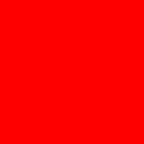


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Oracle BI Applications 7.9.6 – What's New



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.

Oracle's Enterprise Performance Management System

EPM Workspace

Performance Management Applications

BI Applications

Business Intelligence Foundation

Fusion Middleware



OLTP & ODS Systems



Data Warehouse, Datamart
Database Machine, Exadata



OLAP



Oracle, Siebel, JDE,
PeopleSoft, SAP, Custom



Excel
XML



Business
Process

ORACLE

Oracle BI Applications Suite

Complete, Prebuilt, Best Practice Analytics

CRM ANALYTICS

SALES

- Pipeline Analysis
- Forecast Accuracy
- Up-sell/Cross-sell
- Cycle Times
- Lead Conversion
- Sales Team Effectiveness

MARKETING

- Campaign Effectiveness
- Customer Insight
- Product Propensity
- Market Basket Analysis
- Campaign ROI

SERVICE & CONTACT CENTER

- Service Effectiveness
- Customer Satisfaction
- Resolution Rates
- Service Rep Efficiency
- Service Cost
- Service Trends

PRICE

- Price Segments
- Price Waterfall Analysis
- Deal Life Cycle
- Deal Desk Analysis
- Product Pricing Performance

LOYALTY

- Member Demographics
- Membership Trends
- Program Revenue
- Promotion Effectiveness
- Points Analysis

ERP ANALYTICS

FINANCIALS

- General Ledger
- Accounts Receivable
- Accounts Payable
- Cash Flow
- Profitability
- Expense Management

PROCUREMENT & SPEND

- Direct & Indirect Spend
- Buyer Productivity
- Contract Compliance
- Supplier Performance
- Purchase Cycle Time
- Employee Expense

SUPPLY CHAIN & ORDER MGMT

- Revenue & Backlog
- Inventory Analysis
- Fulfillment Status
- Customer Status
- Order Cycle Time
- BOM Analysis

PROJECTS

- Project Funding and Budget
- Product Cost
- Project Revenue
- Project Billing
- Project Profitability

HUMAN RESOURCES

- Employee Productivity
- Compensation
- Talent Management
- Recruiting Analysis
- Learning Analysis
- Workforce Profile

ORACLE BI SUITE ENTERPRISE EDITION PLUS

SOURCE ADAPTERS:

ORACLE

PeopleSoft

SIEBEL

J D EDWARDS

SAP

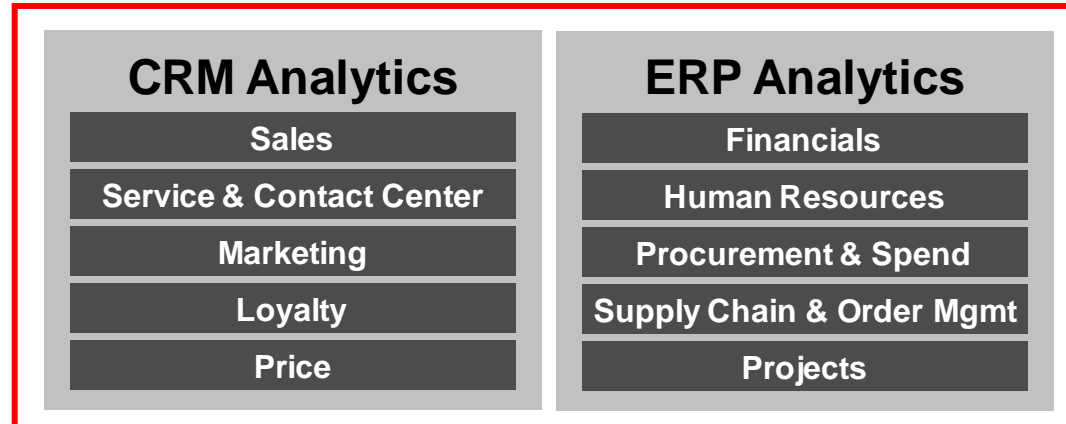
AND OTHER OPERATIONAL AND ANALYTIC SOURCES

