



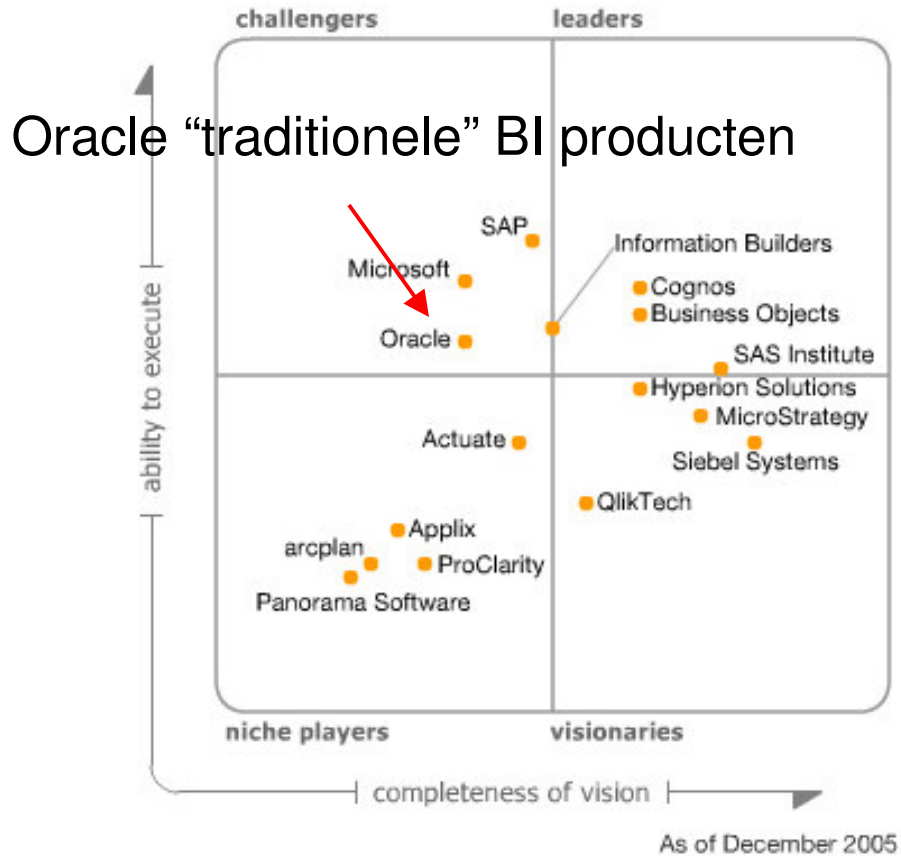
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Sogeti BI Symposium

Ton ter Laak

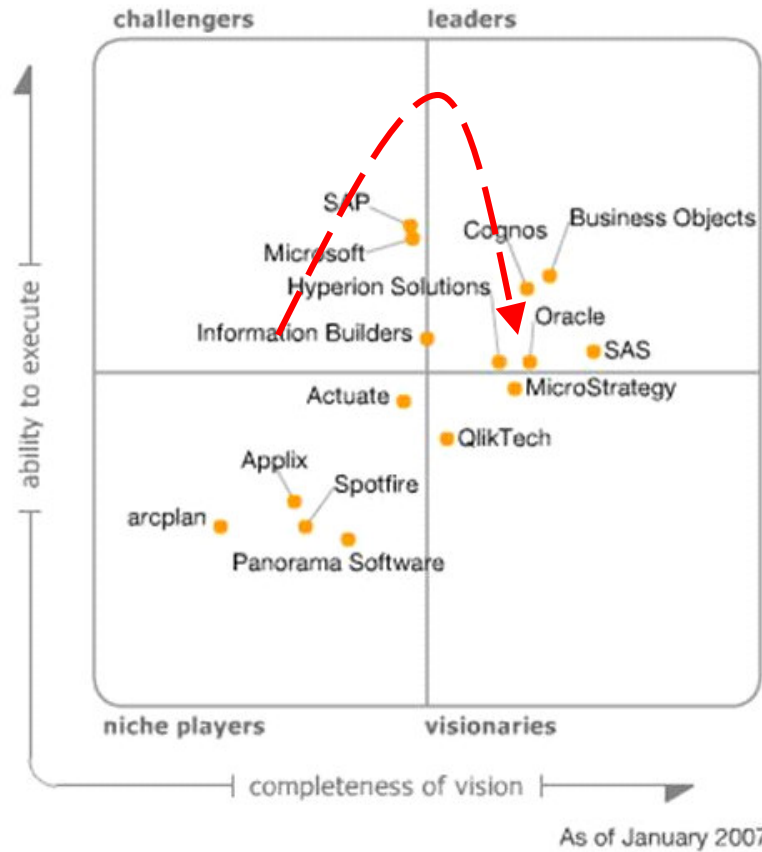
BeneLux Sales Manager Business Intelligence

