

Bridging the Data Gap

Oracle Data Visualizer and Introducing Day By Day Mobile App

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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

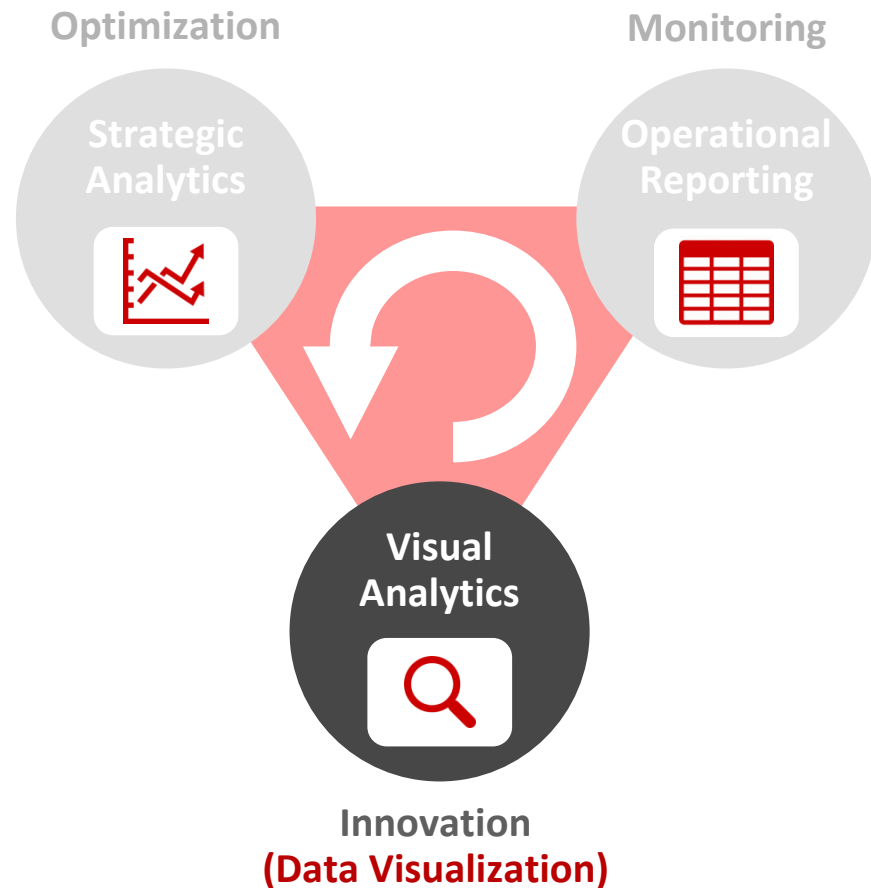
Oracle Business Analytics Portfolio



The Oracle Business Analytics portfolio helps your company drive towards innovation with:

- Operational Reporting
- Strategic Analytics
- Visual Analytics

Focus on Visual Analytics



VISUAL ANALYTICS

Ad hoc analytic platform that is easy to use, supports loading data, has intuitive interactions and visualizations, and helps to identify patterns and opportunities for innovation.

FOCUS

- Visualization of complex data
- Easy-to-use for business users
- Mashup of ad hoc and curated/governed data

