VERSION 1

Oracle’s position in Gartner Magic Quadrants for ABI Platforms

My View

Presented By: Žiga Vaupot

Date: Rovinj, 20. 10. 2023

Company Classification: Controlled

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Introductions

Žiga Vaupot

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Principal Analytics Consultant

SIOUG

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Oracle ACE Pro

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Introducing Version 1 – Your Partner in Success

A leading Digital Transformation provider of cloud-based applications, data and platform development, modernisation, testing and next-generation managed services.

25 Years
Proving Value of I.T.
and working with Oracle solutions
with **240+** Oracle Projects

700+
Customers
98% Customer retention

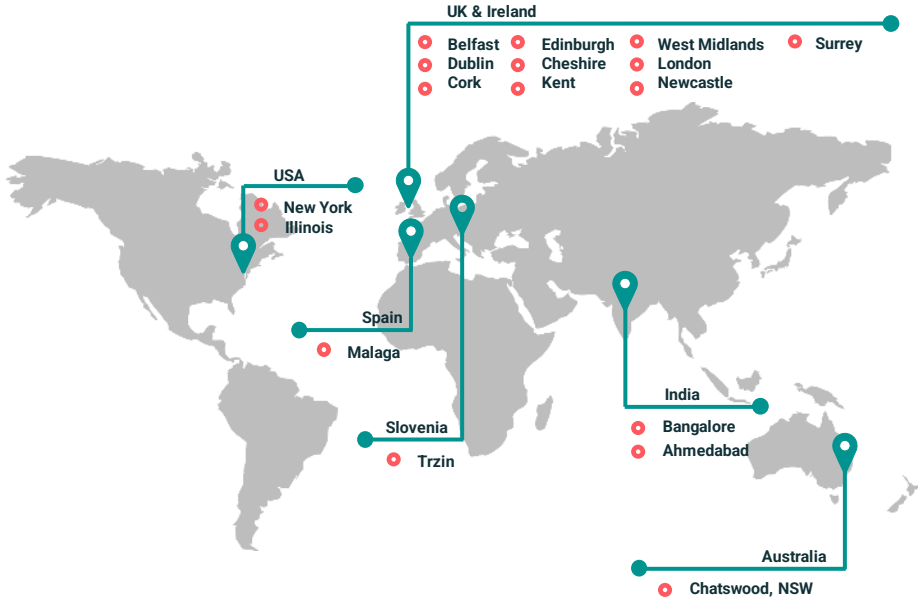
€350M+
Revenue

12 Years
Voted as a Great Place to Work

Industry Best Practice

Top Tier Deep Technology Partners

3200+ Employees across our 17 offices worldwide:



Recent Acquisitions

Automation Logic
DevOps transformation and delivery

Qubix
Ready-to-run Oracle Solutions

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Oracle Strategy - We understand Oracle like no other

One of the largest Oracles Practices in Europe

700+
dedicated ERP Consultants delivering solutions and services to **300+ customers**

500+
Oracle Certified Professionals with specialisation delivery across the entire stack

Premier Oracle Partner
With a track record that extends over **25 years**

Clients across all industry sectors
Providing complete end-to-end solutions

Our work is award winning

- GOLD: **UKOUG ERP Partner of the Year Award**
- GOLD: **UKOUG HCM Partner of the Year Award**
- GOLD: **UKOUG Managed Services (Outsourcing and Operations) Partner of the Year Award - Applications**

We are experts in Oracle ERP, SCM, EPM, HCM and Analytics

Oracle Cloud Apps (SaaS)
Leading experts in enabling enterprises to harness the power of Oracle Cloud Apps (ERP,EPM/HCM/Payroll/SCM) in an increasingly complex technology landscape, we help organisations to transition smoothly from legacy solutions to Oracle Cloud Applications.

E-Business Suite
Experts in managing E-Business Suite implementations, upgrades and managed services for enterprise organisations across a broad range of sectors. We are responsible for some of the largest European implementations of E-Business Suite.

JD Edwards
Our JD Edwards experts offer leading enterprise customers in manufacturing industries the complete range of services required to license, install, implement and maintain their JD Edwards systems, from legacy through to World A9.2 and EnterpriseOne 9.2.

Peoplesoft
Experts in managing PeopleSoft implementations, upgrades and managed services for enterprise organisations across a broad range of sectors. We are responsible for over 200 PeopleSoft projects across 125 customers.

Recognised experts in Oracle Cloud

ORACLE PARTNERNETWORK
Cloud Program

ORACLE Service Partner
Expertise in **Oracle ERP Financials Cloud** in EMEA–UKIE

ORACLE Service Partner
Expertise in **Human Resources (Core)** in EMEA–Western Europe

ORACLE Service Partner
Expertise in **CSPE: Oracle Cloud Platform - Oracle E-Business Suite Applications to Oracle Cloud** in EMEA–Western Europe

ORACLE Service Partner
Expertise in **PeopleSoft Applications to Oracle Cloud** in EMEA–Western Europe

ORACLE Service Partner
Expertise in **Oracle Cloud Platform Integration** in EMEA–Western Europe

ORACLE Service Partner
Expertise in **Oracle E-Business Suite Applications to Oracle Cloud** in EMEA–Western Europe

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Delivering customer success in Oracle Applications

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Magic Quadrants for Analytics and Business Intelligence Platforms (Gartner, April 2023)

Oracle is a **Visionary** in this Magic Quadrant. Oracle Analytics Cloud (OAC) is its lead ABI Platform. While other cloud service providers gain recognition for their productivity software, Oracle is recognized for its leadership in **database management and comprehensive cloud business applications**. Oracle Analytics Cloud provides prebuilt OAC content for nearly every Oracle business application as a key part of its go-to-market strategy. It is also reducing the time to value for customers to deliver advanced analytics by including 17 prebuilt data science models.

In 2022, Oracle demonstrated leading-edge vision with innovative new features including **composability, action frameworks, and a human realistic avatar presenting analytics news**. Its roadmap shows significant investment in **external connectivity** to popular applications like ServiceNow, Mailchimp, SurveyMonkey and Yelp.

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According to Gartner, Oracle's Key Strengths & Cautions

Enterprise cloud data and analytics	Momentum in a crowded market
Augmented capabilities throughout	Oracle application-centric
Comprehensive data management	Pricing

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Enterprise cloud data and analytics

Oracle offers an end-to-end cloud solution, including infrastructure, data management, analytics and analytic applications, with data centers in cloud regions globally. In addition, Oracle Fusion Analytics offers native integration and closed-loop actions for Oracle's ERP, human capital management, supply chain and NetSuite products, making it an excellent choice for Oracle business application users (*Gartner, 2023*).

