

Together we are a bestseller




Boosting Business Value through Oracle BI


Emiel van Bockel
06.10.2010 · Hotel Theater Figli, Zeist









- Bachelor Information Engineering
- Master in Management & ICT




- Mars / CHV / Digital
- Tulip Computers ('95)
- Campina Melkunie ('97)
- Aviko ('99)
- Centraal Boekhuis ('00)




- since 1997
- 1e - SAP
- Oracle
- Business Objects
- OBIEE




- BI Award (publics) winner 2007
- Best speaker Computable seminar 2008
- Keynote speaker European TDWI seminar 2008
- Speaker Gartner BI summit 2010




- > Guest teacher Business School London
- > Saxion International University




- * The success behind BI
- * Business Intelligence: Creating Value
- * Business Elements: Getting more business out of your processes
- * The i-Factor

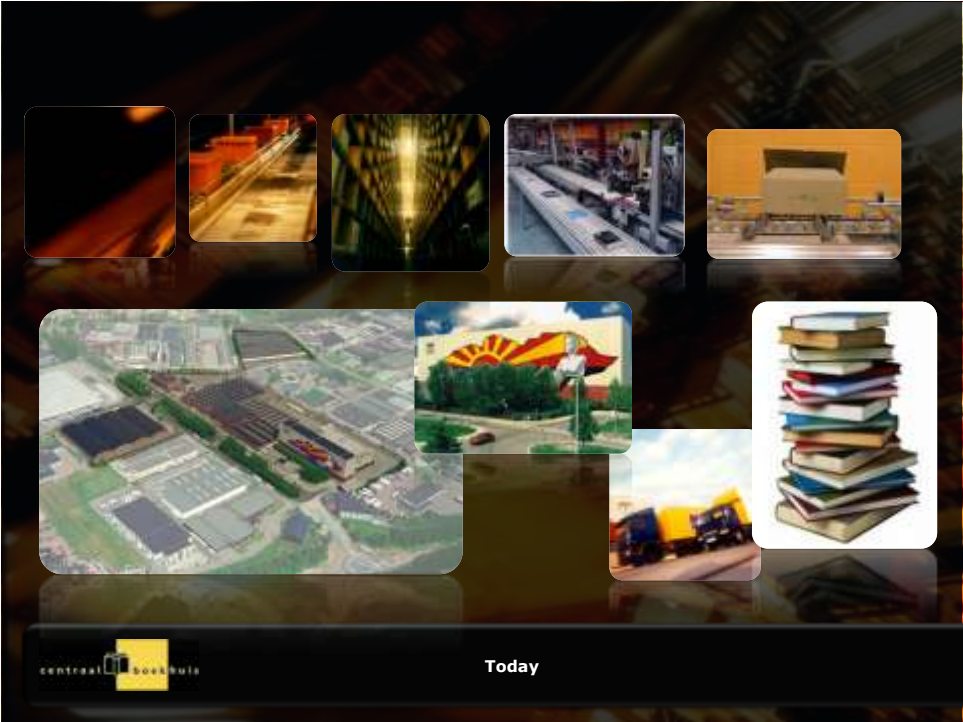


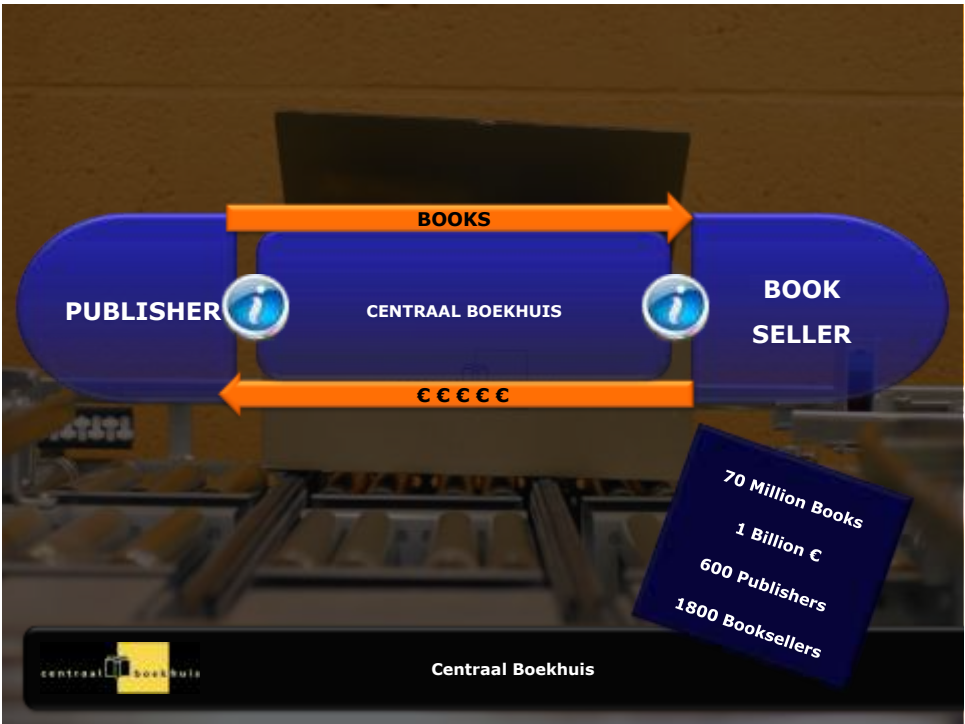
- ✓ What does information do to a user?
- ✓ What does a user do with information?



