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NORTH CENTRAL ORACLE APPS USER GROUP
TRAINING DAY
AUGUST 1, 2019

Analytics Unleashed

Beyond the Reports, Dashboards, AND Spreadsheets

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reports & dashboards alone…

worthless

25

52

97

127

Some 411

Oracle Legacy

Questions?

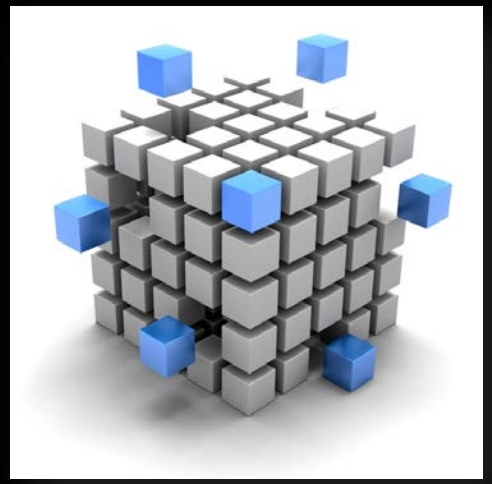
Analytics vs Reporting

A Whole New World

1	40	2	30
Former Global Domain lead	Countries Covered	Books Coauthored	Years Experience

Analytics VS Reporting

A Legacy Perspective



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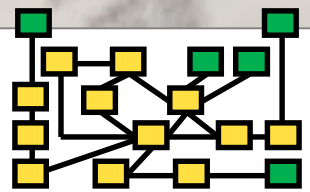
You Must Enable Analysis

Reports & Dashboards

Which channels sell the most Widgets?

What else did this customer buy?

What is the monthly target year over year?



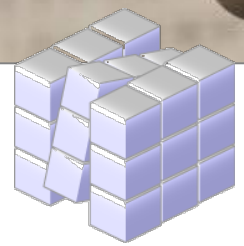
What happened?

Analysis

Which channels are most profitable?

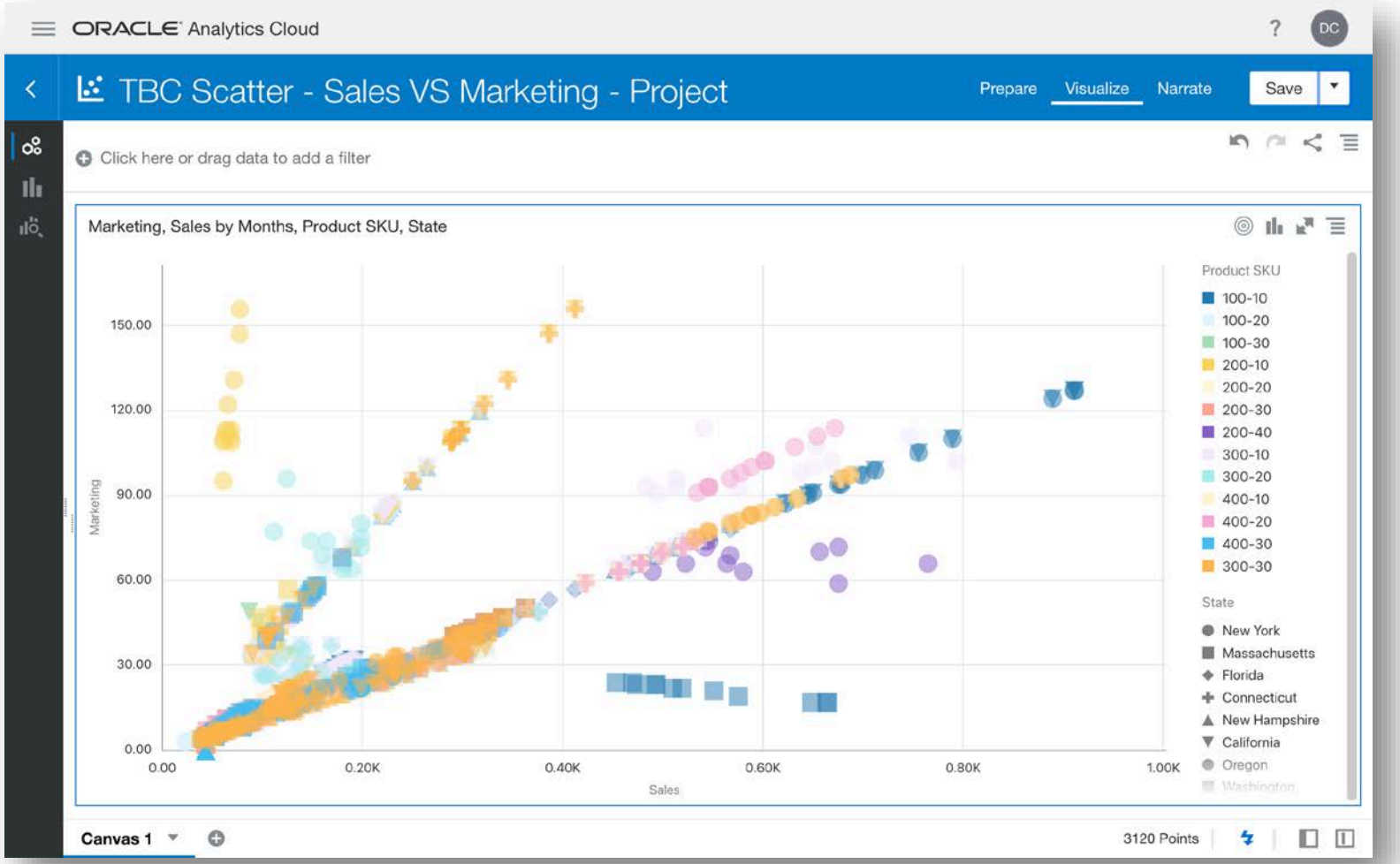
What is this customer likely to buy next?