ORACLE

Oracle BI Applications

Prebuilt Solutions for EBS, PeopleSoft, Siebel, JD Edwards and more

Add insight to CRM and ERP applications
Easy to adapt and extend
Tight integration with OLTP systems
Works with existing IT environment
Fast time to value; Low TCO
Over 2,000 customers



ORACLE
PeopleSoft®
SIEBEL
J D E D W A R D S



Other Data Sources
IVR, ACD, CTI
Hyperion
MS Excel
Syndicated

ORACLE

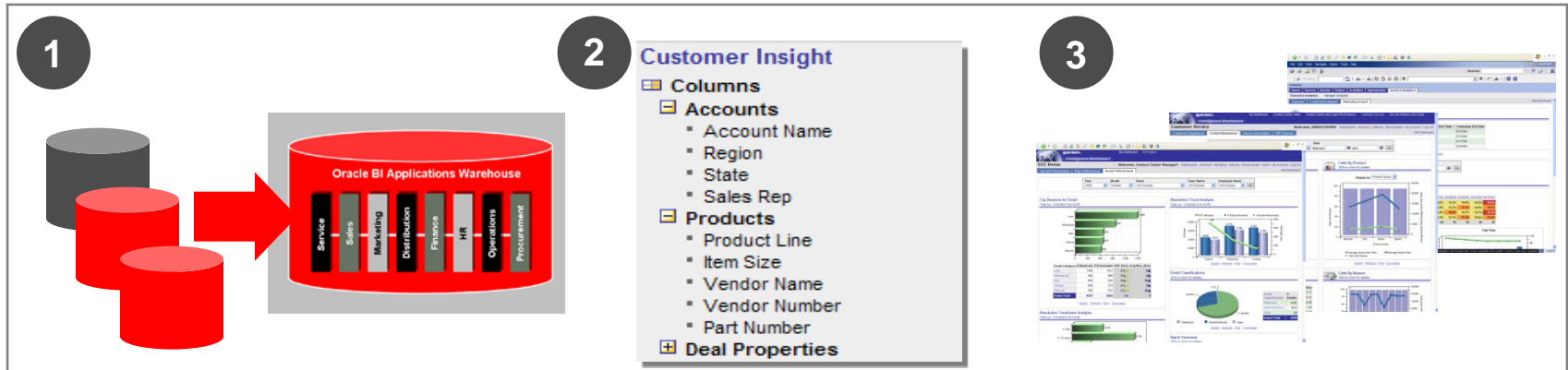
Enabling the Insight-Driven Enterprise

- 1. Empower Everyone** – Every person is provided with relevant, complete and consistent information tailored to their function and role.
- 2. Provide Real-time Intelligence** – Deliver insight that predicts the best next step, and deliver it in time to influence the business outcome
- 3. Use Insight to Guide Actions** – lead people to take action based on facts to optimize decisions, actions and customer interactions

Becoming an insight-driven enterprise will drive the next level of value creation and competitive advantage for organizations.