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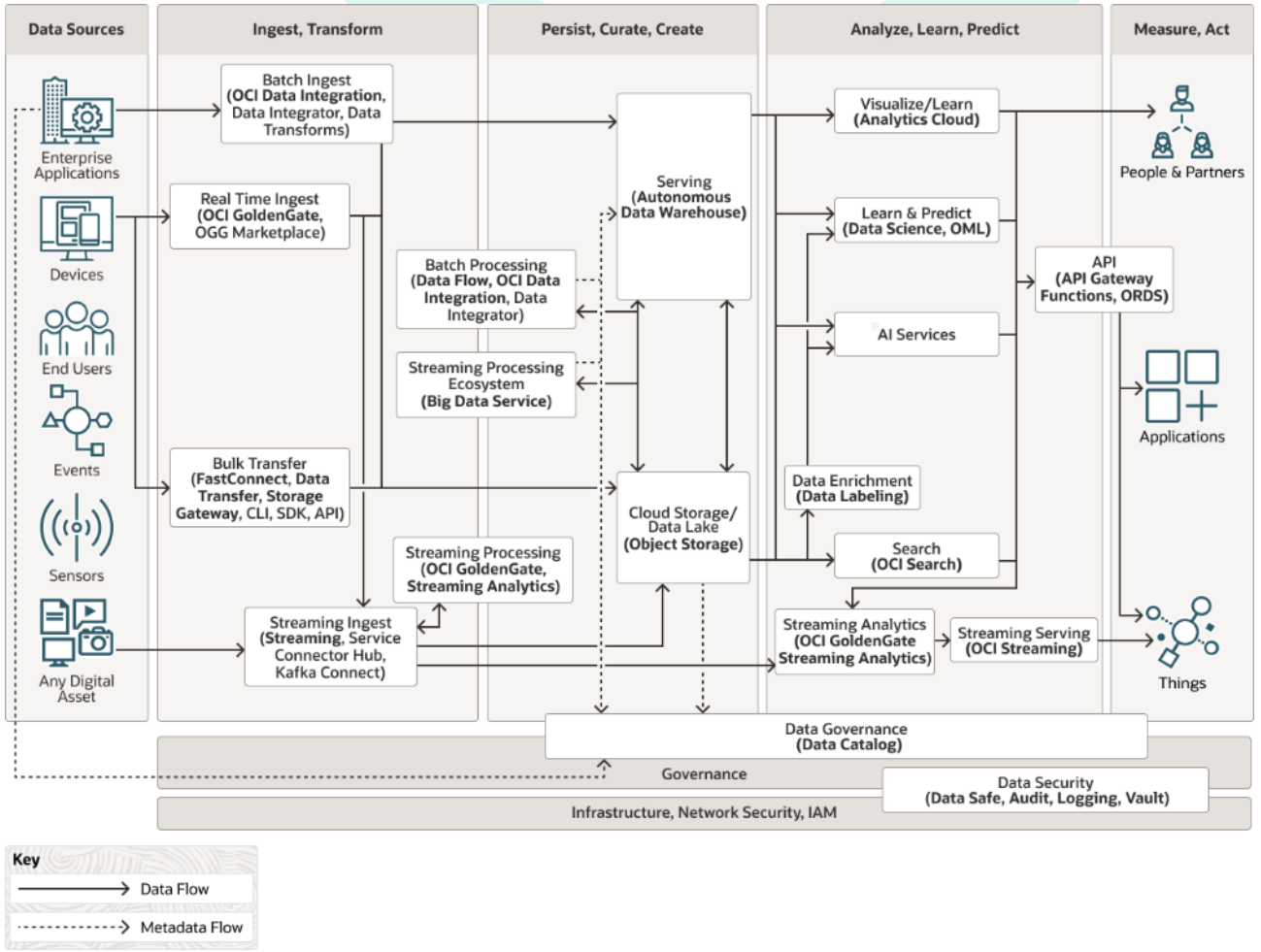
End-to-end Analytics Solution

- Oracle Cloud Infrastructure (OCI) for infrastructure and integration services,
- Oracle Autonomous Database for data management,
- Oracle Analytics
  Platform for analytics and
- Fusion Analytics Warehouse for pre-built ERP, HCM, SCM, CX analytical applications.



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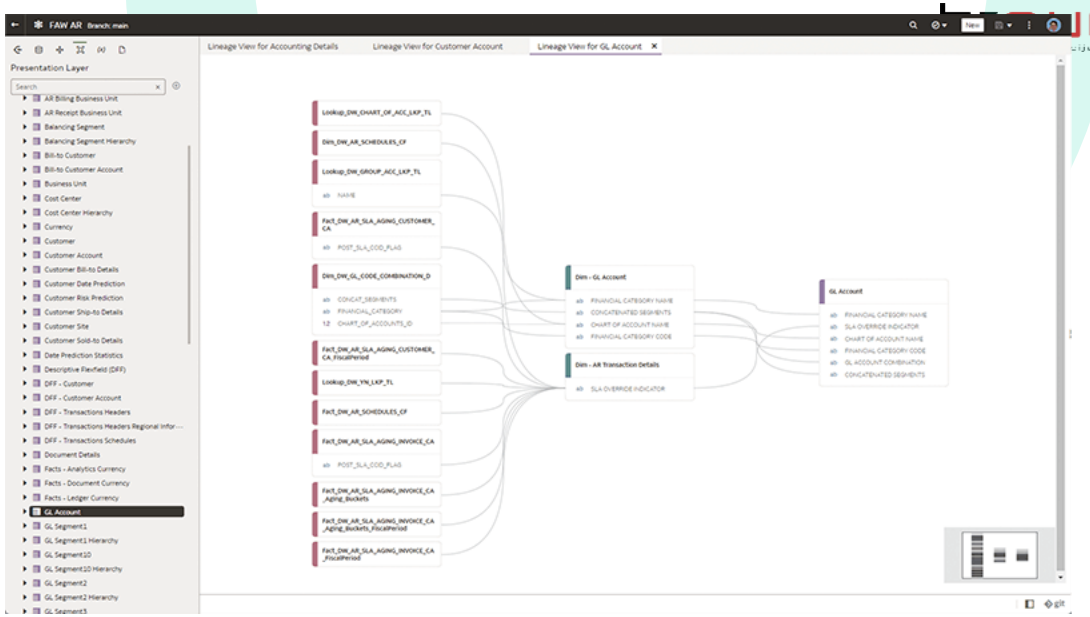
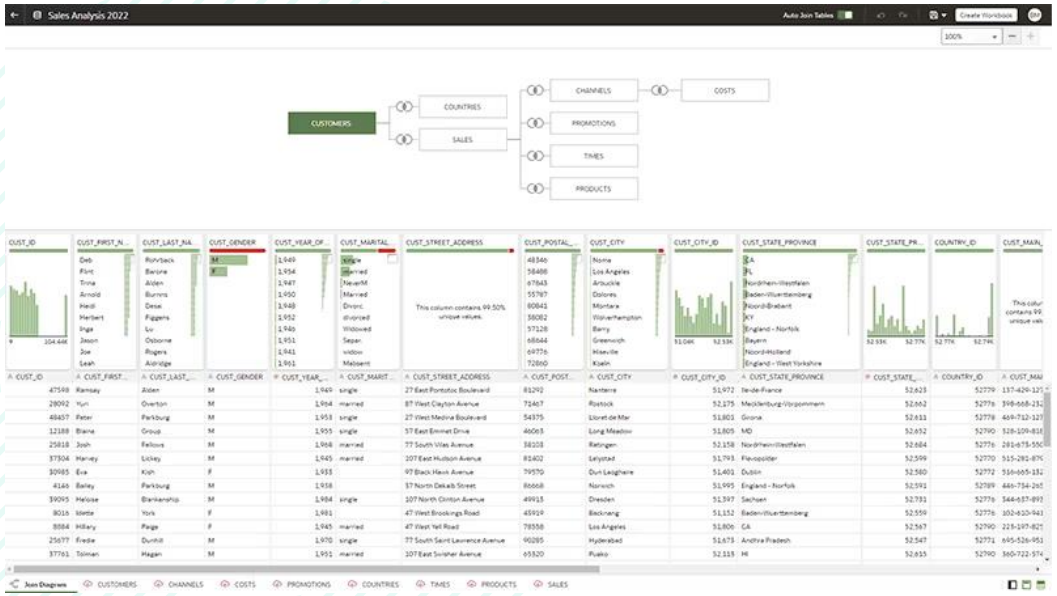
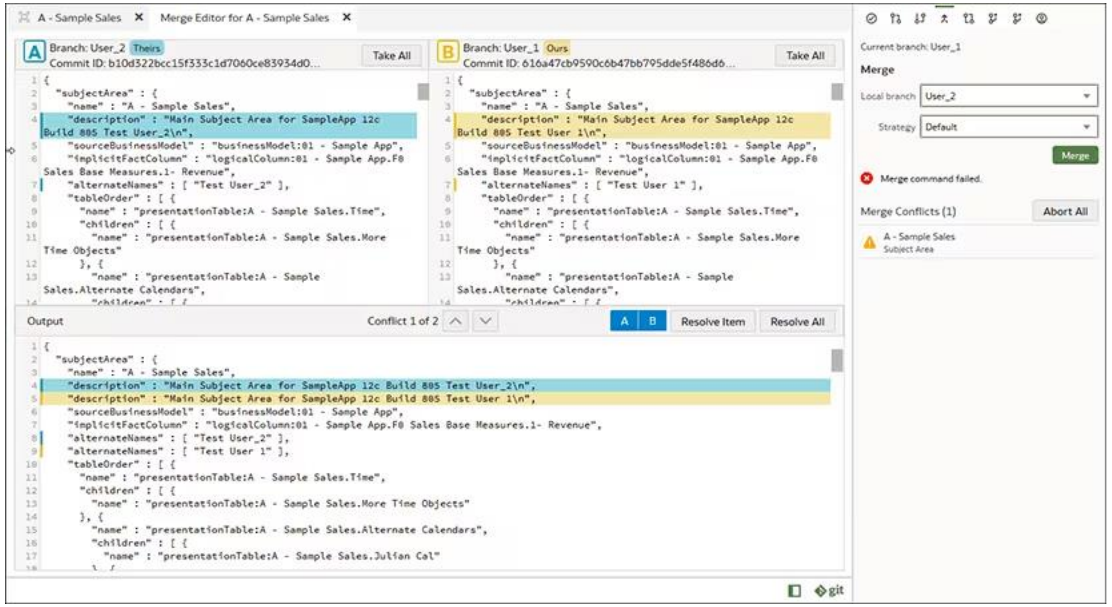
Enterprise Data Modelling

