



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



Introductions



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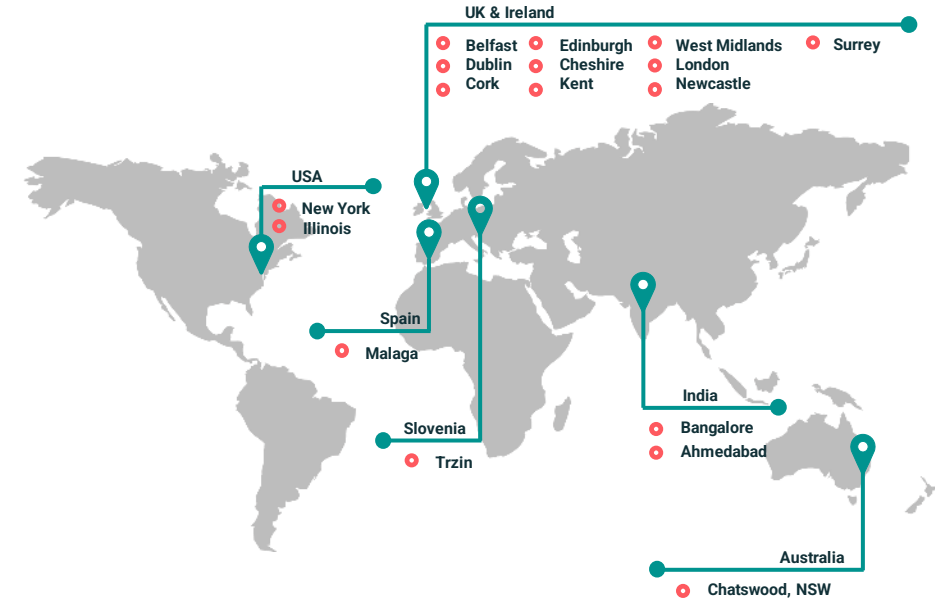
 linkedin.com/in/zigavaupot

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 <p>25 Years Proving Value of I.T. and working with Oracle solutions with 240+ Oracle Projects</p>	 <p>700+ Customers 98% Customer retention</p>	 <p>€350M+ Revenue</p>
 <p>12 Years Voted as a Great Place to Work</p>      	 <p>Industry Best Practice</p>    	 <p>Top Tier Deep Technology Partners</p>     <p>Cloud Program</p>   

3200+ Employees across our 17 offices worldwide:



Recent Acquisitions

 <p>Automation Logic DevOps transformation and delivery</p>	 <p>Qubix Ready-to-run Oracle Solutions</p>
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700+

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



500+

Oracle Certified Professionals with specialisation delivery across the entire stack



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With a track record that extends over **25 years**



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- **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



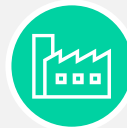
Oracle Cloud Apps (SaaS)

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.



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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.



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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.

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ORACLE | Service Partner

Expertise in Oracle ERP Financials Cloud in EMEA-UKIE

ORACLE | Service Partner

Expertise in Human Resources (Core) in EMEA-Western Europe



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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



Cloud Program

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Expertise in Oracle Cloud Platform Integration in EMEA-Western Europe

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Expertise in Oracle E-Business Suite Applications to Oracle Cloud in EMEA-Western Europe

Delivering customer success in Oracle Applications



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.