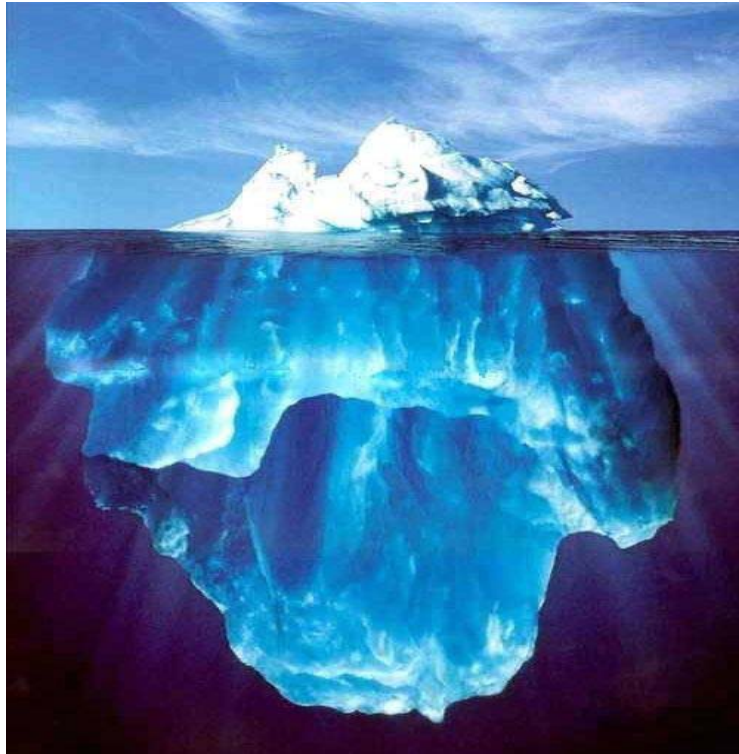
What is an Oracle BI Application?

- 1 Integrates Data for Analysis and Reporting
 - Pre-built integration of data from Oracle EBS, PeopleSoft, Siebel, SAP and other sources into an integrated data warehouse optimized for analysis
- 2 Provides User-Friendly Analytic Model of Enterprise Information and Metrics
 - Embedded best practice calculations, metrics, and KPIs
 - Easy for business people to access, analyze, and use the information
- 3 Delivers Personalized Performance Dashboards for Everyone
 - Thousands of pre-built dashboards, reports, and alerts by business function and role



Beyond the Dashboard

Oracle BI Applications



- Dashboards



- Prebuilt integration
- Prebuilt metadata mapping
- Prebuilt metrics
- Prebuilt data model
- Heterogeneous data sources

ORACLE

PeopleSoft.

SIEBEL

J D E D W A R D S

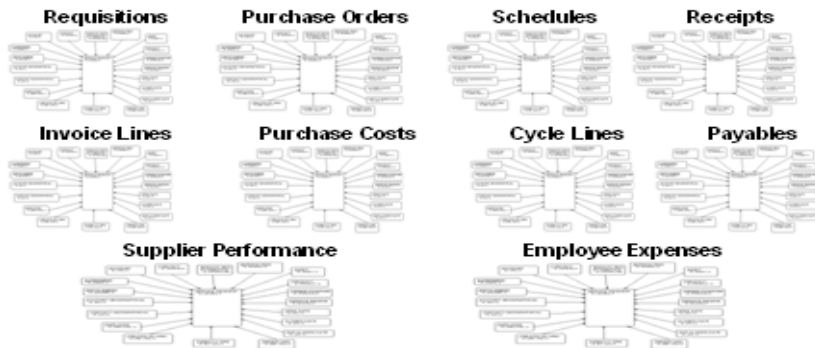


Immediate Value. Lower TCO. Built-in Best Practices.

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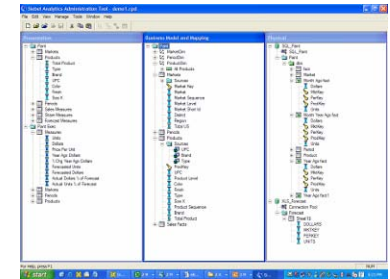
Procurement and Spend Analytics Components

- 1 **Pre-built warehouse** with 10 star-schemas designed for analysis and reporting on Procurement & Spend Analytics.

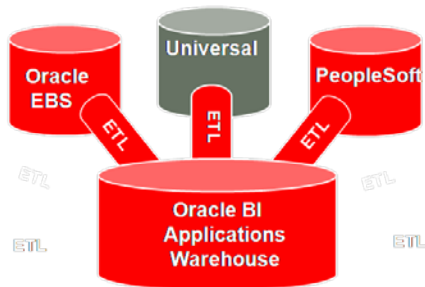


- 3 **Pre-mapped metadata**, including embedded best practice calculations and metrics for Supply Chain, Supplier, and other Business Users.

