

# Realize Agile Analytics with Oracle BI Cloud Service

Implementing fast, agile analytics in the cloud with Capgemini and Oracle Business  
Intelligence Cloud Service



INSIGHTS & DATA

# Breakdown barriers and remove constraints in the Cloud

Turning swathes of data into usable information is the key battleground of modern business. Business departments and teams need fast, scalable, visually pleasing reporting and analytics tools that are easy to use, allowing the business to load data and mash up data sets without being overly dependent on IT.

This is in contrast to on-premise solutions which often struggle to address the requirements and expectations of business and IT and often result in low levels of penetration of BI and analytics in many organizations with users defaulting to standard productivity tools such as spreadsheets to address their BI requirements, as identified in analyst reports from TDWI<sup>1</sup> and Gartner<sup>2</sup>

## Current level of penetration of BI and/ analytics tool

Research participant	Percentage of users using
24%	10% or less <<<←
17%	11-20% <<<↔>>>

## Spreadsheets usage

Research participant	Survey result
51%	More than half of the users are using them in lieu of specialized BI
21%	More than 80 % of the users still use spreadsheets

Cloud BI addresses these challenges by combining the power of cloud computing with an agile BI solution that provides faster and better insight into the business, providing rapid value with less cost compared to the traditional on-premise BI solutions.

They do this by providing agility to organizations - with rapid provisioning of environments with almost none of the lag associated with on-premise solutions, which can often be cost prohibitive especially for small and medium size enterprises. Where development skills are required, enterprise quality dashboard and analyses components can be developed and deployed rapidly and can be integrated with external source systems.

This agility is extended to non-technical business users, by providing easy to use self-service visualization tools that provide the ability to produce new insights from external data sources such as spreadsheets and mashing it up with predefined enterprise class data with limited or no involvement from IT resources. Lack of user friendliness and self-service capabilities contribute to low usage rates and weak adoption of traditional BI solutions by organizations, as identified in one analyst report<sup>3</sup> which found that 50% of participants reported that their users are not successful with using visualization to develop queries or with performing data preparation steps with their tools.

Cloud based BI solutions are cost effective, as you only pay for the analytics capability you use, typically on a subscription basis, instead of purchasing and maintaining the hardware and software on your own. They provide users with the added advantage of being always up to date with the latest toolset functionality, whilst automated security patches and maintenance without downtime, keeps your valuable data secure, minimizing the impact to both business and IT.

<sup>1</sup> **TDWI Best Practices Report:** Business-Driven Business Intelligence and Analytics: Achieving Value through Collaborative Business/IT Leadership by David Stodder (TDWI Research, Published: 25 June 2014)

<sup>2</sup> **Survey Analysis:** ITScore Assessments Show BI Maturity Remains Low, With Organizations Ill-Prepared for Challenges Ahead (Gartner, Published: 5 August 2015)

<sup>3</sup> **TDWI Best Practices Report:** Visual Analytics for Making Smarter Decisions Faster: Applying Self-Service Business Intelligence Technologies to Data-Driven

According to a 2015 survey analysis published by Gartner<sup>4</sup>, 28% of the organizations responding to the survey stated that they are actively deploying BI in the cloud with another 14% planning to in the near future. This number ranks second only to data mining/predictive analysis in terms of the investment

areas evaluated. Mobile BI remains a strong driver for potential investment. Currently, only 18% of organizations are actively using mobile BI, but 42% surveyed stated that they plan to deploy it in 2015, and 46% planned to invest in it in 2014.



<sup>4</sup> Survey Analysis: BI and Analytics Spending Intentions, 2015 (Gartner, Published: 13 May 2015)

# Meet Oracle Business Intelligence Cloud Service

As part of their Platform-as-a-Service (PaaS) library, Oracle provides **Business Intelligence Cloud Service (BICS)** as a cost-effective, **enterprise-class analytics platform** on the cloud, which offers business users and IT a secure, accessible solution for finding insights and making better, faster decisions.

BICS provides a world class BI platform on the cloud with an array of tools to create interactive visualizations and rapidly get insights into the data. BICS can be used to produce intuitive visual analysis and powerful dashboards with advanced calculations within a fast and friendly user interface. Analyses can be done on data integrated from multiple sources which can include both cloud and non-cloud systems and incorporate different types of data.

