

ORACLE®

Best Open Systems Day

4 · April 2017

Business Intelligence & Big Data als Cloud Service

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Safe Harbor Statement

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.

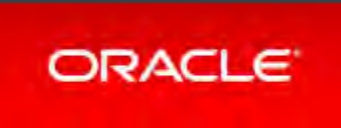
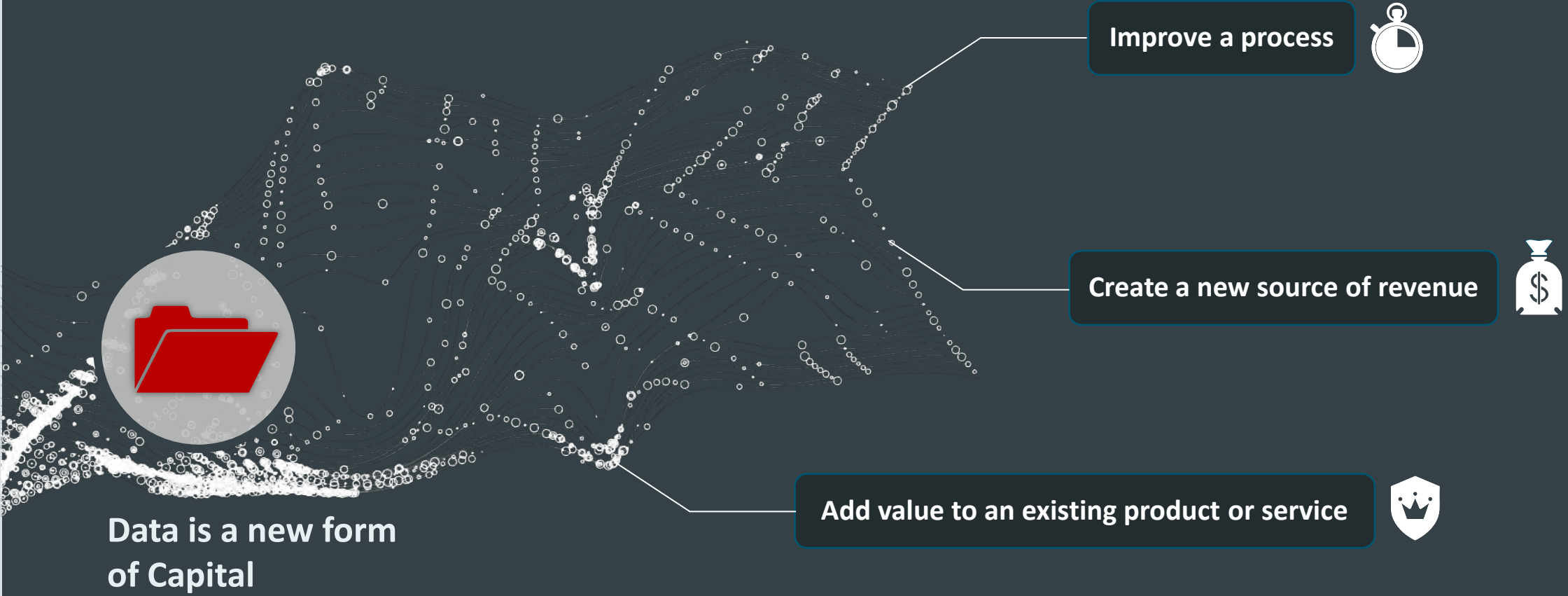
Data Comes from Activity



Big Data, as a Global Phenomenon, Is Disrupting Industries



Data Is a Resource for Analytics Innovation Projects



Some Are Born Data-Driven



Uber



Spotify



Netflix



AirBnB



Amazon
6808710



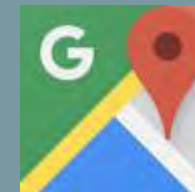
WhatsApp



Tesla



Facebook



Google

We must move beyond
having data to *being* data-driven

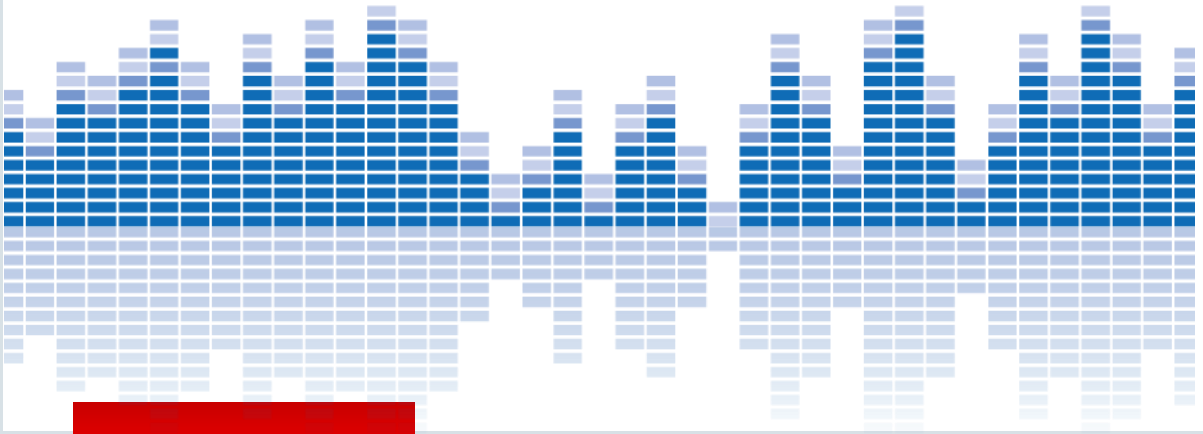
Transforming the Business

- Largest domestic bank in Spain
- Started with CRM and regulatory
- Unified view of all relevant data
- Delivered new services
- Built a foundation for the future
- Deployed Oracle Big Data Platform