- Presentation Layer
- Logical Business Model
- Physical Sources



- 2 **Pre-built ETL** to extract data from over 3,000 operational tables and load it into the DW, sourced from Oracle EBS and other sources.



- 4 A "best practice" library of **over 250 pre-built metrics, Dashboards, Reports and alerts** for Buyers, Cost center Managers, Inventory Managers, Procurement Managers and Supply Chain Executives.



Unrivaled Integration with Oracle Apps

Extends BI Value. Lowers TCO.

ACTION LINKS – “INSIGHT TO ACTION”

Seamless navigation from analytical information to transactional detail

Top 10 Orders

Sales Order Number	EBS Action Link	Customer Name	Sales Order Status/Description	Total Ordered Amount *
100173		Computer Service and Rentals	Closed	\$739,410
100174		Business World	Closed	\$738,893
120043		Imaging Innovations, Inc.	Closed	\$74,063
200133		Imaging Innovations, Inc.	Closed	\$59,540
120019		Hinan and Associates	Closed	\$54,149
100037		Imaging Innovations, Inc.	Closed	\$54,100
120040		Imaging Innovations, Inc.	Closed	\$50,578



ORACLE
Sales Order 100173

General

Customer Name: Computer Service and Rentals
 Customer PO: 18-Dec-2001 04:25:06
 Order Date: 18-Jan-2002 04:25:21
 Need By Date: 18-Jan-2002 04:27:35
 Booked Date: Status: Closed
 Invoice Information: [View Quality Plan](#) [View Invoice Information](#)

Ship:
Ship/Deliv:

Lines

Line Item	Item Description	Ordered Quantity	MOQ	Fulfilled Qty	Quantity P
1.1	62000 Consulting/Training 420	Ex 420	1		

INTEGRATED SECURITY

One login. Right content for each user.

Data Security

User Security

Object Security

INTEGRATED WORKFLOW

Intelligence-driven business processes



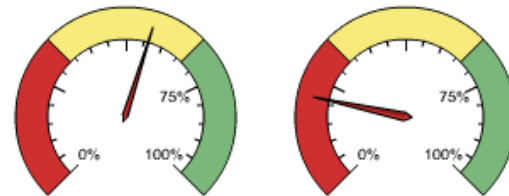
BPEL, ESB



Oracle BI

INTEGRATED WITH PLANNING AND EPMS

View performance “in-context” with budgets and plans



BI Applications 7.9.6 - Business Content

Over 8,000 pre-defined assets

BI Application	Dashboards	Dashboard Pages	Reports	Metrics
Sales	14	33	620	596
Price	5	32	92	453
Marketing	5	27	124	325
Loyalty	4	15	60	194
Service	8	15	102	308
Contact Center	5	17	72	209
Financials	6	36	255	488
HR	9	45	238	335
Supply Chain & Order Mgmt	3	22	157	235
Procurement & Spend	5	25	266	264
Project	3	15	146	323
All Industry Apps	44	147	1,117	1,216
Total	111	429	3,249	4,946

Oracle Business Intelligence

Order Management and Supply Chain



Companies Struggle to Improve Supply Chain and Order Management Performance

KEY CHALLENGES

EXAMPLES

Lack of visibility into order to cash process to help eliminate bottlenecks

- Poor understanding of variances across the process
- Little visibility into cycle times and process bottlenecks
- Limited information on payments, outstanding balances, etc.
- No knowledge of Operational, Financial, Delinquent backlogs

No insight into revenue lost due to cancellations and returns

- Poor visibility of products that often result in returns
- Lack insight into reasons for order cancellations
- Unable to identify reasons for customer returns

Unable to identify top orders in backlog to improve revenue recognition

- No knowledge of critical orders that are stuck
- Poor visibility into customers with greatest overdue balance
- Inability to clear backlog of orders
- No insight into fulfillment stage that is most troublesome

