

# ORACLE ESSBASE

## KEY FEATURES AND BENEFITS

### KEY FEATURES

- Move beyond silos of business intelligence and disconnected spreadsheets
- Real-time analysis of key customer data, finances and spending, and product profitability
- Cost-saving links to existing systems
- Speed-of-thought analysis for thousands of concurrent users
- Fast and easy development, deployment, and maintenance
- Robust security system

### KEY BENEFITS

- Supports a large user-community across massive data sets
- Uses innovative, visual, easy-to-understand interfaces
- Facilitates understanding of customer segments and behavior patterns
- Enables rapid discovery of trends and highlights in large data sets
- Delivers rapid batch load and calculation times
- Supports highly dimensional models
- Leverages investments in legacy systems

*Oracle Essbase is the leading online analytical processing (OLAP) server available today. Oracle Essbase provides an environment for rapidly developing custom analytic and enterprise performance management (EPM) applications that is managed by business users. Engineered for scalability, security, and rapid-response, Oracle Essbase brings analytics to the business user and enables the business to quickly model complex business scenarios. Through an intuitive interface, business users can manipulate large data sets to model complex scenarios, forecast outcomes, and perform what-if analyses to identify trends and optimize business results. Together with other modules of Oracle's EPM system, Oracle Essbase offers broad support for demanding business intelligence analytics requirements.*

### **Rapidly Develop Custom Analytic and Enterprise Performance Management Applications**

Can you link all your existing systems, preserve your current technology investments, and provide a deep, consolidated view into your business? Can you do it easily and reduce the costs to develop, deploy, and maintain the solution? With Oracle Essbase, you can say yes to these questions. Oracle Essbase gives your company the ability to analyze finances and spending, monitor customer churn and behavior, and document product profitability. Oracle Essbase helps you gain rich insight into your business and move beyond silos of business intelligence and disconnected spreadsheets. Its deep analytic power lets you rapidly discover trends and highlights in large data sets and better understand customer segments and behavior patterns. You can also monitor customer profitability and lifetime value, merchandise planning, workforce performance, and capacity planning—all under the umbrella of reliable, robust security.

### **Richest User Experience**

Oracle Essbase brings online analytics processing (OLAP) to the business user. Through consistent, sub-second response times and an intuitive interface, users can interact with the data at the speed of thought without support from technical experts. The ability to “converse” with the data—understanding that an answer to one question leads to another—enables business users to better analyze the metrics that influence performance and make better, more informed decisions.

Oracle Essbase provides robust plug-ins for standard desktop productivity applications so users can obtain meaningful insights that are easy to interpret and understand regardless of what application they are using. In addition, Oracle

Essbase is hot-pluggable across data sources so data from multiple sources can be aggregated into a single analytic view to better understand the business.

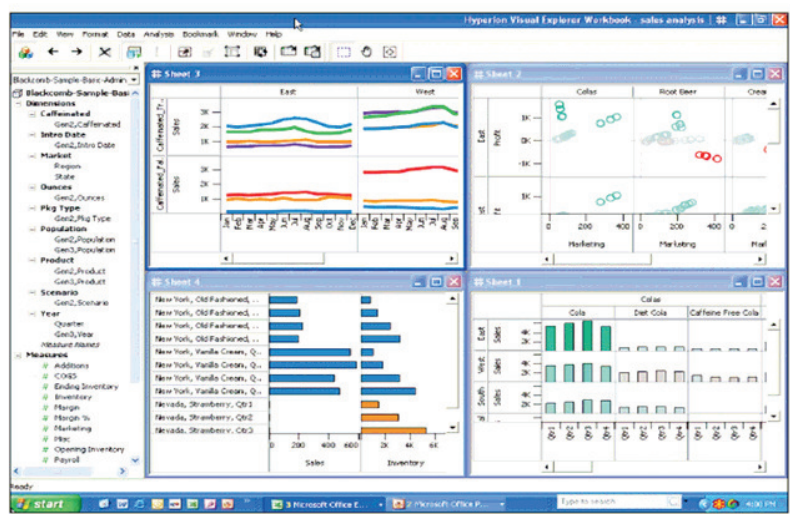


Figure 1: Best-in-class interfaces provide meaningful insights for business users

### Most Highly Advanced Calculation Engine

At its core Oracle Essbase contains a high performance calculation engine with over 350 pre-built, out-of-the-box functions. This comprehensive library enables Oracle Essbase to scale from simple aggregations to complex, cross-dimensional allocations. Financial formulas of all types are included to support business model development. In addition, business rules can be created to manage complex calculation requirements using a spreadsheet-like syntax. Oracle Essbase also has the sophistication to synthesize and derive new data and metrics that will extend the business user's knowledge of their business.