“The implementation of this Big Data solution will help CaixaBank remain at the forefront of innovation in the financial sector.” - Juan-Maria Nin, CEO

50% Sales increase
– targeted offers

Customer DNA



Customer DNA

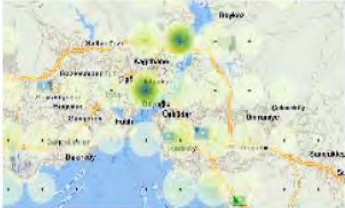
Heat Analysis – Spending patterns by locations



Before moving house



After moving house



Private Banking



Retail

Merchant Profiling

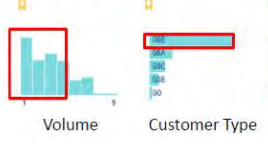
Massimo Dutti



Preferred Vendor
 MİCRO
 MİCRO
 DİNET
 DİNET
 GARANTİ EMERELİK
 SETİME

Customers are:
 Mid-high volume customers
 Retail customers
 Middle Age

LC Waikiki



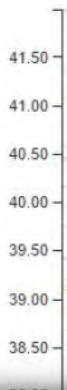
Preferred Vendor
 MİCRO
 MİCRO
 DİNET
 DİNET
 GARANTİ EMERELİK
 SETİME

Customers are:
 Mid-low volume customers
 Mass customers
 Youngsters

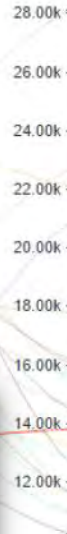


Card Behavior – By Categories

Customer Age (Average)



Customer Limit (Average)



Single Txn Amount (Average)



Weekend Use



- FunHobby
- ClothingAccessories
- TourismAccommodation
- HomeDecoratoin
- FoodNDrink
- Markets
- Fuel Oil
- Education
- Investments
- Personal Service
- Transportation
- Electronics
- Others
- E-Commerce
- Tax
- InsuranceNPension
- Telecommunication
- Corporation Payments
- Money Transfer

Private and confidential document of GB



Real Time Offers – Location Based Offers

Business Goal

Increased revenues through increased campaign/ad response rate and offer conversion rate through location-based offers

Business Needs

- Increased campaign response %
- Increased ad response %
- Increased offer conversion %
- Decreased cost per acquisition (CPA)
- Increased ROI on advertising

Data Sources

- Cellular network signalling and base station data
- Cellular location based services (LBS)
- GPS-enabled devices
- Wifi / Hotspot / IP data
- OTT application check-ins





Eco-Friendly Scooter

- Enable completely electric, rechargeable, and connected to the Internet of Things

Centralized View

- Need to integrate monitoring and recharging data to collect, visualize, analyze and predict usage

Solution

- Oracle Cloud Platform—IoT, Java, Database

Rapid Development

- 2 Weeks from design to deployment
- and ready to scale globally

ORACLE

Transforming the Business

- Technology consulting and services provider
- specializing in Internet of Things and connected car solutions
- Help OEMS reduce warranty costs of their fleet , reduce roadside breakdowns and drive proactive service maintenance

Solution tracking fleet vehicles in real time, monitor their health, and predict service needs. Platform also offers prognostics to allow to predict events based on data mined from across fleets

REDUCED Cost INCREASED
Customer Experience





Manufacturing

Leading manufacturer of products & systems for control and motion of industrial equipment

Challenges

- Reduce manufacturing costs by controlling scrap rates
- Improve equipment utilization
- Minimize down time of production lines