Lack of Inventory Visibility to Improve Return on Assets

- Unable to improve asset utilization with optimal inventory
- Need to deliver “perfect” orders while minimizing inventory
- Inability to anticipate stock-out and excess inventory situations
- Lack of visibility into enterprise-wide inventory status

Role-Based Best Practices Provide Relevant and Actionable Insight for Everyone

Example: Supply Chain and Order Management Analytics - Key Questions

Director of Sales Operations



Optimizing Order Fulfillment Performance

- What is the order to ship cycle for our top products?
- How much revenue was lost due to order cancellations or returns?
- What type of operational backlog is the largest?
- What are the top reasons for cancellations?

Inventory Managers



Complete Insight to Reduce Costs and Increase Efficiency

- What do I have available for sale at each location?
- What products are experiencing lower inventory turns than last quarter?
- Do I have enough finished goods to our booked orders?
- What is the overall Inventory of my on-hand inventory

Order Management Managers



Complete Visibility into Order To Cash Cycle

- Which products have the longest fulfillment cycles?
- Which of the top customers have unfulfilled orders?
- How much of my total backlog is operational and how much is financial?
- What products has this customer purchased from us in the past?

Supply Chain & Order Management Analytics

Provides Insight to drive Revenue Recognition

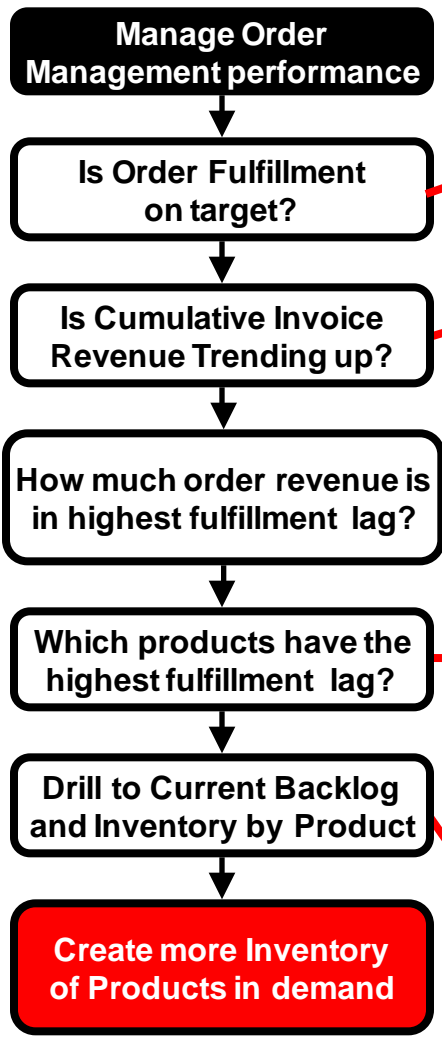
ANALYSIS & METRICS	BENEFITS
<p>Order Effectiveness</p> <ul style="list-style-type: none"> • Top 10 orders • Average order size • Order/Invoice revenue by sales organization • Order revenue by product • Average products per order • Order/Invoice revenue trend • Discount trend 	<ul style="list-style-type: none"> • Accelerate the order to cash process through more effective order fulfillment • Spot troubled orders in backlog • Identify product flaws to reduce returns and cancellations • Focus collection efforts on customers with large overdue balances • Increase customer satisfaction through on-time delivery • Better manage sales cycle for faster revenue recognition • Discover process bottlenecks
<p>Inventory Visibility</p> <ul style="list-style-type: none"> • Inventory by location • In-transit amounts and reorder quantities • Inventory movements, unit and group costs • Issue vs receipt quantity • Available, blocked and inspection quantities • Replenishment, restricted & returned quantity 	
<p>Customer Performance</p> <ul style="list-style-type: none"> • Customer scorecard • Recent customer orders • Top customers • Number of new and lost customers • Recent customer invoices 	
<p>Employee Performance</p> <ul style="list-style-type: none"> • Employee order / Invoice revenue • Top performers • Employee avg order discount 	
<p>Fulfillment Efficiency</p> <ul style="list-style-type: none"> • Orders not fulfilled • Backlog trends • Return amount trend • Current unscheduled, blocked backlog • Shipping performance trend • Largest overdue balances • Backlog by location/product • Ship to bill days aging • Top cancelled/blocked orders 	

