

Together we are a bestseller

centraal boekhuis

Boosting value through Oracle BI



Emiel van Bockel

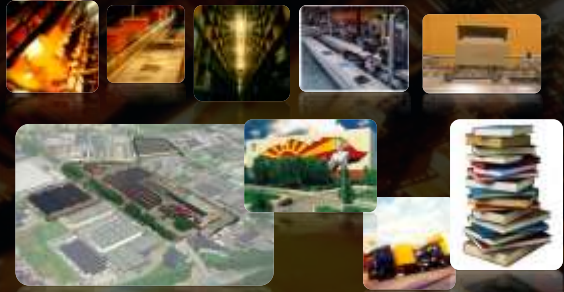
A Gartner BI Summit 2010
 Oracle Business Intelligence Summit 2010
 11 - 12 February 2010 | Amsterdam | Holland

INTELLIGENCE

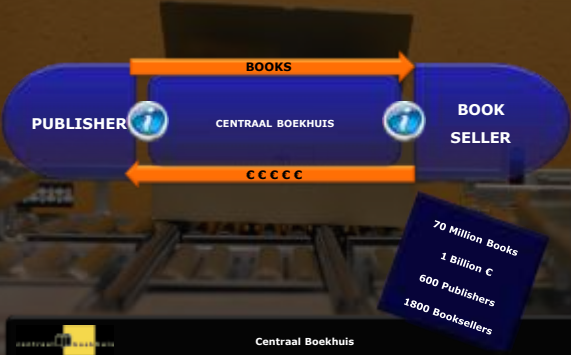


1871

History



Today



PUBLISHER

CENTRAAL BOEKHUIS

BOOK SELLER

BOOKS

CCCCC

70 Million Books
 1 Billion €
 600 Publishers
 1800 Booksellers

Centraal Boekhuis

Supporting success of our customers
 through excellent logistic services



INTERNAL BUSINESS INTELLIGENCE

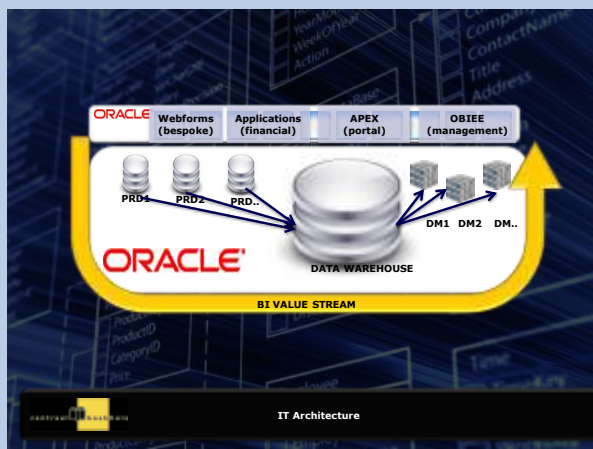
EXTERNAL BUSINESS INTELLIGENCE


BI aligning with our mission

ORACLE®



Oracle



- 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



ONLINE

Reporting
Management information
Benchmarking

Demo BI as a Service

ACTIONABLE

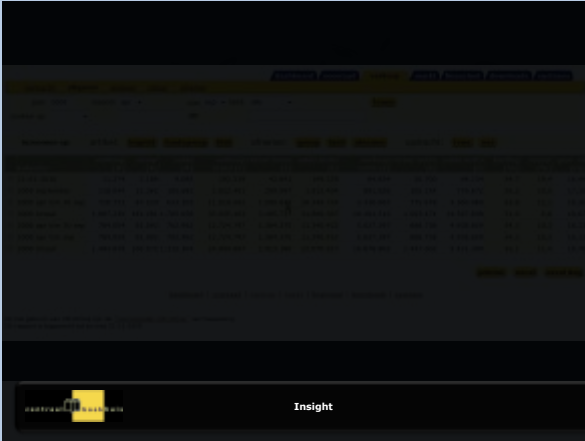
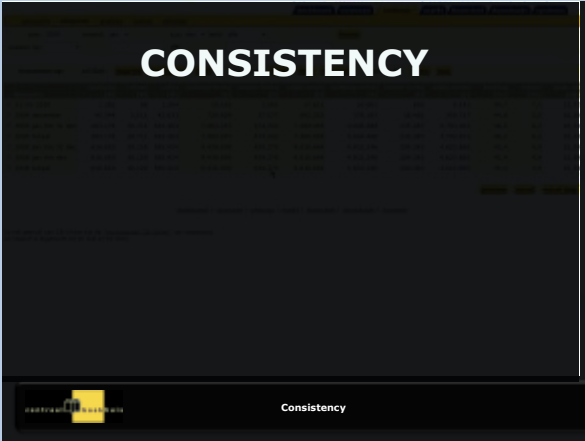
Consistent
Flexible
Insight

