To BI or not to BI

Presenter:

Danny Nguyen
Oracle Strategy and Business Development Senior Manager
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Definition</th>
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<tbody>
<tr>
<td>BI</td>
<td>Business Intelligence</td>
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<tr>
<td>OBIEE</td>
<td>Oracle Business Intelligence Enterprise Edition</td>
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<tr>
<td>FSG</td>
<td>Financial Statement Generator</td>
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<tr>
<td>ADI</td>
<td>Application Desktop Integrator</td>
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<tr>
<td>ERW</td>
<td>Enterprise Report Writer</td>
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Agenda

• What is Business Intelligence
• 9 Fatal Flaws
• An easier way...
“Despite years of investing in BI, many IT organizations have difficulty connecting BI with the business, and to get business users fully involved and out of the ‘Excel culture’.”

Bill Hostmann
Vice President, Gartner
How many of you are in this exact situation?
## Diverse Requirements

<table>
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<tr>
<th>Role</th>
<th>Information Type</th>
<th>Media</th>
<th>Frequency</th>
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<tr>
<td>C-Level</td>
<td>Easy to Review - Consolidated, past/present/future, monitoring KPIs</td>
<td>Graphical Dashboard and PDF type report pack</td>
<td>Weekly &amp; Monthly</td>
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<td>Accounting &amp; Finance</td>
<td>Easy to Create - Consolidated and transactional, past/present/future, real time drill down to source</td>
<td>On-line inquiry, PDF/Excel report pack, ad hoc</td>
<td>Daily, Weekly &amp; Monthly</td>
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<td>Dept Head</td>
<td>Easy to Access - Real time transactional reporting and inquiry</td>
<td>On-line inquiry, PDF/Excel, ad hoc</td>
<td>Monthly, Ad hoc</td>
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<tr>
<td>IT</td>
<td>Gather and create reports for all levels</td>
<td>All</td>
<td>All the time...</td>
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Available Reporting Tools

- Standard ERP Reports
- Discoverer/Enterprise Report Writer
- Hyperion
- OBIEE/OBIA
- One View
- BI Publisher

Excel
Reality of Spreadsheets

Data -> Information

Export: 5-10% of time

Cleanse: 85% of time
64% of time
Cleansing the same report over & over again

Analyze: 5-10% of time

GOAL: Reverse the formula!
Spend time analyzing instead of constructing
9 Fatal Flaws

Flaw 1: Believing that “If you build it, they will come”
Flaw 2: Managers “dancing with the numbers”
Flaw 4: “Evaluate other BI platforms? Why bother?”
Flaw 5: “It's perfect as it is. Don't ever change ...”
Flaw 6: “Let's just outsource the whole darn BI thing”
Flaw 7: “Just give me a dashboard. Now!”
Flaw 8: “X + Y = Z, doesn't it?”
Flaw 9: “BI strategy? No thanks, we’ll just follow our noses”
Some Practical Ways to De-Risk a BI Project

- Right Tool for the Right Job
- Real time vs. Historical views vs. future planning
- Have the big picture but break the problem into manageable chunks
- Create an early success
- Understand scope
- Include the right people
- Document and share (BICC)
3 Steps to Better Financial Reporting

1. Have your information in one place
   - Make sure your ERP contains accurate and complete data
   - Remove the need to export and reformat

2. Create your own reports
   - Don’t be reliant on IT for access to information
   - Report and Query in real time

3. Make your users self-sufficient
   - Control secured information
   - Eliminate Ad-hoc requests
Where does Insight fit in?
Where does Insight fit in?

Insight

BI on Data Warehouse (e.g. OBIEE, Cognos, etc.)
What do you get with Insight?

- **Oracle Integration as Standard**
  - Uses **embedded Oracle security** rules and policies
  - Import and report against hierarchies, including FSGs
  - Report on **DFFs & Category Codes**
- **Quick Access to Information**
  - Capture in **Real-time**
  - Join data from **multiple sources**
  - Drill down and across
  - Report directly against sub-ledgers
- **Easy to Use**
  - **Simple** interface
  - Quickly add and remove columns
  - Apply high quality formatting – **ONCE**
  - Quickly publish to **PDF & export to Excel**
• What is Insight?
I just want to see my data...

Point.
Instant access to real-time data

REDEFINE YOUR ERP EXPERIENCE

Answer.
Business users answer their own questions

Click.
Seamless drilldown to all transactions

On Demand Inquiries
Reporting when you need to, not because you have to
Over 650 Customers Worldwide