### Best Custom Analytic Environment

Oracle Essbase can be configured, deployed, and maintained by the line-of-business. With a dimensional approach that maps to the business and a graphical "outline" technology line-of-business users can build dimensions, hierarchies, metrics and scenarios. Authorized analysts can then manage this "metadata" and evolve the application as quickly as the business requires.

Oracle Essbase utilizes a secured multi-user write-back mechanism to allow users to update their analytic application data. In addition, a powerful multidimensional optimizer enables rapid batch load times to meet Service Level Agreements and support trickle feed for real time performance management applications.

### Access to Massive Data Sets

Oracle Essbase delivers unmatched performance and large user community support across massive data sets. The multidimensional optimizer delivers rapid batch load and calculation times to support faster and more-frequent data refreshing in critical business intelligence applications for data stored in Oracle Essbase. By providing up-to-the-minute, dependable information, Oracle Essbase helps users make

accurate decisions. In addition, the application enables detailed analysis with tens of millions of members. Where applications require it, data may also be stored in relational databases and seamlessly accessed by Oracle Essbase users.

### **Gain Rich Insight into Your Business Performance**

Financial functions such as net present value, rate of return, and compound growth are important for translating strategic goals into operational plans, evaluating competing requests for capital expenditures, and tracking the effectiveness of capital investment decisions. Expense reporting involves tagging members that require expense computation and making all subsequent calculations part of future analyses. Time series algorithms track minimum, maximum, and average inventory levels. Statistics and data mining predict customer purchase behavior based on a variety of pricing and promotional strategies.

### **Microsoft Office Integration**

Advanced Microsoft Office integration is provided so users can leverage Microsoft Excel, Word, PowerPoint, and Outlook as interactive access points to centralized analytic data. Support for advanced Office features such as Point of View and Smart Tags enhances end-user automation and productivity. Secure, multiuser write-back capabilities allow users to interactively create forecasts, budgets, and resource plans.

### **Discover Trends and Highlights in Large Data Sets**

Oracle Essbase allows even novice database users to rapidly discover trends and highlights in large data sets. Oracle's Oracle Essbase Visual Explorer, a drag-and-drop visual analysis environment, provides a live visual window into large data sets. This innovative interface delivers easy, ad hoc navigation and analysis including automatic and continuous displays so business users can quickly access information.

### **Understand Customer Segments and Behavior Patterns**

With the understanding of customer segments and behavior patterns that Oracle Essbase delivers, you can direct your advertising, marketing, and customer loyalty program dollars more effectively. Clustering, attributes, and set analysis allow you to create value segments, assess customer affinity to a particular message or product, and determine communication channels for campaigns into different segments.

### **Enable Thousands of Simultaneous Users**

In less than a second, Oracle Essbase can deliver sophisticated analysis of terabytes of data for thousands of simultaneous users. High-speed analysis allows business users speed-of-thought responsiveness to manage performance in real time.

User scalability features such as caching, multithreading, partitioning, and cross-platform support enable IT professionals to use fewer servers to support many analytic applications and large user communities. Supporting 64-bit architectures, Oracle Essbase enables larger analytical models and shorter calculation times, extends the potential size of analytic applications, and increases the number of concurrent users and analytic applications available. In addition, its n-tier architecture provides connection pooling, load balancing, and automatic failover so

IT employees meet service-level requirements. With its High Availability Services feature, Oracle Essbase delivers distribution of processing across multiple physical servers to increase application availability.

