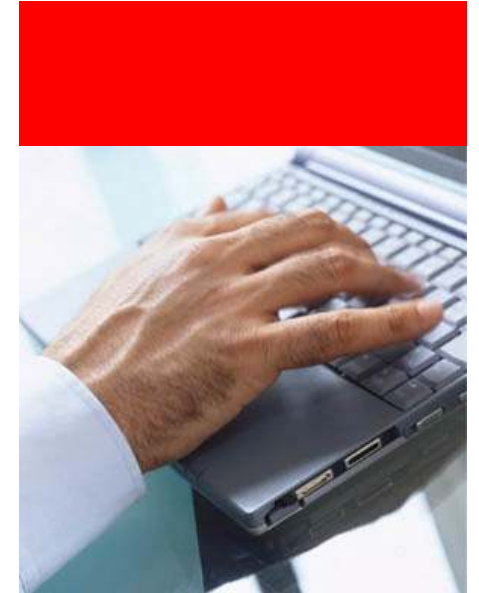
Oracle Corporation

- World's largest enterprise software vendor
- $18 billion revenue, FY07
- 300,000 global customers
- 37,500 applications customers
- 53,500 fusion middleware customers
- 74,000 employees; 7,500 support personnel
- 19,500 partners
- 9,100 Independent Software Vendors (ISVs)
- Operating in 145 Countries

ORACLE THIRTY YEARS
30

Oracle's EPM System Vision
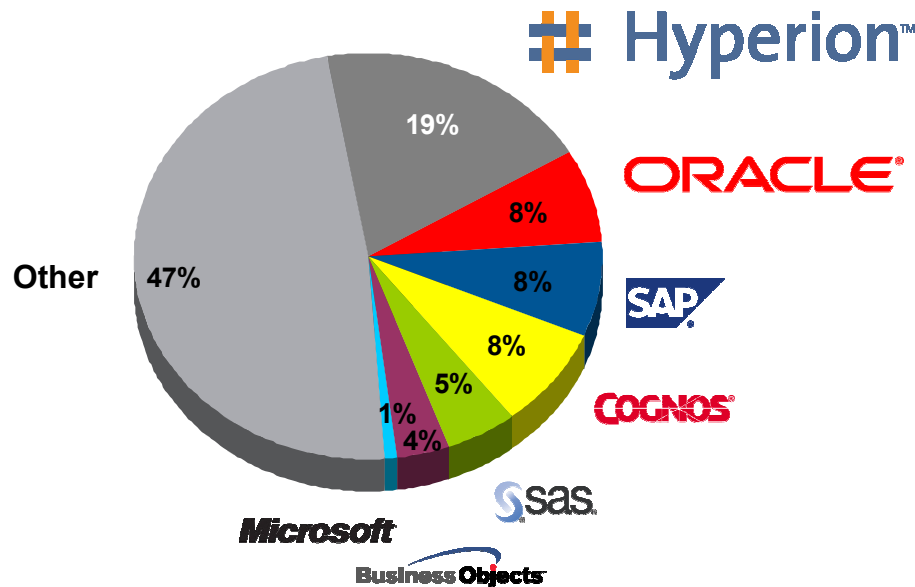## Focus on Today and Plan for Tomorrow