What if demand exceeds target?

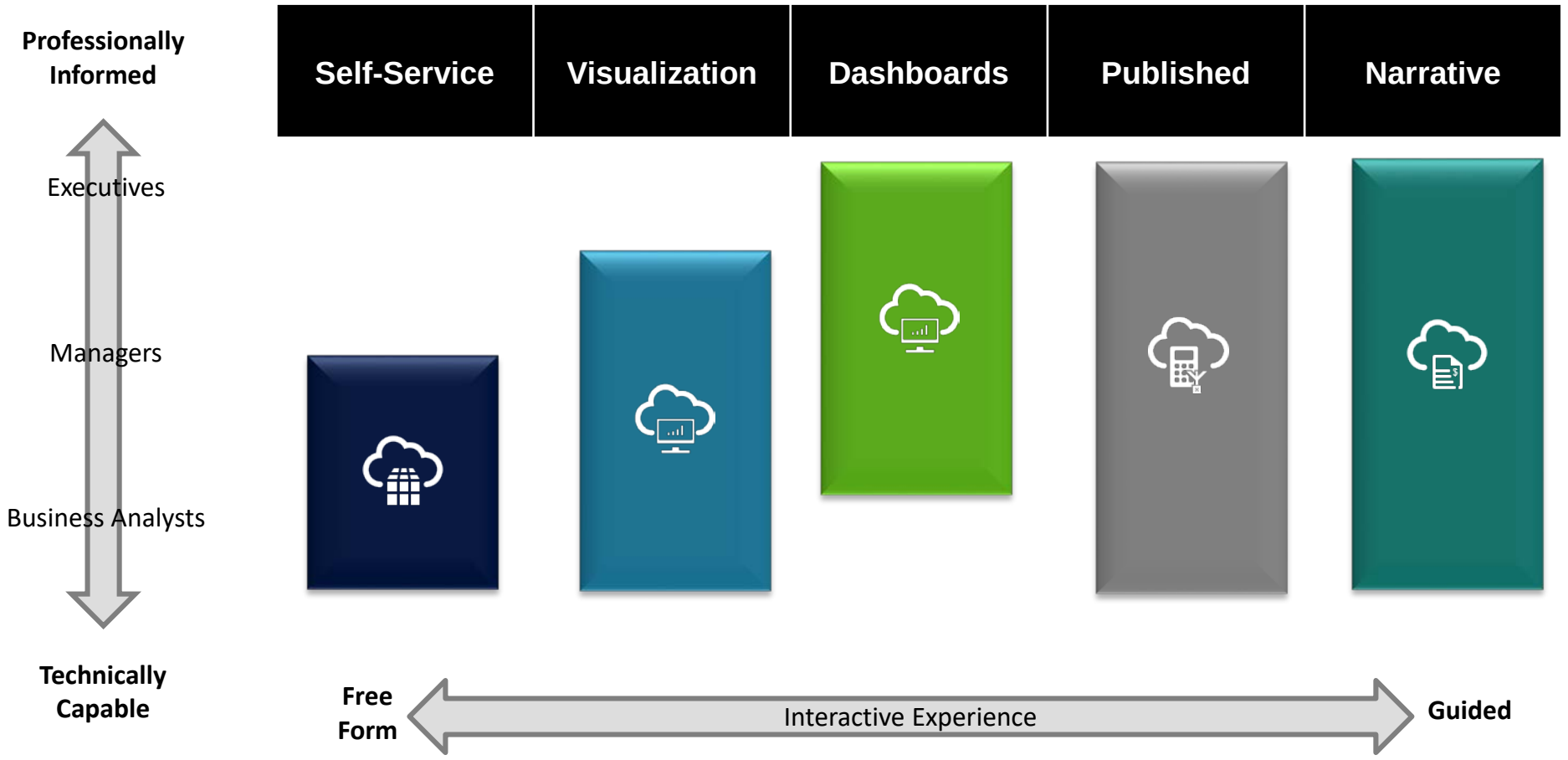


What If?

