Enterprise Success with Oracle Analytics

Dan Vlamis – Oracle ACE Director, and President of Vlamis Software Solutions

Tim Vlamis – Oracle ACE Director, and VP & Analytics Strategist of Vlamis Software Solutions

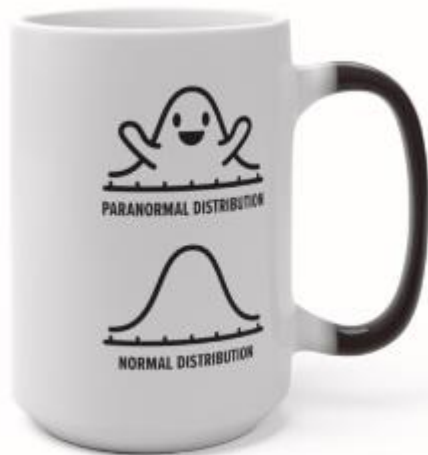dvlamis@vlamis.com   https://twitter.com/@dvlamis   LinkedIn: Dan Vlamis | LinkedIn

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Future & Past TechCasts:

Nov 18th

OML Usage Highlight: Live Demo of Oracle Stream Analytics with OML and AutoML UI and OML Services

Presented by **Hadi Javaherian**

Up Next: Dec. 16th

"What is a Data LakeHouse"

Edelweiss Kammerman, Mark Rittman, Stewart Bryson & Holger Friederich

TechCast Archive

	2021		2020		2019	
Date	**Title**		**Presenter(s)**		**Replay**	**Download(s)**
Sep 23	Unlocking the Hidden Value of ERP Data		Jeremy Simmons		Video	Slides
Sep 2	Essbase on OCI integration with Autonomous Database (ADW)		Patrick Wheeler and Ashish Jain		Video	Slides
Aug 5	OML Services for Real-time scoring in Digital Process Automation		Ralf Mueller		Video	Slides

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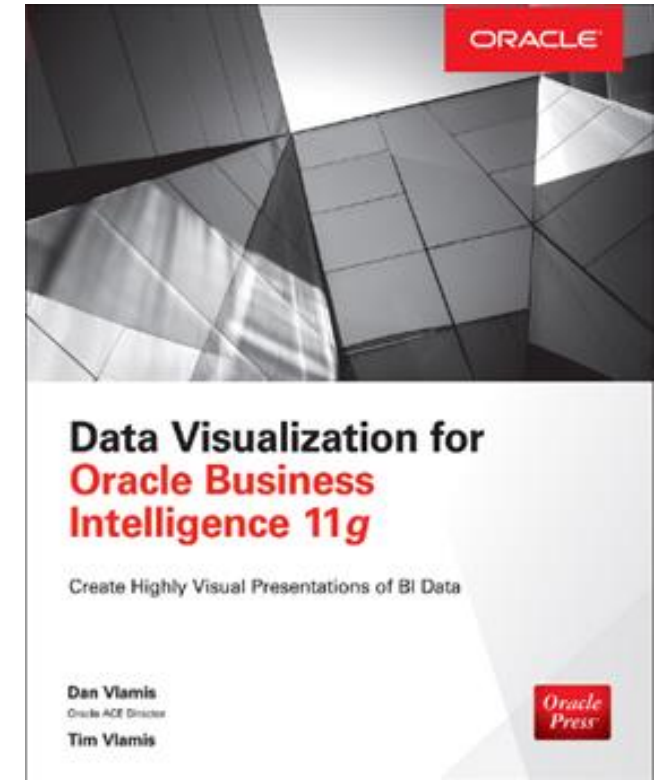Tim Vlamis – Oracle ACE Director, and VP & Analytics Strategist of Vlamis Software Solutions

dvlamis@vlamis.com   https://twitter.com/@dvlamis   LinkedIn: Dan Vlamis | LinkedIn

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Vlamis Software Solutions

- Founded in 1992 in Kansas City, Missouri

- 400+ Enterprise Clients

- Consults in :
  - Enterprise Business Intelligence & Analytics
  - Analytic Warehousing
  - Machine Learning and Predictive Analytics
  - Data Visualization
  - ETL and data integration