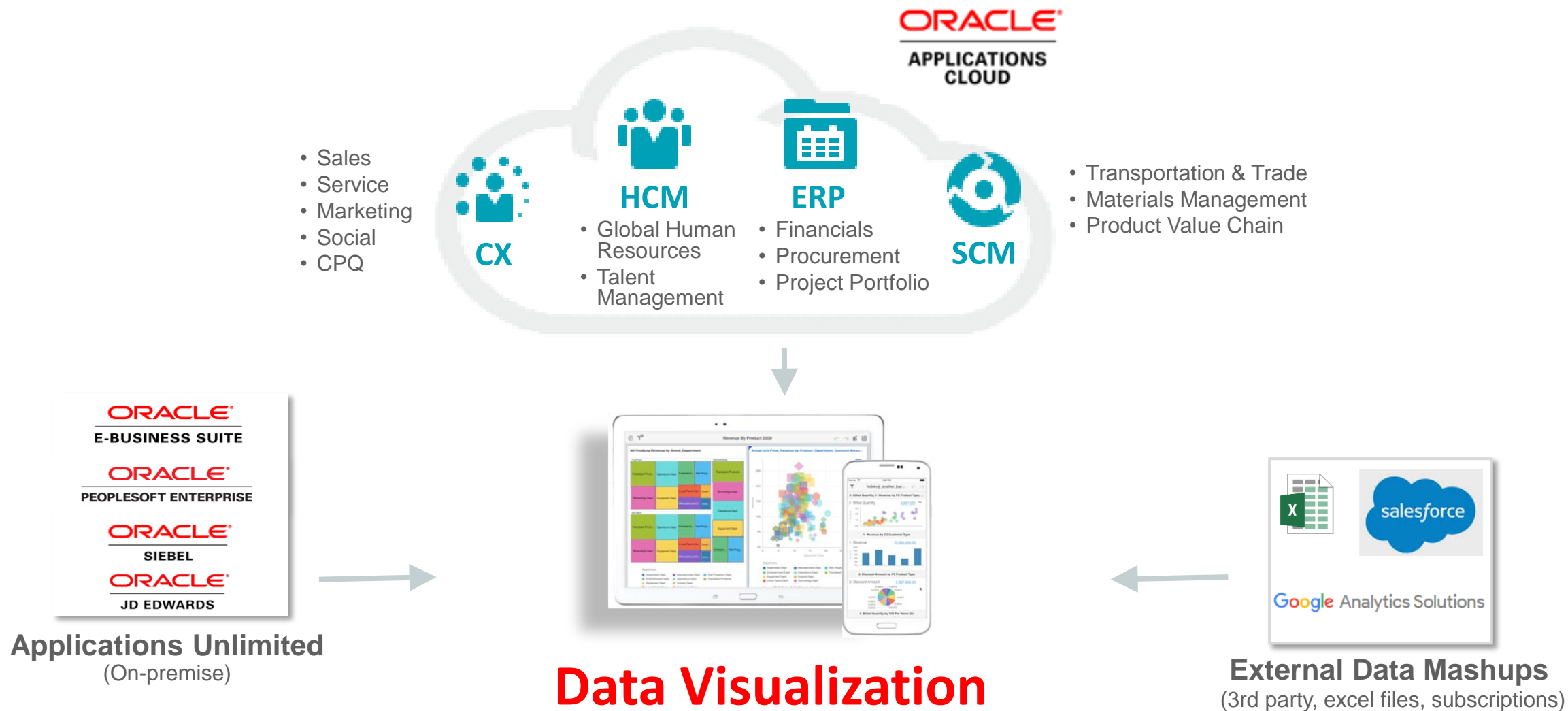
SAMPLE QUESTIONS

- Will expansion into a new sales region, demographic or product line drive sufficient growth?
- What customer segmentation approaches can drive better leads?
What factors drive the best leads?
- What would be the impact of new ways to purchase?