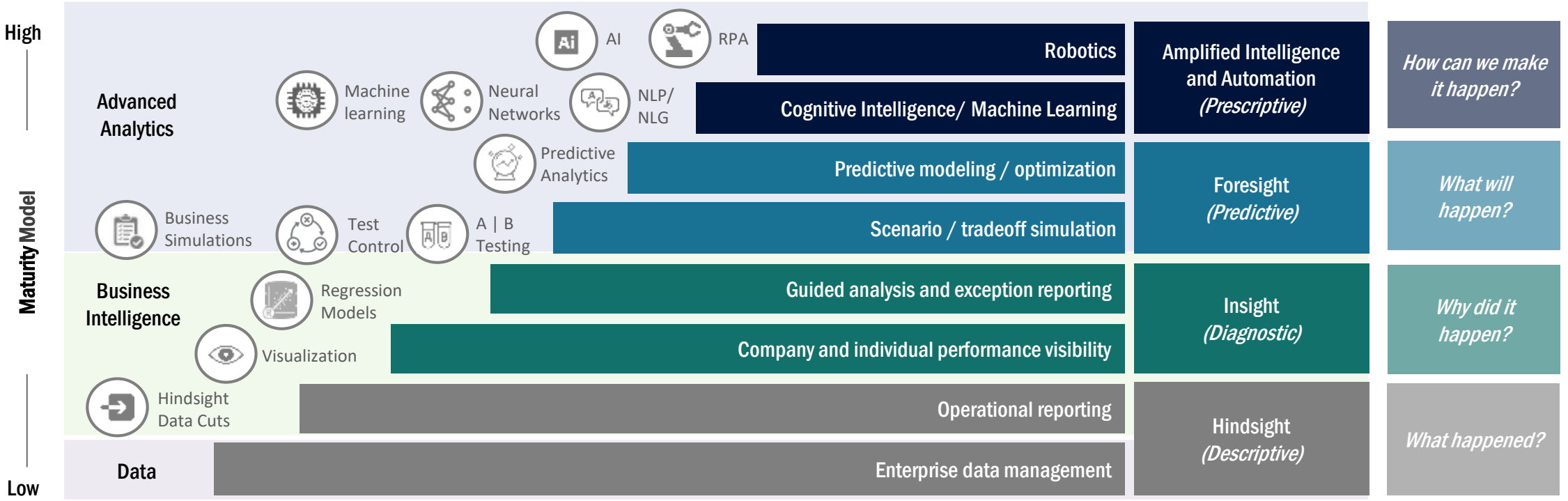
End User's Goal… Provide Explanation



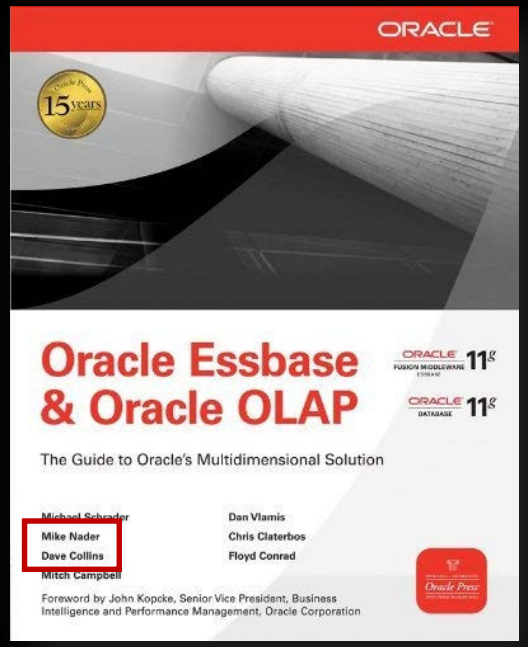
Different Strokes for Different Folks



Advanced Analytics Maturity Models



Oracle Essbase
A Legacy MDDBMS



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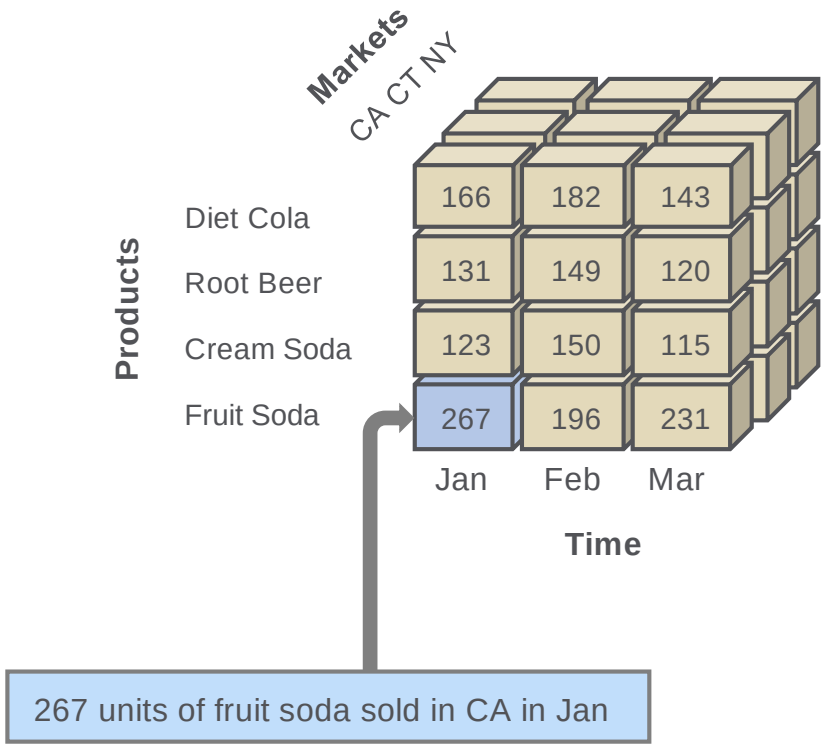
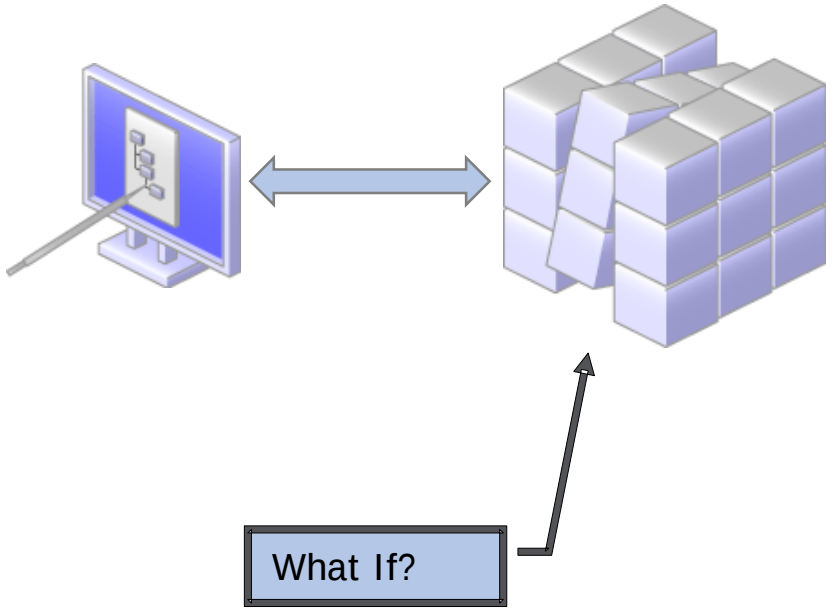
Cubes Power Analysis