Gartner BI Magic Quadrant 2005



Gartner BI Magic Quadrant 2006

(Published jan 2007)



Oracle's nieuwe BI product (OBI EE)

Gartner BI Magic Quadrant 2006, aanpassing voorjaar 2007..... overname Hyperion



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Gisteren.....



AP
Business Objects Shares Rise on Rumors

Monday September 17, 1:28 pm ET

**Business Objects Shares Rise on Takeover Speculation, Analyst Says
 Rumors Have Some Merit**

NEW YORK (AP) -- Shares of Business Objects SA rose in afternoon trading Monday, on market rumors that the business intelligence software maker is seeking to be bought out.

Shares added \$2.67, or 6.3 percent, to \$45.06, after French newspaper Le Figaro reportedly said Business Objects hired investment bank Goldman Sachs to find a buyer for the French company.

A company spokeswoman declined to comment on the rumors.

Robert W. Baird & Co. analyst Steven M. Ashley, in a client note, said Business Objects could be worth up to \$55 per share, due to the company's strong market position.

"We believe there could be merit to these rumors," he wrote, noting the media report named SAP AG and Oracle Corp. as possible buyers.

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Business Intelligence

Technology Priorities for CIO's

#1 priority with CIOs

Gartner 2006 CIO Survey

2006 CIO Technology Priorities

To what extent will your Investment in each of the following technologies change in 2006

Ranking
2006 2005

Spending
Increase

Business Intelligence (BI)

1 ↑ 2

+4.8%

Security Enhancement Tools

2 ↓ 1

+4.5%

Mobile Workforce Applications

3 ↔ 3

+3.9%

Source: Gartner EXP 2006 CIO Survey

Merrill Lynch CIO Survey

Table 3: What areas are your top Spending Priorities

Aug
2004

Oct
2004

Feb
2005

Sep
2005

Jan
2006

**Business Intelligence /
Data Warehousing**

42%

48%

28%

53%

41%

Security

42%

42%

31%

27%

36%

ERP

12%

26%

32%

17%

28%

Source: Merrill Lynch Survey of 100 CIOs in North America

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Het gebruik van informatie verandert

Pervasive use

Real-time, predictive data

**Insight-driven business
process optimization**

Single point of Truth

**Enterprise Performance
Management System**

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BI and performance management.....



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Enterprise Performance Management System