According to Gartner, Oracle's Key Strengths & Cautions



Enterprise cloud data and analytics

Augmented capabilities throughout

Comprehensive data management

Momentum in a crowded market

Oracle application-centric

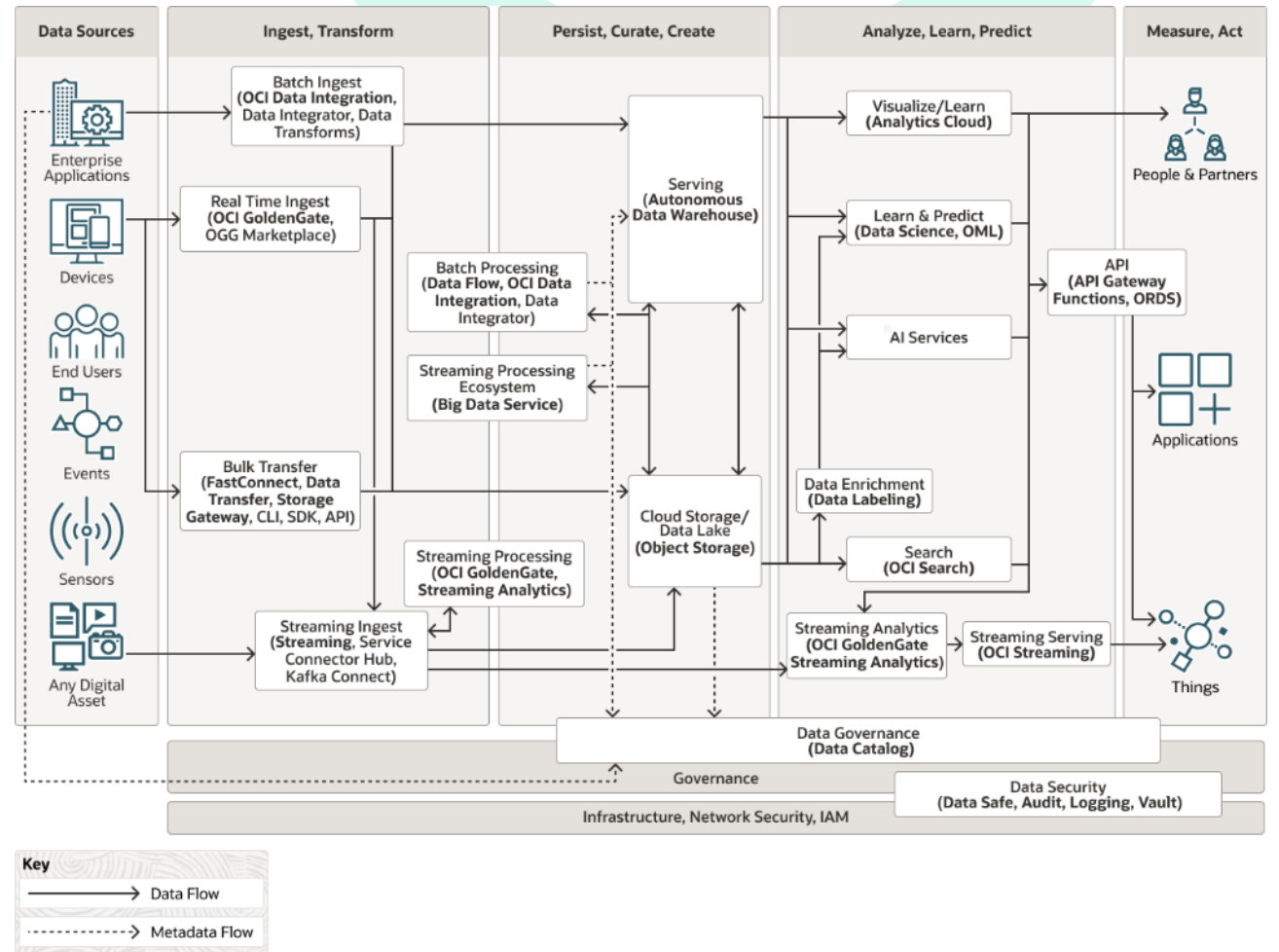
Pricing

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*).

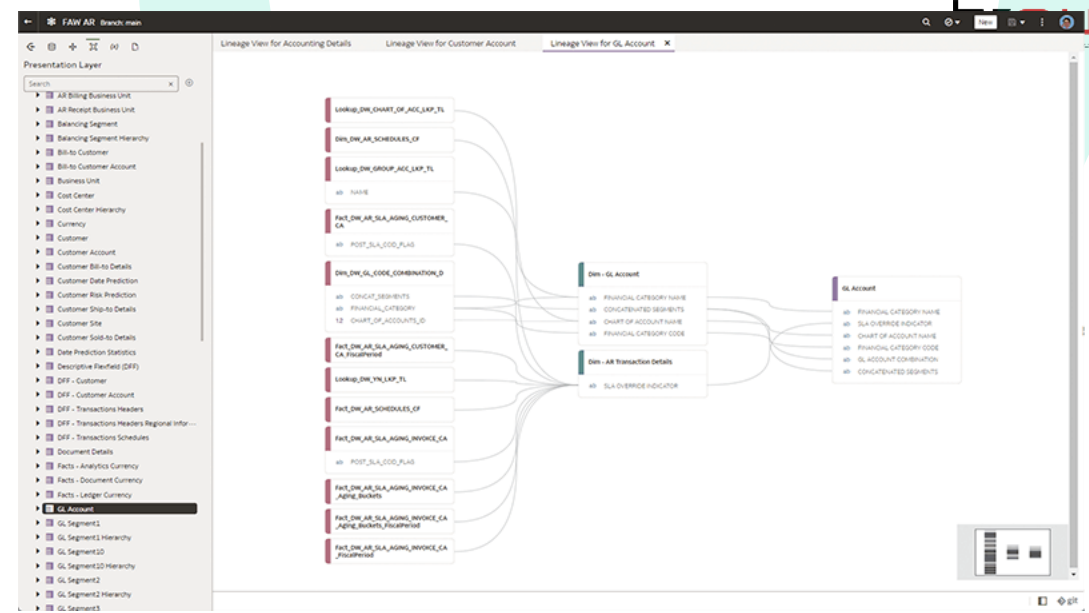
End-to-end Analytics Solution

- 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.



Enterprise Data Modelling

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



CUST_ID	CUST_FIRST_N	CUST_LAST_NA	CUST_GENDER	CUST_YEAR_OF	CUST_MARITAL	CUST_STREET_ADDRESS	CUST_POSTAL	CUST_CITY	CUST_CITY_ID	CUST_STATE_PROVINCE	CUST_STATE_PR	COUNTRY_ID	CUST_MAIL
47549	Ramsey	Zion	M	1949	single	27 East Portola Boulevard	92392	Northridge	51972	Levee-France	52623	52779	137-426-121
28992	Yuri	Overton	M	1954	married	87 West Cayton Avenue	72407	Rushock	52375	Medienberg/Siggemann	52602	52779	394-668-212
48457	Fater	Parkburg	M	1953	single	27 West Medina Boulevard	54375	Livret de Mir	51803	Georgia	52779	449-712-127	
12388	Biana	Group	M	1955	single	37 East Emmet Drive	46063	Long Meadow	51805	MD	52632	52790	328-109-814
22818	Josh	Fellows	M	1908	married	77 South Vitas Avenue	88203	Raringen	51138	Nordheim/Westfalen	52884	52776	281-475-350
37704	Harvey	Litay	M	1945	married	207 East Mulberry Avenue	82402	Seynsel	51913	Fleussdorf	52599	52770	555-263-896
32025	Eva	Kish	F	1935		97 Back Main Avenue	79570	Out-Langshere	51602	Osbyn	52580	52772	556-605-131
4146	Baley	Parkburg	M	1938		37 North DeKalb Street	80608	Norwich	51995	England-Nordhauke	52591	52789	440-734-267
39095	Melissa	Bankamphis	M	1984	single	207 North Corbin Avenue	49513	Dresden	51997	Sachsen	52791	52775	544-637-893
3015	Walter	York	F	1981		47 West Brookings Road	45919	Becknang	51132	Baden/Wuerttemberg	52559	52775	302-423-443
8884	Hilary	Paga	F	1945		47 West 1st Road	78938	Los Angeles	51806	CA	52567	52790	215-219-821
25677	Freddie	Dunkirk	M	1970	single	77 South West Lawrence Avenue	90085	Hyderabad	51673	Andhra Pradesh	52547	52771	695-536-951
37792	Tomas	Hagan	M	1951	married	207 East Spriner Avenue	65202	Pueblo	52115	IL	52635	52790	360-722-574