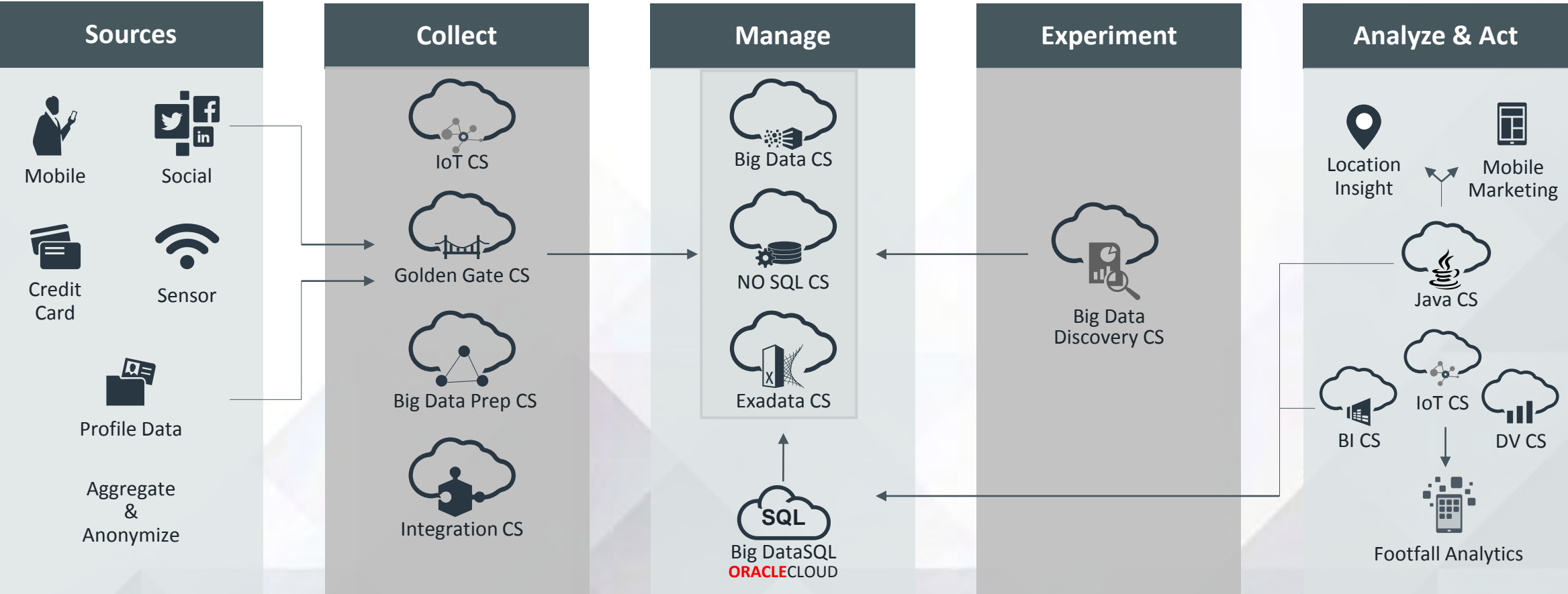
Solution Components

- Real-time monitoring of shop floor equipment
- Analytics for predicting machine failures, identifying potential scrap etc.
- Integration with MES and supporting ERP applications

Benefits

- Increased production efficiency
- Accelerate Industry 4.0 adoption
- Enable monitoring of “brown field” equipment

Data Monetization Cloud Architecture



Business and IT



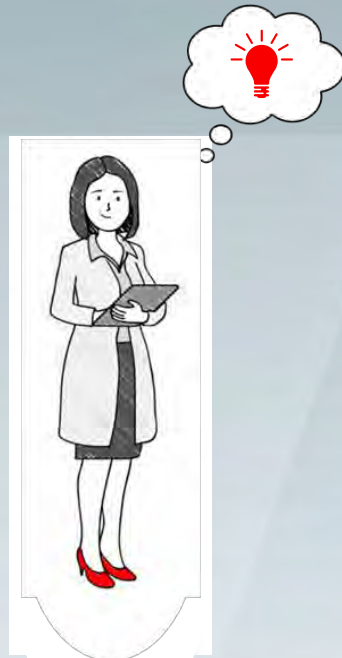
... the drivers really are pulling
in different directions

Data Lab – Catalyst for Innovation

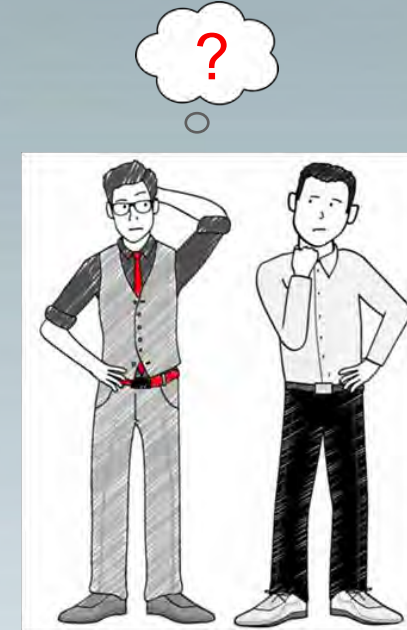
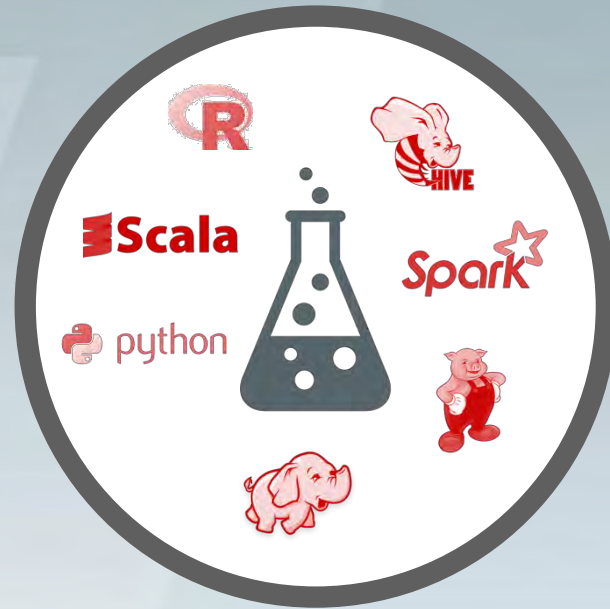


- » A Data Lab is a complete **analytics environment** with access to all data
- » Where **interdisciplinary teams** work together to **invent, research and develop data projects**
- » To create value from data by **commercializing those data projects**

Difficult to Open Up the Lab to a Broad Community



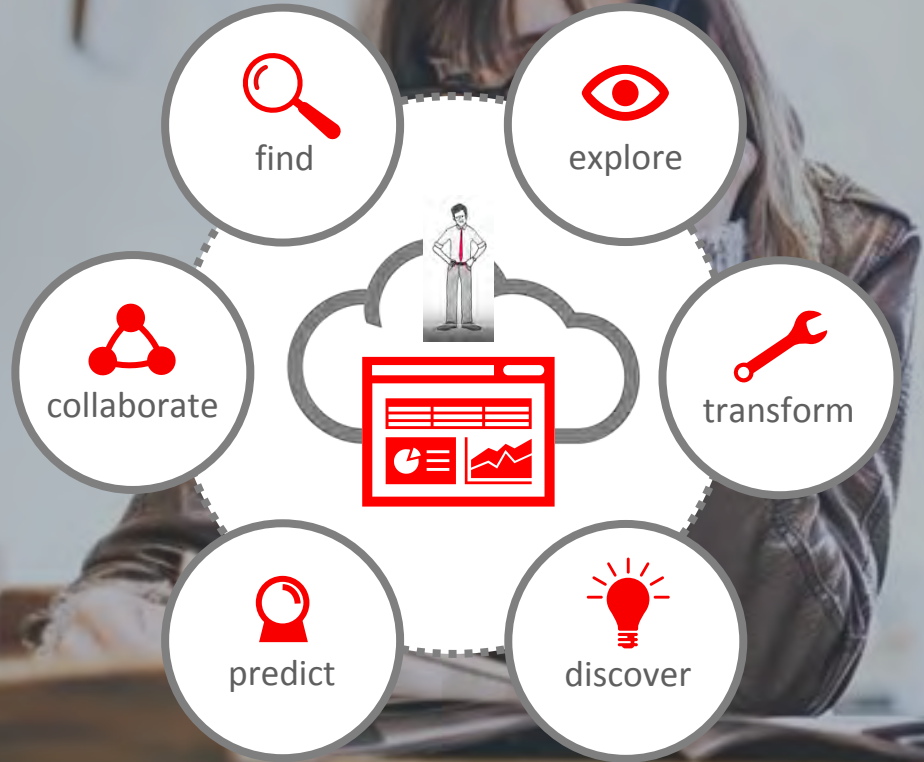
Data Lab is currently the realm of the elusive Data Scientist



