

ORACLE®

**BUSINESS INTELLIGENCE CLOUD
SERVICE**



Convert Data into Insight

ORACLE®



To Unleash Insight..

Start with the Data

See the Story

Dig Deeper

Go Mobile

Right Now, On Your
Terms

BI Cloud Service

Get Started

To Unleash Insight...

It all starts with a question...

*What caused a recent dip
in sales?*

To answer that, you need to combine data about **what** happened with information that helps explain **why** it happened.

And to do that, you need a solution that's fast, flexible, and easy to use, from loading data self-service so you can explore it and discover new insights, to creating and sharing dashboards and reports on any device. As the story unfolds visually, you can easily dig into the details and literally see what's driving your business.





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To find out what caused the dip in sales, you can load your own data and quickly combine it with gold-standard information—all in a powerful database that is the foundation for fast, flexible, self-service analysis.

Load Your Data

Data to answer your questions is in many different formats and systems, from spreadsheets and files, to on-premises systems and cloud applications. You want simple options for loading all that information—like being able to upload files yourself, without having to know anything about data structures or writing queries.

Leverage Corporate Data

Any investigation should include gold-standard information, such as corporate metric definitions and established data sets, to ensure that the numbers line up and to provide confidence in your conclusions. You should be able to access that data easily and intuitively, incorporating standards and information from your on-premises analytics systems as needed. And it should be simple to combine corporate information with your own data, so you get a complete view.





See the Story

It's time to see what's going on. Automatic visualizations help reveal new patterns, and a rich gallery of charts helps you create dynamic, interactive dashboards and reports that are both highly informative and visually appealing.

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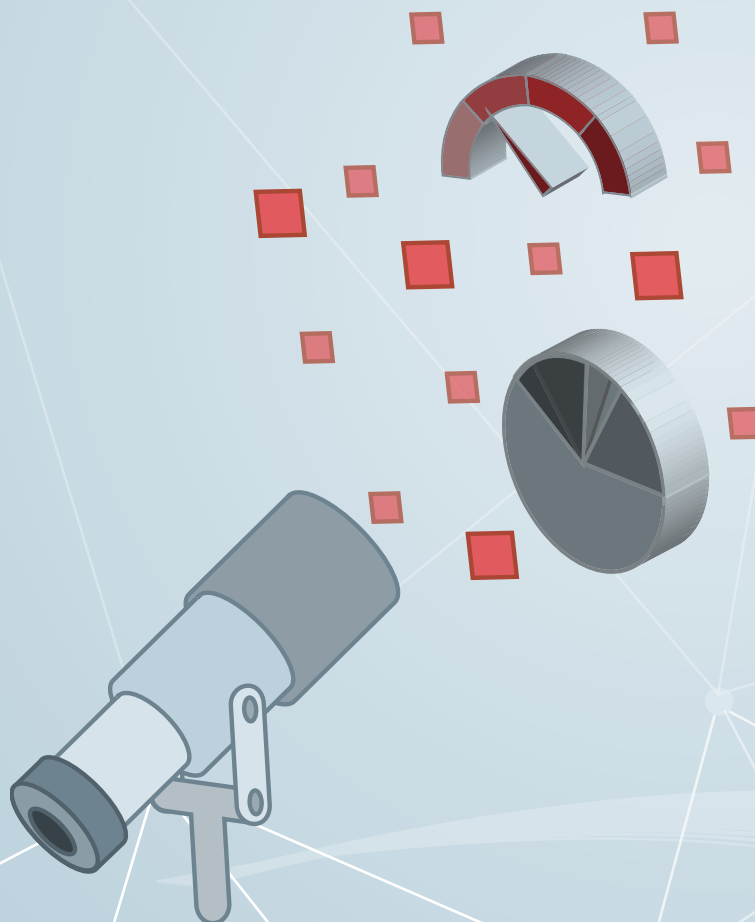
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Discover What's in Your Data

Sometimes you have an idea about what you'll find in your data—and sometimes you don't. You need to be able to dive in and explore, dragging and dropping to see what combinations of attributes prompt new questions or reveal new insights. Easy search, dynamic navigation, and contextual analytics will help guide you through your data, so you spend your time applying your expertise, not configuring charts. And when you're ready to communicate what you've found, it should be fast and easy to create dashboards and reports and share them with your colleagues.