Introduction








- Publishers
 - › Very satisfied (enthusiastic)
 - › Score "good" to "very good"
 - › 75% of all publishers (500) live within 1 month
 - › They say they are better informed
- Commercial success
 - › the given target is realized 5 times faster
 - › ROI < 1 year
 - › 25% growth within the first year
- Users
 - › 600 Publishers
 - › 1750 Named users
- Award winning application (BI as a Service)






The Success







Database



PL/sql



Finance



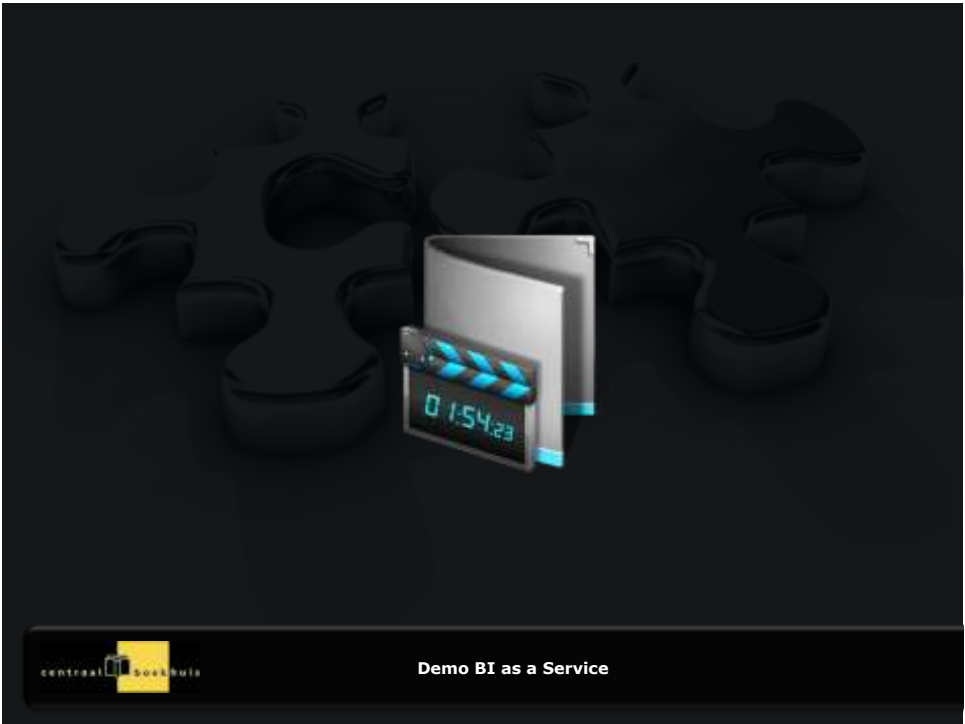
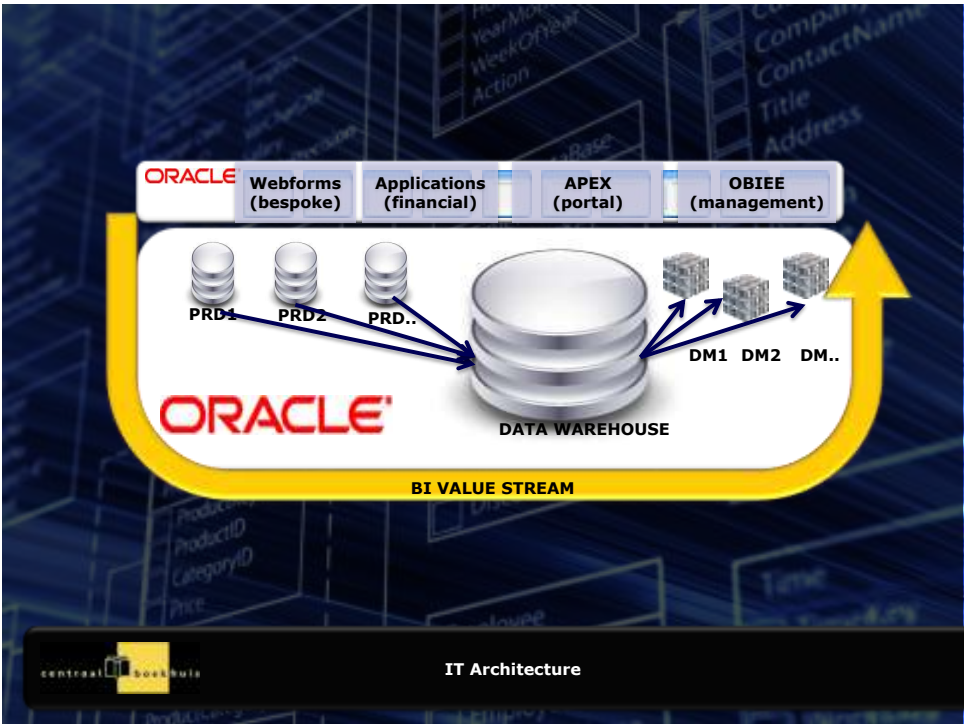
Apex



