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ORACLE NEWS FOR MIDSIZE ORGANIZATIONS



INSIDE ONE

Business Intelligence

How accurate is your business data?

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KEEPING YOUR FINGER ON THE PULSE

Do you really know what's going on inside your business? Or are you just looking at sets of spreadsheets? Of course, recording data in spreadsheets is the natural starting point but it doesn't take long before it is too time-consuming, potentially inaccurate and misleading, particularly in the reconciliation of data for reporting purposes.

Growing businesses need to know exactly what drives their profitability and costs them money, and can little afford the time it takes to turn spreadsheet numbers into tools for decision making. Not to mention the fact that data might not be accurate in the first place. Spreadsheets are often maintained by a single person and errors can occur – an unnecessary risk when the alternatives are now so readily available.

WHAT CAN BI DO FOR YOU?

There are two really important aspects of BI tools that can transform your single function reports into consolidated and insightful information. The first is to tell you how your business is performing – Sales, Costs, Profit. The second is finding out more about your customers – who they are, what their spending habits are, how well they respond to promotions. This insight has the potential to drive innovation and deliver transformational growth.

STEP AWAY FROM SPREADSHEET HELL

Your first step is to acknowledge that you have a problem. If you are not able to confidently make decisions because you fear that your data is either out-of-date or inaccurate, then you need to read on.

Next, define the data you really need to understand to help you manage your business. Make sure your requirements are written using a common business



language. Express your requirements in terms of what you want to do with the information. This will prevent you from spending time and money collecting data that you are not going to use. Then look for tools that you can trust and that can deliver efficiency and consistency. Make sure that your front end – your user interface – is both usable (can I use it easily?) and manageable (is it relevant for my business?). You need to have a set of BI tools that everyone in your business can use – not just IT people and not just senior managers. You need an architecture that collects a consistent set of data with the right access tools to empower everyone in your organization.

And finally, you need to be able to quickly and simply connect your BI tools over your existing databases and applications, so that you can perform vital analysis and make sound decisions about your business. It goes without saying that it pays to start this process early. If you are a smaller, younger business, the chances are that you don't have a messy architecture and

you can more easily integrate and consolidate your data into one central place. So get started now. **ONE**

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Oracle offers a range of services to help you acquire, implement, and deploy your IT infrastructure. Find out more about My Oracle Support, Oracle On Demand, Oracle University, Oracle Financing and Oracle Consulting by visiting

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A COMPLETE VIEW OF YOUR BUSINESS



If you have numerous systems and databases in use that are relatively isolated from one another, it can be hard to pull all that data together in order to make sound business decisions. You are not alone. You are one of many growing businesses that needs a BI solution that is easy to implement, is priced within your budget and that can scale and grow with you.

Managing data and information lies at the absolute core of Oracle's business. And our Business Intelligence tools are now accessible to all sizes of business. In fact the earlier a company can adopt a robust and scalable BI solution, the better position it will be in as it grows and its requirements for business data become more complex. Oracle Business Intelligence Standard Edition One provides everything you need to create highly formatted reports, operational dashboards with ad-hoc analysis, and a set of consolidated data for a complete view of your business. As part of the Standard Edition One package, you get a powerful selection of tools:

- **Oracle BI Server** – is a rich calculation engine that can integrate multiple, disparate data sources into a single view with support for Oracle and non-Oracle sources.
- **Oracle BI Interactive Dashboards** – a web browser interface to instantaneously view important metrics and provide summary reports. They are built with ease of use in mind using a simple drag-and-drop web interface, so you don't have to rely on specialist IT skills to use them.
- **Oracle BI Answers** – allows you to create your own queries and fully interrogate the system with questions that you need answered, delivering a personalized dashboard via BI Publisher.
- **Oracle BI Publisher** – manages all your business documents and reports, including sales orders, invoices, shipping labels, purchase orders, management reports, and even government forms.
- **Oracle Database Standard Edition One** – is included, serving as the foundation for storing all of your integrated data in a data warehouse.

- **Oracle Warehouse Builder** – allows you to model, deploy, and maintain a coherent picture of data operations from all your source systems, giving you the full picture of how your business is performing and, most importantly, how it can perform even better.

Most importantly, you can effortlessly upgrade this solution to Enterprise Edition Plus when your needs become more complex, so your investment is protected for the long term.

Find out more today. Download Oracle's White Paper: "Business Intelligence Standard Edition One" and our Business Intelligence Datasheet at oracle.com/goto/business-insight/uk. Then talk to your local Oracle consultant about the BI solutions that will suit your business best.

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CHECK OUT INTELLIGENT BUSINESS SYSTEMS

ORACLE®

SOFTWARE. HARDWARE. COMPLETE.

Of course, choosing the right BI tools and applications for your business is only part of the solution. You also need to make smart decisions about the hardware you are working with. Ultimately, your business systems are the foundation on which your company runs.

Your relationship with your systems should be a long and happy one. After all, unlike software, you can't simply download a better version. So making the right choice is even more important. Oracle's acquisition of Sun Microsystems has made available a host of servers and storage solutions that are designed with the needs of midsize businesses in mind.



Our systems help you to reduce costs, conserve energy and operate more efficiently, and are based on open standards to work with your existing infrastructure. To help you gain real business advantage, Oracle's solutions use hardware and software that is designed, tested and supported together, from the applications you use to the disks where you store your data, making it easier to deploy and simpler to manage your IT resources.

For your data storage needs, our Unified Storage Systems offer an easy-to-use graphical management interface that

means you can get up and running in minutes, not hours. Our unique Storage Analytics capability provides easy-to-read intelligence on the performance of your data, so you can identify issues quickly and take action to maximize performance.

- Storage 7110 Unified Storage System – 2TB or 4TB of capacity
- Storage 7310 Unified Storage System – Scales up to 96TB of 'clustered' capacity

For more information visit oracle.com/storage

For your server requirements, take a look at the range of Oracle's Sun Fire X86 servers that feature the latest Intel Xeon chip sets delivering the fastest in CPU performance. They are very competitively priced and include Integrated Lights Out Management that can be controlled by popular Systems Management applications.

- Sun Fire X4170 server – Up to 2 CPUs in a 1u versatile server
- Sun Fire X4270 server – Up to 2 CPUs in a 2u enterprise-class server
- Sun Fire X4470 server – Up to 4 CPUs in a 2u high density enterprise-class server

Sun Fire x86 Servers and Unified Storage Systems are high density, utilizing the minimum rack space, and are certified for



use with Oracle VM Server, Oracle Enterprise Linux, Oracle Solaris, and other popular operating systems.

For more information visit oracle.com/servers **ONE**

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