Analytics and Data Summit

All Analytics. All Data. No Nonsense.

February 25-27, 2020

Oracle campus in Santa Clara, CA

Formerly called the BIWA Summit with the Spatial and Graph Summit
Same great technical content...new name!

www.AnalyticsandDataSummit.org
## Key Oracle Analytics Sessions

<table>
<thead>
<tr>
<th>When &amp; Where</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues, Feb 25</td>
<td>A New Generation of Packaged Analytics for the Cloud:</td>
<td>Dave Granholm</td>
</tr>
<tr>
<td></td>
<td>Oracle Analytics for Applications (OAX)</td>
<td>Senior Director, Oracle Analytics Product Management</td>
</tr>
<tr>
<td>1:10pm - 2:00pm</td>
<td></td>
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</tr>
<tr>
<td>4-Rm 1720</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tues, Feb 25</td>
<td>Oracle Analytics : OAC Latest Features &amp; Roadmap</td>
<td>Philippe Lions</td>
</tr>
<tr>
<td>2:15pm - 3:05pm</td>
<td></td>
<td>Senior Director, Oracle Analytics Product Management</td>
</tr>
<tr>
<td>1-Auditorium &amp; General</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weds, Feb 26</td>
<td>Make the Most of ADW Advanced Features With Oracle Analytics</td>
<td>Philippe Lions</td>
</tr>
<tr>
<td>2:20pm - 3:10pm</td>
<td></td>
<td>Senior Director, Oracle Analytics Product Management</td>
</tr>
<tr>
<td>1-Auditorium &amp; General</td>
<td></td>
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</tr>
<tr>
<td>Thurs Feb 27</td>
<td>Oracle Analytics for Applications - Extensibility and Roadmap</td>
<td>Matt Bedin</td>
</tr>
<tr>
<td>1:30pm - 2:20pm</td>
<td></td>
<td>Senior Director, Oracle Analytics Product Management</td>
</tr>
<tr>
<td>4-Rm 1720</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Oracle Analytic Cloud, Oracle Analytics for Applications and Autonomous Data Warehouse Session Teaser

Philippe Lions, Senior Director – Oracle
Matt Bedin, Senior Director – Oracle

Philippe Lions philippe.lions@oracle.com  @philippe_lions  philippelions
Matt Bedin matt.bedin@oracle.com
Helpful Links

ORACLE ANALYTICS CLOUD
https://www.oracle.com/business-analytics/
https://www.oracle.com/business-analytics/products.html

ORACLE ANALYTICS FOR APPLICATIONS
https://www.oracle.com/business-analytics/analytics-for-applications.html
https://docs.oracle.com/en/cloud/saas/analytics/fawag/get-started-oracle-analytics-applications.html#GUID-66FF30CB-C4C4-4184-9223-DE5AE3E83C80
https://www.youtube.com/watch?v=bor_Hdzim84

ORACLE AUTONOMOUS DATA WAREHOUSE
Future and past TechCasts:

2019 TechCast Archive

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Speaker(s)</th>
<th>Video Replay</th>
<th>Slides</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 6, 2019</td>
<td>Extending Oracle Analytics Cloud's Data Visualization Using Custom Plug-ins</td>
<td>Wayne Van Sluys</td>
<td>Video</td>
<td>Slides</td>
</tr>
<tr>
<td>July 11, 2019</td>
<td>Developing an RDF4J Adapter for Oracle Spatial and Graph – SPARQL focus</td>
<td>Timea Turdelan, Software Engineer, Semantic Web Company</td>
<td>Video</td>
<td>Slides</td>
</tr>
</tbody>
</table>

Submit a topic to share at [https://analyticsanddatasummit.org/techcasts/](https://analyticsanddatasummit.org/techcasts/)

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[www.AnalyticsandDataSummit.org](http://www.AnalyticsandDataSummit.org)
**Tuesday**

Join this session to hear about Oracle Analytics 5.5 new features and how to make the most of them with OAC. This session will also dive deeply into several major enhancements coming in 5.5 next release and their functional benefits. If you are an Analytics or OAC user, you will hear very exciting new functional capabilities that are about to ship in Oracle Analytics... Looking forward to meeting you there.

**Add to My Sched**  **Edit**

**Speakers**

Philippe Lions  
Senior Director, Oracle

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**Wednesday**

A new generation of packaged analytics: 7:30am - 2:00pm

Using Blockchain technology for US Navy: 11:30am - 1:00pm

Oracle Learning: 11:30am - 5:00pm

Add to My Sched  Edit

**Speakers**

David Granholm  
Senior Director, Oracle Product Analytics Cloud (OAC)

---

**Thursday**

Oracle Analytics for Applications - Exports: 11:30am - 2:00pm

Oracle Learning SQL Devel: Oracle: 11:30am - 2:00pm

Add to My Sched  Edit

**Speakers**

Matt Beldin  
Sr Director, Oracle
Sessions: **OAC Latest Features & Roadmap**
& **Make the Most of ADW Advanced Features With OAC**

If you are a data analyst, a citizen data scientist, a partner, customer, prospect an Analytics and Dataviz passionate, or just curious with Oracle Analytics...