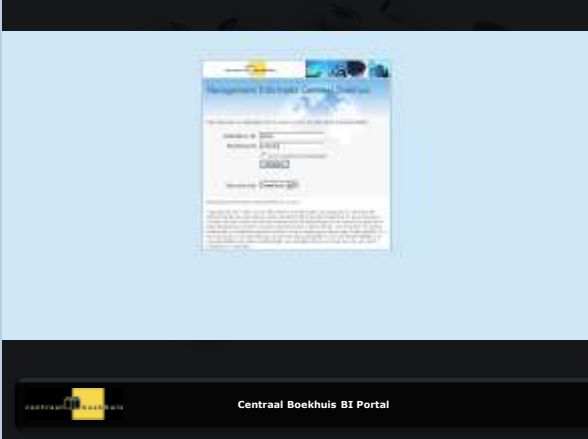
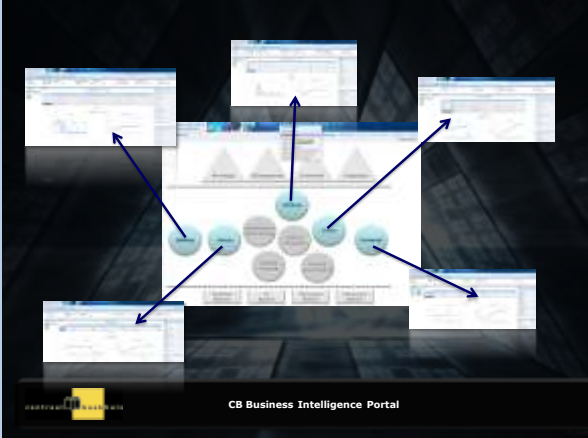
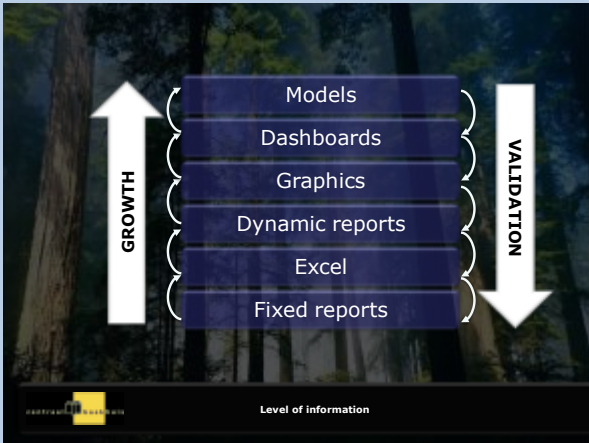
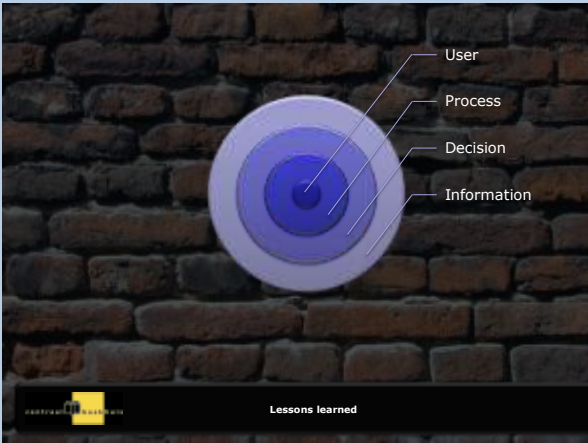
ACTIONABLE