- Semantic Modeller
- Multi-user model development and Git integration
- Self-Service Data Modelling







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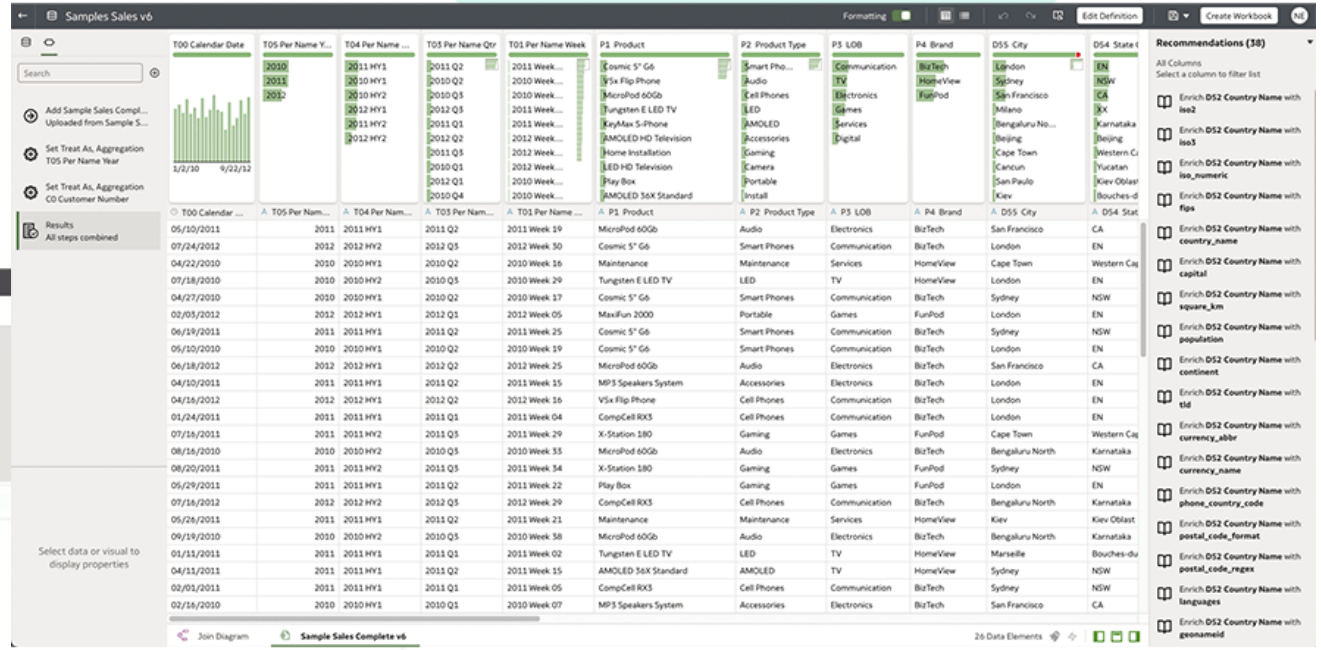
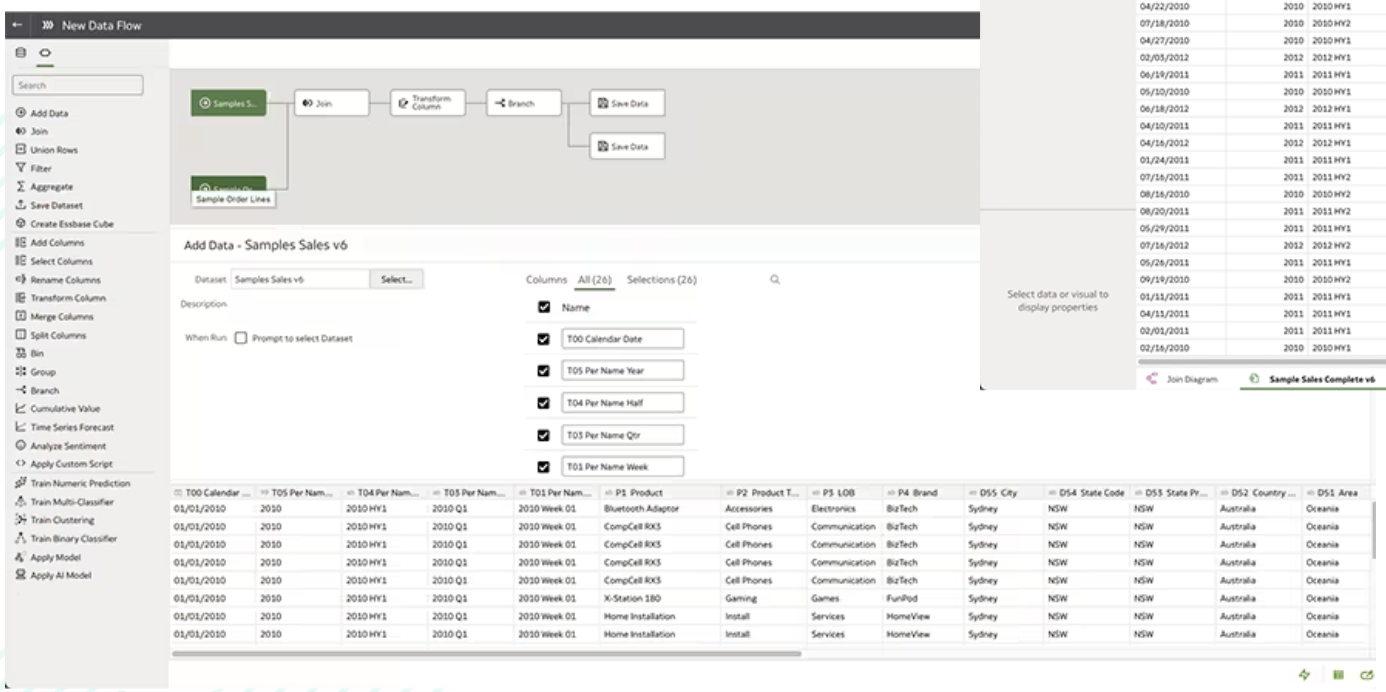
Oracle Analytics Data Management