Oracle Data Visualizer

Direct Connection to Oracle Application Cloud Sources

Cross-Pillar & Data Blending Support

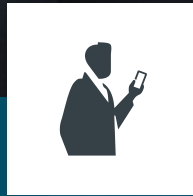


Smart Analytics for Everyone



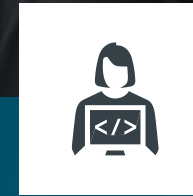
BUSINESS ANALYSTS

- Faster time to insights
- Share, collaborate and maximise community's wisdom



BUSINESS USERS

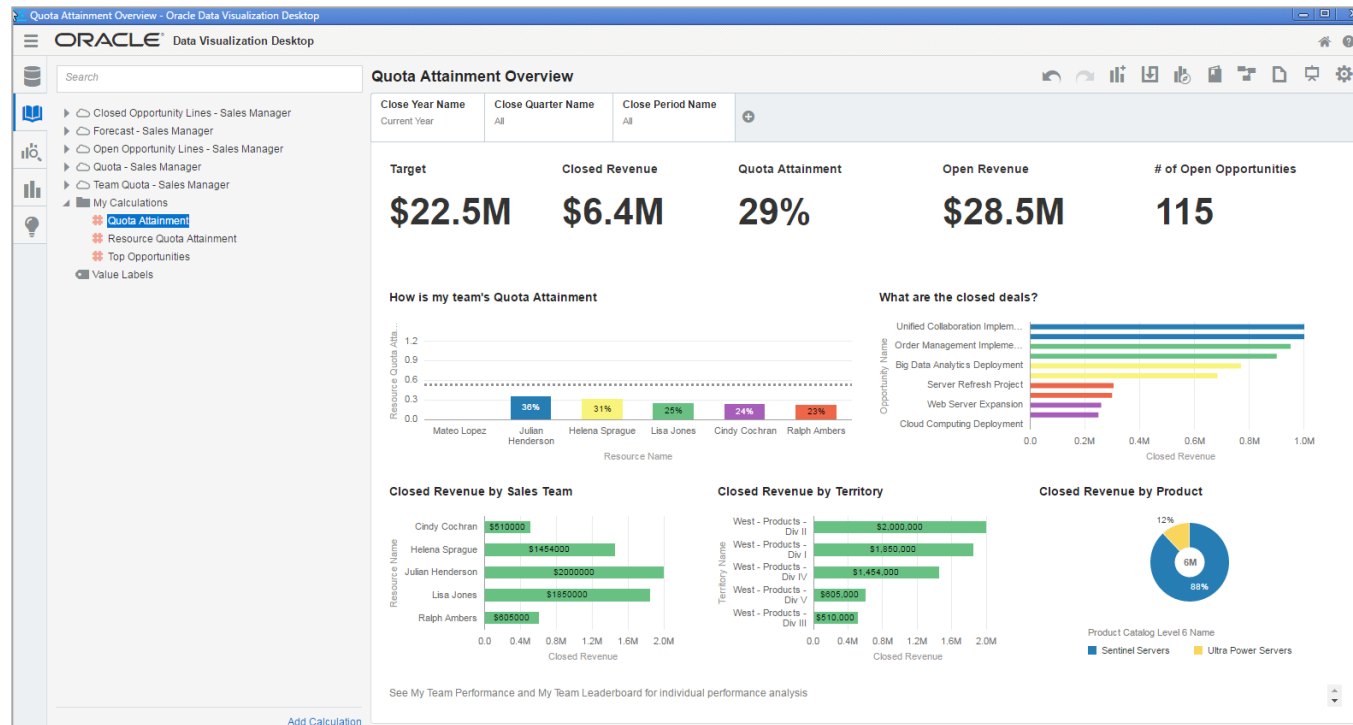
- Easy, timely, proactive business insights
- Empower to go beyond consuming others' findings



IT & DEVELOPERS

- Develop and deploy analytic applications for people to customise and personalise
- Embed analytics in any application context

Oracle Data Visualizer (DV)



Visual analytics that drives business innovation

- DV is available on premise, in the cloud or on your Desktop
- Identifies difficult-to-spot business opportunities, innovations and patterns
- Blends data across business functions, lines of business and applications
- Mashup data from external and private sources
- Quick ad-hoc exploration Applications, databases and other data with intuitive business user interface
- Near real-time access to data from OTBI and other Oracle application sources

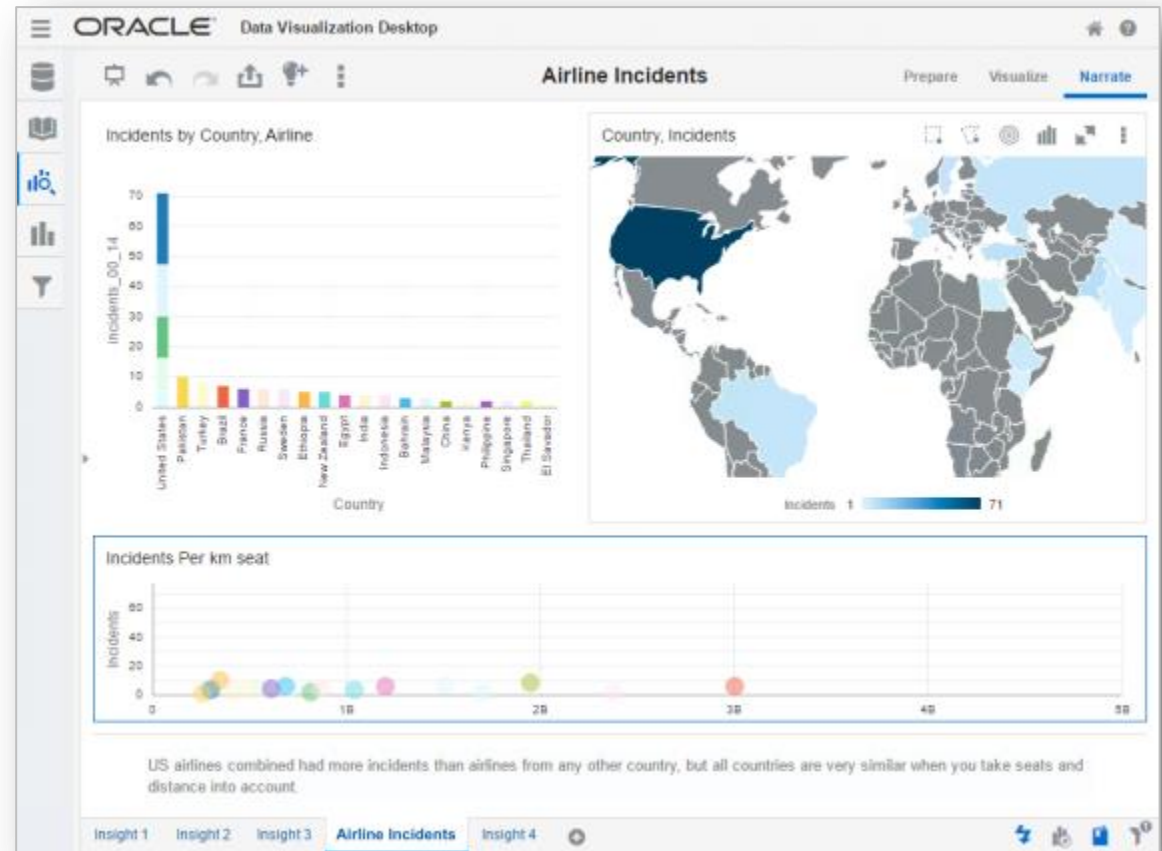
Use Oracle Data Visualization to create a storyboard with your findings

