



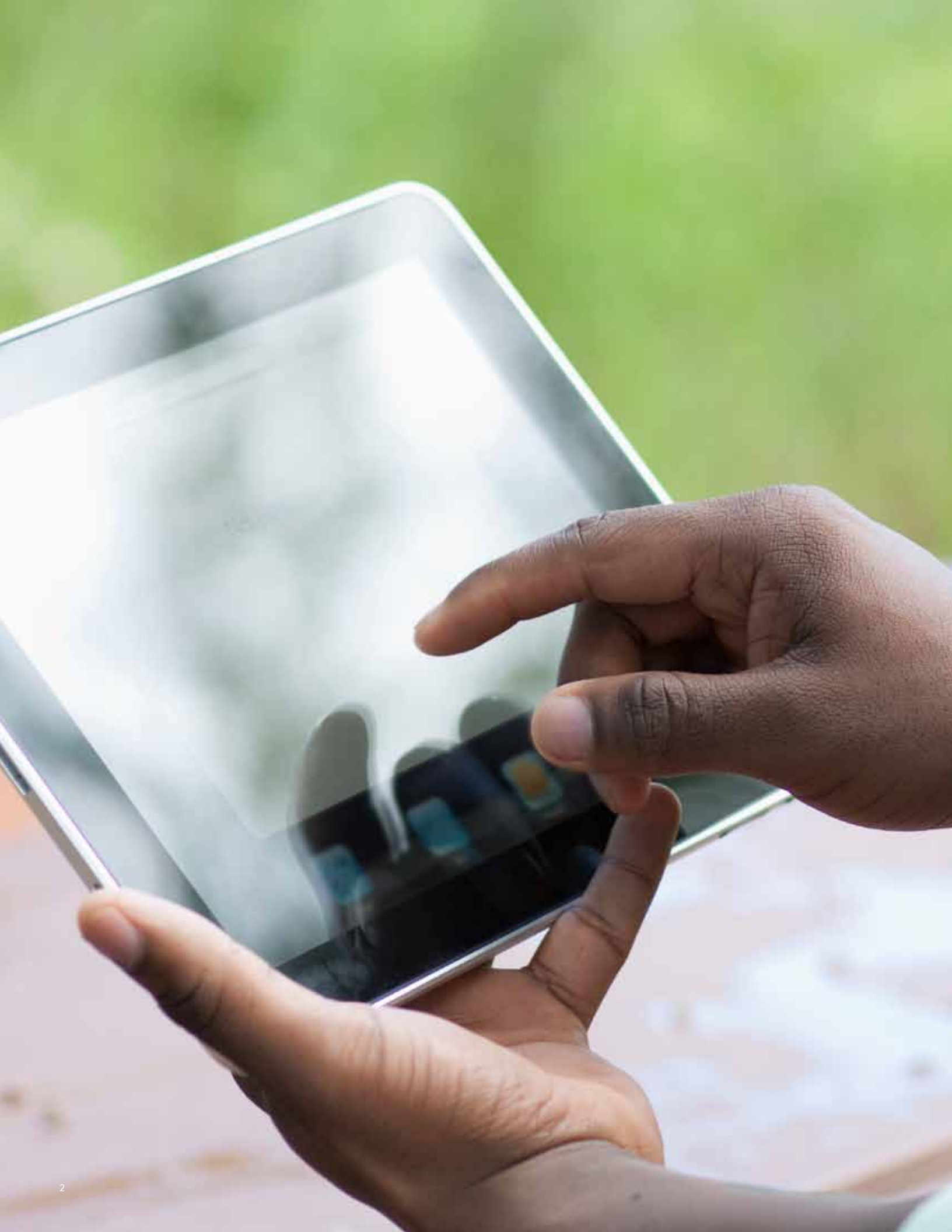
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accenture

High performance. Delivered.

Analytics for high performance

Making better decisions with
Oracle Business Intelligence

• Consulting • Technology • Outsourcing



Despite major investments in business intelligence (BI) tools over the last decade, many organizations still make decisions in ad hoc ways that may undermine peak performance. Inundated with their own data, not to mention the wider world of tweets, blogs and video, executives must focus not only on turning information into insights, but also converting insights into actions that realize positive outcomes and, ultimately, help their organizations achieve high performance.