OBIEE



Oracle



ONLINE

Reporting
Management information
Benchmarking



Demonstration External BI as a Service

ACTIONABLE

Consistency
Flexibility
Insight





ACTIONABLE

8

[illegible]

INSIGHT

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land	groep	artikel	report	beschrijving	titel	afrekenen	groep	land	afrekenen	opdracht	boek	taal
21-01-2010	11.474	2.181	9.885	182.218	43.841	148.275	88.834	25.700	54.124	54,7	14,4	16,4
2009 september	118.086	12.362	105.460	1.022.401	208.097	1.811.604	881.636	105.155	776.672	55,2	30,6	17,2
2009 sep t/m 30 sep	720.722	87.538	833.202	11.920.362	1.588.830	10.249.724	5.138.087	775.978	8.560.088	55,8	12,2	16,2
2009 totaal	1.887.234	181.781	1.705.453	15.831.102	1.161.757	11.844.367	10.181.312	1.593.874	18.287.816	51,9	9,6	14,9
2008 sep t/m 30 sep	784.004	81.361	702.642	12.724.797	1.284.275	11.240.422	5.827.397	888.738	8.350.659	54,3	10,3	16,3
2008 sep t/m sep	784.004	81.361	702.642	12.724.797	1.284.275	11.240.422	5.827.397	888.738	8.350.659	54,3	10,3	16,3
2008 totaal	1.484.876	148.572	1.336.304	24.994.897	2.823.180	21.076.917	10.878.803	1.847.502	20.811.700	51,1	11,4	16,1

