Oracle9iAS is the only application server on the market with built-in business intelligence available right out of the box. By integrating a complete set of business intelligence capabilities into its Oracle9i infrastructure, Oracle speeds up deployment time and lowers costs by reducing the need to integrate and maintain disparate products from multiple vendors. Gain quick ROI on your IT investment by easily adding business intelligence into your existing enterprise with open standards-based functionality: data consolidation, ad-hoc query and analysis, enterprise reporting, personalization, clickstream data analysis, portal, and custom application development. Only Oracle 9iAS allows you to deploy complete, integrated, open, and low-cost business intelligence.

Reduce Integration Pains
In addition to providing the full spectrum of business intelligence functionality, Oracle’s business intelligence products are tightly integrated with each other. Oracle 9iAS business intelligence fully exploits the built-in analytics, data mining and ETL functionality of Oracle9i Database, and integrated analytical components of Oracle E-Business application suite. This integration simplifies the process of building a business intelligence infrastructure to meet your business needs, and improves the security, scalability, and performance of your system. Oracle’s business intelligence products are J2EE 1.3 compliant and completely open. Oracle is committed to driving the development and incorporation of open standards such as Java, XML, OMG’s Common Warehouse Metamodel (CWM), ODBC, JDBC, and SQL. Through open standards, Oracle9iAS can seamlessly fit into your existing infrastructure allowing you to deploy business intelligence incrementally as your business needs grow.

Lower Costs
Oracle9iAS removes the burden of having to integrate disparate products from multiple vendors—an expensive, time-consuming and error-prone process. As a result, your initial cost and time of implementation is dramatically lowered. Also, you’re on-going maintenance and support costs are substantially reduced because you can have one full service vendor for all of your needs. The result is higher ROI on your business intelligence investment. Also, with Oracle any existing investment in business intelligence is protected. Based on open standards, Oracle9iAS is compatible with your existing infrastructure allowing you to expand your business intelligence capabilities over time. Oracle9iAS provides a complete integration platform that...
Oracle9i/AS provides complete, integrated, and open business intelligence at a fraction of the cost.

**Oracle9i/AS Discoverer**

Oracle9i/AS Discoverer is an easy to use ad-hoc query, reporting, analysis, and Web publishing tool that provides end users with fast information access and enhanced analytic capabilities via client/server or over the Web. Oracle9i/AS Discoverer adds value to your business intelligence infrastructure by allowing you to:

- Increase user productivity with easy, fast, self-service access to information
- Extend end user analysis capabilities with access to Oracle9i Database analytic functions
- Speed deployment of your business intelligence system with integration of Oracle Warehouse Builder (ETL), Oracle9i Reports (enterprise reporting), Oracle9i/AS Clickstream Intelligence (clickstream data analysis), and Oracle9i/AS Portal (enterprise portal)

Oracle9i/AS Discoverer offers an intuitive user interface to guide the end user through the entire process of building and publishing sophisticated reports and graphs. Users can also perform drills on data or graphs to analyze the underlying data and identify trends and anomalies in their business. Oracle9i/AS Discoverer is integrated with the Oracle9i Database analytic functions, providing end users with advanced capabilities to generate ranking, top/bottom ‘n’, periodic vs. year-to-date, year-to-year comparisons, and more. Oracle9i/AS Discoverer integration with Oracle9i Warehouse Builder allows drilling to lineage and automatic generation of unified meta data. For enterprise distribution, simply export workbooks to Oracle9i Reports or Oracle9i/AS Portal and access web analytics from Oracle9i/AS Clickstream Intelligence.

**Oracle9i Reports**

Oracle9i Reports is a powerful enterprise-reporting tool that builds and publishes high quality, dynamically generated Web and paper reports. Through data-driven tables of content, hyperlinks, and drill-down charts, Oracle9i Reports provides users with an easy route to the information they require so they can:

- Easily develop reports with data from any source(s) across your enterprise
- Share information in any format
- Securely deliver information to any destination

Use wizards to create complex reports such as summary, matrix (crosstab), or tabular reports in Oracle9i Reports Developer. Publish reports throughout your enterprise using Java Server Pages to a standard Web browser, and choose from many format options, including HTML, HTML Cascading Style Sheets (HTMLCSS), Adobe's Portable Document Format (PDF), XML, Rich Text Format (RTF), PostScript, PCL, or delimited text. Schedule reports for execution when you want them and through any delivery method, including e-mail, portal, printer, or other means. Oracle9i Reports provides the most complete and comprehensive enterprise-reporting environment available.
Oracle9iAS Personalization
Oracle9iAS Personalization supports real-time, scalable and personalized recommendations for your customers. This allows you to deliver tailored, 1:1 customer experiences that will turn browsers into buyers and

- Deliver tailored content to each user
- Increase recommendation precision and modeling to build customer loyalty
- Improve customer experiences

Oracle9iAS Personalization dynamically serves personalized recommendations (such as products, content, and navigational links) in real-time based on registered customers’ or anonymous visitors’ explicit (transactions, purchases, ratings, and demographic data) and implicit (mouse clicks, pages visited, and banners viewed) information. Oracle9iAS Personalization is completely embedded within the Oracle9i Database for scalability and minimization of data redundancy. It also uses the powerful data mining technology embedded in Oracle9i Database to discover individualized behavior patterns and generate highly accurate personalized recommendations in real-time.