Raw tools and complex languages impair Business Analyst and SME productivity



Oracle Big Data Discovery. A Modern Data Lab for Everyone



ORACLE Big Data Discovery

Chicago Open Data Analysis: US Demographics by Zipcode

pop_10_to_19 (average)

40 Projects 137 Data Sets

all_taxi (1,110,630,466 records)

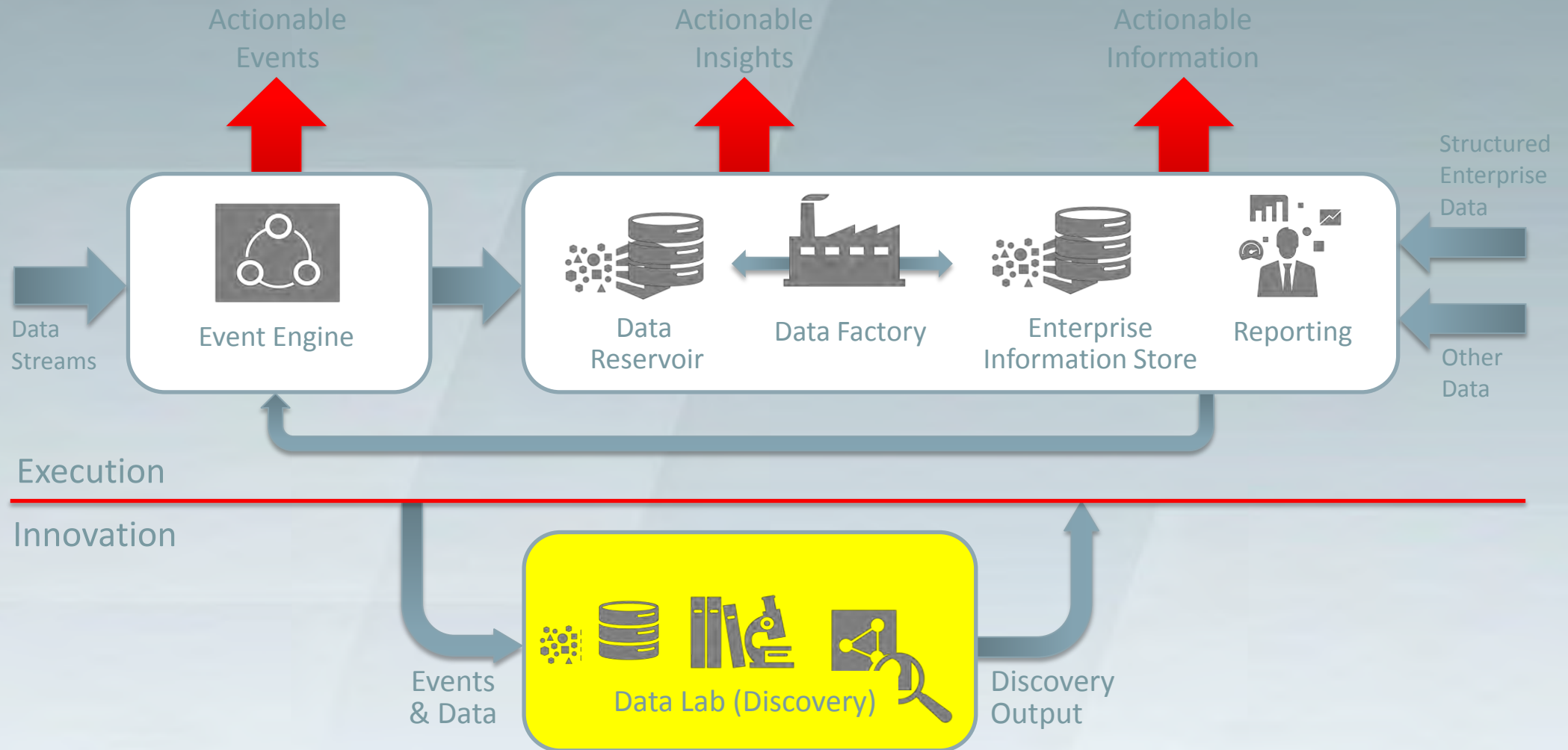
all_us_weather (237,058 records)

all_us_weather_cozzi (260,56 records)

Number of Records

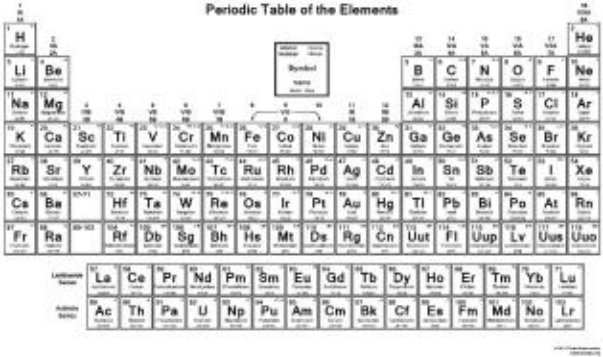
housing_ind_count	1	1	0.9	0.5
total_mile_positio	1	1	0.5	0.5
estimated_positio	0.9	0.5	0.5	0.5
pop_10_to_19			0.5	0.5

