ORACLE ESSBASE VISUAL EXPLORER

KEY FEATURES

- Simultaneous multidimensional data views
- Intuitive graphical interface
- Data export to Microsoft Excel
- Shared views (which users can save, publish, and e-mail)
- Encoded data sets (by shape, color, and size)
- Selective search and retrieval
- Drag-and-drop construction of statistical models
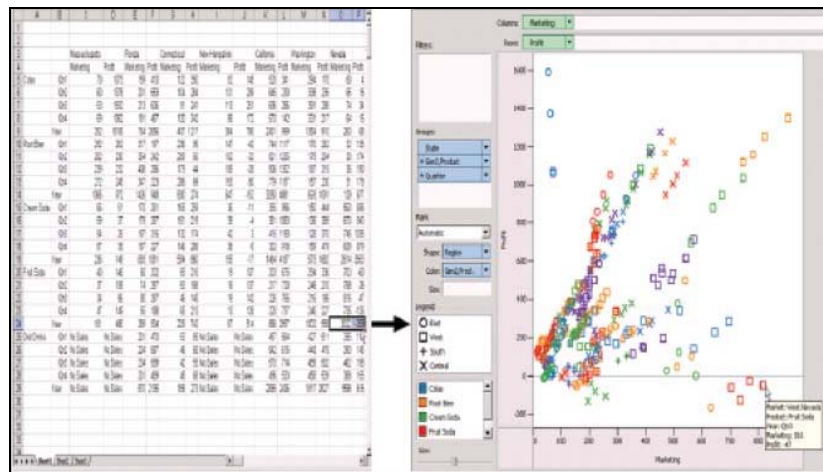- Dynamic calculations

KEY BENEFITS

- Visual navigation of large data sets
- Illumination of multidimensional data relationships
- Rapid identification of hard-to-isolate performance issues
- Constantly updated graphic visualizations
- Context-appropriate data display
- Minimal IT burden

Whether you're predicting product profitability or need to gauge the effectiveness of a recent promotion, you need to visualize data across multiple dimensions—a problem that traditional tools such as spreadsheets cannot handle. Oracle Essbase Visual Explorer, an option for Oracle Essbase, is a visualization tool that brings rich analysis and discovery to the business or novice user. An easy-to-navigate view of data across the enterprise enables you to identify trends, exceptions, and interdependencies critical to your organization's performance.

Provide Faster Analysis and Keener Insights

One consequence of the digital revolution has been a glut of information. Data sets are large and spread across many dimensions, so until recently only the most tech-savvy users could wield the complex tools required to make sense of it all. Oracle Essbase Visual Explorer has transformed this landscape by providing an intuitive graphical visualization tool that lets line-of-business obtain deeper insight into the rich and disparate data at their fingertips.

Oracle Essbase Visual Explorer transforms data into insight.

A component of the Oracle business intelligence foundation, Oracle Essbase Visual Explorer works in conjunction with Oracle Essbase to let experts and novices create queries, perform analyses, and discover exceptions and patterns in their data. This results in deeper insights that drive improvements in profitability, operations, strategy development, and regulatory compliance.

Gain At-a-Glance Insights Via an Easy-to-Use Interface

Employing a colorful, visual paradigm, Oracle Essbase Visual Explorer's drag-and-drop graphical environment makes it easy to navigate your organization's essential data so that you can identify the factors driving your business as well as the outliers and anomalies that could be problem indicators.

Oracle Essbase Visual Explorer renders the multidimensional data so that the full range of colors, shapes, patterns and sizes help the business user understand what is really happening with their business. Whether you need to analyze demographics to gain insight into customer behavior or compare attributes to evaluate product profitability, Oracle Essbase Visual Explorer provides the at-a-glance analysis you need to make sense of the cross-dimensional data and metrics that serve as key indicators of your enterprise's performance.

Provide Continuously Updated Visuals

Oracle Essbase Visual Explorer automatically determines the best format in which to display your data. Whether you require a simple bar graph or a sophisticated multibubble chart, Oracle Essbase Visual Explorer displays the appropriate visual for the data at hand, refreshing visualizations as you add dimensions and letting you identify the correct charts for your multidimensional analyses. The result is less time spent analyzing your information and more time spent reviewing the valuable insights you've gained.

Leverage Investments in Existing Software

Once you've used Oracle Essbase Visual Explorer to get a bird's-eye view of your business data, you can place your visual representations into Microsoft Excel to format a report or drill down to underlying details in a data warehouse. Because Oracle Essbase Visual Explorer works with Oracle Essbase, there's no additional infrastructure to deploy, which translates to quick deployment of its visualization capabilities with a minimum of maintenance and administration from your IT department.

Empower Users Throughout the Enterprise

To gain an idea of just who in your organization's lines-of-business might benefit from Oracle Essbase Visual Explorer, consider the following:

- **Brand managers** can use Oracle Essbase Visual Explorer to gain an understanding of top- and bottom-performing products and to correlate performance to varying customer demographic, geographic, and channel variables.

- **Business analysts** can employ Oracle Essbase Visual Explorer to gain insights into trade promotion effectiveness by correlating lift with events, products, customers, and channels. This allows them to allocate trade dollars based on execution and profitability.

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ORACLE BUSINESS INTELLIGENCE FOUNDATION

Oracle business intelligence foundation products provide the basis for creating your own custom analytic applications. Part of the Oracle enterprise performance management system, these products meet the diverse reporting and analysis needs of users across your organization by allowing them to quickly and easily draw on disparate information sources to create, access, and share the vital data that drives sound business decisions.

RELATED PRODUCTS

The Oracle business intelligence foundation incorporates the following related software products and modules:

- Oracle Business Intelligence Suite Enterprise Edition Plus
  - Oracle's Hyperion Interactive Reporting
  - Oracle's Hyperion SQR Production Reporting
  - Oracle's Hyperion Web Analysis
  - Oracle Hyperion Financial Reporting
- Oracle Essbase
- Oracle Essbase Visual Explorer

- **Category managers** can use Oracle Essbase Visual Explorer to analyze store sales, view myriad retail sales categories, and sort and filter category views to improve merchandise planning.

- **Quality assurance managers** can employ Oracle Essbase Visual Explorer to quickly and easily "slice and dice" production data, locate problematic outliers, and produce interactive pictures of production-line performance

- **Financial analysts** can use Oracle Essbase Visual Explorer to analyze, cluster, and categorize their customers along a variety of key metrics.

- **Call center managers** can employ Oracle Essbase Visual Explorer to determine how to up-sell and cross-sell to customers based on various customer attributes and past product purchase history.

Manage Applications from a Single Foundation

Oracle Essbase Visual Explorer leverages Oracle's enterprise performance management (EPM) foundation services to provide common services upon which companies can create, deploy, and manage EPM applications in one place. The service component included with Oracle Essbase Visual Explorer is Oracle's EPM foundation shared services; this component is responsible for user management, single sign-on, shared security, and authentication.

Contact Us

For more information about how your organization can leverage the power of Oracle Essbase Visual Explorer, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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