

# ORACLE BUSINESS INTELLIGENCE STANDARD EDITION

## FEATURES AND FACTS

### KEY PRODUCT FEATURES

- Deep integration with Oracle Database, Oracle Fusion Middleware, and Oracle E-Business Suite
- Easy to use interface that is consistent across components
- Powerful Oracle OLAP reporting capability

*Oracle Business Intelligence Standard Edition is a complete, integrated and affordable enterprise BI platform designed to work especially well in Oracle environments. It is integrated with other key components of Oracle database and Oracle Fusion Middleware to deliver comprehensive BI functionality with Oracle's renowned scalability.*

### **Because you want to take full advantage of your Oracle investments**

You've already chosen Oracle database for your business, now make it shine by complementing it with the business intelligence suite that is most tightly integrated with it – Oracle BI Standard Edition. Oracle BI Discoverer delivers easy-to-use, powerful, ad-hoc reporting against Oracle database which takes full advantage of its data warehousing and analytic power. For example, Discoverer allows users to report directly against the OLAP option with powerful multi-dimensional slice and dice capabilities and with full exposure of its rich analytic engine. Competitors rely on using relational ad-hoc tools to access the OLAP option using a database view, a limiting technique. Discoverer also lets users easily build sophisticated calculations (using templates and wizards) that take advantage of Oracle database's analytic functions, so reports that include banding, ranking, and rolling window calculations are a snap.

Oracle BI Discoverer is also integrated with other components of Oracle Fusion Middleware. Discoverer reports are easily embedded within Oracle Portal using a simple wizard, making role-based dashboard creation a simple exercise. Single-sign-on and enterprise user security are all built-in using Oracle SSO and Oracle Internet Directory, so users can seamlessly navigate between their BI and enterprise portal environments.

Oracle BI Discoverer is also unique in that it recognizes and respects the Oracle E-Business Suite security model. Users can authenticate themselves using application userids and responsibilities, and Discoverer will automatically apply the exact same security rules. Administrators need not define security in two places; a single change in the administrative pages for E-Business Suite is automatically recognized and reflected when Discoverer is used for reporting with E-Business Suite.

Oracle Warehouse Builder, which is used to design data warehouses and perform extract, transform and load (ETL) operations, is also integrated with Oracle BI Discoverer. Data warehouse architects who design and deploy the schema for a warehouse can automatically create the Discoverer reporting metadata in the same

**RELATED PRODUCTS AND SERVICES**

- Oracle Fusion Middleware
- Oracle Analytic Applications
- Oracle Business Activity Monitoring
- Oracle BPEL

step, making it easy to design both the data warehouse and the reporting environment in one action. Warehouse architects also have access to impact analysis that extends into the reporting environment. For example, it is easy to identify how deleting a column in a table will affect the corresponding reporting metadata and dependent reports.

**Because you want a complete solution from one company**

In the 18<sup>th</sup> century, cars were hand-crafted to order from best of breed kit parts. The result was unreliable operation and tricky troubleshooting in the event of a problem. Which component was responsible? Which vendor should you call to diagnose and maintain the solution? Unfortunately many organizations approach BI and data warehousing today in the same fashion. Best of breed components are hand selected individually, and expensive expertise must be hired to wire the solution together and maintain it. Should something go wrong, which vendor do you call?

Today few of us buy best of breed kit parts and hand craft our own cars; most of us simply go to an established, proven manufacturer to obtain a complete solution, backed by a warranty with a single support organization should anything happen. Software should be like this - and this is where Oracle BI SE delivers. Everything - from ETL (with Oracle Warehouse Builder), to ad-hoc query (with Oracle BI Discoverer), to dashboards (with Oracle Portal), to pixel-perfect reporting (with Oracle XML Publisher), to custom BI development (with Oracle BI Beans) - is available as an integrated set of components. Each component is not only functionally integrated but tested as a working whole with the others, and each is designed to take full advantage of the powerful features of Oracle database. All this from a single company with an award-winning support organization and a written lifetime support policy, so you can be assured your investment is protected for many, many years to come.

**Because you need affordable BI now**

Oracle BI SE is delivered as part of Oracle Application Server. Not only does it provide award-winning BI capability that scales to enterprise requirements, but it is part of a middleware infrastructure that delivers other core services such as a fast, lightweight, J2EE container; an LDAP implementation; and single sign on facilities. All these services are managed through a single, middle-tier, administrative interface - Oracle Enterprise Manager – which simplifies the need to learn and monitor separate administrative tools. Oracle Fusion Middleware is available on all major Unix and Windows platforms, including the cost-effective RedHat and SUSE Linux platforms. The entire middleware solution can be effectively clustered with low cost hardware. Combine this deployment flexibility with an attractive pricing model for BI and middleware components, and you will be hard pressed to find a more affordable fit for your growing BI needs.