Interactive data storytelling

- Evaluate each story point, “kick the tyres” and validate conclusions
- Presentation mode enables focus on the story point, while offering complete interactivity
- Freeform text and images enable in-place discussions

Consume anywhere

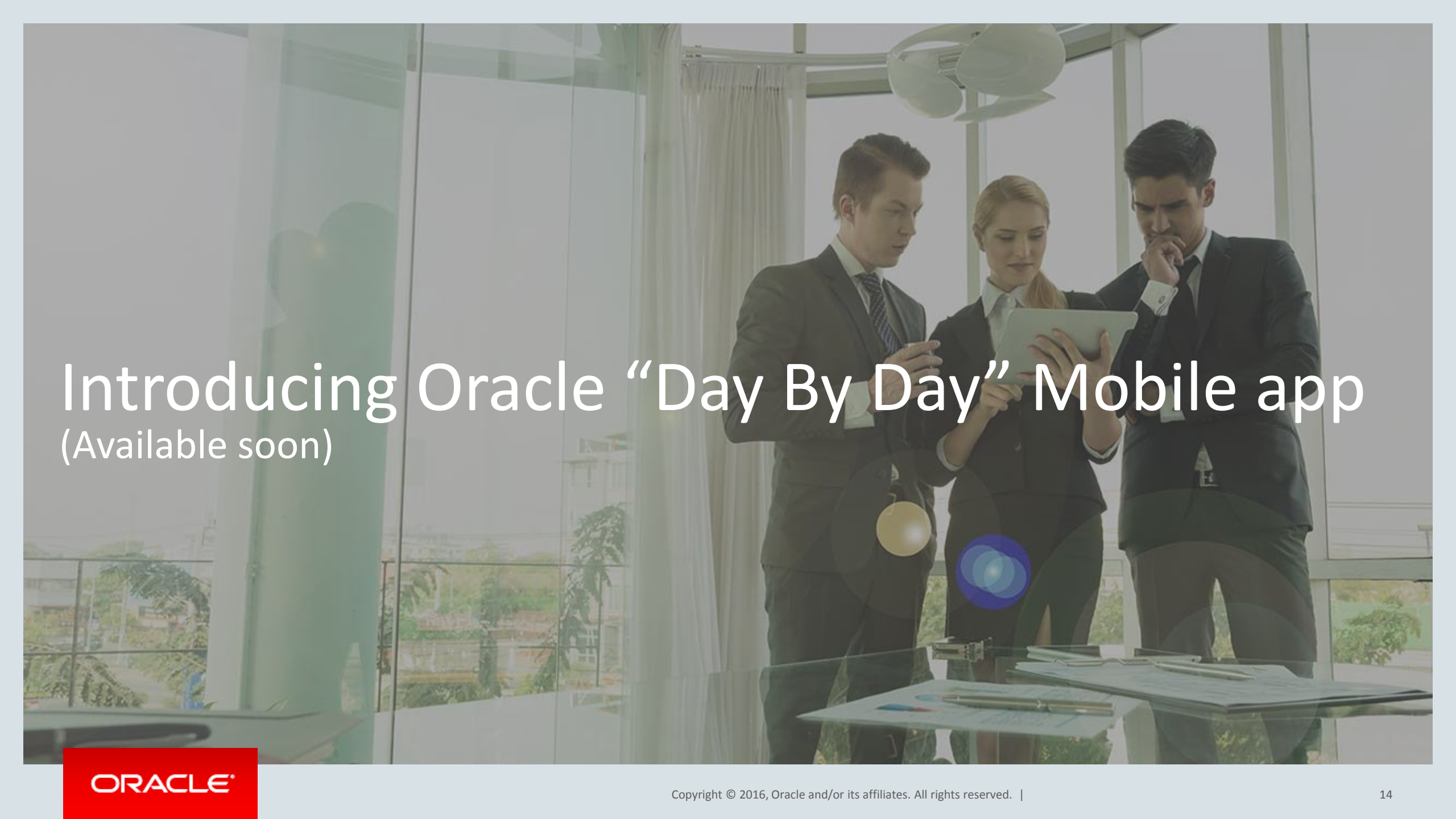
- Mobile, desktop and browser
- Native integration with mobile platforms to enable seamless hand-offs, screen-shares, and more