- Dimensions
  - Time
  - Products
  - Markets
- Members
  - Jan, Feb, Mar
  - Diet Cola, Root Beer, Cream Soda, Fruit Soda
  - CA, CT, NY
- Measures
  - Units Sold
  - Revenue
  - Inventory
  - EBITDA



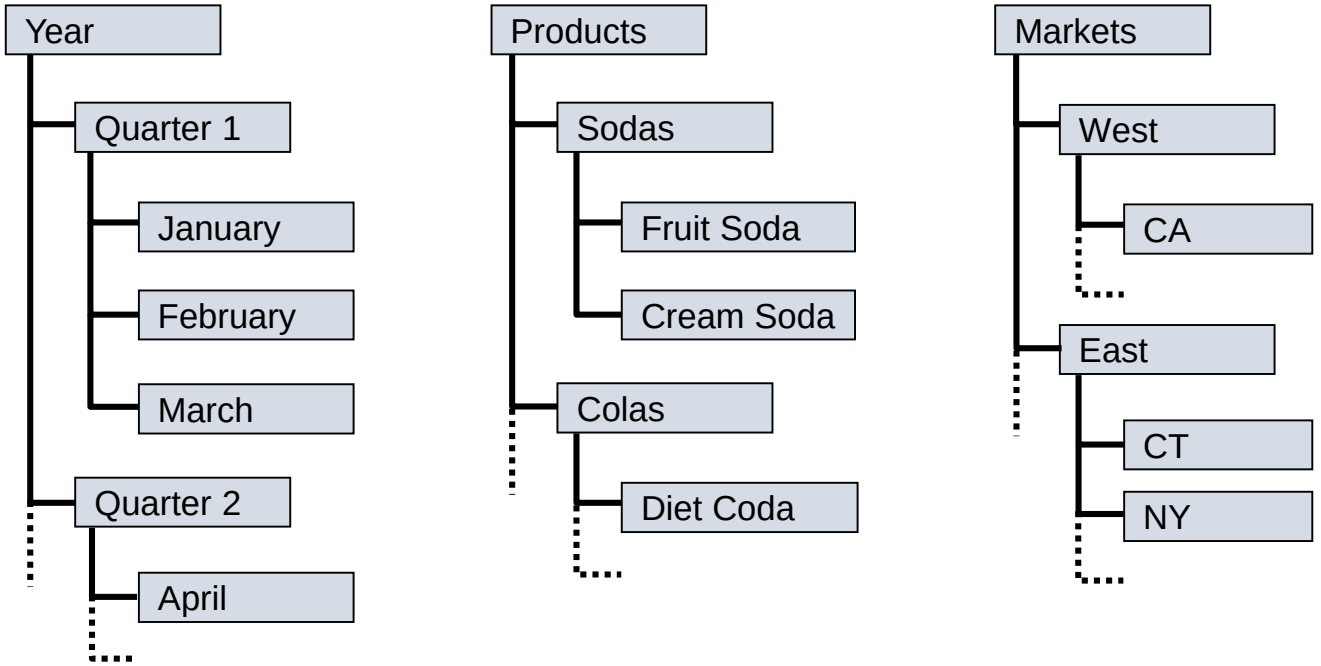
Dimensions & Intersections

- Buckets of Related Stuff
  - Time, Accounts, Markets, etc.
  - Hierarchies
    - Consolidations
  - Slices
    - Scenario, Version, Year, etc.
- Intersect to Form Cells
  - Great News!
  - Frightening News?
- Hyper-Cubes of Data
  - Typically > 3



Dimensions are Often Hierarchical

For each dimension, you can organize the set of its members in a hierarchy.