- Link strategic goals to operational decisions
- Deliver consistent, reliable insights to drive action
- Integrates all management processes
- Lower costs and reduces system complexity
- Single version of the truth
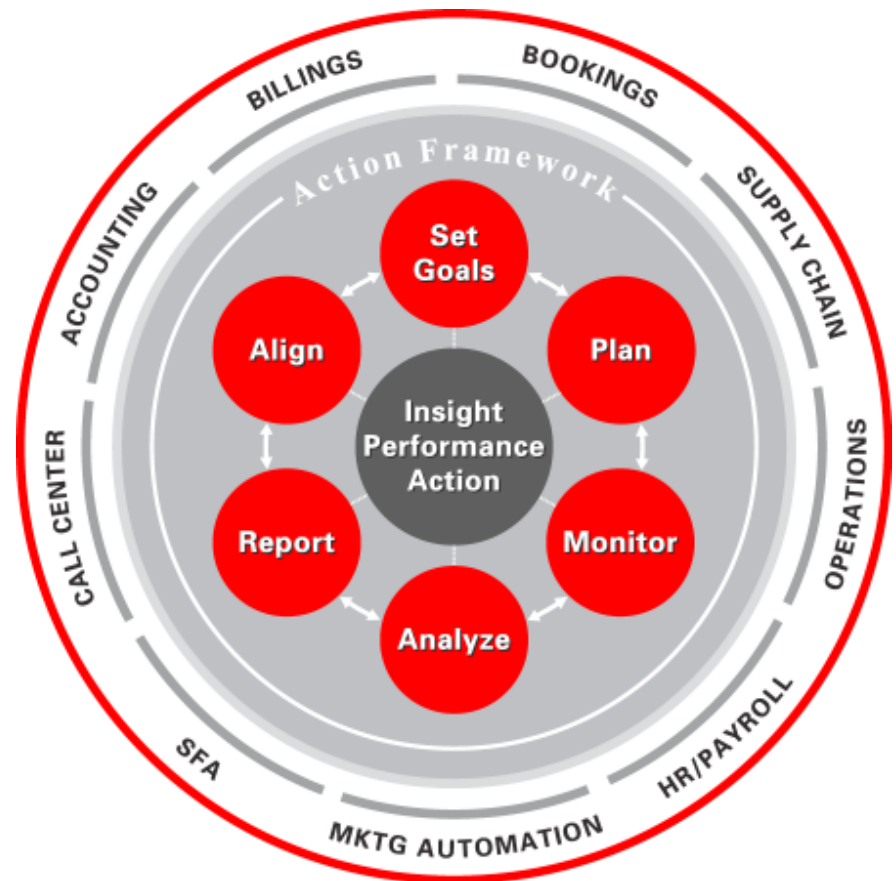
Leader in Tools and Applications

#1 Clear Market Leader

Gaining Market Share
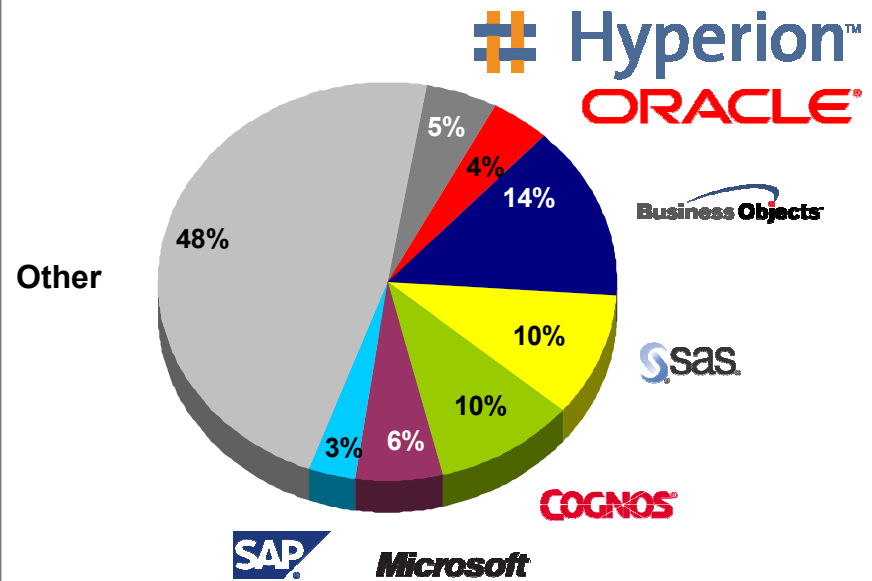
Performance Management

Business Intelligence Tools

Hyperion™
ORACLE®
SAP.
COGNOS
sas.
Microsoft
Business Objects

Performance Management pie chart:
- Other: 47%
- 19%
- 8% (Oracle)
- 8% (SAP)
- 8% (Cognos)
- 5% (SAS)
- 4% (Microsoft)
- 1% (Business Objects)

Business Intelligence Tools pie chart:
- Other: 48%
- 5%
- 4%
- 14% (Business Objects)
- 10% (SAS)
- 10% (Cognos)
- 6% (Microsoft)
- 3% (SAP)

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Oracle #1 for Data Warehousing