An Integrated Data Platform



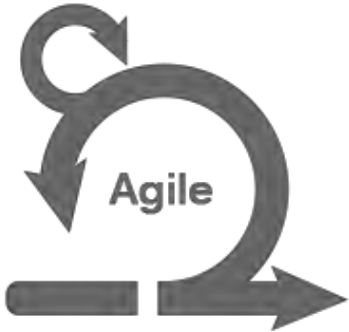
Data Lab – Key Requirements

Based on
Raw Data



Full Access to
Data Sources
(Select only)

Complete
Sandbox
Environment



Agile
Experimentation
“Fail Fast”

Choice of Big Data Deployment Models

Big Data Appliance



Customer Data Center

Purchased

Customer Managed

Big Data Cloud Machine



Customer Data Center

Subscription

Oracle Managed

Big Data Cloud Service



Oracle Cloud

Subscription

Oracle Managed



Oracle Analytics Cloud



Liberate All Data From All Sources

Easy access to a variety of data sources

- Few clicks to setup and use
- Vast number of sources supported
- Will expand coverage to enable access to every industry-specific source via native connectors or developer community

SAAS / PAAS



DATABASES



BIG DATA NO SQL



OTHERS



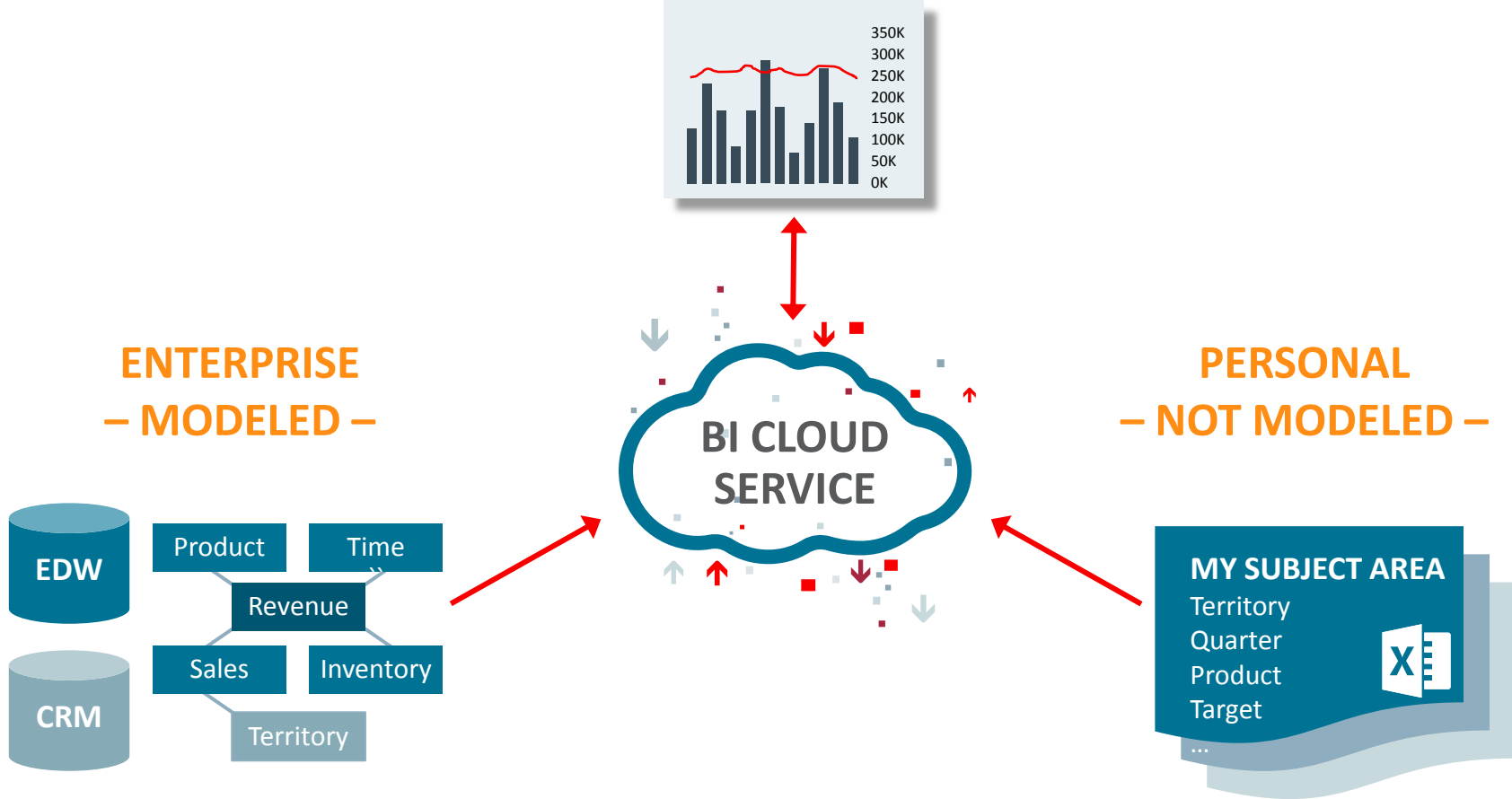
In-line and “extract and analyze”

- IP built over two decades in function shipping (source-specific code generation) and internal execution now powers business user self-service





BI Cloud Service – Analytics Enriched by Consumers



- Core strength of Oracle BI is federating + aggregating queries across disparate sources
- New capabilities around runtime metadata allow user-supplied data to be incorporated 'just-in-time' in BI Server query plan
- Combination brings proven robustness of BI Server governance and scalability together with flexibility required for business user autonomy



Game is moving beyond visualization....



