

# ANALYTICS AND REPORTING SOLUTIONS FOR ORACLE E-BUSINESS SUITE (EBS) SOLUTION SHEET

A new, self-service approach featuring out-of-the-box dashboards, reports, and KPIs.

Oracle E-Business Suite (EBS) undeniably delivers incredible value to businesses. What Oracle EBS does not offer, however, is a high-performance, quick-to-implement, low maintenance analytics solution that easily combines data from multiple sources.

That's because one of EBS's greatest strengths is its extensible and flexible architecture, which allows organizations to develop highly customized Oracle EBS deployments that meet their unique business needs. Unfortunately, this architecture also requires customers to build cumbersome, custom reporting and analytics solutions, rather than leverage pre-packaged tools. As a result, many Oracle EBS customers often begrudgingly, unhappily resort to using multiple tools and high-cost experts to generate even the most basic reports—reports that leave much to be desired when it comes to performance and functionality. Incorta solves all these problems. With Incorta, Oracle EBS customers have a new, better option for analyzing and understanding their data. Incorta uniquely:

- Provides out-of-the-box, pre-built dashboards, reports, and KPIs designed specifically for Oracle EBS;
- Integrates with many Oracle application concepts—such as EBS Flexfields, Chart of Accounts, and Common Dimensions—enabling seamless integration across multiple EBS modules;
- Offers pre-packaged schema for many EBS modules, including Financials, Order Management, Manufacturing, and Supply Chain; and
- Doesn't require administrators to maintain separate security policies since Incorta inherits application user security configurations from EBS.

## AT A GLANCE

With tens of thousands of tables, hundreds of functional modules, and often thousands of concurrent users, Oracle E-Business Suite (EBS) tests the IT infrastructure limits of its customers. As a result, powerful analytics for EBS historically were hard to find.

Fortunately, Incorta now gives Oracle EBS customers the analytics and reporting they've been waiting for. With Incorta, you empower EBS users to make better, faster decisions by readily accessing up-to-date data and building the highperformance reports they need, all on their own.

## Key Benefits for the Technical Team

### Significantly reduced costs.

No data warehouse means no separate ETL, data warehouse, and reporting projects taking up valuable IT time and driving up the total cost of ownership. Implement Incorta in days and create new EBS reports in minutes, not months.

### Faster access to and use of analytics for EBS.

Pre-packaged EBS reports, dashboards, and KPIs deliver superior performance compared to other options, reducing reporting times from hours to just seconds without degrading the performance of other business applications.

### Improved, simplified data security.

Separate security policies no longer need to be created, maintained, and inherited directly from Oracle—Incorta maintains the security parameters of source applications during analysis.

### Up-to-the-minute business insight.

Fast, easy analysis of the highly-joined data common to Oracle applications, as well as data from other sources (Salesforce, ServiceNow, etc.), thanks to real-time aggregation of data from multiple sources.

