

ORACLE BUSINESS INTELLIGENCE STANDARD EDITION ONE

FEATURES AND FACTS

KEY PRODUCT FEATURES

- Complete BI solution including highly formatted reporting, integrated dashboards and ad-hoc analysis, data modeling, ETL and database.
- Easy-to-install package conveniently designed to run on a single server.
- Uses proven, category-leading technology for every component.
- Attractively priced for small to medium sized businesses and workgroups.

Oracle Business Intelligence Standard Edition One is a complete, integrated, and attractively priced BI solution for the small to medium sized business or workgroup. It provides everything you need to create highly formatted reports, operational dashboards with ad-hoc analysis, and to consolidate your data for a complete view of your business. It includes the same technology as Oracle Business Intelligence Enterprise Edition, making it simple to scale as your business needs grow.

Choosing the Right Business Intelligence Foundation

You're a growing small to medium sized business and you need a solid reporting solution. Something that can generate management reports, operational reports, invoices, shipping labels, checks, tax forms, and regulatory filings – all the business documents to keep your business running smoothly. You also recognize the importance of having accurate, reliable, and timely information to analyze daily operations, closely monitor business performance, to maximize the efficiency of scarce resources, and to seize opportunities as soon as they arise. You understand the importance of integrating data from all your departments to get a complete picture of performance – sales, inventories, purchases, contracts, salaries, marketing expenses and more. If you are like many organizations, you have numerous, semi-compatible systems in use that are relatively isolated from one another, requiring tremendous time and effort to bring data together. Ideally, you want a system that is easy-to-use, meets all of your reporting and information intelligence needs, and provides the insight you need to make better decisions across functions. You also want a system that is easy to implement, priced within your budget, and can scale and grow with your business over time. We can help.

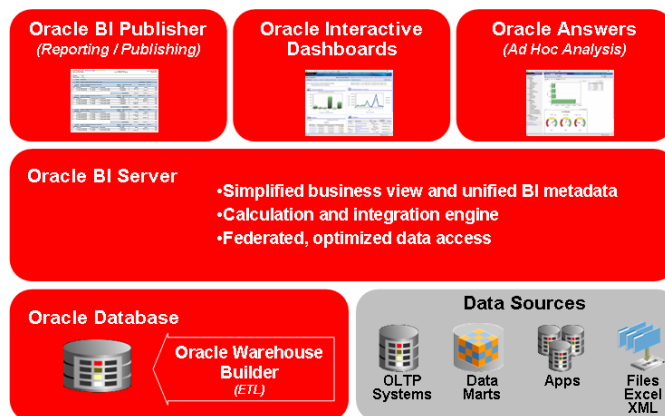
A Complete Business Intelligence System

Oracle Business Intelligence Standard Edition One is a complete, integrated business intelligence system specifically designed with the emerging enterprise in mind. It includes everything needed to solve your pressing business needs, including:

- **Oracle Business Intelligence Publisher** - BI Publisher is a single solution to create, manage, and deliver all of your business documents and reports. Generate sales orders, invoices, checks, purchase orders, shipping labels, management reports, and even government forms. BI Publisher allows you to define report queries using a simple web interface and create highly

formatted layouts using tools you already know how to use like Microsoft Office Word and Adobe Acrobat. The BI Publisher report server then generates these documents and can deliver them to multiple destinations including printer, email, fax, and directly over the internet in formats like PDF, HTML, Microsoft Office Excel, EFT and more. Reports can be built directly against your database or the BI Server and you can leverage analyses developed within Oracle BI Answers.

- **Oracle Business Intelligence Interactive Dashboards** - Interactive Dashboards provides a web browser interface to instantaneously view important metrics, reports, and visualizations – like gauges, charts, tickers, and more – enables full drilling and navigation capabilities all the way to transactional data, and provides summary reports that take the pulse of the business – perfect for management reporting.
- **Oracle Business Intelligence Answers** - Oracle BI Answers is a 100% thin client, ad-hoc query and analysis solution that is fully integrated with Interactive Dashboards and BI Publisher. End users can easily and quickly create their own queries, then drill, analyze, visualize and embed the results in their personalized dashboard or deliver them to a variety of formats and channels via BI Publisher.
- **Oracle Business Intelligence Server** - The same engine that powers Oracle Business Intelligence Enterprise Edition is also included. The BI Server provides a rich calculation engine and can integrate multiple, disparate data sources into a single federated view with support for Oracle and non-Oracle sources including Microsoft SQL Server, Microsoft Office Excel, most ODBC sources, multi-dimensional sources, XML, flat files, and more.



- **Oracle Warehouse Builder** - Recognized by Forrester as one of the leading extract, transform, and load (ETL) tools, Warehouse Builder allows you to model, deploy, and maintain a coherent picture of data operations from multiple source systems such as relational, multidimensional, or flat files in your data warehouse.
- **Oracle Database Standard Edition One** - The world’s leading database

is included, serving as the foundation for storing all of your integrated data in a data warehouse.

Complete and Flexible

Designed with the small to medium sized business in mind, Oracle BI Standard Edition One features a streamlined installation experience and is pre-configured out of the box to be production ready, getting you up and running in the fastest time possible. In addition to providing a complete package with everything you need Oracle BI Standard Edition One is designed for flexible implementations. Organizations can pick and choose which components they want to start with and build out as business needs demand. For example you might want to start with Oracle BI Publisher to generate invoices and later build out an operational dashboard using Oracle BI Interactive Dashboards and Oracle BI Answers.

Designed with Business Users in Mind

Oracle Business Intelligence SE One was developed with business user self-sufficiency in mind; featuring business user interfaces that do not require coding, SQL or other technical skills. Report layout and design is conducted with everyday tools like Microsoft Word and Adobe Acrobat; new interactive dashboards are built through a simple, drag and drop Web interface; and new ad hoc analyses are built by pointing and clicking on items from a simplified, logical business model of the data. These ease-of-use capabilities enable greater business value and reduced reliance on IT for reporting and analysis needs.

Ready to Grow with Your Business

Oracle Business Intelligence Standard Edition One uses the same technology components as Oracle Business Intelligence Enterprise Edition, so you can effortlessly upgrade to Enterprise Edition licenses when needs expand – with no need to convert or re-develop reports, dashboards, or data models. This makes it simple to expand your system via functionality provided with Oracle BI Enterprise Edition, such as Oracle BI Delivers, an advanced proactive detection and alerting capability, or Oracle BI Disconnected Analytics, which provides full dashboard and ad hoc analysis capabilities on a disconnected laptop. As a result, any investment in Oracle Business Intelligence Standard Edition One is protected as your business grows.

The Right Business Intelligence Foundation for the Growing Business

Oracle Business Intelligence Standard Edition One provides you with an attractively priced, complete, and integrated solution for virtually all of your business intelligence needs. From operational reporting to data consolidation to management dashboards and ad-hoc analysis, Oracle BI Standard Edition One provides the right BI foundation for small to medium sized organizations, now and for the future.

For more information see:

<http://www.oracle.com/technology/products/bi/standard-edition-one.html>