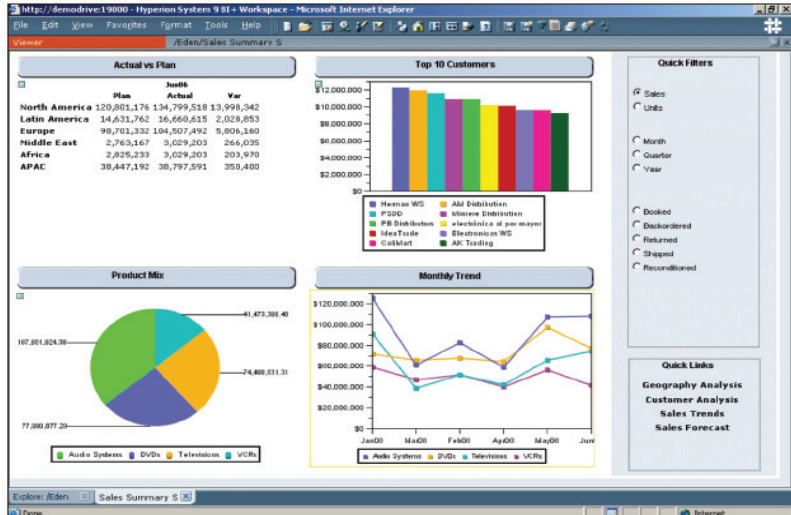


Figure 2: By providing highly detailed information about the business, Oracle Essbase delivers insights to help managers make better-informed decisions.

**Rely on Robust Security**

Oracle Essbase leverages the Oracle EPM system foundation’s common authentication system to reduce the administrative and maintenance costs of integrating with Lightweight Directory Access Protocol, multiservice access devices, and Microsoft NT LAN Manager authentication systems. The authentication system offers control of user access to the individual cell level while group and role-based security models allow users to access needed information while supporting access control requirements. In addition, Oracle Essbase supports Oracle Fusion Middleware security components like Oracle Internet Directory, Oracle Identity Management, and a single sign-on for Oracle Enterprise Performance Management Workspace.

**Single Development Environment**

Oracle Essbase Studio simplifies cube construction by delivering a single environment for data modeling, cube design, and analytic application construction tasks. By consolidating cube construction activities into one interface, Oracle Essbase Studio provides a consistent platform for building outlines and loading data. A common metadata repository/catalog, captures all metadata related to all Oracle Essbase applications built in the enterprise and allows the reuse of metadata at the lowest level of granularity. Oracle Essbase Studio supports several drill-through options: relational databases, OBIEE, URLs, custom SQL, and Java methods.

Oracle Essbase Studio also supports lineage tracking through a rich graphical view of the metadata relationships, allowing users to follow application lineages to their metadata components and through to the data sources from which they were

**RELATED PRODUCTS**

ORACLE BUSINESS  
INTELLIGENCE  
FOUNDATION AND TOOLS

Oracle Business Intelligence foundation and tools products provide the foundation to create your own custom analytic applications. Part of the Oracle enterprise performance management system, these products meet the diverse reporting and analysis needs of users across your organization by allowing them to quickly and easily draw on disparate information sources to create, access, and share the vital data that drives sound business decisions.

**RELATED PRODUCTS**

Oracle Business Intelligence foundation and tools incorporates the following related software products and modules:

- Oracle Business Intelligence Suite Enterprise Edition Plus
- Oracle's Hyperion Interactive Reporting
- Oracle's Hyperion SQR Production Reporting
- Oracle's Hyperion Web Analysis
- Oracle Hyperion Financial Reporting
- Oracle Essbase
- Oracle Essbase Visual Explorer

sourced. Dimensions in the EPM system may be shared with Oracle Essbase to simplify complex applications. In addition, Oracle Essbase supports drill-back to Oracle Hyperion Financial Data Quality Management.

**Reduce Deployment, and Maintenance Costs**

Manageability features within Oracle Essbase drive down IT costs. These features include packaged business product management applications; J2EE; .NET development tools; certified enterprise resource planning/customer relationship management application integration adapters; administrative wizards; automated maintenance scripts; Unicode support; and reusable dimensions, hierarchies, and business rules. The open architecture also lowers costs to develop, deploy, and maintain by leveraging existing IT skill sets. In addition, Oracle Essbase supports efficient, automated backup and restoration of the database as well as lifecycle management that provides a consistent way for administrators to migrate applications and artifacts across product environments.

**Manage Applications from a Single Platform**

Oracle Essbase leverages Oracle's EPM foundation services and Oracle Fusion Middleware to provide a common platform of services upon which companies can create, deploy, and manage EPM applications in one place. The service components included with Oracle Essbase are Oracle Enterprise Performance Management Workspace, Oracle Hyperion Smart View for Office, Oracle Smart Space, Oracle Hyperion Smart Search, and Oracle's Hyperion Shared Services; these components are responsible for user management, single sign-on, shared security, authentication and identity management.

**Contact Us**

For more information about how your organization can leverage the power of Oracle Essbase, please visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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