- Data Profiling and Recommendations
- Data Flows





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Augmented Capabilities Throughout

Oracle enhanced its already-strong augmented analytics capabilities by enhancing its data storytelling capabilities. This further advances its integrated graph analytics capabilities such as subgraphs, shortest path and page rank, as well as enhancing explainability of ML models generated. Oracle is committed to expanding the use of OAC to less technical users, demonstrated by its leading-edge vision for the future of business consumer analytics. OAC is also the only platform on the market to support NLQ in 28 languages *(Gartner, 2023)*.

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Rich Data Visualization Capabilities

- Standard data visualization types
- Advanced data visualization types
- Comprehensive maps support
- Out-of-the-box analytic functions
- Story Telling

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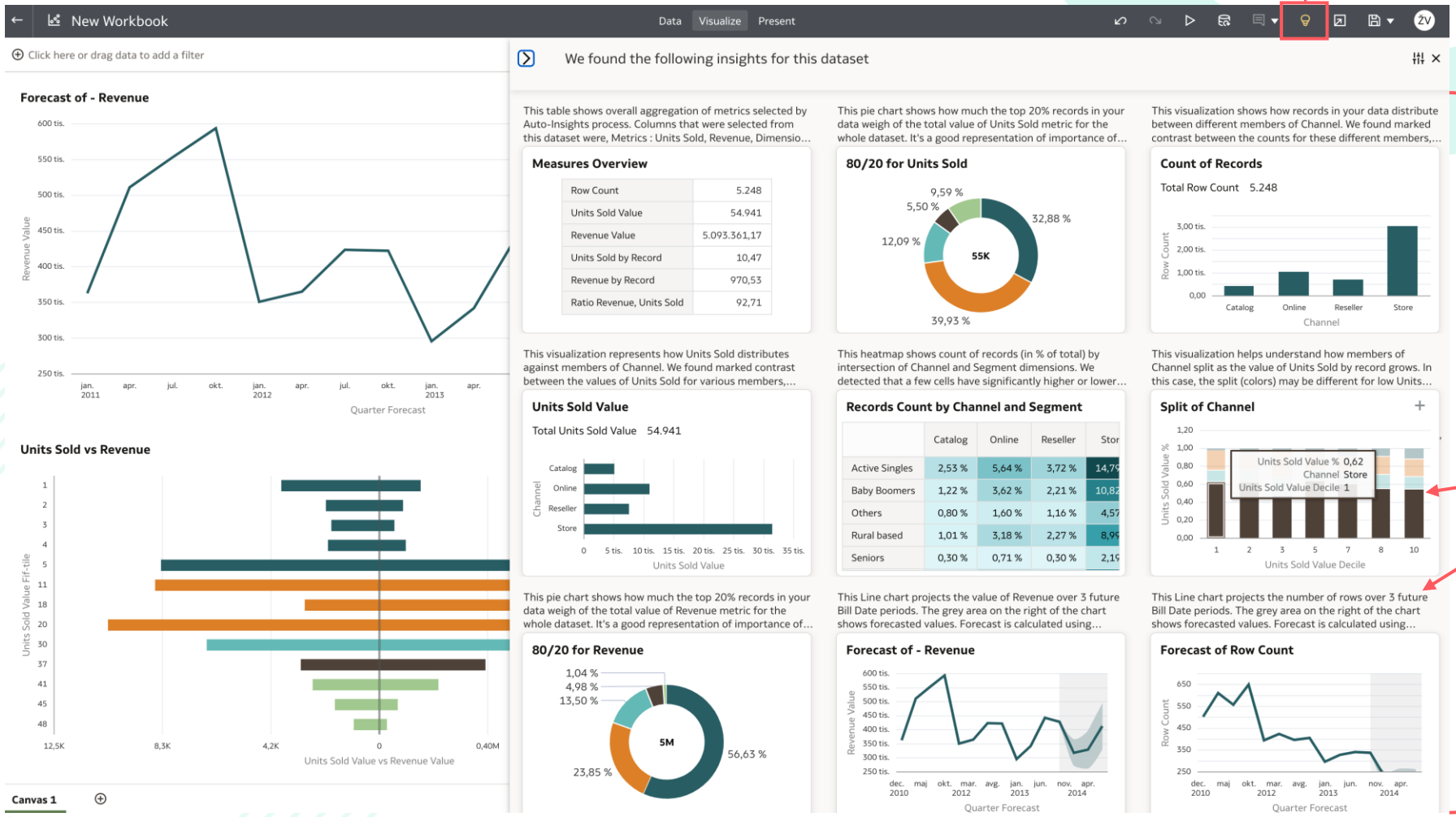
Examples of Augmented Analytics:
Autoinsights