- Vlamis consultants average 15+ years

- www.vlamis.com (blog, papers, newsletters, services)

- Co-authors of book "Data Visualization for OBI 11g"

ORACLE

Data Visualization for
**Oracle Business
Intelligence 11g**

Create Highly Visual Presentations of BI Data

Dan Vlamis
Oracle ACE Director

Tim Vlamis

Oracle Press

ORACLE | Service Partner

Expertise in
**Oracle Cloud Platform
Business Analytics**
in North America

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Oracle Analytics for Enterprise Data Solutions

- December 7, 2021, 12-3 CST
- On O'Reilly Live Training platform
- Sign up for free 10-day free trial
- Must register by December 6 at 5pm CST
- Can only replay if pre-register
- www.vlamis.com/oreilly for details

Enterprise Scale is Different

Picture a Giant Resort Hotel

Picture a Giant Resort Hotel

Main Dining Room

Kitchen

Delivering Analytics to Enterprises Orgs is like Feeding Thousands of People

Ingredients → Data Quality & Variety

Presentation → Data Visualization

Main Oracle Products for Analytics

- **Oracle Analytics**
  - Extremely comprehensive business intelligence/analytics software suite

- **Oracle Autonomous Data Warehouse**
  - Cloud-based version of Oracle Database specifically designed for enterprise data warehousing and data management tools

Main Oracle Products for Analytics

- **Oracle Analytics**
  - Extremely compreh[...]re suite

Dining Room

- **Oracle Autonomous Data Warehouse**
  - Cloud-based versi[...]or enterprise data wa[...]

Kitchen

Main Oracle Products for Analytics

- **Oracle Analytics**
  - Extremely compreh[_____]re suite

    Front of the House

- **Oracle Autonomous Data Warehouse**
  - Cloud-based versio[_____]or enterprise data wa[____]

    Back of the House

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Main Oracle Products for Analytics

- **Oracle Analytics**
  - Extremely compre███████████████ re suite

███████████████████
██ Front End ████████
███████████████████

- **Oracle Autonomous Data Warehouse**
  - Cloud-based versio███████████ or
    enterprise data wa██████████████

███████████████████
██ Back End █████████
███████████████████

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Demo

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Autonomous Data Warehouse Cloud

- Oracle Database → most comprehensive database in the world
  - Multiple data types and languages
    - SQL, JSON, Python, R, XML, PGQL, etc.
  - Converged database with multiple capabilities
    - Columnar, row-based, in-memory
    - Multi-dimensional OLAP, Analytic Views, Graph
    - Integrated, Advanced Machine Learning
    - Geo-Spatial, maps, and location analytics
    - Graph analytics (RDF, Property Graph, PGQ, PGQL, PGX, etc.)
  - Autonomous features
    - Self-scaling, auto-indexing, auto query optimization, failover,
    - Auto-backup, auto-encryption, patches, upgrades
  - Highly integrated with cloud object storage and other cloud sources
  - Fast provisioning and scale up and down

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Oracle Database vs ADW

- Oracle Database highly configurable and tunable
- Can run on any cloud and be installed on any server
- Huge range of advanced features now included in license
- Oracle Exadata is hardware specifically optimized to run Oracle Database
- Highly flexible, highly scalable, enormous range of features
- High complexity!

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Oracle has competing "Service Branches"