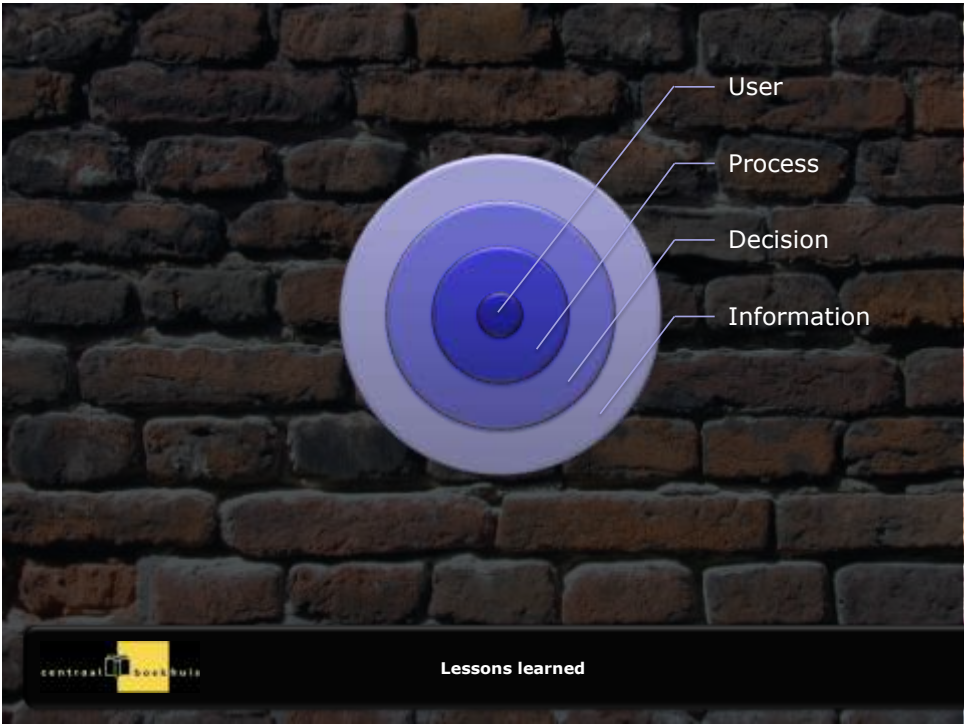
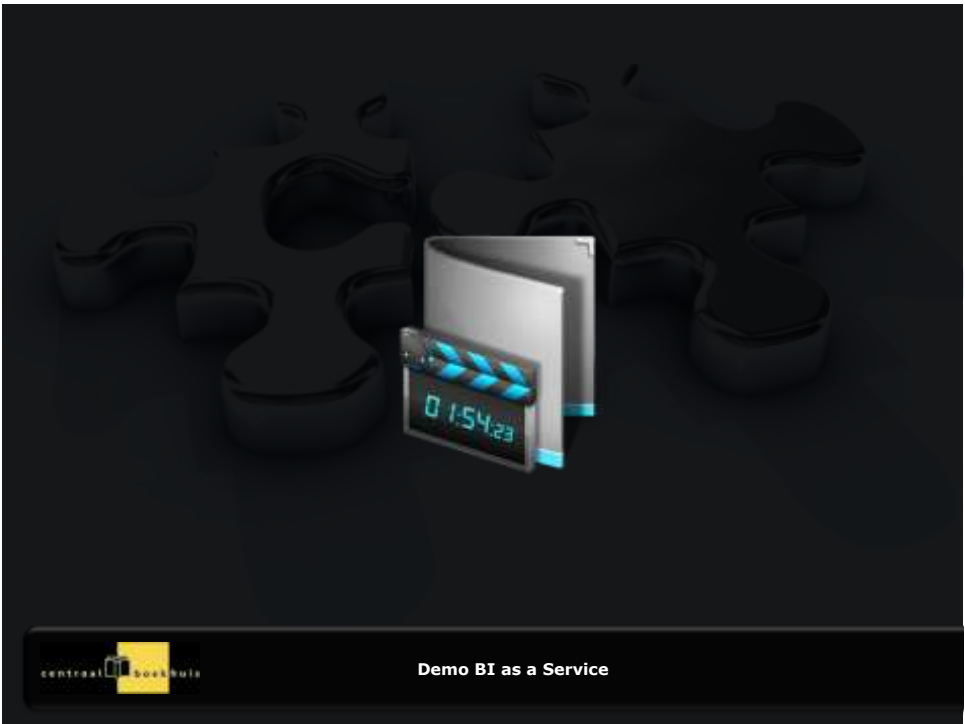
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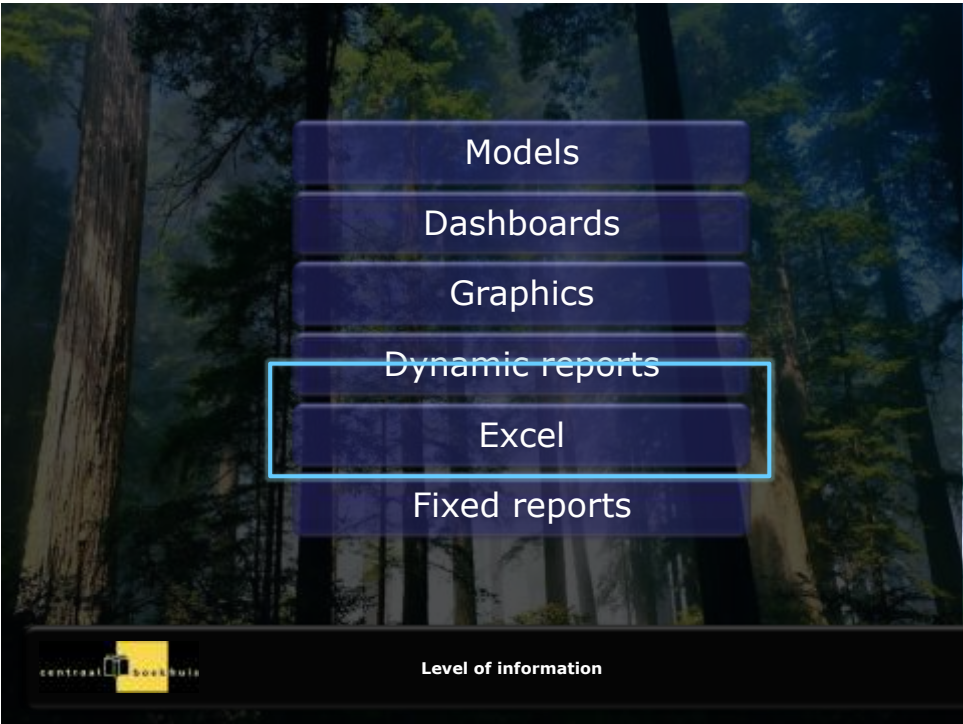