Automatically created insights, data visualizations with commentary

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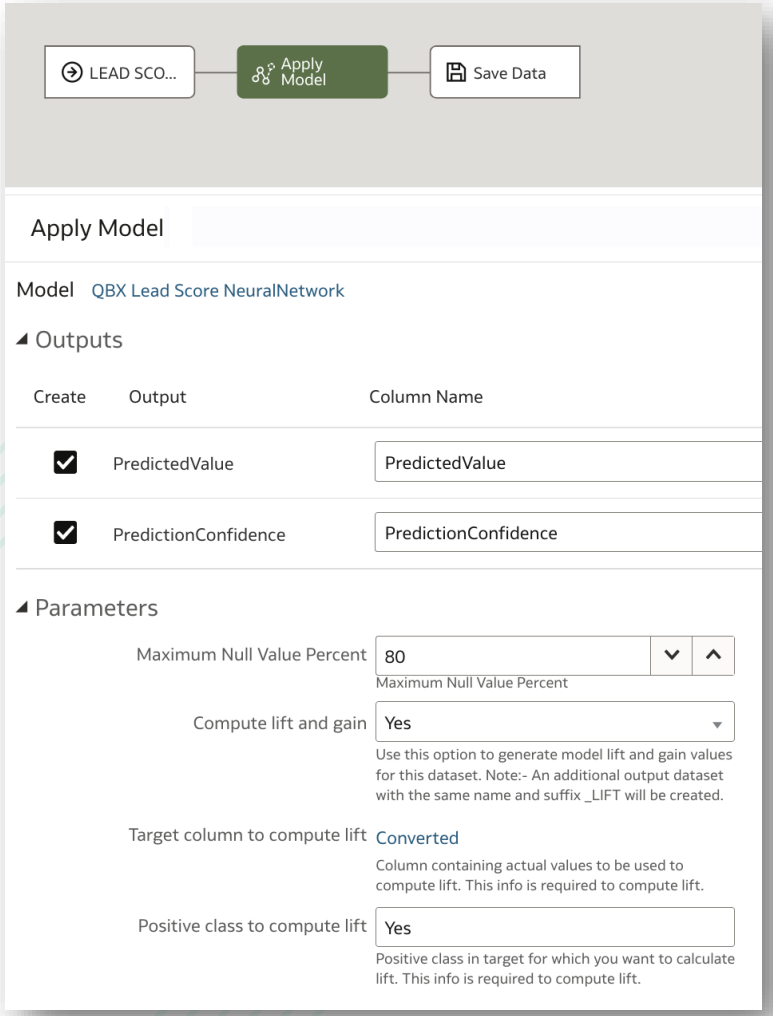
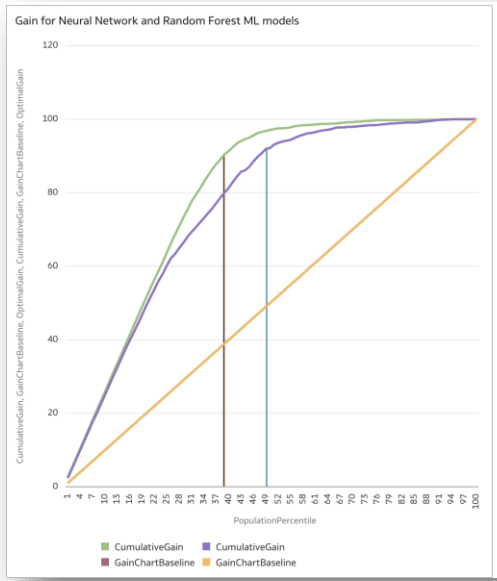
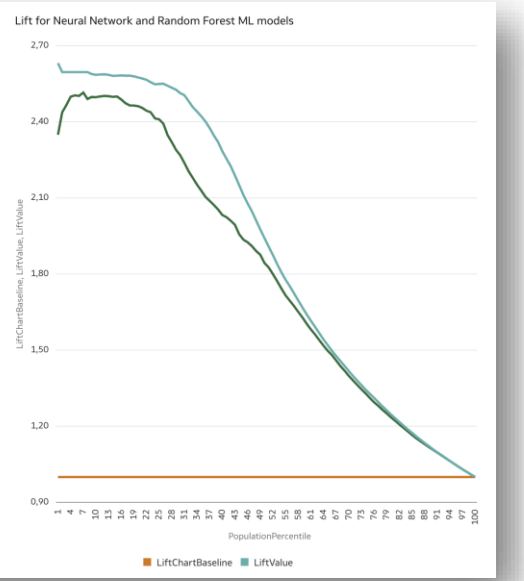
Examples of Augmented Analytics:
Machine Learning







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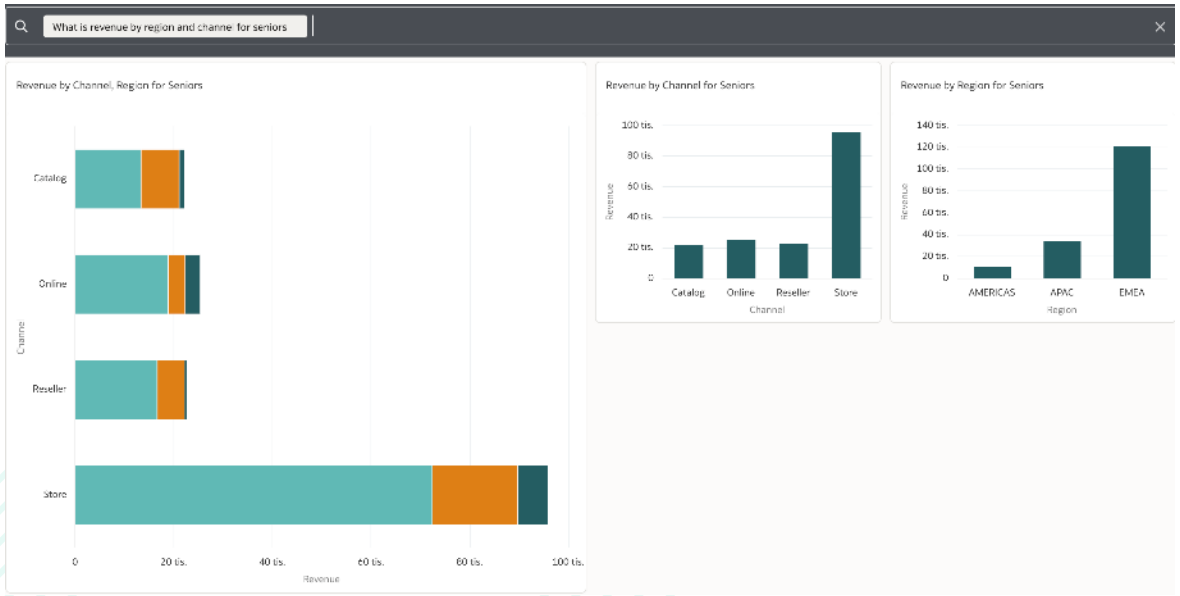
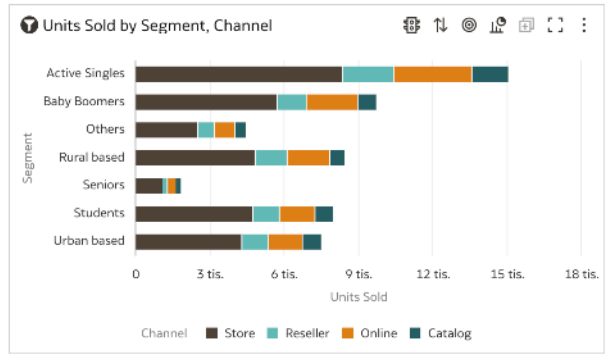
Examples of Augmented Analytics:
Natural Language Processing



Natural Language Query

Units Sold by Segment, Channel

Segment	Catalog Units Sold	Online Units Sold	Reseller Units Sold	Store Units Sold	Grand Total
Active Singles	1.493	3.156	2.065	8.331	15.045
Baby Boomers	772	2.069	1.169	5.705	9.715
Others	472	824	667	2.497	4.460
Rural based	613	1.726	1.289	4.810	8.438
Seniors	205	367	170	1.091	1.833
Students	739	1.433	1.082	4.706	7.960
Urban based	777	1.370	1.075	4.268	7.490
Grand Total	5.071	10.945	7.517	31.408	54.941



Units Sold by Segment, Channel

The data shows the Units Sold for a total of 7 Segments.

- When taken together, the seven Segments amount to a total value of 54,941, an average of 7,849.
-
  - Active Singles is the largest (27.38% of the total Units Sold).
  - Baby Boomers is the second biggest (17.68% of the total Units Sold).
  - Rural based is the third most important (15.36% of the total Units Sold).
- Combined, the four other Segments make up the rest of the list, accounting for 39.58% of the total.