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19        "children": [
20      ], {
21        "name": "presentationTable:A - Sample Sales.Julian Cal"
22      ], {
23      ], {
24    }
25  }
26 }

```

Oracle Analytics Data Management

- Data Profiling and Recommendations
- Data Flows

The screenshot shows the 'New Data Flow' interface. On the left is a sidebar with various data management actions like 'Add Data', 'Join', 'Filter', 'Aggregate', etc. The main workspace displays a data flow diagram with steps: 'Samples Sales v6' -> 'Join' -> 'Transform Columns' -> 'Branch' -> 'Save Data'. Below the diagram, the 'Add Data - Samples Sales v6' configuration window is open, showing the dataset 'Samples Sales v6' and a list of selected columns: Name, T00 Calendar Date, T05 Per Name Year, T04 Per Name Half, T03 Per Name Qtr, and T01 Per Name Week.

The screenshot shows the 'Samples Sales v6' data table and a 'Recommendations (18)' panel. The table displays columns for calendar date, per name, product, and location. The recommendations panel lists various enrichment suggestions such as 'Enrich D52 Country Name with iso2', 'Enrich D52 Country Name with iso3', etc.

T00 Calendar Date	T05 Per Name Year	T04 Per Name Half	T03 Per Name Qtr	T01 Per Name Week	P1 Product	P2 Product Type	P3 LOB	P4 Brand	D55 City	D54 State Code
01/10/2011	2011	2011 HY1	2011 Q2	2011 Week 19	MicroPod 600b	Audio	Electronics	BizTech	San Francisco	CA
07/24/2012	2012	2012 HY2	2012 Q3	2012 Week 30	Cosmic 5" G6	Smart Phones	Communication	BizTech	London	EN