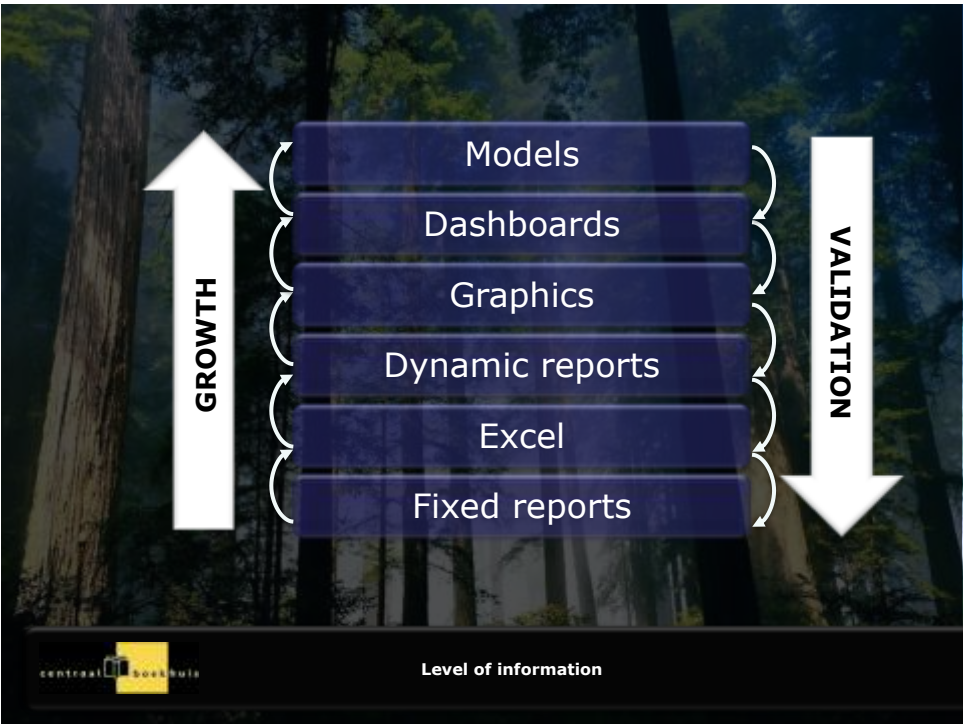
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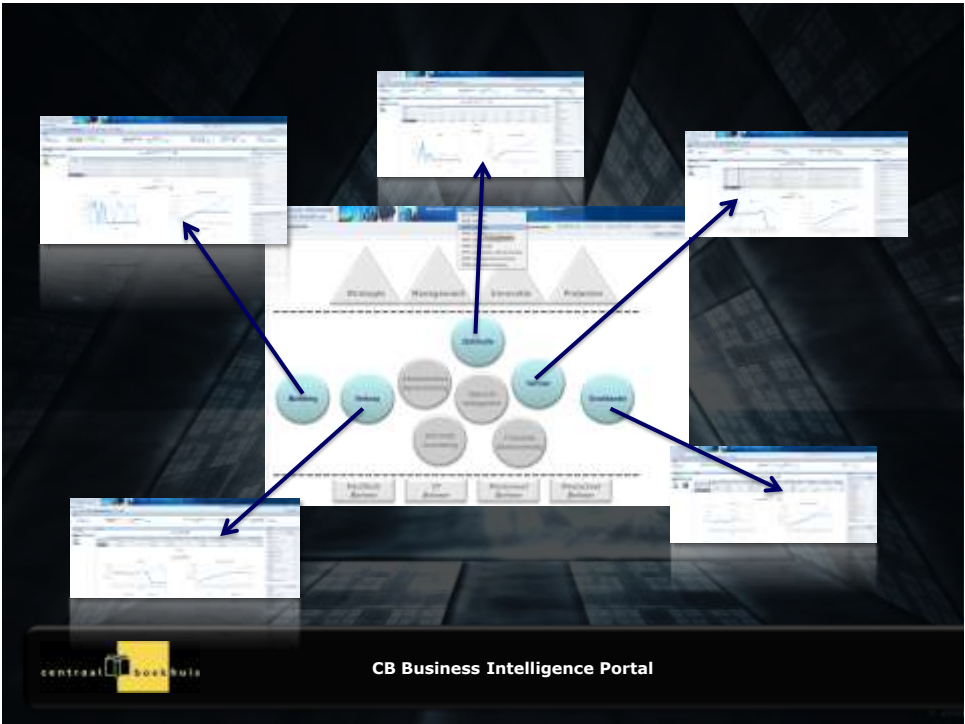