Your first dimension seems to be unordered. Unordered means that the data is not in chronological order. This chart is commented as if you had added together all the Channels. Stay tuned, future releases will improve captions for unordered dimensions.

Natural Language Generation

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Data Management & Augmented Analytics Demo

Comprehensive Data Management

Oracle offers a powerful and cohesive view of data for its customers and every persona across the D&A continuum. By using ML techniques and technology based on the underlying OCI platform, the DBMS is able to tune, patch and upgrade itself to provide stronger security. Clients who invest in Oracle products across the D&A pipeline will see reduced efforts in data management and integration *(Gartner, 2023)*.

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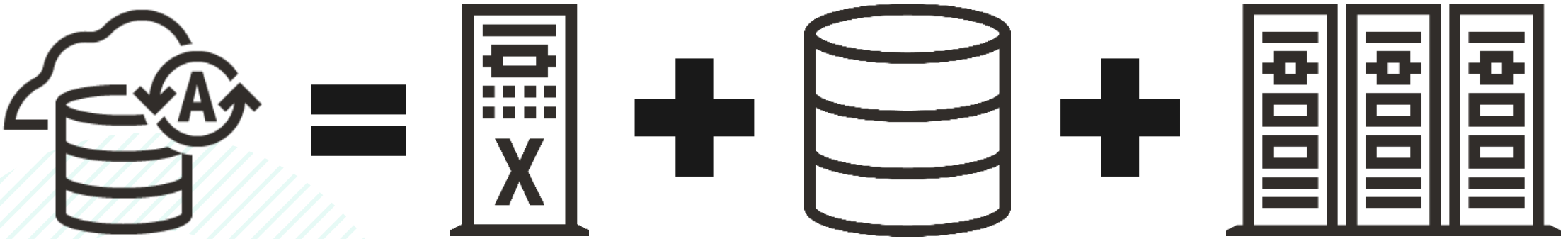
Autonomous Database



Oracle Autonomous Database = Complete Infrastructure Automation + Complete Database Automation + Automated Data Center Operations

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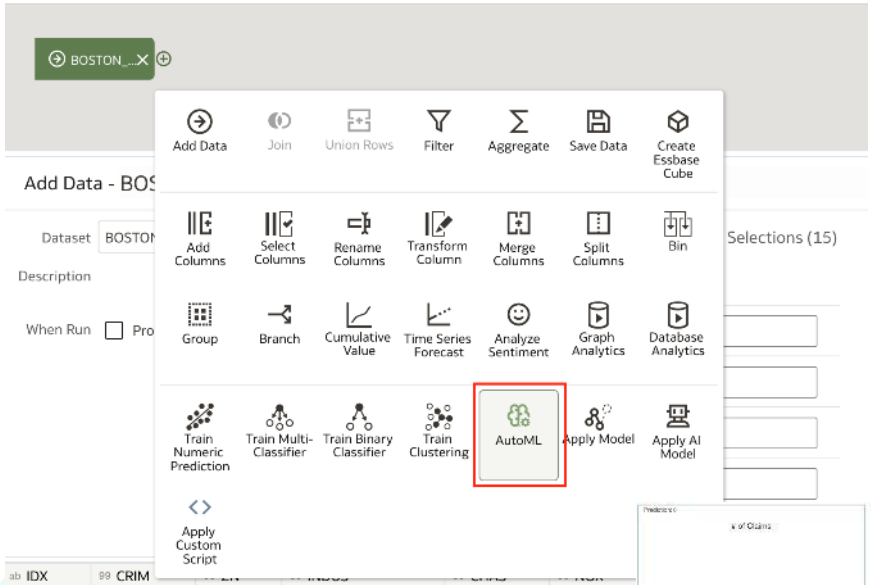
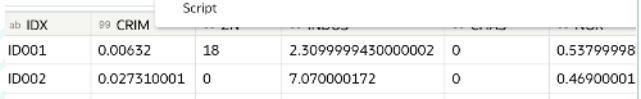
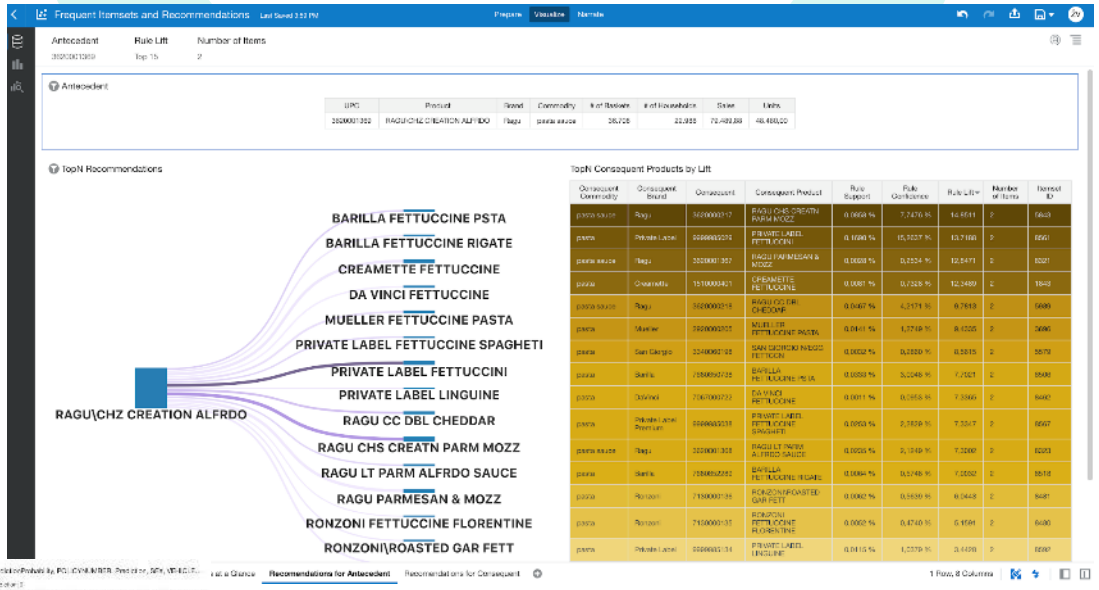
Integrating Oracle Analytics with Oracle ADB:
Machine Learning





AutoML

Anomaly Detection



Frequent Itemsets & Recommendations
(Market Basket Analysis)