Options

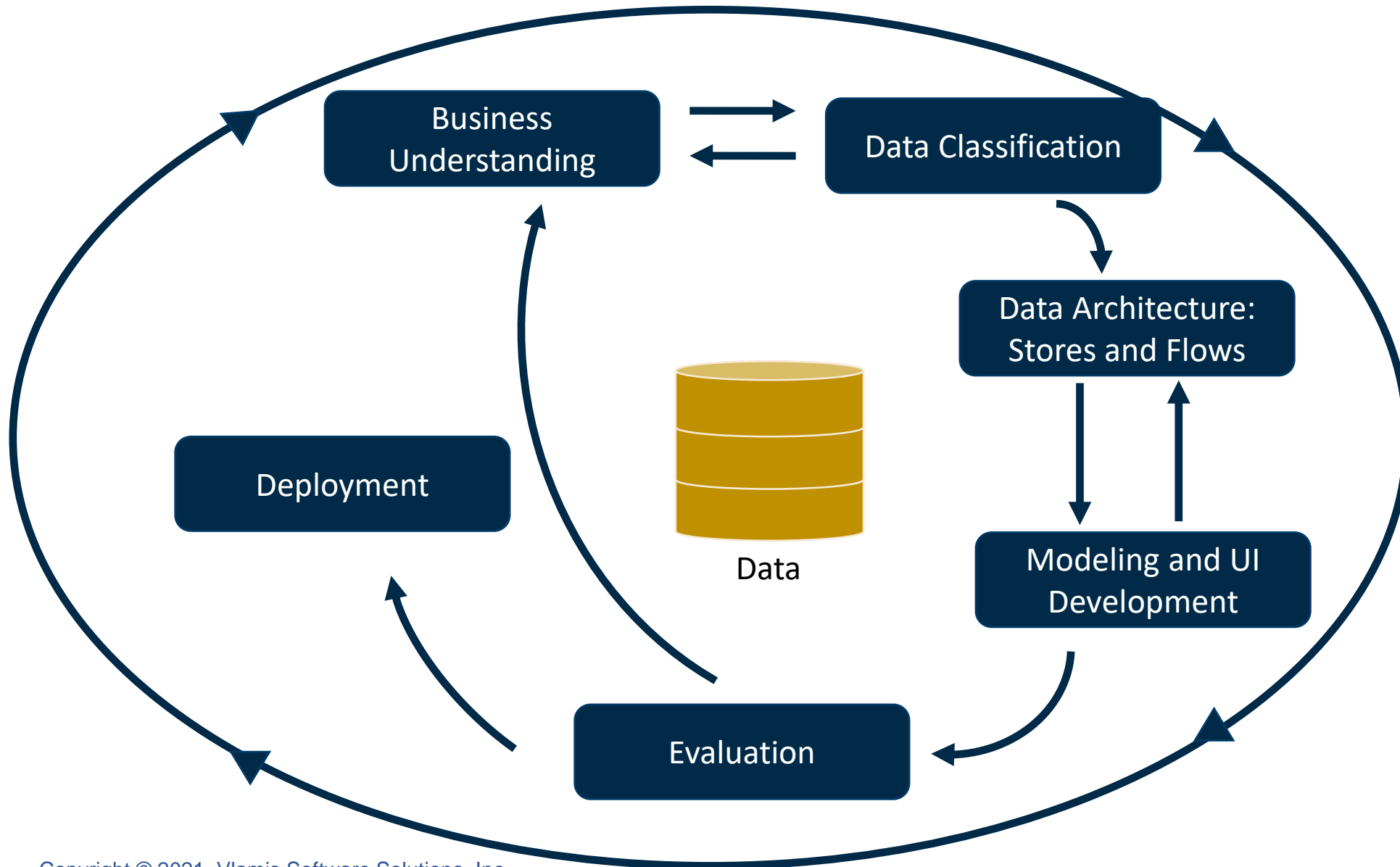- ADW → OAC   Yes!
- ODB on prem/cloud → OAC   Yes!
- ADW → OAS on prem   Yes!
- ODB on premise/cloud → OAS on prem   Yes!
- Cloud ODB → OAC   Yes!