A component of BICS, **Visual Analyzer**, is a 100% self-service tool, which enables users, without any IT involvement, to explore data visually, producing dynamic visualizations for focused, exploratory interaction with data, helping business users find patterns and trends in the data. Visual Analyzer provides users the capability to produce self-service mash-ups of external data from spreadsheets blended with well-governed 'golden' enterprise data, producing visually stunning results that can be annotated and shared with colleagues.

Visual Analyzer provides the agility that enables business users to move away from traditional analysis tools like spreadsheets. Users can very easily upload the spreadsheet, join the data and produce interactive visualizations.

Fig 1. Easy to use and manage BI environment with many self-service capabilities

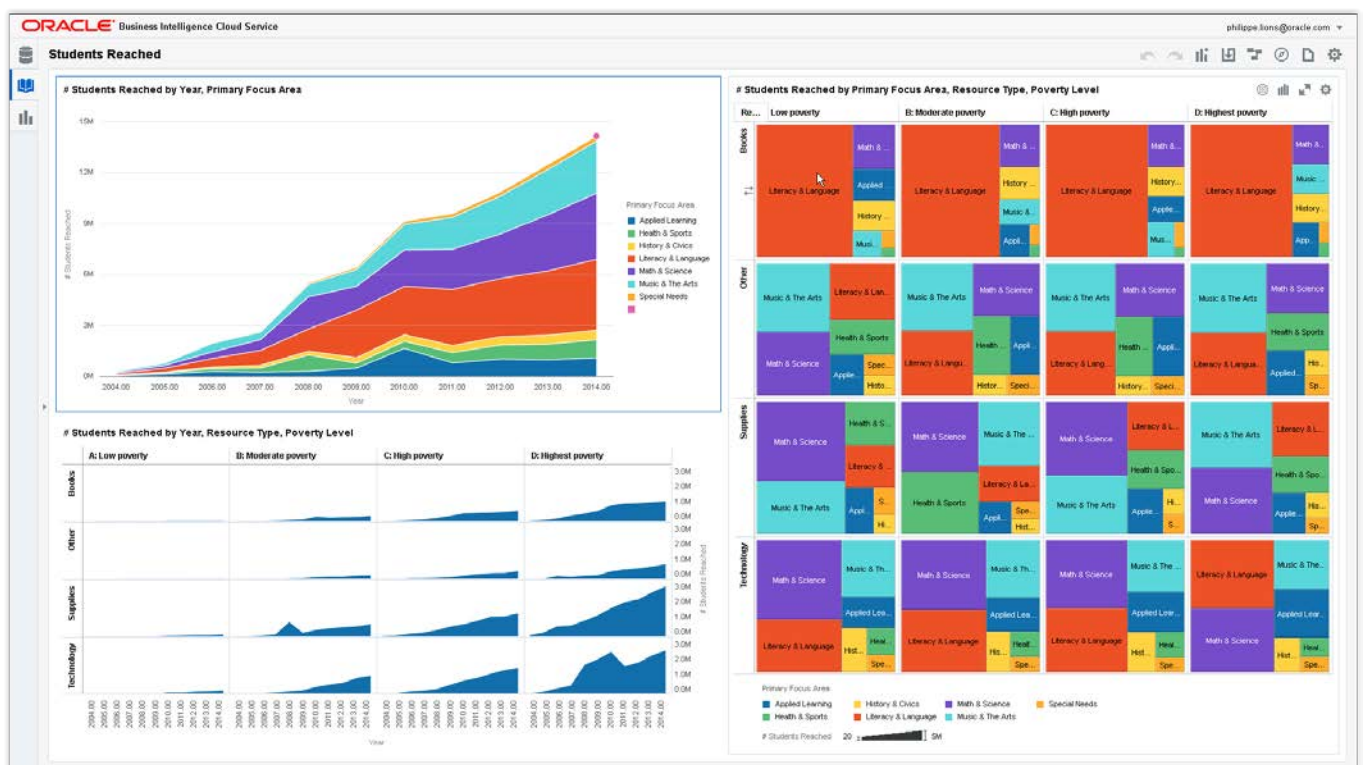
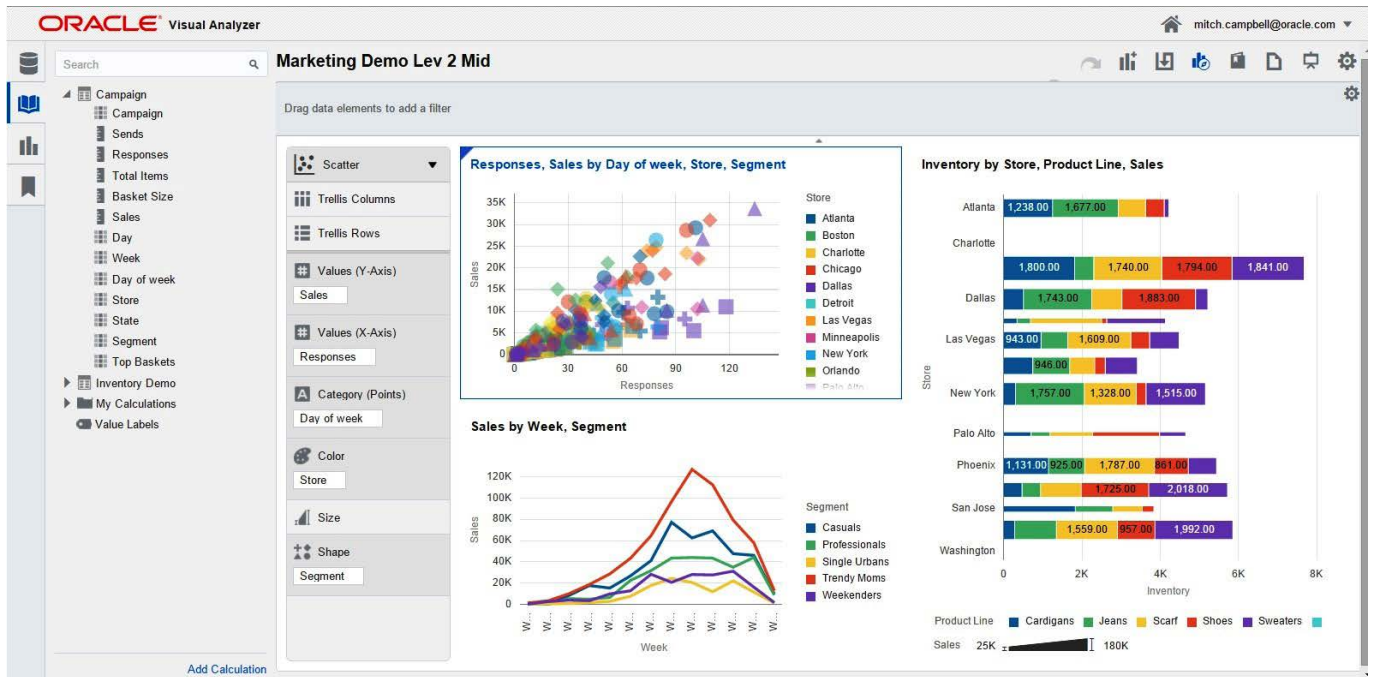