...join these sessions to see the scope of cool new features about to ship with upcoming drops of OAC,

...including how closer OAC and ADW are being integrated together
Safe Harbor

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, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

Statements in this presentation relating to Oracle’s future plans, expectations, beliefs, intentions and prospects are “forward-looking statements” and are subject to material risks and uncertainties. A detailed discussion of these factors and other risks that affect our business is contained in Oracle’s Securities and Exchange Commission (SEC) filings, including our most recent reports on Form 10-K and Form 10-Q under the heading “Risk Factors.” These filings are available on the SEC’s website or on Oracle's website at http://www.oracle.com/investor. All information in this presentation is current as of September 2019 and Oracle undertakes no duty to update any statement in light of new information or future events.
Sessions: *OAC Latest Features & Roadmap* & *Make the Most of ADW Advanced Features With OAC*

- Self-Service Data Models
- Modern Semantic Modeler
- Data Preparation Enhancements
- Visualization, Canvas, and Maps Enhancements
- OAC-OML- Integration, OAC Spatial Studio Integration
- ...
Q&A
A New Generation of Packaged Analytics for the Cloud: Oracle Analytics for Applications

Analytics and Data Summit

Dave Granholm, Senior Director Product Management, Analytic Applications
Tuesday, February 25, 2020, 1:10pm-2:00pm
4-Rm 1720
Oracle Analytics | Portfolio of Products

Oracle Analytics Cloud

Oracle Analytics Server

Oracle Analytics for Applications
Portfolio of Oracle Analytics Applications

<table>
<thead>
<tr>
<th>Oracle Transactional BI (OTBI)</th>
<th>Oracle BI Apps* (OBIA)</th>
<th>Oracle Analytics for Applications (OAX)</th>
</tr>
</thead>
</table>

Oracle Analytics Cloud/Server

* Content complete and on controlled availability
Oracle Analytics for Applications
Powered by OAC and Autonomous Data Warehouse

• Data Warehouse + Semantics + Analytics Content
  Built on Oracle Analytics Cloud and Autonomous Data Warehouse
  Optimized for all Fusion SaaS Apps
  Packaged KPIs, visualizations, dashboards

• Rapid deployment
  No database design, tuning, ETL, modeling, etc.
  Just “turn it on” and start analyzing your Application data

• Extensible & customizable
  Bring additional data into Autonomous Data Warehouse
  Extend model and content using Oracle Analytics Cloud
# Oracle Analytics for Applications

**Available Now: 15+ ERP subject areas**

<table>
<thead>
<tr>
<th>Module</th>
<th>Subject Area</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Ledger</td>
<td>Balance Sheet</td>
<td>Ledger and Reporting currency metrics for Asset, Liability, Equity accounts plus associated Financial Ratios</td>
</tr>
<tr>
<td></td>
<td>Profitability</td>
<td>Ledger and Reporting currency metrics for Revenue and Expenses plus associated Financial Ratios</td>
</tr>
<tr>
<td></td>
<td>Detail Transactions</td>
<td>GL Journal details in Ledger and Reporting currency</td>
</tr>
<tr>
<td>Payables</td>
<td>Balances</td>
<td>Payable Balance metrics including DPO, Balances, Activity across Supplier, Sites, BUs</td>
</tr>
<tr>
<td></td>
<td>Invoices</td>
<td>Metrics related to Invoices (CM/DM Count, amounts, on hold amounts)</td>
</tr>
<tr>
<td></td>
<td>Liability Distributions</td>
<td>Metrics related to Liability distribution</td>
</tr>
<tr>
<td></td>
<td>Payments</td>
<td>Metrics related to Payments (on time, over time payments)</td>
</tr>
<tr>
<td></td>
<td>Aging</td>
<td>Aging metrics including amounts, counts, outstanding,</td>
</tr>
<tr>
<td></td>
<td>AR Transactions</td>
<td>AR Transactions information across transaction types at the most granular level.</td>
</tr>
<tr>
<td></td>
<td>AR Receipts and Applications</td>
<td>AR Receipts and its applications against AR Invoices.</td>
</tr>
<tr>
<td></td>
<td>AR Credit Memo Applications</td>
<td>Credit Memo Applications against AR Invoices.</td>
</tr>
<tr>
<td></td>
<td>AR Adjustments</td>
<td>Adjustments recorded and applied against AR Invoices.</td>
</tr>
<tr>
<td></td>
<td>AR Aging</td>
<td>Aging balances for open AR transactions as well as ability to drill down to invoice transactions</td>
</tr>
</tbody>
</table>
OA for Applications | Easy to Build New KPIs