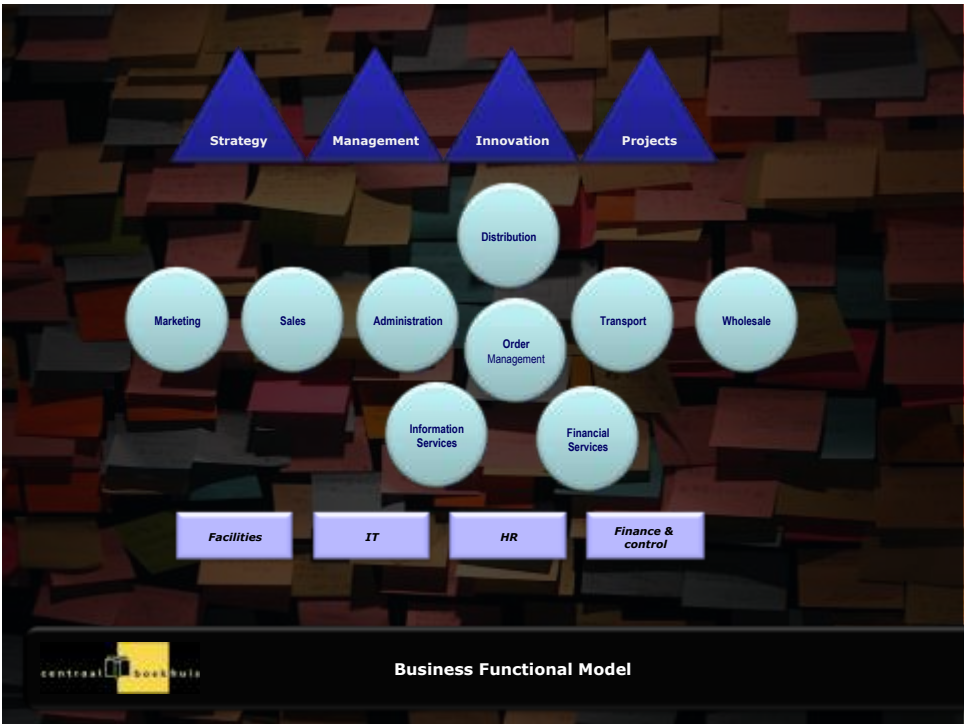
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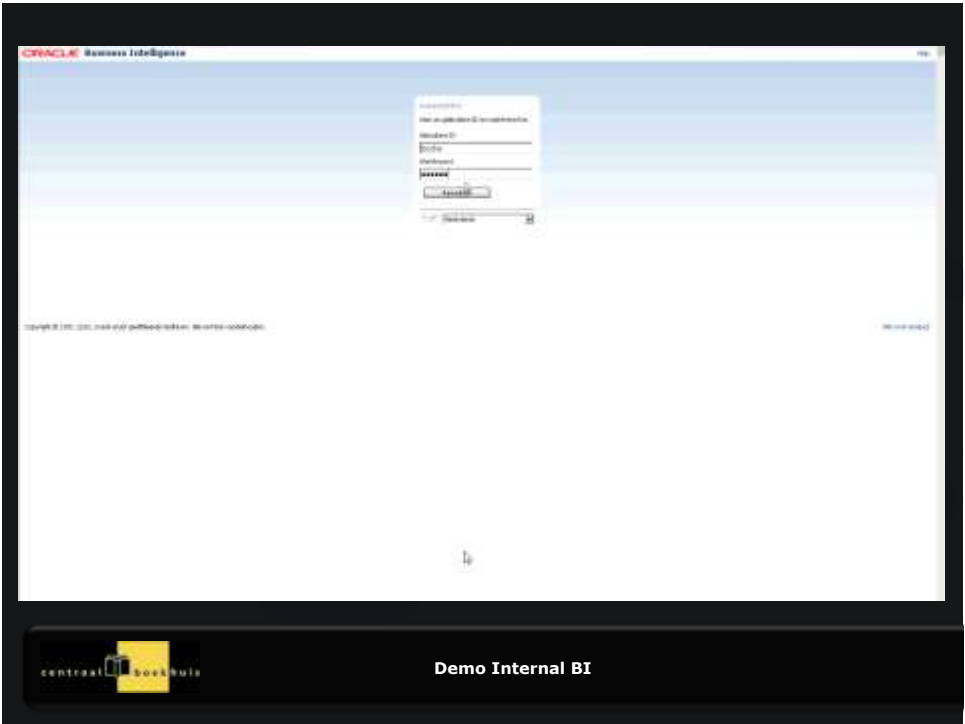
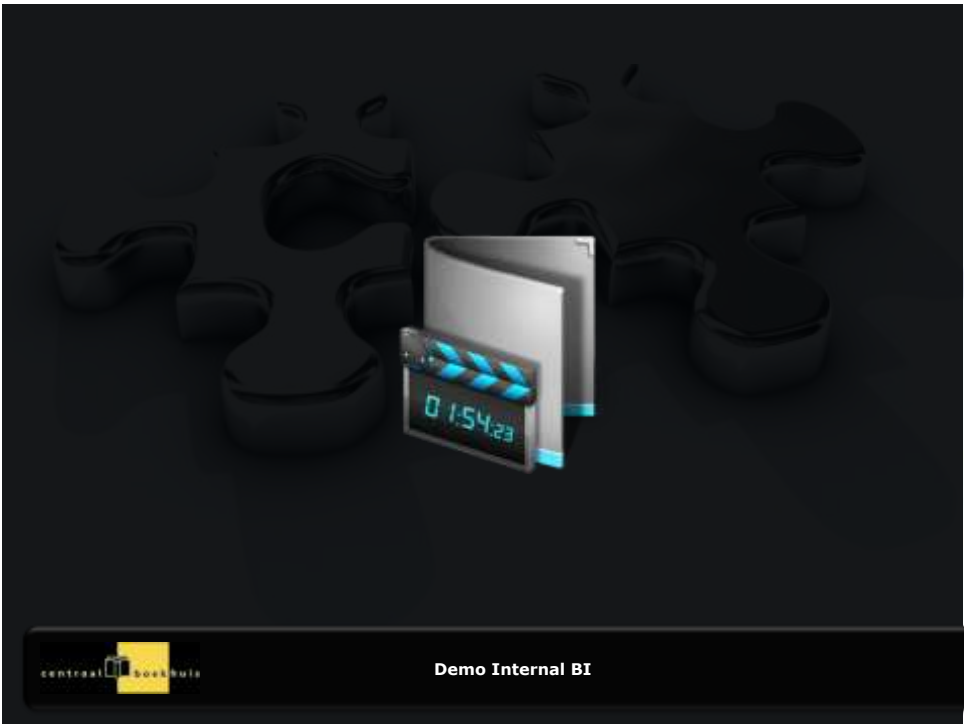
