Powerful Visual Analytics for the Entire Organization
Oracle Business Intelligence 12c

Analytics should be more than a mirror of the past. As a strategic practice, it offers the ability to understand what is happening in the moment, and help you predict where your business can go. Making analytics a strategic practice requires a strategic platform that serves the entire organization's needs—from the agility of visual analytics and self-service data discovery, to the power of an enterprise platform, including operational analysis at scale, security, reliability, extreme performance, and centralized management. Only Oracle combines this agility and power in a single platform—because you shouldn't have to choose between ease-of-use and world-class analytics.

Visual Analytics

Visualizing data makes analysis faster and easier, and makes insights more readily available to everyone across the organization. Data Visualization in Oracle Business Intelligence 12c (BI 12c) offers a rich consumer-style experience that is now common across Oracle's analytics portfolio. Additionally, the entire user experience has been streamlined, demonstrating Oracle's continued commitment to making analytics as fast, flexible, and friendly as they are powerful and robust.
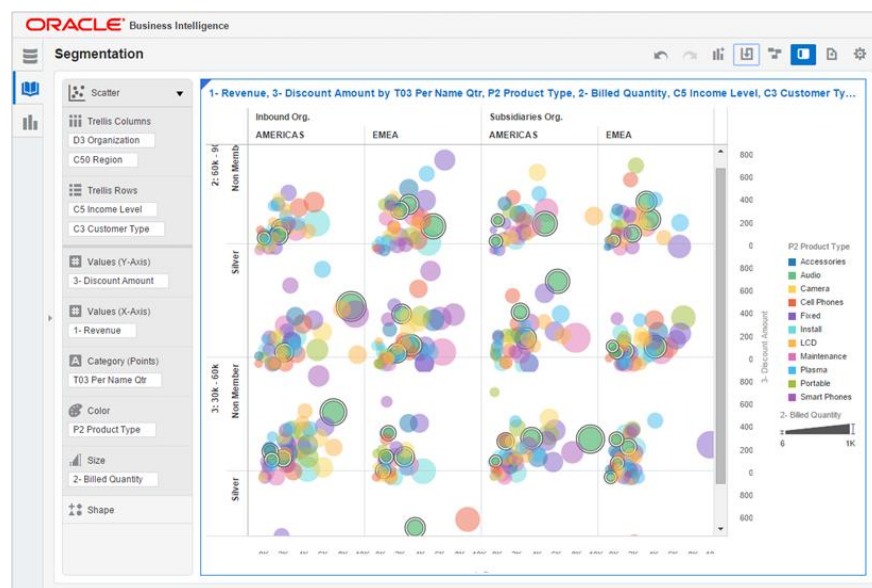
KEY BENEFITS

- Stunningly visual and easy to use.
- Faster time to value, higher ROI.
- Radically simple install, upgrade, and management for lower TCO.
- Comprehensive platform, from self-service to advanced analytics to operational analysis at scale.
- Seamless analytics across Cloud and on-premises.
- Self-service agility in a central, secure platform.
- No modeling or specialized resources required for data mashup.
- Instant mobile, no extra work required.
- Voice-enabled—talk to your data.
- Analytics anywhere with full mobile authoring.
- Easy to extend advanced analytics.
- Direct access to Big Data sources.
- Faster in-memory processing.

Figure 1. Oracle BI 12c Data Visualization sample analysis, highlighted trellis chart.

Visual Analytics

- Stunning data visualization.
- Secure sharing and collaboration.
- Intelligent highlighting automatically connects related data.
- Seamless user experience allows intuitive transition from discovery to dashboard.

Self-Service

- Self-service data loading, no modeling required.
- Self-service blending of personal and corporate data.
- Automatically inferred connection between data sets.

Mobile

- Touch and voice enabled, literally talk to your data.
- Full mobile authoring.
- Adaptive design for any device.
- Native sharing with other applications for both Android and Apple.
- Notifications on Android wear and Apple watch.

Advanced Analytics

- Integration with hundreds of free functions.
- Free R distribution for custom analytics, no RPD changes required.

Performance

- More in-memory processing
- In-memory Essbase on Exalytics

New Data Sources

- Direct access to Oracle Hyperion application data.
- Personal self-service data.
- Direct access to Cloudera Impala.