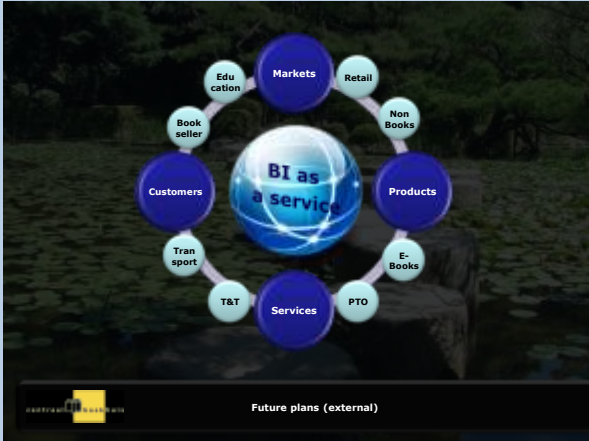
CONSISTENT

Information
Functionality
Layout

Consistent







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

E.van.bockel@centraal.boekhuis.nl
 Site: www.cbonline.nl
 Blog: www.bifacts.com
 Twitter: [bifacts](https://twitter.com/bifacts)

ORACLE
 Boosting Value with BI at Centraal Boekhuis

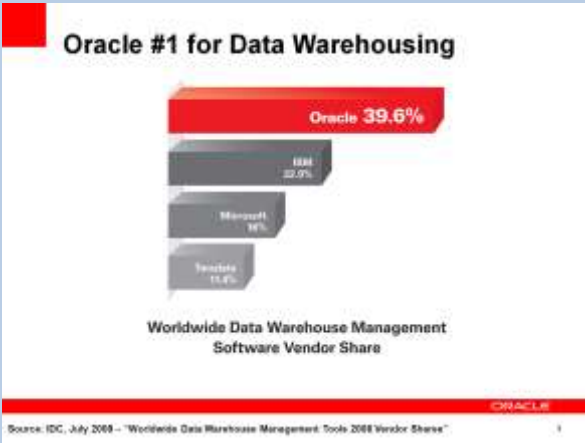
Frank Buytendijk, Vice President and Fellow, Oracle Corp.
www.oracle.com/thoughtleadership

Complete. Open. Integrated.

Best in Class

- 1 Enterprise Performance Management
- 2 Business Intelligence Applications
- 3 Business Intelligence Foundation
- 4 Data Warehousing & Exadata

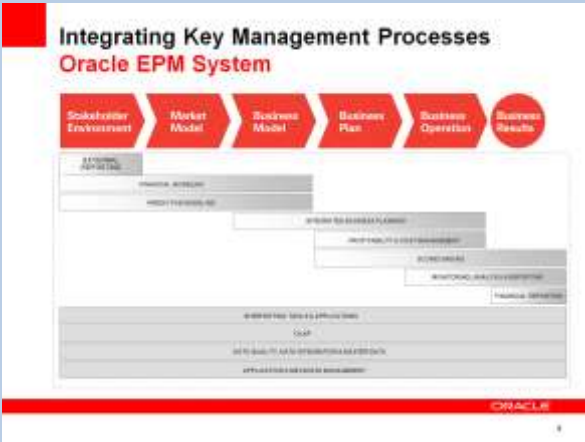
ORACLE



SUN Oracle Database Machine

Extreme Performance for Data Warehousing

- Optimized for large-scale ad hoc queries over large volumes of data
 - Exadata runs data intensive processing directly in storage
- Most complete analytic capabilities
 - OLAP, Statistics, Spatial, Data Mining, Real-time transactional ETL, Efficient point queries
- Powerful Data Warehouse specific optimizations
 - Flexible Partitioning, Bitmap indexing, Join indexing, Materialized Views, Result Cache



Federated Query

Virtualizes Data and Minimizes Data Movement

The diagram shows a central 'Single Enterprise Information Model' layer. Above it are various data integration and analysis tools: Data Integration, Ad-hoc Analytics, Interactive Dashboards, OLAP, Reporting & Planning, Process Data and Alerts, Disconnected & Mobile Analytics, and Web Office & Custom Integration. Below the central model, it lists supported data sources: OLTP & ODS Systems, Data Warehouse, Teradata, SAP, Oracle Exel, PeopleSoft, JDE, Custom, and Excel ETL, Business Process.