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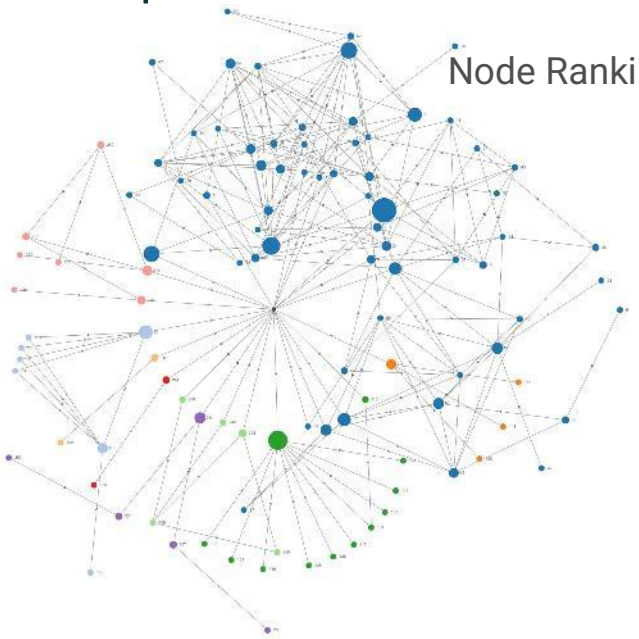
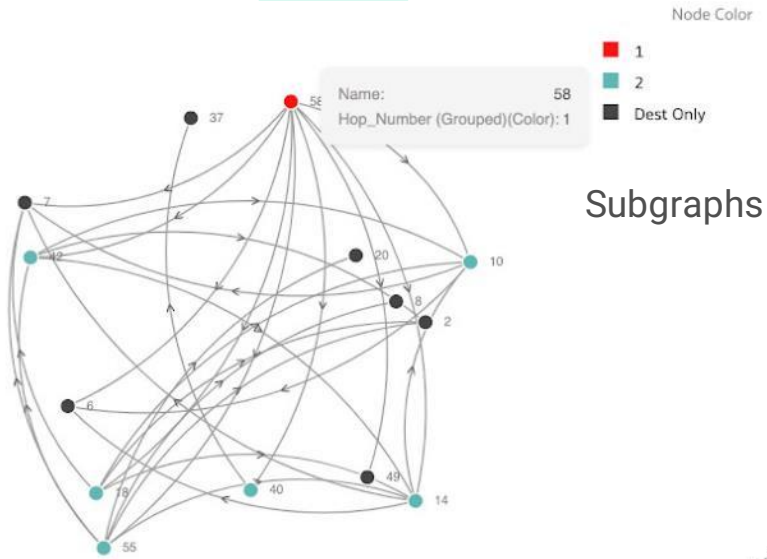
Integrating Oracle Analytics with Oracle ADB:
Graph

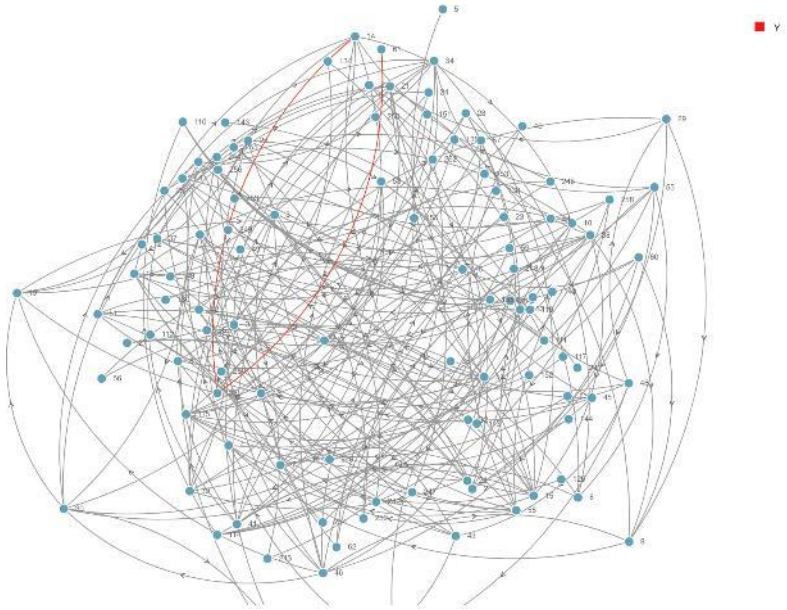
Node Ranking



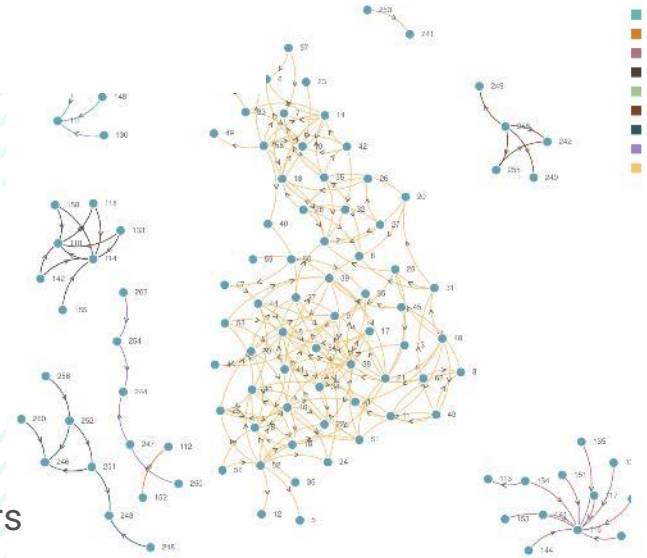
Subgraphs



Shortest Path



Clusters



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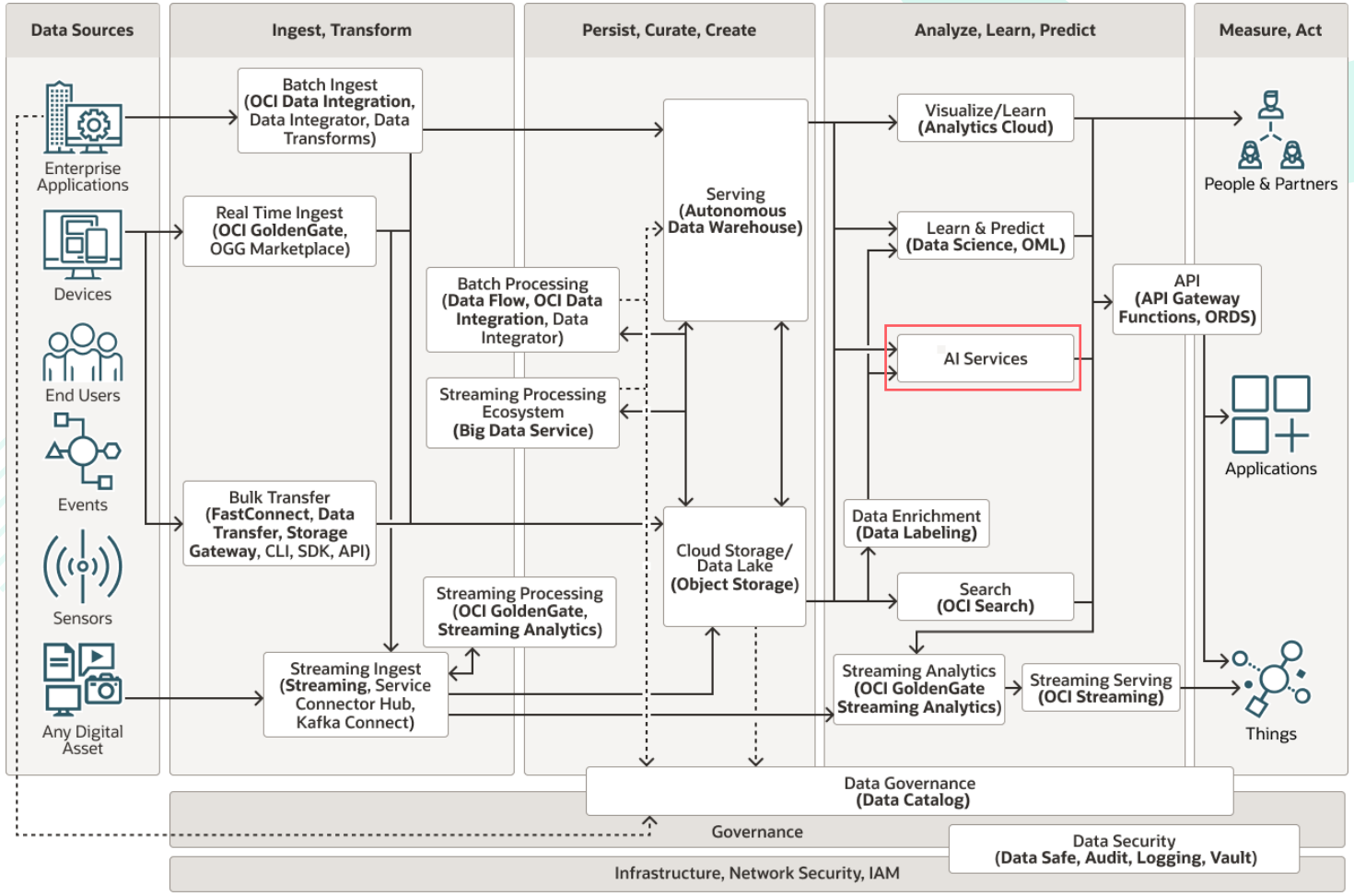
Oracle Data Lakehouse