Easy Upgrade

- One file (BAR) for upgrade, backup, restore, recovery.
- Free Baseline Validation Tool

- **Stunning, smart visualizations**. Visualizing data is as easy as dragging attributes onto the screen. Optimal visualizations are automatically displayed based on the type of data selected, with no upfront configuration, and are also positioned automatically without requiring precise placement—so you get started analyzing right away, rather than spending your time configuring graphs, charts, and layouts. It's just as easy to adjust layout and change the visualization type, so you always have control over the display.
- **Everything connected**. Visualizations and data are all connected by default, which means highlighting data in one visual automatically highlights correlated data in every other, immediately showing new patterns. The overall experience is richly dynamic, with visualizations functioning as filters that work in combination with guided navigation and search, keeping your context and helping guide you through your exploration—much as you would expect in any online consumer experience.
- **Ease-of-use**. Updates throughout the platform blend ease-of-use and efficiency with powerful analytics capabilities. The interface for the homepage, Answers (ad hoc query and reporting), and Dashboards (analyses and dashboarding) has a simplified structure, more open space, and a cleaner approach to nesting and borders, helping you focus on the data and quickly see what's important. HTML-5 graphics improve view rendering and visualization display; and it's easier for you to create new groups, calculations, and measures, for simpler, more direct interaction with results.
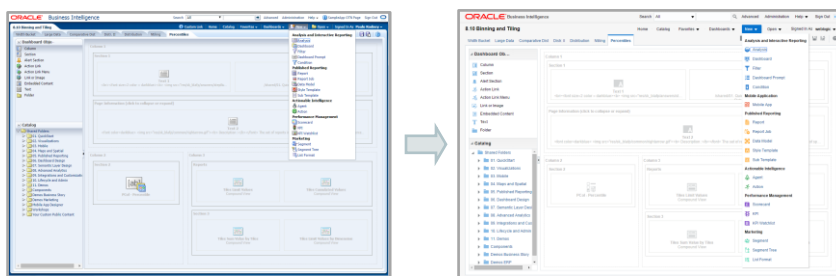

Figure 2. Oracle BI 12c interface enhancements.

Self-Service

In addition to sophisticated data integration and modeling capabilities that power ongoing operational analysis, BI 12c offers new self-service capabilities for loading and blending data, with no modeling required—making fast analysis available to anyone in the organization.

- **Data loading**. You can now simply browse to personal text files and spreadsheets, then click to see a preview and upload them.
- **Mashup**. You can easily blend personal data with managed data—BI 12c automatically infers connections between data sets, as well as providing an intuitive user experience for redefining connections and creating new ones. Combining data sets gives you the ability to enhance existing managed subject areas by extending dimensions and adding facts, for increasingly timely and relevant analysis.

Mobile

BI 12c provides an increasing agile mobile experience that spans the portfolio, with the same mobile application on-premises and in the Cloud. Analytics are instantly available on any device, offer rich sharing and collaboration, and leverage the Oracle Mobile Security Suite for superior security, online and off.

- **BI Ask**. Now you can literally talk to your data with BI Ask, a search-driven approach to analytics that is optimized for touch and voice. Ask or type questions in search and see visualizations display in response.
- **Authoring**. In addition to full support for viewing (touch/swipe/zoom), full mobile authoring is available, using an adaptive design to deliver the best display for mobile devices. BI Ask results are an easy entry point for creating new visualizations and analyses, which you can flip through on your phone and tap to bring full screen for closer review.
- **Usability**. The interface for iOS has been completely redesigned and includes hand-off support for continuity across phone, tablet, and laptop; integration with Spotlight Search to help you find dashboards and reports directly from the Apple search box; and native sharing with other applications. Mobile BI for Android also now offers sharing and following for nearby devices, as well as the ability to project any dashboard or story to GoogleCast-enabled devices. Support for wearable devices is available for both the Apple watch and Android wear, which show alerts as notifications.

Figure 3. Oracle BI 12c analytics on any device.

Easy Upgrade

BI 12c is a radically simple and robust upgrade from 11g, saving time and effort moving across versions. A single file, the BI Application Archive (BAR), includes everything necessary to backup, restore, test, clone, move, and upgrade an application. In addition, BI 12c includes a free utility to automate regression testing, the Baseline Validation Tool, which verifies data, visuals, catalog object metadata, and system-generated SQL across 11g and 12c releases. Together with architecture and lifecycle management enhancements such as modular metadata management; simpler, more robust security; and self-service capabilities, BI 12c streamlines platform management, significantly reducing the IT investment and delivering the lowest total cost of ownership (TCO).

