

# Oracle BI Foundation

## BI 11g for existing BI 10g customers



**ORACLE  
OPEN  
WORLD**

October 2-6, 2011  
Moscone Center  
San Francisco

Emiel van Bockel



Manager  
Information  
Services

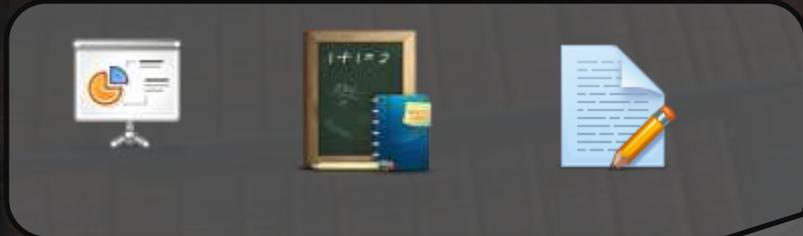
Centraal Boekhuis



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



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



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



@bifacts  
#oow11



**Hardware and Software**  
**Engineered to Work Together**

# People and Information

## Engineered to Work Together

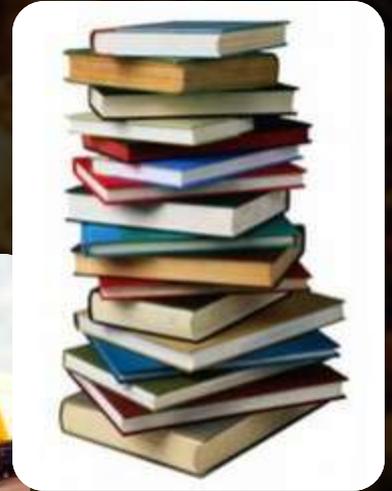
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1871



**PUBLISHER**



**CENTRAAL BOEKHUIS**



**BOOK  
SELLER**

**BOOKS**

**€ € € € €**

**70 Million Books**  
**1 Billion €**  
**600 Publishers**  
**1800 Booksellers**

# ORACLE®



**Presentation**

**Presentation**

**Logical Model**

**Logical Model**

**Database**

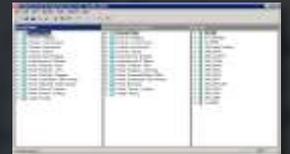
**Database**



**Front end**



**Server**



**Database**

**distribution**

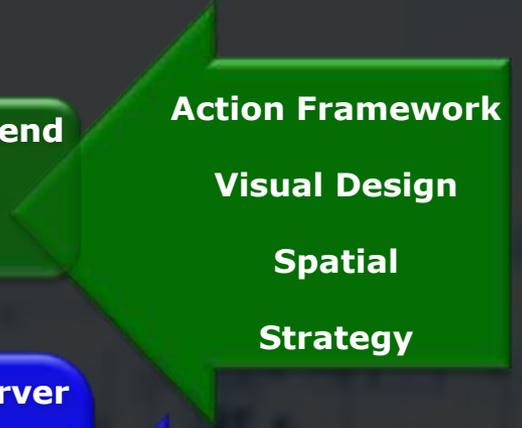
day      month

**dimensions**





Front end



Action Framework

Visual Design

Spatial

Strategy



Server



User Management

Hierarchies



Database

## Architecture



## Organization



OBIEE



## Agile





Customers



Revenue



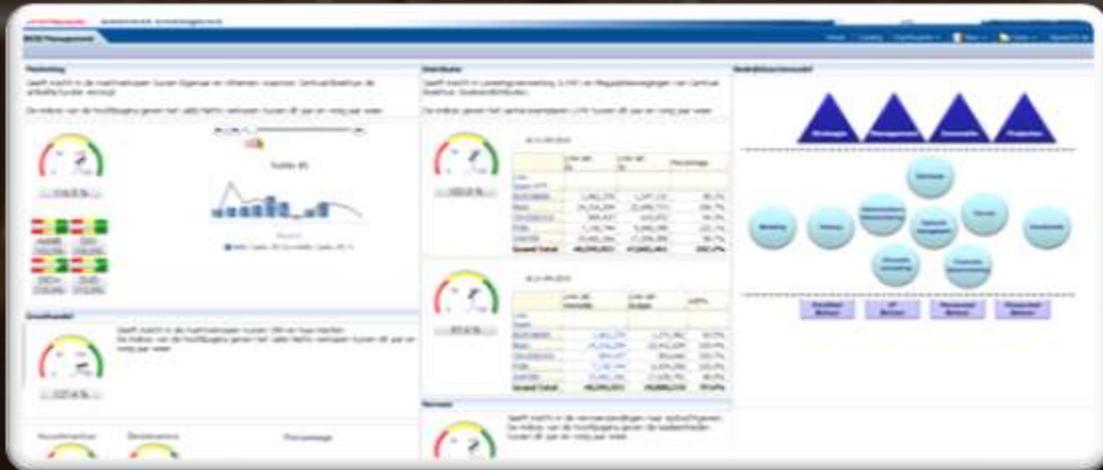
Distribution



Transport



Wholesale





**Design is great**



**Performance is better**



**More Integrated**



**More stability**



**Richer Functionality**

**Migrate first then add new functionality**

**OBIEE 11g needs strict modeling**

**First understand functionality before you use it**

**Be aware of how to model time**

**Sell your mouse, buy a Wacom tablet**

**Role based access improved the migration to Weblogic**

**A strict (structured) logic model shortens the migration**

## Emiel van Bockel:

- ✓ We got the tools
- ✓ We got the data
- ✓ We got the skills



## User:

- ✓ I don't want a dashboard
- ✓ I don't understand such metrics
- ✓ I just want a flexible report

Lessons learned



Level of information





# People and Information

## Engineered to Work Together



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*Twitter: [bifacts](https://twitter.com/bifacts)*