Other
11%

NCR Teradata
10%

Microsoft
15%

Oracle
41%

USD $1.8B

IBM
23%
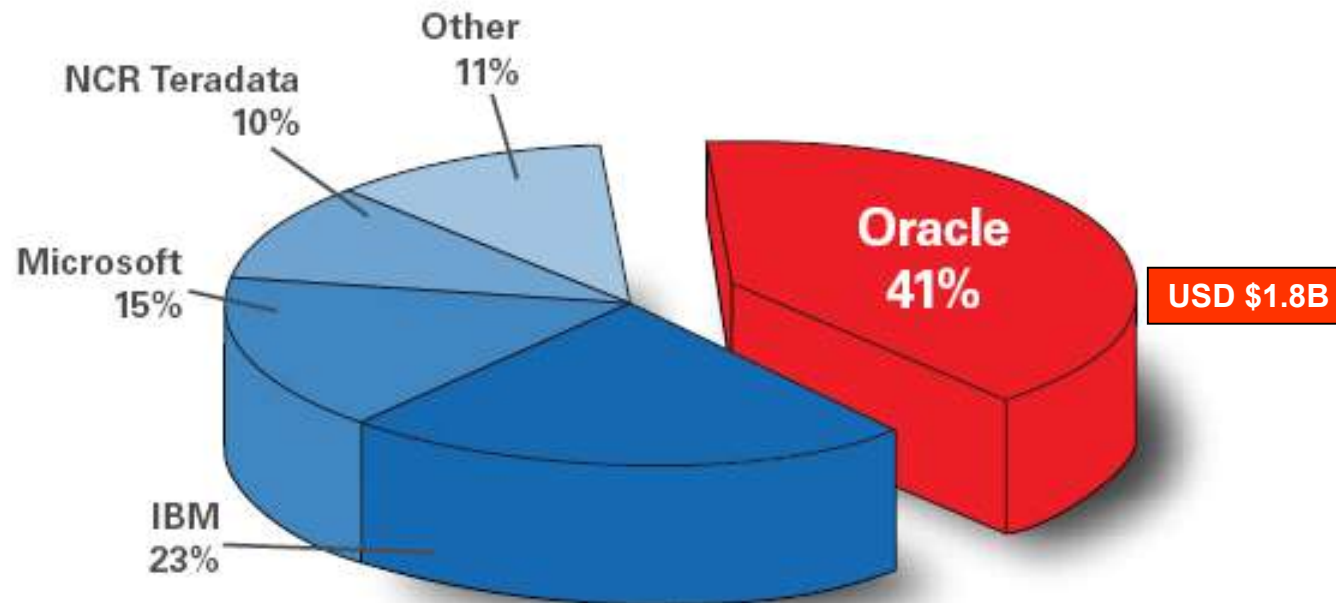
Worldwide Data Warehouse Management
Market Share, 2006
Total Market = USD $4.4B, 12.4% growth YoY

Source: IDC, 2007 – Data Warehouse Platform Tools 2006 Vendor Shares
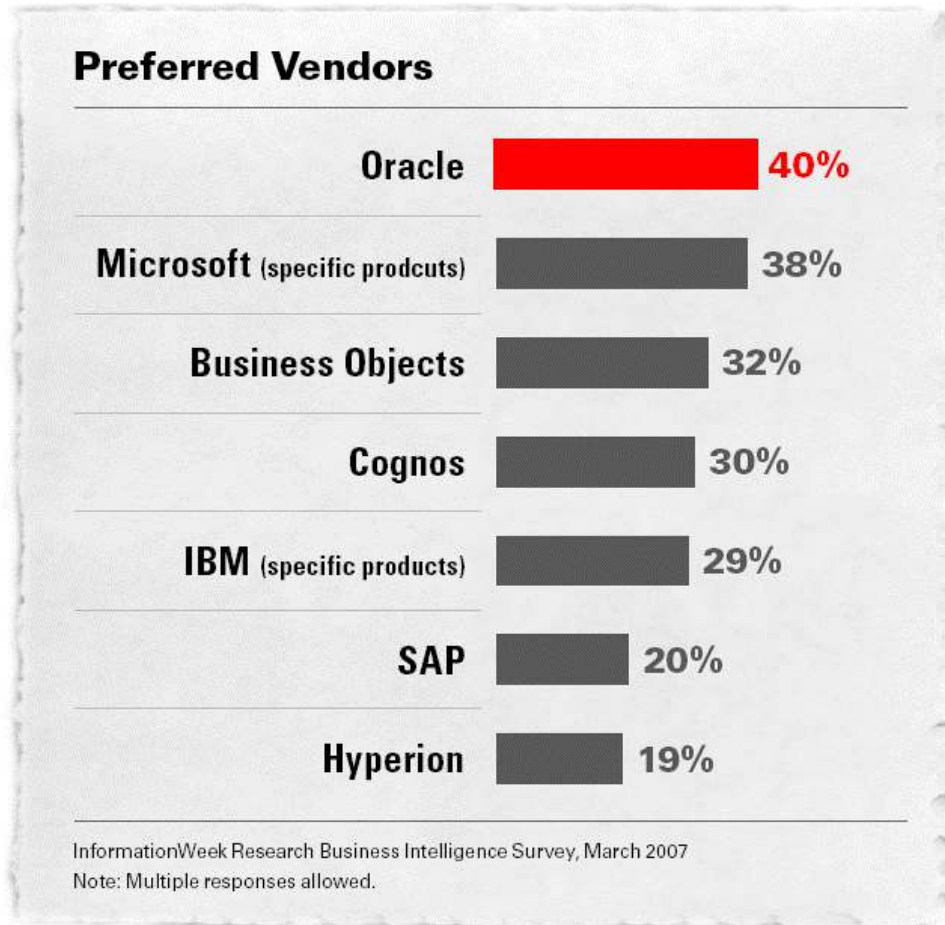
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Oracle Business Intelligence