Meeting today's challenges

Whether using multiple BI tools, undergoing an application upgrade or seeking to gain more from an Oracle BI environment, executives can benefit from the power of analytics—defined as the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management—to drive decisions and actions.

Indeed, in a recent Accenture poll, two-thirds of senior managers at more than 500 blue-chip organizations in the United States and United Kingdom cited "getting their data in order" as an immediate priority,¹ while more than three-quarters of high performers said that business analytics investments are delivering 75 percent or more of the expected value—nearly twice the proportion of other IT organizations.²

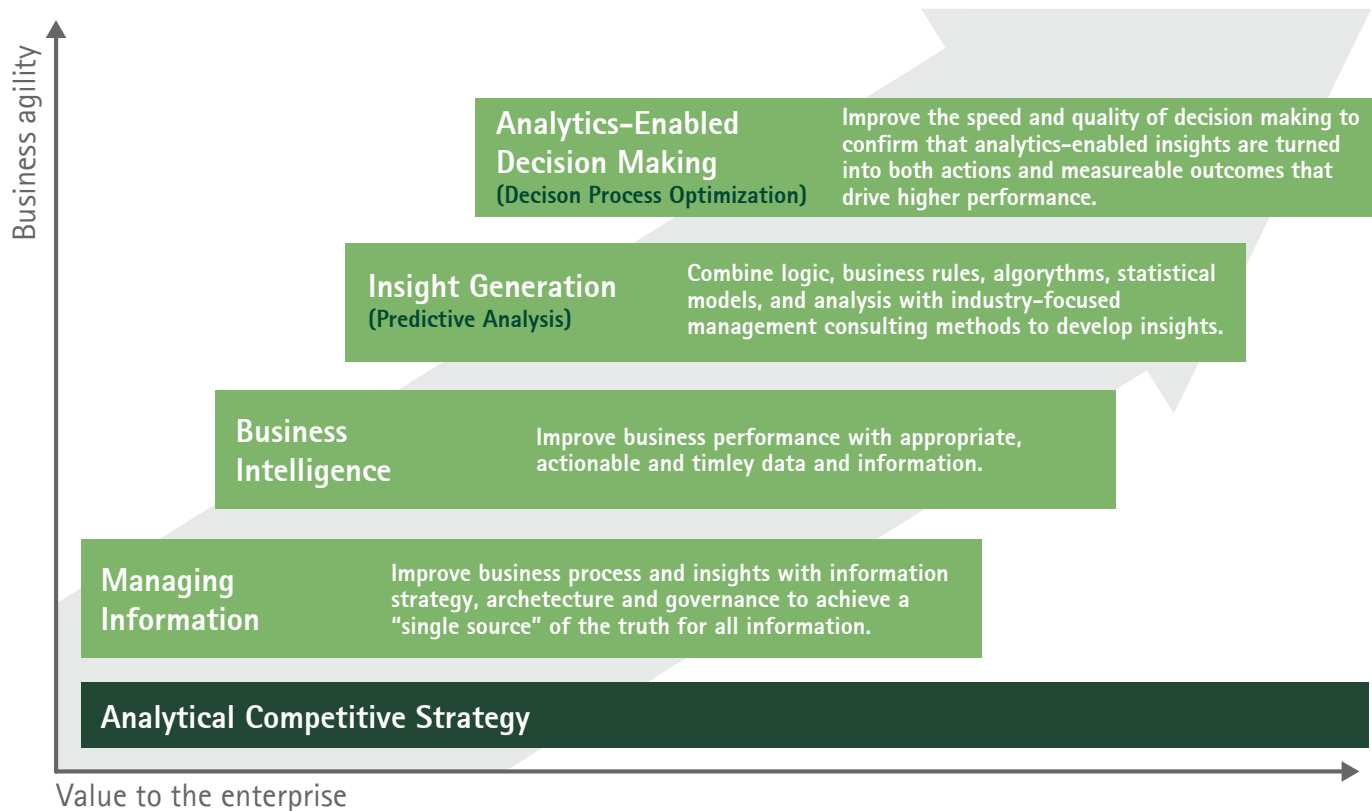
Teaming with Oracle Corporation, we help organizations turn information into action by driving technology-enabled business insights. We design, build and run the underpinning information strategy, architecture and governance that enables a "single source" of the truth for all data, wherever it resides; and we empower executives to effectively analyze that data and deliver the intelligence and insights that enable smarter decision making, actions and outcomes.