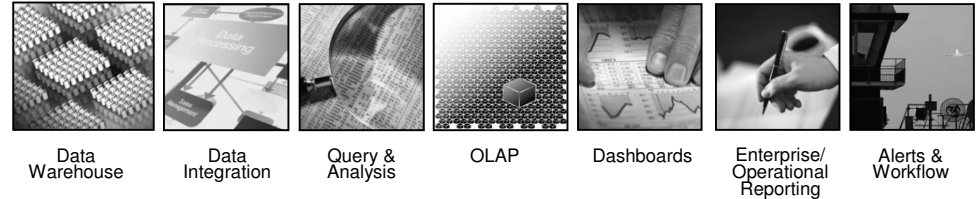


Financial Performance Management

Enterprise Performance Management System

Transactional Systems

Operational BI Systems



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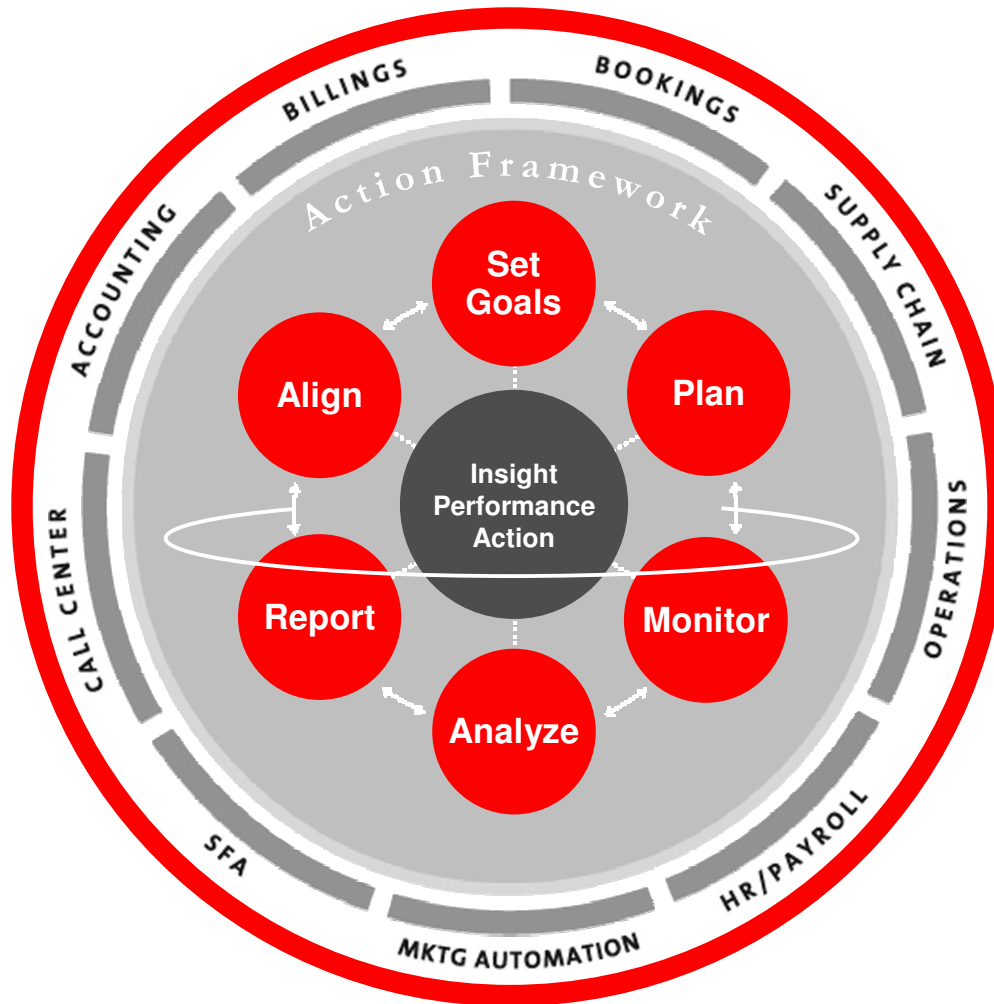
Enterprise performance management



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Enterprise Performance Management System

Integrates Transaction, Intelligence, Financial Systems



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Oracle's Product Strategy

**BI and performance
management
applications**

**Customer benefit -> Out of the box
Analytic Applications, lowers TCO**

**Oracle
BI Suite**

**Best-of-Breed, Next Generation
Business Intelligence Technology
Platform**

**Oracle
Data Warehousing**

**Customer Benefit-> Data
consolidation, Lowers TCO**

Oracle Business Intelligence Suite

Extended and Unified Business Intelligence Infrastructure



- Data Integration**
- Ad-hoc Analysis**
- Interactive Dashboards**
- Essbase Analytics**
- Reporting & Publishing**
- Proactive Detection and Alerts**
- Disconnected & Mobile Analytics**
- MS Office & Outlook Integration**

Common Enterprise Information Model

- Integrated Security, User Management, Personalization
- Multidimensional Calculation and Integration Engine
- Intelligent Request Generation and Optimized Data Access Services

- OLTP & ODS Systems**
- Data Warehouse Data Mart**
- Essbase**
- SAP, Oracle, PeopleSoft, Siebel, Custom Apps**
- Files Excel XML**
- Business Process**