- Define new KPIs objects on packaged and custom data
- Instantiate multiple KPI Cards from single KPI object
- KPI Cards are arranged for easy consumption in Decks
Oracle Analytics for Applications
Product Roadmap

Time

ERP Cloud
HCM Cloud
ERP Cloud
NetSuite
CX Cloud
SCM Cloud
HCM Cloud
ERP Cloud
SAP
SFDC
Workday
Oracle Analytics for Applications - Extensibility and Roadmap

Analytics and Data Summit

Matt Bedin, Senior Director Product Management, Analytic Applications
Thursday, February 25, 2020, 1:30pm-2:20pm
4-Rm 1720
Load data from any other source into shared ADW instance

Extend packaged semantics with custom metrics, dimensions & hierarchies

Build custom reports and dashboards

All extensions & customizations are preserved from release to release
OAX Extensibility Modes

The Industry’s First Self-Service and Governed / Curated Analytic Solution

1. Automatic
   Operational Application Extensions (Flex-Fields) extend automatically to Analytics

2. Self-Service
   Simple, powerful Oracle Analytic business-user tools for self-service loading, modeling, management and presentation of any data

3. Governed and Curated
   Open warehouse APIs for professionals to integrate, clean and manage data at huge volumes.
   Semantic Layer wizards to model and secure for all users
# OAX Semantic Model Extensions

**Wizard Based. No AdminTool**

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirement</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>OOTB Subject Area Enrichment</td>
<td>Ability to add Custom Attributes</td>
<td>P1</td>
</tr>
<tr>
<td></td>
<td>Ability to add Custom Metrics</td>
<td>P1</td>
</tr>
<tr>
<td></td>
<td>Ability to add Alternate Hierarchy on existing Dimension</td>
<td>P3</td>
</tr>
<tr>
<td></td>
<td>Ability to add a New dimension</td>
<td>P1</td>
</tr>
<tr>
<td></td>
<td>Ability to reorganize OOTB subject area</td>
<td>P2</td>
</tr>
<tr>
<td>UI</td>
<td>Ability to change FA UI styles</td>
<td>P2</td>
</tr>
<tr>
<td>Custom Data</td>
<td>Ability to add New subject area</td>
<td>P1</td>
</tr>
<tr>
<td></td>
<td>Ability to add Balance Metrics</td>
<td>P1</td>
</tr>
<tr>
<td></td>
<td>Ability to add Time Series Metrics</td>
<td>P2</td>
</tr>
<tr>
<td></td>
<td>Ability to add Level Based metrics</td>
<td>P3</td>
</tr>
<tr>
<td></td>
<td>Ability to Union data between OOTB and Custom data</td>
<td>P2</td>
</tr>
<tr>
<td>Blending</td>
<td>Ability to analyze Custom data with conformed FA dimensions</td>
<td>P2</td>
</tr>
</tbody>
</table>
OAX Development Lifecycle

Branching, Steps, Testing, Development to Test to Production

Semantic Model Extensions

Manage semantic model extensions your Analytics Warehouse

Main Development Branch

- Main Branch
  - OA4F Version 1.1
  - Last updated June 2, 2019 by admin

Customization Branches

- Create Cost Center Dimension
  - Branched from 1.1
  - Last updated Aug 2, 2019 by Rajesh

- Create Customer Dimension
  - Branched from 1.1
  - Last updated Aug 11, 2019 by John

- Update Product Dimension
  - Branched from 1.1
  - Last updated Aug 19, 2019 by Joseph

- Branch to Extend Cost Center
  - Branch to Extend OOTB Cost Center
  - Last updated Sept 4, 2019 by admin
Semantic Model Extensions

Wizards

Demos
OAX Data Extensibility

Fusion SaaS
- OLTP
- View Objects

OAX ETL Service
- BIQC
- Obj. Store
- ODI

OAX Star Schema
- Customer Managed Schemas

Autonomous DW Cloud

OA for Apps / OAC
(Layered Customization)

Custom Applications Data

Custom ETL

Any SQL Tool

Customer Managed Schemas
Q&A
Oracle BI Applications Statement of Direction

My Oracle Support

Doc ID 2515201.1
Helpful Links

ORACLE ANALYTICS CLOUD

ORACLE ANALYTICS FOR APPLICATIONS
https://www.oracle.com/business-analytics/analytics-for-applications.html
https://docs.oracle.com/en/cloud/saas/analytics/fawag/get-started-oracle-analytics-applications.html#GUID-66FF30CB-C4C4-4184-9223-DE5AE3E83C80
https://www.youtube.com/watch?v=bor_Hdzim84

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