Analytic Workflow – Supply Chain and Order Management Analytics

Business Objectives / Issues

Gain Insights

Take Action



Recognized Revenue (000)	\$763	●
% Revenue Lag	38.7%	●
# of Orders	29	●

Quarter	Week	Cumulative Order Revenue	Cumulative Invoice Revenue
2005	Week28		\$2,306
	Week30	\$481,631	\$28,585
	Week32	\$497,621	\$29,489
2005 Q 3	Week34	\$566,021	\$101,087
	Week35	\$1,125,371	\$404,987
	Week36	\$1,163,171	\$570,224
	Week37	\$1,163,171	\$570,855

Order to Ship Days Category	Average Days Lag	# of Orders	Total Order Amount
A: 0-15 days	0	0	
D: 46+ days	1989	479	20,309,831.0
Grand Total	994	479	20,309,831.0

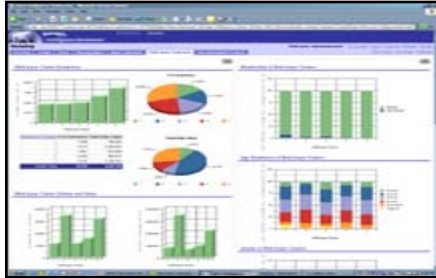
Product Name	Order To Ship Days Lag
IStation M Pro	2,420
Ampad Orchid 5in. x 8in. Junior Size Pad	2,433
Belkin Gold Series 6 Ft. Pro Series USB Device Cable	2,551
Black W/ith Clear Overlay Desk Pad	2,450
Mobile Edge Woman's Leather Notebook Tote	2,696
WorkPad R40	2,337
WorkPad R51	2,432
WorkPad T22	2,597
WorkPad X31	2,646
WorkPad X40	2,525

Product Hierarchy	Product Name	Operational Backlog Quantity	Available Quantity	% of Demand Available
Notebook Computers	Envoy Deluxe Laptop	3,800	500	13%
	Envoy Laptop - Rugged	502	427	85%
	Envoy Standard Laptop	300	3,600	1200%

Drill to Detail

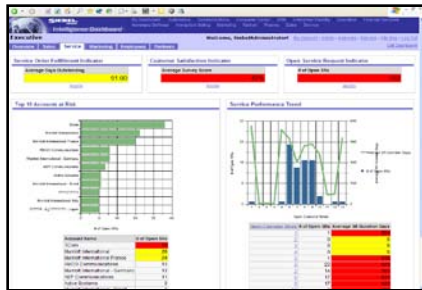
Oracle Order Management and Fulfillment Analytics

Complete solution for gaining insight into the Order to Cash process



Order Management Analytics

Foundation application module that provides insight into critical Order Management business processes and key information, including Orders, Invoices, G/L Revenue, sales effectiveness and customer scorecards.



Order Fulfillment Analytics

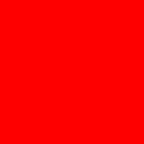
Provides complete analysis of every step in the back-office sales processes from Order to Cash, enabling companies to respond more quickly to customer issues and resolve them before they become problems.

...add Oracle Sales Analytics for complete Contact to Cash



Oracle Sales Analytics

Analyze pipeline opportunities and forecasts to determine actions required to meet sales targets. Determine which products and customer segments generate the most revenue and how to effectively cross-sell and up-sell. Understand which competitors are faced most often and how to win against them.



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