Oracle's Product Strategy

**BI and Performance
management
applications**

**Customer benefit -> Out of the box
Analytic Applications, lowers TCO**

Oracle
BI Suite

Best-of-Breed, Next Generation
Business Intelligence Technology
Platform

Oracle
Data Warehousing

Customer Benefit-> Data
consolidation, Lowers TCO



Oracle BI Applications

Complete suite of analytic applications



Sales Analytics	Service & Contact Center Analytics	Marketing Analytics	Financial Analytics	Supply Chain Analytics	Workforce Analytics
Pipeline Analysis	Churn Propensity	Campaign Scorecard	Receivables / Payables Analysis	Supplier Performance	Employee Productivity
Triangulated Forecasting	Customer Satisfaction	Response Rates	Customer Profitability	Inventory Analysis	Compensation Analysis
Sales Team Effectiveness	Resolution Rates	Product Propensity	Product Profitability	Procurement Cycle Times	Compliance Reporting
Up-sell / Cross-sell	Service Rep Effectiveness	Loyalty and Attrition	Regulatory Compliance	Inventory Availability	Workforce Profile
Discounting Analysis	Service Cost Analysis	Market Basket Analysis	Expense Management	Employee Expenses	Turnover Trends
Lead Conversion	Service Trends	Campaign ROI	Cash Flow Analysis	BOM Analysis	Return on Human Capital

Prebuilt adapters:

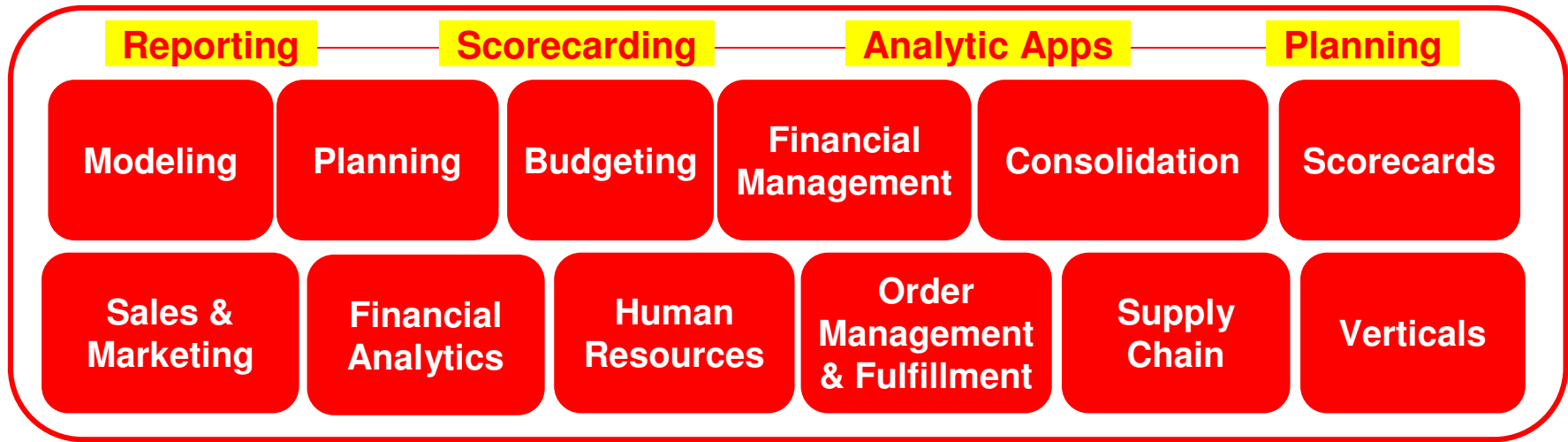


Other Operational & Analytic Sources

Oracle BI Suite Enterprise Edition – Comprehensive, Integrated, Hot-Pluggable Infrastructure

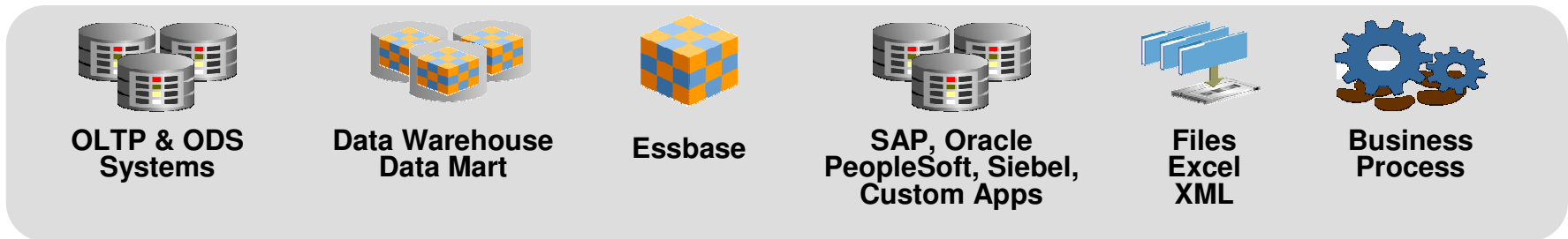
Oracle & Hyperion Business Intelligence Applications

