

Hyperion Focus 16

Data Visualisation enabling business users to discover & deliver real insight

Laetitia Ebbs

Oracle

Visual Analytics in Every Solution

CLOUD

Data Visualization Cloud Service
Business Intelligence Cloud
Service

DESKTOP

Data Visualization Desktop

ON-PREMISES

Data Visualization Desktop
Oracle BI Enterprise Edition 12c

ORACLE®
DATA VISUALIZATION

EMBEDDED

Business Intelligence Cloud
Service
Oracle BI Enterprise Edition 12c

MOBILE

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Data Visualization Desktop
Business Intelligence Cloud Service
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BIG DATA STACK

Big Data Discovery
Big Data Discovery Cloud Service



Data Visualization helps ***people*** understand ***data*** using ***visual*** analysis.

Patterns, trends and correlations are much easier understood visually.

People – anyone can use it.

Data – any data.

Visual – rich, easy to use visual experience!

Challenges for the Business...



How well can you organize and use data from different sources?



Do you find yourself trying to decipher what your data is trying to tell you?



Do you need an easy way to share your story?

For Business Leaders



Blend More Data

Easily upload and analyze data yourself



Get More Answers

Quickly uncover hidden patterns and previously unknown trends



Scale More Insights

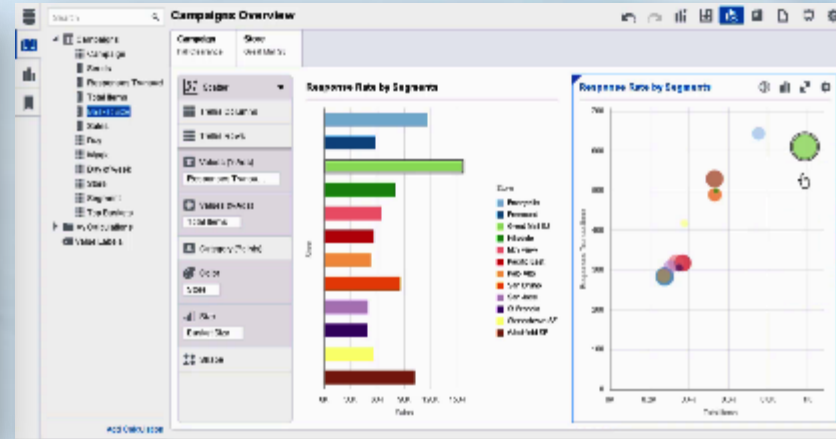
Craft and share a story supported by your data