¹ "Fresh Insights, Better Decisions, Great Outcomes: Essentials for Excelling with Analytics," Accenture, 2011

² "Mind the Gap: Insights from Accenture's third global IT performance research study," Accenture, 2010

Figure 1

High performance outcomes, powered by analytics



Our capabilities for Oracle BI

From issues to insights to action, Accenture helps our clients make better decisions and achieve improved outcomes, powered by analytics. Whether defining key performance indicators or creating data models to harness and better manage information, Accenture can help deliver on a strategy that meets your goals. Accenture studies reveal that leading practitioners think in terms of a spectrum of analytics capabilities and make sure they have mastered the earlier stages before moving on to more sophisticated levels when such moves are deemed necessary (Figure 1).

- Analytical Competitive Strategy: Accenture works with clients to implement Enterprise Performance Management with their corporate strategies and corporate objectives.
- Managing Information: Accenture helps customers achieve a "single source" of the truth using Oracle Data Warehouse, Oracle Data Integrator and Oracle Master Data Management.
- Business Intelligence: Accenture improves business performance with actionable and timely data and information using Oracle Business Intelligence Enterprise Edition, Oracle Hyperion Enterprise Performance Management, Oracle Essbase and packaged BI capabilities for Oracle's E-Business Suite, PeopleSoft, JD Edwards and Siebel.
- Insight Generation: Accenture develops industry-focused insights using Oracle Real-Time Decisions, Oracle Data Mining and Oracle Essbase.
- Analytics-Enabled Decision making: Accenture improves the speed and quality of decision making using Oracle Real-Time Decisions and Oracle Business Process Management integrated with the Action Framework in Oracle Business Intelligence Enterprise Edition.

More than three-quarters of high performers said that business analytics investments are delivering 75 percent or more of the expected value—nearly twice the proportion of other IT organizations giving that response.

Accenture's dedicated business intelligence capabilities maximize the effectiveness of Oracle products.

We help organizations apply analytics in areas such as:

- Leveraging Enterprise Resource Planning (ERP) investments: Harnessing the information of your transactional systems i.e. HR, Finance, Supply Chain and Customer Relationship Management.
- Expanding beyond ERP data: Creating more value out of your existing BI investment by expanding information past traditional ERP boundaries to create more cross-functional analysis and modeling capabilities.

- Enhancing data integrity: Enabling faster, better decisions through improved data quality organizations through managing a "single source" of truth.
- Tackling industry-specific challenges: Solving business challenges that relate to a specific industry or market.
- Creating more value out of your existing Oracle investment: Enabling more capability to your existing investment through scorecards, modeling, adaptive analytics and more to increase the value of your existing investments.

Strategic partners

Working together, Accenture and Oracle help organizations make better decisions with business intelligence by combining premier technology solutions with the skills of experienced professionals to unravel the complexities of an organization's unique business issues, its differentiators and change management

demands. Accenture's close partnership with Oracle results in high-end client support and superior knowledge of product architectures.

Accenture helps drive greater value from your investments with:

- 20 years teaming with Oracle.
- More than 50,000 Oracle-skilled professionals globally, of which more than 2,600 are BI-skilled professionals.
- Four dedicated Accenture Innovation Centers for Oracle.
- More than 52 Oracle awards since 2003.
- More than 350 certified DW/BI professionals, including 25 CBIP certified.
- Awarded Oracle Titan for BI twice in the last four years.
- First member of the Oracle PartnerNetwork to achieve Diamond level status—the highest status achievable.



Ask yourself:

- What are your specific performance goals for your business?
- Do you have market share goals or cost optimization targets? How do you expect to achieve them?
- How do you measure your performance? How often?
- How quickly can you detect and respond to changes in the marketplace or your organization?
- Are decisions being made that align with business goals?
- How do you measure compliance with strategic objectives, internal and regulatory policies?



Meet with us

Allow Accenture to help you answer these questions and more through our analytics workshops tailored to your needs. We can bring our workshops to you, or you can visit one of our innovation centers for an immersive experience that will help you set your organization's analytics vision and strategy. Workshop topics include:

- Value discovery
- Technology strategy
- Information management strategy
- Operation transformation
- Proof-of-concept
- Analytics-as-a-service

Contact us

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 236,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is www.accenture.com.