An Enterprise Performance Management System



Common Enterprise Information Model

Oracle Business Intelligence Foundation



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Exploit Existing Customer Investments

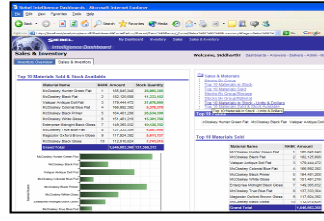
Continued Integration with Heterogeneous Environments

Portals



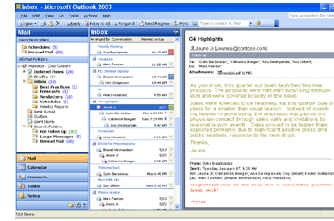
Any JSR 168 Portal

Analytic Tools and Reporting



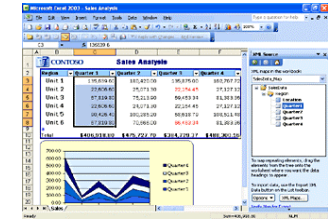
Oracle BI, HYSL, BOBJ, COGN, MSTR, Actuate ..

Applications



Oracle EBS, Siebel, SAP, PeopleSoft, JD Edwards ..

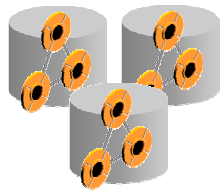
Desktop Tools



Excel, Outlook, Lotus Notes ..

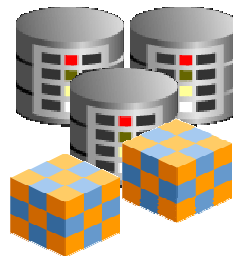
Oracle Enterprise Performance Management System Oracle Business Intelligence Foundation

Security



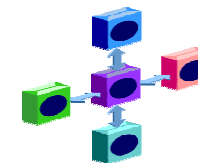
Oracle
Kerberos
iPlanet
MSFT AD
Novell
Custom
Others ..

Data Access



Oracle RDBMS
Oracle OLAP Option
Microsoft SQL Server
& Analysis Services
IBM DB2
Teradata
Essbase
SAP BW
XML, Excel, Text
Others ..

ETL



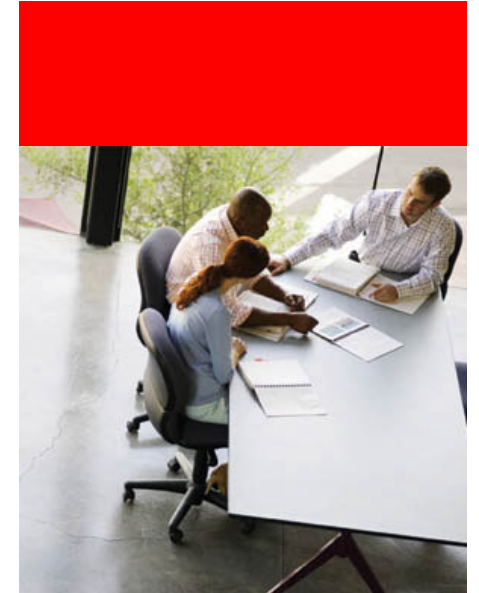
Oracle Data Integrator (Sunopsis)
Oracle Warehouse Builder
Informatica
Ascential
Others ..

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The Goal Pervasive BI

Can we help you deliver
for your organisation....



Pervasive BI – what's needed?

- A comprehensive BI solution suitable for wide scale deployment for the enterprise
- The ability to link strategy to business execution as a managed, continuous process
- Deploy BI pervasively **fast**, with extraordinary ROI
- A robust architecture for BI implemented at scale, but flexible enough to meet changing business requirements
- A vendor with the vision and financial strength to be a trusted partner on your journey

ORACLE®
BUSINESS INTELLIGENCE

ORACLE®
BUSINESS INTELLIGENCE
 Hyperion™
The future in sight

ORACLE®
BUSINESS INTELLIGENCE
APPLICATIONS

ORACLE®
BUSINESS INTELLIGENCE SUITE
ORACLE® ORACLE®
DATABASE APPLICATION SERVER
ENTERPRISE EDITION ENTERPRISE EDITION

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ORACLE IS THE INFORMATION COMPANY