SEE &
DETECT

Best Data Visualization Capabilities

- Rich palette of chart types, combo charts of lines, areas, bubbles, and more
- Trellising for every visualization; customizable color palette
- Brushing – highlight correlations within data across visualizations, all auto-wired to work/update in unison, leveraging in-memory cache/execution layer
- One click access to common statistical functions – outliers, trend lines, forecasts for N periods, others



Beyond Visualization: Powerful Data Prep



Self-service Data Prep is the hot new area

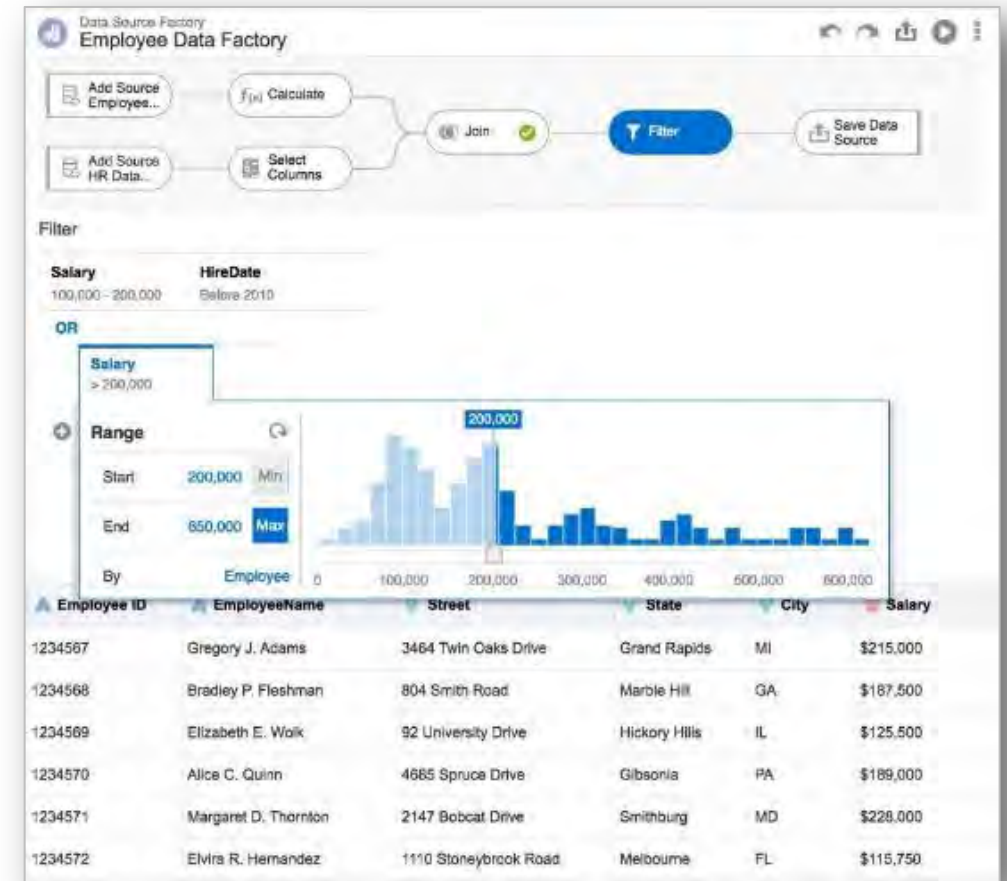
- Users want to prepare the data while visualizing it
- Users want to create re-usable data sets for others

Tableau/Qlik users require 3rd party tools

- Several customers interested in replacing Tableau + Alteryx with Data Visualization

Data Flow available in DV Desktop now

- First set of Data preparation released in Cloud and on-prem
- DV Desktop includes powerful data flow capabilities for users to create re-usable data sets



Find Hidden Patterns with Smart Data Discovery



Automatic detection of data patterns

- Guide users towards strongest correlated factors and variances from norm

Automatic visualizations from data sets - anytime

- Auto-default to the appropriate visualization for a given data set
- Available in DV Desktop October release.