04/22/2010	2010	2010 HY1	2010 Q1	2010 Week 16	Maintenance	Maintenance	HomeView	HomeView	Cape Town	Western Cap
07/18/2010	2010	2010 HY2	2010 Q5	2010 Week 29	Tungsten E LED TV	LED	TV	HomeView	London	EN
04/27/2010	2010	2010 HY1	2010 Q2	2010 Week 17	Cosmic 5" G6	Smart Phones	Communication	BizTech	Sydney	NSW
02/03/2012	2012	2012 HY1	2012 Q1	2012 Week 05	MaxFun 2000	Portable	Games	FunPod	London	EN
06/19/2011	2011	2011 HY1	2011 Q2	2011 Week 25	Cosmic 5" G6	Smart Phones	Communication	BizTech	Sydney	NSW
09/10/2010	2010	2010 HY1	2010 Q2	2010 Week 19	Cosmic 5" G6	Smart Phones	Communication	BizTech	London	EN
06/18/2012	2012	2012 HY1	2012 Q2	2012 Week 25	MicroPod 600b	Audio	Electronics	BizTech	San Francisco	CA
04/10/2011	2011	2011 HY1	2011 Q2	2011 Week 15	MP3 Speakers System	Accessories	Electronics	BizTech	London	EN
04/18/2012	2012	2012 HY1	2012 Q2	2012 Week 16	Vix Flip Phone	Cell Phones	Communication	BizTech	London	EN
01/24/2011	2011	2011 HY1	2011 Q1	2011 Week 04	CompCell RKS	Cell Phones	Communication	BizTech	London	EN
07/16/2011	2011	2011 HY2	2011 Q3	2011 Week 29	X-Station 180	Gaming	Games	FunPod	Cape Town	Western Cap
08/16/2010	2010	2010 HY2	2010 Q5	2010 Week 33	MicroPod 600b	Audio	Electronics	BizTech	Bengaluru North	Karnataka
08/20/2011	2011	2011 HY2	2011 Q3	2011 Week 34	X-Station 180	Gaming	Games	FunPod	Sydney	NSW
05/29/2011	2011	2011 HY1	2011 Q2	2011 Week 22	Play Box	Gaming	Games	FunPod	London	EN
05/28/2012	2012	2012 HY1	2012 Q3	2012 Week 29	CompCell RKS	Cell Phones	Communication	BizTech	Bengaluru North	Karnataka
09/19/2010	2010	2010 HY2	2010 Q5	2010 Week 38	MicroPod 600b	Maintenance	Services	HomeView	Kiev	Kiev Oblast
