

From insights to actions to outcomes

Accenture and Oracle drive analytics ROI



High performance. Delivered.

Companies of all sizes and industries are embracing analytics to capitalize on growth opportunities, operating efficiencies and cost advantages. Indeed, analytics offers organizations something powerful: data-driven decisions that lead to clear business outcomes and yield a measurable return on investment (ROI).



Recent Accenture research shows that one-third of companies are now using analytics aggressively across the entire enterprise.¹ Yet, for many, their return on investment remains elusive. Only 22 percent of companies are "very satisfied" with the outcomes of their analytics investment. A majority experience a profound disconnect between the data being gathered and the business strategies, tactics, and outcomes they pursue.

Harnessing Oracle technologies, Accenture is uniquely positioned to address this ROI challenge and help businesses drive measurable analytics outcomes (as illustrated in Figure 1). The journey to ROI begins by identifying critical business issues, then using analytics to unlock the value of your organization's structured, unstructured and "big data" to generate the insights needed to take action.

How can you get started?

Accenture Introduces the "Art of the Possible"

Accenture brings clients distinctive innovations and market-tested assets that help them quantify the value that Oracle Business Analytics technology can provide to their organizations:

- The **Accenture Analytics Innovation Centers for Oracle** are a network of technology labs where Accenture hosts clients to demonstrate how to use data and analytics to power better business outcomes. We help companies assess their business intelligence challenges, and develop an analytics strategy and technology roadmap to get the most value from their data. A proof of concept brings the solution to life with the client's own data.
- Oracle Business Analytics is changing the way businesses operate and make decisions. We have developed industry-specific **Day-in-the-Life scenarios** to help organizations fully envision the "art of the possible."

Our ability to collaborate effectively with Oracle—and with mutual clients—is consistently acknowledged each year through major accolades and awards.

- Oracle Diamond Partner: Accenture is the first member of the Oracle Partner Network to achieve Diamond status – the highest status achievable – and is certified in 39 specialization areas, including 9 advanced areas where we have 50 or more certified specialists.
- Oracle Excellence Awards – North America: A two-time award winner in the Business Intelligence category, Accenture is recognized for excellence and innovation in helping clients address real-world customer challenges harnessing the power of Oracle technology. Accenture has received 65 Oracle awards globally since 2003.

- Accenture's fully integrated Oracle analytics platform and infrastructure support clients who want to validate hypotheses and confirm business cases through **proof of concepts** that utilize data discovery, in-memory analytics, predictive analytics and mobility. Through this infrastructure, Accenture provides clients with an Oracle Exalytics environment to experience the speed and scalability of Oracle's In-Memory analytics capabilities.

- Through in-memory technology with **Essbase, Endeca and OBIA on Exalytics**, clients achieve faster access to analytical insights and large volumes of detailed information. Our deeply-skilled Oracle Exalytics team uses proven, predictable processes to transition clients' existing Essbase and OBIEE systems to an Exalytics platform enabling new capability at a lower cost of ownership.

- Accenture's **Endeca Information Discovery (EID) capability** helps clients to gain new insights from the marriage of their existing data with unstructured data as well as big data. This capability provides transformative opportunities for business and IT to enable innovative analytical and data discovery solutions.

The Power of Innovation and Industrialization

Accenture delivers innovation and capabilities to our clients through the more than 50 delivery centers worldwide that comprise the Accenture Global Delivery Network. Through this network, Accenture industrializes analytics processes and methods and delivers localized expertise and Oracle skills in virtually every corner of the world. We also accelerate solution design and implementation using industry-specific assets and accelerators.

This combination of industrialization and innovation allows Accenture to deliver large, complex projects with reduced risk and faster time to value, helping businesses compete on analytics across any business function or process—in all industries and geographies.

The Accenture and Oracle Analytics Alliance Advantage

Fueled by a 20+ year alliance with Oracle and ground-breaking innovation from the Accenture Analytics Innovation Center for Oracle, we leverage our complementary strengths to develop new assets and capabilities on top of Oracle's Business Analytics' products, enabling clients to conduct analyses that were previously unimaginable.

The resulting solutions go beyond traditional reporting, manipulation, and ETL tools, to include predictive and modeling tools, the ability to incorporate unstructured data, and engineered systems that enable these tools to work faster, "bigger" and for lower total cost of ownership. Together we are helping organizations address real-world business challenges at a scale of data and analytical power previously unavailable.

Accenture and Oracle help clients address their challenges on the analytics journey to ROI by turning critical business issues into outcomes using data, analytics, insights and actions.

Accenture and Oracle are working with a global telecommunications provider to create new analytics capability with Endeca Information Discovery. **The outcome?** The ability to analyze trouble tickets that contain key vendor and equipment details buried within the call center note fields to improve the customer's installation experience. This capability was completed in four weeks without needing to rely on the company's data warehouse initiative also underway.

Accenture and Oracle are working with a global hospitality client to transform its financial reporting and analysis. **The outcome?** Improved speed in their financial reporting and close process, enhanced ability to benchmark properties and perform trend analysis, more reliable and efficient self-service reporting in a consistent set of tools, and the number of reports rationalized from thousands to dozens. In addition, the client is exploring how Exalytics can drive new analytical capabilities and 70 percent faster performing reports across its financial community.

Accenture is working with a large municipality to help improve public safety, deliver services more efficiently, and protect its finances by employing cutting edge analytical techniques at an enterprise level. Accenture built an analytical platform that integrates the vast amount of data the municipality generates on a daily basis and worked with the municipality to implement the tools, processes, and organizational structure to achieve fast and sustainable results from the new tools. **The outcome?** The ability to conduct holistic analysis for trends impacting many aspects of government and provide insights that help municipality employees perform their jobs more effectively and deliver better services for improved public safety.