Tableau/Qlik do not have automated insights

- Tableau/Qlik focused on visualization, not insights



Role-Based Visualization Content Packs



Sales VP

- Top deals in Play
- Sales review
- Pipeline trend
- Revenue trend



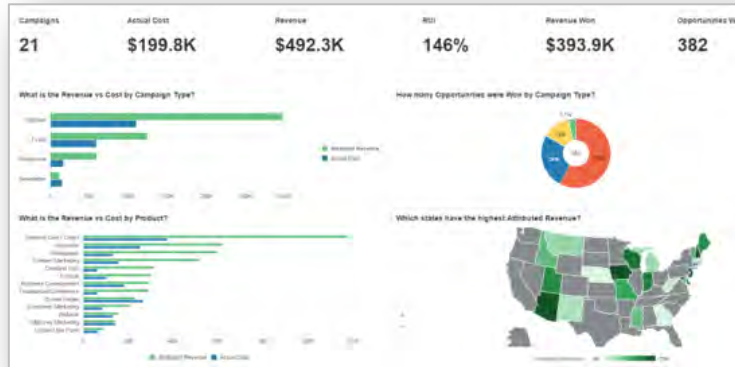
Sales Manager

- Team performance
- Quota attainment
- Pipeline review
- Demand generation



Marketing Analyst

- Campaign performance
- Campaign cost



Service Manager

- Open incidents
- Closed incidents
- Team performance



Talk to Your Data with BI Ask

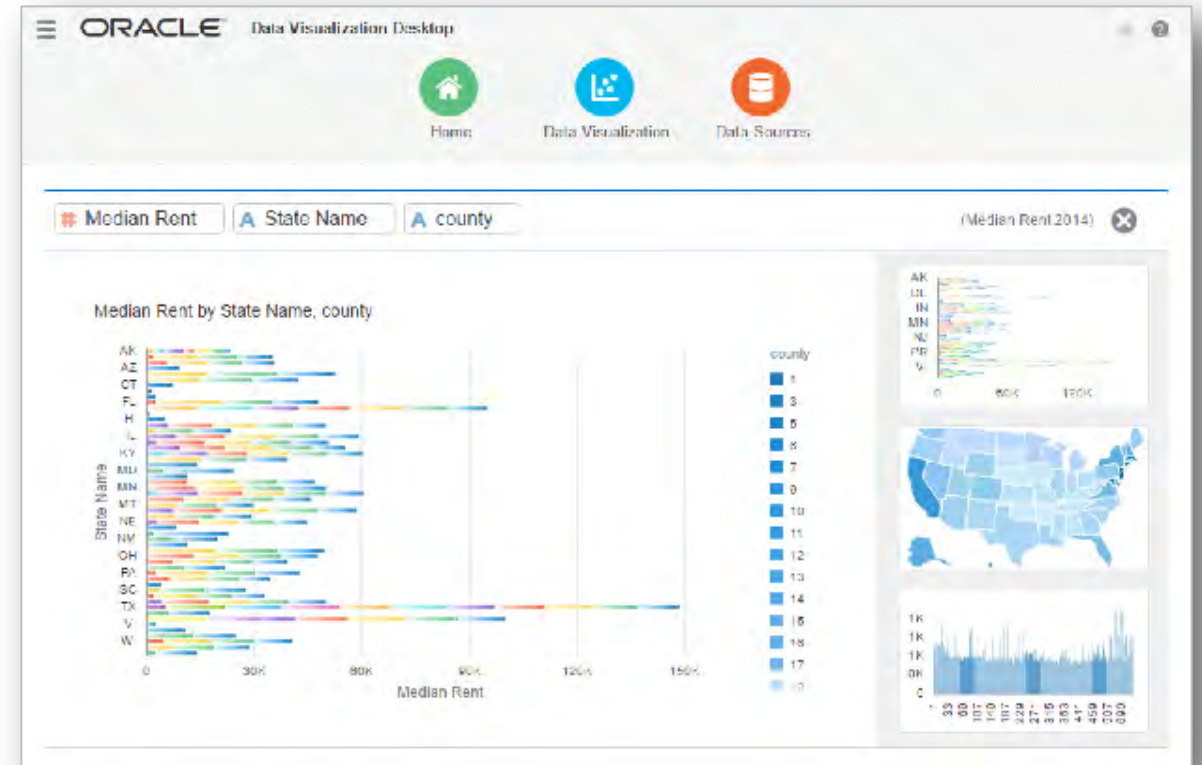
SEE &
DETECT

Powerful, intuitive keyword search

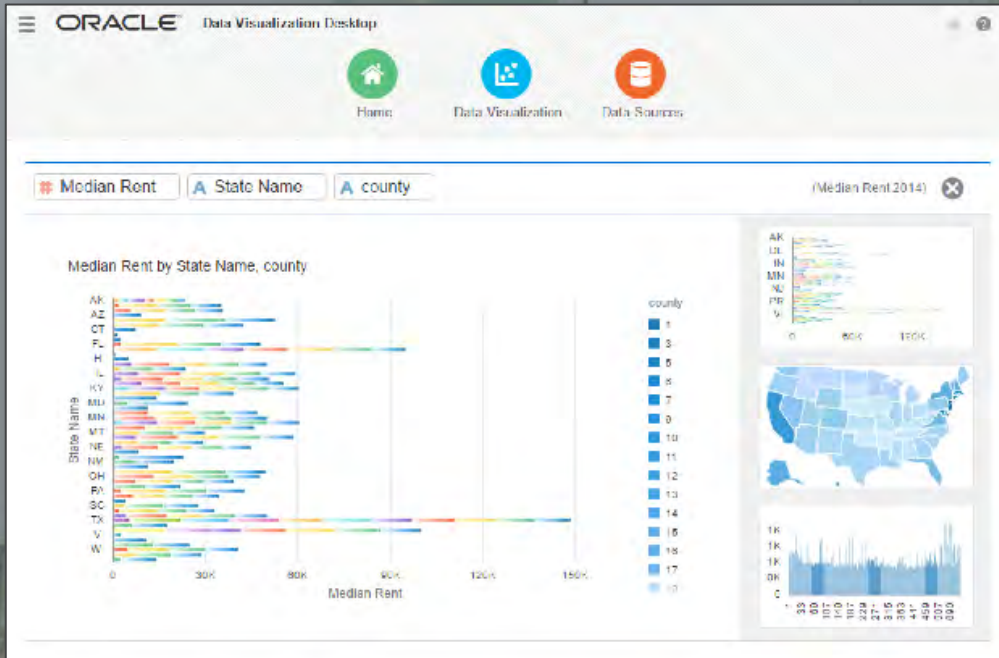
- Interprets semantic layer, user private data, expression library and catalog artifacts
- Voice-enabled
- Fuzzy match, stemming, natural language processing
- Generates on-the-fly queries - visualizations are auto-created while user types

