

Control Your Data and Your Destiny with Oracle Analytics Cloud

ORACLE[®] ANALYTICS CLOUD

“Public Cloud deployments of business analytics software are still in relatively early stages of adoption. However, the market for Cloud deployments are expected to grow at a rate 5x greater than on-premises and other deployment methods. Oracle Analytics Cloud embraces the emerging hybrid data management and analytics architecture, delivers self-service data access and analysis, and will embed cognitive/AI functionality. These capabilities make the company well positioned to take advantage of this market opportunity.”

DAN VESSET
IDC GROUP VICE PRESIDENT, ANALYTICS AND
INFORMATION MANAGEMENT

Today people in your organization are doing analysis dozens of ways, using spreadsheets, applications, desktop tools, long-standing data warehouses and business intelligence software. That means you're managing dozens of different requirements for data and access and visualization, not to mention the associated costs. At the same time everyone wants more innovation, faster, without sacrificing correct and consistent results. So the question you face is how to do it all: how will you get the flexibility you need together with the structure to drive accuracy and the speed to disrupt your competitors?

Oracle Analytics Cloud

The answer is easier than you might think. Oracle Analytics Cloud (OAC) is a single strategic platform that meets your needs for speed and scale at the same time it accommodates your users and their requirements. It fits into your environment, helping you do as much of your analysis as possible in the cloud, at the same time it offers easy access to any source so you make the best use of all your data no matter where it is. It provides a variety of options for intelligent analysis without being overwhelming to deploy and manage, making it an effective way to engage more people in analysis and extend your organization's expertise.

A complete, connected, and collaborative choice, Oracle Analytics Cloud makes it easy for you to capitalize on cloud analytics today and in the future.

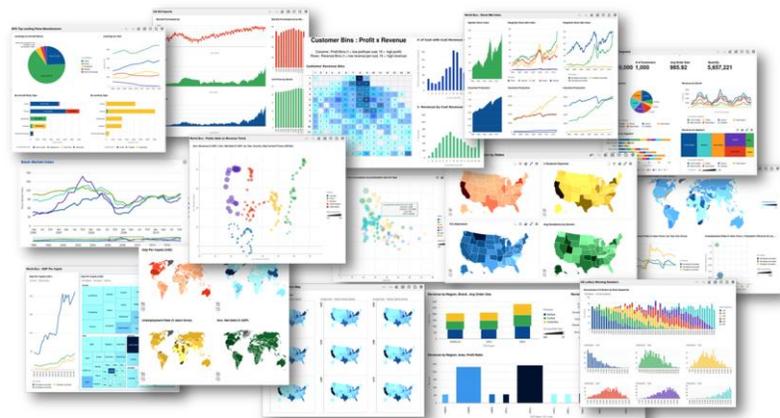


Figure 1. Visualizations in Oracle Analytics Cloud.

Complete: Everything You Need for Analytics

Oracle Analytics Cloud combines existing and new services to deliver the industry's most comprehensive analytics in the cloud, providing all the capabilities you expect as well as new ways to capitalize on your organization's collective intelligence:

KEY BUSINESS BENEFITS

Oracle Analytics Cloud is a complete and cost-effective platform that:

- Lowers your Total Cost of Ownership (TCO)
- Reduces your effort to deploy, manage, and maintain analytics
- Grows with you as your business changes
- Adjusts to your needs, enabling you to add services and capacity for peak times, and remove them when you're done
- Puts you ahead of the curve with regular releases of new capabilities
- Enables you to control when you apply new releases, simplifying upgrades
- Scales easily across the organization, from personal use to enterprise
- Spins up quickly so you can start analyzing right away
- Keeps you informed via proactive analytics on your mobile devices
- Empowers you to drive faster, more accurate analysis

- Everything you need for analytic agility, from fast, fluid self-service discovery to simple yet sophisticated data loading and blending, powerful inline data prep, automatic visualizations, data storytelling, instant mobile with full authoring, easy and extensible advanced analytics, and more. These capabilities are part of Oracle Data Visualization, which is delivered via Oracle Data Visualization Cloud Service (DVCS), Oracle Data Visualization Desktop (DVD), and integrated into Oracle Business Intelligence Cloud Service (BICS).
- A true governed self-service environment, created by combining the breadth of Data Visualization with the depth of Oracle's enterprise analytics, which includes well-established models for business definitions and security. This combination is delivered in BICS, helping to ensure appropriate access and drive accuracy across your entire organization without sacrificing agility.
- Cutting edge collaboration is driven via Oracle Day by Day, which extends mobile and social concepts to analytics to create a self-learning solution that provides proactive, contextual insights.
- Powerful, easy what-if analysis that allows you to capture the collective intelligence in your spreadsheets by empowering users to bring them together to quickly create and test scenario models in Oracle Essbase Cloud.