Once it's visual, the story is clear—your top products are backordered, and that's the cause of your dip in sales. You can also see an emerging trend of customers starting to cancel—a totally new insight.



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Right Now, On Your
Terms

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Get Started

Dig Deeper

To dig deeper, you need to extend your analysis using prebuilt calculations and advanced and predictive analytics—because once you've found the issue, you want to prevent it from happening again.

Extend Your Analysis

A best-in-class analytics solution includes a library of prebuilt analytic modules, functions, filters, and advanced calculations that help you enhance your data with intelligent, derived metrics.

It also offers you the ability to use advanced analytics and predictive modeling, so you can understand why your top products were backordered and take that insight to the next level to prevent it from happening in the future.





Go Mobile

Being able to share information—when you need it, no matter where you are—can change your business. As soon as you know that backorders are behind the dip in sales, you can share that with your VP, so she has it on her iPad *before* she walks into her Operations review.

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Start with the Data

See the Story

Dig Deeper

Go Mobile

Right Now, On Your Terms

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Get Started



Automatic

Mobile access shouldn't take extra effort. Today, you expect to go to Apple's App Store or the Google Play Store and get what you need. And not a static rendition of a desktop app—a fully interactive experience that includes drilling, swiping, zooming and that provides offline access.

Simple and Secure

Sharing should be simple and secure. Choose what you want to share, with the confidence people will only see content appropriate to them, even if the original analysis includes data outside their scope.



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Start with the Data

See the Story

Dig Deeper

Go Mobile

**Right Now, On Your
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BI Cloud Service

Get Started

Right Now, On Your Terms

When something is changing in your business, you can't wait to see what happens. You need a solution that is immediately available, quick to learn and easy to use, updated on your schedule, secure, and affordable.

Easy

You need a solution that's available right away, and that's easy to learn and use, so you can start identifying new insights now, when they matter.

Secure

It's important to know that people see the information they're supposed to. The highest-standard security means you can be confident people access exactly what they need, from applications to dashboards to data.

On Your Terms

The Oracle Cloud means infrastructure, maintenance, and upgrades are handled for you—but your organization can control updates. That way, data is refreshed on a schedule that meets your needs and changes to the environment to reflect your actual business practice.

Low Cost, Low Risk

Oracle Cloud solutions get you the resources you need for a low cost, and with low risk. You can grow as you go, which makes it easy to manage your budget and show your return on investment.





Oracle BI Cloud Service

When you need fast answers you can trust.

Oracle Business Intelligence Cloud Service gives you easy, affordable analytics in the cloud—so you can convert data into insight as fast as you can click.

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- **Start with the Data**—start your analysis instantly—upload your own files, then drag and drop to combine them with gold-standard corporate data.
- **See the Story**—automatic visualizations show what’s in your data, and you can drag and drop from a rich charting library to create compelling dashboards and reports.
- **Dig Deeper**—easily combine data from multiple sources, discover new insights, and take your analysis to the next level with advanced and predictive analytics.
- **Go Mobile & Share**—all your analytics are automatically available anytime, anywhere, on any device, so it’s quick and easy to share insights and drive collaboration.
- **Right Now, On Your Terms**—fast, flexible analytics in the cloud empower you to get the greatest benefit from your data when it matters most—right now.



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Terms

BI Cloud Service

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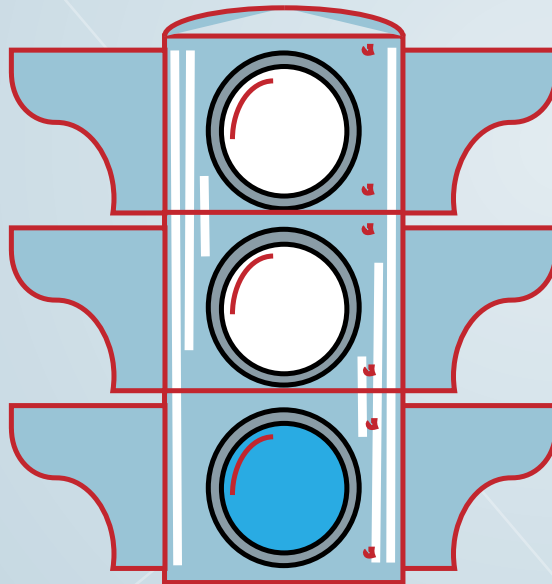
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