01/11/2011	2011	2011 HY1	2011 Q1	2011 Week 02	Tungsten E LED TV	LED	TV	HomeView	Marseille	Bouches-du
04/11/2011	2011	2011 HY1	2011 Q2	2011 Week 15	AMOLED 5.6X Standard	AMOLED	TV	HomeView	Sydney	NSW
02/01/2011	2011	2011 HY1	2011 Q1	2011 Week 05	CompCell RKS	Cell Phones	Communication	BizTech	Sydney	NSW
02/16/2010	2010	2010 HY1	2010 Q1	2010 Week 07	MP3 Speakers System	Accessories	Electronics	BizTech	San Francisco	CA

Augmented Capabilities Throughout

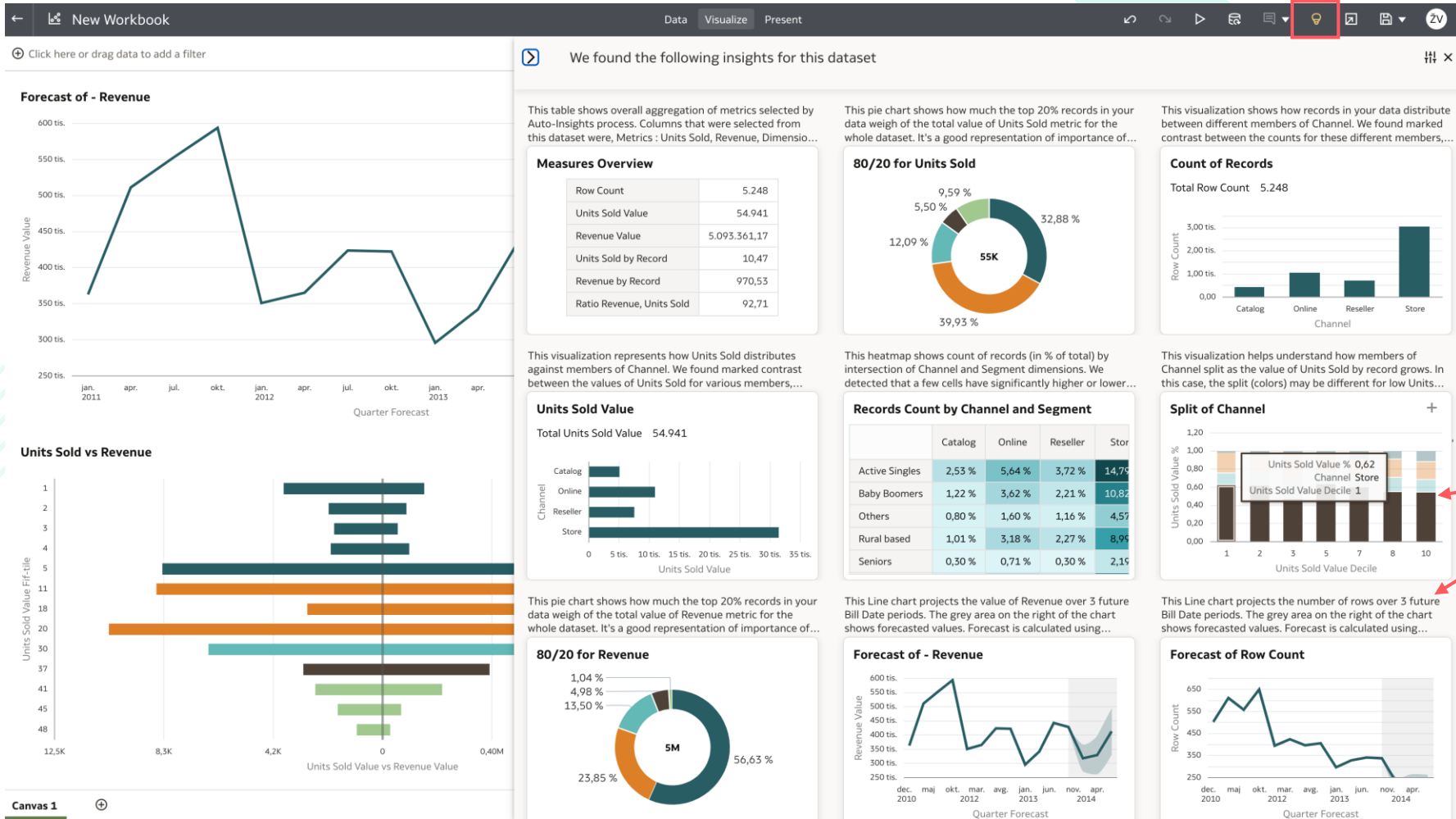
Oracle enhanced its already-strong augmented analytics capabilities by enhancing its data storytelling capabilities. This further advances its integrated graph analytics capabilities such as subgraphs, shortest path and page rank, as well as enhancing explainability of ML models generated. Oracle is 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*).

Rich Data Visualization Capabilities

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



Examples of Augmented Analytics: Autoinsights



Automatically created insights, data visualizations with commentary

Examples of Augmented Analytics: Machine Learning

LEAD SCO... → Apply Model → Save Data

Apply Model

Model **QBX Lead Score NeuralNetwork**

▲ **Outputs**

Create	Output	Column Name
<input checked="" type="checkbox"/>	PredictedValue	PredictedValue
<input checked="" type="checkbox"/>	PredictionConfidence	PredictionConfidence

▲ **Parameters**

Maximum Null Value Percent: Maximum Null Value Percent