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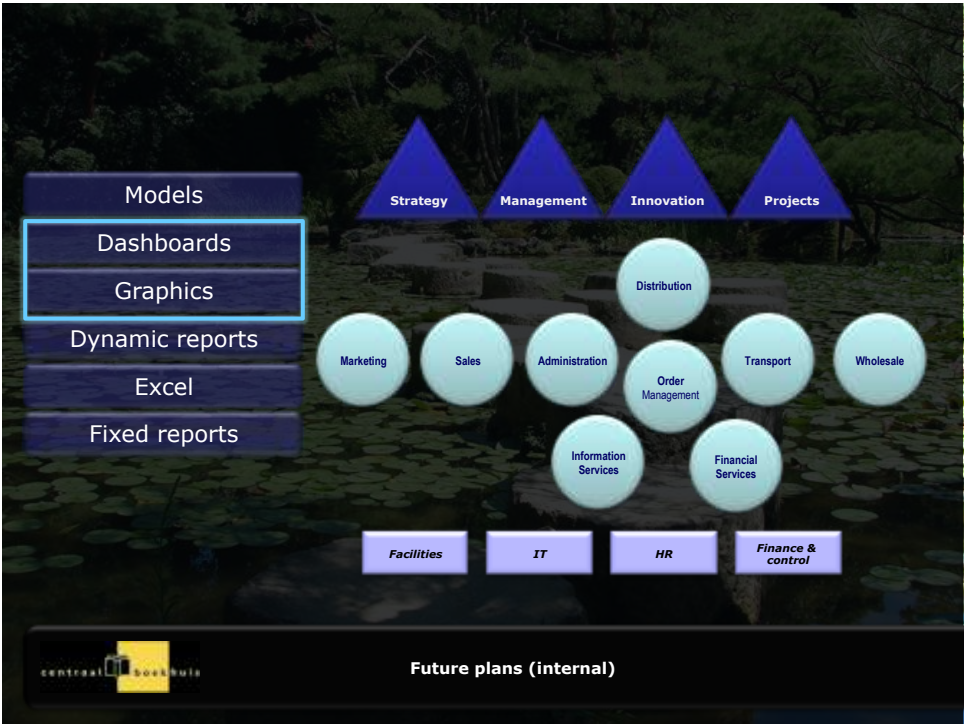
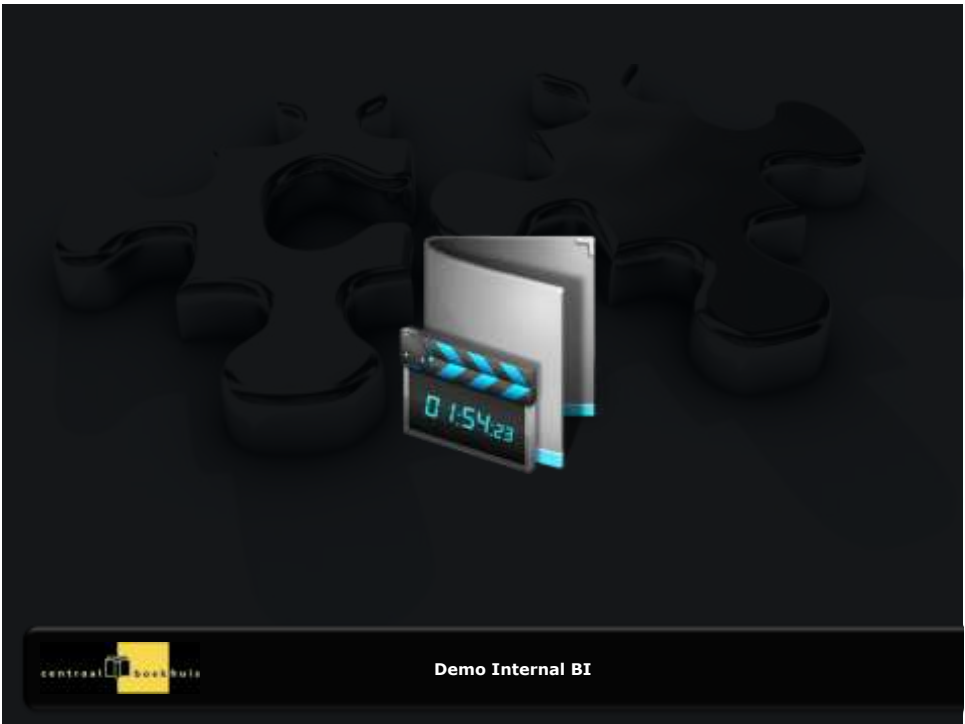
Insight