No other solution combines this array of capabilities to satisfy the needs of your entire organization, at any scale.

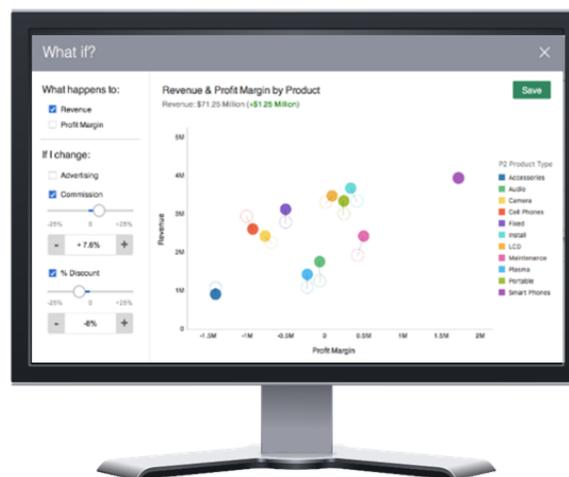


Figure 2. Sample OAC what-if analysis screen.

KEY CAPABILITIES

Oracle Analytics Cloud is a single, central platform with comprehensive capabilities, including:

- Analytics for every need: descriptive, predictive, prescriptive, proactive
- Governed self-service discovery
- Search and voice-driven analytics
- Visual storytelling
- Self-learning analytics deliver proactive insights via mobile devices
- User-driven what-if modeling based on Excel and executed in Essbase
- Full range of options for data loading and blending, from self-service to operational integration
- 50+ data connectors
- Powerful inline data preparation for all data, from personal to corporate
- Visual workflows for automating data prep and enrichment
- Enterprise-class semantic layer for reporting and analysis
- Granular security
- Elastic cloud
- Flexible processor-based pricing

Connected: Getting You the Right Data at the Right Time

Oracle Analytics Cloud currently offers connections to 50+ data sources and the list grows with every release, giving you an easy way to connect people and processes to the information they need. Likewise, open integration frameworks help connect analytics across business processes and environments, streamlining work and enabling the best possible user experiences. Working with data and creating connected experiences is simple and smart with OAC:

- Automatic visualization for all your data, whether you load it self-service or through operational integrations, so you can quickly see its shape and quality.
- Data connectors are available for a wide array of sources, Oracle and non-Oracle. In addition to native connectors, OAC supports open ODBC and JDBC.
- Intelligence is embedded in connectors for Oracle SaaS applications, getting you to meaningful information right away and accelerating your analysis.
- Powerful inline data preparation includes visual data flows that allow you to see the steps to transform and enrich data, then automate them.
- A Software Developer Kit enables you to incorporate custom visualizations, and an extensible framework makes it easy to embed OAC analytics into other applications and user experiences so people can incorporate analysis into their daily work.

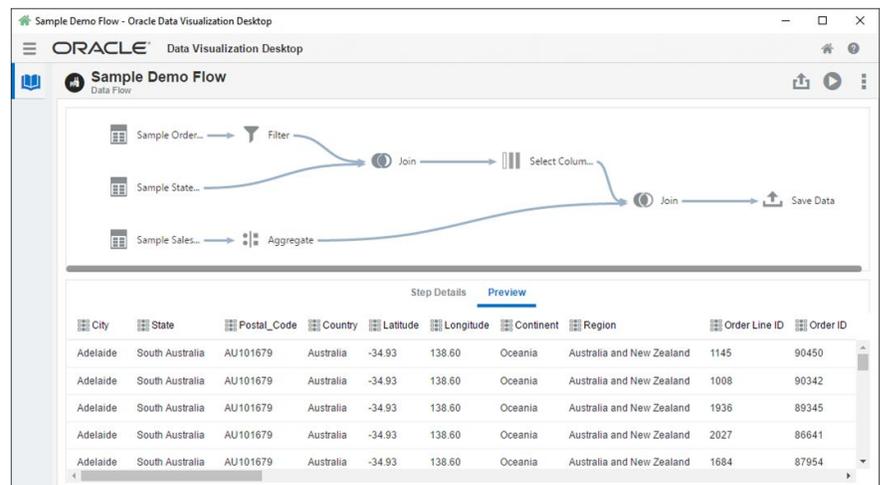


Figure 3. Sample visual data flow in Data Visualization Desktop (included with OAC).