Gettin' BIFSy Wid it

Oracle BI Foundation Suite (OBIFS)

OAC-ie Dokie

Oracle Analytics Cloud (OAC)

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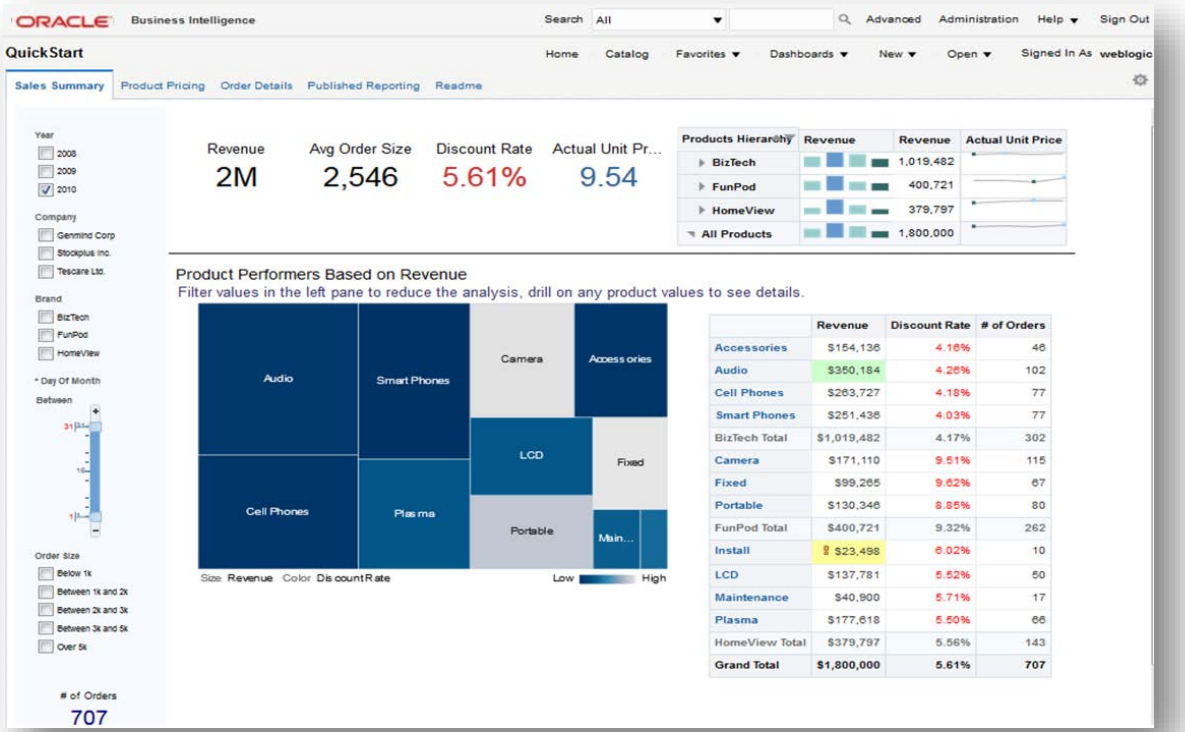
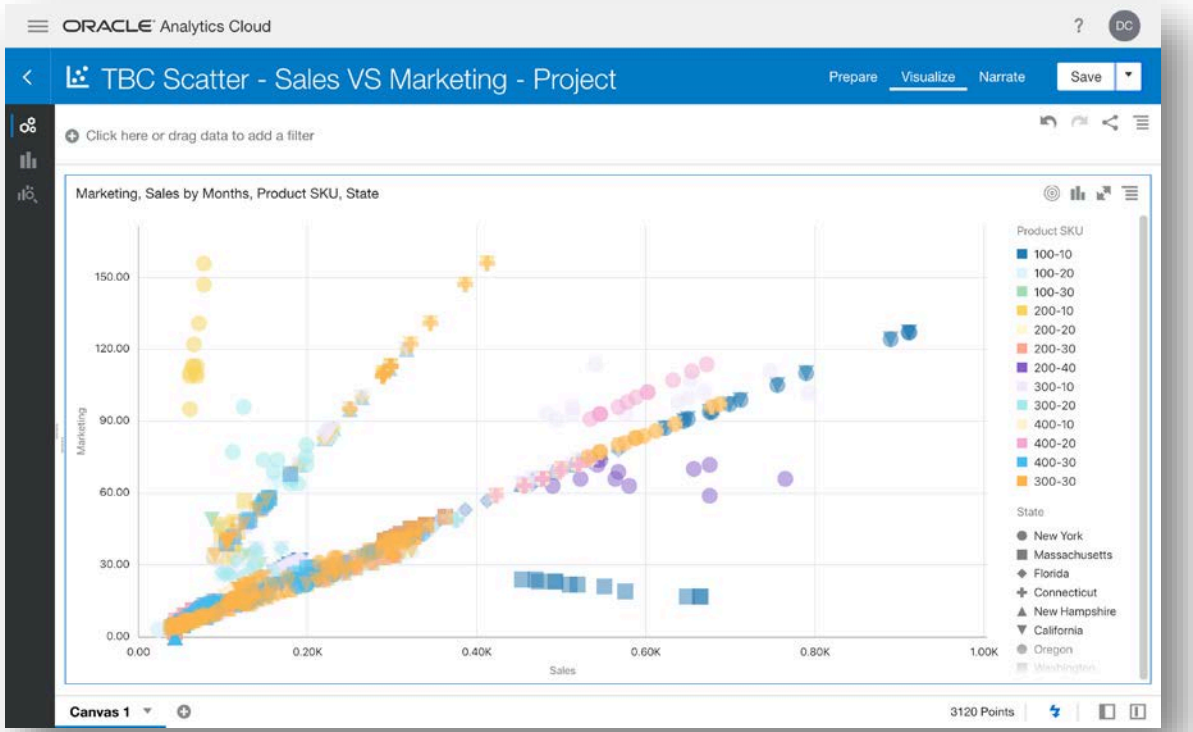
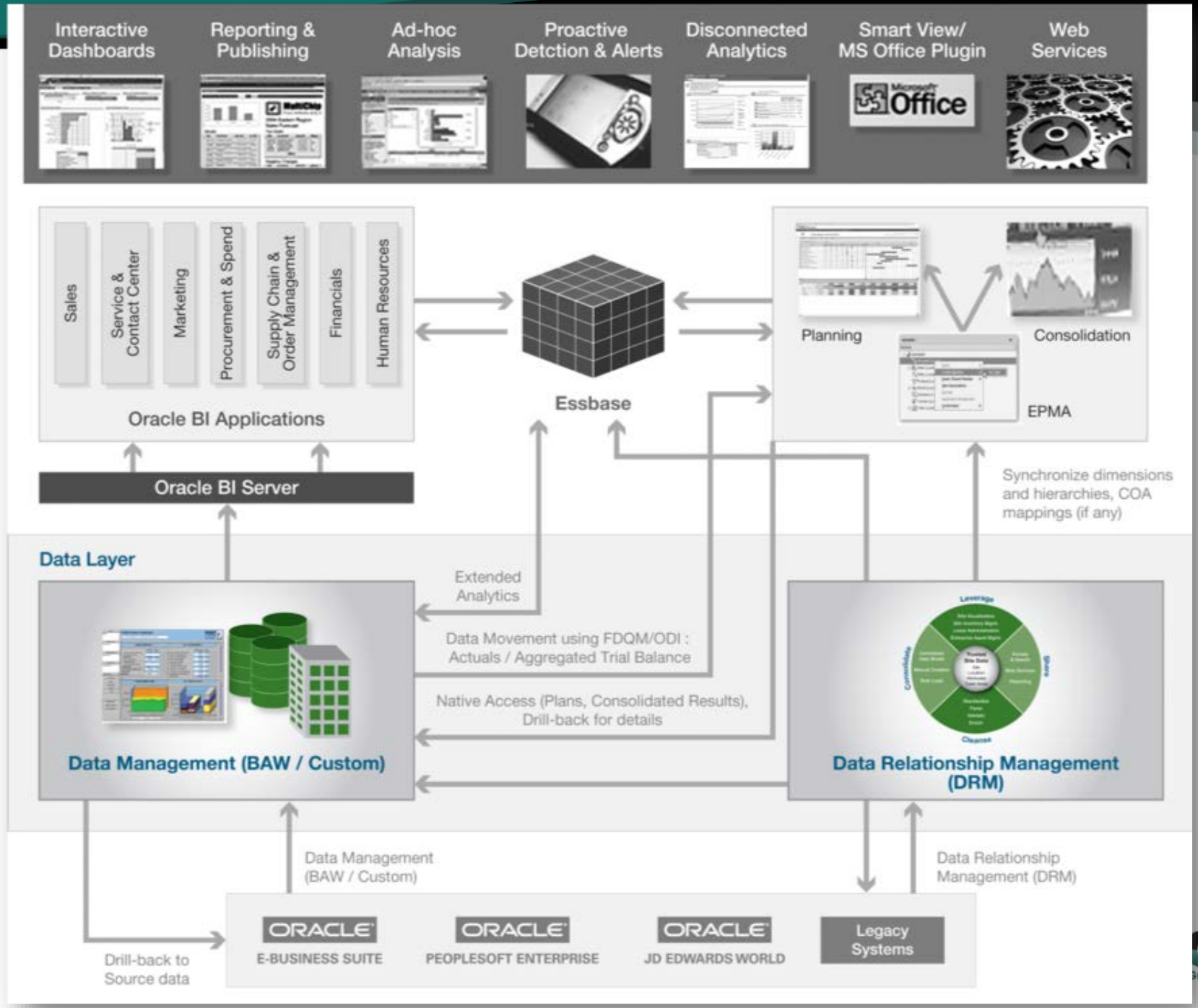
Oracle BI Foundation Suite (OBIFS)