See The Signals

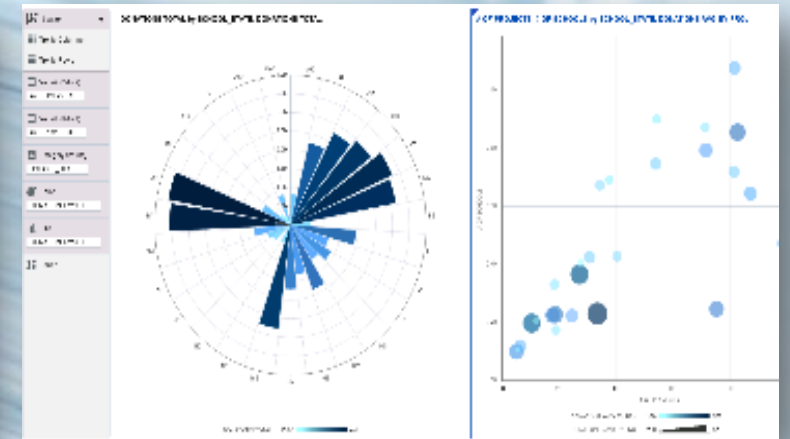
In Sales



In Marketing



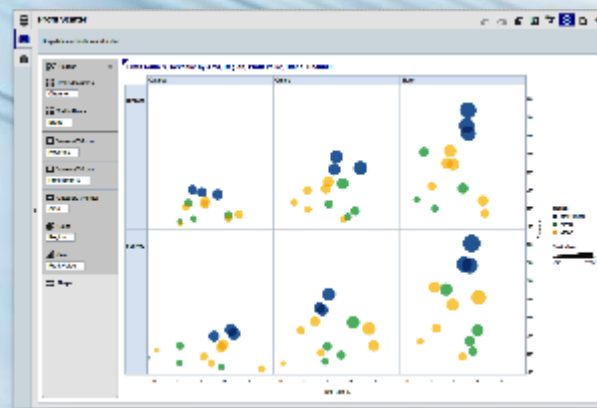
In Research & Development



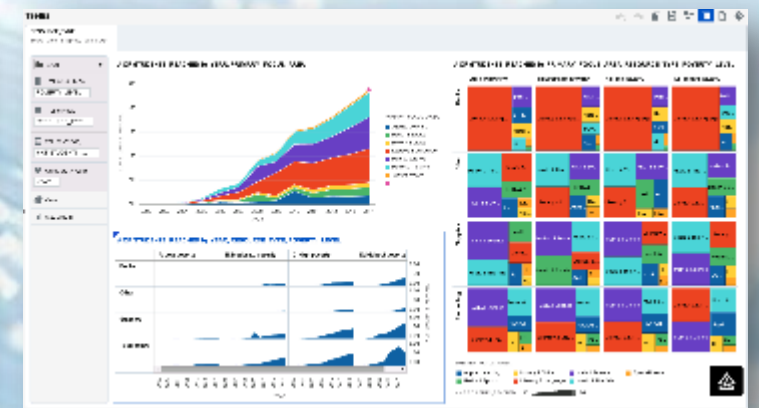
In Human Resources



In Finance



In Supply Chain



Oracle Data Visualization

Freedom & Consistency

- Turn on exploratory analytics for all data sources
- Optimal for quick sprints in departmental initiatives where data is scattered in many places
- Touch friendly mobile authoring
- Filter out the noise and see the signals in your data.
- Bring your own data for rapid analysis and/or combine with managed data
- In the Cloud
- On Premise

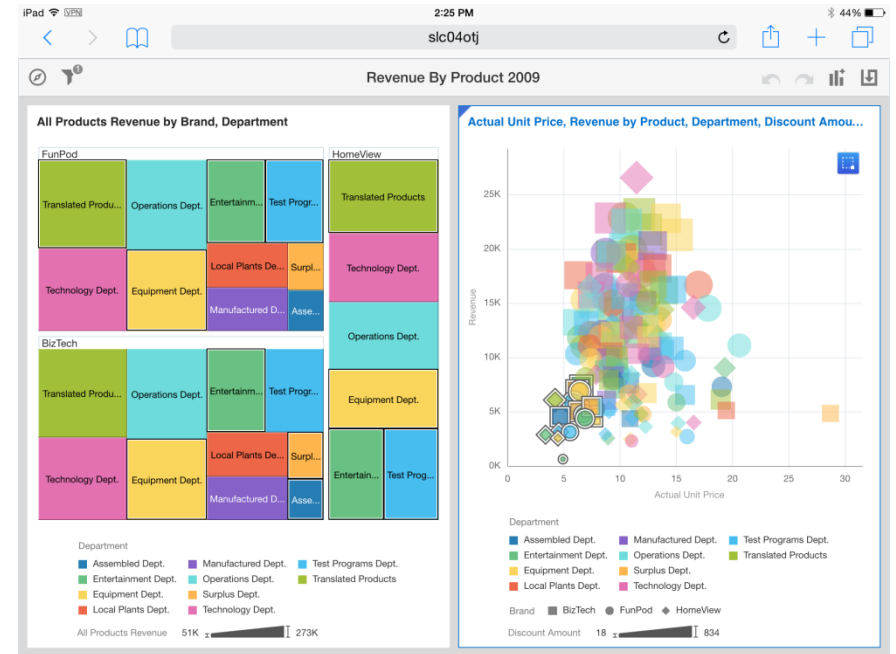


Data Visualization

- **People** – anyone can use it
- **Data** – any data – spreadsheets, applications, databases
- **Visual** – rich, easy to use visual experience