Preferred Vendors

Vendor	
Oracle	40%
Microsoft (specific prodcuts)	38%
Business Objects	32%
Cognos	30%
IBM (specific products)	29%
SAP	20%
Hyperion	19%

InformationWeek Research Business Intelligence Survey, March 2007
Note: Multiple responses allowed.

#1 Preferred BI Vendor

Source: InformationWeek Survey of IT Professionals

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Retrospective

Oracle's pre-2005 BI Stack

Technology	Product
Data Warehouse	Database: Enterprise Edition
Extract Transform Load (ETL)	Warehouse Builder
Multi-Dimensional Cube	Database: OLAP Option
Predictive Analytics	Database: Data Mining Option
Business Intelligence	Discoverer
ERP BI	EBS: Daily Business Intelligence

Retrospective
Oracle's pre-2005 Approach

- Focus on New DB Functionality & Innovation
  - Real Application Clusters (RAC)
  - Partitioning Option
  - OLAP Option
  - Data Mining
- DB Integration = Value Proposition
- Oracle's Apps Server works best on Oracle DB
  - Portal
  - Discoverer
  - Reports

Retrospective
Oracle Philosophy Changes

- 2003: Charles Phillips joins Oracle
  - Software Industry Analyst
  - Growth Through Acquisition
  - Growth Through Interoperability
- 2005 - present: Strategic Acquisitions
  - ERP (PeopleSoft, Siebel, Retek, etc.)
  - BI/EPM (PeopleSoft, Siebel, Hyperion, etc.)
  - Integration/Middle Tier (Sunopsis, Oblix, etc.)
  - Technology (TimesTen, Innobase, SleepyCat, etc.)
- Our stable: representative of most IT organizations
- Consequence: Fusion/Hot Pluggable

Oracle's BI Acquisitions

Original Company	Acquisition Date	Industry	Oracle's BI Product
Darwin	June, 1999	Data Mining	Data Mining
PeopleSoft	January, 2005	Enterprise SW	EPM
Siebel	January, 2006	CRM	OBI - EE
Sigma Dynamics	August, 2006	RT Predictive Analytic SW	Real Time Decisions
Sunopsis	October, 2006	Integration SW	Data Integrator
Hyperion	March, 2007	EPM	Essbase, etc.

Today
Oracle BI Stack

Technology	Oracle DB Centric	Hot Pluggable
Data Warehouse	DB Enterprise Ed.	
ETL	Warehouse Builder	Data Integrator
Multidimensional	OLAP Option	Essbase
Predictive	Data Mining Option	Real Time Decisions
BI	OBI: Standard Ed.	OBI: Enterprise Ed.
ERP	DBI	BI Apps

Today
Organization Reflects BI Emphasis

- Larry Ellison, CEO
  - Chuck Rozwat, EVP
    - Andy Mendelsohn, SVP (DB Server)
    - Thomas Kurian, SVP (Apps Server)
      - Robert Gersten, SVP (BI Development)
        - Ed Suen VP (OBI Development)
        - Paul Rodwick, VP (BI Product Management)
    - Ed Abbo, SVP (Apps)

Today
BI Product Areas

- EPMS (Hyperion)
- BAM
- BI Beans
- BI Office
- BI Publisher
- BIDW Accelerators
- Data Mining
- Data Warehousing
- Discoverer

- OLAP Option
- OBI Enterprise Edition Plus
- OBI Standard Edition
- Essbase
- Real Time Decisions
- Spreadsheet Add-in
- Oracle Reports
- Warehouse Builder

Today

BI Challenge to Go (BIC2G)

- Pre-installed VMware Image

- Based on Linux Server Model

- Any web browser

- Windows Software included

- Entire Server Mountable as Windows Network Drive

- Fully functional OBI:EE installation

- Includes Demos

- Training: http://ptc.oracle.com

For More Information

bic2g.oracle.com

For More Information

search.oracle.com

or

oracle.com

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