Oracle Analytics Cloud (OAC)



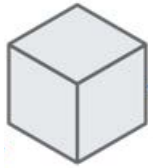

Interactive Dashboards
Reporting & Publishing
Ad-hoc Analysis
Proactive Detction & Alerts
Disconnected Analytics
Smart View/ MS Office Plugin
Web Services
Sales
Service & Contact Center
Marketing
Procurement & Spend
Supply Chain & Order Management
Financials
Human Resources
Oracle BI Applications
Essbase
Planning
Consolidation
EPMA
Oracle BI Server
Synchronize dimensions and hierarchies, COA mappings (if any)
Data Layer
Extended Analytics
Data Movement using FDQM/ODI : Actuals / Aggregated Trial Balance
Native Access (Plans, Consolidated Results), Drill-back for details
Data Management (BAW / Custom)
Data Relationship Management (DRM)
Data Management (BAW / Custom)
Data Relationship Management (DRM)
Drill-back to Source data
ORACLE E-BUSINESS SUITE
ORACLE PEOPLESOFT ENTERPRISE
ORACLE JD EDWARDS WORLD
Legacy Systems

Traditional Data Ecosystem

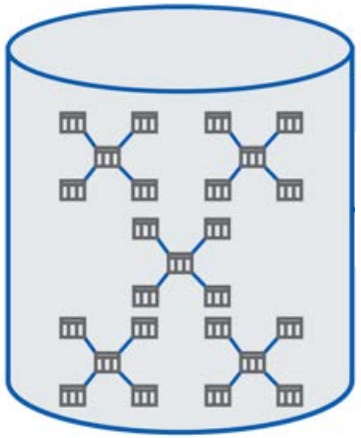
Details

Source Data Transactions
(GL, CRM, HCM, Inventory, etc.)

Analytics



Data Mart(s)



Data Warehouse

Delivery

Enterprise BI Environment

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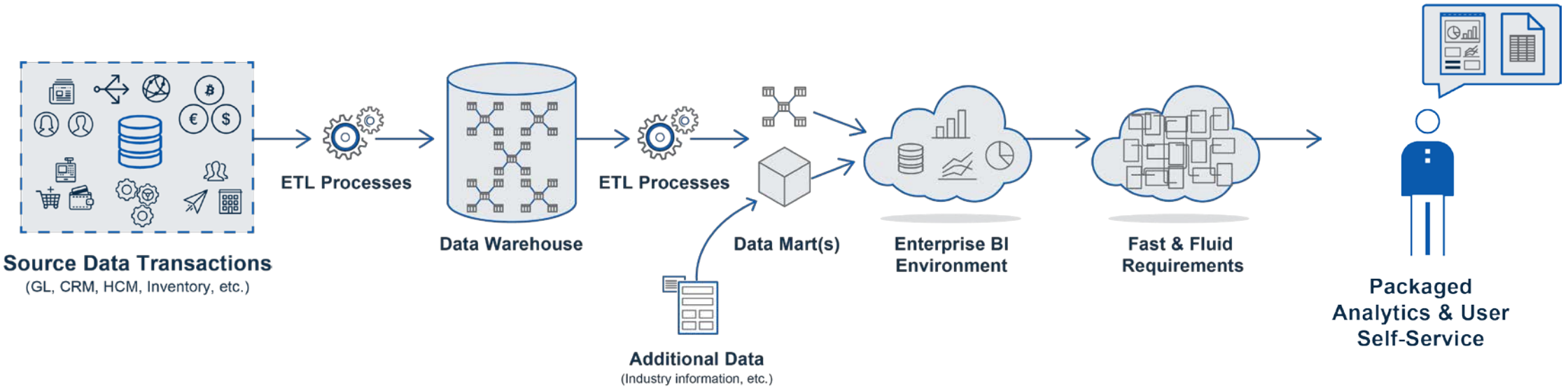
Traditional Analytic Architecture



Difficult Build with Reduced Data Fidelity

A Whole New World

Moving to a Modern Analytic Platform

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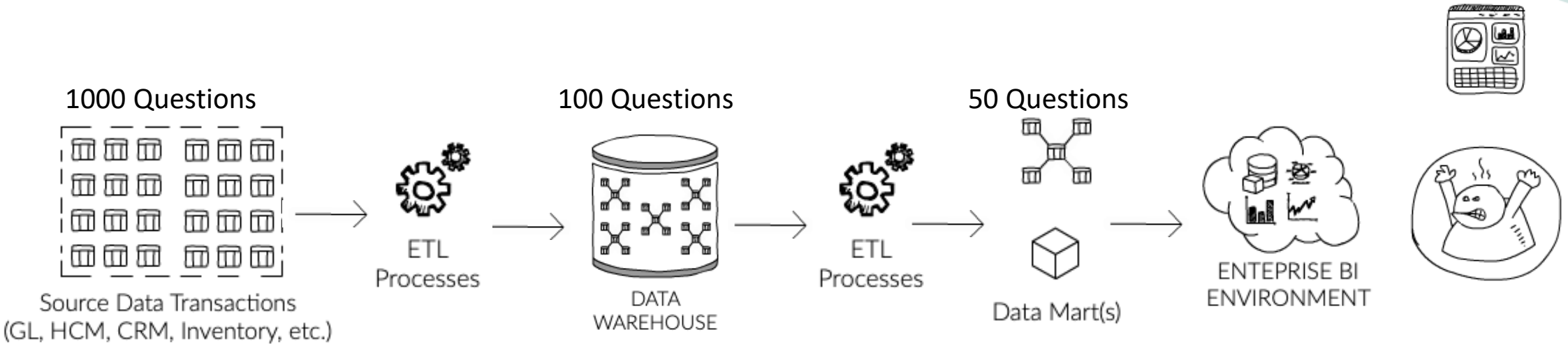
Legacy Approach