Simple but Powerful

- **Visualize data** – create rich visuals intuitively

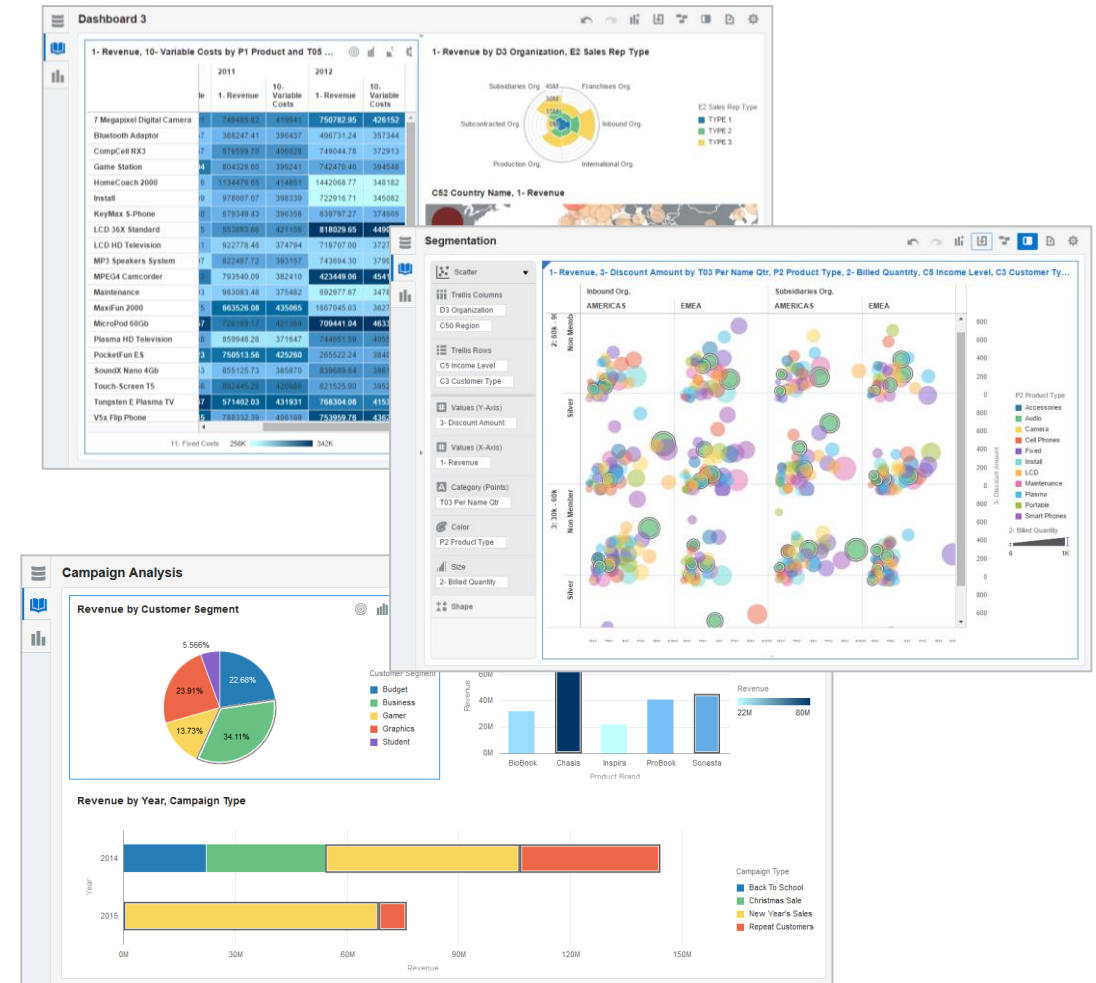


Auto-visualization, grammar of graphics, brushing, intuitive filtering, in-place dashboard, auto coloring, built in maps, rich visualizations, ..