- Other on prem/cloud → OAC   Yes!
- Other on prem/cloud → OAS   Yes!
- ADW → on prem/cloud other BI   Yes!
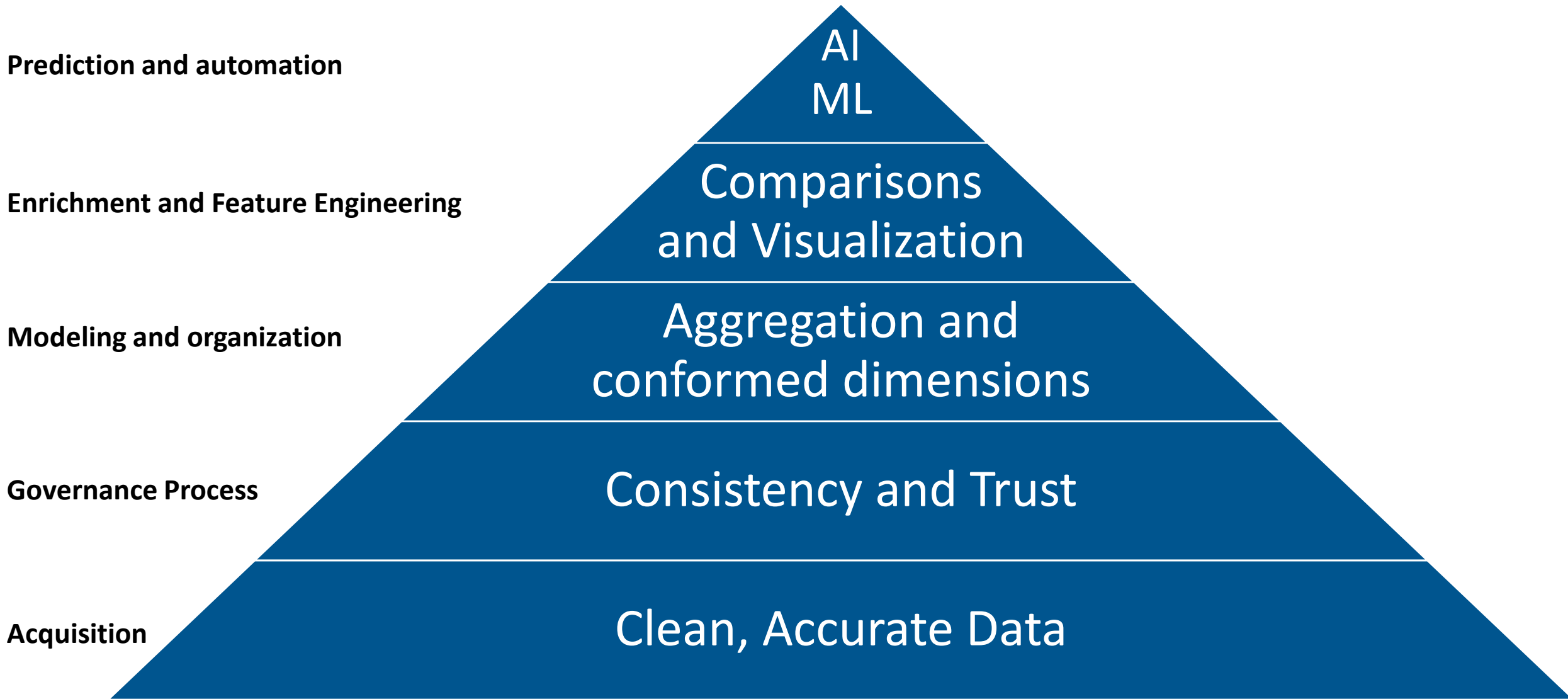- ~~ADW on prem/cloud~~   No