ORACLE BUSINESS INTELLIGENCE 12C

Oracle Business Intelligence 12c is the foundation of Oracle's complete analytics solution, available on-premises and in the Cloud for seamless analysis in any environment.

RELATED PRODUCTS

- Oracle Data Visualization Cloud Service
- Oracle Business Intelligence Cloud Service

Extreme Performance

Analyzing ever larger data sets requires extreme performance. BI 12c includes new options for sophisticated in-memory processing, to ensure fast response times across the spectrum of analysis.

- **Oracle BI Server**. BI Server in-memory optimizations deliver faster rollups and sorting, greater compression, and sophisticated memory usage for variable-length data, which translate to faster performance throughout the platform. In addition, BI 12c offers continued support for Oracle TimesTen In-Memory Database and is certified with the Oracle Database 12c In-Memory option.
- **In-Memory Essbase on Exalytics**. Extensive in-memory enhancements in Essbase on Exalytics improve concurrency, increase scalability through full utilization of Exalytics cores and memory, and provide significant performance gains by eliminating wait in background processing.

More Advanced Analytics

Predictive analysis is more tightly integrated, with expanded capabilities and an enhanced user experience that enable you to more easily forecast future conditions, group elements that are statistically similar, and expose outliers. BI 12c includes the ability to extend analytics with hundreds of function packages available for free in the public domain, and to run the free Oracle R distribution on BI Server. You can create custom R scripts, which can point to any engine (R, Oracle Database, Spark, etc.) without needing to change the BI RPD to deliver results.
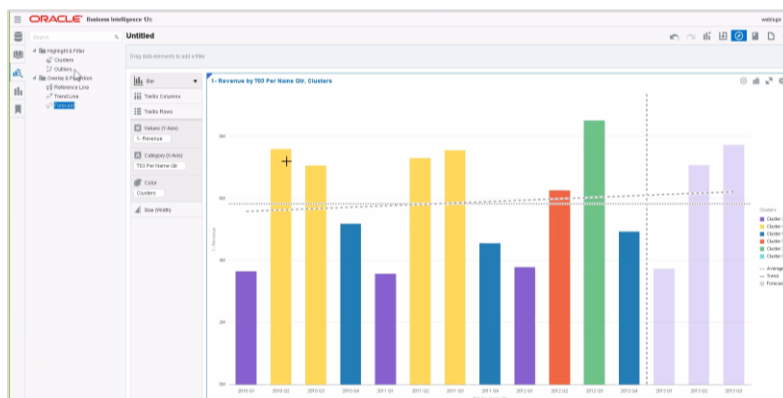

Figure 4. Oracle BI 12c advanced analytics sample showing trend lines.

New Data Sources

To address the ongoing availability of diverse new data and meet the growing demand to incorporate that data into analytics, BI 12c provides access to new sources, including both Oracle and Big Data (in addition to personal data, as described in the Self-Service section above).

- **Hyperion**. BI 12c supports extensive financial and enterprise management reporting and analytics through direct access to Hyperion Planning and Hyperion Financial Management application data, via single sign-on, native support for planning-specific logic, and automated full-fidelity model creation on metadata import.
- **Big Data**. With BI 12c you can analyze Big Data in Hadoop via Cloudera Impala. The DataDirect Connect ODBC driver to access Impala is included, and BI 12c generates Impala-specific optimized SQL queries for extreme performance.

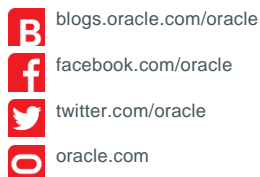## Strategic Analytics for Higher Return on Investment

Oracle Business Intelligence 12c means you don't have to choose between ease-of-use and world-class analytics. BI 12c brings together visual analytics, self-service discovery, powerful operational analysis, reporting, and dashboarding, instant mobile, extreme performance, advanced analytics, easy access to diverse data sources, and more, in a single comprehensive platform that is easy to use and manage. You also don't have to choose between Cloud and on-premises, because BI 12c underpins Oracle's analytics portfolio, with shared technology, functionality, and user experiences, so you can build your analytics in the environment that is best for your business. This flexibility saves you time and cost, allowing you to focus on the value in your data and empowering you to take full advantage of analytics as a competitive advantage and differentiator, fueling innovation and increasing your return on investment.

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