Available on all platforms

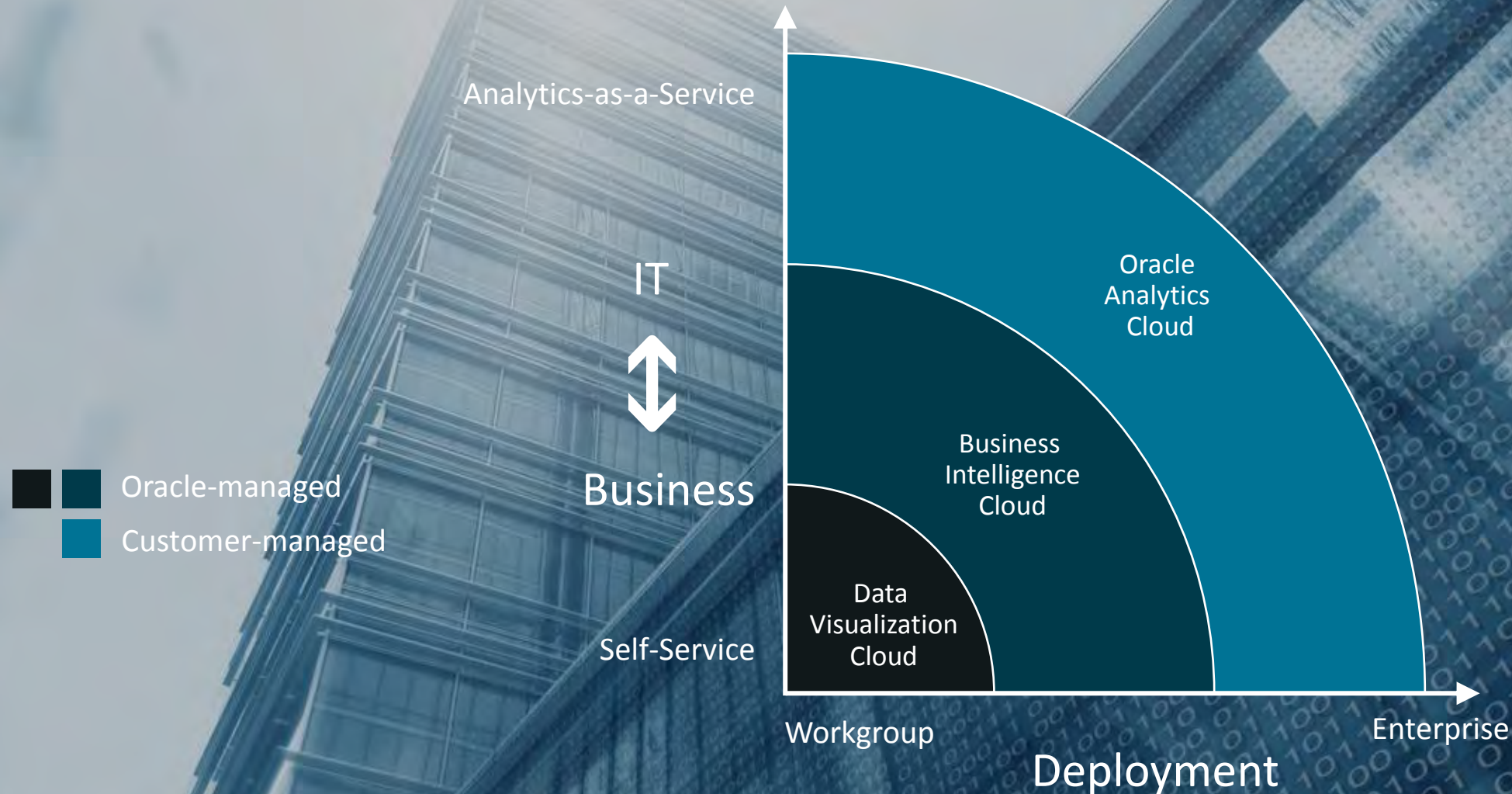
- Mobile
- Browser
- Desktop



Oracle Data Visualization Short Demo



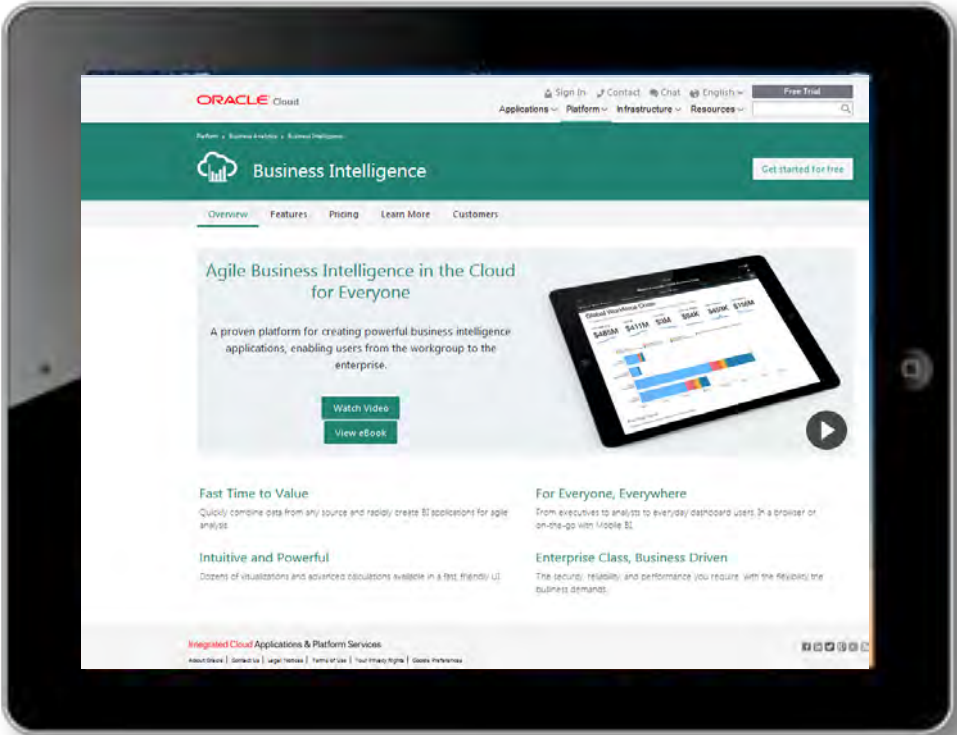
A Solution for Everyone



For More Information

Oracle BI Cloud Service 30-Day Free Trial

http://cloud.oracle.com/en_US/business_intelligence



Questions?

Integrated Cloud

Applications & Platform Services