Oracle Data Visualizer

To download and try the Desktop version of Oracle Data Visualization, search for “Oracle DVD download”

<http://www.oracle.com/technetwork/middleware/oracle-data-visualization/downloads/oracle-data-visualization-desktop-2938957.html>

A photograph of three business professionals (two men and one woman) in a modern office setting, looking at a tablet. The office has large windows and a glass table. The text "Introducing Oracle 'Day By Day' Mobile app" is overlaid in white, with "(Available soon)" below it.

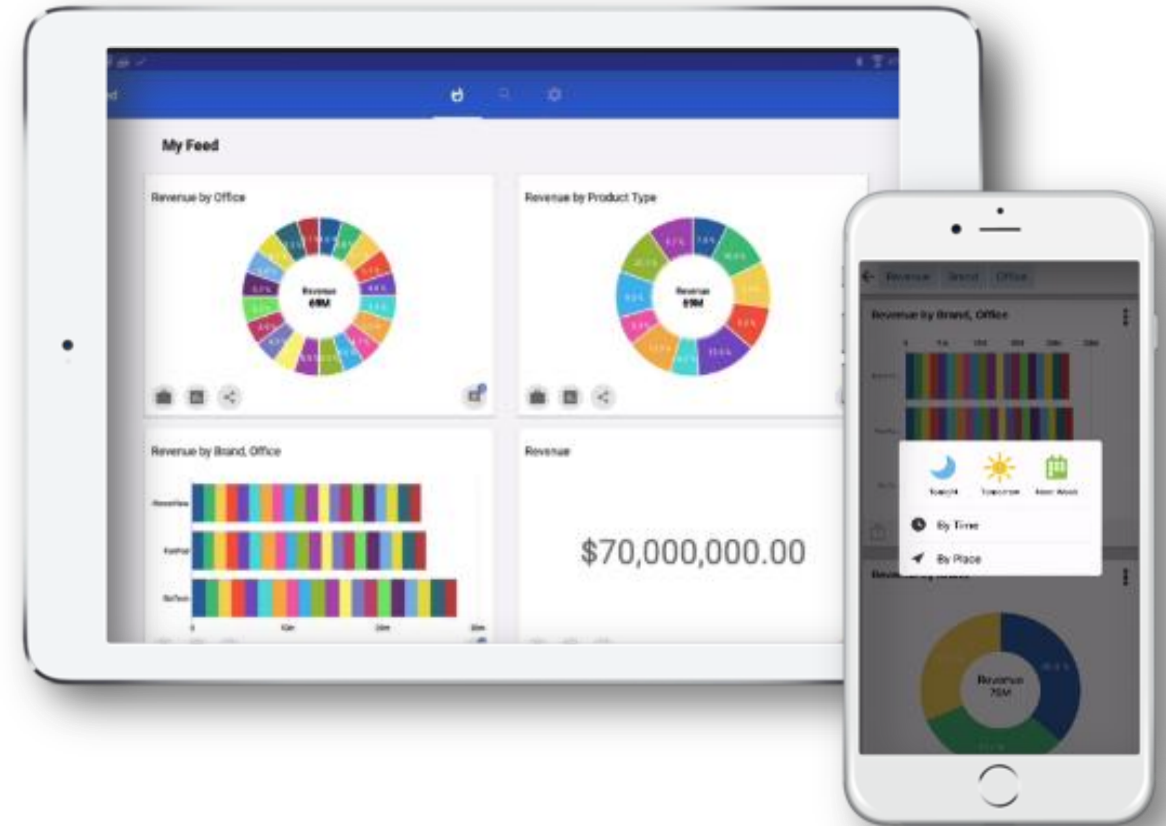
Introducing Oracle “Day By Day” Mobile app

(Available soon)

Build Collective Intelligence with “Day by Day” Mobile App

Anticipates answers to questions through self-learning

- Infuse data-based insights into daily activities
- Learn what users are interested in, when and where they are interested in it, and who they collaborate with
- Anticipate what users need and deliver appropriate information to help them make better informed decisions throughout the day
- Use your device’s voice capabilities to obtain answers



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