Collaborative: Changing the Way You Work

Proactive self-learning insights, smart visualization, and analytic storytelling drive you to new levels of collaboration and innovation. With Oracle Analytics Cloud you now have a strategic platform you can use to capitalize on the collective intelligence of people, processes, and machines so you can turn insight into action. Extending analytics with social and mobile metaphors fuels intuitive interactions, including:

- Search and voice-driven analysis, with visualizations building automatically as you tap or talk, allowing you to see where your investigation is taking you so you can naturally adjust to pursue a new path.
- Contextual, proactive analytics on your mobile devices, fueled by machine learning in conjunction with usage patterns, including location, preferences, connections with co-workers (your crew), and more.
- Sharing and collaboration capabilities support the entire analytic process so you can make public comments, create private discussions, and share insights via third-party apps.
- Visual storytelling, which allows you to create and share dynamic data stories that highlight the path to new insights, changing your audience from passive recipients to active participants.



Figure 4. Contextual, voice-driven analytics in Oracle Day by Day.

ORACLE ANALYTICS CLOUD

OAC works together with Oracle's world-class database, cloud storage, and other analytics services to ensure you have the best solution in the industry.

PREREQUISITES

Oracle Analytics Cloud leverages other Oracle cloud products for storage and infrastructure so must be purchased with:

- Oracle Database Cloud Service, any edition
- Oracle Compute Cloud Service, Block Storage
- Oracle Storage Cloud Service

More information is available at [Oracle Analytics Cloud pricing](#).

RELATED PRODUCTS

In addition to the services available as part of Oracle Analytics Cloud, Oracle offers additional analytics solutions to support your strategy:

- [Oracle Synopsis](#) (free mobile app)
- [Oracle Business Intelligence Cloud Service](#)
- [Oracle Data Visualization Cloud Service](#)
- [Oracle Business Intelligence 12c](#)
- [Oracle Big Data Discovery Cloud Service](#)
- [Oracle Advanced Analytics](#)
- [Oracle Analytic Applications](#)

Choice: Giving You the Best Options for Your Business

Oracle Analytics Cloud gives you the flexibility to grow and change as your business does, at the same time it puts you in complete control of your analytics environment:

- Analyze any data, anywhere – in the cloud, on the ground, or a combination of both (hybrid). Leave data on premises and run your analytics in the cloud, or lift and shift data and applications to the cloud as needed. You can even run Oracle's cloud solutions in your data center by putting OAC on the Oracle Cloud Machine.
- Balance business freedom and data governance to achieve the best blend of self-service agility and operational consistency for your organization, so you can fuel innovation without sacrificing accuracy and peace of mind.
- Control your analytic destiny by rolling out new capabilities on your schedule, taking advantage of Oracle's ongoing investment in new technologies and regular releases when it provides the best benefit for your business.
- Accommodate changing demand easily, dynamically adding capabilities and capacity to handle peaks, and removing them when demand diminishes.

In addition to the flexibility of the platform, OAC also offers flexible pricing and bundles. Processor-based pricing supports unlimited users, and both metered and unmetered options are available, making it easy for you to get, use, and pay for what you need when you need it. In addition, OAC is bundled in two editions, Standard and Enterprise, to make it easy for you to choose the best blend of services. You can buy them separately or together, and mix and match.

Standard Edition

Standard Edition is a bundle designed for agile analysis in workgroups and includes:

1. Oracle Data Visualization Cloud Service
2. Oracle Data Visualization Desktop (50 licenses per processor)
3. Oracle Essbase, Standard Edition
4. Oracle Smartview

Enterprise Edition

Enterprise Edition is a bundle designed to span analytic needs across workgroups and the enterprise. It includes everything in Standard Edition and adds:

1. Oracle Business Intelligence Cloud Service
2. Oracle Essbase, Enterprise Edition (adds the following features to Essbase Standard: Essbase sandboxing via a built-in sandbox dimension, scenario management, and the capability to connect to cubes on other instances via partitioning or XREF/XWRITE functions)
3. Oracle Day by Day

Get the Value You Want from Analytics Today

Today's demanding and dynamic business environment means that more than ever, you need to be the master of your data and your destiny, so you can manage growth and enable innovation on your schedule, and in line with your budget.

Oracle Analytics Cloud is a single, central solution that provides everything you need, so you don't have to try to figure out what your analytics environment will look like next quarter, next year, or in five years, and guess how to purchase for that now. OAC allows you to buy what you need to get the value you want from analytics today, and continue to take advantage of its complete, connected, collaborative platform as you grow, giving you the freedom of choice to do analytics how you want to, anytime, anywhere.



CONTACT US

For more information about Oracle Analytics Cloud, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Integrated Cloud Applications & Platform Services

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