Oracle9iAS Clickstream Intelligence
Oracle9iAS Clickstream Intelligence provides insight on Web site activity through the analysis of Web server log data. This capability can help

- Improve Web site effectiveness
- Support large data volumes as your business grows
- Extend analysis to include different data sources

Oracle9iAS Clickstream Intelligence reads Web server log files and loads them into an Oracle database in a format suitable for reporting. This pre-packaged clickstream data mart can be extended and enriched with non-clickstream data using Oracle9i Warehouse Builder. Integration with Oracle9iAS Discoverer allows customization of existing clickstream reports or creation of new ones. Clickstream Intelligence fully leverages the scalability of Oracle9i Database to efficiently handle the extremely large log files of busy Web sites.

Oracle9iAS Portal
Oracle9iAS Portal is a Web-based application that builds and deploys e-business portals. It provides a secure, manageable environment for accessing and interacting with enterprise software services and information resources. Oracle9iAS Portal allows you to

- Centralize access to all your business intelligence
- Deliver role based, personalized information to each user
- Easily design and manage your portal

You can access any information from any application or data source. Wizard-driven page design and development features give administrators, Web site designers and
end users a powerful environment to create content-rich, secure portal pages with no programming required. Pre-built "portlets" (reusable portal components) from Oracle9iAS Discoverer and Oracle9iAS Reports accelerate development - just plug portlets into the Oracle9iAS framework to create an enterprise portal. Where customization is required, an open infrastructure and on-line development community provide developers the information, code, and tools they need to create new, portlet-enabled applications and to tightly integrate their existing applications. Standards are fully embraced: HTTP, HTML, XML, SOAP, and J2EE. Integrated support for the WebDAV standard allows business users to publish content directly from their favorite desktop tools.

**Oracle9i Business Intelligence Beans**

Oracle9i Business Intelligence Beans (BI Beans) is a set of standards-based JavaBeans™ that enables developers to build custom business intelligence applications that leverage the analytic power of Oracle9i Database to

- Rapidly deliver custom analytic applications
- Present information with a consistent look and feel
- Improve business decisions through easy access to OLAP

BI Beans consists of components in the following three categories: presentation beans (graph, crosstab and table), OLAP beans (query and calculation builders), and catalog services. Working together, the beans leverage the Oracle9i technology stack, exploit the advanced analytic features of Oracle9i OLAP, and increase application developer productivity by using JDeveloper as the development environment for business intelligence applications. Wizards provided within JDeveloper enable developers to develop and deploy powerful business intelligence applications in minutes. These applications enable end users to easily create highly formatted data presentations that leverage the advanced analytics of Oracle9i OLAP (rankings, time series analyses, etc.) without requiring IT support. Business intelligence applications can be deployed as Java Applets, Java Servlets, or Java Server Pages™ (JSP).

**Oracle9i Warehouse Builder**

Oracle9i Warehouse Builder (OWB) is an extraction, transformation, and loading (ETL) tool for enabling data consolidation from multiple transactional systems into a central repository. OWB leverages the ETL engine built into the Oracle9i Database to help you quickly design, deploy and manage your data warehouse, data mart, and e-business intelligence applications throughout their life cycle. With OWB you:

- Lower the cost of designing and deploying your business intelligence system
- Improve the performance of loading large data sets into your repository
- Reduce administrative overhead with centralized meta data management and synchronized business processes

OWB allows users to accelerate warehouse design and implementation using visual models and a wizard-driven, graphical interface. By leveraging the scalability and performance features of the Oracle9i Database, your data is efficiently extracted,
transformed and loaded into an Oracle data warehouse. OWB optimizes the data warehouse by leveraging materialized views, dimensions, hierarchies, and other ETL features included in the database. In addition, OWB automatically generates the Oracle9iAS Discoverer end user layer and provides a unified metadata and security framework for integrating your business intelligence components. This includes ERP and CRM Intelligence, as well as specific industry data warehousing solutions. OWB also automatically identifies any changes to source and target locations to help synchronize your business processes. OWB is compatible with the Object Management Group’s Common Warehouse Metamodel (CWM) standard, the de facto metadata standard for business intelligence.

**Summary**

Oracle9i Application Server delivers the full spectrum of business intelligence based on open standards. Because this functionality is readily available within Oracle9iAS, you save substantial time and money on integration costs and on-going support and maintenance as compared to a multi vendor solution. In addition, Oracle9iAS fully leverages the integrated business intelligence components in the Oracle9i Database and Oracle E-Business Application Suite to provide complete business intelligence functionality across your enterprise.