Get more answers as quick as a click with fast, fluid exploration of all your data.

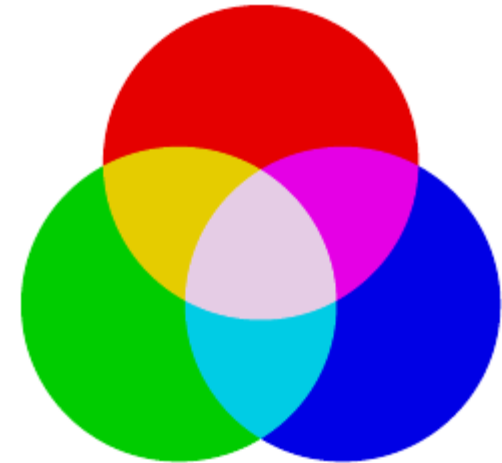
Visual Exploration for Everyone

- Intuitive visual grammar guides users during analysis
- Automatic brushing enables discovery of new patterns
- Consumer-style filtering and exploration
- Rich library of visual components
- Advanced trellising exposes hidden patterns in data
- Canvas model seamlessly blends reporting & dashboarding



Simple but Powerful

- **Visualize data** – create rich visuals intuitively
- **Blend data** – bring in multiple data sets

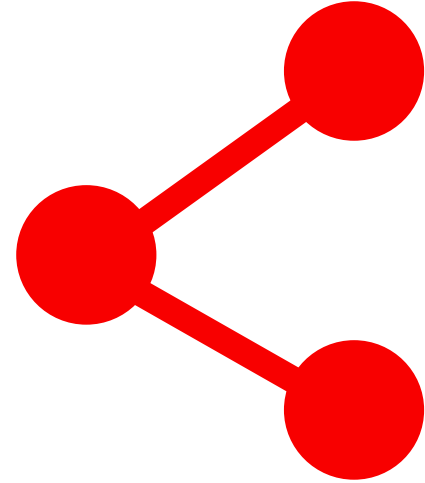


Auto matching, full outer join, intuitive blending.

Automatically analyze data from multiple sources and easily create intelligent integrations

Simple but Powerful

- **Visualize data** – create rich visuals intuitively
- **Blend data** – bring in multiple data sets
- **Share insights** – with one or many



Private analysis, share with named users, share with teams.

Simple but Powerful

- **Visualize data** – create rich visuals intuitively
- **Blend data** – bring in multiple data sets
- **Share insights** – with one or many
- **Tell a story** – engage the listener, help them see

Keep it interactive!



Bookmark analysis steps, annotate, fully interactive presentation mode, available on all devices

Simple but Powerful

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- **Blend data** – bring in multiple data sets
- **Share insights** – with one or many
- **Tell a story** – engage the listener, help them see
- **Anywhere** – Full mobile



Responsive interfaces on tablet and smartphone, full functionality, portability between devices, security

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BIG DATA STACK

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How are we Different?

- Visually excellent, Easier to use
- “Smart” Analytics
- Scale your Insights to Everyone, Securely
- Built for Oracle SaaS – cohesive, Integrated
 - HCM, CRM, ERP, SCM
 - Taleo, RightNow, Responsys, Eloqua, PBCS



OBIEE + Data Viz
On-prem



BI Cloud Service



Data Viz Cloud Service

Hand it over, manage it, secure it, publish it to everyone without re-working. **Full portability in 2016.**

Customer Quotes:

- **Paychex:** *“I love how easy it is to create, modify, enhance, and duplicate visualizations. Little training or direction is required.”*
- **Land o’Lakes:** *“This is a great tool for business users to quickly build meaningful & versatile dashboards without getting too technical.”*
- **Qualogy:** *“Data to knowledge in just a few clicks”*
- **Skanska:** *“Now with Data Visualization, we have something that is as visually compelling as it is easy to use. The storytelling functionality is a pivot point in terms of being able to explain your insights effectively.”*

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Thank you