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ADW and other Cloud Databases

- Snowflake, Amazon Redshift, Azure SQL are closest comparisons.
- Oracle ADW is most "comprehensive" in terms of features and capabilities.
- Oracle ADW must run on Oracle's cloud
- Snowflake runs on AWS, Azure, and Google cloud
- Redshift and Azure SQL run on their own clouds
- Many, many more specific types of cloud database/analytics available
- Oracle has an alliance with Azure

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Analytic System Phases
(adapted from CRISP-DM)

Business Understanding

Data Classification

Data Architecture: Stores and Flows

Deployment

Data

Modeling and UI Development

Evaluation

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Analytics Hierarchy of Needs

Prediction and automation

Enrichment and Feature Engineering

Modeling and organization

Governance Process

Acquisition

AI
ML

Comparisons and Visualization

Aggregation and conformed dimensions

Consistency and Trust

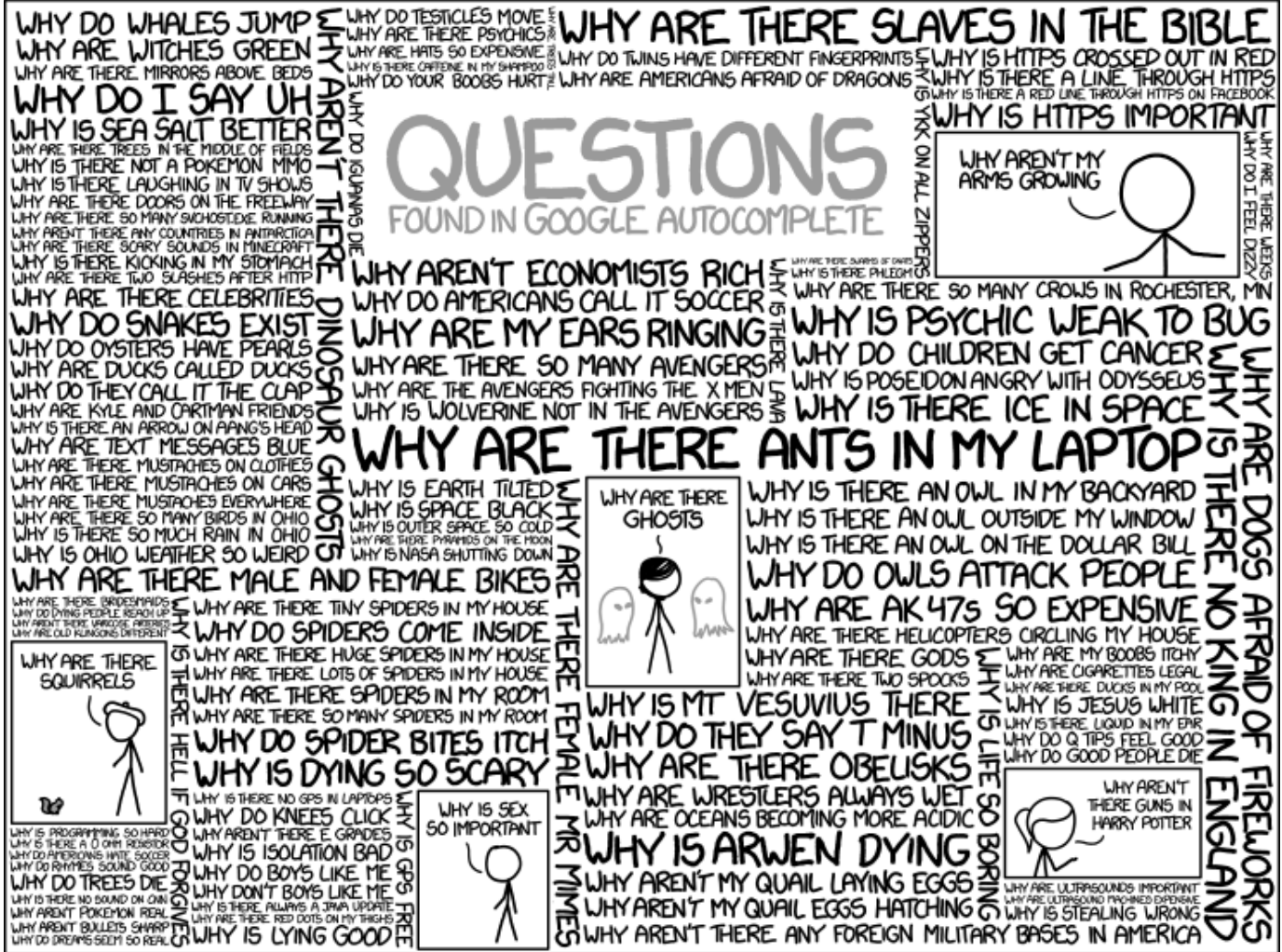Clean, Accurate Data

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Common Enterprise Information Model

- Centralized and consistent model of most important enterprise data
- Includes mapped flows from data sources
- Sets the names and definitions of data elements and objects
- Defines groups, hierarchical relationships and drill paths between data levels and elements
- Includes calculations, custom measures, and time series data
- Organizes enterprise data for use by analysts, analytics systems, and other record of system uses

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Demo

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Questions?

Thank You!!

- Tim Vlamis   tvlamis@vlamis.com

- Dan Vlamis   dvlamis@vlamis.com

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Resources

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- www.vlamis.com/blog - Redwood light

- https://www.oracle.com/business-analytics/ Oracle Analytics

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