Fig 2. Oracle Visual Analyzer is a powerful and easy to use tool for creating stunning analyses



## Key features of BICS

- **Rapid Provisioning:** Instant availability with none of the environment provisioning lag associated with on-premise, no upfront costs and a predictable subscription pricing
- **Secure:** Roles and permissions provide fine-grained security control to data; always updated with the latest security patches
- **Agile:** Easy to use and manageable with numerous self-service capabilities
- **Enterprise Class:** Complete ad-hoc query and analysis capability - users can quickly and easily create interactive dashboards and reports with a rich variety of visualizations
- **Collaborative:** Users can easily share their work as they go, or share completed dashboards and applications
- **Instant Mobile:** Mobile analytics on any Android or iOS device with no extra development or configuration
- **Connected:** Integrate with a wide variety of systems, including on-premise and other cloud solutions, through rich data integration options
- **Future Proofed:** Guaranteed access to the latest features and patches, with no additional effort.

BICS comes with 50 GB data storage as standard - the **Oracle Database Schema Service** includes a variety of

data loading tools and APIs that allow you to import, model and integrate data from a wide variety of systems, including on-premise, other cloud solutions and 3rd party applications. This is recommended for standard solutions with small to medium data volumes.

For larger scale implementations requiring high volumes of data, BICS can be extended to leverage the **Oracle Database Cloud Service** which can be deployed on enterprise-grade infrastructure that includes Oracle Engineered Systems for extreme performance, resilience and availability, providing a single platform that scales easily from small user groups to the entire organization.