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More Info…
Baker Tilly

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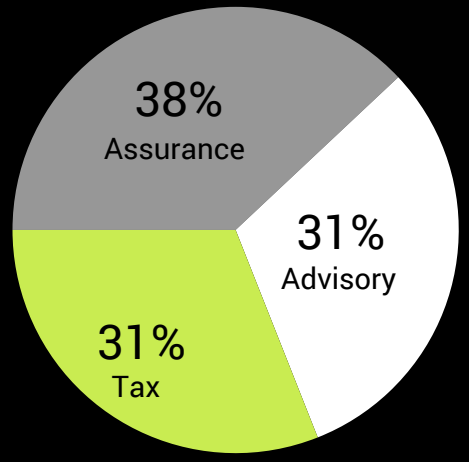
BAKER TILLY

At a glance

- Established in 1931
- 3,150 team members in the U.S.
- Industry and service specialization, leading with advisory services
- Ranked one of the 15 largest accounting and advisory firms in the U.S.
- Largest member of Baker Tilly International – the 8th largest accountancy and business advisory network in the world

147
Territories

796
Offices



33,600
Global workforce

US$3.4B
Combined revenue

Baker Tilly Clients

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Oracle Cloud Capabilities

350+	Cloud implementations across the practice; one of Oracle's top strategic implementers.
150+	dedicated Oracle professionals
9.5/10	clients agreed that Baker Tilly is proactive in meeting their needs

We help clients strengthen their software investment and improve their business practices by modernizing and optimizing their strategies, processes and technology. Starting with an approach designed to drive adoption and sustainability, we help our clients successfully achieve their business initiatives.

AT A GLANCE

- Delivery expertise – HCM, CX, ERP, EPM, PaaS, Analytics
- Agile, small team model with global mindset, capability and reach
- No Competing Practices – Oracle Cloud Focused!
- Experience across industries
- Structured change management approach focused on adoption and acceptance
- Strategy and business case execution
- Program and process design
- Proactive risk identification and mitigation
- Value Beyond the Software

BAKER TILLY CONSULTING

Where Do We Fit?

Mega Corporate Initiatives

Big 4 / Large System Integrators

- Very Large Project Teams
- Limited Knowledge Transfer
- Complex External Control
- High Cost

Strategic Cross Functional and Functional Initiatives

bakertilly
now, for tomorrow.

- Small Team Model with Big 4 Capabilities
- Tailored Approach
- Gets to know Client and Strategy with a Defined Plan to Achieve
- Best Practice Process Definition in the Context of Enabling Technologies
- Continuous Knowledge Transfer
- Shared Project Ownership
- Proven Project & Change Management
- Lower Total Cost of Ownership
- Strong Risk Management

Tactical Individual Roles

Technology Implementers

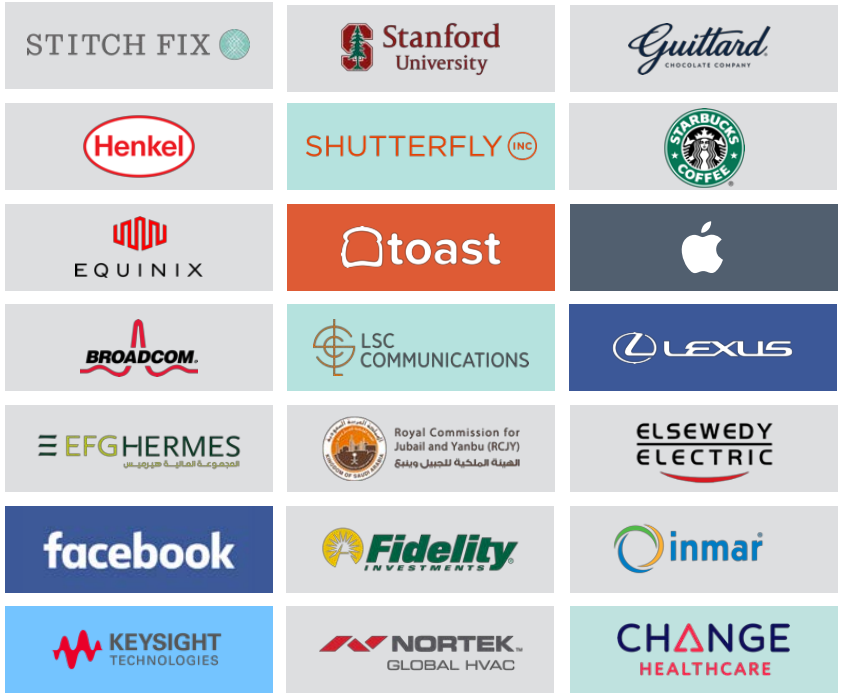
- Technology Led
- One Size Fits All Approach which Doesn't Allow for Flexibility
- Client Managed
- Defined Need
- No Leading Practice Recommendations for Process

Incorta at a Glance

Company

- **Enterprise Analytics** focused on ERP analytics and reporting
- **Founded in 2014** by analytic experts from ORACLE
- **Launched in March 2017**
- **$42.5m raised** from Google Ventures, Kleiner Perkins, Microsoft (M12) and others

Key Customers



Key Metrics

- **50+** customers
- **120** employees
- **Apple, Starbucks** and many other referenceable accounts
- **100%** Renewals

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