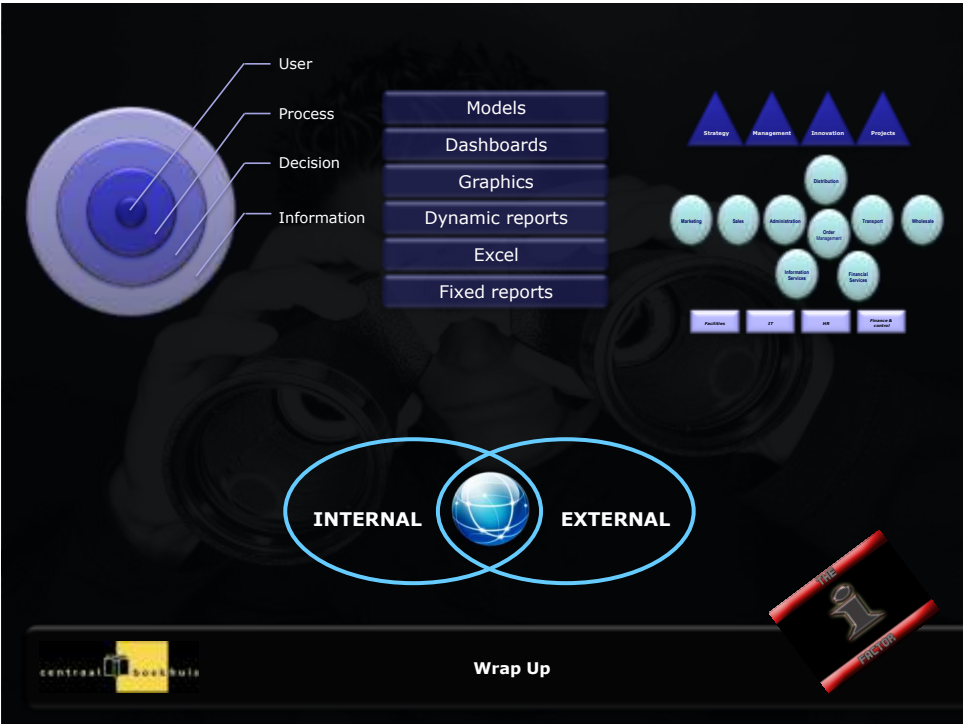
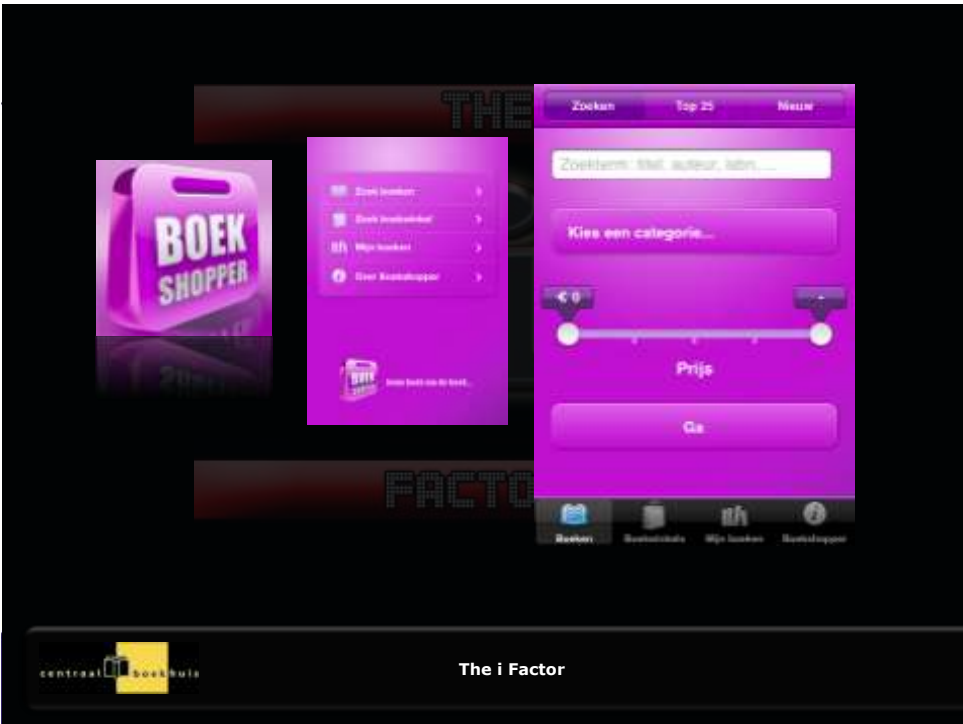





External	Internal
<ul style="list-style-type: none">▪ Preferred supplier▪ Factor of service▪ Insight market▪ Single point of business<ul style="list-style-type: none">▪ Administration▪ Logistics▪ Information▪ Finance	<ul style="list-style-type: none">▪ Aligned communication▪ Factor of production▪ Market insight▪ Single point of information<ul style="list-style-type: none">▪ Administration▪ Logistics▪ Information▪ Finance

centraal Boekhuis

Boosting value through BI







E.van.bockel@centraal.boekhuis.nl

Site: www.cbonline.nl
Blog: www.bifacts.com
Twitter: [bifacts](https://twitter.com/bifacts)

Suggested reading:

Journal of Management Excellence; Creating value
Whitepaper Business Elements: Getting more business out of your processes
De i Factor (FD Outlook)





Questions