Oracle BICS helps organizations simplify and rationalize their BI estate, by offering all the key features across potentially multiple on-premise products in a single cloud-based solution. BICS addresses the key requirement for a secure and pervasive BI, where in new content can be developed rapidly to be consumed on any device, anytime, anywhere. To meet the increasing demands of organizations and to adopt the latest innovations, new features are introduced into the BICS product at frequent intervals, which users can leverage to make new insights, without having to worry about software or infrastructure upgrades and without paying any additional cost.

# Embark on your Oracle BI Cloud journey with Capgemini

Capgemini helps you harness the flexibility and capabilities of the Oracle Cloud and its BI and database platforms and services to achieve powerful BI and analytics quickly and at a low cost.

Whether you are just starting out on your Business Intelligence journey or wishing to leverage the agility that cloud based solutions offer, let Capgemini (an Oracle Diamond Partner) and its network of experienced BI and Analytics professionals show you how you can achieve a fully functional BI and analytics platform on the cloud with Oracle BI Cloud Service, and have a prototype delivering real insights within weeks.

From a rapid pilot to a full assessment of your data landscape adopting our Data WARP framework (with its industrialized approach to handling data sources, data preparation and operationalizing the results), we understand organizations can be at different stages on their BI cloud journey and based on our experience we would like to offer a solution that best meets the needs of your organization and maximizes any license investment.

Capgemini has extensive industry expertise, including Consumer Products & Retail, Public Sector and Utilities, which gives us an unparalleled ability to provide data models and insights specific to your enterprise.

## **Stage One: A pilot project for organizations with no existing BI infrastructure, using traditional tools like Excel for data analysis**

Embarking on your BI journey with Capgemini, we will introduce you to the Oracle BI Cloud Service and help you understand the main concepts, as well as the features and functions on offer. This will include demonstration of the BICS solution and the ability to test with your organization's own data.

Once you have explored the capabilities of Oracle BI Cloud Solution, our next step will include implementing a rapid pilot project for a discrete area of business or department with the goal to enable you to create new insights quickly. A combination of workshops and on-the-job demonstrations will be used to gather information to arrive at the right model and implement the cloud BI solution.

Our skilled professionals will work with your business users to understand your data and processes, and implement data integration activities. Our team will also help visualize your own data using Visual Analyzer in order to gain better insights.

We envisage achieving early results from the end of week one, with a typical pilot project completing in under a month.



We recommend you try this Cloud analytics solution (free of charge for 30 days) to see how agile your business can be.

## Stage Two: Organizations with existing on-premise BI infrastructure that would like to move to the cloud

We will work with you to migrate your existing BI solution on to the Oracle BI Cloud Service platform. This will include a pilot project as per stage one to demonstrate the value of Oracle BI Cloud Service for rapid adoption but will also include a review of your existing BI and data landscape and a tailored recommendation of the right approach for migration. This could involve part or full migration of your BI solution to the cloud, including data integration options for data that resides currently on-premise.

Our technical experts will help you in migrating the data from various sources to the cloud platform, to form an integrated platform providing a holistic view of the business from an operational reporting and strategic analytics perspective. We will migrate all the key components of the on-premise BI landscape which includes reports, dashboards, security rules etc. on to Oracle BI Cloud service platform in a highly efficient manner, leveraging development factories to industrialize the migration process, so that the user can avail all the existing on-premise BI functionalities and the new features of the Oracle BI Cloud service.

## Stage Three: Organizations with some existing cloud infrastructure

We will work with you to migrate your existing BI solution on to the Oracle BI Cloud Service platform. This will include a pilot project as per stage one to demonstrate the value of Oracle BI Cloud Service, including a demonstration of how cross-cloud data integration can work. It will also include a review of your existing current private or public cloud platform and a tailored recommendation of the right approach for integrating your existing cloud infrastructure with Oracle BI Cloud Service. And similar to stage two, we will help you in migrating data and all the components of the on-premise BI solution to cloud and integrating with other components within your existing cloud infrastructure.

A key advantage of engaging with Capgemini is the expertise of our professionals who will administer and support the Oracle BI Cloud services platform in an efficient manner, so that the organization can work with the BI solution without the constant dependency on IT.



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## Capgemini Insights & Data

In a world of connected people and connected things, organizations need a better view of what's happening on the outside and a faster view of what's happening on the inside. Data must be the foundation of every decision, but more data simply creates more questions. With over 11,000 professionals across 40 countries, Capgemini's Insights & Data global practice can help you find the answers, by combining technology excellence, data science and business expertise. Together we leverage the new data landscape to create deep insights where it matters most - at the point of action.

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## About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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