Compute lift and gain: Use this option to generate model lift and gain values for this dataset. Note:- An additional output dataset with the same name and suffix _LIFT will be created.

Target column to compute lift: Column containing actual values to be used to compute lift. This info is required to compute lift.

Positive class to compute lift: Positive class in target for which you want to calculate lift. This info is required to compute lift.



LEAD SCORE NeuralNetwork
Binary Classification Model

Save Close

General Positive Label for Converted: Yes

Quality F1 Value: 0,90

Access Model Accuracy: 93 %

Details Precision: 92 %

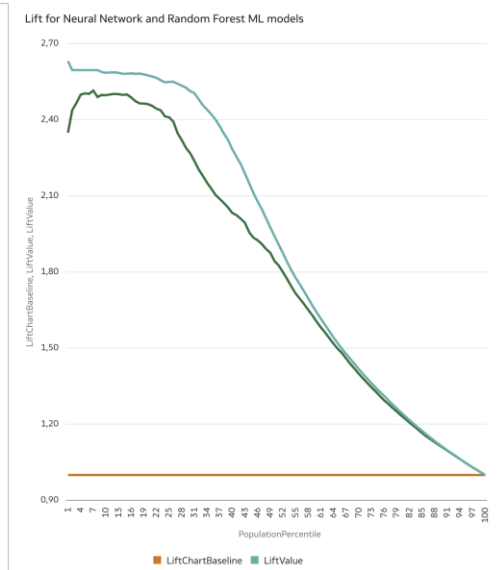
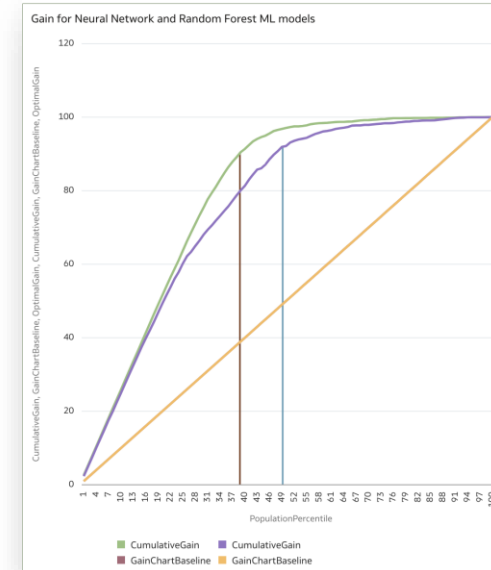
Related Recall: 89 %

False Positive Rate: 5 %

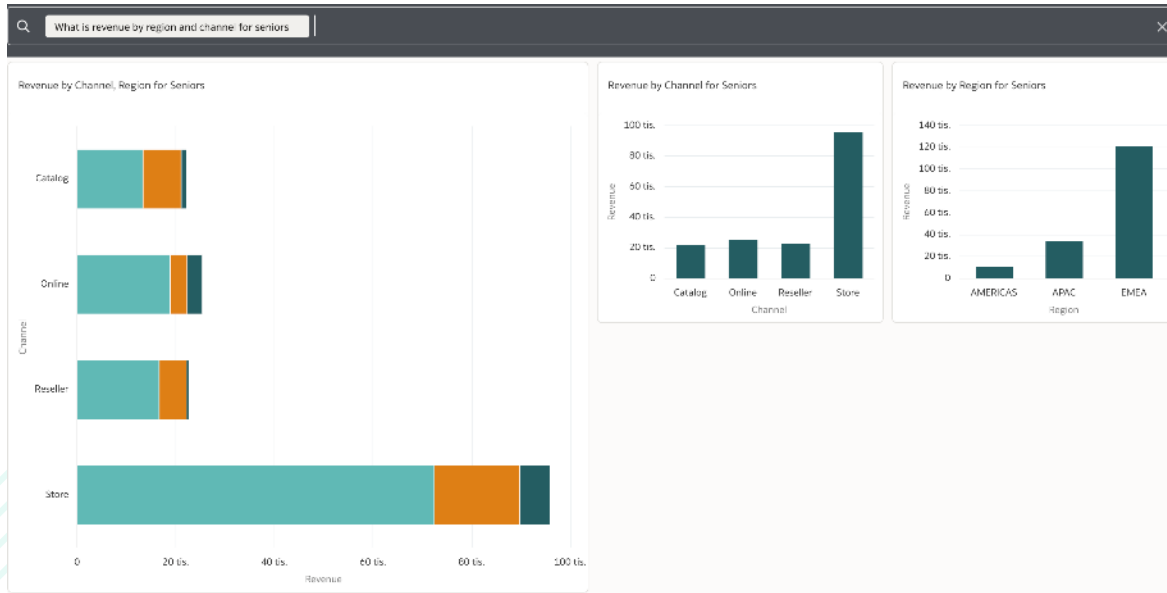
Predicted Values

	Yes	No	Total
Actual Values: Yes	621	78	699 (38 %)
No	57	1092	1149 (62 %)
Total	678 (37 %)	1170 (63 %)	1848 (100 %)

Correct Prediction: 0 to 100%
Incorrect Prediction: 0 to 100%



Examples of Augmented Analytics: Natural Language Processing

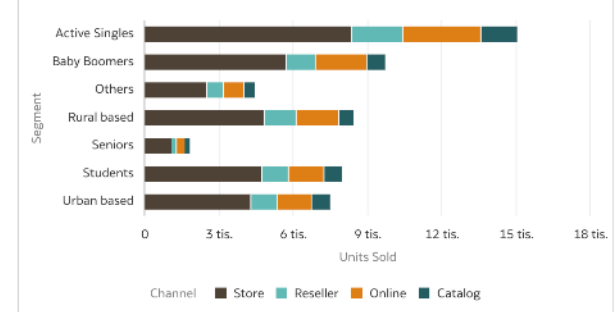


Natural Language Query

Units Sold by Segment, Channel

Segment	Catalog	Online	Reseller	Store	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



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

Data Management & Augmented Analytics Demo



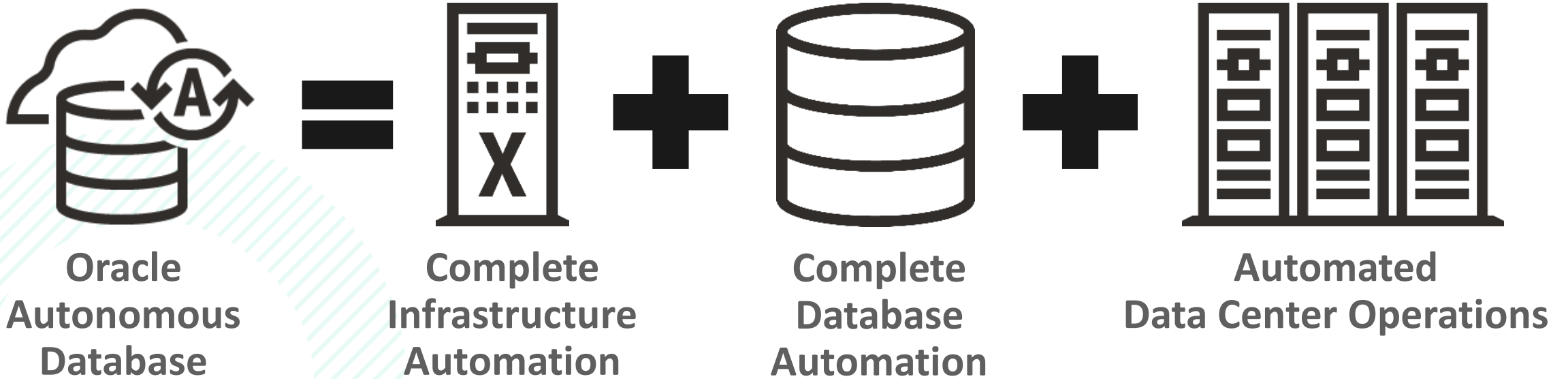
210.24
1,314.30
0.00
25,162.41
7,513.08
12,163.01
27,130.58

172.28 -4.49
1,023.88 -13.73
0.00 0.00
24,285.95 -178.74
6,952.86 -7.46
11,192.69 155.20
25,927.68 91.73

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*).