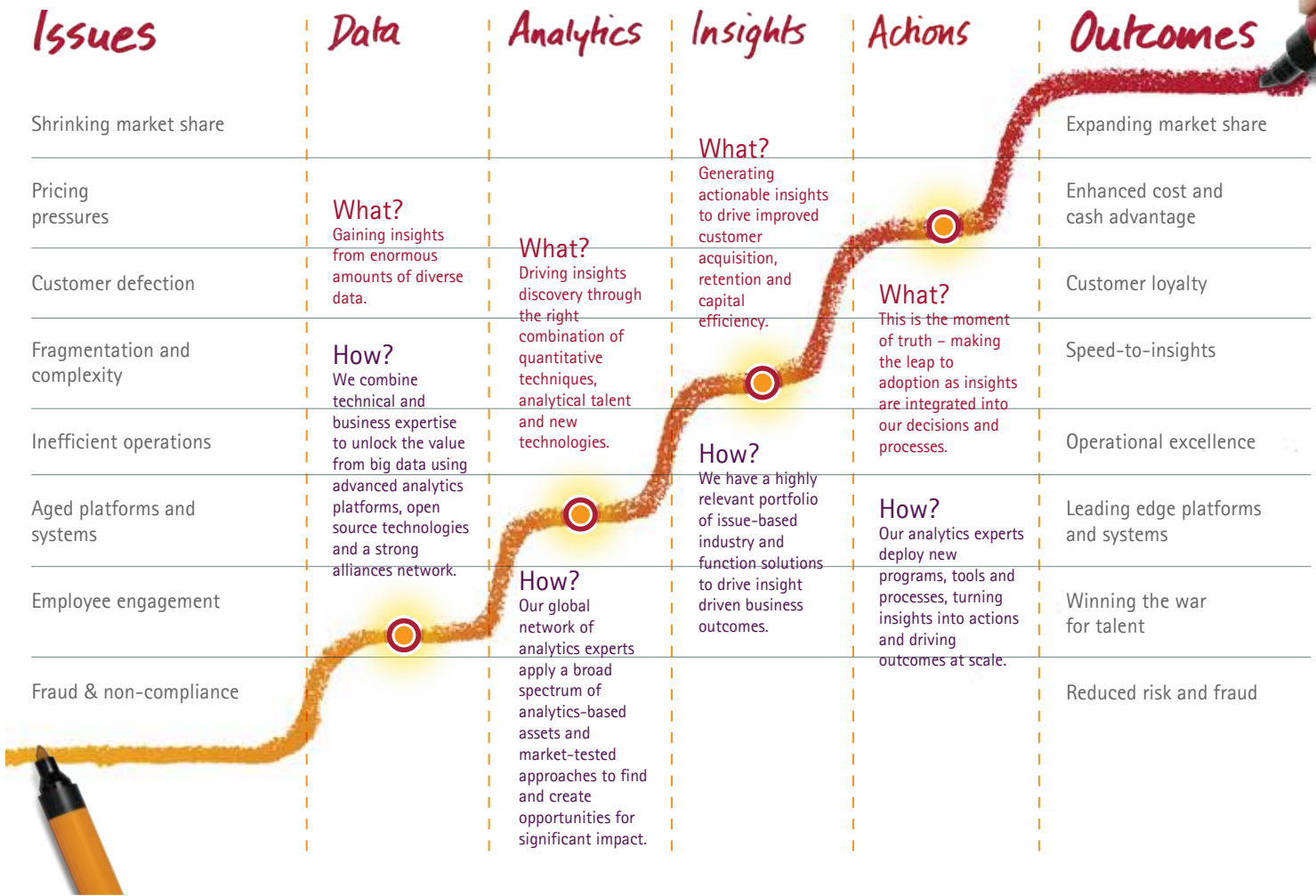
Accenture is helping a U.S. state government to become a national leader in transparency and accountability. Using Oracle's Business Intelligence (OBIEE) data warehouse and analytics solution as the core platform technology, Accenture built an "open checkbook" that extracts spending data from eight disparate source systems and makes it accessible through a newly redesigned portal and concise citizen-oriented messages. **The outcome?** Citizens have full visibility to statewide and quasi-public spending and can holistically

and dynamically explore spending-related operations, fostering trust among citizens and driving citizen engagement. Additionally, cost savings are realized by re-leveraging this foundational enterprise architecture to support other state-wide analytics projects.

Working with Accenture, the government of one of the largest U.S. cities developed a robust set of enterprise tools harnessing Oracle Business Intelligence, a common data warehouse across all city agencies, and applications to help measure and manage performance across its many agencies. **The outcome?** Performance reporting analytics tools are helping city executives make more intelligent decisions by providing them with fast and flexible access to information about citizens' demands and agency performance. The 311 call center now has tools to better manage the customer experience and highlight problem areas and external oversight and advocacy groups gain improved insight into city operations to ensure closer adherence to target service levels. The analytics solution has become part of the City's culture, improving its delivery of services to citizens—the ultimate litmus test of high performance for any branch of government.



Figure 1. The Analytics Journey to ROI



To learn more about how Accenture transforms analytics into action with Oracle Analytics, and the possibilities for your business, please visit www.accenture.com/analyticsalliances-oracle and contact oracleanalytics@accenture.com.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 261,000 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\$27.9 billion for the fiscal year ended Aug. 31, 2012. Its home page is www.accenture.com.

Footnote

¹ Accenture Analytics in Action: Breakthroughs and Barriers on the Journey to ROI (2012) www.accenture.com/us-en/landing-pages/analytics-in-action/Pages/home.aspx