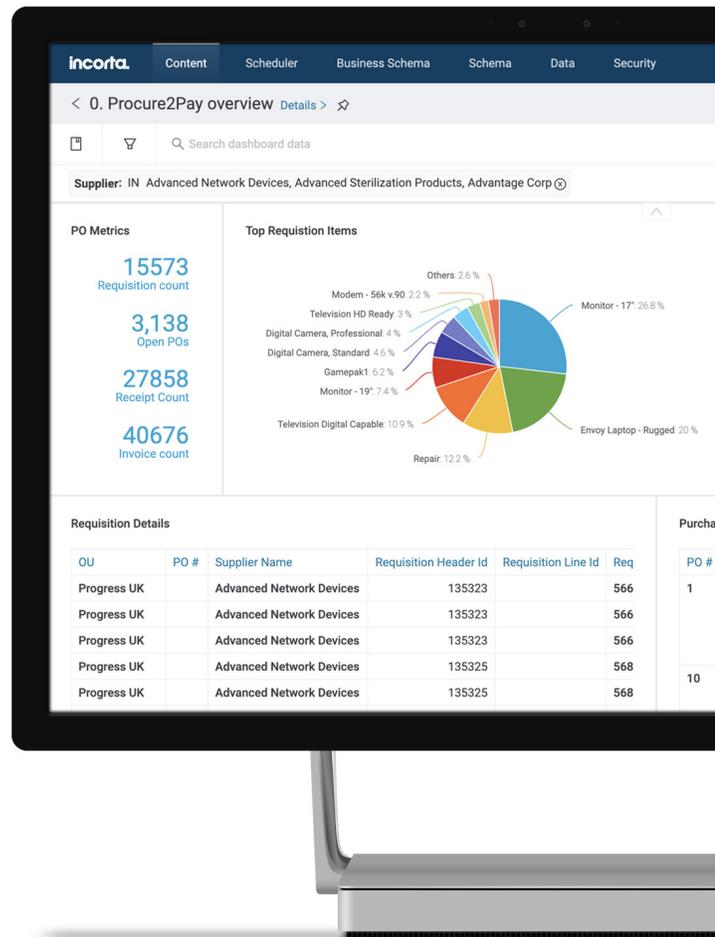
### A New Approach to EBS Analytics

Until Incorta, companies wanting to analyze data from Oracle EBS chose between two types of tools—neither of which met their integrated, low-cost, self-service analytics requirements.

- Operational reporting tools—Basic, transaction-focused tools (such as Noetix, Oracle Discoverer, Oracle Hyperion Interactive Reporting, and custom-built SQL solutions) that aren't designed for analytics and are commonly deployed without a data warehouse.
- OBIEE—Generally deployed in conjunction with a costly data warehouse and requiring ETL; performs both reporting and data analysis on data combined from multiple sources.

Incorta overcomes the limitations presented by operational reporting tools and OBIEE while delivering additional, key benefits. With Incorta, you get:

- Dramatically faster performance;
- Analytical and self-service capabilities;
- Simplified security;
- A limited need for IT involvement; and
- Significantly lower total cost of ownership (TCO).



### Key Benefits for Business Users



#### Self-service Analysis

Business users can create and modify reports on their own.



#### Ad-hoc Capabilities

Business users easily can take a previously unconsidered analysis path.



#### Pre-built Content

Users don't have to build everything from scratch.



#### Up-to-the-minute Business Insight.

Logic that's defined by actual business users.



#### Analytics without harm.

Business users can query data without harm, return seemingly "bad" queries in a reasonable amount of time, and move forward without IT intervention when bad queries are encountered.

### How Incorta compares to the two most common, legacy ways of analyzing EBS data.

	Operational Tools	OBIEE	Incorta
Availability	If available, can require custom development	Available	Available
Technology	SQL generators	ETL and SQL generators	Direct Data Mapping™
Analytics and reporting	No—reporting only	Yes	Yes
Data sources	Single source	Multiple sources	Multiple sources
Reporting type	Transactional	Role-based	Role-based
Data refresh, including time to run report	Very slow (delay of minutes to hours to run report)	Unless highly filtered, 10+ minutes and often much more to run report, typically run once daily	Sub-second report generation with near real-time data refresh
Data volume reported upon	Low (data must be highly filtered)	Medium	High
Flexfield support	Sometimes	No	Yes
Pre-built content	Sometimes	Yes	Yes
Ease of integration	Moderate to complex	Complex	Simple
Ability to embed visualization within EBS screens	If available, additional products needed	No	Yes
Security	Uses security parameters of source applications	Requires custom security model (extremely difficult to secure)	Uses security parameters of source applications
Self-service capabilities	Limited	Very limited (requires high-cost training and specialized skill set)	Extensive
IT involvement	High	High	Low
TCO	Medium	Extremely High	Low

#### ABOUT INCORTA

Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.