Autonomous Database



Integrating Oracle Analytics with Oracle ADB: Machine Learning

Tools available in the interface:

- Add Data
- Join
- Union Rows
- Filter
- Aggregate
- Save Data
- Create Essbase Cube
- Add Columns
- Select Columns
- Rename Columns
- Transform Column
- Merge Columns
- Split Columns
- Bin
- Group
- Branch
- Cumulative Value
- Time Series Forecast
- Analyze Sentiment
- Graph Analytics
- Database Analytics
- Train Numeric Prediction
- Train Multi-Classifer
- Train Binary Classifier
- Train Clustering
- AutoML
- Apply Model
- Apply AI Model
- Apply Custom Script

ab	IDX	B9	CRIM			
ID001	0.00632	18	2.30999999430000002	0	0.53799998	
ID002	0.027310001	0	7.070000172	0	0.46900001	

AutoML



Anomaly Detection

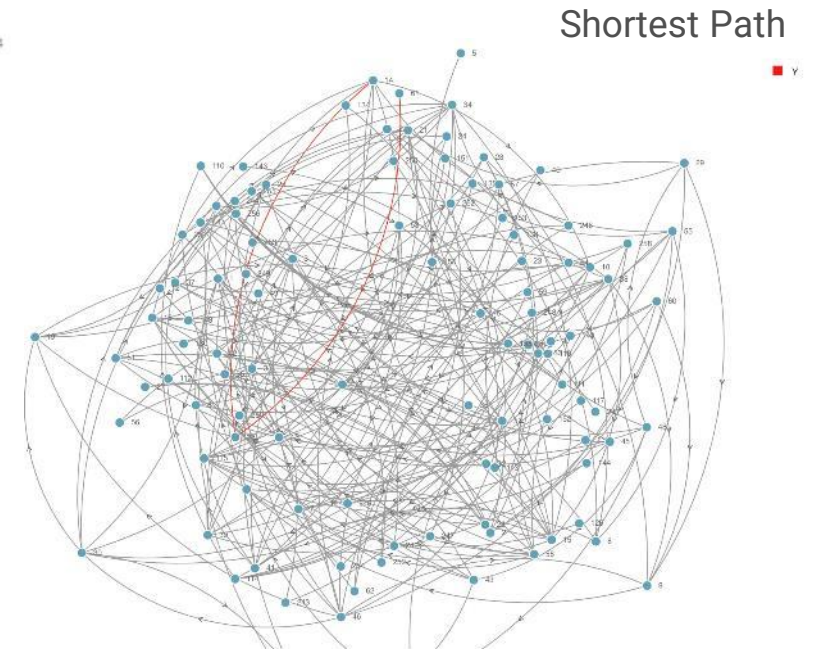
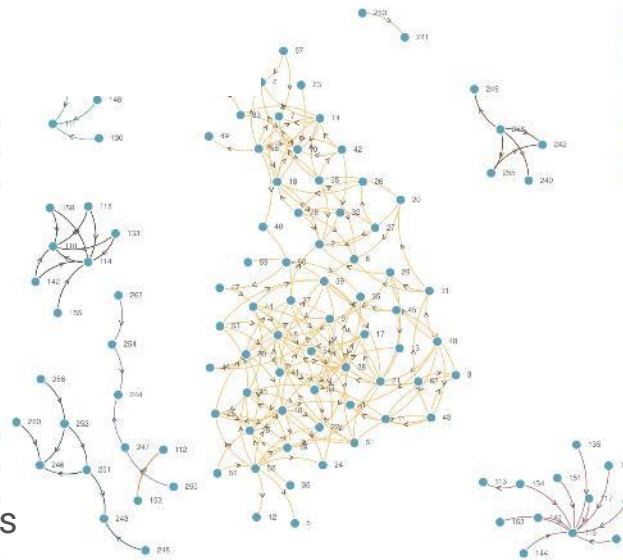
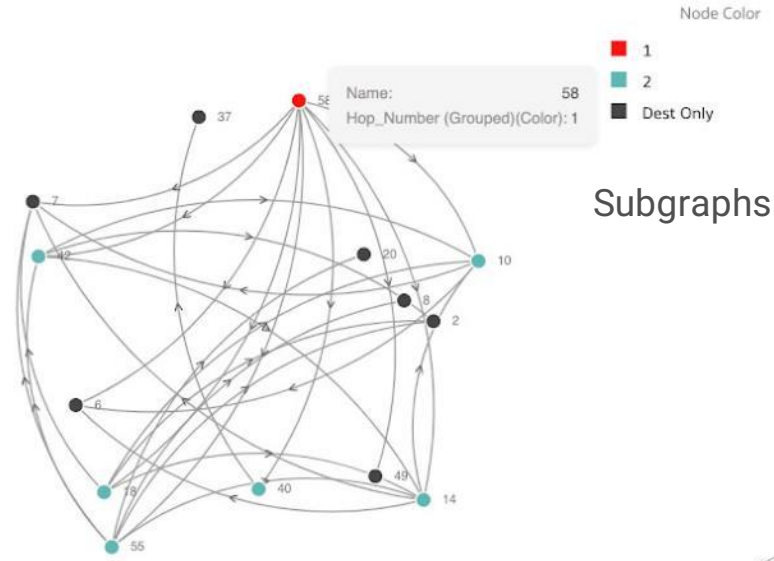
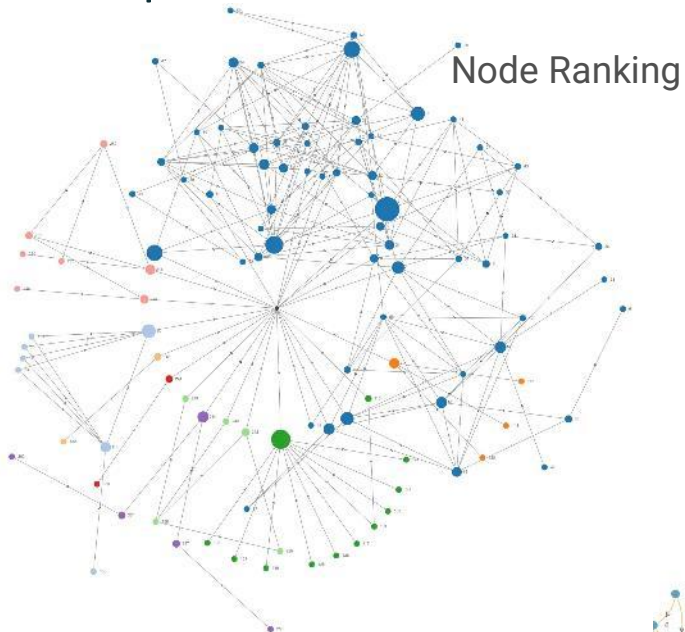
Network diagram showing connections between items:

- Antecedent: RAGUICHZ CREATION ALFRDO
- Consequent Products:
 - BARILLA FETTUCCINE PSTA
 - BARILLA FETTUCCINE RIGATE
 - CREAMETTE FETTUCCINE
 - DA VINCI FETTUCCINE
 - MUELLER FETTUCCINE PASTA
 - PRIVATE LABEL FETTUCCINE SPAGHETTI
 - PRIVATE LABEL FETTUCCINI
 - PRIVATE LABEL LINGUINE
 - RAGU CC DBL CHEDDAR
 - RAGU CHS CREATN PARM MOZZ
 - RAGU LT PARM ALFRDO SAUCE
 - RAGU PARMESAN & MOZZ
 - RONZONI FETTUCCINE FLORENTINE
 - RONZONI ROASTED GAR FETT

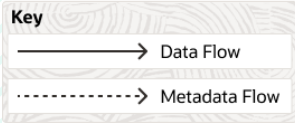
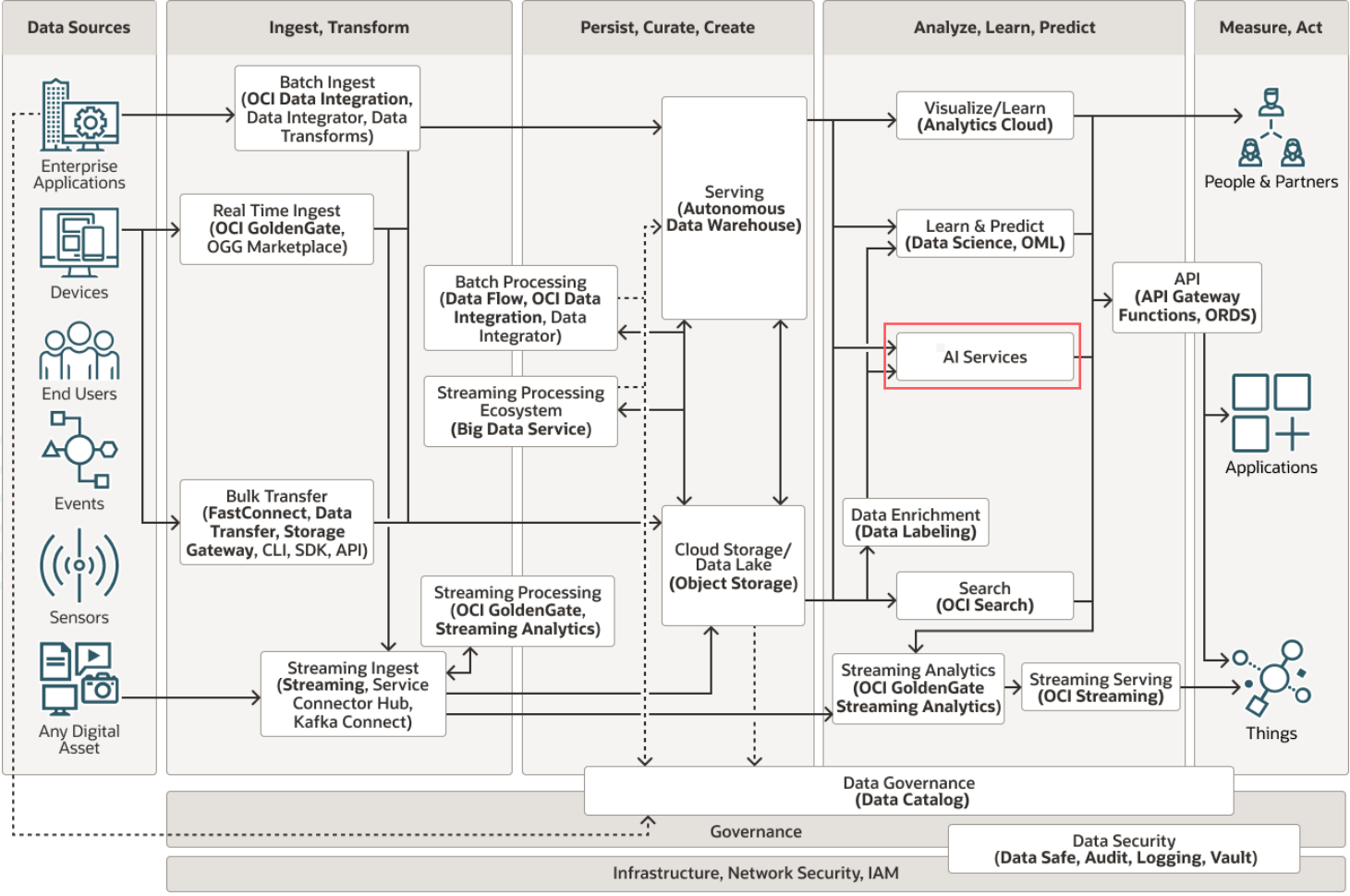
Consequent Itemset	Consequent Item	Consequent	Consequent Product	Rule Support	Rule Confidence	Rule Lift	Number of Items	Itemset #