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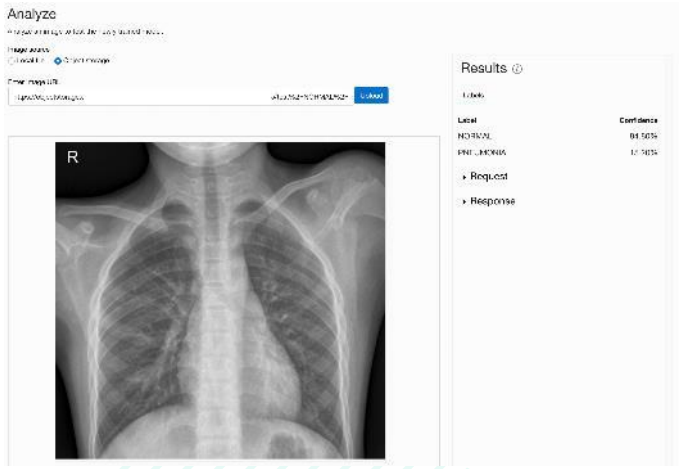
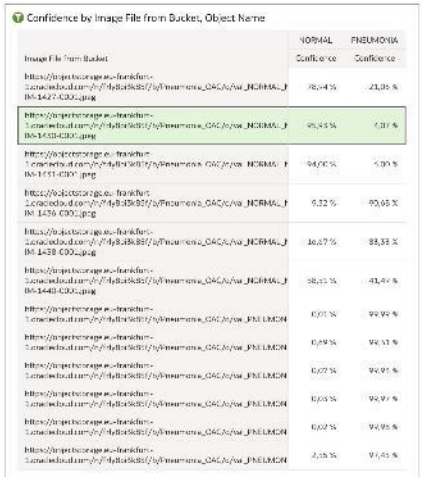
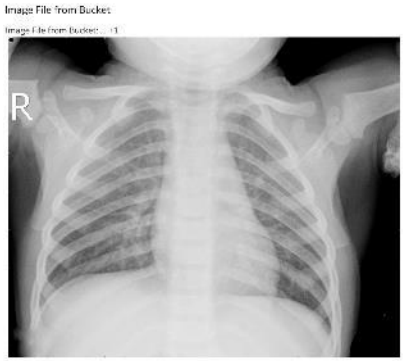
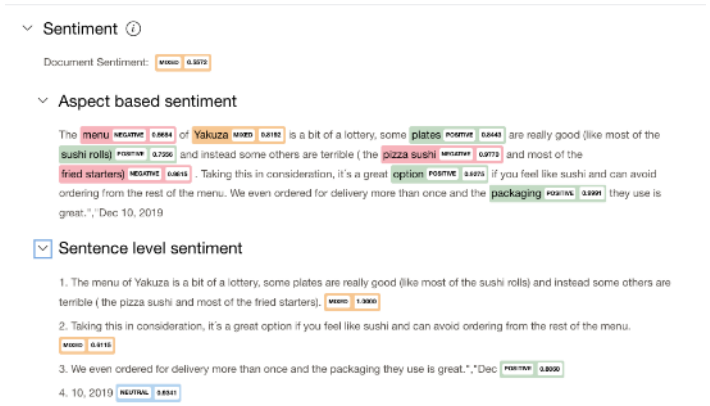
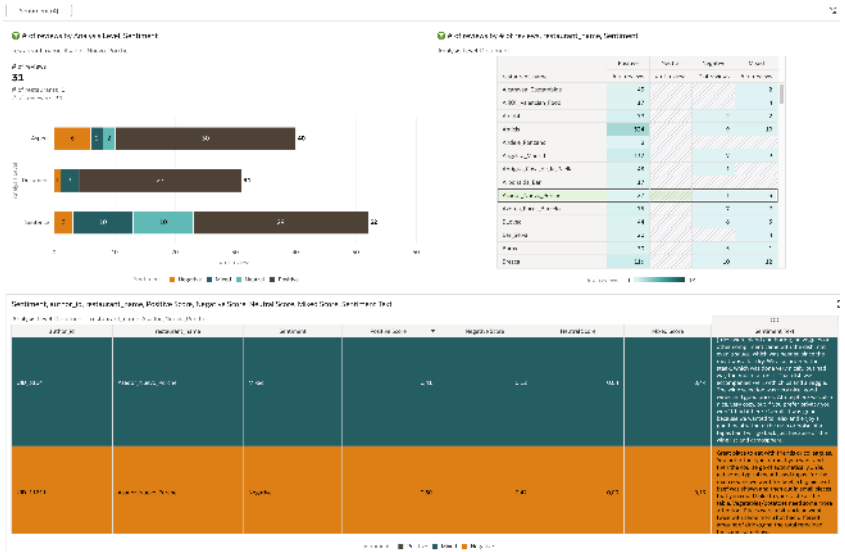
Integrating Oracle Analytics with OCI AI services:
Vision, Language, Data Science











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The Dolphin Story (Work in Progress Demo)

Hey, wait! There‘s more! Forrester (Q1 2023) says …

Oracle has the most comprehensive DMA solution and a strong strategy. A long-standing player in the DMA market, Oracle offers broad data management capabilities, including support for **data integration, replication, persistence, modeling, transformation, and security**. Oracle has a clear, differentiated vision for its DMA product that includes support to accelerate use cases via a more **intelligent and automated DMA platform that employs semantics, AI/ML, knowledge graph, intelligent data tiering, and autonomous management** of DMA capabilities. Its best-of-breed roadmap focuses on strengthening **data quality, data transformation, advanced analytics, self-service, and automation capabilities**. Oracle’s commercial model lags the competition, and pricing isn’t easily calculated without engaging with the vendor’s sales team.

Oracle’s current offering stands out for its **real-time analytics, data integration, data access, data security, tools, and in-platform analytics**. Oracle can continue to improve its support for **data modeling, data transformation, data governance, and visualization**. Reference customers praise its platform evolution and partner and vendor support. Oracle is a good fit for customers that need to support **large, complex DMA workloads including real-time analytics and operational workloads**.

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