private label	Ragu	320000017	PRIVATE LABEL FETTUCCINE RIGATE	0.0008	7.2476	14.4011	2	6603
private label	Ragu	320000017	PRIVATE LABEL FETTUCCINE	0.0008	10.007	13.7168	2	6601
private label	Ragu	320000017	RAGU PARMESAN & MOZZ	0.0008	0.0254	12.0411	2	6201
private label	Cremaette	101000041	CREAMETTE RE MOZZARE	0.0007	0.1228	12.0409	2	1942
private label	Ragu	320000017	RAGU CC DBL CHEDDAR	0.0007	4.1271	8.7519	2	6600
private label	Mueell	320000017	MUELLER FETTUCCINE PASTA	0.0011	1.7749	8.1222	2	2696
private label	San Diego	224000101	SAN DIEGO PARM MOZZ FETTUCC	0.0002	0.2300	8.0815	2	3878
private label	Barilla	158000101	BARILLA RE LINGUINE	0.0003	3.2248	7.7257	2	3948
private label	Barilla	700000101	BARILLA RE FETTUCCINE	0.0011	0.1016	7.5961	2	6602
private label	Private Label	320000017	PRIVATE LABEL FETTUCCINE SPAGHETTI	0.0003	2.1819	7.5217	2	6607
private label	Ragu	320000017	RAGU LT PARM ALFRDO SAUCE	0.0003	2.1749	7.2260	2	6203
private label	Barilla	158000101	BARILLA RE MOZZARELLA	0.0004	0.1748	7.0202	2	3876
private label	Ronzoni	710000101	RONZONI PASTA FLORENTINE	0.0001	0.0200	6.0442	2	5801
private label	Ronzoni	710000101	RONZONI FETTUCCINE FLORENTINE	0.0001	0.0740	5.9581	2	6300
private label	Private Label	320000017	PRIVATE LABEL FETTUCCINE RIGATE	0.0010	1.2379	5.4420	2	6202

Frequent Itemsets & Recommendations (Market Basket Analysis)

Integrating Oracle Analytics with Oracle ADB: Graph



Oracle Data Lakehouse



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**.





VERSION 1

Thank You

